

# An Alternative to BET

By Dr. Patricia Bailey

Many viewers of BET (Black Entertainment Television) are not aware of the fact that African Americans no longer own BET. The record industry controls and exploits young rappers who are naïve and anxious for a recording contract. Most of the music on BET demeans our women and suggest promiscuity to our youth and materialism to our families. Mother are out working to help provide income for he family while BET is the nanny and babysitter for our children. Many values that are uggested are non-biblical. The illusions of a rap artist in mansions, drop Bentleys, Rolls Royce's, pit bulis, Rolexes and the 'bling, bling' of platinum rings is all just that...an illusion portrayed to be reaality. i say these things with confidence because I live in Los Angeles and i see the videos being made in rented mansions and the rappers riding in rented Bentley's...sometimes the pit bulls themselves are even rented! What type of a message are we sending to our youth?

Well, praise be to God that we now have a true Black Entertainment Network called MBC (Major Broadcasting Cable Network). The MBC founders are as follows: Willie E. Gary-chairman & chlef executive officer, Cecii G. Feider-vice chairman, Aivin D. James-senior managing partner, Marlon D. Jackson-president, Evander Holyfield-managing partner. The MBC network was launched.as a cable network in June 1999, form its headquarters in Atlanta, GA. We have quickly captured the attention of viewers all over the United States. MBC

Network is bringing its wide array of family programming to our homes. The network provides intelligent, spiritually significant, values-oriented programming that involves every sector of the community: business, entertainment, sports, non-profit and government. MBC has it ail - 24 hours a day, seven days a week. Look for MBC Network to bring you the highest quaiity programming with shows like Save Our Streets, a reality-based program, America's Black Forum with hosts, James Brown and Juan Williams, old favorites like I Spy, and exciting black coliege sports. Caii your locai cable company and teil them your family wants MBC Network...they are giving television back to the family!

Willie Gary was an academic schoiarship recipient of Shaw University. When the scholarship was terminated, Gary was informed that he would have to leave Shaw University. Because of his optimism Gary knew that delay did not mean denial; so he worked as a janitor to pay his own way through school. He later became the largest alumni donor to Shaw, giving 10 million doiiars to the university that withdrew his scholarship. Gary knew that his future was not in the hands of man, but in the hands of the Almighty!

As a result of his life experiences, Willie Gary gives back to the African American community. He credits his success to God first and his wife and family second. His wife stood by his side and graciously pushed him through and never allowed him to give up. The awesome power of a praying wife is beyond rubies!

MBC gives scholarships and annually holds an inner-city empowerment project. MBC targets major metropolitan cities to bring aid to the communities. MBC is not only a vehicle in the media for entertainment but also a voice to our community. MBC donates tens of thousands of dollars back into the communities in an effort to empower our people.

MBC has been a tremendous blessing to Master's Touch Ministries. Our weekly broadcast is sponsored by MBC and our program can be seen every Sunday at 6:30am just before Creflo Dollar's program. MBC is also producing all of our commercials as a seed into Master's Touch Ministries

MBC is a significant donor and help to our Sahara Desert project, which is a humanitarian missions outreach to over 250,000 refugees stranded in the 150-degree heat of the Sahara Desert. They do not have running water or electricity. This is my second outreach into this refugee camp. My iast visit was also an invite by the President of Western Sahara. This African nation was invaded 27 years ago by Morocco and Mauritania simultaneously, yet this tiny nation valiantly fought for the right, survival and freedom of it's people.

My aid to the Sahawari people has no political agenda; it is merely a gift of life and love. As we celebrate this holiday season, I can't think of a better time to give our Savior a gift y feeding those who are in need. The food crisis in Western Sahara is an opportunity to extend the hand of God to a nation that is 100% Islamic! Love never fails when we demonstrate Christ and Jesus as the true reason for the season...after all, it's His birthday and WE get ali of the presents.

If you are interested in helping us feed the victimized refugees of Western Sahara, visit our website and browse through the pictorial gallery and then call us and iet us know if you desire to donate food or if you would iike to make a donation to help us in this massive undertak-

ing. All of your monitorial donation are tax deductibie. Our office number is: (770) 521-0373 between the hours of 10:am-5:00pm EST. Our web address is: [www.mtintl.org](http://www.mtintl.org). You can even drop us a line at: P.O. Box 3175 Alpharetta, Georgia 30023.

Watch for us on MBC weekly and also on the LESEA Broadcasting Network on Sundays at 12:00pm EST and 9:00pm on the West Coast. Also we will air our weekly broadcast on CATV as a sponsored program of the Phoenix Newspaper. Call The Phoenix for our weekly airing time and date.

Remember to support MBC as the network continues to economically empower our communities. In the Winston, Greensboro, High Point and Triad areas it is channel 130 on digital cable.

**THANKS FOR YOU  
SUPPORT!**

