

NATIONAL NEWS UPDATE

American Health & Beauty Aids Institute Announces "Black Clout" Campaign



The American Health & Beauty Aids Institute (AHBAI), a trade association representing the leading Black-owned manufacturers of hair care and cosmetic products, has launched an aggressive advertising campaign to capture a larger share of the \$2.6 billion ethnic health & beauty aids market.

Themed, "Black Clout . . . Check It Out!", the multi-media advertising campaign emphasizes the economic power of Black consumers when they purchase products stamped with the AHBAI "Proud Lady" logo.

"As the leading force in the ethnic hair care industry, AHBAI represents the economic strength and unity of twenty ethnic manufacturers," said Gary Gardner, chairman, AHBAI and president, Soft Sheen Products Co. "Our advertising campaign strives to inform and educate the consumer of ethnic products as well as to promote the viability of the overall category," he added.

The "Black Clout" campaign will be heavily promoted through print, electronic and outdoor media. Full page ads will appear in national publications during Black History month and continue through April. In addition, 60-second announcements will be aired on radio stations across the nation and AHBAI officers will deliver the message through a variety of public affairs programs in major markets.

"Another element of the campaign will focus on the Black hairstylist and beauty and barber supplier. Special 'Proud Lady' window decals and posters have been designed to encourage support of these professionals who are the lifeblood of the ethnic hair care industry," said Geri Duncan Jones, acting executive director, AHBAI.

The "Proud Lady" is the official AHBAI symbol and is printed on more than 3000 products manufactured by association members.

The "Black Clout" campaign is a direct appeal to Black consumers to patronize Black-owned companies as a means of strengthening economic development within Black communities across America.

"It is important that Black consumers know that spending their dollars on products manufactured by Black-owned companies generates revenue that is reinvested in their community," Jones added.

Collectively, AHBAI member companies generate more than 3,500 jobs, sponsor the highly promoted "Black on Black Love" campaign and support hundreds of minority civic and community organizations.

Established in 1981, AHBAI is a multi-dimensional organization which has become the leading authority on the ethnic health and beauty aids industry. The Institute promotes opportunities in the Black community and develops projects that ensure the stability of the ethnic hair care industry.

For more information, contact AHBAI Headquarters, 111 East Wacker Drive, Suite 600, Chicago, Illinois, 60601, (312) 644-6610.

Afrocentric Idea - Continued from Page 1

of our culture and insure the survival of African people.

Africa and her children, that is people of African descent, have been studied and written about for centuries. The majority of these studies and writings was done by European scholars from an Eurocentric worldview or Eurocentric perspective. A new breed of writers and scholars among the children of

Africa is beginning to emerge again with a different worldview, a different perspective. This revitalized African worldview is called afrocenricity and its most articulate modern spokesman is Dr. Molefi Asante of Temple University in Philadelphia. Dr. Asante recently shared with the Portland community his ideas on afrocenricity at Portland State University as the guest of the Black Cultural Affairs Board.

Justice and the Media — Continued from Page 2

ate Media have convinced them that Jackson cannot win. And very often, through Media pressure, we give up in elections what we fight for on the job. We are manipulated into voting for candidates we do not like, whose programs are bland, if not bad. We are even turned away from the candidate with whom we have the most in common. And we get talked out of voting our needs, our hopes, our own conscience.

Can Jesse win? Can we win? You are darn right we can win! Working people who believe in peace, equality, progress, full employment make up the vast majority of American people. And contrary to the images projected by the Media, the majority of black and brown people are productive working people. Blacks are 30 percent of the auto workers, steel workers, and teamsters; 35 percent of public transportation and postal workers; 40 percent of hospital and sanitation and laundry workers.

Jackson's growing popularity manifests a change of attitude in the American people, who are voting their own minds and hearts, not the dictates of the Media. If we vote our convictions, not Media predictions, Jackson's movement for economic justice is one Freedom Train the Media cannot stop. Come on aboard.

Paul Rockwell's features have recently appeared in The Baltimore Sun, The San Jose Mercury News, The Sun Reporter, The Pittsburgh Post Dispatch, The Philadelphia New Observer, among many other periodicals.

"INJUSTICE ANYWHERE IS A THREAT TO JUSTICE EVERYWHERE."

Martin Luther King, Jr.

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Polaroid Corporation Donates \$150,000 to United Negro College Fund

CAMBRIDGE, MASS. — January 25, 1988 — Polaroid Corporation, a national contributing co-sponsor of the 1987 Lou Rawls Parade of Stars Telethon, donated \$150,000 in cash and product to the United Negro College Fund's (UNCF) recent nationally televised fundraising drive.

In its 11th year, the Lou Rawls Parade of Stars Telethon benefits 42 historically black, private colleges and universities under the umbrella of UNCF. Carried in over 80 markets nationwide, the seven-hour telethon featured prominent entertainers, and is UNCF's largest annual fundraising drive.

"Polaroid is proud to support UNCF," said Lynda Dialo, marketing manager of the black consumer market for Polaroid. "UNCF's membership schools represent an

important foundation of American education. Polaroid's commitment to UNCF is evidence of the company's long-standing tradition of responding to the communities it serves."

As a second year sponsor of the telethon, Polaroid donated more than 100 Spectra System cameras and film to 42 UNCF member institutions. Spectra photographs of campus life taken by UNCF students were used to create special instant photo essays, "Polaroid on Campus," that aired throughout the nationally televised telethon.

The cameras now will be used by the schools' public relations and communications departments, as well as by the newspaper and yearbook staffs, for future photography projects.

Jackie Joyner-Kersey Signs Agreement to Represent 7UP

DALLAS, TEXAS — Track and field star Jackie Joyner-Kersey, who was named the Associated Press 1987 female athlete of the year, has signed an agreement to represent 7UP in its national minority marketing program.

The 25-year-old honors graduate of U.C.L.A., holds the world record in the Heptathlon, and is co-holder of the world's outdoor record for the long jump. She is favored to win two olympic gold medals for the United States at the 1988 olympic games in Seoul, Korea.

In making the announcement, Harford stated, "we are extremely pleased to have Jackie Joyner-Kersey representing 7UP. We are sure that with her personality and our marketing programs, Jackie will be one of the brand's most popular spokespersons ever. Seven-Up ex-

pects Jackie to figure prominently not only as a great female athlete—but as an influential role model for women everywhere."

Bob Kersee, Jackie's husband and coach, was equally ecstatic: "This represents one of the greatest opportunities for Jackie," he said. "Working with 7Up will emphasize Jackie Joyner-Kersey, the humanitarian, as well as the athlete. It's a chance for Jackie and 7UP to do great things together."

"My mother always told us to attempt to help someone else," Jackie said, "and after realizing how fortunate I've been, I decided to start a foundation dedicated to her, to helping others. With the help of corporations like Seven-Up and individual efforts, I believe it can be extremely successful."

Dick Gregory Halts Treatment of Seriously Overweight Man

HEMPSTEAD, N.Y. — "Until Walter Hudson can overcome his fear of walking and leaving his house, we have no alternative that would be in the best interest of safety, as well as his psychological stability, other than to terminate his supervised weight reduction and nutritional treatment program."

With those words, Dick Gregory, the comedian-turned nutritionist, announced the end of his treatment for the 42-year-old man reported to have weighed more than a thousand pounds last Fall.

Gregory's efforts, utilizing his staff of professionals and the Dick Gregory Slim Safe Bahamian Diet Nutritional Drink Mix, had captured the attention of the world press as Hudson was reported to have gradually lost an estimated 400 pounds during a period of about four months.

The breakup between Hudson's weight had been reduced to the point where he should be flown to Gregory's weight loss center in the Bahamas, for continuing treatment.

And while scores of media representatives waited for Hudson to take the first "symbolic" step outside the door of his small, cape cod style house in the middle class suburb of New York City, Hudson was reported to have been too frightened to walk outside. Hudson declared that he would continue the diet process alone.

"Earlier today I thought I would walk out," Hudson told reporters, "But when the moment came, I just couldn't do it — my legs wouldn't carry me."

"I am more saddened than angry," Gregory told journalists.

"Walking out of the house means life for Walter. Staying in the house means his death."

Gregory, who markets his diet plan and other nutritional products through his company, Correction Connection, Inc., attributed Hudson's refusal to "a debilitating fear" that had kept him indoors for most of the last three decades. Gregory noted that the only time Hudson has been outside since he was a 350 pound teenager when the family moved from Brooklyn to Hempstead 18 years ago.

Gregory said: "My staff and I have gone as far as we can with treating Walter's weight problem. We have brought him to the point where he has developed a renewed physical mobility that now allows him to move about both inside and outside his house.

"We must now have Walter's full cooperation in a treatment that includes protecting him completely from unauthorized foods as well as making available to him some of the proven psychological supports necessary for a person 'imprisoned' within his own body for such a long time."

Gregory said the proposed move to the Bahamas would provide the needed fresh air, sunlight and sea baths important to continuing the weight loss effort.

Hudson first made news last Fall when he fell and was wedged in the doorway of his home and needed an emergency work crew to free him. When a volunteer team of weight lifters later tried to help him record his weight, the scale broke down after registering 1,000 pounds.

PORTLAND OBSERVER

"The Eyes and Ears of the Community"
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African-American History More Than a Celebration

Several organizations launched a nation-wide Black History Month Shop-In. Members representing the following organizations met recently and mapped out their methods of carrying out a resolution adopted by the Progressive National Baptist Convention, which met in Houston, Texas.

The resolution called for African Americans to do more than celebrate Black History in February, but to also make Black History by spending most of their money with Black owned businesses during the month.

Members: James A. Brame, President, Illinois Alliance of Black Student Organizations; Conrad Worrill, President, Black United Front; Lu Palmer, President, Chicago Black United Committee and Black Independent Political Organization; Rev. Dr. J. Alfred Smith, Jr., President, Progressive National Baptist Convention; Webb Evans, President, United American Progressive Association.

The membership of these organizations represents over two-million people. Webb Evans stated that this could be the beginning of something new in America. He emphasized that African Americans have marched together under the leadership of civil rights leaders. Now they are voting together, but he feels the greatest movement Blacks will ever make will be to put their dollars together to improve their economic condition. First seek economic freedom and other freedoms will be added unto you.

James A. Brame stated that if African Americans bought only their breakfast food, such as milk, eggs and bread from business people living in the Black community, it would improve the economic condition. Brame has organized a Breakfast Club and several thousand people have pledged to buy all their food for breakfast from business people living in the area.

In Recognition of Black History Month A Part of History Worth Remembering

We Salute:
Granville T. Woods
(1856-1910)



He invented the Synchronous Multiplex Railway Telegraph (Induction Telegraph) which was the first electrical device to provide sophisticated communication between moving trains. In April 1887, the Catholic Tribune of Cincinnati, Ohio, wrote an article praising Granville T. Woods as "... the greatest electrician in the world . . ."

Additionally, in 1902 he invented an air brake. Throughout his career, Woods invented 35 significant electrical devices and gained further fame when he successfully sued Thomas A. Edison for unauthorized use of several of his inventions. Twice, Woods and the Edison and Phelps Co. went to court and twice the court ruled in Woods' favor.

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Achievement is its own reward, but recognition is always welcome.



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