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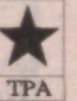
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Minority Opportunity News



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VOLUME 6, NO. 1 January 1997



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From The Editor

Chris Pryer

photo by Derrick Walters

Ebonics shouldn't signify failure

To say that expecting African American children to make the transition from "Ebonics" or "Black English" to standard English can be likened to, say, a Mexican American making the same transition from Spanish to English is an absurd comparison. If learning to speak standard English is that much of a hurdle, what kind of message are we sending to black school-aged children about what we think of their learning capabilities? About their intellect? About our faith in them?

Actually, I find the whole debate surrounding Ebonics incredible. The rationale posed by those who seek to elevate it to virtual "foreign language" status are well-intended but misguided. And it sends to African American children the wrong message. That they are capable.

Toni Cook, a member of the school board in Oakland, Calif. and one of the spearheaders of the resolution passed to regard Ebonics as a viable language form, has tried to emphasize that this resolution is not an attempt to teach Ebonics as a legitimate language. Rather, it is the intent of the board to sensitize the school system to the method of speech common to so many African American students. The understanding of Ebonics will equip teachers—the overwhelming majority are white—to better understand the underpinnings of black speech patterns.

Ms. Cook believes the recognition of Ebonics as a specific, definable language with rules of its own will stop it from being "devalued," and consequently help increase the self-esteem of those black students who struggle to achieve proficiency in speaking a more standard and acceptable form of English.

This logic is much more palatable than the other component of Ms. Cook's argument: that Ebonics is genetically based. The implication that there is something innate that militates against African Americans superceding what really amounts to "colloquial" speech with standard, or "correct," English is not only inappropriate, but dangerous. There are already too many theories floating around to explain why African American students can't measure up to the standards set forth by our schools: cultural bias, economic factors, out-and-out prejudice.

However, if people like Frederick Douglass, living in an era when the education of black people was not only discouraged but illegal, could learn to speak perfect English (and five other languages fluently), what excuse do we have?

MON

Editorial

Common Ground membership drive is important first step

On many occasions, the editorial staff of *Minority Opportunity News* has addressed the importance of working together for the financial growth and stability of our families and community. At this time of the year, fresh from the celebration of Kwanzaa, we again raise the principle of Ujamaa, the focus on cooperative economics. It has been and will continue to be a major variable in the future of African Americans.

Clearly we are all aware of the benefits of pooling and planning for the best use of our financial resources. Readers of *MON* know all too well of the multi-billion dollar economy that is controlled by African Americans. Many times we have heard the speeches, attended the sermons, read the editorials and had the lunch time debate that reviewed the virtues of saving and supporting the financial infrastructure of our community. And many of you are probably intimately aware of the state of our collective financial health. To this end, knowledge is good.

Unfortunately, knowledge does not always equal behavior. Stated bluntly, just because we know something is good for us does not necessarily mean that we will do what is required to achieve it.

We are not attempting to chastise our community for that which it is not doing because under careful scrutiny we all fall short. However, we are asking that you take advantage of an upcoming opportunity to do something that will help us all.

On January 20, 1997, the African American Pastors Coalition, under the leadership of the Rev. Zan Holmes, will again sponsor their annual Martin Luther King, Jr. Day service. This year Bishop John Bryant will deliver the noon-time

mon, it will also invite you to participate in an exciting venture in our community.

As you probably know, this group of ministers recently pooled their resources and influence to assume ownership and control of the Common Ground Federal Credit Union. Exciting plans are under way for the growth and expansion of this much-needed institution. But the first step of this effort begins with you.

Members of the various congregations, as well as the churches themselves, will be asked to open savings accounts with Common Ground. As is the case with any federally insured financial institution, the deposits are protected and will provide loans for those in our community who need it the most.

Minority Opportunity News, in its five years of existence, has made it a point to be a vanguard for economic growth in the African American community. We have consistently held those in positions of responsibility at Common Ground accountable to their public pronouncements of aggressive growth at the credit union. (See related story on pg. 22.)

Now is the time for all of you in the community at-large to stop talking and respond. This time the risks are nonexistent and the returns, both individually and collectively, are worthy of your investment.

Please clip and complete the credit union membership application in this issue and join today. There is no better time to do it than now.

MON



Publisher Thurman Jones checks on *Minority Opportunity News*' account at Common Ground.

message at the Golden Gate Baptist Church, 1101 Sabine, in Dallas. While this service will again represent an opportunity to recognize the great life and contributions of Dr. King through song and ser-

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C P V S

LETTERS...

Commerce vs. commentary

I have read your newspaper for the past year. Each issue amazes me, with stretched rationale and ambiguities from page to page.

In the most recent issue, on page 5, Thomas Muhammad is expressing gloom and doom that Michael Johnson might fall into the same white man's trap as Michael Ervin did with David McDavid. But Michael Johnson is news, so the entire page 35 is devoted to Mr. Johnson and his book; no gloom and doom here. This is all guts and glory. Pages 28 and 43 have quarter page advertisements from McDavid.

The article on page 3 is slamming Texaco for racial discrimination but on page 16, a glowing announcement is made that Willie Stanfield, a black man, is promoted by Texaco to a position responsible for corporate-wide minority business plans.

The article on page 10 about Revelation (Corp.) expresses some concern that this Ponzi corporation is 30% owned by a white man but the largest black churches have signed up anyway. The success of Revelation will ultimately be up to the black consumer, who may receive no direct benefit from the program. There's no explanation as to how the national housing trust fund will work. But that's o.k., the black churches and their retired ministers will get a cut. It will be interesting to see how Mr. Muhammad analyzes this one.

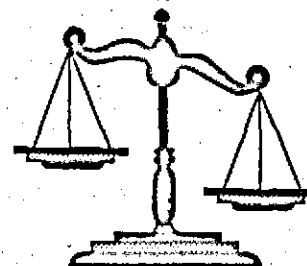
Romona A. Winer
 Arlington

African Refugees

The United Nations High Commission on Refugees estimates that worldwide there are enough refugees that one out of every 205 people on this planet are displaced due to human rights violations. Of that number, almost twelve million are from the African continent, yet the United States has currently (and historically) given safe have to Africans in numbers that are disproportionately low in relation to their actual number of displacement.

Within the last twenty years, the United States accepted well over two million refugees, with the greater number [from] Eastern Europe and the former Soviet Union, Asia, and Latin America. As a practitioner well-versed in asylum law, I believe, however, that Africa is equally deserving, if not more so.

As of June 30, 1996, the United States has accepted over 28,000 Eastern Europeans, 15,580 Asians and only 5,428 Africans for refugee status toward fiscal see letters pg. 4



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Happy Birthday, Dr. Martin Luther King, Jr.

The month of January, in addition to symbolizing the beginning of a new year and the requisite resolutions, includes the birthday celebration of one of America's greatest heroes.

Minority Opportunity News salutes the memory of the Rev. Dr. Martin Luther

King, Jr. and all he stood for. MON also encourages everyone to take some time to reflect on the sacrifices Dr. King and those who worked with him made to ensure freedom and justice for every man, black or white.

Thank you, Dr. King.

1944 - King entered Morehouse College, Atlanta, Ga.

1947 - Ordained a minister at the Ebenezer Baptist Church, and became assistant pastor.

1948 - King graduated with a B.A. degree from Morehouse.

1954 - He accepted a post as pastor of the 400-member Dexter Ave. Baptist Church in Montgomery, Ala.

1955 - He was awarded his Ph.D. degree in systemic theology.

1955 - King was elected president of the Montgomery Improvement Association after Mrs. Rosa Parks refused to give up her seat to a white person.

1956 - King was arrested for the first time on the charge of driving thirty miles an hour in a twenty five mile zone.

1957 - Leaders from 10 Southern States met at Ebenezer Baptist Church to form The Southern Christian Leadership Conference. King was elected president.

1958 - First Book published "Stride Toward Freedom" (Harper 1958) While visiting a Harlem bookstore, he was stabbed by a deranged woman.

1960 - King left Montgomery for Atlanta, to become co-pastor with his father at Ebenezer Baptist Church.

1963 - Eulogy For The Martyred Children in Birmingham.

1964 - won Nobel Peace Prize at age 35.

1968 - at the Mason Temple, Tenn. gave last sermon "I See The Promised Land."

Martin Luther King Jr. January 15, 1929 - April 4, 1968

LETTERS... continued from pg 3 year 1996's refugee allocation. Once again, Africa comes up short irrespective of major refugee outflows from Somalia, Mali and Central Africa. Additionally, in September, President Clinton announced an almost 50% cut in refugee admissions for fiscal year 1997. This reduction will have the effect of extending the time for those awaiting their exodus from refugee camps. This is what you can do to help:

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Department of State
Bureau of Population,
2201 C. St., N.W. Rm 5824
2138 Rayburn House
Washington, D.C. 20520
(202) 647-7360
(202) 647-8162 (Fax)

House Judiciary Cmte.
Chairman Henry Hyde
2138 Rayburn House
Washington, D.C. 20515
(202) 225-3951

House Judiciary Committee
Sub-Committee on Immigration & Claims

Chairman Lamar Smith
2138 Rayburn House
Washington, D.C. 20515
(202) 225-5727

Ask these elected officials and policy makers to raise the ceiling on admission numbers for the African Refugee population which has shown the greatest need of protection. President Clinton has the authority to raise these numbers, and with enough pressure from interested parties, he just may.

Ollie R. Jefferson
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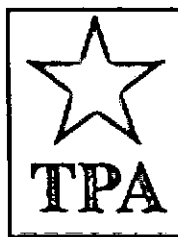
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The Examiner - Corsicana
South Texas Informer - Corpus Christi
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Houston Newspages - Houston
San Antonio Observer - San Antonio



Thomas
Muhammad

Keever and Gonzalez should leave the DISD

With the re-elections of both County Commissioner John Wiley Price and NAACP/Dallas Branch president Lee Alcorn and the acquittal of the New Black Panther Party members, Dallas Independent School District (DISD) board president Bill Keever has struck out again. I'm quite sure that by now interim DISD superintendent Yvonne Gonzalez-Lyles probably feels that she has cast her lot with the wrong folks. Hell, I could have told her that, but she never asked me! However, her not asking doesn't mean that you, dear reader, shouldn't know. And since I have your undivided attention, I'll tell you.

You see, it goes like this. It all started with the previous school board president, Sandy Kress. Kress started out as the chairman of the Dallas County Democratic Party. He has always had high political ambitions. (He wanted to be mayor of Dallas so bad he could almost taste it.) His only problem was that he didn't mind lying, cheating or using any and every Negro he knew to rise politically. Especially Negroes in the Democratic Party.

Meanwhile, at the DISD, a true coalition of African and Mexican Americans had finally gotten into position to rule the school board. The nine member board for the first time in its history had a 3 African American and 2 Mexican American majority. But a funny thing happened on the way to true "Black-Brown" liberation. The Hispanics SOLD OUT! That's what I said. Sold out!

African Americans supported Rene Castilla for president, thinking that with their majority they could now begin to undo the horrible ills which had been done by the previous white-dominated ones. But before the majority minority school board members seats were cold, both Trini Garza and Castilla joined the four white board members against the three African American board members. Kress interred the school district through a school board-created committee called the "Committee for Excellence Commission." The committee was to seek out new ways that would help to improve

the learning programs in the district. Kress was recommended by Dr. Yvonne Ewell. And needless to say many DISD insiders have cursed the day that happened.

Kress probably would not have run for the board except he was in bad need of political position to spring from. You see, he had lost his seat as County Democratic Chair because he had resigned to

run for Congressman John Bryant's seat. Bryant was flirting with the thought of running for attorney general. However, most prominent Democratic leaders expressed to Mr.

Bryant that they would be supporting Dan Morales for that position. Bryant decided against running and ran for his old seat instead. Bryant's move was a "major disappointment" for Kress. You see Kress was so confident that Bryant was going to run that he resigned his position as the Democratic chairman. He

Keever and Gonzalez-Lyles have been the most deceptive duo to date at 3700 Ross Avenue.

was so gung-ho that he even had nice beautiful "blue" yard signs that read "Kress for Congress." Bryant's not running left Kress without an elected position because Ken Molberg had taken his place as Democratic chair, so Kress had no place to go. And he was going to be mayor by hook or crook.

Well, Kress got busy right away. He first stole former superintendent Dr. Marvin Edwards' programs and claimed them as his own. He then used his contacts within Dallas' only daily newspaper to help undermine Dr. Edwards leadership and assisted in his subsequent removal from the district. In fact, Dr. Edwards quit soon after Kress was elected to the school board. Yes, it was no

coincidence.

After joining the board he began to act as if he were president. He would call white and Hispanic board members for meetings away from the black board members. This select group began to formulate board policies in their secret meetings and then introduce them to the media as if they were policies that were a consensus of the full board (except for one or two black board members who were considered troublemakers).

DISD insiders say that when African American board members and leaders from both the African and Mexican American communities began to protest and lobby Castilla, Kress, feeling that Castilla had become too soft and had outlived his usefulness, decided that he should be president. Castilla, sensing that he had been used, began to fight back and tried to work with the African American board members. Insiders say Kress then called his friend Brett Ship, who at the time worked for Channel 4, and told him about a San Francisco trip that Castilla, former superintendent Chad Woolery and other DISD staff and board members would be making. And that if he took a hidden camera, he would catch them goofing off on tax payers time and money. If you remember, the only person who was not caught doing something wrong was Hollis Brasher.

The ensuing expose embarrassed Rene so bad that he announced that he would run for re-election as president of the board. You probably remember that one of the statements uncovered on the Peavy tapes was Peavy saying that all Rene talked about is "getting back at Sandy." (You see, even the Peavy tapes are beginning to make sense!)

The scoop got Brett Ship a news reporter job at Channel 8 where his dad, Bert Ship, had been for nearly 25 years. Isn't that beautiful, both father and son are now living, laughing, loving, sharing, caring, wishing, making, making, making, I say making, lots of money together.

Well, Kress became president of the board. And most of you remember reading in Dallas' only where he had to cut his acceptance speech short, because yours truly was so loud and rude that he canceled the board meeting. And hell no, I don't regret it for one moment! In any event, life was not too cool for Kress after that day. One could say that his most turbulent days came after becoming president of the school board.

As for the mayorship, he was let down again when, privately, he was told that Ron Kirk had the backing of the Democratic party. Kress, after being told

he could not be mayor, joined the right-wing element of the Republican Party and tried to become the new Texas education czar.

He almost pulled it off too. However, the "real" right-wing element out in the far north Dallas area wrote and called George Bush and told him that if he appointed Kress to that position, he would not be re-elected governor. (Word had it that they also circulated fliers of Kress burning a flag back in his liberal "hippy" days. And they were not about to allow no flag burner to be head of Texas's education.)

So Kress couldn't be mayor, he couldn't be education czar, he was making no money and being president was getting too damn hot (we kick peoples butts like that, you know). So he decided to not run for re-election to the school board (yippee, happy days).

And then there was Bill Keever. Bill Keever, the guy who looked around and noticed that Peavy had resigned and former school board member Ed Grant (white) had lost his seat to a white female. That left Keever alone as the "last white man." And of course as the only white man there's no way that he could stay on the board and take orders from an African American, a Mexican American and/or a female (regardless of color).

So Keever began to secretly make deals with the Anglo females and the lone Mexican American, Jose Plata, and thus became school board president. The deal also included the Mexican Americans getting a superintendent. Thus Gonzalez-Lyles rode into town.

Keever and Gonzalez-Lyles have been the most deceptive duo to date at 3700 Ross Avenue. However, that just maybe coming to a close with the twenty-five applicants who have filed for the vacant superintendent post. The word is that "all 25" are very well qualified to fill the post. Gonzalez-Lyles may be history before long.

The woman has no substance. Think about this. Most people who are asked to speak at the Community Leadership Luncheon held each Tuesday at St. Luke Community UMC, usually take at least twenty minutes and then an additional ten minutes for questions and answers. This woman spoke for eight minutes total. She had nothing to say. And I've been told that she's the same no matter where she speaks. Bottom line she's not qualified for the position, period!

As for Keever, word is he had some notion about running for mayor as well. However, after the numerous butt-kickings he's gotten, there's a strong possibility that he will go the way of Peavy, Kress, Bartlett, Grant, Fielding, Billy Prince, and on, and on, and on...

Until the struggle continues...

MON

(Editor's Note: The opinions expressed by Mr. Muhammad's commentary are not necessarily those of the Minority Opportunity News.)

Actually not every member of the Lane family said "Yahoo" when they won LOTTO Texas. One or two of them may have said "Yippee."

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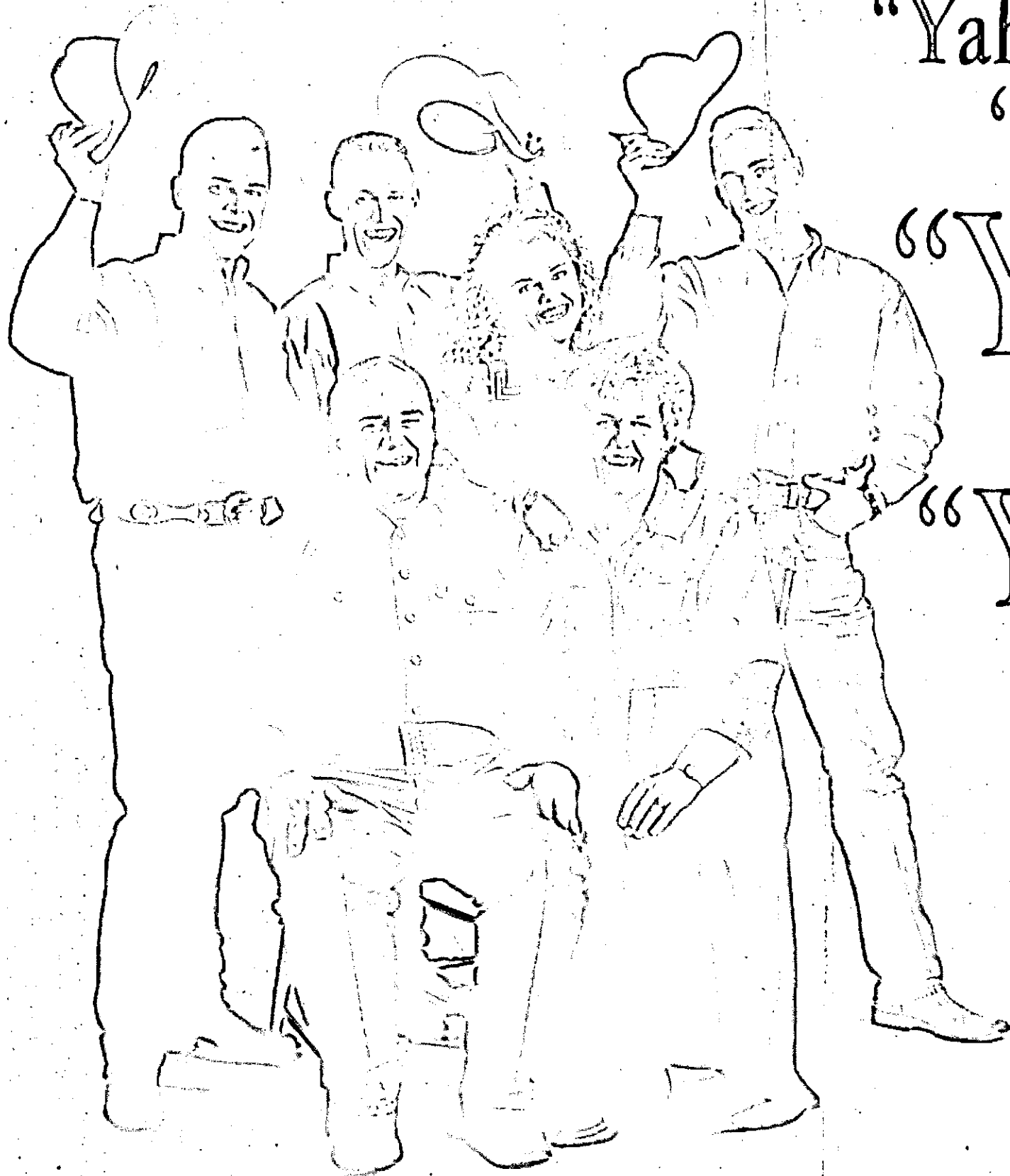
Winning Numbers:
1 3 10 18 19 46

Their System:
Number of grandchildren, 1.
Her age, 3. Her birthday, 10/18/91 (91 became 19) and Lou and Butch's age when she was born, 46.

First Purchase:
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"Yahoo."
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Cheryl Smith

Can women age gracefully on television?

Oh, the million dollar question for women in television news, or those contemplating a career as a reporter or anchor. Are men faced with the same stringent guidelines as women? Do men spend as much time on their personal appearance as women? After a certain age, are women considered too old for the cameras?

Well, while some who have been in the business for decades may argue that there's no disparity in treatment, others have a clearer perspective on life and are cognizant of the double standards under which we females are all expected to function.

Oh, it is so easy to allay someone's doubts.

Just ask little Virginia, who wanted to know if there was a Santa Claus. The answer appeared in the New York Sun. It was a heart wrenching explanation that calmed the fears of a little girl desperate to believe in someone or something. Aspiring female journalists want to believe too. They want to believe that their days as reporters and anchors will extend past their pregnancies, those first strands of gray hair, the delicate wrinkles around their eyes and the added pounds.

And why shouldn't they?

You've seen the balding, overweight, graying men who grace the screens in almost every market. But where are the

women? Accolades to the ones who are able to still hold their own past the age of 50! And what about the ones who've been "put out to pasture?" Someone must deal with the realities of the visual medium.

Yes, there is a double standard. Many veteran male journalists work until they can't any longer. You will also find men, the majority white, who remain in front of the camera as long as they can be propped up. I think the word for them is, distinguished. Stately. While women become matronly. Grandmotherly.

And this is a travesty.

One journalist friend of mine said you can draw a simple parallel regarding the disparity in on-camera talents. First, he noted that most decision makers are white

men. He also pointed out that a man, no matter how old he gets, wants a younger woman. My friend said it was the same way in relationships. No man, no matter how old, wants to look at an old woman.

While I recognize the cynicism oozing from my friend (whose remaining comments have been censored), others have confirmed the validity of his statements. Now I know there are some who will deny his assertion. They will tell you that everyone gets a fair shake. There are no double standards. Men and women are treated the same and have the same

opportunities for growth and development.

And let's not even discuss money. It's not even an issue because the pay scale reflects only your level of experience and performance on the job.

Yeah, right.

Whether the issue is sex, age or race, I'm sure there's no one foolish enough to say that discrimination does not exist. Many become defensive when you pose

Aspiring female journalists want to believe too. They want to believe that their days as reporters and anchors will extend past their pregnancies, those first strands of gray hair, the delicate wrinkles around their eyes and the added pounds.

questions about discrimination. Then others vehemently deny any form of discrimination. Still, the proof is in the picture.

There are exceptions to every rule. But the rule is that women will be paid less than men. White women will be paid more than Black women. White men will have a longer shelf (on-camera) life and they'll make more money than anyone

else during their tenure.

But things are changing. People are changing. And now the industry must change. Oh, but changing the face of television is not an easy feat. The fight has been going on for ages. But guess what? Some strides have been made.

It's imperative that people speak up and out whenever they witness the ugly ravages of discrimination. It's bad enough that the standards exist in the general population. On-air women are subjected to every form of criticism and bias imaginable. But those biases against women can be addressed by simply devoting as much time and resources to cultivating the seasoned talent as you do the rookies.

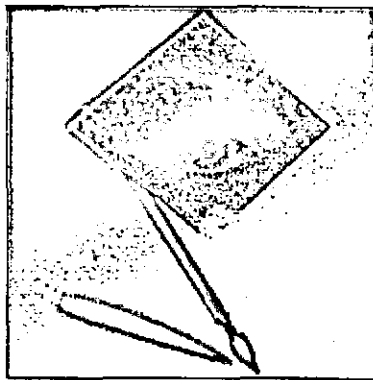
We're talking about changing a mindset.

As this country continues to grow older, the hope is that we will grow smarter and realize the significance of utilizing all of our resources.

Let's put an end to racism, sexism and ageism.

MON

Cheryl Smith is the host of Reporters Roundtable on Superstation Soul 73. Tune in on Sunday mornings at 8:00, immediately following Minister Louis Farrakhan's address.



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UTA Human Resource Interim Director Selected

The University of Texas at Arlington has named Larita Y. Gordon Human Resources Interim Director. Gordon, former human resources director for Physicians Capital Partners Corporation of Fort Worth, was previously UTA's human resources records supervisor.

Gordon received her bachelor's degree in marketing from Louisiana State University, Baton Rouge, La and did graduate work in human resources and personnel management at Cornell University. For more information, contact Ms. Gordon at metro (817) 272-3461.



Larita Y. Gordon

Dallas Urban League Seeking Fathers to Honor

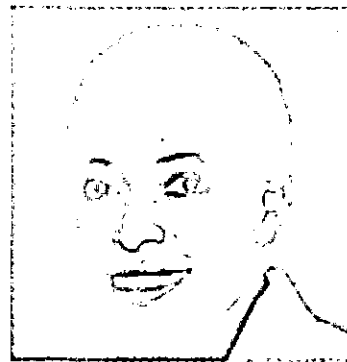
The Dallas Urban League is sponsoring, "Bridges: A Salute to our Fathers, In the Spirit of Finding the Good and Saluting Them," at its annual meeting, February 19, 1997 at the Wyndham Anatole Hotel.

Nominations are currently being accepted for fathers who, against the odds, have remained positive role models and influenced the lives of those around them. Nominees can be fathers from traditional or non-traditional families, including grandfathers, foster fathers or guardians.

Call the Dallas Urban League at (214) 528-8038 for more information and nomination forms. The deadline for nominations is January 20, 1997.

Brooks Returns to TCU as "Coming Home" Queen

Dr. Jennifer Giddings Brooks, an administrator with the Fort Worth Independent School District and the first black homecoming queen at Texas Christian University returned as "Coming Home" queen during this year's homecoming activities.



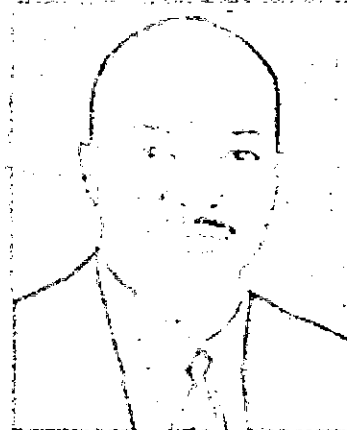
Dr. Jennifer Giddings Brooks

While a student at TCU, Dr. Brooks was in Mortar Board National Honor Society, Who's Who in American Colleges and Universities, dorm president and class representative to the student government.

SDDC Names Victor J. Elmore as CFO

The Southern Dallas Development Corporation (SDDC) recently named Victor J. Elmore, CPA, as Chief Financial Officer of the organization.

Elmore's experience includes more than 5 years with Arthur Andersen & Co. and 14 years as a business consultant. He



Victor J. Elmore

has also worked with non-profit, government, and other entities in the area of economic development. Elmore majored in accounting and earned a B.S. in business administration from South Carolina State University.

Elmore also serves as board treasurer of the Sixth Floor Museum and the Youth and Family Centers, Inc. For more information call SDDC at (214) 428-7332.

Our Texas Magazine Awarded Four Griot Awards

The Dallas Fort Worth Association of Black Communicators awarded Our Texas Magazine four Griot Awards at the 6th Annual Griot Awards held last month.

The regional publication won top

honors for Feature News Photo, Magazine Cover, Commentary and Feature. All four entries were a part of the magazine's cover story on African American breast cancer survivors.

According to publisher General Berry, Our Texas Magazine, A Dallas-based publication with statewide distribution, will celebrate its fifth year of publication in 1997. To contact Our Texas Magazine, call (214) 943-7374 or (214) 946-5315.

AKA Appoints Northeast Area Cluster Coordinator

Alpha Kappa Alpha Sorority, Inc. South Central Region recently appointed Lynda Lewis Mayberry as Northeast Area Cluster Coordinator.

In this capacity, Mrs. Mayberry will assist the South Central Regional Director with helping chapters in the Northeast Cluster to effectively and efficiently carry out their day-to-day operations. This will also allow the Regional Director more time to help the chapters focus on



Lynda Lewis Mayberry

the larger issue of "service to all.." that the sorority embraces.

Mrs. Mayberry, a native of Texas, is principal of the Christa McAuliffe Learning Center (a school for children with disciplinary challenges) in the Richardson Independent School District. She is married to Eddie Mayberry and they have an adult son, Lawrence.

AIDS Prevention Project Opens New Location in Oak Cliff For HIV Testing, Research

The AIDS Prevention Project has relocated to permanent offices in the Nations-Bank Building in Oak Cliff.

The AIDS Prevention Project, a program of the Division of Infectious Diseases at UT Southwestern Medical Center at Dallas, offers free anonymous or confidential HIV testing and counseling by appointment, HIV prevention outreach, off-site counseling and testing, HIV prevalence and behavioral research and behavioral change training.



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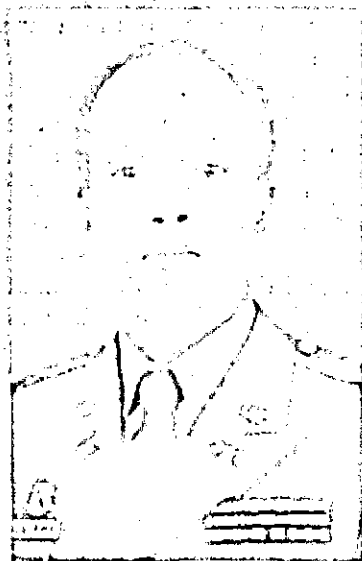
For more information call (214) 944-1060. The AIDS Prevention Project is located at the NationsBank Building, 400 S. Zang, Suite 520, Dallas, TX 75208

UTA to Induct Everette Gray into Military Hall of Fame

Col. Everette E. Gray, a retired military officer and U.S. agency acting director who was the University of Texas' first black engineering graduate, will be inducted into UTA's Military Hall of Fame, March 1, 1997.

Gray who served as deputy director of the Office of Research and Advanced Technology, Defense Programs at the U.S. Department of Energy until his retirement in 1993, received a bachelor's of science in mechanical engineering from UTA in 1968, becoming the first African American to receive an engineering degree at UTA.

Following graduation, he served with the 57th Air Defense Artillery and the 3rd Amored Division in Germany before becoming Company Commander of the U.S. Army Depot in Long Binh, South Vietnam in November 1970. He has also been a military intelligence officer with the U.S. Army Foreign Science and Technology Center in Charlottesville, VA, and chief of data management at the U.S. Army Operational Test and Evaluation Center in Falls Church, Va.



Col. Everette E. Gray

Gray holds a master's of engineering in nuclear engineering from Iowa State University and has been a senior analyst with DynMeridian since retirement. He provides consultations and contract support to the Department of Energy's nuclear weapons program while also attending law school at George Mason

University.

Holder of the Defense Distinguished Service Medal and the Bronze Star among other decorations, Gray is married to the former LaVerne Jones of Dallas. They have three daughters.

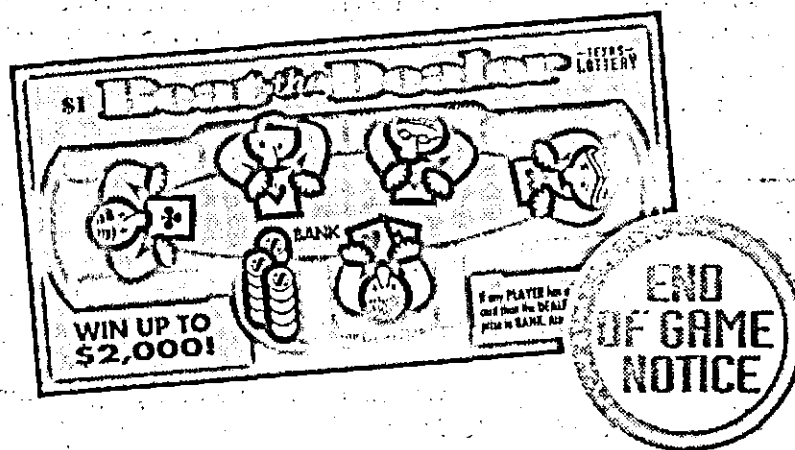
The Military Hall of Honor induc-

tion ceremony will be held at 10:00 a.m in the Rosebud Theater, E.H. Hereford University Center, 301 West Second St. An 8:30 a.m. reception in the Palo Duro Room precedes the official induction. For more information, contact UTA Public Affairs at (817) 272-2761.

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Blacks in television

In the beginning, the new medium promised equality, but old prejudices still surfaced

(Part 1 of 3)

By Russell D. Shockley, B.S.Ed.

In its earliest years, television held the prospect of a bright and appealing future for Americans. Decades before it became a popular reality in the late 1940s, many saw the emerging medium as a wellspring from which would flow great social, cultural, and intellectual benefits.

Combining the other popular arts (radio, film, theatre and literature) into a single ultimate medium, television seemed to be propelling the United States towards a new era in its democratic civilization.

Dr. Ernest Frederick Werner Anderson, one of the most renowned scientists working on the developments in radio and television, foresaw that video would have a significant political role to play. "Television will be a great asset to politicians," Anderson predicted in 1930, "for the day is likely to come when candidates for President of the United States will campaign by television."

The new medium was hailed as the answer to a variety of social problems. Some suggested the use of television in the fight against crime. It could be used in such activities as the search for missing persons, the identification of suspects, and the transmission of information on wanted criminals. Other experts wrote of television as the educator of the future, a mechanism through which college courses could be brought to students in their own homes. Patrons of the arts felt it would bring uplifting opera, ballet, theatre and lectures to the appreciative masses.

If television showed a possibility of overcoming hatred, fear, suspicion and hostility, no one group had more personal hope for this finality than the American black man, a long time recipient of institutionalized dehumanization.

To many, even the most advanced African-American did not compare favorably with the least advanced white person. Blacks themselves drew from popular culture a similar distorted image of themselves and there were very few examples of intelligent black men or women in literature, movies, or broadcasting. African-American professionals were seldom offered as social role models. Yet, there were limitless instances where blacks were portrayed as maids, cooks, butlers, shoeshine boys, unskilled laborers and doltish fools. Television, however, had the potential to reverse centuries of unjust ridicule and misinformation. In terms of utilization of black talent and portraying African-American characters, television had the capability of promising a fair and equitable future.

More than five decades after television first established itself as an integral part of

America's popular culture, its association with the African-American has been ambivalent at best. On the one hand, it is the story of a genuine effort by some to treat blacks as a talented and equal part of the citizenry, to employ them fairly, and to depict them honestly. On the other hand, it is the tale of persistent stereotyping, reluctance to develop or showcase black talent, and the exclusion of minorities from the production side of the industry.

Compared to the prejudice traditionally found in other popular media, television has made singular progress in bettering minority social conditions. Moreover, within the industry there exists an historical trend toward constructive change in the treatment of blacks. Nevertheless, to the present day, television has not matched performance with potential. Many of those connected with the medium have yet to understand the responsibility television has to project undistorted, honest information as an antidote to the cultural legacy of bigotry. While the medium has accepted the invitation "to set new standards," it has never fully realized the implications of the challenge before it.

The first years of American television were uncertain ones. There were questions about the acceptability of this new medium by the American people. Many remembered the disastrous "introduction" of television in 1939, a move which cost the Radio Corporation of America money and prestige when its sales and programming campaign failed to attract a mass audience.

Some in the industry questioned whether advertisers would pay the large fees demanded by local stations and networks. There were also programming problems.

In this formative period, one of the most pressing questions concerned the utilization of blacks. The historic circumstances of postwar America suggested equitable treatment and unbiased images of Afro-American entertainers. But this was a nation with deeply rooted racist institutions and traditions. To what degree should the new industry transmit egalitarian ideals at the expense of viewer ratings and advertising revenue? Was there a place in television for black talent? What types of programs best suited Afro-American celebrities? To what degree should the tastes of minority viewers be considered? To what extent would prejudice, especially the institutionalized segregation found in the South, shape the content of network tele-

vision? In the earliest years of television, these were profound questions that no one in the industry was prepared to answer fully.

On the surface, early television seemed to be almost colorblind. Insatiable in its quest for talent in the late 1940s and early 1950s, the new industry frequently featured black celebrities. On local and network programs, blacks appeared in a wide variety of roles. Black dancers, singers, musicians and comedians were an important part of the medium.

Many felt that television promised a new and prejudice-free era in popular entertainment. *Ebony* magazine, the first national magazine owned and published by blacks, epitomized this sentiment when it reported in 1950 that television offered better roles for blacks than any other medium. The magazine contended that the appearance of numerous Afro-Americans on television was a "sure sign that television is free of racial barriers."

There were several reasons to believe that television held a bright promise for Afro-Americans. Some of the most influential people in television openly proclaimed that blacks would be given a new deal now that the medium was becoming widely accepted. Ed Sullivan argued in 1950 that television was playing a crucial part in assisting "the black in his fight to win what the Constitution of this country guarantees as his birthright."

Five years later, Steve Allen reiterated the promise by suggesting that talent was the cutting edge of success in television. Allen, then the host of the *Tonight Show* on NBC, added that "television needs the black performer and benefits by his contributions to the medium."



Nat "King" Cole was the first African American to host his own variety show.

Allen tempered his remarks, however, by saying, "It is unfortunate that this idea is still not generally accepted by the television industry."

The National Broadcasting Company (NBC) also testified to the new era television was bringing to Afro-Americans. In 1951, it launched a public relations drive to improve its image with blacks. NBC also published guidelines

for the equitable portrayal of minorities on television. According to this revised declaration of standards and practices, all programs treating "aspects of race, creed, color and national origin" would do so "with dignity and objectivity." Inspired by the NBC move, the National Association of Radio and Television Broadcasters ratified a television code in 1951 in which members pledged, "Racial or nationality types shall not be shown on television in such manner as to ridicule the race or nationality."

Black entertainers had been an important part of television during its experimental years in the 1930s. Long before television became readily available, such performers as the Ink Spots, Eddie Green, Bill Robinson, and Clarence

Some of the most influential people in television openly proclaimed that blacks would be given a new deal now that the medium was becoming widely accepted.

Muse had appeared on camera. There was reason to believe that such use of black talent would continue once video emerged commercially.

Complementing these achievements was a new militancy and self-awareness among blacks. Black artists such as Paul Robeson, Canada Lee, Katherine Dunham, and Lena Horne openly criticized the prejudice encountered in their professional and private lives.

The struggle against prejudice also emerged in American popular culture in the late 1940s. After decades of negative stereotyping of minorities, Hollywood motion pictures became persuasive vehicles for disseminating ideas of racial equality and the end of discrimination. Feature films like *Crossfire*, *Gentleman's Agreement*, and *The Boy with the Green Hair* dealt frankly with the effects of prejudice. Specifically focusing on anti-black bias, *Pinky*, *No Way Out*, *The Well*, *Lost Boundaries*, and *Intruder in the Dust* presented poignant insights into American intolerance and its consequences.

Things seemed to be improving for Afro-Americans. By the early 1950s, black entertainers were reporting that even in the South—home of most American blacks and, traditionally, the most segregated section of the nation—racial barriers were being lowered. Black music entertainers Lionel Hampton, Duke Ellington, Count Basie, and Billy Eckstine all testified to substantial improvement in southern attitudes. Eckstine appeared

optimistic in 1952 when he announced that "it's not the old South anymore."

Despite the trend toward social improvement that coincided with the emergence of television, permanent change was slow to materialize. The corporations that controlled radio broadcasting continued to control network and local television. Being under the auspices of NBC, CBS, ABC and many independent stations, radio frequently cast blacks in minstrel roles, and the persistence of this practice in television was not surprising. In many ways, television simply became visualized radio: the enactment for viewers of story lines and stereotypes that had proven successful for decades in radio.

Television also emulated radio in the way it was financed. The selling of air time to advertisers meant that the commercial pressures encountered in radio applied to television as well. Television programs were interrupted by commer-



Lena Horne was one of the prominent black performers of early television.

cial or audio-visual billboards, and program content had to be acceptable to an array of sponsors and their advertising agencies. Hence television, like radio, was subject to program decisions where in commercial realities outweighed social ideals.

Moreover, television was sold to the same audiences that had accepted, and possibly even expected, demeaning black images in the popular arts.

This lag was most apparent in the southern part of the United States. Despite the argument that the specter of the "white southern market" was actually a myth, to the entertainment industry it was a reality. Television executives and advertisers feared alienating the white consumer in the South.

In 1952, Georgia Governor Herman Talmadge (later a United States senator) blasted network television for racially integrated programming which, he felt, propagated a "complete abolition of segregation customs" in the South. In an editorial in his influential newspaper, *The Statesman*, Talmadge specifically object-

ed to black entertainers dancing with "scantly clad white females," to black and white children dancing together, and to Afro-Americans and whites shown talking together "on a purely equal social status." Talmadge fired what to television executives was the ultimate weapon. In order "to clean up television now before the situation grows more offensive," the governor threatened a massive boycott by whites of products sponsoring such programming.

Television programming executives themselves were not immune to prejudice. Preconceived notions of appropriate roles for blacks in television were shared by executives in all regions of the United States.

To counter the inertia caused by racial prejudice in broadcasting, black actors and others organized several important special interest pressure groups. Organizations such as the NAACP (National Association for the Advancement of Colored People) banded together with professional associations like the Television Authority Committee on Employment Opportunities for Negroes, the Committee for the Negro in the Arts, the Committee of Twelve, the Harlem Committee on Unemployment in Television and the Coordinating Council for Negro Performers. These groups interceded with network and local administrations for increased employment of Afro-American personnel and for a more realistic depiction of blacks.

In a similar way, the Coordinating Council for Negro Performers acted throughout the 1950s as a persistent critic of prejudice and black under-employment in television. In late 1954, in its first report on television, the CCNP censured the industry, advertising agencies and sponsors for virtually eliminating blacks from video. One of the most glaring examples of discrimination cited in the report concerned the acclaimed NBC production of *Amahl and the Night Visitors*, the first opera commissioned for television. Written by Gian-Carlo Menotti and premiered in 1951, the opera *A Christmas Story*, in which the Three Wise Men visit a crippled boy while on their way to Bethlehem, had become a regular seasonal offering on the network. The CCNP objected that no blacks appeared in the story, despite the fact that according to Biblical accounts, one of the wise men was an Ethiopian.

In this ambivalent atmosphere, early television often spotlighted black talent. On local and network levels, Afro-American entertainers appeared frequently as regulars or guest stars on variety series.

Afro-American personalities also appeared on several of the most popular comedy-variety programs of the late 1940s and early 1950s. Ethel Waters, Louis Armstrong, Cab Calloway, Martha Davis (and spouse) and Nat "King" Cole

were guests many times on *Your Show of Shows*, the *Garry Moore Show*, the *Colgate Comedy Hour*, the *All Star Revue*, and the *Jackie Gleason Show*. Sports personalities such as Jackie Robinson, Willie Mays, and the Harlem Globetrotters made special appearances. Several black dance orchestras appeared on the DuMont network's *Cavalcade of Bands* series in 1950 and 1951. Among them were the bands of Lionel Hampton and Duke Ellington.

No matter how intermittently black singers, dancers and musicians were used in early television, the employment of these talents was a definite breakthrough for black entertainers. Never had network radio—even during the late 1940s and early 1950s—utilized as many Afro-American stars so consistently. Early television needed talented and well-known personalities who would be

In 1952, Georgia Governor Herman Talmadge blasted network television for racially integrated programming which, he felt, propagated a "complete abolition of segregation customs" in the South.

effective in variety-show formats. Black celebrities were a natural resource from which the new industry could draw.

Two influential employers of black talent in early television were Ed Sullivan and Steve Allen. From the inception in 1948 of his *Toast of the Town* (later called the *Ed Sullivan Show*), Sullivan liberally seasoned his Sunday evening variety program with Afro-American celebrities. Despite periodic letters of criticism from prejudiced viewers and anxious advertisers, Sullivan persisted in welcoming entertainers as diverse as singers Sarah Vaughan, Ella Fitzgerald, and Harry Belafonte; comedian Dewey "Pigmeat" Markham; rhythm and blues performers Billy Ward and the Dominoes; operatic soprano Marian Anderson; dancers Peg Leg Bates, Bunny Briggs, and the Will Mastin Trio with Sammy Davis, Jr.; and Dr. Ralph Bunche, United Nations Commissioner and recipient in 1950 of the Nobel Peace Prize for his role in settling the Arab-Israeli war. Even former heavyweight boxing champion Joe Louis appeared on *Toast of the Town* in an unsuccessful venture as a song-and-dance entertainer.

Sullivan felt that by bringing black personalities directly into the homes of Americans, television would undermine racism. He believed that white adults and

children, seeing and appreciating black talent, would be forced to reassess racist stereotyping and their own prejudices.

Equal to Sullivan in his employment of black talent in early television was Steve Allen. As host of the popular *Tonight Show* from 1954 to 1957, Allen was especially attracted to Afro-American musicians. An accomplished jazz composer and performer, Allen hosted such celebrities as Duke Ellington, the Ink Spots, Carmen McRae, Lionel Hampton, and Sammy Davis, Jr. One program was telecast from the famous New York jazz club, "Birdland." Another show was dedicated to exploration of black music in general.

But Allen was sympathetic to more than Afro-American music. He occasionally focused a full program on problems of pressing social interest to blacks. One show, for example, dealt with the issue of civil rights. Another telecast featured brotherhood.

While variety shows were important to early television, sports programming also was crucial to the emerging medium. The sport that most fully highlighted black athletes was boxing. Traditionally, boxing had been a vehicle for upward social mobility and financial success for working-class Americans. Immigrant groups such as the Irish, Italians, Jews and East Europeans had enjoyed ascendancy in boxing in the first half of the twentieth century. By mid-century, however, the sport was being flooded with young black and Latino athletes.

Afro-Americans regularly appeared on audience participation and quiz programs in the 1950s. Black women often competed for prizes on *Queen for a Day*, a popular daytime show on local television in Los Angeles and later on the ABC network. Amateur programs also spotlighted black talent. Three of the most significant winners on early network amateur shows were Diahann Carroll (*Chance of a Lifetime*), Johnny Nash (*Arthur Godfrey and His Talent Scouts*) and Gladys Knight (*Ted Mack's Original Amateur Hour*).

During the quiz show craze of the mid-1950s, blacks were often contestants. Among the more renowned competitors were Ethel Waters, who won \$10,000 on *Break the \$250,000 Bank*; dancer Geoffrey Holder, who was awarded \$16,000 on the *\$64,000 Question*; ex-boxer Beau Jack, who earned \$1,900 on *Strike it Rich*; and Joe Louis and his wife received \$41,000 on *High Finance*.

Next month: The television industry makes public pronouncements about racial equality, but continues to cast African Americans in demeaning, stereotypical roles.

MON

Russell D. Shockley is the director of Ethnic Notes. For lecture or presentation information, call or write Ethnic Notes, c/o MON.

TPA Treasurer Dies

Minority Opportunity News mourns the Dec. 31, 1996 passing of Texas Publishers Association (TPA) treasurer, Frances Pierce. Ms. Pierce was publisher of the Smith County Herald serving Tyler, Texas.

"She was one of our most faithful members," said Thurman Jones, TPA



president and MON publisher. "Her loss leaves a great void for Tyler and the TPA."

Funeral services are scheduled for 2:00 p.m., Jan. 5 at St. James CME Church in Tyler.

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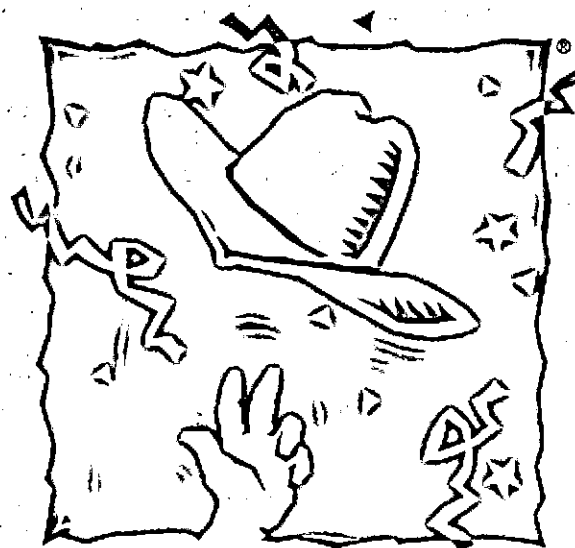
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TEXAS LOTTERY

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NAACP chapter comes to UNT

By Maisha Carter

When the University of North Texas accepted transfer student Artist Thornton in 1990, officials did not realize that was the beginning of a historic change for the school and for Denton, Texas.

Now a graduate student at UNT, Thornton often reflects on his undergraduate days and establishing a chapter of one of the most famous African American organizations in the country.

He founded the current North Texas chapter of the National Association for the Advancement of Colored People in the fall of 1990, shortly after he transferred to UNT from Weatherford Junior College.

A UNT chapter of the NAACP existed in the early 1980s but began to fade and eventually became nonexistent around 1983 due to lack of participation and interest.

"Under my presidency, the chapter was recognized as being the National Chapter of the Year in 1992 for its involvement in the fight against police brutality, which was prevalent in Denton back in 1991," Thornton boast. "This chapter received the Isabel Strickland

Memorial Award for distinguished service in civil rights and when we first started, we were recognized as best new chapter by the national office."

Thornton was also recognized as being a top leader in the nation in 1992, and in 1993 he was given the Gloster B. Current Award. Current was the director of branches and field services for the NAACP national office for more than 50 years. The award is given to a youth within the NAACP who reflects the leadership of Current.

While sitting in his room with walls draped with two academic degrees—a bachelor's from UNT and an associate's from Weatherford—posters of famous African Americans and his many awards, Thornton talked about some of the first activities of the UNT chapter.

"We held protests, marches, debates with the Denton police department and with the city of Denton," Thornton said. "The chapter has been outspoken on a lot of issues regarding African American and Hispanic students on campus."

Some of the issues that the chapter has investigated in the past have been minority recruitment of students and faculty and incidents of racism and discrimination.

"The NAACP has been, more or less, a pressure arm on the university to produce," Thornton said. "We've been the

spokesperson for a lot of groups on campus and we've gotten results."

The current president of the UNT chapter, Rafik Sanford, believes the recent activities of the chapter is a reflection of its history, and the legacy Thornton left to the chapter.

"This is my second active year in the chapter," Sanford said. "I think there's a difference in Artist's and my leadership styles, but the chapter is still on the right track. We're still community-oriented and trying to help others."

After four terms as UNT's NAACP president, Thornton is taking a break from the organization to attend graduate school, but continues to be a spokesperson for the group.

Alton Scales, who has been the only adviser for the chapter, remembers Thornton when he first planned to start the NAACP.

"As the adviser, I had an opportunity to sit with him and see where his head was," Scales said. "He had some real ambitions, but when I looked at how he proposed to go about them and what his primary goals were, I saw they were the goals of a person who lacked political maturity, so he was 'green.'"

"He had no problem taking a hard stand. And he was willing to stand alone if he had to. This was evident when he marched through the student union car-

rying a protest sign and had nobody following him."

Thornton recalls the experience saying that he started by himself, but soon, others joined him in the protest against the increase of student fees to expand Fouts Field. The University had planned to expand Fouts Fields, UNT's football stadium, in order for the football program to qualify for membership in the Big West Conference.

"The university ended up delaying the expansion until 1993," Thornton said. "We won the battle because they didn't use our student fees. They found the money somewhere else."

"This is an organization that is growing rapidly on this campus," Sanford said. "The chapter had a reputation for being very proactive in helping people and fighting racism and discrimination."

Although Thornton has contributed to the NAACP through past service, he still holds high hopes for future ventures in the organization.

Says Thornton, "A friend of mine and I have a goal of one day coming back to the NAACP and taking it over as executive director and assistant executive director. I don't know if that is a goal, as much as it is a dream."

MON

Maisha Carter is a senior at the University of North Texas.

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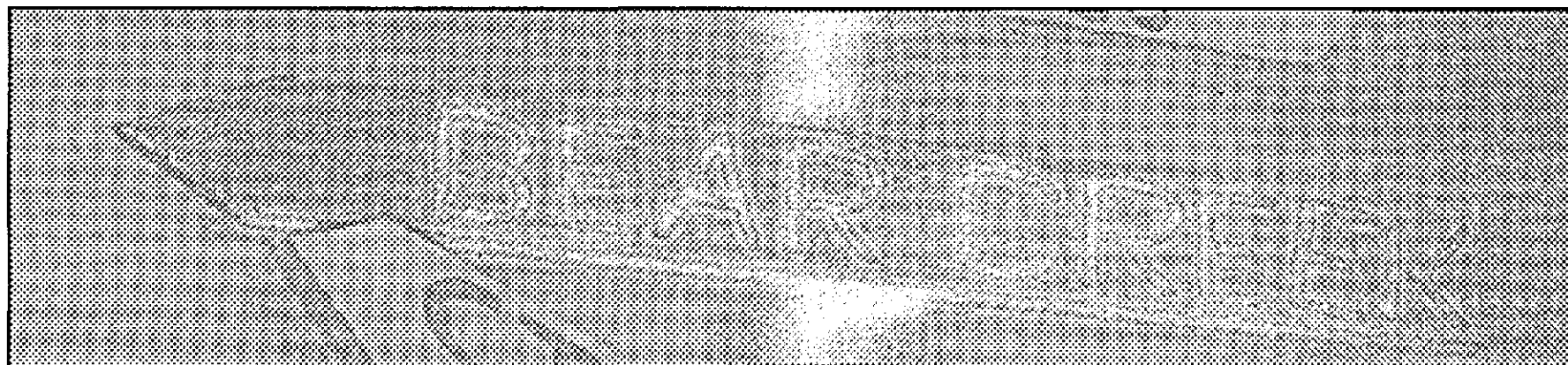
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Is Bear Creek facing extinction?

The almost 150-year-old community is a throw-back to a bygone era. It will either benefit from real estate development—or die because of it

By Chris Pryer, Jr.



Bear Creek. It sounds like a country club. Imagine it. Plush. Accommodating. Affluent. Exclusive. But the Bear Creek that will unfold in this account has only one thing in common with the description that its name conjures up—it is exclusive. Only the poor and the black live there.

If you want a fun, indulging, country club story, buy a "D" magazine. This is not a country club story—this is an account of my visit to the real Bear Creek. And the anguish of its residents.

Anthony Bond and I had decided on a 9 a.m. rendezvous at the 7-11 on the corner of Beltline Rd. and Conflans, in the flourishing mid-city of Irving. Bond, 42, is a slightly-built, wiry man of about average height with thinning hair on top and a mustache. He is an intense man—a one-man missionary team bent on rescuing a poor, exploited (he thinks) African American community whose very existence is threatened by housing development that is not available to them. He informed me that he had just left a group of pastors in the Oak Cliff section of Dallas whose help he was trying to solicit for his beloved Bear Creek friends. On this day he was dressed to do what he had been doing the past few weeks—assisting in repairing a Bear Creek residence that had been struck by lightning. His pants were speckled with paint and he was wearing an old flannel shirt over a thermal undershirt. He seems to be no stranger to working with his hands.

Bond, who recently lost his re-election bid as president of the Irving NAACP, told me to follow him in my vehicle to our first destination in our tour of the nestled black enclave known as Bear Creek. The portion of the almost hidden community that is within the city limits of Irving seems to be stuck in a time warp. It is bordered on the east and west by Belt Line and County Line Rds.; on the north and south by Pioneer and Rock Island Rds. About 2 minutes later, we pulled up in front of a small, dilapidated, band-box of a house.

It looks little better than a shanty. The foundation is failing and the base of the house is rotting, causing it to slightly lurch to one side. Through the years, inclement weather and no maintenance have combined to strip away the facade of the structure. It looks fit to be condemned.

At 83 years old, Ophelia Johnson lives alone in this house that looks unworthy of habitation. At least not for human habitation. The house at 609 Gilbert appears to be around 900 square feet in size, if that. It was built by her late husband with used lumber, as were many of the small bungalows of Bear Creek. There is no running water. That's because the plumbing got destroyed when the foundation began collapsing on it. When Mrs. Johnson wants to take a bath or cook, she must fetch water from a garden hose that is attached to a spigot located on the side of her house. Then she has to heat it up. With procuring hot water being such an arduous task, you can imagine there isn't much cleaning going on. Or cooking.

Mrs. Johnson was not feeling well and let us in almost grudgingly. She apologized for being sick, informing us that she had just thrown up. There was a wet spot on the upper portion of her soiled robe that appeared to be a small residue of vomit. She plopped down on one of the two large, worn sofas that sat opposite each other. They dominate the cramped, dark 9x12 living room. A large console television set and a couple of cheap end tables and a kitchen chair round out the room's furnishings. We didn't get the nickel tour, but I could see into the unlit kitchen. It was disheveled and uninviting.

Mrs. Johnson has 2 children who live in and around the Metroplex. When asked if she gets any help from them she said she didn't need any help, that she gets social security. Her tone was defensive. However, further in the conversation she admitted that the city of Irving should do more to help people like her.

Our conversation was peppered by interruptions from Bond, mostly to clarify something Mrs. Johnson said. He gave statistics about the city of Irving: its excellent bond rating; how it paid \$1.5 million to have a consultant come in and state the obvious about the city's housing situation; how he did research on the history of Bear Creek and that it was settled in 1849 by former slaves. To this last fact Mrs. Johnson perked up and said gruffly to Bond: "You that old?"

Bond asked if we could walk through the house to the back so he could show me her water source. Mrs. Johnson said she'd rather we go outside to get to the rear of the house. We bid her goodbye and Bond promised to check on her later. It is clear he has established a personal relationship with her.

We walked around the side of the house. Bond pointed out the rotting foundation and the spigot that provides Mrs. Johnson's only source of water. It is covered by an old mildewed carpet remnant in an attempt to protect the spigot from cold weather. Fortunately, though it is early December, the weather has been kind.

As we approached Bond's vehicle to go to the next destination, he pointed out a bitter piece of irony. As we looked at Mrs. Johnson ramshackle dwelling, rising majestically about 100 hundred yards in the background is an exotic, brightly-colored

dwelling of a distinctly foreign design. It is a Bhuddist temple. Bond informed me that the group had been denied the right to build the edifice in Dallas and its environs. It got no resistance from the city of Irving when it proposed building in Bear Creek.

We rode in Bond's vehicle to the next destination as he continued to berate the city of Irving for its shoddy treatment of the Bear Creek residents. He contended that racism is at the core of Irving's refusal to avail itself of federal funds that could be used to develop Bear Creek. He said CDCs (Community Development Corporations) all over the country are successful in changing the face of decaying urban neighborhoods through entitlement programs. Based on this believe, Bond, in his capacity as president of the Irving NAACP, filed a complaint with the U.S. Department of Housing and Urban Development Office of Fair Housing and Equal Opportunity back in April of this year. In the complaint, Bond also charged that the city of Irving used zoning laws to discriminate against the citizens of Bear Creek. Specifically named in the complaint were Irving city manager Steve McCullough and mayor Morris Parrish.

The city answered the allegations, citing millions of dollars spent in the improvement of the Bear Creek community. And there is evidence of said expenditures. But, as in so many programs initiated to improve the quality of life for underprivileged citizens—many of Bear Creek's residents are in dire straits—they have fallen through the cracks.

As Bond eased his Cherokee in front of Zach Collins' house, I was struck by the dualness of Bear Creek—a kind of split personality. Even in its decay and despondency, it also displays flashbacks of a possibly vibrant, more prosperous era. In spite of the mostly abject poverty, there is a certain charm about the enclave. The houses, though small, are set on rather large plots of land, some as large as 2 acres or more. Because of this, there is an openness, a ruralness about the community that belies its location. One can almost imagine its beginning, when the ex-slave ancestors of these people first built the small homes from used lumber on plots given to them by their former slave masters. Neat little homes with enough land to grow their own vegetables, raise their own chickens, hogs and cows. Maybe even a horse or 2. On the day of our visit, with the temperature climbing past 70 degrees, Bear Creek seemed peaceful, unassuming, protected. But there is also pain.

Zach Collins lives on Frisco St., just a couple of blocks from the newly renovated J.O. Davis Elementary School. Living in the house with Zach and his 2 sons (Zach, 11, and Jeff, 9) are his sister, Earlie Marie Williams, and her son, Derrick. The only way to describe the facade of the dwelling is to say it is broken. The foundation under the right quarter of the



Anthony Bond and Earlie Marie Williams in front of her house. Because of a recent television news story by Channel 4, donations from a compassionate public will put Earlie and her family up in a hotel during the holidays and provide with them food. There have also been offers of help to fix their home, which has no central heat or running water.

house seems to be caving in at a faster rate than the rest of the house, setting it on a jaunty angle. It almost looks unoccupied. It has a pretty large front yard and there is an obviously unused car parked in the driveway along the right side of the house.

We hopped onto the front porch and Bond knocked on the tattered front door, calling out for Zach. Getting no answer, Bond opened the door. As we entered, Derrick, Earlie's 21-year-old son, was just coming to answer the door, putting on his robe. He said he would go and get his mother. Bond escorted me the short distance to the back of the house where the kitchen was located. A large portion of the roof was caving in. When it rained outside, Bond said, it rained in the kitchen as well. There is no running water or heat. The family uses a neighbor's hose for water, paying a fee for the water use. They bath using someone else's bath tub. Cooking is done with a crock pot, micro wave and camping stove.

Earlie Marie Williams finally emerged fully dressed with her son. She is a thin woman of 55 with a medium-brown complexion. She said she normally didn't sleep late but she had worked long and hard the night before and got in very late. Again, it's obvious that Anthony Bond and these people are close. He seems to be a kind of savior to them. They called him Tony, and when they referred to him, it was with gratefulness and respect.

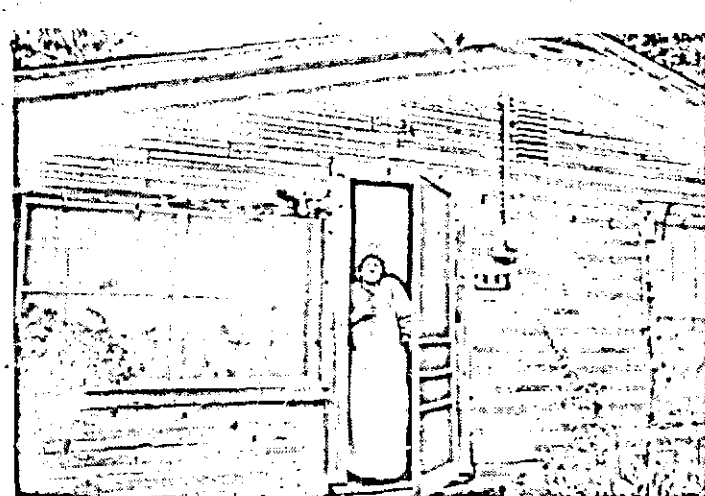
Divorced from her husband, Earlie came back here from Colorado to live with her brother Zach (Thomas is his given name) after his wife died, leaving him with two small children. Zach, 41, had a bout with drug abuse but seems to be over it and had just landed a job, which explained his absence. The boys were in school. Zach collects about \$500 a month social security and with Earlie only working 2 days a week as a private duty nurse, it is not nearly enough to

catch up on the taxes on the house, restore services and make repairs. She spoke rapidly and in spurts, each word uttered almost being swallowed by the one after. There were frequent pauses as she struggled to recollect the details of certain incidents in her past. She blamed these lapses on her nervous breakdown of 5 years ago. Now she struggles with depression over the plight of the family having to live in such degradation. "I feel in the dumps all the time. I'm depressed all the time," she said.

In the winter, she and Derrick said, the house gets so cold that they come outside to get warm. Their only source of heat are space heaters, which they gather around in full outside wear to try and stay warm. Said Derrick, "The only way to keep warm is to stay in the bed or go outside. You can't just sit inside your house like other people." For Derrick and his mother, home is not someplace that gives them refuge; it is a place they endure.

Derrick is the minister of music at the church he and his mother attend. He is soft-spoken and seems devout in his faith that God will deliver them from their situation. He and Bond encouraged Earlie not to fret so much and to trust in God. She said she knows she should be more upbeat but it's hard not to be depressed when living in such a house.

They had tried to get loans everywhere, she said, but got refused each time. She lamented that because of discrimination, she and others in the neighborhood can't get the necessary funds to maintain their properties. And the taxes are so high, they can't pay them. Luckily, in the state of Texas, your property can't be taken from you due to non-payment of taxes if you still occupy it. Nonetheless, Earlie and her family live in fear of losing their house. Earlie and Zach's parents settled in Bear Creek in 1947. Their father, Edwin Collins, with the assistance of their mother Ruby, pastored what is to this day the largest black Baptist church



Ophelia Johnson stands in the doorway of her crumbling home. Like many of Bear Creek's homes, it may be damaged beyond repair.

in Irving. Earlie was a good student and went to college. But she can recount many instances of discrimination while growing up in the Bear Creek community. She too believes there is a conspiracy to keep blacks from keeping their homes. She thinks the white establishment manipulated Irving's only black councilperson, Jackie Townsell, into betraying her own kind for personal gain and the gain of white developers. While Mrs. Townsell prospered, it is believed by some that she misrepresented her Bear Creek constituency, selling them out to white developers. To buttress her argument, Earlie told of being offered \$5,000 for their property. At the time, it was appraised at \$66,000. Though the money is tempting, many Bear Creek homeowners are determined to stay in the community of their forefathers, hoping to once again live a decent life. And for people like Ophelia Johnson, Earlie Williams and Henrietta Trigg, Anthony Bond seems to be the only hope they have of recapturing that life.

Once, Earlie wistfully recalled, her parents were in a position to get a new house. They were working with a realtor who was earnestly trying to get them financing. But before they could realize the dream, they died. Earlie fell sick and lost her job with the phone company, dashing any chance she might have had of taking advantage of the opportunity.

In spite of the dire conditions, Derrick has garnered enough enthusiasm about the property to do some planting in the front yard, down by the newly laid pavement. For a long time, there were no decent walkways in Bear Creek. Nor decent roads. According to Earlie and Anthony Bond, only when the elementary school was renovated and white kids started going to the school did the city see fit to widen and pave the streets and install sidewalks. And police started to patrol the area. Previously, if there was a

See EXTINCTION next page

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disturbance in Bear Creek, the county sheriff's office had to handle things. When they decided to respond at all.

While pulling away from the home of Zach and Earlie, I couldn't help but hope and pray that the weather held. Otherwise, life would become even more cruel and oppressive. Wonder how long Derrick's faith will hold up?

As we cruised west on Jackson approaching Gilbert, the Jackie Townsell Bear Creek Heritage Center loomed on our right. There were 2 houses that represented some of the first houses built by the settlers of Bear Creek. Bond said the local government decided to rename the historic park after Mrs. Townsell without ever soliciting the input of the Bear Creek inhabitants. He insisted there were many other African Americans more deserving of the honor than Mrs. Townsell. "I guarantee you if you canvass this community and you ask the majority of these African Americans if they agree with this being renamed...I guarantee you the majority would say no. As a matter of fact, a lot of them wanted to raise a petition to try to get it renamed."

Bond took a short detour from the tour to show me the development that is encroaching onto Bear Creek. Newly built homes, in the \$150,000 range populate a neighborhood that represents an entirely different economic stratus. Bond said its symbolic of the specter that is the

Dallas/Fort Worth Airport. The airports growth has created a voracious appetite for property. Property to serve its ever-increasing workforce. The airport is king in these parts, its influence on the local economy considerable. So much so that when the homeowners of the new development protested the noise created by the flight patterns of the jets flying in and out of D/FW, the airport settled by paying each property owner 25% of their properties' worth. Right across Compton Rd., along the same flight patterns, sit the ramshackle homes of Bear Creek. No one championed their cause. Not one family received a dime.

We drove by the Whitfield house. Mrs. Whitfield and her family gained some television news celebrity when a local white church, The Fellowship of Las Colinas, heard of her housing situation, which was similar to that of Ophelia Johnson and Zach and Earlie. After it was determined that the house was beyond repair, members of the church who were in the building and contracting profession had the house razed and built a brand new one. It was a tremendous act of kindness. Unfortunately, it served the need of only one family. Many more are living in homes that need to be razed and rebuilt.

Henrietta Trigg is 80 years old, severely diabetic and getting over a broken hip.



Henrietta Trigg lives in this house with her daughter and granddaughter.



Henrietta Trigg

Her caretaker, Virginia, lets us in the house. Mrs. Trigg, a quite pleasant-looking woman with an impish sense of humor, is sitting in her favorite chair in the cluttered front room. The foundation of her home is crumbling and when it rains, mud seeps up through her floors. Because of the house's unsteadiness, the walls are separating from the flooring, allowing vermin to get into the house. She has a gas leak in the house and must keep her stove on to burn off the fumes. Typically, the house is small, setting on a large lot. A couple of horses roamed in a fenced in area to the side of her house. They are not hers; she lets a friend keep them there. Despite her troubles, Mrs. Trigg seems in pretty fair spirits. She

shifted a wad of gum around in her mouth as she talked about being an inhabitant of the community all of her 80 years. She and her husband built and settled on the property in the 40s. Despite the dwelling's structural problems, she has made a valiant effort to keep it homey inside. Her congested living room is full of family photos and knick knacks. It had a much more inviting atmosphere than the other two homes we have visited.

Mrs. Trigg has a daughter and great granddaughter living with her. A sick daughter lives across the street. Another daughter is in a nursing home, and she has a sick son living in Fort Worth. "My family is just a sick family," Mrs. Trigg said with a chuckle.

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Mrs. Trigg lamented the lack of help from city government. And she, too, has ambivalent feelings about the role Jackie Townsell has played in bettering herself and her white political cohorts at the expense of the naivete of her Bear Creek constituency. A constant reminder is the spate of new townhouses that sit across the street from her. She too is feeling the squeeze of development that won't include her.

Jackie Townsell's house, where she lives with her husband, Jimmy, is just down the street from Henrietta Trigg's, at the intersection of Grimes and Compton. It is a relatively comfortable-looking house, if not exceptional. The grocery store she and her husband have operated since 1959 is a short distance away. Mrs. Townsell said she and her husband used to live on the store's premises back in the early days. They budgeted their money and acquired property whenever they could. To Mrs. Townsell, success is a matter of choice.

Jackie Townsell, at 60 years of age, sounded strong, energetic and willing to talk when I called her to discuss the Bear Creek community. She has been living in Bear Creek since her family moved there from Dallas in 1949 when she was 11. They lived in the house at 3935 Grimes. After graduating the 8th grade, Mrs. Townsell set about her adult life, getting married (at 16) and becoming very involved in her community. She

quickly gained a reputation as a sort of champion of her Bear Creek neighbors in matters of racial justice and equality. So much so that, after having been asked to (and serving) on the school board, she was asked to be the first black person to run for city council. As Irving's African American population was about 1% at the time, needless to say she had the blessing of whites. However, she said she didn't think the time was right and declined. In 1977, she finally capitulated and won her first term in city council. She remained a councilperson for the next 18 years.

As she seemed to be a pivotal figure in all of the discussions I'd had with Anthony Bond, I asked her about his accusations of her cronyism with those who are profiting at the expense of her Bear Creek neighbors. Mrs. Townsell's response: "Anthony Bond doesn't know what he's talking about."

Mrs. Townsell said the city of Irving's rejection of federal funds for housing may not have been right some of the time, but there was a reason why funds directed to Bear Creek could not be obtained on most occasions. She said years ago she and her husband wanted to build on some property they owned in the area so the young people could have an opportunity to own a home there. But federal monies could not be directed to a non-integrated area. So if Irving were to avail itself of the funds, money would have gone to someplace



Jackie Townsell stands in front of her grocery store and eatery. The former Irving councilperson has been a dominant force in Bear Creek community affairs for years.

other than Bear Creek.

The former councilperson makes no excuses for her prosperity amongst such economic depression, saying it depends on what a person wants to do with themselves. She went on to say how I could go look at the records in downtown Dallas and see that she and her husband made their purchases for property back in the 60s: "\$25 down, \$50 per month...I wasn't

on no council. Didn't even know I could be on council. You understand what I'm sayin'. You could go look, baby. The records are there. Ain't nobody gave me nothing but the good Lord..."

As to the accusations that she danced to the white people's tune, she said, "I'm not manipulated by them but they the ones that got it, you understand? In order to get, I had to go through them...in the past, that's who paid my salary."

On Bond's contention that local government put something over on the denizens of Bear Creek with the implementing of light industrial zoning, Mrs. Townsell said there was ample opportunity for anyone who opposed it to do so. She said the few folks who were interested in that kind of stuff attended the public hearings and voted for it. She thinks part of Anthony Bond's problem is that he came into the situation without full knowledge of the area and its citizens. When he first arrived she was willing to work with him, but the relationship has since soured.

Whether the Bear Creek community is a victim of Jackie Townsell selling them out to the land grabbers and developers, or a victim of its own apathy is open to debate. Maybe its a little bit of both. Or none of either. Which ever it is, one thing is certain. The actions of one person didn't get it in the condition its in—and the actions of one person won't get it out.

MON

Preventing Credit Problems

by: Wanda Moore, Manager, MacArthur Banking Center

A credit card increases purchasing power. The ability to buy now and pay later offers numerous benefits. It also carries significant responsibility.

While credit provides greater freedom, it can also lead to trouble if used improperly. In today's "charge it" society, it's easy to become overextended. To determine if you are managing your credit properly -- or if it's managing you -- ask yourself the following questions:

1. Do you pay your bills on time?
2. Do you pay your current bills without having to borrow money on your credit cards?
3. Do you avoid charging everyday expenses or small items?
4. Can you pay for necessities -- such as food and housing -- without being forced to reduce the amount of your debt payments?
5. Do your charge account balance decrease each month, rather than increase?
6. Do you pay off old balances be-

fore borrowing more money or charging more purchases?

7. Is your total credit debt less than you can pay off in 12 months?
8. Are you able to save money for anticipated annual and occasional expenses, such as insurance premiums, medical expenses, auto repairs or vacations?

If you answered "yes" to most of these questions, you are doing a good job of managing your credit. If you answered "no" to more than one, you may need help. A "no" answer to four or more could mean you are already in trouble.

And, if you do get overloaded with bills and behind on charge payments, be willing to seek immediate professional advice. Many financial institutions, such as NationsBank, work with community organizations to offer free or low cost assistance in dealing with credit problems. For more information on learning how to resolve credit problems, visit a financial institution in your neighborhood.


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January 2

Do you know an outstanding volunteer? Nominations are now being accepted for the Volunteer Center's 1997 Outstanding Volunteer of the Year Awards. Awards are presented for volunteer work done in Dallas County during the last year. Nominations are due January 31, 1997. For more information call (214) 826-6767.

Texas A&M-Commerce, at the Dallas Education Center, 1901 Main Street, Dallas, is offering a reading course for teacher certification. Spring registration begins January 2. The first day of classes is January 13. For more information call the Dallas Education Center at (214) 744-6600 or e-mail dec@airmail.net.

January 3

Mayor Ron Kirk will be the guest speaker at Bickel & Brewer Storefront, PLLC Judicial Lecture Series from 12:00 noon-1:00 p.m. at their offices, 2602 Martin Luther King, Jr. Blvd., Dallas, TX. Lunch will be served but seating is limited. For more information call (214) 421-4800.

NEED CASH FOR COLLEGE? Cash for College, Inc. and the National Accident and Criminal Victim Association in an agreement with Death Row Records will provide scholarships for students and grants for victims of violence or accidents in the names of Tupac Shakur and Snoop Doggy Dogg. Applications for the 1997-98 school year are currently being accepted. For more information call Cash for College, Inc. at (972) 664-0111 or the National Accident and Criminal Victims Association at (817) 922-9165.

January 4

Elroy Roberts Productions will hold auditions for the Talent Search Showcase and A Superstar Evening from 10:00 a.m.-5:00 p.m. at Elroy Roberts Productions, 5001 Brentwood Stair Rd., #119, Ft. Worth, Texas. For more information please call (817) 429-3116 or (817) 654-9075.

The Gay and Lesbian Community Center, 2701 Reagan Street at Brown hosts a variety of classes and programs open to the public. For more information or to get a winter '97 schedule call the center at (214) 528-9254.

January 6

Cedar Valley College, 3030 N. Dallas Ave., Lancaster, TX is sponsoring a Senior Emeritus Program. Persons 65 and older, who reside in Dallas County, can enroll in six hours or less of credit courses each semester without payment of tuition if space is available. For more information call the admissions office at (972) 860-8201.

January 7

LOOKING FOR THE PERFECT JOB IN 1997? Then come to the Dallas Diversity Job Fair today from 11:00 a.m.-2:00 p.m. and 4:00 p.m.-7:00 p.m. at the Dallas Medallion Hotel, 4099 Valley View Lane, Dallas. Degreed and experienced individuals wanted in insurance, engineering, restaurant, retail, computer science, marketing, management, sales, media, and more! Bring several copies of your resume. The event is sponsored by Three Stars Communications, a minority owned Job Fair conference management firm. For more information call (202) 667-3691.

The Junior Black Academy of Arts and Letters presents, A Fool and His Money, January 7-12 at the Naomi Bruton Theater, Dallas Convention Center, 650 S. Griffin St. For performance times and tickets call JBAAL at (214) 658-7144.

Students can take advantage of walk-in registration for the Spring semester at Cedar Valley College, 3030 N. Dallas Ave., Lancaster, TX on January 7-9, beginning at 9:00 a.m. Latecomers can also register January 13-14 from 9:00 a.m.-8:00 p.m. in the Admissions office. Classes began January 13, 1997. For more information call the Cedar Valley College's Admissions Office at (972) 860-8201.

January 9

The 1997 Dallas Video Festival will feature an array of programs and films of interest to the African American community throughout its 10th annual event, January 9-12 at the Dallas Museum of Art, 1717 N. Harwood. Call (214) 651-8600 for more information.

The local self-help group of the National Black Women's Health Project (NBWHP) meets monthly at 7:00 p.m. each second Thursday at 2922 Martin Luther King, Jr. Blvd., Dallas. NBWHP is a non-profit health advocacy organization whose mission is to improve the health of black women through wellness education, health information and activism. Call Chinwe at (817) 387-2246 or Jamila at (214) 372-3637 for more information.

January 11

The 1996-97 "Lou Rawls Parade of Stars" Telethon to benefit the United Negro College Fund (UNCF) will be broadcast on KXTX-TV Channel 39 from 6:00 p.m.-1:00

a.m. Your financial support of the UNCF is vitally needed. For more information contact Mike Duvall at (214) 754-9020.

Local Disc Jockey "Best Mix" Lynn Frank will use music to raise money during the Supervising Party for the United Negro College Fund, 6:00 p.m.-midnight at the Ben E. Keith Center, 1805 Record Crossing, Dallas. The party is hosted by the Omicron Mu Omega Chapter of the Alpha Kappa Alpha Sorority, Inc. For ticket information call (972) 684-8939.

The Healing Circle Center, A Community Holistic Health Center located at 6162 East Mockingbird Lane, Suite 201, Dallas, presents "Action Recovery: an experimental playshop for exploring the 12 steps of recovery," today from 10:00 a.m.-1:00 p.m. The fee is \$20.00 per class and continuing education units are available. Call (214) 827-2709 for more information.

January 12

The Modern Art Museum of Ft. Worth, 1309 Montgomery Street, Ft. Worth, Texas, presents an exclusive showing in the Southwest of Explorations in the City of Light: African American Artists in Paris, 1945-1965., January 12-March 23, 1997. For more information, call the museum at (817) 738-9215.

January 13

The Junior Black Academy of Arts and Letters, Inc. will screen the award winning film, In Remembrance of Martin, at 8:00 p.m. in the Clarence Muse Cafe Theater, JBAAL, 650 S. Griffin Street, Dallas. Rev. Clarence Glover, a Dallas minister and DISD administrator, will lead a lively discussion following the screening. For more information call (214) 658-7144.

The North Dallas Area National Organization for Women (NOW) will meet 7:00 p.m. at their new location, Don Showman Recreation Center, room 104, 14032 Heartside in Framers Branch. For more information call metro (972) 833-6810.

January 14

The American Cancer Society Black American Community Connection holds monthly meetings each second Tuesday beginning 12:00 noon at 8900 Carpenter Freeway. Its volunteers educate individuals in cancer risk reduction and early detection. Call Dee Thomas at (214) 631-3850 for more information.

January 15

The Dallas Black Dance Theatre presents its first Annual Founder's Luncheon, 11:30 a.m. at the Fairmont Hotel, 1717 N. Akard, Downtown Dallas. Community leaders will pay tribute to the dream of Dallas Black Dance Theatre founder Ann Williams and unveil the theatre's 20th anniversary historical book. For more information or to RSVP call Glenda at (214) 871-2376.

January 16

The Plano Martin Luther King, Jr. Celebration Committee will host its annual weekend of events to honor Martin Luther King, Jr. and his dream. The celebration, which runs from January 16-20, includes a parade, youth program, guest speakers, Leadership Breakfast, panel discussion, and an Arts Festival and exhibit. For more information call Fred Moses at (972) 422-0012.

Celebrate the life and work of Dr. Martin L. King, Jr. by coming together with V100/KHVN radio and Sharp/PR in competitive basketball play. Register your team for the annual MLK Basketball

Tournament Benefit, January 16-18 at the MLK Recreation Center, 2901 Pennsylvania, Dallas. Call (214) 821-9000 for more information.

January 18

The Dallas Urban League will host a Casino Night Extravaganza, 8:00 p.m. at the Adam's Mark - Dallas (formerly Harvey Hotel), 400 N. Olive. For ticket information, call the Dallas Urban League at (214) 528-8038.

The Black United Fund of Texas, Inc. presents a "Thank You For Ten Years" reception, 6:00 p.m.-9:00 p.m. at the Judson Robinson Recreation Center, 2020 Hermann Dr., Houston. Guest speaker is Dallas County Commissioner John Wiley Price. For more information or to RSVP call (713) 524-5767.

January 19

The Junior Black Academy of Arts and Letters, Inc. presents its annual tribute to Dr. Martin Luther King, Jr., "Black Music and the Civil Rights Movement," 7:00 p.m. at the Morton H. Meyerson Symphony Center, 2301 Flora St., Dallas. Tickets are available at Ticketmasters (214) 373-8000 and the JBAAL Box Office (214) 658-7147.

January 20

Attention college-bound students! Southern University Alumni - Dallas Chapter is hosting its first Southern University College Bound Workshop today at the African American Museum, Fair Park, Dallas. For more information contact Edwin D. Moore at (214) 475-7469.

Career Fair Coordinators, Inc. (CFC) is sponsoring a career fair for persons interested in positions in the high technology industries. The fair is January 20-21 at the Infomart in Dallas. For more information call CFC at (972) 462-8807.

Tune in to KDTN Channel 2 for the passionate 90-minute documentary, "Street Soldiers", the story of three African American juvenile offenders and their efforts to turn their lives around. The show, narrated by Danny Glover, airs locally January 20 at 9:00 p.m. on Channel 2.

January 23

The 10th Annual Conference of the International Association of Blacks in Dance will be held January 23-26 at the Adam's Mark Hotel (formerly the Harvey Hotel), 400 N. Olive, Downtown Dallas. The conference features workshops, performances, luncheons, and master classes. To register call (214) 871-2390. For performance times and more information call (214) 871-2376.

January 24

The Dallas Black Chamber of Commerce and the National Black MBA Association-Dallas Chapter will host the National Black MBA Association Pre-Bidders Conference, 2:00 p.m. today at the Dallas Black Chamber of Commerce, 2838 Martin Luther King, Jr. Blvd., Dallas. Suppliers are needed to provide various services at the national convention which will be held Sept. 17-21, 1997 at the Wyndham Anatole Hotel. For more information call Dvorah Evans at (214) 421-5200.

January 25

The National Association of Negro Musicians, Inc. (NANM) is sponsoring its 2nd Annual "Founder's Day Symposium and Luncheon," at the Adam's Mark Hotel (formerly the Harvey Hotel), 400 N. Olive Street. The symposium is scheduled from 9:00 a.m.-11:30 a.m. followed by lunch at 12:00 noon. The fee for the event is \$30.00 per person. For more

information contact Ellen Brackens at (214) 376-0460.

Kappa Zeta, the Dallas graduate chapter of Zeta Phi Beta Sorority, Inc., will celebrate 66 years of service in the Dallas community at its founder's day luncheon, 12:00 noon at Cityplace, 2711 N. Haskell, Dallas. Tickets are \$30 and must be purchased in advance. Call (214) 319-9620 for more information.

The Healing Circle Center will co-sponsor with Adoption ARC, Inc., a not-for-profit adoption agency, a free one day morning talk on how to adopt healthy American multi-racial infants without much delay. The event is scheduled from 10:00 a.m.-12:00 p.m. at the Center for Community Cooperation, 2900 Live Oak Street, Dallas, (214) 821-0911. For reservations and more information call The Healing Circle Center at (214) 827-2709 or (214) 503-8453.


January 31

The University of Texas at Austin is recognizing the achievements of black Texans by sponsoring the annual Barbara Jordan Historical Essay Contest. The competition is open to high school students across Texas and allows them to document African American cultural heritage in the form of historical essays. All essays are due March 1, 1997. For more information contact Terry A. Wilson, Office of Public Affairs, UTA, P.O. Box Z, Austin, Texas 78713-8926, (512) 471-3151.

ATTENTION:
If you're interested in placing your event in our events calendar, send it to us by mail or fax no later than the 21st of the month preceding publication to:
Minority Opportunity News
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1202 Tower West
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(214) 905-0949 Fax

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Common Ground Credit Union seeks growth in 1997

Institution plans year-long membership drive

By Dorothy Gentry

Contributing Writer

More than six months ago, on July 8, 1996, the African American Pastors Coalition took over sponsorship of the Common Ground Federal Credit Union, a small institution located at the corner of Atlanta and Romine Streets (3741 Atlanta) in South Dallas.

Now, with a new board of directors, new goals and essentially a new attitude, the credit union plans to spread the good news in the new year with a powerful membership drive aimed at increasing membership, accounts and most importantly, the trust and confidence of the African American community.

"The membership drive technically begins January 1, but will have an official kick-off during a special service celebrating the birthday of Martin Luther King," says the Rev. Zan Holmes, president of the Coalition. The service, scheduled for noon on Monday, January 20, at Golden Gate Baptist Church, will feature guest speaker Bishop John Bryant.

Rev. Holmes says the credit union will be opened and in full operation on that day, a national holiday for some. "We are also encouraging people to leave the service that day and make deposits at the credit union," he says.

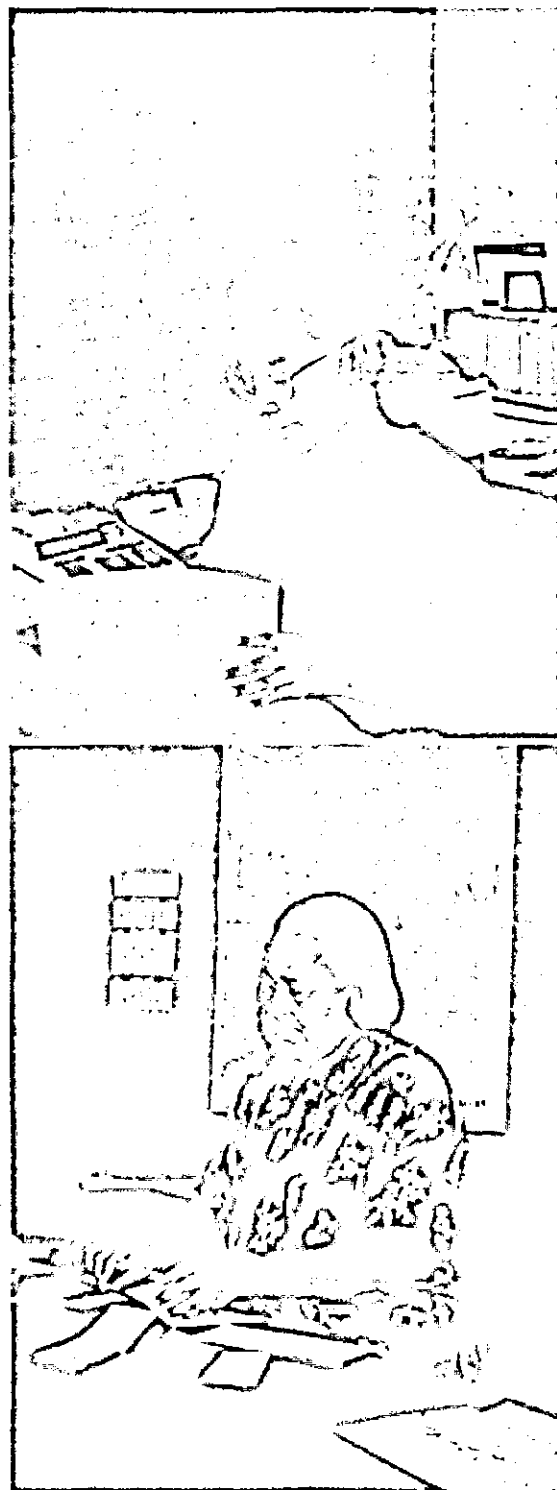
Rev. Holmes, pastor of St. Luke "Community" United Methodist Church, says African Americans should not hesitate to contribute to the credit union.

"It provides us an opportunity to have economic resources for persons who might otherwise have difficulty getting loans from other institutions," he says. "Common Ground is serving an underserved area and these are people who really have needs.

"In addition, it (the credit union) is an important model of economic cooperative in our community. If we ever want to be liberated economically, we must pool our resources and make them available to each other."

Pat Gatson, manager of the credit union since June 1996, agrees. "The money that people deposit into the credit union goes back out in the form of loans so we are recycling money back into the African American community."

"The community needs to be educated about the credit union and what it does," she says. "I know what this credit union can do and what role it could play



Pat Gatson (top), Mgr., and Delllah Black, teller and customer service.

in the African American community if given the chance."

The credit union, which received its federal charter in January 1988 with 35 members and \$1,000 in deposits, had been doing well for a while; in May of last year, it had more than 2,000 members.

But it still was not all it could be.

There was no staff, thus forcing a reduction in business hours to only 3 days a week, and volunteers - which they depended upon to help operate the institution - became scarce.

The Coalition stepped in to help rescue this much-needed community institution, Rev. Holmes acknowledged, after being challenged in an editorial published in the Minority Opportunity News. MON is published by Thurman Jones, a member of St. Luke.

When it took over Common Ground, the Coalition - which consists of more than 50 congregations in the Metroplex - planned to concentrate on creating and expanding the financial opportunities for families and individuals plagued by the effects of redlining and bad credit reports.

Their success will be determined by their goals of increasing credit union membership through marketing and outreach committees and by increasing the number and size of loans to credit union members.

Thus this year's membership drive. Membership in Common Ground is open to all congregations represented in the Coalition, and to anyone who lives, works, or holds church membership in the areas of East, West, and South Dallas and parts of Oak Cliff.

Rev. Holmes says the Coalition will encourage membership through churches and other local institutions.

Under the Coalition's leadership, changes have included hiring Pat Gatson as the new, full-time manager, naming a new board of directors and creating marketing and outreach committees that they hope will spread the good news about Common Ground.

"Since we have assumed responsibility for the credit union, we have been in a state of reorganization," Rev. Holmes says. "We finally have a new board, we have been meeting regularly and have been in the process of establishing goals so we can position ourselves to make this push for membership."

Common Ground is open Thursdays and Fridays from noon to 6 p.m. and on Saturdays from noon to 3 p.m. But potential customers may still call with any questions during hours the credit union is closed. The number is (214) 421-7224.

MON



A.L.W. ENTERTAINMENT
Monthly Guide

Exciting
Upcoming
Entertainment
Events

JANUARY

January 7, 1997

David E. Talbert's
"A fool & His Money"

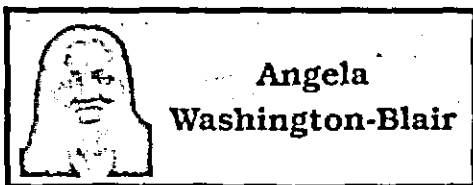
Starring David
Peaston, Beverly
Todd, Glenn Jones,
Melissa Morgan,
LaShun Pace, Shukki
Dukki, David
Hollister, Cheryl
"Pepsi" Riley,
Maurice Wilkerson

FEBRUARY

February 8, 1997

Dallas 1st Annual
Heritage Music
Festival

Featuring
Issac Hayes
The Manhattans
featuring
Gerald Alston
Denise LaSalle
Marvin Sease
Bobby Womack



Angela Washington-Blair

1001 Things Everyone Should Know About African American History

By Jeffrey C. Stewart
(Doubleday, 1996)

Some of us are woefully lacking in knowledge when it comes to our black history. I, too, must confess to not knowing everything there is to know about the African American experience from the 1600s to the present. We know that ours is a rich and diverse history. A history filled with hardship and pain, prosperity and gain. Good guys and bad; for not every black in history should be canonized, nor, conversely, should every Anglo American be vilified.

Yet, nowadays, we grasp and cling tightly to any snippets of information about our past, if it appears to be sterling, while wanting to discard like an old skin any mention of our enslavement. We want heroes, we want role models. We so desperately want to have significance, while in this quest for significance, our history is being examined with a fine-toothed comb by those who want to deny our presence and contributions. Any mention of blacks in history books is dismissed by some in academia as revisionist propaganda. When we make the revelation that someone in history was black, or that we invented something, those claims are dismissed as spurious. How do we ourselves know what information about our past is accurate and what is simply wishful thinking??

The book I strongly recommend in preparation for "our" history month is *1001 Things Everyone Should Know About African American History* by Jeffrey C. Stewart. (Doubleday, 1996). This book looks at the "overlooked role that African

Americans have played in American history." Stewart, an Associate Professor of History at George Mason University, provides readers, young and old alike, with 1001 short, provocative, yet very readable essays covering the gamut of our experience.

The 406-page book is divided into six parts: "Great Migrations," "Civil Rights and Politics," "African Americans in the Military," "Culture and Religion," "Invention, Science, and Medicine," and "Sports." Stewart's outstanding contribution to our history contains a bibliography for further reading and a very useful index.

What makes this book especially valuable are the illustrations and photographs. From the poignant picture of bodies lined up like sardines on the slave ships to the provocative copy of a pamphlet cover against miscegenation (inter-racial marriage), the pictures cause us to pause and wonder. Additional pictures include notable personalities, civil rights activists, and entertainers.

Did you know that we used to use African in our designations in our organizations during antebellum times, but dropped it for fear of being sent back to Africa by the Colonists? We chose to use the term "colored" instead. Did you know that before the million-man march, William Moore took a one-man

march from Chattanooga to Jackson, Mississippi? He was shot and killed as he rested by the side of the road. Did you know that during the Civil War, sixteen African Americans received the Congressional Medal of Honor? One such man was Christian Fleetwood. Did you know that the "Banjar," or banjo, was an African contribution to American music? (kAnd you thought Appalachian hillbillies originated it.)

Wait, there's much more fascinating material contained between the covers. Did you know that before there was Stevie Wonder, there was Blind Tom, sold as a baby along with his mother? He was such a prodigy on the piano that with no formal training, he made his owners a fortune. What about a man named Granville T. Woods, known as the "Black Edison" because he successfully competed against Thomas Edison to market a telegraph system. Had you heard of him?

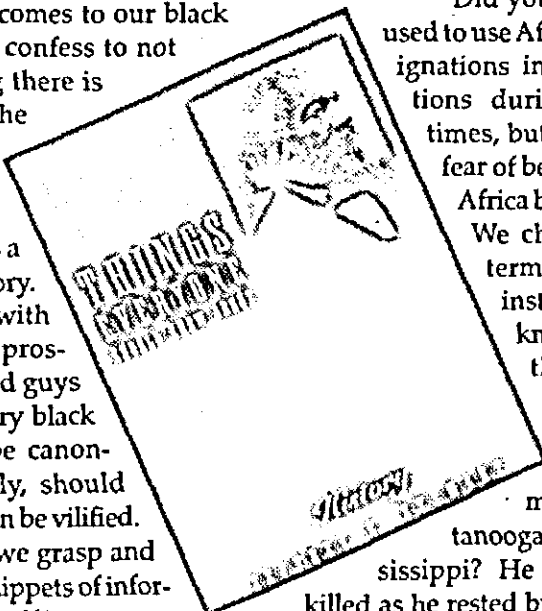
Stewart's book contains quotations and excerpts of letters and other documents. In spite of the brevity of each of

the 1001 items, the book paints a vivid picture of the life and times of African Americans from past to present. Readers will not only learn the who, what, and where, but the greater questions of how and why. Such as why would a black man claim to be descended from Aborigines? Or, how did gospel music originate?

This aptly titled book, Stewart says, is for everyone. I agree. Teachers, stu-

dents, parents, and all other readers should acquire and read this book. You can read it cover to cover, or read sections at a time. Either way, it will contribute to everyone's education. When others are researching their ancestry and discussing their contributions to American history, you'll now have more to say about your own history.

MON



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- SERVICES -

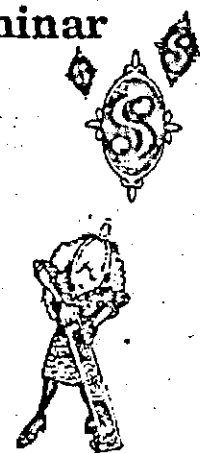
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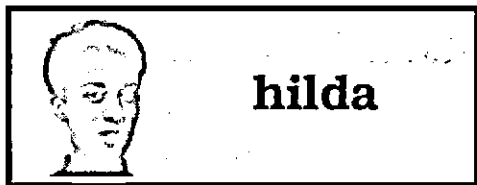
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Beauty is Power

Care must be taken when choosing and applying colors to eyes, cheeks and lips

Creating the perfect look with your eyeshadow dramatizes your eyes through contrast and depth. One or two shades may be used to get the natural look for daywear, but even three or four eyeshadow shades enable you to create the most effective eye structure—a high-light, lid shadow, contour shadow and a soft "V." Brushes are also an essential, I can't imagine the full benefit without them. (Bobbi Brown brushes would be a great recommendation.)

Once you've applied your concealer and powder on the lid as a primer, you can begin application of your eye shadows. Using the lightest eyeshadow with your eyeshadow brush, apply this color over the entire lid (from lash to brow), using about two applications. Then, with your lid shadow (which should be a medium to light tone, but darker than your all over shadow), apply this color from the lash line to the crease or contour area, blending as you apply the color. Also keep in mind that you want to apply a small amount of color, and gradually more if needed. This way you're not applying too much color at once, which will be very difficult to blend. Always be in control of the amount of color you apply on the eyes and cheeks. At this point, if you want to stay with two shadows, that's great.

Now reapply your lightest shade (the all-over shade) at the brow bone to the contour. What you're doing is blending your colors so there's no harsh line of demarcation existing and you're obtaining more wear with your colors.

If you'd like to get a bit creative with your colors, use the same technique as above, but choose one shade darker than your lid eyeshadow or a neutral-to-medium eyeshadow to create a contour. Apply this shade directly in the crease (contour) with a contour brush. (This brush will give you the ultimate look and application; it's unbelievable!) Blend as your apply this color because you're aiming for a smooth, professional look.

Next step would be eyeliner. There are two suggestions: 1) Softlining pencil or 2) Powder liner, which will have more staying power than a pencil. (Liquid eyeliner is not even a consideration.) When using a pencil, sharpen it and tap the tip on a tissue or the back of the hand, thus softening the tip. Apply directly along the upper lash line, beginning at the outer corner and ending at the inner corner of the eye. Apply color along the lower lash line, using the same technique but creating a more blended, softer look on the

bottom. This will give you a well defined eye and a professional look. Suggested colors are charcoal or navy.

The most important thing is to always have the eye brow tweezed and shaped according to the shape of the eyes. And please, always define the brow by using a matte eyebrow shaper in powder form closest to your natural eyebrow color using an eyebrow brush. (Preferably one shade lighter.)

Put color on brush, shake off the excess, then apply directly to the natural shape of the brow. Fill in with short strokes, this will create a more prominent and defined look. It will also give added beauty to any face. To keep brows in place, use a clear brow gel technique.

Mascara: Maybelline Great Lash is wonderful, giving you a full look, separation of the lash, no smudging and a long wear. Apply mascara on upper lash only. There's no rule to say not to apply on lower lash, but when applied on upper lash, the look is much fresher. Also, if you have problems with your mascara smudging regardless of what you've tried, consider not applying mascara on the bottom lash.

Cheeks: Cheek color (blush) is optional because in most cases, women have problems with breakout on the cheeks. (I'm an example of that so I don't use it.) But for those of you ladies who enjoy wearing cheek color, it can brighten up your face and contour and emphasize the bone structure. My suggestion when you're in the market for cheek color: keep in mind which lip color you wear regularly because you always want your cheeks and lips to coordinate. With your blush brush, apply a small amount of color to brush and begin application at the apple of the cheek. (When you smile, the apple is the roundest area.) Blend the color towards the hairline; again, gradually apply color, remembering to stay light and natural in this area. Use your loose powder afterward to soften the look.

Lips: The mouth is the most expressive facial feature because its the most mobile. Therefore, it's important to avoid careless or heavy color application here. Lipstick shades must complement cheek color, outfit color, nail color and complexion. Use what works best for you.

Before applying lipstick, apply the residue from your foundation sponge or a small amount of concealer or a lip primer on and around the mouth to pro-

hibit "bleeding." Always apply under lipstick. Then apply your lip color, followed with your lip liner. The lip liner should be used after lip color application for a softer look. Using the lip liner before lip color will give you more definition.

Here are some tips for making up full or thin lips.

Full Lips: Apply foundation or concealer on lips and draw a new lip line just inside the natural line, then apply your lip color just inside this new border. Or, if you don't use liner, just use a lip color that's closest to your natural shade.

Thin Lips: Use the same technique with foundation or concealer and draw a new line just outside the natural lip line. Enhance the illusion of fullness with highlight of gloss in the center of the bottom lip.

To recap the steps for a professionally made-up look:

- Step 1: Shape eyebrows
- Step 2: Apply concealer and powder on lid, blend colors, for a professional look. Mascara on top lash, eyeliner on the upper and lower lash line.

Step 3: Stay soft and natural on cheeks.

Step 4: Apply lip liner after lip color for a softer look.


My thanks to you, the MON reading public, from the bottom of my heart. Thanks for your suggestions and for taking a few minutes to read each column. I would love to continue receiving your questions and suggestions. Let's keep in touch.

MON

For suggestions or feedback, write to faces by hilda, P.O. Box 451221, Garland, TX 75045-1221 or c/o MON.

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- December....Foundation/Powder
- January.....Colors and Features



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Boys and Girls Club receives donation from KKDA personality

By Dorothy Gentry

Contributing Writer

Carmen Pagano didn't know how to read until she was 14 and says it was organizations like the Girls and Boys Club that helped her.

So now she wants to return the favor.

The host of the talk show, *Carmen*, (Mondays at 7 p.m. on KKDA-AM Soul 73) donated \$1,000 to the Turnkey Branch of the Boys and Girls Club of Greater Dallas during her radio broadcast last month.

The donation was taken out of the "Carmen's Kids" fund and will go toward the opening of a library in Carmen's name at the Turnkey Branch, located in Highland Hills. Books from area black bookstores will be purchased to replace and/or update the existing books.

"This is very dear to my heart. My mission has been to make sure kids read," Carmen says. "These books are really outdated; they still call folks 'colored' in the books they have at the club. They have encyclopedias that are from 1968.

"I have only one hour a week to do something good and if I can help during that hour, I will."

During her December broadcast, held at the Turnkey Branch, Carmen encouraged her listeners to call in and donate their services, old TV's, books, anything they could, for the poorest Boys and Girls Club in the Metroplex.

Evidently they were listening.

One listener called in and offered to help repair the only two computers the club has—both of which are not working—and 45 Degree Angle Beauty Salon in Deep Ellum donated free hair cuts to kids 12 and under. One listener even took the time to come out to the club while Carmen was on the air to see what he could do to help.

The generosity of the listeners has touched Pat Washington, executive director of the Turnkey Branch and a former president of the Oak Cliff branch of the Girls and Boys Club.

"We are really grateful that people out there care because there are a lot of things we need that we don't have and can't afford to get."

"I really like kids, that is what keeps me here," says Washington, a college graduate and former teacher who spent a lot of his youth in Boys and Girls Clubs.

For those of you who missed Carmen's broadcast, the following is an idea of just how bad things are for the Turnkey Branch. The gym is cold in the winter and, because there is no air-conditioning, very hot in the summer.

They are currently without a library or any reference books to assist them with their educational needs; their cupboards and refrigerator are bare except for a few bottles of salad dressing and bread; the kids share football helmets because they don't have enough to go around; two inoperable computers stand alone awaiting technical support; there is no paper for the arts and crafts program; they make copies with the one and only fax machine because there is no copier and the children play pool with broken pool sticks. In fact, each of the pool table pockets are so worn out that the balls literally fall onto the floor.

Funds for the Boys and Girls Club are generated by memberships but the Turnkey Branch's membership has dropped because, surprise, surprise, they don't have much to offer the children.

But despite the lack of just about everything, the 1996 Boys and Girls Club Youth of the Year was, ironically, from the Turnkey Branch. Obviously they are doing something right. Maybe you will, too.

Send donations of money, books, services, tickets to sporting events or anything you can share to the Turnkey Branch of Boys and Girls Clubs of Greater Dallas, Inc., 6539 Treetop Lane, Dallas, Texas 75241 or call (972) 225-4251 and they will come and pick up donations.

Special thanks from Carmen to Jimmie Porch and friends of the "First Fridays" group for donating money to "Carmen's Kids."...

Radio ins & outs: Soul 73's news director Roland Martin says more than 50 people showed up for the station's first, three-hour "Introduction to Computers" class at El Centro Community College in December. "We had a tremendous response and a lot of people were really interested," he said. The station is offering the free classes through several Dallas County Community College campuses. Martin says this month they will insert an "Introduction to the Internet" class for those who already know about computers but want to take it one step further. Call the station at (214) 263-9911 for more information on how to enroll...According to Cameron Smith's voice mail (Cameron is general sales manager for V100 and Heaven 97), 36,400 people visited the two-day expo, "For Sisters Only," co-sponsored by the two stations in December...Keep an ear out for Eva Gray. Gray, who is now in second place as the media person with the most jobs (second to winner and still champion Chris Arnold of K104), plays nothing but "smooth and classic" hits on KRNB-FM (105 dot 7) Sundays, 7 p.m. to midnight and can occasionally be heard on-air. She is also a producer for Westcott Communications and runs the board at KRLD-AM (1080) from 6 a.m. to noon Saturdays and Sundays. Word has it this girl's "got it going on" and is on her way to the top! Listen to 105 dot 7 and you never know when you may hear her on the air...Speaking of KRNB, program director Jo-Jo Davis says his wish for the New Year is that "KRNB continues to grow into a positive musical source for all people in the Metroplex who like the best smooth and classic love songs of all time."...KKDA-AM news director Roland Martin says he has two wishes for Soul 73: "One is that we train 100 people (on the computer and Internet) by next December as part of our Computer Literacy Campaign. Martin also plans to build upon the station's success in news coverage of the Million Man March, O.J. Simpson, Michael Irving and Chad Woolery stories. "We will continue to bring solid news to our listeners and try to bring on another news person."...Here's hoping your holidays were great and your New Year even better. See ya next month!

MON

Pen Notes

By Cheryl Smith

Congratulations to Rene' Syler and KTVI-TV, Channel 11. On January 6, 1997, you can find Rene' co-anchoring the noon and 5 p.m. newscasts at the CBS affiliate...Congratulations also to Skip Cheatham and Slamming Sam Macavelli Putney, both of K104-FM. The Young Black Programmers Coalition honored Skip as the Program Director of the Year and Sam as the Radio News/Public Affairs Director of the Year, for 1996...Kudos to KDFW-TV's Shaun Rabb. His coverage of a high speed chase in December was excellent! Rabb, Scott Wallace and the support staff were great at bringing up-to-the-minute, accurate information to the viewers. Throughout the entire chase, I switched from channel to channel, to compare the coverage. I was extremely pleased with the level of professionalism and ease that was displayed by Shaun. His ad-libbing was very appropriate as he chose the right words to explain the situation. And the support staff continued to provide him with information that surpassed the competition. Additionally, there was no fumbling, nor did Shaun become tongue-tied or flustered. Instead, the KDFW-TV viewers were the beneficiaries of the best reporting possible. Good work, KDFW!!! Don't forget to tune in to KDFW's public affairs program, *Insights*. Management said we can expect some changes in 1997. So tune in and let me know what you think. Better still, let them know. Call (214) 720-4444...KRNB has started public affairs programming on Sunday mornings with hosts Valerie Moore and Jonathan Hayes. They really don't want to go up against *Reporters Roundtable!!!* The Dallas/Fort Worth Association of Black Communicators will host the National Association of Black Journalists Region VII Conference, March 20-23, 1997 at the Harvey Hotel - Brookhollow. Confirmed speakers include: *Emerge Magazine's* George Curry and *WNBC's* Paula Walker. Other confirmed panelists include Sheila Detrick-Brooks; *WFAA's* Drew Berry and Anna Martinez; *The Dallas Morning News's* Norma Adams-Wade; *Star Telegram's* Gracie Bonds-Staples, Ken Parish Perkins and D.J. Hill; *V100's* Valerie Moore; *KRNB's* JoJo Davis; accountant James Talle; Yvonne Gilliam of *MY Enterprises*; and Anthony Bell of *The Right Touch Image Consulting*. For registration information, call (214) 371-6671...The DFW/ABC High School workshop begins January 18 at Lincoln High School...Scholarship applications are available. Call Ramona Logan at (817) 654-6315.

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Umpfrey Lee School Set for Writers Workshop

Journalists join to help students make the write choice

Choice, not chance, determines a future. But making a sound choice requires preparation and information. That's why the staff and writers at *Minority Opportunity News* are helping students at Umpfrey Lee Elementary School develop the skills necessary to make the right choices and direct their own futures.

After initiating a program with the United States Air Force that provides the students with mentors and positive role models, *MON* has stepped up its efforts to make a difference in the lives of fifth and sixth graders at the Oak Cliff school. The publication is coordinating a writing workshop for the youngsters that will encourage creative thought and give students an opportunity to explore career options and interact with professionals in the field of journalism.

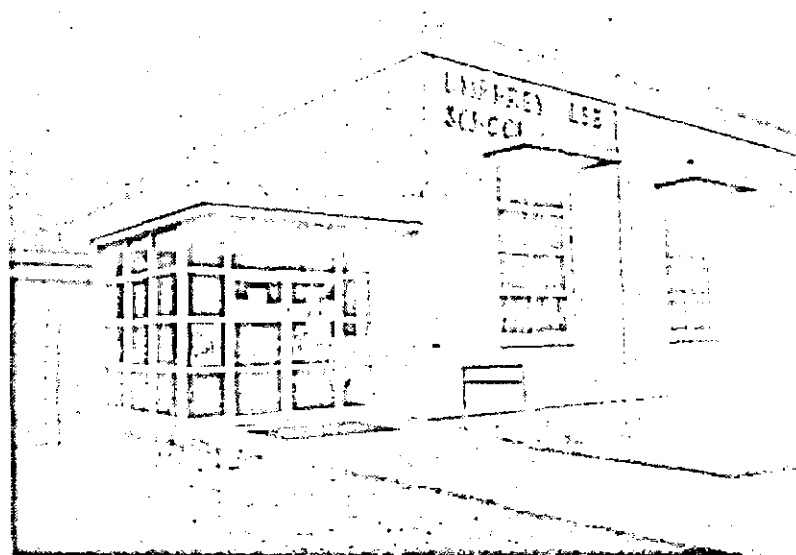
Supported by members of the Dallas Ft. Worth Association of Black Communicators (DFW/ABC), as well as other writers and educators, the workshop will provide a variety of presentations and writing assignments designed to expand the youngsters' interests and change their outlook on the future.

"The goal of the writing workshop is to expose the kids to the process of how ideas are translated from the human mind to the printed page for mass consumption," said Chris Pryer, editor of *Minority Opportunity News*. "We hope to pique their interest by providing them with hands-on experiences."

The writer's workshop, which will be held at the elementary school, will run concurrently with a desktop publishing workshop that will utilize computers and software available to students in the school's computer lab. During this phase of the workshop, students will get a fundamental lesson in the production side of

publication. Umpfrey Lee computer teacher Connie Kearns will guide her young audience through the process of creating a simple publication.

At the completion of the workshop, students will have an opportunity to put their newly-acquired skills to the test as they indulge in creative writing for fun and prizes. An essay contest sponsored by *MON* will not only give several of the novice writers a chance to get their work



emphasizes the importance of good writing and communication skills.

"The age of computers has mistakenly led many to believe that good writing skills and the ability to communicate effectively with the written word are not an integral part of anyone's future success," said Gentry. "The workshop and the essay contest will help our youth develop their writing skills and realize its importance to their future."

The workshop will culminate a week later with a tour of both *Minority Opportunity News* and the *Dallas Post Tribune*, a weekly, black-owned newspaper published by Dr. T.R. Lee. While at both

publications, students will see professionals engaged in the actual production of the publications and get a chance to observe sophisticated computer hardware and software at work.

At *MON*, students will see how news pages are prepared using both computer and manual layout. The youngsters will also get an opportunity to explore a photographer's dark room at the *Dallas Post Tribune*, which holds the distinction of being the oldest black-owned newspaper in North Texas.

Dr. Lee recognizes the importance of sharing his experience and success with the school children and stresses that education does not and should not end in the

classroom.

"Education is the foundation of all endeavors," said Dr. Lee. "If the Black press is going to succeed, we must participate in the process of educating young people."

Besides introducing the children to the process of effective written communication, the workshop has a secondary but equally important goal. "We also want to facilitate more familiarity and comfort with reading," said Mr. Pryer. "Reading is a wonderful thing, and not nearly enough of our school-aged children have discovered that."

But by getting involved, *MON* is attempting to positively influence the student's perception of learning and increase their interest in the most basic educational tenets, reading and writing.

"The opportunity to mold and direct young lives in a constructive manner is incumbent upon every adult, regardless of profession," said *MON* publisher Thurman Jones. "It keeps us humble and cognizant of the importance and the responsibility to pass on knowledge and positive attitudes."

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Civil rights pioneer here for booksigning

Rosa Parks brings history to Dallas

By J.L. Larson

A recent booksigning appearance arranged through Rosa Parks' publishers at Lee and Low Books prompted an outpouring of admiration at Black Images bookstore in November.

The steadfast line of Rosa Parks fans waited in line, their collars turned against a chilled November wind. Resolute, they'd braved unseasonal cool temperatures to catch a glimpse and a signature from Rosa Parks.

A sort of literary receiving line wound its way through the store, mostly black families but salted with people of other colors and all ages - all clutching copies of "Dear Mrs. Parks" - a sampling of the many letters she has received from young people.

"I like Rosa Parks and I'll be readin' her books," said Toyrick King, 8.

"This is an honor - she's part of history. I want my children to see someone so important," said Diane Mosely.

Her son, Jerome, 24, said Parks is a living inspiration.

"She had dreams and a goal and she teaches us not to let anything set you back. That if you want to do something, you can go ahead and do it," Mosely said.

Charlotte Jackson Brown had her 5-year-old daughter in tow for the signing.

"I wanted her to be aware of this part of history - Mrs. Parks is a living legend. I've read about her and seen pictures, but to actually meet her!" Brown said.

Essie Richardson brought her grandchildren Kawanza, 7, and Morton, 4, to the event. A native of Alabama, she said she'd experienced the changes brought on by the civil rights movement that were sparked by Parks' stand on the Montgomery busline - and that she wanted her family to understand its significance.

"Rosa Parks is a legend in her own right. I think it will be wonderful for them to be able to remember a lady as bold and brave and heroic as Mrs. Parks," Richardson said.

She never gave birth to a child but has inspired millions of children, and Parks writes in her work that she has

strong maternal feelings.

"I do not have any children born from me, but I consider all children mine," Parks noted in her book.

Those feelings are reciprocated on a grand scale among her many admirers. Her gracious and motherly demeanor often evokes a sort of spiritual parent-child bond.

"We've come such a long way, and it's through her that we're here. I just want to give thanks to the lady," said Phyllis Lewis.

"Bottom line, she's the mother of the civil rights movement - a moral person

who took a stand and made a difference in my life and everyone's life who's standing out here," said Kent Fisher, a loan officer from Fort Worth.

Connie Kallenberg of the Dallas Public Library came to pick up a signed copy to be given away as a prize in a contest for youth volunteers.

Young Claire Hayenga was in awe of Parks.

"She wouldn't give up her seat on the bus - and she's the only person that I've ever seen that

I've done a book report on," Hayenga said.

At 83, Parks is regal and spry, and seems to relish her opportunity to interact in a literary way with the nation's young people.

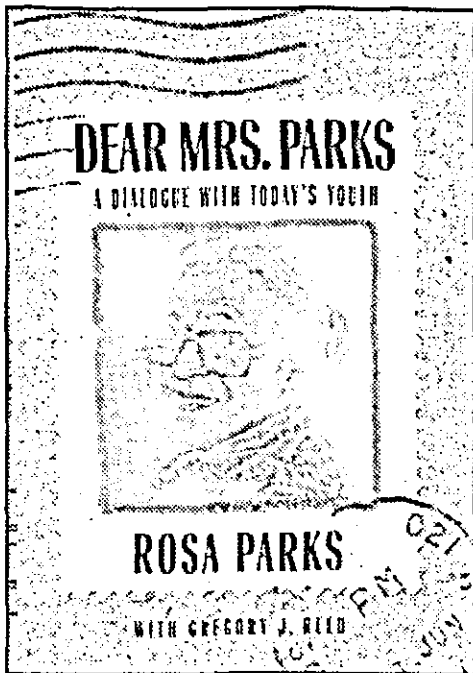
"I find it rewarding to leave the future generations with my thoughts. I hope this dialogue will help them find solutions to the problems of today and tomorrow," Parks wrote.

MON

Rosa Parks tells her story from the book

By J. L. Larson

The daughter of a carpenter and a teacher, Rosa McCauley Parks left a teacher training high school to care for ill members of her family. She married Raymond Parks, who encouraged her to complete her high school education, and together they were active in the NAACP.



Rosa Parks

Black people were supposed to ride in the back of the bus. One night, Parks refused to yield her seat to a white man left standing when all the seats filled up with passengers.

In *Dear Mrs. Parks: A Dialogue With Today's Youth* (Lee and Low Books, 1996), she writes of her decision to hold on to her rights.

"The custom of getting on the bus for black people in Montgomery in the 1950's was to pay at the front door, get off the bus, and then reenter through the back door to find a seat. Black people could not sit in the same rows with the white people. This custom was humiliating and intolerable.

"When I sat down on the bus on the day I was arrested, I decided I must do what was right to do...I was tired of seeing so many men treated as boys and not being called by their proper names or titles. I was tired of seeing children and women mistreated and disrespected because of the color of their skin. I was tired of Jim Crow laws, of legally enforced racial segregation.

"I thought of the pain and the years of oppressions and mistreatment that my people had suffered. I felt that way every day. December 1, 1955, was no different. Fear was the last thing I thought of that day. I put my trust in the Lord for guidance and help to endure whatever I had to face. I knew I was sitting in the right seat," she writes.

Within four days, the black people of Montgomery and sympathizers of other races galvanized to organize a boycott of the city bus line. The protest lasted for 381 days, and spokesperson Reverend Martin Luther King urged non-violent protest.

It was the birth of the modern-day Civil Rights movement in America.

As the movement's revered parent, Parks' comments throughout the book are aimed at the letters of youth but seem to apply across generations. Her message is one of hope in a nation that sometimes

seems as divided as ever - and her grandmotherly wisdom reaches across racial lines, like when she talks about education.

"Our school system in America makes it very easy to get an education. Even if the buildings are old and the textbooks worn, the opportunity to learn is there. There were people who fought and died, even before the modern Civil Rights movement began, so that all of you would have that opportunity. We must not let their struggle and sacrifice be in vain," she writes.

In the chapter "Pathways to Freedom," Parks reveals the roots of the courage it took to keep her seat on the bus that fateful day in Montgomery.

"During my childhood years, I had been bothered by the fact that white children had privileges that I did not. I was deeply hurt by the hate that some white people, even children, felt toward me and my people because of our skin. But my mother and grandmother taught me to continue to respect myself and stay focused on making myself ready for opportunity. They felt that a better day had to come, and they wanted me to be a part of it. But it was up to us to make it better," Parks writes.

"As an adult, I would go home thirsty on a hot summer day rather than take a drink from the 'colored only' fountain. I would not be a part of an unjust system that was designed to make me feel inferior.

"I knew that this type of system was wrong and could not last. I did not know when, but I felt that the people would rise up and demand justice. I did not plan for that point of change to begin with my actions on the bus that evening in 1955. But I was ready to take a stand."

A movement among legislators seeks to establish February 4, Parks' birthday, as a national legal holiday.

MON

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Angela Robinson

Launching a home-based business

If you are looking to add a little more income at the end of the month but are having difficulty working out the logistics of taking on another job, then a home-based business might be the way to go. To assist you in choosing a business that is right for you, we have compiled a list of 10 easy home-based businesses that you can start immediately with little money.

Helpful hints

Before we go through the list, please remember that in order to increase your chances of success, you must do your homework. Some tips that might be helpful in successfully launching your small business enterprise are:

1. Before investing money in any business, be sure there is a market for your services or products. Often, business success is determined by demand. If there is no need for what you intend to provide, your business venture will be short-lived.
2. Make sure you will be able to legally run your business in your community. Contact your county clerk's office and the local zoning commission to ensure there are no restrictions in running your particular business from your home.
3. Contact the county clerk's office to determine if you will need any special licenses. For example, if you intend to operate a home daycare, you will need to be licensed with the state as a registered day-home.
4. The county clerk also can assist you with filing a DBA, or "Doing Business As" form. This will enable you to set up a business checking account so that you may cash checks made out to Innovative Lawn Care Services or any other business you are set to launch.
5. Set up a home office space that is convenient and quiet enough to make calls, take orders, work on your computer, etc.
6. Choose a business structure. Most first-time entrepreneurs, start as sole proprietor. This legal form does not require any special licenses or documentation. You may file taxes on regular tax forms. Other options are partnerships and corporations. Contact an attorney or your local Small Business Administration (SBA) office if you wish to explore those options.
7. If you are looking to purchase goods at wholesale prices and then resell them, you will need a resell permit. It will enable you to access the wholesalers' offices and shops to buy goods that are not available to con-

sumers. Contact the State Comptroller for details.

8. Do your homework. Read. Be imaginative. Talk to people who are in business for themselves. Conduct research. Contact the SBA, the Black Chamber of Commerce, and other area offices who might have resources in the area of small business development. The local library's Business and Government Publication section is a good resource. The most important thing to remember, however, is that you must DO YOUR HOMEWORK! BE PERSISTENT. BE WILLING TO WORK LONG HOURS WITH LITTLE OR NO PAY STARTING OUT.

And now, here is your list of 10 easy businesses to start now:

1. Sell Ads on video cassette rental cases: Contact your local video rental store and determine if you can set up a deal where you can sell small ads to be printed and inserted on video cases. You would receive money from advertisers who wish to blast their ads on the boxes. Give the video store owner a percentage of what you charge for advertising; after all, it is their venue. Limit your ad rentals to the top-rated movies only. To get an idea of how to price your ads, contact your local newspaper and set your prices significantly less, because your target audience is much lower in numbers.
2. Handbill Distribution: You hand out fliers for businesses who are too busy to do so. Visit a variety of local businesses and set up a flier program for their establishment. Most businesses that offer scheduled specials (dry cleaners, coffee houses, donut shops, nail and hair salons) might benefit from your services. How should you charge? Contact some of the larger distribution companies and price your services 20-25 percent less. If you are unable to distribute the fliers yourself, hire students or interested individuals, and pay them accordingly. (For example, if you charge \$75 per 1,000 flyers, pay your employee \$30-\$45 per 1,000.)
3. Tutor: Do you excel in music (voice or instrument), language, art, dance? If so, you could teach classes to individuals or groups. You could offer 10 lessons with one lesson free. Solicit customers via school and college newspapers, civic groups, handbills, or street signs. Check with the competition to determine how to charge for your services.

4. Discount Merchandise: Get a resell permit to purchase goods from wholesalers to resell for profit. There are many distributors who will mail you a free unmarked catalog of their merchandise for you to duplicate and distribute to potential buyers who would order from you. Most people who do well in this business sell unique or hard to find items. Find quality items at the lowest price possible that will allow you to mark up 2 to 3 times. One word of caution: Order a sample of products to examine the true quality. And never order inventory without having buyers already lined up; after all, you are looking to make money, not spend it.

5. Yard Sale: Do you live on a busy street with plenty of yard or garage space? As a new twist on yard sales, you could rent out your front lawn to individuals who have items for sale but nowhere to display them. You would then charge them a percentage of the total sales for that day. I know of a woman who averages \$150-\$200 a day just lending out her yard for others to sell their goods.

6. Buying and Selling Auctioned Items: Here is an opportunity for individuals to buy quality merchandise at shockingly low prices and resell for a profit. Attend auctions in your area and bid on a variety of items ranging from electronics, clothing, household goods, jewelry, cars and more. This is one of my personal favorites, as I have witnessed many incredible deals where high-dollar items were purchased for pennies on the dollar only to be turned around and sold for enormous profits. One word of caution: Examine and know what it is that you are bidding on before you bid. Make sure to obtain the rules of the auction prior to attending. Start small and limit yourself to only a few items until you become familiar with auctions and auction lingo.

7. Lawn Care Specialist: If you have a lawnmower, tools and a green thumb, market your services to neighbors through fliers or small ads in a local community newspaper. To generate business, you could advertise a free hedge trim with a contract for three months of lawn service.

8. Auto Detailing: There are plenty of car owners who will pay \$75-\$150 every other week to have their cars properly hand washed/waxed. You can start your business offering to clean cars on the owner's premises.

This particular service is in high demand. Advertise in a local newspaper, and possibly pass out fliers, offering a 10 percent discount to first-time customers to get them hooked on your car pampering services.

9. Children's Party Planning: You plan the party, pick the theme, get the cake and decorations and show up to set up and run the party. You can charge for your services and for all of the products and goods you'll purchase (at wholesale prices) for the event. Many parents just don't have the time to organize and execute their children's parties due to hectic schedules.

10. Secretarial Services: If you own a typewriter or computer, you could offer typing and other administrative services to small businesses who might not be able to afford a full-time staff. There are a lot of professionals in need of typing or wordprocessing services on a contractual basis. You could contact local small businesses and offer your professional services at, say, \$25 an hour, which is a fraction of what it would cost to hire a full-time staff with medical insurance. I strongly suggest that if you are interested in this business, look to invest in a reasonably priced computer system. With a computer, you could offer many more services that will make your business much more competitive.

Our next issue will list some of the more profitable computer related businesses that are easy to start.

MON

Angela Robinson is owner/operator of Dal-Tex Computer Learning Center for Children & Adults. The center is located at 8928 Lake June Rd. in Dallas. For more information, call (214) 398-4749.

Chronology of Home Businesses

- | | | |
|---------------|---------------------------|--------------------------|
| November..... | Before You Start | <input type="checkbox"/> |
| January..... | 10 Easy Start-ups | <input type="checkbox"/> |
| February..... | Making Money | <input type="checkbox"/> |
| March..... | Money on the Internet | <input type="checkbox"/> |
| April..... | Mail Order Businesses | <input type="checkbox"/> |
| May..... | Start-ups for under \$100 | <input type="checkbox"/> |

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Breaking New Ground

Entrepreneur seeks to revive dying industry

By Cheryl L. Williams

In 1962, Allen G. Madison II began opening doors. At age 14, an apprehensive Madison helped integrated lunch counters in downtown Dallas as he, two preachers from the church he attended and a white civil rights activist went from H.S. Kress to H.L. Green to Neiman Marcus, challenging racial segregation. Although Madison likes to keep his role quiet, the incident signaled the start of his efforts to gain access to opportunity previously closed to blacks.

As a young man, Madison trained and acquired expertise in the funeral business, an industry in which blacks traditionally serviced blacks and whites serviced everyone else. Today, Madison, senior pastor of St. Mark's Baptist Church in Dallas, is owner of Evergreen Memorial Funeral Home in Oak Cliff, one of only a handful of black and privately-owned funeral homes in the Dallas metroplex.

During his 33 years in the funeral business, Madison somberly watched the number of black independently-owned establishments dwindle, largely due to corporate buy-outs and diminishing clientele. Now, Madison is trying to reverse this trend that ironically sprang from a system of desegregation that opened doors not only to blacks, but to others who sought to capitalize on a race of people determined to blend into a white American society.

In 1976, when Madison was in line for an inspector's position with the State Board of Funeral Services (now the Texas Funeral Service Commission), Singing Hills Funeral Home was looking for a general manager. Madison is convinced that the board was not ready for an African American to investigate funeral homes in the South and East Texas territory he would have been assigned. Instead, he was offered the position of president and general manager of Singing Hills Funeral Home, owned by New Orleans-based Stewart Enterprises. It wasn't until five years into his 19-year stint as head of the memorial home that he realized the redirection had been a deliberate effort to steer him from a coveted position of power. But by then, he had decided to just let fate run its course.

When he came to Singing Hills, blacks were not being buried by white funeral homes (although they were being buried in white-owned cemeteries). At the time, 98% of burial business was going to Lincoln Cemetery. However, with Madison at the helm, Singing Hills rapidly became recognized in the com-

munity as a "black" entity. And soon, 98% of the burial business was going to Restland and Laurel Land cemeteries, also owned by Stewart Enterprises. In addition, funeral business that previously went to black-owned companies was now coming to Singing Hills. Madison diligently worked to increase the black clientele of Singing Hills because that's why he was hired.

But because he had fought so hard for the right to integrate, Madison never



Allen Madison, Clifton Maxfield and Edward Jones (3rd, 4th & 5th from left) and Wells Fargo V.P.s Byron K. Reed, Patricia A. Lewis and Mark Cooks

saw himself as a "front" for the white-owned funeral business, even as he witnessed other privately-owned companies (both white and black) crumbling under the pressure of the conglomerates.

"I was always saying that we had to work an amicable means for blacks and whites to integrate so when I got to Singing Hills, I never looked at it any other way [than] just having a job and trying to do a good job," Madison said.

It wasn't until he learned that a black-owned funeral home that had been an Oak Cliff institution was considering an offer to sell from a white-owned conglomerate, that he realized the buy-outs and the sell-outs had to end.

"As I talked to [the business owner], I said to look at the disadvantages and advantages of the struggle they had come through," said Madison. "And not only the struggle but how the conglomerates were playing the game between the white funeral homes they were buying out and the black funeral homes they were buying out."

"[The conglomerates] were paying the white funeral homes for their good will and name, paying them for the business itself and then giving them a con-

tract if they wanted them to stay there. But for the black businesses, they were buying everything—name, good will, business—and tying them down to a contract for 10 years and then buying them out on leverage while they were giving the white funeral homes the money up-front."

Unable to convince the business owner (whom Madison respectfully declined to identify) not to sell, Madison awoke the next morning with a revelation.

"As I was shaving, it hit me like a ton of bricks," said Madison. "Here I was trying to get someone else not to sell their business and it was because of me that

Madison never considered applying for a loan there, thinking the bank was too small to accommodate his needs. But since Madison already had his business proposal prepared and had already been turned down by the top lenders in Dallas, he knew he had nothing to lose. Madison gave the proposal to Cooks, who liked what he saw and forwarded it to Small Business Administration (SBA) loan officer, Kirk Fullerton. Fullerton was so impressed by the professionalism and flawless detail of the business plan that Madison was granted the loan.

Cooks explained that Madison's proposal and business expertise were exceptional. "Allen not only had the experience, but he had the professional package and the capital to make it work," Cooks said. Cooks also noted that the SBA guaranteed Madison's loan, a factor that gave him an undeniable edge. Because of Madison's success, Cooks encourages other small businesses to contact him and consider Wells Fargo for their business loan needs.

However, Madison's struggle to build his own funeral establishment did not end with the procurement of a lender. Because of his prominence and experience in the funeral business, he knew he would garner opposition if he tried to compete with funeral industry giants. To conceal his involvement, he filed documents in dummy names and when a real person was required, he used his brother-in-law as the contact.

While the corporate-favoring insiders at Dallas City Hall tried to block the funeral home's zoning, Madison had his own cheerleaders. Zoning commission board members Councilman Al Lipscomb, Leo Chaney, Deborah Haynes, and the late Arnold Blair, were instrumental in getting zoning restrictions lifted. And while the Texas Black Caucus was finding ways to get the wording of

"I was actually, [though] indirectly and unknowingly, the culprit that gave [white-owned corporations] the way into the business. That's when I sought to change things."

—Allen Madison, owner, Evergreen Memorial Funeral Home

the white industry was able to capitalize on the blacks in Dallas. I was actually, [though] indirectly and unknowingly, the culprit that gave [white-owned corporations] the way into the business. That's when I sought to change things."

So in June 1995, Madison, decided to go into business for himself. He put together what he thought to be an airtight business plan and set out to find a willing lender. Instead, he stumbled onto the first in a series of hurdles thrown in front of him. NationsBank, Texas Commerce Bank and Bank One all declined his proposal, citing too little working capital and their policy of not investing in start-up businesses.

"The people who said they were loaning money for southern Dallas development were not loaning money," Madison said. At least, not the kind of money Madison needed.

But a prayer was answered when one day, while doing bank business at Wells Fargo Bank (formerly First Interstate Bank), Madison was approached by Mark Cooks, vice president and branch manager of the Oak Cliff branch, about securing a business loan. Although a long-time customer at Wells Fargo Bank,

laws pertaining to funeral homes revised, Madison filed out of Houston to draw attention away from Dallas. All along, he was still employed by Singing Hills, involved in their strategic planning, and out-maneuvering any attempts by the company to obstruct his progress.

"As I was watching the land being cleared, the building going up, I was still with [Singing Hills] as long as I could to find out what they were doing against me and to beat them at their own game," Madison said. "So we beat them at their own game. But they're still working on us."

Despite efforts to keep the facility from going up, Evergreen Memorial Funeral Home opened in late October of 1996 and in the first seven weeks performed 43 funerals. Madison, who plans to solicit a variety of clientele, succeeded in developing one of the finest funeral facilities in the city. It is equipped with two chapels, four visitation rooms and two family conference rooms.

In addition to administrative offices, the facility houses four other related businesses—a flower shop, a marker and vault company, a pre-need insurance company called Heritage Relationships, and a cemetery—all owned by Madison's parent company, ACE THREE, Inc.

"I decided that if I was going to compete with the white funeral homes, I was going to have to build a building as nice as they have and at the same time have all of the options to go with it as they did," said Madison.

Clifton Maxfield, who worked with Madison at Singing Hills, and brother-in-law Edward Jones are junior partners of the company, thus the name ACE (Allen, Clifton, Edward) THREE. The funeral home rests on 96 acres of land to be used for a cemetery and future developments. According to trade journals, Madison's is the only black and independently-owned funeral home in America that sits on its own cemetery. What also sets Madison's enterprise apart is that he is establishing a trend his competitors are reluctant or unable to follow. Incredibly, Madison offers funeral services, complete with casket and gravesite, for 1/3 the price the conglomerates sell their services, which includes a casket but no gravesite.

Unfortunately, Madison says, funeral traditions, especially in the east and the west, are going by the wayside. More families are opting for cremations and disposal services, foregoing the formalities and expense of a traditional burial. As a result, large corporations are losing money and are looking to blacks and Hispanics, who traditionally buy funeral services to memorialize their loved ones, to fill the void.

"Now I really understand the demise of the black funeral industry, not only in Dallas but across the United States," Madison said. "The conglomerates are buying all of these businesses and doubling the price of funeral services. When a company is on a stock

exchange, they've got to show their stock holders dividends each year which means they've got to increase their prices. So if [conglomerates] own the majority of the funeral homes, who are you going to use?"

"That's the attractiveness of Evergreen. We're able to afford families a reasonable package that costs them a third of what it costs now at other funeral homes."

While it seems as though Madison's struggles are finally over, he reflects on the unattained goals of integration and laments the superficial gains made by

African Americans.

"Integration is not the fact that you can walk into a man's store and buy his goods. A man can take your money and care less about you," Madison said. "Integration is when a man can put you in his heart and not see color or economics. Until we learn that integration comes from within a man's heart, to accept you as you are as another brother or sister and not for what he can get out of you economically, then we've missed the whole point."

MON

REQUEST FOR PROPOSALS

The Housing Authority of the City of Dallas, Texas (DHA) will receive proposals from qualified architectural firms to provide Architectural Services associated with Construction of New Public Housing at two sites located at 1) Hillcrest Rd. and Proposed State Hwy. 190 and 2) Mc Callum Blvd. and Meandering Way, Dallas, Texas. Proposals will be received until 10:00 A.M., on Friday, January 3, 1997, at DHA's Central Office, Development and Planning Department, 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212. Proposal submission documents are on file and may be acquired at DHA's Central Office, Development and Planning Department, 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212.

THE DHA RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO WAIVE ANY INFORMALITIES IN THE SOLICITATION.

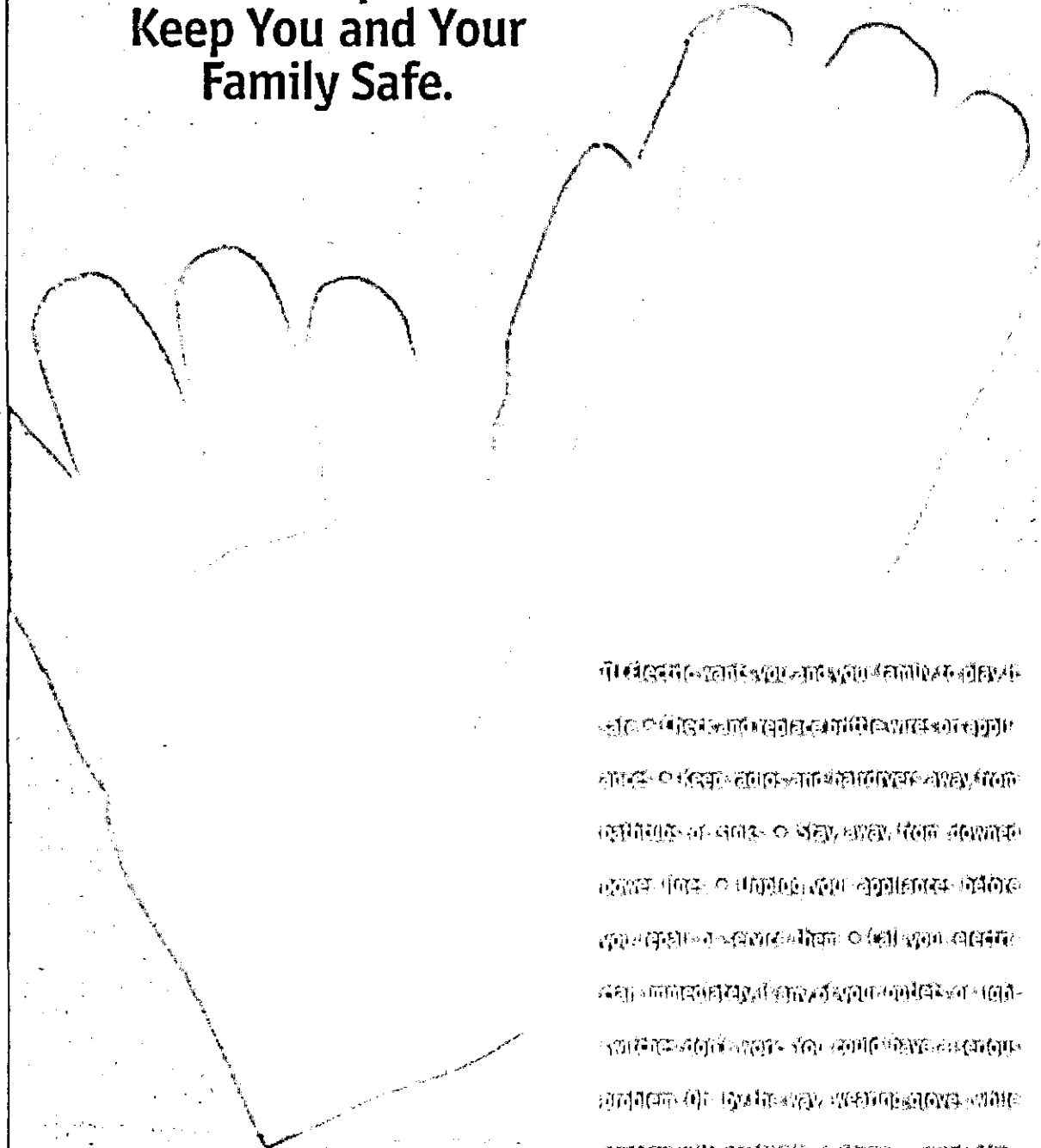


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Blueprint for Leadership

By Marty R. Davidson

The essential elements of a leader are strength of character, integrity, passion and the desire to champion a cause or goal for the good of society. A volunteer is someone who freely gives of their time for the implementation of a societal goal. The combination of these two entities are the basis for the Dallas Blueprint for Leadership program.

The Dallas Blueprint for Leadership's "Developing Today's Diverse Leaders" is sponsored by the United Way of Metropolitan Dallas, Inc. and Wright L. Lassiter, Jr. Ed.D., Chairman, Diversity



Kevin E. Crayton

Committee. It is a four-year old program that is designed to build and develop future leaders of color in the non-profit arena. These goals are attained through recruitment,

training, and placement of ethnically diverse volunteers on United Way Agency board of directors and committees.

"The mission statement of the program is a very important piece of "Blueprint" and is reason for our existence. It reads as follows: "The purpose of Dallas Blueprint for Leadership of the United Way of Metropolitan Dallas, Inc. is to accelerate the involvement of ethnic minorities, with an emphasis on African

American, American Indian, Asian/Pacific Islander and Hispanic citizens, on the board of directors, committees, and panels of United Way of Metropolitan Dallas, Inc. and the affiliate agency boards of directors, committees and panels." Our mission statement is reviewed each year to assess if we want to continue the focus or make any changes so that the program can go to another level," said Calvin T. Smith, Human Resources Director, United Way of Metropolitan Dallas, Inc.

The program targets African Americans, Asian/Pacific Islanders, Hispanic-Americans and American Indian volunteers from the corporate and community ranks. Resource organizations used to identify perspective participants are grassroots organizations, employee service groups, Leadership Dallas, Dallas Urban League and Dallas Concilio of Hispanic Organizations to name a few.

The Dallas Blueprint for Leadership program consists of four different components: curriculum, marketing, placement/mentoring and recruitment. The curriculum consists of seven to eight intensive training sessions (one day per week for four hours). During these sessions, participants learn the how-to's of board activities and interact with board chairpersons, key board members and executive agency staff people.

"Each class consists of about 20 participants. A key element of the class is diversity training—pure solid diversity training. This training is given to each participant because we want them to go on these boards and effect change. One of the ways to effect change is to know something about how to [get] people to take a different level of thinking as it relates to working with other people that may be of another color or ethnic back-

ground," according to Smith.

"Approximately 80-plus personnel have matriculated through the program. We have just established an alumni association which will serve as an additional support system for the participants," said Smith.

Upon graduation from the program, the candidates are assigned to a specific board during the first term. Afterwards, each participant is encouraged to select a board for their second term.

"My main interest in the program was an opportunity to learn from others working in different areas of nonprofit. Additionally, it gave me a chance to reach people outside of my immediate community and still have a positive impact," said Kevin E. Crayton, Assistant Vice President, Commercial Real Estate Lending at Comerica Bank-Texas.

Crayton is a former graduate of the Dallas Blueprint for Leadership Program and a board member of the Nexus Recovery Center, Inc. (a United Way organization). "This program represented a way to take my community service to another level in terms of the people as well as the resources of the United Way," he stated with enthusiasm.

"Nexus Recovery Center is a residential and outpatient rehabilitation center whose mission is to provide effective programs for disadvantaged women, women with children and adolescent females with chemical dependencies. I chose Nexus because chemical dependency can effect anyone, no matter the

social, economic or background," said Crayton. "Its an agency that you really can see results."

"You must show a true commitment and desire to effect change in the community and to help others. There is nothing easy about volunteering—commitment is essential," Crayton stated.

"The program is the most comprehensive program of its type—it was an excellent opportunity to expose myself to community service," said Elizabeth M. Semien, Esq. Xerox Corporation. "I would recommend the program to anyone who wants to take an active part in their community."

Semien is also a graduate of the program and participates on the finance committee of her organization.

The program is funded by the participants through special events and a nominal fee of \$75 for program participants.

For additional information or application packet, call (214) 978-0000, fax 214/969-9319 or write the United Way, 901 Ross Avenue, Dallas, Texas 75202-1901. Address all correspondence to the attention of Calvin Smith.



Elizabeth M. Semien

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Herb Beckford

Amassing wealth is a full-time job

There are three ways to obtain wealth: you can steal, inherit, or earn it. (I am reminded of the ending of a Smith Barney commercial, "They make money the old-fashioned way, they earn it.") I am going to concentrate on the latter. In particular, I will highlight that the pursuit of real wealth is not a 9 to 5, nor a Monday through Friday occupation.

There are a number of factors to consider when thinking about your wealth building program. How fast do you wish to make money? What is your risk tolerance? Is the money needed today for income or tomorrow for a nest egg? Capital asset accumulation is one area where African Americans—on average—lag behind whites so let's look at ways to improve in this area.

One of the best ways to build wealth is to own a company. Perhaps the easiest way to own a company (or parts of one) is to purchase shares of its stock. Shares are initially sold to investors to raise capital for a company so that it can conduct business. Shareholders are the owners of the company and in return for their investment, they are entitled to the profit the business makes. After they are ini-

tially purchased, shares of stock are bought and sold (traded) by individuals with prices determined by the future earning prospects of the company. When a company has no assets or a future chance of making a profit, its shares become worthless. When a company's products are selling well and it is making a profit, the price of its stock rises. There are several stock-market exchanges, such as the National Association of Stock Dealers Automated Quotations (NASDAQ), New York Stock Exchange (NYSE) and American (Stock) Exchange (AMEX) where individuals can purchase shares in a variety of companies.

Over the long term, stocks have consistently outperformed a range of investment options including money-market funds, bonds and other fixed income instruments. On average, they have yielded more than 10 percent annually since 1926. Compare this to a passbook account—right now you'll get 4 percent—and you will see that the person who takes his/her "turn a bat" with a prudent long term investment in stocks can increase their money at four times the rate of bank-related accounts.

Continuing with my penchant for baseball parlance, however, your actual investment should be an amount with which you can afford to PLAY. I use the word "play" in preference to "risk" since the latter, in my view, carries the connotation of defeat. One yardstick to use to determine your initial investment is that it be equal to about one week's salary or income—anywhere from \$500 to \$2000 for most people.

One of the best ways to build wealth is to own a company. Perhaps the easiest way to own a company (or parts of one) is to purchase shares of its stock.

Investing in stocks is a "net-sum game." There is no lock-step method for selecting stocks. On some selections, you will make money. On others, you may lose. My expertise on the subject has been gained over many years of trading in stocks as an investor. In subsequent issues, I'll be sharing my perspective on the markets—kind of like the coach of a team. I want to help you understand the game a little better so you can play it and win. If you are going to be afraid to step into the batter's box because you fear of being struck by a pitched ball, then you should seek another game. On the other hand, if you want to learn how to hit the pitches the financial markets throw you, be it a curve ball, the fast ball, the slider, or the change-up, make sure you check out the column here in e-mail and at the BOBC web site under the Newsstand icon at <http://www.bobc.com> In the next issue, we'll take our stance in the batter's box.

MON

Herb Beckford is a successful personal investor.



SUNDAY, JANUARY 12 • 2-4 pm
Jeanette Robinson, Ph.D.
 discusses her book,
THE PLEASURE PROGRAM
The Lifestyle and Weight Management Guide for Busy People
 (Kendall/Hunt)

TUESDAY, JANUARY 14 • 6-8 pm
Ellis Cose
 discusses and autographs
COLOR-BLIND:
Seeing Color in a Race Obsessed World.
 (HarperCollins) • \$24.00

SATURDAY, JANUARY 18 • 3-5 pm
Britt Miller
 More Positive Plays
 For African American Children

TUESDAY, JANUARY 21 • 6-8 pm
Dennis Kimbro
 discusses and autographs
WHAT MAKES THE GREAT GREAT:
Strategies for Extraordinary Achievement.
 (Doubleday) • \$23.95

THURSDAY, JANUARY 23 • 6-8 pm
Maggie Ferguson
 reads and autographs her latest
 legal romantic thriller
FEVER RISING
 (Harlequin Intrigue) • \$3.50

MONDAY, JANUARY 27 • 6-8 pm
 Mystery Writer
Walter Mosley
 reads and autographs
GONE FISHIN'
 (Black Classic Press) • \$22.00

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Ron Shaw

Maintaining the ability to change

Matthew 13:15

As we go into another year, there are some keys to your survival that I want to call to your attention. Recently, I was considering implementing some new things at the church when the thought of what I would be replacing came up. It was a struggle to consider changing some things I had embraced for years. As I pondered over just what things I should change, the voice of the Lord came to me and said, "Ron, you are too young to be so set in your ways."

The mark of youthfulness is flexibility. To stay young we must maintain an ability to change. You've heard people say "you can't teach an old dog new tricks." This expression implies an inflexibility that some suggest comes with age. The older we get, the more SET in our ways we become. That means we become more resistant to change. If we are to fulfill God's purpose for our lives, this must be the first area we attack.

The ability to change is not an age issue—it's a choice issue. It doesn't matter what age we are, we can decide to remain flexible in order that God can continue to mold us into what He desires. Men become less pliable, less workable, less adaptable by choice because of fear. To be set in your ways means that you consider yourself to have learned all that there is to learn. Or you have learned all that you are willing to learn. Again I say, it's a choice.

Consider our text. It's a familiar passage that is found several times in the new testament and is a quote taken from Isaiah 6. What it suggest to us is that God is desirous of hearts that are pliable, workable, changeable. But Satan seeks to harden men's hearts and thus make them less likely to be used by God. Revelation, healing, and deliverance comes to those with soft, accepting hearts toward God. Hard hearts won't receive revelation, and thus, God can't heal or deliver them. According to Ezekiel 11, God wants men with hearts of flesh (soft and pliable).

It is the work of the adversary to cause men to become hard-hearted and inflexible. Jesus said this is the reason for divorce. He said men's hearts become hard and inflexible and insensitive to the needs of others and the result is that God is unable to work through them. I don't mean to suggest a compromise when it comes to the word of God. In fact, according to the Bible, God is the only constant there is in all of creation. WE must change to be like Him instead of attempting to change Him and His word to fit us and our likes.

I was attending a business seminar sponsored by the South Dallas Development Corporation and during a conver

The ability to change is not an age issue—it's a choice issue. It doesn't matter what age we are, we can decide to remain flexible in order that God can continue to mold us into what He desires.

sation with one of the plenary speakers, I was told, "Ron, the key to survival in business is awareness and flexibility". Making yourself aware of the market and then being flexible enough to adapt is key to survival, period.

As the church prepares to minister and serve a generation with different values and beliefs, it must maintain the ability to change. It must not change its message of Hope and Salvation through Jesus Christ, but rather, the way it serves its message. If your relationships are to survive, you must maintain an ability to change. You haven't arrived yet. It doesn't matter how long you've been here on Earth, you still don't know everything. Therefore, as you increase your knowledge of God, you should make changes in your attitude and course corrections regularly.

You haven't been here long enough to get set, I really don't think He wants us to get set in our ways. What in your life needs changing? What attitudes need rethinking? What actions need altering? What behavior needs modifying? Are you able to change? More next month!

MON

Ron Shaw is the pastor of LightChurch and can be reached at (214) 320-5744.



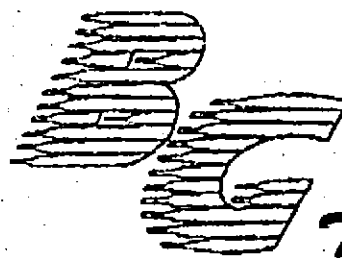
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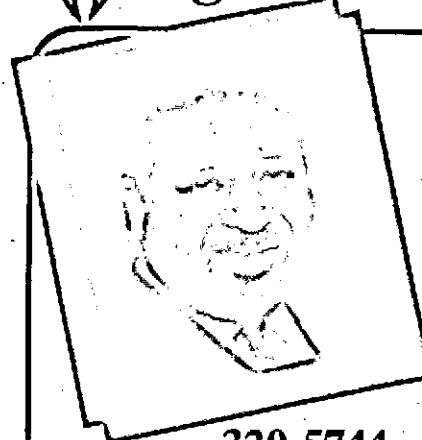
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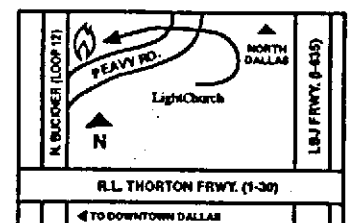
With Pastor Ron Shaw

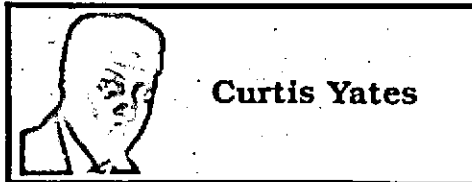
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Curtis Yates

There is a constant search by low to moderate-income, would-be homeowners to buy homes through affordable housing programs. For those who don't know, FDIC (Federal Deposit Insurance Corporation) is involved in an affordable housing program. It is a program Congress enacted as a result of the FDIC Improvement Act of 1991 and is designed to offer housing to the low to medium income group. A qualified buyer could be any person or agency meeting the guidelines set forth by the program and certifying to abide by the rules governing future use of the property. Non-profit organizations also can purchase these properties and prepare them to be sold to low and moderate income families.

FDIC does not currently offer financing for homes they have in their inventory; however, the Southwest Sales Center/Addison has prepared a list of financing sources to assist potential buyers. FDIC is in the process of preparing a loan program, but it is not complete at this time. These properties are marketed through their Affordable Housing Program for a period of 180 days. During this

FDIC foreclosures offer great opportunities for homeownership

time, only qualified buyers may purchase the property. If the property has been designated as "distressed," other offers may be accepted.

A complete list of FDIC's Affordable Housing properties may be obtained by calling 1-800-925-FDIC. If there is a property listed that interest you, our office can assist you in arranging a time to view the property as well as putting your financing in place. The FDIC will provide rebates and discounts to low to moderate-income households for the purchase of certain affordable single-family homes in its inventory of properties retained from failed banks.

Eligible Properties

Eligible properties include residential properties with appraised values less than or equal to the FHA mortgage loan limit for the applicable county, subject to

Property Guidelines	
1-family/condominiums	\$101,250
2-family (duplex)	\$114,000
3-family	\$138,000
4-family	\$160,000

a maximum statutory cap (see box).

Upon acquiring an eligible property, the FDIC will restrict the sale of qualified properties to low to moderate-income buyers. After 180 days, properties can be sold to anyone. Discounts and subsidies, however, will still be available to qualified buyers after the 180-day exclusive marketing period.

The FDIC notifies the appropriate state housing finance agencies and the Federal Home Loan Banks of the availability of eligible properties. These "clearinghouses" can issue property information to prospective purchasers. Also, recognizing that some properties may ultimately sell for less than appraised value, a number of properties with appraised values exceeding the FHA limit (or statutory cap) are also included on FDIC's list of available properties.

Eligible Buyers

The FDIC has a certification process to identify qualified purchasers. A qualified purchaser is defined as a household with an adjusted income less than 115 percent of the median income, indexed on household size and based on

the location of the property.

Rebates and Discounts

Rebates and discounts will be limited to 10 percent of the purchase price. FDIC assistance can be used in one or more of the following ways:

- *Two-to-one matching of down payment money (for example, a buyer who can contribute \$1,500 would be eligible for an additional \$3,000 from the FDIC to be applied to the down payment.)
- *Required rehabilitation costs.
- *Buying down mortgage points and covering closing costs.
- *Covering costs for any required buyer counseling.
- *Direct discounts on purchases.

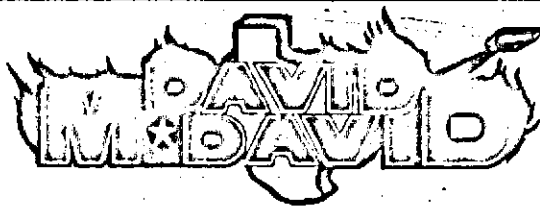
Restrictions

If a property is resold within one year, the purchaser is required to remit 75 percent of any profit. This requirement can be waived in situations where the purchaser is relocated as a result of employment.

Look for future issues of *Minority Opportunity News* with more valuable housing topics.

MON

Curtis Yates is the owner/operator of REAL ESTATE STATUS QUO; 8131 LBJ Frwy, Ste. 800; Dallas, Tx 75251. E-mail: cya755@airmail.net. Website: <http://www.flash.net/~statusqu/>.



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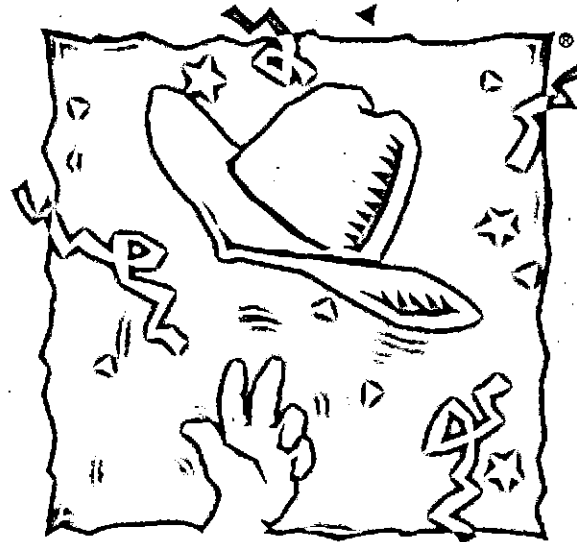
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2. English as a Second Language (Pre K-12)
18 semester hours in English (6 hours must be upper division).
3. Secondary Mathematics (7-12)
24 semester hours in math (12 hours must be upper division).
4. Secondary Reading (7-12)
12 semester hours in English (6 hours must be composition).
5. Composite Science (7-12)
48 semester hours in a combination of science courses which must include biology, zoology, chemistry, geology, and physics/physical science, with 24 hours in one of the above areas (12 hours must be upper division). A minimum of 6 semester hours should be completed in each of the remaining areas.
6. Life/Earth Science (7-8)
24 semester hours in life/earth science. Life science may include biology, zoology, and botany. Earth science must include geology/earth science and may include work in oceanography, meteorology or astronomy. Hours must include, but are not limited to, six semester hours in each area (i.e., life or earth science) with a minimum of six hours of upper division courses.

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We're looking for **PART-TIME TELLERS** with attitudes



We are seeking candidates with superior customer service skills. Cash handling experience a plus.

We currently have opportunities with various schedules available—morning, mid-morning and after noon.

We think you'll find our competitive salary and advancement opportunities of great interest.

Please call our Teller Line at (214) 290-3188.

BANK ONE

Whatever it takes.

Bank One, Texas, NA
Member FDIC

Bank One is an EOE committed to diversity in the workplace and promotes a drug-free environment.



Dallas Public Schools

Imaginative teachers with high expectations are needed for the Dallas Public Schools. If your background, certification, or degree qualify you to teach in a Pluralistic Urban Setting... We Want You!

Minority applicants are especially encouraged to apply.

Now accepting applications for teaching positions in Math, Bilingual, Special Education and Fine Arts for the 1996-1997 school year and projected vacancies for 1997-1998

in
ALL CERTIFICATION AREAS

Salary range: \$25,250 - \$45,720
Bilingual Stipend \$3,000 + \$1,000 Signing Bonus
Advanced Study Program
Attractive Benefits Program
Cellular Telephone Program

Write or Call: Applicant Records
Dallas Public Schools • Personnel Services
3807 Ross Avenue
214/989-5500 • 800-443-6181

MON'S CAREERMONTHLY

phone 214-606-7351

(fax) 214-905-0949

PHARMACIST

ONCOLOGY RESEARCH

Refer to Job #970473-G

The University of Texas Southwestern Medical Center at Dallas has an immediate opportunity for a licensed Pharmacist. The selected candidate will report to the Associate Dean for Research and duties will include:

- Filling prescriptions for cancer patient treatment
- Pharmacist support for investigational drug service
- Tracking drug utilization in Oncology protocols/ treatment
- Working closely with Clinical Research Office on Oncology protocols conducted through the pharmacy

We require a Bachelor's degree in Pharmacy and licensure as a Pharmacist in the State of Texas with a minimum of 10 years experience in Pharmacy with an emphasis on Oncology.

Please send resumes to: Associate Dean for Research, UT SOUTHWESTERN, 5323 Harry Hines Blvd., Dallas, Texas 75235-9007, Fax (214) 648-8805. An equal opportunity employer.



DALLAS



POLICE DEPARTMENT

EARN \$27,141 - \$28,341

QUALIFICATIONS

Forty Five (45) Hours of College with a "C" Average

Twenty-One (21) Years of Age

United States Citizen

Honorable Discharge from Military Service, if applicable

Valid Driver's License

No Felony Convictions

Benefits include: deferred compensation; flexible life and health insurance plans; an excellent retirement plan; a college tuition reimbursement plan. In addition, all equipment and uniforms are furnished.

EXPERIENCE THE PRIDE AND TRADITION

Contact Recruiters At:

DALLAS POLICE DEPARTMENT

Recruiting Unit

2014 Main Street, Room 201

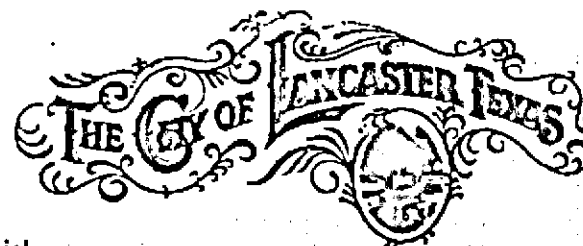
Dallas, Texas 75201

214-670-4407 or 1-800-527-2948

An Equal Opportunity Employer

REQUEST FOR BID PROPOSALS:

REQUEST FOR BID PROPOSALS: The furnishing and installation of furniture for the Academic Building at the George Bush Presidential Library, Texas A&M University, College Station, Texas, Project No. 1-2720. **RECEIPT OF BIDS:** Sealed Proposals will be received by The Texas A&M University System, Facilities Planning and Construction Building, second floor, University Drive and Asbury Street, College Station Texas until 2:00, Tuesday, January 21, 1997, and then publicly opened and read aloud. Bids mailed shall be addressed to Mr. Charles R. Caffee, Manager, Facilities Planning Division, The Texas A&M University System, U.M.S. Box 1586, College Station, Texas 77843, and should be clearly marked "HOLD FOR BID OPENING, PROJECT NO. 1-2720". **INFORMATION AND BIDDING DOCUMENTS:** Bid documents may be received from Interior's Staff Assistant, Kathy Mazurkiewicz, U.M.S. Box 1586, Texas A&M University, College Station, Texas 77843, telephone number (409) 845-8857, fax number (409) 862-4082. It is the intent of The Texas A&M System that Historically Underutilized Businesses be afforded every opportunity to participate in its construction projects as prime contractors, subcontractors, and/or suppliers.



Building Official

Manage Building Inspection/Code Enforcement Department. Direct the enforcement of residential and commercial inspection. Provide staff support for volunteer boards and committees. Requires ICBO and CABO Code Certification with eight to ten years experience as an architect, contractor, building official or related field, Bachelor Degree in Engineering, Architecture or related construction field preferred. Benefits. \$36-40,000 ann.

Building Inspector

Inspect buildings and building construction to ensure compliance with appropriate codes, ordinances, regulations and approved plans. Prepare written reports, issue notices to correct violations, and testifies in court regarding violations. GED or High School Diploma. TDL, Texas Plumbing Inspector's license within 90 days of hire; ICBO Certification in one of the following classifications: Combination, Building, Mechanical, or Electrical Inspector. Three to five years exper. as Combination Inspector. Ability to read and interpret construction plans and specifications. Benefits. \$27,200 - 30,000/ann. DOQ.

Communication Officer/Dispatcher

Take emergency and non-emergency calls for Fire and Police emergency response personnel. Confirms and tracks warrants and provides information to the public. Operate TTY and TLETS. Work long periods without meal and comfort breaks. Work rotating shifts. Ability to listen to multiple conversations simultaneously. High School Diploma or GED or vocational training required. Must be 21 years of age. Must have Basic 40 hours TLETS operator's certificate. Salary \$10.55/hr.

All positions opened until filled. Apply at Human Resource Department, City of Lancaster, 211 N. Henry St., Lancaster, TX 75146.

City of Lancaster is an Equal Opportunity Employer.

P.O. Box 940 • Lancaster, Texas 75146-0940 • (214) 227-2111 • FAX (214) 227-4032
Dedicated to Those We Serve

MON'S

CAREER MONTHLY

214-606-7351

214-905-0949

The Black Press Needs You!

Minority Opportunity News (MON) has an immediate opening for a Journalism or English graduate, professor, or teacher to assist with editing news stories and letters. Work schedule is flexible and 8-10 hours per month is required. Computer experience is necessary; Macintosh experience preferred. Please address inquiries to MON editor Chris Pryer at:

Minority Opportunity News
2730 Stemmons Freeway
1202 Tower West
Dallas, Texas 75207
OR Fax: (214) 905-0949

SOUTHWESTERN

DIRECTOR BIOINSTRUMENTATION RESOURCE CENTER

Refer to Job #970422-P

The University of Texas Southwestern Medical Center seeks applicants to direct the Bioinstrumentation Resource Center (BRC) for the University. The BRC is a service oriented, cost-recovery operation within the University that provides technical support for research, clinical and educational programs. The mission of the BRC is in the design and repair of laboratory instrumentation. The successful applicant will manage and coordinate personnel in the electronic, machine and computer design/repair shops in the center. In addition, the Director will provide expertise and leadership in the design and development of medical instruments and devices, and serve as a liaison between the faculty and the engineering community within other universities and industry in the local area. Applicants for Director should have an advanced degree in Biomedical Engineering or a related field, a minimum of 5 years of managerial experience, and a broad knowledge of electrical and mechanical engineering, including computer hardware and software.

Send curriculum vitae, a letter of interest, and a list of three references to:

Barry R. Botterman, Ph.D.
Department of Cell Biology and Neuroscience
UT SOUTHWESTERN
5323 Harry Hines Blvd.
Dallas, TX 75235-9039
barry.botterman@email.swmed.edu

THE UNIVERSITY OF TEXAS
SOUTHWESTERN MEDICAL CENTER
AT DALLAS

Equal Opportunity/Affirmative Action Employer



COMMUNICATIONS MANAGER

Duties include preparing and overseeing the distribution of news releases regarding the City and City-sponsored activities; directing and overseeing the production of all Irving Convention and Visitors Bureau publications; and developing media recommendations for the travel trade, sports, incentive and consumer markets. Must know electronic publishing technology and graphics software, including word processing, editing, layout and image manipulation. A Bachelor's degree or equivalent in communications, journalism, public relations or a related field, including three years as a supervisor, is required. Three years experience in the tourism industry is preferable. Applicants are required to include a cover letter and three published/produced writing samples with the application. Salary range is \$3,883-\$5,203 per month. Closing date is January 22, 1997. Application available from the City of Irving, 825 W. Irving Boulevard, Irving, Texas 75060, (972) 721-2532.



Happy New Year

DALLAS MARKET CENTER

Super Jobs for Super Market

Start the New Year with a New Job at The Market Center Management Company. Immediate Temporary Jobs are available in the Food Service and Operation Divisions to work Super Market and many other events throughout 1997. On-site interviews will be conducted:

Monday, January 6
1pm - 4pm

International Apparel Mart* 2300 Stemmons Freeway • Dallas, Tx 75207 • (214) 655-7602

- Positions Available Include:
- *Building Services Assistants
 - *Dock/Freight Service Assistants
 - *Cashiers - paid training provided
 - *Grill Cooks/Preps
 - *Food Court Servers
 - *Food Service Supervisors
 - *Service Attendants/Stewards

Great hours, competitive wages, a variety of shifts offered, and many company benefits!
Se Habla Espanol



DALLAS INDEPENDENT SCHOOL DISTRICT ADVERTISEMENT FOR BIDS

1. Sealed bids addressed to the Board of Education of the Dallas Independent School District, Dallas County, Texas, for the RENOVATIONS of Rusk Middle School, Arlington Park Learning Center, and Mt. Arburn Elementary School located in Dallas, Texas for the Dallas Independent School District, hereinafter called "District" in accordance with plans, specifications and Contract Documents adopted by the District, prepared by Design Associates International, Inc. will be received in the Purchasing Office, 3700 San Jacinto, Dallas, Texas until 2:00 PM, January 30, 1997. At that time, the bids will be publicly opened and read aloud and tabulation will be made to present to the Board of Education at the next regular meeting for consideration in awarding the Contract. Any bid received after the closing time will be returned unopened.

2. There will be a Pre-Bid Conference on Tuesday, January 21, 1997 at 2:00 PM at Thomas J. Rusk Middle School, 2929 Inwood Rd., Dallas, Texas 75235, for the purpose of answering questions and walking the site. Bidders are invited and urged to be present.

3. The Contractor shall identify their bid on the outside of the envelope by writing the name of the project on which they are bidding. The name of the project is "Renovations to Rusk/Arlington Park/Mt. Arburn."

4. Plans and specifications may be examined in the office of Design Associates International, Inc., 5323 Spring Valley Rd., Suite 201, Dallas, Texas 75240 and are on file at:

McGraw-Hill Companies, Inc.
F.W. Dodge Division
1341 W. Mockingbird Lane
Suite 1101-E
Dallas, Texas 75247-4943
(214) 630-6111
Attn: Nancy Ebarb

American Indian Center
2219 West Eulless Blvd.
Eulless, Texas 76040
(817) 355-5145
(817) 545-5888 FAX
Attn: Mary Helen Deer-Smith

AGC/CMD Dallas Plan Room
11111 Stemmons Freeway
Dallas, Texas 75229
(214) 484-2030
Attn: Jayme Tomlinson

Association of Gen. Contractors
Plan Room
417 Fulton Street
Fort Worth, Texas 76104
(817) 332-9265
Attn: Jackie Lazo

F.W. Dodge Plan Room - Fort Worth
1300 Summit Ave., Suite 740
Fort Worth, Texas 76102
(817) 338-4788
Attn: Jennifer Gray

Texas Contractor Plan Room
2510 National Drive
Garland, Texas 75041
(214) 271-2693
Attn: Linda Gant

ABC/Americas Company
4320 N. Beltline Rd., Ste. A102
Irving, Texas 75038
(214) 256-2219
Attn: Terry McAdams

Dallas/Ft. Worth Minority Business
Development Center
2720 Stemmons Freeway
1000 Stemmons Tower South
Dallas, Texas 75207-2212
(214) 630-0747
Attn: Bill Hunter

Hispanic Chamber Commerce
4622 Maple Avenue, Suite 207
Dallas, Texas 75219
(214) 521-6007
Attn: Patricia Hernandez

Dallas Black Chamber of Commerce
2838 Martin Luther King Jr. Blvd.
Dallas, Texas 75215
(214) 421-5200
Attn: Carmen Humble

Ft. Worth Metropolitan Black
Chamber of Commerce
3607 E. Rosedale
Ft. Worth, Texas 76105
(817) 531-8510
(817) 534-9274 FAX
Attn: Bernadine Thomas

5. Plans and specifications may be examined and obtained from Lawton Reprographic Centers, 14109 Inwood Rd., #100, Dallas, Texas 75244, upon deposit of a separate refundable check (payable to Design Associates International, Inc.) in the amount of \$100.00 per set. Checks will be returned upon delivery of plans in good condition to the Architect within fourteen (14) days after bid opening.

6. A cashier's check payable to the Dallas Independent School District, in the amount of not less than five percent (5%) of the bid submitted must accompany the bid, or an acceptable Bid Bond in the same amount.

7. It is the goal of the District that at least 30% of the work performed under the Contract will be done by minority or woman owned business enterprises.

8. The District reserves the right to reject any or all bids, and to waive any formalities.

9. The District is committed to ideals of equal opportunity in all its business endeavors.



DALLAS INDEPENDENT SCHOOL DISTRICT ADVERTISEMENT FOR BIDS

1. Sealed bids addressed to the Board of Education of the Dallas Independent School District, Dallas County, Texas, for the RENOVATIONS of Edward H. Cary Middle School, J.L. Long Middle School, F.P. Callier School, and Harry C. Withers School located in Dallas for the Dallas Independent School District, hereinafter called "District" in accordance with plans, specifications and Contract Documents adopted by the District, prepared by Hartfield Holcomb Architects will be received in the Purchasing Office, 3700 San Jacinto, Dallas, Texas until 2:00 PM, February 4, 1997. At that time, the bids will be publicly opened and read aloud and tabulation will be made to present to the Board of Education at the next regular meeting for consideration in awarding the Contract. Any bid received after the closing time will be returned unopened.

2. There will be a Pre-Bid Conference on Wednesday, January 15, 1997 at 2:00 PM at Edward H. Cary Middle School, 3978 Kilhon Dr., Dallas, Texas 75229, for the purpose of answering questions and walking the site. Bidders are invited and urged to be present.

3. The Contractor shall identify their bid on the outside of the envelope by writing the name of the project on which they are bidding. The name of the project is "Renovations to Cary/Long/Callier/Withers."

4. Plans and specifications may be examined in the office of HH Architects, 14951 Dallas Parkway, Suite 200, Dallas, Texas 75240 and are on file at:

McGraw-Hill Companies, Inc.
F.W. Dodge Division
1341 W. Mockingbird Lane
Suite 1101-E
Dallas, Texas 75247-4943
(214) 630-6111
Attn: Nancy Ebarb

American Indian Center
2219 West Eulless Blvd.
Eulless, Texas 76040
(817) 355-5145
(817) 545-5888 FAX
Attn: Mary Helen Deer-Smith

AGC/CMD Dallas Plan Room
11111 Stemmons Freeway
Dallas, Texas 75229
(214) 484-2030
Attn: Jayme Tomlinson

Association of Gen. Contractors
Plan Room
417 Fulton Street
Fort Worth, Texas 76104
(817) 332-9265
Attn: Jackie Lazo

F.W. Dodge Plan Room - Fort Worth
1300 Summit Ave., Suite 740
Fort Worth, Texas 76102
(817) 338-4788
Attn: Jennifer Gray

Texas Contractor Plan Room
2510 National Drive
Garland, Texas 75041
(214) 271-2693
Attn: Linda Gant

ABC/Americas Company
4320 N. Beltline Rd., Ste. A102
Irving, Texas 75038
(214) 256-2219
Attn: Terry McAdams

Dallas/Ft. Worth Minority Business
Development Center
2720 Stemmons Freeway
1000 Stemmons Tower South
Dallas, Texas 75207-2212
(214) 630-0747
Attn: Bill Hunter

Hispanic Chamber Commerce
4622 Maple Avenue, Suite 207
Dallas, Texas 75219
(214) 521-6007
Attn: Patricia Hernandez

Dallas Black Chamber of Commerce
2838 Martin Luther King Jr. Blvd.
Dallas, Texas 75215
(214) 421-5200
Attn: Carmen Humble

Ft. Worth Metropolitan Black
Chamber of Commerce
3607 E. Rosedale
Ft. Worth, Texas 76105
(817) 531-8510
(817) 534-9274 FAX
Attn: Bernadine Thomas

5. Plans and specifications may be examined and obtained from Southwestern Blueprint, 4827 Keller Springs Road, Dallas, Texas 75248, upon deposit of a separate refundable check (payable to HH Architects) in the amount of \$100.00 per set. Checks will be returned upon delivery of the plans in good condition to the Architect within fourteen (14) days after bid opening.

6. A cashier's check payable to the Dallas Independent School District, in the amount of not less than five percent (5%) of the bid submitted must accompany the bid, or an acceptable Bid Bond in the same amount.

7. It is the goal of the District that at least 30% of the work performed under the Contract will be done by minority or woman owned business enterprises.

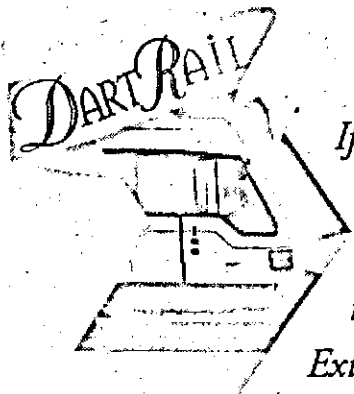
8. The District reserves the right to reject any or all bids, and to waive any formalities.

9. The District is committed to ideals of equal opportunity in all its business endeavors.

DART RAIL OPENING

SUPER SATURDAY

Phase 2



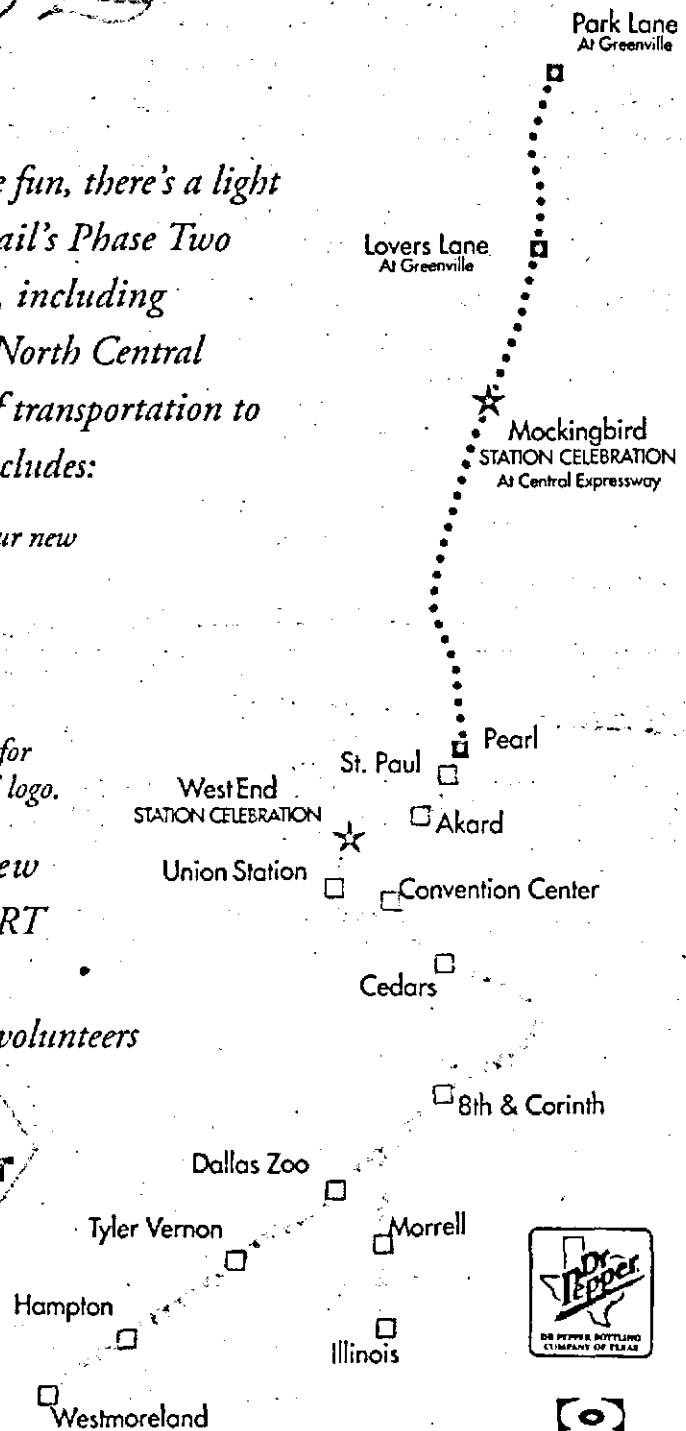
If you've been waiting for an excuse to have fun, there's a light at the end of the tunnel. It's DART Rail's Phase Two debut. With six new miles of service, including three miles of underground tunnel, our North Central Extension is bringing an exciting new era of transportation to the citizens of northern Dallas. This festival includes:

- **Free Rides** all along the DART Rail system January 11-19. Look for our new bus routes designed to help you get to and from rail stations and around town.
- **Food, live entertainment, radio remotes and plenty of refreshing Dr Pepper**, the official soft drink of DART Rail.
- **Free ice skating!** Ride to West End Station on January 11, and skate for free at Dallas On Ice, 214-969-RINK. All you have to do is show a DART logo.

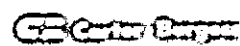


Ready To Ride is a program designed to help new riders learn how to get the most out of our DART transportation system.

For more information call 214-749-2543 or look for volunteers with a Ready To Ride button at Super Saturday.



JANUARY 11
11 AM TO 4 PM



SPONSORED BY: AMOR, CITY OF DALLAS, DALLAS NEWS, CENTRAL EXPRESSWAY, TOM THUMB, 92.8, KICK PAT, FOSSIL, KES 1270 AM, SRO, EL HISPANO, RIMCO, RADIOACTIVE VERITAS