

Equal Rights Under Law: Desegregation In America, On Nationwide Radio During Black History Month

NEW YORK--More than 250 radio stations across the nation will broadcast eight, half-hour programs during Black History Month, February, 1990, on the African-American's struggle for equal rights between 1896 and 1968.

The skillful mix of narration, interviews, actualities and music make this series of programs both informative and entertaining.

Starting about the time of "Plessy v. Ferguson" and the proliferation of Jim Crow laws, the broadcasts take the listener through such landmark events as the 1954 Supreme Court decision that outlawed segregation in public schools, the integration of the Little Rock, Ark. high school, the Montgomery Bus Boycott and numerous other aspects of the civil rights movement.

Underwritten by Philip Morris Companies, Inc., the broadcasts take note of the many individuals, groups and organizations that risked their lives to improve conditions for all Americans.

"The struggle for equal rights inspired people throughout the world," said George L. Knox, III, staff vice president, Public Affairs, Philip Morris Companies, Inc.

"We are pleased to help focus attention on important aspects of a history that has done much to establish the principal that all people should have equal rights under the law," Knox said.

Several heroes of the struggle are heard on the broadcasts, relating incidents of their own past that, combined with others, have helped to create the civil rights movement.

Included in the series are: Ernest Green, one of "the Little Rock Nine" high school students to integrate schools in Arkansas, who is now a Senior Vice President, Shearson Lehman Hutton Inc.; William Clinton, Governor of Arkansas and Murray H. Bring, General Counsel and Vice President, Philip Morris Companies Inc., who was a law clerk to Supreme Court Chief Justice Earl Warren, 1959-1961.

"Thousands tried to register to vote and were denied," said Congressman John Lewis, former President of the Student Nonviolent Coordinating Committee. "We decided to protest - Governor (George) Wallace said 'no.' We marched anyway and were met at the bridge and were attacked. What happened that day brought national outrage, and helped to pass the Voting Rights Act of 1965."

Northeast Youth Service Center
Cordially Invites You To
Our 2nd Annual Black History Month Awareness Celebration
On Friday, Feb. 9th
At Matt Dishman Community Center
77 N.E. Knott Street
At 6:30 P.M.

Ms. Unita Blackwell, the first Black Mayor of Mayersville, Miss., said: "Fannie Lou Hamer told me not to hate but to love these people because they are sick. We are a part of that healing and we have to vote these people out of office so they can go home and lay down cause they're sick."

This is the second consecutive year

that Philip Morris has sponsored a series of Black History Month broadcasts. A year ago, more than 200 radio stations presented a series of eight half-hour radio programs of "Afro-Americans and the Evolution of a Living Constitution." Person wanting schedules for these broadcasts should contact their local radio stations or call Radio America at (202) 488-7122.



AN HEROIC TRIO--Photographed during a lull in their hectic lives more than 30 years ago are Dr. Martin Luther King, Jr., (center) chatting with Ernest Green, (left) one of the "Little Rock Nine" -- Black high school students who braved violent white mobs to integrate a high school -- and Mrs. Daisy Bates, an NAACP official who lead that historic struggle. Currently a senior vice president for Shearson Lehman Hutton, Inc., Green is one of scores of veterans of the civil rights movement to be heard during February, "Black History Month," on the series of eight half hour radio features, "Equal Rights Under Law: Desegregation in America." Sponsored by Philip Morris Companies Inc., the series will be heard over more than 250 stations nationwide.

Ben Ruffin Appointed Vice President of Corporate Affairs

WINSTON-SALEM, N.C.--Benjamin S. Ruffin has been appointed vice president of corporate affairs for R.J. Reynolds Tobacco Co.

Ruffin, 47, joined RJR Nabisco, Inc., the parent company of Reynolds Tobacco, as director of corporate affairs in 1986.

In his new position, Ruffin is responsible for leading numerous key minority business, civic and professional organizations.

A native of Durham, N.C., Ruffin earned a bachelor's degree from North Carolina Central University in Durham and a master's degree from the University of North Carolina at Chapel Hill.

R.J. Reynolds Tobacco Co. manufactures and markets one of every three cigarettes sold in the United States. The company's major brands are Winston, Salem, Camel, Vantage, Doral, More, NOW, Century and Ritz.



Benjamin S. Ruffin



KING BIRTHDAY CONCERT--Gwen Moten Pinto, Music Director of the Newark Boys Chorus, (right) conducts the group in a medley of songs during the groups' recent concert in honor of the late Dr. Martin Luther King at the Philip Morris headquarters in New York City. This world-famous chorus, made up of young African-American and Hispanic youths from Newark N.J., performed in the Whitney Museum Annex for an enthusiastic lunch-time audience. The chorus was introduced by Stephanie French, Director, Cultural Affairs, Philip Morris Companies Inc. Frequently called "Newark's Finest Ambassador.s" the chorus has performed in Europe and in Asia as well as around the U.S.A. The West Village String Quartet alternated with the Newark Boys Chorus during the concert.

The Pacific Northwest Regional Office
Gifford Pinchot National Forest
and
Mt Hood National Forest
join together to salute
BLACK HISTORY MONTH
February 1990



USDA FOREST SERVICE
Caring for the land and
Serving the People



McDonald's Salutes Black Students As Leaders Of Tomorrow



OAK BROOK, ILL.--The leaders of tomorrow are being recognized today, as ten talented students have been named national winners in the 1990 "McDonald's Black History Makers of Tomorrow" program. Part of the corporation's black History Month celebration, the program honors Black high school juniors who have demonstrated outstanding leadership, character and scholarship, along with the potential to be Black history makers in the future.

The winners were selected by a panel of judges based on a preliminary application detailing grades, school activities, honors and awards, and an original essay entitled, "The Making of Black History in the Future."

"The students not only addressed problems facing Black America, but developed viable solutions to meet these challenges head on," said Ed Rensi, president, McDonald's USA. "The essays were insightful and each one of these students see themselves playing a very active and positive role in the growth of Black America."

"The students not only addressed problems facing Black America, but developed viable solutions to meet these challenges head on," said Ed Rensi, president, McDonald's USA. "The essays were insightful and each one of these students see themselves playing a very active and positive role in the growth of Black America."

ative role in the growth of Black America." The 10 national winners selected from a pool of 1,500 applicants include: Donald Cager II, Fort Worth, Texas; Tracy Hines, Nashville, Tennessee; Carmelita Mitchell, Lawrenceville, Georgia; Annitrece Rawls, Ypsilanti, Michigan; Derrick Rogers, Indi-

anapolis, Indiana; Andrea Stith, West Point, New York; Eric Waldemar, Jr., Vineland, New Jersey; Delmar Whittington, Homestead, Florida; Brandi Williams, Milwaukee, Wisconsin; and Tamilla Woodard, Houston, Texas.

In addition to being featured in McDonald's national print and television advertising during Black History Month, all 10 national winners will gather in Chicago June 26-29 for a three-day leadership seminar, featuring some of the nation's foremost Black educational, political and civic

leaders. McDonald's Corporation is the world's leading food-service organization, serving 22 million people each day in more than 11,000 restaurants in 51 countries. Seventy-five percent of McDonald's restaurant businesses are locally owned and operated by independent entrepreneurs.

Dr. Percy Julian

Helped create and produce low cost
Cortisone, a modern wonder drug
used to treat many diseases.



- Developed an inexpensive drug to treat Glaucoma, an eye disease. This drug is used around the world.
- Founded Julian Laboratories, an important drug research center and drug company.

WALTER C. REYNOLDS M.D.
& STAFF
2800 N. Vancouver
Suite 231
287-4532