May 10, 1984

Steve Cheshier, President
Southern Technical Institute
1112 Clay St.
Marietta, Ga.

Dear Mr. Cheshier:

The Cobb County Branch NAACP takes this opportunity to express our congratulations to your staff for providing a well planned and informative Community Leadership Forum on Saturday, April 28. We would like also to thank Dr. Harris T. Travis for inviting us to come and share suggestions, opinions, and in some cases, new ideas. It is my strong belief that we left campus feeling very positive about our having come.

The Cobb Branch of NAACP are looking forward to working with you in any way we can to foster, a lasting partnership with Southern Tech, for the benefit of all our citizens residing here in Cobb County.

Myself and members of the staff are at your disposal. Please feel free to call upon us at anytime.

Sincerely,

Oscar R. Freeman, Jr.
President

cc: Harris T. Travis
Earl T. Shinhoster
Robert Flanagan
EXECUTIVE BOARD
May 11, 1984

Ernest Barrett
10 East Park Square
Marietta, Ga. 30060

Dear Mr. Barrett:

In 1982, the Cobb County Branch NAACP initiated its Fair Share Program. Through this program, the NAACP seeks to fashion an effective and productive working partnership with Cobb County's private and public business sector. The Cobb County branch is the national NAACP affiliate.

In essence, the Fair Share Program calls upon both local government and corporate enterprises to reevaluate their commitment to the community they serve. In light of the rapidly changing reality of the American urban scene, we are of the view that each generation of business leadership must re-examine, the notion of corporate social responsibility in the context of the necessities of its time. Consistent with the notion for example, we are asking that local governmental agencies initiate policies and programs that achieve more equitable employment, promotional, and business opportunities for black citizens.
We are looking forward to meeting with you as has been previously arranged on May 25th, to discuss this program in greater detail.

Sincerely,

Oscar R. Freeman, Jr.
President

cc: Earl T. Shinhaster
    Mary T. Cater
    Dover Ferrell
    Jerry Dodd
    Dr. Harris T. Travis
    Dr. Benjamin Hooks
    Fred Resheed
EXECUTIVE BOARD

ORFjr./yw
Steve Cheshier

Steve Cheshier, president of Southern Technical Institute, views himself as "a humble country boy that the world smiled upon."

The first president of the school since it became an educational institution separate from Georgia Tech, Cheshier came four years ago after serving as the head of Purdue University's engineering technology department.

"I came to Southern Tech because of the reputation it had," Cheshier said.

Since taking over the top post at Southern Tech a long list of achievements has been reached by the institution through Cheshier's guidance. The school has been able to attract donations from private businesses such as Lanier Inc. and Electromagnetic Sciences Inc. and additional financial aid from Cobb County state legislators.

Reorganization has been a massive project for Cheshier as he has helped in development of new policies in procedures, new tenure criteria, and additional student advising and counseling programs.

But for Cheshier, the first order of business is to increase the visibility of the college. "We've tried to determine our future through our visibility," he said. "We've been pretty successful in that area. More people know about us, the better we can acquire resources to accomplish the thing we need to do."

Currently one of the goals Cheshier has for the college is to implement new degree programs. A satellite communications center is being constructed for the campus and area in the making for offering masters degrees at the school.

Nine centers for excellence have also been slated for the school, including two that have recently been established in computer technology and satellite communication. The school plans to present similar degree programs in architectural design and other areas.

Oscar Freeman

Though membership in the Cobb chapter of the nation's oldest civil rights organization has increased from 43 in 1979 to 600 today, Cobb County NAACP President Oscar Freeman says his organization still has a long way to go.

Freeman became active in the organization in 1980, and he was elected president two years later. A 44-year-old Marietta native, Freeman is an inventory management specialist at Dobbins Air Force Base. He lives in east Cobb with his wife and three children.

Freeman said the NAACP has struck out twice with the Cobb County Board of Commissioners since the national organization of Operation Fair Share program asked for it to help improve employment and contracting opportunities for Cobb's black residents last year.

Little, if anything, has been done to improve black participation in local government and businesses since the civil rights organization first approached the board last April, he said.

"It's like a baseball game dealing with the commissioners in the county," Freeman said. "We're not asking for a home run, but we're at least asking to get to first base."

The private sector has been more responsive, Freeman said. Four blacks have been hired by Georgia State Bank — two in management jobs — since the NAACP signed a Fair Share agreement with the company in July. The bank has also made loans to black entrepreneurs totaling nearly $300,000.

The NAACP hopes to avoid striking out when it meets with commissioners for a third time in coming months, he said.

Another of the group's goals is to raise its membership to 3,300 by the end of 1985. The NAACP also hopes to add another 8,000 names to the county's list of registered voters from a countywide black population estimated at 30,000.

Fewer than 3,000 of Cobb's 13,000 eligible black voters are now registered.

Bob Kelly

Two baseball seasons ago the phenomena began. Chad in a brown, hoo-die, leaped atop the Atlanta Braves' dugout during a home game the first week of the season. To the least, Marietta boy and his attendants keep Bob Kelly's name in the community.

Brother Francis has been born.

Fasters, startled at his sudden appearance, and his asking his help, could only stare and wonder why he became Kelly's name in the community.

Throughout the season, Kelly's fame and the Braves' success sky-rocketed to unparalleled heights. The Braves won the World Series, and so was Kelly.

"Now that I look back on the whole thing, I guess the only really sad part it all was a lot of people thought that the only reason I did what I did was to promote my business."

said Kelly in his Frank Road establishment call. The Pew and Brew, the sentiment in his voice easily missed.

While Kelly has since tired Brother Francis for sanctioned appearances Atlanta-Fulton County Stadium, the two have managed to branch out into the community.

The Braves' remaining season, and Kelly's name, will be remembered.
May 11, 1984

Mr. Jack Crain, City Manager
205 Lawrence St.
Marietta, Ga. 30060

Dear Mr. Crain:

In 1982, the Cobb County Branch NAACP initiated its Fair Share Program. Through this program, the NAACP seeks to fashion an effective and productive working partnership with Cobb County's private and public business sector. The Cobb County Branch is the national NAACP affiliate.

In essence, the Fair Share Program calls upon both local government and corporate enterprises to reevaluate their commitment to the community they serve. In light of the rapidly changing reality of the American urban scene, we are of the view that each generation of business leadership must re-examine, the notion of corporate social responsibility in the context of the necessities of its time. Consistent with the notion for example, we are asking that local governmental agencies initiate policies and programs that achieve more equitable employment, promotional, and business opportunities for black citizens.
PREAMBLE

The signing of this document by the City of Marietta in no way implies that the City of Marietta has not made a concerted effort to meet the needs and concerns of minorities in Cobb County. Rather, it is to magnify in some symbolic way that the City of Marietta is concerned about all segments of the society in Cobb County and is willing to go on record saying so by participating in this agreement.

The intent of this agreement is to represent all segments of the society in Cobb County that are interested in the activities stated in this agreement. In the event that the City of Marietta is asked by any other groups to join in an agreement, the City of Marietta has the option of referring such a group to the Cobb County Branch of the NAACP.

The Cobb County Branch of the NAACP believes that the activities addressed in this agreement should be approached by a partnership effort of both the City of Marietta and the Cobb County NAACP Branch. Therefore, the Cobb County NAACP Branch will assist the city whenever called upon for help with the activities addressed in this agreement.
The City of Marietta has long been aware that it is inextricably bound with the communities it serves. The city's growth, well-being and prosperity will derive from the growth, employment, healthy economies and well being of the communities it serves. The City of Marietta recognizes that its interests in these communities range beyond their cultivation as favorable business environments. These are communities in which many of the City of Marietta's employees live, are educated and raise families.

The City of Marietta and its employees have made numerous contributions over the years to the communities we serve. These expressions of corporate and individual citizenship certainly will continue in the future. The nature of the City's commitment in the future must be measured in light of the fast changing reality of the American scene. The City of Marietta is of the view that each generation of this Government and Government leadership must re-examine the notion of corporate social responsibility in the context of the necessities of its time. This is a sound and sensible business approach, as well as, good citizenship.

To this end, the City of Marietta and the Cobb County Branch of the National Association for the Advancement of Colored People, hereinafter referred to as the NAACP, seek to re-articulate, and clarify the ever evolving concept of corporate social responsibility.

The NAACP is a long standing organization dedicated to ensuring civil rights and creating and increasing economic and social opportunities for Black Americans. The Fair-Share Principles stated herein are intended to set forth mutually beneficial goals that the City of Marietta has supported in the past, and will continue to support, and affirm as desirable for socially responsible corporate citizens.

The City of Marietta will continue affirmatively to ensure that the full measure of its business and employment opportunities, consistent with its appointing, promotion and hiring procedures, are given to all persons.

Accordingly, the City of Marietta will continue Affirmative Action programs as are practical and feasible in several areas of mutual concern, namely: Management and Employment Opportunities, Purchasing and Minority Business Development and Rehabilitation of Minority Housing.

A. Management and Employment Opportunities

A current and continuing goal of the City of Marietta's Affirmative Action Plan is the recruitment, employment and retention of identified minority group members to include handicapped individuals.
Target goals are modified or expanded each year based on feedback from annual EEO4 reporting requirements in conjunction with anticipated staffing requirements, turnover, required skill level availability, continued review of bonafide occupational requirements, Co-op and on the job training availability in each department of the City and Board of Lights and Water.

The Personnel Director who is designated as the Affirmative Action Officer maintains all employment applications along with position opening notices, recruitment correspondence and published notices of employment opportunities in accordance with current State and Federal record retention requirements. Minority applicants who meet minimum qualifications including handicapped and female applicants' files are maintained and routinely resubmitted for future position openings.

Reaffirmation of EEO Policy Statement

The City established and adopted a written Affirmative Action Compliance Plan in 1975 which is periodically updated to insure the broadest base of equal employment opportunity. The plan provides guidance to city department heads with respect to the city's continued commitment to the implementation and realization of its EEO and Affirmative Action Policy. The city's policy includes the following commitments:

1. To continue providing equal employment opportunities to all qualifiable applicants and to continue to recruit, hire, promote train and compensate persons in all positions without regard to race, color, religion, age, sex, national origin or handicap.

2. To continue to monitor and evaluate all phases of the employment process for insured compliance with the established city EEO/AA goals. Specific examples include:

   a. Recruitment and Selection - All position vacancies are prominently posted in areas of public access throughout city facilities with EEO statements. The Personnel Department contacts all available known sources of potential minority/ female and handicapped applicants and makes referrals of such known applicants to other agencies.

   b. Promotion and Transfers - All positions open within the City of Marietta and Marietta Board of Lights and Water above entry level are held open for five (5) working days and notices of the openings are posted in each department prior to considering outside applicants in order to insure the promotion and upgrade of all potential employees. Known minority member employees and females are routinely contacted directly by the Personnel Department regarding these openings and are encouraged to apply.

The administration of all aspects of personnel matters regarding compensation, benefits, educational assistance, city sponsored formal training, and all personnel matters regarding promotion, transfer or disciplinary action is carried out without regard to race, color, religion, sex, national origin or handicap. Said administration is continually reviewed and periodically evaluated by the City Council to insure compliance with the city established EEO/AA plan.
The elected officials of the City of Marietta will actively seek, nominate and confirm minority citizens to fill appointed positions within city government and separate Boards/Commissions authorized by the city or having city membership.

B. Purchasing and Minority Business Development

The city will make every reasonable effort to increase the dollar volume of business which its transacts with minority businesses.

The city will make affirmative efforts to locate and identify potential minority vendors in Cobb County with capabilities to provide needed goods and services to the city. Working with the NAACP a Directory of Minority Businesses in the service area will be developed and used as a resource guide.

The city will review in the next year the potential for its use of minority-owned professional services in such areas as marketing research, computer programming, public relations, law, advertising and other areas of professional services. The city will continue to work with the NAACP to achieve the goal of reasonable use of minority professional firms and services.

As a city government, the City of Marietta will exert every effort to work on solutions to enhance minority participation in all areas of upward-mobility as it relates to employment and business opportunities, consistent with the commitment to the minority community.

Consistent with good business and corporate social responsibility principles, the City of Marietta stands ready to move towards advancement and achievement of each of the programs listed in this declaration. The City of Marietta and the NAACP will meet periodically to discuss the city's corporate social activity with regard to the minority community. An ongoing monitoring committee will be appointed with representation from the City of Marietta and the NAACP to monitor progress towards the attainment of this Fair Share Agreement.

This Agreement is effective the ____ day of ____________ in the Year of our Lord, 1985, upon the signatures of the parties listed below.

Earl Shinhoster
Region V - Director

Robert Flournoy
Mayor - City of Marietta

Oscar R. Freeman, Jr.
President - Cobb NAACP

Lillian Harris
City Clerk

Harris T. Travis - Coordinator (OFS)

Witness

Walter G. Robinson - Coordinator (OFS)
May 11, 1984

Mr. Frank Newton
1820 Waterplace
Suite 200
Atlanta, Ga. 30339

Dear Mr. Newton:

In 1982, the Cobb County Branch NAACP initiated its Fair Share Program. Through this program, the NAACP seeks to fashion an effective and productive working partnership with Cobb County's private and public business sector. The Cobb County Branch is the national NAACP affiliate.

In essence, the Fair Share Program calls upon both local government and corporate enterprises to reevaluate their commitment to the community they serve. In light of the rapidly changing reality of the American urban scene, we are of the view that each generation of business leadership must re-examine, the notion of corporate social responsibility in the context of the necessities of its time. Consistent with the notion for example, we are asking that local governmental agencies initiate policies and programs that achieve more equitable employment, promotional, and business opportunities for black citizens.
At your earliest convenience, we request an opportunity to meet with you and discuss this program in greater detail. Please let us hear from you regarding this request as soon as possible.

Sincerely,

Oscar R. Freeman, Jr.
President

cc: Earl T. Shinhoster
    Mary T. Cater
    Dover Ferrell
    Jerry Dodd
    Dr. Harris T. Travis
    EXECUTIVE BOARD

ORF Jr./yw
Mr. Oscar Freeman  
1625 Sonya Drive  
Marietta, GA 30066  

Dear Mr. Freeman:  

You have recently received a letter from Dr. Ed Rugg in which he mentioned that several offices here at Kennesaw College would be contacting you.  

Enclosed for your information is a Kennesaw College catalog, an application, a brochure and a Fall quarter schedule. We hope that you will find time to look them over. If you have questions please call us here in the Admissions office. There are three persons available to answer questions.  

Tom Rogers, Director of Admissions  
Julia Collier, Assistant Director of Admissions  
Gwen Touchstone, Admissions Counselor  

Our phone number is 429-2735. Our office is open 8:00 a.m. to 5:00 p.m. Monday through Friday and on Tuesday and Wednesday evenings until 8:30 p.m. We can make arrangements to be here at other times if desired.  

Grants, scholarships, loans, and work programs are available to students who qualify on the basis of need and who enroll in a program of study leading to earning of a degree. In submitting applications, a student may be considered for federal, state and/or local financial assistance to cover the cost of attending Kennesaw College. Personal assistance is available in the Office of Student Financial Aid in the completion of forms and in advising students on measures which may be taken to pay for educational expenses. Mr. Tom Patterson is the Director of Student Financial Aid. His phone number is 429-2774.  

As our title implies, we are responsible for the admission of students into the college and for informing the community about Kennesaw. As a leader in the black community, we are asking you to help us by informing the many groups and organizations with which you are associated of our desire to visit and present
information about Kennesaw College. We are available to meet with church groups, Civic groups, as well as parents and students. We will also be meeting with the local high schools to discuss Kennesaw and other matters that relate to post high school education. We welcome visitors to our campus and will be happy to arrange tours.

Again we ask that you inform your friends and other leaders in the community of our genuine desire to help students to make appropriate choices in their post high school educational plans.

We personally invite you to visit our office and share with us your interest and concerns. This in turn will help us to better serve our community.

Sincerely,

T. H. Rogers, Jr.
Director of Admissions

THR:ml
Enclosure
Dr. Betty Siegel, President
Kennesaw College
Frey Lake Road NW
Kennesaw, GA 30144

Dear Dr. Siegel:

The Executive Board of the Cobb County NAACP and the Black leadership in Cobb County have established an initial coming together with the administrative officers of Kennesaw College, to help contribute to an environment that is supportive of guided growth and greater representation of blacks at Kennesaw College. We are hopeful this cooperative relationship will facilitate improved participation of blacks at all levels.

It has been brought to our attention that, as we are striving for support of minorities currently at the College, there is an area of serious concern. More specifically, I am writing in response to a complaint against Kennesaw College involving personnel decisions concerning recognition for promotions based upon years of employment and job performance.

Based upon the report given to us by two employees under the direct responsibility of the Office of Controller, it would seem there are very strong indications of race, sex, and age discrimination in promotion decisions.

During our conference with the Kennesaw employees, it was alleged that blacks are not promoted on an equal basis as are whites. Out of the twenty plus campus custodians, there has not been a black elevated to a supervisory position when there are blacks who have experience ranging from 5 to 15 years, who are qualified for promotions, and who have been overlooked for promotions in selection for white employees who have fewer years of experience, and who are younger white males.
If this information has not been reported accurately, we welcome the exact status of this very serious complaint. Please advise me as to the action we can cooperatively take to resolve this issue. We will be available to meet with you and your staff.

Sincerely,

Oscar R. Freeman, Jr.
PRESIDENT- COBB COUNTY NAACP

cc: Dr. Joseph H. Silvers
    Dr. Ed Rugg
    Dr. Roger Hopkins
    Mr. Earl Shinholster
    Mr. Jerry Dodd
    Mr. Robert Flannagan
    EXECUTIVE BOARD
Fun Festival

Cobb County children were given the opportunity to have some fun before the end of the summer thanks to the Cobb County NAACP. The chapter sponsored a ‘Summer Fun Festival’ Saturday at Lemon Field on Lemon Street in Marietta with dancing, eating, singing and a pageant. Deane Bonner, chairperson, talks with pageant participants (L-R) Latrice Johnson of Marietta, Tedra Moore of Powder Springs, Veronica Carr of Marietta and Tammy Hines of Marietta. (Staff Photo By Mark Miller)
NAACP COBB COUNTY BRANCH PROPOSAL

T. R. Carter (Author)

September 28, 1984
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PURPOSE

The purpose of this proposal is to request funds to purchase a personal computer and software for the Cobb County Branch of the NAACP. This equipment will be used to automate the NAACP office in Cobb County, train disadvantage and handicapped Black Americans in Cobb County. Individuals will be trained to qualify for the current job market in such skills as General Clerical, Word Processing, Data Entry, Computer Programming and System Analyst.

I am the Press and Publicity Chairperson for this Branch, I spend 10 hours per week working in this capacity. Should this proposal be approved I will accept the responsibility of Director of Information Systems for the Branch. It is imperative that we be able to serve our community more efficiently, this can be accomplished should this request be approved. We would be able to create a job data base to match and track individuals to open jobs from industry and the municipals. We are currently in the process of designing and implementing "HAT" Hire A Trainee. Having the proposed Offerings and Office Equipment in-house would considerably aid the implementation of this project. All of our paperwork would be better controlled.

OVERVIEW

An increasing gap in exposure to computers exits between rich and poor not only in schools, but to an even greater extent in access through personal ownership. This situation threatens to deprive one segment of society of skills that will soon be essential in business and higher education.

For many Americans the ability to become "computer literate" during the next five years is an expected reality. The presence of computers in the home, school and summer camps guarantees this exposure to what many have referred to as the most important industrial movement since the launch of Sputnik. Yet despite the presence of moderately priced personal computers in schools and homes many Black Americans from a lower socioeconomic status will never experience the opportunities afforded by these machines. Studies found that only 17 percent of 13 year old ghetto Americans had used computer equipment, compared to 32 percent of affluent urban Americans. This exposure gap would be greater if home use and private lessons are considered. As has been the case in many areas where poor Americans have only received minimal exposure to instructional innovations, the increase use of computers in American society threatens to further the gap between the affluent and ghetto Americans. Computer-based instructional systems are so necessary for Americans under ten, that a national policy should be developed in order to insure that all groups regardless of income, be exposed to their benefits according to some leaders. Approving this proposal would be a logical first step for helping the lower socioeconomic Black Americans in Cobb County share in the current revolution in computers.
GOALS

This project will provide Black Americans in Cobb County from economically disadvantaged backgrounds with exposure to computers. It will not only introduce them to the computer, but will allow them the opportunity to become computer literate, mastering skills that in the future will be fundamental tools in business and higher education.

The curriculum will prepare each individual to operate a computer, master the keyboard, load, test and debug programs. Programming in BASIC and COBOL will be taught to give an awareness as to what industry use of computers is. Opportunities for individualized studies will be provided in special areas of interest. The project will increase individual enthusiasm such that a greater idea of their potentialities will be accomplished.

IMPLEMENTATION

Sessions will consist of a maximum of ten students. Initially students will be members of the Cobb County Branch of the NAACP and selected solely on interest. Two spaces will be allocated for office workers as the office has been targeted as the first area to be tracked and measured to determine the effect of the project.

The selection of instructors, software and offerings will be the responsibility of the Director of Information Systems with approval from the Branch President. A status report will be prepared and sent to the Branch President by the Director of Information Systems bi-monthly.

OFFERINGS

- HUMAN RELATIONSHIP -- 3 weeks, 2 sessions per week, 2 hours per session, classes Tuesday and Thursday between 8:00 and 10:00 pm. 12 total hours.

- GENERAL CLERICAL ---- 3 weeks, 2 sessions per week, 2 hours per session, classes Tuesday and Thursday between 8:00 and 10:00 pm. 12 total hours.

- WORD PROCESSING ----- 3 weeks, 1 session per week, 4 hours per session, classes Saturday from 10:00 am to 2:00 pm. 12 total hours.

- DATA ENTRY ---------- 3 weeks, 1 session per week, 4 hours per session, classes Saturday from 2:00 to 4:00 pm. 12 total hours.

- BASIC PROGRAMMING --- 6 weeks, 1 session per week, 4 hours per session, classes Saturday from 10:00 am to 2:00 pm. 24 total hours.

- COBOL PROGRAMMING --- 6 weeks, 1 session per week, 4 hours per session, classes Saturday from 2:00 to 4:00 pm. 24 total hours.

- SYSTEM ANALYST ------ 6 weeks, 1 session per week, 4 hours per session, classes Saturday from 10:00 am to 2:00 pm. 24 total hours.
ORGANIZATION

BRANCH PRESIDENT

DIRECTOR INFORMATION SYSTEMS

SECRETARY

INSTRUCTORS

OFFICE EQUIPMENT

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**Final Total** $5,994.00
NAACP sets election for new officers

By Ellie Novek
Staff Writer

The Cobb County branch of the NAACP will hold a new election of officers April 16 from 6-9 p.m. at Zion Baptist Church at 165 Lemon St. in Marietta.

The headquarters of the National Association for the Advancement of Colored People threw out the results of the December election held by the Cobb branch last month.

“Members of a branch can petition the national office based upon allegations or what they consider irregularities,” said William Penn, director of the branch department of the national NAACP.

“In this instance, (the board of directors) found sufficient irregularities to warrant a new election.”

Running for the president's post this month will be the current branch president, Oscar Freeman, and Jerry Dodd.

Candidates for first vice president are Mary Cater and John Purdue. Running for second vice president are Annie Mae Solomon and Randolph Scott, and for third vice president are Willie Hill and Hugh Grogan.

Candidates for secretary are Pearl Freeman and Rosa Scott. Unopposed for the treasurer's seat is John Kilgore. About two dozen members of the NAACP's executive committee will also be picked at the time of the election.

Freeman would not comment on the reason for the new election, but said he would be glad when it was over. “It doesn't matter who runs this time or who wins, but that the election is behind us and we can go on with the positive things in this organization,” he said.

The NAACP recently called a new election for its Savannah branch after members complained they had not been included in the balloting. The president of the Savannah branch, Curtis Cooper, retained his seat in the new election.
NAACP expresses outrage at death

To the Editor:

The NAACP of Cobb County expresses deep anger and outrage over the recent brutal and senseless shooting of Alvin Parker, an energetic young black person who was a role model for our youth, a decent, honest and friendly young man that any community would have been proud to have had living, working and attending one of its colleges to further his education for a better opportunity in life.

His future has been taken away by his murderer's sick mind. The gunman not only took money he did not earn, but also an innocent young person's life.

We feel the awful hurt and pain of his death as a civil rights body because a life has been taken that cannot be replaced and because, as civil rights fighters for 75 years, we have been engaged in a peaceful and lawful process for change, and for such young hopes as Alvin Parker's.

The NAACP of Cobb County is saddened by this account in our community, among our people. While we are working around the clock to balance the scale of justice, opening up new opportunities, continuing to be watchmen for the underprivileged, blacks and other minorities, we must speak out against black on black crime.

The NAACP is pledged to work just as hard to see that justice is done if it turns out minorities have perpetrated crime, misconduct or terrorism against U.S. citizens.

It has been the NAACP's history for 75 years to foster cooperation among all people. To this end, we are calling upon the concerned citizens of this county to force out the person who committed this heinous crime in our community.

We are further asking that the total membership of the Cobb branch of the NAACP, some 600 members, supporters and friends, will help find this person(s).

In case the person(s) who took Alvin Parker's life is reading this article and feels that no one knows who he is, let it be known that NAACP members are asking questions and closing in on his identity.

We take this opportunity to encourage him to turn himself in to the proper authorities.

Call our office and let the president and other members help before it is too late.

Our address is: 168 Hunt Street, Marietta; telephone, 425-5757. Office hours are from 9:30 a.m. to 5:30 p.m. daily.

Oscar R. Freeman, Jr.
President, Cobb County NAACP
Cobb NAACP Launches 'Operation Fair Share'

By BILL CARBINE
Staff Writer

"Operation Fair Share," launched earlier this year by the Cobb County Chapter of the NAACP, is developing a multi-pronged strategy to use in an effort to get a bigger piece of Cobb's economic pie for the black community.

Officials of the program say they are prepared to play a little economic hard ball with Cobb's banks and businesses if initial requests for assistance are ignored.

In this regard, the movement's leaders are prepared to initiate boycotts of businesses or banks which are not cooperating with efforts to improve the economic condition of the black community.

Oscar R. Freeman Jr., president of the Cobb branch of the NAACP, said the first target of the "Fair Share" program will be Cobb County's banks.

"Local banks have been targeted as our first area of surveillance," Freeman said. "We are pleased to announce that we have been openly received by such banks as Georgia State, Commercial Bank and First National Bank of Cobb County."

"These meetings are evidence of their willingness to hear what we have to say and to work with us as we attempt to raise the overall level of economic stability and growth in this community for all citizens."

Freeman, a Lockheed-Georgia employee, said the program is designed to increase employment and business opportunities for blacks with major corporations and "to educate black consumers to their value and worth in the American economy."

He said the "Fair Share" program in Cobb is regarded as a pilot operation.

As Freeman describes his plans, he and other leaders will appeal to Cobb banks and businesses for their help in establishing the program. They will be seeking employment opportunities, assistance in providing educational programs, and direct financial assistance to establish the program in a permanent headquarters.

The program now operates out of area churches that volunteer meeting areas.

But the program's leaders will not necessarily confine their activities to appeals to the banks and businesses.

They are prepared, if necessary, to use a little economic muscle and pressure to get the assistance they need.

"To our already tested arsenal of litigation, persuasion and pressure, we are adding the weapon of selective buying and selective banking," Freeman said. "Black Americans comprise about $180 billion in annual purchasing power."

"We intend to make sure that most of that money goes to those suppliers of goods and services who employ and promote black workers equitably and who utilize minority suppliers fairly."

"The Cobb County NAACP intends to knit together voter campaign efforts directed toward the marketplace," he said. "In doing so, we will simply be recognizing the two most effective forms of power in America — the vote and the dollar."

He said the next step will be to contact major businesses throughout the county, to make them aware of the program and to seek their assistance in implementing it.

"The NAACP does not have all the answers," Freeman said. "Nor do we know all of the questions. We do desire, however, to work with the banks and the business community of Cobb County in arriving at solutions. We believe Operation Fair Share is a step in that direction."