

Coke agrees . . .

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"Our concept is a development formula," he said. "When Coca-Cola goes to Nigeria, it can't just offer jobs. It has to do something on the supply side in terms of business opportunities and financing and ownership. But they come to the black community here offering just jobs — and not very many of those. What we are saying is that they have to do more than that, or else we will withdraw our visa."

In a telephone interview from his Chicago home, Jackson pointed out that not a single one of Coca-Cola's 550 bottlers or its 4,000 fountain wholesalers was black. The company had on deposit just \$254,000 in 10 black banks, \$100,000 of that total comprising a single certificate of deposit.

When the initial talks foundered, he said, PUSH called its 50-city network into play, using ministers, politicians and others to implement a "withdrawal of our enthusiasm for Coke products."

Shortly thereafter, he said, Coca-Cola was taken off the shelves in four black-owned Seven Eleven franchises in Washington, D.C., alone, followed by similar action in

white-owned stores. Gary's Mayor Richard Hatcher, chairman of the black mayors conference, started a move to remove Coke machines from the 194 city halls under black control. Coke came off the shelves in 100 Chicago stores.

Coke got the message, and Keough himself got involved in the renewed talks.

"What we have worked out," said Jackson, "is a framework of reciprocity rather than generosity." He was especially encouraged, he said, that the campaign was successful in spite of the fact that it was mostly ignored by the white press until it was over.

Clearly the technique is not limited to Coke, which is bigger but no worse than most other companies, he said.

Significantly, however, before he tackles other businesses, Jackson, who has a reputation for not following up on his campaigns, is moving to solidify and expand his victory with Coke.

This very week, representatives of the Selective Patronage Council will be meeting in a Chicago suburb to work out local and regional implementation programs, including monitoring techniques, and to "package" the process so that it can be used elsewhere.

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