

NATIONAL BRIEFS



Black farmers protest land loss

John Boyd Jr., president of the National Black Farmers Association, led a delegation of farmers and supporters to protest black land loss from discrimination by the U.S. Department of Agriculture Tuesday in Washington, D.C.

"(USDA) Secretary Dan Glickman must be held accountable along with his employees - civil rights director, farm service agency undersecretary, and office of general counsel for civil rights - who are further depriving black farmers of their land in USDA inventory and processing of black farmer complaints who have opted out of the class-action lawsuit," Boyd said.

"This is the last Civil Rights Movement of the 20th century. We will not enter the new millennium without our land," Boyd said.

CBCF to host Annual Legislative Conference Sept. 15-18

The Congressional Black Caucus Foundation Inc. will hold its 29th Annual Legislative Conference Sept. 15-18 in the District of Columbia's Washington Convention Center. The theme is "Tools for 2000: Planning Our Work - Working Our Plan."

"For 29 years, CBCF has brought together some of the country's most influential leaders to chart the course for Black America during our conference," said Eva Clayton, D-NC, chair of the CBCF. "The ALC is a four-day event which includes a series of issue forums, workshops and congressional brain trusts convened by the members of the Congressional Black Caucus. There are also six major fund-raising events which support our four national educational programs and public policy research."

Registration will gain access to the following events: the CBCF chair's reception, jazz concert, national town hall meeting, and CBC brain trusts and issue forums. Pre-registration payments must be postmarked by Aug. 13 and should be sent to: Post Office Box 15670, Washington, D.C. 20003-0670. Call (800) 784-2577 or visit: cbcfonline.org

Members of Congress participate in housing summit

About 500 people participated in the recent Southeastern Regional Summit on Housing and Wealth Accumulation in Charlotte, titled "Raising the Roof: Home Buying Strategies for the 21st Century."

Sponsored by the Congressional Black Caucus in conjunction with the Congressional Black Caucus Foundation, participants explored various obstacles and opportunities for homeownership. Also, a campaign was launched to generate 1 million new African American homeowners by the year 2005. In response to the campaign, Fannie Mae - Federal National Mortgage Association - issued a \$500,000 grant to the CBCF.

"This starts the process of bringing together people from different areas of interest and expertise - mortgage lenders, potential home buyers, housing advocates, church and community leaders - to find ways to make real the American dream of homeownership," said U.S. Rep. Eva Clayton, D-NC.

INTERNATIONAL

Congo launches immunization campaign

HARARE, Congo (IPS) - For the first time in two years, the Democratic Republic of Congo will embark on a nationwide vaccination campaign to immunize nearly 10 million children under the age of 5 against polio.

Dr. Ebrahim M. Samba, the U.N. World Health Organization regional director of Africa, confirmed that all combatants in the DRC conflict had agreed to a cessation of hostilities to ensure the success of the National Immunization Days to be carried out in three phases Aug. 13-Oct. 24.

Officials from the Ministry of Health will conduct the exercise with support from WHO, UNICEF and Rotary International.

"I am hereby appealing solemnly to all the belligerents to collaborate with us so that we can vaccinate these innocent children," said Dr. Samba, appealing to all the warring parties in the DRC to cooperate, so that the vaccination teams will be safe.

House denies funds for facility

WASHINGTON, D.C. (IPS) - The House of Representatives has handed human rights supporters an unexpected triumph by voting to withdraw funding from the U.S. Army's notorious School of the Americas, the premier training facility for Latin American military officers.

Despite intense lobbying by the Pentagon, the House voted July 29 by a margin of 230-197 to delete all SOA funding - about \$2 million - from next year's foreign aid appropriations bill.

Activists had long accused SOA graduates of being among the worst abusers of human rights in Latin America.

"We're overjoyed that the Congress has voted to cut funding to the school," said Roy Bourgeois, a Catholic priest and the leader and founder of SOA Watch, an independent group that has waged a 10-year fight to have the facility shut down.

The Pentagon declined comment on the vote, referring all calls to the school at Fort Benning, Ga., which, according to a spokesman, was "very disappointed with what happened." - Jim Loh

Questions raised about Jagan

GEORGETOWN, Guyana - For the second time in a month, authorities have been forced to fly Guyanan President Janet Jagan out of the country for medical treatment. Even as specialists remain hopeful, ques-

See Briefs on A10

Sharpton demands changes in advertising

Activists threaten lawsuits against Census Bureau, major companies

THE ASSOCIATED PRESS

MIAMI - The Rev. Al Sharpton and black and Latino media leaders said Friday they will sue companies and government agencies that don't fairly distribute their advertising dollars.

The civil rights activist, flanked by media chiefs, said the Madison Avenue Initiative is sending letters demanding meetings with heads of 10 leading companies and government organizations, including Bill Gates, chairman and CEO of software giant Microsoft.

Companies and agencies targeted benefit greatly from black and Hispanic dollars but don't allocate enough advertising money to media companies that target those audiences, Sharpton said.

The group said they are giving the companies and agencies, including the U.S. Census Bureau, a year to shape up or face possible lawsuits, Sharpton said. In the case of private companies, the coalition threatened product boycotts.

"We believe in not shopping with those who don't shop with us," said Sharpton at a news conference at Doral Country Club.

Microsoft does not comment on what portion of its advertising budget is allocated to minority media outlets, said Adam Sohn, a spokesman at Microsoft's Redmond, Wash., headquarters. He said the company was not aware of the coalition's demands.

Atlanta-based Coca-Cola Co. is also on the list. Spokesman Robert Baskin said the company did not know it is being targeted by Sharpton's group, but said Coca-Cola increased its ad spend-



Rev. Al Sharpton, center, answers questions during a news conference last Friday in Miami. Joining Rev. Sharpton were Sen. Efrain Gonzalez Jr. of New York, far left, and Earl Graves Jr., chairman of Madison Avenue Initiative, right.

ing in minority-owned news media by more than 25 percent from 1997 to 1999.

Baskin said Coca-Cola has been a longtime supporter of minority owned news media, including such outlets as Black Entertainment Television, Spanish language television network Univision "and numerous radio stations and radio programs, as well as both Hispanic and African American-owned newspapers."

The coalition did not name each company it is targeting. The only other company mentioned at the group's news conference was Prudential Insurance Co. Sharpton said afterward that he did not want to name the others.

Sharpton said he expects companies to respond quickly to the coalition's demands because of the prominence of its members

and their influence on increasingly lucrative minority markets.

Coalition members include Earl G. Graves Jr., president of Black Enterprise Magazine and Raul Alarcon, president of Spanish Broadcasting System.

"What it means is that if I decide to boycott I can have all of Latino and black America in form in five hours," Sharpton said at a news conference. "No company can sustain themselves under that kind of pressure."

Sharpton's crusade to balance how companies spend advertising began last year in New York City.

Sharpton led protests on Madison Avenue after an ad agency's memo advised clients that "advertisers want prospects, not suspects" and that proposed ad budgets be devoted to reaching "the more important 'white' seg-

ment of the population." The memo was issued by the Katz Media Group, which later apologized.

Sharpton's crusade has already succeeded in getting some of America's largest companies to begin making financial commitments for contracts and advertising targeting minority markets.

Leading advertisers met with Sharpton and other activists on Martin Luther King Jr. Day and disclosed increased investments in marketing to minorities.

Pepsi-Cola, which is not being targeted by the coalition, has said it expects to spend 10 percent to 15 percent more this year on advertising on black radio stations and up to 50 percent more in ethnic newspapers.

A study released early this year

See Sharpton on A10

Census plans ads to improve accuracy

BY DARLENE SUPERVILLE THE ASSOCIATED PRESS

WASHINGTON - A major advertising campaign is being designed to help encourage participation in Census 2000, the program's director said Tuesday.

The projected \$166 million campaign will target the millions of people the agency historically has trouble counting, such as blacks, Hispanics and immigrants, Census Bureau Director Kenneth Prewitt said. Half the money will be used for ads in Spanish and other foreign languages.

The bureau expects to get back about 61 percent of the census questionnaires that it plans to mail out next year, Prewitt said. Enumerators will then be sent out into the streets to find those who did not return the forms.

"Look, we send the form out,

See Census on A10

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Wynona 12 765-5875

1501 HANES MALL BLVD.

STADIUM SEATING

IN THESE AUDITORIUMS

IRON GRANT (PG) 1:00 3:00 5:00 7:00 9:00
STAR WARS (PG) 1:30 4:15 7:00 9:45 12:15 FRI & SAT
BIG DADDY (PG-13) 2:00 4:15 7:00 9:15 12:00 FRI & SAT
INSPECTOR GADGET (PG) 1:30 3:30 5:30 7:30 9:30 11:30 FRI & SAT
AMERICAN PIE (R) 1:00 3:00 5:15 7:30 9:45 12:00 FRI & SAT
BROKEDOWN PALACE (PG-13) 2:00 4:00 7:00 9:45 12:00 FRI & SAT

Presented in 3-D

THE BLAIR WITCH PROJECT (PG-13) 1:00 3:00 5:00 7:00 9:00 FRI & SAT
BOWFINGERS (PG-13) 1:00 3:10 5:20 7:30 9:45
THE HAUNTING (PG-13) 1:00 4:00 7:00 10:00 12:00 FRI & SAT
THE SIXTH SENSE (PG-13) 1:00 4:00 7:00 9:30 12:00 FRI & SAT
RUNAWAY BRIDE (PG) 1:30 4:00 7:00 9:20 12:00 FRI & SAT
RUNAWAY BRIDE (PG) 2:00 4:20 7:30 9:40

Carmike 10 922-1301

3540 REYNOLDS RD.

THE SIXTH SENSE (PG-13) 1:00 4:00 7:00 10:00
DEEP BLUE SEA (R) 1:45 4:15 7:00 9:30
TARZAN (G) 1:15 3:15 5:15 7:15
EYES WIDE SHUT (R) 9:15
BOWFINGERS (PG-13) 1:00 3:10 5:20 7:30 9:45
MYSTERY MEN (PG-13) DTS 1:00 4:00 7:05 10:00
THE WOOD (R) 1:30 4:30 7:00 9:30
THE HUNTING (PG-13) 1:00 4:00 7:00 9:45
BROKEDOWN PALACE (PG-13) 1:30 4:00 7:00 9:45

Presented in 3-D

DETROIT ROCK CITY (R) 1:00 3:00 5:00 7:00 9:00
THE BLAIR WITCH PROJECT (R) 2:00 4:00 6:00 8:00 10:00

Marketplace 6 727-1757

2005 PETERS CREEK PKWY.

DETROIT ROCK CITY (R) 1:00 3:00 5:00 7:00 9:00
MYSTERY MEN (PG-13) DTS 1:00 4:00 7:05 10:00
THE WOOD (R) 1:30 4:30 7:00 9:30
THE HAUNTING (PG-13) DTS 4:15 9:30
RUNAWAY BRIDE (PG) 1:30 4:00 7:05 9:30
THE THOMAS CROWN AFFAIR (R) 1:00 4:00 7:05 10:00
DEEP BLUE SEA (R) 1:30 4:30 7:10 9:50

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This Week In Black History...

Aug. 12, 1922 - Frederick Douglass' home in Washington, D.C. is dedicated as a memorial.

Aug. 13, 1881 - The first nursing school for African Americans opens at Spelman College in Atlanta, Ga.

Aug. 17, 1887 - Marcus Garvey is born in St. Ann's Bay, Jamaica. He will become the charismatic leader in the "Back to Africa" movement, founding the Black Star line, an African American cruise ship line whose mission was to reestablish the link between African Americans and their ancestral homeland.