

FIRST ANNUAL

# DIGNITY PROJECTION

AND

# SCHOLARSHIPS AWARDS NIGHT

EVENT PROGRAM FOR THE AFRO-AMERICAN BROADCASTING CO.

This is an original issue 1965 event program booklet that was published to commemorate an awards event on February 14, 1965 held at the Ford Auditorium in Detroit, Michigan, at which El Hadj Malik Shabazz aka Malcolm X gave his "last message", just 7 days before his assassination on February 21, 1965. This event occurred the very same night that Malcolm X (or El Hajj Malik El Shabazz as was his preferred name at this time) had his home firebombed.

History would determine that this was to be Malcolm X's last major public speech. The historical importance of this 10 page event program is that it provides and illuminates the social and political context that existed at the time that Malcolm X's last major speech was given. This context has never been illustrated as clearly as it is by studying this event program.

The event at which Malcolm X spoke that night was actually an awards event called the "First Annual Dignity Projection and Scholarships Awards Night" sponsored by the Afro-American Broadcasting Company. The event was complete with live music and famous persons being honored for their achievements including Rosa Parks, Sidney Poitier, and Marion Anderson. The Dorothy Ashby Trio was part of the entertainment for the event. Malcolm X was the scheduled keynote and final speaker for that evening.

"The Afro-American Broadcasting Company" was an African American organization that was formed in 1964 primarily to produce radio programs that "met with our approval as spiritually free black people". The organization began in 1964 to produce and distribute its own radio programs about the African American experience to radio stations throughout the north-eastern United States. The organization was formed in response to dissatisfaction in the African American community with the content and character of radio programs produced about African Americans on "white radio stations". The purpose of the event held that Valentine's Day in 1965 was to raise money by selling tickets to the event itself. The money was to be used to provide scholarships to Afro-American youth to enter the field of "mass communications". Malcolm X was particularly interested in supporting the African American media at this time because he recognized the importance of his speeches being accurately reported to the public by the media which would explain his supporting this organization.

The only other copy of this event program noted on the Internet is a copy formerly owned by Rosa Parks, who was one of the individuals honored and pictured in the program. Distribution for this program may have been limited to the honorees and the individuals providing entertainment. This event program is not part of any collection that originated directly from Malcolm X or his family.

It was and still is traditional to publish a very limited number of programs such as this to commemorate an event and then sell or give them away at the event. Since the program is dated on the front and was published strictly for this event, it is highly unlikely that the program was distributed after the date on the front.

This event program booklet is both extremely rare and very historic.

**Source:** beyondrecords

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# AFRO-AMERICAN BROADCASTING CO.

FIRST ANNUAL

*Dignity Projection*

AND

*Scholarships Awards Night*

FEBRUARY 14, 1965

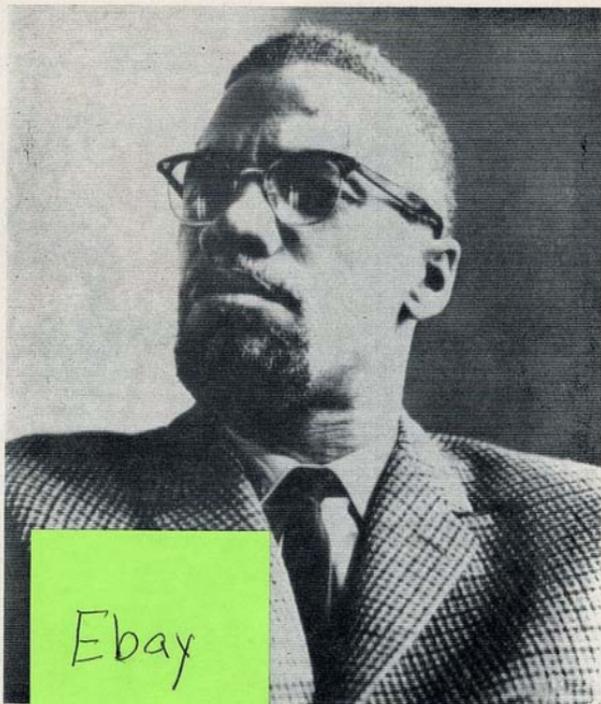
FORD AUDITORIUM



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## HADJ

FRESH from Europe and Selma, Alabama, El Hadj Malik Shabazz, the new Malcolm X, comes to us as the first annual DIGNITY PROJECTION AWARDS guest speaker.

There could hardly be a more fitting keynote. For in our time of trouble and oppression, when far too many black "leaders" are venal and subservient, when black women show more courage than black men at Selma as at Birmingham before, one Afro-American has consistently projected the burning strength and slashing intelligence — the DIGNITY — of black people which 400 years ago raised the Songhay Empire in the heart of Africa, with its University of Timbuctoo, and 4,000 years ago — while Europeans lived in caves — raised above the Nile a monumental pyramid which stands there still today.

That man is El Hadj Malik Shabazz.

(Continued on Back Inside Cover)

# SCHOLARSHIP LOAN FUND

THE CHARLES P. HOWARD Scholarship Loan Fund was conceived by the Afro-American Broadcasting Co. as a means of stimulating the entry of Afro-American youth into the field of mass communications.

In an age when the communication of differing ideas is of paramount importance to the diminution of tensions and misunderstandings between and among peoples of the world, and when the interplay of differing cultural concepts is important to the ushering in of that time "when men shall beat the sword to ploughshares and spears to hooks, and study the art of peace, as a company with no past, no existing, are concerned about the absence of the Afro-American in the public communications system.

The Fund we establish is presently deposited with Wayne State University and is to be of the type. Thus, monies made available to students today, when repaid into the fund, become available to other students tomorrow. We trust that this fund will grow to truly significant proportions. To that end, we ask that philanthropically inclined persons contribute generously so that the corpus may increase.

Our contribution to the fund at the time of its institution is twenty five percent (25%) of the total ticket sales to our Awards Night program. In successive years this same percentage of monies will be placed in the fund. Thus, we know you can take added pride in your ticket purchase.

CHARLES P. HOWARD, for whom this fund is so fittingly named, is an Afro-American News correspondent of no little accomplishment. For years he has been a syndicated writer for the Afro-American Newspaper chain. He is also a columnist for the Muhammad Speaks Newspaper and many other periodicals. He is the only fully accredited American Negro correspondent at the United Nations. He is the founder of a worldwide news syndicate which services a number of papers in Africa and Latin America, employing numerous "string-

er" reporters throughout these many parts of the country. His life is particularly suited to the high goals for radio news tapes and for many years pro-which this scholarship fund has been es-duced radio news broadcasts heard in published.

## AFRO - AMERICAN

WHEN Otto Preminger was asked by a group of bellyaching Negroes why he didn't make movies depicting the Negro in a better light, he tersely replied, "If you want such movies made, why don't YOU make them." His curt reply pointed up in bold relief one of the major residuals of the Negro's former enemy has always robbed its victims of the power to believe in created in the minds of the enslaved a sense of dependency never found in free men.

American Broadcasting Company was formed in 1964 to create a radio station which met with our approval as spiritually free black radio to do in the area of radio broadcasting what Otto Preminger would never be done by Negroes in the area of movies. We did not like the fact that Negroes were allowed to speak on programs produced by white radio stations, and we were appalled by the distortions and misconceptions which were daily spread by the white radio stations, and so, we acted.

During the year 1964 we have produced weekly broadcasts over Stations WLIN an WGPR, FM, in Detroit which have covered a plethora of subjects. We have recorded, for all time, the most important voices of our period, and we have programmed materials never before heard on radio. We have collaborated with radio stations WDET-FM, Wayne State University Radio; WUOM-FM, University of Michigan radio, Ann Arbor; WRVR, Riverside Radio, New York; and WDTM-FM, Detroit. We have played tapes ranging from Mrs. W. E. B. DuBois in Africa to Bull Connor in Birmingham, Alabama.

We begin our second year of broadcasting with a host of friends in the broadcasting world. We have found that notwithstanding our announced purposes other broadcasters have assisted us in our efforts. We hope during the year 1965, in addition to producing radio tapes, to produce some television and movie shorts and documentaries.

Our first entry in the record field is an album entitled MESSAGE TO THE GRASS ROOTS, a history making speech by Malcolm X. It is now available to the public.

To our supporters we extend our grateful thanks.

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**DOROTHY ASHBY**

**CLARENCE SHERRILL - Bass; JOHN ASHTON - Drums**

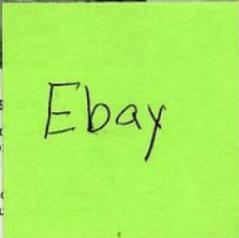
WIDE worlds of musical experience and a near-legendary training have been gathered together for you to perform on Afro-American's First Annual Awards program. Gifted Brazel Dennard, a School teacher and much honored leader of choirs, directs the many voices (several of them individuals) of the Detroit Musicians Association Chorus.

The Dorothy Ashby Trio — with Dorothy Ashby on sax and piano, John Ashby on drums, and Clarence Sherrill on bass — is appearing currently at Cafe Gourmet in Highland Park. Having guested on the TODAY and TONIGHT shows and the Godfrey Special on TV, the group has a radio show called THE LAB. They have six "LP" releases and a single.

The background of Stanley Cowell, leader of Toledo's Cowell, Martin, & Ashton Modern Jazz Trio, reads like an airmap through the rare atmosphere of musical scholarship and experience. A masters degree candidate at the University of Michigan, Cowell's training includes a year at the Mazarateum Akademie in Salzburg, Austria. He has played classical music with youth symphony orchestras in Burbank and Toledo, and at Berchtesgarden, Germany; he has played jazz with Roland Kirk and others.

Contemporary dancer Betty Chavis studied in New York with Katherine Dunham and Pearl Primus, and has appeared on Broadway in Finian's Rainbow and Showboat.

Joe "Ziggy" Johnson, beloved angel to the struggling artist, is a talented, veteran showman, a newspaper columnist, and — as you will see — a peerless Master of Ceremonies.



**BETTY CHAVIS**



**COWELL, MARTIN & ASHTON**

**Bill of Fare**

MASTER OF CEREMONIES ..... Ziggy Johnson

## PART I

INVOCATION ..... Rev. Albert B. Cleage, Jr.  
Pastor Central Congregational ChurchGREETINGS FROM GOVERNOR ROMNEY ..... Mr. George Bashara, Jr.  
(Member-Michigan Employment Security Commission Appeal Board)DOROTHY ASHBY TRIO:  
Dorothy Ashby, Harp; Clarence Sherrill, bass; John Ashby, drums

## DIGNITY PROJECTION AWARDS

STATEMENT OF PURPOSE ..... Atty. Milton R. Henry  
President, Afro-American Broadcasting Company

## PRESENTATION OF AWARDS

DETROIT MUSICIANS ASSOCIATION CHORUS ..... Mr. Brazeal Dennard, Dir.

ALLE LUIA .....	Coleman
SOON AH WILL BE DONE .....	Dawson
SWING LOW, SWEET CHARIOT .....	Billups
RISEING TIDE .....	Stull

CHARLES P. HOWARD SCHOLARSHIP AWARD PRESENTATION ..... Atty. O. Lee Molette

## RESPONSE:

Mr. Charles P. Howard, Honoree  
Mr. George White, for Mr. Thomas J. Warner  
Atty. William V. Banks, Radio Station WGPR FM  
Mrs. Rosa Parks, Leader of Ala. Bus Boycott

INTERMISSION: 15 MINUTES

## PART II

BETTY CHAVIS ..... Afro C

COWELL, MARTIN &amp; ASHTON TRIO

INTRODUCTION OF GUEST SPEAKER .....

MESSAGE ..... El Hadj Malik Shabazz  
(formerly Malcolm X)

BENEDICTION .....

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## Marian Anderson

For a lifetime of courageous struggle, passionately devoted to the perfection of an extraordinary talent; for vision in inaugurating a series of contests through which aspiring artists have found recognition and encouragement; for undeviating devotion to, and contention for, the rights of a whole race and its inherent dignity, even when standing alone; for a life which has been the embodiment of true dignity.

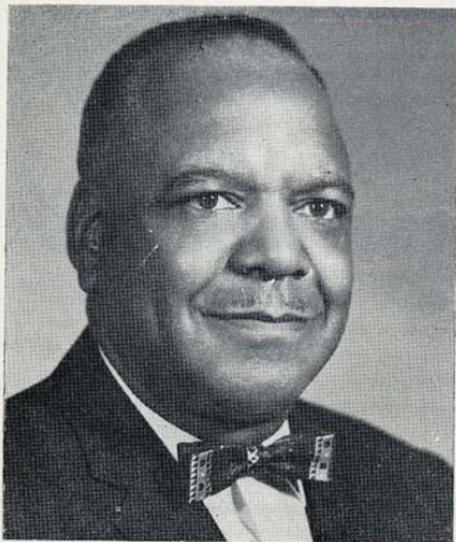
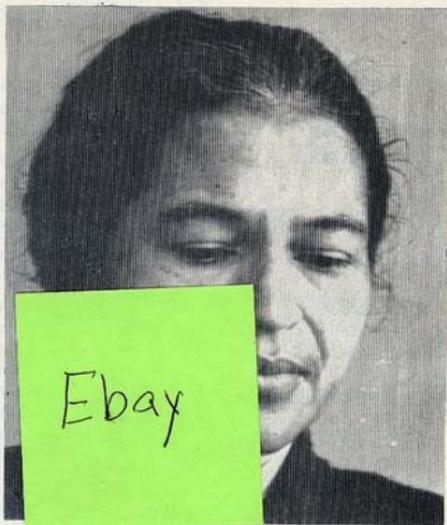
## John H. Johnson

For singular and exemplary courage and perseverance, under conditions of substantial risk to his then fledgling business, in pioneering the battle to force powerful advertising subscribers and agencies to make full use of Negro models in the ad copy inserted in his publications, thereby contributing, to a degree which cannot be accurately calculated, to the quantum of dignity possessed by a whole people.



## Rosa Parks

For beginning the Montgomery boycott, as a consequence of which our own, and others' concept of the inherent dignity of a whole people has been irrevocably altered; for summoning a people to contend for its dignity and personality by a simple act of courage and faith in daring to sit in a seat in a bus in defiance of an unjust and humiliating social code; for making a people act upon its self respect and for making a world, insensitive to justice, react with growing empathy to the cause of the American Negro.



## Atty. William V. Banks

For demonstrating an extraordinary talent for the organization of people through his founding, heading, and leading the dynamic and progressive International Masons; for perspicacity and vision in leading the International Masons in an invasion of the mass communications field by the purchase of Radio Station WGPR-FM; for greatly increasing through this purchase, the capacity of a people to communicate its needs to itself and the larger community.

# The Awardees . . .

MARIAN ANDERSON

JOHN H. JOHNSON

ROSA PARKS

ATTY. WILLIAM V. BANKS

SIDNEY POITIER

JACKIE GLEASON

THOMAS J. WARNER

BELL BROADCASTING COMPANY

MOTOWN RECORD COMPANY

SWIFT & COMPANY

MOTOWN: for consistent presentation of Afro-American music, without apology, by Afro-American artists who project a vibrant DIGNITY.

SWIFT: for projecting, during 1964, a series of unusually tasteful advertisements of their meat products in which the Negro appears as being of dignity, with attributes of familial love, responsibility, and concern.

FEDERALS: for a pioneering use of Afro-American models, of DIGNITY, in advertising copy in the daily press.

WARNER: for singularly courageous deportment as an official of the Booth Broadcasting Stations and WJLB-AM, Detroit, in making possible in our area the participation of the Afro-American in the radio communications industry; in opening the local airways to Negro disc jockeys, news announcers, technicians, and allied personnel; in projecting to the community at large a format which has helped acquaint it with the problems and views of the minority groups within the area; for ability, sincerity, social justice, and a life of effective public service and decency.

POITIER: for a singularly outstanding performance through the Oscar Award-winning film *LILLIES OF THE FIELD*, as well as on television showcase programs.

GLEASON: for continuing to project the Negro in a television showcase program on a racially specialized network.

BELL: for successful completion of the task of merging the Negro-owned broadcast network with the Negro West's first Negro TV station, WCHD-FM.



CHRYSLER CORPORATION

FORD MOTOR COMPANY

J. L. HUDSON COMPANY

WXYZ-TV

MICHIGAN BELL

DETROIT BANK AND TRUST

AMERICAN AIRLINES

## A Footnote To History

THESE firms have been awarded "Howards" for significant acts over the past year in projecting Negro Dignity. Chrysler, for instance, is awarded for its pioneering in naming a Negro Franchise Dealer and for somewhat enlightened employment practices; Hudson's for the use of Negro models in their fashion shows; the Detroit Bank and Trust, for the prominent use of Negroes in their pictorial advertising in the daily press, and so on. All of these firms have another thing in common. They are afraid. They are also, apparently, believers in the white man's "right" to tell Negroes what Negroes shall think and with whom Negroes shall associate. We suspect that they do not like Malcolm X. For all of these firms have declined to accept their awards. But the Afro-American Broadcasting and Recording Company is composed of free men — THAT is what this is all about. And as we can see the value, though admittedly limited, of what these companies did, we also see the value of Malcolm X. And . . . WE LIKE HIM!

## EL HADJ con't —

It seems a recurring phenomenon throughout human history that oppression, slavery, and degradation always give birth to exceptional figures, persons who are devoted to the total reconstruction of conditions for the better. Usually these leaders, these teachers and prophets — the great ones — experience a dramatic calling, often from lowly misguided pursuits, to a higher, different, and holy way of life. Their annointment by the God of All the Worlds for a special work is usually clearly marked in their lives. It was at Fentel that Jacob, the sly, conniving trickster, became ISRAEL, the rightful inheritor of a promised birthright. It was on the road to Damascus that Saul became PAUL, the proclaimer of Jesus Christ and the most forthright propagator of the Christian faith.

Of such a pattern is EL HADJ MALIK SHABAZZ — Malcolm X, until the months of study, prayer, and fasting, the new baptism, at Mecca last year. What were the currents that drove Malik to where he stands today?

Son  
Charles  
1948  
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colm  
hamm

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CHARLES P. HOWARD

"Nation of Islam."

Much of the rest is contemporary history: his devotion and loyalty to Mr. Muhammad; his ceaseless speaking, his flaming oratory; his conversions — his almost single-handed role in bringing Mr. Muhammad's teachings to thousands of dissatisfied minds. Here, indeed, was Mr. Muhammad's spokesman. But, then, Elijah Muhammad ordered his spokesman to be silent.

History shows that a true leader's allegiance is to his God and his people — not to any one man. And

so, as Paul's revelation brought him into conflict with the ruling Sanhedran, so Malcolm's dedication brought him into conflict with the order silencing him. And, after waiting the ninety day period prescribed by Mr. Muhammad, he spoke out.

Another transformation was in order. Malcolm X fulfilled the fifth obligation of all Muslims, namely making Hadj, the pilgrimage to the Holy City of Mecca, thus becoming El Hadj Malik Shabazz, a Sunni Muslim.

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