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Southwest Digest

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Aficare and South African Diplomats Visit Lubbock

by Eddie P. Richardson



Thursday September 28th 1995 was an historical day in Lubbock, Texas, U.S.A. Lubbock had the distinction of being one of the cities visited by Africare and the Lesotho Delegation from South Africa to enhance trade, communications, and tourism between South Africa and America.

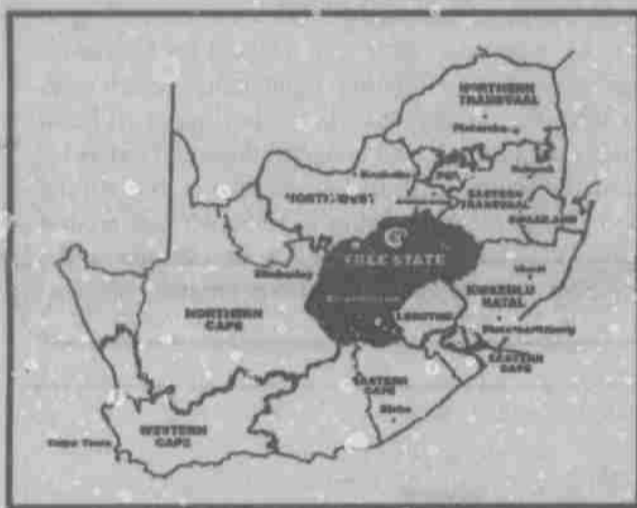
The delegations itinerary for Lubbock was to arrive at Lubbock International airport at 8:15 pm September 28th, was met by Steve Sexton of Sexton Enterprises and taken to the Sheraton Inn. The activities began Friday September 29th at 3:00 am main lobby of Sheraton. Picked up by Steve Sexton and met by John Kariuke of Texas Tech and taken to campus 8:15 met with Dr. Sam Carl, Dean of College of Agricultural Sciences and Natural Resources. 9:00 toured the Texas Tech University meats laboratory. Dr. Reed Richardson met with them at 9:45 am and took them to Burnett Center.

10:20 toured Burnett Center, the cattle feed lot operation of Texas Tech University. Lunch

1:00 pm toured the International Textile Center with Pam Alspaugh. 2:00 toured Breedlove Dehydration plant which sent out from Lubbock over 30 thousand lbs. of dehydrated food which balances out to 116

equals 10 lbs of food. The people there was Suzanne Foster and Howard Meecer who keeps tabs on all the food shipped out of Lubbock around the world. 3:15 tour of South Plains Food Bank. Carolyn Lanier is the director. 4:30 returned to hotel. Saturday, September 30th leisure time. Their personal needs and transportation problems, was handled by (B J) Billy Joe Johnson of Sexton Enterprises. While on the free state observation tour. The delegation visited Washington, DC, Atlanta, GA, Chicago, IL, Lubbock, Texas, New York, NY, Orlando, FL, Tallahassee, FL. The dignitaries attending The Lubbock tour were Mr. Casper, Jan H. Human, member executive council, agriculture. Mrs. Robie Gouwens member of the Parliament, Dr. Eugene Mokey and director, Fiscal policy and planning, Mrs. Granny Mokoena director of tourism, Mr. Alfred Tau entrepreneur director, free state development corporation. The free state Province is set in the centre of South Africa. The free state province occupies an important place in the transportation (road, rail and air) infrastructure of the country, ensuring easy access to seaports and neighboring states. The region of the free state is predominantly an agricultural one, and an estimated one third of the country's wool, meat and grain is produced here. The gold fields area of the region, on the other hand, plays an important part in its industrial well-being. Some statements to the Southwest Digest from the delegation was South Africa's government is multi racial. President Nelson Mandela completely turned South Africa around changed Apartheid to high tech and free trade. South Africa's free state area has nine provinces. Bloemfontein is the capital city, 2.8 million population. The urban cities Bloemfontein, Welkom, which look like Lubbock, Texas just like being home away from home, stated Ramasimong Tau chairman free state investment consortium. The places are almost identical, Kroonstad, Sasolburg, Odendaansnes, Harrismith and Bethelohm. Major economy agriculture (maize, wheat, sheep and cattle mining). The free states basic languages are south sotho, afrikaans and english. Agri-Eco free state agriculture & eco-tourism development "plays a major role in helping people help

themselves, gives them a hand up not a hand-out". stated the minister of agriculture. Mr. Cas Human. agri-eco endeavors to help those who seek to create their opportunities the program has many resources and still seeking others to help in updating and upgrading the resources, skills and economics of the free state. A very important part of the delegation was Mr. McDonald Homer, director South Africa program Africare. Africare is a private non-profit organization, dedicated to improving the quality of life in rural Africa. For more than 20 years, Africare has provided assistance in five principal areas: agriculture, water resources, development, environmental management, health and emergency humanitarian aid. In the United States, Africare forces on building understanding of African development through public education and promotional out reach. Communities in 35 nations Africa would have benefitted from direct Africare assistance since 1971 when the organization was founded. Today, Africare is a charitable institution under section 501 (c) (3) of the Internal Revenue Code. Its financial support comes from charitable foundations, corporations, the religious community, other private organizations, the u. s. government, international agencies, foreign institutions and many thousands of individuals. Africare is a member of international service agencies (ISA), a part of the Federal Campaign, state and local government campaigns and many corporate employee drives. Africare has its headquarters in Washington, DC with field offices in 25 African countries. The struggle to overcome Apartheid has finally come to an end. A different agenda one of social economic and political rebirth has emerged. More will run in the Southwest Digest from time to time. Time to time we will constantly stay in touch with Mr. McDonald of Africare in Washington, DC. One other thing about Africare is it is open to all parties in Africa some of the parties are ANC Mandela, Chief Butalize, African Democratic party, Christian, Pan African Congress, IFP and others. If you want to work with South Africa, please contact Eddie P. Richardson, 902 E. 28th St. or call 762-3612. All information will be forwarded to Mr. Homer.



MBDA Leads Minority Business Delegation to South Africa

The Commerce Department's Minority Business Development Agency led a delegation of 21 minority business owners to South Africa for the Made In USA Southern Africa Trade Expo '95.

Commerce Secretary Ronald H Brown, in a letter to members of the MBDA trade delegation, said "U.S. South Africa partnership. Your participation in this mission as private sector leaders in key South Africa growth sectors... exemplifies President Clinton's vision of effective U.S. commercial engagement abroad."

MBDA Director Joan Parrott-Fonseca and MBDA Assistant Director Paul R. Webber led the delegation. Stated Parrott-Fonseca, "If minority firms are to remain competitive and survive, they must have access to international trade resources and new export market opportunities."

Commerce has designated post-apartheid South Africa's \$20 billion

annual import market as one of ten emerging markets offering the greatest potential for U.S. export growth. MBDA, in cooperation with other Commerce agencies, has initiated an export development project to encourage minority firm participation in international trade.

MBDA, established in 1969 to encourage minority business growth in the United States, led one previous trade mission for minority business owners to South Africa and several minority trade missions to Canada, Mexico, South America and the Caribbean. Minority firms participating in past MBDA trade missions anticipate that new export sales will exceed \$58 million by the end of 1996.

Made in USA is the largest annual trade fair for U.S. produced goods and services in Africa. Over 200 firms, as well as state and municipal trade development agencies, participate as vendors and exhibitors.

A NEW DAY AT DENNY'S

NDI Foods, Inc., an African-American owned company, recently celebrated the grand re-opening of their Denny's restaurant franchise in Syracuse, NY. Upon purchasing seven Denny's restaurants in the Syracuse area, NDI Foods spent more than \$1.2 million to re-image their franchise.

Their plans resulted in updated interiors and exteriors, new landscaping and an innovative sales and management training program for all serving and management staff. NDI Foods is the first Denny's franchisees to undergo this extensive re-imaging program. Pictured L-R: James Holden, President of NDI Inc, Ruth Ann, Denny's server, Mary Anna Freeman, Syracuse University Women's Basketball coach, John Mackey, former NFL player and partner in NDI/Denny's and Cheryle Davis, Chief Operating Officer of NDI Foods Inc.



PEPSI-COLA CONTRACT HELPS CREATE MAJOR BLACK-OWNED MANUFACTURER

SOMERS, NY — Pepsi-Cola Company recently announced it has signed a five-year, \$75 million contract to buy corrugated boxes from Integrated Packaging Corporation (IPC), a minority-owned company in New Brunswick, NJ.

The contract makes IPC one of the largest African-American owned businesses in the nation. Based on projected sales, the company is expected to be ranked 49th on Black Enterprise Magazine's annual list of industrial/service companies owned by African-Americans.

Pepsi, which will buy about 100 million corrugated boxes from IPC each year, will be IPC customer. IPC will be the single largest supplier of corrugated boxes to Pepsi.

IPC makes boxes at a container plant in New Brunswick that it bought in August from Jefferson Smurfit Corporation. The contract with Pepsi made the plant purchase possible by providing IPC with a major customer.

Pepsi used its Minority Business Enterprise Program to assist IPC. The program, begun in 1982, gives minority-owned firms an opportunity to be considered for contracts with Pepsi. It has enabled Pepsi to do more than \$800 million in business with minority-

owned suppliers.

"Pepsi worked closely with us to help IPC buy the Jefferson Smurfit plant," IPC President and Chief Executive Officer Joe Wilson

"Pepsi's actions are evidence of its strong commitment to helping minority-owned companies grow, create jobs and strengthen their communities," Wilson added. "Pepsi continues to be a model for other companies in this regard."

IPC's 165,000 square-foot container plant is in a low-income neighborhood and has a workforce of 100 that is predominantly African American and Latino. Sixteen Pepsi plants will use boxes made by IPC to distribute cans and bottles to retailers and other businesses. The plants are in Delaware, Maryland, Pennsylvania, Ohio, New Jersey, Tennessee, Virginia and West Virginia.

"IPC will provide customers with first-class products and service," said Al Fuller, Executive Vice President and Chief Operating Officer of IPC. Fuller, who co-owns IPC with Wilson, was plant manager of the Jefferson Smurfit facility that was purchased by IPC. Fuller said IPC has commitments to sell boxes to nearly all customers who bought boxes from the plant when it was owned by Jefferson Smurfit.

Wilson has sold corrugated boxes to Pepsi bottling plants in New Jersey over the past seven years. He acted as a broker, buying the boxes from other companies and providing warehousing, delivery and inventory services to Pepsi.

"Joe Wilson has a record of outstanding service to Pepsi, and Al Fuller has been an excellent manager of the plant," said Scott Buchanan, Director of Supplier Development for Pepsi. "This team will be a winning combination."

"Pepsi buys supplies and services from a broad spectrum of companies," said Fred Canady, Director of Minority Business Enterprise for Pepsi. "Many minority-owned companies are small, and we want them to have the opportunity to compete on a level playing field with bigger companies for these contracts."

"Joe Wilson and Al Fuller both had records of superior performance and were clearly qualified to do more business with us," Canady said. "But we knew their company needed to purchase its own manufacturing plant to be able to compete for a major contract with Pepsi. Our minority Business Enterprise Program made that purchase possible, benefiting both companies and helping us strengthen minority community economic development."

WORKING TOGETHER



Officials of Pepsi-Cola Company visit Integrated Packaging Corporation (IPC) in New Jersey to mark the signing of a contract under which Pepsi agreed to buy \$75 million in corrugated boxes from IPC over five years. The contract makes IPC one of the largest African American-owned businesses in the nation. Standing, from left to right: Pepsi Director of Supplier Development Scott Buchanan; Pepsi Vice President of Supplier Development Jim Kozlowski; IPC President and Chief Executive Officer Joe Wilson; IPC Executive Vice President and Chief Operating Officer Al Fuller, and IPC Corrugator Operator Henry Rogers.

Indianapolis to Host National Conference on African American men

As evidenced by the growing attention paid to the October 16 Million Man March in Washington, D.C., there has been a resurgence of interest in the positive activities of African American men. Groups of African American men are gathering all over the country to try to develop solutions to the problems facing the black community in general and black men in particular. The most serious of these problems have resulted in more young black men being under the supervision of the courts than are enrolled in college.

One such group, the National Council of African American Men, Inc. (NCAAM), is holding its fifth national conference on issues relating to African American men, from October 12 to 14 at the Radisson Plaza/Suites Hotel in Indianapolis, Indiana. The conference, "Forged a 21st Century Agenda for African American Men: Finding Our Own Solutions," focused on four principal areas: 1) Personal Empowerment, 2) Fathering and Family Life, 3) Crime and Punishment, and 4) Policy Formation and Governance.

Speakers include Dr. Joycelyn Elders, former U.S. Surgeon General; Tony Brown of "Tony Brown's Journal"; Hon. Raymond, Pierce, Asst. U.S. Secretary of Education; U.S. Rep. Major Owens; and Investigator and former L.A. police officer Don Jackson, who publicly unveiled the results of his first-hand investigation into police practices toward African Americans; columnist Julianne Malveaux; and Attorney and CNN commentator, Milton Grimes, who provided media commentary on the O.J. Simpson trial.

There was special panels and workshops devoted to discussion of social policy and political action. These included "Developing the First Legal Defense Fund for African American Men" and "Developing Political

Action Committees for African American Men." Other workshops focused on a national audit study on discrimination in America, the influence of pop culture on African American youth, treatment of black men in all aspects of the criminal justice system, effective programs for working with black boys, mentorship programs, educational issues and much more. We also planned a direct audio-video hook-up between the conference and local men's correctional institution.

We also screened two major videos that will be released later to public television: "Masculinity in America: I Am A Man" produced by Byron Hurt of Boston, Massachusetts; and "Black Is...Black Ain't" by Emmy Award winner Marlon Riggs, California Newsweek, San Francisco, California.

The National Council of African American Men, Inc., founded in Lawrence, Kansas in 1990 by Dr. Richard G. Majors and Dr. Jacob U. Gordon, seeks to give a national voice to African American men in the areas of social, economic and political policies that affect them and the black community. NCAAM has several chapters around the country that work directly with black men, especially black male youth, in their communities; The organization also publishes *The Journal of African American Men*, the most prestigious academic journal in the country dealing exclusively with issues concerning black men.

For more information about the conference in Indianapolis, contact Rita Palmer at 202/289-8700.



741-1000



Ruby Jay's Corner

The New Hope Baptist Church, located at 2002 Birch Avenue and Rev. Billy R. Moton pastor, had great services last Sunday. Sunday School began at 9:30 am with the singing of "Yield Not To Temptation." Brother Henry High, superintendent, offered prayer. Another song, "I Need Thee", was sung. The classes marched to their various places for 30 minutes of instruction, and reassembled singing "Since Jesus Came Into Our Heart's." High points of the lesson were given by Class No. 2, Secretary's Report - Adult Class No. 1 received the offering banner, who also had one visitor. Class No. 4 retained the Attendance banner.

The 10:45 am devotional period was led by Sister Joan Y. Ervin, and Brother Earnest Swain. The Senior Choir marched in the processional singing "Have Thy Way, Lord". Altar prayer was given by Rev. Jeff Brown. A song, "Led In This Old Building", was sung by the Senior Choir. Responsive reading was done with the congregation standing, and led by Brother Virgil Johnson. The morning hymn was "Stand Up For Jesus," was sung. Pastor Moton brought greetings from the Baptist Education Convention which was held in Houston, Texas last week. Pray for our church building fund. Everything is looking beautiful. A song, "He Cares For You," was sung. The hymn of preparation was "I Need Thee." Pastor Moton's sermon was entitled "Sometimes You Have to Have Your Own." His scripture text was St. Matthew 25:7-9. The spirit used Pastor Moton. Keeping praying for all the sick and shut-in residents of the community as there are many. brother Gyssesses Kelly is still a patient in the hospital. Sister C. Howard, Sister Katie and Brother H.C. Kinner are home from the hospital. Our prayers and sympathy go out to all the bereaved families. Mr. Swain's brother-in-law passed away in Alabama. Sister Katie Lynn passed away last Saturday. Sister Jackson's services were held last Saturday afternoon at St. Luke Baptist Church. H.C. Kinner's son-in-law and Lettie Furlow came last Saturday evening to visit him. Sister Swain has sickness in her family in Midland, Texas. Whisper a prayer for her and family.

St. Mary Public Immunization Clinic

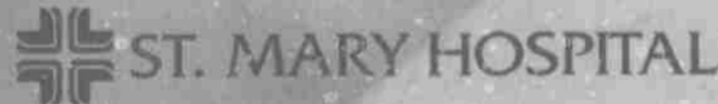
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Lubbock Habitat for Humanity Volunteer Orientation

Once again, God's people are looking for a good carpenter, electrician, corporate representative, committee member volunteer. Lubbock Habitat for Humanity is getting ready for its fall Volunteer Orientation which will be held Thursday, October 19th at 7:00 pm in the Highland Activity Center at 34th & Quaker. Come find out how your talents and skills can be used to improve the physical and spiritual living conditions of Lubbock families who currently live in substandard facilities and are willing to work for a home of their own. Habitat for Humanity International is a Christian organization which does not have ties to any one church but hopes to build bonds (and homes) with congregations and individuals of all beliefs. come to our orientation to catch the spirit that is really building-in Lubbock and around the world. Thursday, October, 19, at 7:00 pm in the Highland Activity Center at 34th & Quaker.



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Parkway Manor Care Center News - Volunteer Registration

Jeanie Ann Jordan and Shirra Rogers visited mother and grandmother - Lucile Wiggins, last Sunday afternoon.

Willie Jean Floyd and daughter visited George Skiel and Ruth Robinson last Sunday afternoon.

Gloria Wilson visited David Wilson last Sunday afternoon.

Mrs. A. D. Pine and daughter visited Scottie Moore last Sunday afternoon, and reported a wonderful visit.

Mr. and Mrs. Vernice Norris visited Jimmie Norris last Sunday afternoon.

Tamara and Tommie Finch visited Scottie Moore last Sunday afternoon.

The Faith 1st Missionary Baptist Church Mission held their meeting for the residents last Monday evening. The lesson was taught by Rev. W. H. Stephens. The basic theme was "Praise Through Praying." Selected scriptures were Matthew 12:40, Psalm 4:1 and Proverbs 15:29. You should have been there.

Mrs. Gladys Henderson is president.

Henry D. Stevenson visited his aunt, Minnie Keeton, last Wednesday afternoon.

St. Luke Missionary Baptist Church Mission came last Tuesday evening and held worship services for the residents.

Anna Day, who works for SPAG, came last Wednesday morning and visited with the residents. She was in time to join in with Rev. W. H. Stephens in the 10:15 a.m. Bible lesson with Helco Herford assisting. All had a wonderful time as usual. The basic theme was "Unity Is Inside Out." Scripture was John 17:21.

Parkway Drive Baptist Church had seven members to come out last Wednesday evening and held worship services for the residents.

The Manhattan Church of Christ had seven members to come out last Wednesday evening and held worship services for the residents.

The Manhattan Church of Christ came out last Thursday evening and visited the residents.

Brother Birmingham, who is a member of Hope Deliverance Temple Church, visited the residents last Friday afternoon.

God's truth has no relatives.

Mrs. Gloria Olquin, A. C. & R.; and Rev. W. H. Stephens, Assistant A. D. & R.

Methodist Hospital to Host Smoke Stoppers Program

Methodist Hospital will host a free, introductory session of Smoke Stoppers Monday (Oct. 30) at 7 p.m. at the Knitting Educational Conference Center, located atop the hospital's West Parking Garage at 21st Street and Louisville Avenue.

Smoke Stoppers is a program designed and conducted by former smokers who know what it takes to quit. The low-key, friendly and supportive atmosphere is geared to guide smokers away from smoking without being forceful. Smokers are able to receive the strength and positive reinforcement they need to meet their goal of kicking the habit.

The October 30 session is free and without obligation. For more information, call Methodist Hospital at 793-4386 during regular business hours.

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The Media and Racial Bias: A Long-Term Problem

WASHINGTON (NNPA)—(This week's column is a commentary by Washington, D.C.-based writer/public relations worker Matt Bratschi. He is a contributing editor to Freedom Magazine, an investigative journal of the Church of Scientology. Incidentally, Bratschi is white.—TJB) By Matt Bratschi

Ethnic bias and prejudice against African Americans are problems that have plagued the advance of positive race relations for a long time. The media, both print and electronic, have been exposed many times as instigators of problems between the races.

Numerous major papers have been condemned for articles or editorials that have shown bias. For example, *The Detroit Free Press*, *The Cleveland Plain Dealer*, *The New Haven Register*, *The Washington Post* and *The Chicago Sun-Times*, among others, have all received criticism for unfair portrayals of African Americans.

A Gallup Poll last year stated that 48 percent of African Americans are not satisfied with the way their local newspapers cover the African-American community. Also, the poll found that 47 percent of African Americans in the survey felt the print media contributes to poor race relations.

"Racial bias definitely exists," according to Lawanza Spears, city editor of *The Washington Afro-American* newspaper. "All papers have exhibited some bias."

Jackie Jones, vice president for print of the National Association of Black Journalists, said that "every paper has egregious examples of bias in their coverage. Also, some of them [the articles] are wonderful."

In last February's issue of *Emerge* Magazine, Lee A. Daniels wrote in his article entitled, "The American Way: Blame a Black Man," that there are "some media people who are not ashamed to proclaim their racist ideas."

One example of a journalist who has exhibited racial bias is Richard Leiby, a writer for *The Washington Post*. Recently, in an article called "Suspicious Minds," Leiby wrote that life now "seems precarious. We crave simplicity. White men in particular feel excluded, put upon, down-

sized." Jones said Leiby's statement was a "reaction" to the current downsizing of employment pools in the media in general. "When one group has all the cards and some of the cards are taken away, it gives a feel of discrimination," she said. "Anything perceived to hurt them sparks this reaction."

Continued Jones: "If less than 11 percent of the jobs are being held by people of color, it doesn't mean they are taking jobs away, it just means there are fewer jobs. Women and racial minorities have been dealing with this all their lives."

A report released by the American Society of Newspaper Editors stated minority journalists only made up 10.91 percent of the total newsroom workforce last year.

According to the April 24 edition of *Jet* Magazine, a study commissioned by the U.S. Labor Department "counters the notion that policies designed to remedy discrimination against minorities and women have resulted in bias against whites and men."

The lack of non-whites in mass media decision-making positions has a tremendous impact on its white and non-white consumers.

Dr. Camille O. Cosby, wife of comedian/actor Bill, published a book earlier this year entitled, *Television's Imageable Influences: The Self Perception of Young African-Americans*. A review of this book in *Jet* states Cosby "maintains in this study that the persuasive negative projections promoted by media industry decision-makers are hidden forms of oppression with significant impact on self-esteem and other essential values for potential success."

Says Cosby: "The way the media distorts our differences is a covert divide-and-conquer strategy which I regard as a violation of human rights."

This "divide-and-conquer" strategy can have controversial consequences. For example, Leiby, who is white, caused controversy two years ago when he wrote the following to describe his participation at an NABJ convention:

"I suddenly feel blonder, paler and more thin-lipped than I ever have in my life. I scan the roiling ballroom and count two other white faces. You want to establish your cross-cultural bonafides... and so you start dropping the 'g's on your 'ing' verbs in a phony jive—"Like I was sayin' to him"—and even trying out 'dis' and even 'yo.'"

Leiby's convention article attracted the attention of The Center for Integration and Improvement of Journalism at San Francisco State University. A study produced at the center entitled, *News Watch: A Critical Look at Coverage of People of Color*, states: "The use of dialect and references to drinking and dancing echo the stereotypes of blacks as stupid, feckless and carefree—or Sambos—that date back to slavery," referring to Leiby's attempt to "fit in" at the black journalist's convention.

Ebony Magazine, writing about Leiby's NABJ article, did not fail to mention this passage from *The Washington Post* writer, mentioning his flight home from the NABJ conference: "There are a dozen white faces in 'First Class,' one black... I feel like I'm already home."

So what does all of this say to all of us, black and white? Obviously, that there is a long-term problem with bigotry and prejudice in our society. Leiby and other journalists tend to exacerbate this.

And black journalists are small in number and relatively new to the mass media game. As Jones said, "We came late to the party. There are always going to be problems in reporting."

This is a situation we all need to deal with on an individual level. A bigger problem occurs when journalists use the influence of the media in which they belong to promote their own slanted views of race. This needs to stop—today.

Matt Bratschi is a Washington, D.C.-based writer. Burroughs currently is in the Journalism doctoral program of the University of Maryland at College Park. Burroughs can be reached by writing to him c/o the College of Journalism, University of Maryland at College Park, College Park, Md. 20742, or by calling his voice mail/phone extension at (301) 405-2796.

MISSIONARY BAPTIST CONVENTION SET

Lubbock will be the host for the 102nd Missionary Baptist Convention of the Texas and Its Auxiliaries. The convention will take place from October 16 - 19 at the Lubbock Memorial Civic Center. The Holiday Inn Civic Center and the Sheraton Inn will serve as headquarters. The Missionary Baptist General Convention of Texas is one of the oldest and largest African American Conventions in the U.S.A.

A press conference will be held at 10:00 a.m. on Monday the 16th at the Lubbock International Airport in the press room on the 2nd floor, subsequent to the arrival of Dr. G.W. Daniels. Dr. Daniels, president of the Missionary Baptist Convention of Texas, will speak, as well City as City Councilman T.J. Patterson.

The convention itself will be host to a variety of activities including seminars, workshops, lectures, and singing, all of these activities are open to the public. Monday night the Convention Musical will take place in the Civic Center Theater at 7:00 p.m. It will include a one hundred voice mass choir that promises to be a musical extravaganza. The Young Women's Auxiliary will host their annual Prayer Breakfast Tuesday morning at 7:00 a.m. at the Holiday Inn Civic Center, and later that night at 7:00 p.m. a formal educational banquet will held at the Holiday Inn Civic Center

as well. An official welcome and press conference will take place on Wednesday (10/18) at 7:30 p.m. at the Civic Center Theater. Mayor Langston, Councilman Patterson, Police Chief Ken Walker, John Washington of LISD, Rev. D. A. Smith, and Charles Taylor of the Greater St. Luke Missionary Church will officially welcome the delegates to our city. Letters of greeting from Congressman Larry Combest, Governor George Bush, Representative John Montford and Representative Delwin Jones will also be acknowledged.

President G.W. Daniels, pastor of the Sunlight Missionary Baptist Church, Beaumont, Texas, will deliver his first Annual address on Thursday the 19th at 11:30 a.m. Guests for the presidential hour include Dr. E. Edward Jones, president of the National Baptist Convention of America, Shreveport, Louisiana, and Dr. W.T. Sneed, Sr., president of the National Missionary Baptist Convention of America, San Diego, California. These two presidents represent over 4 million African Americans as members of their two National Baptist Conventions.

While everything just keeps going up, our electric rates keep going down!



Obituary

Mrs. Evelyn Holt



Final rites were read for Mrs. Evelyn Holt last Saturday morning, October 14, 1995 at Bethel African Methodist Episcopal Church with Rev. N. H. Franklin, Pastor, Officiating.

Interment was held in the Peaceful Memorial Gardens under the direction of Ossie Currie Funeral Home.

Pallbearers were Bro. S. L. Sanders, Bro. Richard Rollison, Brother Joe Benson, Bro. Sammy Sanders, Bro. Lester Brown, and Bro. T. J. Patterson.

Mrs. Holt was born to the union of Phillip and

Pearl Mullin. She was educated in the public school system of Navarre County, Texas.

She accepted Christ at Wood Chapel African Methodist Episcopal church at an early age. She moved to Dalhart, Texas and united with Antioch Baptist Church, under the direction of Rev. F. L. Sledge. She was a member for several years until health failed.

Mrs. Holt moved to Lubbock, Texas in July, 1994.

Mrs. Holt leaves to cherish her memories of laughter and joy with sisters: Earline Lock of Lubbock, Texas and Para Quin of Dallas, Texas; brothers: James Smith of Ft. Worth, Texas, Andrew Smith, Herman, Rev. E. L. Samuel, Nathaniel, Leon and Joseph Mullin, all of Dallas, Texas; as well as a host of relatives and friends.



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CASTING DOWN OUR BUCKETS WHERE WE ARE? by Eddie P. Richardson

One of the major objectives of every group of responsible people is to take their rightful place, by reaching out, in mutual interdependency roles with other peoples, however, a necessary precedent to acceptance of responsibility and/or privilege of interdependence i. independence. Nonetheless, we are faced with a costly and devastating fact that 40 years after the historic 1954 U.S. Supreme court decision on school desegregation, over 47% of the nation's Black Youth are "functional illiterates." These black youths, as such, and along with many others, are forced into a dependency role on society as a whole. There must be a re-assessment of our immediate goals and priorities. Something must be done immediately to change our past and present policies of paternalism, largesse and irresponsibility. We need encouragement that fosters independence; positive policies that call for and encourage excellence in education, equitable opportunities for achievement and community pride that builds self-reliance or independence.

Therefore, our community's and nation's priorities during the 1990's call for a shift away from certain kinds of "integration" or reaching-out and immediate emphasis on the things necessary within our communities, where there appears for many, no other way out than a life of idleness or crime...All spelling out non-productive and negative dependency.

Accordingly, to eliminate these burdensome needs from within Black America, we have chosen as our overall theme for the 1990's, "Casting Down Our Buckets Where We Are." This new emphasis, or priority, will have to involve getting all of our Black Community organizations and institutions together to encourage our youth and others to take pride in preparing themselves early to be our community's economic builders. This means new forms of massive training to take over our Black community needs for Black bricklayers, carpenters, electricians, black street sweepers, as well as black lawyers, black merchants, etc. It calls for new forms of partnerships while we, simultaneously, can encourage the black community to selectively support those white-owned businesses and institutions which have policies that tend to build our long-denied communities in an equitable manner.

This new priority of rebuilding our communities from within, calls for new roles for all in the black

community. It means that the black press and all others will have to examine every possible way we can to pull up our community by whatever bootstraps we have, as we seek the long-overdue and deserved support required of the white community, such as the Chamber of Commerce, city financial institutions, builders, investors, and others who have a concern for the total community.

However, the leadership to make our communities the responsible and self-sustaining marketplace must come from within our communities by us for us.

With the Neaut assault, the assault on medicare, medicare, educational programs, headstart, etc. Aid to dependent children the first thing is the employees of these programs, Headstart, AFDC, Agent, Homeless, and other programs must re-quest your phony idea that you are an important person, but a welfare recipient, because if it was not for these poor and disfranchised people you would not prevail. You are no hero you are a servant remember that. Larry don't go after West Texas Legal Services. This writer has an immediate one (with many faults ask me I will tell you!!! nuff sed.

We are proud of the drug busts our community has demonstrated we are tired and don't want any more we highly appreciate the arrest of such people and hope they can be held and sentenced for long prison terms. The thing that bothers this writer is there is discrimination even in the dope dealers, crack cocaine, marijuana gets higher sentences than powdered cocaine which is mostly white and affluent. If you are going to bust them bust them equally don't discriminate against drug dealers and drug bust, this writer wants all drugers to be bust but I don't share don't want it to be discriminatory it is to important for all of us especially at this time.

Remember News contract with America is the contract with the devil, as Jesse says keep hope alive and help ourselves. Because as the late Calvin Koolak said "The only ones that can save us from us for us is us". Damn all that junk, and we need to do as they did in the deep south the hell with those people lets do it for ourselves. T.J. you just visited mississippi didn't you see that!!! Damn what can some one do for me but what can I do for myself. We need us what are going to do for us in America we spend over 400 billion dollars in Lubbock, Texas in 1987 we spent over 87 million dollars how much did we spend with us?



IN CINQUE

by Renetta W. Howard

With school in full bloom, for many, a marking period has passed. Many students however, have not passed, especially some athletes. Yet they feel lost and stripped of self-esteem when they become ineligible to compete due to failing grades. It is not unusual for coaches to ply some of the teachers to give those athletes who almost pass, a passing grade. The question arises as to which is more important: learning to read, write count and spell or playing the game?

It is a fact that the games help to fill up the coffers of the local school, but is that as important as filling a brain with constructive knowledge? Should students who are not able to read a simple sentence because they have no word attack skills or a student

who can only count if he is counting money, or write only a simple response rather than a sentence, be kept on any type of athletic team?

Should teachers insist on a child being taught to read over the objections of coaches and administrators? Should parents know and insist that their child receive an education which will be a foundation for a lifetime of learning? Should schools de-emphasize the need to WIN the game and emphasize the need for academic excellence?

We know that all students will not make the varsity team or the second string and we do not expect them to do so. We do know though, that all students can TRY OUT and stand a good chance of making the academic HONOR ROLL! It is time to get 'in cinque' and take the pressure off the athletic game and put more on the academic game.

Letter to the Editor Problems

My brothers and sisters, I want to inform you about the problems that are ruining our community. The main problem that flowing in our community is drugs. Drugs are the number one problem in every community. The second main problem is gang violence, as gang violence itself is a problem. Those two are the master mind destroyers of our community. Look around, without drugs and gang violence, what would our community be? Today we're letting the dope dealer and gang members take control of our community, and our kids are joining gangs to have power. My brother and sister, A dead president (money) means more than human life! You're wondering why I said that? well, it's true. Gang members are killing each other behind money, power, it goes deeper than color. Brothers and sisters are being kill behind gold rope, a Starter jacket, some tennis shoes, and that's why I say those things are worth more than human life! And you ask what's going on in this world, today. Kids are killing each other behind things that can't do anything good for their souls. Can't leave with those things when our Lord calls. My brothers and sister what I want us to do is let our intelligence deal with our problems properly, and not rely on a weapon to resolve our problems. I'm not writing this to preach to you people, my job is to relay my message to you the best way a young brother knows how and that's from the heart.

My lost brothers and sisters, I understand what's going on in the dope world, gang world. I know it's hard to listen to a person who hasn't lived a hard life to tell you gang members, dope dealers to wake up and stop killing you brothers and sisters because he or she hasn't been there. I lived that life of a dope man gang banger, dope head, when I say dope head, I say that because no matter what kind of drugs you're doing, if you're smoking weed, you're a dope head. When I say dope head, I say it because I don't care how you look at it, you're still a dope head. Let me talk again about eh dope dealer he's killing more than the gang banger is. "The dope dealer is saying, "I didn't kill anyone, even if you haven't pulled a trigger, your trigger is that drug you're pushing! These problems are simple to solve, all we have to do is fight power with power!" No, I'm not talking about violence with violence, the best weapon is the mouth piece. That's the number one problem solver (peace)

"A message from a caring black man to anyone who cares to read and understand."

Radiy Islaami-Diyn Abdullah Muhammad

American Association of Retired Persons

East Lubbock Chapter #3591

Annual Program October 28th 1995 at 6:00 pm

Place: Mae Simmons Community Center
23rd & Oak Ave.

We expect to see you there

Motto: To serve, and not to be served

We the president and members

THIS N THAT

We'd like to salute Abraham Spires!! This n That would like to take this time...and say...congrats...to...and African American Brother...Abraham Spires...who traveled to Washington, D.C. this week to be a participant in the...Million Black Man March...This n That...will be looking forward to greeting...Brother Spires...upon his arrival to hear first hand...from him...what was some of the outstanding features of this effort...and what can be used in our community...Sure...there were others who did travel to the site...but we are proud of all...and extremely proud of...Brother Abraham Spires...venture...

Good To See Done!! This n That...is very happy to see that the pastor of Bethel African Methodist Episcopal Church and members have named the Youth Choir of Bethel as the Sara Blocker Youth Choir. "It is deserving effort for Sister Blocker did such for the effort of her church. Bethel and young people of the community she has been missed, but her name will live on because of this effort. Congrats to the Bethel Family for making this a reality and to notice the interest of the young people to see that it was done. IT WAS JUST GOOD TO SEE THIS DONE!!!

Our kids are still marching. This n That is very happy to see that the young people of the East Lubbock Community are still marching against the drugs and gangs. This n That is just happy to see it continue. Hopefully it will continue. Until the cold weather comes and it continue during the spring of the year. All of this good and we must continue to encour-

age our young people to stay away from drugs and gangs. This n That is just happy over what is happening in the community. In regards to Gangs and Drugs let's continue to Encourage These Young People and also their adult workers.

DRUG DEALERS HAVE YOU GOTTEN THE MESSAGE! THIS N THAT... would hope that these persons who sell DRUGS IN OUR COMMUNITY would have gotten the message by now that, THEIR BUSINESS IS NOT WAITED...Maybe some of them are slow readers, but hopefully in the very near future they will GET THE MESSAGE...

D.C. Kinner the barber says "THE BEGINNING DOESN'T MEAN A THING IT IS THE END THAT REALLY COUNTS."

Baptist in town this week!!! This n That says welcome to the nearly 2,000 Black Baptist who are here meeting at the Lubbock Memorial Civic Center in their 102 annual session of the MISSIONARY BAPTIST GENERAL CONVENTION OF TEXAS. Rev. J.H. Ford pastor of the Greater St. Luke Baptist Church has been coordinating this effort. This organization is one of the largest AFRICAN AMERICAN CONVENTIONS IN THE UNITED STATES...

Tell our kids about black history!!! This n That advises all Black Men that we should tell our kids what THE MILLION BLACK MAN MARCH was about this week in Washington, D.C. Not only this, but let them know who they really are, and why it is so important to WORK TOGETHER...

Press Release PLA Media

Little Milton, Solomon Burke, Robert Jr. Lockwood, Keb Mo, Boz Scaggs, Paul Rodgers, Becky Barksdale, Arthur Adams, Cash McCell, Jimmy Ripp, Alex & Butch Dixon and many, many more to be announced in star-studded "Wang Dang Doodle" at the Palace in Hollywood Honoring Willie Dixon, The Father of the Blues, Benefit For Blues Heaven Foundation. Foundation Active in Blues Education, Health Care, Legal Assistance.

Tuesday, October 24, Los Angeles-The late Willie Dixon, the first name in blues songwriting and a major influence on rock 'n' roll, will be remembered in concert on Tuesday, October 24, 8:00 pm, at the Palace, 1735 N. Vine St., Hollywood, telephone: (213)462-0031. Proceeds will go to the Dixon family's Blues Heaven Foundation.

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EDITORS/PUBLISHERS

T.J. PATTERSON—EDDIE P. RICHARDSON

The Southwest Digest is an independent newspaper serving the Lubbock, West Texas, South Plains of Texas and Eastern New Mexico areas printing the news impartially supporting what it believes to be right without opposing what it believes to be wrong without regard to party politics.

Devoted to the Industrial, Educational, Social, Political, and Economical Advancement of African-American People.

We may be critical of some things that are written, but, at least you will have the satisfaction of knowing they are truthful and to the point.

People will react to that which is precise, and we will publish these articles as precisely and factually as is humanly possible. We will also give credit and respect to those who are doing good things for the Lubbock Area and the people. We will be critical of those who are not doing as they have said they would, and this, we think, is fair.

So, this is our resolution to you. Feel free at any time to call this office for information concerning this newspaper or any other matter that is of concern to you.

This is not a propagandist's sheet made to chastise or vilify. This is a newspaper made to educate and to agitate.

The opinions expressed by guest columns or editorials are not necessarily the opinions of the publisher/editors or those of the advertisers. Comments and pictures are welcome but the publishers are not responsible to return articles unless a self-addressed envelope is submitted. All notices must be paid in advance. Story deadline is 3:00p.m. Friday. Advertisement deadline is 3:00p.m. Friday or if camera ready, Monday at 12:00 noon. Member A.O.P. (Assault on Illiteracy Program)

A Community-Building Newspaper

\$20.00 per year—\$35.00 a year



The Seller Today, will be Himself Sold Tomorrow

There is a most dangerous backlash taking place in America today and it must be exposed for what it is really about. The transformation of congress which sees a republican controlled legislative for the first time in forty years is certainly not normal routine politics.

Nor are the more recent anti black rulings of the United States Supreme Court a simple freak of nature.

The "Great Bible of Americanism" the Declaration of Independence, is not believable anymore. Such principles as "endowed by a creator with certain inalienable rights," We hold these truths to be self evident that all men are created equal government by the consent of the governed, all such pillars of hope Blacks since slavery had a sense of hope and faith in are seemingly but worthless and empty slogans.

The tragedy which confronts the masses African-Americans at the moment is that there is no Black Leadership presently organized and in place to deal with the present crisis.

The traditional Black leadership or professional class

has been bought off, having joined or being used by the white establishment. Unfortunately, the Black church has seemingly lost that traditional committed leadership. The great pastors of old are a dying breed.

Drugs and crime have all but consumed the traditional up and coming leadership which once came from the ranks of young blacks in college or on the streets. It is a tragedy when it may well be assumed that the best hope for courageous Black leadership may be behind bars of prison walls.

Quite a black picture to paint, but such is what confronts the experienced, naked eye.

Such is what happens to a society when it abandons its most noble and humane principles of hope, freedom and life. Only those who lack the courage to see will disagree. As in the history of cruel African slavery: The seller today will be himself sold tomorrow. THE SELLER TODAY, WILL BE HIMSELF SOLD TOMORROW



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Sales Consultant

Dunbar Neighborhood Association Election

What: It is time for the Dunbar Neighborhood Association to have an election. The neighborhood needs to vote on 5 new directors and 5 new officers for the coming year!

When: October 19, 1995 at 6:30

Where: Dunbar Jr. High School in the cafeteria

Why: We want the entire community involved.

The neighborhood association needs you to make this association work.

Refreshments will be served! Come join us Thursday night, October 17, 1995, so that we can advance our neighbor for the best for all. We now need to come together more than ever before!

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* Some restrictions apply. Please call us from 9:30 a.m. to 4:30 p.m. at the above telephone number to see if you qualify.

List of honor roll students for the 1st 6 weeks grading period from Estacado

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News and Features

October 13, 1995

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Alonzo, Adelaida, 3.71
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Austin, Dawnetia, 3.87
Bibbs, Jeraine, 3.62
Britt, Latoya, 3.85
Chavez, Kimberly, 3.57
Childs, Arna, 4.25
Curtis, Natosha, 4.00
Fields, Latina, 4.50
Fuentes, Jana, 4.37
Galarza, David, 4.14
Gomez, Samantha, 4.00
Gomez, Valerie, 3.62
Granham, Kimberly, 4.00
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Hernandez, Michelle, 4.00
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Martinez, Joe, 4.14
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Resendez, Daniel, 3.87
Rodriguez, Isabel, 4.62
Russell, Latresha, 4.00
Sanderson, Tressa, 4.00
Smith, Breana, 3.57
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Titus, Antonia, 3.50
Tullis, Jennifer, 3.50
Westfall, Douglas, 3.50
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Alcorte, Arthur, 3.50
Aisop, Julie, 4.14
Anderson, Nelisha, 3.75
Boyd, Latoya, 3.87
Bradford, Sharronda, 4.14
Cavazos, Jaune, 3.57
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Cotton, Lamont, 3.57
Craig, Lashana, 3.50
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Garza, Angela, 3.85
Gilmore, Natasha, 3.87
Harris, Ella, 3.50
Hernandez, Angeliq, 3.57
Hertiera, Francesca, 4.00
Johnson, Daquisha, 3.57
Johnson, Jamonica, 3.50

Johnson, Keedrick, 3.85
Johnson, Trashonda, 3.85
Kershman, Amanda, 3.62
King, Kimberly, 3.85
Lesly, Christopher, 3.75
Lopez, Christina, 3.75
Manahan, Laquinta, 4.16
Maxwell, Melissa, 3.85
Mendoza, Angela, 4.25
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Nino, Yvonne, 3.50
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Silvas, Patricia, 3.75
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Trevino, Tony, 4.25
Tucker, Esperanza, 3.50

Wallace, Reggie, 3.71
Williams, Detwill, 3.71
Woodruff, Charles, 4.40
Zumiga, Carlos, 3.57
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Alvarado, Rebecca, 4.12
Benson, Shanell, 3.50
Berry, Melissa, 3.71
Brown, Wykesha, 4.00
Buckley, Anita, 3.87
Cantu, Brenda, 4.00
Castaneda, Melissa, 3.85
Collins, Patrice, 3.66
Compton, Dewayne, 3.71
Dickson, Christi, 3.85
Ellis, Jerome, 3.57
Fagan, Daniel, 3.50
Faison, Todd, 3.66
Ferrell, William, 4.16
Fortenberry, Cory, 3.50
Gonzales, Flizena, 3.71
Rosa, George, 4.00
Gutierrez, Julian, 3.57
Hardeman, Sharla, 3.66
Hastings, Tommy, 3.85
Hernandez, Nelly, 4.00
Hernandez, Yadira, 4.57
Herrera, Frank, 3.66
Hopkins, Jason, 3.66
Jefferson, Richard, 3.60
Lebel, Tara, 4.00

Lemons, Broderick, 3.83
Lewis, Rodney, 4.00
Maden, Albert, 4.00
Martin, Mack, 3.75
Mata, John, 3.71
McGraw, Ahmad, 4.00
McGuire, Freddy, 3.60
Molina, Jose, 4.50
Morales, Ernestina, 3.50
Moses, Symone, 3.85
Nichols, Corey, 3.75
Olivares, Rigoberto, 4.12
Orta, Melissa, 3.50
Ortega, Anthony, 3.60
Paguyo, Sheila, 4.37
Perez, Rosa, 3.85
Petty, Aja, 3.50
Phillips, Chandra, 3.85
Phillips, Courtney, 4.00
Rashaw, Cedric, 4.00
Ross, Aretha, 4.28
Ruiz, George, 3.75
Russell, Anthony, 3.80
Salinas, Brandy, 3.85
Simpson, Andre, 4.28
Stephenson, Keith, 4.16
Thompson, Crystal, 4.50
Turner, Sarah, 4.14
White, Ryan, 3.57
Williams, Tsepo, 3.66

Jose Luis, Killed in 1978, Lubbock, Texas

TITLE: MOMMY'S LITTLE ANGELS (Only True Crime; \$5.99; June 1995)

STORY: People associate serial killers with deranged men, skulking in the night on a hunt for innocent young women. Yet, here is the story of another type of serial killer: a young woman, who in the course of 14 years lived in your town, methodically killed, one by one, her children and almost got away. By the time Texas native, Diana Lumbrena reached her 32nd birthday in 1990, she had already murdered her six young children and the infant daughter of a cousin. Her motives were varied—anger, jealousy, greed, and the thrill the killings brought. With every victim, she collected a small amount from the child's life insurance policy and relocated, leaving unpaid bills and suspicious and confused friends and doctors behind. Her killings stopped in 1990 in Kansas when a doctor recognized the signs of suffocation on her last child and called the police. This sparked an intense investigation into all seven deaths and culminated in two murder trials. Both trials ended with life sentences that were shifted down by plea bargaining to only seven and fifteen years. Diana will be free in 17 years.

AUTHOR: **Lou Cavenaugh** was a Deputy Sheriff for the Los Angeles County Sheriff's Department, police officer in Southern California, and a professor of Criminal Justice at Long Beach City College. She is now a freelance investigative journalist and lives in Oregon.

POSSIBLE: **Ben Aleman**, cousin to Diana and father of six-week-old Ericka, who died GUESTS: suspiciously in Diana's care. **Ray Aleman**, cousin to Diana and brother to Ben, he is a Texas police lieutenant who investigated Diana's involvement in his niece's death.

Christina Hernandez, Diana's friend and godmother to Diana's sixth and last child. **Christina** still does not believe Diana would ever hurt her children.

Detectives **Ken Elliott** and **James Hawkins**, who initiated the investigation into Diana's murderous past.

DRUMS IN THE GLOBAL VILLAGE

"Look, Ma, I'm On T.V.": Blacks and Those TV Talk Shows

By Faith A. Pennick

WASHINGTON (NNPA)—(This week's commentary is from Faith A. Pennick, a former Chicago radio news producer, on African Americans and the television talk shows that both enrage and fascinate the black community.—Todd Steven Burroughs)

◆◆◆◆◆
A few months ago, I had a day off; a needed respite from the hectic uncertainty of temp work and job hunting. The sun was out and the skies clear, but I chose not to take advantage of the beautiful weather.

I could clean up the apartment, I thought. Nah. Too much like labor. The motivation to read a book didn't hit me; I wasn't in the mood to be deep. The health club was not calling my name; besides, I didn't feel like taking the two-hour, round-trip bus ride.

Nope, today's a lazy day, I decided. My celebration consisted of sitting my butt on the couch and watching TV. And you know what that means...

Talk shows. Lots of them. In the good ol' days (i.e., the '80s), you had "The Big Three": *Donahue*, *The Oprah Winfrey Show* and *Sally Jessy Raphael*. Now, the upstarts are taking over, expanding the palette of bad taste to new depths.

By today's programming standards, *Donahue* and *Oprah* are considered "highbrow" programming (if such a thing exists anymore). Moving down the food chain, you run into *Maury*, *Geraldo*, and *Montel Williams*. *Ricki Lake* and *Charles Perez* are the choices for a new generation. And then there's *Richard Bey*, the Cro-Magnon of the talk show medium.

On my day of rest, *Rolonda* Watts appeared at my turn of the dial—shining in all of her news anchor-turned-trashtalk-diva glory.

At the risk of being hypocritical, I admit that I have

watched some of these shows for the sheer spectacle. It's funny to see people make complete asses out of themselves on national television. It serves as a provider of comfort knowing that compared to them, my life isn't that screwed up after all.

But watching this *Rolonda* installment was truly a wake-up call, another reminder that when it comes to images in mass media, we as African Americans can be our own worst enemies. That day's topic? "People Who Cheat On Their Lovers." What else?

On this show, a group of black teenagers took the stage and talked about their sexual escapades. One young woman admitted to sleeping with two men (I'm using the terms "women" and "men" loosely here). As expected, one of her boyfriends was "knockin' boots" with ANOTHER girl on the side (who, of course, "surprised" him by appearing on the show).

Such a labyrinth of personal relationships is routine for these types of talk shows. What truly scared me, however, was what came out when those displayed opened their mouths. Not one representative of the group spoke grammatically correct English (prompting admonishment from a sister in the audience who must have shared my sentiment that being URBAN and being URBANE are not mutually exclusive). The young people also admitted to having unsafe sex. Obviously, the recent death of Easy-E, that libidinous "gangsta" rapper, didn't rattle them too much.

Later in the show, a group of gay men took the stage to shed light on their love triangle (or rectangle, as it turned out). Their appearance prompted the first round of guests to dig deeper holes for themselves by cracking jokes, making gagging gestures and finally moving to the other side of the stage.

While watching this, I instantly recalled the numerous conversations I've had with my peers. Regrettably, we agreed that many white people were watching these shows and saying, "See! Those people don't know any better!" But the more disturbing fact is that scores of BLACK PEOPLE are watching them, too.

The talk TV era reminds us that in 1995, "Amos 'N' Andy" lives. African Americans continue to go for the short-term payoffs (an hour of fame, a free trip and hotel stay) at the expense of our collective media presence. Think about it: How many times do gold-tooth-studded, short-tempered, potty-mouthed wife-beaters, deadbeat dads, welfare mothers and promiscuous teens have to show up on these shows before the line is drawn? Even the recent murder of a Jenny Jones guest, allegedly committed by a man who was the object of the guest's surprise gay crush, hasn't done much to curb the titillation on talk TV.

Of course, black folks aren't the only ones appearing on these shows. The accused murder of *Jenny Jones* is white, as are many talk show guests. But most viewers write them off as uneducated "poor white trash." We aren't let off the hook that easily. When an African American is in the media spotlight—whether it's Joycelyn Elders or Martin Lawrence or LaQueisha from Brooklyn, we are ALL under scrutiny.

I'm not suggesting that the detrimental exploits of African Americans be sugarcoated. We should all be held accountable for our actions (ATTENTION O.J. AND MIKE TYSON: ARE YOU READING THIS?). But a balance must be established that shows the spectrum of African-American life beyond the lewd, ghettoized scraps handed to us by white TV programmers. That will change once viewers decide to speak out

against this garbage by contacting the producers, writing the stations airing these shows, holding advertisers accountable, and, better still, CHANGING THE CHANNEL!

Here's some food for thought: A.C. Nielsen estimates that more than 4.6 million households were tuned into *Ricki Lake* (the proprietor of such insightful topics as "Keep Your Hands Off My Man!") this past season, making her program the second highest-rated talk show in the country and creating a mold for several copycat shows aimed for the young demographic. Meanwhile, the low-rated but critically acclaimed CBS-TV Black family drama *Under One Roof* lost its fight to stay on network television.

Simply put: Silence is NOT golden. It's in our best interest to fight for news and entertainment programming that is sensitive and intelligent in its depictions of African-American life.

As long as we allow tawdry talk shows to be our guilty pleasure, then we are as guilty of perpetuating racist stereotypes and misinformation as the TV executives who green-light these shows.

It's too expensive a price to pay for a good laugh—even on a lazy day.

Faith A. Pennick is a public relations associate and freelance writer living and working in the New York metropolitan area. Todd Burroughs currently is in the Journalism doctoral program of the University of Maryland at College Park. Burroughs can be reached by writing to him c/o the College of Journalism, University of Maryland at College Park, College Park, Md. 20742, or by calling his voice mailphone extension at (301) 405-2796.



CHURCH DIRECTORY



from the Desk of Parson D.A. Smith



"I have come into the world as a light, so that no one who believes in me should stay in darkness" (John 12:46 NIV). Jesus came to rescue us from darkness. Just what is darkness? Darkness can be used in the sense that it refer to the covering of sin: "This is the verdict: Light has come into the world, but men loved darkness instead of light because their deeds were evil. Everyone who does evil hates the light, and will not come into the light for fear that his deeds will be expose" (John 3:19, 20 NIV). In

the light, deeds are clearly seen for what they are. Light is the symbol of the Divine. Darkness puts a kind of secret security on our sins. While there are a great number of crimes that happen in the daylight, the vast number of crimes on person and property happens at night; thus churches, homes, stores and other business keep some form of lighting in addition to other security measures all night long. It is said that one of the reason that citizens of major cities of our country is so concerned about a major power outage is the immediate upsurge of crime that would result. Pull the plug, and out come the thug. Law is a system of formalized rules established for the purpose of controlling or regulating social

behavior. Caroline Persell in "Understanding Society" say; that "Law is like an empty sack if it tries to stand up for a principle that is largely at odds with widely held mores and values." Persell continues "in the 1920s the Prohibition Amendment did not stop people who wanted to drink from doing so, and today the national speed limits of 55 miles per hour is widely violated, thus the law is a social beast." It is true that the law of God is at odds with the social behavior of our society. Jesus came to pull back the social behavior of our society. Jesus came to pull back the covering up of sin. He came to expose sin in the nakedness of its evil. He pulls back the cover of excuses, such as, "the

devil made me do it, society forced me to act this way"; man is physical, so any wrong action is only physical and does not affect my spirit"; everybody is doing it, I just couldn't resist it really does not hurt anyone. Jesus turns the light on these excuses and exposes their emptiness. And when the light is on and we look into the mirror, all of our cosmetic excuses melt away and we have to look in the face of a real sinner. As light, Jesus calls sin what it really is, but He also allows us to see the forgiveness that God offers. We can admit who we are, and then find healing in God's forgiveness by our faith and repentance.

The Outreach Prayer Breakfast

They all know we are christians by our love.

We are one in the spir-it, we are one in the Lord and are one in the spir-it, we are one in the Lord, and we pray that all u-ni-ty may one day be restored, and they'll know we are christ-ians by our love - by our love, and they'll know we are Christians by our love.

We will walk with each oth-er, we will walk hand in hand, we will walk with each oth-er, we will walk hand in hand, and to-geth-er we'll spread the news that God is in our land, and they'll know we are christ-ians by our love, by our love- and they'll know we are christians by our love.

We will work with each oth-er, we will walk hand in hand, we will walk with each oth-er, we will walk hand in hand, and to-geth-er we'll spread the news that God is in our land, and they'll know we are christ-ians by our love, by our love- and they'll know we are christians by our love.

all-praise to the Father, from whom all things come, and all praise to Christ Jesus, his on-ly son. At all praise to the spir-it who makes us - one, and they'll know

we are christ-ians by our love, by our love, and they'll know we are christ-ians by our love.

We will meet with the Parkway Nursing Center Saturday at 10 am - Meet us there!

With all the problems in the world today, we have a serious sin problem.

Let's pray
God of mercy, behold America, strayed families, rebellious children, gangs on street corners, dope and crack addicts, deranged minds, cults, satan's worshippers, hate groups, weak christians, and those who fall victims of jealousy and pride, help us to continue to walk by faith and not by sight. We will continue to give you all the glory.
In the precious name of Jesus (amen)

Keep smiling and loving people.
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Black men go back to your neighborhood with positive images in your own way, the point is made.

We Thank God for Jesus

"THE WRONG WAY TO DO RIGHT"



2 Samuel 11:2. And it came to pass in an evening tide, that David arose from his bed, and walked upon the roof of the king's house; and from the roof he saw a woman washing herself; and the woman was very beautiful to look upon.

As I read of king David, he had a AUTHORITY; over the people in the land. He could do as HE PLEASED; the people was at HIS COMMAND.

Proverb 18:21 Death and life are in the POWDER OF THE TONGUE; and they that love it shall eat the fruit of thereof.

We know that SIN is most RAMPAGE, in the evening and on into The Night. Like Creeper Crawlers, under a rock, They Run And Hide From The Light.

John 3:19-20. And this is the condemnation, that light (Jesus) is come into the world, and men loved darkness (Devil) rather than LIGHT. BECAUSE THEIR DEEDS WERE EVIL. For every that eat doeth EVIL (A-D-ONTO EVIL IS DEVIL) hateth THE LIGHT neither cometh unto THE LIGHT, lest HIS DEEDS (SINS) SHOULD BE REPROVED.

I read that he SAW, then DKSURED; THE FLESH OF THIS MARRIED WOMAN. He wanted to know who she was, and seat for her on HIS POWDER OF COMMAND.

2 Samuel 11:3, 4. And David sent and inquired after (ABOUT) the woman. And said is not this Bath-sheba, the daughter of E-li'am, the wife of U-ri'ah the Hittite? And David sent messengers, and took her; and she came in unto him, and he lay (SINED) WITH HER; for she was purified from her uncleanness; and she returned unto her house.

Matthew 5:28. JESUS SAID, BUT I SAY UNTO THEE, That whosoever LOOKETH ON A WOMAN TO LUST AFTER HER HATH COMMITTED ADULTERY WITH HER ALREADY IN HIS HEART. He found out that she was U-ri'ah's wife; AND HE WAS ON THE BATTLE FIELD, BUT HE WAS THE KING; AND HE WANTED HER; TO HIM ADULTERY WAS NO BIG DEAL.

1 John 2:16. For all that is the world, THE LUST OF THE FLESH, and THE LUST OF THE EYES, and the PRIDE OF LIFE, IS NOT THE FATHER (GOD), BUT IF OF THE WORLD.

He should have been on the battle; FIGHTING ALONG WITH HIS MEN, BUT AS IT IS SAID: AN IDLE MIND IS THE DEVIL'S WORK SHOP; WHERE SIN BEGINS.

James 1:14, 15. But every man is TEMPTED, WHEN HE IS DRAWN AWAY OF HIS OWN LUST, AND ENTICED. Then when Lust hath conceived, it bringeth forth SIN; AND SIN When it is FINISHED, BRINGETH FORTH DEATH.

After committing this SIN with her; HE DID GET HIMSELF A GOOD NIGHTS REST, BUT THERE CAME A MESSAGE SAYING: I AM PREGNANT; NOW HE IS IN A BIG MESS.

2 Samuel 11:5,6,8a. And the woman conceived, and sent and told David, and said, I AM WITH CHILD. And David sent to Joab, saying, send me Uriah the Hittite and Joab sent Uriah to David, and David said unto Uriah, Go down to thy house, and wash thy feet.

David know that he was with Uriah's wife; while he was on THE BATTLE FIELD HE WANTED HIM TO GO HOME TO COVER HIMSELF; SO URIAH WOULD THINK THE BABY' HIS.

Deuteronomy 22:22 If a man be found lying with a woman married to an husband; then they shall die, both the man that lay with the woman, and the woman: so to put AWAY EVIL FROM ISRAEL.

Proverb 28:13. He that covereth his SINS shall not PROSPER; but those CONFESSETH AND FORSAKETH THEM SHALL HAVE MERCY. GOD IS NOT THROUGH WITH US YET. SO LET'S PRAY FOR ONE ANOTHER ALWAYS. Directed, arranged, produced Guided By Our LORD JESUS CHRIST written by Evangelist Billy B.J. Morrison, III, Your Brother IN CHRIST JESUS ALWAYS!!!

California: Proud Tradition of Racism, Discrimination

By Dennis Schatzman Special to the NNPA From the Los Angeles Sentinel

Surprised that California Governor-turned presidential candidate Peter Wilson has charged forward in support of the "Great white male" by coming out strong against Latino foreign nationals and African Americans? If you are, then you don't know your California state history.

Wilson made history recently by obtaining the votes to eliminate affirmative action programs within the University of California college system. Although Wilson hadn't been to a Board of Regents meeting since 1992, the governor apparently worked the phones hard enough to obtain enough votes to secure a 14-10 victory.

Civil rights leader Jesse Jackson and other affirmative action experts are predicting that Wilson's crusade against state-sanctioned subventions for black and other minorities will reduce black college enrollment in California by 50 percent by the year 2000.

Last year, Wilson was equally successful in his search of the "Great white" vote. The governor put his full support behind Proposition 187, the measure that strictly curtails the movement and rights of illegal Latino aliens, particularly their children.

Presidential politics notwithstanding, Wilson's apparent pro-discrimination stance appears to fit comfortably with the needs, interests and tastes of the white Californians of old.

During the gubernatorial regime of Pita Pico, the first and last non-white governor to run the Golden state, gold was found in "dem dere hills," bringing thousands of men and women to the Pacific. Routinely, blacks, Latino and Asian gold-diggers and workers were strung up and/or shot by white claims jumpers without being so much as fined by the local judiciary.

Only one black man appeared oblivious to the evil ways of the white marauders. He was the legendary James Beckwith, a mountain of a man who would offer come to the aid of men in distress, often beating the assailants to death.

However, for the Chinese who immigrated to Southern California in the 1850s to work on the railroads, discrimination and racism against them was swift and sure.

The boiling point came in 1871 when white vigilantes stormed the Los Angeles residences of Chinese workers killing dozens of men, women, and children and robbing them of all their considerable valuables.

As more black workers came to California, many of them settled in the southern Los Angeles city of Watts, largely due to restrictive covenants preventing them from living elsewhere. At the turn of the century, black residents became so politically threatening to the white towns fold that they appealed to the City of Los Angeles City Council and successfully got them to incorporate Watts into the larger govern-

ment. The reason given was to dilute the black vote.

Discrimination in California was not just relegated to race. Between 1890 and 1910, Harrison Gray Otis, the late publisher of the fledgling Los Angeles Times, beat the drums loud and long against union organizers and foreign eastern European immigrants, who were often one and the same.

In 1910, things came to a head when two union organizers bombed the Times building, killing dozens of newspaper workers. The two men, Ortie McManigal and J.B. McNamara, were accused of the heinous crime. Their union hired the legendary Clarence Darrow to defend them. Unfortunately, the men were guilty. But bias against unions continues to this day, particularly in Southern California.

In 1934, Times journalist Kyle Palmer, insurance executive Asa Call, political guru J.F.T. "Jifty" O'Conner, religious zealot Aimee Semple, a another candidate and a host of motion picture moguls conducted a smear campaign against the muckraking journalist-turned gubernatorial candidate Upton Sinclair.

Sinclair was a socialist-turned-Democrat whose campaign theme, "End Poverty in California or EPIC" drew thousands of out-of-work men from the Midwest to trek to the state. The powers that be dreaded the possibility that so many "oakies" would contaminate the state and launched a campaign to keep Sinclair out of Sacramento and the oakies out of the Golden State. That scenario prompted a cub reporter named John Steinbeck to write a novel of the discrimination against these poor Midwesterners — "The Grapes of Wrath."

The Times played a large role in perpetuating the state's proclivity in supporting bias in the state. Augustus Hawkins, the second black to win a seat in the California Assembly, was virtually ignored for 30 years by the Times' Sacramento correspondents. Even today, the Times has no black columnists or contributing editors of the highly influential Sunday Opinion page.

In 1941, U.S. Navy and Marine ne'er-do-wells combed the streets of Los Angeles brutalizing Latino youths in the now-famous "Zoot Suit riots." Not one thug was convicted of any wrongdoing. In fact, one bloodied Latino youth, who ran up to a Los Angeles police department officer appealing for help, was greeted with a smack across the face with a nightstick.

Today, racism and discrimination continues. With the population in California becoming increasingly non-white, the wagons are being circled to protect "us" from "them." Wilson, ever the astute politician, has seized the time and is hoping to ride the racial tide to the White House. He has captured an audience that is receptive to his message. Virtually all of them are white.

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Youth Choir Named in Honor of Sarah Blocker

A Posthumous Award was presented to the family of Mrs. Sara D. Bailey-Blocker last Sunday afternoon, October 15, 1995, in the naming of the Bethel African Methodist Episcopal Church Youth Choir to the "Sara Blocker Youth Choir".

The dedication of this name was done by Rev. N. H. Franklin, pastor. Members of the Sara D. Blocker family were present.

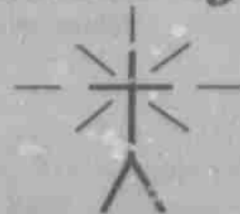
Special remarks were given by youth of the Youth Choir. Mrs. Ora J. Keys gave the occasion while Mrs. Ruby Donaldson gave the welcome.

Other remarks were given by Brother Samuel Curtis, minister of music, and the sermon of the hour was preached by Rev. Joseph Ferguson.

Rev. Franklin expressed his appreciation for all the hard work Mrs. Blocker had done in the leadership of the young people of the church and community.

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