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# Sesame Street viewed as educational hocus-pocus



By Alonzo 4X

(Special to Muhammad Speaks)

NEW YORK — Sesame Street, that quaint sounding television program that has won its way into the hearts and minds of much of Black America, has lately become embroiled in controversy regarding the show's political and cultural ramifications.

INITIALLY HERALDED as some kind of magical, play-as-you-learn panacea, many Blacks are now denouncing the program as "a negative element."

Preston Wilcox of AFRAM Associates, a non-profit educational-consultation firm providing technical and educational services for the national Black community, called the show, "one of the most powerful, negative, political instruments that has ever developed in this country."

He said, "Sesame Street is based on the premise that Black children are ineducable through conventional means."

"The forces that created the problems of young Black children," he said, "are the same forces that are manipulating those foolish figures on the t.v."

HIS VIEWS SEEM reflective of many educators who are attempting to develop educational vehicles for Black children that are related to the particular need of the Black community.

Don L. Lee, of the Institute for Positive Education in Chicago, said, "The program seems to be teaching children to learn by fun and games, while learning requires hard work."

"When learning becomes

playful," he added, "you deprive a child of important learning skills he will need later in life."

Officials of the Children's Television Workshop, who conceived and produced the show argue that these critics don't understand the limitations and intentions of the program.

Robert Hatch, the workshop's Vice president of community relations said, "Most of those who criticize us, don't like television at all; they would rather it didn't exist. But the reality is that it does exist and children spend more time in front of it than they do in classrooms."

"Therefore," he said, "we intended to make the medium something more than mindless entertainment."

IN A RECENT attack on the show, a Russian newspaper said, "Sesame Street serves as a bright example of the veiled neocolonialism in culture."

The arguments of the Black critics are similar in tone.

They insist that the program perpetuates the American way of looking at reality; that Black children develop affection for American cultural entities and therefore become apathetic or even hostile toward Black oriented values.

Less Campbell of "The East" in Brooklyn, said, that although he has never seen the show, what he has heard has convinced him that the program is "attempting to recapture the mind of Black youth for white society."

He said many Black educators are experimenting with educational concepts without doing any research.

## Chicagoan appointed

## School lunch director

CHICAGO — Holmes (Daddy O) Daylie, longtime disc jockey and entrepreneur around the Chicago area—"your musical host who loves you the most"—has involved himself in another venture. He has recently been appointed Chicago regional director of the National School Lunch Co. (NSLC) of Washington, D.C.

FOUNDED BY Ben Steele, former nutrition specialist for the U.S. Dept. of Agriculture, NSLC is engaged in the business of providing feeding services for individuals in schools, colleges, child-care centers, summer recreational

distribution from initial menu design through container disposal.

"OUR OPERATION is designed to supplement present feeding systems, to set up a completely new system, or to help make current operations more efficient," said Daylie, who became interested in the food service business when he was handling public relations for the Ada S. McKinley Community Service Agency on Chicago's South Side.

"I noticed that the food service for Ada S. McKinley's Day-Care Center was totally inadequate," Daylie lamented.

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"This condition prompted me to look for a facility that would serve nutritional meals to institutions of this nature located in the city of Chicago; most of them were located in the suburbs and refused to come into the inner city for small accounts."

"Failing to locate a company in the city that met the qualitative standards I felt necessary to the well-being of these clients," Daylie emphasized, "I was forced to find a way to provide this service to the Chicago community as soon as possible."