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Minority Opportunity News

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The

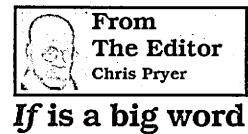
# HOUSE

T.D. Jakes offers prospects for spiritual and economic impact to Dallas/Fort Worth

Looking at Home Schooling

MON

Darren Reagan Speaks Out Who is the Winner of \$1,000 Cash?



Though it should not be unexpected, I am always still rather surprised by the defense reflex of human beings. As with all species of animal, we have built-in the instinct to defend against any and all threats, be they of an economical or physical nature. Survival is the most powerful of all instincts.

Thus was the case when we published our July cover story "Killer Music." The story explored the possibility of the harmful effects the lyrics of the gangsta rap music genre may have on young, mostly, but not exclusively, African American listeners. Specifically in the story we mentioned that radio station K-104-FM, the main, if not sole, purveyor of such music could be challenged by the public. *If* the public felt so inclined.

I'd venture to say a mild flap followed our story hitting the newsstands. But I think it might have been eventually disregarded as just a "low-circulation colored paper trying to boost sales." (Actually, our paper is free.) But when television station WFAA-TV (Channel 8) picked up on the story and featured it on one of their newscasts, eyebrows certainly arched a little higher.

MON sent letters to community leaders and the ownership of K104 suggesting a forum would be appropriate to encourage dialog between the community the station serves and the community itself. The subject of discussion would be the station's programming, and it being held accountable to the community. If the community was so inclined.

To K104's credit, I received an immediate response from the station ownership to visit with them and discuss the issue. The station management seemed appropriately attentive and concerned about what MON found objectionable about K104 programming. They indicated that they had no awareness of community distress about the negative aspects of some of the rap music played over their airwaves. Certainly they would feel it their duty to be responsive to any complaints about the content of their programming on a case by case basis. If there were any complaints made.

This paper, though it reports on the African American community, is also a *part* of the African American community. We felt it our responsibility to at least raise the question of K104's music content and inform our readers of the options they can exercise.

If they are so inclined.

MON

## D d i t o r i a l Gangsta Rap: Cause & Effect

How it is possible that the child, who is labeled a slow learner, can recite, verbatim and at the correct speed, the latest rap song? How can the youngest devotee of rap music emulate the finest details of movement and voice inflection of their favorite rap artist, but find it difficult to remember a few lines of poetry for English class? Or how can a child in high school know little or nothing about Medgar Evers but remember the life history of Biggie Smalls? Dare we ask how rap artists can, by virtue of their dress, change the understanding of where the waistline is, confuse the process of selecting clothes that fit, and cause one to forget that hats need not be worn indoors?

The answer to these questions are far more significant than merely acknowledge the generation gap. Rather, the adoption of the rap culture as a reasonable way of life is very much a cultural phenomenon rivaling that of the Black Power movement in the 60s and 70s or the Hippies of the same period. In the case of the gangsta rap culture, a view of life is manufactured that even those who profess to be gangsta can not romanticize. This latest cultural phenomenon does not have the socially redeeming virtues of liberation or disdain for the "system." Instead, gangsta rap promotes questionable ethics, a entire new "language" that is marginally understandable and a perception that academic success and hard honest work makes one soft.

Although much of our commentary may be viewed as an indictment of gangsta and other versions of rap, this is not the case. However, if by expressing such broad and general criticism of rap music, we may have inadvertently snubbed the few rap songs that have some redeeming value, we apologize. It is very important though that we examine one of the root issues of this culturethe fact that rap music was created, packaged and marketed by institutions with little or no regard for the damage that it has done and will continue to do to our community. We refer, in part, to the role of the vast music industry, the youth clothing designers and manufacturers for advertising their wares on the backs and butts of our children and the radio industry that plays, sells and reaps the benefits of this art form.

MON's focus is to deal with how rap music, in its most raw and offensive form, can adversely affect those who believe it is acceptable for folks to interact or live in ways depicted by the music. Many of our readers will recall *MON's* editorial (July, 1997) that raised the issue of responsible broadcasting in regard to the license renewal process for K104-FM. Although considered to be urban contemporary, the station plays almost nonstop rap music. Much of the profane and suggestive lyrics that many people consider offensive, are not edited from many of the songs played.

Fortunately, Gary Reaves of WFAA-TV (Channel 8) also recognized this concern and aired a news piece shortly after the publication of MON's July, 1997 issue. His story clearly demonstrated the heavy influence that unadulterated versions of rap songs can have on children. Mr. Reaves interviewed a group of preteenagers who could not only repeat rap lyrics but shared their clear understanding of what the words meant. They were very clear about the references to smoking marijuana, casual sex and the seductiveness of the gangsta lifestyle. When Mr. Reaves contacted the management of K104 to solicit their views they had "no comment" other than to suggest that MON was just "trying to sell more newspapers." MON does try to move as many papers as possible each month, but since we do not control the playlist of K104, what does MON's distribution have to do with the poison they play over and over each day?

MON would love to have the station state their rationale, in other than economic and profit-making terms, for playing this uncensored music. We suspect that they can not and therefore will not even try. The fact is that K104 is coming under considerable pressure from community groups rightfully concerned about the influence this music can wield. Without regard to the negative repercussions, K104 seems to only be concerned with increasing their ratings, selling more ads and making more money for their owners, none of whom are African American

Those of us who have-bona fide interest and concern for the progress and well-being of African Americans should express our displeasure with the license renewal application of K104 Although the deadline to contact the Federal Communications Commission (FCC) was August 1, MON has requested a 60-day extension of the comment period to allow more concerned citizens to respond. While we await approval of the extension, the public can send letters of concern about K104's programming to: MON, 2730 Stemmons Frwy., Suite 1202 Tower West, Dallas, TX, 75207. Your letters will be forwarded to the FCC.

This is one of the few times when the station may show genuine concern about what we think and how much they are willing to bend to accommodate the demands of their listeners and their families. We challenge the African American community and K104 to form an advisory committee to discuss and oversee the music played. While K104 is listening to us, let's make sure that our message is as clear and positive as theirs is harmful and negative.

MON



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## LETTERS.

#### Who's the Sell-out?

Although I am a professional, journalism is not my area of expertise. However, it does not take a professional to see the article entitled, "Uncle Ron proves sell-outs are getting younger," was written in poor taste. It deeply saddened me to read such negativity pitted against one brother by another in our newspaper.

It is obvious that Mr. Thomas Muhammad has a personal vendetta against Ron Price. To air personal grievances in our newspaper should be prohibited and does not help us as a people at all. I fully understand the opinions expressed by Thomas Muhammad are not necessarily those of *MON*, but if every time I pick up an African American newspaper, I see black against black, I'll stop picking it up and encourage others to do so.

Can we please keep it positive? White America does enough to depict us in a negative light. Why help them?

> L.D. Smith Dallas

## Retraction

Minority Opportunity News wishes to apologize for the implication made in the June 1997 issue cover story (Liar, Liar) that Mr. Armando De Diego lied or misrepresented the truth in any way regarding the issue related in the story.

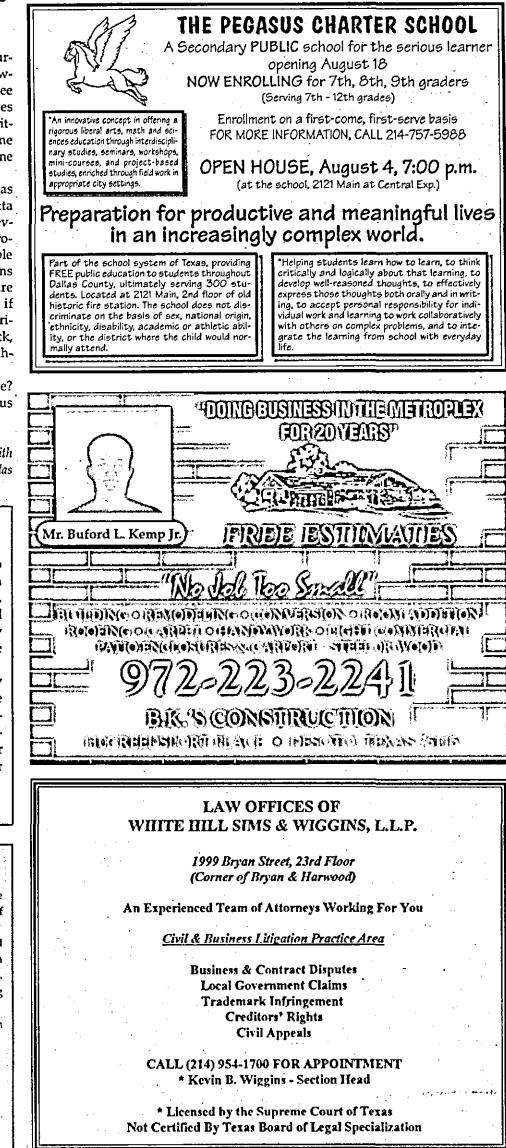
MON also does not wish to imply that it has any knowledge of Mr. De Diego not being truthful in connection with the facts alleged in the article and apologizes for any damage or harm we may have caused to him or his reputation.

#### Letters Policy

MON welcomes the letters of its readers. We reserve the right to edit all letters for the sake of clarity or space, Letters should contain full name and address and daytime phone number so we can reach you for clarification or confirmation. Shorter letters have a better chance of being published. Please send all correspondence, attention editor, to: Minority Opportunity News

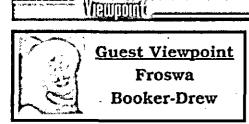
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Minority Opportunity News

PEGE 3 = August 1997



#### By Froswa Booker-Drew In an age of answers for all problems, parents must be aware and cautious of

readily available diagnoses. As more attention becomes focused on Attention Deficit Disorder, let's clarify some misconceptions on the subject as well as discover the extremely talented and gifted children who cope with this "difference".

According to CHADD (Children and Adults with Attention Deficit Disorder), approximately 3 to 5 percent of all American children have an Attention Deficit Disorder. It is one of the leading causes of school failure and under-achievement. It is often accompanied by poor self-esteem and behavioral difficulties. Attention Deficit Disorder continues until adulthood and is thought to be hereditary. Yet, parents must be aware of the misdiagnosis of this difference and begin to question its validity and presence in their child.

#### What is ADD?

Attention Deficit Disorder, or ADD, is a neurobiological disability characterized by a lack of attention skills. Biochemical studies have documented that children with ADD have lower levels of the neurotransmitter, dopamine. Medications such as Ritalin are supposed to affect the levels of several neurotransmitters in the brain. Neurotransmitters are chemicals released from a nerve cell in the brain to communicate with other neurons. Interestingly enough, dopamine levels are increased with exercise.

Characteristics of children with ADD can include difficulty remaining seated, following through on instructions, awaiting turns in games, not playing quietly, and interrupting conversations, lack of follow through on task completion, not listening and not thinking about consequences to actions that are dangerous. Other characteristics include hypersensitivity, impatience, impulsiveness, and a lack of organization or structure.

ADD is not caused by brain damage or injuries. Food additives, sugar, and florescent lighting do not cause ADD, but may impact ADD. Environmental factors such as parenting variables or social variables do not cause ADD, but may impact it as well. It is important that parents and teachers realize that emotional stresses impact children's performances. This may lead to children internalizing their feelings and becoming depressed, withdrawn, and having a poor self-image. Others may act out these feelings and become the class clown for attention. Divorce, addictions, abandonment and

## Attention Deficit Disorder: Is it fact or fiction?

other issues can result in children having<br/>behavioral problems as well.ADD. All children, including those with<br/>ADD, must develop skills to cope. These

The key to determining whether a child has ADD is through having an evaluation. The evaluation examines childhood, academic and behavioral history. Once a person has been accurately diagnosed, they are often relieved to discover their difficulties are not due to a personal flaw or being less than others.

#### Treatment of ADD

Medications such as Ritalin, Dexedrine, Cylert, and Adderall are used in assisting individuals with ADD. The medication increases levels of the neurotransmitters of the brain. Ritalin is often the first product used to treat ADD. The main side effects with these stimulants are insomnia, irritability, increased blood pressure and heart rate, as well as nervousness, nausea, abdominal cramping and weight loss. One adolescent client had lost over 20 pounds in less than a month due to the medication. Parents who decide to use medication should record and track their child's progress and development on the drug daily. It is extremely important to receive an evaluation and discuss with a doctor whether medication is necessary. Not all individuals with ADD use or need medication.

In any case, if diagnosed with ADD, skills must be developed in order to cope successfully with the lack of attention or ability to focus. It is important to realize that other problems can contribute to symptoms similar to those exhibited by children with ADD. It is important to locate a doctor who is familiar with ADD and receive an accurate assessment of psychological, educational, and behavioral functioning.

Groups such as Mothers Against Ritalin, based in Oklahoma, are pushing for alternatives in the usage of stimulants such as Ritalin. I have been told by a number of parents that grape extract has worked wonders. One herbal store in Richardson informed me of its increased sales of a product that helps children with behavior modification. There are several herbal remedies on the market that boast of their ability to treat ADD. Again, as with any medication, be cautious and aware. One client informed that one herbal medication was dangerous for individuals who suffered thyroid difficulties. Make sure your family doctor is contacted. Other forms of treatment for ADD include biofeedback, which allows children to learn to control their focusing/attention abilities.

I personally am an advocate for life skills training as a means of coping with

ADD. All children, including those with ADD, must develop skills to cope. These skills include learning goal setting, time management techniques including things to do lists and structuring their environment. It is extremely important that children are rewarded for accomplishing and completing tasks. Even with medication, children must be taught how to exist in a world that demands discipline and structure.

#### ADD and School

ADD students are often portrayed as having a specific learning disability. It is not. Children with ADD do not have trouble learning-they have difficulty performing in school due to poor organization, impulsiveness and inattentiveness. They can learn and achieve when they have the necessary skills, (and if needed, medication) to deal with their ADD. Children with ADD must be taught to build on success. Those who learn to adapt to their difference and to harness the energy and creativity that accompany ADD can thrive. Education about ADD is the first strategy for intervention. Determine your child's learning style: Is he or she an auditory, kinesthetic or visual learner? Different people have different innate abilities that make certain studies easier for them. Traditional teaching favors the verbal and auditory styles leaving behind those children who are hands-on, interactive learners.

Many children with ADD also suffer with learning differences. Learning differences deal with the process of recording information in the brain, the organization and understanding of information in the brain, the storing and retrieval of information in the brain and the communication of information to others from the brain. Learning differences range from visual and auditory perception difficulties to memory, motor, and language differences.

Again, I have found that many children are often misdiagnosed. Problems such as hypoglycemia (low blood sugar), thyroid malfunctions, food allergies and even mild cases of Tourette's Syndrome can mimic Attention Deficit Disorder. In her book, No More Ritalin: A Physician's Approach, A Mother's Journey, Dr. Mary Ann Block states that 90 percent of Ritalin production and usage is in the United States. With this information, we must begin to question the large numbers of children and adults in our country who are being diagnosed versus children in similar educational systems worldwide. Parents must begin asking questions,

demanding results. There is not a test to determine ADD or even check the brain levels of the neurotransmitters. When we begin to analyze classroom structures that are primarily visual and auditory versus many children who are kinesthetic learners, our kids are not being challenged. We must begin to analyze our homes and schools. Do they provide structure, schedules and discipline that is consistent with boundaries and limitations? Discipline for any child is necessary for survival.

For many children and adults, ADD is a part of life. Typically, children with ADD are creative, sensitive, spontaneous, expressive, inventive, energetic, self-protective, loyal, experiential learners, and directed by their hearts. These children tend to think in patterns, seeing connections between items that others may not. They learn by doing, not by being told. It is important that parents, educators others that interface with children regularly not label these children unjustly. With assistance and guidance, these extremely talented and gifted children can reach their full potential. Not only must we help these children, but we must educate ourselves about ADD so that we do not categorize all children who appear to have these symptoms as having ADD.

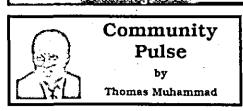
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Froswa Booker-Drew is the owner/operator of Soulstice, an educational consultancy.



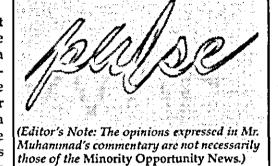


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As Britain's racist, 150-year-old imperialistic sun set in Hong Kong last month, my mind turned to some interesting observations as foretold by brother Malcolm X over 30 years ago. Malcolm talked about the many revolutions that were going on in China, Latin America, Africa and Asia. He spoke about the Ban Dong conference, where people from many non-white countries met to find ways to unite against their common

enemy, the white man. Malcolm spoke about he how picked up a Time magazine whose front cover featured а small Chinese girl who was pulling the trigger of a



gun shooting her father, because he was an UncleTom in China. He said that the Chinese killed a whole generation of Uncle Toms to rid their country of sellouts, so that there would be no compromise to their revolution (a very noble idea).

Such actions to some may sound harsh. However, when you consider that the racist British killed hundreds of thousands of Chinese either with guns or opium, the Chinese were more than justified. Many racist laws were enforced upon the Chinese much like the American white racist used on our people here. Signs that read "Chinese and dogs do not enter" were posted throughout many parts of Hong Kong. Violation of such laws could result in prison, or worst, death, to Chinese residents.

To me, the most amazing thing about the "handover" of Hong Kong to China was the arrogant attitude displayed by the British leadership. These silly racists had enough nerve to question whether or not the Chinese will be able to continue the so-called economic growth that Hong Kong has come to be known for!

Such arrogance reminds me of the same kind of talk we heard as Africans around the world called for the downfall of apartheid in South Africa. White American and European racists questioned whether the Africans could keep the country on its economic high if apartheid fell.

The reason why I consider this attitude so arrogant and racist is the fact that, much like the Dutch exploited South African land and labor to create their

## Why in the hell must we forgive and forget?

wealth, so too did the British do to the as civil rights leaders were calling for Chinese in Hong Kong. The story is the same whether it's those who are Africans in America, Africans in Africa, Asians in Asia or Latins in Latin America. The white man has always held others back as he moves ahead.

And he will do it either by physical force or through mass communicated media confusion. We are pretty much aware of his physical intimidation. His

exploitation of gun powder is no mystery to the world. However, his most destructive tool today is his media.

White racist media moguls have been known to use their media to either start a revolution or kill one. To either make a hero or destroy one. To either convince someone to forgive or

Dr. Martin Luther King, Jr. once remarked that "black people have tenday memories." Dr. King was declaring his outrage at how African Americans needed constantly to be reminded of the importance of their struggle.

And that's true. The problem that I'm trying to bring out in this column is that Negroes can be lynched, castrated, taken from their mothers and sold to plantations miles away, bred like animals, worked free from can't-see-in-the morning to can't-see-at night, language taken away and branded like a horse or cow as they worked in bondage for nearly 300 years! And unless the media reminds them, they would forget?

Damn, that's too much!

And when the media reminds them, it's clouded in debates like a possible congressional apology for slavery, a presidential dialogue about race, threats of affirmative action program elimination, if Hispanics can replace blacks as America's largest minority, the pros and cons of the Confederate flag, the Rodney King rebellion, or a not guilty verdict of O.J. Simpson. However, their only interest is to sell newspapers, not to truly educate the masses.

One of the most moving things that Malcolm X was known for was displaying photographs of individuals like Emmitt Till, Charles MacParker and other African Americans who were brutally killed by whites. Malcolm constantly tried to remind us of what our enemy was doing to us throughout this country

turning the other cheek and showing unconditional love for these same whites.

Most believe that such insane actions by civil rights leaders were a direct result of media hype. The media went out of their way to make the civil rights movement seem as the only way for African Americans to go because Malcolm, and those who believed as he did, were too uncompromising and were teaching selfdefense.

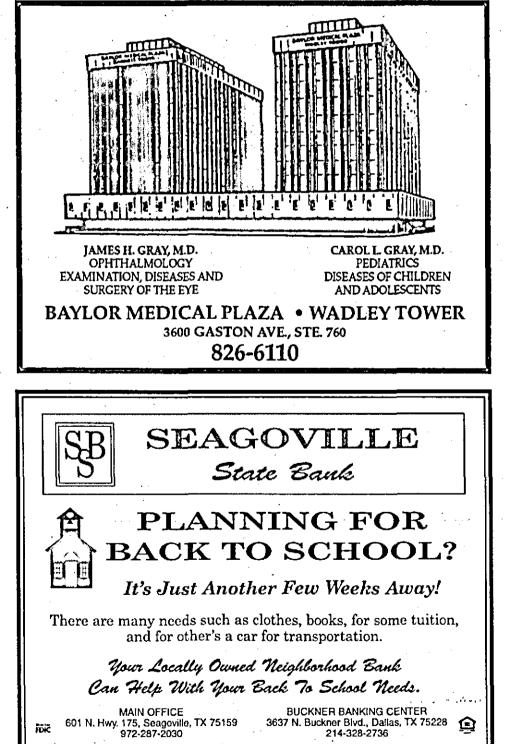
White racists seem to have no problem lulling Negroes into a state of forgiveness, whether they're African American or on the African continent. Witness the Truth and Reconciliation Committee that is being chaired by Bishop Desmond

Tutu. In order to get the Dutch racists to come forward, Bishop Tutu has convinced the Africans to forgive the former leaders of apartheid their horrible atrocities. Many say that the evil white Jewish Israeli treatment of the Palestinians in Palestine is the only place on earth that compares to that of the past evils of apartheid.

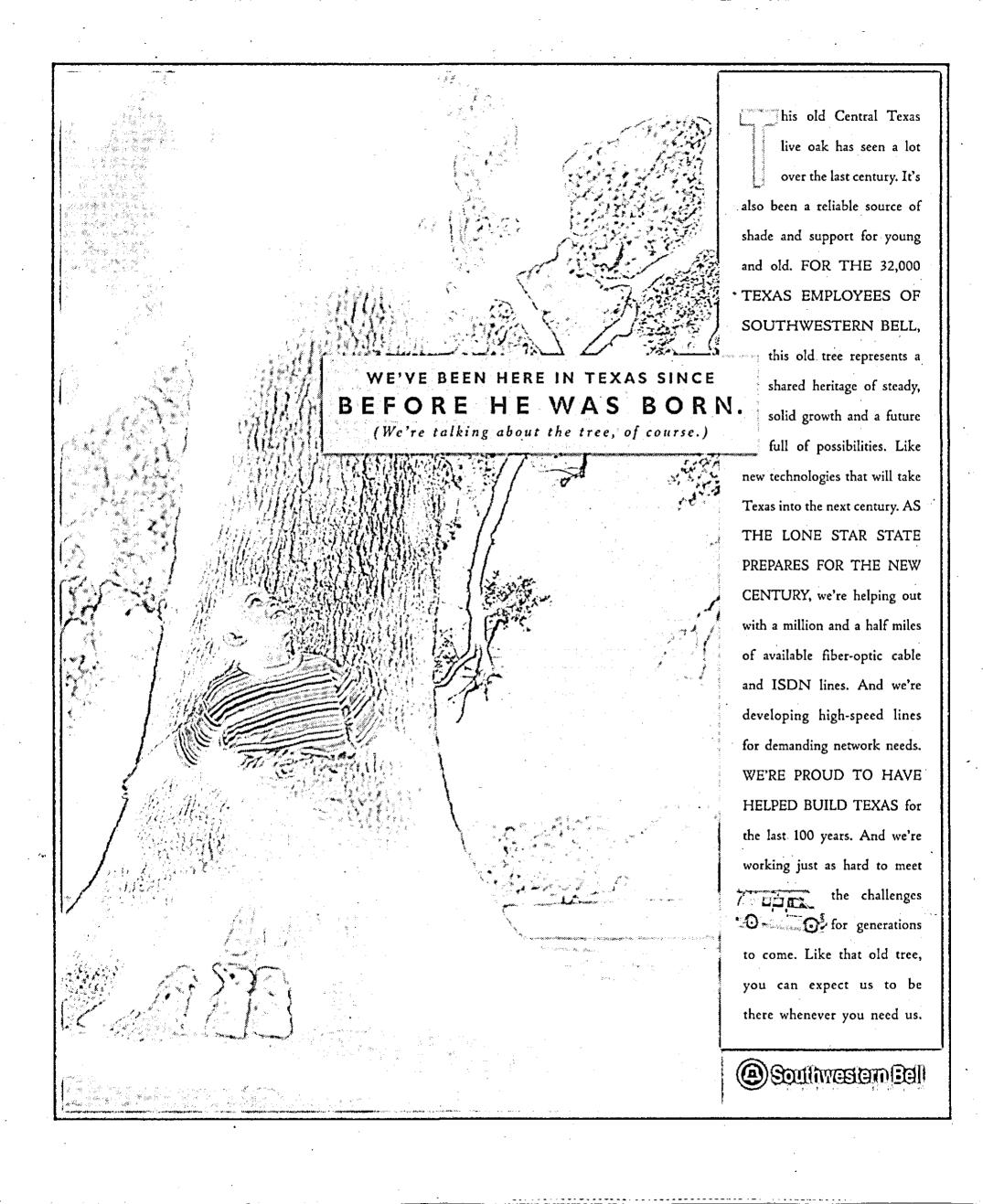
In fact, just for once I would love to see these so-called Negroes approach the White Jews of the illegal state of Israel and ask them to forgive and forget what the Germans supposedly did to them and turn the other cheek. Once you've done that then maybe, just maybe, I may think about talking about forgiving these white racist dogs for their past treatment of my people!

Until then, the struggle continues...

MON



 $\bigcirc$ 0000 5 0 August 1997 Minority Opportunity News



#### **HEIDER**



Pen On Fire **Cheryl Smith** 

#### Oh Mr. Shabazz, you were so right

It was El Hajj Malik El Shabazz, a.k.a. Malcolm X, who said, "When you occupy a position of responsibility, never accept images that have been created for you by someone else. It is better to form the habit of learning how to see things for yourself, listen to things for yourself, and think for yourself; then you are in a better position to judge for yourself."

Although he was not speaking to

journalists, his message is a good one for journalists to heed. That insightful declaration, is worthy of more than a casual comment. It is imperative that journalists stop looking for the easy way out.

You knew when you made the decision to become a journalist, there would be several requirements that

must be fulfilled. Now if you don't like to read, you're in trouble and, you are in the wrong line of work.

The freedom you gain from information can be exhilarating. But you have to be willing to

dig for that information yourself.

Information is power and power in the hands of irresponsible, irrational, insensitive folks can be very destructive.

Mr. Shabazz understood that you can't be in a position of responsibility and act carelessly with information. He talked about it then and here we are, decades later, still none the wiser.

Journalists are in positions of responsibility. And they must realize that.

Still there are many who would rather have others do the research for them. And since we aren't doing any investigating or research gathering, how are we to know whether or not those whe are tunneling information to us have done their job?

Boy, what a tangled web we weave, especially when we don't read, read, read.

In talking to a number of journalists around the country, I've received many responses regarding the coverage of the fire that resulted in the subsequent death of Dr. Betty Shabazz.

Initially I contacted members of the National Association of Black Journalists and asked for commentary on the situa-\_\_of his grandmother.\_\_\_\_ tion. Since none of the responses came\_\_\_\_\_Strike that!\_\_\_\_\_

from the board of directors, I sent another e-mail, which read:

"Recently I asked journalists, communicators, etc., to give their opinions of the coverage of little Malcolm Shabazz. I don't have all the e-mail addresses of the NABJ members running for office, but out of the dozen I contacted, I haven't heard a word. YOU SEE WHAT HAP-PENS WHEN YOU HAVE UNCON-TESTED RACES!!! All I know is that a lot of information is floating around about the situation and it would be smart of us to be on top of the issues instead of taking everything at face value. What are your thoughts? Or, are you of the mindset that media monitoring is not an issue for NABJ or DFW/ABC (Dallas/Fort Worth Association of Black Communicators)?"

> The responses started flowing in at a rapid pace. Most felt the media coverage, as well as the court's handling of the case, left much to be desired.

While there were those whose responses were totally emotional and without any substantive information or

insight; there were those who just looked at how others have been dealt with in similar situations.

Let's face it. Usually when the juvenile is "of color," then you see the violations. And the idea that there was even a thought of having cameras in the courtroom during the trial still causes my head to spin.

I watched as the young child's face was plastered across the television screen. Then, much to my chagrin, I saw the same thing happening in the Black Press.

I had my feelings about the situation, but far be it for me to think that I have all the answers or that my answers are always correct.

What I do know, is right from wrong. And I'm reminded of those journalism instructors at Florida A&M Univertaught my first ethics class. Later in life, I would take another ethics course from Dr. Jackie Watson at Amber University. But even before that, I grew up as the daughter of Earline and Joe.

And that was and still is enough.

We can not continue letting our children be used and abused by a system that has already wreaked havoc in the lives of so many.

Here we have a young man accused of setting a fire that resulted in the death

#### PEN NOTES:

Well, there have been changes made at some media outlets recently. Congratulations to veteran journalist Bob Ray Sanders. It was recently announced that Bob Ray was promoted to Associate Editor at the Fort Worth Star-Telegram...Also, congratulations to veteran photographer Cliff Williams, who was just promoted to chief photographer at WFAA-TY...Speaking of Channel 8, Michelle Redmond is no longer the executive producer of Good Morning Texas. We wish Ms. Redmond much success in future endeavors...Word has it that KDFW-TV has a new news director (that is, if they can work out the money situation!) and he's African American!!! Congratulations to KRNB's Rudy V and his wife Rhonda on the birth of their daughter, Jordyn, born in June...Last month we told you that Ginger Gadsden was coming to KTVI-TV. Well, she made her debut as weekend co-anchor. She also made her first public appearance at the "Don't Believe the Hype" Celebrity Bowl-a-thon. Speaking of KTVT, the station has also hired another African American reporter. He's Brian Custer and I'll tell you more about him next month. Also, Brenda Teele was in New York filling in as the weather anchor at CBS This Morning ... Have you seen WFAA's newest reporter, Angela Davis? She's good and she jumped right in and went to work at the station and in the community....Lifetime's Deborah Duncan has recovered from her aneurysm and is enjoying her summer off, BUT she's still at work, Monday thru Friday, up early in the morning and cohosting the Willis Johnson Good Morning Show on KKDA, where she joins her husband Roland Martin, Iola Johnson, BabyFase Gary, Roger B. Brown, Brenda Teele and Paul Turner, UTA student Malissa Ellinger is interning at the station and has appeared regularly with the morning team, discussing how wonderful New York is and how "country" Texas is KKDA's Donigua Austin (DeeDee) had her last day at the station on Friday, July 25th. She's on her way to Hollywood to pursue her dreams of becoming an actress. Our prayers are with Dee Dee. She's talented, has a wonderful porsonality, is gargeous and intelligent. It will be hard to replace her at KKDA...Congratulations to the new board members of the Dallas/Fort Worth Association of Black Communicators: Cheryl Smith, president; Gracie Bonds Staples of the Fort Worth Star-Telegram, vice president-print; Angela Davis of WFAA-TV vice president-broadcast; Eva Gray of KRNB/KRLD and Westcott Communications, secretary; James Ragland of The Dallas Morning News, treasurer, Tony Salters of PacifiCare Health Systems, parliamentarian; Norma Adams-Wade of The Dallas Morning News, scholarship chair; Kimchair Starlene Stringer of the Pro-Line Corporation, fundraising chair; Gordon Jackson of The Dallas Weekly, publicity chair; Steve Crocker of KDFW-TV, community

Here we have a young boy accused of setting a fire that resulted in the death of his grandmother.

His photo has been shown around the country, and his name has appeared in so many publications, there isn't anyone out there who can say that his wellbeing is under consideration.

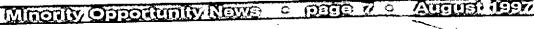
The young man is innocent until he gets his day in court.`

action chair: and Duchesne Paul Drew of The Dallas Marning News, media monitoring chair ... The next meeting of the DFW/ABC will be held on Tuesday, August 5 at the Fort Worth Star Telegram at 6:30 p.m...The September meeting will be held on September 2 of the African American Museum, 6:30 p.m. Pass the word. It's time to pay those membership dues and get involved...Speaking of the Fort Worth Star Telegram...word has it that there is an interesting method used for giving employees their annual performance reviews. After sources provided a copy of sports reporter Roger B. Brown's review, it is clear why Roger is upset. It was interesting to note that some of the areas that were highlighted in the review referred to incidents that occurred as many as three years ago, sources say. Imagine that. Should Roger be consulting with an attorney? We'll be paying close attention to developments at the Star-Telegram Executive Editor Jim Witt has assured us that the Star-Telegram is getting better. And we've noticed significant changes, BUT still, we have to make sure that no stones are left unturned as we ensure parity, balanced coverage and the truth...Congratulations to Dallas Marning News editorial board member Jesse James. Jesse recently got married and moved to the Washington, D.C. area. He's still working for the Morning News ... Have you heard about the impending changes in format at V100? Hopefully oll the rumors are faise!!! And across town, guess what? I listened to KRNB 105 dot 7 for one solid hour and did not hear Luther Vandross, Anita Baker or Teddy Pendergrass! | can't tell you how refreshing that hour was! Maybe we should pass those sentiments on to the consultants!!! The Dallas/Fort Worth Association of Black Communicators' 16th annual scholarship banquet featured Rev. Michael Eric Dyson with a wonderful presentation on the media and African people. It was particularly noticeable that out of the four major networks-ABC, NBC, CBS and FOXonly the top executives from the CBS affiliate were in attendance, KTVI-TV General Manager Brian Jones, News Director Jim Holland, Community Relations Director Christy Kelly and a host of others from the station showed their support. Or is it more a display of their commitment to community involvement. Fort Worth Star Telegram Editor Jim Witt was in attendance, but others were noticeably absent. KEGL's Kimberly Jackson, Texas Publishers Association President Thurman Jones of the Minority Opportunity News, The Como Announcer, The Dallas Weekly, The Gospel Times, and other members of the media realize the significance of their presence. Do the no-shows realize the significance of their absence??? Question of the Month: Do you think KKDA's BabyFase Gary will take that job offer, or will be continue on as a part of the Willis Johnson Good station? Stay tuned!!! CS

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There was a legitimate reason for not showing his face or reporting his name. At least, that has been the case with other children, unless the nature of the crime resulted in the certification of the child as an adult. Should the accused be found innocent, at least he or she would be in a better position to "pick up the pieces." The media and the courts have made

see PEN ON FIRE page 15



## Talking with Darren Reagan

#### **By Cheryl Williams**

Dr. Darren Reagan is the founder, chairman and the chief executive officer of the Black State Employees Association of Texas (B.S.E.A.T.), a non-profit civil rights organization established April 1989 in Dallas, Texas. With chapters now in Dallas/Fort Worth, Tyler, East Texas, Houston and Austin, the association's mission is to provide organized support for minority employees and others who are under-represented and disadvantaged.

It is also a goal of the organization to promote cultural, social, economic, educational, and civic awareness among minority employees, public and private sector employees and other disadvantaged U.S. citizens. B.S.E.A.T. provides services without regard to race, color, creed, sex, religion, or national origin.

Under the guidance and leadership of Dr. Reagan, B.S.E.A.T. has made remarkable gains in the economic development and revitalization of Dallas' Oak Cliff community. Through the work of the B.S.E.A.T. Community Development Corporation, the organization continues to be an advocate of building strong communities. The Community Development Corporation, which purchased the former Rosa Parks Mall at Hampton Road and Ledbetter Drive in Dallas, recently announced plans to begin demolishing the old structure and building a new strip shopping plaza, breathing new life into a once thriving shopping area.

Dr. Reagan talked with Minority Opportunity News about the mission and goals of B.S.E.A.T. The following are excerpts from the interview.

Q: Why did you establish the Black State Employees Association of Texas?

A: We established the organization because of discrimination in the workplace, specifically within some of the state-run agencies and especially at U.T.

state employee at the time. Some African American co-workers and employees from several other state agencies had expressed concern about disparate treatment within their workplaces. There were wrongful terminations, adverse disciplinary actions taken, denial of promotional opportunities and pay increases, salary inequities and just inadequate recruitment and hiring of African Americans, particularly in mid-to senior management positions.

Q: B.S.E.A.T. has established a Legal

Fund. How does the fund operate?

A: The [Legal Fund] is a subsidiary of B.S.E.A.T., Inc. We have three other subsidiary of B.S.E.A.T., Inc. which we consider to be somewhat of a holding company. The Legal area deals with issues pertaining to complaints of discrimination in the workplace, discrimination in education and discrimination for indigent people who can't afford legal assistance. We have a relationship with Legal Services of North Texas and some of the



local attorneys provide pro-bono services. We work with people who have problems receiving social security or supplement security benefits, housing or whatever the need is.

Q: B.S.E.A.T. also runs a Social Services Fund. What services are provides under this umbrella?

A: We have a scholarship program that we established in 1992 to award dollars to mainly African American students when they graduate from high school to help students further their education goals. The dollars that we have awarded have grown significantly, nearly \$150,00 over the past six years. That's quite an achievement for an African American

Every year we also sponsor holiday dinners for some 300-400 families. The dinners typically feed up to 10-12 people. Job fairs for youth and young adults are run through our Social Services group as well.

### Q: What type of programs do you have for students?

A: We have basic volunteerism opportunities for young people. I think that African Americans have really fallen short and have really strayed away from our roots of what volunteerism really –

means and the value of volunteerism in our community. Volunteering ensures and enhances the concept of family and belonging.

If we can instill in our young people the real and true spirit of volunteerism, then a lot of what we experience as a race of people would somewhat diminish. It wouldn't go away all together, but it would help with self esteem, pride, ownership, etc. We encourage students to volunteer with our programs such as job placement. The networking opportunities are there and you can avail yourself of the opportunity of getting to know a senior player within a company that could possibly help you land a job or even a career. We can instill in students the value of learning about hard work and what really drives an organization. We encourage students to get involved in the various projects, including community development programs, the job placement program, scholarship programs, the annual awards banquet and computer skills classes. We take a holistic approach to how organizations work and how African American organizations in particular should work in a business environment as we move toward the 21st century.

Q: How does B.S.E.A.T. encourage and promote business development and opportunities?

A: We meet with many business leaders and corporate leaders, CEOs and chairmen of organizations and we discuss issues that are very close and dear to the hearts of African Americans in general and African American business people in particular as it relates to business opportunities. Most of these companies do millions of dollars in business annually and we know that less than two percent goes to developing businesses of African Americans. So we sit down and through a series of dialogues and meetings, discuss opportunities for African Americans. Most often, you will at least get the lip service that they are "equal opportunity employers" and they want to do business, they seek to do business [with African Americans]. But most often they'll say that we can find them.

with many community awards. What drives you to pursue your goals?

A: I believe that effective leaders are born. You have a burning and a yearning and a commitment to pursue what you perceive is equality and justice and you possess the ability to be effective in bringing about those results. With the ups and downs that come with your commitment, you keep a consistent will and a determination to stay in the race. That further confirms in your mind that you're just not in it for personal gain and personal recognition. I don't think much

about that. I think about the task that is set forth and how to accomplish that and be successful. When any leader, anybody sees the disparate treatment, the conditions of African Americans wherever we are and you're not moved to action, I think that's a tragedy.

Q: B.S.E.A.T. is involved in neighborhood revitalization and stabilization. Explain how you accomplish this.

A: Economics really drives a neighborhood in terms of stabilization. Once you're able to get in and stabilize the situation, then you're able to fix and revitalize it. If you have a patient that's dying, then you try to get that patient stabilized. Then you try to revitalize, bringing the patient back. Then the process of rehabilitation begins. That's typically what we see ourselves doing in the area of economic development especially in the African American neighborhoods that have been under-served or not served at all. [Neighborhoods] are basically dying off because of neglect, poor city services, poor government services and poor or no private investment. B.S.E.A.T. stabilizes a neighborhood and then sells the neighborhood in terms of investment opportunity. We bring in people and existing businesses in the neighborhood in jointventures or to be co-partners in making a deal happen so the residents feel ownership in what's happening in the neighborhood and reap the benefits from the investment.

Q: How was B.S.E.A.T. was involved in the multi-million dollar redevelopment of Redbird Mall?

A: We've always acknowledged that the mall is a critical piece of investment in southern Dallas but especially in the African American community where the majority of the mall patrons and the demographics surrounding the mall are predominantly African American. It's in our best interest to do what we can to help stabilize and revitalize the mall area. We've been "partners" with the mall in helping to convince some of our corporate contacts to either invest in the area or expand in the area, Montgomery Ward's being one, Dillard's being another, Foley's being another, improving the quality of products and services. We want African Americans and people ingeneral to feel good about the shopping experience and also feel good about working at Redbird Mall. Most of the people who work in the mall area are residents of this area. It's in our best interest to help protect that investment.

Q: B.S.E.A.T. opposes the proliferation of sexually oriented businesses. What success have you had in this effort? A: Those businesses are not compatible with the types of businesses that we have already here. If you have followed the sit-

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uation on Northwest Highway with all of the sexually oriented businesses in northwest Dallas, you can see how when you let one in you might as well let all the rest in. When they get a toehold in your neighborhood, they'll begin to suck the lifeblood out of your neighborhood. Where you once saw a relatively thriving neighborhood [in northwest Dallas], now you see the death of a neighborhood.

B.S.E.A.T. was involved in the protest of two clubs that tried to come in [the Redbird area]. We got calls from people in northwest Dallas. The organizations and groups out there wanted our support on what they were doing and wanted to be of encouragement to us by not allowing just one sexually oriented business to get into our neighborhood. Because once they get started then they all come and you have a difficult time getting them out. That's what they're experiencing out in northwest Dallas. Hopefully there will be some relief in the long term.

Q: B.S.E.A.T. also wants to keep pawn shops out of Oak Cliff. What is your objection to this type of business?

A: When you have pawn shops in your neighborhood, it's a lot easier for a would-be burglar or thief to break into your home, steal your property and just run down the street and pawn it. If a thief or burglar can invade your home and steal your property and quickly dispose of it and get paid, then that's a good day's work for them. If they have to travel a while with stolen property concealed in a trunk, they fear being stopped. If you look at the history of pawn shops in African American neighborhoods or poor neighborhoods, you'll find that most of the property in pawn shops is property that has been stolen and brought in to be pawned. We're actually harboring a haven for stolen property in our neighborhoods.

Q: Why did B.S.E.A.T. establish a community Development Corporation? A: The establishment of the CDC is in line with our concept and premise of neighborhood stabilization and revitalization. It's important that as we go through the process, we have in place a vehicle that really drives and directs the development as we would like to see it happen and so we can have ownership and control. The CDC is the vehicle we use to plan and develop specific projects that will have an economic impact in our neighborhoods. It's important that we use this organization and not necessarily some organization from outside the community that really doesn't have our true interest at heart.

Q: The B.S.E.A.T. CDC's original focus was on Southeast Oak Cliff. Are you satisfied with your progress? A: Our original and on-going commitment is to see that economic development happens in southeast Oak Cliff, home of the largest contiguous African American population in Texas and to ensure African Americans have a fair part and ownership in that development. We're pleased that we have been able to be a stimulant for economic development along the Lancaster road corridor.

All of the banks, from NationsBank to Bank of America, Texas Commerce Bank, Wells Fargo Bank—we had direct involvement in them coming to the area. The Fiesta Store, the Minyards store, we had direct involvement. B.S.E.A.T. was involved in the front-end discussions of actual site locations and who would build the facilities.

Q: With the Westcliff Plaza project (renovation of the former Rosa Parks Mall), are you beginning to put more focus on Southwest Oak Cliff?

A: We see it all as one in that we are strengthening African American neighborhoods. Wherever African Americans are, we see our mission and mandate to be involved. We can't do everything. Being a volunteer organization, there is only so much you can do with limited resources and limited time. That's why it's important for African Americans to really volunteer. People benefit from the struggles of organizations like ours and others. It's important that those individuals give back of their time, talents and resources. People have gotten good jobs because of some of the pickets, protests and litigation that we've gone through. Business people have gotten contracts because of the constant pressure of B.S.E.A.T.'s presence at meetings and constant phone calls. It's important that these people give back to community organizations that help them.

Q: You've got a commitment from a major movie theater operator to open a movie complex. What is the progress with negotiations?

A: We're in close negotiation now to try and bring a movie complex to Southwest Dallas which would certainly benefit residents of both Southeast and Southwest Oak Cliff. The terms southeast and southwest [Oak Cliff] came about years ago. It certainly wasn't African Americans' idea to slice up Oak Cliff.

#### Q: Is 35E the dividing line?

A: That's it. What causes that division is basically race. Of the African Americans that live in Dallas, a third of them live in southeast Oak Cliff which is east of I-35E, west of I-45, north of I-20 and south of the Trinity River. Within that piece of geography, we find the largest contiguous population of African American anywhere in the state of Texas—108,000 residents and over 95% of them are African American. That's really the boundaries that separate southeast from southwest Oak Cliff.

Before our involvement in selling southeast Oak Cliff, you would find development that pulled right up to I-35 or right up to I-20 and just leap-frog clean over that whole piece of geography. [Businesses] could line right up to the edge of I-35 and I-20 but they never could seem to fall with the boundaries. That's a classic case of corporate as well as municipal redlining of products and services in that neighborhood. It's really unfortunate because what was reported in one of Dallas' daily newspapers back in 1992 was that of the 2.5 billion dollars that are spent in the city of Dallas, nearly 1 billion comes out of southeast Oak Cliff.

Any one can see that Oak Cliff is a gold mine for investment opportunities, but many businesses have abandoned inner-cities especially African American neighborhoods where they actually got their start. Red Lobster, before they built anywhere else in Dallas, was in the Village Fair area. KMart was the classic case of slum-lording. They creamed the profits for years and years. They complained of low sales but never said they were losing money. They went to the suburbs and moved away from African Americans so we helped remind them back in 1992 of that abandonment and we withheld our dollars. None of the KMart stores are doing well now and those guys are contemplating bankruptcy. They moved from their base and when you move from your base, then you run the risk of losing your business.

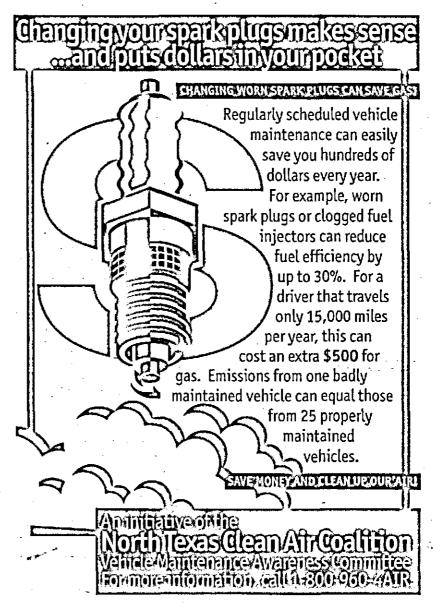
Q: Are investors fearful that the new theater complex will fall victim to the same fate as Redbird's General Cinema which closed amidst controversy? こうりょう しょう しょう しょうしょう しょう

A: That's a case where [General Cinema] creamed the profits and then experienced low sales. They did not invest back into the facilities and so when you just let your place go, you begin the process of slum-lording. That is basically what they did.

Q: How can a person become a member of B.S.E.A.T.?

A: We have an open-door policy in terms of membership. You just make an application.

To learn more about B.S.E.A.T. or to apply for membership, call the organization at 214-374-7710 or write to B.S.E.A.T. c/o P.O. Box 763773, Dallas, Texas 75376.



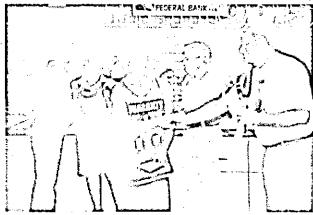
Minority Opportunity News a page 9 a August 1997

#### The News In

#### Guaranty Basketball Association Final Four Champions Named

The Guaranty Basketball Association (GBA) wrapped up its second season with a Final Four tournament at SMU's Moody Coliseum.

The West Dallas Community Church team won the tournament for the second time, defeating the J.C. Phelps Community Center team, 54-27. Approximately 300 fans attended the event.



(I-r) Dallas Police Chief Ben Click; Virginia Lister; Jimmy Lister; John Stuart, Guaranty Federal Bank; and Tom Yenne, Guaranty Federal Bank.

Guaranty Federal Bank, which sponsors the late-night league in conjunction with the Dallas Police Athletic League, also presented four \$1,000 scholarships to outstanding program participants from each of the centers. The four recipients were: Nunnie Elton Booker, Lake Highlands Recreation Center; Marcus Burleson, J.C. Phelps Community Center; Jimmy Lister, Pleasant Grove Community Center; and Jerell Wilson, West Dallas Community Center.

Nunnie Booker, a graduate of W.T. White High School, will attend Ohawa University in Ohawa, Kansas. Marcus Burleson graduated from Roosevelt High School and plans to attend Texas College in Tyler. Jimmy Lister, a graduate of A. Maceo Smith High School, will attend Texas A&M - Commerce. Jerell Wilson, also a graduate of W.T. White High School, will attend Mountain View Community College.

The Guaranty Basketball Association was created by the Dallas Police Athletic League and Guaranty Federal Bank as a late-night basketball program for innercity youth. Beginning in May, teams played an eight game schedule at the West Dallas Community Church, and J.C. Phelps, Pleasant Oaks and Lake Highlands Community Centers. Winners from each center advanced to the Final Four playoffs at SMU in late June. For more information call Bryan T. Curran at 214-520-7550.

#### Howard named assistant news director at WFAA-TV

Connie Howard has been hired as the assistant news director at WFAA-TV. Prior to coming to WFAA, Ms. Howard had served as the news director since 1995 at WVTM-TV, the NBC-TV owned and operated station in Birmingham, Alabama.

Ms. Howard also served as assistant news director at WTVT-TV in Tampa Florida, and held a similar position at

WPXI-TV in Pittsburgh. In addition, she worked as executive producer at WCBS-TV in New York, and has held various positions including news director, executive producer and reporter at WRAL-TV in Raleigh, North Carolina.

Ms. Howard began her career as a general assignment reporter at WOI-TV in Ames, Iowa. She is a graduate of State University of New York- New Paltz and is a native New Yorker. For more information call Alva Goodall at 214-977-6235.

Ft. Worth Black Chamber *initiates economic develop*ment

With a \$10,000 gift from Columbia Plaza Medical Center of Fort Worth, the Fort Worth Metropolitan Black Chamber of Commerce has reached its goal of \$250,000 to fund Phase One of a strategic plan for economic development of Southeast Fort Worth, interim president, Devoyd Jennings announced.

Other contributors have included Southwestern Bell Telephone Co., Fort Worth Chamber of Commerce, Lockheed Martin, the City of Fort Worth, and the Burnett Foundation. The Chamber's professional planning and design team is taking community input into consideration as plans are developed for revitalizing the area. The target area is "south of I-30, east of 1-35, north of 1-20, and west of SE Loop 820."

The key objective of the initiative is to build and sustain momentum for business investment, including new development, expansion and job creation.

Anticipated strategic action areas include: (1) targeting industries and business by sub-areas such as existing business growth and new business investment; (2) entreprenuership and incubator programs; (3) public and private/public incentives and tools; (4)

Minority Opportunity News

financing issues and strategies; (5) required infrastructure programs; (6) marketing and communications strategies; (7) adjustments to current land use, transportation or urban design; and (8) education and training issues.

For more information contact Devoyd Jennings at 817-531-8510.

#### Mayor Ron Kirk appointed to Advisory Board

Dallas Mayor Ron Kirk was recently selected to serve on the United States Conference of Mayors' Advisory Board. The board, which was elected during the annual meeting in San Francisco in June, functions in an advisory capacity to the Executive Committee on all matters of policy and program.

'As I have become more involved in the conference throughout the past year, it has become apparent to me what an important role the board plays, and I am honored to have been selected, " Kirk

said.

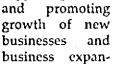
This year, Mayor Kirk served as Vice Chair and was recently appointed Chair. of the Urban Economic Policy Committee. The committee addressed several vital issues such as tax cut proposals and budget reduction alternatives. For more information call Betty Merkle at 214-670-0656.

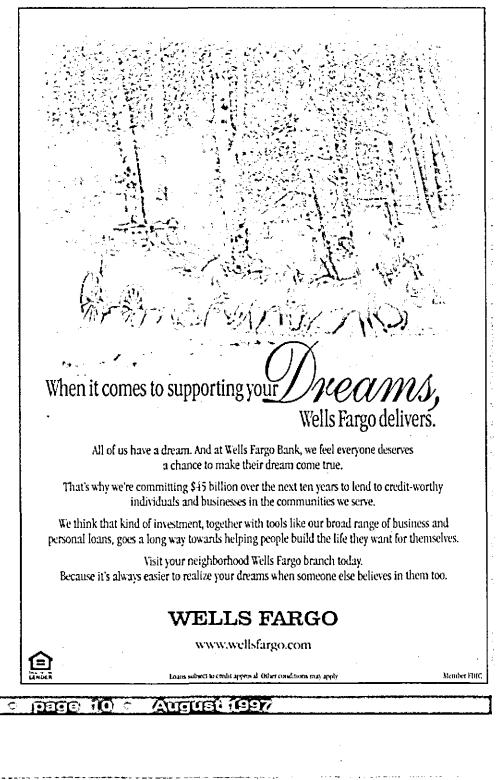
#### TU Electric appoints community relations manager

John W. Self, TU Electric Fort Worth com-



munity relations manager, has been appointed Manager of Economic Development. He is responsible for supporting





#### The News More ln

sions in cities throughout TU Electric's service area.

Self began his career with TU Electric in 1977 and served in various managerial capacities in both Dallas and Fort Worth customer service and marketing departments and customer communications prior to being named Fort Worth community relations manager in 1995.

Self is on the Fort Worth Board of Directors of the American Heart Association, the Boy Scouts of America , Challenge, Inc., Casa Manana Theater, Youth Fair Chance, Union Gospel Mission and the YMCA of Metropolitan Fort Worth, where he also serves as chairman for Minority Achievers.

He is a former member of the Dallas Black Chamber of Commerce MLK Main Street Committee and a former board member of the East Dallas Chamber of Commerce. A graduate of Southern University in Louisiana, Self holds a degree in Business Management/Marketing. He was a member of the Forum Fort Worth/Leadership Fort Worth Class of 1993

Self and his wife, Beatrice, live in Fort Worth and have two children, son Jeremy and daughter Jarita. For more information call Ray Granado at 214-812-4087.

#### Queen City neighborhood gets free home inspections

Over the next two months, 100 residents of Dallas' Queen City neighborhood will get a free home inspection. The inspection, conducted by a certified insurance



(I-r) Gary Briggs, Allstate Regional VP; State Rep. Terri Hodge; Diane Ragsdale, ICDC founder; Carolyn Davis, Queen City Neighbors in Action; and Arthur Weddington, ICDC Executive Director

adjuster, will help homeowners identify needed home repairs, from loose foundations to leaky faucets.

Along with a free home inspection, 18 Queen City residents will receive a \$1,000 grant to pay for minor home improvements. All Queen City families are invited to attend a Home Apprecia-

tion Day. The event will feature a homeeducation seminar, where homeowners will learn about home safety, code enforcement and insurance.

Sponsored by the Innercity Development Corporation (ICDC), Queen City Neighbors in Action and Allstate Insurance Co., the Queen City Home Improvement Project began in mid-July. A ceremony to kickoff the project featured representatives from Allstate Insurance, ICDC, Queen City Neighbors in Action and State Rep. Terri Hodge. The first home inspection took place after the ceremony.

Allstate supports the Queen City community through its public-service program "Making Texas Safer. . .One Neighborhood at a Time." The program aims to heighten public awareness of community issues ny supporting nonprofit organizations. To take advantage of a free Home Safety Inspection call Arthur Weddington or Sean King at

#### Commerce awards Smart Jobs Fund grant

#### ICDC, 214-428-5481.

The Texas Department of commerce has awarded a Smart Jobs fund grant to Blockbuster Video, Inc. The company will receive \$921,144 in worker training funds to train 831 new employees in corporate operations and management support of national video rental and home entertainment business.

Smart Jobs is employer-driven and helps Texas businesses train their workforce for the kinds of jobs that lead to

opportunities for advancement. In the first year of the 1996-97 biennium, 88 Smart Jobs grants were approved to train more than 22,000 workers, including 27 to small businesses and 15 to minority-owned businesses. This innovative program will increase the competitiveness for Texas businesses in the global economy and provide a more skilled work force.

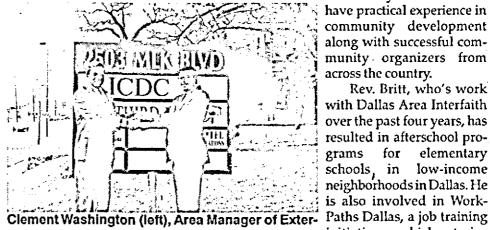
The new Smart Jobs Fund application is designed so that any employer can easily apply for training

funds. All applications are reviewed within 10 working days. For a Smart Jobs Fund application packet, call 214-824-1996 or visit the Smart Jobs Fund Web site at http://www.tdoc.

texas.gov/commerce/ bizsrv/smartjob/htm. For technical assistance on the Smart Jobs Fund, call the Texas Department of Commerce at 512-936-0500.

#### South Dallas/Fair Park Innercity Development Corp. receives grant

The South Dallas/Fair Park Innercity Development Corporation received \$8,000 from Southwestern Bell Telephone Company and \$5,000 from Coca-Cola to assist in the continuation of the Community Development Education Project for South Dallas and Fair Park residents. The



nal Affairs, Southwestern Bell and Arthur Wed- initiative which trains dington, Executive Director of ICDC

program provides individual counseling, training and open community forums in the areas of home ownership, community development and social service referals. ICDC hopes to empower South Dallas residents to be productive homeowners and neighbors.

ICDC Executive Director Arthur Weddington and Housing Coordinator Pamela Wick are involved in the program. In individual counseling sessions, small classes and seminars, between 500-1,000 citizens are reached annually. Some of those who have been impacted by the program are individuals who have moved away from South Dallas and have returned to care for elderly relatives. Thanks to ICDC, they've decided to purchase a new home in the process.

Founded in 1986, ICDC has been a strong catalyst for change in the South Dallas community. The organization has been responsible for renovating the Grand Plaza Shopping Center, designing the prototype of the Business Assistance Center and the South Dallas/Fair Park Trust Fund. For more information contact Thea Temple or Arthur Weddington at 214-428-5481.

#### South Dallas Pastor invited to teach at Yale University

The Reverend Gerald Britt, Jr., pastor of the New Mount Moriah Missionary Baptist Church and Co-Chair of Dallas Area Interfaith, participated in the National Community Renaissance Fellows Program at Yale University, as a visiting fac-

ulty. The seminar was held July 19-August 1.

The Federal Department of Housing and Urban Development created the Community Renaissance Fellows Program to train a new generation of community builders. Mid-career professionals from across the country were selected in a competitive process and now are serving in a two-year fellowship program. Three times a year, these fellows come to Yale for a week-long seminar. The seminars are taught by a group of

Yale faculty members who have practical experience in community development along with successful community organizers from across the country.

Rev. Britt, who's work with Dallas Area Interfaith over the past four years, has resulted in afterschool programs for elementary schools, in low-income neighborhoods in Dallas. He is also involved in Workunemployed and underemployed persons for jobs

which pay at least \$9.00 an hour. Rev. Britt in now working with DAI on a neighborhood redevelopment strategy in South Dallas to build 50 homes over the next three years for low to moderate income families.

Rev. Britt will instruct housing administrators from across the nation on the effective use of community organizing with congregations, schools and neighborhoods. For more information call Doresa Smith at 214-428-2475.

#### Eastfield College offers free job training

Eastfield College of the Dallas Community College District was awarded a grant to train 60 residents for entry-level positions in Bookeeping/Computerized Accounting and Computer Help Desk Support. The training program also provides childcare, transportation assistance, books, supplies, computer software and hardware training.

Eastfield, in conjunction with the Dallas County Local Workforce Development Board, has offered free Bookeeping/Computerized Accounting job training for the past six years. More than 300 single heads of households, unemployed and underemployed individuals have received training to fill technical computer positions.

Eastfield is currently accepting applications for the program. For more information call Susanna at 972-860-8354.

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of the way by our expert staff. We even offer automated checking and savings payment plans, to save you the trouble of remembering when to make payments. Financing additions, repairs or renovations to your home doesn't have to mean leaving its comforts behind. Call, or stop

by one of our branches, and find out how.

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## Why I support Juneteenth as a national holiday

#### **By Mark Graves**

Editor's note: In our special MON II Juneteenth issue, Minority Opportunity News and Texas Commerce Bank sponsored a "Should Juneteenth be a national holiday?" write-in contest. We promised a drawing from the pool of respondents, with the winner receiving \$1,000 cash and a free overnight stay at the Holiday Inn Select at Stemmons Frwy and Mockingbird. The following was written by the winner of our contest.

With the passing of each year, June 19 or "Juneteenth" as it is known in Texas, the question regarding the relevance both of this day and the symbolism that it represents is frequently raised. The Juneteenth recognition was initially established to celebrate the day the slaves in Texas were informed of their emancipation. While the realization of freedom is always a day worthy of celebration, the irony of this information is that it was received in Texas two years after the fact. Herein lies the root issue of the question about Juneteenth and whether or not it is a day worthy of national attention. Furthermore, the timeliness of notification is but one of the ironies of Juneteenth. Perhaps most significant among the potential issues is the question of what the impact has been on the progress of Black people of Texas and the related challenge of what should now be the course of action as we move closer to the next millennium.

As one who moved to Texas a number of years ago, I, too, have listened to Black native Texans explain the relevance and traditions of Juneteenth. Generally, the sharing of the details of the significance of the day are short-lived save the references to barbecue, sliced white bread and red soda water. But is it really worthwhile to use this as yet another excuse to have fun? But putting history and fun aside, why should anyone care about Juneteenth and what, if any relevance does it have for today? To answer this question, and do so with poetic flair, I raise the following considerations as points for African Americans to reflect upon.

J ....should remind us of justice. Justice, the much desired state of equal treatment under the laws of our land, remains elusive and in need of vigorous pursuit.

U ...reflects the need for unity. Never before in our history in America is there a clearer need for a focused and deliberate agenda of work and support on those issues we face as African Americans.

N ...stands for nourishment. We continue to be plagued with the problems of overindulging and/or indulging in the wrong things. We need to be better stewards of our bodies in order to

#### stay healthy.

E ...means excellence. There was a time where we lived with the expectation that to do our very best was the expectation, not the exception to the rule. We need to re-establish this as a way of life.

T ...should make us think of time. Each day is just as much as the day before and, once used, can never be retrieved. Our focus should be on the wise and meaningful use of each moment God gives us.

E ...reflects the need for education. My father told me to always learn as much as you can because no one can ever take what you know away from you. We should learn because we want to know, not because someone has told us to.

E ...suggests the importance of elections. We must participate in the electoral process. If we do not, we deserve whatever hand we are dealt by the "system."

N ...reminds us of the obligation to help those in need. All of us, at some point in our lives, need the help of others. We should, therefore, always be willing to help others when the need arises.

T ... is for thrift. Our participation in the economic system is not the end in and of itself. We are further challenged to save for the proverbial rainy day and build for a secure future for ourselves and our families.

H ... is for HIM. The foundation of all that is good and right in our lives was, is and ever shall be centered on our faith in and love of the Lord. I know that this should be the foundation of all that we do and suggest that it continues to the cornerstone of our future as a people.

In light of these points, it is clear to me that Juneteenth should have a message for not only African Americans in Texas but across the country as well.

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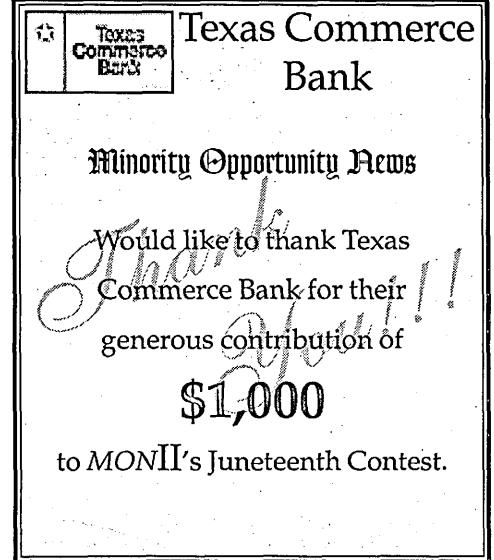
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## Race: The History of an Idea Part 4 of 4

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

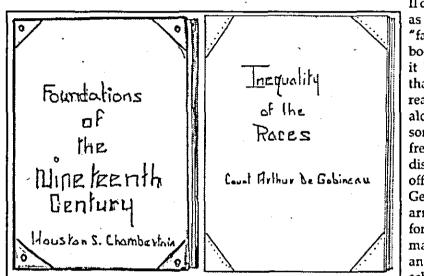
The hatred unleashed by World War I inevitably found expression in the exacerbation of racial tensions in this country. In the early years of the 20th century, great numbers of immigrants from southern and eastern Europe passed through our ports. In the South, blacks began to grow restive under the restrictions placed upon them. Many of them expressed their dissatisfaction by "voting with their feet" and migrating to the North. In 1900, 90 percent or more of blacks lived in the southern states, but now they were moving to the North in increasing numbers. The war greatly accelerated this movement, as new industrial jobs opened up. in the North. Immigrants and blacks were available at cheaper wages and it inevitably caused them to be resented by working class members of the older ethnic groups. That they were potential voters was enough to alarm the middle and upper classes among the white citizens who did not yet suffer from direct economic competition.

In 1915, the production of the film, Birth Of A Nation provided an immense impetus for the forces of racial bigotry. Birth Of A Nation was a masterpiece of technical virtuosity and a landmark in the history of films. On the other hand, its version of history is frankly and crudely racist. The last half of the movie deals with the horrors of carpetbagger and black rule in South Carolina during the Reconstruction.

Most of the sophisticated racism of the period during and following the war reflects the point of view and tone of two books both of which had been written years before, one in France and one in Germany: Count Arthur de Gobineau's The Inequality of the Races (1853) and Houston Stewart Chamberlain's Foundations of the Nineteenth Century (1899). It is intriguing how many modern racists have taken their grandiose stance from one or the other of these men or from an amalgam of the two.

Count Arthur de Gobineau (1816-1882) wrote his Essay on the Inequality of the Races to defend the nobility of France against the modern ills of society. Gobineau divides the races into three types--the white, the yellow, and the black. "The whites are the great "masculine" race. Among the members of the white race, the "principle motive is honor, a word which is unknown to both the yellow and the black man. Yellow men do not make good leaders but they do make good followers. Every founder of a civilization would wish the backbone of his society. his middle class, to consist of such men. Thus the yellow race is clearly superior to the black. (To Gobineau, blacks are inherently gluttonous, sensual, and stupid. His sensory organs are abnormally developed to compensate for his inferior intellect.) Both the yellow and the black are 'feminine' races."

Richard Wagner exalted race to the



Much of the sophisticated racism exercised from the mid-19th century up to and following World War I reflected the views and throughout tone of two books: The Inequality of the Races by Count Arthur the country. De Gobineau (1853), a Frenchman, and Foundations of the Nineteenth Century by the German author Houston S. Chamberlain 1912, Gob-(1899).

status of a religion. He maintained that the Germans are a race superior to all others, that the German language is superior to other languages and is the direct reflection of German racial qualities.

Even Wagner was not the most grandiloquent prophet of German racism. That distinction belongs to his son-in-law, Houston Stewart Chamberlain (1855-1927), an Englishman who renounced his citizenship to become a citizen of Germany.

It is not until the 1890's that he developed the racial theories for which he is now chiefly known. Chamberlain brings to racism a pseudo-religious exaltation and makes Christ a Teuton. His theory was that Aryan "blood" had penetrated to Galilee.

Whoever makes the assertion that Christ was a Jew is either ignorant or insincere." Chamberlain's chief argument for the belief that Jesus was a Teuton and not a Jew was that the ideas of Christianity were wholly consistent with those of the Teutonic peoples and inconsistent with those of the Jews.

One of Chamberlain's persistent sub-themes is anti-Semitism. He observed the Jews were "quite stunted" in their religious perceptions, a moral defect similar to physical defects which Darwin had observed among plants and animals. He says that German children, when a Jew suddenly comes into the room, will cry out because they would realize instinctively that he was a sinister alien. Yet Chamberlain insisted that he was not anti-Semitic because he did not advocate persecution.

Chamberlain's most famous racist work was the two-volume Foundations of the Nineteenth Century, published in Germany in 1899. By 1910, it had gone through eight editions in German and had sold sixty thousand copies. Wilhelm

II described it his favorite book" and let it be known that he was reading it aloud to his sons. He had free copies distributed to officers of the German army, to the foreign diplomatic corps, and to schools and libraries

In

ineau's Essay on the Inequal-

ity of the Races, in an abbreviated version, was translated and published in this country. In 1911, Chamberlain's Foundations of the Nineteenth Century appeared here in translation. Theodore Roosevelt wrote a review of it and condemned Chamberlain as showing a "violent partiality" and having a "queer vein of the erratic in his temperament." Yet Roosevelt himself shows at least some susceptibility to the fears and hates which Chamberlain strove to arouse.

As early as 1856, a much abbreviated translation of Gobineau's "Essay" had been published in this country as part of the southern campaign to defend slavery, but his idea that intermixture with blacks was necessary for the whites to attain artistic genius was severely criticized. For the American racists during and after World War I, Gobineau was one of the chief sources for anti-immigration arguments. Where Gobineau had deplored the "Gallo-Roman plebeians" of France, the American racists substituted immigrants from eastern and southern Europe.

A book which was destined to serve as a model for many of the great number of racist books and articles which were to follow in the United States appeared in December, 1916, it was The Passing of the Great Race by Madison Grant. "No one would have believed that twenty or thirty thousand copies of a book on racial descent and racial characteristics throughout the world would have been purchased and read in the United States," stated Charles Stewart Davison.

Madison Grant believed that the superior races in the United States were in danger of being overwhelmed by inferior immigrants. For twenty-five years Grant was a vice-president of the Immigration Restriction League. His purpose in writing The Passing of the Great Race was to alert Americans to the danger of the nation losing its essentially "Nordic" racial character, a loss which he was certain could only be followed by the decline and ultimate extinction of its civilization.

All the men mentioned so far had relatively restricted audiences. Although it had sold well for a book on a professedly scientific subject and garnered the attention of influential people, even Madison Grant's The Passing of the Great Race did not have mass appeal. It was almost inevitable that someone would arise who would make the new "truths" of science concerning race available to great numbers of people. There were, in fact, a number of candidates for the honor: books and articles expounding the transcendent importance of race as a key to civilization poured from the presses in the 1920's. But the palm among the writers should go to Dr. Theodore Lothrop Stoddard. As much as any single person, he alarmed the nation over the perils of

Stoddard (1883-1950) was a member of an old New England family. His father, John Stoddard, was well known around the turn of the century for his popular series of illustrated travelogues, published as Stoddard's Lectures.

Lothrop Stoddard graduated from the Harvard Law School in 1908, but he practiced law for less than a year. He returned to Harvard, where he received the M.A. degree in 1910 and the Ph.D. in 1914. His doctoral thesis was a study of the revolt of blacks against the French colonists in San Domingo in the late eighteenth and early nineteenth centuries, in which large numbers of white colonists were killed and a black state was set up. Lothrop Stoddard tells us that about 1910 he "became convinced that the key-note of the twentieth century world politics would be the relations between the primary races of mankind."

Stoddard's central theme was that

see ETHNIC NOTES next page

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## PEN ON FIRE

It was El Hajj Malik El Shabazz, a.k.a. Malcolm X, who said, "When you occupy a position of responsibility, never accept images that have been created for you by someone else. It is better to form the habit of learning how to see things for yourself, listen to things for yourself, and think for yourself; then you are in a better position to judge for yourself."

Although he was not speaking to journalists, his message is a good one for journalists to heed. That insightful declaration, is worthy of more than a casual comment. It is imperative that journalists stop looking for the easy way out.

You knew when you made the decision to become a journalist, there would be several requirements that must be fulfilled. Now if you don't like to read, you're in trouble and,

#### ETHNIC NOTES from previous page

from previous page

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

The hatred unleashed by World War I inevitably found expression in the exacerbation of racial tensions in this country. In the early years of the 20th century, great numbers of immigrants from southern and eastern Europe passed through our ports. In the South, blacks began to grow restive under the restrictions placed upon them. Many of them expressed their dissatisfaction by "voting with their feet" and migrating to the North. In 1900, 90 percent or more of blacks fived in the southern states, but now they were moving to the North in increasing numbers. The war greatly accelerated this movement, as new industrial jobs opened up in the North. Immigrants and blacks were available at cheaper wages and it inevitably caused them to be resented by working class members of the older ethnic groups. That they were potential voters was enough to alarm the middle and upper classes among the white citizens who did not yet suffer from direct economic competition.

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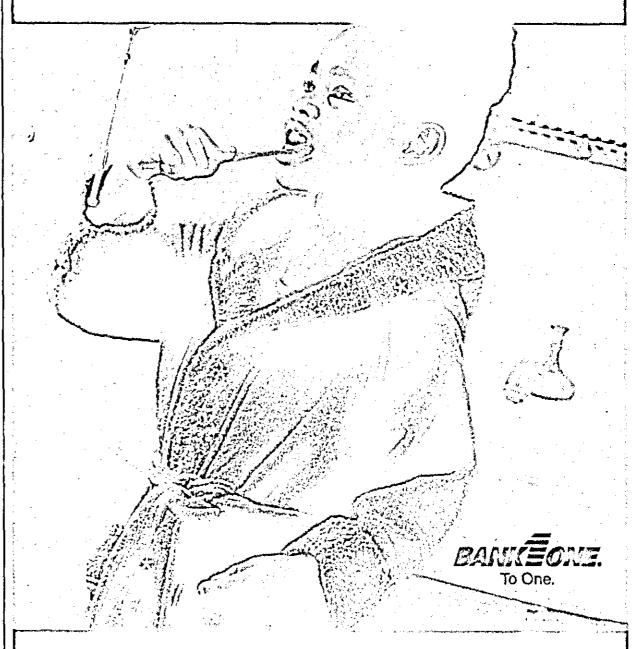
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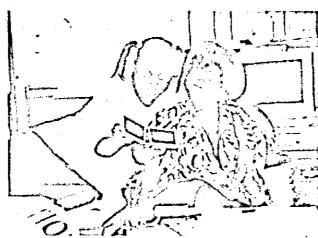
## Homeschooling: Is it a viable alternative?

#### By Gina Weldon

In the past, when a person heard the term "homeschooling," they would frequently envision a 60s-type hippie couple educating their own children while living in a commune as an act of rebellion against the "establishment." Today, however, homeschooling, or "unschooling" as some refer to the practice, is rapidly growing across the country as an alternative to public school education for a variety of reasons. Even in the African American community, homeschooling is being considered by many, and practiced by some, as a method to have more input and control in their children's educational, social, and family life. However, as many school systems become increasingly African American and Hispanic in make-up and control, is this really a viable alternative for African Americans? Should homeschooling be the solution to the political and educational struggles many African Americans face in public school education? Questions such as these are becoming more and more prevalent as homeschooling becomes more pronounced and acceptable throughout the country in every community.

Historically, the homeschooling movement has enjoyed two previous eras of popularity in the U.S.: First, up until the 1840s, when the public school movement began, and then again right after the Civil War. The modern resurgence of homeschooling began in the 60s when many people began to feel that the schools were out of touch with community, and even business, needs...that the schools were tools of the "establishment," created to discourage free thinking. John Holt, one of the pioneers of modern homeschooling, wrote Teach Your Own in the 70s, which fueled the movement to those who had already or were beginning to lose faith in public education. Mike McHugh, Director of Satellite Programs at Liberty Christian Academy outside Chicago, says that removal of prayer from the schools added another stream of disillusioned people to homeschooling. McHugh says that "when the courts created such a high wall between our values and what was being taught in the schools, many people began saying 'you can count me out'." Therese Palmer, an African American parent in Rockwall, Texas, who currently homeschools her 7year-old son, feels similarly. "As an active participant in civil rights," says Palmer," I was appalled at what the children were learning outside the curriculum, like racism and sexism, so unschooling was our way of controlling some of that."

Donna Nichols-White is an African American homeschooling parent who is also the editor of *The Drinking Gourd: A Multicultural Home Education Magazine*. She believes that it is difficult to convince African Americans that homeschooling



Parent and child take a break during homeschooling session.

is a viable option for their children. In an article from *Growing Without Schooling*, Nichols-White states, "Historically, black people had to fight to get into the schools, so the idea of removing themselves voluntarily from a system they fought so hard to get into is a bit foreign. Many people are still very much influenced by Brown v. Board of Education, where the emphasis is on trying to get an equal education. So the choice *not* to go to school is a very different one."

Some African American parents have made that choice, however. Gail Gray, an African American mother of five who lives in Prince George's County in Maryland, just outside Washington, DC, has homeschooled for the past 15 years. When her first child, Andrew, now 15, became school-aged, she wanted to give him a Christian education. So after meeting some homeschoolers at her church, she researched the issue. "I found a lot of resource materials, including Mary Pride's Big Book of Home Learning, and I also spoke with a group that would oversee my curriculum and would advise me what forms were necessary to fill out with the state." Gray went on to homeschool her other four children, saying the children preferred staying at home with her and the family. Therese Palmer, the Rockwall parent, joined a homeschooling support group when her son was only two years old, so that she could learn about the concept and practice before her son reached school age. She came to believe that the best education was a home-based education that was childoriented, where the child could learn according to their own interests. Says Palmer, "In homeschooling, the child learns to love learning...it becomes a natural part of daily living. There are no bells or schedules, no overcrowded situations, and the learning is more like tutoring, and is therefore more effective." One special benefit, says Palmer, is that learning becomes a lifelong process where children learn how to learn and how to get what they need.

Just as Gail Gray sought the advice and support of an organized group to

assist her in her homeschooling efforts, Therese Palmer also belongs to several homeschooling support groups locally. The North Texas Self Schoolers is an informal group, while the Home Education Area Resource (The HEAR Group) is a more structured Christian homeschooling group. Mike McHugh of the Liberty Christian Academy stresses, however, that homeschooling is still a strong independent move-

ment. "For every parent who is tied into a structured

organization which oversees curriculum. testing, and record-keeping, there is a person at home just teaching their children." Palmer is not aware of any African-American support groups in the North Texas area, but acknowledges that support and communication between homeschooling parents is important. Nichols-White states as well that "as a community, African Americans have never been encouraged to be independent (educationally) or even run our own businesses." This appears to be a result of the fight to get into the public school system. Before we were included in the 'mainstream," we had to be educationally independent and run our own businesses because we were excluded from anything else. Since our "inclusion," the focus seems to be "Get a good education (through the system) and get a good job." However, the questions are, How good is public education, and Does it guarantee a good job?

In Texas there are no laws regarding homeschooling. Jim Davis of the Texas

Education Agency's Department of School-Community Support says that the state does not regulate homeschooling. Independent homeschoolers fall into the category of private schools and can issue their own diplomas. This leaves parents free to educate their children as they see fit. McHugh states that homeschooling is not for every family, but a lot of people have chosen it as an alternative to fighting with the public school system. Nichols-White adds, "Parents need to realize how much power they have within their own homes. I emphasize independent learning. It is important for our kids to become independent and responsible for their own actions and their own learning. Responsibility for learning is hard to define, but if kids are self-motivated to learn early on, it's hard to introduce it later." Gail Gray and Therese Palmer both believe homeschooling is an effective mechanism for achieving that and the research supports the effectiveness of homeschooling. Rich Shipe of the Home School Legal Defense Association cites a study by Brian Ray of the National Center for Home Education which found that in comparing the achievement tests between homeschooled students and public school students, the homeschooled students achieved 30-37 percentiles better across the board. One example cited was the reading category, where minority homeschooled students scored in the 87th percentile as opposed to the 49th percentile for minority public school students.

Palmer states a great case for African American homeschooling. "Each family should consider homeschooling, especially if your child is suffering in public school. It can be done, even by single parents. All people can do it if they arrange their finances and schedules. It is essential that young children especially not be poisoned at an early age by curriculum, attitudes and public school issues and infighting. They need to develop a stronger sense of self before tackling those things." Gray agrees, saying, "Homeschooling enables a child to be him or herself and gives them time to find out their strengths and develop their interests." Says Palmer, "Homeschooling is an attitude. It's about developing a love for natural learning in daily life."





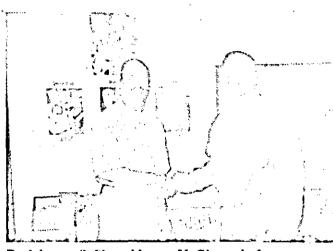
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## Putting an end to the bandaid approach

#### By Kathleen Goolsby

Most men will stumble over the truth and keep going, according to Winston Churchill. Leroy McClure, Jr., Founder and Executive Director of Dallas' FOCUS Centre of Learning, Inc., believes that the truth is "a shockingly large percentage of our African American children cannot read. Because they often appear to be children lacking discipline, the problem is not adequately addressed by our public school system, and they tend to fall through the cracks." But he hasn't ignored the truth and just kept



Rod Jones (left) and Leroy McClure, Jr. focus on creative solutions for the future education of our children.

going. Deeply concerned about the illiteracy and the dropout rate, he turned his back on his computer engineering degree and went back to school to learn to teach children how to read. Educators know that a child's reading ability is the most important key to achieving success in school. McClure believes our public schools "just put bandaids on problems that really require major surgery." He views the illiteracy problem as "an urgency-a crisis-needing as much attention as cancer research. Not until we change this," he adds, "can we make a difference in the African American community."

Before the Civil War, it was illegal to teach slaves to read; illiteracy continued afterwards because their sharecropper work often kept them from completing school. McClure evidences the fact that little progress has come about since then, explaining that many of the African American fifth and sixth graders with whom he works do not know what a vowel or consonant is; and children in grades two through four do not know there are 26 letters in the alphabet, nor can they accurately read simple one-syllable words. Yet many of these same children love to learn. He adds that 90 percent of African Americans in our penal system have an above-average I.Q.; yet they cannot read and dropped out of school. The school system usually just transfers non-reading children to a "remedial" reading class—which is really the regular reading program at a smaller, slower dose. Being sent to remedial classes lowers their self esteem. Even worse, little or no attention is given to the reasons why the children cannot read.

The readiness and ability of African American children to achieve in school is *different*—not deficient. A child with a learning difference has an average or

above-average I.Q. but also has a major difference between the I.Q. and the actual achievement. They often come from homes lacking books and an environment where reading is encouraged by the example of the parents. Most detrimental of all, many parents still speak a nonstandard English dialect in their homes. Children need to learn proper word sounds, new words, and more more elaborate speech patterns every day in order to perform

as the schools demand.

Dyslexia, a major learning difference that affects thousands of poor, inner-city children, unfortunately is seldom diagnosed among African American children. McClure says this is because \$700-\$1,200 tests are necessary for the diagnosis; and a positive finding will result in the need for therapy for the child at the rate of \$30 to \$50 per hour. Many African Americans mistakenly think dyslexics are lazy and slow; many parents are in denial that their children could have such a hereditary condition. In reality, dyslexics are extremely talented. They can perceive things from more than one dimension and are extremely creative. Einstein, Leonardo DaVinci, Walt Disney, Whoopi Goldberg, Danny Glover, Greg Louganis, Cher, Bruce Jenner, Thomas Edison and Alexander Graham Bell are among the world's talented dyslexics. However, dyslexia becomes a liability when it comes to reading, which is dependent on an analysis of speech sounds and on remembering a series of letters. Dyslexics often see letters as if they were floating in space; they see words backward, upside down, and reassembled dozens of ways.

As the only African American male

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Minority Opportunity News

Certified Academic Language Therapist in the state of Texas, McClure created FOCUS Centre of Learning, Inc., a 501(c)(3) non-profit agency, to serve as a support program for any student who suffers from learning differences or who is at risk of failure. He and his wife, Yvette (who also gave up her former career in order to help African American children learn to read) work one-on-one with students on a private consultative basis, as well as in the public schools. "In two years of regular sessions," McClure says, we can bring a non-reader up to fifth-or sixth-grade reading levels." With a third year in the program, they can be brought to a mid-seventh grade level and also increase comprehension. "But I first have to take them back to the basics and build a foundation," he explains. "We also change their self esteem and attitude. We're small, but the Lord is using us in a mighty way!"

With many success stories from students in private schools in the past nine years, he is now particularly focused on the children in Oak Cliff and South Dallas. Funds have been provided to FOCUS by The Hillcrest Foundation (\$20,000) and by Rod Jones (\$15,000), a cornerback for the National Football League Cincinnati Bengals. In addition, the Centre was awarded a grant from the state of Texas to provide outreach reading therapy services to youth and parents in Dallas' highest crime zip code: 75216. A former All-America who competed in a semi-pro basketball league, he also conducts youth basketball clinics, where he emphasizes discipline, goals, accountability and character, rather than competition.

It is important that FOCUS, an outside agency, work with the schools because, as McClure points out, "Our schools are too regimented with rules and regulations. For example, once a school recognizes a child has a reading problem, it takes two years for a full evaluation or assessment. By that time, three years of remedying the problem could have taken place. We really have to get to these children by the first grade in order to prepare them to take the standardized tests given in third grade."

"Many white children," McClure says, "are being helped simply because their parents know their rights and exercise them, whereas black parents seldom do." He generously donates his time and services to help black parents learn their rights as to qualifying for special services for "learning disabilities" or differences (such as books on tape or a child being permitted to take an untimed test). For more information, contact Leroy or Yvette. McClure at FOCUS Centre of Learning, Inc. at 1701 N. Greenville, Suite 1005, Richardson (972-664-1010).

Former slave Frederick Douglass said, "African Americans are not free until we are able to read." Black college graduates in every field of study are now in great demand...we must inspire and teach our children the basic skills of reading so that they will be successful in any endeavor.

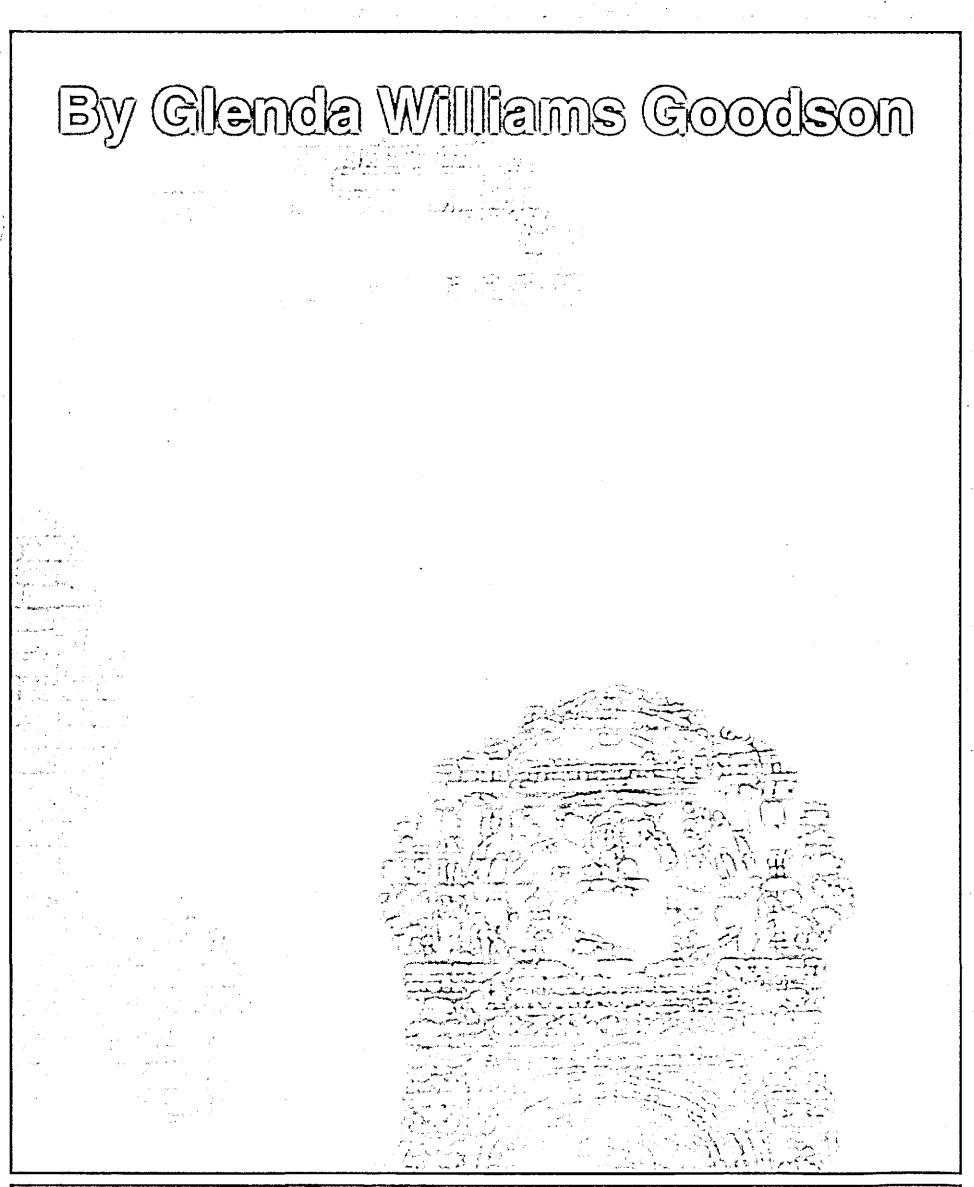
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Life in the

roduct driven. Excellence. Accountability. Business acumen. What do those words have to do with the familiar scripture, "I went to the potter's house...and the vessel he made was marred..so he made it again" (Jeremiah 18:3-4)? Plenty, says Bishop T.D. Jakes, speaking of the multi-million dollar dynasty located in Southwest Oak Cliff. The words ring true and more and more churches and their leaders are embracing a "wholistic" approach to servanthood. And Bishop T.D. Jakes is delivering his brand of Christianity in an environment of transculturalism and diversity, coupled

with a foundation of economic maturity, through his national T.D. Jakes Ministries. Most people love to complain about things they do not know much of and ministry is no exception. In a surprisingly open, relaxed interview with Bishop T.D. Jakes and other key TDJM officials over the course of a week, *MON* took a look at many aspects of the "new kid on the block" and found answers to some questions that may have been raised by the citizens of Dallas/Forth Worth.

One recent, bright Sunday morning, the cars of both loyal followers as well as the curious stretched a mile long, snaking down Spur 408. Up the hill, The Potter's House campus, which houses the ministry headquarters and local church, sits majestically, as adherents line up for the 8:00 a.m. service. After a 30-minute wait to enter the parking lot, another line awaits the audience before they are seated. Inside the teal and cream sanctuary two wide screens are mounted on the north and south walls so that the 2,000-3,000 multiracial audience can get a better look at the action on stage.

When the self-described "Apostle of Pain" began his search for an appropriate name, he knew he wanted to convey a sense of sanctuary. "I thought about the City of Refuge in the Bible where individuals could find respite. I also considered the name Adullam Ministries, referring to when David hid in the cave at Adullam, but rejected it because some people outside of Christendom wouldn't understand it. I chose the name The Potter's House because everyone can understand that we're all just clay." Today the faces are eager the namesake church. The service is high-spirited and Jakes, wearing a tan suit, seems to have lost 100 pounds. He roars in his trademark baritone and urges the membership to run to and deal with their pain instead of running away from it.

Carol Cherinch came to The Potter's House last July, a young woman running away from trouble. You cannot tell that the perky outreach ministry worker was once homeless herself. "Last July I was homeless. As a matter of fact, when I first visited The Potter's House, I was homeless and staying at the Salvation Army."

After a friend in California stole her baby in a welfare scam, the twenty-something young woman plotted revenge. Carol headed for Texas, but not before getting her baby back and stealing her friend's brand new Mustang convertible and heading for Texas. "Revenge was the only thing on my mind. My intentions were to take it to a chop shop with the help of a friend but one week after I got to Texas, I was caught with the car and arrested." She already had a warrant for credit card fraud in El Paso and was transferred to the El Paso jail. By this time her daughter was placed in the custody of Child Protective Services. "I had met a girl in that jail who prayed with me. ELUS House

When I got out I called her up and headed back to Dallas." A friend also living at the Salvation Army had visited The Potter's House and told her about Jakes and the ministry. "I wasn't used to the Pentecostal type services but I had asked God to help me to find a good church to go to. After I got my daughter back we joined the church." Through the Raven's ministry to the homeless Cherinch loves getting the word out to the homeless that there is a better way to live.

Bishop Jakes says that his Dallas saga began when the Lord led the national evangelist/pastor (he doesn't like the term televangelist) to relocate. The move touched off wide speculation among religious leaders and laity. "I was just as surprised as anyone and had to make sure I heard right," he laughed. "I had to (pray and) ask God about the decision." He had fallen in love with Dallas, and the centrality of the airport was good for what he styles his reconstructive ministry. Says Jakes: "It was a strategic decision in terms of the D/FW Airport and the availability of this facility."

Strategic is a word one constantly hears at The Potter's House. Bishop Jakes and his staff unveiled aggressive plans for their latest ministry arm, coined "Transformation Ministries." TM is a licensed facility designed to meet the needs of recovering drug abusers. The auxiliary facility, NEH Anon, will counsel families of drug abusers. Jakes sees this as the hallmark of his ministry, helping hurting people. Never one to be "offended by another's brokenness," he says that the Grand Prairie building was purchased and is being renovated to provide a state-of-the-art haven for former gang members and others in need of assistance to get to the next level.

Bishop Jakes strives for balance in his life and for those touched by the ministry. "Of the 7,500 members on the roll, 40 percent are male. We have a Bible class for men that is 600 strong...and also have a 200-voice men's choir," he says with a smile. He is intense as his words draw you into the aura of his belief in the saving grace of Jesus Christ. "A key is to beef up the presence of men in the home and churches. " [The ministry] is focusing on healing and restoring male leadership. Slavery made...black society matriarchal...families were destroyed. Our women are very strong and intuitively successful. But L...want the black man to lift some of the burden from our women." Many young men view Jakes as a father figure. "They come in flashing their signs and wearing their weird haircuts, but we just accept them and love them and try to offer solutions."

For the hundreds coming to Christ through the Southwest Oak Cliff ministry (200 joined after a play sponsored by Mrs. Sarita "Lady" Jakes, the bishop's elegant yet hard-working wife), the ministry offers a multifaceted approach to solutions. Bishop Jakes leans forward and counts off some of the church's ministries.

"The Lord has blessed us. We have GED classes; computer labs; a tutorial program; classes facilitated by professional members on how to build and use credit wisely; classes for former welfare mothers, coaching them into re-entering mainstream society; Operation Rahab (for former prostitutes); and Raven's Refuge, where the church buses the homeless in weekly to bathe, change clothes and feed them." They even have licensed beauticians and barbers on site to serve if needed. While they are not forced to come to service, Bishop Jakes feels that most problems that face the

See POTTER on page 20

#### POTTER from page 19

homeless are ultimately spiritual problems and offers them counseling services and an invitation to accept Christ.

A vital part of the church's efforts is dedicated to young men. They come to the church raw and full of energy after being persuaded to come off the street. Bishop Jakes offers them solutions. "I tell them, the same skill sets you've used to run dope or other illegal activity, use that intelligence to run your own business." The ministry puts its money where its mouth is. The board of directors ensures that spending is held steady, costs are reviewed and resources are committed to this course of action.

The church's ministry to the deaf began as vintage Jakism. One Fort Worth church closed its doors because the pastor moved on, leaving the 60 or so deaf members withno place to go. When Bishop Jakes found out, the ministry made a conscious decision to invest in the lives of those members and found mentors to help these latest additions to the congregation. Now the deaf from across the metroplex make their way to The Potters House.

Through Carolyn West, one of the church's interpreters, *MON* spoke with Debra Armstrong, a 26-year-old beauty who has been deaf since birth. "I came to the church through a friend, Marsha Green, who invited me. I was already a Christian, but I was interested in the deaf choir." The choir has 20 members and according to West, they are equipping the deaf to go out and minister to others who are home.

With the exponential growth to over 7,000 members in one year, Bishop Jakes believes in power-sharing and practices decentralization in pastoral ministry. Since relocating to Dallas in 1996, 200 ministers (20 are Hispanic) have joined the ranks or have been trained and licensed. Tim Anderson, the church's youth minister, is a good example of Jakes allowing those appointed to take ownership of their assigned tasks. Under Anderson's initiative a summer day camp has grown to caring for an estimated 100 youths, ages six to fifteen, as a way to prevent them from being latch-key kids. The boys and girls hike, fish and play basketball. The camp is provided at no charge to both members and nonmembers.

The ministry can invest and maintain ministries such as the day camp because, according to Marketing Director Paul Jones, "the ministry is product driven. Jones is typical of T.D. Jakes ministry employees, many of whom came from corporate America. Educated and savvy, they take a bottom line approach to both the saving of souls and taking care of business. "When I say we are product driven, I mean that we are somewhat unique in that we have an intellectual property that we market which allows us to use proceeds to seed back into other works for the kingdom of God."

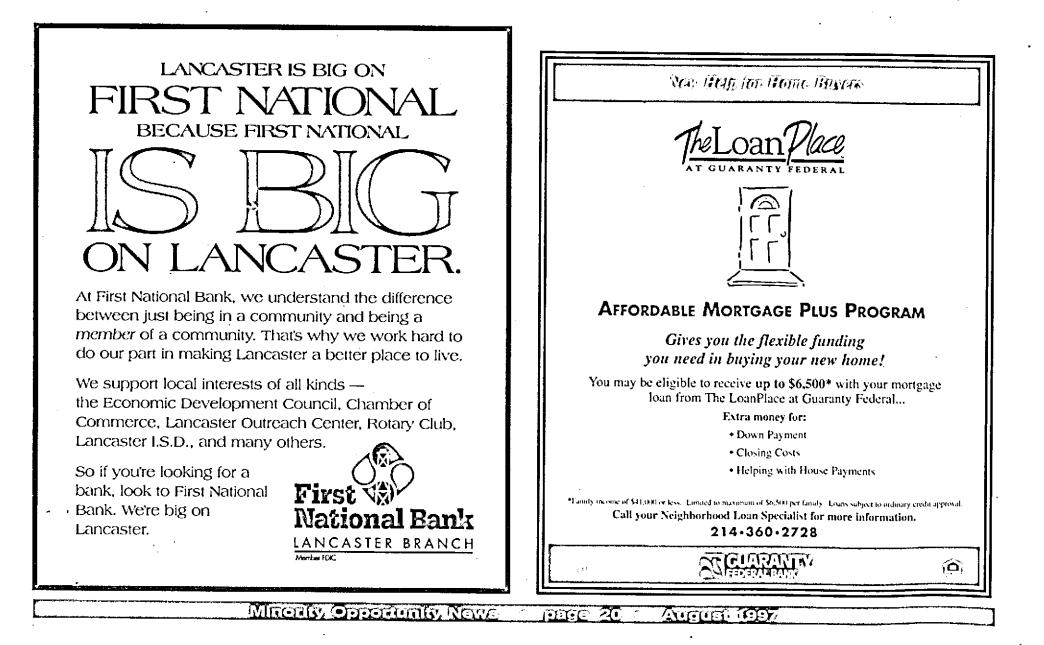
The ministry attracts major religious leaders and others from all over the country and all persons of good will are welcomed. On a recent Sunday four busloads of church members from as far away as Louisiana came to visit. The ministry helps them find affordable hotel accommodations and the resource guide points them to area restaurants. "Our presence in the city has a major impact on the local economy...we're talking about millions of dollars for hotels and other facilities when we host major conferences," states Jakes.

Christian books, especially by people of color, are also enjoying a rebound and the Jakes ministry is again on the vanguard. This is an economic reality that other churches would do well to emulate. "Bishop Jakes is the author of 14 books, five which have been on the...Christian bestseller lists for over a year," explains Marketing Director Jones. In addition to the marketing and promotional efforts of his publishers (Destiny Images published the aston-



The driving force behind The Potter's House: Bishop T.D. Jakes

ishing mega-hit Woman Thou Art Loosed), the 8,000-10,000-store-strong CBA Marketing Association, as well as major book retailers such as Barnes and Nobles, have helped Jakes to take the literary world by storm. "Another thing that we have particular pride in," says Jones, "is that the marketing of the videos to places such as Joshua's, Baptist Bookstores, mom and pop bookstores and the independent African American bookstores, has been phenomenal." Some of the smaller



African American bookstores report that when sales are slow, the Jakes' books help them to stay afloat.

Jakes, in his role as business titan, leaves nothing to chance. In a sweep to "prosper where the Lord has placed him," the ministry's contact number, 1-800 BISHOP-2, is periodically flashed across the screen during telecasts of worship services. When you just have to purchase the latest book or tape, your call rings into a phone fulfillment house located in an off-site suite of offices. "We employ quite a few church members and our phone fulfillment house and The Potter's House Marketing Center and Sales Department is another means (of assisting those in nced.)," says Jones.

"Bishop Jakes' heart is outreach," declares Lynda Dearman, public relations director for the ministry. "People begin to gather for Wednesday night Bible study at 6:00 p.m. and we usually wind up with 3,500-4,000 attendees, yet he believes in good stewardship and economic prowess."

T.D. Jakes Ministries is big business. They receive calls from chambers of commerce, mayors and others who hear that the ministry is coming to town. Church officials estimate a financial impact of \$3-\$8 million when the ministry enters a city for a crusade.

The outreach phenomenon is espe-



Bishop T.D. Jakes and his wife, Sarita.

cially strong in the inner city. With the minority population of Dallas hovering at almost 500,000 people, there are many opportunities for a message of both Christian testimony and economic witness that blacks can effectuate into positive change in areas neglected by the mainstream. Jakes feels that it is time for African American pastors to take their place alongside other men to effectuate change. But his ministry is racially diverse. "We are excited about how the Lord has blessed us," explains Jakes. "We offer bilingual services and will host the Hispanic Conference '97." Bishop Jakes believes that the black man has been called to the fore at this time. "What this ministry has become was a shock to me. When I started talking about dealing with pain and hurt and all the things I deal with, I expected the church to boo me off the stage. I did not realize how widespread the sense of us ignoring what really bothers us from generation to generation."

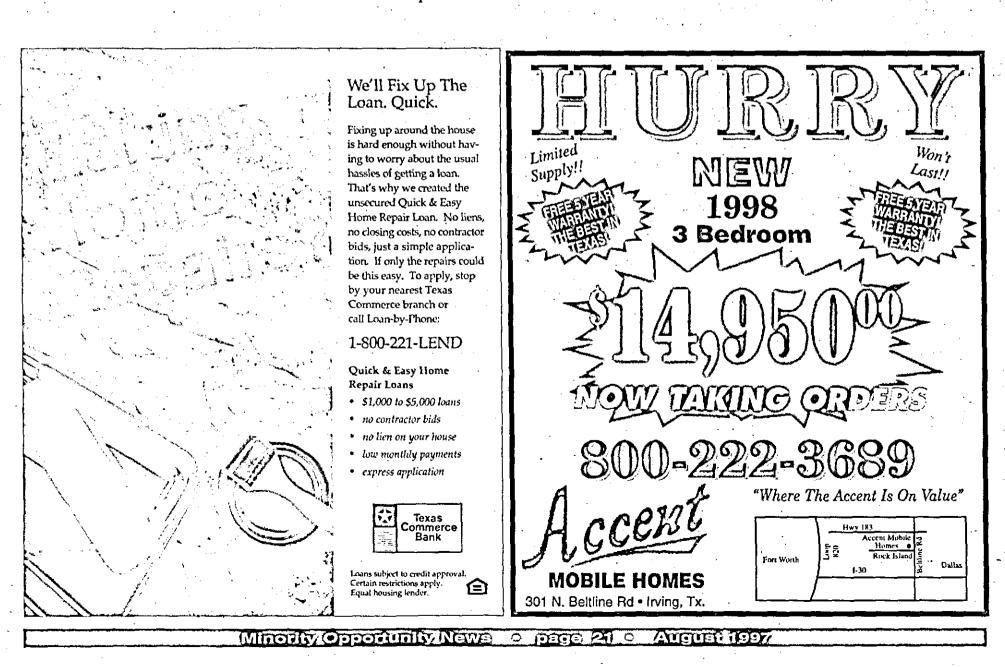
A relocation by a national ministry, especially a potentially lucrative one, is bound to raise doubts and draw ire. T.D. Jakes Ministries is no exception. Some wary local pastors have been skeptical and question whether Bishop Jakes has a hidden agenda, while a few members report that other pastors have gone so far as to castigate the Jakes phenomenon from their pulpits. Ms. Dearman says that "what is happening here is beyond personality...it is dispensational." Other members of The Potter's House polled say that the church is open and has nothing to hide.

Since coming to Dallas, Jakes has met some of the local religious leaders and, for the most part, found a hospitable climate. Many lay members say that internecine wars among religious leaders are cumbersome and the time has come to abolish them to make way for a solid front for fighting off greater evils that threaten black people. "I'm not at war or at odds with any pastor," says Jakes. "I've taken part in praying for the city with the other ministers at City Hall and want to become more involved. I tell the members many Sundays that this is not the only church...and that there are many good ministries in this area. I'm just doing (what I believe) God has given me to do. We are here to encourage, assist and pray."

On this Sunday at the church there has been controlled pandemonium. Seekers at the altar are prayed for by a group of ministry workers. They are men and women, young and old, black, Hispanic and white. Some are dressed in sharp, designer clothes and others in jeans or (ladies in) pant suits. Bishop Jakes watches over them and offers corporate prayer. Suddenly he leaves the platform and makes his way through the crowd. He finds a young man and lays his hand on his forehead and prays for him. "Everybody pray for this young man," the Bishop instructs the audience. He moves to another groups of 30 or so who have come up to join the church and talks softly to them. The audience claps their acceptance. To be sure, many in this audience will be helped by both the spiritual and economic assistance of T.D. Jakes Ministries.

This session is over.

MON





## **Around Town**

#### August 1

Take Charge Of Your Life! The New Vision Program at Tri-City Health Centre, 7525 Scyene Road, Dallas, treats adults over the age of 21, who are chemically dependent or suffer debilitating symptoms from the effects of drugs, alcohol, or acute withdrawal. Inpatient, aftercare and chemical dependency education is available. For more information call Ed Birts at 1-800-939-2273 or 214-381-9496

#### \* \* \* \* \*

Pegasus Charter School, 2121 Main St. at Central Expressway, Dallas, is now enrolling students for seventh, eighth and ninth grade The school offers a FREE rigorous liberal arts, math and science education and focuses on helping students learn how to learn. Classes begin August 18 For more information call 214-757-5988

skills with young girls at St. Philip's School Peggy Guinn at 214-767-1327. and Community Center, 1600 Pennsylvania, Dallas. If you can assist weekday mornings or afternoons with basic health services, dispensing medication and giving health information call Judy Clapp at the Volunteer Center, 214-826-6767, ext. 242.

The Dallas Education Center, 1901 Main Street, downtown Dallas offers a wide range of courses towards professional certification/degree programs. For more information call 214-744-6600

#### August 2

The Children of Watoto Shule present the results of their "Historical Journey," 6.00 p.m. at the Carver Center, 210 E. Carver, Garland, Texas. For more information call Evon Bennett, Executive Director, at 214-913-0419.

#### \* \* \* \* \*

The Women's Center of Dallas and the Hispanic Women's Network of Texas-Dallas Chapter invite you to the 9th Annual Emerg- Brighter Tommorrows Women's Resource Jimmy Walker Memorial HBCU Golf Tourmation call 214-821-8388.

#### Be an advocate for victims of family violence. Volunteers are needed to help victims complete applications for protection, distribute information about available resources, examine options and develop safety plans. Training is provided. Clerical help is also needed. For more information call Judy Clapp at the Volunteer Center, 214-826-6767, ext 242.

\* \* \* \* \*

Love, Lust & Lies Relationship Seminar conducted by bestselling author, Michael Baisden, will be held from 7.00 p.m.-10:00 p.m.at the Westin Hotel, Galleria, Dallas, Tickets are more information call T.S. Pepple, Outreach tional church will host its 2nd Annual Back-\$10. For more information call Yvonne Gilliam at 817-424-2680

#### August 4

The Association for the Improvement of Minorities (AIM), will conduct its 28th Annual Business Meeting and Training Seminar August 4-9, 1997 at the Wyndham Anatole Volunteer nurses are needed to share their Hotel in Dallas. For more information call

\* \* \* \* \*

The public is invited to an open house at Pegasus Charter School, 2121 Main St. at Central Expressway, Dallas. Learn more about the school's innovative approach to learning. Pegasus, a free public school, offers a rigorous liberal arts, math and science education and focuses on helping students learn how to learn. Classes begin August 18. For more information call 214-757-5988.

#### August 5

The St. Luke "Community" United Methodist Church Lillie E. Berry Youth Choir will host a back to school praise and worship music workshop, August 5-9 in the church's main sanctuary located at 5710 East R.L. Thornton Freeway (1-30). Registration begins 6:00 p.m. nightly. For more information call Jeff Carson at 214-887-3924.

\* \* \* \* \*

ing Leaders Conference for Women from 8:00 Center and Emergency Shelter sponsors a nament at Cedar Crest Golf Course. Proceeds a.m.-3 00 p.m. at the Cathedral Santuario de support group for survivors of sexual assault benefit Paul Quinn College, Our Brothers 9 at Beckley Saner Park and Recreation Čen-Guadalupe in Downtown Dallas. The confer- and sexual abuse, Tuesday evenings from Keeper-NDUGU, St. Philip's School, Watoto ter in Dallas from 11:00 a.m.-7:00 p.m. Particence is \$3.00 and includes free daycare, con- 6:00 p.m.-7:30 p.m. at the Women's Resource Shule and local high school golf programs. tinental breakfast and lunch. For more infor- Center, 1417 Densman, Grand Prairie. Group For more information call Jeannie Coe at 972meetings this month are scheduled for 395-3369

August 5, 12, 19 and 26. A separate group for male survivors is available. To reach the Cen- S.H.E. Spectrum Inc., a non-profit organizater's 24-hour hotline call 972-262-8383. For tion, is sponsoring a school supply drive, further information call 972-263-0506.

#### \* \* \* \* \*

The Boys and Girls Clubs of Dallas Inc. will join forces with over 20 non-profit organizations for the 1997 Teen Summit. The event begins August 5 at the Sheraton Park Central Hotel, 12720 Merit Drive, Dallas. The following day's events will be held at Skyline Ranch, 1801 E. Wheatland Road, Dallas. For Faith & Power Ministries inter-denomina-Director at 214-821-2950.

#### \* \* \* \* \*

Party, 8000-8100 Leigh Ann Drive, Dallas rom 6:00 p.m.-10:00 p.m. Refreshments will at 214-360-9807. be served. For more information call Billie Anderson, Crime Watch Chairperson at 972-224-0192 or 972-224-1500.

#### August 7

Attend a live taping of the community forum 'Talk Back" hosted by Dallas County Commission John Wiley Price at the Dallas Convention Center Theater Lobby, from 9:00 p.m.-10:00 p.m., August 7, 14, 21 and 28. For more information call the Junior Black Academv of Arts and Letters (IBAAL) at 214-743-2440

#### August 8

The African American Museum, Fair Park, Dallas, presents the exhibition "Johnny Banks: A Texas Folk Artist." For more information call 214-565-9026.

#### August 9

The Dallas Metroplex Council of Black Alumni Associations presents the Third Annual

from 1:00 p.m.-4:00 p.m. at the Thurgood Marshall Recreation Center, 5150 Mark Trail, Dallas. School supplies are needed for prekindergarten and kindergarten students. There will be giveaways for those who sup port this effort. For more information call 214 333-7766

to-School "Gospelympics," 9:00 a.m.-6:00 p.m. at 2120 N. St. Augustine Road, #126, Dallas All youth are invited to the event which will Are you concerned about crime? Then join \_\_include free food and many free activities. For the Leigh Ann National Night Out Block more information call Minister Tracey Sims at 972-682-4970 or Minister Yolanda Sansom

\* \* \* \* \*

The Afro-American Artists Alliance, Inc. will hold auditions for Serious Black Theater: Voices from the Street, from 12:00 noon-4:00 p.m. at the Martin Luther King, Jr. Library meeting room. Participants should be 25 years old or older with some experience and bring a headshot and resume. Actors from all ethnic backgrounds are invited to audition. Musicians should bring a cassette tape and/or an instrument. For more information or to schedule an audition call Charles Hillman at 214-565 0205.3.

\* \* \* \* \*

The public is invited to attend Panafest '97 Pre-Celebration Awards Banquet, August 9 at the Fairmont Hotel in downtown Dallas. Organized under the auspices of the Organization of African Unity (OAU) and the Government of the Republic Ghana, Panafest is a major biennial cultural event dedicated to the development of Africans both at home and the Diaspora. For more information call Sue lackson at 817-355-4750.

#### \* \* \* \* \*

Join the All-African Women's Revolutionary Union in commemorating the 41st anniver sary of the historic march and rally that took place August 9, 1956 in Azania, South Africa. Celebrate Pan-African Women's Day, August ipants can begin assembling for the march at 10:00 a.m. For more information call Awa Diop at 214-368-2517 or Aminata Kouvate at

817-461-3761

\* \* \* \* \*

#### August 10

The public is invited to a performance of orig inal works by the group, New Arts Six, 4:00 p.m. at St. Paul United Methodist Church 1816 Routh, Dallas, For more information call the church at 214-922-0000.

Theatre on the Hill, located in the Corner Theater at Town Center, Pleasant Run and Hampton Roads, DeSoto, Texas is holding auditions for the production of Little Shop c Horrors, 2:00 p.m.-5:00 p.m., Aug 10 and 7:00 p.m.-9:00 p.m., August 11. Roles for two men ages 40-60 and men and women ages 20-30 are available. No appointment is necessary. For more information call 972-291-6383.

#### August 13

\* \* \* \* \*

legal-related matters.

#### August 15

The LOVE CLINIC examines the topic of teen pregnancy from its usual Bible-based, con- 8139 temporary style from 7:30 p.m.-9:30 p.m. at Jubilee United Methodist Church, 301 Frank Keasler Blvd., Duncanville, TX. A panel of teenagers who have been successful in rising above this negative thinking and living will share their stories. The session is free and free child care is provided. For more information contact Dr. Sheron C. Patterson at 972-283-2264

#### \* \* \* \* \*

## "Your Friendly Neighborhood Global Communications Company."



Around Town cont<sup>\*</sup>d

Would you like to purchase a home of your own? Learn how at the Texas Federation of Home Counselors first-time home buyer seminars on August 13 and August 16. Registration includes a confidential review of the potential home buyer's credit file with a certified counselor. To register or for more information call Ed Harris at 214-421-8342.

It you have legal questions, get answers through the Dallas Bar Association's LegalLine from 5:00 p.m.-9:00 p.m. August 13 and August 20. Just call 214-969-7066 on these days and volunteer attorneys will answer questions and provide resources for most

Ken Carter's "Unique Cards," 2646 Parkside \* \* \* \* \* Drive, Grand Prairie, Texas 75052-4613 is seeking 50-100 area students for employment opportunities from September 15 - November

15. 1997. Please send inquiries to the afore- tures the legendary O'Jays and local comedi- ment, kid's activities and keeper talks. For mentioned address

#### August 16

The Suga Shack invites you to experience the essence of soul stirring, mind boggling, body wrenching creative energy, from 10:00 p.m. until energy meets exhaustion at Dread N Irie's, 2807 Commerce Street, Dallas, For more information call 214-388-7265 or 817 467-6911

#### August 18

Dallas Mayor Ron Kirk will be the featured August 24 speaker at the August 18 meeting of the National Association of Women Business Owners Dallas/Fort Worth chapter, 11:30 a.m. at the Omni Park West Hotel, 1.BI Freeway and Luna Road, Dallas. The meeting is open to the public but reservations are required by August 13. For more information or to RSVP call 214-428-7475

#### August 19

The public is invited to attend Texas Instruments' 5th Annual Procurement Open House for Minority and Women Owned Businesses from 5:30 p.m.-7:30 p.m. at the Science Place/TI Founders IMAX, Fair Park, Dallas. Please RSVP by August 8 to 972-997-2656.

#### August 21

tion of Black Social Workers, Inc. host their 8822. monthly meetings, 7:00 p.m. on the third Thursday of each month at the Center for ommunity Cooperation, 2900 Live Oak, Dallas For more information call 214-38

#### August 23

& Family Day" from 12:00 noon-5:00 p.m. 3210. Activities include silk-screening, quiltmaking, creative writing and storytelling. For more information call 214-565-9026, ext. 304.

The Dallas Urban League presents Gala '97, at the Great Hall of the Apparel Mart, 2300 Stemmons Freeway, Dallas. The event fea- habitat. The event will feature live entertain-

an Shuckey Duckey. A reception begins at more information call 214-670-5656. 6:30 p.m followed by dinner and the program at 7:30 p.m. Tickets are \$75 each. For tickets or for more information call 214-528-8038.

#### \* \* \* \* \*

Learn about the best fall perennials for this area, home composting and pruning trees at the Fort Worth Water Department's Yard Smart Seminar at the Fort Worth Botanical Garden Center's Lecture Hall. Registration begins 8:15 a.m. on the day of the event. The first of three hour-long sessions begins at 9:00 a.m. For more information call the Water Department at 817-871-8220.

Plan to attend the National Association of African American Chambers of Commerce Ninth Annual Convention, August 24-27 at the Omni San Antonio Hotel, San Antonio, Texas. Business owners and entrepreneurs will join NAAACC members to network. share information and learn to build stronger businesses. For more information call Rose Gafford at 214-871-3060.

#### August 25

The Irving Branch of the NAACP holds their general meeting 7:00 p.m., the last Monday of each month at the Shadygrove CME Church, 3537 W. Gilbert Rd., Grand Prairie, Texas. The branch is also recruiting for membership in their local Youth Council. For more information call Reginald Titus, President; Vicki Goodnight, Press and Publicity chair; The Dallas Chapter of the National Associa- or Lori Owens, Branch Secretary at 972-888-

#### August 30

The National Council of Negro Women is sponsoring the Black Family Reunion Celebration, August 30-31 at City Hall Plaza, downtown Dallas. The event will feature seminars, exhibits, health screenings and The African American Museum, Fair Park, more, For more information call Valerie Bal-Dallas, presents a "Back To School Jamboree - lard, Focus Communications, at 214-630-

\* \* \* \* \*

Don't miss the grand opening of the Kimberly-Clark Chimpanzee Forest at the Dallas Zoo. I-35E at Marsalis Ave. The zoo's troop of eight chimpanzees will move from their 1960-era cages to an outdoor, naturalistic

#### August 31

Tiara One Productions presents the Ms. Petite Dallas and the Miss Petite Teen Dallas Pageant at the Holiday Inn-DFW North. This event is the official preliminary to the state competition. Tickets are \$13 per person. For more information call 972-228-2815

#### September 1

Today is the deadline to register for the "Diversity-The Focus, a diversity workshop presented by Jidera Communications Local and national business leaders will meet at the Center for Nonprofit Management, 2900 Live Oak Street, Dallas, and give proven techniques for working and living in a diverse register or for more information call 214-467

#### September 6

The Plano Community Forum (PFC) invites you to its 15th Annual Awards Banquet, 6:30 p.m. at the Plano Civic Center, Plano, Texas The event also features a silent auction a high energy fashion show and an awards presentation. Tickets are \$40 per person and proceeds from the event benefit the Martin Luther King, Jr. Scholarship Fund. For tickets or more information call 972-618-5416

#### September 8

INROADS Dallas/Fort Worth Alumni Association presents the Third Annual INROADS Scholarship Golf Tournament at Riverchase Golf Club in Coppell, Texas. For more information contact Angela Williams at 972-273-3613.

#### 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 mon

"We went to the store for sour cream and to check our numbers. We never did get the sour cream."

> Prize: \$4,823,749.44\*

Winning Numbers: 1 6 29 37 38 50

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Their System: "I picked the first and last number, the age of my sons, how long we've been married and the number of grandkids."

First Purchase: "I bought a tiller."

What She Did With Her Ticket: "I signed it immediately and took it home and put it in a scaled plastic bag."

\*Paid over 20 years.

"I saw that all six numbers matched, and I just went to dancing."



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OVER 200 MILLIONAIRES AND STILL COUNTING

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#### - MONTIbrary/Jechilalia

Book Review by Angela Washington-Blair

## The Color of Racism

By Samuel B. Pearson, III Transformax International/\$12.95

"We're a winner, and never let anybody say, 'boy you can't make it cause a feeble mind is in your way'...and we're moving on up."

No, that isn't some classic quote from the great tomes of philosophy and literature. And while it may not be grammatically correct, it is meaningful nonetheless. It's a line from a Curtis Mayfield song that was recorded when he led the singing group The Impressions in 1967. It's a song of my era—the baby boom era—and it still holds true foday: We're a winner!

I guess it would be safe to say that black folks fall into two camps: Those who say because of racism we're victims, and those who say that in spite of racism, in spite of inequalities, we're a winner.

Sam B. Pearson, III is of that winner camp, He has penned a book called *The* 

### Call a doctor. My computer is sick!!!!!!

#### Tech Talk by Detrick DeBurr

If you have used a computer for any length of time you have at one time or another heard about these dreaded programs called viruses. It is not odd to suspect a virus when strange things start happening with your computer. We hope to take some of the mystery out of viruses to determine exactly what is a computer virus.

Let us start by dealing with some of the misinformation surrounding viruses. Most of the viruses in existence today do not do any real damage to your computer. However, they can be get pretty annoying, to say the least. Most viruses simply display a message saying "gotcha" or some funky message pops up on your monitor screen to let you know you are a victim. Although amusing, these programs are still unwanted by the user making them a nuisance. For example, the Wazzu virus would randomly put the word Wazzu throughout documents as you are printing them. Your computer is fine, but your nerves may not be able to take it.

Color of Racism: Understanding and Overcoming Discrimination. (Transformax International, \$12.95). This book was written because Pearson, with degrees in Nautical Science and Maritime Management, was concerned

effects racism has on African Americans, His book offers solutions to overcoming racism. In fact, the first chapter of the book is "We must overcome racism." (Remember when we used to sing "We Shall Overcome?")

about the negative

At a mere 172 pages, this book gives practical solutions and cheerleadingtype motivation to all who read it. It's tone is positive and upbeat. It gives glimpses of our sad history, while maintaining its "You

hopeful tone. Pearson, a pilot and merchant marine officer, tells us straight off that there is nothing wrong with being black. There is nothing genetically-based about failure being connected to having darker skin. Yes, we may have obstacles and doors that seem closed to us, but those are external factors. In spite of dictionaries that have only negative defini-

By definition, a virus is any program that, once run, can make a copy of itself and then latch onto another program that you might have on your machine. When the good program runs, the rogue program runs too. This process repeats itself. The fact that these programs go through this duplication and attachment process in an uncontrolled manner is where viruses get their bad reputation. Many times these programs have bugs and errors that may cause unintentional damage. Because the writer of the program has no way of keeping up with who has virus detector programs, he has no way of correcting his errors. Now you have a runaway program on the loose. Sooner or later the program runs into a situation that it can not handle and does damage to the machine running it.

Using one of the well-known antivirus software packages goes a long way toward detecting and cleaning up viruses. The key is to choose one that runs at the time your computer shuts down, and at any other time the user chooses. If the anti-virus software requires user intervention only to do its job, it is very possible that you will simply forget to run it.

Another way to avoid a virus is to avoid using diskettes in your computer that have been in several other computers. The virus only has to attach itself to a program on a diskette—then every computer that the diskette runs on is highly

tions for the word black, in spite of hatemongers, in spite of negative media portrayals, blacks have made great strides. It used to be illegal for us to learn to

CISM

read—now it's all open to us. We may not be represented in large numbers, but we are business owners, journalists, politicians, college professors, doctors, lawyers, property owners, world-travelers.

> Pearson's positive tone is infectious. He is a true example of someone who views the glass as halffilled, not half empty. After he tells how slavery affected blacks, and gives the why's of dis

examples of discrimination based on religion and caste), he offers real solutions to overcoming.

"You are the solution," he firmly tells us. We can influence bias in the media. We can stop blaming. We can advance ourselves to become competitive. We can operate to show the world that we can be educated, have good manners, be well groomed. We can support our blackowned businesses. We can love ourselves. We can do for ourselves. We can work and support our families. We can

susceptible to becoming infected. Avoid swapping diskettes and programs with your buddies. It's that simple. Watch where you stick your disks. BBSs, shareware or freeware downloaded from the Internet can also be a way to pickup a computer virus. Before running any program from a BBS or the Internet, as a rule of thumb be sure that you first scan the files for viruses.

Viruses are like many other facts of life. There is always the chance that you could be a victim. However, good "ole" common sense goes a long way toward avoiding these unfortunate occurrences.

Detrick DeBurr is a local computer consultant. E-mail him at Techtalk@mymail.net.

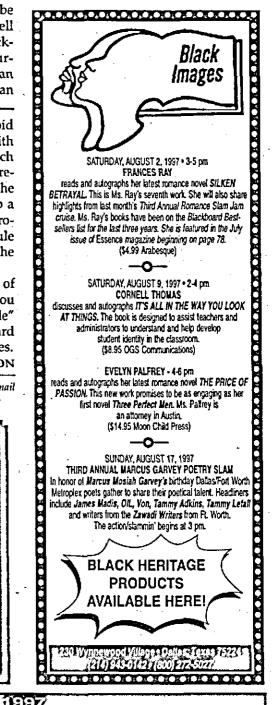
FREE REPORT REVEALS WEALTH ACCUMULATION FOR AFRICAN AMERICANS MADE EASY FOR YOUR FREE COPY CALL -1-800-953-6227 make good decisions. We can be positive role models. We can tell ourselves "I am black, therefore I must succeed," Instead of "I cannot succeed because I am black," states Pearson.

Chapter 11 of the book is entitled, "Information: The key to possibilities." How true I know that as an information professional. Knowledge is power. Pearson is a strong advocate of using libraries to get information on just about anything. Finding a job, getting a scholarship, increasing your income, networking. What a wealth of information your library has. Go to the library and get to know your librarian.

Chapter 12 is "Education: A Real Necessity." In this age of downsizing and automation—education is a must. Pearson gives tips for taking the fear and boredom of getting an education.

I could go on and on. Let me close by saying that this book should especially be read by our youth. This may give them hope and motivate them to be the leaders and winners of tomorrow. Not the victims of tomorrow.

MON



Minority/Opportunity/News c page 25 c August 1997

## George of the Jungle

Perhaps best known for his portrayal of the no-nonsense, leather-adorned detective of the 1970's "Shaft" films, Richard Roundtree now stars with Brendan Fraser in Walt Disney Pictures' live action family comedy, *George of the Jungle*. In the hilarious new movie,



**Richard Roundtree** 

Roundtree plays Kwame, the African guide of an ill-fated and inept safari that treads deep into the forest of the legendary "White Ape" (a.k.a. George of the jungle, played by Fraser).

"Kwame's a leader," Roundtree says of his film character. "I gave him an unusual accent that is a cross between Zimbabwean and Jamaican, sounding like Bob Marley meets Desmond Tutu with this unusual Zim-Jam accent. You can't quite figure out where he comes from, but you know that Kwame is not from New York!"

To his dismay, there was one change he made to the Kwame's character that he sorely wishes he hadn't. With numerous interjections of laughter, he explains about shaving his head for the role." I will never shave my head again! It has been four months and my hair still hasn't grown back! From now on, I will do only so much for my art! No one asked me to do it. It was my choice."

Despite months of "bad hair days," Roundtree had a great time working on the film. "I had never heard of the original television series from the '70s, but the Disney project was really appealing to me due to the fact that I'd be doing a family film. I love not playing the straight cop that I've played so many times. Being the father of two young daughters (six-yearold Morgan and nine-year-old Taylor), I can't take my little kids to see a lot of films. I was excited to do this film because it's family oriented. The fact that my kids can see it is just great. It's also a film that adults will really enjoy too."

Roundtree's film credits have included City Heat, Man Friday, An Eye for an Eye, Once Upon a Time...When We Were Colored, Seven, T. Rex and several television movies. He can also be seen this summer in the film Steel, in which he plays a sculptor who acts as a mentor to Shaquille O'Neal's crime-fighter character. George of the Jungle opened July 18 in theaters nationwide.

## Good Burger

It's the small fry versus the buy guy in *Good Burger*, a buddy comedy about two off-beat high school teens, Ed and Dexter (Kel Mitchell and Kenan Thompson), who help a failing, no-frills burger joint called Good Burger become one of the hottest fast food spots in town. In the process, they end up with the unscrupulous manager of their competitor, Mondo Burger, on their tails, and he'll stop at nothing to get the recipe for their secret sauce!

Good Burger is based on a popular sketch from Nickelodeon's All That, an all-kids sketch comedy series that is a big hit with young audiences. In this zany David and Goliath comedy story for the '90s, teen comics Kel and Keenan star as two high schoolers on summer vacation in Los Angeles who take jobs at Good Burger and wind up trying to save the no-frills burger joint from being squeezed out of business.

The homespun atmosphere of *Good Burger* is threatened by the arrival across the street of the ominously imposing



Kel Mitchell (I) and Kenan Thompson

technoworld of Mondo Burger. Thanks to the personal special sauce that the ever-guileless Ed has created, however, customers rush back to Good Burger, and it seems that the underdog restaurant may well get back on its feet. But just when things are going well, the greedy folks at Mondo Burger decide they will go to any extreme to put Good Burger out of business.

Once Ed and Dexter team up to save Good Burger, they get help from some unexpected avenues. They also find themselves in some very odd scenarios like being set up and trapped inside an insane asylum along with their 77-yearold pal, Otis (Abe Vigoda), arguably the world's oldest working fast-food employee.

The film also includes cameo appearances by comedian Sinbad, basketball star Shaquille O'Neal and musician George Clinton.

Directed by Brian Robbins and produced by Robbins and Mike Tollin, the film is currently playing at theaters everywhere.

Steel

NBA superstar Shaquille O'Neal stars as Steel, a contemporary urban hero from the pages of DC Comics. Steel is a towering, powerful figure of justice fighting crime on the plagued streets of present-day Los Angeles.

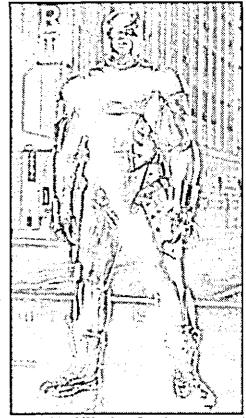
John Henry Irons (Shaquille O'Neal) was once a military metallurgist, applying his specialty to the development of innovative defense weaponry: a startling device that utilized sound waves to neutralize approaching enemies without killing them. Collaborating with spunky Lieutenant Sparks (Annabeth Gish), a brilliant electronics expert, John Henry was working to put the U.S. on the verge of a new, more humane era in arms technology.

But on the fateful day when the time came to test the weapon, something—or someone—went afoul.

Ambitious, duplicitous Nathaniel Burke (Judd Nelson), sensing the tremendous offensive capabilities of the weapon, set the device for the maximum—and untested—limit, resulting in a horrible catastrophe that left Sparks a paraplegic and John Henry demoralized and sickened by the aggressive application of the technology he helped create. He quit the military and returned home to Los Angeles, leaving the world of weapons and destruction behind him for good.

He is welcomed home by his Grandma Odessa (Irma P. Hall), little brother Martin (Ray J. Norwood) and Uncle Joe (Richard Roundtree), who rules over a junkyard of scrap metal that he sculpts into museum-quality treasures. But John Henry's quiet life is suddenly interrupted when he encounters a robbery by some street toughs wielding weapons that are far beyond anything available in the local gun store...and something John Henry is astonished to recognize.

Someone is arming common criminals with the super-secret weaponry. When he discovers that his old nemesis Burke is planning to place the weapons into the hands of the world's leading terrorists, John Henry commits himself to stopping Burke before it's too late.



Shaquille O'Neal as Steel

John turns to his friends and family for help.He first takes Sparks from the V.A. hospital back to L.A., where she is awakened from her depression by a new sense of purpose in assisting her former colleague and good friend. With Sparks' electronics savvy, Uncle Joe's sculpting skills and John Henry's metalworking expertise, the three form a scrappy, cando team to counter the growing threat,

They create a dazzling suit of armor that cloaks John Henry in a silvery second skin. They develop a sensational "hammer" full of an array of high-tech counterweaponry. Layered in his fantastic, magnetic metal sheath and armed with his formidable, powerful hammer, John Henry metamorphoses into a mythic alter-ego: Steel.

With Sparks and Uncle Joe guiding him through the city streets from their secret command quarters at the junkyard, Steel—a shimmering, towering, intimidating figure of justice and might forges forth into the City of Angels on a sleek, super-speed steel motorcycle to confront old enemies, take on new opponents and go up against a devastating weapon that threatens life on the streets...and peace in the world.

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## Dallas Urban League throws Gala '97 bash

The greatest party of the year, Gala '97, returns with the smoking grooves of R&B legends, the O'Jays and the indelible wit of Dallas comic Shuckey Duckey, "quack, quack." Coming August 23 at the Great Hall of the Apparel Mart, 2300 Stemmons Freeway, Dallas, Gala '97 is



State Senator Royce West will be given the President's Award in recognition for his tireless efforts to increase opportunities for members of the minority community.

the Dallas Urban League's biggest fundraiser of the year.

"This event keeps us going out into the community," says Dallas Urban League President Dr. Beverly Mitchell-Brooks. "It helps us provide scholarships, housing assistance and do health fairs. It helps us to help people find employment. This is the major fundraiser for the Urban League."

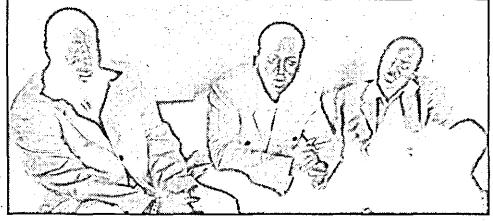
Although the Urban League is preparing for a capital campaign to renovate and expand a future new site in Southeast Oak Cliff, Mitchell-Brooks says that the doors of the Urban League must be kept open right now. The gala, which contributes approximately 15 percent to the organization's operating revenue, serves as the mainstay of the Urban League's annual fundraising campaign. While Mitchell-Brooks says that at the gala, "It's going to be a party that night," she also emphasizes that the organization takes careful measure to ensure every dollar raised is used prudently.

"When we do major fundraising, events and even when we administer the Urban League, less than 14 cents of every dollar goes to administration," Mitchell-Brooks says. "Almost 90 percent of every dollar goes to direct services of helping people." Amidst the fun and the laughter of Gala '97, the Urban League will also present two of its most prestigious awards. State Senator Royce West (D-Texas) will receive the President's Award, which honors an individual that has consistently worked in the community to equalize opportunity. For their support of the Dallas Urban League through their programs and mission over the years, J.C. Penney will receive the Whitney Young Award, named after the late, former president of the National Urban League.

While Mitchell-Brooks wants everyone to have a enjoyable evening, she also wants guests to remember that the dollars raised are supporting needed community outreach programs such as education/youth development, employment assistance, services for senior citizens and more. "We need everyone there," Mitchell-Brooks stresses. "The gala is about bringing people together in positive times and having fun and by the same token remembering where your dollars are going."

## Mighty O'Jays celebrate 40th year

With more than ten platinum albums to their credit, the mighty, mighty O'Jays are celebrating their 40th anniversary with a new album and single. What's Stopping You From Loving Me? is the first single featured on their Global Soul According to Gerald, "the O'Jays are the epitome of Global Soul. They are the kind of artists and music we want to represent." Having a legendary group like the O'Jays will help establish Global Soul as serious contenders in the R&B/Pop



The legendary O'Jays will be thrilling the attendees of the Ubran League Banquet on August 23rd with their unique and time-tested brand of rhythm and blues. From left: Eddie Levert, Eric Grant, Walter Williams.

Records debut album *Love You to Tears.* The O'Jays' album is also the first release of Global Soul Records, the new joint venture co-owned by Gerald Lavert and distributed and marketed through New York-based Volcano Entertainment.

s. music scene.

The O'Jays, who started in 1957, are best known for the hits Love Train, Back Stabbers, For the Love of Money, I Love Music and many many others.

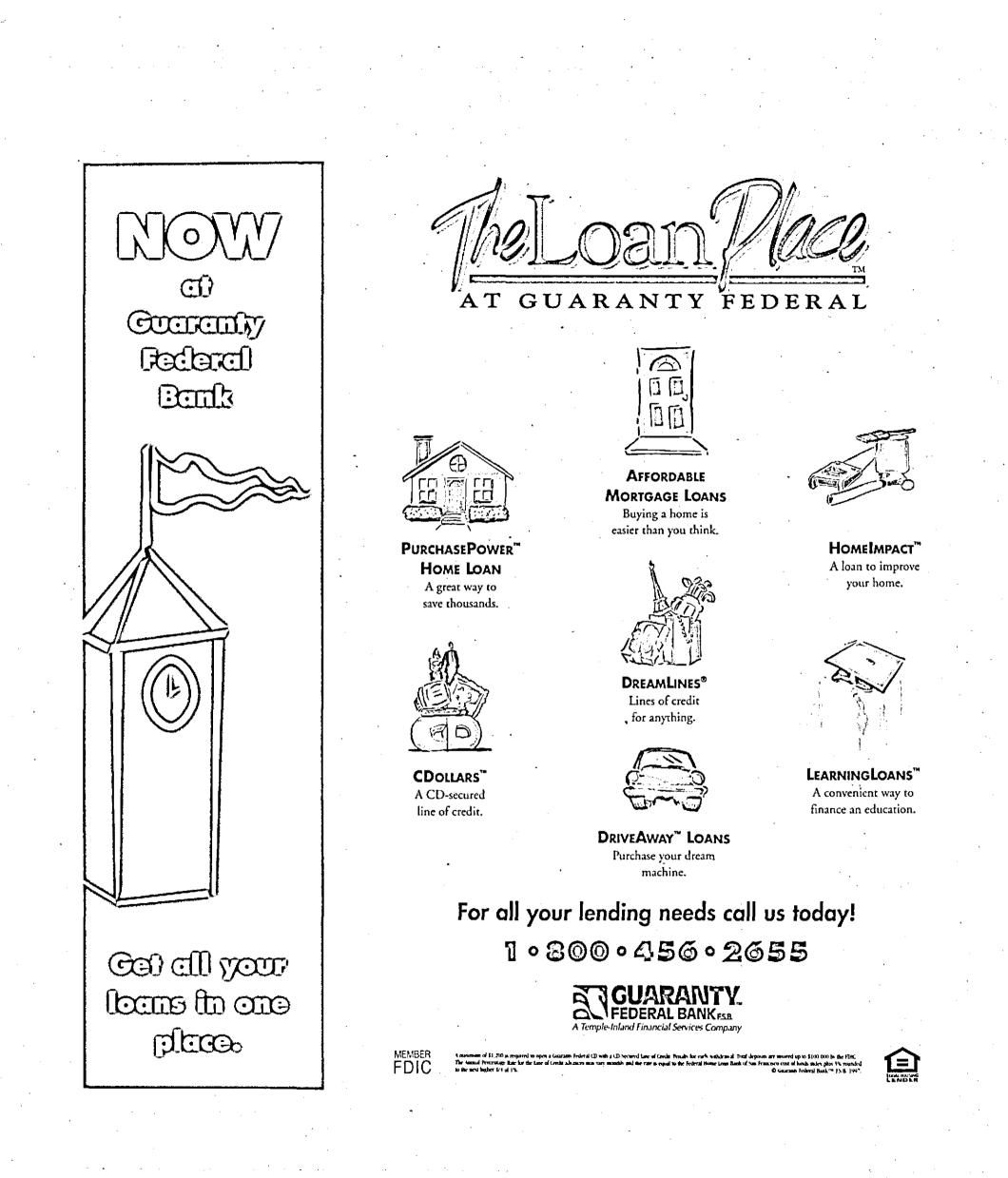
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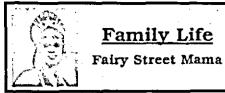
Home-grown comic Shuckey Duckey will spice up the entertainment at the Dallas Urban League's Gala '97. Shuckey Duckey has appeared on Show time at the Apollo, Family Matters, Jake and the Fat Man, Knot's Landing and Black Entertainment Television's Comic Review.

The public is invited to join the fun beginning at the gala's reception which starts at 6:30 p.m., followed by dinner and the program at 7:30 p.m. Tickets to Gala '97 are \$75 . For more information about the Dallas Urban League or Gala '97 call 214-528-8038 MON SAWE TITHUS IDATTE. Saturday, August 23 Dallas Urban League Presents Walter WILLIAMS AT ITS CREAT HALL OF THE APPAREL MART 2300 Stemmons Freeway, Dallas, Texas PROCEEDS WILL BENEFIT CLIENT SERVICES AND PROGRAMS PROVIDED BY THE URBAN LEAGUE.

Minority Opportunity News o page 27 a August 1997



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Sibling rivalry has existed since the beginning of time. Brothers and sisters have been sometimes unable to get along dating back even in the days of the Old Testament with Cain and Abel. When there is more than one child in the family, parents are sometimes left with the task of disciplining their children while remaining fair and just. Since I only have one child, I ventured into far North Dallas and spoke with a young single mother who has two boys that never seem to get along. Here is what G.G. Jones and her two sons Deon and Demarcus had to say;

G.G.: "To handle discipline, I usually get both sides of the story because somewhere in the story I have to pick out the truth....At that point, I tell them who is wrong, for what reason and depending on the situation, it determines how extreme the punishment will be....My choices of punishment range from no TV and phone use to not being allowed to go outside.....I really believe that there are

## Sibling rivalry—How does your family handle it?

times when a parent has to use a belt on children, not to the extreme of hurting or abusing them, but to get the point across....I prefer talking to them but I also feel that if you 'spare the rod you will

spoil the child' as the saying goes ..... Fortunately, I have pretty honest kids and they know that they will be punished for what they do wrong ..... One of my pet-peeves is them fighting each other. However, that is what they get punished for the most....I

boys are two differ-

ent people and they are trying to express themselves in their own way which, can sometimes turn into competitiveness. I think that kids that are disciplined will learn how to follow rules and it also teaches them how to discipline themselves."

## Big is not always better Lawyer wants to keep firm small to ensure clients get personal attention

#### **By Whitney Larkins**

As attorney-at-law and owner of Thomas Law Firm, Byron Thomas has been involved in helping people in the community who are in need of legal assistance. However, he did not realize

that law was something he TTODID wanted to pursue until he reached col-

lege. Participating in student government during

his college years at Bowling Green State University and Arizona State helped Thomas discover that law was the career to pursue.

"Fortunately, I was exposed to several attorneys [during college]," he said.

In January, the Thomas Law Firm first opened its doors to serve as a firm specializing in personal injury, criminal defense, family law, auto accidents and immigration. Thomas' various duties keep him busy throughout the day. "We're a small firm so I have to do many different things. I prepare litigation documents, correspondence and administrative types of things. I'm on the phone all day with clients," Thomas said.

Thomas offers advice to aspiring attorneys. "Network, network, network. Speak to as many attorneys as you can. Do not isolate yourself from the community and the legal community," he said.

Keeping the firm at a small size will keep his relationship with clients more on a personal level. "Our focus is to remain as a small firm with quality cases as opposed to a large

SIECIRIETY .firm with 700-800 cases going on the at same

> time," Thomas.

Thomas credits his parents with giving him support throughout his life. "My parents instilled in me good qualities and values. They've been the ones that have been my biggest support," he said. Thomas says that his sister, who is an attorney with the Locke, Purnell and Harrell firm in the Dallas area, is also an inspiration to him.

said

Thomas participates year round in

DEON: "I feel that some discipline is okay, like being grounded .... Sometimes I do stupid things like getting into a fight with my brother.....He teases me, for

> example, if I get hurt and that makes me angry....I think that smaller kids should only be made to sit in a corner or something like "Time Out."

DEMARCUS: "I feel that discipline is for kids needed because usually when a kid is bad there should be disci-

pline.....When I am bad at school, like talking when a teacher is talking or talk back to the teacher I get disciplined....Sometimes I don't feel that I should be disciplined....Once when I was in school, I was sent into the hallway because I said one word and I don't think

sports and enjoys staying active in golf,

basketball and racquetball. He is also a

member of St. Elizabeth Church in Oak

Cliff and says spirituality is an important

aspect in his life. "It keeps me grounded

and puts things into perspective, espe-

cially during difficulty inside and outside

expand Thomas Law Firm to the Fort

In the future, Thomas hopes to

the practice," Thomas said.

it was fair .... but my mother said that I should not have said anything at all, so I got into trouble...Most of the times I think that I deserve punishment."

Discipline is needed to ensure the proper morals and personal growth of . our children. Regardless of the form of discipline, most will agree that some type is definitely needed. Children learn from our examples; therefore, those examples should be consistent and positive. If they are to succeed in life, positive role models (parents, grandparents or guardian) should always, in some way, be in their lives.

Kids, you should remember that not everyone has brothers and/or sisters, and you should appreciate any family members that you have. We adults must instill this love and mutual respect in our offsprings from the time we begin teaching them that famous word .... "NO." They must learn to respect themselves and others as well. Remember, what our kids become tomorrow is what we make of them today.

#### MON

Fairy Street Mama can be seen on cable Channel 23b on Tuesday at 4 p.m., Thursday at 5 p.m. and Saturday at 10 p.m. Also, viewers can see her live or call every 4th Wednesday from 8-9 p.m. For more information, call (214) 561-2002.

Worth area. As for now, he enjoys utilizing his skills as an attorney to help people who are in need. "It's extremely rewarding," he said.

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Whitney Larkins is a graduate of Duncanville High School and was recently awarded a scholarship from the Dallas/Fort Worth Association of Black Communicators. She plans to attend the University of North Texas in the fall and major in broadcast journalism.

H. Byron Thomas Urbana, OH						
Urbana, OH						
Mexican						
"Sacred Hoops" by PHil Jackson						
at: "I can be wild and crazy sometimes."						
"Uphold and improve the image of [your profession]. Be honest."						
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understand that my G.G. and sons, Deon and Demarcus

## Online employment services: The job search made easy?

#### By Cynthia Nevels Nelson

There's a new sheriff in town and citizens nationwide are jumping on the bandwagon. Online Employment Services (OES) are storming cyberspace. There is a "cyber-fury" in the employment business that is defying tradition and spurring a new wave of employment-search activity. As an internet recruiting consultant, I always advocate innovative methods for potential employees and employers to connect. Job marketer's can appreciate the new-found trail to glory while human resource managers can put to use the costly information systems, equipment and software to attract the perfect match. It is not a difficult transition for corporations to post their employment opportunities online for the world to see. Most Internet recruiting consultants recommend online postings to corporations as a branch of the company's marketing strategy. Online postings are a show of faith by human resource managers that are taking an interest in actively recruiting that one savvy future employee that will electronically mail their life's work to whom it may concern.

Job marketers (I prefer the term over job hunters) can increase their chances by utilizing new methods and tools for open opportunities. Employment specialists, human resource executives and recruiters are willing to play the game; if they are not, they miss out on willing opportunistic candidates to the competitors' web site next door. There are keys to success for any job search. Online job searching is no exception to the rule. Online resumes are the wave of the future; they can be instant fame and fortune if marketed correctly or they can be expensive doom masters. I hesitate to express how often I run across the "perfect match," and anxiously initiate a contact only to find out the e-mail address is no longer valid, the phone is disconnected, the address is an old college dorm, or the candidate's experience is minimal. I am befuddled as to why Coca-Cola would spend billions of advertising dollars across the world to convince you to have a coke and a smile and an unemployed, underemployed, or unhappy job marketer rarely takes the time to manage a marketing maintenance plan for a successful job search.

Unfortunately, many OES's neglect to remind online job marketers to update their resumes, therefore deterring any further return visits from the people who matter, employers! For example, the Resume Doctor (Internet address

http://www1.mhv.net/-acorn/) offers a plethora of valuable information on how to create, post and market an HTML (HyperText Markup Language) online resume. There are companies that provide a full service, personalized marketing plan for job marketers. Career Advantage is an employment research and resource firm that creates tocused online career marketing plans for individuals. Job marketers should be educated about the process. If an expert internet recruiter is unable to trace an online candidate, it is safe to say a busy human resource generalist will not take the time to conduct an all-points-bulletin. Job marketers do more harm to their career objectives when posting online or traditional resume mail outs without a plan and current contact information.

After you create your online web site, it is important to let everyone know it is there. Michael Bibeault (http://www.tiac.net/users/booted/res ume/resume.html) of Massachusetts posted his innovative resume online in February of 1996 and updates his posting every few months. He says it gives him an edge on his competition, "especially since mine is a technical field... it displays HTML prowess as well as, my artistic/creative side."

And there is help and information available. More experienced sites like Career magazine (www.careermag.com)

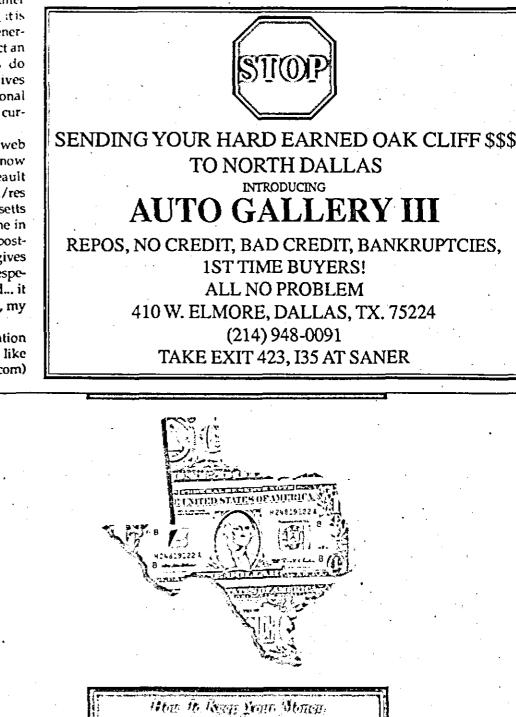
and CareerMosaic (www.careermosaic. com) assist the HTML challenged with providing resume templates to post online and search their site for national job opportunities. There are sites like World Hire (www.world.hire.com) and Resumail Network Resumail.com) (www. that facilitate the match for employers and candidates. These sites provide software for employers that allow job marketers to post their ASCII text resume to jobs posted and the software handles the filing, the searching and the matching for the employer. Charlene Conlin; marketing director of Austin-based World Hire explained that the OES market's forecast is positive but presently ordinary people-non hightech individuals-are not taking advantage of the employment opportunities online. This causes a shortage of qualified candidates and quality resumes for the online recruiting community.

There's no magic solution to job searching, job hunting or job marketing. Increasing your chances is the key to the game, getting your name to the right individual unlocks the door and being prepared shuts out your competition. The unemployment rate is the lowest it's been (4.8 percent) in the last 24 years. If you utilize your time wisely and get assistance, whether it is from a career counselor, career consultant, recruiting firm or online employment service, you will succeed.

MON

Cynthia Nevels-Nelson is president of Career Advantage, an online employment research and resource consulting firm. She can be reached at 972-418-1922, e-mail taddison@onramp.net or Ipa@airmail.net.





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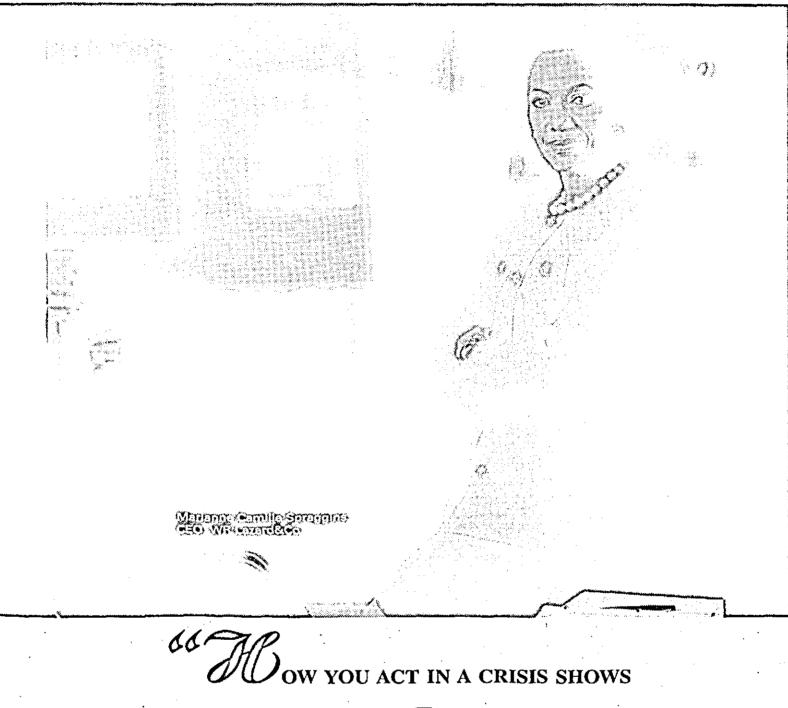
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## YOUR TRUE CHARACTER. TEXACO STOOD BY US DURING AN INCREDIBLY TOUGH TIME.

"We were Texaco's first minority-owned financial firm.

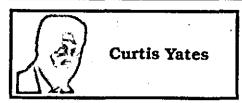
Things were fine until 1994, when our company hit the headlines. I won't go into the circumstances, but it wasn't pretty. With the negative publicity, Texaco could have dumped us and nobody would have blinked. Instead of firing our firm, an executive of Texaco came to visit. He was convinced that this was an isolated incident that didn't reflect our firm as a whole. We not only kept the business, it has grown. After twenty years on Wall Street, I can spot tokenism a mile away. I know what's for show and what's real. Texaco just did what was best for its business. And it was the right thing to do."



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#### Hall Ship



## First time homebuyer bond program

Once more low interest mortgage lending in conjunction with "Down Payment Assistance Program" are available through certain mortgage lenders throughout the Texas area. First we'll focus on low interest mortgage financing. These funds are made available through the Texas Department of Housing and Community Affairs, who will make available \$130 million at an anticipated interest of seven percent. Prospective borrowers must be eligible first time homebuyers in order to participate in this program, called Bond Program 52. Funds are expected to become available somewhere around August 1997.

The seven percent below-market interest rate will help Texas' low- to moderate-income families qualify for home ownership by providing a lower monthly mortgage payment. Additional terms of the mortgage loan are listed below:

•30-year term

Edward Harris

- 1 percent origination fee
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•Qualified borrowers must be first time home-buyers who have not owned or had an interest in a principal residence in the past three (3) years. Exceptions to this rule are applicable when a home is purchased in a targeted area. Very low income families (earning 50 percent of AMFI or less) are also exempt if previously ownership interest in a principal residence was secured through a Contract of Deed.

•Qualified borrowers' gross annual income may not exceed the Area Median Family Income as listed in the Maximum Income Limit table (see table in box). Income levels vary regionally across the state

of Texas. The Maximum Income Limit table consist of only Dallas and surrounding metro counties.

 Qualified borrowers must have sufficient funds (for closing costs and down payment) and the financial stability to qualify for a mortgage loan.

• The purchase price of the home must be within "Maximum Purchase Price Limits."

Now let's look at the "Down Payment Assistance Program", which is available to qualified borrowers who earn no more than 80 percent of the Area Median Family Income. This program assists very low income Texas families that earn 80 percent HUD Area Median Family Income (adjusted for family size) or less in purchasing their first home. Eligible borrowers with limited liquid assets that qualify for a mortgage loan through the "First Time Home-Buyer Mortgage Program" can apply for DPAP (Down Payment Assistance Program). This program provides funds for most reasonable closing costs and a percentage of the

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a de la serie d	MAXIMUM INCOME LIMIT TABLE
<u>City</u>	County
Dallas	Collin, Dallas, Hunt, \$38,640 / yr \$48,300 / yr \$55,545 / yr.
	Rockwal, Denton, Ellis,
	Kaufman
Fort Worth	Hood, Johnson, Parker, \$38,000 / vr \$47,500 / yr \$54,625 / yr.
& Arlington	Tarrant
	MAXIMUM PURCHASE PRICE
	2. [House and a state of the state of the section
City	County New Home Existing Home
Dallas	Collin, Dallas, Hunt, \$122,684 \$114,416
nah se shekarak	Rockwall, Denton, Ellis,
	Kaufman
Fort Worth	Hood, Johnson, Parker, Tarrant\$140,536 \$95,234
& Arlington	

Note: Homes purchased in non-targeted areas must have a selling price of 90% or less of the Median Area Purchase Price. The numbers listed above reflect this calculation. On the other hand, if you're purchasing a home in a targeted area, the sell-ing price of the home must be 110% (or less of the Median Area Purchase Price, (Please contact our office for details on maximum purchase prices for home in target areas through the Bond 52 Program.)

required down payment. Also, this is a non-interest bearing second lien mortgage, the term of which run concurrent with the first lien mortgage. This loan is also not assumable and monthly payment are not required. Repayment of the principal of the second lien mortgage will be required upon sale, lease, refinance and/or payoff of the first mortgage loan MON

Curtis Yates is the owner/operator of REAL ESTATE STATUS QUO; 8131 LBJ Frury, Ste. 800, Dallas, TX 75251-1333: Ph. 972-702-0151: Fax 972-934-2706: Email statusqu@flash.net; Promotion Web Site: http://www.flash.net/statusqu/.

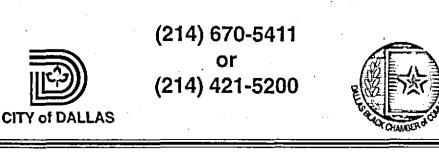


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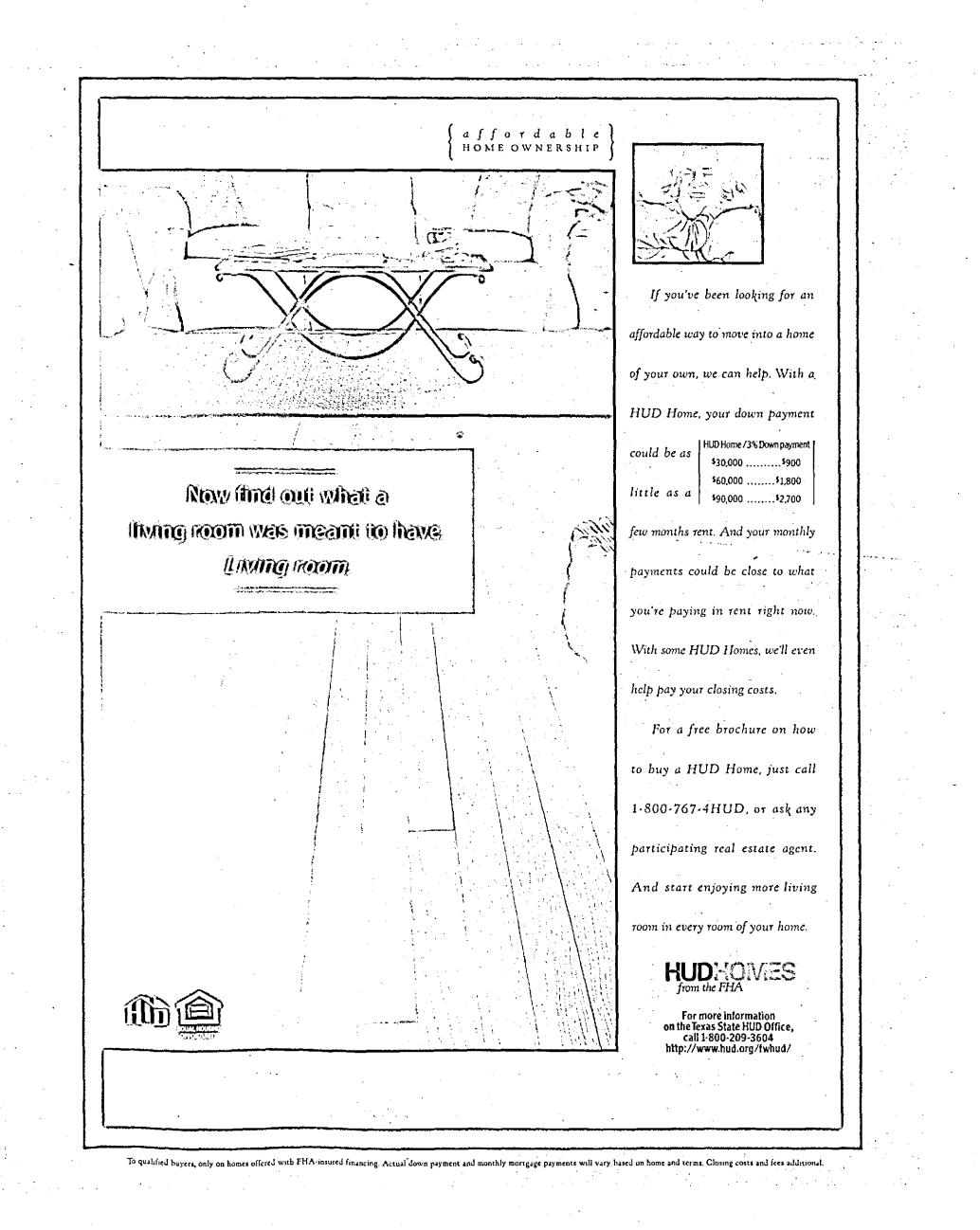


For more information and to receive an application package please call:



Minority Opportunity News

c page 32 c August 1997



- Since



You and God Ron Shaw

### Using the 2nd to accomplish the 1st Matthew 4:19

I've received many calls recently from those who read this column regularly. From all of the seminars and workshops I conduct and participate in (not to mention the private opportunities I have to meet and share with people), I am overjoyed at what I have discovered about people of the '90s. I know God has assigned me to help as many people as I can discover what He has gifted them to do.

As I talked with one teen-age young man this past month, I was surprised to hear him say something that made an impact on me. He's a young Christian gentleman, serious about his commitment to the Lord. We were talking about where God wanted him in life and what God wanted him to do. After asking a few questions, he began sharing with me his career goals. As we talked, it was clear he had some reservations about pursuing his goals because he didn't want them to interfere with his commitment to God. I shared with him our text.

Peter was a professional fisherman. He was successful, well off, married, and probably had children. Yet when the Lord found him, he took a leave from his business to follow the Lord. Jesus said to him, "Follow me and I will show you how to catch men." Peter's primary vocation became his secondary vocation. He didn't quit the business altogether. It is obvious that the Lord had given him a great reason for fishing. His primary, or first, vocation became winning men to God.

I really wonder whether that is the mind set of those who say they are Christian business people. Those who are business owners should realize their first vocation should be the same as all who call themselves Christians. That is, to be used by God to change lives and win men to God. If you are working (whether self-employed or not ) just to make a living for yourself and there is no Kingdom perspective or priority to your pursuits, you are missing the most important part of why you are here. The politicians' first vocation should be to serve God. Their second should be politics. The business persons' first vocation should be to serve God, then secondly operate their businesses.

So it should be with every other professional. Unfortunately, many professionals have it backwards. They think they are to use God to accomplish their personal goals and then, if it's convenient, give a portion of their blessings back. Your business should be a tool for God to touch the lives of others. Even when it comes to accumulating things, it should work that way. You should allow your things (money, cars, clothes, homes) to be used by Him to touch the lives of many. You don't use people to get things, you use things to help people.

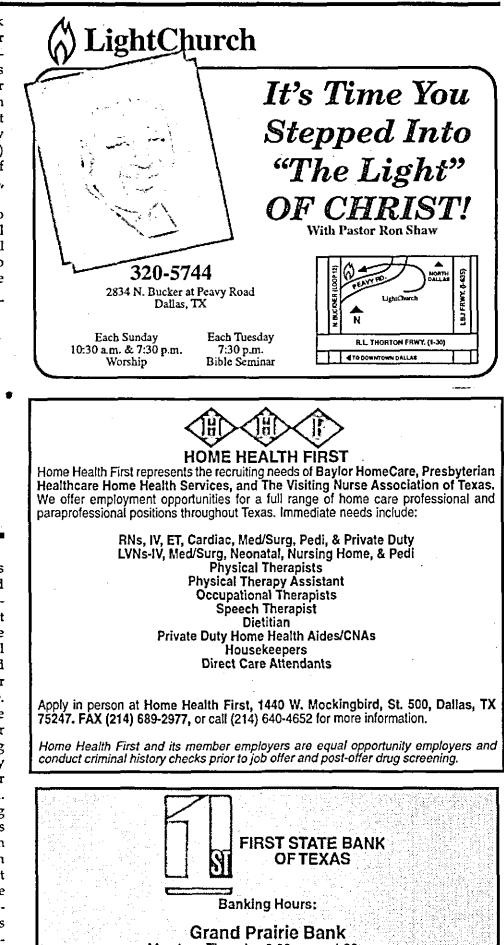
To have a Kingdom perspective is to have our lives prioritized right. Paul wrote to Timothy and told him to tell those that are rich to use their money to touch people. My first vocation is to serve

[Peter's] first occupation was fishing ... After meeting Jesus, it became his second job. His first became that of touching and changing lives. He used the second to accomplish the first.

God and play a part in changing the lives of people. My second is a pastor and businessman. I use the second to accomplish the first. If I don't do the first, what will the second mean when I stand before God? The reason for being a successful business person is so you can serve God and help change lives. The reason for being a successful politician is the same. The reason for being anything else should be the same. In order to get your life in order, you must start with knowing what your purpose is. In order to be truly happy in life, you must know that your purpose will provide that satisfaction. Jesus said, "My satisfaction is in doing His will and completing it." That implies that He knew God's will for his life and in so knowing he intended to pursue it with every resource he had. When Jesus met Peter, his first occupation was fishing. He was good and successful at it. After meeting Jesus, it became his second job. His first became that of touching and changing lives. He used the second to accomplish the first.

Whatever you are doing, make sure that you have it in order. Your first job is to touch and change lives. Your second might be a construction worker; a writer; an auto mechanic; self-employed or not, you must use the second to accomplish the first.

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



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#### Minority Opportunity News c page 34 c August 1997

MON

# It takes teamwork to prevent cigarette sales to minors. Preventing cigarette sales to minors is not a job anyone can do alone. We all have a role to play in this effort—parents, teachers, store owners, state and local officials and, of course, tobacco companies. At Philip Morris USA, we're tearning up with retailers, wholesalers and other major tobacco manufacturers in support of an ambitious program called *"We Card."* It is providing stores across the country with signs and educational materials to promote awareness of minimum-age laws and the importance of checking ID. We're also supporting the passage of state legislation to better enforce existing minimum-age laws. What can you do to help? Become familiar with your state's minimum-age laws. Don't buy cigarettes for minors. And don't send minors to buy cigarettes for you. Teamwork can make the difference. PHILIP MORRIS U.S.A. Action Against Access.

#### Somming Wheel

## How to purchase a car when your credit is less than perfect

#### **By Paul Curtis**

Surprisingly, seven out of ten American adults have some type of negative s entry in their credit history. In the past, ju these "blemishes" may have made it almost impossible to obtain financing for the purchase of an automobile. However, in there is still hope for you if your credit lo record is not spotless. If you are a first-time car buyer or if you are in the market for the spotless.

If you are a first-time car buyer or if you are in the market for another vehicle and your credit is less than perfect, don't fret. There is help in the way of "special financing" for a new or used automobiles.

"Special financing" is a term used in the financing industry and car business that identifies financing options for individuals who may have difficulty obtaining financing through traditional means and conventional lenders such as banks. There are many secondary lenders that specialize in helping car buyers purchase late-model, preowned vehicles, even if derogatory items exist on a credit report. These items could be any or all of the following: charge-offs, slow payments, repossessions, tax liens, judgments, child support, etc.

Although it may seem impossible, there are alternatives other than purchasing a car or truck from the dreaded "note lot," which typically carries high mileage

and older model vehicles. Therefore, don't hesitate in your search for the vehicle that's perfect for you.

First, locate the dealer of your choice and prepare to endure the process. Getting approval for "special financing" takes time and patience. Next, complete the credit application to give the

finance manager or sales person a snapshot of your financial situation. This will help him or her determine which special financing lender has the greatest possibility of approving you for the car of your choice. To expedite the car-buying

continued on page



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#### Somann Wheel

#### continued from page

process, all dealerships and special finance companies require the following:

• Proof of income. Bring two recent pay stubs or a W-2 form if you are selfemployed.

•Proof of residence. Generally, a phone bill or some other piece of mail in your name is acceptable.

•Down payment. Usually a minimum of \$500 or up to ten percent of the selling price of the vehicle is required.

• If applicable, the title to your tradein or the trade-in's payment booklet if you owe a balance.

• Copies of your driver's license and social security cards.

•Proof of existing insurance coverage or proof of ability to get auto insurance. Vehicles that cost more than \$3,000 require full coverage.

If you submit the documents listed above along with your completed credit application, then you stand a better chance of eventually driving away in the car you've always wanted. However, keep in mind that lenders also consider the following in making the final decision to finance your purchase. •credit history •previous car purchase •residence history

Finally, special finance companies are assuming some risk in financing a prospective customer with less than stellar credit. Therefore, a higher interest rate is assessed. This moderate increase is again dependent upon the creditworthiness of the applicant. To offset this higher interest payment, a customer does have the option of paying off the loan early to decrease the amount of interest paid over the life of the loan. In any case, the higher interest rate is negligible when considering the option of not having personal transportation and having to use public transportation.

As with any legal transaction, common sense and good judgment should determine whether you need an attorney or legal advisor. Consult an attorney whenever substantial amounts of money are involved, or when you do not fully understand how to properly complete legal documents associated with the purchase of an automobile.

And when we see you on the road with the vehicle you've worked so hard to get, honk if you've read this column! MON

Paul Curtis is a finance specialist with InterFirst Leas-• job stability ing, 4254 Spring Valley, Dallas. For additional infor-•income level mation, he can be reached at 972-716-0828. DISTEM MONDA AURA MADA BUCK TOTA (972) 790-0700 NIFEAN 3700 W. Airport Frwy. PONILAC Irving SAURN GMGTRUCIS James Brown ALL TRADES ACCEPTED Program Car RUNNING OR NOT PRE-OUNED DAMD MEDAVID AUTO GROUPEINANCUNG Name: ASK ABOUT SS#: Date of Birth: THE CHURCH Address: City: Zip: PROGRAM Phone (Hm): OFFER\* Employer: With vehicle Time on the Job: Durchase Signature: Fax To: (972) 313-6202



#### Sounning Wheel

## Massey Cadillac delivers

#### By Mirshish Massey

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lacs in Texas. Immediate and friendly service is the hallmark of this dealership.

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offering the best line of vehicles in a wide variety of models. It owns 22 retail stores throughout the country, 13 of which are Cadillac dealerships. Massey Cadillac had built a reputation for excellence in every area of its business. From its high-

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For more information, contact John Troutman at 214 348-2211 or metro 972-263-4731.

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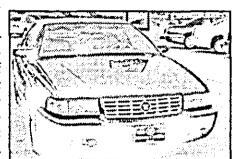
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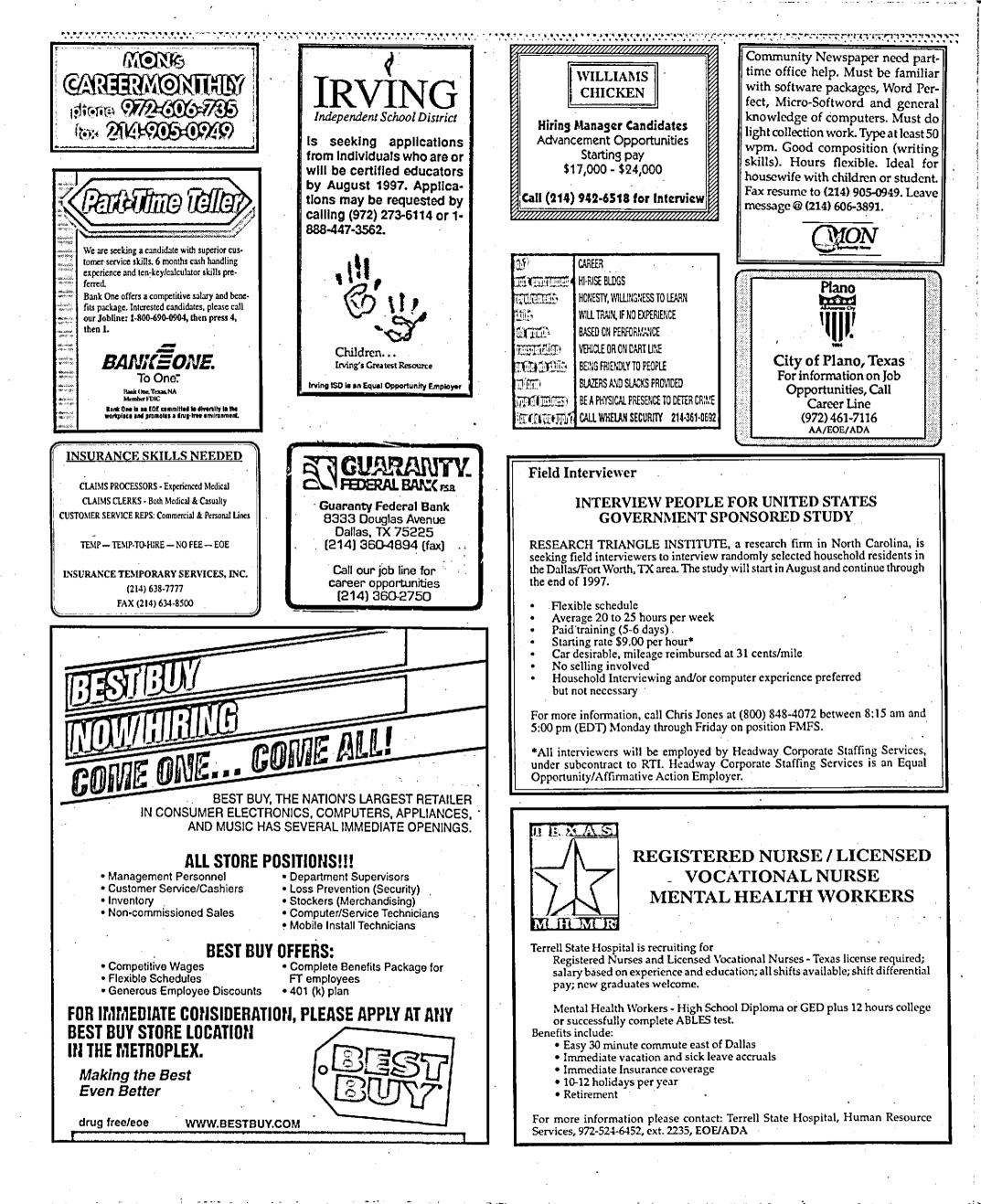
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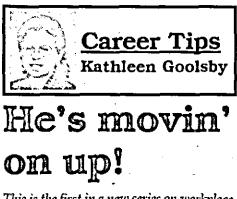
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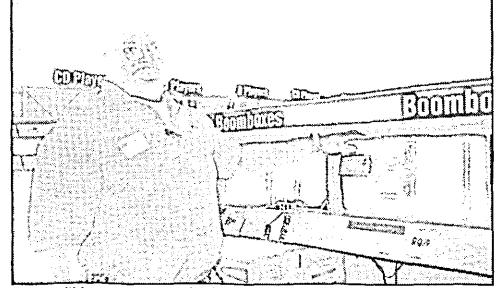


This is the first in a new series on workplacerelated issues. It will focus on helpful hints that will enable minorities to excel in the American business world.

Hard work is not always rewarded with promotions. So what is the strategy for getting ahead ... for moving up the corporate ladder? How can African Ameri-

"From a company viewpoint," Regional Human Resources Manager Kevin Beckel explains, "we prefer to fill supervisory and management positions . By Christine Oatis-Skinner from within. Certainly, product knowledge and sales skills are factors in the decision; however, leadership ability over four to ten subordinates and excellent interaction with customers are also extremely important." Jock, who agrees with Beckel and who describes himself as a "people person," adds, "Interpersonal skills are important. You can basically learn a lot from books, but if you get stuck, you can't be afraid to ask others to help find the answers. Beckel believes the toughest skill to learn is how to find creative solutions to customer issues.". One person rarely has all the information to solve a problem.

Jock is goal oriented and attends col-



Jock Smith's strategy is to take the initiative and focus on opportunities rather than on problems. It appears to be a formula for success.

cans, who are sometimes under extra pressure to perform, emerge within an organization and be recognized as excellent leaders?

Best Buy's management team noticed a young African American named Jock Smith. Originally hired as a temporary employee to assist with a store move in 1993, Jock was hired full-time and was promoted three months later; he is now the supervisor over two departments and seven employees.

Jock's strategy is to take the initiative and focus on opportunities rather than on problems. "It is important to be willing to learn at all times," he says. "You have to be able to adapt and take change with an open mind." Jock has learned the functions of six Best Buy departments in his three and one-half-year tenure. He also voluntarily attends training sessions for new products and developments, even though they do not pertain to his position or department. "You never know," he says. "It might make me be the one management selects to step in when someone else moves on."

lege courses at night, planning to graduate in fall of 1998 with a major in computer science and minor in marketing. He knows the importance of staying focused on opportunities instead of himself. He also believes it is important for African Americans to work for a good company, one where an individual's qualities are recognized and rewarded...and one that supports the community. In July, Best Buy donated \$50,000 to the Urban Emphasis Program of the Boy Scouts in the D/FW Metroplex (and \$330;000 on a nationwide basis to similar organizations in Kansas City, Atlanta, Philadelphia and New Jersey) through its Children's Foundation Program, which supports leadership and educational opportunities for school-age children. Hopefully, those dollars will be used to provide opportunities to African American youngsters who, like Jock Smith, have the potential to move far up in corporate America.

Kathleen Goolsby is an account executive for our Career Opportunity section. For information about Career Opportunity advertising, call her at 214-905-3260.

MON

MinorityOpportunityNews

### What is your definition of success?

In these times of high unemployment and fierce competition in the job market, continually re-evaluating your own definition of success is a vital component of an effective job search. Recognizing potential trade-offs while identifying and adjusting expectations can help focus your efforts and target those potential employers who suit your redefined needs and priorities.

This re-evaluation is a very personal process based around your needs, life stage, values and level of skill and expertise. What may be considered acceptable trade-offs for one person may not suit another.

What does success mean to you?

Defining your own meaning of success involves taking a good look at what . adds meaning and vitality to your life and making more time for those things. It may mean letting go of some old trappings of success - other people's definition of what you should be doing.

For some people, success means opportunities to contribute talents, develop new programs or implement effective procedures. For others, success may mean the ability to integrate family and work in more satisfying ways. Others have simplified their lives to concentrate on those things most important to them. Still, others feel most successful when they engage in activities which promote . their own well-being, as well as the wellbeing of others.

Those who do continually redefine success for themselves report more satisfaction with their lives. A 1993 telephone survey by the Roper Organization of 1,029 men and women indicates that there has been a shift away from money as a key indicator of success. Instead, Americans are revealing a trend toward more individualized definitions of success such as personal satisfaction and fulfillment. Over eighty-six percent of those responding to the Roper survey said that "they would rather make an adequate salary doing a job that makes the world better than just earn a lot of money." Those who described themselves as "very satisfied" with their lives defined success not just in terms of their careers, but in terms of satisfying relationships and/or family lives and having enough time for family and/or friends (Working Woman, November, 1993).

Try taking an inventory of your personal successes and accomplishments with an especially close look at those that have meant the most to you. You may find recurring themes and that some of your greatest successes have not been at your paid employment. Ask yourself,

"What would I like to be known for by the people who matter most to me?" Take time to look at some of those New Year's resolutions you made for yourself; they may hold some clues to a better-fitting personal definition of success.

Here are some questions I have been asked by clients as they begin their own process of re-evaluation:

Q. I have realized after completing many years of professional training that my values and interests are not compatible with what is defined as "success" in my current organization. I would like to get off the track I am on, especially since it involves doing what I am not comfortable doing. Will I ruin my chances for long-term career success?

A. Go with your strengths and develop new connections with people and job possibilities better tailored to your own definition of success. Chances of ruining your career success and satisfaction may be much greater if you stay, with a career path which does not suit your interests or values. Don't let other people's definition of success ruin your life!

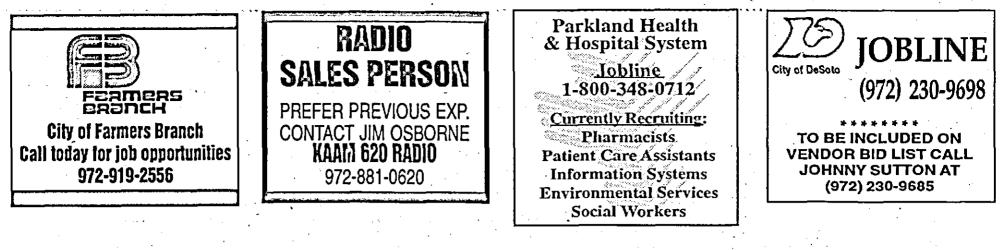
Q. How can I work toward redefining what success means to me within my current job?

A. Take a look at what you have achieved so far in your current position. Identify accomplishments which have been meaningful to you and are consistent with the direction you would like to go in your career. Update your resume. Be open to new ways to build on your successes and opportunities to contribute and learn additional skills. Today, career growth often involves job enrichment, opportunities to contribute as part of a work team, and lateral mobility (as opposed to the more traditional "movingup").

Think of additional ways to stretch yourself. Professional organizations, consulting and volunteer work are some excellent ways to keep yourself involved and developing professionally. Continuous learning, whether on the job or through courses, is the best way to keep your career headed in the right direction. Develop new skills in areas of interest to you. Professional development may also be the perfect foundation for providing some stability in your life while you choose to redefine success to include all of what is important to you.

MON

Reprint from February, 1994, "COMMUNITY JOBS: The National Employment Newspaper for the Non-Profit Sector." For information on how to order a copy of COMMUNITY JOBS or other related services, please write to ACCESS: Networking in the Public Interest, 30 Irving Place, New York, NY 10003.

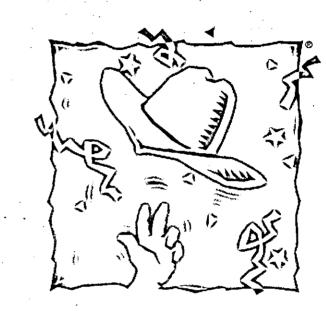


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> Please respond in writing to: Melissa Villaseñor-Dye Retailer and Minority Development Supervisor Texas Lottery-GBP P.O. Box 16630 Austin, TX 78761-6630.

01997 Texa Lottery

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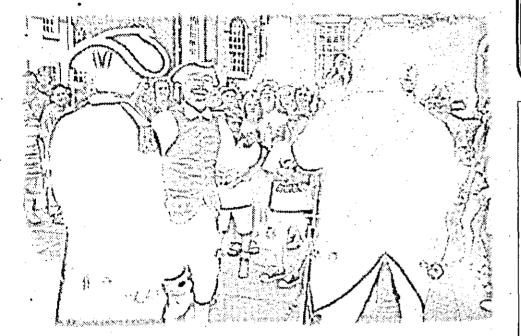
## Don't miss the best square mile in the USA

#### By Kathleen Goolsby

William Penn and his Quaker followers called the colony a "Holy Experiment," and its capital was often referred to in early years as the "City of Friends." Mr. Penn might be surprised that Philadelphia is now rated as the "Best Restaurant City in America." The city's parks, fountains and outdoor sculptures are reminiscent of the beauty of Paris;

community of Philadelphia" petitioned Congress to abolish slavery, and Pennsylvania became the first state to do so.

The city's Afro-American Historical and Cultural Museum is the first of its kind in the world. It includes the "Wall of Respect," an exhibition of notable blacks (such as Daniel Hale Williams, who performed the first heart surgery; Benjamin Banneker, a surveyor who helped design Washington, DC; and Thurgood Mar-shall, the first black U.S. Supreme Court



and its night life, cultural and sporting events attract thousands of visitors each year. Its main attraction, though, will forever be as the birthplace of America. The Colonial treasures that can be seen in Independence Hall and in the surrounding square mile make it the most historic area of this country. It is the home of the Liberty Bell and the site of the signing of the Declaration of Independence and the Constitution; it was also the nation's capital until the federal district by the Potomac was ready.

Philadelphia is a stroller's paradise, and walking tours include Society Hill, as well as Elfreth's Alley (with 33 houses dating back to the early 1700s). Tourists may also see many of the churches where Philadelphia's founders worshiped. One of these, the Mother Bethel African Methodist Episcopal Church, was founded in 1816 as a protest against racial divisions in churches. The only Catholic church built in the 13 colonies before the American Revolution also remains.

Philadelphia can boast that it was home to many "firsts" in America — the first department store, trade union, publishing house, magazine, seed company, mint, zoo, theatre, insurance company, public school for African American children, and the first arsenal were all begun there. Most importantly, the "free black

Justice). An outdoor sculpture honors the black man who was the first American casualty in the Revolutionary War.

Vacationers can also enjoy an antique toy museum, maritime and nursing museums, the Rodin Museum (including his statues "The Kiss" and "The Thinker") and a planetarium inside the Franklin Institute (our country's oldest scientific organization). Bus tours, carriage and trolley rides, as well as a narrated sightseeing cruise of the Delaware River, take visitors around the city that once was home to opera great Marian Anderson; singer/actress Ethel Waters; 60s teen idols Frankie Avalon and Fabian; TV's American Bandstand; the stage and screen acting Barrymore family; Ben Franklin; and Jacqueline Kennedy Onassis' great-great-grandfather.

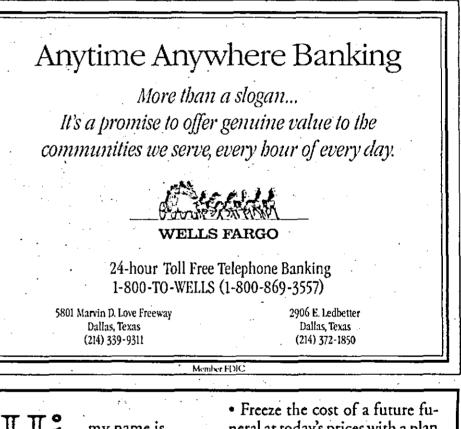
American Airlines and American Eagle's "Fly AAway Vacations" is proud to be your host in travel arrangements to this historic city. American has arranged package vacations that include budget and luxury hotel accommodations and discount coupon booklets for savings at major shopping outlets in Philadelphia. For complete details and reservations, call your travel agent or American Airlines.

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#### **POLICE OFFICERS** Starting salary \$2,368/month plus Comprehensive Benefits Package

The City of Lewisville is seeking applicants for the position of Police Officer. Minimum requirements include: 21 years old, high school graduate or GED, no class A or B misdemeanor convictions, driving record in compliance with City policy, ability to successfully pass reading comprehension and writing skills exam, validated physical agility test, video assessment, background investigation, polygraph, physical, psychological, drug test, vision correctable to 20/20 binocular, ability to distinguish between red, green and yellow.

Applications accepted until all positions are filled **City of Lewisville** Human Resources Department 1197 W. Main/ P.O. Box 299002 Lewisville, TX 75029-9002 EOE Job Line (972) 219-3454 (972) 219-3450



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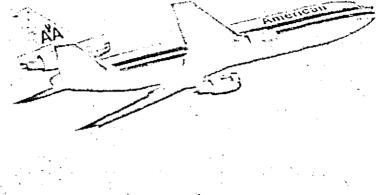
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Minority Opportunity News

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## AX



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