

THE NAACP AND YOU



Rev. James Rogers
President
Las Vegas, NAACP



This week has been very busy. The NAACP Office has been bombarded with telephone calls. The calls have been from mostly African Americans - from the entire valley. We are appalled at the depiction of an African American person on the cover of the new "Sprint Central Telephone-Nevada First Source Phone Book."

This book covers Las Vegas, Henderson, Boulder City, Blue Diamond, with listings for Cal-Nev., Ariz., Cotton Wood Cove, Goodsprings, Jean, Laughlin, Mt. Charleston, Nelson, Searchlight and Stateline.

Many African Americans were returning their phone books. We are not satisfied with the awful picture of that so-called Black person. This drawing does not in any way characterize African Americans. To add insult to injury, 4th and 5th grade students drew better pictures than this 11th grade Cheyenne HS Student!

I am certain that Alisa Ochoa has had a great deal of contact with African Americans at Cheyenne HS, and none of those she has seen in any way resembles the picture she has drawn. Everyone in this picture has a human identity except the African American. The girl standing even resembles Miss Ochoa. But can you guess what that "thing" is on "its" knees with the red shirt on?

Some of the things people are calling this office and asking are:

- Is it a boy or a girl?
- Why the pickaninny appearance?
- Why do the whites look clean, neat and sturdy, while the Black child looks dirty and wild?

The list goes on... Mrs. Marzette Lewis and I met with Representatives of central Telephone Company on

Friday 21, at the Valley View office. Other persons in attendance were: Vice President Mrs. Lou Emmert; Human Resources Corporate Communication, Dru Silver; Public Relations Mgr., and Mr. Edd May, Mgr. of Human Resources. We wanted Sprint Central Telephone-NV to know that as an active participant and partner of this phone book cover competition, and Joyce Woodhouse and Candy Schneider of the Clark County Schools Partnership Program in your efforts to educate the community, you have not passed the grade.

Now to the Contest Judges: I would like to know where your expertise lies. I do not believe that any of you, Ms. Sue Fink, Ms. Teresa Logan or Dr. Paul Hesselink, have ever seen an African-American who looked like this depiction. We were told that judges had to have autonomy. They had very little input, if any, in the selection. Furthermore, they had not viewed the picture in such a light as we have.

We, Mrs. Lewis and I, assured them that it's hard to judge if you don't have the same perspective. In other words, "you can't adequately judge a man until you have walked in his shoes." It appeared that there was no sensitivity taken in consideration of the person of color being depicted in this painting.

Prior to leaving the meeting, it was agreed upon that an article would be written to apologize to the African-American Community if any were offended because of this drawing.

Don't forget the NAACP is preparing for our Grand Opening Slated for later in August.

PREPARING THE NEXT GENERATION FOR THE STRUGGLE!

SOME-WHERE OUT-THERE

BY GENE REDDEN



THIS WAY FOR BLACK EMPOWERMENT
Death Penalty Can't Stop Violent Crime; The American People Can

By Dr. Lenora Fulani

Recently, New York State Governor George Pataki signed a death penalty bill, restoring capital punishment after nearly 20 years. This was Governor Pataki's big campaign promise - to make New York tougher on crime by making the most heinous murders punishable by death.

It's certainly true that more and more people - white and Black - have come to believe that the death penalty is in no way a deterrent, it has become more popular as a "solution." Why? In my view, it is because most people feel powerless in the face of rising crime and violence and the death penalty seems like something to do that might make a difference. It isn't. But the politicians have deftly capitalized on the public's fear and anger at being so important. Many believe support for the death penalty was a key to

Pataki's victory over Mario Cuomo in New York. And on a national level, the Democratic-sponsored Clinton Crime Bill, which passed last year with Republican support, identified 60 new crimes for which Americans could be executed. Both crime and violence or for changing the conditions which produce them.

While I am completely sympathetic to the lack of trust in liberal solutions (prison rehabilitation has been one of the most monumental social policy failures of this century), I do not believe that capital punishment is the answer. I have always opposed the death

penalty and still do. Study after study proves conclusively that capital punishment does not act as a deterrent to murder or any other violent crime. But the death penalty does have a huge impact on the Black community. Thanks to the racist nature of the American judicial system, no white person has ever been executed for killing a Black person. Moreover, a disproportionately high number of those on Death Row are men of color. In many ways the African American community was condemned to death long ago. Endemic poverty, unemployment, poor education,



DR. LENORA FULANI

drugs and the day-to-day abuse and violence of racism are built into American society.

Ironically, the rise of violent crime and the increased popularity of the death penalty share a similar cause: powerlessness. Unable to make a life for themselves due to economic, social and/or psychological instability, and powerless to change these conditions, some turn to violent crimes. Unable to get the government to set the country on a developmental path, and (See Blk Empowerment, Pg 20)

WESTSIDE STORY

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the question, what will happen in 2000 or 2050. Conservatives have moved to slow or stop black progression. Through trickery and propaganda, the white fighters have made color the issue for 2000! Three strikes will move to put black children in prison slave camps. No public assistance in welfare and other areas. Do they want black mothers and children to suffer and not prosper? Affirmative action moves to strike down the black professional, educator, student, business owner, home buyer, and so much more.

As a bonus, they want all the Latinos back across the border, and all the Indians on the reservation. In their minds that is the perfect world, a world of black or white!!! peace...

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REAL LIFE

WELFARE QUEENS



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on the part of black people and people of color in this country. It will be interesting in one hundred years to look back and see how all this turns out. We will see, if Sam Yette has said, "Since all the wood has been chopped and all the water is drawn, there is no need in America for black people, and therefore America will make every attempt to eliminate black people from its shores," is right; or will we make up in time to smell the roses before all the roses are gone.

La Lucha Continua! The Struggle Continues!