

# A little courage goes a long way

By Junious Ricardo Stanton

Martin Luther King Jr. said, "Courage is the determination not to be overwhelmed by any object, (it is) that power of the mind capable of sloughing off the thingification of the past." Maya Angelou said "Sometimes people forget the most important of all the virtues is courage, because without courage you can't practice any other virtues with consistency. You can't be consistently kind, or true, or generous, or open or fair-minded without courage pushing you, keeping you on track."

We live in times pregnant with both opportunities and peril, in an era of moral, spiritual and social instability vacillating between righteousness and depravity. For righteousness, good and the highest ideals of humanity to win out it will necessitate a heightened consciousness and great courage. An elevated consciousness gives one moral direction and a vision of what is right. Courage impels one to do what is just, honorable and noble. It will take courage for Africans in America to envision a new reality and work assiduously towards its actualization. These are not the times for the feint of heart.

Unfortunately far too many of our people are unwilling to think, speak and act valiantly even when we know it is the right thing to do. We have allowed the thingification of the past to

overwhelm us. We permit past hurts, disappointments, failures and setbacks to cloud our minds and weigh our spirits. We have succumbed to negative thinking and fear. We allow the siren song of nay sayers, doom and gloomers to drive us insane. Perhaps that is why African-American suicide is at an all-time high. Our people are giving up hope, we lack vision, purpose and the faith to keep on keepin' on despite outward conditions and appearances.

That's the bad news. The good news is we can throw off the yoke of fear, apathy and indecisiveness. We can become revitalized by an infusion of enthusiasm, courage and unwavering determination. All we need are a few courageous people of like mind acting in accord to affect change. David Walker fired African peoples imaginations with his "Appeal to the Colored Citizens of the World" in 1829; Rosa Parks' refusal to relinquish her seat on a bus was the catalyst to spur Blacks to overturn a brutally oppressive system. It took courage for Minister Farrakhan to heed a divine call to galvanize broad based support and organize the Million Man March/Day of Atonement.

Each of us has the power to choose what we think about, how we feel or respond to any situation, what we will say and how we will act at any given moment. This is an awesome

power and responsibility. It means that we no longer have to bow down to White supremacy or internalize Black self-hatred. We do not have to entertain feelings of unworthiness, inadequacy or dismay. We have the power to choose to manifest our fullest potential. The only real limitation or obstacles that can hold us back are the ones we put on ourselves or we allow others to put in our way.

There is a hero or a "shero" in

each of us waiting to be revealed. We cannot allow the past, or the fear of the future to keep us from our appointed destinies. We all possess an unlimited supply of courage. We are either ignorant of it or afraid to put ourselves in situations where we can demonstrate our mettle. It is not until the tea bag is placed in hot water that its flavor is realized. The blended leaves are already in the bag but it is the immersion into hot water that makes it

evident. So it is in life. It is not until we are faced with adversity, danger or a challenge of some kind that our latent strengths and resourcefulness are revealed. Life presents us with innumerable opportunities to demonstrate our genius and fortitude every day.

Think about an incident that happened in your life today where you could have stood up for your belief or acted consistently with your highest

ideals, but you chose not to. What made you punk out? Was it peer pressure, fear of ostracism, not wanting to rock the boat or call attention to yourself? Whatever the reason, you chose not to do the right thing. Just as you chose cowardice over courage, or resignation over righteousness, you can choose to do the right thing. It does not take a saint to know what is right and do it. All it takes is a little courage.

## Annual black advertising awards go international

The 5th annual PRAME awards will have an international focus this year with participating marketing and advertising agencies in Africa, England, South America and the Caribbean. The PRAME Awards, an acronym for Public Relations, Advertising and Marketing Excellence, was created to recognize excellence in the above mentioned fields by or for the African American audience. The awards have become the pre-eminent prize for excellence and were developed in a collaborative effort by three African American professional organizations: the National Association of Market Developers (NAMD), the Black Public Relations Society/California and National (BPRS/NBPRS) and the Black Creative Professionals Association (BCPA). This year's awards show marks the first such international search of its kind and will be held at the LAX Doubletree Hotel on December

5, 1996.

The Awards committee will be co-chaired by Pat Tobin of Tobin and Associates and Kidogo of Studio Kidogo Design. Clyde Allen of Allen & Partners is the Honorary Chairperson. Byron Lewis of Uniworld Group, Inc., LeBaron Taylor of Sony Music Entertainment and Marshall Toomey of Walt Disney Feature Animation will serve as Vice Chairmen.

Says co-chair Kidogo, "This year's outreach to other nations to acknowledge excellence marks a historic turn in the history of PRAME. As we are growing more and more closely into a global economy, we can no longer evaluate our work in a vacuum. We must look at how we can market our services to reach a wider network. In order to keep up with the times, we must look and learn from a greater resource pool. Taking PRAME internationally is a small step in that direction.

## FASHION FAIR GIFT WITH PURCHASE

A SIMPLY SENSATIONAL BONUS FROM FASHION FAIR!

### "The Ease of Beauty"

Seven great pieces including new Simply Red, your special gift with any Fashion Fair purchase of 15.00 or more.

You'll love Fashion Fair's new "Ease of Beauty" collection of fashion-perfect shades for your eyes, lips and nails. Visit the Fashion Fair beauty counter today.

Available at Meadows Mall.

- New Simply Red Lipstick
- Pure Plum Lipstick
- Special Formula Lotion
- Toning Lotion
- Zahra Eau de Toilette Vial
- Hair Comb
- Simply Red drawstring cosmetic bag

One gift per customer. While supplies last.



# Dillard's

Shop Monday-Saturday 10-9 and Sunday 12-6 at all Dillard's locations.

We welcome your Dillard's Credit Card, The American Express® Card, Diners Club International, Mastercard®, Visa® and The Discover Card.