

Publicity is also a weak point, good programming is of little use if people aren't aware of the events. Publicity must be done early; December and January are not too early to start advertising. It is also important to hit areas outside of the college, for example the law school, medical school, etc. as well as local churches and the Piedmont Community College. Events of national prominence or extreme historical significance are worth publicizing in out of town newspapers and area colleges. Capitalize on any means of free publicity, i.e., public service broadcasts. The most important aspect of good publicity is to start early.

Timing is essential to Black Culture Week. The programming should begin early in the fall semester and events should be contracted and finalized by November. This will allow the committee to begin publicizing in December and also enable them to catch and correct problems quickly.

The Black Culture Week Concert has also consistently been a disappointment to the Black community. It has failed to match the high level of quality reflected in the other events of the week and has never been an adequate representation of the contributions of Black people to music. The problems of the concert lie basically in sponsorship and finances. P.K. German of the University Union is unable to sponsor an adequate concert because of both financial constraints and an inherent conflict of purpose with the goals of Black Culture Week. It is therefore recommended that complete control of the Black Culture Week concert be given to the Black Student Alliance. A successful and satisfactory can be sponsored with the aid of other organizations with

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similar goals i.e., BALSAs and the office of Afro-American Affairs. The Black Culture Week Concert must reflect the interest of Black students as well as the significant contributions made to music by Black people, for this reason control of the concert must be given to the Black Student Alliance.

Black Culture Week is a time of national celebration for Black people, it is a time for not only celebrating past achievements but for contemplating future strategies as well. A successful Black Culture Week is one in which Black people come together for celebration and a rejuvenation of the spirit. The Black Student Alliance must strive to reach as many people as possible during our week long observance. Black Culture Week could reach many more people with a co-ordinated programming involving the local churches, BALSAs and the Piedmont Community college. This would expand the funds available and enhance the quality and variety of activities as well as increase participation and attendance at events. Black Culture Week must be a time of celebration for all Black people of the community.

Renee Yvette Cardwell

Chairwoman, Black Culture Week '77

March 24, 1977

BLACK STUDENT ALLIANCE

Annual Report: Community Relations Committee

Chairman: Bernard D. Whitsett, II

Community Relations Committee

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Members: William Barley, Kim Crump, Angela Lee, Joe Myers, Cassandra Newby, Donna Powell, Charles Webb, Bernard D. Whitsett, II

Purpose: To develop good relations between the Black Student Alliance and University, and Charlottesville Community. The channel for developing good relationships is through various support of certain projects in the University and Charlottesville Community which are essential in developing a strong bond.

History: The Community Relations Committee past has been extremely bad. The Committee was by far the weakest aspect of the Black Student Alliance in past years. Due to a lack of leadership and interest from Black Student Alliance members the committee died. Goals that were set for the committee in the past were never accomplished and no concern for the committee's destruction was apparent. The general consensus of the Black Student Alliance was that the Community Relations Committee was powerless on the grounds of the University, being no more than a name for a Committee which held no potential.

Goals: I. To Revive the Community

A. To get the Black Student Alliance members interested and concerned with the plight of the University and Charlottesville Communities.

B. To have members of the Black Student Alliance become diligent members of the Community Relations Committee.

C. Development of respect for the Committee and the goals it would try to attain.

II. To develop better communication between the Black University and Charlottesville Community

A. Volunteer work at various public school and day care centers in conjunction with Madison House

B. A Community Night, in which we the Black Community at the University of Virginia could be more aware of the Charlottesville Community's needs and vice-versa

III. Aid in various projects which are of importance to the Black Student Alliance

Goals Attained:

I. Revive the Committee: The reviving or rebuilding of the committee was successful. At first, I was quite skeptical as to whether or not the Black Student Alliance members would respond, but after a strong effort of publicizing the committee, members of the Black Student Alliance, became quite interested and concerned. The publicity caused the committee to evolve into an eight member staff who all worked diligently. Also, executive board of Black Student Alliance

II. Community Night: a community night did take place. This particular activity is found under both " Goals Attained and Goals Not Attained " because there were definitely mix emotions. The goal that was attained by Community Night ^{was} that the Charlottesville Community did respond, sending six influential Black people to the forum which implies that they (Charlottesville Community) are interested in the Black Community at the University of Virginia and are willing to aid us in as many aspects as possible.

Aid in Various Projects:

The Community Relations Committee sponsored various projects at the University which aids the Charlottesville Community; directly or indirectly.

Directly: Toys for Tots

Report: During the Black Student Alliance's November Meeting, the body decided to partake in the " Toys for Tots" Drive which would be put into affect by the Community Relations Committee. The forementioned Committee met and decided to have a table for a three day "Toys for Tots Drive on the second floor of Newcomb Hall from 10AM to 3PM on December sixth through the eighth. In addition to the table, twenty-five letters were delivered to departments in the College. The letter asked for their contributions to our "Toys for Tots". The response from the Departments was astoundingly poor with only one depart-

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ment contributing to the drive. Considering minor oppositions that the drive was confronted with, It was a total success collecting as \$25.00 gift certificate from Shenanigas Toy Store, seventy-five pounds of toys (fifty pounds coming from the Spanish Department) and \$121.75 from the table in Newcomb Hall, December 7 till 10. The contributors that we received were donated to the Santas Fund of The Head Start Program, in Charlottesville, Va. which was allocated to various needy families and for the equipment of Head Start. If we consider, ^{to} partake in "Toys for Tots in 1977, the body should acknowledge the charity sooner in the year, in order to iron out unnecessary oppositions and to allow ample time for preparation.

Indirectly: N.A.A.C.P. Drive

Report: With less than twenty-four hours to prepare for it, a N.A.A.C.P. Emergency Fund Drive was set up. The Community Relations Committee and diligent Black Students rose to the task and worked efficiently to raise \$225.35 from 10AM to 3PM on the second floor of Newcomb Hall, September 23, 24, 1976. After becoming slightly skeptical as to the efficiency that the Community Relations Committee worked. Work in because of the inefficiency of past Community Relations Committees of the Black Student Alliance. If the enthusiasm and initiative of the Committee carries over, it will exemplify what type of Committee should be a part of The Black Student Alliance.

Respectfully submitted

Bernard D. Whitsett, II
Chairman of the Community
Relations Committee

United Negro College Fund:

The Executive Board decided to lessen the burden of the Community Relations Committee, giving 100 dollars to the Negro College Fund. This action by the Executive affirms that the Community Relations Committee is of interest and concern to the Black Student Alliance, and also the fact that the Committee is a significant aspect of the Black University Life.

Goals Not Attained:

IIA. Volunteer Work; Effort to participate with Madison House in their tutoring program and volunteer day care center were made. Correspondance by telephone and letters were made to Madison House concerning the forementioned. Very little response was received from Madison house. One form was received from Madison house which asked for a list of activities in which our committee would like to be involved in. The list was sent to Madison house, since then, there has been no response from them. Apparently there is definitely a lack of communication which had a direct bearing on the project failing.

IB. Community Night: The "community night" was a failure because there was very little participation by the black university community. "Community night" was conflicting with several other activities that night. One must wonder what kind of priorities we as black students have at this academic village?!

Suggestion; 1. Recruiting: Try to recruit a group of people that will be good workers and willing to voice their opinion. It is important to have as many views as possible, this will make the committee well-rounded and sensitive to all persons' needs. If at all possible, recruit a student that is active in Madison house, then perhaps communication with Madison house will be better, enabling participation in the volunteer program possible. 2. Communication: Keep all lines of communication open within the BSA (the body, executive board, & committee heads). Through keeping the lines of communication, the committee's goals will be easier to attain because of added input.

3. Scheduling: Try to schedule your activities at a time that all students can participate. If by chance, the committee holds a "community night" (which I strongly encourage) try to schedule it in the first semester of the academic year because student participation seems to be much better early in the year.

CLOSING WORDS: I am most definitely proud of the efforts made by the community relations committee. The members of the committee are concern with the plight of the Black Student Alliance which was evident in their diligent efforts to aid their chairman. I feel that the 1976-77 community relations committee has set a precedence that should be followed by the next chairperson. I have thoroughly enjoyed my work with the committee, executive board and BSA body, and I hope that the feeling is mutual.

Respectfully,

Bernard D. Whitsett, II
Chairman: Community Relation Committee

Communications Committee Report For 1976-77

The following is the report of the Communications Committee:

I. Goals of the Committee:

- A) To print a monthly news letter, the contents of which should contain information pertinent to the black student body and any other interested persons. The news letter is to be distributed to paid Black Student Alliance members.
- B) To contact executive board members in case of an impromptu call meeting, and remind executive board members of regular meetings. This is done so as to get input from all executive board members on issues to be discussed.
- C) To make sure that all members are aware of meeting dates and places by putting a notice in the Cavalier Daily.
- D) To keep information lines open to all Black Student Alliance members.

II. News letters were published regularly and contained information on past events which were of interest to the black student body.

Executive board members were reminded of meeting dates and of any call meetings which were held. Notices usually were placed in the Cavalier Daily office in time to be printed before meeting dates.

Ballots for election of officers for 1976-77 were printed and distributed.

III. There were several problems which came up consistently but with a little more organization and experience most of them can be eliminated.

- A) Our first problem was in getting people to sign up to work on our committee. There were very few people interested in working on the Communications Committee.
- B) The second problem I encountered was getting members to come to meetings. Only a few of the people who signed up actually attended meetings.
- C) The biggest problem that I had was distributing the newsletter. Finding people to walk around and deliver the news letter on grounds was hard enough and

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finding someone to deliver off-grounds even harder. Papers usually ended up being delivered two to three days after they had been printed.

- D) We never received a full list of Black Student Alliance members therefore some members consistently failed to receive a Pride.
- E) There was also a problem in getting articles in on time.

IV. As stated before with a ~~little~~ little more experience, organization and cooperation these problems could be alleviated. I suggest that:

- A) Only persons really interested in working should be encouraged to work on the committee.
- B) Regular meeting dates should be set up so that all members will have a schedule of meetings. These dates should only be changed when absolutely necessary..
- C) Newsletters should be printed and put in messenger mail as soon as possible for on-grounds delivery; stamps should be provided for off-grounds delivery.
- D) A full list of BSA members should be gotten from the treasurer and it should be double checked to make sure that all members have been sent a Pride.
- E) All articles which are not in on time should be left out so as not to impede the printing of the paper on the stated date.

This is the report of the Communications Committee for the 1976-1977 session complete with goals, things actually accomplished, problems encountered and suggestions for a more efficient committee.

Humbly Submitted,

Cleo E. Powell
Cleo E. Powell

Communications Chairwoman

FIRST YEAR REVIEW COMMITTEE REPORT: 1976-77

The first year review committee's only endeavor this year was to set up a reception for Black Students, faculty, and administrators on November 21, 1976. The purpose of this reception was to provide a means of better communication among the blacks here. Even though the reception was intended mostly for first year blacks, their participation was more than unacceptable. Despite the sparcity of first year blacks, the reception as a whole was, on the part of the review committee, considered a success. Blacks came and they did communicate.

Respectfully Yours

Melvin Lewis

Thomas James

The Social Coordinating Committee is an arm of University Union that meets every Wednesday at 1 p.m. The main focus of this committee is to approve all social activities that are held at the University. Approval must come from the representatives of the Black Student Alliance, ARC, UUC, First Year Council, Resident Staff and the Dean of students Office.

This year the committee printed a monthly calendar, established an executive for the interim between summer session and the fall term, and surveyed students randomly to find the social interest at the University.

Debbie Saunders