



An expressive Lonise Bias recalls for the audience how she overcame the loss of her two sons. Bias travels the country lecturing on the ills of drug use and how to overcome it.



Mother spreads message of hope

Yvette Zmaila
Sentinel-Voice

Dr. Lonise P. Bias, mother of former University of Maryland basketball star Len Bias who died a drug-related death, recalled for 500 people Nov. 12 at the Community College of Southern Nevada how she survived the loss of Len, who died June 19, 1986, two days after being drafted by the Boston Celtics and her other son Jay Bias four years later, to a drive-by shooting at a local mall.

Using these tragedies, Bias pounded home her motto that all young people are: "reachable, teachable, lovable and savable."

She placed the responsibility of preventing violence and drug abuse on the adults who are charged with teaching our children.

"We must be in charge of helping young people learn the issues of life, realize their choices and the consequences attached to their decisions," she said. She said these efforts must start as early as pre-school.

Bias reminded Las Vegans that communities that are proactive in preventing violence and drug-abuse in their communities "will see their efforts blossom in the future."

"It may look dormant, hopeless and useless, but the harvest is bound to come," she said. Communities that deny problems exist, or push them on to others, are now suffering because they failed to plant seeds of prevention, she said.

Bias attributes societal chaos to generations of neglect and learned behaviors. Our nation, states, communities and people must realize that we are the role models for our youth and as such must guide, lead, and teach them, she said.

She prodded common folk to mentor youth, especially those in homes whose mothers and fathers are absent.

This simple extension of caring, she said, can do more to get at the root of symptoms, than unrealistic "you are great programs." Children must have their basic needs met before they will grow to understand, respect, and love themselves or others, she said.

Bias lectures nationwide. She recalls for audiences not to the deaths of her two sons, but also the spiritual strength she relies on to keep on going. Her message left the CCSN audience teary-eyed.



Sentinel-Voice photos by John Broussard

Minority newspapers demand more government advertising

By Askia Muhammad
Special to Sentinel-Voice

WASHINGTON D.C. — A coalition of Black and Hispanic newspaper publishers — soon to be joined by Asian Pacific publishers — recently called on President Clinton to review the 'systematic exclusion of minority-owned media from Federal Government advertising allocations.

"We are working very hard to make sure we get the kind of respect we deserve," said Dorothy Leavell, president of the National Newspaper Publishers Association — the Black Press of America — at a Nov. 10 press conference on hate crimes at George Washington University.

"We call on you Mr. President to order the White House Office of Communications and the Commerce Department to review federal advertising spending by the various Madison avenue contractors," said Leavell and Eddie Escobedo, president of the National Association of Hispanic Publishers in a letter to Clinton.

Among the 100 leading advertisers in this country, the U.S. government is number 20,

increasing its ad spending by 64 percent over 1996 levels, according to *Advertising Age*.

"We are talking about the forced creation of a 'separate and unequal' media category," the coalition of members said. "We are talking about an 'apartheid industry'."

Black and Hispanic consumers spend an estimated \$800 billion annually for goods and services, constituting what would be the fifth largest consumer nation in the world and accounting for some 20 percent of all consumer spending in the nation.

However, only one-half of one percent of advertising revenue is spent in minority-owned media.

"This is segregation at its worst," the letter continued. "Accordingly, we have instructed our attorneys to pursue action against the current roster of federal advertising contractors for 'restraint of trade,' stemming from the systematic pattern of exclusion of minority-owned media in the allocation of advertising dollars.

Only the department of Housing and Urban Development (HUD), has regularly scheduled



Photo special to Sentinel-Voice

Eddie Escobedo Sr., president of the National Association of Hispanic Publishers and publisher of Las Vegas' own *El Mundo* newspaper, and Dorothy Leavell, president of the National Newspaper Publishers Association, demand more government advertising for minority newspapers.

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(From right) Nevada Education Chairman Assemblyman Wendell Williams, Maryland State Sen. Larry Young and Nevada House Ways and Means Chairman Assemblyman Morse Arberry participated in a forum probing managed care in the black community. Sentinel-Voice photo by Ramon Savoy

Conference probes managed care

By Sandra-Dee Fleming
Special to Sentinel-Voice

Examining whether African-Americans will drown trying to surf the managed care wave sweeping America was the theme of National Black Health Study Group's 6th Annual Health Conference Nov. 13 and 14.

Dr. Julia B. Anderson, who directs the Institute for Racial and Ethnic Health Studies Center for Health Program Development and Management issued a report that found African-Americans and other minorities were: significantly less likely to initiate preventive care, less likely to have a regular source of health care and made fewer medical visits per year to the doctor.

Other health concerns covered by the conference included: advancements in the study of AIDS.

Anderson said that many negative attitudes

Blacks develop toward managed care result from socio-economic and psychological factors such as:

- Fear of the diagnosis of a fatal illness
- A lack of money and health insurance coverage
- Concerns about the loss of wages for the time used to go to the doctor
- Transportation problems and long waiting times.

The report listed several managed care's purposes, among them: focusing on enhancing quality while controlling costs; focusing on preventive and primary health care and requiring all enrollees to have routine and regular visits to the doctor. It also pointed out that discrimination pervades the managed care system.

Some plans participating in managed care might offer a product that has differing coverage

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