Are Black athletes becoming synonymous with cartoon characters? Not possible you say? The fact is that Black athletes are crossing over more and more into fantasyland to enhance their already lucrative investment portfolios.

Take, for example, Shaquille O'Neal and Michael Jordan. These two biggest of all Black professional basketball players have chosen to team up with the likes of Woody Woodpecker and Bugs Bunny.

Shaq is currently features in a TV commercial with Woody Woodpecker. In the 30-second ad, Woody comes across with his signature laugh, "Ah-ha-hahaa-haa!" To which Shaq replies, "Who says there's nothing good on TV?"

As for Mr. Air Jordan himself.

Well, he recently signed a multimillion dollar movie deal to star in a feature full length motion picture with none other than Bugs Bunny. Pure innocent escapism, you say? But just lurking beneath the surface are insidious implications for our leading basketball icons and their media pairings with make-believe characters from fantasyland.

In the first place, to portray Black athletes as harmless by putting them on par with cartoon figures is a subliminal way of emasculating them to render them non threatening. Its no coincidence that the image of a strong, virile Black male is seldom reflected in the media. From a marketing point of view, the powers-that-be will downplay the stereotypical myth of the

The LAS VEGAS SENTINEL-VOICE

NATIONAL ALLIANCE AGAINST RACIST & POLITICAL REPRESSION

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

At this point, I am sure that most people have already either seen or have certainly been inundated by commercials for this new movie by Walt Disney "Pocahontas."

"Pocahontas" is the mythical story of a Native American woman who, in spite of having the choice of the finest Native American males, chooses to "fall in love" with a European male.

What makes this movie so terribly objectionable is its

continuation of the myth that every woman - be she African, Native American, Asian, Pacific Islander, etc. - must have herself a white man, and no other man is acceptable. When you combine this myth with the amount of merchandising and typical capitalist greed going on with fast food, cholesterol accelerating groups, such as,

Burger King, McDonalds, etc. (where they have the audacity of even using African children to promote their sick philosophy), you can see that we do have a

problem.

Even being medically trained, it has always been a mystery to me why someone would have such a terrible problem with their own self image that they would have to constantly create myths of their own superiority, sexually and otherwise. It absolutely unimaginable to me that a Native American female of the 17th century, in this country, could not find a suitable mate among her own people and would have been waiting for this great white cracker to "fall in love." What "Pocahontas" does is: 1) negate the beauty and nobility of Native American males, and all other males who don't have a significant melanin problem, and 2) pass the message (quite less than subliminally) to children of all groups and of all colors that

they are inferior and unwanted. Walt Disney Studios, which are the most racist, and because they appeal primarily to children, the most dangerous of the Hollywood neo-facist, we need to be particularly attentive to this group of individuals. If one looks at any of the cartoons that they make, (beginning with the time when their chief racist, Walt Disney, was alive) one can see cartoons such as Burh Rabbit, etc., have images that are particularly detrimental. The



JAMES S. TATE JR., MD cartoons are aimed at African children to try to instill in them from a very early age that they are 1) worthless, 2) coming from a people that are lazy and shiftless, and 3) not participants in their own liberation from slavery in this country. That in and of itself should be damnable enough, but the Walt Disney Studios continue to put out such garbage, even through the Civil Rights Era and the current Epoch, when at least, to some extent, there was to have been some enlightenment in the Hollywood echelons of profit

Clearly there has not been. Even now, if one thinks about it, you can not name one fairy tale popularized in this country where blacks or native Americans play significant roles. They are all European oriented and they are all designed to convey the same message to the children that the only people worth being are whites, specifically blonde haired, blue eyed men and women (the weakest species on the planet). If indeed the myth of superiority were scientifically either provable or true, it would seem to me that that would prove itself. It would not be necessary for people to constantly have to convey that message

The question that I always have is..."who are you trying to convince, me or you? As for convincing me... forget it! So, I must conclude that you are interested in convincing yourself

that you are superior." We, as a people, are going to have to respond to this before it is too late. Before all of our children begin to accept the HYPE and we find ourselves with a whole generation of black folks who not only think that white folks are superior, but that can come up with no justification for black folks, Native Americans, Asians or Pacific Islanders even being on the planet. At that point, the war of L genocide is over. We have lost and they have won. Remember, no species comes back from extinction - whether it is externally imposed or internally accepted. La Lucha Continua! The Struggle Continues!

NLV...THE WESTSIDE STORY

By R.K. Brown

To me, one of the most depressing things about the conservative swing of the American movement is the way racists want to view other nations Recently, the of color. government displayed an exhibit showing how whites blew up hundreds of thousands of Japanese in the 1940s.

We also have the racist portrayal of the Native American people that we are all now used to seeing. Really, almost every show on TV is now dealing in some way on how whites cheated the Indians out of everything!

Today, Disney brings us the fantasy of Indian life. But, they have shown the white boy being so much better, that the most beautiful Indian girl in the village falls in love with the white boy over all the Indians in America.

Here lies the real problem. Whites have raped, cheated, killed, and lied to take the world from the people of color. As black people, we know that after they cheat you and burn you at the stake, their history will change the story to try to make racist whites seem like the good

They made "Dances With Wolves," showing how bad whites treated native Americans. They have a weekly series on cable telling America "How The West Was Lost." They had a new series showing how Indian land is owned by their people,

and supposedly independent of white America.

Well, let's look at the reality. Also on TV last week, we got a chance to see how Indians live on their "free" land; their reservations. What a joke! They may be free alright...free to starve, live in poverty, live in extreme unemployment, and free to have little control of their own destinies

So, while everything racists want to say is how bad they treated this group of color, the reality is after they treat you bad, whites make films about how they did it. They study how you

They don't let the Indians establish casinos on their free land (they would generate money and whites can't have that). Whites say they took this and that from the Indians, but right now in Congress, services for the poor and people of color are being tom apart — not given more funds.

There has never been an Indian president, and the Washington football team is still balled the "Redskins," even though Native American groups have asked that the name be changed out of decency.

In the end, whites aren't going to change anything because whites kill and destroy, and only after, do they stop and look to see how fun it was to ruin a life, a culture, and a people. Hang in there...the world of color!





