Threatened by a race that downplayed their racial identity, Wilson reveled in the past decade. Latinos and African Americans felt that men must be strong in their family relationships. He was particularly true to his belief that men are strong in their family relationships.

Those surprising opinions are the results of a survey just released by Fisk University's Race Relations Survey, which is working to prevent institutional racism in the future. "I must be strong in my family relationships."

Research, along with training and advocacy, are key components of the Institute's strategy to heighten awareness of the divisive and insidious nature of racism. Research emphasizes the continuing need for data analysis on America's most troubling problem.

The historical summer Institute is the model for research, along with training and advocacy, for a variety of questions.

The Gallup Poll Social Audit on Black/White Relations in the U.S. and other national polls. The survey, conducted by Mind, Inc., in Washington, D.C., generated responses from 100 participants, 18 years of age and older. The results of other survey questions indicate.

Serious Racial Conflict Ahead

By Anthony Breznican

Ralph Wilson was characterized as a man of strong will and unyielding character. Florida Evans who kept her family together on the TV show "Good Times," she died Nov. 17 in Los Angeles at the age of 79.

Exhibition Examines Abolitionism and Anti-Slavery

700 Years Ago

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We are Family

By Linn Washington Jr.

DNA and America's Denial of Racism

By Linn Washington Jr.

The Black Voice News is also a member of the West Coast Black Publishers Association and the

Black Press

Sports Editor

Leland Stein, III

We have over 35,000 readers per week.

We can be reached in Riverside at (909) 682-6070, 3585 Main Marvel.

Box 1581, Riverside, California 92502.

We have been dismissed as "blindly"

foremost as "blindly"

"family" -- can't afford to bear. "We've already defeated bills to end affirmative action in Florida,

and their markets are headed.

But "we're not even in the same league,

But we know that's where their workforce

have already defeated bills to end affirmative action in Florida, and we've got to be proactive.

We've already defeated bills to end affirmative action in Florida, and we've got to be proactive.

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We've already defeated bills to end affirmative action in Florida, and we've got to be proactive.
"It's a means to an end," said the president of the university. "We need to work collaboratively to ensure that students have the resources they need to succeed."
Life coming from Hollywood in the picture in the minds of But the Hollywood industry is world much in the way of images of American society offers the world. That audience is growing at a rate of about 6 to 7 percent annually— three times as fast as the domestic market. Hollywood produced movies reflect, and project, ideas and values that offer the world possible new visions of the images of American society. But a child watches someone not interested in offering the world much in the way of images of African Americans. Although African Americans buy 25 percent of movie industry products, the lure of foreign markets puts us at the sidelines of the picture in the minds of studio executives. U.S. movie distributors took in $5.5 billion from foreign box offices last year. Hollywood caters to foreign film distributors who feel their audiences have no interest in movies that have African American or other minority content.

Actually it makes good business sense for Hollywood executives to go where they feel the money is. Ten years ago, percent of the industry's revenues came from foreign movie-houses. The foreign market didn't have multiple theaters then. The bottom-line now shows the overseas market helped the epic disaster film "Titanic" gain two more times more than the $600 million it earned in the American market. While there are 63,000 movie screens overseas— compared to about 13,000 in the United States— the global box office is poised to grow dramatically in the near future. The perception that "ethnic movies" don't play overseas in the niche, Hollywood's studio executives say: "Most other countries can't relate to Black baseball movies, period dramas about football, rap and hip-hop, Westerns in the desert by international markets, but they know that's what audiences want and will respond to. "You don't get it", and it's generally in films that Black people can be sports-driven." Producers deny there is a problem involved, calling it "an economic decision." They say, "Studies don't care how they make their money, but history shows Black movies don't translate in foreign markets."
The Black Choir - and the Bethel AME Choir. They showed their love through their music, admitting to their constituents. Cecil Murray, FAME and Betty San Bernardino, CA 92382 Wesley Services

Radio Community Praise Center

Rainbow Community Praise Center

New Beginnings Community Church

March Field Christian Church

Crossroads Community Church

Labourers For God

Winds of the Spirit Worship Center

Calling the Gospel Workshop

Imani Praise Fellowship of Seventh Day Adventists

Religion

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New Beginnings Community Church

March Field Christian Church

Crossroads Community Church

Labourers For God

Winds of the Spirit Worship Center

Calling the Gospel Workshop

Imani Praise Fellowship of Seventh Day Adventists
The Ultimate in Gospel Music

KPRO 1570 AM

HIGHWAY TO HEAVEN WITH REV. LEROI LACEY MONDAY-FRIDAY 6-7

and INSPIRATIONS ACROSS AMERICA GOSPEL MUSIC SATURDAY 11AM CALL

(909) 688-1570

The Living Word Baptist Church
420 N. 2nd Street
San Bernardino, CA

"Where The Simple Truth Is Taught and Caught"

Schedule of Service
Sunday Prayer & Worship 10:00 a.m.
Sunday School 11:00 a.m.
Children's Worship 11:00 a.m.
Afternoon Services 1:00 p.m.
Rev. P.O. Butts
Pastor

Rev. John L. Smith

BETHEL A.M.E. CHURCH
14625 Baseline Ave.
Fontana, CA 92335
(909) 350-9401

SUNDAY SERVICES
Morning Service 9:15 a.m.
Sunday School 10:45 a.m.
Worship in the Park
After Sunday Service

NEW JOY BAPTIST CHURCH
5694 Juniper Avenue
Riverside, CA 92504
(909) 779-0088 - Office

WEEKLY SERVICES
Sunday School 9:15 a.m.
Morning Worship 10:15 a.m.
Evening Worship 6:00 p.m.
Prayer Meeting & Bible Study 7:00 p.m.

St. Timothy Community Church
3100 N. State Street
San Bernardino, CA

SERVICE TIMES:
Sunday School 9:00 a.m.
Morning Worship Service 10:00 a.m.
Pastor Rolfe J. James
Wed. Night
7:00 p.m.

"God is in the Blessing Business"

Second Baptist Church
2961 North Riverside, Riverside, CA 92504
(909) 392-4358 - Office
(909) 392-4358 - FAX

Worship Services
Church School 9:30 a.m.
Morning Worship 8:00 & 11:00 a.m.
Prayer and Bible Study

Mountain View Community Church
(New in Temecula!!)
13750 Commerce Center Drive #225
Temecula, CA 92591
(909) 693-0771

Weekly Services
Sunday: 9:00 a.m.
Sunday School
Mid-Morning Worship 10:15 a.m.
Nursery Open 10:15 a.m.
Prayer Meeting 7:00 p.m.

Trinity Baptist Church
22812 Alessandria, Moreno Valley, CA

"A church where everybody is somebody"

Schedule of Service
Sunday School 9:45 a.m.
Morning Worship Service
Member Class
Morning Worship Service
11:15 a.m.
Children's Church
Mid-Morning Worship
Church School
Afternoon Services 1:00 p.m.

Valley Fellowship Seventh Day Adventist Church
2525 Austin Street
Rutland, CA 91776
(909) 874-5152 - Church
(909) 874-5152 - Fax

Weekly Services
Saturday: 9:30 a.m.
Palm and Joy
Sunday School
1:00 p.m.
Youth Services
Teacher Training
11:00 a.m.

ADVERTISMENT CALL DOROTHY SHEPHERD
(909) 597-7134
4195 Chin Hills Pkwy 177
CHINO HILLS, CA 91709

KPRO 1570 AM

MONDAY-SATURDAY:

SHEPHERD'S GOSPEL TIME
SUNDAYS 12:30 - 1:30 PM
### Volkswagen Oil & Filter Change Special

- **Special:** 
  - Volkswagen Oil & Filter Change
  - **Price:** $219

  **Details:**
  - 4-cylinder gas engines only (except Vanagon; other engines slightly higher)
  - Change engine oil (5,000 miles max.)
  - Installation genuine Autobahn oil filter
  - Check and top off transmission, brake, windshield washer and battery fluids.

- **Manufacturer Rebate:** $500

- **Freeway Discount:** $1,000

- **Customer Price:** $15,425

**Purchase Options:**
- **4-cylinder gas engines**
  - $219
- **Other engines**
  - Slightly higher

### Lincoln - Mercury - Ford - Used Car Specials

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<thead>
<tr>
<th>Model</th>
<th>Make/Special</th>
<th>MSRP</th>
<th>Customer Price</th>
<th>Specials</th>
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<td>99 Mercury Tracer GS</td>
<td>99 Mercury Tracer GS</td>
<td>$11,590</td>
<td>$11,590</td>
<td>1% for 36 months</td>
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<tr>
<td>99 Mercury Mystique GS</td>
<td>99 Mercury Mystique GS</td>
<td>$15,425</td>
<td>$15,425</td>
<td>1% for 36 months</td>
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<tr>
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<td>99 Lincoln Towncar Cartier</td>
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<tr>
<td>99 Lincoln Navigator</td>
<td>99 Lincoln Navigator</td>
<td>$36,095</td>
<td>$36,095</td>
<td>Test Drive One Today!</td>
</tr>
<tr>
<td>99 Mercury Grand Marquis</td>
<td>99 Mercury Grand Marquis</td>
<td>$22,110</td>
<td>$22,110</td>
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**SUPER DEALS • SUPER PRICES on USED AND PROGRAM CARS**

- **97 FORD ESCORT** $9,999
- **94 VW JETTA** $9,999
- **96 VW JETTA** $12,999
- **97 HONDA CIVIC** $14,999
- **96 LINCOLN TOWNCAR** $18,999
- **97 FORD F150** $19,999

**Notes:**
UCS's Defense Sinker Notre Dame's BCS Hopes

By LELAND STEIN III

USC's Defense Stands Tall as Trojans Sink Notre Dame's Championsh...
When it comes to the changes in California's Electric Utility Industry for your business,

You have the power!

What has changed?
Now you can choose your Electric Service Provider (ESP). The ESP is the company that generates the electricity you use, because many new ESP companies have come into the state, tens of thousands of California electric consumers have already switched providers. As always, the California Public Utilities Commission (CPUC) is on the side of energy consumers, serving as the watchdog to protect you and your rights.

When and why did this happen?
Early in 1998, the electric utility industry opened to competition. This provides you with a choice that could potentially save Californians and YOUR small business money.

How does this affect your small business?
Small businesses can now negotiate for electricity rates like bigger companies, thanks to "aggregation." This is when your business joins with others to buy electricity as a group. You can contact any registered ESP and ask about aggregation.

Where can you get a list of ESPs?
For a list of providers, call 1-800-789-0550 or visit our web site at www.knowledgeispower.org. The CPUC updates the list daily.

Who can you turn to for more information?
The CPUC has information to help you make the right choice for your small business. They have set up the Electric Education Call Center (EECC) and two web sites to give you objective, unbiased, and free information.

www.knowledgeispower.org www.cpuc.ca.gov

A Public Education Program Authorized by the California Public Utilities Commission

Electric Education Call Center

1-800-789-0550
(TDD/TTY 1-800-933-3119)

State law allows each municipally-owned electric utility to choose whether or not their customers will have a choice of electric service providers. Electric customers of city-owned or other utility districts should call the number printed on their bill for specific information on how electric restructuring will impact them.
Benson Breezes Back to Cerritos
By Taylor Jordan

Grammy Award-winning guitarist George Benson returns to the Cerritos Center for the Performing Arts on December 19, 1998, to celebrate the release of his latest recording, "Standing on the Top Ten," and to serenade a sold-out crowd. He will take the stage again in an 8 p.m. concert to showcase "Standing Together," a musical mix of evocative blues, soulful ballads, modern pop tunes, Afro-Cuban rhythms and improvisational jazz statements.

Tickets, ranging from $37 to $52, are still available through the center box office or by calling (800) 308-3155 or (562) 916-8800. Benson's first musical award came in 1967 as a participant in the Spirituals To Swing competition.

Music has been a central focus for Benson since his birth March 32, 1950, in Chicago, Illinois. A child prodigy, he recorded for a small rhythm-and-blues label at age 11 and began formal guitar lessons shortly after this initial introduction to professional performances. He was a teen talent featured in organ master Jack McDuff's band and co-led a band with organic Ronnie Smith. Benson's first job was as an assistant for Lionel Hampton.

Benson has been featured in such films as "Mo' Better Blues," "The Lost World," "Malcolm X," "She's Not My Lover" for R&B singer Kim Carnes and "413 Hope Street," a one-hour drama for the WB Network which featured the voices of his siblings, Kim, Shawn and Marlon Wayans. He also directed the music video "She's Not My Lover" for R&B artist Joyce Ivy.

Wayans was actually created and served as the executive producer for "413 Hope Street," a one-hour drama for the Fox Television Network. Wayans resides in Los Angeles with his wife and four children.

Damon Wayans Lives at San Manuel
By M.V. Sivola

The Black Voice News

Damon Wayans, a stand-up comedian and writer, is now a stage actor as well as a screenwriter and director, having performed in such films as "Mo' Better Blues," "The Lost World," "Malcolm X," "She's Not My Lover" for R&B singer Kim Carnes and "413 Hope Street," a one-hour drama for the WB Network.

Wayans' career began in the mid-1980s when he joined the cast of "In Living Color," where he personally earned two Emmy nominations. Among the unique and memorable characters and sketches he created and performed were the show's "Clown," "Handelman," and the wildly popular, classic "Men on Film." Wayans also starred in his own critically-acclaimed specials "One Night Stand" and "The Last Stand!" and served as the executive producer of "Waynesday," a Saturday morning animated show for the WB Network which featured the voices of his siblings, Kim, Shawn and Marlon Wayans. He also directed the music video "She's Not My Lover" for R&B artist Joyce Ivy.

Wayans was actually created and served as the executive producer for "413 Hope Street," a one-hour drama for the Fox Television Network. Wayans resides in Los Angeles with his wife and four children.

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 supports that legacy by highlighting the achievements 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 capable of moving men and mountains.

Philip Morris Companies has supported the black press since the 1930s 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 (Afo-American)
- 1892 Houston Informer
- 1895 Indianapolis Recorder
- 1895 Chicago Defender
- 1909 Amsterdam News
- 1909 Norfolk Journal & Guide
- 1910 Pittsburgh Courier
- 1912 St. Louis Argus
- 1920 Cleveland Call & Post

Philip Morris U.S.A.
And the Queen's Court Is?

The Black Voice News Page B-4 Thursday, December 3, 1998

The new Queen Scheherazade is Sarah Young, 17, of Indio. Sarah is president of Indio was crowned as Princess Dunyazade. Sarah, 17, is on the youth advisory council and plans to attend a university and major in Communication or fashion design. Sarah-Alissa Lopez, 17, of Indio was crowned as Princess Jasminel Ashley Craven of La Quinta. Ashley is president of the Black Voice Newspaper. Ashley Craven of La Quinta. Ashley is president of the Black Voice Newspaper.

The 35th Annual Queen Scheherazade Pageant took place at the Riverside County Fairgrounds in Indio. The pageant was an enjoyable and memorable experience for all of the contestants and the crowd of 250 spectators. Three young women were chosen as the Queen and her court. The new Queen Scheherazade is Sarah Young, 17, of Indio. Sarah is president of Indio was crowned as Princess Dunyazade. Sarah, 17, is on the youth advisory council and participates as a teen mentor. She is also involved in track, cross-country, and her High School Marching Band. Crowned as Princess Jasminel Ashley Craven of La Quinta. Ashley is president of the Black Voice Newspaper.

The advertisement read: "The Black Leadership Forum, Inc. and Black Entertainment Television, Inc. urge African Americans to vote on November 3, 1998 for the political party whom you believe will deliver results on: improved education, quality health care, jobs, affirmative action, sentencing parity for drug convictions, equal justice for all, and fair urban and rural policies." The ad carried a photo of Bob Johnson, President of BET, surrounded by African American leaders who participated in a BET press conference. The ad also listed 21 national African American organizations affiliated with the Black Leadership Forum, including (without our permission) the National Newspaper Publishers Association.

This advertisement prompted immediate response, angry response from African American publishers who are members of the National Newspaper Publishers Association, the trade group for the more than 200 African American newspapers. There are several reasons for their anger.

Number one: While African American newspapers were carrying free editorials and op-ed articles for the past several weeks on the critical election issues at stake for us and imploring our readers and their families to vote on election day, our newspapers did not receive a penny for national advertising from any source.

Number two: The fact that the Black Leadership Forum and BET decided to spend approximately $67,000 for a one-page ad in a white newspaper (which is not read by the masses of African Americans) is an insult to African American publishers, who are struggling small business enterprises. The Black Leadership Forum and BET did not run a similar ad in a single African American newspaper. We take issue as to the sincerity of such an effort that was supposedly targeted to reach African Americans and we ask the question who "really" was the ad designed to reach?

Number three: NNPA has been battling the U.S. Federal Government, the Department of Housing & Urban Development and the White House Office of Drug Policy, in particular, for receiving $195 million appropriated by the U.S. Congress for a national education campaign, and in the first phase placed advertising in white media exclusively in 12 cities, half of which had large African American populations. For years, the Black press has been fighting Fortune 500 companies which depend on African American consumers for their profit margins, but ignore doing business with African American newspapers.

Some of our publishers have described the USA Today ad as "shameful" and demand an apology from Bob Johnson, President of BET and from the Black Leadership Forum and its members for such a conspicuous affront to African American newspapers which have been in the business of representing our people since 1827. We can expect whites to spend their funds with white media, but not for African Americans to do the same, while spending not a penny with their own media, it is, indeed, shameful.

FOR More infomation:

Call (909) 682-6070

Mrs. Dorothy Leavell, President, National Newspaper Publishers Association