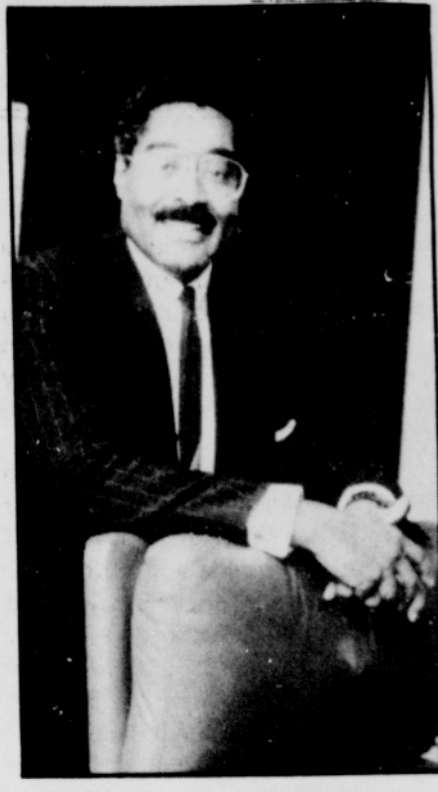


NATIONAL NEWS UPDATE

Xerox's \$5 Billion Man



A. Barry Rand, 43, has made history by becoming the first Black to become president of Xerox's \$5 billion marketing operation, reports the January Ebony.

"I am an overachiever. The keys to my success have been the legacy of the civil rights era, preparation, and performance," explains Rand of his unusual upper-level corporate success. He is responsible for a work force of 33,000 that handles direct sales and service of Xerox products and systems.

Although Rand moves comfortably in the corporate world, he readily acknowledges his roots in Washington, D.C.'s Black community. "I've been able to deal with the Black world and the corporate world simultaneously. Obviously, roots are important, because they determine who you are and who you will be," states Rand.

IBM Employees Challenge South Africa Sales

Seven IBMers, including the leaders of Black employee organizations, have submitted a shareholder resolution calling on IBM to "end its de facto support for apartheid" by halting sales to South Africa. Although IBM sold its facilities in South Africa, it continues to sell computers there through a new company it helped establish before departing last March 1.

The resolution charges that "IBM's sales patterns fit and maintain the apartheid model of inequality and white supremacy." In a letter published in the Los Angeles Times on April 19, 1986, IBM management acknowledged that in South Africa "very few of our customers are Black."

"By selling high-tech products almost exclusively to white customers in South Africa," resolution author James Leas said, "IBM has fallen into an extreme model of apartheid inequality. IBM sales support one side in the racial conflict, the minority rulers." Leas is an IBM electronics engineer.

The resolution is being cosponsored by Ken Branch, head of the National Black Workers Alliance of IBM Employees, a group of over 500 IBM employees; by Spencer Chambliss, head of People for Progress, a civic and social organization composed of Black IBM employees; and by the Interfaith Center on Corporate Responsibility, a coalition of church groups opposed to apartheid.

Spencer Chambliss said "IBM sales to South Africa are the only reason I ever feel reluctant to say I work for IBM. This resolution is one way we can help the company change that policy." Ken Branch added, "It is extremely embarrassing to admit that the corporation is still selling computers in South Africa. Many religious and social leaders are rightfully asking that we boycott companies doing business in South Africa. This causes a conflict in the minds of many employees, black and white, who otherwise like working for IBM. IBM must stop selling to South Africa."

IBM Stockholder Resolution on South Africa

by James Leas

In announcing the sale of its South African assets, IBM appeared to deal a blow to apartheid. But IBM told customers in South Africa that "a full range of IBM products and services will continue to be available." IBM's sales are about a quarter of a billion dollars, 0.5% of South Africa's GNP.

Before "departing," IBM had advertised its efforts to "work actively for change" and provide a "model" for equality. But IBM's real priority in South Africa was and is sales. IBM acknowledges that "in a country where the majority of people are Black, very few of our customers are Black." The effects of apartheid keep Blacks out of the computer market. While not deliberately unfair, IBM's sales patterns fit and maintain the apartheid model of inequality and white supremacy.

In defense of its South Africa policy, IBM cites its grant programs for Black education. In 1985, IBM quadrupled education grants to \$15 million over five years (averaging \$3 million per year). But this fund is less than 2% of the company's sales — and even smaller than tax payments to the white minority government.

The education grants have a self-serving aspect: showcasing Black education gives IBM an easy response to persistent questions about whether technology sold almost exclusively to whites helps perpetuate white domination.

IBM can look to its own past for a more clear-cut model of corporate withdrawal: in 1977, when IBM pulled out of India after a dispute with the Indian government, the company provided generous severance settlements for employees and totally discontinued sales, service, parts, and supplies.

Furthermore, Kodak fully departed from South Africa — selling assets and halting all shipments — with "minimal financial impact to the company."

IBM has frequently called attention to its support for the Sullivan Principles. On June 3, 1987, Reverend Leon Sullivan changed his stance, calling for a "total United States embargo" on shipments to and from South Africa and for companies to withdraw and "end all business relationships" there. Sullivan cited South Africa's "intransigence to fundamental change" and condemned the growing repression and brutalization. He urged "maximum non-violent use of moral, corporate, and governmental force against the inhumane system" and asked municipal, state, and other governmental bodies to limit purchases from companies continuing to operate in South Africa.

Certain municipalities, such as Los Angeles, by law restrict purchases from IBM because of IBM's continuing sales to South Africa. An important competitor, which refuses to sell to South Africa, suffers no such restriction.

Major newspaper articles called IBM's departure a "sham" and a "shell game." We urge IBM to end sales to South Africa and to end its de facto support for apartheid. In our view, this would serve the best interests of the company, the Black majority, and South Africa.

RESOLVED, shareholders request IBM to immediately stop all sales and services to South Africa, including all direct or indirect shipments of IBM computers, equipment, software, parts, supplies, and materials, until apartheid ends.

William Julius Wilson on the Underclass: An Analysis

by Norman Hill

Today, no other social problem has generated as much anguish, internal debate and controversy in the civil rights and political communities as the plight of the urban Black underclass. The terrible pathologies of the inner city — illegitimacy, family dissolution, soaring rates of welfare dependency, teenage pregnancy, alcoholism and substance abuse, crime — have, over the last two decades, been attributed to a wide range of causes. They have been blamed on the welfare system, the breakdown of traditional values, the declining role of religion, the dislocation of rural Southern culture to the cities, and the persistence of racism. More pessimistic analysts posit a permanent "culture of poverty" informed by so-called ghetto values that have become so ingrained and internalized that they appear to defy conventional socio-economic solutions.

William Julius Wilson, a professor at the University of Chicago and a Board Member of the A. Philip Randolph Institute, offers another explanation for the rapid social deterioration in the inner cities since the 1960s. In a new and important book, "The Truly Disadvantaged: The Inner City, the Underclass and Public Policy," Prof. Wilson rejects many of the more frivolous explanations, and places the blame for

the precipitous rise of the urban underclass squarely on rapid systemic and structural changes in the economy and their impact on the Black community.

In his analysis, Prof. Wilson, while acknowledging the persistence of racism as a factor hindering Black economic progress, draws a direct connection between the loss of millions of low- or semi-skilled jobs in America's large urban manufacturing centers and the steep increase in joblessness among Black men, a trend that has had debilitating repercussions on Black family and community stability. As American cities, long a magnet for Black migration, moved from industrial to post-industrial economies, and as labor intensive industries either left urban areas or adopted technological innovations that eliminated jobs, there developed "a serious mismatch between the skills of inner-city Blacks and the opportunities available to them." Prof. Wilson observes that between 1970 and 1984, "all the major Northern cities had consistent job losses in industries where employee education averaged less than a high school degree, and consistent job growth in industries where workers on the average acquired some higher education." Citing the dramatic drop in the proportion of Black men who are employed, Prof. Wilson concludes "that the inability of

Black men to support a family . . . is the driving force behind the rise of female-headed households."

Male joblessness, and its effect on young mothers finding "marriageable" men capable of supporting a family has led to children being raised in single-parent, poverty-stricken and often welfare dependent households. This development, coupled with poor education, inadequate housing, declining services, and other factors, has spawned the type of pathologies that ravage inner city neighborhoods.

A bitter irony not lost on Prof. Wilson is that the situation in the inner cities began to deteriorate when "the most sweeping anti-discrimination legislation and programs had been enacted and implemented" and at a time when Blacks were capturing power in urban political machines. But the social mobility offered by the civil rights legislation of the 1960s allowed upper and middle-class Blacks to move out of the ghettos into the newly integrated society, leaving behind the poor and ill-trained, who have become increasingly alienated and isolated from mainstream society. Paradoxically, this new mobility was at least partly responsible for the decline in inner city schools, housing, and religious institutions. Black hotels, first-class restaurants, theater, and retail stores virtually disappeared along with their clientele.

Prof. Wilson resists solutions to these and other problems that are race-specific, presumably because they have not worked in the past. Interpreting the basic problem as one of poverty and not race, he insists on an agenda of full employment and industrial/economic policies that will address the needs of this nation's disadvantaged, and a fundamental shift in the government's approach to the underclass that will require "the support and commitment of a broad constituency."

It is a sound of rational approach, first posited by the late Bayard Rustin over two decades ago. It was Rustin who realized that after Blacks achieved equality under law, the next phase of civil rights struggle would entail forging broad-based coalitions of community, civic, labor, and religious groups to press for economic equality and social justice. Given the political climate at the time, Rustin's strategy was rejected by many in the movement. Prof. Wilson's insightful and scholarly work on the economic origins of the problem is an invaluable starting point for reevaluating strategies too easily dismissed in the past and for formulating solutions that will ease the suffering and social isolation of what threatens to be a permanent underclass.

Normal Hill is President of the A. Philip Randolph Institute.

Dr. Martin Luther King Jr: The Private Man

The many facets of the private side of Dr. Martin Luther King Jr. are showcased in a special section, "The Intimate King," in the January Ebony.

Ebony shows rare photographs ranging from Dr. King sharing a private humorous moment with his wife Coretta Scott King, to his blowing out the candles on his 36th birthday cake.

The January Ebony also features: "The Continuing Struggle For A National King Holiday," "Remembering The Young King," and "Advice For Getting What You Want In 1988."



HUD Secretary Addresses White House Conference for a Drug-Free America

Secretary of Housing and Urban Development, Samuel R. Pierce, Jr., told a New York City conference on drug abuse December 16, 1987, that "by glamorizing or accepting drugs in our society, we make a mockery of the loving support we offer our young." The conference was held at the Marriott Marquis.

In addressing the White House Conference For A Drug-Free America, Secretary Pierce focused particular attention on the responsibility of adults in educating today's youth against the use of drugs. "I draw attention to the young because it is our responsibility to teach and train them. Youngsters welcome our attention. They can accept our high expectations if we let them know those expectations are founded in a commitment to nurture their growth and development."

"They can be receptive to the guidance and discipline we offer if our commitment tells them we care, that we believe in them," the HUD Secretary added. "But, all the guidance we impart will ring hollow, if our actions defy that guidance."

CPB Offers Programs to African Nations

The Corporation for Public Broadcasting (CPB) will begin a new, two-year, \$150,000 project in January to export U.S. public television programs to Kenya and Zimbabwe. African broadcasters will be able to choose up to 100 hours of programming from some 250 hours of performance, documentary, and children's programming and Annenberg/CPB telecourses. Swaziland, Mauritius, and the Seychelles are also interested in the project.

Kinney Shoes Hires Black Agency

NEW YORK, N.Y. — Kinney Shoe Corporation has appointed Lockhart & Pettus Advertising of New York to handle the company's advertising and community relations directed to the Black consumer market.

Kinney Shoes, the nation's largest retailer of footwear for men, women and children, has 1,547 locations across the United States. Of these, 224 are located in predominantly Black areas.

"Kinney Shoes is taking steps to directly reach the Black consumer and develop an effective community relations program," Joyce Wilkins, Special Market Manager at Kinney Shoe Corporation, said.

Lockhart & Pettus, one of the top four U.S. advertising agencies specializing in segmented marketing

Availability of Consumer's Resource Handbook

The 1988 edition of the Consumer's Resource Handbook published by the United States Office of Consumer Affairs is now available, free of charge, to the public. The Handbook information on how to be a smart consumer includes how to get the most for your money and how to avoid purchasing problems while providing information on major sources of assistance in resolving consumer complaints. The Consumer Assistance Directory portion of the Handbook lists contacts for private, state and federal programs.

To request your free copy of the 1988 edition of the Consumer's Resource Handbook, write the following: Robert C. Scalia, Director, Operational Support, 10SR, U.S. Department of Housing and Urban Development, Seattle Office, Region X, 1321 Second Avenue, Seattle, Washington 98101.

communications, will increase brand awareness and promote corporate goodwill in the Black consumer market on behalf of Kinney Shoes.

Founded in 1977, Lockhart & Pettus is headed by Keith Lockhart, president, and Ted Pettus, executive vice president. Other clients of the agency include Chrysler Motors Corporation, Pepsi-Cola U.S.A., Carson Products Company (makers of Dark & Lovely), Centers for Disease Control, Con Edison and Wendy's International.

Losing Pounds and Inches

Dick Gregory, seated, center, the comedian turned nutritionist, confers with Walter Hudson, the 42-year-old, Hempstead, Long Island, N.Y. man who broke a scale set at 1,000 pounds, on his weight loss over recent weeks.

With them is Dr. Gerald Deas, a general practitioner, who found Hudson in generally good health despite the excess pounds.

Gregory is supervising Hudson's weight loss effort through the use of the Dick Gregory Slim Safe Bahamian Diet Plan, distributed by the comedian-nutritionist's Philadelphia, Pa., based marketing firm, Correction Connection.

Measurements taken by Gregory showed Hudson had lost several inches from his waist, chest, legs and arms and it was estimated that



he might have taken off close to two hundred pounds after eight weeks. Hudson stayed on the diet through Thanksgiving and plans to do the same through both the Christmas and New Years holidays.

Hudson, who has not left his home since he moved in 17 years ago, said he plans to visit the grave of his mother as soon as he loses enough weight to be able to travel outside again.