

## Mfume

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we can partner a young person with one of our individual who has worked long and hard in the association that cuts down on their learning curve they don't have to spend the kind of time making the same mistakes doing the business of the NAACP as they would have if they had not been linked up in a mentor/protegee relationship.

**Savoy:** Now I know a situation that happened in my family this particular summer. My wife attended the conference of LaRaza, and like the NAACP, you have several sponsors that come and they support different things and so forth with the NNPA and our West Coast Black Publishers convention we have certain sponsors that sponsor our dinners and so on, but then we find some of these sponsors are the same ones that are producing things that are a deterrent to the black family. How do we wean our self, how do we go about utilizing those sponsors but not at the same time being used by those sponsors? As I said when my wife came back she brings the little trinkets of the key chains, and the mugs and so forth and then you have the alcohol or tobacco companies as the most prevalent ones and you're bringing this message back in

the house. How do we start to get the dollars out of Microsoft, Bill Gates and so on, what's the formula? What's an equation? Do we have a think tank in the NAACP to work on this?

**Mfume:** We do but one of the things that's clear right now is that we have got to redefine who we are with respect to our corporate partners and not allow them to define who they are with us. What I have said over and over and over again is that we will no longer insist on corporate generosity what we will insist on will be corporate reciprocity so there is a reciprocal relationship between corporations and that we don't want corporations just to show up at our conventions in a booth or a suite or to give a liquor party or to give away a trinket because that represents economic generosity and when you are on that kind of a formula you don't have the with all to do anything except to receive, we've been consumers all of our lives and we want to find ways to produce but in order to do that we've got to define the relationship and say to the corporate community here is where we are, here's what we will accept in terms of your help and send a clear message also that we are not being bought by whatever help may come along.

We've got to do that because

if we don't we lose independence and we've got to be insistent on that otherwise we don't get respect from the corporate community but at the same time we have got to find a way to honestly say to ourselves, now look, is it more important to get 50,000 dollars from company B who may make product C that is doing all kinds of damage to our community or is it better to find a way to go outside of that pool of contributors and to develop a relationship somewhere else so that we don't need it, because somewhere along the line we are going to have to say something that is not in the best interest of this corporation over here that's producing this product that's not in the best interest of us. You mentioned Microsoft and Bill Gates, we're pursuing that but we're pursuing a number of high tech relationships and a number of relationships that have not necessarily been a part of the NAACP's way of doing things. And I wish I was at liberty to give you some of those so that you might print them but until those negotiations have been hammered out I'm afraid I will not be able to except to assure you that you're going to see some new partnerships coming out of the NAACP in the corporate community that are pure, that do not bastardize the association,

that are pure in the sense because they are reciprocal relationships and not just generosity, and because we think that now is the time to set a new standard going into a new millennium about how we interact with those who want to support us for whatever reason they may want to with their dollars.

**Savoy:** Describe what movie title or plot would you best say that the NAACP is at right now?

**Mfume:** High Noon. It's really high noon for this association because we are at the brink of either real change or the brink of real destruction and I left a safe seat in the Congress after having got 84 percent of the vote for more than a decade to come to the NAACP because I'm an optimist, I think we're at the brink of great promise, great challenge and great new directions not only for ourselves but for this nation as we enter the third millennium. John Kellogg in his book that chronicles the early years of the NAACP wrote that this organization was formed in the first decade of the century because it was great concern among the Negro, among the progressive whites and others that they were faced with a Supreme Court that was starting to interpret law in such a way that reconstruction which had ended earlier was being made to appear even laughable because those new laws being interpreted were hurting us more, it was formed against the backdrop of a Congress that was so reactionary at the time that whatever was politically expedient they would go ahead and pass. It was formed against the backdrop of the academic inferiorization of black people where you had periodicals of the time in 1909 suggesting in their academic writings that there was a genetic deficiency within us and thereby it is all right to continue segregation, it's all right to continue Jim Crow.

The interesting thing is that now we're in the last decade of that same century and just like in the first decade we have a Supreme Court that it is interpreting laws that moving us back and not moving us forward they're trying to turn back the clock in a number of different ways like the court was then in that first decade of this century. We have a reactionary Congress led by a reactionary band of leaders who will pass whatever is politically expedient at the time to make sure that their OK for the next election and we have an academic community that is writing in its periodicals and all of its publications about the genetic inferiority of African-Americans. Vis-a-vis the Bell Curve as an example and other things to substantiate why it's all right to

continue oppressing those people.

So the irony is that what was present in the first decade is not that much different than what is present in the last decade of this century. So when I say I came because I saw a great opportunity, I think that we have a responsibility to move into the new millennium differently by challenging this nation to live out the best tenets of its legacy and to learn from all those wicked lessons of the past where separate but equal were the order of the day and where we had a nation that was not creating opportunity for all of its people.

**Savoy:** Republican presidential candidate Bob Dole said he had a scheduling conflict that did not allow him to speak at the national NAACP convention in Charlotte. Should we hold the whole party responsible for that decision or one individual?

**Mfume:** I think you have to hold one individual responsible. I've known Bob Dole for years, worked with him for the last decade. I don't have anything against him personally I think he made a real dumb mistake by not attending our convention and going to the all star game and indicating he had a schedule conflict, people are not that dumb not that gullible. The sad thing is that he endangers republican candidates around the country who may not even have an

association with Bob Dole but because he's the head of the party people then to some extent may be inclined to hold the party responsible.

I think we have to judge each candidate differently, based on who they are, what they've done, where they are and what they are or not doing for our community and make a decision based on that. But above and beyond that I think it's still up to Mr. Dole and the Republican Party to lay out for the African-American community, for Hispanics, Asians and others who are apart of this rainbow what the Republican Party has as a vision for the next millennium and if they fail to do that I think you're going to see people turning to those parties and an individual who does.

**Savoy:** So does that mean a third party?

**Mfume:** I don't think Ross Perot is doing it quite well either.

**Savoy:** I'm not saying the Perot party, I'm just saying a third party.

**Mfume:** I don't know, theirs always been an informal third party movement in this county because people didn't like either party sometime and wanted a larger protest vote and they lodge it by voting for a third party candidate. Could be Ralph Nader with the Green Party could be Ross, look under the hood and fix it, Perot or anybody else.

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## Five a day the easy way

*Special to the Sentinel-Voice*

Local anti-cancer advocates are urging Nevadans to eat the minimum number of recommended daily servings of fruits and vegetables during the so-called Five A Day campaign, Sep. 8-14.

Only 23 percent of Americans eat five or more servings of fruits, vegetables and juices each day. Five is the minimum number of servings needed to stay healthy, nutritional experts said.

The good news is that as many as 34 percent of Americans know they should be eating five servings of fruits and vegetables.

Local advocates working with Nevada Five A Day program hope to encourage more area residents to get onto road to healthy living by eating more fruits and vegetables throughout this week, officials said.

Seventy-six percent of Nevada said they failed to eat the minimum number of recommended servings each day, during the 1992 Risk Factor Survey.

Hence, the national observance of "Five A Day Week" is a great opportunity for us to reinforce message that we emphasize all year long," said Linda Nowell, chair of the Nevada Five A Day Coalition for Better Health.

"Many people only need to add two servings of fruits and

vegetables every day to reach the Five A Day minimum," Nowell said. "Have a glass of 100 percent juice and a medium piece of fruit in the morning and you've already enjoyed two servings at the very beginning of your day. It's easy, delicious and effective," she said.

Here's another reason to start eating healthier: research has determined that about 35 percent of all cancer deaths in the United States may be related to diet.

Eating five or more servings of fruit daily may significantly lower the risk of some types of cancer, lower the risk of heart disease, boost energy levels and generally improve overall health.

How large is a serving of a fruit or vegetable?

A serving size is a medium piece of fruit, one-half cup of fruit or cooked vegetables, one cup of raw leafy vegetables (like lettuce), one-quarter cup of dried fruit, three-quarters cup of 100 percent juice or one-half cup cooked legumes.

Since 1991, the Five A Day program has encouraged Americans to improve their health by eating more fruits and vegetables. The program is co-sponsored by the Produce for Better Health Foundation.

For more information, call the National Cancer Institute at 1-800-4CANCER.