**Black Voice News**

**Volume 27 Number 35**

**Thursday, September 30, 1999**

**Toyota Employee Finds Lynching Scene at Work**

**Powell & Giant Food get praise from Clinton**

**Los Angeles**

On August 19, 1999, a complaint was filed against the Los Angeles City (LAC) and against the Los Angeles County Department of Social Services (DSS) with the California Department of Fair Employment and Housing (DFEH) in Los Angeles, California. The complaint contends that DSS and LAC discriminated against the complainant, a 58-year-old African American woman, who is a resident of the city of Long Beach, California. The complaint alleges that the complainant, a member of the African American community, was subjected to race discrimination, retaliation and failure to reasonably accommodate the complainant's race in the workplace.

The complaint also alleges that the complainant, a member of the African American community, was subjected to race discrimination, retaliation and failure to reasonably accommodate the complainant's race in the workplace. The complaint alleged that the complainant, a member of the African American community, was subjected to race discrimination, retaliation and failure to reasonably accommodate the complainant's race in the workplace.

**Continued on Page A-2**

**Riverside County**

**County Executive Public Defender**

The Riverside County Board of Supervisors, led by Chairman John J. Ornelas, has announced the appointment of Mr. and Mrs. Wishing as Public Defender. Mr. Wishing, who served as a Senior Deputy Public Defender for 22 years, will continue to represent the county's indigent criminal defendants.

By Cheryl Brown

The organizing BAPAC (Black Artists Prize) was meeting was attended by members of the Riverside community who heard国家 Perry Pinnick and former L.A. City Council Member, who are concerned about the condition of the Black community in California. Pinnick said that the African American community should “step up and demand that African Americans be fairly represented in local and national elections.” He added that the community should work together to elect candidates who will advocate for the interests of the Black community.

Pinnick outlined the need for Black involvement in political decision-making.

**Continued on Page A-2**

**Los Angeles**

By Collie J. Nicholson

John B. Russwurm, who is now president of the first Black newspaper, would be proud of the Reverend Jesse L. Jackson. Indeed, Dr. Jackson is one of the most prominent black leaders of today. He is active in a wide variety of causes, such as education, civil rights, and economic development.

Don King is a prominent African American leader and businessperson who can assay the Black community's impact on the nation's business and politics.

**Commentary**

**Entertainment Television and Ebony Jet magazines.**

**E-mail to: blackvoice@eece.org**

**http://www.eece.org/bvn**

**SERVING THE COMMUNITY FOR OVER 27 YEARS**

**25 Cent**

**Los Angeles**

By Cheryl Brown

Rev. Jesse Jackson will be the first Black person to address the United Nations in New York City. Jackson is a leader of the Black community who is well known for his work in promoting civil rights and social justice.

**Continued on Page A-2**

**Los Angeles**

By Cheryl Brown

Don King is a prominent African American leader and businessperson who can assay the Black community's impact on the nation's business and politics.

Don King enters the world of politics and shows that he is a skilled diplomat, able to create coalitions with other people to achieve his goals.

**Continued on Page A-2**

**Los Angeles**

By Cheryl Brown

Don King enters the world of politics and shows that he is a skilled diplomat, able to create coalitions with other people to achieve his goals.

**Continued on Page A-2**

**Los Angeles**

By Cheryl Brown

Don King enters the world of politics and shows that he is a skilled diplomat, able to create coalitions with other people to achieve his goals.

**Continued on Page A-2**

**Los Angeles**

By Cheryl Brown

Don King enters the world of politics and shows that he is a skilled diplomat, able to create coalitions with other people to achieve his goals.

**Continued on Page A-2**
GUEST EDITORIAL

By East ofates Sharief

At first glances, the candidates for the 2000 Presidential Election are very similar. Their political views and their policy statements are very similar. However, there are some key differences that can be seen in their positions on certain issues.

One key difference is their stance on the role of government in the economy. The Democratic candidates tend to favor a more active role for the government, while the Republican candidates generally favor a more limited role.

Another key difference is their stance on the role of government in education. The Democratic candidates tend to favor more government involvement in education, while the Republican candidates generally favor more local control.

In addition, there are differences in their stances on issues such as healthcare, immigration, and foreign policy.

Overall, while the candidates may appear similar at first glance, there are significant differences in their positions on key issues. It is important for voters to carefully consider these differences when making their decision.
Our Bodies

Band-Aid Surgery

We operate on amenable patients for cosmetic reasons — to remove excess skin or reduce the size of a lesion — or to treat a medical condition, such as a hernia or a wound. Band-Aid surgery is performed under local anesthesia and usually takes less than 30 minutes. The incision is closed with staples, sutures, or skin glue. Band-Aid surgery is a minimally invasive procedure that causes less pain and heals more quickly than traditional open surgery.

Our Bodies

Become A Foster Parent

Receive $500 - $1,000
Training & Financial Support Available

International Foster Family & Adoptions Agency
Several Locations in the Los Angeles and Inland Empire areas

For Orientation Call (909) 449-4608
8:00 a.m. - 8:00 p.m.
Se Habla Español

Board of Supervisors
Board of Regents
City Council Members
City Managers
General Managers
Superintendents of School Districts
Public Utilities

Under Proposition 209
Disabled Veterans are to be included in contract bids approved by your agency or district for services, at a minimum of 3%

We urge you to follow the law -- include DVBE firm.
Conference Focuses on Marketing to Diverse Cultures

Business According to Philip Morris

Inland Empire business owners and marketing professionals interested in reaching their customer base are invited to attend "Marketing in a Diverse Society," a conference to be held on Thursday, October 26 at the University of California Riverside Extension Center. The conference will focus on how to market to multi-ethnic groups represented in the Inland Empire, with special emphasis on outreach to all of Southern California.

The conference, sponsored by the Inland Empire's Roundtable and co-sponsored by UCB's Office of Governmental and Community Relations, will feature distinguished speakers, keynote addresses, and ample networking opportunities to engage in discussions and relationships with more than 200 businesses and community leaders. Session seminars will cover marketing to Hispanic, Asian-American and African American markets, as well as international marketing. E-commerce, focus groups, demographics and personal selling. Conference attendees are able to attend three of nine workshop sessions.

Despite the rapid growth of Hispanic households throughout the Inland Empire and all of Southern California, they are often overlooked by businesses in their marketing efforts. Latinos in the Inland Empire alone represent $10 billion in spending power, while in California that number is currently higher than $140 billion. A recent report from the Census Bureau states that one-third of the residents of Riverside and San Bernardino counties in July 1998 were Hispanic, compared to only one-third of non-Hispanic households throughout the United States on average.

The Gas Company recommends extending an offer to its limited-income customers to repair or replace their non-working gas equipment. Cost is $95 if registered in advance; $115 the day of the event, subject to availability. For more information, call Karen Borgh at (909) 728-0992.

BIG Promises March on Washington

Blacks In Government (BIG), President, Gerald R. Reed, called for a national march on Washington to protest growing discrimination in the Federal government in a speech during the Congressional Black Caucus Annual Legislative Conference. The march is expected to precede BIG's August 2000 national conference and will climax an aggressive legislative agenda targeting discriminatory practices in the government.

"We don't need another study, another Focus group, another report or another investigation," stated Reed. "Everyone knows what the problems are and have been told repeatedly how to correct them. Until the agencies are held accountable and someone is punished for those actions, nothing will change."

The call came during a symposium on the adverse impact of the National Partnership for Reserving Government (NPR) on racial minorities, entitled "NPR: The New Spurs System?" A panel of employees and advocates criticized the lack of oversight by the Office of Personnel Management (OPM) and the lack of accountability by agencies and the Equal Employment Opportunity Commission (EEOC).

BIG is an organization of government employees from federal, state, and local agencies committed to quality public service through equality of opportunity. More than 200 chapters around the country seek to represent the interests of more than 2.3 million African-American government employees.

For additional information, visit the website at www.bignet.org.

THE JOURNAL AND GUIDE

The St. Louis Argus

Joe Louis Wade
The Ledger

15c Indianapolis Recorder

The Chicago Defender

The Moreno Valley Section of the National Council of Negro Women, Inc. presents its annual Fall Women's Roundtable on Saturday, November 19, at the Professional Management (OPM) and the lack of accountability by agencies and the Equal Employment Opportunity Commission (EEOC).

BIG is an organization of government employees from federal, state, and local agencies committed to quality public service through equality of opportunity. More than 200 chapters around the country seek to represent the interests of more than 2.3 million African-American government employees.

For additional information, visit the website at www.bignet.org.

The Voice of the People

For more than 150 years, African-American newspapers have provided a voice for the black community and a forum for examining issues of critical importance to both the community and the larger society.

Today's black press sustains that legacy by highlighting the accomplishments of African-Americans and addressing such issues as the effects of crime and teen pregnancy, and the deficiencies and opportunities in education and employment. Its collective voice is effective in shaping public opinion.

Philip Morris Companies has supported the black press since the 1920s because we believe that meaningful discussion takes place only when everyone is in the conversation.

Please join us in saluting the African-American press and ten of the oldest continuously published black papers in America.

Philip Morris salutes ten of the oldest continuously published black newspapers in America.

1884 The Philadelphia Tribune
1892 Baltimore Ledger (Afro-American)
1893 Houston Informer
1895 Detroit Guardian
1905 Chicago Defender
1909 Amsterdam News
1912 Norfolk Journal & Guide
1919 Pittsburgh Courier
1912 St. Louis Argus
1920 Cleveland Call & Post

Philip Morris U.S.A.
**4th Fatima Conference for World Peace Set for October**

The Black Voice News Page A-6 Thursday, September 30, 1999

**Gospel Gangstaz in Concert at Ecclesia**

**First Annual Gospel Festival College Fundraiser A Huge Success**

**Seeking Talented Christian Children**

**Saint John Missionary Baptist Church**

**The Salvation Army Christmas Kettle**
99 Mercury Tracer
MSRP: 14,055
Freeway Discount... 500
Factory Rebate... 2000
Cu. at this price
$11,555
Vin #XW616634

99 Mercury Mystique GS
MSRP: 16,925
Freeway Discount... 400
Factory Rebate... 1500
Cu. at this price
$14,825
Vin #XW003387

99 Mercury Grand Marquis GS
MSRP: 23,510
Freeway Discount... 1200
Factory Rebate... 1000
Cu. at this price
$21,310
Vin #XX822996

99 Mercury Mountaineer
MSRP: 30,040
Freeway Discount... 2800
Factory Rebate... 500
Cu. at this price
$26,740
Vin #XUJ26336

99 Mercury Villager GS
MSRP: 16,925
Freeway Discount... 600
Factory Rebate... 1500
Cu. at this price
$14,825
Vin #XK603347

99 Mercury Sable GS
MSRP: 18,995
Freeway Discount... 1300
Factory Rebate... 2800
Cu. at this price
$16,695
Vin #XG613196

99 Mercury Mystique GS
MSRP: 21,120
Freeway Discount... 1,500
Factory Rebate... 1,900
Cu. at this price
$19,620
Vin #XX5680413

99 Mercury Grand Marquis GS
MSRP: 23,510
Freeway Discount... 1200
Factory Rebate... 1000
Cu. at this price
$21,310
Vin #XX822996

2000
New Lincoln LS

EUROPEAN STYLING
FREEWAY DRIVING

98's
97's
96's
95's
And More

USED
SPORT
UTILITY
& CARS!

ALL LIKE NEW & ALL GREAT PRICES!

97 FORD ESCORT
$9,999
Vin: K9M16102

97 FORD RANGER
$12,999
Vin: K9M18694

98 LINCOLN MARK VII
$23,999
Vin: K9M187115

DON'T BE EMBARRASED
About Your Credit. We're Your Credit Specialist. It's Just That Simple! Call Us At Freeway Lincoln- Mercury VW Inc! 909-889-3514 1-800-237-8115

FREEWAY
LINCOLN
MERCURY
909/889-3514 • 1-800-237-8115
1600 CAMINO REAL SAN BERNARDINO

97 TOYOTA CAMRY
$11,999
Vin: K9M17998

97 FORD T-BIRD
$13,999
Vin: K9M18351

98 MERCURY SABLE
$13,999
Vin: K9M19430

97 FORD EXPEDITION XL
$26,999
Vin: K9M182120

98 MERCURY MYSTIQUE
$11,999
Vin: K9M182394

98 MERCURY VILLAGE GS
$16,999
Vin: K9M18443

97 FORD EXPLORER SPORT
$17,999
Vin: K9M18327

96 TOYOTA CAMRY
$11,999
Vin: K9M18295

98 FORD CONTOUR
$11,999
Vin: K9M17897

97 FORD CONTOUR
$11,999
Vin: K9M18289

97 FORD EXPLORER SPORT
$17,999
Vin: K9M18327

96 VW JETTA
$11,999
Vin: K9M18328
**MAKING THE CATCH:**

The Black Voice News Page B-1

five turnovers and a lot of penalties. It wasn't easy. We were very fortunate to win this game.

Photo by Gary Montgomery - BVN

**HEAD ON:**

Defensive coordinator Dick Jauron said, "It's a good contrast for us and keep the team feeling that we share time in the backfield. With Nap's quickness and speed, he can still make things happen with his legs and passes while scrambling. I think the team feels that we are never out of any contest."

Tony Rice

For his efforts, he was awarded the game ball by Raicho Cucancina.

Against all powerful Black Hole, Rice had every reason to expect the Eagles to lose

Jordy Nelson, was looking to match the success of his former teammate. He led the Silver & Black over 50,458.

OAKLAND

**HEAD FORWARD:**

Raiders' running back Tyrone Wheatley has turned his back on lack of opportunities with the Giants and Dolphins, instead he's focused on helping the Silver & Black win over the Bears. Wheatley scored on an 8-yard run with 6:45 remaining as the Raiders ended a 4-3 run into a hard fought victory.

Photo by Gary Montgomery - BVN

**BIG UPSET!**

Stacy Harns, Nate Carrion, David Daniels and Joey Fontana, Canyon Springs led by Canyon Springs quarterback Carlos Guzman then found a wide-open Devonte Daniels with 13 yards out with the winning touch.

Eagles took the instant and competed a 7-yard pass to his 15-yard penalty to tag it. The clock read 10:10, but a game changing.

Raiders' James Jett (40) catches a pass in front of Bears' cornerback Tom Carter.

**SPORTS**

Co-Editor: Leland Stein III (top) and Jon Richite (bottom)
I was informed by one of the Afro-Brazilian business persons whom we had dinner one evening that only recently did information about Afro-Brazilian stars in the music industry become a part of the public school curriculum.

Education

All of these opportunities are based on assets that Afro-Brazilians already have available - their talents. However, it takes some know-how to utilize those assets in the successful generation of revenue. And that requires some smarts. Notice: I didn't say "school." I said "education."

The focus of my brief analysis has been on entrepreneurial opportunities for emerging Afro-Brazilian entrepreneurs. Now, we all know that one does not need a traditional school education in order to become a successful Afro-Brazilian entrepreneur. However, one does need some kind of enterprise smarts. Typically, individuals who go on to become entrepreneurs grew up in an entrepreneurial environment. Either their family had a successful business, a close friend owned a business, or they worked closely with someone who owned a business. But if you never had that type of exposure, the likelihood that you'll appear to be much less go on to become an entrepreneur will be minimal. This is largely the scenario for African-Americans and it is certainly the case for Afro-Brazilians: We don't produce many entrepreneurs because we don't have many entrepreneurs. That's the cycle that must be broken, and education has to break it.

Exactly what type of education can break this cycle has yet to be discovered, obviously. But, as always, I have to sound the alarm when "submarginal" has broken itself into another room in the house called Black Diaspora. Afro-Brazilians exhibit some of the same mental illnesses that African-Americans have experienced for so long - a bad case of walking around being someone you're not, and in the process allowing your true potential to desert you.

I was informed by one of the Afro-Brazilian business persons that the Internet revolution right now, and Internet companies such as AOL, Yahoo, Excite, and MSN are making their way overseas. There is an opportunity for African-American tech companies to partner with both African-American and Afro-Brazilian business to develop Brazilian-based Internet Service Providers, web portals, e-tailers, and so on.

Naturally, the potential loss is losing the virtuality (no pun intended) unparalled Brazilian Internet market to be tapped by firms who already have their "fair share" of the market. Even if we achieve this, the potential loss is still for the "digital divide" to extend to Brazil - both separating Afro-Brazilians from the rest of the Brazilians, and widening the communication gap in the Black Diaspora.

Globalization Pecking Order

These opportunities and potential losses that I have laid out are closely linked to the Internet revolution right now, and Internet companies such as AOL, Yahoo, Excite, and MSN are making their way overseas. There is an opportunity for African-American tech companies to partner with both African-American and Afro-Brazilian business to develop Brazilian-based Internet Service Providers, web portals, e-tailers, and so on.

Naturally, the potential loss is losing the virtuality (no pun intended) unparalleled Brazilian Internet market to be tapped by firms who already have their "fair share" of the market. Even if we achieve this, the potential loss is still for the "digital divide" to extend to Brazil - both separating Afro-Brazilians from the rest of the Brazilians, and widening the communication gap in the Black Diaspora.

Globalization Pecking Order

These opportunities and potential losses that I have laid out are closely linked to the Internet revolution right now, and Internet companies such as AOL, Yahoo, Excite, and MSN are making their way overseas. There is an opportunity for African-American tech companies to partner with both African-American and Afro-Brazilian business to develop Brazilian-based Internet Service Providers, web portals, e-tailers, and so on.
It’s Not Just New Service To The Bay Area, Nevada, Seattle/Tacoma And Colorado Springs, It’s A New Choice In The West.

Introducing American’s Expanded Service, Including 55 Nonstops From The L.A. Area.

New Expanded Service In The West. What makes American Airlines the business traveler’s new choice in the L.A. area? It starts with the increased convenience of more nonstop service to more choice destinations. Included in our new expanded service: 14 new nonstops to San Francisco and 17 new nonstops to San Jose every business day.

The Choice Is Easier Than Ever. New flights to exciting destinations and improved convenience. It’s all a part of American’s commitment in the West to earn your business.

For more information or reservations, call your Travel Agent or American Airlines at 1-800-433-7300 or book online at AA.com.®

American Airlines
American Eagle