

NATIONAL ALLIANCE AGAINST RACIST & POLITICAL REPRESSION

SOCIETAL VIOLENCE

PART II

By James S. Tate, Jr., M.D.,
Chairperson, NAARPR

This week of August 6, 1993 through August 12, 1993 the National Medical Association, the only African American Medical Association in this country is meeting in San Antonio, Texas. With do apologies to those who are from Texas, I can not imagine any reason that anyone would want to go to San Antonio voluntarily. Nevertheless, they are meeting there. One of the major plenary sessions is on "Violence Reduction in the

African American Community". Although this is a noble enough sounding title, I had the opportunity to actually sit and listen to the people who were presenting in the plenary session. It was very very discouraging in terms of listening to where our people are in terms of violence, and it's control in the African American community. We have not even gotten to the point, (at least for the majority of people in that meeting) that we understand the true ramifications of violence in the African community. We still want to talk about the kid that



JAMES S. TATE JR., MD

goes out and blows another kid away with an Uzi.

The problem that comes up with this short sighted view is that you are, in essence, allow-

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NLV...THE WESTSIDE STORY

A HISTORY BOOK?

By R.K. Brown

Let's say out of no where, an authentic book fell out of the sky, telling the true story of how our modern world came to be. In THIS book only true history, not HIS-STORY, would be introduced.

What we would get is a totally different picture than the average school age American child. First, we would tell the true story of how culture didn't start when whites came out of their "dark ages". As recently as 1000 A.D., whites considered themselves lost in the dark. Once again this isn't my point of view, they print this themselves in American texts.

Life began, as learned experts agree, in Africa. Thousands and thousands of years before whites got it together, blacks lived and prospered in great civilizations, unmatched until this day. Not only were blacks centuries ahead of the game, Latin Americans created Aztec kingdoms, and Native Americans had populated and traveled the American continent.

A real history book would read, that Africa, Asia, and the Middle East, traded riches, and sailed the seven seas from time's beginning. Whites were bringing up the rear in this forum. When Columbus, (lost as he was), floated onto American shores, Native American people rescued, and taught to survive, these green horn herds.

At Thanksgiving in American schools, we see little cartoons of pilgrims and Indian people. The pilgrims give thanks, because the Indians taught them to stay alive! Yet little more than a century later, these same samari-

tans were called savages, then raped and killed off the face of the continent.

American history teaches that white immigrants from France, Germany, Italy, and the rest, came over and found the

American dream. Time and time again, whites say to me, why don't blacks do that. I say, "American history makes that answer simple." You all chose to come in that boat! We had no

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THE RAY WILLIS REPORT

BY RAY E. WILLIS

BLACK(s) MARKET(ed)

Crazy Horse, Cisco, PowerMaster and Olde English 800 malt liquor. What do these high-alcohol products have in common? According to the U.S. Surgeon General, they are indicative of the growing number of alcohol products which are purposely sold almost exclusively in Black and minority neighborhoods and communities.

They call that "target marketing." That's when a company adopts a specific marketing strategy to sell its product to a certain segment of the buying public.

Target marketing of liquor products in the Black community has become so pervasive that many of the alcoholic beverage companies blatantly co-market positive, non-alcoholic products about Black history. For instance, you can get Kings and Queens of Africa posters suitable for hanging on a wall, calendars and a variety of other

Black history items for free, courtesy of your friendly beverage makers.

Indians, for instance, expressed outrage at the recent blatant marketing of a high-alcohol malt liquor named "Crazy Horse." Selection of the name was no accident. One Sioux Indian said, "It is insulting that they purposely named an alcoholic beverage after our greatest tribal leader." Crazy Horse the man, coincidentally, considered alcohol a scourge that would destroy Indian people.

Just in the last several months, rap artist Chuck D. of Public Enemy fame has become a crusader to eliminate target marketing of liquor products in Black communities. He is so committed that he even filed a lawsuit against one brewing company for allegedly using his voice on a commercial for one of its products.

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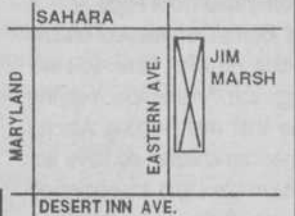
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Jim Marsh with Daughter Stacey

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