

**KWANZAA: AN
AFRICAN-
AMERICAN
CELEBRATION**
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Minority Opportunity News

VOLUME 1, NUMBER 1

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JANUARY 1992



An interview with Bank One's Lee McKinney - Page 6



Adolph Hauntz Seeks Congressional Seat

Dallas businessman Adolph Hauntz has announced his candidacy for the 30th Congressional District.

Mr. Hauntz, a Democrat, will face state Sen. Eddie Bernice Johnson in the primary. Republican Lucy Cain, an AT&T sales associate, is seeking the Republican nomination.

Mr. Hauntz, who heads the Dallas Merchant Association, has issued a 10-point plan. It includes a national child-care program to help parents who are in school or training for jobs.

Frank Wise Resigns

Dallas Park and Recreation Director Frank Wise, has resigned so he can pursue business opportunities.

His resignation became effective Jan. 1.

During his 4 1/2 year tenure, Mr. Wise started many programs that received positive support from the community.

He developed a Recreation Re-alignment that ensured the department's 41 recreation centers would become the hub of the communities they serve.

The Park Master Planning program promotes community involvement in the major physical and programmatic developments on park properties affecting surrounding neighborhoods.

Mr. Wise, also, played a key role in the Wilds of Africa exhibit at the Dallas Zoo. Under his direction, the city's golf program earned Golf Digest's 1991 Junior Development Award for Best Municipality.

Ronnie Robinson Honors Schools

Each month, Ronnie Robinson presents an award to a Dallas area elementary school. In December, he honored the Colonial Learning Center in South Dallas.

A guest motivational speaker will present four awards to four academically-acclaimed students during a ceremony. For more information on award criteria, call Mr. Robinson at (214) 340-5336.



From Left: Thomas E. Hoaglin, Bank One, Texas President & Chief Operating Officer; Malcolm S. Robinson, Dallas Black Chamber of Commerce-Chairman; Lee McKinney, Bank One-Dallas Vice President & Area Manager; Hugh Harrison, Bank One-Dallas Vice President; Tyree B. Miller, Bank One-Dallas President & CEO.

Bank One Breaks Ground

Bank One will open a new branch on Martin Luther King Jr. Boulevard. A ground-breaking ceremony was held Nov. 21, with over 150 business and community leaders attending. The branch is scheduled to open during the first quarter of 1992. For more Bank One news, turn to page 6.

Deadlocked Jury Yields John Price Mistrial

After 12 jurors deliberated for about nine hours and reported a deadlocked verdict, the felony assault case against Dallas County Commissioner John Wiley Price was declared a mistrial.

Mr. Price was accused of breaking a construction worker's ankle.

Mr. Price and his defense team declared the verdict a victory, even though there was no acquittal. Only one juror was set on a guilty verdict. One juror said race was not an issue in the case and that all panel members ruled on the facts.

**HAPPY
NEW
YEAR**

Mandela Gets Award

Nelson Mandela, African National Congress president, was the keynote speaker at the Carter-Menil Foundation Humans Rights Prizes ceremony held at the historic Texas Southern University.

TSU President William H. Harris and Regents Chairman Rufus Cormier present Mr. Mandela with an honorary doctorate degree from the university. Upon receiving the degree, Mr. Mandela raised his fist in solidarity as the South African freedom song was sung.

College Teachers In Demand

The University of North Texas and the Dallas County Community College District want to increase the number of minority college instructors.

The institutions are accepting application for a new joint program that will allow participants to teach at a DCCCD school while working on a doctoral degree at UNT.

Candidates must hold a master's degree, have completed 18 graduate hours in the subject to be taught at DCCCD and be qualified for a doctoral program at UNT. Once accepted in the program, participants become full-time DCCCD faculty members with benefits.

Deadline for applications is March 15. For more information, contact the Office of Educational News ...

Continued on page 7

It is probably more than an interesting twist of fate that the birth of the Minority Opportunity News occurs within a month of the demise of the Dallas Times Herald. Within the African-American community, the Times Herald had a reputation for being more sensitive to the issues and concerns we face.

The Minority Opportunity News is established and dedicated to this very premise. We will be attentive not only to those problems with our community but to those opportunities that exist as well. For us, the word "opportunity" is the key. It reflects a number of characteristics we hope to have the paper address. Collective economics, hope for the future sharing of our resources and working together to help each other are but a few of the goals we drive to facilitate through our efforts to support the African-American community.

In the future issues you will see ... Commentary by civic and community leaders such as the Rev. Zan Holmes, Listings of current job positions available for immediate hire, Referrals to bid and business opportunities from the corporate and government sectors, Letters to the editors to allow for your direct commentary to our readers.

To support this mission, we are fortunate to have the services of a highly professional staff. Mr. Jim Bochum, Editor-In-Chief and Mr. Randy Luster, Business Editor, bring varied talents to their respective assignments.

Please consider the Minority Opportunity News as your paper and your opportunity to help us help ourselves.

Thurman R. Jones
Publisher

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"HAPPY KWANZAA"

During the 1960's, a time when African Americans were seeking their identity, they sought to do so by first seeking their roots. Along with Civil Rights there was also a right of heritage that was being denied the African Americans. It was then that Dr. Maulana Karenga fathered the uniquely African festival known as Kwanzaa.

Kwanzaa, which means "first fruit" in its native African Kiswahili, is a celebration of our colorful African heritage. Kwanzaa is observed immediately after Christmas, from December 26 through January 1. Unlike Christmas, Kwanzaa plays down any commercialism that might be connected with the holiday. Kwanzaa emphasizes, instead, the

social aspects of a people, suggesting that possible gifts be of a creative and functional nature.

The event is conceived on the basis of seven principles: "Umoja", unity; "Kujichagulia", self determination; "Ujima", collective work and responsibility; "Ujamaa", cooperative economics; "Nia", purpose; "Kuumba", creativity; "Imani", faith. Collectively these seven principles are known as "Nguzo Saba" (Afrocentric Value System). During each day of the African holiday, one of these seven principles is celebrated and lauded in a number of ways. Beginning with the lighting of one of seven candles (one black, three red and three green), representing each of the seven basic principles. The

most important and eagerly awaited portion of the event is "Karamu" or "the feast". Karamu involves a program which includes welcoming, remembering, reassessment, recommitment, concluded by a farewell statement and a call for greater unity.

In Dallas, the Kwanzaa is hosted by an organization called "The Third Eye". Founded in 1985, the group's members are from diverse sections of the African American community and coordinated by Iffe Mahdi. According to Mahdi, the group, which originally started with approximately 30 people in 1985, now realizes an average attendance of up to 100 people per event per year.

The holiday is now approaching its

25th year anniversary. Dr. Karenga, in his creation of the holiday, took a unique approach. Unlike other holidays, Kwanzaa is not in honor of a fallen hero, it is neither political nor religious. Kwanzaa chooses, instead, to accentuate the cultural prospect. The feel for the holiday can be grasped from the words of its libation statement:

For the Motherland, Cradle of Civilization.

For the Ancestors and Their Indomitable Spirit.

For the Elders From whom we can Learn Much.

For Our Youth who represent the promise for Tomorrow.

By Allan Gray

KWANZAAFEST DALLAS '91 A "HUGE" SUCCESS

Kwanzaafest '91 was the first Kwanzaa celebration to be held in Dallas, at Lincoln High School, on such a large scale. County Commissioner John Wiley Price and his Senior Assistant, Cheryl Smith, coordinated the event. An estimated 5000 people, throughout the course of the day and 220 vendors filled the gymnasium.

Some people wonder why others celebrate Kwanzaa? Kwanzaa is not just an event. It is not a sell-a-thon. It is no joke. Kwanzaa is a feeling, a spiritual transfiguration of a people too long divided; could it be a preview of heaven?

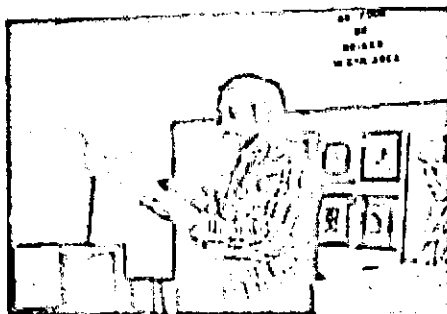
Imagine the following scenario: police officers and Black Panthers sitting at tables, sitting side by side in peace; doorway metal detectors



Rev. Zan Holmes greeting well wishers

turned off and pushed to the side; long colorful, flowing gowns wrapped around heavenly bodies; Dallas Jackson sitting quietly; John Wiley Price with his fist unclenched and happy, actually smiling; a visit from Dallas' consummate symbol of peach and hope, Rev. Zan Holmes. All of the above occurred in the first room of the building.

People celebrated Kwanzaa all over the place; it was truly an extravaganza. Experiencing the excitement and watching from a distance, one may think that a wish is coming true; Our people coming together in harmony and proud of who we are.

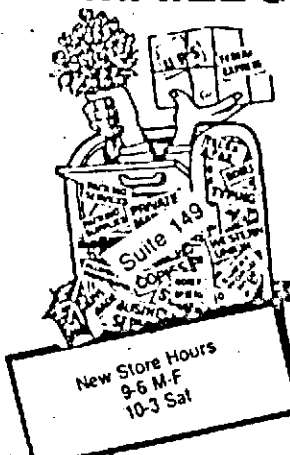


County Commissioner John Wiley Price announced Anjale' Welton, winner of Magnavox 19' Color T.V. Sweepstakes, Sponsored by Minority Opportunity News at Kwanzaa Fest.



Guess Who?
(Former Mayoral Candidate)

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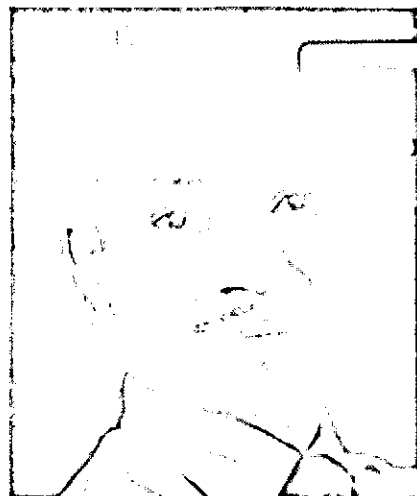
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BUSINESS



MINORITY OPPORTUNITY NEWS (MON) was conceived to bring forth valuable business information, many times the difference between success and failure of a company, to the local business community. With the uncovering of this data we can create a business environment that fosters an attitude of economic growth, for all those involved, that will continue to make our Metroplex community a top contender for transacting business. In addition, our dream is to see business owners and potential business leaders, throughout the metropolitan area, begin developing partnerships that are mutually beneficial to all, as well as the starting point for competing internationally with other countries.

MON would like to initiate these partnerships and continue to nurture them as they become success stories. The Japanese business community has developed partnerships with each other and has moved out into the world market as a business power seeking to seize any opportunity that has long range profit potential. They have shown us that these partnerships work and can be a rewarding experience for all participants.

As the market is vastly expanding internationally, it is crucial that local businesses start developing more inclusive, long term, business partnerships that are mutually beneficial. This will require suppliers to be informed and sensitive to the needs of the buyer, as well as buyers awareness of qualified minority businesses available and in search of opportunities.

Our research has shown that there is a communication deficiency between large corporations and

minority businesses. This has led to a number of "missed" opportunities for both parties. The time and expense involved in searching for Minority Disadvantage Business Entities (MDBE) can be minimized by going to one comprehensive source; while also cutting down on administrative and in most cases, unaffordable, marketing cost to the MDBE's. We are aspiring to be the link between the two business communities.

The issue is not the origin of the organization, be it African American, Asian American, Anglo American, Mexican American, or Native American. Nor is it the size, large or small. We seek to stimulate economic growth by bringing news and information to all existing business owners and potential leaders interested in creating new opportunities within our community to produce results. We have begun aggressively seeking out all businesses regardless of ownership or legal structure. As we compile listings of businesses, we will publish vital information categorized by standard industrial codes (SIC) for minority businesses and for large corporations, publish all bids, request for quotes (RFQ), request for proposals (RFP), and other solicitation. This will give the buyers and sellers one source that will save them both the expense and time of searching for each other.

Large companies can help stimulate the local economy by buying from local vendors. This will, in turn, improve community relations, spend less time searching for MDBE's, decrease the distance between suppliers, increase turn around time on supplies, create new employment opportunities, and thereby save money.

On the other hand, MDBE's will receive advertisement on a more consistent monthly basis, information on bids, RFQ's, and other solicitation, thereby resulting in more bid opportunities and greater potential to increase annual sales.

If you have been wondering how to do business with a minority disadvantage business entity or are the owner of a business entity classified as disadvantaged by the Small Business Administration, here is your opportunity.

When the world sees us, DFW business leaders, developing

successful partnerships, it will have a magnetic effect that will attract other businesses outside of the immediate area; and what is even more important, the community as a whole WINS!

By Randy Luster
Business Editor

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"ASK OLIVIA"

Dear Olivia:

My sister says that the Dallas Black Dance Theater has only been in existence for five years; I say it has been longer. Please settle this dispute?

J.T., Irving

The Dallas Black Dance Theater celebrates its 16th season as the oldest continuously operating professional dance company in Dallas. It is the only predominantly Black professional dance company in a five state region of Texas, Oklahoma, Louisiana, New Mexico and Arkansas. This season marks DBDT's first international performances with touring contracts to Lima, Peru, Italy, Sicily and Sardinia as the headline dance company for the American Black Festival.

Is Michael Irvin, wide receiver for the Dallas Cowboys, married and where is he from?

C. B., Irving

Michael Jerone Irvin, a native of Fort Lauderdale, Florida and drafted to the Dallas Cowboys in 1988, was recently married during the 1991 off season to Sandy, his college sweetheart. He comes from a family of 17 children and earned his degree in business management from Miami.

Is it O.K. to smoke in the designated area of a company while waiting to be called for an interview?

P. R., Dallas

Since most companies today are moving towards a "smoke free" work environment, I would encourage you not to do so. In applying for employment, it is usually best to keep yourself in a position so as to be considered for the job based upon your abilities and not on your personal habits. Besides, you wouldn't want the interviewer to come out to greet you and the receptionist has to tell him, "he'll be right back, he went out for a smoke?"

Is Cynthia Tinsley, newscast co-anchorwoman for KXAS-TV, Channel 5, relative to Clarice Tinsley, of KDFW-TV, Channel 4?

B. B., Plano

The two are not related. Cynthia Tinsley, is a native of Owensboro, Kentucky and a graduate of Western Kentucky University. During her seven year career, she has worked for several television stations, and came to Dallas from WCIV-TV in Charleston, South Carolina. She is married and has two step-children.

Want the facts, opinion or truth? Write: "Ask Olivia", Minority Opportunity News, P. O. Box 35501, Dallas, Texas 75235.

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AN INTERVIEW WITH LEE MCKINNEY

"So, no matter how swift you are, or how strong you are, if the time or the circumstances isn't right, you can't win."

Q: How many banks are you responsible for?

A: I am responsible for (seven) branch banks. Bank One, Martin Luther King branch will be our new branch in South Dallas. We believe that there is a very good opportunity in Red Bird ... Lancaster Kiest...Singing Hills areas as well. On a yearly basis we look into markets where we believe we are under-banked.

Q: Is the lack of banking accessibility a problem for minorities?

A: Right, There were no bank locations. There were five or six banks (south of the Trinity River), period. There's a disparity...in the banking services to the minority community. While the majority community has as many banks as you can count, almost like churches, one on every corner.

Q: How much business do you believe the African American community is contributing to Bank One?

A: That's kind of hard to say...I will say that (African-American) represent a significant economy from just an overall stand point. And if you don't believe it you can look at hair care products, makeup..., alcoholic beverages..., tobacco products..., grocery stores..., department stores. (African-Americans)a resigificant to almost every facet of the economy. If that is the case, for all of these other areas, then certainly it has to be the case for banking...

Q: Will you decide the person who will head the M.L.K. Branch?

A: I will do that and I have not made that decision yet...The African-American community may not always meet the median income that...the general population meets, and so, consequently we may need to come up with products and services that are...the kind that they would be more apt to choose...It's basically called



Left to right; Lee McKinney, Hugh Harrison and Greg Mellor (seated)

working with market segments...That's kind of how I am looking at the person who will be going over there...It's safe to say that we will choose an African American.

Q: Will you tailor a program of banking that will serve the needs, as opposed to simply trying to draw from the pockets of that community?

A: That's exactly what we want to do...Being in the South Dallas market does not mean we're just going to be over there to presume what the people want and then attempt to cram our products down their throats. We don't do it in other markets...We're not going to do it in that market..

Q: How would you handle different types of loans to the African American community; such as home improvement loans to low income individuals?

A: Sometimes it is not possible to make a loan based on what your income is. We have to sit down and take a look at what your...budget requires based on cash outlet. If your budget requires...eight-hundred dollars a month...and you make eight-hundred and forty, it's not possible to make a loan. If you have a situation where we would like for you to have fifty percent of disposable income to meet debt service...We're not going to be hard and fast that it has to be fifty percent...

Q: Student loans?

A: I'm pleased to say that Bank One, as a corporation has very excellent student loan programs...What we don't have is a loan that will get a student through a proprietary school. Meaning the vocational type schools, where they only go eight months...Some of them, yes, but we generally deal with the four year schools.

Q: Small businessmen's loans?

A: I first of all believe that a business loan takes a little more than a great idea...I think every person who has an interest in being in business needs to have some equity in that idea...And equity does not always translate to dollars...But dollars are the most impressive...And dollars have the greatest value.

Q: Have you, as a woman, met with many obstacles in your climb up the corporate ladder, and do you see opportunities in banking for women, African Americans, and minorities in general?

A: I think there is a feeling internally within corporations,... that a lot of people in those corporations believe that the external community has some preconceived notions about who they will do business with.. I believe that there are certain people who really believe that there are certain markets, that certain people cannot be successful in. I was always in the right place at the right time...Time and circumstance effect us all, it has always worked for me...This was a kind of marriage of two willing parties. I wanted to come to Texas and they (Texas bankers) needed me..., because I had worked in an African American Market, and had been very successful...I certainly do see opportunities for African Americans in banking. The thing is though,...there are not as many professional opportunities as nonprofessional. I mean, we have the largest segment of people at the banks are tellers.

Q: Do you believe that there is a resurgence of discrimination happening that some African Americans are unaware of, and do you believe it to be ignorance on their parts?

A: We have a group of younger people now who don't understand

or relate to what the past struggle has been, and so, they don't see this as and. They really believe that they are getting their fare share. I think it's complacency. You know, they kinda say, "Well it looks alright," or "I'm just too tired to worry about it."

We say that there is a scripture that says, "The race is not given to the swift; Nor the battle to the strong, but to he who endureth to the end." That's not really what the scripture says. What it really says is, "the race is not given to the swift; Nor the battle to the strong, but that time and circumstance effects us all." So, no matter how swift you are, or how strong you are, if the time or the circumstance isn't right you can't win. I think that we have not yet come--to a point--in corporate America--where there is total acceptance based on what your abilities are. It is based on perception.

I mentioned earlier that it was Frederick Douglas who said, "Power concedes nothing without demand!" He was right on target then, and he is right on target now. We are going to have to instill in the generation of people who are coming out of college now that things that they see were not always this way. And if they are not careful and are, what they believe is an "alright" society, that society will slip away from them.

Q: Could the promoters of discrimination stop Lee McKinney from advancing?

A: Sure they could! If Lee McKinney were going through these experiences twenty years ago could they stop her? They probably could, but it wouldn't be nearly as easy.

Q: Do you believe segregation to be existent or nonexistent here in Dallas?

A: Ohhhh! I think Dallas-- is probably-- the most class conscious city that I have ever even heard about... I think that is evidenced by the fact that there are more private clubs in Downtown Dallas than there are in almost any city that I've been in... These type clubs are not prevalent in other cities...They seem to be clubs where decisions are made and deals are made by people who belong to these clubs, and most often they're the most affluent

McKinney

Continued on Page 7

McKinney
Continued from page 6

segment of the community. So, I think there is class consciousness...and a strong desire to maintain that class consciousness. Segregation, no. Discrimination, yes.

Private clubs are power places of the past..., because they don't have the kind of patronage that they've had in the past. That says that the "old way" is fading away... I think that the demise of these clubs is a statement...

Q: Do you see yourself as a symbol of the new Dallas?

A: Not really. And the reason for that is, that I think that I am probably moving beyond the time when I see myself as a catalyst for change. Certainly I am a person who will be vocal about issues that I believe are important to the African American community. I don't believe, however, that I am a person that will forcefully carry the banner for some of our causes.

Q: What is Lee McKinney's philosophy on life, or some advice that she would like to give?

A: We all have to understand that we African Americans are in the same struggle...That we have to lift as we climb...That ultimately, we are all crabs in a barrel, and that none of us are free until all of us are free.. And so, if we are to do well--continue to do well as a people--we're going to have to be a helping hand to each other.

By Allen Gray

News ...
Continued from page 2

Affairs, DCCCD, 701 Elm St., Dallas, Texas 75207, or call (214) 745-2129.

**Willis Johnson
Receives Award**

Willis Johnson, KKDA-AM Program Director, received the 1991 Willow Award during the 65th Annual Dallas Black Chamber of Commerce Banquet. The award was sponsored by the Willow Distributors, Inc., and the Coors Brewing Co.

Mr. Johnson received the award for his years of volunteer contributions to the social and civic enhancement of Dallas' African-American community.

Mr. Johnson divided his \$10,000 award among five charities. The Bethlehem Foundation, the Dallas Black Chamber of Commerce, the Moorland YMCA, Shoes for My Children and the Sickle Cell Anemia Foundation each received \$2,000.

**Dallas Urban League
Grants Scholarships**

Stephanie Toran, Akua Ollison and Tinika Wallace, all seniors at South Oak Cliff High School, have received \$1,000 in scholarships from the Dallas Urban League's Young Adult Council.

The council is a volunteer group of young professionals organized to initiate programs for personal

growth, academic preparation, leadership development and cultural enrichment for African-Americans and other minorities.

**Metroplex Welcomes
Our Texas**

Our Texas, the Spirit of the African-American Heritage magazine made its debut recently with its Winter 1991 issue. The quarterly magazine focuses on issues that are vital to the African-American community. General E. Berry Jr. is the publisher. For more information and subscriptions, call (214) 943-7374.

UTA Starts Hiring Plan

An advisory committee will be formed to help the University of Texas at Arlington reach its affirmative action goals and increase minority enrollment.

The committee is part of an agreement reached between the university's Justice Department mediator, the Black State Employees Association, The League of United Latin American citizens and the Incorporated Mexican American Government Employees of Texas.

Darren Reagan, Black State Employees executive director, said the committee is a beginning and a great opportunity for UTA and the minority community.

**Hicks Urges Prison
In Southeast Dallas**

City Councilman Donald Hicks has selected a southeast Dallas landfill site as the proposed location for a new state prison.

A city-owned site, which meets the state's 300-acre requirement, is near the McCommas Bluff landfill.

Other sites under consideration are an unincorporated county-owned area near Wilmer and Hutchins and a city-owned site near Seagoville.

The city has scheduled a Jan. 8 public hearing so residents can voice their views before the council votes on a site.

Jan. 15 is the deadline for cities to submit prison bids to the Texas Department of Criminal Justice.

Several residents have opposed a southeast Dallas location.

Officials estimate the prison would create 800 jobs and produce a \$21 million annual payroll.

**Congratulations To
Dallas' New Officials**

A special congratulations to Dallas City Councilman Al Lipscomb, on his re-election to the District 5 seat with 70 percent of the votes. During the council's first meeting, Mr. Lipscomb was elected mayor pro tem.

Congratulations also to newly elected minority Council members Domingo Garcia, District 1; Chris Luna, District 2; Mattie Nash, District 6; Charlotte Mays, District 7; and Donald Hicks, District 5.



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EMBRACING THE FUTURE

The Dallas Urban League, Inc.

by Jim Bochum
Editor-in-Chief



Dr. Beverly Mitchell-Brooks, President/C.E.O. Urban League, Inc. (Dallas)

The Dallas Urban League is on the move as we approach our twenty-fifth year. Organized in June of '67, the Dallas Urban League, Inc. has had only three Executive Directors — Felton Alexander, Roosevelt Johnson, Jr. and Beverly Mitchell-Brooks. From a staff of three, it now employees thirty-two full time and fifteen part time staff.

Wedded to the conviction that our sights must be placed on distant goals if our dreams are to become a reality, since its inception, it has been on the forefront of issues. Concerns such as the school desegregation case and minority suspension rates, police brutality and use of deadly force, homeowner construction and health fraud, employment opportunities for women in the construction field and the underemployed and unemployed, teen pregnancy and AIDS prevention, home owners and tax counseling for the elderly, transportation and South Dallas Development environment or any urban issue that affects the minority and disenfranchised community. Its movement has been in the forefront and continues to seek avenues, mechanisms and programs which enhance the life style of its constituency.

One of its Board of Directors said, about the Dallas Urban League, Inc., "it is one of the best kept secrets in Dallas". Staff has always assured people that the secret was not a secret because, when people hurt ... or they are in need of housing, or other advocacy, we are their last resort. When they walk through our doors, they find the Dallas Urban League's staff ready to lend whatever assistance is needed and who shares and cares about their plight, but more importantly

empowers them to address their needs.

The central program efforts of the Dallas Urban League, Inc. have remained constant throughout its twenty-four years. These programs are Education, Employment Skills Bank, Health, Housing, Seniors in community Service and Community Development & Organization.

While "Embracing a New Vision For Dallas" our current President and CEO, Beverly Mitchell-Brooks, is leading the agency to even greater heights of service to the community which encompass areas of strengthening the African American family.

Academic achievement is the key to unlocking the doors of equality and the future. As such, it is one of the primary concerns addressed by the Education Department.

Currently, programs focus communication skills, and career preparedness. Undertakings that assure for these activities to occur for our youth are the 100 Fellows and the Young Scholars Exploration College Projects. In addition, other initiatives include mentoring/role model (West Point Cadet Summer Recruitment), youth science/math explorers, and corporate internships programs.

Our employment department in collaboration with various corporations throughout the city and county conducts job readiness seminars, job fairs and assist with career preparedness. The League commits itself to liking the constituent with the company. A secondary area of employment service lies within the Seniors In Community Service Program. It provides counseling, placement and training services for individuals 55 years old and above. Participants are entered into subsidized public sector

employment and are subsequently referred and placed into non-subsidized private sector employment. When equal employment is achieved, then adequate housing and health services are accessible. However, our clients are usually in need of services from our Housing Department because they have lost their employment. Thus, our services include free home owners counseling, rent assistance, strategies to establish and maintain adequate housing once bought and seminars on auctioning cosponsored by local financial institutions.

African Americans are disproportionately affected by all cause of death as it relates to life styles and health, i.e., AIDS/HIV disease, cancer, cardiovascular disease, chemical dependency, diabetes, homicide, suicide, and stroke, cardiovascular disease, diabetes, unintentional injuries and infant mortality. Therefore, the League has forged a path of health promotion through advocating lifestyle change. The major health initiatives have been focused on areas of hypertension control, sodium reduction, teen pregnancy prevention, AIDS/HIV disease prevention education and senior citizen health issues. These causes have been advanced through various funding sources which include Food and Drug Administration, National Urban League, Centers for Disease Control and the Texas Department of Health.

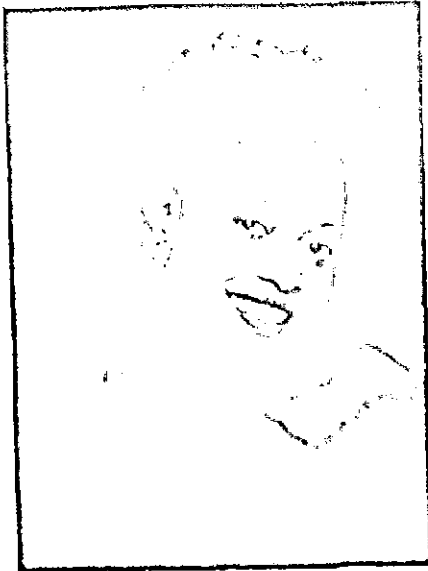
The economic development of the southern sector has lead the League to network with various financial institutions for the development of strategies which requires the reinvestment of resources from these institutions into this African

American community.

In researching the needs of our families and this community, we found that African American males are at risk for many economic, environmental and societal obstacles. Therefore, in June of this year, the League initiated the Institute for minority males, which is a product from a grant by the U.S. Department of Minority Health. This project is designed to combat the increasing number of african american males exposed to unemployment, homelessness, crime, education deprivation and low literacy. The program seeks minority males who are between the ages of 17 and 35 years of age. It strives to empower these males for success through job and educational training, the sharing of information on health related issues, and the developing of strategies for promoting personal growth. The program is located on the campus of Paul Quinn College.

The roots of the Dallas Urban League are deep in our community. Our ultimate success depends on the broad involvement of people from many facets of the community. Those who give, share and care, all men and women. Our mission is clear: to enable African-Americans and other minority group members to cultivate and exercise their full potential on a par with other Americans. The problems affecting African-Americans and other disadvantaged groups, so that equality of opportunity may be achieved in the areas of employment, health, housing, education, economic progress and community development. Join us, the Dallas Urban League, Inc., in embracing the future.

AN OBLIGATION FOR US ALL HELPING OUR YOUTH GO TO COLLEGE



By: Maxine Ragsdale

At this time of the year, a number of families in our area are beginning a very significant process. I refer to the preparation for their child's entrance into college. For many this is a very complicated and confusing process. Fortunately there is a non-profit organization in Dallas that can provide vital assistance for free. S.T.A.R. (Students Targeting Adult Responsibility) is a program designed to assist students in finding and obtaining scholarships and financial aid for college counselors at STAR providing an individualized assessment of the scholarships or financial packages available for students. Once this information is determined, the student and their parents can then begin the process of applying for eligible resources. Even at this stage, STAR helps through advising, preparing letters of recommendations and walking families through the entire process. We emphasize families because we do perceive this process as a family effort. For example, there are several considerations we recommend, early on, for the parents. Parents have a decision to make and that involves targeting adult responsibility. At this point, a career of choice for their child is the goal and college is the road to success. Therefore, a parent's concern should be, "How can I help my child to develop into an

independent adult?" Secondly, timing is the key to preparation. Parents who take time from their busy schedule to supervise and monitor activities at home, will cultivate natural talents, communication skills and self-esteem, thereby creating an interest in various career opportunities and their requirements. All efforts made will speed up the decision making process.

On the other hand, failure to obtain a scholarship or financial assistance can slow down the process of college acceptance and lack of necessary preparation, such as proper testing, legal documents and late application may bring you to a screeching halt. The answer is to start preparations now.

Finally, parents, counselors, teachers and other role models or mentors are all in a compromise situation where we can settle the difference by actively networking and maintaining positive results. Remember, if we persist, we will succeed. We must cooperate with all support sources and get ready, for the boat comes two times a year; in the fall and in the spring.

Again, S.T.A.R. is a program designed to assist students in finding scholarships and financial aid for college. Early enrollment into this program is beneficial as there is a waiting list, due limited funding.

S.T.A.R.
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DOWN-STAFFING IN THE 90'S



Teresa Parham (top left)
Beverly Gaines (top right)
Susan Lee, President (sitting)
Lee's Personnel Service

By Susan Lee

More and more, our personnel agency, Lee's Personnel Service, Inc., is encountering clients who are becoming unemployed because of corporate downsizing. This growing trend to reduce the overhead and martinize the profit has left many among the ranks of the unemployed.

It is a particularly alarming phenomenon when you realize that a number of the corporations undergoing reduction are not doing so because they are unprofitable. Rather, this downsizing is being done to maintain or increase profits. One employee may be asked to do the job that three previously held. Department managers are now having their base of responsibilities expanded in many cases without salary increases. Fringe benefits are being reduced or eliminated to minimize corporate expenses. All of these indicators are becoming more frequent in the American work place. Although we can understand the rationed behind corporations maintaining their profits, the trend for restructuring has also created an uneasy relationship between employers and employees. Employees are questioning their long-term employment outlook, the commitment of their companies to its employees and the perception that, in some cases, profits are more precious than people. Whether these perceptions are factual or not may be desalted. However, we find a growing number of individuals who feed these reasons contributed to their unemployment.

While companies are talking measures to survive today's rough economic times, employees should also take the initiative in preparing for their career.

It has become a reality, for the last

several years employees receive their largest salary increases between the ages of 26 and 45. We strongly recommend saving as much as possible during this time as this will prepare you for the future. Also making yourself versatile with your present employer and becoming familiar with as much as possible within your corporation will also give you job security. A typical example in making your present job secure would be pursuing another degree in a job related position. IE, if you're an engineer, we feel by going back to school obtaining a programming degree will make you more valuable with your present company. Thus making you a greater asset! Look to the future! (214) 343-3223 More next time.

Coming Attractions

In next month's addition look for:

Excerpts from the Martin Luther King Jr. Birthday Celebration Annual Awards Banquet with the Rev. Zan Holmes as keynote speaker. Banquet is scheduled at 7 p.m. with 6 p.m. reception on Saturday, Jan. 18, at Southland Center Hotel, 400 N. Olive St. Tickets are \$35. For more information, call (214) 670-8419.

Brenda Thompson, a practicing Dallas attorney, will talk about the burdens placed upon a family when a member dies without a will.

Minority Opportunity News and Students Targeting Adult Responsibility (STAR)* will present the spring scholarship sweepstakes.

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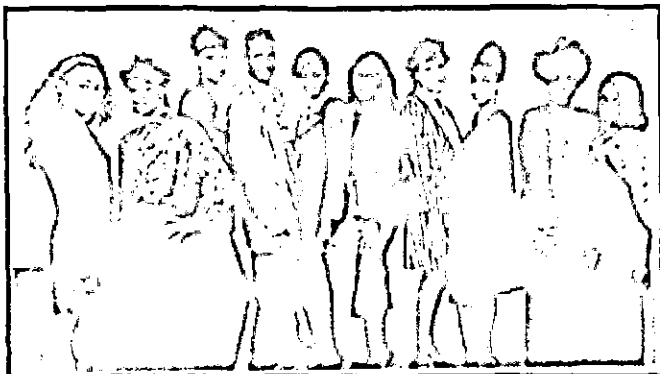
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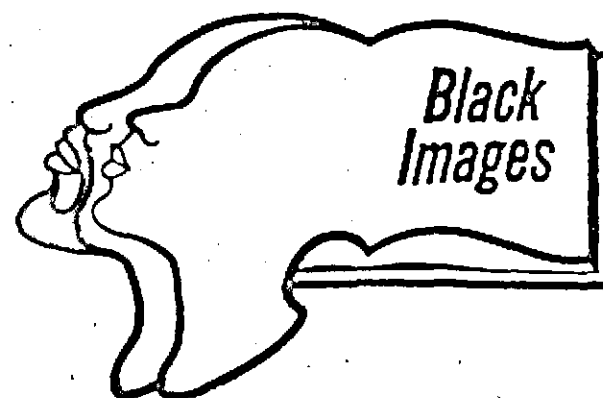
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