

Can minorities get ad jobs?

By JOAN WEAVER

"We are waiting for the black graduates to knock on our doors," said Charles F. Adams, corporate executive vice-president of D'Arcy, MacManus & Masius, "but by the nature of its competitiveness, advertising agencies cannot deal in tokenism and quotas."

Adams was speaking to educators from eleven universities and representatives from 12 advertising agencies at a recent seminar, at D'Arcy, MacManus & Masius in Bloomfield Hills, devoted to fostering employment opportunities in advertising for minority groups.

In the day-long session, the two groups shared insights in their respective fields. Educators were to get a broader understanding of the real needs in advertising, and agency representatives an awareness of some of the problems unique to minority groups as seen by the educators and the minority.

In his opening remarks, Adams told the academic community, "You are

where it all starts and we in advertising are where it ends in the evolution of student to advertising employee. "Basically," he said, "the problem is this: we simply are not getting qualified applicants on the professional level from minority candidates."

Adams cited the statistics of minority employment supplied by the American Association of Advertising Agencies (AAAA), which state that on the professional level the percentage of minority employees in advertising in 1970 was 24 per cent, and remained the same in 1974, "seemingly frozen like a piece of merchandise that comes under federal price controls," he said.

The percentage of minority employees in non-professional jobs has risen in the last four years and stands at 7.5 per cent.

Adams said that about 1.3 of the 20,000 persons in the advertising business work with agencies, and that some 20,000 newcomers are attracted annually to the advertising business. It is estimated, he said, that there are only 800 to 1,000 agency openings each



CHARLES ADAMS

year in the 5,700 agencies in the United States.

IN HIS SURVEYS with other in districts, Adams said that he has found an additional problem in keeping minority employees once they have become an asset to the company.

Adams expressed the hope that the seminar would impress on the educators the need to encourage minorities to seek careers in advertising and that intern programs for minorities would be started by the agencies that have not already done so.

"We are faced with the task of attracting creative black students to our business. Advertising needs the creativity that grows from the black experience," Adams said.

John R. McAlpine, vice president of manager administration at Young & Rubicam International Inc. was the moderator of the afternoon discussion in which several agencies expressed willingness to participate in cooperative intern programs.

However, Carol L. Vance, minority coordinator at the University of Michigan said that black students often cannot afford to take non-paying intern programs during the summer and must often take a paying job in stead.

The real needs of advertising agencies revealed in the discussion were for young people with a well developed sense of responsibility and follow-through who would not be appalled at the amount of paperwork involved and who would understand that they cannot start at the top as an account executive for instance, but must instead serve an apprenticeship to learn how a particular agency does business.

Other suggestions brought up for consideration included sending school groups to visit agencies, asking young people working in agencies to speak to minority students, because youth can relate to youth to stimulate interest in advertising, and having advertising people teach courses in advertising at the universities.

THERE WAS general agreement between educators and agency representatives that students often don't know specifically what they want to do only that they want to be in advertising. Kenneth Mack, assistant director of career planning and placement at Eastern Michigan University, said the lack of goals and direction is a universal problem that indicates the need for stronger career guidance. "Most majors are selected out of sheer fright," Mack said.

An informal poll of the educators revealed a very low index of minority students whose goals were some aspect of advertising agency employment.

Lorn Cloeman, counselor in career advising and placement at Oakland University, said that black students tend to seek out occupations where they feel wanted. "If he sees others in the role, then he knows he can do that," Coleman says. "In advertising, he doesn't see anyone, so he doesn't apply. If he feels 'hey, I'm wanted there,' maybe he'll go there."

Another view is that the advertising business is perceived by minorities as an occupational area largely closed to minorities.

James Bromley, dean of students at Northwood Institute suggested that students should be reached at an earlier level, in eighth and ninth grade through inner city high school counselors.

"Of all groups," says John A. Crusoe, associate director of placement at the University of Detroit, "blacks are less capable of knowing about where the entry point is if they're interested in a career in advertising. White students have contacts, black students don't."

Cornell Royal who is in recruitment

at J. Walter Thompson, responded to a request from McAlpine for a minority viewpoint. "I could not look around and see other blacks," said Royal, who has been in advertising since 1958, "it affected me tremendously. The important thing to me was to have some outlet within the corporation, someone who would listen to me."

Royal said that the double bond was that he felt he had to do everything better than his white counterpart, but at the same time, try to forget that he was black. The assurance that he could do his own thing there, but that he had to be able to fit into the context that was already there, was the best advice he ever received, he said.

The different environment from which blacks grow, Royal said, can give the business a breath of fresh air though it's necessary to look at an individual's potential and the black psyche with imagination instead of measuring in traditional ways.

Using skill transfer ability, Royal said you can ask what part of a person's background (negatives) can be transferred to work (positives) that will become an asset to the company. He offered the example of a young man who had been running numbers, a negative use of a great ability with numbers. All we had to do was direct that ability into other areas. You have to use imagination in this way," he said.

McAlpine concluded the early afternoon session emphasizing the need for responsibility. "If something is done on the morning of the ninth, he said, it does not mean you can make it; it attempts and get two extensions. They can't take an incomplete and do it next semester. A simple thing like meeting deadlines can make the difference."

"We'll take him by the hand," McAlpine says, "but we have to walk down the street together."

Universities represented at the seminar were Central Eastern Michigan State, Oakland Wayne and Western along with Northwood Institute, Detroit Institute of Technology, Ferris State College, University of Detroit and the University of Michigan.

ENJOY LADIES' FASHION SHOW
TUESDAY, FEBRUARY 18, 1975
LUNCHEON AT 1:00 P.M. FOLLOWED BY FASHION SHOW
RESERVATIONS SUGGESTED

BONANZA

FIGHTS INFLATION WITH
1968 PRICES
JANUARY 31, THRU FEBRUARY 16, 1975

LUNCHEON SPECIAL

CHOPPED BEEF DINNER..... **99¢**

FAMILY WEEKEND SPECIAL

RIB-EYE STEAK DINNER..... **\$1.19**

ABOVE DINNERS INCLUDE
Potato - Texas Toast - Crisp Tossed Salad

LIVONIA SOUTHFIELD SOUTHFIELD DEARBORN HCTS.

Shakespeare's Inn

• Cocktails • Dining

• LUNCHEON SPECIALS DAILY 11:00-3:00 P.M.
(Includes beautiful salad bar)

• MEETING ROOM AVAILABLE • COCKTAIL HOUR 4-6
• COMPLETE DINNER MENU SERVED AFTER 4:00 P.M.
MONDAY THRU SATURDAY • CLOSED SUNDAY

24000 PLYMOUTH RD
(Corner of Telegraph) 538-3100

GIVE MOM A NIGHT OFF!

BRING THE FAMILY TO CORSI'S ON SUNDAY BEGINNING AT NOON OR MON. WED. & THURS BEGINNING AT 5 P.M.

FAMILY STYLE DINNER

16 VARIETIES OF PASTA TO CHOOSE FROM
DINNER INCLUDES: HOMEMADE SPAGHETTI, SALAD, CHEESE, BREAD & BUTTER

2 PEOPLE - \$5.00
4 PEOPLE - \$8.00
6 PEOPLE - \$12.00

DANCING FRI. & SAT.
BEER, WINE, COCKTAILS

CORSI'S

27910 W. 7 MILE ROAD (West of Inkster Rd.)
KE1-4960

Banquet Facilities
Business Luncheons
Closed Tuesday

LEGAL NOTICE

CITY OF SOUTHFIELD BIDS

NOTICE IS HEREBY GIVEN that the City of Southfield will receive bids FEBRUARY 28, 1975 until 3:00 p.m. E.S.T. for

THREE STUMP REMOVALS AND TREE TRIMMING

Specifications are available at the Purchasing Office, Municipal Building, 26000 Evergreen Road, Southfield, Michigan 48076.

PAT FLANNERY, City Clerk

LEGAL NOTICE

NOTICE OF PUBLIC HEARING
CITY OF SOUTHFIELD

NOTICE IS HEREBY GIVEN that a Public Hearing will be held on Monday, March 10, 1975 at 8:00 o'clock, P.M., Eastern Standard Time, in the Council Chambers, 26000 Evergreen Road, City of Southfield, County of Oakland, Michigan, at which time and place the Council will consider the following proposed amendments to Title V, Zoning and Planning, Chapter 45, Zoning, of the Code of the City of Southfield, by amending the Official Zoning Map of the City of Southfield, by changing the Zoning Classification of the following described parcels of property to wit:

Rezone from R-2 (Single Family Residential) to RMM (Multiple-Family Residential, Medium Rise) the following described parcels of property:

Lots 39-40 of Supervisor's Plat No. 1 (Sidwell Parents) 241-100-000 and 241-100-001, Section 21, City of Southfield, County of Oakland, Michigan.

The above described property being located on the east side of Berg Road between Civic Center Drive and the 1496 Service Drive, Section 21, City of Southfield, County of Oakland, Michigan.

(241-100 - Bernard Schmitt)

PAT FLANNERY, City Clerk

Published February 10, 1975

HOW'S THIS FOR GRAND OPENERS!

HERE'S THE DEAL!

ALL MEALS INCLUDE:

- o DELICIOUS HEARTHSTONE TOAST
- o FRENCH FRIES or BAKED POTATO
- o TOSSED GREEN SALAD or COLESLAW

Children's Portion Just 79¢

Super-Fast Service Absolutely No Tipping

Open Daily at 11:00 AM

Key STEAK

BEER BURGERS CHICKEN OR FISH FRY

1050 Ann Arbor Rd (at Harvey St) 2 Blocks East of Sheldon Rd Plymouth

GOLDEN LANTERN

32251 FIVE MILE ROAD JUST E. OF FARMINGTON ROAD 424-1012 OPEN 7 DAYS

• BEER BURGERS • BREADS • CHOP SUEY • CHINESE TAKE OUT • CHINESE RESTAURANT • CHINESE RESTAURANT • CHINESE RESTAURANT

A Happy Meeting Place