WBAL-TV pioneered hiring of black communicators

WBAL - TV's record of providing opportunities to minorities and women is unique and has provided an example for broadcasters as to what can be accomplished if an employer looks for opportunities to be innovative, according to Malcolm Potter, its general manager.

In 1966, WBAL - TV appointed the first black news director in the country, Robert M. Matthews, who is now senior editor and editor of DAWN Magazine at the AFRO.

Matthews also became the first black news anchor person on any major television station in the country, anchoring the weekend Channel 11 news.

Over the past 14 years, Channel 11 viewers have enjoyed the personalities and talents of a great many black men and women.

Sue Simmons, Spencer Christian and "Charlie" Williams were among the popular personalities in the area. However, they represent one of the problems faced by a television station in a city the size of Baltimore.

Robert M. Matthews first black news director

When exceptionally bright and talented people are hired, black or white, the station runs the risk that other stations in larger cities will make them offers they cannot resist.

When this happens, WBAL - TV as must other stations turn to smaller markets to find replacements and the process continues.

Although this recruiting process reaches outside the Baltimore area, Channel 11 is one of the few stations to hire blacks from Baltimore as on - air personalities.

Curt Anderson works as a reporter and occasionally does sports while Edie House, a former employee of the AFRO, serves as reporter and co - anchor of the afternoon news.

Pat Wheeler, another black at the station, is producer of "Look at It This Way" and "Black Horizons" and is involved in the selection of topics and guests and has final say concerning any and all matters pertaining to these two series.

As a member of station management, she must be aware of rules and regulations which govern broadcasters, as well as being knowledgeable on problems, events and personalities in the community.

The mass media is a highly competitive area and blacks remain a minority. However, Station Manager Potter is optimistic that black involvement in mass communications work force will steadily increase.

The Decision

(Continued from Page 11)

employers can take positive, constructive actions which are in the national interst, and which will accelerate elimination of the vestiges of centuries of racial injustice."

"This is a total victory," declared Leon Lynch, vice president for human affairs of the United Steelworkers union, which appealed the lower court's verdict to the Supreme Court.

Sears, Roebuck & Co., which recently lost a legal challenge to EEOC's affirmative action authority, applauded the high court's decree.

Sears spokesman Ernest Arms says his firm applauds the upholding of voluntary affirmative action program of the Kaiser Co.

"We view the decision as encouraging us to aggressively continue our program of mandatory achievement of goals," he said.

"This program has enable us to assure opportunities for the disadvantaged and has had significant impact upon our dramatic improvement in the numbers of minority persons employed and promoted into management ranks," he explained.

Last January Sears filed a class action suit in U.S. District Court in Washington, D.C., seeking a ban against penalties for discrimination, until the scores of regulations from various government agencies are reviewed.

That suit was dismissed on May 15 and Sears spokesman said a decision to appeal is "under consideration."

In wake of the decision on the Weber challenge, Sears' legal plans become a moot question.

The high court's ruling caused the spokesman for the Anti - Defamation League of B'nai Brith to voice a word of caution.

"The decision leaves us uneasy," said Justin Finger, the League's national civil rights director.

"We are concerned with the potential for abuse by private employers who may incorrectly read the Weber decision as sanctioning unrestricted racial quotas in employment."

That reaction was one of the few which were not enthused by the Supreme Court's decree.

ADVANCE FEDERAL Savings and Loan president, Dr. W. O. Bryson Jr., at left was speaker at a recent reception hosted by Minority Business Directory president, Cleveland Washington. Dr. Bryson who heads the only minority-owned federal savings and loan association in the state of Maryland, has been a constant supporter of the minority publication which is now available all over the states Advance, now in its 21st year, reported assets in excess of $24 million as of June 30, 1979, the highest in history.

HI gets Bush grant

HAMPTON — Hampton Institute will receive a $147,000 Bush Foundation grant, making it the largest grantee and the only non - United Negro College Fund school to receive the grant for the 1979 - 80 school year.

Elmer L. Anderson, foundation chairman, said the Bush Foundation will match dollar for dollar funds raised by the school's alumni association up to $77,000 and pay $100 per donor for additional alumni donors

Local food chain designed affirmative action into their operation from the beginning

"My father has always said he wanted to try to give back to the community some of what it has given him. That's why he took the chance on opening this kind of discount food store."

This was the explanation made by Abraham Korotki, son of Kash and Karry owner, Moses Korotki who has made a commitment to employ blacks and other minorities at his discount food stores.

Korotki who owns four locations throughout the Baltimore metropolitan area says that at each location at least 50 percent or better of the employees are black.

He also reports that plans are underway for 12 more stores, several of which will be targeted in inner city areas.

Korotki states very strongly that his prices are the lowest of the food stores in the Baltimore area and that his discount prices would be welcomed in areas of low income families.

The newest Kash and Karry location opened in the Alameda Shopping Center in April. Hampton Green, who worked his way up from stock person is now the floor manager.

Korotki came to Baltimore in 1950 as a World War II refugee from Poland. He lived and operated a small grocery store at Gilmor and Saratoga Streets.

He later operated a food store in the Walbrook Junction section of Baltimore until he underbook the venture of Kash and Karry.

The system of Kash and Karry is to cut down on frills and pass the savings on to customers through discount prices on everything from meat to soap powder.

Other than those senior citizens or handicapped persons, customers are asked to bag their own groceries in order to cut down on additional staff so that low prices can be maintained.

Ivey, Herbert named to American National Building and Loan board

Lenwood M. Ivey was recently appointed a member of the board of directors of American National Building and Loan Update. Several blacks in the organization have reached management and board level positions in the past year.

A spokesman for the business said the organization is proud to have these people and look forward to their continued input in years to come.

Ivey is the executive director for the Urban Services Agency. The agency carries a budget of $40 million annually, employing 2,000 personnel.

Ivey holds supervisory certificates from the University of Pennsylvania and Howard University. He has served as vice president for the United Fund, Omega Psi Phi Fraternity, Big Brothers in the Civil Air Patrol and Maryland Wing.

Peyton Herbert started his career with American National in the management training program. He served as assistant manager of the Westview office and was transferred to mortgage organization.

Herbert, now an assistant vice president is one of the associations designated urban loan specialist involved in providing assistance and support to various community organizations.

His primary purpose is helping to achieve neighborhood stability and community development through coordination of numerous loan programs offered by the city and state. He participates in workshops, seminars, training sessions and loan counseling.

Herbert is a former resident of Annapolis and a graduate of Morgan State University.

Clarence A. Finley named bank director

NEW YORK — Clarence C. Finley has been elected a director of National Bank of North America, it has been announced by John H. Vogel, chairman and chief executive officer of the bank.

Clarence C. Finley

National Bank of North America has assets of $4.4 billion and 141 offices in the New York Metropolitan area. It is an affiliate of National Westminster Bank, Ltd. which has assets of more than $49 billion and ranks 13th among banks worldwide.

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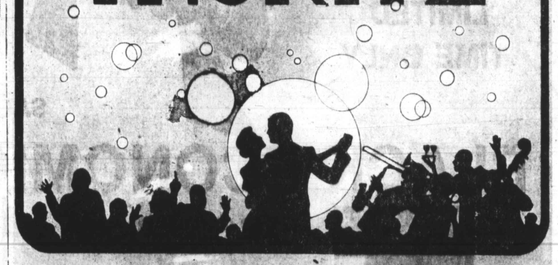

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