This Week's SPECIALS

Plus...DOUBLE COUPONS See store for Details Please, No Coupon Clubs

GIANT
THE QUALITY FOOD PEOPLE

BONUS SPECIAL

USDA Grade A Fresh Chicken
Leg Quarters
With Back Portion
69¢

Bone In
Beef Blade Chuck Roast
USDA Choice 1.19 lb.
Giant Lean 99¢ lb.

Perdue Fresh Chicken Leg Quarters 79¢ lb.

1/2 PRICE SPECIALS

Available in the Produce Dept.
Fresh Salad Bar
No sulfites are used on our salad bar ingredients. Please limit your purchase to 6-lbs.
Reg. 1.99
99¢ lb.

Betty Crocker Mashed Potatoes
Potato Buds
13.75-oz. box
Reg. 1.65
82¢

Romance Microwaveble
Fresh Fettuccine
Cheese Tortellini or Ravioli 10-oz. pkg. Reg. 3.29 1.64
10-oz. pkg.
Reg. 2.09
1.04

Romance
Bolognese or Alfredo Sauce
7-oz. pkg.
Reg. 2.69
1.34

Giant
Lemon Juice
32-oz. bot.
Reg. 1.49
74¢

Giant Stone Ground
100% Whole Wheat Bread
1-lb. loaf
Reg. 79¢
39¢

Disposable
Good News Razors
or Daisy Plus
pkg. of 5
Reg. 2.39
1.19

Tablets
Giant Ex-prin
bot. of 100
Reg. 1.99
99¢

Anti-perspirant Assorted
Lady Speed Stick
1.5-oz. pkg.
Reg. 2.49
1.24

Ball Point
Paper Mate Pen
each
Reg. 99¢
49¢

So that others may share in the savings, please limit your purchase to six of each half price item.

SUPER SPECIALS

Assorted 1-Ply
3-Pack ScotTowels
264 sq.ft. pkg.
2.29

Regular or Thick
Giant Sliced Bacon
1-lb. pkg.
1.19

Giant Sliced
Sandwich Bread
24-oz. loaf
69¢

Giant
Instant Tea
3-oz. jar
1.99

Regular or Diet
Dr. Pepper
6-pack 16-oz. NR bots.
1.89

Giant
Whipping Cream
Table Cream 59¢
½-pt. ctn.
69¢

½"
K&M Poly Binder
each
99¢

Frozen Microwaveable Vegetables, Assorted
Birds Eye For One
SAVE 26¢
5-oz. pkg.
59¢

Your Choice, Frozen
Sara Lee Snack Cakes
Pound Cake, Cheesecake, Chocolate Fudge, Country Apple Pie, Fudge Bronwie or Southern Pecan Pie
SAVE 50¢
8 to 11-oz. pkg.
1.99

Assorted Frozen
Stouffer's Entrees
Chicken ala King, Escallopped Chicken & Noodles, Homestyle Chicken & Noodles or Swedish Meatballs & Noodles
SAVE 40¢
9.5 to 11-oz. pkg.
1.59

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., AUG. 19, 1989 in Giant stores in the city of Baltimore; Baltimore, Harford and Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

The Afro-American Section C

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Saturday, August 19, 1989

Black Entertainment Television—The second decade

Coming soon to a television near you

By Charles H. Brown
By AFRO Business Editor

When Robert L. Johnson turns to the double screen viewing area of his Georgetown business offices he sees Black Entertainment as it is and was: Vintage movies, documentaries and MTV style video vehicles.

It's when he returns to his desk, closes his eyes and turns on the 24 hour cable service playing on the back of his eyelids, that Johnson sees Black Entertainment as it should be.

"This is the BET of the second decade," Johnson says. "This is the next level of the strategy."

Johnson subscribes to the anything I can do today, I can do better tomorrow, school of thinking. Now, after ten years as the country's premiere (only) national black cable television service, Johnson is all set to roll out the new and improved Black Entertainment Television.

"The second decade of BET is going to have better quality programming, because we have all of the bells and whistles of any broadcast station," Johnson says.

"There will be more bucks on the screen, in terms of money spent on the sets and it is going to bring what we're talking about closer to the viewer, so it's going to be a little more dynamic," Johnson added. "BET is going to give you a choice."

High on the new list is "Teen Summit" a show aimed at providing urban teens with a new television viewing opportunities. A sort of video alternative to "Soooooooooooul Traaaaain".

"We are trying to do programming for people who are important..." Johnson says. "...absolutely important, but who don't have a voice. Black teens are literally the future of this country. There are more of them, they've gotta have jobs, but yet they have no show dealing with black urban teens in a reality based positive way."

"Every time you see black teens on T.V. it's the three ins: in sports; in music or in trouble. The only show dealing with black teens on television is Soul Train...it has been that way for twenty years."

So Johnson's BET has designed Teen Summit with four segments, one for every five years that black youth didn't have a voice.

"First, there will be a live call in segment where they can discuss problems about growing up."

"Second, 'Meet the Best,' about blacks who have achieved something and who will answer questions from the teens."

"Third, 'Personal Best.' We are going to scour the country for those who are doing things with their lives; things black teens aren't normally credited with being able to do."

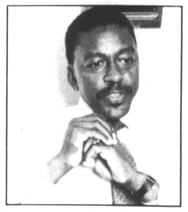
"Fourth, 'Video Corner.' Teens can go to a local cable company and check out a camera and tape something. The best of them we will show" on air.

"It is really a show to empower black teens and at the same time ... hopefully it will be a catalyst to family discussion," added Johnson.

"You can talk, so go out and talk to some people," was all of the catalyst that Robert L. Johnson recalls receiving when he was making decisions about where to go in life.

"Nobody told me to 'go out and make your money in business' and specifically, 'become a media tycoon,'" says Johnson. "They said you've got talent. Go out and do the best you can do. That's what I've tried to do."

THE EMPIRE STRETCHES OUT — BET's Robert Johnson contemplates the future of his international network.



COALITION BUILDER — Bob Johnson (right) discusses ideas for co-ventures with other Black businesses and (left) in the master control suite of his D.C. studio complex, he discusses work load with MC operator, Dorothy Monroe.

Part of Johnson's attempts included an undergraduate degree from the University of Illinois in History and a graduate degree in International Affairs from the Woodrow Wilson School at Princeton University.

But not a single credit in mass communications and certainly no audited independent studies in how to establish a nationwide black media cable service based on charm, savvy and the right stuff.

"The closest I ever got to media was as a public affairs officer for the Corporation for Public Broadcasting and eventually as a lobbyist for the National Cable Television Association (NCTA)."

As an NCTA lobbyist Johnson came to see early on the difference between the treeshakers and the jellymakers, as they say. He got to know who the players were without a scorecard. He also saw the power of coalition building and attempted to build his own.

"I spoke with several black personalities about co-venturing and sort of had hopes that others might come in with me."

But it was a BET that the others weren't willing to take; a bad pun, but the pun fits the crime.

"It's one of the biggest disappointments..." says Johnson. "There should be more coalescing among black companies.

"I think the problem is, and I include myself in this indictment, that as black men we are uncomfortable with sharing the recognition, not so much the money but the recognition and the power of recognition."

Johnson sees cooperative avenues which he believes would advance the causes and the bank accounts of several large black businesses; particularly, BET and the Ebony Empire, Johnson Publications.

Robert Johnson has even mentally drawn up an organizational chart that would include John Johnson as chairman of the BEbonyT conglomerate, with Bob Johnson as its new chief executive officer and Linda Johnson Rice, the Ebony heir apparent and John Johnson's daughter, as the chief operating officer. But Bob Johnson says he hasn't gotten the chance to make a serious presentation of the merits.

"I've talked about it by doing these kind of interviews," says Johnson. "I've been sending up signals. Hopefully he'll get them.

Johnson has been sending up signals. The studios in Northeast Washington, D.C. have enough gadgetry, high tech paraphernalia and satellite dishes to make a trekkie think he had died and gone to Star Trek heaven. And that's just the half of it.

The Georgetown offices of BET are all angles and glass; hues of white and gray — a lot like a television set. Each of the passing offices a separate channel on the tuner as you climb to Johnson's office at the upper reaches of the dial.

And this is where Johnson hits the pause button on the images rolling on the back of his eyelids and watches the visions become reality.

Biz Briefs

Hankin named marketing relations director

MILWAUKEE — Noel Hankin has been named marketing relations director for Miller Brewing Company.

Hankin is responsible for directing Miller's marketing public relations activities and for increasing the use of public relations in marketing. He also is responsible for maintaining the company's relationships with black, Hispanic and other ethnic groups.

Hankin began his career with Miller in March 1986 and most recently was category manager for the company's above-premium brands.

A native of New York City, Hankin earned a bachelor of arts degree in sociology from Queens College, Flushing, N.Y., in 1968.

IDS names new VP and CT

MINNEAPOLIS — IDS Financial Services, the nationwide financial planning company based in Minneapolis, has named Morris Goodwin, Jr. vice president and corporate treasurer.

In his new capacity, he will represent management in all borrowing relationships, provide corporate supervision of IDS and subsidiary balance sheets, as well as manage IDS cash flow and capital of IDS and its subsidiaries.

Most recently, Goodwin was vice president and chief financial officer of IDS Bank and Trust Company and IDS Deposit Corp., where he supervised the treasury, internal and external reporting, asset liability management, and several key administrative functions for IDS' Banking group.

Goodwin holds a B.A. in political economy from Williams College in Williamstown, Mass. and an MBA from Stanford University.

IDS Financial Services, an American Express Company, offers a variety of financial products and services, including personal financial planning, mutual funds, life insurance and annuities, limited partnerships, investment certificates, tax servicing, lending and brokerage services. IDS has more than 6,000 financial planners in 180 division offices across the country.

BETting card

Program guide for the new BET

Currently in 1400 cable television markets with 24 million potential viewers. Caribbean viewers also pick up off the satellites.

In September:
1) Begin new programming to include Teen Summit and Our Voices.
2) Rollout of joint venture between Time/Warner, BET and other investors of a new nationwide black magazine titled "Emerge."

Next year:
1) Begin syndication to English speaking African countries (not South Africa) through a company based in London, England.
2) Begin production of BET produced made for television movies.

Federal excellence winners

Pictured at right are three Fort Howard VA Medical Center employees who were honored in the Baltimore Federal Executive Board (FEB) sponsored 22nd Annual Excellence in Federal Career (EFC) Awards Program.

They are (L to R): Dollie G. Whitehead, Associate Medical Center Director, who was one of two winners in the "Outstanding Supervisory Award (Grades 13 and Above)" category; Sandra B. Warren, Secretary to the Director, who was the winner in the "Outstanding Clerical Employee Award" category; and Cindy L. MacIntyre, Chief, Dietetic Service, who was one of three finalists in the "Equal Employment Opportunity Service Award" category.

During the FEB's Annual EFC Awards Luncheon, held recently at Martin's West,

each of these three exemplary Federal Career employees were presented with an award plaque in recognition of their outstanding performance and contributions to the federal agency they serve.

This year's 1989 Excellence in Federal Career Competition involved 44 federal agencies who collectively submitted 176 nominations for the 9EFC award categories.

The nominations were evaluated by a volunteer panel of fellow federal workers, who selected 50 finalists from the 176 submissions.

The winner(s) in each of the nine categories was/were chosen by a three-member volunteer "Blue Ribbon Panel" composed of Baltimore civic leaders.

Because of the large numbers of individual nominations submitted, selection as a "finalist" in this particular FEB sponsored awards program is considered, by federal work force standards, to be a significant accomplishment and honor.

Partners in Success

DETROIT — Ford Motor Company is launching a national marketing program to emphasize and strengthen its commitment to the Black community.

Called "Partners in Success," the program will impact Black consumers, Black Ford and Lincoln - Mercury dealers, Black professional organizations and Black - owned media. It was developed with Don Coleman & Associates, Inc., a Southfield, Michigan advertising agency that will oversee its implementation.

Initially, "Partners in Success" will target Black professionals through on-site events featuring selected new car models at three national conventions." The National Medical Association convention in Orlando, Florida, followed by the Alpha Phi Alpha Fraternity, Inc. convention July 27-August 3, 1989 in San Antonio, Texas, and the Black MBA Association convention October 3-6, 1989 in Chicago.

"Partners in Success" also will showcase the accomplishments of Black Ford/Lincoln-Mercury Dealers Association who make program appearances for "Partners in Success" will include George Mitchell, President of Union City (Tennessee) Ford/Lincoln-Mercury and Dyersburg (Tennessee) Ford, Inc. and Gary T. Pearson, President of Ft. Walton Beach (Florida) Lincoln - Mercury - Merkur, Inc.

Ford will also reinforce its financial commitment to the Black community through educational scholarships and other contributions to the participating Black professional organizations.

The program's name speaks for itself," says Ross Roberts, vice president and Lincoln - Mercury Division general manager, which is sponsoring the promotion at the National Medical Association convention. "Our mission includes continuing to demonstrate our commitment to the development and success of our minority dealers and the minority business and professional communities."