

...aler, and you are poisoning the minds of our young people, and destroying their health
and growth as well as their heritage, we (The Southwest Digest) will expose you.
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Southwest Digest

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50¢
Worth More!

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



An Independent Pictorial Newspaper for All People, Primarily Serving the Black Population of Lubbock County and the Surrounding Area, Black Press of America

NATIONAL NEWS

Campaign to Save Black-Owned Land

In August, the Federation of Southern Cooperatives/Land Assistance Fund (FSC) launched a national campaign to save Black-owned land. With the help of the National Newspaper Publishers' Association (NNPA), other Black media and national organizations, the FSC's focus will be to provide

farmers with technical assistance and educate the African-American community with valuable information on "saving the land."

Even though the vast majority of Black farmers are in the South, experts say there is a need to reach out to the entire Black community because there are numerous absentee landowners around the country.

There is general agreement that five areas are key in avoiding agricultural risks and land loss. They are: production, marketing, financial, legal and human resources. These issues and others related to saving Black-owned land will be covered in a series of FSC articles designed to increase the public's level of awareness and sense of urgency.

National Worship Service To Support President Clinton

The National Coalition of Concerned Clergy is calling the nation to come together in support of President Bill Clinton during two days of prayer and action on Oct. 28 and 31.

Religious communities around the country are scheduled to simultaneously hold worship services at 7:30 p.m. on Wednesday, Oct. 28; on Saturday, Oct. 31, participants will gather in Washington, D.C. for the following events: a press conference at Independent Counsel Ken Starr's office, 1001 Pennsylvania Ave. N.W., at 9 a.m.; a worship service at Greater New Hope Baptist Church, 8th and I Sts. N.W., at 10:30 a.m.; a march from the Capitol steps to the White House (Lafayette Park) at 2:30 p.m.; and a rally and open-air meeting in Lafayette Park at 3 p.m.

All churches and grassroots organizations are invited to participate. Call (215) 924-2067.

Urban League and Transportation Dept. Begin Work Initiative

United States Department of Transportation Secretary Rodney Slater and Urban League President Hugh Price met earlier this month to sign a memorandum of understanding for a program aimed at promoting equal opportunity in transportation-related careers.

Their goal is to inspire inner-city youth to achieve academic success and pursue opportunities in the transportation industry and to train welfare recipients and other low-income people for jobs in construction and transportation.

Slater committed \$1 million to sponsor the effort. And, the league has called on its 115 affiliates and the highway construction industry to design education, training and employment initiatives across the country.

Books Helps Couples Stay Married

"Staying Married: A Guide for African American Couples," published by Kensington Books, is a new relationship book by Anita Doreen Diggs and Dr. Vera S. Paster, a marriage counselor and therapist.

Using real-life examples, the authors discuss many of the difficulties faced by African-American couples including white-collar women marrying blue-collar men, blended families, substance abuse, and effects of racism on the marital union. Through their examples of communication and cooperation, the authors present the tools to work through these and other difficult times.

The Emperor's New Clothes: After Welfare Reform

Remember the story of the Emperor's New Clothes? Only one brave soul was unafraid to tell the Emperor that he was naked, as I remember it. Everyone else pretended that the Emperor was fully clothed. Well, while government officials are telling us that so-called Welfare Reform has been successful, the reality is that they really don't know what has happened to tens of thousands of persons no longer on welfare rolls. The reality that many who are working with the poor are telling us that the poor are now poorer and that while welfare reform may succeed in ending welfare as we know it, it is not ending poverty as we know it. They are telling us that the Emperor has no clothes.

Well over a million cases have been dropped from the nation's welfare rolls. But statistics from the U.S. General Accounting Office seem to indicate that the majority of the families whose benefits were terminated did not find work. The problem is there are just too many unskilled, untrained, poorly educated workers and too few jobs to match.

Take Wisconsin for instance, the state which has often been held up as the model for welfare reform. A study done by the University of Wisconsin-Milwaukee found that only 34 percent of those dropped from welfare rolls found full-time jobs. Only one in six of the families cut off was now above the poverty line. In addition, people on welfare are required to drop out of education or training programs and take the first available job. That requirement ensures that these people will forever be poor, whether on welfare or not.

Or take Massachusetts. One advocate for the poor who has

worked with the poor and homeless for over ten years points to the reality that the overwhelming majority of the parents in the families she works with have no high school diploma and little to offer in terms of job experience or marketable skills. These women have no chance of competing in today's job market, but the state expects them to "become economically self-sufficient without any training or assistance," she said, adding that since the state is not providing job training for these women, the time limits are going to expire at the end of 1998 and these families will have nothing to fall back on.

Unfortunately, many Americans believe that the problems of poor families have gone away with the welfare rolls. Many Americans mistakenly believe that job training or preparation has occurred, when it usually has not. Some are merely given pep-talks by their caseworkers or assigned to a brief "job preparation seminar" which tells them how to dress, and how to speak on the phone and then puts them at a desk with a telephone and a newspaper to try to get job interviews. Wisconsin State Senator Gwendolynne Moore calls the pretense of job readiness in her own state the "You Go, Girl" category.

Many Americans believe that all these folks formerly on welfare now have real jobs - that they just needed that extra push to get out in the job market. But look at welfare, the program by which welfare recipients are required to work to continue to receive their benefits. It sounds like a good idea on the surface - working for your welfare check. But Jobs with Justice, a national coalition of

organizations, warns that welfare participants have proven to be an irresistible, cheap labor force to provide falling city services. In New York City, for instance, welfare participants have been cleaning subways and busses as well as streets, often without proper protective clothing. They have simply replaced other low-paid city workers, but with even lower salaries and fewer benefits.

Many Americans believe that just because they have not heard

horror stories about the end of welfare that there have not been any. But many homeless shelters and soup kitchens are finding they are feeding and housing more poor people. Churches are finding that families are running out of money earlier in the month and that while they once needed help with food and energy bills, they now are finding it hard to pay rent.

As our nation's wealth grows astronomically, with the stock market likely to reach 10,000 before

the-end-of-the year, are we brave enough to tell the Emperor that he has no clothes? Are we willing to say that in this wealthiest of nations, let's not just end welfare as we know it, but let's end poverty as we know it? Are we willing to call upon state and federal officials to provide real job training and education for real families so that we might all march through the streets well-clothed and fed and housed? Only then will the Emperor really have on clothes.



NYC, NY -- University-Music Ent/Interscope recording artist Mya pose with hosts of the highest rated morning show in the country Regis Philbin and Kathie Lee Gifford, after performing her smash hit "Movin' On". On hand for the taping was CEO/President of University Music -- Entertainment A. Haqq Islam and manager Gerald Scott. L to R A. Haqq Islam CEO/President - University Music Ent., Regis Philbin (host), Mya, Kathie Lee Gifford (host) Gerald Scott (management)

National Program Honoring Black Women For Community Leadership Announces Nomination Period

CHICAGO, IL Beginning December 1, 1998 until March 14, 1999, African-American women in California, Georgia, Illinois, Louisiana, New York, Pennsylvania and Texas may be nominated for the eighth annual *Tribute to Black Women Community Leaders Program*. Sponsored by Aunt Jemima® Brands of The Quaker Oats Company and the National Council of Negro Women (NCNW), Inc.

The *Tribute Program* salutes 28 African-American women for their community leadership and involvement. Ballots can be found in highly trafficked areas throughout each state or by calling 1-888-NCNW-TRIBUTE (1-888-626-9874). Participants can also visit our web page at www.quakeroats.com/mcnw. Nominations must be filled out completely and mailed before the March 14, 1999 deadline. Anyone can nominate that "special woman" age 18 or over.

Based on their civic and community involvement in churches, healthcare and family ideas, three women and one college student (ages 18 - 22) will be selected in each state as "Community Leader of the Year" or "Student Community Leader of the Year". Aunt Jemima® Brands and NCNW will host a breakfast in each state to honor the state winners and award each with a \$500 cash prize. All of the state winners will then be an eligible candidate for the National "Community Leader of the Year Award" or "Student Community Leader of the Year Award" and win an additional \$2,500 cash and a trip for two to Washington, DC, to attend the awards program.

"Aunt Jemima® Brands recognizes the many contributions African-American women have made and continue to make. We're proud that we have the opportunity of showcasing their good deeds. So



Kicking off the Call to Entry phase of the Tribute to Black Women's Community Leaders Program 's is (from left to right) Reggie Moore, Brand Manager, Aunt Jemima® Brands of The Quaker Oats Company; Dr. Jane Smith, President of the National Council of Negro Women, Inc. (NCNW); and Wendy Potter, President of W. J. Potter & Associates, the marketing communications agency responsible for the coordination of the Tribute Program.

often the work women do go unnoticed. We want to provide encouragement to the many unsung heroes in the African-American community," says Reggie Moore, Assistant Brand Manager, Aunt Jemima® Brands.

Additionally, Aunt Jemima® Brands and the NCNW will announce the winner of the Dorothy I. Height Dreammaker Award. The Dreammaker Award is given to a nationally recognized African-American female whose civic involvement further the work of NCNW's mission. Past Dreammakers include Dr. Johnnetta Cole in 1998, Jackie Joyner Kersey in 1997 and Gladys Knight in 1996. According to Dr. Johnnetta Cole, "It was very exciting and important to me to be named the 1998 Dreammaker. I know, just as I have committed my life to making a better world through education and mentoring, other African-American women have also toiled to do the same, and the Tribute to Community Leaders Program provides a forum for recognition and encouragement for these women."

As in the past, the goal of the

Tribute Program is to encourage volunteerism, humanitarianism and community involvement for the continued advancement of African-American women and their communities. The upcoming millennium offers African-American women new challenges and the opportunity to take on new and different roles. The Tribute Program will set course in defining those roles.

Founded in 1935 by legendary educator and human rights activist Mary McLeod Bethune, the National Council of Negro Women headquartered in Washington, DC, is a social service organization. NCNW is recognized as the principal advocacy group for African-American women and their families with an outreach of more than four million women.

Under its Aunt Jemima® Brands, the Chicago-based Quaker Oats Company is a leading manufacturer of pancake and waffle mixes and syrups for the consumer and food service industry. Committed to the mission and principals of the NCNW, Aunt Jemima® Brands has partnered with the organization for eight years.

Encyclopedia Britannica Brings Black History Into Focus Just In Time For The Holidays

CHICAGO — Dec. 4, 1998 — When were the Fugitive Slave Acts passed? Who wrote *Raisin in the Sun*? What was the Dred Scott decision? Encyclopedia Britannica Profiles Black History CD-ROM not only answers these questions but also brings the most extraordinary figures and events in African-American history to life.

Through an interactive timeline, 550 articles, 275 photographs, and audio and video clips of such legends as Dr. Martin Luther King, Jr., Billie Holiday, and Hank Aaron, the product chronicles the people, places, events, and movements that shaped African-American history from 1591 to the present.

"The contributions African-Americans have made to the United States are sometimes overlooked," said Paul Hoffman, publisher of Encyclopedia Britannica. "This interactive CD-ROM is a great resource for any family, student, or educator who wants to learn more about the efforts and struggles of these phenomenal individuals and the events of African-American history."

The CD-ROM is organized like a museum exhibit, providing three ways to search for information:

1. Select from five historical periods (1619-1863, 1863-1896, 1896-1929, 1929-1954, and 1954-1997) to explore articles about key people, major events, and movements that shaped African-American history during each period. Examples of categories and articles in each historical period include:

Civil Rights

- Malcolm X interview (audio clip)
- Civil rights demonstrations (video clip)

Politics

- Rev. Jesse Jackson speech (audio clip)

- Supreme Court Justice Thurgood Marshall (video clip)

Slavery and Politics

- Sojourner Truth (photo

/biography), the Underground Railroad, and abolitionism (articles)

- Frederick Douglass (photo/biography)

Arts

- Jazz singer Billie Holiday (video clip)

- Poet Gwendolyn Brooks (photo/biography)

Sports

- Michael Jordan, Tiger Woods, and Roy Campanella (action photographs)

2. Select biographies or events and institutions from alphabetical listings.

3. Choose from a list of audio and video clips that bring people and events to life.

For fresh insights, Encyclopedia Britannica commissioned new articles by internationally recognized African-American historians, including:

- Gerald Early, author and director of African and Afro-American studies at Washington University, St. Louis, Mo.;

- David L. Lewis, author of a biography on Martin Luther King, Jr., and history professor at Rutgers University, New Brunswick, N.J.; and

- Elliott Rudwick, author of a biography on W.E.B. Du Bois and former history and sociology professor at Kent State University, Kent, Ohio.

Encyclopedia Britannica Profiles Black History is available for \$29.95 through the Britannica bookstore at <http://www.eb.com/bookstore>, or customers can call 1-800-747-8503. Encyclopedia Britannica, Inc. publishes the most authoritative and comprehensive encyclopedia products in the English language, including Britannica® CD on CD-ROM; Britannica Online® on the Internet; and the famous 32-volume Encyclopedia Britannica®.

The company also offers a free Internet navigation service at <http://www.eBLAST.com>, which directs users to the best sites on the Web as reviewed by Britannica editors. The company is headquartered in Chicago and is located on the World Wide Web at <http://www.eb.com>.

Ruby Jay's Corner



The New Hope Baptist Church, 2002 Birch Avenue, is the "Church Where The People Really Care," and the Rev. Billy R. Moton is the proud pastor, who is one of God's members.

Sunday School began last Sunday morning at 9:30 a.m. with Brother James Sterling, Adult Overseer, in charge. This was Youth Day, and they did a wonderful job. All reassembled at 10:15 a.m. after 30 minutes of instruction.

Secretary's Report: Youth Department: Intermediate Class received the Offering Banner while the Senior Class retained the Attendance Banner. Adult Department: Adult Class No. 1, Men's Class lost the Attendance Banner to Adult Class No. 2. Adult Class No. 4 received the Offering Banner. Congratulations to Lisa Skief for being on the Honor Roll for the past six weeks.

The morning devotional period was led by the Youth Department. It was very well done.

After the morning processional, altar prayer was led by Rev. Jeff Brown. Following the singing of another selection, scripture was read from St. Luke and read by Sister Elizabeth Moton. It was very touching. Prayer was given by Brother James Lewis. Another selection was sung, and responsive reading was done with the congregation standing and led by Jonathan Wilborn. The morning hymn was "I'm So Glad Jesus Lifted Me."

Pastoral observations were given by Pastor Moton who brought greetings from Nashville, Tennessee where he attended a church meeting last week. The hymn of preparation was "Father, My Hand To Thee."

Pastor Moton's sermon was entitled "Calm Down, God Can Handle You." His scripture text was Psalms 46:10-11. He really did handle it. The Holy Spirit was in New Hope! One came for restoration, and two came for Baptism.

Let us continue to pray for our sick and shut-in citizens. Let us give Brother Hardin Barrow a prayer. He is in University Medical Center.

Sister Bernadette Barber is a resident at Parkway Nursing Care Center, 114 Cherry Avenue.

Cleo Quigley's sister passed away. Services were held for Mrs. Olivia Laster last Saturday morning at Community Baptist Church with Rev. Larry Brooks, pastor, officiating. Our sympathy, love and prayers are extended to the family.

Pray for Mrs. Lottie Barrow that her husband will soon be coming home and well.

This writer, RUBY JAY, is wishing all of you a Merry Christmas! May you receive nice things for a Prosperous New and Happy New Year! Thank God!

UniWorld Group Launches New Film Marketing Division



NEW YORK, NY - UniWorld Group, Inc., the nation's premier African American owned and operated advertising and communications company, has launched UniWorld Films, it was announced today by Byron Lewis, Chairman and CEO.

UniWorld Films will be dedicated to film marketing and the produc-

tion of film related events. It will seek to utilize UniWorld Group's marketing and creative expertise to build worldwide audiences for Black films as well as assist filmmakers and studios in developing comprehensive promotional campaigns targeted to African American moviegoers.

UniWorld Films will also showcase and explore alternative distribution channels for Black independent films. In addition, it will have responsibility for the production of the highly successful Acapulco Black Film Festival (ABFF), which was founded by Lewis in 1997.

"UniWorld Films is a natural outgrowth of the work we have been doing for years," says Lewis. "For nearly three decades UniWorld has pioneered the marketing of feature films to Black audiences. Building upon Isaac Hayes' precedent-setting Shaft (MGM) soundtrack, UniWorld developed a targeted national advertis-

ing, public relations and premiere promotion campaign which "crossed-over" to mainstream moviegoers. This set the pattern for future Black film promotion efforts.

"Other film projects have included Glory (TriStar Pictures), Boyz n the Hood (Columbia Pictures), A Bronx Tale (Savoy Pictures), Malcolm X (Warner Brothers Pictures), Dead Presidents (Buena Vista Pictures), and Amistad (Dreamworks).

"Our background, along with the recent success of the Acapulco Black Film Festival, places us in a unique position to assume a leadership role in the film industry and become a viable resource to the Hollywood community," says Lewis.

Lewis has named entertainment and marketing veteran Jeff Friday, 34, President of UniWorld Films. He will head the division from UniWorld's New York headquarters and will report to Lewis. Friday previously served as executive director and producer of the ABFF.

"As is evidenced by the success of the ABFF, Jeff possesses the commitment and vision necessary to guide UniWorld Films. This new arm of UniWorld will provide him the room and resources to effectively realize the goals we've set and elevate our involvement in the film industry to new levels," says Lewis.

Friday said, "This division will allow us to focus our energies to impact the film community in a variety of ways. From providing alternative venues for independent Black films, to creating opportunities for industry professionals to network, to

encouraging African Americans to make movies, UniWorld Films will seek to bridge the gaps that exist between the Black creative community and the film industry."

UniWorld Films has also launched its website, www.uniworldfilms.com, to promote the activities of the division and spotlight its events. In addition, the site will allow emerging filmmakers and other industry professionals to regularly announce project updates, job listings, shooting schedules, casting calls and other vital insider information.

In addition to the ABFF, UniWorld Films' projects include, the Black Cinema Cafe, a monthly showcase of emerging independent filmmakers and their projects held in New York and Black Films on Tour, a national four-city exhibition of independent Black films set to get underway next fall.

The Acapulco Black Film Festival enjoyed its second successful year in July. Its mission is to encourage networking among Blacks in the industry and to generate greater exposure and support for independent films. The week-long festival includes screening of independent films, workshops and panels.

The UniWorld Group, Inc., is the nation's largest African American owned-and-operated-marketing communications agency. UniWorld's clients include AT&T, Burger King Corporation, Colgate-Palmolive Company, Consolidated Edison Company of New York, Inc., Lincoln-Mercury Division, Mars, Inc., Mead Johnson Nutritional, NationsBank, Pepsi-Cola Company, the Quaker Oats Company and Pfizer, Inc.

Water Heaters - An Accident Waiting To Happen

Cincinnati, OH (September 14, 1998) - Household safety rarely brings to mind images of water heaters, but perhaps it should. Many home-related injuries and damage to property result from accidents involving water heaters. Fortunately, many of these problems can be avoided by following a few precautions from the plumbing experts at Roto-Rooter.

"Today, 60 million American homes have gas water heaters," says John Winther, director of plumbing for Roto-Rooter. "And all of them may pose a potential fire and explosion danger if homeowners are not careful."

Many household products such as gasoline, cleaning fluids, furniture polish and adhesives emit invisible vapors that can be carried throughout the home by air currents. If vapors from flammable liquids are exposed to the pilot light of the water heater, they may ignite and explode.

To help reduce the risk of your water heater becoming a ticking time bomb, follow these:

- Keep flammable liquids in approved containers and away from water heaters
- Install water heaters on a stand that places the pilot light and the main burner at least 18 inches above the floor
- If your water heater is in a closet, avoid storing anything else in that closet
- Teach your children that water heaters are dangerous, so they don't go near them

Another danger associated with

water heaters is scalding. Hot water can cause severe burns, or even death, from scalds instantly. Many families elevate the temperature of their water heater in order to use a smaller capacity heater, or deal with changing water usage needs. If water heater thermostats are elevated, water may leave the taps at temperatures of 140°F or higher, capable of causing scald burns in mere seconds.

You can decrease the risk of scalding by taking these precautions:

- Set the water heater temperature to 125°F. Homes with peak usage periods or teenagers may require a larger capacity water heater to maintain a safe temperature. Children, people with disabilities and the elderly are at a higher risk of scalding and may want to set their thermostats at 120°F.
- Always check the temperature of a bath or shower before submerging oneself. Parents should check children's bath water, paying special attention to hot spots
- First adjust the cold water faucet and then add hot water until temperature is comfortable
- Fit faucets with temperature limiting valves to regulate water temperature

A plumber can adjust the temperature of water heaters, as well as assess the risk of flammable vapors, in the home. Plumbers can install safety devices such as temperature limiting valves on faucets and water heater stands that will keep your home and family safe from water heater-related accidents.

Malcom Names Harold Cook Texas Democratic Party Executive Director

Texas Democratic Party Chair Polly Beth Malcom today announced her appointment of Harold Cook as Executive Director of the Texas Democratic Party.

"For the next two years, the Texas Democratic Party's focus will be on getting back to the basics of appealing to Texas families and winning elections, and Harold is the clear choice to help me guide the Party toward those objectives," Malcom said.

"He has the creativity, the experience, and the credibility both inside Austin and around the state to be the right person for the job. He knows how to organize, and he knows how to win elec-

tions," she said.

Cook, a veteran Democratic campaigner, directed Democratic get-out-the-vote efforts for the 1998 general election. He also managed the Democratic coordinated campaign in 1994, the most recent election in which the Democrats won state-wide, including the races for Lt. Governor, Attorney General, Land Commissioner, and Comptroller of Public Accounts.

Cook, who begins work at the Democratic Party next week, will replace Jorge Ramirez, who announced his end-of-the-year departure at a recent State Democratic Executive Committee meeting.

LUBBOCK CITY-COUNTY LIBRARY

Library Hours

Mahon (Main)
1306 9th Street
and
Godeke Branch
6601 Quaker Avenue
Sunday 1-5
Monday-Thursday 9-9
Friday-Saturday 9-6

Patterson Branch
1836 Parkway Drive
and
Groves Branch
5520 19th Street

Monday-Tuesday 12-9
Wednesday-Saturday 9-6

NEW BOOKS

Windows for Reasonably Intelligent People by Bill Gulley
A Visitor's Guide to the Texas Coastal Bend by Marilyn Bennett

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Mahon (Main)
Monday 10:30 a.m. 3 year-olds
Tuesday 10:30 a.m. 3 year-olds
Wednesday 10:30 a.m. 4 & 5 year-olds
Thursday 10 & 11 a.m. 2 year-olds

Godeke Branch
Tuesday 10 a.m. 2 year-olds
Tuesday 10:30 a.m. 3-5 year-olds
Wednesday 2 p.m. 3-5 year-olds

Patterson Branch
Tuesday 7 p.m. 3-5 year-olds
Wednesday 10 a.m. 3-5 year-olds

Groves Branch
Tuesday 2:30 p.m. 3-5 year-olds
Wednesday 10:30 a.m. 2 year-olds
Thursday 10:30 a.m. 3-5 year-olds

Warning Signs of Impending Stroke

There are specific physical and mental changes associated with an impending stroke. These warning signs should prompt you to see a physician immediately so that appropriate measures may be taken. By recognizing the warning signs and taking action, you may be able to avert a stroke. Even if you cannot prevent a stroke, you may be able to reduce its severity.

- Sudden blurred or decreased vision in one or both eyes
- Numbness, weakness, or paralysis of the face, or in either an upper or lower limb, occurring on one or both sides of the body
- Difficulty speaking or understanding
- Dizziness, loss of balance, or an unexplained fall
- Difficulty swallowing

- Headache (usually severe and of abrupt onset) or unexplained change in the pattern of headaches

These symptoms may occur alone or in combination and are usually temporary, lasting from several minutes to several hours, with apparent recovery within 24 hours. If these symptoms go away, the medical name for such an episode is transient ischemic attack or TIA, also called a mini-stroke. TIAs are caused by temporary interruptions in the blood supply to the brain. Because TIAs are temporary and the body soon returns to normal, it is easy to ignore them or to believe that the problem has disappeared. This is a dangerous thing to do because the problem is hidden in your vascular (circulatory) system, and it may get worse. Call your doctor immediately.

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Travel Schedule/Services

A deposit of \$50.00 per person is required to secure space.

An additional deposit of \$200.00 per person is required on or before Dec. 16, '98

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1998

New Year's Eve Extravaganza

—FEATURING—

Chicago John AND The Stone Cold Band

Thursday, December 31, 1998

Entertainment — 8:30 pm — Until

Special Presentations & Announcement of Door Prizes — 10:00 pm- 10:30pm

Bringing In The New Year — 1:55 pm - 12:00 am

Black Tie — \$50 per person

LakeRidge Country Club
8802 Uchsburg Avenue
Lubbock, Texas
8:00 pm until 1:00 am

Party favors, champagne at midnight, hors d'oeuvres and entree, cash bar, music and dancing

100 Black Men of West Texas, Inc

Gala Committee

Michael D. Henderson Charles Hankison
James Leon Williams William L. O'Neal, Jr.
George Allen Colvin Jackson-Davis

Special Thanks

to

Lubbock Community & LakeRidge Country
for Continued Support and Hospitality

Have a Safe and prosperous New Year GOD BLESS!!

Ho, Ho, Ho!? Santa's Health Habits Are No Laughing Matter

HOUSTON —The holidays call for resolutions, and maybe it's time Santa Claus made a few with respect to his health. For an elf on the high side of 400, he looks to be in pretty good shape. But if St. Nick wants to be around for another half-millennium or so, he might want to consider some lifestyle changes in 1999. The Institute for Preventive Medicine (IPM) at Methodist Health Care System and Baylor College of Medicine recommends a comprehensive physical examination and healthy-lifestyle screening, with special attention to these potential problem areas:

Overweight

Symptoms: Abdomen shakes like "bowl full of jelly."

Concerns: Heart disease, adult-onset diabetes.

Recommendation: Comprehensive healthy lifestyle changes — beginning with a prescribed weight loss plan like one of the IPM's Weight Management programs. Santa needs the physician-supervised program for people needing to shed more than 40 pounds. Santa also should begin regular aerobic exercise to improve cardiovascular conditioning as well as keep the weight off.

High cholesterol

Cause: Eggnog-and-cookie diet (perpetuated by well-meaning youngsters).

Recommendation: Try bringing

Congressman Thompson Comments On Conviction Of Samuel Bowers

WASHINGTON, D.C.—United States Representative Bennie G. Thompson (D-MS) released the following statement in response to today's conviction of Samuel H. Bowers:

In 1995, when I formally pushed to have the FBI release their files pertaining to the Dahmer case, it was my hope that the people responsible for murdering Vernon Dahmer would be brought to justice.

The conviction of Samuel Bowers is a dramatic first step in that direction. After thirty years of suffering, the Dahmer family can finally start down the path to healing.

The other individuals responsible for this murder will have their day in court. This is not a case of justice delayed being justice denied. There is no statute of limitations on murder. To the others who have managed to escape justice thus far, I say, it does not matter how old you are now or how long it has been since you killed Vernon Dahmer. You will be prosecuted. You will receive your punishment.

Mississippians should not mistake this conviction for a statement about how progressive our state has become. The only difference between Vernon Dahmer and other people murdered by these racist cowards is the persistence and determination displayed by his widow and children to see his killer brought to justice. When our state begins to work with families to uncover the identities of their loved one's murderers, instead of against them, then we can talk about how proud we are of our state.

along some fat-free snacks (raisins, carrot sticks, apple wedges) to take the edge off Christmas-Eve cravings. The IPM's weight management programs can offer some great suggestions. (See "Overweight.")

Back and knee pain

Cause: Hefting large sacks of toys, obesity.

Recommendation: Enroll in the IPM's weight control programs and head for the gym (see "Overweight"). Use of ergonomically correct cart or dolly for toys.

Hearing loss

Cause: Spending most of year in noisy workshop.

Recommendation: Use of OSHA-approved ear protection while at work. Annual auditory screening; fit for hearing aids if necessary.

Sleigh safety

Concerns: No head protection or seat belts in evidence; inadequate illumination provided by single glowing reindeer nose.

Recommendations: Replace fur cap with crash helmet; retrofit sleigh with shoulder harness, lap belt, air bag and FM-approved landing lights.

Prostate problems

Aggravating factors: Age; long hours of sitting during around-the-world flights.

Recommendation: As for all men over 40, an annual screening for prostate cancer is recommended.

Nose like a cherry

Concerns: Could be a sign of eczema, wind burn, sun exposure or other problems.

Recommendation: Annual skin cancer screening. Check for allergies to reindeer, mistletoe, holly. Also, lay off the hot rum toddies.

Pre-cancerous lung, mouth and throat irritation

Cause: Pipe smoking, exposure to large amounts of chimney soot.

Recommendation: Stop smoking immediately. Seek alternative means of access to dwellings, or wear OSHA-approved respirator when working in or near chimneys and fire places.

Animal-borne illnesses

Cause: Working in close association with reindeer.

Recommendation: Keep stables clean and wash hands often when working with animals. Check for flea and tick infestations. See doctor about possible vaccination against Lyme disease.

Carpal tunnel syndrome

Cause: Making long lists, checking them twice.

Recommendation: Use of voice-activated word-processing software to relieve stress on hands and wrists.

Psychiatric problems

Manifestation: Irrationally jolly all the time.

Indication: "North Polar Disorder."

Recommendation: Immediate evaluation by a board-certified psychiatrist.

"Santa is a paragon of generosity and goodwill, but no one should consider him a role model for healthy living," says Molly Gee, manager of the Institute for Preventive Medicine at Methodist Health Care System and Baylor College of Medicine. "It's hard for many of us to get through the holidays without indulging in some unhealthy behavior, but support from family, friends and health professionals can help keep that behavior — whether related to stress, diet or safety — from turning into year-round, lifelong habits."

Corn Nematodes Can Rob You Of Maximum Yield and Profit

Have you experienced a steady decline in yields? Or have you reached a "plateau" and been unable to obtain higher yields? Corn nematodes can keep you from reaching desired yields and, in extreme cases, can cause yield losses of up to 40 percent. Learn tips for implementing an integrated management approach to successfully keep corn nematodes from robbing your yield and profits.

1. **Monitor Yield.** Yield reductions in patches or circular areas throughout a field could point to corn nematode damage. As you harvest, be aware of these problem areas or use a yield monitor to identify areas with yield differences throughout your fields.

2. **Know Your Soil Profile.** Corn nematodes can be damaging in all soil types, but significant symptoms tend to be more visible in light and medium textured soils. Because above-ground symptoms are not always visible, it is important to be aware of the differing microenvironmental conditions throughout your fields. Varying levels of moisture, spring temperatures and soil type can accentuate nematode damage.

3. **Monitor the Weather Early.** Weather conditions play a crucial role in the feeding habits of corn nematodes. Nematodes thrive in moist, cool conditions and are most damaging early in the season when corn plants are young and most vulnerable. Corn damaged by nematodes at early stages of growth can result in significant yield loss.

4. **Avoid Misdiagnosing Above-Ground Symptoms.** Nematode problems are often overlooked because significant damage and yield loss often occur without obvious above-ground symptoms. When above-ground symptoms are present, these are often mistaken for problems with nutrient deficiency, herbicide injury, insecticide damage or moisture stress. Indicators of above-ground nematode damage include:

- poor or uneven stands
- stunted corn plants
- stubby roots
- lack of fine feeder roots
- dark colored lesions on roots
- patchy, irregular shapes of unhealthy, yellowed corn
- unexplained yield loss in portions of your field
- small or poorly filled ears mid to late season

5. **Maintain Optimum Growing Conditions.** Nematode damage is greater on plants that are under stress from other factors. To minimize damage, corn plants should have optimum growing conditions. Be sure to fertilize according to soil test results, minimize soil compaction and provide adequate mois-

ture. If irrigation is available, protecting corn from diseases and insects also helps to reduce plant stress.

6. **Rotate Crops.** Growers planting continuous corn will most likely face a greater threat due to high nematode populations than those who rotate to other non-host crops.

To optimize yields, avoid rotating to soy, wheat or other small grain crops. Rotation to a legume, such as soybean, may help minimize nematode populations, but nematodes are difficult to control through crop rotation practices because several species often coexist within the same field. Crop rotation may reduce one nematode species but may not influence others which can utilize the rotational crop as a host.

7. **Test for Corn Nematodes.** The best way to determine the presence and potential threat corn nema-

tores is to collect soil samples and submit it for analysis. For more information on how to scout for nematodes, a list of testing locations, or for assistance in collecting nematode soil samples, contact your university extension agent, retail dealer or local sales representative.

8. **Apply a Nematicide.** To manage corn nematodes and maintain maximum yield potential, a soil-applied insecticide that has nematocidal activity should be applied at planting to protect young corn from early-season damage. Apply COUNTER® CR® insecticide-nematicide in a T-band at planting for effective control of nematodes. COUNTER® has a unique controlled release formulation which provides consistent, season-long protection against nematodes and other key corn insects such as rootworms, wireworms and white grubs.

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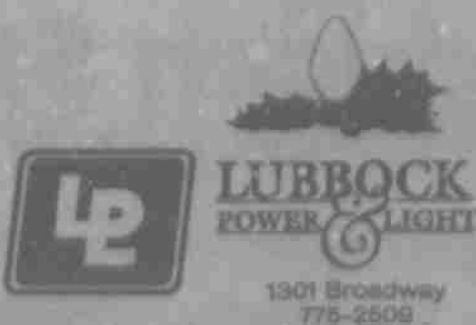
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For over 80 years Lubbock Power & Light has been providing the power to light this very special time of year. As dazzling lights twinkle and dance in the frosty air, LP&L is proud and thankful to light the way for us all during the magic of the holidays. In many ways LP&L is helping us enjoy the special reflection and sparkle of the season, which is all part of the home-owned advantage of Lubbock Power & Light.



EVEN WITH DIABETES, LIFE CAN BE SWEET!

People with diabetes can enjoy longer, healthier lives thanks to early detection, improved treatment and education.

Call to learn more about our Diabetes Education Program. Enrollment is now in progress for a new series of classes. Program cost is generally covered by Medicare and most major insurance companies.

Let's do diabetes care together! • (806) 784-5070

JOIN US!

Monthly Diabetes Support Group

Topic: "Prevent Blindness"

presented by

Sandy Hains, RN, President, Blindness of Texas

Monday, January 11, 4 p.m.

Knitting Education/Conference Center

(on top of Methodist Hospital's West

Parking Garage, 21st Street & Lubbock Ave.)

COVENANT HEALTH SYSTEM

A Division of St. Mary Hospital & Lubbock Methodist Hospital System

This program is based on the National Standards for Diabetes Self-Management Education Programs.

Editorials • Comments • Opinions

THIS N THAT

YOUNG PEOPLE RECEIVED VIP AWARDS! THIS N THAT ... is very happy to see the ... **LUBBOCK ANIMAL SERVICES** ... present the 1998 VIP AWARDS ... to the youth of our community ... for their ... **CONTINUED SUPPORT** ... of Lubbock Animal Services programs to ... **RESCUE ANIMALS** ... These awards ... were presented Wednesday ... December 16, 1998 ... in the City Council Chambers ... Those who were organized were ... **MS. ACKER'S SPECIAL ED CLASS** ... for their work with ... **"PENNIE FOR PETS"** ... at McWhorter Elementary School ... **MS. ELMORE AND STUDENTS** ... of O. L. Slaton Junior High School ... for their work with ... **"CHRISTMAS FOR THE ANIMALS"** ... **MS. CONRAD'S AA CLASS** ... at Estacado High School ... for their ... **FOSTER CARE PROGRAM** ... for puppies and kittens ... **COODY HARWICK** ... physically challenged ... as ... **1998 VOLUNTEER OF THE YEAR OF THE YEAR** ... for his hours spent caring for the animals housed at the animal shelter ... last but not least ... **BAXTER** ... an Irish Wolfhound ... who saved his ... **HUMAN FAMILY** ... from carbon monoxide poisoning this year ... No doubt it ... all of them above are ... **VERY IMPORTANT** ... to our community ...

SALVATION ARMY NEEDS OUR HELP! THIS N THAT ... would like to ask that ... **WHEN YOU SEE A SALVATION ARMY KETTLE** ... during your Christmas Shopping ... this year ... do stop and give ... This year ... the ... **CHRISTMAS KETTLES** ... are not receiving what they need to help those who are in need at this time of the year ... According to Major Dan Proctor "The unseasonable weather ... combined with a reduction in Kettle locations ... have caused a drop in much needed donations." **WILL YOU HELP? THIS N THAT** ... would hope you will do what you can ...

NAACP MAKING AN APPEAL! THIS N THAT ... has learned the ... **NAACP** ... is still seeking a ... **MEETING** ... with ... **CHIEF JUSTICE REHNQUIST** ... in order to address the ... **UNEQUAL MINORITY REPRESENTATION** ... among ... **LAW CLERKS HIRED** ... by the ... **JUSTICES** ... **THE NAACP** ... is demanding that he meet with them ... **THIS N THAT** ... advises you may get involved by either calling to express your outrage ... by calling ... (202) 479-3000 ... or you may fax ... **YOUR PROTEST** ... (202) 479-2971 ... You may send your letter of request to: **THE HONORABLE WILLIAM REHNQUIST** ... **UNITED STATES SUPREME COURT** ... **1 FIRST STREET, NE** ... **WASHINGTON, D. C. 20543** ...

SHIRLEY CANADY THE BARBER SAYS: "IF GOD ... closes ... **ONE DOOR** ... **HE** ... opens a ... **THOUSAND OTHERS**" ...

LUBBOCK HABITAT KEEPS ON DOING! THIS N THAT ... is always proud of the ... **WORKS** ... of ... **LUBBOCK HABITAT FOR HUMANITY** ... This week in Brownfield, Texas ... at the ... **JIM RUDD TRANSFER** ... **AN EFFORT** ... was done to help eliminate substandard and inadequate housing ... The ... **RESIDENTS** ... of the unit ... **CONSTRUCTED A NEW HOME** ... at the prison site ... and special ceremonies were held Monday to give the ... **NEW HOME** ... to Lubbock Habitat for Humanity ... **THIS ANOTHER FIRST FOR LUBBOCK HABITAT FOR HUMANITY** ...

THOUGHT OF THE WEEK: "IF YOU ... wish to do a ... **GOOD DEED** ... **CONSULT NO ONE**"

Letter To Editor

November 30, 1998

TO WHOM IT MAY CONCERN:

This letter is being written in reference to the closing of East Lubbock schools. Based on information received from teachers and others who frequent these schools, it appears that most of the students—not all—are classified as troubled children. Many of these children come from homes with single parents who have complex work schedules and are unable to give them the time and attention they need. The children are troubled, and their behavior problems are real.

The advantage of having these schools is the teacher to student ratio. In an environment where children are being neglected, a smaller class enrollment and a smaller teacher to student ratio is ideal. Clearly, students who are deprived will be more apt to learn in an educational setting where they are given more time in a one-on-one learning capacity. Closing these schools or even combining them will only cause the enrollment to increase at other schools. The behavioral issues facing many of these students will be enhanced and compounded with other problems. Though the economic stability of Lubbock ISD is

of great significance, it should not come at the expense of sacrificing these students' abilities to learn and to be successful in the future. Perhaps you should consider placing the pre-school children in those schools with low enrollment.

Furthermore, despite the fact that Lubbock ISD has many experienced and competent teachers, there are also many who are unable or unwilling to cope with the problems these children bring into the classroom. Teachers who are able to work with deprived, underprivileged, and emotionally unstable children can more easily be placed in a school where such an environment is prevalent. Correspondingly, teachers who are not capable of working in such an environment can just as easily be transferred out. These children deserve to have the

opportunity to learn in their own neighborhoods. They should not have to be bused to schools in south and southwest, north and northwest Lubbock to receive the highest level of education available to them. Please consider the effects larger enrollments and less competent teachers will have on students of these schools before depriving them of academic success.

Folks, please don't feel you are wasting money. **YOUR** money is being well spent and well earned. These children deserve a chance to learn and be successful in a stabilized environment. Do we want them to continue to be successful? Or do we want them to be a failure? These are questions that need answering.

Yours truly,
Billie Cavell

IN CINQUE

By Renetta W. Howard



As I sat here pondering over my next visit to the doctor to have stitches removed from my most recent surgery, I thought to myself, "This is the third Christmas season that I have found myself in a surgical predicament just before Christmas and the first such predicament without my mother to comfort me, and not able to get into the full swing of the season as I usually do." Then, for a few moments of lamentations for myself, it dawned on me that I have a lot to be thankful for in spite of my condition, and that I am yet alive and able to rejoice.

"Jesus is the reason for the season!" 'Tis the season to be jolly..." "Jingle Bells," "A child is born!" "The Lord Is Come!" These are a few of the phrases that can be heard this time of year. In addition, you may hear the bells jingling; children and people wearing bells, and the sound of the Salvation Army bells ringing to entice you to 'be of good cheer' and drop something monetary

into the kettle which does not jingle.

We all know the work of the Salvation Army. It is a religious social organization which provides the necessities of life to people who no longer have them. It provides a place to sleep, food to eat and clothing to wear to those people who are in need. It is this time of year when it is most visible to us, but it helps all the year. When you are out spending money buying expensive Christmas presents, those bells on street corners and in the shopping malls help to make you feel the Christmas spirit: the spirit of giving.

Giving is the essence of Christmas. God gave his son that we might have life everlasting. We call him Jesus; Jesus Christ; the Christ in Christmas. If Jesus is the reason for the season, we need to carry the reason throughout the new year. If we give throughout the year, we will have good reason to celebrate the season. It is time that we get 'in cinque' and realize that jolly for the season is no reason to celebrate. People whom have been unemployed during the year, sick all the year, homeless all the year, find only temporary joy in our once a year big hearts, soup kitchens and token donations.

DEAR EDITOR:

Dear NNPA Publisher:

Enclosed please find a 10"x14" advertisement produced in response to an ad in USA Today placed by Bob Johnson, CEO of BET. I am asking you to run this ad in your publication gratis as soon as possible to help point out the brazen nature of Mr. Johnson, who capitalizes on the Black Press when convenient and then spends money with a publication that could not possibly be considered at best a mediocre method to reach African-Americans.

Earlier this year Mr. Johnson's BET was the sole recipient of a Fannie Mae Foundation campaign expenditure that was approximately \$20 million, which identified BET as the "Black Press." My complaints to Fannie Mae fell on deaf ears and no NNPA newspaper received a dime. Mr. Johnson teamed up with the New York Daily News (a white daily) to produce The BET Weekend FSI (that some of our own newspapers carry to my chagrin), which has substantially reduced advertising revenue to our own newspapers (for example, Philip Morris) and other national advertisers have chosen The Weekend to carry their advertising messages, while our publications are not a part of their advertising campaigns. And, in 1995 Mr. Johnson ran a full page ad, again in USA Today for the "Million Man March," of which many of you complained.

This is an insult to all of us and he used the name of NNPA without permission. We cannot allow this "charlatan in expensive business suits" to continue to misuse the institution of the Black Press to further his image among Caucasians. There is no doubt in my mind that the ad that appeared in USA Today was to impress those that he wish to associate with and integrate their "exclusive and all-white money-making club."

I have enclosed a copy of the ad as it appeared in USA Today and a

copy of a letter I sent to all members of the Black Leadership Forum and appropriately the National Democratic Party and others that did not spend any money with our publications.

Thank you for your cooperation in this matter. I will report to all of you at our Mid-Winter meeting in Phoenix.

Dear Dr. Lowery:

On Friday, October 30, I received more than a dozen calls from African-American publishers of newspapers, affiliated with the National Newspaper Publishers Association, of which I serve as president.

The anger and wrath of these publishers, whose commitment to the cause of our people is demonstrated every week in their publications, resulted from a single source—a full page advertisement in the Friday, October 30 edition of USA Today, encouraging African-Americans to vote on election day, November 3.

The ad read:

"The Black Leadership Forum, Inc. and Black Entertainment Television, Inc. urge African-Americans to vote on November 3, 1998 for the political party whom you believe will deliver results on: improved education, quality health care, jobs, affirmative action, sentencing parity for drug convictions, equal justice for all, Fair Urban and Rural Policies." Names of the organizations affiliated with the Black Leadership Forum were listed in the advertisement, including the name of the National Newspaper Publishers Association, without our advice and consent. The advertisement also carried a photo of Bob Johnson, President of BET, surrounded by African-American leaders who had participated in a press conference at BET on election issues.

There are several reasons for the anger of our publishers.

Number one: Our newspapers

carried a series of editorials and op-ed articles on election issues and stressing the critical importance of African-Americans voting, but none of our newspapers received a penny for national advertising from any source.

Number two: The fact that BET, on behalf of the Black Leadership Forum, decided to spend approximately \$67,000 for a one-page ad in a white, newspaper (which is not read by the masses of African-Americans) is an insult to African-American publishers, who are struggling small business, enterprises. The Black Leadership Forum and BET did not run a similar ad in a single African-American newspaper. We take issue as to sincerity of such an effort that was supposedly targeted to reach African-Americans and we ask the question who "really" was the ad designed to reach?

Number three: NNPA and African-American publishers have been fighting many years Fortune 500 firms who depend on African-American consumers for their profit margin, and the U. S. Federal Government for ignoring the Black Press in their advertising policies and practices.

Some of our publishers have described the USA Today advertisement as "shameful" and feel that Bob Johnson of BET and the organizations affiliated with the Black Leadership Forum listed in the ad owe us an apology. Practically all of these organizations depend on the Black Press for editorial coverage and support.

Certainly, African-Americans cannot win "the revolution" by spending our dollars exclusively with those who don't provide in leadership support for "our revolution."

We look forward to hearing from you on this disheartening matter. I, personally, remain angry.

Sincerely,
Dorothy R. Leavell
President

Merry Christmas!

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See our list of Banks in your Southwest Star, on Page 4.

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The Sisters Who Excelle Award Is Presented To Four Outstanding Women At Conference



SAVANNAH, GA — The four national winners of the "Sisters Who Dare To Dream A Difference" promotion were recently honored by Excelle Salon Performance Relaxer during a private luncheon held in their honor at the 1998 African American Women On Tour (AAWOT) conference in

Atlanta. The Sisters Who Excelle Award recognizes those women who had the vision, tenacity and fortitude to fulfill their dreams while making a positive impact in the lives of others. The Sisters Who Excelle promotion was held in conjunction with the 1997

AAWOT conference.

Winners of the Sisters Who Excelle Award are: J. Michele Lataillade, Bronx, New York, the first African-American woman to produce a custom motorcycle exhibition; Theresa Watson, San Diego, California, founder of a nurturing teen living community; Denise Richardson, Brooklyn, New York, a body builder and founder of the Sports Leadership Training Program at Rikers Island Correctional Facility; and Dr. Adna Adams McCrae of Philadelphia, Pennsylvania, a retired principal and architect of an educational program designed to increase the number of male African American inner-city teachers.

Shawn Tollerson, Marketing Director for Excelle applauds the women for their steadfastness in fulfilling their dreams. "It is a great honor for Excelle to shine the spotlight on these extraordinary women with the Sisters Who Excelle Award for their outstanding accomplishments in their respective fields of endeavor," said Tollerson. She added, "These women have aimed high to achieve their goals while taking the time to help others. They represent the epitome of empowerment and should serve as an inspiration to women the world over."

Each winner of the Sisters Who Excelle Award and the person who nominated them were treated to a 4-day, 3-night all-expense paid trip to the 1998 AAWOT conference in Atlanta, Georgia. In addition, each grand prize winner received an Excelle Salon Performance gift package, a cash honorarium and a commemorative photograph.

AAWOT is an annual three-day women's empowerment conference.

Excelle Salon Performance No-Lye Relaxer is manufactured by Carson Products Company of Savannah, Georgia.

William Eddins Conducts Orchestra

Minneapolis, Minnesota — African American William Eddins conducts the Minnesota Orchestra in *On The Day You Were Born*, the award-winning title from the Orchestra's *NotesAlive!* children's video series - which introduces kids of all ages to the Arts - to be released nationwide on home video September 29. *On The Day You Were Born*, which Eddins also serves as the host, is based on Debra Frasier's award-winning children's book of the same name, which has sold over 800,000 copies and received the prestigious Parents' Choice Gold Award.

The video received the American Library Association's 1997 Andrew Carnegie Medal for "Best Children's Video of the Year," an award that is issued to only one video each year, and other awards including: Oppenheim Toy Portfolio Platinum, Parents' Choice Silver Honor, Seal of Approval from the Dove Foundation Review Board and an endorsement from Kids First, a program of the Coalition for Quality Children's Media.

The 30-minute *On The Day You Were Born*, recommended for ages 3 and up, features music by composer Steve Heitzeg, performed by the Minnesota Orchestra led by Eddins and is produced by

Minnesota Orchestra Visual Entertainment, a division of the Minnesota Orchestral Association. The video brings to life the story of the Earth welcoming a new child into its fold—through lush, enriching original music performed by the Orchestra, integrated with 3-D animation of Frasier's bright, bold paper-cutout illustrations—including herds of migrating animals—along with Frasier's narration of her own story. The energetic Eddins, not only conducts this musical adventure, but also takes the viewers from the coast of Florida to a Minnesota farm, showing how Frasier and Heitzeg came to create this work.

Currently Assistant Conductor of the Chicago Symphony Orchestra, Eddins is also a frequent guest who conducts major orchestras around the world. He was simultaneously the Associate Conductor of the Minnesota Orchestra and Assistant Conductor of the Chicago Symphony when he became involved with *On The Day You Were Born*. A native of Buffalo, New York, Eddins attended Eastman School of Music, graduating at eighteen, making him the youngest graduate in the history of the institution.

★ ★ ★ ★ ★

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If you can't turn the wind, turn the sail.
African Proverb

You have to reach out and grab it, or make you, own cover from it. So don't be timid, go and get yours because if you don't, No one will get it for you. Live your life to the fullest

Merry Christmas!



Inside:
And she shall bring forth a son, and thou shalt call His name JESUS: for he shall save His people from their sins. Matt. 1:21

At the love of a mother, greater is the love of God who spares His only son that we may enjoy the gift of eternal life.

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10% Discount With Ad

Junell, Duncan, Announce Plans For Boll Weevil Funding

BROWNFIELD, TX. — State Sen. Robert Duncan R-Lubbock, and State Rep. Rob Junell, San Angelo, announced today that they will sponsor legislation during the next legislative session to enable the state to bear part of the financial burden in boll weevil eradication.

The plan would have the state share in the cost of boll weevil eradication costs statewide. The plan also calls for the state to pay a portion of any costs previously incurred by Texas cotton farmers in boll weevil eradication. The plan will be introduced in the 76th Legislature, which convenes

January 12, 1999.

Junell and Duncan's announcement comes on the day that ballots in the Western High Plains zone are being mailed to producers. The eradication referendum calls for maximum assessments of \$6 per land acre for dryland cotton and \$12 per land acre for irrigated cotton.

"We want growers to know if they'll do their part, we'll work to do ours. Representative Junell and I are committed to working for the passage and funding of this legislation," Duncan said.

"It's important that any state

funds be allocated fairly, and I believe our plan is as fair to all parts of the state as possible," Junell said.

"Passage of the Western High Plains referendum is vital to the success of boll weevil eradication. The local growers have come up with a great plan, which I wholeheartedly support," Duncan said.

State Representative Gary Walker, R-Plains added, "Without boll weevil eradication, we will face consequences equivalent to a drought every year, as far as cotton production goes."

JUNETEENTH INFORMATION

Texas has once again made history in being the first and only state to establish a Juneteenth Cultural and Historical Commission. During the 75th Legislative Session, House Bill 1216, sponsored by Rep. Al Edwards of Houston, was signed into law by Gov. George W. Bush. Thereby creating the Texas Emancipation Juneteenth Cultural and Historical Commission. The Commission consists of six commissioners appointed by Gov. Bush of which one being Eddie P. Richardson of Lubbock, Texas; two state senators appointed by Lt. Governor Bob Bullock; two house of representatives appointed by Speaker Pete Lunney; and the executive director of the Texas Historical Commission.

The purpose of the Texas Emancipation Juneteenth Cultural and Historical Commission is to erect monuments and markers, raise funds, establish a national Emancipation Cultural and Historical Museum, and establish a headquarters. In addition, the Commission was also established to develop effective historical and cultural programs, educate citizens on the effects and significance of emancipation, and develop leaders and role models for the citizens of Texas.

Anyone interested can be a part of the local activities. Here are the meeting dates you may look forward to: November 9, January 11, February 8, March 8, April 12, May 3, 10, 17, 24, 31 and June 7 and 14.

All meetings will be held at Mae Simmons Senior Citizens Center, beginning at 7:00 p. m. Everyone interested in making a positive contribution to this program is invited to attend and bring their ideas and input.

All Area and South Plains Juneteenth Programs are urged to contact Commissioner Richardson at 902 E. 28th St., Lubbock, Texas or 806-762-3612 to become part of the statewide and national effort. For information or to participate, call Eddie Richardson 762-3612.



Today, people depend more on their physician. They trust their family doctor to answer their healthcare questions - someone who listens, knows and cares about them. Whether delivering babies, treating children, addressing women's health issues, treating athletic injuries, or caring for senior citizens, the Family Practice Center at Texas Tech Medical Center provides total and complete medical care for your entire family.

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You want the most knowledgeable doctors for your family. At the Texas Tech Medical Center's Family Practice Center you'll find some of the finest doctors specializing in family medicine... doctors at the forefront of medical technology. The best medicine for your family is at the Texas Tech Medical Center. You'll find some of the world's best doctors - some of the region's very best doctors and they can be your doctor too.



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CHURCH DIRECTORY



WE THANK GOD FOR JESUS

"XMAS WHAT'S IT TO YOU???"

JOHN 3:16, JESUS SAID, FOR GOD SO LOVED THE WORLD, THAT HE GAVE HIS ONLY BEGOTTEN SON, (JESUS), THAT WHOEVER (YOU & ME) BELIEVETH IN HIM SHOULD NOT PERISH, BUT HAVE EVERLASTING LIFE.

(CHRIST-MASS, IS SUPPOSE TO BE A CHRISTIAN FEAST, HELD ON DEC 25, WHICH USE TO BE CELEBRATING OF THE BIRTH OF JESUS CHRIST. THE WORD MASS IS PART OF A RELIGIOUS SERVICE, WITH SONGS AND PREACHING CEREMONIES, GIVING ALL THE PRAISES TO GOD, MASS ADDED TO CHRIST, MAKING IT CHRISTMAS).

TODAY IT IS UN-GODLY, UN-THANKFUL, UN-BELIEVING, XMAS SEASON, WHY WILL YOU OBSERVE IT? WHAT WILL BE YOUR REASON???

JOHN 3:17, JESUS SAID, FOR GOD SENT NOT HIS SON (JESUS) INTO THE WORLD TO CONDEMN THE WORLD (YOU & ME); BUT THAT THE WORLD (YOU & ME) THROUGH HIM MIGHT BE SAVED (FROM DEATH).

WILL YOU ENTER THE STORES FOR ONE THING; AND THAT'S FOR STEALING; WITH NO MONEY, PRICES TO HIGH; IS STEALING YOUR XMAS REASON???

EPHESIANS 4:28a, LET HIM THAT STOLE STEAL NO MORE; BUT RATHER LET HIM LABOUR, WORKING WITH HIS HANDS THE THINGS WHICH IS GOOD.

WILL IT BE YOUR REASON TO DRINK, DOPE UP; THINKING YOU'RE HAPPY AND JOLLY; GET IN YOUR CAR, DRIVING HOME; AND WIND UP KILLING SOMEBODY!!!

GALATIANS 6:7,8, BE NOT DECEIVED; GOD IS NOT MOCKED (PLAYED WITH); FOR WHATSOEVER A MAN SOWETH, THAT SHALL HE ALSO REAP. FOR HE THAT SOWETH TO THE FLESH SHALL OF THE FLESH REAP CORRUPTION; BUT HE THAT SOWETH TO THE SPIRIT SHALL OF THE SPIRIT REAP EVERLASTING LIFE.

***** WILL YOUR XMAS ROB GOD??? *****

WILL IT BE A RE-RUN OF YOUR THANKSGIVING DAY? FOOD, BEER AND FOOTBALL; AND EAT AND WON'T EVEN TO SAY GRACE!!!

PSALM 118:24, THIS IS THE DAY WHICH THE LORD HATH MADE; WE WILL REJOICE AND BE GLAD IN IT.

WHO'S BIRTHDAY ARE YOU CELEBRATING? THEN WHY BUY GIFTS FOR SOMEONE ELSE? PEOPLE TRYING TO BE GOOD; ONE DAY OUT OF A YEAR TRYING TO PROVE THEMSELVES!

MICAH 6:8, HE HATH SHEWED THEE, O MAN (YOU & ME), WHAT IS GOOD; AND WHAT DOETH THE LORD REQUIRE OF THEE, BUT TO DO JUSTLY, AND TO LOVE MERCY, AND TO WALK HUMBLE WITH THY GOD.

***** WILL YOU TRY AND ROB GOD??? *****

WILL YOU SPEND BIG MONEY; ON THINGS AND TOYS? TRYING TO BE GOOD; WHEN YOU HAVEN'T SHOWED IT ALL YEAR, TO YOUR GIRLS AND BOYS!!

ECCLESIASTES 4:13, BETTER IS A POOR AND A WISE CHILD THAN AN OLD AND FOOLISH KING, WHO WILL NO MORE BE ADMONISHED (TEACHABLE).

WILL YOU TAKE THE CHILDREN OUT; TO HEAR A LYING SANTA CLAUS??? OR WILL YOU TAKE THEM TO CHURCH; TO HEAR ABOUT THE GREATEST GIFT OF ALL???

2 CORINTHIANS 9:15, THANKS BE UNTO GOD FOR HIS UNSPEAKABLE (PRICELESS) GIFT (JESUS).

ARE YOU CELEBRATING JESUS BIRTHDAY? DID YOU INVITE THE MAIN GUEST???

WHY IS THERE DRUGS AND ALCOHOL??? AND NO BIBLE STUDY ON THE LIST???

JOHN 10:5; 4:24, JESUS SAID, A STRANGER WILL THEY NOT FOLLOW, BUT WILL FLEE FROM HIM: FOR THEY KNOW NOT THE VOICE OF STRANGERS. GOD IS A SPIRIT; AND THEY THAT WORSHIP HIM MUST WORSHIP HIM IN SPIRIT AND IN TRUTH. GOD IS NOT THROUGH WITH US YET. SO LET'S PRAY FOR ONE ANOTHER ALWAYS. WRITTEN BY EVANGELIST BILLY B.J. MORRISON, III YOUR BROTHER IN CHRIST JESUS ALWAYS!!

Texas Releases Inspirational Novel Online

Peggy Jenkins of Borger, Texas has released "Standing Warriors," an inspirational novel of faith and perseverance during a time of persecution and social chaos. Jenkins' book is now available on the World Wide Web as a "virtual book."

For those still unfamiliar with the term, virtual books are not physical objects made of paper and ink; instead, they are full-length books that can be downloaded from the Web as data files. This new technology is available to anyone in the world with a connection to the Internet.

In Jenkins' story, a world government arises out of the mayhem and destruction caused by wars and natural disasters, as well as the chaotic distress following the collapse of the global monetary system. One man is chosen to lead the nations. He is known as Lord Deifus. Lord Deifus—a charismatic man with diabolical influence—plots the destruction of all who oppose him, especially those who worship Jesus Christ. "Standing Warriors" is an account of the Christian's survival of Lord Deifus' attempts on their lives, and of their hope during a time of relentless pursuit by evil.

Peggy Jenkins is a mother of four and a grandmother of eight. After 33 years as a wife, mother and homemaker, she returned to school and graduated from Amarillo Technical Center. Jenkins' interests include studying Biblical prophecy and world events.

"Standing Warriors" is available from The 1stBooks Library, the world's leading distributor of virtual books, at the following Web address: <http://www.1stbooks.com>

The 1stBooks Library offers over 1,300 titles in addition to Jenkins' book. All selections are

available at 25% to 50% below soft-cover prices, with hundreds of classic books available free of charge.

In this uplifting tale of strength and spiritual endurance, Jenkins paints a portrait of a terrifying future. It is fitting that she has chosen the most futuristic medium on earth, the World Wide Web, to make her message of faith and hope available to millions, at the click of a mouse.



from the Desk of Parson D.A. Smith

Will You Let Us Then, Remind You, Sir?

According to the Associated Press 12-3-98, an unsigned letter on the Internet reads "URGENT! URGENT! URGENT! In thick black type and asks "I was wondering if anyone out there knew what the significance of the year 2007 is to black America? Did you know our right to vote will expire in the year 2007? Seriously."

The writer of the letter is a little mixed up.

What's really happening in 2007 is Congress will consider charges to the 1965 Voting Rights Act.

In 2007 parts of the Voting Rights Act special provisions section requiring Southern states get federal approval before changing in certain state voting laws could expire.

David Bosites, senior politics analyst for the joint center for Political and Economic Studies in Washington say "The question for 2007 is

whether federal oversight is needed for Southern states in elections—not if people can or can't vote."

What black Americans should be focusing on in our little city of Lubbock and across the nation are grand jury felony indictments. When young black Americans are charged and convicted of a felony, they lose their right to VOTE. When you lose your right to vote in America, you are silence from the mainstream of society. Putting it another way you are chased below the lower order of priorities. That is why it is so important for young black Americans males to stay out of trouble.

Black American males especially, should know that when they sale drugs, sexually abuse babies and children and commit other immoral acts against persons that are considered a felony, in white America, cow "manure" is more important than you are. Black boy you are at the mercy of the predominantly white criminal justice system. Please do not lose your right to vote by committing a felony.

For your information: The Supreme Court of the United States ruled Tuesday, December 2, 1998, that short-term guest at someone's home generally are not constitutionally protected against unreasonable police searches.

Chief Justice William H. Rehnquist wrote for the court: "An overnight guest in a home may claim the protection of the Fourth Amendment, but one who is merely present with the consent of the householder may not."

The Supreme Court reinstated two Minnesota men's cocaine conviction. The two accused drug traffickers were not able to claim some protection under the Fourth Amendment, which guards against unreasonable police searches and seizures.

What does this Supreme Court ruling mean to Lubbock's black drug dealers and traffickers? Let the ole parson tell you in plain language. If you deal in drugs in Lubbock, you had better save some money for a lawyer because your heart and behind belong to the police, district attorney and the Criminal Justice System. To those persons who let you live-in with them, you had better put some money back for a lawyer for them because they are subject to be visiting Uncle Bud with you.

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I thank God deeply, from my heart bottom ... cause I don't have to do that today ...

If you're ever been addicted you exactly what I mean

Like the dope dealers who laugh at you ... and call you a "dope fiend" ...

It's crazy ... it's sick ... it's unheard of and I don't

ever want to use CRACK COCAINE again ...

I thank You Lord Jesus for NOW being my friend ...

For sharing me a new way of life which reflects hope and a brighter day ...

Thank You Lord Jesus for coming my way!!

Thank You, Heavenly Father!!

by Mark Kim Williams

#944673

C3-123

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EMPLOYMENT OPPORTUNITY

Lyons Chapel Baptist Church is pleased to announce it's search for a responsible, Spirit-filled Minister of Music. All interested individuals are asked to forward your resume by December 31, 1998 to:

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1704 East 24th Street

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For more information, call: 763-2666

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Who believes in the "Doctrines of God's Grace" (T.U.L.I.P.) Please Join Us in Worship at Only Sovereign Grace Baptist Church in Lubbock at 1532 E. 19th Street.

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For more Information Contact
Elder Charles Baker
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The Outreach Prayer Breakfast

The members and friends of the Outreach Prayer Breakfast met last Saturday morning at 9:00 a. m. in the lovely home of Mr. and Mrs. Delbert Hood. This was a call meeting to make plans for the New Year. Only business was conducted. The meeting opened with songs of praise. Scripture was read by Sister Christine Burleson. Sister Dorothy Nashgave the prayer.

A little bit about how our Lord works in the lives of people. When God gets ready to move in the life of someone, not have to call a committee meeting. He does not have to before the board, or consult with the body. Or have a vote. He just moves, and nobody can object successfully.

When He gets ready to bless you, He will do it right in the presence of your enemies. Or He will do it before you're born. It does not matter what anybody thinks.

God is preparing this group, the Outreach Prayer Breakfast, for higher ground. We're moving up into another spiritual level in Jesus Christ. Come and go with us!!

We hope you will have a spirit filled Christmas. Don't let the many decoys detour you from the real meaning of Christmas. Such as Santa Claus & Mrs. Claus, Frosty the Snowman, Reindeers and other areas. The real reason for the season is the Birthday of our Lord Jesus Christ.

May God continue to bless all of you. You may write to us: Outreach Prayer Breakfast, P. O. Box 1223, Lubbock, Texas 79408. Keep smiling and loving people across all color lines, and showing it. REPENT - REPENT - REPENT! Read II Chronicles 7:14 and Mark 11:22-26.

Sister Dorothy Hood, president; Rev. Sister Christine Burleson, vice president; and Sister Ernestine Fraizer, secretary.



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NNPA: Credo of the Black Press

The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Having no persons, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.



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Santa Is Coming To Town, Please Don't Hit Him

(Austin, Texas)—Have Texas drivers been naughty or nice this year? Santa knows.

Santa Claus joined Texas Department of Transportation officials today for a Capitol news conference launching a statewide ad campaign reminding Texans not to drink and drive during the holiday season.

Santa presented his list of the best and worst kinds of drivers for 1998 and reminded

Texas drivers that he and law enforcement officers will be watching out for who's naughty and who's nice on Texas roads over the holidays.

Against the backdrop of the state Capitol, a group of fifth graders from Cypress Elementary School in Leander helped Santa unveil a large replica of the campaign's roadside billboard, which is prominently posted at 19 locations across the state. In the

spirit of the holidays, the brightly colored billboards adorned with retro-cartoon snowflakes read, "Santa is coming to town. Please don't hit him. Don't Drink and Drive. Texas Department of Transportation."

To spread the billboard message even further, TxDOT has converted the message into colorful decals placed on thousands of convenience store and liquor store beverage coolers across the state.

The Texas Petroleum Marketers and Convenience Store Association, the Texas Package Stores Association and Diamond Shamrock helped spread the responsible driving holiday message.

Santa also introduced a new twist on a classic Christmas tune which hit the airwaves statewide today. The public service announcement starts off with a chorus of

voices singing "We wish you a Merry Christmas." But the familiar carol is interrupted with a dramatic message urging Texans to think twice before getting behind the wheel after drinking.

"So remember," cautioned

Santa as he stood flanked by state troopers in front of the state Capitol, "I'll be watching out for who's naughty and who's nice on Texas roads, and these nice young fellows from the DPS will be helping

Black Chamber Raffle Winners

The results of the November 20, 1998 Black Chamber Raffle are: Patricia Lary, \$100.00, Josh Johnson, \$100.00 United Supermarket Shopping Spree, Jean Morris, \$50.00 Lottery Scratch-Off tickets from Kings Food and Gas.

The Chamber thanks all who supported this event and looks forward to your continue support of Chamber activities.

Our sincere appreciation to Joe Ponce, United Supermarket, Parkway Drive, and Robert Ramirez, Kings Food and Gas.

LOS ANGELES (Dec. 4, 1998)—Years from now on the auction blocks of the world, buyers will witness a rare and unique tribute to the heritage of Kwanzaa. They'll see a medallion so breathtaking and stately in its design, it's being quietly acquired now by collectors everywhere. A portion of the proceeds will benefit the United Negro College Fund (U.N.C.F.).

Like the first-ever Kwanzaa stamp issued by the U.S. Postal Service, this limited, first-edition Kwanzaa collectible coin also is designed by world-famous, African-American artist Synthia Saint James. With paintings that grace celebrity homes, major buildings and airports around the world, Saint James is known for recording on canvas the cultures, costumes, ceremonies and emotions of people everywhere.

The award-winning design for the newly minted Kwanzaa coin came from Saint James' original painting, The Feast, a colorful and vivid work that depicts the celebration and symbols of Kwanzaa. This coin is the first in a series. Seven other coins also will be produced and will feature Saint James' work each coin depicting one of the seven principles of Kwanzaa—unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity and faith.

The Kwanzaa collectible coin is minted in polished bronze with a golden, mirror-like finish, sealed inside a protective capsule to preserve its value and condition. The reverse side of the first-edition medallion includes the seven principles of Kwanzaa in stunning relief. The collectible is presented in a handsome keepsake portfolio featuring a vibrant, full-color reproduction of another of Saint James' work Celebration.

The commemorative coin portfolio is priced at only \$19.95, plus \$4.95 for shipping and handling. Buyers can order with their credit card for immediate shipment, toll free: 1-877-KWANZAA (1-877-592-6922). The coin is issued by The Kwanzaa Heritage Society, a division of The Kwanzaa Corporation, a real estate investment corporation whose mission is to support the redevelopment of the African-American community.

Kwanzaa is a seven-day celebration, created by Dr. Maulana Karenga in 1966. Karenga is an internationally recognized social theorist and ethical philosopher in African culture. Throughout America, parts of the Caribbean,

SPC Spring Orientation Set

Levelland -- The next new orientation session for the spring 1999 semester at South Plains College is scheduled Jan. 12.

Orientation begins at 8 a.m. Jan. 12 in the SPC Theatre for The Performing Arts.

Students who have submitted an application for admission will be notified of orientation dates. Orientation is required of all entering full-time students and transfer students who have fewer than 30 semester hours, noted Claudine Oliver, director of guidance and counseling.

She added that students who need to take the TASP exam can register for the exam or a TASP alternative between now and Dec. 18 and beginning Jan. 4 TASP (Texas Academic Skills Program) is now required of all entering college students before they enroll in college-level work unless they are otherwise exempt.

For more information about orientation or TASP, contact the SPC Office of Guidance and Counseling at 806-894-9511, ext. 2366 or 2368.

Africa and Europe, people of African ancestry recite the seven principles in their celebrations and activities each day, from December 26 to January 1. The purpose of Kwanzaa is to focus on developing and strengthening the African-American family and culture.

The United Negro College Fund is the nation's oldest and most successful higher education assistance organization. Its mission is to enhance the quality of education by raising operating funds for member colleges and universities, providing financial assistance to deserving

students and supplying technical assistance to member institutions. Since its founding in 1944 by Dr. Frederick D. Patterson, The College Fund has raised more than \$1.3 billion to keep the doors to educational opportunity open for more than 300,000 men and women.

AN AFFRONT TO THE BLACK PRESS

On Friday, October 30, 1998, a full page advertisement appeared in USA Today encouraging African Americans to vote on November 3, 1998.

The advertisement read: "The Black Leadership Forum, Inc. and Black Entertainment Television, Inc. urge African Americans to vote on November 3, 1998 for the political party whom you believe will deliver results on: improved education, quality health care, jobs, affirmative action, sentencing parity for drug convictions, equal justice for all, and fair urban and rural policies." The ad carried a photo of Bob Johnson, President of BET, surrounded by African American leaders who participated in a BET press conference. The ad also listed 21 national African American organizations affiliated with the Black Leadership Forum, including (without our permission) the National Newspaper Publishers Association.

This advertisement prompted immediate response, angry response from African American publishers who are members of the National Newspaper Publishers Association, the trade group for the more than 200 African American newspapers. There are several reasons for their anger.

Number one: While African American newspapers were carrying free editorials and op-ed articles for the past several weeks on the critical election issues at stake for us and imploring our readers and their families to vote on election day, our newspapers did not receive a penny for national advertising from any source.

Number two: The fact that the Black Leadership Forum and BET decided to spend approximately \$67,000 for a one-page ad in a white newspaper (which is not read by the masses of African Americans) is an insult to African American publishers, who are struggling small business enterprises. The Black Leadership Forum and BET did not run a similar ad in a single African American newspaper. We take issue as to the sincerity of such an effort that was supposedly targeted to reach African Americans and we ask the question who "really" was the ad designed to reach?

Number three: NNPA has been battling the U.S. Federal Government, the Department of Housing & Urban Development and the White House Office of Drug Policy, in particular, for receiving \$195 million appropriated by the U.S. Congress for a national education campaign, and in the first phase placed advertising in white media exclusively in 12 cities, half of which had large African American populations. For years, the Black press has been fighting Fortune 500 companies which depend on African American consumers for their profit margins, but ignore doing business with African American newspapers.

Some of our publishers have described the USA Today ad as "shameful" and demand an apology from Bob Johnson, President of BET and from the Black Leadership Forum and its members for such a conspicuous affront to African American newspapers which have been in the business of representing our people since 1827. We can expect whites to spend their funds with white media, but not for African Americans to do the same, while spending not a penny with their own media, it is, indeed, shameful!

Mrs. Dorothy Leavell,
President, National Newspaper Publishers Association