

WORLD NEWS

DAKAR TO HOST SUB-REGIONAL NEUROLOGY INSTITUTE

DAKAR, Senegal - A West African Neurological Science and Bio-medical Research Institute will be established in Dakar, Senegal, to focus on specific disciplines neglected by the developed north. The institute, expected to cost 2.5 billion F CFA (500 F CFA = \$1), will be located at the Technopole center in the Senegalese capital. Announcing plans for the project, the head of the Neurology Department at the Dakar-Fann Teaching Hospital, Professor Ibrahim Pierre Ndiaye, said "the discovery of new disease prevention or treatment methods would offer us extraordinary opportunities of participating actively in the worldwide therapeutic, medical and biopharmaceutical revolution." He told a gathering of high-ranking Senegalese medical professionals that, "The world's major pharmaceutical companies do not invest in certain research fields that are not directly related to epidemiological activities in countries of the north." His views were shared by his assistant, Professor Gallo Diop, who stressed the need for Africa "to keep abreast with worldwide research in the field of neurological sciences." The proposed institute, to be attached to the Faculty of Medicine, Pharmacy and Odonto-Stomatology of Dakar's Cheikh Anta Diop University, is expected to deepen knowledge on existing diseases in Africa and other parts of the world. Diop said it is high time the sub-region gets such a top-notch institute to cope with the growing prevalence of diseases affecting the nervous system. These include cerebral malaria, trypanosomiasis, cerebral AIDS, epileptic syndromes and muscular diseases.



'IDEA' LAUNCHES NEW STUDY ON GLOBAL VOTER TURNOUT

STOCKHOLM Sweden - Three vastly different countries — Malta, Seychelles and Albania — top the table of voter turnout in the 1990s, dispelling the idea that high political participation was the preserve of established Western democracies. These were some results presented Wednesday by the International Institute for Democracy and Electoral Assistance (IDEA), in a global survey of all elections between 1945 to the British general election of May 1, 1997. Angola ranks fifth with 88.3 percent voter turnout per election. At the bottom of the scale are Guatemala, Egypt, Senegal, Burkina Faso, Djibouti and Mali — in descending order, which fall in the 20 percent ranking. The report includes an analysis of statistics from 1,400 parliamentary and presidential elections in 171 countries, the institute's secretary-general, Bengt Save-Soderbergh said when he presented the report, which focused only on the voting dimension of political participation. "Elections are not to be equaled to democracy, but they are without doubt one very important and dispensable element," he said. Other findings of the report are that: voter turnout has risen steadily in the world since 1945; the wealth of a region does not automatically imply a higher voter turnout in that region; illiteracy does not mean low turnout; the average turnout rate in second and third generation elections was higher than in the first; higher voter turnout does not guarantee political stability and conversely, low voter turnout does not equate with political instability. One-party states like North Korea and China were excluded from the study.

ALGERIA AND SOUTH AFRICA TO HOLD JOINT BUSINESS FORUM

ALGIERS, Algeria - Algeria and South Africa have announced plans to hold a joint trade and investment forum to boost their bilateral economic relations. This is contained in a joint communiqué issued in Algiers July 6, at the end of a two-day visit by the South African Deputy President, Thabo Mbeki. Meanwhile, Mbeki said Pretoria has decided to open an embassy in Algiers. The communiqué also called for setting up a special legal framework to guide the economic, cultural, scientific and technical cooperation between the two countries. On continental affairs, the two sides expressed their readiness to cooperate in the search for solutions to conflicts and tension in Africa. The two leaders welcomed the end of the crisis in former Zaire. They urged the protagonists in the neighboring Congo-Brazzaville and other African tension spots to emulate the example of the Democratic Republic of Congo. Concerning the situation in Sierra Leone, they condemned the May 25 coup d'état against President Tejan Kabbah and called for the restoration of constitutional legality in that country. The communiqué also expressed support for the Sahrawi Arab Democratic Republic and encouraged Morocco and the Polisario front to continue direct dialogue, despite their long-standing dispute over the ownership of the former Spanish Western



CAMEL FILTERS

Cigarette advertisers target black youth

Black America's smoking gun

By Earl Ofari Hutchinson
Special to Sentinel-Voice

With his sunglasses, saxophone and hip clothes, Joe Camel has become one of the most recognizable billboard figures in black neighborhoods.

In a two-mile stretch in South Central Los Angeles, I counted 24 billboards touting cigarettes; two for Joe Camel, and nine for other cigarette brands. (Liquor ads were a close second).

The recent admission by cigarette manufacturer R. J. Reynolds that it deliberately markets cigarettes to minors came as no surprise to black anti-smoking activists who have long waged a war to get

the company to stop targeting black youth with its ads. Presently, the manufacturer is protesting the proposed Federal Trade Commission ban on its ad.

This is not the first time that black activists have gone after the tobacco companies. In 1990 blacks pressured R.J. Reynolds into dropping its Uptown brand. In 1995, a cigarette distributor in Massachusetts pulled Menthol X from stores after black activists complained that it played on the association with Malcolm X.

Black activists have a legitimate beef. Nearly half of black adults smoke (compared to 37 percent of white adults). They die from lung cancer at a

rate 50 percent higher than whites, and have higher rates of heart and respiratory ailments than whites.

The tobacco industry has endeared itself to many blacks under the guise of pretending to care.

In the 1930's cigarette companies published a guide for blacks to find non-segregated public accommodations. In the 1950's, cigarette companies pioneered the use of African-American models in their ads. Since the 1960's, they have been among the corporate leaders in hiring and promoting blacks into managerial positions.

But advertising has been the industry's major trump card.

The major black magazines *Ebony*, *Essence* and *Jet*, black newspapers and radio stations have long crammed their pages and filled their airwaves with cigarette and liquor ads.

Although black media now attracts more diverse corporate advertisers, cigarette advertising remains their staple revenue source.

The ads show chic, well-dressed, prosperous looking black couples and families at work and play. The ads convey the message that the American dream is only a cigarette puff away.

In addition, cigarette advertisers design socially consciousness ads touting

(See Gun, Page 16)

Leaders must negotiate better

By John Templeton
Special to Sentinel-Voice

The Rev. Andrew Young's list of accomplishments could fill this entire column - leadership in the deep South civil disobedience campaigns, congressional service as mayor of Atlanta and as United Nations ambassador, topped by his role in bringing the 1996 Olympics to Atlanta.

Though his reverence is due, his latest action raises questions.



ANDREW YOUNG

A series of full-page advertisements in white daily newspapers trumpets a finding from Young that Nike employs workers at acceptable working standards in places like Thailand and Vietnam. Without addressing the merits of his review, we have to ask why Young did not ask Nike why it has no factories in America's inner cities.

The shoe giant's 30-year rise can be traced largely to its affiliation with young, black athletes.

Nike used Young's moral sway over African-Americans in hopes of boosting its reputation as good corporate citizen. Although Young should have been the exception to the rule, it is likely an unfair matchup when a corporate executive with access to worldwide economic analysis and imaging machinery goes into negotiations with a well-meaning, yet out of the loop advocate.

Another bad deal: the

Texaco settlement. A \$176 million commitment pacified black leaders upset with the oil giant.

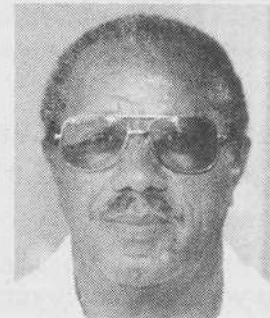
But the money was insignificant to Texaco. It sold a plant in Texas for \$260 million the next day and announced a \$2.5 billion capital expenditure campaign. At the time, it was seeking to unload many of its refining assets — an opportunity for African-Americans to get into a major industrial sector as owners. However, civil rights leaders only fought for and won more of the charity and tokenism that Texaco had already given out.

"Black Wealth, White Wealth," by Melvin Oliver and Thomas Shapiro demonstrates how bankrupt are the deals black leaders have brokered with corporate America. We're still being had, took and bamboozled.

The ambassador should look to his good friend, President Nelson Mandela of South Africa, for guidance. The African National Congress placed Bishop Desmond Tutu in charge of the Truth and Reconciliation Commission, where his moral authority would bind the nation together. Meanwhile, their best and

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