Info Needed in Riverside

Homicide Case

A jagger called the Riverside Police Department on Feb. 19 when he discovered a female sex worker lying in the roadway in his neighborhood. Investigators were called to the area to secure the scene due to the circumstances. Witnesses reported that the woman was laying by the side of the roadway in the 4300 block of Somerton Street. The area is an established residential neighborhood. The cause of death is pending the autopsy, which is classified as a homicide.

The cell was received at 6:50 p.m. and was handled by detectives. The victim's identity has been tentatively made, but is classified as a homicide.

Principal Calls Out Police

Clara Thomas, the Principal, said she wanted to report in written form what had occurred at the police station. She said things are changing and that she is concerned for their well-being.

Thomas was called in December. The only thing missing, she said, was the fact that it was her birthday.

Thomas is the third Black principal to take charge of the Moreno Valley Educators Association. She is the first Black principal at her school, the first female principal at the school, and the first principal to take the position in the district.

Stereotyped About The Black Press Dispelled

"Everyone — publishers, advertisers, agents and sales executives — should use the Milestones research study as a catalyst to re-examine old attitudes and identify new areas of opportunity. . ." said Ken Smilie, publisher of Target Market News.

The National Newspaper Publishers Association has released the first comprehensive national survey of Black newspapers which proves the viability of Black newspapers as an effective marketing tool for reshaping thinking and providing practical strategies for advertisers and an important resource for African-American consumers. The survey, conducted by the School of Journalism at the University of Missouri, is one of the oldest and most comprehensive public opinion surveys to help the state's image. It is the first time that surveys have been done to attract, or how to use them as effective tools.

This information is critical to reshaping thinking and destroying myths about Black newspapers. The Milestones study justifies why companies should continue to spend advertising dollars in Black newspapers and U.S. Black Press as an effective market in much and influential Black consumers, said Dr. Frederick H. Black, executive director of the Black Press Research Project. The study shows that Black American readers and advertisers are the primary sources of disinformation, misinformation and sensationalism.

"Black Press has stung and is as effective in helping to develop and maintain this advertising support. This can be a vicious cycle, since declining circulation is inattentive to advertisers. This study is the first step in examining advertisers' perceptions of Black Press and the relationship of these perceptions to the purchase of Black Press. The study revealed that advertisers know the potential in the Black American marketplace, the types of readers the papers attract, and how to use them as effective marketing tools. About 72% of advertisers agreed or strongly agreed that they could reach African-American audiences through..."
The Black Press Of America: 168 Years Old

The Black Press of America is a national newspaper association that represents over 2,000 Black-owned and operated newspapers across the United States. Established in 1972, the association seeks to promote the development and advancement of Black-owned and operated newspapers in the United States.

The association works to ensure that Black voices are heard and that Black communities are represented in the media. They provide a platform for Black journalists to express their views and to hold those in power accountable for their actions.

The Black Press of America also advocates for policies that support Black-owned and operated newspapers and promotes the importance of diversity and inclusion in the media industry.

The association works closely with its member newspapers to provide resources, training, and support to ensure their continued success and growth.

For more information about the Black Press of America, visit their website or contact them directly.

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Dear Editor:

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Established in January of 1972

The Black Voice News is a biweekly newspaper that serves the African-American community in Riverside, California. It is published by Cheryl Brown and Associates, P.O. Box 1581, Riverside, California 92502. We may be reached by telephone at (909) 682-6070 or (909) 682-9214.

The Black Voice News is delivered by carrier or post office. Advertising rates are $3.00 per column inch. All advertising copy must be received at the office by the 15th of the month preceding the month of publication.

The Black Voice News is distributed by the Certification Verification Publications Service (CVPS). We have new subscribers to the Black Voice News in our database.

The Black Voice News is a member of the Black Press of America, the largest association of Black newspapers in the United States.

---

Staff

Publisher: Cheryl Brown

Editor: Samuel E. Cornish

Assistant Editor: Samuel E. Cornish

Production Manager: Mary Brown

Editorial Assistant: Sam James, Willie Bellamy, Gary Montgomery

Letters to the Editor:

Dear Editor,

Praise God for Pastor Ron Gibson! Maybe if more pastors started back the whipping or paddling of our children, we can make a reality of getting back to the basics.

We stopped whipping our children and now the police are doing it. It was if we were not for my mother whipping me, I would be dead. Just think about it.

Thank you Reverend Gibson

Alvin Stevens

Dear Editor,

Lately I have been attending the Edward-Dau Museum in Cherry Valley, in the behalf of “Heritage of America” exhibit that feature African-American art. It was an educational and social event in commemoration of Black History Month in America.

One of the recent visitors to the exhibits was the late Roi K. Charles, director of the Center for Community Development in Riverside. He was interested in the exhibits and he expressed his thoughts and feelings towards African-American culture. He was surprised by the diversity and richness of the exhibits.

Among the exhibits were the paintings of renowned African-American artists such as Romare Bearden, Jacob Lawrence, and Faith Ringgold. The exhibit also showcased photographs, sculptures, and musical instruments that represented African-American culture.

It was an eye-opening experience for me, and I highly recommend everyone to visit the exhibit and learn more about African-American culture and history.

Sincerely,

[Signature]

James Brown


To identify, develop, and promote the minority businesses.

Children may be the victims of poverty. Reduced-price or free lunches is unthinkable, but unfortunate.


Support For The Language and Literature, Math -

The Technology and Individual Personal Skills (TIPS) -

MHS Restructuring Program Initiates Help For Incoming 9th Graders

Together, We Can By Charles Ledbetter

MVHS Restructuring Program Initiates Help For Incoming 9th Graders

Can perform instruction in the technology and individual personal skills that is often required of them in their classes.

The Technology and Individual Personal Skills (TIPS) is the first major curriculum an instruction project that is being implemented as part of the MVHS Restructuring Program. It was designed to help address the difficult transition that incoming freshmen face when moving from the middle to the high school level.

One of the most important areas dealt with is ready to do a lot of things to help incoming freshmen face the greatest needs. They had to be

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**MARCH**

**ARTS & ENTERTAINMENT**

**MARCH 20**
EVENING OF SOUL: The Inland Empire Regional Symphony's Black Basketraiser will present the last annual production of “Dream of East” through March 26, at USC, Hugg Theatre. For more information, call (213) 748-7711.

**MARCH 21**
STENCILING WORKSHOP: Learn the correct way to stencil in just an hour. Presented by Ana Sciarra. For more information, call (909) 788-6615.

**MARCH 22**
TIME MASTERY WORKSHOP: Learn how to accomplish more and enjoy yourself. Presented by Community Services, San Bernardino Valley College, from 1:00 to 3:00 p.m. For more information, call (909) 877-0929.

**MARCH 26**
BRIDAL SHOW: The Associated Students of Riverside Community College, ACE, will host the First Annual Bridal Extravaganza in conjunction with Discount Bridal Society Inc., will host the next three performances of “Fantasy of Baskets to Benefit the Riverside County Police Foundation.” For more information, call (909) 798-1793.

**APRIL**
**SOHO NIGHT OUT**
EVENING OF SOUL: The Social-Lite, Inc, will present the Ebony Fashion Fair at the California Theater, San Bernardino, April 7, 1995 at 8:00 p.m. All proceeds from the show will go to the Social-Lite Scholarship Fund. You can help the Social-Lite continue its good work and spend a great evening enjoying the latest American and European fashions by attending. For ticket information, call (909) 768-7661.

**APRIL 6th**
FREE KNEE EGG HUNT/_over 500 Easter Eggs will be hidden throughout Perris Hill Park from 10:00 a.m. to 1:00 p.m. The Easter Eggs will be placed in the park, so bring your camera and your baskets. There will be eggs for all age groups and families. Perris Hill Park is located at Valley Hill Road and Ford Street, Perris, CA. For more information, call (909) 822-3277.

**APRIL 7th**
Bridal Show Extravaganza in conjunction with Discount Bridal Service at Moreno Valley, Ca. Phone (909) 247-3233.

**FREE SANDALS, Ladies special “Five Seminars” from 3:00 p.m. to 9:00 p.m., April 15, 1995, at Moreno Valley Mall. For more information, call (909) 621-0316.

**BICYCLE PATROL SEMINAR: Riverside Community College District Police Office and American Bicycle Patrol are offering a free seminar to teach cyclists how to avoid a few slight night time bicycle related problems. From 7:00 to 9:00 p.m. at BCIC, 8900 Magnolia Ave., Riverside, CA. For more information, call (909) 222-6850.

**APRIL 8th**
FLIGHT: Faye Astin Stowers will present The Little Theatre Rascals in Campfire and The Semi-Hour in two performances only April 8th, 8:00 p.m. and April 9th, 3:00 p.m. At Paradoke 75379 DePoe Dr., Moreno Valley. For more information, call (909) 621-2304.

**APRIL 14th**
FREE EASTER EGG HUNT: Over 500 Easter Eggs will be hidden throughout Perris Hill Park from 10:00 a.m. to 1:00 p.m. The Easter Eggs will be placed in the park, so bring your camera and your baskets. Perris Hill Park is located at Valley Hill Road and Ford Street, Perris, CA. For more information, call (909) 822-3277.

**ARIZA ACCENTS & CHEERS DINING PRESENTS**

**DREAM WEDDING — DOWN TO EARTH BUDGET**

**Bridal Show Extravaganza** in conjunction with Discount Bridal Service

Sunday March 26, 1995
3 p.m. -6 p.m.
Cheers Dining
12220 Pigeon Pass Road
Moreno Valley, Ca.
Phone (909) 247-3233

Free Admission — Free Raffle
For More Information or Exhibitors
Call Kitty (909) 787-0811

Come and save up to 70% on Bridal Gowns and Services
Holy Spirit Deliverance To Hold "April Shower Of Praise" Service

The program will be held at the San Bernardino Community Hospital, 1501 W. Medical Center Dr., San Bernardino, grand floor auditorium (please use the Western Street entrance).

For more information, call (909) 684-1564.

Broussard 'N' Motion Productions

The Black Voice News Page A-6

Rev. Marvin L. Brown

Pastor Raynor F. Williams

Rev. Morris Buchanan

Pastor Charles Singleton

Baptist Church

Pastor Raymond F. Williams

Morning Worship 8:00 a.m.
Sunday School 9:30 a.m.

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The Black Voice News

Page A-8

Thursday, March 23, 1995

Lincoln
Mercury
Volkswagen

FREEDAY

'95 MERC TRACER
MSRP
FWY DISC
YOUR COST

$13,820
SER-602393

6.5% Discount

'95 MERC COUGAR
MSRP
FWY DISC
YOUR COST

$17,155
SER-604719

'95 MERCURY MYSTIQUE
MSRP
FWY DISC
YOUR COST

$15,909
SER-606790

'95 MERC GRAND MARQUIS-LS
MSRP
FACTORY REBATE
YOUR COST

$20,585
SER-623387

'95 MERCURY SABLE
MSRP
FWY DISC
FACTORY REBATE
YOUR COST

$17,295
SER-600426

'95 MERCURY MYSTIQUE
MSRP
FWY DISC
YOUR COST

$16,745

'95 MERC Villager
MSRP
FWY DISC
YOUR COST

$20,865
SER-700077

'95 LINCOLN TOWNCAR EXC.
MSRP
FWY DISC
FACTORY REBATE
YOUR COST

$32,915
SER-616730

'95 LINCOLN MARK VIII
MSRP
FWY DISC
YOUR COST

$32,820
SER-633393

QUALITY USED CARS

'94 MERC TRACER
MSRP
YOUR COST

$10,375
SER-600145

'94 MERC TRACER WAGON
MSRP
YOUR COST

$11,769
SER-600147

'94 MERCURY SABLE
MSRP
YOUR COST

$13,999
SER-600148

'94 FORD E-350 VAN
MSRP
YOUR COST

$15,999
SER-600149

'94 FORD TEMPO
MSRP
YOUR COST

$10,899
SER-600150

'94 MERCURY TOPAZ
MSRP
YOUR COST

$10,899
SER-600151

'94 FORD TAURUS
MSRP
YOUR COST

$12,999
SER-600152

'94 FORD MUSTANG CONV.
MSRP
YOUR COST

$17,995
SER-600153

Save $1,000's

'94 Lincoln Towncar

$21,999
SER-664149-Previous Rental

FIRST TIME BUYERS
WELCOME! WE MAY HAVE
A PLAN THAT CAN GET
YOUR CREDIT STARTED
WITH A NEW CAR

889-3514

Full Service, Parts & Body Shop
Hours: Monday - Friday - 7:30 to 5:30

1600 Camino Real, San Bernardino
Lincoln • Mercury • Volkswagen

Tax rates based on 7.5%. All prices are plus tax, license, document fees on approved credit. Subject to prior sale. Sold prices not subject to dealer.
LYLE DIAMOND 1981
BNV Sports Editor

Show a caring concern for the world around you but never lose sight of the fact that you are also an individual. Instead of getting involved in movements, you could be moving mountains of your life.

LOS ANGELES — Jim Brown, the legendary football star with the Cleveland Browns from 1957-1971, is still running and scoring touchdowns.

Brown has been on the run since he was a child. He was one of the first football stars to make a name for himself, and his influence is still felt today.

He started running when he was young, and he never stopped. He ran to school every day, and he ran to his football career.

Brown has been a role model for many people, and his message of hard work and dedication is still relevant today.

He is a true legend, and his legacy will live on for generations to come.

End of the story
Reynaldo Rey: More Than Just A Laughing Matter!

Reynaldo Rey is supposed to be doing a talk show right now. But for more information, call the church office at (909) 888-6751.

Rappers And Music Execs To Meet On The Street

The Black Voice News Page B-2

For Anyone Trying An Extension Course

The Weekender: February 18, 1995

For a television sitcom entitled "Under One Roof," the show will tackle issues that are specific to the African-American community. The show is currently in production and is expected to start airing in the fall.

Questions? Comments? Feedback?

E-mail the author at theblackvoice@usa.net

The Natural Gas is one of 30,000 natural gas vehicles on the road today. By the year 2000, one out of every ten vehicles (NOV) will be powered by natural gas. In fact, more than 1,000 natural gas vehicles are sold every year in the United States. One of its spots, Consolidated Natural Gas, operates the largest NOV fleet in the country, totaling over 100,000 NOVs.

Reach out for more information on natural gas vehicles and how you can participate in the program. Call the Natural Gas Assistance line at 1-800-555-5678 or visit the website at www.naturalgas.com.

Gas? Yes, Natural!

The Shining Hour of Fashion

California Theater of Performing Arts
San Bernardino, CA

Friday, April 7, 1995

8:00 p.m.

Ticket Price: $30.00

For Tickets: (909) 825-7664

The 37th Annual EBYON FASHION SHOWCASE

Sponsored by Social Lites, Inc.

Benefit of SOCIAL LITES SCHOLARSHIP

This year's event features top fashion designers and models from around the country. The event will include a runway show, dinner, and live entertainment.

Tickets available at:
Harris - San Bernardino History & Industry Building

Anyone can ask any amount of work, provided it isn't the work he is supposed to be doing at the moment.

—Robert Benchley
The “Masked Man” For The Homeless Faces Big Challenge Ahead

The Black Cowboy that rides the range in Riverside and San Bernardino Counties, stamping out local homelessness once again finds his back against a wall. In providing room and board for eight homeless individuals, The Goodman Homeless Inc. in association with the “Lady of Grace,” founded by Mrs. Ruth Mickens, is having problems keeping their doors open until approved funding can be received. “The Goodman” is shown in photo passing out snacks during one of his four visits per week to the Armory, located at Fairmount Park in downtown Riverside.

“The recent closing of the Armory prompted another problem for “The Goodman” and the homeless, because the ability to stay in constant communication with some of the homeless clients will be possibly forever interrupted. Over the past few months we have helped families and individuals that live at the Amory their chances to seek employment or obtain services, said The Lady of Grace, Ruth Mickens. The Lady of Grace operates as a communication base that transmits or receives messages and the homeless, because the fear that there is no available funding can be received. “The Goodman” is shown in photo passing out snacks during one of his four visits per week to the Armory, located at Fairmount Park in downtown Riverside.

The County has been very supportive of the idea of building the mobile home park. But the fear of needing $30,000 to start the process has stopped the County Planning Department from going forward.

New Chief Of Medicine Appointed At Riverside General Hospital

Daniel Lee Bouland, M.D., has been appointed as the new Chief of Medicine at Riverside General Hospital. He replaces Habech Baccus, M.D. who retired after twenty-five years of service at Riverside General.

Dr. Bouland is a graduate of the Loma Linda University School of Medicine serving as the Combined with outstanding medical skills Congratulates on Dr. Bouland on his appointment as Chief of Medicine at Riverside General Hosp.

In other assignments, the Board of Education named Calvin White to the principal position at Dr. Martin Luther King Jr. Middle School recently. He took over his new assignment from Stephanie Cocores who has been appointed to Stanshil Hills Middle School.

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“The Goodman” will continue to campaign for the building of a 30 unit mobile home park in Rubidoux. “The Goodman” admits that he is a long way from building the 30 unit mobile home park that he projected to build in Rubidoux. The age old problem is money.

The Goodman and God helps those who help themselves. When asked, what drives “The Goodman’s” desire to help the homeless, he replies that “I am not driven by the number of successes we have in helping human beings, but the empathy is derived from my own needs.ouland to the new chief chairman of the San Bernardino City Unified School District named Calvin White to the principal position at Dr. Martin Luther King Jr. Middle School recently. He took over his new assignment from Stephanie Cocores who has been appointed to Stanshil Hills Middle School.

Employed by the district since 1978, White had been serving as vice-principal at Pacific High School at the time of his new appointment. From 1988 to 1991 he was vice-principal at San Bernardino High and had also been vice-principal at Curtis Middle School. His move to Curtis followed eight years as a counselor at Pacific and Cajon High Schools and he was also an industrial arts teacher at Forest Hills and Riverside High.

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Urban League Addresses A Multitude Of Issues

Next Meeting, Saturday, March 25, 8:00 a.m., Park Avenue Baptist Church.

The Greater Riverside Urban League has been busy. They have dealt with workshops on Prop. 187 and Brainstorming Sessions on non-violence, desegregations and now on Saturday, March 25, 1995, Affirmative Action. The youth are busy through the Star shop, a talent show and they appeared on television shows at Crown Cable in Riverside and on Inland Empire Alive KCBS Channel in San Bernardino.

The session for the workshops on non-violence and leadership with the youth were taught by, Rev. James Lawson from Holman United Methodist in Los Angeles. In his presentation about Non-Violence, about 50 people heard the history of the subject. He took the subject back to Biblical times and stated Ghandi was not the first to practice non-violence. He gave examples of groups, who are doing the same today, using non-violence tactics to make achievements.

The Brainstorming Breakfasts dealt with workshops on Prop. 187 and Brainstorming Sessions on non-violence, desegregations and now on Saturday, March 25, 1995, Affirmative Action. The Brainstorming session dealt with the 30 year practice of busing Black & Hispanic children to neighborhoods outside of their community to create schools which are ethnically balanced. After 30 years newer parents are speaking out. Some parents feel that there is no longer a need to bus their children. At the time of desegregation, schools located in the minority neighborhoods were viewed as inferior. Many parents, however, feel the wrong message is sent to students who are bussed. Parents also feel they cannot be involved in their student's education. The discussion continues.

Saturday, the subject of Affirmative Action will be discussed at 8:00 - 10:00 a.m. at Park Avenue Baptist Church. The Brainstorming Breakfasts are sponsored by a grant from the Irvine Foundation.

Urban League Training Session. The facilitator from the national office was Vincent Austin. He gave the training and explained the responsibility of a Board of Directors in any organization. One clear message is that Board members do not muddle in the day-to-day operations of the organization. The talent show was exciting for the youth. When asked how it came about, Monica Dampier, Instructor/Coordinator for Project STAR said, "Amos McGlocken came to Yolanda Nava, acting director, with the idea of a talent show so the youth could have something to do." The winner received $100 cash and everyone else received a trophy. First place in singing was awarded to Gabrielle Nowe, second Love Devine, third Something Dope in the Rap Drama and Elisa category, first was David Hill, second was Bonified Hustlers and third was Martha Ruiz.

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Jim King, President Local Urban League and Area Manager, St. Cal. Gas Company, Rev. James Lawson, of Holman's Methodist Church, Los Angeles, and Yolanda Nava, Acting Executive Director of the Greater Riverside Urban League.

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The talent show was exciting for the youth. When asked how it came about, Monica Dampier, Instructor/Coordinator for Project STAR said, "Amos McGlocken came to Yolanda Nava, acting director, with the idea of a talent show so the youth could have something to do." The winner received $100 cash and everyone else received a trophy. First place in singing was awarded to Gabrielle Nowe, second Love Devine, third Something Dope in the Rap Drama and Elisa category, first was David Hill, second was Bonified Hustlers and third was Martha Ruiz.

The Brainstorming session dealt with the 30 year practice of busing Black & Hispanic children to neighborhoods outside of their community to create schools which are ethnically balanced. After 30 years newer parents are speaking out. Some parents feel that there is no longer a need to bus their children. At the time of desegregation, schools located in the minority neighborhoods were viewed as inferior. Many parents, however, feel the wrong message is sent to students who are bussed. Parents also feel they cannot be involved in their student's education. The discussion continues.

Saturday, the subject of Affirmative Action will be discussed at 8:00 - 10:00 a.m. at Park Avenue Baptist Church. The Brainstorming Breakfasts are sponsored by a grant from the Irvine Foundation.

Jim King, President Local Urban League and Area Manager, St. Cal. Gas Company, Rev. James Lawson, of Holman's Methodist Church, Los Angeles, and Yolanda Nava, Acting Executive Director of the Greater Riverside Urban League.
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**EXECUTIVE SECRETARY**

Salary: $2,450 - $2,020 per month

Secretary to City Manager, performing highly responsible, complex and confidential secretarial and administrative duties. Qualifications: Bachelor's degree and five years' experience in responsible secretarial and clerical services, or an equivalent combination of education and experience. Excellent organizational, drafting and interpersonal skills highly desirable. An equivalent to the commission of this position is supplemented by specialized secretarial courses.

Apply by 6:00 PM, April 6, 1995
City of Pollution Control
690 N. Main Street Drive, Cerritos 90703
(310) 370-0622 AA/EEO

**PERRIS UNION HIGH SCHOOL DISTRICT**

Substitute Teachers (Classified)

- **$85.00 per day and CREDIT REQUIRED**
- Must complete substitute application form.

**CONTACT:**

Personnel Office
1151 North "A" St.
Perris, CA 92570-1909

An Affirmative Action / Equal Opportunity / M/F/Disability Employer

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**LEGAL**

**FICTITIOUS BUSINESS NAME STATEMENT**

In accordance with California law, the undersigned doing business as:

PERRIS UNION HIGH SCHOOL DISTRICT

1151 North "A" Street
Perris, CA 92570-1909

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

FRANK K. JOHNSON,

County Clerk

February 15, 1995

Riverside County, CA

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**MINISTRY BUSINESS DEVELOPMENT CENTER**

200 North Gaza
P.O. Box 313
Cerritos, CA 90703

To: Minority and Women-owned Business Development Center

Subject: Request for MWBE Assistance

In accordance with the Minority and Women-owned Business Development Center's (MWBE) Strategic Plan, I am writing to request assistance in preparing a bid for a contract opportunity.

The project is a construction project located in the City of Cerritos, California. The project involves the construction of a new community center and park facility. The estimated value of the project is $2,500,000.

I am seeking assistance in developing a proposal for the project, including preparing a construction proposal and coordinating with subcontractors. The assistance is necessary to ensure that our company is able to effectively prepare and submit a competitive bid.

Please let me know if assistance can be provided and the steps involved in obtaining it.

Thank you for considering our request.

Sincerely,

[Your Name]