

The Community's Access to Opportunity

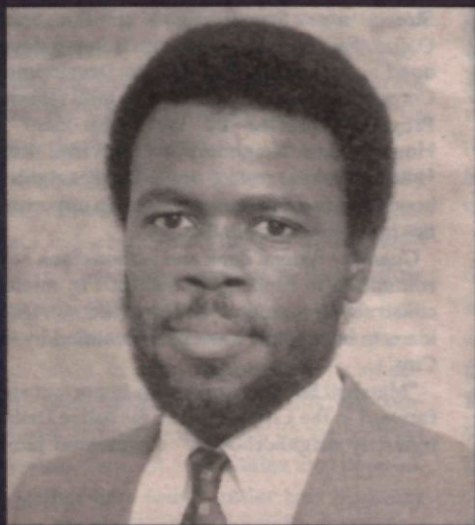
Complimentary to churches and
community groups

Minority Opportunity News

VOLUME 3, NO. 4

2730 STEMMONS FRWY. STE. 1202 TOWER WEST, DALLAS, TEXAS 75207

APRIL 1994



DART's Martin Burrell ensures minority firms get their fair share of contract dollars

MON profiles the Edinbyrds— a true model of how a low- to moderate-income family can acquire its dream home

Minyards and ACORN reach an agreement

NORTH SOUTH

The recent driveway shootings have reopened emotional scars between North and South Dallas and organizations like AACT won't let the issues go away.



**From the
Publisher**
Thurman Jones

Are White Women Really a Minority?

Several months ago a series of events began that are now leading to some very interesting discussions at The Greater Dallas Chamber of Commerce. For some time there has been a series of discussions among some women owned businesses that their particular and unique needs were not being addressed within the current administrative structure of The Greater Dallas Chamber. But let me digress for one second to define what I mean when I say women owned businesses. Specifically, women owned businesses are defined as being those firms owned and principally operated by white females. In summary, the specific request at this time is that the Chamber establish a department to specifically address the concerns of white female owned businesses.

There has always been a fairly aggressive debate between minority owned businesses and white female owned firms that the inclusion of these women owned firms in disadvantage programs only served to dilute the needed affect for the minority companies. Like water, it was believed that many corporations would follow the path of least resistance and use women owned businesses to a greater extent than would be the case with minority firms. Why is this the case, because, by and large, women owned business are by no means as "disadvantaged" as are minority owned businesses. Women owned businesses are in far stronger position than most of our minority owned firms in Dallas.

This reality then does beg the question of why in the world is the Dallas Chamber now believing that women not only need to have their issues but further need to create an exclusive department to be able to do so. There is one train of thought that seems to suggest that the squeaky wheel does in fact get the oil. In this case, the Chamber, is seriously moving towards establishing a department for women owned firms.

Even a casual observer to this sit-

Cont. on page 6

In The News

Radio Program Targets Seniors

It is no secret that Dallas has a growing senior community. So in an effort to keep individuals aware of the concerns and issues surrounding the everyday lives of senior citizens, KGGR 1040 am will debut a new Sunday program for this purpose.

Virginia S. Steward will host the Senior World program every Sunday from 3 p.m. to 4 p.m. Listeners are invited to call in with their comments, questions and answers. For more information call (214) 613-5256.

'94 Laurel Award given for outstanding service

Mary Lois Sweatt was selected by the Dallas Branch of the American Association of University Women for the '94 Laurel Award. The annual award is presented to an outstanding woman college graduate who has provided unique and dedicated service to the community.

Sweatt was nominated by the Dallas Chapter of the National Coalition of 100 Black Women because of her cultural, educational and civic contributions.

In addition to the '94 Laurel Award, the former Lincoln High School valedictorian is the recipient of several other major awards such as the Special Recognition award from the City of Dallas and Outstanding Texan at the 1991 Black Caucus recognition day.

For more information call 239-7408.

Noted Author is guest at the literary series

Terry McMillan, author of *Waiting to Exhale*, will read from her work on Monday, April 11 in the Atrium of the Dallas Museum of Art, located at 1717 N. Harwood. The event is sold-out. Released tickets may be available 45 minutes before the program.



McMillan was born in Port Huron, Michigan. She received her B.A. in Journalism from the University of California at Berkeley and attended the MFA Film Program at Columbia University.

For more information call 922-1220.

Lucky Lady wins Lottery

Joan Arrington, a 50-year-old doctor's assistant from the deep east Texas town of Cushing won \$100,000 prize in the Lottery's newest game at O & P Inc. on Hwy 259 in Nacogdoches.

Paul Quinn College, EDS Sign Partnership

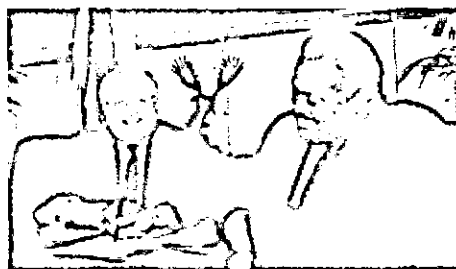
Paul Quinn College, the oldest historically black college west of the Mississippi, and EDS, the global information technology leader, today signed a partnership that will provide the college with a state-of-the-art computer network and computer labs and the latest technology training for Paul Quinn students.

The partnership means that:

* Paul Quinn students will participate in EDS'

summer internship program.

* EDS will assist the college in developing a computer science curriculum.



* EDS will conduct success strategy seminars.

* EDS will sponsor a workshop for 30 minority colleges to better prepare them to compete for government contracts.

The signing of the partnership culminates a relationship begun last year in which EDS installed a computer network in the administration building during Phase I of the project. For the first time, the student registration process was fully automated and administrators on campus are better able to communicate. Phase II, which will integrate the Education and Science buildings, library and student union into the network and upgrade two student computer labs, is scheduled to be completed in late Spring 1994.

"This is an opportunity for EDS and Paul Quinn College to come together and provide the intellectual as well as the technological support needed for our students to successfully matriculate into the computer science industry upon graduation from the college," said Dr. Lee E. Monroe, president of Paul Quinn College.

EDS' contribution to the college totals up to \$2 million — \$1 million in cash and up to \$1 million in-kind contributions for work such as the installation of the ongoing relationship with the college is to help train future computer programmers and systems analysts.

Ground broken for Marshall Square

First Housing Development in Fair Park Area In More Than a Decade

City officials and community leaders broke ground February 22, officially starting construction on Marshall Square, the first significant single-family housing development in South Dallas in more than a decade. Created through a unique public/private partnership, the initiative fosters neighborhood revitalization and serves as a model for promoting affordable housing.

Marshall Square will include 16 new homes and is bounded by Marshall and Copeland Streets near Scyene Road in the South Dallas/Fair Park area. The site is being developed by the non-profit Oak Cliff Development Corporation as a part of the City's Infill Housing Program. Directed by the Department of Housing and Neighborhood Services, Infill Housing seeks to restore single-family neighborhoods and provide home ownership opportunities for low income families.

Guaranty Federal Bank and NationsBank have committed to fund up to \$500,000 in interim construction financing and provide mortgage loans to buyers that have been qualified by the City.

"Marshall Square signifies an important step forward in the City's effort to revitalize Dallas' innercity neighborhoods," commented James



A model of one of the sixteen homes that will be built in Marshall Square. Each one of the single-family homes will be 75 percent brick and will have three bedrooms, two baths, and a single car garage. They will range in size from 1,000 to 1,400 square feet and will sell for under \$50,000.

Gilleylen, director of Housing and Neighborhood Services. "This development will provide important home owner opportunities in an area where there is significant need for quality affordable housing, as well as serve to stimu-

cont. on page 6



"A Message from Under the Bridge"

Let me begin with a word of confession. I'm sure I speak for all of my brothers and sisters in the church when I begin this statement by confessing that the church has not done all it could have done, nor has the church been the beacon it could have been over this past decade with the homeless population of our country, numbered as many as seven million men, women and children. The work of the church in this crisis has not been enough and we must do more. With this challenge in mind, let us turn to the task at hand.

We gather today under this highway bridge: among people who must live somewhere but who have nowhere to live; who sleep in hand-made shanties in the shadow of prosperity's skyline. We gather here today under this highway bridge: people of many faiths, of many denominations, of different races; people from any different communities, from different ends of the political spectrum, from all over Dallas and beyond. We gather here today under this highway bridge, first giving thanks to God who has created all and who challenges all of us, next thanking those of you without homes who have graciously welcomed us to your home on the cross of this bridge.

We gather here today under this highway bridge, in solidarity, in unity of purpose, to publicly declare our heartfelt opposition to the Dallas City Council's policy of persecution, harassment, and threatened arrest of homeless people living in public places. We are here to make unmistakably clear our opposition to any forced removal of homeless people from their makeshift dwellings. No one "wants" to live under a bridge—and no one should have to.

Will the city council end homelessness by passing ordinances to make it illegal? Will the police arrest poverty for staring us in the face? Will the mayor fight joblessness by making begging a crime? Such a policy is certainly futile. But if such a futile attempt is made—and this is, incredibly, our city's policy; if such a futile attempt is made, will we, representing Dallas' community of faith, stand by and let it happen? As pastors, we would fail our congregations, and betray our

own faith, if we do not, on this day, tell the truth to power. Therefore, we must say to Mayor Bartlett and city council members, this policy is wrong. This policy is wrong. This policy must be changed.

Finally, let's recognize this simple truth: No one can live nowhere.

We urge the mayor and council to abandon their program of uprooting and dismantling these sorrowful encampments in favor of a program of positive public relief, beginning with housing assistance. All of our congregations are involved daily in charitable work, helping poor and homeless people in Dallas. Our experiences in this work convince us that providing resources for housing, employment, and health care form the basis of the only approach to poverty that has a prayer of success.

If and when the mayor and council give up this exercise in futility, this threat to arrest homeless men and women in Dallas, the churches of this community stand ready to participate in finding a real solution.

Rev. Zan Holmes
St. Luke's "Community"
United Methodist Church

Rev. John Thornburg
Northaven United
Methodist Church

Endorsers of the foregoing statement

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Karry Wesley
Marion Barnett
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Buydown Loan to Qualify



**Curtis
Yates**

One type of loan you might want to consider when you can't qualify a fixed rate mortgage according to your annual income. A 2/1 buydown mortgage could solve your qualifying problems if you encounter such a problem. A work of caution is that you must understand how a buydown mortgage works. In order to help you understand the buydown mortgage plan, let's purchase a new home in an example with \$1500 as the down payment, which would leave us with a loan amount of \$50,000 @ 7.5%; 30-year fixed. There's one problem that will be created, and that is, at 7.5%, our annual income won't let us qualify. The dollars at this fixed rate are too expensive according to

income-to-debt ratios.

Still in all, we like the home that the builder has shown us, and would like to buy it if possible. So, the builders offers a 2/1 buydown plan to assist us in meeting the mortgage on an 8% mortgage. The builder purposes a two-year graduated mortgage payment plan, that will effectively give us a 6% interest rate for the first year; 7% for the second year. Starting at the 25th payment of the third year the original stated mortgage payments based upon 8% will kick in. The 8% interest rate would then become the borrower's interest rate for the life of the mortgage. Below we have the example:

As you can see, the buydown mortgage's initial monthly payments made by the borrower are lower. An area of caution is through the months 25-360 whether or not you'd be able to handle the monthly payment's calculations. This would allow you in such an example to qualify for the same property, but using a creative method of financing. This is also true when using the buydown, FNMA will allow subordinate financing, city or county down payment an closing cost assistance.

Now, let's take an overview of the buydown mortgage. The buydown mortgage is a type of graduated payment plan in that the initial

monthly payments made by the borrower are lower than a fixed mortgage payment of the same amount. The payments increase at a specified percentage for a specified period. The difference in the monthly payments is made up from the

monies furnished by the seller and in some cases even the buyer and held by FNMA.

Funds used for the buydown may come from any source, such as the seller, borrower, relative or builder. FNMA recommends that the borrower secure a letter from the lender outlining the following regarding a buydown: (a) The borrower's only interest in the funds supplied for buydown is to have them applied to the borrower's payments. (b) In the event of sale of the property, prepayment of the mortgage, or foreclosure, the remainder of funds paid will not be refunded. (c) The buydown funds will not be used to pay past due payments owed by the borrower.

Buydowns create an effective way to get borrowers approved based on the lower first year's payment, thus allowing a lower annual income to be used when qualifying for a home loan. This will allow more families to qualify for housing.

Please direct all comments to: Curtis Yates, Real Estate Status Quo, P.O. Box 833842, Ste. 149, Richardson, Texas 75080-3842. Look forward for more of the latest informative issues surrounding real estate in your Minority Opportunity News.

LOAN AMOUNT: \$50,000			
INTEREST RATE: 8% (Buydown)			
MORTGAGE TERMS: 30 Years			
LEVEL MONTHLY PAYMENTS: \$366.88			
COST FIRST YEAR = \$805.25 (\$67.10 per month)			
COST SECOND YEAR = \$410.76 (\$34.23 per month)			
TOTAL COST TO BUILDER = \$1,216.04			
The Mortgage Payment Schedule			
No. Pymt. months	Borrower Pymts	Builder's Buydown Pymts	Total Mortgage Pymts
1-12	\$299.77	\$67.10	\$366.88
13-24	332.65	34.23	366.88
25-360	366.88	0	366.88
NOTE: In this example the taxes and insurance are not added to column four. If taxes and insurance were to be estimated at, let's say, \$130 per month, the total house payment would come to \$498.88.			

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"Hey parents, the DISD sky is falling, do you care?"



Thomas Muhammad

Yes, sad but true, that children, our most valued treasures are being lost every-day in a school system that is so buried in big politics, the students who attend will probably be cut-throat, selfish politicians more

so than plumbers, teachers, lawyers, doctors, brick layers, journalists, school principals, ect...

Why? Because it's all they've witnessed for nearly thirty (30) years since the courts took charge of the Dallas Independent School District (DISD) and, of course as usual racism was the reason that the courts intervened. You know Commissioner John Wiley Price, former Deputy Mayor Pro-Tem Diane Ragsdale and DISD boardmember Kathylin Gilliam said it right; "if most White Folks are not racist, then why is it that everything that we have ever gotten in this country has had to come through the courts?"

The latest fiasco during the now infamous San Francisco trip is just one in a long string of bundles that have happened because white folks simply refuse to give up the power to an ever changing school system. There are 145,000 students in the DISD. Of that, 47 percent are African Americans, 39 percent are Mexican Americans, 13 percent are Anglo Americans and 1 percent are Asian Americans. With these numbers people in the know consistently ask why would white folks want to hold on to control the district when most of their

children go to suburban and private schools? Yes! You guessed it. MONEY!!! The DISD budget is \$600,000,000 (six hundred million) dollars and baby that ain't no chicken feed.

There are so many games being played to see who will be head honcho to ride buckshod over these monies and bless their friends with mucho contracts. Take again the misuse of travel expenses on the San Francisco trip discovered by the undercover Channel 4 news team. Do you believe that reporter Bret Ship followed the trustees for years or months and finally caught them dirty? Now you and I both know that news people work on timely tips, right? Well I asked a couple of the African American School Trustees who they feel dropped the dime on President Rene Castilla and crew. One of them felt it was Vice President Sandy Kress. The other said that they felt it was between either Kress or boardmember Bob Keever. If you recall, Mr. Keever suddenly had an emergency and had to return back to Dallas after spending only \$6.00 for his meal. Does this sound coincidental. Well...

If I were a betting man, I would put my money on Mr. Kress, the man who would be president. After all, he's been acting like the president of the DISD since he chaired that special School Center Education Committee or whatever. The history of the DISD lawsuit is an old one as we said at the beginning. Let's see if we can take a walk down memory lane and bring you up to date on it's progress or lack thereof.

The lawsuit was first filed in the year of 1955. It moved at a snail's pace until a major ruling in 1971 by then presiding Judge William Mac Taylor. However Judge Taylor's ruling was appealed by the DISD. Everything was pretty much at a halt because of the appeal and then in 1980, the case fell to Judge Barefoot

Sanders. Under judge Sanders, who I might add was then and has continued to be a fair judge, a number of good amendments were done to enhance the position of African Americans and others in this lawsuit. Those amendments were created to try to give the school district a chance to work to close the gaps in learning between minorities and anglo students, improve minority facilities, increase opportunities for minority administrators, ect... After doing these things among others the court would look very seriously at declaring the DISD "Unitary," meaning that there then were no barriers among any of the students to achieve a quality education. Recently, some people have cited the news of the Fort Worth Independent School District (FWISD) in it's coming out of court as a sign that maybe now it's time for the DISD to also come out. However, we the African American community must be careful not to get confused on this point because the FWISD was a busing issue. The DISD lawsuit has nothing to do with busing, in fact only about 700 students are effected by busing in DISD and once the super magnet school is built, namely Townview, that problem will no longer exist.

And speaking of Townview. If for no other reason African American

1994 is the scheduled date that the "Unitary" case will be heard in Judge Sanders' court. In case you have not heard, the DISD recently filed to ask judge Sanders to take them out of court and declare it "Unitary". The meeting to discuss and file for unitary was held without the three African American boardmembers who oppose unitary status for DISD at this time. You owe it to yourself to get involved on this critical issue. Parents should be attending school board meetings and asking the six boardmember (four anglos and two Hispanics) why they are holding secret board meetings in each other's homes and making decisions away from the three African American school boardmembers that you elected? The rush to get out of court is being pushed by Sandy Kress who (according to one African American school boardmember) was sent to get the district out of court so the white secret Citizens Council can get their greedy hands on the money again. Bret Ship of Channel 4 was given that tip on the San Francisco trip to undermine DISD board president Castilla who has out-lived his usefulness and to make room for Mr. Kress' natural accension. Remember, Mr. Shipp was also used to undermine former school superintendent Dr. Marvin

Edward. In speaking to the Black Coalition to Maximize Education, just like John Wiley Price they are thinking of possible civil disobedience to get the communities' attention on this issue. The

Coalition is the intervening group in the DISD desegregation lawsuit.

I'm ready, are you! Until then, the struggle continues...

On the Community's



parents, teachers, and education activists should insist that the DISD remain in court until Townview is fully constructed and not until! May 1,

The Honorable Rodney Ellis
and the Honorable Royce McCardell
invite you to attend the swearing-in of
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Women, cont. from page 2

uation has to wonder about several points. First, what are in fact the unique "needs" of women owned firms that justifies this kind of attention. Secondly, an initial draft of memorandum at The Greater Dallas Chamber that I have had opportunity to observe seems to suggest that there is a desire to recognize women owned businesses as "qualified minority firms". If the Chamber, by this time, does not know and understand the fact that women owned firms are not minority business enterprises then how in the world can they server to advocate this reality within our city? Also an equally significant issue that arises from this whole matter is the questioning of the real intent of having women owned businesses recognized as qualified minority firms. There will inevitably be a dilution of

the impotence to support minority businesses if in fact this plan moves forward. Further, for the Chamber to suggest, by way of the creation of this new department, that the issues facing minority or women owned firms are comparable is in fact a significant distortion of the truth.

While I am sympathetic to the Chambers need to be sensitive to the state of needs of it's members, I would suggest that women owned businesses might best have their prospective responded to through the Small Business activities of the Chamber. I believe that this move to create a separate department is both precedent setting locally and probably in a much broader context totally unnecessary. In fact, I do believe that the negatives significantly out strength any positive that could result.

late enhancement of the surrounding neighborhood."

The houses in Marshall Square will be 75 percent brick and will have three bedrooms, two baths and a single car garage. They will range in size from 1,000 to 1,400 square feet and will sell for under \$50,000. The first houses are expected to be completed in about three months, with the entire Marshall Square development scheduled for completion in about six months.

The academy's telecommunications study program is designed to teach and prepare students for entry-level jobs in this field," says Col. Joe D. Sasser, academy director. "We are in the process of selecting teachers, identifying and selecting companies for the purpose of establishing business partnerships and developing a team that will benefit the students.

The Department of Defense, along with the Department of Education, is responsible for the long-term support of the academy.

Department of Defense Opens Academy at Madison Campus

Junior ROTC cadets in the DISD will have an opportunity to graduate from high school with training that will give them the best access to higher education and employment opportunities in the emerging field of telecommunications technology.

Beginning the next school year, the JROTC Telecommunications Technology Academy will open its doors at the Madison High School campus. The academy is one of 30 sites selected nationwide by the Department of Defense and the Department of Education to prepare students in various marketable careers.

Plans are to select 60 ninth grade students to enroll during the first year of operations. Sixty students will be added per year until enrollment reaches 200. All students/cadets enrolled in the academy must be existing members of the JROTC unit at the school. However JROTC cadets are not required to enroll in the academy.

Sorrells in Run-Off for Board of Education

Dr. Rosie Sorrells acquired enough votes to force a run-off election against Robert Hester April 12 for the Democratic bid for the State Board of Education, District 13. Sorrells received 36.85% of the vote compared to Hester's 35.54%. The remaining votes were scattered throughout four other opponents.

Sorrells, a retired educator, is promoting a platform that includes excellence in education, high priority for safe schools and discipline, meaningful partnerships between parents, schools and the community, and adequate school facilities.

If Sorrells win, she will run against a Republican opponent in November.



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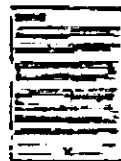
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A "Super-market" agreement

Minyard's Food Stores and ACORN reach a settlement

by Edlen Cowley

Minyard's food stores have taken affirmative actions to rebut its "Worst Grocery Store" award given to them by the Association of Community Organizations for Reform Now (ACORN) last September (See "The Unrepentant Grocer", MON September 1993 Issue).

Since receiving that distinction Ernest Brown and other ACORN members have met with high ranking Minyard's officials to come to agreement concerning the quality of service and food in Minyard's stores located in the Southern sector of Dallas. "Our demands are simple," Brown said in the September issue of MON, "We want to be treated with respect and dignity when we shop. It's just a basic Bill of Rights saying you're guaranteed certain things...fresh food, equal prices, equal products, security, accountability, and employability."

An initial review of the meetings show the groundwork for a renewed relationship between Minyard's and the community. New programs launched as a result of the joint action include: a new employee retention training program "Minyard Employee Career Fair" which was held in Mar. 20th, a new neighborhood intensive hiring program, a new meat labeling system, and a major coup - 3 new full service stores planned in the Southern sector (with delis, bakeries, and pharmacies.)

Mr. Brown spoke with surprise about the planned new stores. "When we first began, they didn't say anything about new stores. We can't take credit, but I do think we had a lot of influence." The new stores are planned near the Lancaster-Kiest Shopping Center, Camp Wisdom and Polk street, and a newly purchased site at Martin Luther King Blvd. and Robert B. Cullum, with each store covering about 45,000 square feet. The stores are projected to open in 1995. It is yet to be determined if any stores will be closed as a result of the new stores, but it is highly likely considering the close proximity of the locations.

In addition to employment and physical structure modifications, ACORN also did a price comparison of North Dallas stores to but concluded that the prices "weren't that different." Minyard's meeting participants Liz Minyard, Sonny Williams, and Gwen Yarbrough unavailable for comment,



Ernest Brown

released this statement, "We have had four meetings with Ernest Brown and ACORN group. We feel its been good for ACORN and Minyard's Food Stores Inc. As we've been in Dallas over 62 years, serving all people, we appreciate the time Mr. Brown and members are able to spend in meetings with Minyard's food stores." "We had impact on Minyard's, and impact from the community," Mr. Brown said regarding the results from the talks. "All the issues we brought up are being addressed."

It is important to note that Minyard's has more African-American and women managers than any other grocery chain in Dallas and

their new Multicultural Relations Director, an African-American female, has sat in on the meetings with



Liz Minyard

ACORN officials. Minyard's other Dallas area stores, Carnival and Sack-n-Save, have recently been remodeled and continue to serve their targeted minority consumers.

The new relationship between Minyard's and ACORN seems to be a success, however Mr. Brown, happy for the initial success, said that the meetings will continue every six months or by need. As he said in September, "We just don't want to be pacified with a lot of promises that don't amount to anything. And this time we're going to stay with, until something gets done." Time will definitely tell.

CPA Firm Gets Award Contract

The Commerce Department's Minority Business Development Agency (MBDA) announced the award of \$368,000 to Dodd and Associates, Ltd., a CPA and management consulting firm, to operate a Minority Business Development Center (MBDC) in Dallas.

MBDA Acting Director Gilbert Colon said: "By funding the Dallas/Ft. Worth MBDC, minority entrepreneurs in Dallas, Ft. Worth and surrounding communities will be able to obtain essential management technical and procurement assistance to increase their competitiveness in today's global marketplace."

The Dallas/Ft. Worth MBDC is one of more than 100 centers funded nationwide by MBDA to provide business consulting service to minority entrepreneurs. Individuals interested in obtaining management, marketing, technical, loan packaging and procurement assistance services may contact the MBDC at 501 Wynnewood Village Shopping Center in Dallas, or call the center at (214) 941-8222. Wavey T. Lester will serve as the center's project director in Dallas.

MBDA is the only federal agency created specifically to foster the establishment and growth of minority-owned businesses in America. The agency is headquartered in Washington D.C. and has regional offices in Atlanta, Chicago, Dallas, New York City and San Francisco.

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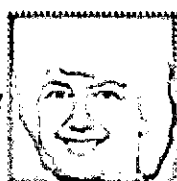
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Attorney
A. Darby Dickerson
Treasurer, Texas Young
Lawyers Association
(512) 463-1463
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Dickerson

Dallas Attorney A. Darby Dickerson has been named Treasurer of the Texas Young Lawyers Association (TYLA) for 1994-95. Dickerson and three other attorneys were elected officers of TYLA by the organization's 43-member Board of Directors.

Dickerson is an Attorney in the Litigation section of the Dallas law firm of Locke Purnell Rain Harrell. She received her B.A. (1984) and M.A. (1985) from the College of William and Mary in Williamsburg, Virginia and J.D. from Vanderbilt University School of Law in Nashville, Tennessee in 1988. Dickerson co-chairs TYLA's Public Service Programs committee and co-chairs the Improving the Public Image of Lawyers Committee. She is a former chair of the TYLA Federal Practice and Bar Journal committees, and a member of the Texas Bar Foundation and State Bar College. She will be sworn in at the State Bar's annual meeting in Austin in June and will serve a one-year term.

Cecil Starks
President, UTI/CMPA
Building Alliance, Inc. of
Grapevine
(214) 423-3220



Starks

Xerox Corporation introduced a minority/female supplier mentoring program in its Mid-America Region, including the greater Dallas area, and said Unitech Technology Construction, Inc. of Plano, Texas, would be the first minority-owned company participant.

Unitech and CMPA, Inc. have developed a joint venture named UTI/CMPA Building Alliance, Inc. for the purposes of this partnering effort with Xerox. CMPA, Inc., located in Grapevine, is a major construction contractor in the Dallas area and serves as the mentor for Unitech Technology Construction, Inc. providing much of the support, training, and assistance on a direct basis through the auspices of Xerox.

The program is designed to provide business opportunities to groups that might otherwise encounter unfair obstacles in today's economy. The program is limited to firms owned and controlled by minorities or females. However, Xerox stresses that such an opportunity is not the same as an outright grant: Xerox seeks only qualified suppliers to form mutually profitable partnerships.

**Texas Instruments Receives American Business
Ethics Awards**
Phyllis Bonfield
(215) 526-2508

Dallas-based Texas Instruments, Incorporated has been honored for their demonstrated commitment to business ethics as they receive the first American Business Ethics Awards (ABEA) presented by the American Society of Chartered Life Underwriters (CLU) & Chartered Financial Consultants (ChFC) in association with FORBES Magazine.

Texas Instruments was chosen due to its 33-year commitment to business ethics and its state-of-the-art ethics program, which features ongoing seminars and communications on contract compliance, workplace issues and procurement activities for thousands of employees.

Texas Instruments, Inc. Honors Employees
Texas Instruments Chairman Jerry R. Junkins honored over 200 hundred Texas Instrument employees for their extraordinary efforts in sup-

port of the company's Minority Business Development Program. Mary Ann Reed of the company's Semiconductor Group received the Corporate Buyer of the Year Award and Tim Mikus of Corporate Services was presented with the Corporate Extra Mile Award. Assisting Mr. Junkin with the presentations were Joe Zimmerman, TI Vice President, Corporate Services, and Richar D. Stouffer, Manager of TI Minority Business Development.

Major General Hugh G. Robinson
Keynote Speaker
Community Board Institute
XVIII
Volunteer Center
Tracy Schick
(214) 826-6767 ext. 226



Community Board Robinson
Institute XVIII announces
Major General Hugh G. Robinson as the keynote speaker for CBI XVIII scheduled for Friday, April 8 at the Jewish Community Center, 7900 Northaven. Robinson will address the issues of corporate and individual responsibilities to the non-profit community.

This annual seminar addresses current topics and issues facing the nonprofit community and is designed to provide Board training and leadership skills for community leaders, staff members, and volunteers and is open to all interested individuals.

The registration fee is \$20 per person, which entitles participants to attend the keynote address, three workshops, and an open forum led by Bob Ray Sanders. Box lunches will be available for \$5.00. Registration forms are available by calling Tracy Schick at the Volunteer Center.

Julianne Malveaux, Ph.D.
Keynote Speaker, Trailblazer Awards
(214) 376-2409

The South Dallas Business and Professional Women's Club, Inc., recently announced the opening of the 31st Annual V. Ayce Foster Trailblazer Awards luncheon season. This year's noon luncheon will feature noted economist

and writer, Julianne Malveaux, Ph.D. The luncheon will be held on April 30 at the Hyatt Regency Hotel in Dallas.

For over two decades, this service organization has honored Dallas area Trailblazers. The honorees are residents who have paved the way for others, and who have helped to shape Dallas by donating their talents and skills to assist with the area's growth and development.

For more information, please contact Betty Anderson at (214) 376-2409.

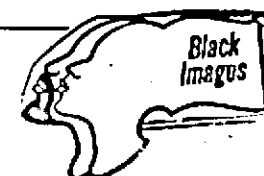
Albert C. Black, Jr.
On Target
(214) 426-3333

Mr. Albert C. Black, Jr., founder of On Target Supplies & Logistics, a minority-owned, wholesale supplier of paper products, services and supplies, has been awarded a one-year contract by FINA, the Dallas-based Oil and Chemical Company. Under terms of the contract, On Target will store and supply FINA with copies and computer paper for its headquarters operations in Dallas.



FINA's contract with On Target is part of a long-term undertaking with the Dallas Togetherness Forum. The Forum was founded in 1991 by Dallas companies dedicated to improving race relations, with particular emphasis on economic equity. Improving race relations, with particular emphasis on economic equity.

**If you have any business-related
promotions, awards or
announcements, please send them
to Minority Opportunity News, c/o
Tai Jones.**



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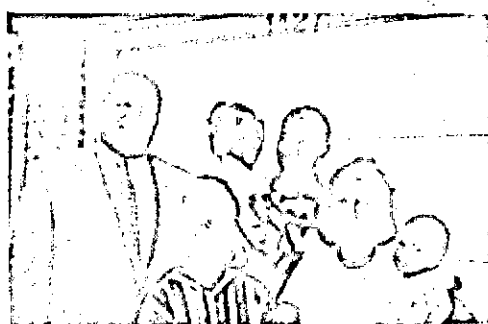
Sat., April 30, noon - 1 p.m.
Judith Jamison, artistic director of
Alvin Ailey American Dance
Theater, autographs Dancing Spirit

Sat., April 30, 3 - 5 p.m.
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Mr. Daniel Calwell (left, Owner of First Homes), with the Shamlin Family of Dallas, who recently purchased a new home from First Homes.

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"Here she comes... Ms. Juneteenth!"

**Upcoming Ms. Juneteenth
Pageant promises to be
bigger and better than ever.**

By Veronica W. Morgan

Black women are intelligent. They are gifted, talented and beautiful and they can do whatever they purpose in their mind to do. All that is needed is for the individual to set a goal and work toward it.

Linda Carter Ragsdale Sanders, president and founder of the Annual Miss Juneteenth Scholarship Beauty Pageant—organized in 1989, believes in cultivating self-awareness and cultural pride in young African-American women.

Sanders who said she became interested in starting the Juneteenth pageant because she felt there was a need to promote self esteem in young African-American woman and at the same time show them that there is a way to offset their college tuition by actively participating in the pageant.



Above: Kenya Wilson, Miss Juneteenth 1993-94 received a scholarship award of \$4,000 and presently attends Florida A & M University

Sanders credits her family for their support and assistance in helping to brainstorm the idea of producing a pageant that celebrated the beauty and intelligence of young Black women in Texas. But the highlight of the pageant is to encourage the young women to excel by providing scholarships to be used toward their college education.

Maxine Ragsdale, secretary and beauty/fashion director of the pageant, says the women learn from

each other. "They become team players in a sense," she said.

And learning how to work together, regardless of the differences, is essential in building character and self esteem that can be lasting, but the key is self-esteem.

"High self-esteem builds character," says Sanders who notes that the theme surrounding this year's event will explore the whole new you that will evolve by building a character that will last.

Traditionally, in the past pageants were not instrumental in promoting the mysterious beauty and intelligence of African-American women but as time changes, society is becoming more increasingly aware of the abilities that Black women have to compete and capture the coveted title of some well-known pageants.

Sanders says contestants that have participated in the Ms. Juneteenth pageants have the way paved for them to enter into the national pageants such as: Miss America, Miss USA, Miss Teen etc.

This year's event will take place on Saturday, June 18th at the Irving Arts Center. The exact location is 3333 North MacArthur Blvd. An actual time has not been set but will be announced in MON's upcoming

issues.

The pageant is open to single young women who reside in Texas. Qualified contestants must be between the ages of 17 through 25 and have at least a 2.0 GPA.

Strong supporters of the Ms. Juneteenth pageant include the Southwestern Bell Foundation, K104, WFAA channel 8, Sears in Redbird Mall, Coca Cola, Evans Engraving and Stamping and Presidents Health & Racquet Club.

For more information on how you can be a sponsor, or if you wish to make contributions, contact (214) 321-4645.

**Past Ms.
Juneteenth
winners have
included: (top to
bottom) Michelle
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Donatto (1990-
91); Tawanna
Williams (1991-
92); and Thebe
Smith (1992-93).**



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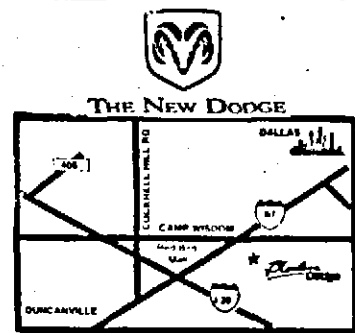
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MON

An Ebony Crown Jewel

By Veronica W. Morgan

A french novelist said: Success...is a result, not a goal.

And Darlene Marpessa Woodson, winner of the first annual Miss All-City Black Scholarship Pageant, said she is a success by her own right because she has beaten the odds weighed against her—the young high school senior says she gave birth to a son during her sophomore year.

Ms. Woodson credits the loving support of her family in getting her through that tough period and helping her to realize that her future was not over.

The daughter of Norris and Fredna Woodson, the pageant winner attends the Talented and Gifted Magnet High School and is enrolled at SMU as part of a program for seniors attending the magnet school.

Woodson's achievements includes listing among Who's Who among American High School Students, National Honor Society member, and a host of other spirited awards.

Her plans are to attend SMU where she has already received a full scholarship and as the pageant's winner, she received a \$2,000 scholarship award.

Ms. Woodson plans to pursue a double major in psychology and radio/television broadcasting.

The pageant's director, Ms. Katrice Walker, a gregarious person who has that special knack for working with



Darlene Woodson

young people to help them reach their highest potential, says she opened the pageant to young high school students with or without children because it is not fair to discriminate.

"It's natural for young women to know you can make a mistake but you can achieve your goals," Ms. Walker adds.

The pageant's theme centered around Whitney Houston's song, "I'm Every Woman," for which the young ladies gave a spirited, flawless performance. The ladies were escorted by a handsome group of young men who also assisted them in the closing performance and march on the Stevie Wonders song, "Ribbon in the Sky."

Walker who placed third in the Miss Black Texas pageant admits being blessed throughout her years but says regardless of the money her family makes, sending five children to college is expensive. "It's hard to get scholarships for college," she said.

She hopes the girls will leave the pageant feeling confident as well as gaining a sense of satisfaction through their community involvement and the sense of comraderie felt among the group.

For more information on how you can be a part of the next year's event contact Ms. Katrice Walker at 357-2977.



FAIR HOUSING



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Marketing

Tag! You're it!



Andrea Allston

"Nobody does it like Sara Lee."

"If you don't look good, we don't look good," and "We love to fly and it shows." I'm sure you can identify the advertiser of each one of these famous tag lines.

So, what exactly is a tag line? A tag line or slogan is the verbal equivalent to your company's logo. It's an abbreviated statement about your company, product or service. I've always been fascinated by tag lines because like classic TV commercial lines—they have staying power.

Let's examine some famous tag lines with high-recall. Some tag lines actually provide the advertiser's name. The Sara Lee Foods Company tag line mentioned first in this column is an example of that. Also, "Nationwide is on your side," "For every action, there's Foot Action" or "You're in good hands with Allstate" are other examples. An advantage to these tag lines is the company name reinforcement for those who hear or read them.

Tag lines not only make your product or service memorable when your prospect is in the market to purchase or use your goods—they can set the image or philosophy for your company. Consider, "Have it your way," for Burger King restaurants—no mention of food quality or terrific service.

However, this benefit-oriented tag line lets prospective buyers know they can have their fast-food burger made-to-order! Other tag lines which assist in carving out a niche in highly competitive markets include: "overnight, not overpriced!"—Federal Express' very effective way of delivering a promise yet assuring cost competitiveness. Seven-Up's the uncola and Hallmark card's, "When you care enough to send the very best," do a great job of positioning their products. Also, T.J. Maxx's, the max for the minimum, sends a clear message to the high-fashion, budget-conscious shopper.

I'm sure you can think of dozens of tag lines—proof of their staying power and ability to assist with product/company recognition. Writing a good tag line takes thought and time. Not only can it be fun—it can prove to be rewarding in terms of positioning and profits. How do you want your product remembered in the minds of your potential buyers? Think about how you wish to separate yourself from the competition. Do you wish to highlight service or quality? Maybe you can

move your audience to action as these two tag lines do: "...your go ahead and get it store?" and "Don't leave home without it."

Perhaps you simply want to create an aura or emotion with your tag line or reflect your market position. Take the following mini-test of famous tag lines (some are quite old—but still have a high recall rate). Identify each advertiser and send your answers to me on your letterhead in care of the Minority Opportunity News.

Simply write the numbers and the answers opposite them. I'll randomly select one letter from respondents and provide that person a complimentary marketing consultation.

You might also wish to mention your favorite tag line (not necessarily from those listed) and provide reasons for it being at the top of your list. During this exercise, consider what each tag line is communicating. After you reflect on what each has to offer, jot down several for your own company or product.

Modify them over the course of several days to provide additional time for reflection and receiving input from impartial others. Select the one which best conveys the message you wish to communicate. Take care that it's not so lengthy it becomes unwieldy in written communication.

TAG LINE QUIZ

1. The quality goes in before the name goes on.
2. Good to the last drop!
3. We run the tightest ship in the shipping business.
4. The one to call on.
5. Whatever it takes.
6. Your true voice.
7. A little dab'll do ya.
8. We do chicken right!
9. We'll leave the light on for ya!
10. ...where a kid can be a kid!
- 11 The heartbeat of America
12. Because so much is riding on your tires.

Don't think tag lines are only for major or national corporations. Test your recall on the following tag lines from local advertisers: "...the lawyer who sends flowers;" "Your source of opportunity in the community" and "Remember, if you're not trading with me, you're burning money."

Use your tag line as you do your logo. Reinforce your company's recognition in your oral presentations, radio and television spots as well as print advertisements. Selecting an effective tag line can make your product or service "it" in the mind of your prospective buyers!

Andrea Allston is president of APLOMB, a marketing and public relations firm in Plano, Texas. For ideas for future columns or questions, call her at (214) 964-PR4U (7748).

Little house in the hood

South Dallas couple makes breakthrough in acquiring the financing to purchase their own home

By Veronica W. Morgan

It was a dream come true, the strength of human faith manifested in all of its beauty and mystery, so simple though that even a child could grasp it—hope.

Such is the story that echoes the peaks and pitfalls of a favorite hero and heroine in your favorite novel. The ultimate goal of the characters being to find the pot of gold, symbolizing love, wealth or happiness, at the end of the rainbow. Good almost always prevails over evil in a novel but in reality overcoming life's setbacks are not always happy endings. But George and Euicile Edinbyrd proved that it doesn't hurt to keep hoping because with the right amount of persistence; a guardian angel; and at the appointed time; dreams—whatever they might be—do come true.

For the happy couple, one of their lifelong dreams was to own a home.

A large home would have suited them in their early years but now that their 11 children are grown and pursuing various professional careers as attorneys, physicians, nurses, architects, etc., just a cozy brick home located in a serene neighborhood in South Dallas—one that has a nicely sized backyard for the 66 year old retired Mr. Edinbyrd to enjoy outdoor activities with their 24 grandchildren, and a covered breezy porch for them to sit and enjoy the aroma of spring flowers and still be protected from the April showers and scorching summer heat—would do just fine, especially if that home is located in close proximity to a few treasured friends and family members.

Married for 16 years, Ms. Edinbyrd worked as a nurse for 23 years, but due to health reasons, she opted for a job as a hospital guard which consisted of keeping watch over patients who were prisoners and making sure they would not escape the premises once their health improved.

The couple has managed to pay their monthly apartment rent of \$190 for the past 17 years, on time! a fact that can be confirmed by the landlord who wrote a letter of recommendation expressing a profound desire to keep the best tenants.

In fact, the Edinbyrd's have managed to make prompt payments to

creditors all within the confines of a certain financial acumen obviously acquired over the years of having to live on \$600 a month total income.

Now the Edinbyrd's have moved out of their apartment and are the proud owners of their first home which is located in South Dallas. But what is not so common about this apparent

fruition of dreams, is the manner in which doors began opening for the couple. It was like being in the right place at the right time.

"I walked into ACORN wanting to purchase a home in the \$20,000 to \$30,000 price range," says Ms. Edinbyrd.

Keith

Yonick, a former ACORN employee and the Edinbyrd's self-anointed guardian angel was there when Ms. Edinbyrd and her sister walked in. He says upon hearing their request, he jumped at the opportunity to help the them mainly because they were considered low income and they were seeking to purchase a home well under the \$80,000 or \$90,000 price range.

Yonick says very few people care about purchasing homes in the 20s and 30s, and that's what made the Edinbyrd's so special to him.

When Ms. Edinbyrd and her sister explained to ACORN representatives their interest in purchasing, says Yonick, they were told that their names would be placed on a waiting list.

However, Yonicks adds, Ms. Edinbyrd would not take no for an answer, despite the fact of being told that they would not qualify because of their income status.

A glimmer of hope shone for the couple when they were told that affordable housing was available for them through FHA but the home would be in the \$14,000 price range

and had to meet the lender standards.

The price range was affordable, however, the homes were not acceptable.

Mrs. Edinbyrd then wrote a touching letter to the underwriter. The letter basically said it was a shame that two people who lived morally upstanding lives, held professional jobs in their perspective career field, raised their children, and are now retired or nearing retirement, are unable to purchase a home without begging.

The underwriter was deeply moved but announced he could not do a loan because no comparable mortgage loan was made in the area.

Yonick continued to research and plug away for the cause of the elderly couple, going with them to the banks, checking out the foreclosure lists, and assisting them in getting the necessary papers to present to the lenders.

While assisting the couple, Yonick learned that no mortgage loan originated in South Dallas since the early 60s. So there could

be no comparison.

The next step was to try and find cash sales made for comparisons. The threesome succeeded in locating a home—another victory that proved to bring the Edinbyrd's closer to their goal.

"He's a blessing, we are proud of him," says the couple, "he drove us around brought us to dinner, paid for it, and never looked for anything in return."

Yonick insists, however, that he only guided the couple and steered them in the right direction but when it came to seeing that the work was done, their own persistence is what got them the house.

Banks simply were not willing to give the couple a mortgage loan because 42 percent of their income was dedicated toward making bill payments. Needless to say, that didn't leave much for a house note.

One bank told them that the minimum loan amount was \$50,000, then they changed it and said Mr. Edinbyrd should take out a 15 year loan at \$280 a month. But again he didn't qualify.

After several setbacks, the

Edinbyrd's were finally set to assume a loan from NationsBank based on sheer common sense that the borrower who has paid his or her debt in the past—on a timely schedule—will not break the pattern just because they are in a home.

Common Sense Lending, is slowly finding favorable recognition in the banking institutions. As minority communities and people with very little income learn that banks are placed in the community to serve and meet the needs of the people.

"The Edinbyrd's had what is called mattress money," says Yonick, "which means they did not have a bank account."

"Even though they had their required 3 percent down payment saved, the fact that they didn't have a bank account was in itself cause for the conservative banking system to not be so eager to assist."

Not only was it a problem to locate a bank, but it was a problem to find a company willing to insure the home. But thanks to NationsBank and Farmers Insurance owned by Paul Brousard, the couple were able to move in.

"The wrong people are getting the money from these organizations, and institutions," says Ms. Edinbyrd who believes that it is because people just don't know about the programs and services that are available for low-income people.

One such program that helped the couple was the Upfront Cost Assistance Program with the City of Dallas. The program works in conjunction with the private lender.

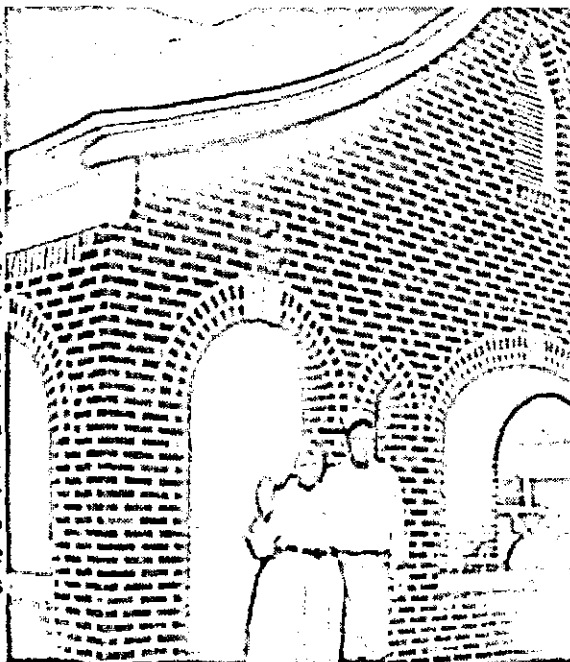
The banks prequalifies the person to acquire a loan and the program provides a \$2,000 grant to the low-income family.

The grant is considered forgivable and does not have to be paid back if the Edinbyrd's reside in the house for fifteen years. However, if within the 15-year period they should decide to sell the home, they will be required to pay the \$2,000 back—unless of course, the home is sold to another low-income family.

ACORN, the Association of Community Organization for Reform Now, was instrumental in seeing that the Edinbyrd's received the one percent off their 7.25 percent interest rate—a service most citizens are not aware is available to them through the organization.

In addition the community organization provides loan services and focuses on changing things in the neighboring communities.

The Edinbyrd's are still working with NationsBank to settle on the original interest rate amount of 6.125 percent, but they do not anticipate any problems with the transaction.



George and Euicile Edinbyrd in front of their dream home.

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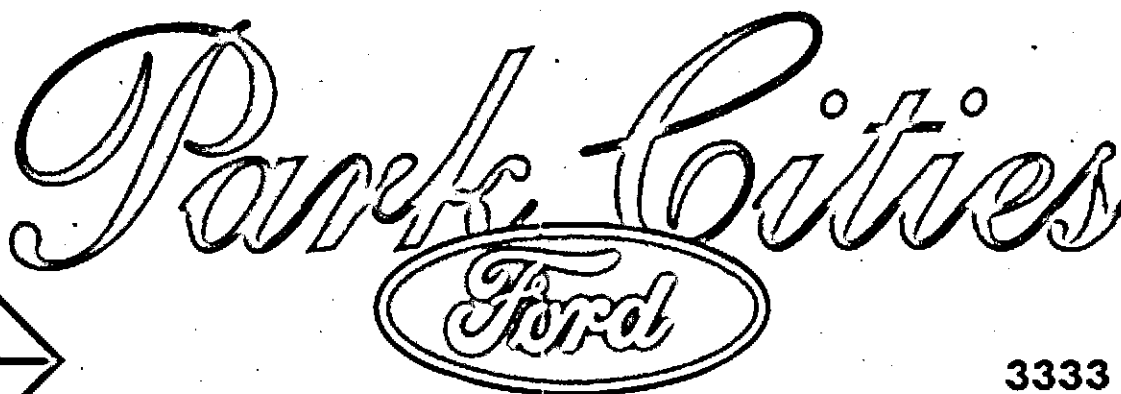
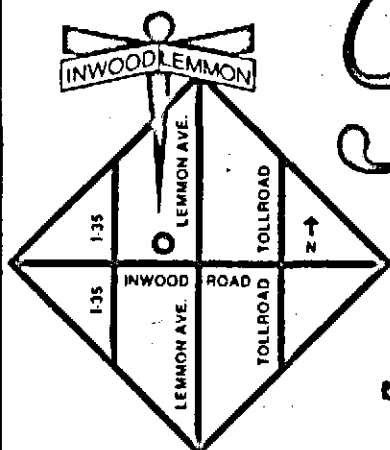
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Martin Burrell: Playing the game of DART's

By Veronica W. Morgan

When it comes to ensuring that disadvantaged, minority, and women-owned businesses (D/M/WBE) get their fair share of all the contract benefits and programs with DART, Martin Burrell, director of DART's minority affairs program, keeps a watchful eye on the process with the aid of a stringent compliance program.

Burrell, who received a Master of Public Administration from Southern Methodist University, and a Bachelor of Science degree from Louisiana's Southern University, joined DART in April of '91. Prior to his joining the transit authority, he served as assistant director of the Dallas Housing and Neighborhood Services.

Under the minority affairs program, money goals are generally set on a particular contract and DART's aim is to try and achieve them. According to a March 1, 1994 Agenda Report prepared by Burrell, on January 23, 1990 and on November 26, 1991, the Board adopted overall agency participation goals of 30 percent DBE. And during the Fiscal Year '94, the Board of Directors will continue to retain the contract participation goals of 30 percent.

With the compliance program being designed so specific goals are targeted on each contract, this allows Burrell to see just how much is being awarded to minority contractors and subcontractors for any project relating to the Dallas area transit authority.

For example, on the construction of the 20-mile light-rail starter system, specific goals are set for design, materials, and construction-engineering contracts—awarded to the person who manages the construction, since DART does not have a public works staff that can manage all the contracts.

In addition to consulting contracts, there are goals set on the soils and materials testing contracts, that allows for the materials to be tested. Collectively, these contracts make up the construction project of the light-rail system.

A prime or contractor then identifies the subcontractors who will be used and DART has a system in place to show exactly what will be paid to each minority owned business by the prime contractor. And with proper implementation of the compliance program created of the subcontractors, DART knows what is going on with

any of their projects at all times.

This type of checks and balances system helps to eliminate the possibility of a prime who may perhaps decide he does not want to pay the subcontractor the amount agreed upon, for whatever reason. In short it enforces fairness and honesty in seeing that minority subcontractors benefit.

As director of minority affairs, Burrell's primary responsibility is to see that women and minority business owners get a fair opportunity to acquire a portion of every dollar spent within the agency since the program is an entity of government.

Too many times in the past primes have used the excuse that they were unable to locate women owned or minority subs, which consists of African-Americans, Hispanics, Asian American, Native Indian to name some, to help with the project, and the funds provided by government were not being equally distributed.

"We are under the Civil Rights Guidelines under the 49 CFR which is federal guidelines dictating how the program should operate," Burrell said.

The only reason the D/M/WBE program exists is because of past discriminations, says Burrell. "It's a Civil Rights Program and what the federal government believes is right is that if you are going to spend federal money, then everybody should participate."

DART receives federal funds, therefore, the agency is under the mandate of the guidelines. The guidelines are more like remedies to erase the vestiges of discrimination.

DART determines up front what they feel the likeness of contracting opportunities will be. For instance, in referring back to the light-rail starter system, a need for drug free workers is essential. So basically, a contract opportunity is available to a facility that will provide the needed drug-testing services throughout the duration of the project.

Once the procurement service has been analyzed, DART sets a goal on it and break out the different elements of trade to determine what percentage of goals they should meet. The minimum aggregate goal being set at 30 percent.

Burrell adds that the methods used under the civil rights program, are definitely beneficial for minorities but he notes that one problem area with small companies, particularly minority, is paperwork.

When you are use to operating

with several thousands of dollars a year and all of a sudden you're awarded a whopping \$3 million dollar contract, says Burrell, it can be overwhelming.

"You need help with the paperwork," Burrell asserts. This is not to say that the individual does not know what he or she is doing but only ensures that the contractor or subcontractor keeps the money flowing for the project to be completed.

Another DART program designed to assist companies is the Surety Support Program (SSP). The program assists companies to get a bond so that a prime can not continue to use the excuse that it would have used a particular minority or woman-owned company but it (the company) could not get bonded.

"To often our smaller companies has the ability to get a bond, but they don't have a way of packaging themselves properly," says Burrell, "it is like going to a bank and you make your best presentation to the teller instead of talking to the loan officer or the person who can help you."

The SSP program is to help a person look good on paper by essentially escorting them into the institutions with a plan, Burrell said.

DART gains because by assisting minority and women-owned businesses, they can hopefully get some of those business owners to bid on the contracts.

When the contractors bid, they may very well bid so that DART has to lower their prices. This brings about competition.

"The greater the competition, generally, the greater the opportunity for a better price," he said.

"And our job in this whole matrix is to make sure that every contract we award, we have the chance to access whether or not a minority business

goal can be placed on that contract," said Burrell.

The plan sounds wonderful. Many minority businesses will benefit financially by finally getting funds they deserve to help their business to flourish. But what about those poor businesses, minority businesses along Lancaster Road, that put men and women to work?



Martin Burrell

What about the many young people in the minority community who will possibly lose the convenience of working close to home because their prospective employee may not be able to employ their help for lack of patrons?

And lets not forget the bus drivers who stand to lose their jobs if within the few years it takes to construct the rail system, they don't find the time to take advantage of DART's tuition reimbursement program, and attend college in order to be marketable in other areas.

Yes minorities will benefit under the civil rights program but under the same program, it would be even more feasible for the government to provide assistance for those businesses that will be severely impacted by the project's construction. After all, the Lancaster Road business owners want to stay in business too.

According to Burrell, the issues surrounding the DART line system were discussed better than 6 or 8 years ago. It is not a new thing.

cont. on page 16

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BURRELL continued from pg 15

Burrell's theory in relation to the issue, asserts that concept and reality—which are two different things—played a role in evoking people to action but also aided in the the people procrastinating.

In other words, the Oak Cliff community were really not sensitized to the fact that the rail project was going to happen and there would be consequences to follow; now that the actual project is in motion to take place, reality has set in and the shock wave has jarred the community.

Burrell admits that DART is partly responsible for the raucous concerning the Lancaster Road construction project. "However," he says, "blame should be placed on both parties.

"Dart may not have communicated as well as they should have and the citizens may not have asked the questions they should have at that the time of discussion."

Moreover Burrell said the trouble didn't begin when the DART decided to began construction, but it began when the state abandoned the unimproved section of Lancaster Road.

"Lancaster Road used to be a state highway," says Burrell. There was the three lane improvement from across the bridge at Clarendon down to Illinois. The entire Corinth has been improved but the construction stopped at Illinois. The segment between Loop 12 and Illinois has not

been improved.

"The misconception began when the city, DART and everyone else agreed to allow the state to abandon that area, which means that it would no longer be a three lane highway," says Burrell.

Still Burrell contends that the light-rail starter system, which is just the beginning of the rail system project, represents economic boom to the community because approximately \$50 million will be spent in the area. That is improvement for the area.

"If we do not build that line there, where will that \$50 million in contracts go?"

No doubt the money would be spent to better other communities. The rail starter system had to start where there was the greatest need for mass transit. And according to statistics, the Oak Cliff community has approximately 65 percent DART bus ridership.

But regardless of the many minority contractors working on the construction project, and regardless of the health and economic benefits sited in favor of the project, residents within the community want assurances and will not be at ease until certain demands are met by DART officials.

For more information on DART's Disadvantaged, Minority, and Women-Owned Businesses program call 749-2518.

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Answering the tough questions



Bobbie Elliott

How many times have you said or heard said, "I know I'm qualified. I have all my stuff together; resume credentials, portfolio, appearance. What happened?

You'd probably be shocked to know how many position-seeking

candidates get shot down by a single poorly conceived answer to some of the most basic, but sometimes tough questions. Other than the intricate workings of a particular field, there just aren't any new questions. There are, however, more cleverly devised forms of these ancient probes and this is where most of us get hammered. Failure to recognize for what it is the interviewer is looking is a crime punishable by the parting shot of, "We'll certainly keep you in mind... ahh... ahh... what was that name again?"

Years ago, I remember a radio show later-to-become a television show, the line up, which was famous for the cop conducting the actual identification process to yell out, "The questions we ask are merely to get a natural tone of voice, so don't pay too much attention to what they say, as they often lie."

Beware of the light, seemingly going nowhere question such as, "How interested are you in sports?"

It may enlighten you to know that a recent survey of middle and upper management types found that folks who listed group sports, games and the like were making three thousand dollars a year more than their counterparts, who watched a lot of sports on television.

You may even get, "Don't just love baseball?"

Ahh ha! Up goes your antenna or awareness, as you are now alerted to the key word team. The interviewer wants to know if you are able to work well with groups, get along with the crew and pull together as a member of the team. Then again, he may just be a baseball nut, but I'd go with the first scenario.

This whole area of team stuff is vital in almost any situation, so you might as well get use to the myriad of approaches begging the same information.

The team theme could take a cerebral stretch with, "define coopera-

tion," which asks you to define you as a team player in the office.

I firmly believe cooperation begins with understanding that sacrificing one's own personal wishes for the good of the mission is a real possibility," might be just a tad strong for you, but you get my drift. Don't try to say something that will make you throw up, but understand the direction and desired effect. You'll hopefully find your response somewhere in the middle.

"What are your future vocational plans?" really means, "Where do you want to be in five years?"

The one answer that won't do is, in management. They hear this all the time from people who don't have a clue about management, so when they begin to grill an obvious non-managerial type, the curtain comes down and the show's over. You'd better be able to respond with the same shine as that with which you began. is a little common sense, sprinkled with humility and clear thinking. Unless you have specificity about the management opportunity at hand, you'd better take another approach.

Something like, in five years, I'd like to have a much stronger grasp of the company, the industry and where the opportunities lie. By that time, I would expect to have much more defined goals and plans for the future.

"How many hours do you think you'll need to work weekly to complete your job?"

Some people never leave the work or the office, for that matter, and pride themselves on not taking all their vacation time, while others are equally proud of being such excellent time managers that their work never creeps into off time. Cover all your bases with something of a combination. You want to be a good manager of time, but in a pinch, you can be counted on. I might respond with, "I'm pretty much able to manage my time effectively, more demands and I'd simply finish the project at hand. What would be a typical week in your department?" This throws back the ball and gives you an opportunity to get a clue.

One of the most popular devices used to trip up potential trouble makers is the probe for negativity. No special subject is necessary, but the approach is generally the same.

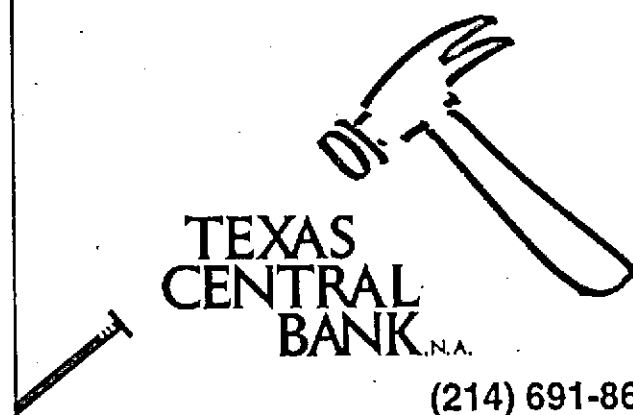
"What do you think of your current boss?"

Keep it short and sweet with something like, "She's a top-notch executive, highly respected and I like her as a person."

What are some of the things about which you and your boss disagree?

cont. on page 22

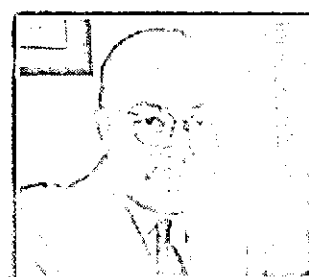
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NORTH

by Gordon Jackson

It's a scenario—a frustrating scenario in the eyes of many—that happens all too often.

He's a young African American. He's smart, ambitious and educated. With strong work ethics he has developed over the years, he has either acquired what many may feel is a "good job", complete with a high profile in the office and a good salary with benefits. Or he is building his own business, toiling long hours to make it grow so that it will turn a profit for himself, his family and his employees.

He's feeling good about himself, maybe even giving thanks to "the one above" for what he has accomplished.

Then he goes out into the public. In many cases, he decides to go out to a part of the city where there are few "who looks like him".

Minding his own business, a car pulls up alongside of him. It's a police car. The officer(s) immediately jump out and yell instructions to him. Perplexed and confused at first, the young gentlemen doesn't automatically adhere to their commands, motivating the officers to repeat their orders.

The cooperation demanded by the police officers to the gentlemen ranges anywhere from presenting his driver license to "assuming the position",

either against a side of a building or sprawled out on the ground. After the officers check his license through their computer system, and before they "may" apologize for the inconvenience, they explain that he fitted a profile of a man who allegedly committed a serious crime in the same area.

Embarrassed, and turning bitter, the gentlemen concludes "yeah, I fitted their profile all right—I was Black."

The young African American gentlemen just described has many names and lives in many cities. While both men and women of all ethnic background may be stopped by the police on occasions, there are many African American men who will say they get their own brand of "preferential treatment."

However, there are those who feel that "preferential treatment" extends beyond the African American individual, that it also is graduated to the African American community. Only such treatment is more in forms of neglect. The type of neglect where economic opportunities are few and far in between, especially compared to opportunities made available in other sections of the city. Thus in Dallas, the "North Dallas vs. South Dallas" economic conflict ebbs and flows in the minds of its citizens.

"North Dallas vs. South Dallas" however returned to the forefront of attention among Dallasites, sparked by recent tragic developments. On two separate cases (March 3 and 14), driveway robberies occurred in an upper-class section of North Dallas, both resulting in the death of the victims. The Dallas Police Department, through their investigations, determined that the suspect—or sus-

pects—in the two cases was, among other descriptive details, a young Black male. This sparked a quickly-organized town hall meeting in the neighborhood and a dramatic increase of police officers in patrol of the area. But also it sparked a dramatic increase of African American males being stopped and questioned by the police. Such "preferential treatment" brought outrage to many in the African American and Hispanic community. Several contended that strong actions were taken by the city of Dallas only after the incidents occurred in the northern section of the city. "The crime down here, we face it on a daily basis", said Dallas city councilman Garcia, a resident of Oak Cliff who also said that his life has been threatened by gang members in his neighborhood, to the point of being shot at.

"Gangs to me are not something that I just read in the newspaper about. The



Ernest Walker of AACT

gangs are my neighbors."

One organization who has been making an attempt to respond in a constructive manner has been the African-American Coalition Taskforce (AACT), a group formed with the intention of implementing ideas and creating solutions for the African American community by acting as a support group for the current leadership. Co-founded by Ernest Walker,

'N SOUTH



Mayor Steve Bartlett

Ken Green and Greg Beasley, the group met primarily with Dallas City Manager John Ware and eventually with other city officials who agreed to a town hall meeting to discuss the issues.

The meeting was held March 26 at Lincoln High School and attracted over 300 people. Among those in attendance along with the AACT founders was mayor Steve Bartlett,

assistant city manager Levi Davis, police chief Ben Click and city council members Barbara Crenshaw, Barbara Mallory, Charlotte Mays and Domingo Garcia.

Chief Click presented some statistical information on how the crime rate in southeast and southwest Dallas has declined approximately 30 percent over the past three years. He also informed the audience about various programs available to help residents form neighborhood watch groups as well as projects commit-

ted to continuing to reduce violent crime in the communities.

But it was going into the second hour of the meeting, after Bartlett, Click and other panelists gave their presentations when the members of AACT lit up the crowd with a dramatic and straight-forward discourse.

"I am tired and fed up with neglect in South Dallas!" began Walker. "We

have to mobilize to save our community, not tomorrow but now! All the statistics shared here today, it sounds good but we want to see it."

While not calling any specific names, Walker blasted the local Black politicians, asking "where are they?"

"Every politician who is not here today is showing you that they don't care. We've got people dying in the streets. We've got no jobs and crime happening everywhere. Some portions of Dallas are like some Third World countries!"

The AACT members gave a brief slide presentation, comparing economic conditions of South Dallas to conditions north of downtown. They also attacked the city of Dallas on some of their spending decisions expressing how they pay more attention to projects such as the DART Light Rail system near Lancaster and the World Cup more than to South Dallas. In response to the mayor's comments about five new banks having been opened in the southern section, Walker said "we know the real reasons was to take our money and not give any of it back!" The remark brought most of the 300 in attendance to their feet in a thunderous applaud.

AACT members continued to attack the city on several other issues as being insensitive to the homeless, the lack of lighting on many of the streets in South Dallas and the heavy concentration of liquor stores in the community.

Then it was the public's turn as the meeting was opened for question and comments. Approximately thirty lined up on both sides of the auditorium ready to express their views.

"A few White folks die in North and the police is out there", said Phylliss Jackson. "Why don't they react the same way when things are happening in South Dallas?"

"What just happened in North Dallas has been happening in my neighborhood all along," claimed an Oak Cliff resident. "But when I call the police for help, they don't come out." Both chief

Tolliver and Hampton responded to similar complaints, acquiring the resident's name and phone number and committed to working with them.

"What's the use of having new banks in the community when they don't let us have any money?" asked Lamar Britton of Britton's Bar-B-Que, located on South Lamar street. He expressed problems of attaining a loan for his business.

"It's so bad in my neighborhood my dogs can't even go outside to use the bathroom!" exclaimed Dwawn Brown who took off of her job to be at the meeting.

One resident challenged the mayor and police chief, "how many of you would consider moving to the neighborhood so that you'll know first hand what we go through?"

AACT did express however that the "police department is not the problem" and that Chief Click has been working with the group on a very positive basis. District chiefs Greg Tolliver of the southeast region and Randy Hampton of the southwest, both African American were introduced to the crowd. Both gave strong commitments to work with the residents in their district.

"The whole issue here is not crime, but the cause of crime" said Walker. "And the cause is a lack of economic development. It is a lack of commitment that has been shown by the city of Dallas to develop economic structure in the southern region."

It was also concluded at the town hall meeting that African Americans must band together to work out most of their problems. Most agree however that the task of revitalizing the economic conditions of the community presents a long hard road ahead and that African Americans must learn to make "preferential treatment" happen in their favor, and soon. As AACT's slogan says:

"Act now or forever hold your peace."

The following movies will be aired during the month of April on one of your TCI Cablevision channels. If you don't have cable in your home, please contact TCI.

by Tai Jones

Entertainment Editor

AMOS & ANDREW



With a kind word, a thoughtful deed, and a little smooth talk, Nicholas Cage (Amos) manages to skate his way into a hapless character portrayed in Amos & Andrew. Known for his past performances in "Raising Arizona", "Wild at Heart", and "Vampire's Kiss"...Cage gives the film added parody.

Samuel L. Jackson (Wesley Snipes' junkie brother in "Jungle Fever") portrays African-American Pulitzer Prize winning author Andrew Sterling, who considers himself the voice of his

people. When Andrew innocently moves into a summer home on an exclusive Massachusetts Island, the pseudo-liberal neighbors assume he's a burglar and call the chief of police.

Chief Tolliver (Dabney Coleman) comes to the conclusion that Andrew must be holding the previous owners hostage. When he and his assistant, Officer Donaldson (Brad Dourif), completely bungle things, they come up with a ridiculous solution. They hire petty crook Amos (Mr. Cage, with gold tooth) to hold Andrew hostage and thus, give false validity to their theory.

Overall, Director E. Max Frye places multiple events into a screenplay that enhances his writing style of a simple plot. He manages to capture the exploitations of numerous stereotypes, yet never touches the ugly offensiveness that could possibly insult or violate the viewers. He gives you a bit of fairy-tale which turns into realism.

"AMOS & ANDREW" IS SHOWING APRIL 1, ON SHOWTIME.

POSSE



After two decades of disfavor, westerns have galloped back into vogue in Hollywood. Mario Van Peebles spurs ahead as the leader with his acting and his directing of predominantly

black, "Posse".

The movie tells the story of African-American soldiers who fought courageously on the front lines of the Spanish-American War but were denied a heroes' welcome. Quite the opposite of a heroes welcome, they were branded as outlaws and deserters. Therefore, from their earliest days...life was harder for the blacks than for other soldiers. Many white officers did not want to serve with black troops and would accept a lower rank to stay in white units.

As common threads begin to unite, Jesse Lee (Mario Van Peebles) becomes the anchor to Freemanville, a once peaceful community formed by freed slaves after the Civil War. However, no sooner than the posse rides into town does the city reveal its corruption. Allegorically, Jesse Lee has numerous flashbacks throughout the film which eventually allow him to confront the inner war within himself. Much of this victory comes when he learns to depend on his fellow citizens.

Van Peebles manages to assemble a highly diversified cast of actors. The cast blends the raspy and rhyming voice of Tone-Loc; the melodic beat and wiggles of Vesta; the sex appeal of Big Daddy Kane; and reminiscence of outstanding UCLA end, Woodrow Woody Strode.

The film was released by Gramercy Pictures, a subsidiary of Universal Pictures.

"POSSE" IS SHOWING APRIL 24, ON SHOWTIME

BOILING POINT

Actor Wesley Snipes

("Passenger 57", "Jungle Fever", "Sugar Hill", "New Jack City", "White Men Can't Jump") and Actor Dennis Hopper ("Apocalypse Now", "Blue Velvet", "Easy Rider", "Eye of the



Storm", "Flashback", "Hoosiers") have joined forces in "Boiling Point".

Snipes plays Jimmy Mercer, a seasoned agent working for the Treasury Department, who has one week to solve the murder of his partner. Hopper shares the one week deadline as Red Diamond who has recently been released from prison and has to repay an old debt to an organized-crime chief. During the seven day period, their lives intersect at pivotal points.

The movies presentation of women relies on genre's conventions. Lolita Davidovich ("Leap of Faith", "Intersection") brings a warm presence on the role of a gold-hearted, worldly wise prostitute who enjoys the company of both Mercer and Diamond. Red's soft-talking wife, Valerie Perrine ("Lenny", "Superman" 1 & 2) wears a shopworn smile and is well-suited to Diamond's needs.

Director James B. Harris defines his premise, by adding a sense of balance to the two men's personalities. Mercer appears ready to implode just as Hopper's flamboyant character is ready to explode.

"BOILING POINT" IS SHOWING APRIL 30 ON HBO.



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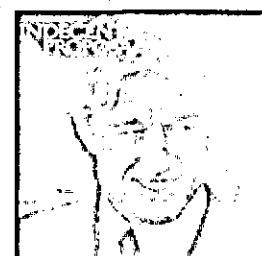
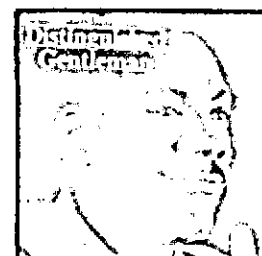
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Poetry in the making

by Tai Jones

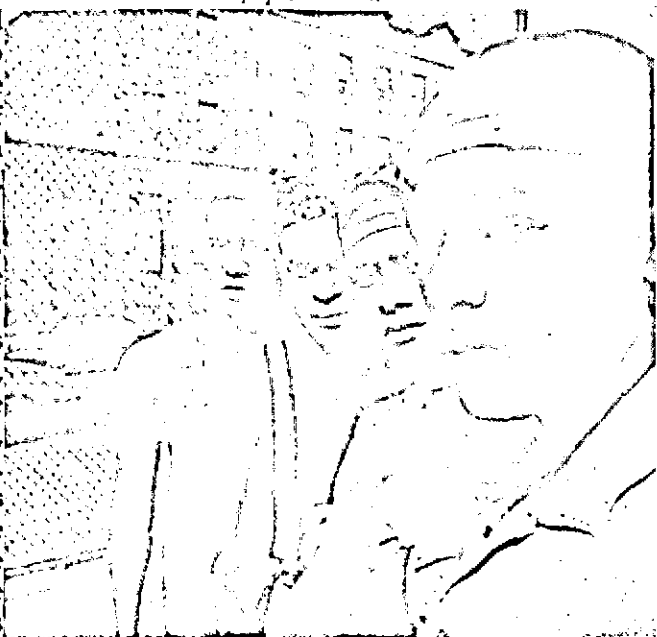
For The Funky Poets, music is a vehicle: for poignant stories from urban American life, for sharp-eyed chronicles of the lives of the people of the inner cities. From "Born In the Ghetto" (a song about self-realization) to "It Doesn't Have To Be This Way" (offering an alternatives to selling drugs), The Funky Poets' urban natured stories transcend barriers of race and geography. The hip-hop revolution has given a common language to a multiculturally diverse group of youth. Now, The Funky Poets take that language one step further on their auspicious debut album, "True To Life", on 550/Epic Records.

The New York-based group consists of brothers Paul and Ray-Ray Frazier, and their cousins, Christian Jordan and Gene Johnson Ashe. All four have strong lyrical and vocal qualities, yet Paul also plays the bass for the group. In the grooves of "True to Life" (with production on various tracks by David Darlington, Greg Smith, and Poets), they glance back to give "props" to such forerunners as Earth Wind & Fire, Bobby Womack, Blue Magic, Curtis Mayfield, and the Isley Brothers. While rap is an obvious influence—"that's all we really listen to these days," notes one Poet...the bottom line is the music, the whole music.

Lyrical content is what separates The Funky Poets from every other four-guy group in contemporary music. The Funky Poets are about "phat beats and silken harmonies," but the message in the music reflects the harsh and beautiful truths about the ghetto. The mature language and emotional complexity of "True to Life's" ballads are a far cry from most current radio tunes—lyrics such as "let me lick you, taste you, dis and degrade you," embrace the passion of love and relationships in the inner city.

The Funky Poets' video release, "Born In The Ghetto" will premiere on Video Radio, a monthly video show with a radio format, during the month of April. Video Radio airs on Cable Access, Channel 25 B, for exact dates and times, or for more information, call (214) 631-8004.

Special thanks to Michealle Johnson and 550/Epic Records.



PAUL, CHRIS GENE AND RAY RAY



An Evening with Ray Charles and the Boys Choir of Harlem

The Dallas Jewish Coalition for the Homeless presents a jubilant music filled evening with Ray Charles and the Boys Choir of Harlem on Tuesday, April 20 at the Morton H. Meyerson Symphony Center.

The concert is to benefit the Vogel Alcove, a quality child-care for children whose families reside in any one of 10 Dallas shelters and transitional housing programs. The program is designed to meet the diverse and special needs of those who suffer the trauma of homelessness. Ray Charles, born September 23, 1930 in Albany, Georgia, gradually lost his sight at the age of four. After three years, Charles had lost all sight, and his parents enrolled him in St. Augustine's State School for the Deaf and Blind.

There, he learned to read Braille and to type. It was also there that a young Ray Charles was allowed to develop his great gift of music. He learned to compose and arrange music in his head, telling out the parts, one by one. After Charles left school, he set out on the road as a struggling professional musician.

Down through the years, Charles has become a world-renown musician with a style marked by unpredictability and genius. From jazz, rhythm and blues, country to modern soul, he has proven his expertise; and along the way Charles was instrumental in the formation of rock and roll.

The Boys Choir of Harlem (BCH) program was founded in 1968 by Dr. Walker J. Turnbull. The purpose was to fight the rejection and deprivation he witnessed as a Harlem public school teacher.

Today, The BCH is recognized as a premiere arts institution of international reputation. The BCH currently serves 250 boys and girls between the ages of eight and 18.

The BCH Academy and High School have 90 percent perfect attendance and, to date 98 percent of all Choir graduates go on to college.

For ticket information contact ARTTIX at (214) 520-ARTS. For more information contact Rebecca Young, The Young Company at (214) 520-2929. Performance time is 8 p.m. The exact location of the Meyerson Center is 2301 Flora Street.

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APRIL 1994

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Paths of Glory 1957 Kirk Douglas (R)	Army of Darkness 1993 1993 Bruce Campbell (R)	The Breakfast Club 1985 Molly Ringwald (R)	I Love You To Death 1990 Kevin Costner (R)	Poison Ivy 1992 Drew Barrymore (R)	Army of Darkness 1993 Bruce Campbell (R)	Spoils of War 1994 John Wood (R)
Fearless Vampire Killers 1987 Robert Palmer (R)	Bodies, Rest & Motion 1993 Patrick Swayze (R)	King Ralph 1991 John Goodman (R)	The Last Days of Chez Nous 1992 Lee Remick (R)	Passion Fish 1992 Barry Lyndon (R)	Leaving Normal 1992 Christine Lahti (R)	Lorenzo's Oil 1992 Nick Nolte (R)
Riff Raff 1992 Robert Carlyle (R)	Leaving Normal 1992 Christine Lahti (R)	The Other Side of Hell 1978 Al Pacino (R)	Moscow on the Hudson 1984 Robin Williams (R)	Spoils of War 1994 John Wood (R)	Getting Out 1994 Robert Downey Jr. (R)	\$4.95



End Of Game Notice.

The joker won't be wild too much longer. Because *Joker's Wild* from the Texas Lottery closes on April 1, 1994. That means you have until September 28, 1994 to buy the remaining tickets and redeem any winners.

To play, just match three like card symbols or two like symbols and a Joker to win the prize in the prize box, up to \$500.

Claim prizes:

- At any Texas Lottery retailer.
- At one of the 24 regional Texas Lottery claim centers.
- By mail.

Questions? Call the Texas Lottery Customer Service Line at 1-800-37-LOTTO.



Joker's Wild overall odds of winning, 1 in 4.65. Must be 18 years or older to play. ©1994 Texas Lottery

Elliott, cont. from page 17

Ha! Can't you just hear the trap being set? You, of course, won't fall for it and you won't be able to recall a single incident, the same general response concerning your work, co-workers or the water cooler. Sooner or later this cherry little tune you're singing about your current situation will beg the question of, why do you want to leave your current job?

Round up the usual suspects of challenge, location, advancement, money, prestige and security. You're in there somewhere, so make the identification and stick to it.

Speaking of new jobs, Bob Stewart launches a new Jazz program on KNON 89.3 on Monday April 4th. Congratulations to a dedicated broadcaster and one hell of a human being. Should you have any questions and/or comments, write us here at MON.

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The second coming of Sheffield

By Dwain Price

One of the most prolific track and field performances the Dallas/Fort Worth area has ever known has returned to the Metroplex.

Cinnamon Sheffield, who gained stardom while winning the Class 5A state 100-meter hurdles in 1987 and '88, is working as a graduate assistant track and field coach at Texas Christian University. Sheffield, who graduated from South Oak Cliff High School in 1988, works with the TCU women sprinters, and with the men and women hurdlers.

TCU track coach Bubba Thornton believes Sheffield has all the ingredients to one day become a head coach. In addition to her success in high school, Sheffield has a wealth of experience to draw on from her collegiate days at Louisiana State University.

At LSU, Sheffield was a 10-time All-American and helped the Lady Tigers capture four outdoor national championships and a pair of indoor national titles. She also set the America Junior record in the 100-meter hurdles as a freshman at LSU, and ran legs on the LSU team that holds the NCAA record in the 4X100-meter relay, and holds the world's record in the shuttle hurdle relay.

"I enjoyed watching her compete in high school and I enjoyed watching her compete all through her collegiate days at LSU," Thornton said. "I've always thought she was a fierce competitor."

"The experiences that she's had, there's no way that you can teach that. To know the excitement, to know how it feels as an athlete — the good times and the bad times — all of those experiences are going to make her a very strong coach."



Cinnamon Sheffield

Sheffield, who also is working on her Master's degree at TCU, said coaching has enabled her to keep abreast of what's transpiring in the world of track and field.

"I don't want to totally get away from track and field," she said. "I enjoy coaching and I was welcomed very nicely at TCU."

"Obviously she's going to have good name-recognition," Thornton said. "But she's also been awfully good, and I think that's going to help because people can identify with her."

"I think you're going to see some of the dividends of what Cinnamon is doing next year. We've already recruited an awful strong group of young women sprinters, and I'm tickled to death to have Cinnamon coaching over here."

"I've never seen her get out of character, and that's something that's always impressed me about her. She has a great personality, and that's why I wanted her so badly over here."

Parents, don't let your kids grow up to be Hoosiers



Dwain Price

Any black parent who sends their child to Indiana University to play basketball for coach Bobby Knight needs to have their head examined.

For years, Knight has shown that he is a man out of control. For tossing a chair during a game, to slapping his own son — who plays for him — to having repeated run-ins with the media. This is a man that has clearly abused his power.

Last month Knight committed another unconscionable act when he head-butted one of his black players, Sherron Wilkerson. I haven't heard whether the Wilkersons plan to file suit on Knight and Indiana University, but they ought to.

If it was my son that Knight head-butted, my wife and I and a team of lawyers would have been to IU the very next day. The only way to control a man who has extensive power like Knight is to hit him in the pocket book.

And since IU seems to condone his immature acts, perhaps a lawsuit against IU will slap them back into telling their coach to stop acting like an adolescent.

A few days after head-butting Wilkerson, Knight made a brief speech before a home game against Wisconsin. In summary, he said, "When my time on earth is gone and my activity has passed, I hope they bury me

cont. on page 23

The Blacker the college, the sweeter the gridiron

All-American tight end turns away major universities for Black college

Dwain Price

Ahndre Patterson is trying his best to send a stern message to black athletes and black parents.

Back in January, Patterson orally committed to sign a national football letter-of-intent with Tennessee. However, when it was time to sign on the dotted line a month later, he changed his mind and decided to sign



Ahndre Patterson with Alcorn State, an historical black university.

Patterson, a senior at Carter High School who, by so-called experts, is the best tight end in America. One of the reasons he decided to attend a black university is because he wanted to raise the con-

sciousness of some of those impressionable minds that exists out there.

"If we can start getting all of the good black athletes back into the black colleges, then the black colleges will be on the uprise again like they were in the 1960s," Patterson said. "Back in the old days you couldn't pay Tennessee or Alabama to play Prairie View or Jackson State because they knew they would have gotten beat."

"So, if the good black athletes start going back to the black universities, things will change. But this (illegal) money thing that kids get is what has these kids all messed up."

By the way, Patterson could have attended virtually any university in the nation. Grade-wise and talent wise,

he ranks right up there with the best of them.

Patterson was recruited by almost every college that has a football team. Coaches drool over 6-4, 245-pound tight ends that run a 4.5 40-yard dash like Patterson does.

Many people have told Patterson that in order to enhance his chances of one day playing in the National Football League, his best route would have been to go to a predominantly white university. They mentioned the TV exposure the white colleges have as opposed to the black colleges.

Patterson thumbed his nose up to that suggestion and said: "Look at Walter Payton,

cont. on page 23

Hooslers, cont. from page 23
upside down so my critics can kiss my BLEEP."

That got a standing ovation and a loud roar of approval from the crowd. It seems as though everyone in Indiana kisses Knight's butt which makes him all the more dangerous.

But one of these days Knight is going to head-butt your son and it won't be funny. One of these days he's going to seriously hurt one of his players, and it won't be funny.

Bobby Knight reminds me of he neighborhood bully who keeps beating you taking your lunch money. And if you never do anything to stop the bully, he just keep on beating you and taking your lunch money.

Knight belongs on a psychiatrist's couch, not on the sidelines coaching kids. He is too volatile to be in charge of impressionable youngsters.

Anyone associated with IU ought to be embarrassed that Bobby Knight has turned the IU basketball program

into one Saturday Night Live outrageous skit after another. But the Indiana way of doing things is to not cross Knight.

Now I know why Knight said, "I would be a very, very mediocre pro coach. I would not be a good pro coach."

Can you imagine Knight head-butting Charles Barkley, Karl Malone, Dennis Rodman, Patrick Ewing, etc.? It would be the last head-butt he performed, because he would get his head

and his butt kicked.

I give Knight credit for knowing that he can get away with his combative style at IU. John Chaney would have been forced out of Temple, and John Thompson would have gotten his pink slip at Georgetown had they performed similar dastardly deeds.

At IU, Knight is treated like a God-like figure. But if he keeps up his shenanigans, someone is going to seriously get hurt.

And there won't be anything funny about that.

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Patterson, cont. from page 23

the NFL that came from black colleges. They didn't get much TV time in college.

"Besides, it's not really a matter of TV time, because the pro scouts are going to be at your games, not watching it on TV.

"Some black players choose to go to the white schools so they can be on TV. But sometimes they don't wind up good enough to play, so they're on TV on the sidelines."

Patterson, named to five different All-American teams, credits his parents for laying his foundation. His father, Jimmy Patterson, was an All-American track star at Jackson State while he was at that school from 1969-73.

"I think what excites a lot of our black kids is to be on TV and to play in bowl games," Jimmy Patterson said, "but what was important to Andre was to get an education, plus play for schools like Alcorn State or Jackson State.

By going to Alcorn State, Patterson will be catching passes from quarterback Steve McNair, a Heisman Trophy candidate. Being in that rarified air, more than being on TV, should enhance Patterson's chances of one day making it to the NFL.

"All of the NFL scouts are going to be at the games looking at him, and I've heard they already know about me," Patterson said. "I'm going to be a big help him and he's going to be a big help to me."

More importantly for Patterson, a historically black university will be the huge benefactor. And that's the message he's trying to send to the other blue-chip black athletes across the nation.

**NOW IT'S
THE MEN'S
TURN**

COMING IN JULY:

**MON'S BACHELORS
EDITION.**

APRIL 1

ALTERNATIVE Christian Center, a place to have night-time fun without night-life sin and troubles, celebrates its Grand Opening on Friday, April 1.

Rental space is available for parties, banquets, receptions, temporary church services, and other events. Happy Hour with non-alcoholic beverages.

For more information call metro (817) 572-3321.

APRIL 2

A district-wide student talent show, entitled "Unity: A Road Seldom Traveled," is scheduled for Saturday April 2, at 7 p.m. in Texas Hall at the University of Texas-Arlington.

The show will serve as a fundraiser for Univers-All Youth Cultural & Educational Services (UAYCES), a free after-school program that provides tutoring, multicultural history classes, self-esteem workshops, gang-prevention and healing racism seminars for students of all races and economic backgrounds.

For more information call 988-1103.

APRIL 4

North Dallas NOW Chapter will host Janie Bush of the CHOICE Foundation as the speaker for April's general meeting scheduled for Monday April 4 at 7 p.m.

The meeting takes place at the Dallas North Unitarian Church, 2525 Custer Rd in Plano.

For more information call metro (214) 833-6810.

Registration deadline for the Dallas Senior Games hosted by the Dallas Park and Recreation Department to promote wellness and fun among the 50-plus population.

For more information call (214) 670-6258.

APRIL 6

New Image Business Association (NIBA), weekly luncheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call (214) 350-9590.

APRIL 7

The DFW Association of Black Communicators, The Dallas Urban League, and the Center for nonprofit management are co-sponsoring a free African-American media fair for nonprofit organizations and community groups. The fair will be from 7 p.m. to 9 p.m. Thursday, April 7 at the Center for Community Cooperation 2900 Live Oak Street near downtown.

John McCaa of WFAA-TV Channel 8 will moderate the panel.

Reservations required for this free event. For

more information call (214) 821-0911.

APRIL 8

Highland Park UMC Single Adult Ministry plans to kick-off a month of activities for Single Adults on Friday, April 8 at 6:30 p.m. and Saturday, April 9 at 9 a.m. at the Great Hall of Highland Park UMC. The cost for both days is \$10.

For more information call (214) 521-3111.

APRIL 9

The Tyler Street Christian Academy Athletic Department and Booster club will sponsor an "ALL YOU CAN EAT" fish fry and sports auction to benefit the athletic program on Saturday, April 9 from 1:30 to 5:30 p.m. on the school's ground.

For more information call Curt Wilcox 941-4711.

Senator Royce West District 23 invites you to the following Health Care/Human Services Town Hall Meeting on Saturday, April 9 from 9 a.m. to 12:30 p.m. in the Thurgood Marshall Rec. Center located at 5150 Mark Trail Way.

For more information call (214) 670-1928.

Clean South Dallas announces Spring Cleanup Plans on Saturdays from 9 a.m.

to 4 p.m. Lunch will be served for participants.

Persons, groups or organizations who want to join in the cleanup should call 421-1662.

APRIL 11

UTA's International Office will hosts its annual International Week on Monday April 11, thru Saturday April 16.

The activities are free and open to the public. The events will showcase, exhibits, a food fair, talent show, fashion show, banquet, final party and much more.

For more information call metro (817) 273-2355.

The third Scholarship Essay Competition for high school seniors is underway. All high school seniors are invited to submit an essay on the topic, AIDS: Why Should I care?

The entries must be postmarked by Monday, April 11 and should not be longer than three typewritten pages. Short stories, poems, or other creative responses are acceptable.

For more information call Mr. Jamie Schield AIDS Resource Center at (214) 521-5124 or write to P.O. Box 190869 Dallas, TX 75219.

APRIL 12

UTA Flute Choir will perform in concert at 8 p.m. Tuesday, April 12 in Irons Recital Hall, Fine Arts Bldg., 700 W. Second St.

The free concert is open to the public. For more information call metro (817) 273-3471.

APRIL 13

New Image Business Association (NIBA), weekly lun-

cheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call David Robinson (214) 707-5827.

APRIL 16

Senator Royce West invites the public to attend a Town Hall Meeting to discuss Health Care and Human Services issues on Saturday April 16 from 9 a.m. to 12:30 p.m. in the Grand Prairie Community Ctr., located at 121 West Church St.

For more information call (214) 262-0354.

The 10th annual Dallas Senior Games, an Olympic-style fitness event, takes place on Saturday, April 16 thru Thursday, April 28 at recreational and sports facilities throughout the metroplex.

Registration forms are available by calling the Dallas Park and Recreation Department at (214) 670-6258.

The National Insurance Industry Association of Dallas presents the 1994 Spring Dance at the Radisson Hotel located at 2330 N.W. Highway on Saturday, April 16 from 9:00 p.m. until.

For more information call (214) 258-8443.

APRIL 18

Student Health Services and Recreational Sports will host Healthfest '94 on Monday and Tuesday, April 18 and 19 on the Library Mall, facing 700 S. Cooper St from 11 a.m. to 5 p.m.

Free and low-cost health screenings and assessments including blood pressure and cholesterol check will be available.

For more information call metro (817) 273-2772.

APRIL 20

New Image Business Association (NIBA), weekly luncheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call (214) 350-9590.

APRIL 26

The Golden Oak Award Luncheon, hosted by the Oak Cliff Chamber of Commerce, is set for Tuesday, April 26 at Weiss Auditorium at Methodist Hospital.

The cost of the luncheon is \$10 per person. Call for reservations before April 21 at (214) 943-4567.

ATTENTION:

If you're interested in putting something in our May Calendar, send your information to the office by mail or fax no later than Monday, April 25

Rush your events by mail or fax to:

Minority Opportunity News
2730 Stemmons Frwy
1202 Tower West
Dallas, TX 75207
(214) 905-0949 FAX

cheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call (214) 350-9590.

APRIL 14

Auditions for the production of "Ceremonies in Dark Old Men" written by Lonnie Elder, III, will be held on Thursday, April 14 and Friday, April 15 from 5:30 to 8 p.m. and on Saturday, April 16 from 3:45 to 6:30 p.m. If needed, call backs will be on April 19 at 6 p.m.

For more information call (214) 670-0314.

APRIL 15

National Association of Blacks in Criminal Justice South Regional Conference is set for Friday, April 15 through Sunday April 17 at the Plaza of Americas


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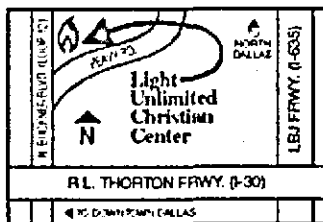
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Cont. from page 25

APRIL 18

Student Health Services and Recreational Sports will host Healthfest '94 on Monday and Tuesday, April 18 and 19 on the Library Mall, facing 700 S. Cooper St from 11 a.m. to 5 p.m.

Free and low-cost health screenings and assessments including blood pressure and cholesterol check will be available.

For more information call metro (817) 273-2772.

APRIL 20

New Image Business Association (NIBA), weekly luncheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call (214) 350-9590.

APRIL 26

The Golden Oak Award Luncheon, hosted by the Oak Cliff Chamber of Commerce, is set for Tuesday, April 26 at Weiss Auditorium at Methodist Hospital.

The cost of the luncheon is \$10 per person. Call for reservations before April 21 at (214) 943-4567.

APRIL 27

New Image Business Association (NIBA), weekly luncheon will be held at the Bill J. Priest Institute, located at 1402 Corinth.

For more information call (214) 350-9590.

APRIL 28

The 20th annual Distinguished Business Leadership Awards dinner begins at 6:30 p.m. on Thursday, April 28.

The ceremony will pay tribute to the past 19 award recipients, their families, and their companies. The benefit will raise scholarship funds for future UTA business students.

James Goolsby, head of the Howard Hughes real estate empire, will receive the Distinguished Business Leadership Award.

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The U.S. Channel of Commerce for Higher Education says that billions of dollars are now available in every state for people who know how to apply for it. The organization says that there are billions in allotments from the government that has to be given out to people who want to start their own business. There are over

For more information call Brad Anderson at metro (817) 273-3387.

APRIL 29

Bass-baritone jazz/blues singer Joe Williams will join the Dallas Jazz Orchestra in concert on Friday April 29 at 8 p.m. at the Morton H. Meyerson Symphony Center, 2501 Flora.

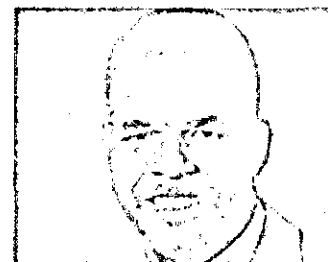
Tickets are \$20-\$50 at ARTIX, 520-ARTS.

For more information call (214) 521-1040 or 922-1220.

UTA will host a seminar on the challenges presented by information technology at 11 a.m. Friday, April 29 in the Academy Room, E.H. Hereford University Center, 301 W. Second St.

The seminar is co-sponsored by the UTA Center for Information Technology Mgmt, the Department of Information Systems & Mgmt Sciences and the Dept. of Mgmt.

Registration which includes lunch is \$40 per person and must be received by April 25. For more information call metro (817) 273-3569.



Vernal Coleman is an investment officer with NationsSecurities, a subsidiary of NationsBank and Dean Witter. He is assigned to the NationsBank location at Fair Park and Lancaster-Kiest, where his responsibilities will include assisting individuals with investment and retirement needs.

He recently moved to Dallas from New Orleans, La where he worked as a broker with Dean Witter.

His career spans fourteen years of experience in the financial services.

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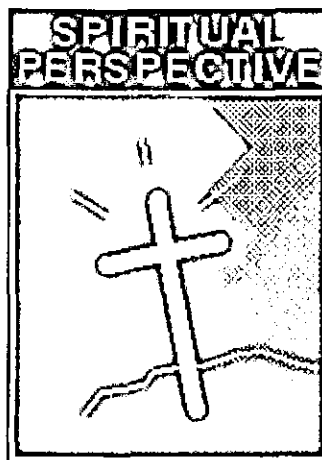
BY RON SHAW

How many people are great starters of projects but get distracted by some other noble cause? In the 6th Chapter and the 3rd verse of this book, Nehemiah avoids a common mistake most people make. His enemies were trying to hinder the project. They used ridicule, they planted ill-advisors, they physically assaulted them, and they tried to entice him to put the work on pause in order to attend a conference. Nehemiah's response was "I'm doing great work and I can't come down"! Distractions will come.

Remember your adversary doesn't

want to see the completion of your task. Well meaning friends and family; other noble causes may come up but you must remain focused. The reason most people allow themselves to get distracted is because they don't esteem what they are called to do as great (important). Nehemiah esteemed God's assignment as one of great importance. Maybe you are not on television or a regular in the media. Maybe your name is hardly ever mentioned by men. What does that have to do with what God has called you to do? Once you know what he wanted from you, then set your mind to accomplish it at all cost. The New Testament has a long list of distractions that Jesus warns us about. Kin-Folks (MAT. 10:22), Worrying over stuff (LU.8:14,15), reminiscing about yesterday (LU. 9:59-60), trying to acquire riches (LU.18:22-25) and the list goes on. The Bible says those who strive for the mastery learn to be temperate in all things. How many of you would have been a lot further along with your calling in life had you not lost focus? Perhaps you thought a smooth talking brother or a fine looking sister was worth setting aside your calling and you never got back on track? Our young people must realize the importance of keeping their eyes

on the prize. Drugs, Sexual immorality, Gangs, and the likes are all distractions that are designed to get you down off the wall and cause your pursuits to be hindered. Nehemiah was able to keep his people focused even inspite of the opposition. The key verse says so we built the wall because the people had a mind to work. One translation says "The people stayed on the wall inspite of all obstacles". Colossians 3 says to set your mind on things above. Hebrew 12 says to lay aside any distractions and run the race. In order to accomplish God's assignment for you, you must remember (1) **TEAM WORK IS A MUST** and (2) **STAY FOCUSED!**



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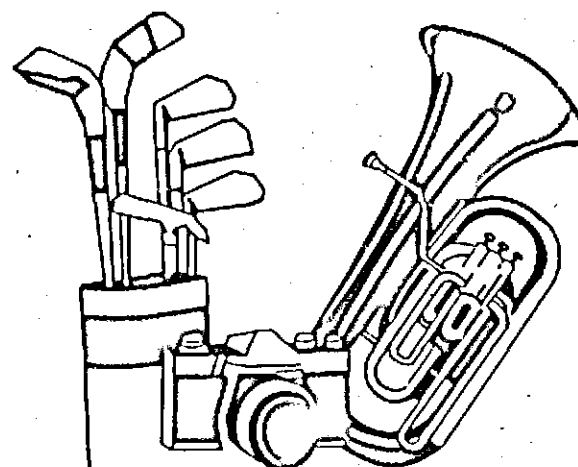
APRIL 22 - 23, 1994

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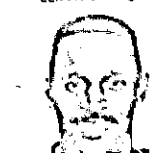
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"It's about to rain!"

By David Lewis Bowens

Bowens, a student of Skyline High School, was winner of the Martin Luther King, Jr. Essay contest held this past January, with what many feel is an electrifying oratorical on Civil Rights. He also gave his essay at the recent South Dallas Cultural Center breakfast banquet.

Civil Rights The words alone seem to symbolize great deeds of courage and pride. The United States came into existence by battling England tirelessly and prevailing to gain independence from a country that denied them the civil rights of life, liberty, and the pursuit of happiness.

It angered those white individuals that they were not considered equal, and so they stood up for what they believed was right to change the course of history as we know it. But if you would like to talk about the real Revolutionary War, Thomas Jefferson would not be the mastermind of retaliation.

George Washington would not be the glorified war hero, and King George would not be the oppressing tyrant. The true revolution of this country was much more than a war to gain ownership of "the land of the free and the home of the brave," it was a movement that forced this country to live up to that image. It was an era that forced the most powerful, the most liberal, the most open-minded nation in the world to wonder why millions fought and died for this country.

The Civil Rights Movement was a time filled with more drama than any Shakespearean tragedy more acts of bravery because they knew that the only way to conquer the disease of inequality was to use the vaccine of unity. This vaccine did not completely destroy the disease of inequality, but it did create lasting side-effects. Through unity, they were able to kick Jim Crow out of his nest and elect our people to a Congress that neglected our needs for too long. They prevailed by remaining optimistic in a world that oppressed them, and keeping the dream of a better future alive.

Almost thirty years later, the question can be asked; which way have we moved since the Civil Rights Movement? We now live in an age

where picket signs have been replaced by graffiti, marches have been replaced by riots, and the church family has been replaced by gangs. It is a shame that today, values as important as love, peace, and harmony are instilled by a purple dinosaur on television rather than exemplified by all members of society.

There are overwhelming numbers of homeless people in this country that deserve to be helped instead of humiliated. Our educational system suffers from a lack of black history, and our new curriculum should involve Penitentiary 101. Worst of all, the word minority seems to act as a pair of shades that prevents people to take it the bright lights of hope.

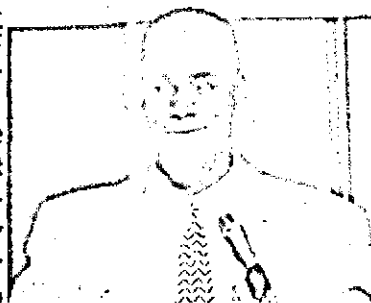
Dr. King knew that the Civil Rights Movement wouldn't create a non-racist and perfect world, but he knew that if they united, they could make a "sound of distant thunder increasing in volume with the gathering of storm clouds."

Today, I would like the whole world to know one thing: It's about to rain! For those who say there is no hope for the world today, I want you to know that it's about to rain! The world should always continue to hope, because hope is like money in the bank: the more you have, the better off you are for the future. And if there is one fact that I know about the black race, it is that the piece of impossibility does not fit in the puzzle of Black history.

The insurmountable odds of overcoming an institution as organized as slavery and defeating voting barriers proved to be a triumph that let the world know that anything is possible to those who are united. We, as people, have moved from being the weak and the oppressed, to being the Bold and the Beautiful. We have moved from Jurassic Park to Park Avenue. We have moved from We shall overcome to, Whoomp! There it is!

But most importantly, we have never lost sight of the dream. The dream that stresses faith in God as the greatest high on earth and the dream that professes mutual respect as the key to world peace.

Open your eyes and watch the sky: It's about to rain! Tell the doubting lawmakers and politicians in Washington D.C. to be sure they stay inside. Tell the Klu Klux Klan to lock their doors and cover their windows. Tell all the non-believers of our generation to stay off the roads. The winds of hope are rising and the temperatures of negativity are dropping



David Lewis Bowens



Health
Marsha Prophet

The Power of Positive Imagery Visions to Boost Immunity

Over the past few years, scientists have gathered more and more evidence that thoughts and emotional states can affect your body's immune system--the white blood cells and other substances that together defend against disease.

The immune systems of depressed and bereaved people, for example, function below par. There has been talk that certain attitudes may make people more susceptible to cancer, and less able to fight back when it strikes.

But now researchers are studying the flip side of those troubled findings that suggest some psychological techniques may help keep the immune system on track or perhaps even enhance it. But an even more important finding deals with guided imagery, a process that involves training your mind to visualize health promoting images.

Although much of the new work on imagery focuses on its immune system benefits, it helps in other ways too. In short, imagery seems to mute the body's stress reactions.

Exactly how imagery and relaxation exert their effects on the body is still not known. But the answers may lie in exciting new discoveries about brain chemicals by researchers.

Brain cells, or neurons, have long been known to communicate with each other through chemical signals. But in the past, these signals were thought to move only in preset paths from cell to cell. Scientists have uncovered another communication system involving chemicals that work like free floating telegrams, sending messages between cells in different parts of the brain, and between the brain and other parts of the body.

rapidly. The clouds of change have blanketed the sky and are ready to burst with waters of nourishment.

The bolts of lightning indicate the massive power of a new generation that is fed up with the corruption of today's world. Homelessness will be gone with the wind. Unemployment will be frozen by the snow. Riots will be bashed by hail, and crime will be blown by the tornado.

This intense positive power can be found in the mind of every indi-

Some of these substances, such as insulin, have been known for years. But scientists are now discovering that they are produced by the brain, not just by organs like the pancreas.

Although this work is still highly theoretical, it suggests some fascinating scenarios for the mind's effect on the immune system.

Guided imagery and relaxation are best learned from experienced health professionals trained to teach these techniques. Cell biologist Joan Borysenko suggest simple exercises that can help you learn relaxation.

- First, lie down or sit in a comfortable, back-supporting chair away from distractions. Take your shoes off. Loosen clothing. Dim the lights.

- Close your eyes. Take a deep breath through your nose, one that fills your abdomen--not just your chest--as you inhale. slowly let the air out, concentrating on letting go. Repeat. Then take a slightly deeper breath. Feel yourself relax. Be aware of your breathing. Repeat a simple word, prayer, or phrase to yourself.

- Slowly tense and then relax the muscles in your body, beginning with your forehead and working down to your toes. Feel the difference between a tensed and relaxed state.

- As you begin the imagery, picture a place where you feel safe, secure, calm and quiet: perhaps a beach setting, the woods, or a cozy bed with the covers pulled over you head. Try to make yourself a participant in the vision, not just an observer. Try to pay attention to your body's signals. For example be aware that the air you breathe in through your nose is slightly cooler than the air you breathe out.

- The next step is to picture the setting you are trying to change or control. first, draw pictures of what you are trying to visualize. If you want to boost your immunity against the common col, sketch a drawing of how you see your white blood cells and what they are doing to fight the cold virus.

Don't get caught in trying to do guided imagery or relaxation "Right". The images must be personal.

vidual on the face of the earth. The only thing that matters is how large of a storm we as a human race, choose to create.

My father once told me that a journey of a thousand miles begins with one step. So I encourage everyone to make that first step toward a brighter tomorrow. And to those that continue to inflict negativity in our society and doubt that we will ever overcome, I urge you to quote the immortal words of Bebe's Kids: We Don't Die, We Just Multiply!!!!

Stamp of Approval

Buffalo Soldiers get nod of recognition

A-Plus Dallas Chapter cordially invites you to the Buffalo Soldier Stamp Dedication at the seventh annual A-Plus National Convention on April 20-24, 1994 at the Hyatt Regency Dallas at Reunion.

The Buffalo Soldiers are a group of American heroes whose contributions and achievements were only recently raised from obscurity, and still have not been fully appreciated or recognized by this county. They were members of the all Black 9th and 10th Cavalry and the 24th and 25th Infantry regiments.

Because of their bravery, courage and fierceness in battle, the American Indians, against whom they fought, gave them the name "Buffalo Soldiers." It was a badge of honor accepted and worn proudly.

Just a few of their achievements are twenty-four Congressional Medals of

Honor received between 1867-1898; Campaign Citations for the Spanish/American War, the Philippine Insurrection and the Mexican Expedition; five Unit Citations from World War II; ten Unit Citations from the Korean Conflict; and three Presidential Unity Citations, making them two of the most decorated of all Rough Riders during the Spanish/American War.

Additionally, they escorted wagon trains and stage coaches, explored and survived the uncharted Western frontier, built many of the forts on the western plains, and captured Geronimo, Billy the Kid, and Pancho Villa.

But, despite these and many other heroic deeds, these men were left out of the United States history books. The United States Senate has already passed a resolution to make July 28 Buffalo Soldiers Day throughout the U.S.

The production and issuance of a commemorative stamp will be a significant step toward correcting the oversight and recognizing these forgotten American heroes...the Buffalo Soldiers. A-Plus appreciates USPS management's positive response on this issue.



29 USA Buffalo Soldiers

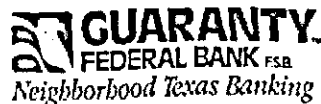
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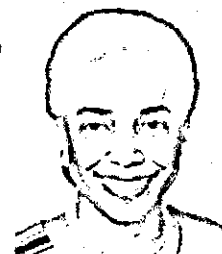
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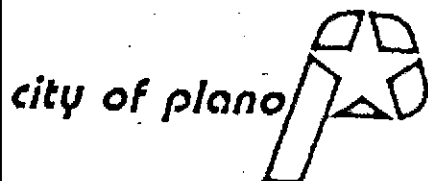
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OPPORTUNITIES



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Applicant should be a team leader and set the pace for an aggressive news program. Must have superior presence and communications skills. Should have a good understanding of complicated local issues, including investigative stories. Someone who can think and talk in the face of chaos.

If qualified for this position, please send resume only to:

Fox Television Station, KDAF
8001 John Carpenter Freeway
Dallas, Texas 75247
Attn:: Personnel
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M/F/H/V
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Chief Photographer

Applicant must have 5-7 years as a photojournalist. Fox needs a talented photographer to lead and build a staff of capable photographers. Top notch skills, and the abilities to manage, hire and judge photographers' tapes, critique their work and to motivate them. Must know how to set up live shots, helicopter shoots and order satellite time.

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NewsRoom Asst. / Secretary

Looking for a Secretary who will double as a receptionist. Responsible for making travel and business arrangements, order supplies, schedule personnel and can assist on assignment desk as needed. Typing and working knowledge of computers (Lotus, and Word Perfect) a plus. Excellent phone manners and must be very versatile.

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FOX's Dallas O&O wants overly creative Anchors and Reporters for summer news startup.

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Art Director

Responsible for designing and producing all artwork for station; including production of all print for sales and promotion, art cards for on-air purposes, banners, posters, billboards, etc. Working knowledge of electronic graphics equipment and how it interfaces with station production equipment. Will supervise staff. Bachelor of Fine Arts degree preferred.

If qualified for this position, please send resume to:

Fox Television Station, KDAF
8001 John Carpenter Freeway
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Weather Anchor

Responsible for main weathercast with fresh and creative style including collecting all relevant weather information. On-air skills, reporting experience and weather equipment knowledge required.

Resume & non-returnable tape to:
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8001 John Carpenter Freeway
Dallas, Texas 75247
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Sportscaster

Are you the Dallas Cowboys of Sportscasting?

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Sports Executive Producer

Applicant must have 3-5 years producing sports. Will be responsible for content, competitive edge, recruiting celebrities and athletes, making contact and on-air sports look. Oversee development of sports segment and "sports-wrap shows". Strong writing skills a must. Maybe asked to co-produce outside sport shows or other assigned duties.

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8001 John Carpenter Freeway
Dallas, Texas 75247
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Weather Anchor

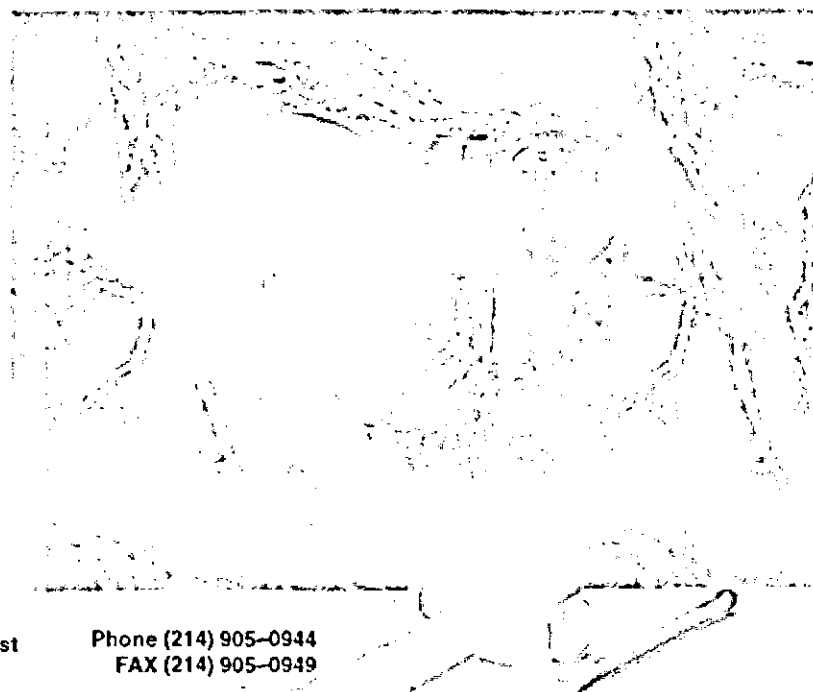
Responsible for main weathercast with fresh and creative style including collecting all relevant weather information. On-air skills, reporting experience and weather equipment knowledge required. AMS seal preferred.

If qualified for this position, please send resume to:

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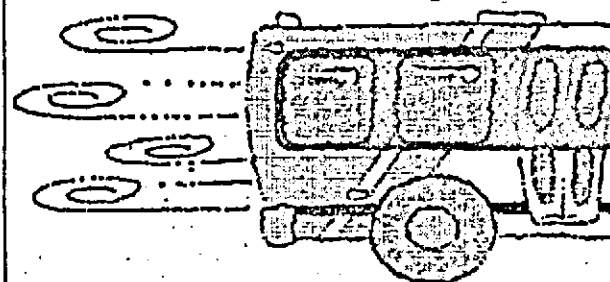


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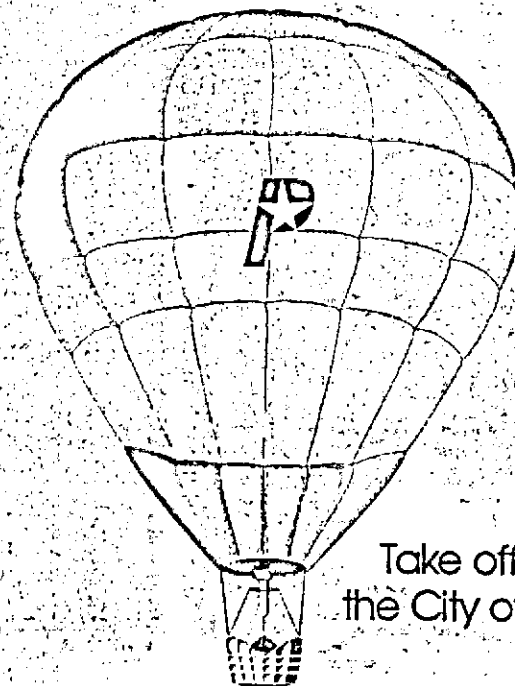
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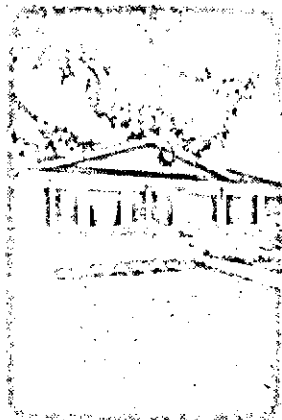


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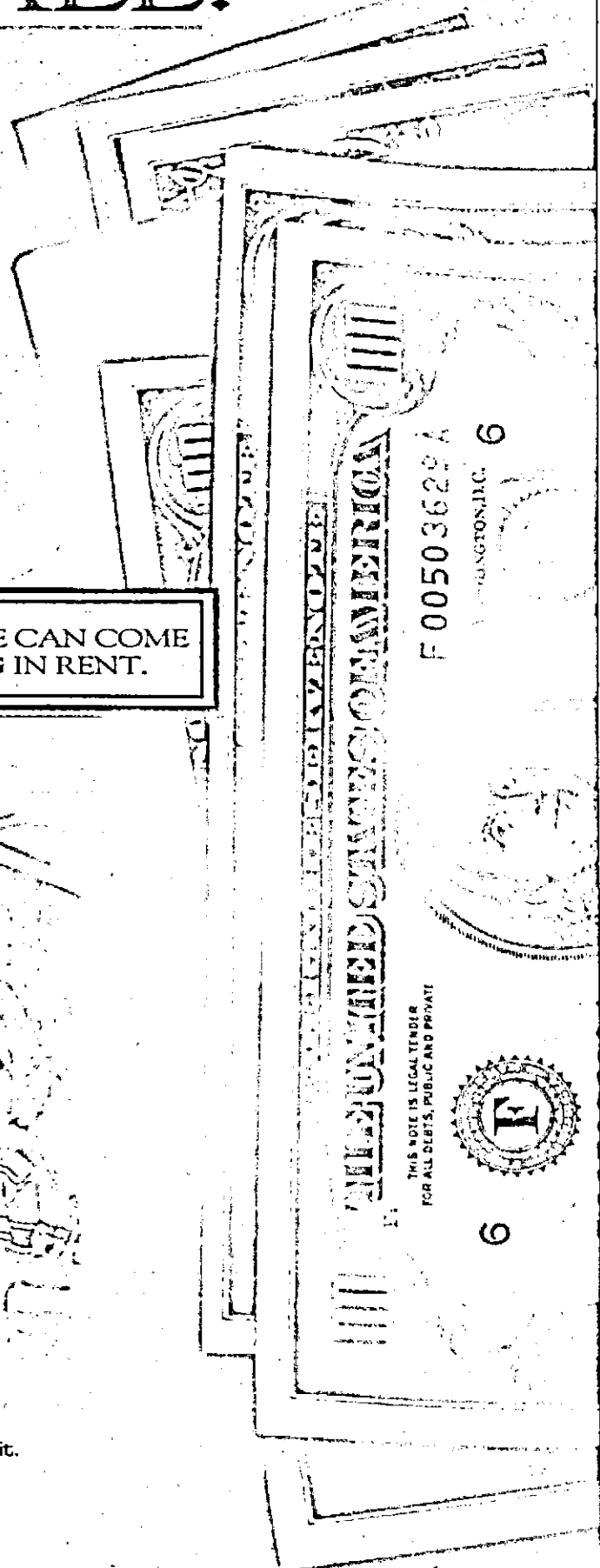
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