

BLACK HISTORY MONTH

The Role Of African-Americans In Shaping U.S. Constitution To Air

More Than 200 Radio Stations To Present Series Of Eight, Half Hour Broadcasts

NEW YORK--In commemoration of Black History Month, more than 200 radio stations nationwide will broadcast eight half-hour programs entitled, "Afro-Americans And The Evolution Of A Living Constitution," during the month of February.

These broadcasts will feature some of the nation's foremost Constitutional analysts and policy experts. They will also examine the role of Afro-Americans in shaping the Constitution through their struggle for racial equality and full citizenship.

Dr. John Hope Franklin, Professor of Legal History, Duke University School of Law, makes the point in one broadcast that the rights proclaimed by the Constitution were not originally meant for Blacks. He said the framers of the Constitution brought "a century and a half experience with slavery

and a similar period of discrimination against Blacks who were not slaves."

In another broadcast, Judge A. Leon Higginbotham, Jr., of the U.S. Court of Appeals, Philadelphia, Pa., "reported" on a fictional conversation in heaven in which Dr. Martin Luther King, Jr. gives Thomas Jefferson a Black perspective on the Constitution.

Eddie N. Williams, President, Joint Center for Political Studies, is the moderator of the special broadcasts.

Other analysts include: Dr. Mary Frances Berry, Member of the U.S. Commission on Civil Rights; U.S. Representative George Crockett (D-MI); A. E. Dick Howard, Professor of Law, University of Virginia Law School; Frank R. Parker, President, Lawyers' Committee on Civil Rights Under Law; the late Wiley Branton, former Dean of the Howard University Law School and David J. Garrow, Professor, Political Science Department, City College of New York and winner of a Pulitzer prize for the book, "Bearing the Cross: Martin Luther King, Jr.,

and the Southern Christian Leadership Conference (1987)."

"We at Philip Morris were pleased to support the symposium as a serious and important assessment of the Constitution and also to underwrite the radio broadcasts," said George L. Knox, III, Staff Vice President, Public Affairs, Philip Morris Companies Inc.

Knox said: "The radio series will make the essential points of this important symposium available to many more people. We feel that for this to be a living constitution requires the understanding and interest of all Americans if it is to provide for the common good."

The radio broadcasts were produced by Radio America in cooperation with the Joint Center and the Smithsonian Institution and were underwritten by Philip Morris Companies Inc. This radio series was edited from last year's historic two-day seminar sponsored by the Joint Center and the Smithsonian on "Afro-Americans And The Evolution Of A Living Constitution."

Black History Comes Alive For Children Through New Product On Underground Railroad

Too often Black history and the period of slavery is thought of in the most stereotypical terms at the exclusion of accounts of immense human courage and resourcefulness, according to publisher Janus Adams of BackPax International. This problem is the motivation behind The Underground Railroad: Escape to Freedom, an innovative book/cassette product that brings the experience of the runaway slaves to a tangible level for young people aged nine and above.

"The Underground Railroad is an exciting and instructional topic on many levels," stated Ms. Adams, who has seen the impact of the subject on children of all backgrounds at schools across the country. "It is an opportunity to celebrate the depth of human resourcefulness and accomplishment against tremendous odds. At the same time, it also gives insight into a type of injustice and inhumanity that unfortunately still exists to this present day."

Through its non-traditional use of the book/cassette format, BackPax titles have been lauded by educators and parents across the country for its ability to translate history, learning skills and multi-cultural understanding into an entertaining and challenging medium. For "the Underground Railroad," BackPax traveled the actual route taken in the years leading up to the Civil War, BackPax recording its audio portion on locations such as Harper's Ferry Colonial Williamsburg, Jamestown (site of the first documented landing of Blacks), and Canada, among many others. The voices, music, personal accounts and environmental sounds help transport the child through their imagination to that place in history. Teamed with a colorful and richly detailed non-read-a-long book, BackPax tells a story of courage, daring, hope and determination—a powerful portrait of people in a precarious time.

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BackPax was created by Adams as a response to an outcry by educators for increased multi-cultural materials. In addition to its use in schools across the country, "Underground" and five other BackPax titles including "Traveling Mark Twain's America", "Journey To the Moon and Beyond" and "Trailblazing Yellowstone" can be found in bookstores and museum gift shops nationally. For more information, contact BackPax International, Box 603, Wilton, CT 06897.

"It is important to us that we depart from the stereotype of the Afro-American slave as the downtrodden object of pity and embarrassment," Adams concludes. "It took immense courage to achieve freedom over seemingly insurmountable odds."

PORTLAND OBSERVER
"The Eyes and Ears of the Community"
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Johnson Products Co., Inc. Launches An Annual Program Entitled "Give To The Dream"

CHICAGO--Johnson Products Co., Inc., one of America's largest Black-owned manufacturing companies, made an unprecedented commitment to the Black community by recently launching an annual program, entitled Give to the Dream. This unique philanthropic program will help Black consumers support Black organizations and take an active role in controlling the destiny of these institutions.

The Give to the Dream program was announced at the annual assembly "State of the Dream" address on Sunday, January 15, at Ebenezer Baptist Church, 407 Auburn Ave., Atlanta. The Chicago-based manufacturer of personal hair care products created the program to honor the contributions black organizations have made to society. The program also provides them with a vehicle for financial support that will allow them to continue their service to the community.

Beginning January, 1989, all Johnson Products hair care kits will include the give to the Dream seal and contribution form. Johnson Products will donate \$1 to a designated Black organization in the name of every consumer who returns a contribution form and Give to the Dream

seal. As a pioneer in the Black hair care industry, Johnson Products realizes that financial support from corporations and the Black community is essential for Black organizations to thrive.

For the first year, Johnson Products will honor the Martin Luther King, Jr. Center for Nonviolent Social Change, Inc. The King Center is committed to improving the quality of life for all people and nationalities.

Under the direction of Mrs. Coretta Scott King, the King Center develops training programs that work in all aspects of Black life. The programs teach youngsters, teenagers and adults to develop a positive self-image, improve their status in life and resolve conflicts nonviolently. For

to resolve prison conflicts peacefully.

"The King Center, founded on the beliefs and principles of Dr. Martin Luther King, Jr., is an appropriate honoree for the first year of the Give to the Dream program. Saluting organizations, like the King Center, helps future generations to appreciate the strengths and character of the Black community," said Eric G. Johnson, Johnson Products' president and chief operating officer.

Headquartered in Atlanta, the King Center has become a monument to

Dr. King's work and serves as a place of reflection and stimulation for people all over the world. The King Center is the centerpiece of the 44-acre Martin Luther King, Jr. National Historic Site and Preservation District. The site includes the home where Dr. King was born and Ebenezer Baptist Church, where three generations of his family preached.

The King Center and the historic site each year attract more than a million people—including international diplomats, scholars, parents and their children—who come to study Dr. King's message of love and nonviolence.

"Recognizing the contributions of Black Americans instills confidence and dignity in our youth. Unless corporations support organizations, like the King Center, the dreams of past leaders, our own dreams and those of our children will not be realized," Mrs. King said.

Johnson Products Co., Inc. manufactures and markets more than 100 different personal care products. The Give to the Dream program will have brand participation of all the Johnson Products hair care kits which include Gentle-Treatment conditioning no-lye kits, Ultra Sheen relaxer kits, Precise conditioning no-lye relaxer kits, Ultra Star texturizer kits and Classy Curl permanent curl kits.

Through education we seek to change attitudes
 Through legislation we seek to regulate behavior
 Through education we seek to change internal feelings of hate and prejudice
 Through legislation we seek to control the effects of those feelings
 Through education we seek to break down the spiritual barriers
 Through legislation we seek to break down the physical barriers
 —Dr. Martin Luther King, Jr.

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