

DR. BENJAMIN F. CHAVIS' NATIONAL RADIO COMMENTARY TO DEBUT IN JULY

Leading radio producer-distributor SI Communications has set the beginning of July 1994 for the nationwide launch of THE BENJAMIN CHAVIS COMMENTARY, a six-day-a-week program offering the thoughts and observations of Dr. Chavis, the Executive Director of the National Association for the Advancement of Colored People (NAACP).

The radio feature, which is being targeted to air on urban-

formatted stations across the country, is comprised of a daily one-minute commentary as well as a comprehensive five-minute commentary available for weekend broadcast.

Each BANJAMIN CHAVIS COMMENTARY will offer insights and observations of Dr. Chavis on a wide range of today's most critical issues of concern to the African American and other communities of color, including economic empowerment, drugs,

education and family values.

A veteran civil rights crusader, Dr. Chavis is the youngest person to head the prestigious and influential NAACP. Through THE BENJAMIN CHAVIS COMMENTARY, Dr. Chavis will have the opportunity of reaching Americans of all ethnic backgrounds and all age groups with significant messages that will impact the future direction of the nation. The commentary will be re-



DR. BENJAMIN CHAVIS

corded in Baltimore, Maryland, the headquarters of the NAACP. SI will announce the list of participating radio stations in June.

"We are proud to announce our company's involvement with Dr. Benjamin Chavis in the production and national distribution of THE BENJAMIN CHAVIS COMMENTARY," said Bob Dockery, President of SI Communications. "Through this important daily radio feature, the unique perspectives of Dr. Chavis can be shared and appreciated by listeners across the country."

"For nearly one hundred years, the NAACP has been at

the forefront in the struggle for human and civil rights. With THE BENJAMIN CHAVIS COMMENTARY, SI Communications has created a singular opportunity to share the organization's vision for the future with audiences throughout the country. I am pleased to join with SI in the presentation of this new daily radio report, and look forward to its broadcast debut," said Chavis.

Since its establishment in 1980, SI Communications has been producing radio and television programming that serves the entertainment and informational needs of audiences throughout the country.

The award-winning production company is responsible for such notable television successes as "Story of a People," hosted by Louis Gossett, Jr.; "Red, Hot and Cool," a music series hosted by singer Nancy Wilson; "The Other Side of Victory" hosted by James Brown and Robin Roberts; and SI's standout television special, "A Laugh, A Tear," a star-studded salute to black humor in America hosted by Oscar winner Whoopi Goldberg.

The NAACP was founded in 1909 and is the nation's oldest and largest civil rights organization.

FARRAKHAN

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but also in my heart I was deeply concerned, for the great work and hardest is now beginning," Farrakhan wrote in the Nation Of Islam's national publication *The Final Call*.

"There are many, many obstacles in the pathway of success. There is a tremendous amount of work that has to be done to lift the masses of Black people in South Africa to a level of equality."

Brought up in the Roxbury section of Boston, Massachusetts young Louis' curiosity to learn started as an avid reader of such publications as the NAACP's Crisis magazine and other newspapers that dealt with blacks. He grew up in a single parent environment after the death of his father, at a very early age. This did not deter him from achieving the highest possible standards, for he went on to become a honor student at the Boston English High School. Being multi-talented in athletics and music he proved himself a winner in his teen years by appearing on Ted Mack's Amateur Hour and winning the competition. Going on to college in North Carolina to continue his education, Louis meet his wife of 37 years, Khadijah.

Minister Farrakhan's first exposure to the Nation Of Islam came in Chicago, February 1955, at the Saviour's Day Convention. The Honorable Elijah Muhammad was the speaker that evening and conveyed a message so powerful that Louis and his wife joined right on the spot.

Coming up through the ranks, first as a captain of the FOI (Fruit of Islam), he was appointed the minister of the Roxbury Temple in one year after his acceptance



of the faith. For close to 10 years he held that position before being reassigned to a more prominent position, that being the replacement for Malcolm X at the Harlem Mosque.

Literally millions of listeners have attended Minister Farrakhan's lectures since his resurgence of the Nation Of Islam. Blacks, for the most part, are attracted to the minister because of his emphasis on black pride and the insistence on blacks empowering themselves economically by supporting black businesses. As a national leader, Minister Farrakhan has united many Blacks together to form a strong community life.

In 1989, Minister Farrakhan began a very special lecture tour to delivering a message to Black youth entitled "Stop the Killings". This same topic is being directed to our youth here in Clark County. What he has charged is that the U.S. government is waging an assault on the Black community under the guise of a war on drugs.

The time has come for you to decide where you stand, on the outside listening in or on the inside ready to speak out. Their aren't many opportunities to be part of history like Saturday, June 4, at the Thomas and Mack Center, on the campus of the University of Nevada Las Vegas.

"Education is our passport to the future, for tomorrow belongs to the people who prepare for it today".....Malcolm X

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