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Southwest Digest

A new paper for the 21st century, representing the Black community's ideas and ideals since 1977

November 13, 2008

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50¢
Worth More!

902 E. 28th Street
Lubbock, Texas 79404
Phone (806) 762-3612



How Obama Defeated McCain and Changed The World



Here they are, the Barack Obamas, walking the stage last Tuesday evening, November 4, 2008, in Grant Park in Chicago, Illinois. President-Elect Barack Obama spoke to the crowd briefly. Thanked many people for helping him in this victory. He gave a very strong thank you to his rock, his wife, Michelle Obama.

CHICAGO (AP) — It was a tumultuous Monday morning in mid-September — two of America's financial giants were near collapse, the Dow was plummeting and the economy seemed to be in free fall — when Barack Obama's campaign manager, David Plouffe, heard a staffer cry out in disbelief.

"No, he didn't!" the worker shouted, as the television showed Sen. John McCain on the stump in Florida.

At that moment, Dan Pfeiffer, Obama's boyish-looking communications director, was walking past a bank of TVs on the 11th-floor Michigan Avenue national headquarters, after the regular morning staff meeting. There was the Republican nominee, talking about the unfolding financial

crisis. "The fundamentals of our economy are strong," McCain was saying.

"You're not going to believe this," Pfeiffer said as he entered Plouffe's office and repeated McCain's "fundamentals" message.

They immediately sensed an opportunity.

"It didn't take a discussion to know that a major moment just happened in the campaign," Plouffe recalls.

The timing couldn't have been better. McCain was edging ahead in the polls, bolstered by a convention bounce and his surprise vice presidential pick of Sarah Palin, who had quickly snatched the celebrity mantle from Obama.

It was Sept. 15, 50 days before the election.

It was the day the Dow plunged 504 points, the beginning of the big financial meltdown that would rattle America.

And it was the day Barack Obama gained speed on the way to the White House.

In presidential campaigns, there often are pivotal moments — a gaffe in a debate, an attack that sticks, a misstep that becomes a headline — that can help change the course of the contest.

For Obama, the turning point seemed to be the economic collapse. As the Dow descended, his fortunes rose. The worse things got, the better Obama seemed to fare in polls that showed Americans increasingly trusting him more than McCain to lead the country out of its financial mess.

Obama's team had already
Continue on Page 8



Like the Dwights and Lyncons of Old, Baby Baracks All Over

Deontee Williams was so excited by Barack Obama's victory on Tuesday night that she started jumping up and down — and went into labor. Twelve hours later, Barack Jeliah was born at Phoenix Baptist Hospital to Ms. Williams and Prince Jeliah. The baby was 8 pounds 9 ounces and had a full head of hair.

"I love Barack Obama, and I love the name," said Ms. Williams, 31, who came to the United States as a refugee from Liberia in 2003. "In Africa, we call it a blessing. That is a good name."

In the last week, Barack, Obama, Michelle, Malia and Sasha have become inspirations for first and middle names across the United States, according to news reports. But the Obama baby boom has been even more pronounced in Kenya, particularly in Kisumu, an area in the western part of the country where relatives of Mr. Obama live.

From Election Day through Saturday afternoon, 43 children born at the Nyanza Provincial Hospital in Kisumu were named after the Obamas, with 23 boys given the first and

middle name Barack Obama and 20 girls named Michelle Obama.

Patricia Odhiambo, who gave birth to a girl during Mr. Obama's victory speech in Chicago, named her Michelle Obama. "It's a new start, a new beginning," said Ms. Odhiambo.

There have been other presidential naming trends in the past century, according to Social Security Administration data. Franklin jumped to No. 33 in 1933, up from No. 147 in 1931. Dwight surged in the 1950s and Lyndon in the 1960s. Theodore hit its peak in the first decade of the 20th century.

"Honoring new presidents with baby namesakes used to be an American tradition," said Laura Wattenberg, author of "The Baby Name Wizard." But she pointed out that the custom faded around the time of Watergate, in part because people became more cynical about the presidency.

Ms. Wattenberg said Barack and Obama might break that trend for a number of reasons. Blacks, particularly moved by his election as President of the United States of America.



Deontee Williams and her son Barack Jeliah in Phoenix.

Brown-Bag Lunch/Public Forum on Changing Demographics in our Public Schools with Administrators of Lubbock ISD, Frenship ISD, and Lubbock-Cooper ISD

The League of Women Voters of Lubbock County will host a public forum on local education on Thursday, November 20, from 11:45 a.m. until 1:00 p.m. at Mahon Library's Community Room. The brown bag lunch forum is sponsored by the League of Women Voters of Lubbock County and is free and open to the public.

Featured speakers are John Thomas, Frenship ISD Superintendent, and Pat Henderson, Lubbock-Cooper

ISD Superintendent, and Jack Booe, Lubbock ISD Assistant Superintendent, Secondary. These local school administrators will discuss concerns about the impact of changing demographics in Lubbock County and how their districts are addressing the needs of their students. After the speakers make their presentations, they will answer questions from the audience.

The League of Women Voters, a nonpartisan organization.
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For Obamas, a Tour of the White House and Others!

Michelle Obama kissed Laura Bush lightly on the cheek. President-elect Barack Obama gave President Bush an athletic pat on the shoulder. With those simple gestures, carried out Monday afternoon on the South Portico of the White House, a line-honored ritual of American democracy — the peaceful transfer of power — officially began. For the nation, it was an obvious first as an African-American came to tour the White House as president-elect. But for Mr. Obama, the visit marked a series of personal firsts: His first trip back to the nation's capital since his victory over Senator John McCain last week. His first limousine ride in Washington; on the campaign trail, Mr. Obama typically rode in a sport utility vehicle. His first time inside the Oval Office, although Mr. Obama had been to the White House before; he had never set foot inside the storied office that symbolizes American power around the world.



Community Meetings

This is a list of what is happening in Lubbock, to help complete the unfinished, community-building work of Dr. Martin Luther King, Jr.

- African American Chamber of Commerce, Lubbock meets on the 3rd Monday of each month, from 5:30-6:30pm at the Parkway Community Center, 405 MLK Blvd., 806-771-1815
- Lubbock Area Client Council meets on the 2nd Saturday, 1:00pm at the Paterson Branch Library
- Hub City Kiwanis meets every Tuesday, 7:00pm, 1708 Avenue G
- Dunbar Alumni Association meets 2nd Saturdays, 4:00 pm
- Booker T. Washington American Legion Post 808 meets every 2nd Friday at 7:30pm, American Legion Building in Yellowhouse Canyon
- Forgotten West Riders meets on the 1st & 3rd Mondays, 7:00 pm, Patterson Library
- East Lubbock Chapter AARP meets every 1st Thursday at 8:00 pm, Mae Simmons Community Center
- Lubbock Chapter of Black Alumni meets every 3rd Tuesday, 5:30 pm, TTU Market Alumni Center
- Dunbar/Manhattan Heights Neighborhood Association meets every 1st Thursday at 6:00 pm and every 4th Thursday at 7:00 pm at the Dunbar-Manhattan Heights Neighborhood Outreach Center at 1301 East 24th St.
- West Texas Native American Association Pot Luck Supper meets on alternating months prior to meeting, meetings held on 2nd Saturday of each month at 7:00 pm, Educational presentations and demonstrations.
- Texas Lineart Cultural & Historical Commission - Lubbock Affiliate meets at Paterson Branch Library every 3rd Thursday at 7:00 pm
- West Texas Native American Association meets 2nd Saturday each month at Groves Library, 5520 19th Street, 7:30 pm.
- West Texas Chapter of 100 Black Men meets the 3rd Monday evening at 7:00 pm at the Parkway Neighborhood Center.
- The Parkway & Cherry-Point Neighborhood Association meets the 3rd Tuesday evening of each month at 7:30 pm at East Elementary.
- Chastain Hill Neighborhood Association meets the 2nd Thursday of every month, at 6:00 pm, at the Elementary Cafeteria.

If you have an announcement you want to appear in this paper there are three ways to get information to us:

Southwest Digest
Community Meetings
1302 Avenue G
Lubbock, TX 79401
Fax: (806) 762-4695
email us at:
swdigest@sbcglobal.net

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Chatman Hills Corner

By Doris Reynolds

Churches United for Kingdom Building will sponsor "Thanksgiving Services on Sunday evening, November 23, 2008, beginning at 6:00 p. m. at the New Hope Baptist Church, where the pastor is Rev. B.R. Moton.

The public is invited to attend.

The New Light Baptist Church, where Rev. Kenneth O. Jackson is pastor, will present its 8th Year Musical on Sunday afternoon, December 7, 2008,

beginning at 5:30 p. m.

The Bethel African Methodist Episcopal Church will sponsor its "Mission on the Move", which will include a Thanksgiving dinner on Saturday morning, November 22, 2008, beginning at 11:00 a. m. until all the food is completely gone. For more information, contact Sister Ruby Donaldson, Superintendent of the Sunday School, by calling 747-7552. Rev. Sonja Scott is pastor.

The Federation of Choirs will meet Sunday afternoon, November 23, 2008, at the Greater St. Luke Missionary Baptist Church, where the pastor is Rev. J.H. Ford. The monthly meeting will begin at 2:30 p. m.

Sister Bennie Sims is president of the Federation of Choirs.

Church services were well attended last Sunday morning, November 9, 2008, at the New Hope Baptist Church where the proud pastor is Rev. B. R. Moton.

Services got underway with Meditation & Prayer. The Praise Team sang with great spirit. The morning scripture and prayer was offered by ministerial staff.

The New Hope Choir sang several selections. What a time in the Lord.

Pastor Moton delivered the morning sermon His subject was "This Peace I Have, The World Didn't Give It To Me." His scripture text was Psalm 29:11 and John 14:27. It was another wonderful sermon.

After the invitation to discipleship, the morning announcements were read by Sister Shamecia Harper. The visitors were welcomed by Brother Darrell Phillips.

Let us continue to pray for our sick and shut in citizens. Among them include Brother Alfred Carriel, who is a patient at Covenant Medical Center. Your prayers will be most appreciative. God is able.

storehouse & try me now. Malachi 3:8-10 S

New Light Baptist Church News

On Sunday November 9, 2008, services begun at New Light Baptist Church, 3013 Idalou Road, where Rev. Kenneth O. Jackson is the proud pastor.

Sunday School started at 9:50 a.m. with Sis. Alvera Johnson teaching the lesson "Not Conformed But Transformed", Romans 12:1-8 & 14-21.

The question to ask is: "How will we respond to those who treat us fairly?"

Morning Worship started at 11:00 a.m. with the devoted Praise Team leading the way.

Rev. Jackson led the pulpit devotion. The Senior Choir went in the choir stand singing "We've Come This Far By Faith."

The responsive reading came from Psalm 103:1-12. The altar prayer was led by Rev. Jackson with the choir singing "Yes Lord."

Sis. Rochelette Hood read all the announcements and told of all the upcoming events that will be taking place. There was the

fellowship period that was held for 5 minutes and then the offering was taken up.

The Senior Choir sang "Jesus Is The Rock" and "Something Within Me. "Shine On Me" was sung before the sermon was preached. Rev. L. C. Lee preached the sermon entitled: "Stumbling Blocks", 1 Corinthians 1:23-27.

The invitation to discipleship was extended and several came up for prayer. Sis. Angela Johnson acknowledged all visitors present when they are in attendance.

Pray for our leaders administrative staff & others. Pray especially for our president Mr. Obama & family. Pray for those in prison, jails, nursing homes and those on our sick/shut-in list.

Scripture For Week: Will a man rob God? Yet you've robbed me but you say in what way have we robbed you? In tithes and offering you're cursed with a curse for you've robbed me. Bring all the tithes into the

FASHION FUN

by Shirley Robinson

No matter where it shows up, fur continues to withstand the test of time. Whether an understated trim or the fashion focus, fur exudes luxury and warmth. Elegant print fabrics are

mixed this fall with faux fur for a look that's simply magnificent.

Remember ladies a little or a lot, it's the in thing. Beautiful bright colors...

How Great is that!

Fashion tip... always wear a smile



Fashion... just for the fun of it

Fashion... just for all of us.

Lubbock Library Weekly Activities

Book Discussion at Patterson Branch Library

The Left-to-Right Book Discussion Group will meet at the Patterson Branch Library, 1836 Parkway Drive, at 2 p.m. on Saturday, November 15 to discuss

"Unexpected Interruptions" by Trice Hickman. Copies of the book are available for checkout at the library. We will be celebrating the sixth anniversary of our book group with a potluck dinner—please bring your favorite dish. For more information, please call the library at 767-3300.

Afternoon Board Games at the Mahon Library

The Mahon Library, 1306 9th Street, invites kids to the library for an afternoon of board games on Monday, November 17, beginning at 4 p.m. We will provide games, or you may bring one from home. For more information, call 775-2838.

Open Mic Poetry Night at the Patterson Branch Library

The Patterson Branch Library, 1836 Parkway Drive, will host an open mic poetry night on Monday, November 17. Signup will start at 6:30 p.m. and the program will begin at 7 p.m. Bring a poem to read, or just listen. For more information, call 767-3300.

SPC to host Fine Arts Dedication ceremony

LEVELLAND - South Plains College will host a special dedication ceremony for the Christine DeVitt Fine Arts Center and the Helen DeVitt Jones Theatre for the Performing Arts Saturday (Nov. 15) in the Fine Arts Building.

The event is open to the public. However, due to limited seating, patrons will need to request a ticket to attend the Gala Performance and Dedication Ceremony.

A pre-dedication reception will be held at 6:30 p.m. in the DeVitt Fine Arts foyer. The formal dedication of the DeVitt Fine Arts Center, Jones Theatre and the Vickie Wilks Wisain Recital Hall is set for 7:30 p.m. The Fine Arts Music Department will perform.

For more information, contact Latha Tucker, secretary of the Fine Arts department, at 806-712-2261.

Brown Bag

Continued from Page 1
tion, is dedicated to the informed participation of citizens in government and to influencing public policy through education and advocacy.

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tion, call 767-3300.

"Share a Book with a Child" at the Patterson Branch Library

The Patterson Branch Library, 1836 Parkway Drive, presents "Share a Book with a Child," a special storytime for children and their parents, on Tuesday, November 18 at 6 p.m. Each family will receive a free book to take home, courtesy of Literacy Lubbock. For more information, call 767-3300.

Show & Tell Storytime at the Godeke Branch Library

The Godeke Branch Library, 6601 Quaker Groves, 5520 19th St., and Patterson at 1836 Parkway Drive, invites kids age 3 and up to the library for a "show and tell" storytime at 2 p.m. on Thursday, November 20. Bring something special to show the group. For more information, call 792-6566.

Teen Program at the Patterson Branch Library

The Patterson Branch

Library, 1836 Parkway Drive, invites teens to the library for an afternoon of the video game "Guitar Hero" on Thursday, November 20 at 4 p.m. Call 767-3300 for more information.

Local Libraries Will Close November 14th

All locations of the Lubbock Public Library will be closed on Thursday, November 13 for staff training and development. We apologize for any inconvenience this may cause. Regular library hours resume on Friday, November 14. Library locations are Mahon, 1306 9th St.; Godeke, 6601 Quaker Groves, 5520 19th St.; and Patterson at 1836 Parkway Drive. For more information, please call 775-2824.



Meet Pastors Johnny & Pat Perez Of The Church Of The Blessed



Meet the Pastors of the Church of the Blessed. The Church is located at 1809 34th Street. They invite those looking for a Church Home to come and visit with their congregation. The number of baptisms is 40. The Church of the Blessed is still visiting the Lubbock County Jail with its Jail Ministry where there were 24 saved and continuing. Prayer at the Lubbock County Jail is held at 5:00 a. m. Monday through Friday. Sunday evenings English Services begins at 7:00 p. m.

YOUR INVITATION TO A NEW BLESSING!

Pastors Johnny & Pat Perez and the family at Church of the Blessed invite you to join them for service this week.

Church of the Blessed

Church of the Blessed
1809 34th
Lubbock, TX 79411 Phone: (806) 744-2301

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Sunday Services
Intercessory Prayer 8:30 am
Church School 9:30 am
Morning Worship 11:00 am

Wednesday Services
Bible Study
12:00 Noon and 6:00 pm

Rev. Sonja J. Scott

"GOD OUR FATHER, CHRIST OUR REDEEMER, MAN OUR BROTHER"

Church News

FROM THE DESK OF PARSON D. A. SMITH
"Tell Me How You Feel!"

The song entitled "Tell Me How Did You Feel When You Come Out of the Wilderness" has been sung time and time again by many church going African Americans. This song mourning would appear to have the battle scars of one who had been in the world of sin and having been washed in the blood of Jesus looks forward to living a better and richer life in Christ Jesus.

Wednesday morning November 5, 2008 people from around the world woke up with some version of the mention song that expressed a changed in the leadership of America that would have a global effect.

Frank Rich, OP-Ed Columnist for the New York Times wrote: "On the morning a black man won the White House, America's tears of catharsis gave way to unadulterated joy."

Our nation was still in the same ditch it had been the day before, but the atmosphere was giddy. We felt good not only because we had breached a racial barrier as old as the Republic, Dawn also brought the realization that we were at last emerging from an abusive relationship with our country's 21st-century leaders. The festive scenes of liberation that Dick Cheney had once imagined for Iraq were finally taking

place in cities all over America.

For eight years, we've been told by those in power that we are small, bigoted and stupidly divided and easily frightened. This was the toxic catechism of Bush-Pove politics. It was the soled banner picked up by the sad McCain campaign, and it was often abetted by an armen corner in the dominant news media. We heard this slander of America so often that we all started to believe it, liberals most certainly included. If I had a dollar for every Democrat who told me there was no way that Americans would ever turn against the war in Iraq or definitively reject Bush governance or elect a black man named Barack Hussein Obama president, I could almost start to recoup my 401 (k). Few wanted to take yes for an answer.

So let's be blunt. Almost every assumption about America that was taken as a given by our political culture on Tuesday morning was proved wrong by Tuesday night.

The most conspicuous clichés to fall, of course were the twin suppositions that a decisive number of white Americans wouldn't vote for a black presidential candidate and that they were lying to pollsters about their rampant racism. But the polls were accurate. There was no "Bradley effect." A high

percentage of white men vote for Obama than any Democrat since Jimmy Carter, Bill Clinton included.

The writer made it known that America has been in shell shock since the aftermath of 9/11, when its government wielded a brutal attack by terrorists as a club to latched up American fears, — betny America's deepest constitutional values and turn Americans against one another in the name of "patriotism." He expressed that Americans started to remember the morning after Election Day that what they had forgotten over the past eight years: the Bush Administration.

We as Americans can sing together and express our joy whether we or white, Hispanic, Native Americans, Asians or African Americans though in a "financial mess": "Tell Me How Did You Feel When You Come Out of the Wilderness."

Poor and middle class Americans will face a financial crisis that will more than likely run a 4 year course. However, all we need to remember is that from the beginning of the republic of free white men until the election of the first black man some 200 plus years later is that we can suffer together until the black man with the cooperation of all men can get America back on its feet.

We Thank God for Jesus

"THE NEW PRESENT IS ONLY A COLOR"

Written by Evangelist Billy "B.J." Morrison, III - Your brother in Christ Jesus always.

Ecclesiastes 3:1 To every thing there is a season and a time to ever purpose under the heaven.

God allowed history to be made in America: on 11-4-08 as we can all see.

President elect Barack Obama a black man, is to sit in the White House Seat!!!

1 Samuel 16:7 -- The Lord said, look not on his countenance (Color), or on the height of his stature, because I have refused him: for the Lord see not as man sees; for man looks on the outward appearance, but the Lord looks at the heart.

I, Billy B.J., heard on 11-5-08, from so many black: saying, things will now change.

But I told them: the more it will change; the more it will remain the same!!!

Ecclesiastes 19 -- The thing that has been, it is that which shall be; and that which is done is that which shall be done: and there is no new thing under the sun.

Back in the Bible days; the people chose the man, because of his high and build.

The people are doing the same thing again; its happening once once again, on how they feel!!!

John 3:17 -- Jesus said, For God sent not his son into the

world to condemn the world; but that the World through him might be saved.

But as it was with white presidents-that set is of the Devil the prince of the air.

As long as mankind is around, there will be troubles there!!!

***** **Because The Rich Will Get Richer; And The Poor Will Get Poorer!!!** *****

Now is the time I can say: the word of God is ever so TRUE.

Mankind is worshipping the creature, more than the Creator; as mankind do!!!

Romans 1:25 -- They changed the truth of God into a lie, and worshipped and served the creature more than the Creator, who is blessed for ever Amen.

**** **IN GOD BILLY B.J. MORRISON, III, TRUST!!!** ****

From that very seat, came the abortion of thousands of babies.

That seat is not the kingdom of heaven seat, have you heard it lately???

Matthew 4:8 -- The devil taken him(Jesus) up into an exceeding high mountain, and showed him all the kingdoms of the world, and the glory(power) of them.

**** **IT IS THE DEVIL'S TO GIVE; HE IS THE GOD**

OF THIS WORLD!!!****

You know the prices in the supermarket; with a Black President will never go down.

The prices in the dry good stores; will the Black President turn them around???

Ephesians 2:2,5 -- When time past you walked according to the course of this world, according to the prince of the power of the air, the spirit that now works in the children of disobedience. Even when we were dead in sins, has quickened us together with Christ, (by grace you are saved). God allowed this new thing to happen; giving the blacks what they desire; but God gave his only Begotten Son Jesus; to keep mankind from entering hell's fire.

John 3:16 -- Jesus said, for God so love the world, that he gave his only begotten son, that whosoever believe in him should not perish, but have everlasting life.

And if only the black people; would get excited; about the cross of calvary.

Where they can find the truth, about joy and happiness and how to be free!!!

John 8:31-32 -- Jesus said, if you continue in my word, then

Continue on Page 5

St. Matthew's Baptist Church News

Church services at the St. Matthew Baptist Church, 2020 East 14th Street, were well attended last Sunday morning, November 9, 2008, where the proud pastor is Rev. Edward Canady.

Church services got underway again with Sunday School, beginning at 10:10 a. m. last Sunday morning. Our Superintendent, Sister Shirley Davis, was in charge.

The subject of the morning lesson was "Confronting

Opposition." The scripture text was Galatians 2:11-21.

The morning lesson as taught and reviewed by Pastor Canady.

The key vers. was: "There is neither Jew nor Greek. There is neither bond nor free; there is neither male or female; for ye are all one in Christ Jesus."

The morning devotion got underway at 11:15 a. m. with Deacon Edward Williams and Brother Randall Byrdin in charge. The spirit was very high

with continuing in prayer by Sister Annie Stanley and First Lady Shirley Canady.

The St. Matthew Baptist Church Choir sung out of their hearts and souls last Sunday morning.

Pastor Canady delivered a dynamic sermon His subject was "Run And Tell It!" His scripture text was Mark 5:19-20. It was another wonderful message coming from Pastor Canady.

Our weekly meetings are as follows: Wednesday eve. aing, Mission Ladies, 5:00 p. m., Wednesday evening, 6:00 p. m., Bible Study, Friday evening, Choir Rehearsal, 5:00 p. m.; and Saturday, Ushers meet at 11:00 a. m.

The Sunday School Department will sponsor their Annual program on Sunday, November 16, 2008. All are excited about their program. Their Superintendent, Sister

Shirley Davis, is very elated, because this is her first year as Superintendent. What a wonderful job she is doing.

All are invited to come and share in this annual event which will begin at 3:00 p. m.

Let us remember our sick and shut-in of our church and community. Among those include Sister Nina Davis. Also, let us remember those who have lost loved ones.

By Grace now I'm saved, Hallelujah! Praise God, and through faith it's done; Naught of myself, but believing the finished work of His Son.

Thought For The Week: "We are saved not by what we do, but by trusting what Christ has done."

The St. Matthew Baptist Church is looking for a Musician. Call Pastor Canady (806) 744-2445.

Outreach Prayer Breakfast

Outreach Prayer Breakfast Meeting November 1, 2008 In The Home of Sister Christine Burleson Vice President

THEME: "How To Be Grateful In An Ungrateful World"

Speaker: Sister Ernestine Fraizer Sister Carrie Wheeler, Acting Secretary

"A Message of Thanksgiving"
Part 2

Even though we are going through sometimes we might as well as this scripture asking the same question in Romans 8:35: "Who shall separate us from the love of Christ? Shall tribulation, or distress, or persecution, or famine, or nakedness, or peril, or sword?"

Then the Bible answers the question with this statement by Jesus in John 16:33: "These things I have spoken unto you, that in me ye might have peace. In the world ye shall have tribulation: but be of good cheer; I have overcome the world."

"In every thing give thanks: for this is the will of God in Christ Jesus concerning you" (1 Thessalonians 5:18).

This scripture is not telling us to be thankful for all the bad things that happen in life, but rather that we keep a thankful attitude in the midst of our tribulations. It is God's will that we always be thankful, no matter what is happening around us and we can do that because the greatest thing that God has done

for each Christian is He came and saved us from a future hell. We all need to daily thank God for eternal life because Jesus paid for our sins on the cross.

It can be difficult at times for us to see God's blessings; the holidays are not always full of good memories. In difficult times it's important to remember that "the Lord is God... We are His people and the sheep of his field." We can be assured of God's love for us and find comfort in his blessing. In hard times or times of blessing, we are never without thankfulness. We all need an occasional reminder to stop and thank God for his goodness. What better time to remember our blessings than on a holiday that was meant for giving thanks.

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When We Struggle to be Thankful

Some people may say, I know I am supposed to be thankful, but because of some very hard circumstances in my

life, I am struggling with being thankful right now. How can I be thankful when things seem to go so wrong?

You know, we're supposed to thank God all times - for all things. And sometimes we don't feel very grateful or thankful. And yet, as God's children, we are to thank Him all the time and to thank Him for everything. Ephesians 5:20 says, "Giving thanks always for all things unto

God and the Father in the name of our Lord Jesus Christ." When he says giving thanks always for all things, that makes it a little difficult. That brings up some real questions. Sometimes there are some very bad things that happen to a child of God. Sickness, sorrow, disappointment, death, divorce, abuse, murder, rape, etc. Why does God allow these things, and how can we possibly give God thanks always and for all things?

Let me suggest some factors you need to take into consideration:

Shir: Why do hard things happen? Very frankly, we live in a world that is cursed with sin, and therefore filled with sorrow. Job 14:1 says: "Man that is born of a woman has few days, and full of trouble." And so we bear in our bodies the ravages of sin, brought about by the failure of Adam. Nature also bears this curse (Romans 8:21). We need to understand that our world and bodies are cursed, but we can take hope and can thank God in

the worst of all circumstances because if we know the Lord, and are saved, one day, God is going to undo all that. Romans 8:21 says "Because creation itself also shall be delivered from the bondage of corruption into the glorious liberty of the children of God." One of these days creation is going to be delivered from corruption. So in the midst of it all, I can thank God that one day, He's going to make it different.

Continue Next Week



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Obsequies

Bertha Wilson

Texarkana-Arkansas
 Funeral services were held last Saturday, November 8, 2008, at Church of the Living God, 928 Laurel St., Texarkana-Arkansas. Burial was at Chapelwood Cemetery in Texarkana, Texas, under the direction of Griffin Mortuary & Funeral Home of Lubbock.

Bertha Wilson, 93, of Lubbock, passed away Saturday, November 1, 2008, at her residence.

She leaves to cherish her memory her three sons, Jimmie Wilson (Sivia) of Lubbock, Dewey Wilson (Jewel) of Denver, Colo., and Gaines Wilson of San Diego; a faithful



daughter-in-law, Cynthia Wilson of Texarkana; and a host of grandchildren, great-grandchildren, great-great-grandchildren, and other relatives and friends.

Sherman Ray Morrison

Funeral services for Sherman Ray Morrison were held Friday, November 7, 2008, at New Jerusalem Baptist Church. Burial will follow at Peaceful Garden Cemetery in Woodrow under the direction of Griffin Mortuary & Funeral Home of Lubbock.

Morrison, 54, of Lubbock passed away Saturday, November 1, 2008, at University Medical Center. He was born Dec. 19, 1953.

He leaves to cherish his memory his two sons, Curtis and Christopher Woodruff; one daughter, Shenika Shermaine Morrison; three sisters, Margaret Wilson, Sheila



Morrison, and Betty Jo Morrison; one brother, Rickey Morrison; one aunt, Maggie Jean Taylor; and a host of nieces, nephews, other relatives and friends.

Zamar JaLawn Hereford

Funeral services were held for Zamar JaLawn Hereford Tuesday, November 11, 2008 at Mt. Gilad Baptist Church with Rev. J. J. Johnson, pastor, officiating.

Burial followed at Peaceful Garden Memorial Park in Woodrow under the direction of Griffin Mortuary & Funeral Home of Lubbock.

Hereford, 20, of Lubbock passed away Tuesday, November 4, 2008 at Covenant Medical Center.

He was born August 5, 1988 to Sherrion LaTish Johnson and Timothy Durrell Hereford.

He leaves to cherish his memory his parents, Sharrion Johnson and Timothy Hereford; his daughter, Ka'miah Lynae Norris; five brothers, Arkesch D. Murphy, Sr., Willie Hereford, O'Briand Green, Xazier Drapes, and Trayton Hereford; two sisters, Angelica D. Jones and Candice White;



very special aunt, Soprana L. Thomas; two very special cousins, Unisha and Ronald McNeal; grandparents, Cassandra E. Berry and Fulton Berry, Jr., who played a tremendous part in Zamar's life; grandparents, Clifton Hereford and James B. Murphy, Sr.; great-grandparents, William Shipman and Alzara Murphy; a host of aunts, uncles, nieces, nephews, cousins, and friends.

School Collapses in Haiti; 500 Children Inside

PETIONVILLE, Haiti (AP) — Rescuers pulled four children alive Saturday from the rubble of a three-story Haitian school that collapsed on classrooms filled with students and teachers, killing at least 84 people. Emergency workers cradled the dazed children in their arms and rushed them into ambulances on Saturday morning, U.N. police spokesman Andre Leclerc said.

The extent of the injuries to the two girls, ages 3 and 5, and two boys, a 7-year-old and a teenager, was not known, Leclerc said. But he added the 3-year-old had a cut on her head and seemed to be OK. "She was talking and drinking juice," Leclerc said.

Search teams from the United States and France on Saturday joined the hunt for survivors in the remains of the College La Promesse in suburban Port-au-Prince, which tumbled to the ground a day earlier.

Thousands of Haitians cheered and shouted directions to rescuers and trucks carrying oxygen and other medical supplies rumbled up the mountainside.

Nadia Loeuar, civil protection coordinator for the western region that includes Petionville, said the death toll had risen to 84 and that another 150 people were injured in the collapse.

Angelique Toussaint kept vigil on a rooftop overlooking the rubble and prayed that her 13-year-old granddaughter, Velouma, would be saved. Her three other grandchildren were found alive on Friday, while another granddaughter underwent an operation for a severely broken leg.

Dressed in her white church clothes, the 55-year-old Roman Catholic said she attended a group prayer for missing children the night before. Velouma's parents had gone home, exhausted from the oppressive heat and endless waiting.

Bishop Arthur Timothy Lee Fitzhugh

Memorial services were held last Saturday afternoon, November 8, 2008, for Bishop Arthur Timothy Lee Fitzhugh at Christ Temple Church of God in Christ with Supr. W. David Haynes, pastor, officiating.

Bishop Fitzhugh was born Jan. 30, 1949, in Brooklyn, N. Y.

He married Gladys Fitzhugh on Oct. 18, 1970, in Lubbock.

He was an evangelist, the founder of the Big Daddy's Cajun Style Sausage company, and a dynamic organist.

Bishop Fitzhugh died Tuesday, November 4, 2008.

Survivors include his son,



Arthur Timothy Lee Fitzhugh II, of Lubbock; five daughters, Melanie Knabe, Latasha Nisbet, Latoya Fitzhugh, Michaela Taylor and Tia Jeffers, all of Lubbock; five siblings and seven grandchildren.

Keep On Trusting!

by Bayless Conley

If you're like me, there's been a time in your life when trusting God has been tough. Perhaps that time is right now!

Maybe your marriage isn't where you would like it to be. Perhaps it's far from ideal... even very far from being happy... and you've been praying and trusting God to turn things around.

Maybe you're trusting God for the healing of a physical affliction in your body. Maybe there's a difficult financial situation in which you're trusting God for favor. Maybe it has to do with your kids or some other situation in the home. Maybe it has to do with something that's going on at work and you're trusting God for something to change.

Whatever it is, I want to encourage you with a word from the Lord today. I want to share with you one reason to hold fast. A reason to keep believing. A reason to hold on to the promise that God has put in your heart and to keep trusting Him.

That reason is this: If God ever helped you in the past, He can help you in the now.

I read a true story recently about a guy who was totally distraught over some bills which had come due. And in the midst of his panic he remembered an experience he had as a World War II soldier fighting in the South Pacific.

He had become separated from his comrades, and some enemy soldiers had spotted him. In his attempt not to be caught, he scrambled through the jungle on the island he was on and managed to wedge himself inside a tiny little cave. And being a Christian, he prayed, "God, please protect me."

In that moment, he noticed

that a little spider had started to spin a web at the mouth of the cave, and for the next 30 minutes he watched that spider spin a web as his enemy searched the caves around him.

Pretty soon, the enemy soldiers appeared at the mouth of the cave—and in an instant, they were gone. The soldier realized the enemy assumed nobody would have gone into that cave if there was a spider web in front of it!

He had let the distress about his bills overwhelm him... before finally remembering that God had saved him with a spider web! God had been faithful in a

situation that had been much worse!

This human tendency to forget God's faithfulness... our failure to trust Him... is the same thing we find in Mark chapter 8, right after Jesus miraculously fed over 4,000 people with a few fish and seven loaves of bread.

Right after that miracle, the disciples had jumped into a boat with Jesus and crossed over to the other side of the Sea of Galilee. And they immediately forgot the miracle they had just watched Him perform.

Let's pick up the story in **Mark 8:14...14-21)**

Jesus is telling His disciples that they don't get it! He has just performed two amazing miracles feeding thousands with a few fish and a couple of loaves of bread. Yet they are panicking because they realize that they only have one loaf of bread now for themselves.

Somehow they have forgotten God's provision... His faithfulness. They are panicking in this situation because it has not dawned on them.

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LHA Opens Public Housing Waiting List

Effective November 3, 2008 The Lubbock Housing Authority will open the Public Housing waiting list for new applicants.

Application process:

A Public Housing Application packet may be picked up at The Lubbock Housing Authority central office located at 1708 Crickets Avenue from 7:00am to 4:00pm Monday thru Friday.

Applications will be accepted on a walk-in basis from 7:30am to 11:30am and 1:00 to 3:30pm Tuesday and Thursday each week.

Dave Miller
 Procurement Officer
 Lubbock Housing Authority
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Editorials • Comments • Opinions

THIS N THAT

by T.J. Patterson

SCHOOL BOARD MEMBER HOLMES WILL CALL A TOWN HALL MEETING! THIS N THAT received a telephone call last Friday. That she VERNITA HOLMES will be calling a TOWN HALL MEETING in the very near future. She told THIS N THAT she is looking forward and hearing from the residents of District Two. The district she represents. She realizes there is a concern about ESTACADO HIGH SCHOOL. And she wants to be as honest about what is going on in the Lubbock Independent School District. According to MS. HOLMES she wants to get as much input as she can from the citizens of District Two. And it will not be a table discussion as she wants to visit with those who elected her. She will announce this upcoming District Two meeting and the

word will go out all in the District. THIS N THAT felt good about hearing from Ms. Holmes and will be looking forward to the proposed meeting.

ANOTHER MEETING ABOUT THE EAST LUBBOCK COMMUNITY HAS BEEN SET! THIS N THAT Has learned of another TOWN HALL MEETING. Has been scheduled for SATURDAY AFTERNOON December 6, 2008 from 3:00 p.m. until 5:00 p.m. At the Mac Simmons Community Center. Advertisement about this meeting will appear in an advertisement in the Southwest Digest next week. According to one of the organizers of the meeting is that EAST LUBBOCK CITIZENS ARE SICK AND TIRED OF BEING LEFT OUT OF THE MAINSTREAM. And will be finding a way to get in the mainstream of what is happening in Lubbock.

ALSO A GROUP CITIZENS MEETING SINCE THIS SUMMER! THIS N THAT has had an opportunity of attending meeting which began with Black Men and now there are several Black Ladies who are concerned about some of the decisions which appear to be leaving EAST LUBBOCK out of the mix. This group which will be meeting this SATURDAY MORNING November 15, 2008 beginning at 10:00 a.m. at the Chairman Hill Restaurant 512 East 23rd Street. This group who has its Chairman SUPT. W. DAVID HAYNES. Their theme is "TO GET SOMETHING HAPPENING IN EAST LUBBOCK!"

BANK OR BRANCH BANK STILL NEEDED! THIS N THAT would hope that with all UPCOMING COMMUNITY MEETINGS IN EAST LUBBOCK

Continue on Page 6

THINK ABOUT IT!

Why is it that a Black man...?

by Eddie P. Richardson

This week's article is different it is a re-run of information sent to us by a former Lubbock resident and Dunbar High School graduate Tommy Wyatt publisher of the *Villageer* news paper in Austin, Texas. Below is the total article as it appeared in the *Villageer* August 8th, 2008 it fits and is very timely even though it was published before November 4th election day.

Why is it that a Black man...? Rapping

By Tommy Wyatt

Cynthia Charles, the former librarian of the Carver Branch Library, recently left Austin to move back to Louisiana. She had a habit of sending out little nugget of information to give you something to think about, one of the last pieces that she sent to me was about the above title. I thought that I would share it with you. "Why is it that a Black man can create a tiny piece of film (electric light-Lewis Latimer) that allows people to see in the Dark but can't be seen fit to lead a country to the true light? Why is it that a Black Man can create an instrument

(clock Benjamin Banneker) that all people use to tell time? But people don't think it's time for him to run a country? Why is it that a Black Man can design a place for the high authorities to rest in and a place for the President to live in (The Capitol & White House-Philip Reid (a slave & Pierre L'Enfant)? But not good enough to lead these meetings or to live in it.

Why is it that that a Black Man was brilliant enough to do the first open heart surgery (Dr. Daniel Hale Williams) and show the world how to get and preserve plasma (Dr. Charles Drew)? But not good enough to put a program in place where everyone can afford this surgery? Why is it that a Black Man was creative enough to design an instrument (Traffic Light-Garnett Morgan) to bring multiple people (traffic) to a halt, but not seen creative enough to design a plan to bring all this unnecessary and wasteful fighting between countries to an end? Why is it that a black man could create the soles (shoes Jan Matzeliger) that people walk on every day? But not seen good enough to fill the shoes of a bad President? Why is it that a

Black Man was smart enough & brave enough to teach himself (Frederick Douglass & Thomas Fuller-both slaves) and others how to read, write and/or calculate math? But not seen (as) smart enough and bold enough to calculate a platform to be President of a country that sure seems another first by us. So you see my Brothers and Sisters what I am saying is let us not forget our past, which led us to our present and definitely be the backbone to our future. We were good enough, smart enough, creative enough, and bold enough then, so let us all give Obama the chance to show we are still these things and more. We all are as strong as our weakest link, so don't be that weak link that denies our people that chance to show we still can OVER COME AND BE THE FIRST. Enough said! Thanks Cynthia and good luck on your new venture.

Note: thanks Cynthia for your dream and thanks Tommy for the use of the vision. After all, the dream came true on November 4, 2008. Let's all hope and pray for guidance and the best for the world and our President Elect.

In Cinque

by Renetta Howard



Howard

When the history books of the future are printed, they will certainly mark the election of 2008 as a turning point in the evolution of the United States of America. The campaign in itself was historical because it was the first time in the history of this country that a member of the African-American ethnic group had won a major national party primary election. The primary election alone gave many members of minority groups the opportunity to have 'The Audacity of Hope.'

That hope lifted apathy and made the average American feel "Yes We Can." Yes it did, and as a result, America has elected its 44th President, a Black man, Barack Hussein Obama - the second Black person to occupy a Senate seat since the era of Reconstruction, and first en route to the White House. Americans who elected this man are not the only people who are proud of him. Countries around the world rejoice with America in this historic election and look forward to better days ahead. This election was printed on the front page of newspapers in many countries around the world as well as many states in the United States. Sadly, there are those states and their occu-

pants who refuse to acknowledge the present history.

It is sad because the world is moving forward and so many people with 'issues' or baggage refuse to see the light when majority rules. For the first time, these people who are most miserable, know now, how it feels to feel helpless within the limits of the law. It is very frustrating to feel that your thoughts, words and even deeds are not important.

There is hope now, of being heard and being helped. President-Elect Obama has a plan to help everyone, but we must realize that we must help ourselves! We must also realize that no one man has all the power and that the President must work with Congress to have the laws he wants implemented.

Community Meeting Set

"We want to keep in stride with what has taken place in the past," said Donnell Hooper, organizer of a meeting which will take place on Saturday, December 6, 2008.

"We are calling all leaders of your house hold and your house hold to join us in this quest to improve our lives!" said Hooper.

"We want all leaders and their congregations and members of these congregations to join us in this good faith effort to improve our lives economically! We have the power to empower ourselves again. Yes, We can, spiritually and intelligently with the renewing of our minds!"

"Together we must, and we already know, standing divided

is the reason for our fall!" mented, Mr. Obama is busy and has been since day one following the election putting his transition team in place to occupy the White House following the inauguration on January 20, 2009. Prosperity is coming overnight and we must know this, but spirits are uplifted to the point where individuals with bare essentials of life are saying that they are happy.

On the other hand, it is rumored that the very unhappy are attempting to make life a little uneasy for supporters of the President-Elect. The ACLU (American Civil Liberties Union) is gearing up for the coming events wherein civil liberties are violated. We must get 'in cinque' and broaden our minds and our horizons as life happens.

is the reason for our fall!"

This special meeting will be sponsored by Bridging Lives Across Cultures, Communities, Covenants & Creds - Boldly, Realistically, Intelligently, Consciously, Concern, And Committed. B.L.A.C.C.C. BRIC.C.C.

Hooper admits that as Blacks, "We owe it to ourselves and we are owed our own share of the economic growth and development happening here in this part of Texas! There are now two Lubbocks! One booming in new economic growth and development! One intentionally neglected and void of the economic growth and development that is rightfully due to it," says Hooper.

The meeting will take place at Mac Simmons Community Center on Saturday afternoon, December 6, 2008, from 3:00 p.m. until 5:00 p.m.

More information about this meeting will be forthcoming, according to Hooper.

"So if you ride or walk the streets of our communities we are calling you to this meeting too!" said Hooper.

"Yes, We can as Black folk and make our community a much better place to live. Remember what Rosa Parks did and so can we," said Hooper.

Lubbock needs you!

Weeks after the big party for President-elect Barack Obama, Harlem lights up again for a big party November 21 when The Black Star News hosts its annual Excellence awards dinner at the famous Nubian Heritage.

"For those who missed the big bash November 4th when Barack Obama made history here's a great opportunity to celebrate again," says Milton Allimadi, CEO and Publisher of The Black Star News Publishing Co. and Harlem Business News. "We're combining our annual awards dinner into an Obama celebration as well."

The annual Excellence awards dinner honors and celebrates individuals who are

exemplary in their respective professions and who inspire young people.

"It's important that our young people see achievers that look like them," Allimadi adds. "All of our honorees are individuals that our youngsters should be proud of emulating. I think it's a fantastic thing that this year our annual dinner comes in the wake of Obama's and America's great achievement. We invite everyone to join us for great food and music."

Past honorees at the Black Star News's annual Excellence awards dinner have included Bill and Camille Cosby; the couple provided seed funding when The Black Star was

Black Star News's Annual Dinner And Obama Election Celebration

launched a dozen years ago. This year, The Black Star News honors several stellar individuals, including: David Giacobbe, Sovereign Bank; Desirée Dancy, The New York Times; Bob Herbert, The New York Times;

Jarred McAllister, New York Daily News; Marcia Sells, Columbia University; Moza Rivers, Harlem Arts Alliance; Lesley Pinckney, Essence Magazine; Robin Verges, Rubenstein Associates; Kenneth Theobalds, Entergy Co.; The Family of the late Andrew and Jocelyn Cooper, Founder of The City Sun; and Shirley Jenkins, Municipal Credit Union.

Thank God For Jesus

Continue From Page 3

and you shall know the truth, and the truth shall make a free.

Now with the black President, will the killings, child molestations go down???

Will the rapes, robberings, drug dealing move out of this town???

2 Chronicles 7:14, the God said, if my people, which are called by my name (Christians), shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then I will hear from heaven, and will forgive their sins, and will heal their land.

SPC to host Fine Arts Dedication ceremony

LEVELLAND - South Plains College will host a special dedication ceremony for the Christine DeVitt Fine Arts Center at the Helen DeVitt Jones Theatre for the Performing Arts Saturday (Nov. 15) in the Fine Arts Building.

The event is open to the public. However, due to limited seating, patrons will need to request a ticket to attend the Gala Performance and Dedication Ceremony.

A pre-dedication reception will be held at 6:30 p.m. in the DeVitt Fine Arts foyer. The formal dedication of the DeVitt Fine Arts Center.

Letter Policy

The editors and publishers of Southwest Digest welcome your letters and encourage you to write to us. Share with us your concerns, praise, gripes and celebrations. It's what we want - to keep our Black community in Lubbock informed and in touch with one another. Your letter doesn't have to address something that's been in our paper, just what's been on your mind. Had an interesting discussion lately? Share it with us!

When you write to us, please provide your name and city so that we may know where you are from and so that our readers may see how far our publication reaches.

You can bring your letter to our office or send it through the mail to: Southwest Digest, Letter to the Editor, 1302 Avenue Q, Lubbock, TX 79401

You can also email us at: swldigest@bcbglobal.net or fax your letter to (806) 741-0000.

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Park Meadows Villas Phase II Opening Public Housing Waiting List


Effective October 23, 2008, Park Meadows Villas Phase II will open the 1, 2 and 3 bedroom waiting list for new applicants.

Application Process:
Public Housing Application packets may be picked up at Park Meadows Office located at 2502 Weber Drive from 8:30 am - 5:30 pm Monday thru Friday. During your interview, if eligible, your name will be placed on our Public Housing waiting list.



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4 D T P

THIS N THAT
Continue from Page 5

IN EAST LUBBOCK ... there will be a discussion about developing some type of a **BANK OR BRANCH BANK** ... will be talked about. If this is discussed ... with citizens talking ... perhaps some of the owners and investors of the **MORE THAN 25 BANKS AND BRANCH BANKS** ... will take note and not to take a serious look ... There is a very positive population of citizens who reside in this area ... which is District Two ... with more than **31,000 CITIZENS** ... **PENNY HASTINGS THE BARBER SAYS: "ARE YOU** ... allowing the **OPINION** ... of one person ... affect how **YOU** ... Feel about yourself? **GOOD INVITATION BY AJ EDITOR! THIS N THAT** ... was glad to read what the editor of the Lubbock Avalanche-Journal ... **TERRY GREENBERG** ... wrote last Sunday ... November 9, 2008 ... when he wrote on ... **"AN INVITATION TO OUR NEW PRESIDENT-ELECT"** ... **THIS N THAT** ... joins you ... Terry ... in inviting him to Lubbock ... Would hope this will become a reality ... **YOU CAN DO IT, MATADORS! THIS N THAT** ... wishing the ... **VERY BEST!**

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Who passed away here and was funeralized here Saturday morning, June 14, 2008 at the Greater St. Luke Missionary Baptist Church.

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Obama's Win Changes World Stature

Continued from Page 1

been trying to paint McCain as out of touch, pointing out the Republican nominee had acknowledged the economy wasn't his strong suit and didn't even know how many houses he owned.

Then came the "fundamentals" remark, and that, Plouffe says, "put an exclamation point on the argument."

Never mind that McCain — who was trying to be reassuring — quickly backpedaled and talked about an economic crisis. He had opened the door. And the Obama campaign walked right in.

They alerted reporters. They spread the word to Democratic allies doing interviews and to Obama and his running mate, Joe Biden. Within an hour, ad makers were putting together a "fundamentals" commercial. It aired the next day.

Obama speechwriter Jon Favreau composed a few paragraphs to incorporate into the senator's speech. Soon those words were heard by thousands.

"He doesn't get what's happening between the mountain in Sedona where he lives and the corridors of Washington where he works," Obama told a crowd that night in Pueblo, Colo. "Why else would he say, today, of all days — just a few hours ago — that the fundamentals of the economy are still strong?"

"Senator," Obama asked, "what economy are you talking about?"

By the end of Barack Obama's 21-month campaign, it was easy to forget how far he had come.

He had started out an underdog, a relative unknown, a black man with a Swahili name, taking on the seemingly invincible Hillary Rodham Clinton, who boasted a double-digit lead in

the polls and a fistful of endorsements by fall 2007.

But Obama had something else: a fresh face, an inspirational manner, enormous political skills — and a campaign that ran like a well-oiled machine.

It tapped into Facebook-generation technology and mastered the art of fundraising, much of it on the Internet, collecting a staggering sum — about \$700 million — from more than 3 million contributors. (Obama had bypassed public financing, allowing him to raise unlimited amounts of money.)

It developed a sophisticated get-out-the-vote effort, melding high-tech wizardry with old-fashioned, pound-the-pavement canvassing, depending on a vast volunteer army that used neighbors to persuade neighbors to vote for Obama. (Its final four-day push targeted 12 million voters in 15 battleground states, with plans to reach each one four times.)

And it never strayed from its message.

McCain would zigzag from experience to maverick to tested and halfway back.

Obama pounded the same drum: Change. Change. Change.

He used the word 19 times when he clinched the Democratic nomination in June in Minneapolis, 15 times when he accepted the party's nod two months later in Denver, 19 times when he spoke last week in Canton, Ohio.

He spoke of change, too, on Feb. 10, 2007, when he announced his candidacy at the Old State Capitol in Springfield, Ill.

"There's a lot of similarity between what we said then and now," Plouffe said near the end of the campaign. "That might not be exciting. But that con-

stantly has worn well with voters."

Obama's campaign motto — which morphed from "change we can believe in" to "change we need" — resonated with a disenchanted public. President Bush's approval ratings had fallen to record lows and polls showed the overwhelming majority of Americans thought the nation was on the wrong track.

"We knew that there was a tremendous sense of jaundice about the direction of the country and Bush certainly was part of that," says campaign strategist David Axelrod. "Our strategy was to be the candidate of change ... to challenge Washington and challenge the Bush policies and offer ourselves as a distinct and different approach to governance."

The first hurdle, though, was the Democratic primary.

"In the very beginning, our eyes were wide open," Plouffe says. "Hillary Clinton was the dominant front-runner. One of the reasons we have run such a good campaign is we weren't burdened by those expectations."

Obama's sturdy Iowa victory gave way to a stunning New Hampshire loss, setting off a grueling five-month marathon and a heart-stopping moment when the fate of the campaign seemed in the balance.

Six weeks after Obama delivered an impassioned speech on race to tamp down the uproar over incendiary remarks made by his former pastor, the Rev. Jeremiah Wright, controversy came calling again.

A defiant Wright, appearing at the National Press Club, offered some eyebrow-raising opinions about the U.S. government, praised Nation of Islam leader Louis Farrakhan and hinted that Obama was distancing himself from the pastor for political expediency.

Pfeiffer watched the appearance in his office, trying to imagine a scenario where things weren't as bad as they seemed.

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But they were.

Obama had just been beaten in Pennsylvania. He began losing ground in Indiana and North Carolina.

"That was the only time I ever thought that was a possibility was that our candidacy was so wounded that Barack might appear unelectable and that superdelegates could leave us," Pfeiffer says.

Plouffe, too, was convinced the pastor's appearance was "a disaster." He contacted Obama on the campaign trail, but believed that just repeating Wright's comments wouldn't convey the impact. You had to see it. Obama did that night in his hotel. The next day, he said he was outraged, called it a spectacle and distanced himself from Wright.

Obama's poll numbers leveled off. Superdelegates didn't defect. Soon, the candidates were debating the gas tax.

"If we had lost Indiana and North Carolina, it would have been over," Pfeiffer says. Instead, Obama won big in North Carolina and posted a strong showing (he was narrowly defeated) in Indiana.

It was a nerve-racking time, and far from the last one.

Los Angeles, CA

(BlackNews.com) - On the heels of this year's epic general election, four of the biggest voices in country, pop, and gospel music are reaching across the aisle and, coming together for an unprecedented single aimed at fostering unity across partisan, social, ethnic, and economic divides, setting a tone of harmony and togetherness for the new presidency and the country's immediate future.

GRAMMY®-winning, multi-platinum-selling recording artists BeBe & CeCe Winans along with country superstars Vince Gill and Wynonna Judd came together and recorded the soaring ballad, "Right Now" (We Need One Another) an empowering song they debuted today live in a special post-election episode of *The Oprah Winfrey Show*.

"Right Now" (We Need One Another) / (BeBe & CeCe Records/Zomba) is co-produced and written by BeBe Winans along with Tyler Haynes and Ross Koper, and is exclusively available on iTunes. The single will also be included in the untitled, highly anticipated, album by hit-making brother-and-sister duo BeBe & CeCe which is sure

to be one of the biggest releases of 2009.

"Right Now" (We Need One Another) is such a befitting song with a very timely message. Together we will stand and divided we will fall. I am honored to be a part of delivering this message, especially during this time, says CeCe Winans.

In a climate where there has been much to say about the state of our nation as it pertains to its economy, its citizens' ability to find and keep jobs, its ability to provide affordable healthcare for all, and mounting tensions abroad, "Right Now" (We Need One Another) is a song that takes the half-full approach to the country's plight: by focusing on the common ground and shared values that make us a great nation, it promotes a vision of hope for years to come.

"I want this song to be a vehicle to bring Americans together as a whole, so that we can truly understand how much we need each other," BeBe Winans says. Keeping in line with the theme and core message throughout the song, the proceeds of the single, "Right Now" (We Need Each Other).

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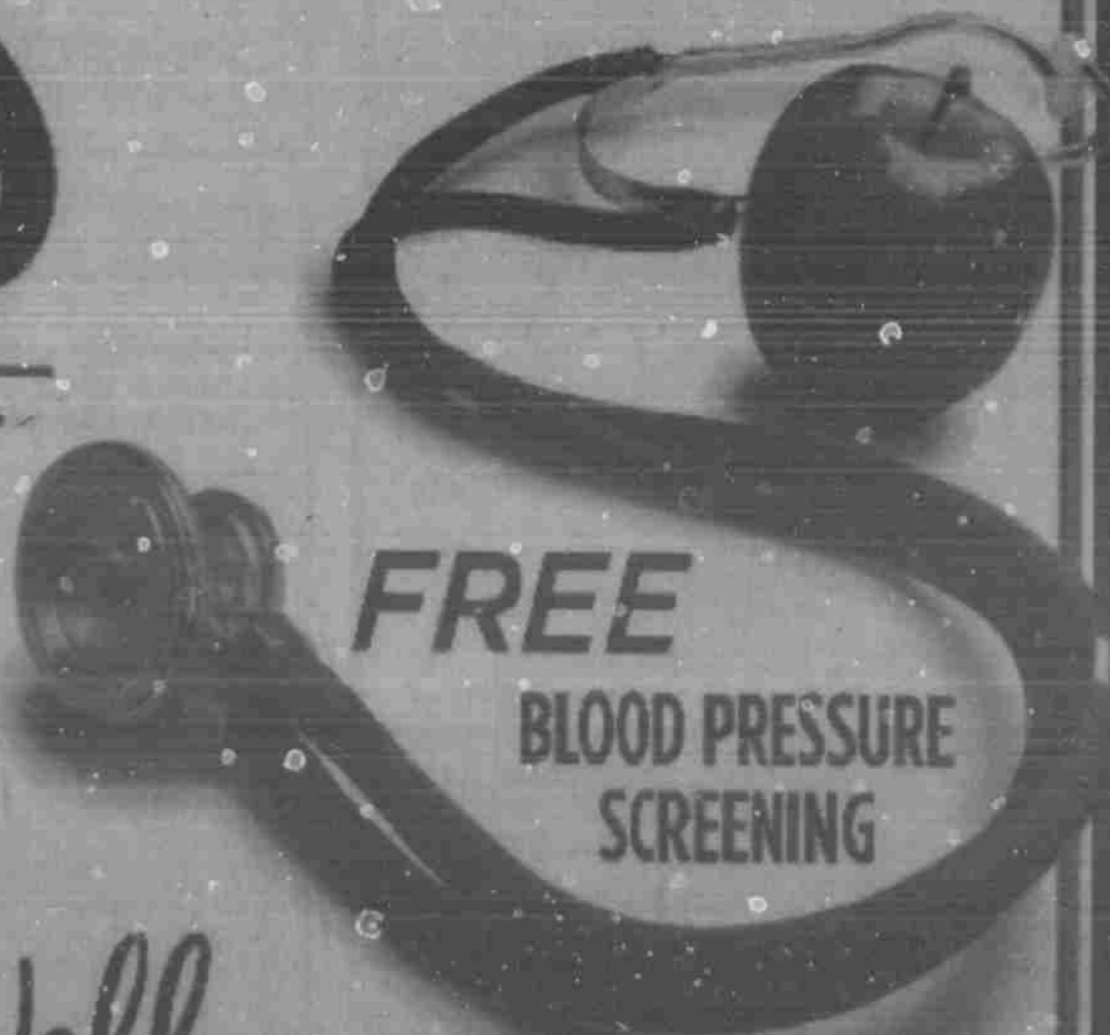
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