Black Women's Forum to Award Kwanzaa

Cochran Calls SB Hiring of Bugar a "Slap in the Face"

By Kathleen Haley

At Attorney Johnny Cochran posted out at the Dec. 24 community fellowship dinner in remembrance of Tyisha Miller, the roughly 200-person turnout was the event point that one year later. Riverside community members gathered united in their processes of Miller's death and other local race-related incidents.

The dinner was the last of a number of events commemorating Miller's death last year. It was one of the first of the year's festivities to occur, and focused on honoring the lives of those lost to the violence that followed for so long. The event was attended by more than 100 people attended a prayer vigil at the Riverside Police Department's Council highlighting twelve recommendations. I described the report as providing "An Agenda for Riverside." The City Council directed the City Manager to report every ninety days on City Hall's progress in implementing the twelve recommendations.

Noteworthy, many of the twelve recommendations have been implemented. (A copy of the final staff reports on Page A-3.

The shooting has been closely reviewed and carefully studied.

Continued on Page A-3.

Protesters March Against Penrod's Decision to Hire Bugar

By Cheryl Brown

A new study by the Applied Research Center shows that the suspension rates in schools are higher among African American students. The study also found that African American students are more likely to be suspended and expelled than White students.

The suspension rates varied by racial group, with African American students having the highest suspension rates. The study also found that African American students are more likely to be suspended for serious offenses, such as drug possession and weapon possession, than White students.

The study's findings suggest that there is a need for more research into the causes of these disparities and for policies that address them. The study's findings also underscore the importance of addressing the root causes of these disparities, such as poverty, racism, and inadequate resources in schools.
In the beginning of 1999, 19-year-old Tyisha Miller was shot and killed by four White Riverside police officers. One of the officers, Paul Sugar, who is believed to have fired the first shot, was later terminated by Police Chief Jerry Penrod in Riverside.

At the close of 1999, an anonymous police officer, who has not yet been named, has hired a private investigator in connection with the case. The investigation is being handled by Penrod's department, and it is expected to be completed in mid-January.

Sugar, who was a part-time employee of the Riverside Police Department, was terminated from the department in 1999. The investigation is being conducted by the Riverside Police Department, and it is expected to be completed in mid-January.
Christian Muslim & Jewish Leaders Calls for Unity and Peace

Min. Farakhan, adding that a near death experience gave him renewed insight into the “Nothing in this world is more important than our service to God and the unification, and the love that can be put in our own families,” the Minister said. This is also a reason why the min. is in favor of the 5th anniversary for Oct 15, 2000, the fifth anniversary of the Million Man March, is important be added. Over the past 10 months, Min. Farakhan has been do one usual holidays, resolving conflicts and seeing the benefits of unity and peace. He has treated by doctors, and his family, in particular, daughter Fatima, who is a registered nurse, and son Joshua. According to Min. Farakhan, doctors have found no trace of cancer in his body and he is 100% percent recovered. “Sometimes in the next year, I should be completely healthy, recovered, by the grace of God, he said.”

Our Bodies

As the third millennium dawn, we stand poised at the edge of the future. This is a special moment. It is not just the beginning of a New Year. It is not just the beginning of the future, nor is it the beginning of the new millennium. It is also the beginning of a New Health. We will feel it, like the changes in our bodies: changing. What have we learned from our successes? More important, what have we learned from our mistakes? And most important of all, what can each one of us do— as individuals—to make the world be a better place? What can we do to mend the wounds of the races, religions, and cultures?

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How Black Consumers Can Get Respect

When I was a girl in the 1950s, Black people so rarely showed up on TV that spotting one of us on the flickering screen in our living room was a treat. Although the faces of people of color now appear regularly in advertising and entertainment, those people who are Black consumers are, in most media, racial discrimination in the marketing and advertising community has not disappeared. Rather, it now takes a more insidious form.

So-called mainstream media buyers, those people who collectively spend $12.4 billion to place advertising for various companies, routinely ignore Black-owned media outlets and Black-owned advertising agencies that target Black consumers. African Americans spend more than $500 billion on consumer goods in 1998, hardly a negligible amount. (Only eight sovereign nations in the world have a GDP higher than $500 billion.) Still, Black consumers are simply taken for granted by many corporations. Yet we fret over their bottom lines by spending our dollars with them anyway.

This kind of behavior among Black consumers may be a remnant of the days when we were completely disrespected at stores and restaurants, but times have changed and so must our standards.

In these days when most companies target specific market segments to sell their goods and services, they still devalue Black and other consumers of color. Indeed, some top retailers, manufacturers and service companies even have a marketing policy known as "no urban dictates." In other words, they have no interest in reaching out to Black consumers specifically.

A survey commissioned by the Federal Communications Commission found that 91 percent of Black-owned radio stations responding reported that they had encountered media buyers who had dictated from major advertisers to ignore them. Some White marketers apparently think pitching their product to Black consumers will damage that product's image with the larger general market. Such notions are based in inflexible, pressurizing stereotypes rather than facts.

Even the federal government's own marketing campaigns have not fully embraced Black citizens, Black-owned media outlets and Black-owned advertising agencies. For example, I found out that while the Office of National Drug Control Policy has allocated $185 million for its entire 1999 anti-drug media campaign, only $2 million has been spent in African-American-owned media outlets — that's approximately 0.017 percent of the funds when African Americans are 13 percent of the population. When you consider the scourge of illicit drugs haunting Black America, this low an expenditure just doesn't make sense.

The Congressional Black Caucus continues to raise tough questions about this advertising disparity. Corporate advertising spending on Black-owned outlets may not increase until Black consumers take the initiative in a national grassroots campaign. Before you make a purchase, do your homework. Are you buying products or services from a corporation that wants your money but is unwilling to court you for it? You might need to reevaluate whether they deserve your hard-earned dollars. Take closer scrutiny of advertisers who support Black media as you decide who gets your business. Contact the National Action network's Madison Avenue Initiative at (212) 987-5020 for the latest information on the advertisers who shun African-American media outlets through "no urban dictates." Start a consumer letter-writing-campaign to those companies, telling them you're sensitive to such policies and intend to cross them off your shopping list. Then do it. Pass the word through social, civic and religious organizations and encourage other Black consumers to join you in taking a principled stand. And write or call your local and federal representatives about spending government advertising dollars equitably and ask them to support hearings looking into discriminatory spending patterns in private sector campaigns as well. To ensure that we are respected, Black consumers must hold advertisers and the federal government accountable for their insensitive disregard of the Black-owned media outlets and advertising agencies who most effectively represent our market.

Have your business advertised in the Black Voice News.
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**The Black Voice News**

**Page A-6**

**Thursday, December 30, 1999**

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**Weekly Services**
- **Arrival Service** 7:00 a.m.
- **Morning Worship Service** 8:00 a.m.
- **Mid-Day Worship Service** 11:00 a.m.
- **Evening Worship Service** 6:00 p.m.

**Sunday School**
- 9:45 a.m.

**Prime Time**
- 7:00 p.m.

**Special Services**
- **Friday Night** 7:00 p.m.
- **Wednesday** 7:00 p.m.

**Prayer**
- **Palm Sunday** 8:00 a.m.
- **Easter Sunday** 8:00 a.m.

**Easter**
- **Easter Sunrise Service** 6:00 a.m.

**Weekend**
- **First Sunday** 11:00 a.m.
- **Second Sunday** 11:00 a.m.
- **Third Sunday** 11:00 a.m.
- **Fourth Sunday** 11:00 a.m.

**Tuesday**
- **Morning Worship Service** 9:00 a.m.
- **Prime Time** 7:00 p.m.

**Wednesday**
- **Morning Worship Service** 10:00 a.m.
- **Prime Time** 7:00 p.m.

**Thursday**
- **Prime Time** 7:00 p.m.

### Rainbow Community Praise Center

5595 Molino Way
Riverside, CA 92509
(909) 352-4538 - FAX (909) 352-4567

**Weekly Services**
- **Arrival Service** 7:00 a.m.
- **Morning Worship Service** 8:00 a.m.
- **Sunday School** 9:45 a.m.
- **Prime Time** 7:00 p.m.

**Prime Time**
- **Friday Night** 7:00 p.m.
- **Saturday Night** 7:00 p.m.

### St. John the Baptist Church

15130 Harry JoAnn Street
Riverside, CA 92509
(909) 681-8447

**Weekly Services**
- **Morning Worship Service** 9:00 a.m.
- **Prime Time** 7:00 p.m.

**Prime Time**
- **Tuesday Night** 7:00 p.m.

### Trinity Baptist Church

15271 Minneapolis, Moreno Valley, CA (909) 859-8595

**Weekly Services**
- **Morning Worship Service** 9:00 a.m.
- **Prime Time** 7:00 p.m.

**Prime Time**
- **Friday Night** 7:00 p.m.

### March Field Christian Church

15831 Harry JoAnn Street
Riverside, CA 92509
(909) 681-8447

**Weekly Services**
- **Morning Worship Service** 9:00 a.m.
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**Prime Time**
- **Tuesday Night** 7:00 p.m.

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Customer Price $14,600
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99 Mercury Villager GS
MSRP $20,590
Free-way Discount $1,900
Factory Rebate $1,000
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George Jackson

LELAND STARR III

The sport while nurturing three Olympic Gold medals in '88, '90, and '92. He is also considered one of the most brilliant and multi-talented Am- ericans ever.

Wilt Chamberlain, Olympic athlete, first to win three gold medals in track and field.

13 "Michael " /"Air Jordan," basketball great/olympian, considered one of the greatest athletes of all time. He dominated basketball and along the way became the greatest black Com- petitor in the history of the sport.

12 Allen "G grounded, tenacity, and the ability to push players to the limit even in adverse circumstances. He was the first black women to win a Gold medal in tennis.

11 "Hendrick " O ", basketball player, was the first black player to be inducted into the Basketball Hall of Fame. He was known for his defensive skills and his ability to lead his team to victory.
Ring In the New Year With Jazz Concert

Queen Ida & Her Bontemps Zydeco Band, rich, hot-blooded, authentic Louisiana roots, three string bands, rhythm, rock 'n' roll, country western, ragtime, pop and rhythm and blues delivered as only the irreplaceable roots music monarch can; famed jump blues pioneer Floyd Dixon, and the soaring 23-piece HMA Latin jazz big band. The Renaissance Esmeralda is located at 44-440 Indian Wells Lane, Indian Wells, CA. The Hyatt Grand Champions is located at 444-7777 Indian Wells Lane, Indian Wells, CA. Indian Wells is 17 miles east of Palm Springs. For a free brochure or information about New Year's events at Indian Wells, visit www.jazzonjazz.org or call (562) 799-6055.

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What's Going On Round Town

January 3-7, 2000, Youthquake presents "The Eleventh Hour 2000" at the Halcyon Regency Alcanda, 100 Plaza Alcanda, Garden Grove. Special guests will include Ed Martin Bazo, Eddy C. Shaw Tyson, and Bishop Norman L. Wagner. Registration by The Tiffany Athletic Club. The non-refundable deposit of $40.00 is due by December 19. For more information, contact Youthquake Headquarters at 1175 W. Foothill Blvd., Rialto 1-877-260-088 ext. 700.

February 19, 10:00 a.m., Riverside's 21st annual Black History Parade and Expo "A New Millennium - A Shared Community" sponsored by the City of Riverside and the Black History Month Committee of Riverside. March 23 - April 2, 2000, the 7th Annual Cowboy Poetry and Music Festival at Western Meado Ranch™ Motion Picture Studio. Enjoy the magic of the Old West with performances by Michael Martin Murphey, the Pecos Boys, Jody Miller, Stagg, Joni Harms and more. For Festival information and ticket call, toll free (800) 305-0755.

Applications are now being taken for the Salvation Army of Ontario's "Casting the First 2000" contest. The contest will be open to any individual or group of two or more people. Registration deadline is January 10, 2000. For more information, call (909) 372-8710 anytime.

Volunteers

The Salvation Army of Ontario is seeking the public's help with food and financial donations for its annual community Thanksgiving Day Meal on November 25. Capt. Darren Trimmer of the Ontario Salvation Army anticipates serving 800 meals this year, which will be served from 11 a.m. to 2 p.m. at the Army's church facility at 1412 S. Euclid Avenue in Ontario. For more information, please call (909) 966-6764.

Classes

Family/Domestic Violence Training, Option House, Inc. has set its next family/domestic violence training for Wednesday afternoons, beginning January 12th from 10:00 a.m. to 5:00 p.m. and March 9th from 10:00 a.m. to 5:00 p.m. For more information, call (909) 882-0082, 8:30 a.m. to 4:30 p.m.

The Small Business Development Center is offering a two-hour workshop on December 1, from 9:00-11:00 a.m., which focuses on the newest loan program created by Congress for the BBB. There are no charges, but reservations are required. For more information, contact (909) 826-2347.

Dispute Resolution, The Salvation Army, 910 E. Street, San Bernardino. There is a ten-dollar fee for materials. For more information, call (909) 882-0082.

Teen Group Sessions, held on Sunday and Thursday, 4 p.m. held on Tri-City Violence Prevention Outreach Center, 910 S. Bloomington. The group discusses conflict resolution, violence prevention, effective community skills and more. For more information, call (909) 820-0400 or (909) 381-8271.

Turkey Giveaway!

Residents in rural and remote areas of Western Riverside County will enjoy more convenient library service provided by a newly launched bookmobile operated by the Riverside County Library System.

New Year Weapons Shooting Celebration Warning

As we approach the New Year, the Riverside Police Department is preparing for a busier than ever New Year's Eve celebration. As part of the plan, the Department will add additional officers to the police force to discourage citizens from firing weapons to bring in the new year.

All residents in the City are cautioned that this is not only dangerous practice, but it could also result in the arrest and prosecution of any person who engages in such activity. The Riverside Police Department has adopted a zero tolerance policy, and will make every effort to apprehend individuals who fire weapons indiscriminately. If you suspect that someone is planning to shoot a firearm on New Year's Eve, you are encouraged to call, 624-1829 (English speaking) or 682-1682 (Spanish speaking), to report it. All calls will be confidential.
In 1964 at the age of 35, Martin Luther King, Jr. became the youngest person to receive the Nobel Peace Prize for his non-violent protests that changed America.

In the 1930's he developed the model for non-violence when he fought for India's freedom from British rule.

While in jail, King wrote a letter to the White clergy about their silence and tacit approval of legal segregation and violence. He wrote the message on toilet paper.

On August 28, 1963 King, a coalition of leaders, and a quarter of a million people joined him and passed Civil Rights legislation in 1965. Until the Million Man March it was the nation's largest demonstration.

In 1960 in Greensboro, North Carolina, a group of students from A & T College sat-in at Woolworth's lunch counter. African Americans were not allowed to eat at restaurants or sleep in hotels, they even had separate water fountains.

King didn't give up, he marched through the south. His marches were always non-violent but they angered the establishment.

In 1965 President Lyndon B. Johnson signed the Voting Rights Act that removed barriers for Blacks to vote in the South.

Rosa Parks and the Montgomery Bus Boycott

Slavery in the U.S.

For 400 years Blacks were bought and sold as chattel. People were stolen from their native land of Africa and shipped all over the world. They provided all the labor, and built this nation. They never got paid for the free service. They had no rights and were considered property.

Rosa Parks and the Montgomery Bus Boycott

Blacks were not allowed to sit in the front of the bus and as the bus filled up, they were made to stand up and give a White man or woman their seat. Rosa Parks was tired and she refused to give up her seat. The boycott ran the bus company into bankruptcy. The Supreme Court ruled the segregation unconstitutional a year later.

Look at the Statue in Riverside, CA -- in front of City Hall. Pick one scene on his robe depicting the struggle and write a 150 word essay.

The best essays will be published in our Martin Luther King, Jr. Special Edition, week of January 17, 2000

Win $100, $50 or $25

Search for a photo where you can see the entire statue. Please include the following information:

Name:

Institution:

Contact Information:

Deadline extended January 7, 2000

Winners will be notified, please have a photo available.

Send to: MLK Essay

P.O. Box 1581

Riverside, CA 92502

or e-mail to blackvoice@fa...
One year later: Miller commemorative dinner draws 200

President of RPO, NAACP, Lucus Loans protests hiring of officer who killed Tyisha Miller, Col. Ralph Smith and Rev. Bernell Butler took out.

A summary of the Police City of Fontana (Pilot) Report presented to the Riverside Mayor and City Council on September 30, 1999

Continued from Front Page

Usher 96 units where Miller was killed. The vigil, held during those hours because Miller was killed 2:30 a.m. During the afternoon about 150 people participated as part of four protests started at the Union 96 units and ended at City Hall, where a rally was held.

A key issue discussed at the dinner was the San Bernardino Sheriff’s Department’s recent hiring of former Riverside police officer Paul Buga in a dispute. Buga, one of the four white officers who-Protesters March Against Penrod’s Decision to Hire Buga

Continued from Front Page

outgrew when they saw a press release that Penrod issued with a tag line saying he had spoken to African American leaders and they supposed he was referring to these leaders? Was this another
distraction and manipulative tactic used to shift the focus away from what Penrod knowingly did? Robert Taylor said the leaders were Willie Garrett and Wesley Jefferson.

Both men vehemently denied the charge. Garrett said, “I spoke with the sheriff and told him he was wrong and that we would not stand for it.” Fighting to control his emotions, Taylor and told the crowd what Penrod was really saying.

Wesley Jefferson was adamant about his stand. In a telephone interview he said, “I told Penrod he was going to catch heat, but he told me why he did that he could not discriminate. If he did=date him he would break the law and he would not knowingly break the law. I told him blacks are a controversial thing (surrounding them) would come from this.” Jefferson’s voice heightened as he talked about the controversy. He said what Penrod said to him. It was then after the fact that he filed the report that as explained to the Westside Action Group met and Rev. Bernard Butler spoke, that Penrod called to explain his position. He wasn’t going to try to

Officer Sean Stewart, Daniel Hirson, Paul Buga, and Michael Aligina said they shot Miller in self-defense after she moved toward the gun in her lap. This statement is controversial, many feel she couldn’t have moved given her medical state.

County prosecutors determined in May not to bring criminal charges against the four officers, citing a lack of evidence. The RPO is currently facing investigations by the Miller family, the State Attorney General’s Office, and the U.S. Department of Justice.

Miller’s family and supporters criticized Miller’s shortcomings and issues surrounding it every Monday for the past year.

In his speech at the Dec. 28 dinner, Butler said, “We don’t grow weaker but we continue to grow in numbers.”

Photo by Willie Hoyrst

attention: Community Based Organizations!

President of the Board of Directors of the Universal LifeLine Telephone Marketing Campaign (ULTS), the goals of this campaign are to ensure that eligible households are made aware of the ULTS program, held:

SIL Jacobs, speaks on behalf of Universal Action Group

SIL Jacobs, Col. Ralph Smith, Larry Varner, Gil Navarro, Rev. Butler protests hiring.

Teena Miller Steering Committee, San Bernardino Branch NAACP, MAPA, Riverside Chapter

Rev. Raymond Turner, Pastor

Bethel Church

Attention: Community Based Organizations!

Universal LifeLine Telephone Marketing Campaign (ULTS)
173 North Lafayette Park, Suite 20
Los Angeles, CA 90001
(323) 684-8000
(323) 228-3000

The Universal LifeLine Telephone Marketing Campaign will hold a National Conference on Universal LifeLine Telephone Marketing.

The conference will be held on Thursday, February 27, 2000. The conference will be held in the Los Angeles Convention Center, 1201 Figueroa Street, Los Angeles, CA 90017. The conference will include lunch and entertainment. The registration fee is $100.

Conference Call Details:
(323) 684-8000
Contact: Sherry Thomas
Conference Coordinator

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Conference Coordinator
The following person(s) is (are)

Director Musician who is not yet assigned business name business name:

THE following instruments:

Corner of Main and 980 Citrus

Salary: $62,974 - $75,100

Office (909) 243-8443

' (909) 357-5000 ext. 7194,

FAX (909) 355-2056, TDD

3:00 p.m., Wednesday,

CLASSIFIED

Director of Certificated

Middle School

Middle School

Middle School

Assistant Principal

Fontana Unified School District

Fontana Unified School District

Fontana Unified School District

School District

...on file in another under federal, state, or local law.

I hereby certify that this copy is a correct copy of the original statement filed in my office.

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The filing of this statement does not of itself authorize the use in violation of the rights of another of the business name as stated above.

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