CELEBRITY

All letters should be addressed to Jason, DAWN Magazine, 628 N. Eutaw St., Baltimore, Md. 21201. All questions are welcome, but while Jason cannot provide individual answers, questions of general interest will be used in this column.

Q. — I would like to know more about Bernie Casey. How old is he?

> MARGE ANN KIMBLE Shreveport, La.

A. — Actor Bernie Casey is 46 and was born June 8, 1939 in Wyco, W. Va. He recently accepted an award for Harry Belafonte at the Black Caucus Awards dinnor in Washington, D.C. Casey received his M.F.A. from Bowling Green University and played six seasons for the San Francisco Forty-Niners. His film career sarted in 1969 in "The Guns of the Magnificent Seven." He won awards for "Maurie" and "Cleopatra Jones."

Q. — Why is black actress Jennifer Beals always cast with white actors? She's even playing Cinderella with a white man as Prince Charming.

> MARY SMITH Houston, Texas

A. — Jennifer Beals is a good actress and she is an American. Isn't it great that an actress in America can play any part she is lucky to win and qualify for. You are as bad as many white Americans who deny opportunities to black people, not because of their talent but because of the color of their skin. You are a bigot.

Q. — Black actors and actresses need work on TV and I don't miss "The Cosby Show" if I can help it. I was ready to change my viewing habits and watch "Charlie and Company" with Gladys Knight and Flip Wilson when I caught one of the opening shows where Flip Wilson's boss borrowed money from him and Gladys pressured him to get the money back to repair her car. Flip spent most of the show afraid to ask his boss for the money because he was scared he would lose his job. Now how many black people have money left over to lend their bosses? Usually the boss can borrow from a Credit Union or go to his boss rather than a lowly under-paid worker. I'm disgusted.

ANNIE EVANS Baltimore, MD.

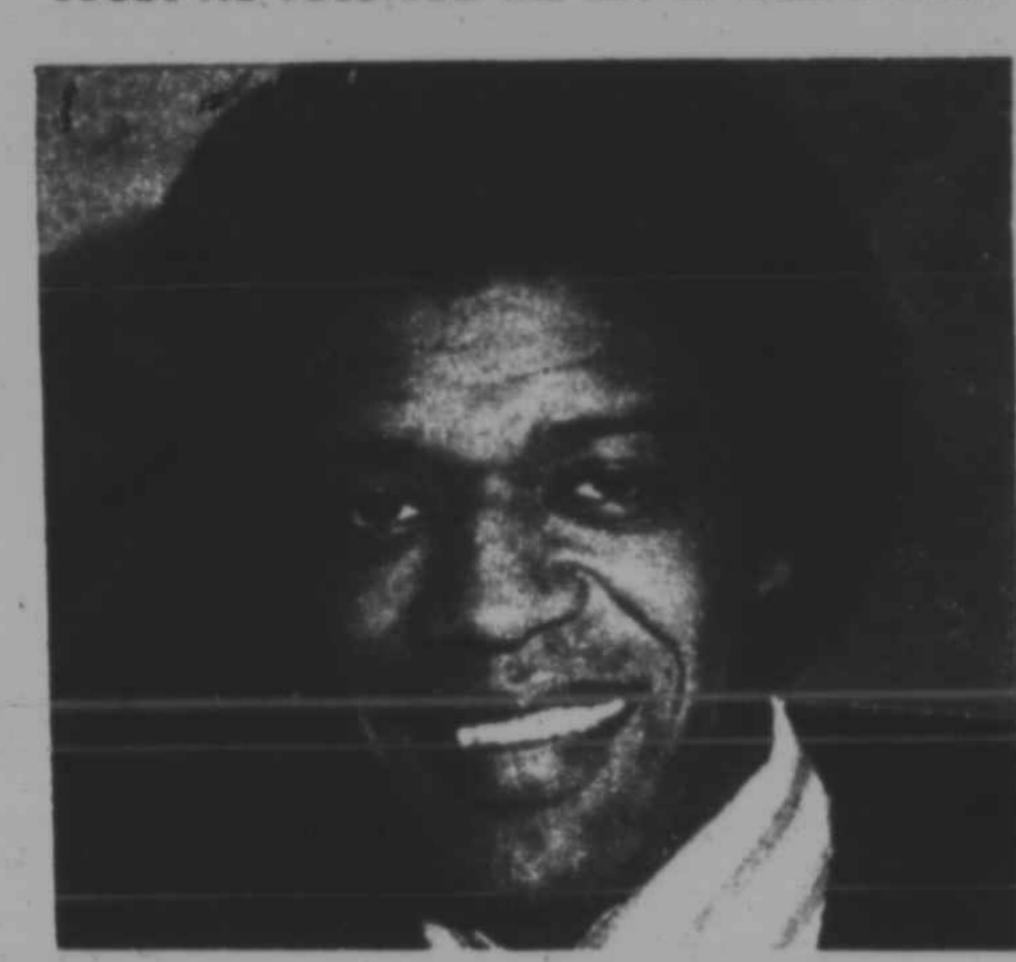
A. — We admit that his episode of "Charile and Company" suffers from poor taste and atroclous writing. The actors don't write the shows. Write your CBS affliate in your city and complain. In

Baltimore it's WBAL, CH 11. The problem is viewers must send in constructive criticism. We want to see more of Gladys and Flip but the show's sponsors should get some black imput so we'll get a more realistic view of black life.

Q. We have a bet on. I say that Billy Eckstein was educated at Howard University and he got his start there. I say he wrote "Jelly Jelly." What else did he write and how old is he? What is his real name?

JIMMY EDWARDS Washington, D.C

A. Billy (Mr. B) Eckstein was born July 18, 1914 in Pittsburgh, Pa. Yes, he attended Howard University and was an Amateur Show winner at the Howard Theatre in 1935. He received his BA in music from



Bernie Casey



Shaw University in 1974 and did further

study at University of Southern Califor-

nia. He won his first Esquire new star

award in 1946. He wrote "Jelly Jelly,"

"Stormy Monday Blues" and "That's The

Way I Feel." He's 71 his real name is

Q. — I would like to know if the singers

Womack and Womack are a husband and wife

team or a sister and brother. How long have

A. — Womack and Womack are husband

and wife and they have three children.

She is the daughter of the late Sam

Cooke. Both started singing when very

young and Linda used to travel with her

BRENDA HOLMS

Columbus, Ohio

William Clarence Eckstein.

they been singing?

Womacks and Family



Charlie and Company

NATIONAL ROUNDUP

WASHINGTON, D.C. — So much necessary information disseminated at the Congressional Black Caucus Foundation's 15th annual legislative weekend last month was lost in the hoopla over the fashion shows, entertainment, receptions and awards dinner that we think it is important to summarize some key issues the masses of Dawn readers may have

Thousands of participants spend millions of dollars each year at annual conventions without getting the messages distributed because many organizations depend upon the faulty mass media to do their homework for them by reporting all the facts — which often are not available.

Instead of preparing detailed reports, conclusions and resolutions on the concerns and issues affecting their constituents, most black organizations (except, notably, the National Urban League, the NAACP and some college associations) rely upon a New York Times news item a Washington Post style section photo and, possibily, a minute or two on television to communicate with their supporters, who don't always see these mediums.

While it is important to court the attention of the major newspapers and radio-television, at times, too many national leaders overlook their community press and radio while their followers ignore the majority meda, until it absolutely necessary, because the "grass roots" audience realizes that the segregated press does not serve their best interests.

In the Middle East and Africa have repeated emonstrated that the U.S. and "Free World" Western media focuses only on issues affecting "non-whites" when it is hit over the head like a mule and forced to "tell it 'as' it is."

Everyone in the public arena should be aware, by now, that the media has a continuing adversary role in our society. It is designed to be controversial, provocative and entertaining. Although the black-owned media does not always reach the mass audience, it is still the major opinion molder and decision maker in the black community (or Diaspora). Even black leaders, white politicians and all advertisers realize this fact because they always crisis — or election in the area.

All the press is not designed to provide publicity, solely, but it stimulates the public to find out more about the activities of an organization or subject, if the activity is deemed "noteworthy or worthwhile" (by the editor, of course). And when the spotlight of publicity falls upon the group or individual, it shines upon the good and the bad. Edward Bernays, the late dean of American public relations,

once said "Good PR is the art of doing and getting credit for it." When you receive without doing "good," it is propaganda.

The problem with the Congressional Black Caucus is the CBC often does well without receiving any credit because the organization, like so many other "minority" groups, does not utilize the most effective mass communications techniques in this competitive society or it does not have the correct "tools" or expertise. Whatever, the CBC and CBC Foundation should now allow the white controlled medito set the agenda for the black community which it does not serve. There were too many complaints, this year, of members of the black press being denied access to CBC coverage while members of the "Majority Press" were: given preferential treatment. We said all this to point out there were many facts the public should have received, but did not even though the CBC Foundation issue a slick, 150 page of ficial report which only went to the 3,500 din

This year, the CBC raised over a million dollars with its \$200 a plate dinner, Al Jarreau concerts, fashions and various corporate sponsored activities. The funds help support a yearround legislative program, including the 55 Congressional hearings, forums and workshops conducted during the four day weekend conference; the CBCF Staff; the Congressional Fellows who aid the individual staffs of the 20 black members of the U.S. Congress; and research for the 225 bill introduced in Congress by CBC members during the 99th Congress this year.

The million dollars is paltry compared to the multi-millions raised by other legislators with \$1,000-to \$2,500 plate dinners, aside from the fact that thousands of grass roots citizens are introduced to the legislative and political networking process by participating in the events. Many "journalists" ignored the more serious events to focus on the social activities and then hypocritically criticized the CBCF for emphasizing partying and fun(d) raising. Here are some 'noteworthy" items they overlooked!

Rep. Mickey Leland (D-Teaxs), CBC chairman, citing a recent report released by the rush to the black press whenever there is a Census Bureau, said more black Americans, particularly children, have fallen into poverty despite recent reports by the Reagan administration that poverty is decreasing in the U.S. He spoke as chairman of the House Select Committee on Hunger. Ironically, Senator Daniel Moynihan (D-N.Y.) who was bitterly criticized by black leaders a generation ago who when he first focused on the poverty of the black family, was one of the leading witnesses at Leland's hearing. "Our society is

not some Scandanavian enclave in which only in the 1980s is probably the first society in history in which children are distinctly worse off than adults," Moynihan said.

In another CBC session, participants in a telecommnications seminar were given candid insights into broadcast ownership by industry professionals who have carved a sizeable niche into their respective fields. The panel was coordinated by Zora Kramer who recently organized the Department of Commerce Minority Enterprise Telecommunications Seminar and moderated by Doris McMillan, an anchorperson at WJLA-TV here.

Panelists included Peter T. Lewis, president of Lewis Telecom; Dorothy Brunson, owner of three radio stations in Wilmington, DL; Atlanta and Baltimoga, Dennie Brownlee, president of Advance Direct Broadcast Satellite Co. and Robert Johnson, president of District Cable vision, as well as Atty. Edward Hayes and Pluria Marshall, Chairman of the National Black Media Coalition media advocacy group.

Generally, participants were encouraged to "look beyond the broadcasting markets of radio television ownerships to opportunities in new technologies such as cellular radio, cable suppliers, down links and earth stations." According to Hayes, "Now is the time for minorities to look ahead, since the radio and television markets are being saturated."

Blacks in the nation's top corporations must be prepared to deal effectively with both an internal identity crisis and institutional racism if they hope to succeed, Greg Watson, Xerox executive and co-author of "Black Life In Corporate America," told members of the Minority Business Practicum during the legislative weekend. Other speakers include Regina Nixon, co-author, and Dr. Ed Irons, author of "Black Managers in Industry: The Case of

A multi-million dollar Marshall Plan for Africa, similar to the multi-million dollar development project developed to restore war torn Europe by Gen. George Marshall after World War Two was proposed in one of the many CBC sessions on America.

The panel consisted of Dr. Robert Brown, Howard University; Dr. Robert Berg, Overseas Developing Council; Leonard Robinson, president African Development Foundation and Ambassador Oumarous Youssofou, Organization of African Unity.

"The international community needs to make a commitment to upgrade transportation and communication and increase collaboration between governmental, public and private sectors, Robinson said.