

CPB FUNDS

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Sharon Davis, and Harlene Freezer, Brazen Hussey Productions, Inc., Cambridge, Mass. — A 90-minute film profile of composer, arranger, writer, and producer George Clinton.

Culture Robbers, Chris Spotted Eagle, Spotted Eagle Productions, Minneapolis, Minn. — A film about sacred Indian cultural property and its importance to Indians.

Hero Street USA, Jesus Trevino and Joseph Castel, The Entertainment Group, Los Angeles, Calif. — A drama based on the story of 56 young men from 22 Mexican American families, living on

BUSINESS

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well planned business should have the services of these key professionals). Outline the budget. In the event you seek financial aid, include cash statements and the amount to be raised from debt and from equity. Include your financial statements and projections for the next five years (profit and loss or income statements, balance sheets, cash budgets and cash flow projections, capital budgets for equipment and other capital acquisitions, etc.).

If financing is sought, most lenders and investors will also require: A funding request indicating required financing, capitalization, the intended use of funds and future financing; financial statements for the past three years; current financial statements; monthly cash flow financial projection, including the proposed financing — for two years; projected balance sheets, income statement and statement of changes in financial position for two years, including proposed financing. (See why you need your accountant, bookkeeper, legal counsel and your banker?).

Remember, just as a builder wouldn't begin construction without a blueprint, eager business owners should not rush into a new venture without a business plan. Neither should businesses already in operation continue without one. Without a business plan, you will find yourself functioning from crisis to crisis, constantly trying to put out fires and never quite succeeding. To succeed, you need a plan!

Next issue, we'll discuss things to consider in marketing your business. Have any questions? Write to me c/o BUSINESS - Las Vegas Sentinel-Voice Newspaper, 1201 South Eastern

a tiny block in Silvis, Ill., who fought in World War II.

Conjure Women, Demetria Royals, Yvonne Smith, and Louise Diamond, Rebekah Films, Inc., Brooklyn, N.Y. — A documentary on African American female artists.

Litany: The Life and Work of Audre Lorde, Michelle Parkerson and Ada Gay Griffin, Third World Newsreel, New York, N.Y. — An examination of the life and work of writer Audre Lorde, an activist for women, lesbians, and African Americans.

Richard Wright - Black Boy, Madison D. Lacy Jr., New York, N.Y., and Mississippi Educational Television, Jackson, Miss. — A documentary on the life and career of author Richard Wright.

Life with the Bartletts, Peter Wang and Ray Blanco, Peter Wang Films, New York, N.Y. — The story of three young boys brought to Hartford, Conn., from China in the 1870's, under the auspices of Dr. Yung Wing's Chinese educational mission.

Life of Dust, Nicholas Rothenberg and Ahrin Mishan, Urban Nomad Productions, Malibu, Calif. — An exploration of life as a Vietnamese gang member in Orange County, Calif., as told through the experiences and memories of Ricky Pham, a member of the Natoma Boyz.

Tierra: A Dramatic Film of Tomas River's Novel, Paul Espinosa, KPBS-TV/SDSU Foundation, San Diego, Calif. — A drama based on the story of a poor Mexican American boy and his migrant farm worker family, as they struggle to adapt to life in America.

Child of the Owl, Felicia Lowe and Wendy Slick, Felicia Lowe Productions, San Francisco, Calif. — The story of 12-year-old Casey Yung, a Chinese girl living with her grandmother in Chinatown. Casey regards Chinese people in a stereotypical way.

Malcolm X: Make It Plain, Henry Hampton, Blackside, Inc., and Orlando Bagwell, ROJA Productions, Boston, Mass. — The story of Malcolm X.

CANAL STREET: First Stop in America, Keiko Tsuno and Peter Kwong, Downtown Community TV Center, New York, N.Y. — A look at the complex reality of immigrants struggling to make a living in Canal Street's underground economy.

Backbone of the World: The Blackfeet, George Burdeau, Pamela Roberts, and Donna Carter, Rattlesnake Productions, Inc., Bozeman, Mont. — A documentary weaving together present and traditional Blackfeet stories to portray the efforts by Blackfeet Indians to maintain their language and spiritual practices.

CLINTON

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under the leadership of Dr. Augusta Kappner, the Assistance Secretary for Vocational and Adult Education, is working so hard with Bob Reich at the Labor Department in designing a new school-to-work transition program.

Finally, we are determined to dramatically improve the Elementary and Secondary Education Act, including Chapter 1, during reauthorization this year in Congress. We want to target our Chapter 1 money, to get it to those school districts that have the heaviest concentrations of poor children.

The focus of Chapter 1 also had to change from just teaching the basics to support teaching and learning necessary rigorous academic success. That means expanding learning time and moving to a whole school approach... by allowing some funds to be used as the "glue" to co-ordinate education and health and social services.

My research and improvement division under the strong leadership of Dr. Sharon Porter Robinson is also up for reauthorization. We need fundamental changes in the Office to focus on the real information that teachers, parents and policy makers need.

Reforming education isn't easy. The lack of financing, the growing tension between generations, the continuing class stratification of our society, the poverty of so many of our children — these are real and significant dynamics.

But we have no choice. We must raise standards and not give our children the false hope that they can just get by. Benjamin Mays, a close friend of Martin Luther King, Jr., was also a friend of mine in his later years. I remember what he wrote in his book: "The greatest tragedy in life is not failing to reach your goals — the greatest tragedy is having no goals to reach."

We will not give up and I assure you — you have a President in the White House who truly believes in a new "ethic of learning" — who truly understands the link between economic success, equity and education for all children. Bill Clinton deeply cares about the right of all Americans to have a stake in the new emerging high-tech, high-knowledge economy. It cannot happen without an excellent education. I remain optimistic. I believe we can build a national consensus for education; that we can create a new ethic of learning; above all, that we can move America forward together.

Address given by Secretary Richard W. Riley at the Annual Meeting of the National Commission for African American Education during the Congressional Black Caucus Legislative Weekend, Sept. 17, 1993, & reprinted with permission of the Secretary.

HEALTHWIRE

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"Our findings, I think, show very clearly that physicians do need to take into consideration a patient's race before they prescribe a single high blood pressure drug," says Barry Materson who chaired the study.

Latinos:

An Incomplete Picture

Few hypertension studies target Hispanics says Dr. Elmer Huerta, who hosts a Spanish-language health program in Washington, D.C. Medical research has shown, however, that

Latinos suffer from hypertension less than African Americans, but more than whites. A 1984 study looked at hypertension among Mexican Americans in the Southwest found that 17% of men and 14% of women had blood pressure readings above 140/90.

"Hypertension is a problem among Caribbean people...the black Hispanics, Dominicans, Cubans and also Mexican Americans," says Huerta. Morbidity rates in Latin America and the Caribbean show that up to 20% of the adult population suf-

fer from the disease.

Like African Americans, immigrant Latinos suffer many of the same environmental stresses that put them at greater risk for hypertension, namely poverty and limited access to health care. Like African Americans, Latinos are at greater risk of hypertension because of their traditional diet. While Latinos tend to eat more fiber than African Americans, foods fried or cooked with oil and lard comprise a large part of their diet.

Huerta says cultural differences must also factor in as a risk. "Many [Hispanics] believe that their life is already written. There is little they can do to change their destiny," which makes preventive medical care harder to administer, Huerta explains.

To Be Continued

Malaika Brown is a reporter for the Los Angeles Sentinel who lives in Long Beach, California.

HealthWire is produced and distributed by the Minority Media Information Center (MMIC), a program of the Scientists' Institute for Public Information (SIPI). SIPI is a national no-profit organization that serves as a bridge between the science community and media.

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