The decision of the Rev. Dr. Benjamin Hooks to retire after a period of sacrificial, solid and extraordinary leadership of the NAACP does not mean, as some voluminous and feckless persons are broadcasting, the demise of the NAACP or that it has outlived its usefulness. Dr. Hooks, as has been true of his predecessors who served long terms as the Executive Secretary of the NAACP, has served the NAACP in a superior and selfless manner. He is deserving of the thanks and admiration of over thirty-two (32) million Black Americans. We owe it to Ben Hooks to let him know, through it all, that we are highly appreciative and grateful for his intrepid, systematic and enlightened leadership in working to rid our nation of an ancient scourge and abomination: RACISM.

From the time of its inception, biracial, solid and extraordinary leadership of the NAACP has been firmly wedded to extinguishing racism in the American politie and protecting the elemental human and civil rights of Black citizens with respect to education, jobs, housing, voting and equality of opportunity. This focus, to an overwhelming degree, remains the present direction of the NAACP.


Three elements, in terms of the present and future direction of the NAACP, must be pursued energetically, imaginatively and coherently in elementary-secondary schools, institutions of higher education, churches, lodges, fraternities, sororities and community organizations. The three pivotal elements are:

1. DISSEMINATION OF FACTUAL INFORMATION ON OUR UNUSUAL CONTRIBUTIONS TO THE LIFE AND HISTORY OF OUR NATION AND THE WORLD AND OUR REMARKABLE SURVIVAL IN THE FACE OF INSTITUTIONAL AND OPERATIONAL RACISM.
2. EXPANDED TARGETING OF THE BLACK BOURGEOISIE IN TERMS OF THEIR NEED TO GIVE MORE BACK TO THEIR COMMUNITIES THROUGH HUMAN AND CAPITAL RESOURCES.
3. AN IMMEDIATE, CONCENTRATED AND INTENSE NATIONAL CAMPAIGN TO INCREASE THE NAACP'S MEMBERSHIP TO AT LEAST TEN (10) MILLION MEMBERS. THIS GOAL IS ACHIEVABLE AND REALISTIC.

As a Golden Heritage Life member of the NAACP, I am very confident, in spite of occasional spates and contretemps, that it will go forward. In the final analysis, it is we who must carry forth the work which has been done so nobly and ably by such warriors for freedom and social justice as James Weldon Johnson, Walter White, Roy Wilkins, Enolia V. MacMillian and Benjamin Hooks. It is now our turn to act for the culmination, vibrancy and expansion of a dear, vital and powerful ally in our struggle for full equality and socio-economic justice and demonstrable educational excellence in our native land: THE NAACP.