

# The NUBIAN MESSAGE

**5<sup>th</sup> Anniversary**  
February 5, 1998,  
Edition 20

Knowledge



## What's Goin' On?

### RUBY SHIVERS

Ruby Shivers will speak today at 6:00 p.m. in the Witherspoon Student Center's Campus Cinema. Her lecture is entitled "Tired, Trite and Tasteless Sayings of Afrikan Americans".

### SOUL FOOD

UAB Films Committee presents the showing of "Soul Food" on Feb. 5 at 9 p.m., Feb. 6 at 7 p.m. and 11 p.m., Feb. 7 at 7, 9, and 11 p.m. The movie will be shown at the Witherspoon Student Center's Campus Cinema. Soul Food stars Vanessa L. Williams, Nia Long, Vivica A. Fox along with many others. Cost is \$1.50 for students and \$2.00 for staff, faculty and guests. For more information contact 512-9677.

### CHUCK D

Chuck D will be speaking at the Witherspoon Student Center's Campus Cinema, Friday, February 17 at 7:00 p.m. Sponsors include the Society of Afrikan American Culture, UAB Lectures Committee, Entertainment Committee, Student Government Diversity Committees, First Year College, Scholars Program and Black Students Board.

### WORK STUDY POSITIONS

The Afrikan American Cultural Center library has work-study positions available for the spring semester. Any students wishing to acquire these positions, please call 515-5210 and ask to speak with Dr. M.I. Moses.

## The Afrikan American Voice of North Carolina State University

### NCSU Celebrates Black History Month With Various Programs

By **Shannon D. Jones**  
Culture Editor

The month of February summons different emotions in all of us. For some it is a cultural rejuvenation where we look at that unique slice of life called Afrikan American. Through our actions we show our appreciation for the contributions of our forefathers.

Let's think back to a time less remembered and see why we celebrate. In 1926 Carter G. Woodson saw the need to celebrate Afrikan American History. Thus he launched Negro History Week, which later became Black History Month.

February was chosen as the month of observance because Woodson wanted to celebrate as close to the birthdays of Frederick Douglass and Abraham Lincoln, during which Afrikan American leaders would be appropriately honored.

To commemorate this year's celebration various student organizations on N.C. State's campus will sponsor activities which will highlight Afrikan American heritage and culture. All programs will occur in the Multi-Purpose Room of the AACC unless otherwise stated.

**2/05/98:** SAAC will host Ru-

by Shivers program titled Tired, Trite, and Tasteless sayings of Afrikan Americans beginning at 6 p.m. in the Campus Cinema of the Witherspoon Student Center.

**2/09/98:** Society of Afrikan American Culture and Students for the Advancement of Afrikan American Students (SAAC/SAAAS) will host a forum on White Supremacy at 7:30 p.m.

**2/10/98:** Kemeti Benu Order (KBO) presents program titled Financial Matters and dealing with investments at 6 p.m.

**2/16/98:** Heritage Society/SAAC presents program titled Growing up in the Shadows of the Castles facilitated by Dr. Es-

suman Johnson, visiting professor from Ghana, beginning at 7 p.m.

**2/17/98:** Chuck D speaks at 7 p.m. in the Campus Cinema.

**2/18/98:** SAA-PAMS Quiz Bowl game begins at 7 p.m..

**2/23/98:** AACC Forum of Black Cultural Center Conference held at University of Maryland-College Park.

**2/24/98:** Zeta Phi Beta hosts program How to Communicate in relationships, discussion begins at 7:30 p.m.

**2/25/98:** Alpha Kappa Alpha Sorority hosts Akademiks at 7 p.m.

For more information contact the Afrikan American Cultural Center at 515-5210.

## Life After Graduation...Time to Start Thinking Now!

By **DeShelia Spann**  
News Editor

By now you have heard your professor and parents asking or even telling what you should do with your life after college. You may even have planned for "the real world." However, if those plans do not include additional study, the real world is unlikely to be very kind.

The current national climate is both demanding and restrictive, demanding more and more training where additional qualifications can be obtained, while simultaneously restricting access to this training. Budget cuts, removal of affirmative action plans, and an increase in the number of graduate and professional school applicants have made an even greater challenge.

When you entered N.C. State you may have envisioned professional careers in business, medicine or law. Afrikan American students must pursue a host of varied disciplines and professions. Today's equation for success requires that students obtain training and education beyond a bachelor's degree, regardless of their post baccalaureate plans.

The Graduate School at NCSU wanted to help you achieve that goal.

Graduate school is no longer just "a good idea." It is fast becoming an entry level requirement for many of the more desirable professional positions. Further, the critical shortage of Afrikan Americans with advanced degrees, especially PhDs, requires an immediate remedy.

The Graduate School will be providing the seminar "Crosstalk." The seminar is scheduled for Wed., Feb. 18, 1998 from 3:30-5:00 in Room 2405 Williams Hall. The February seminar is titled: "How To Be Successful in Graduate School: Understanding the Roles, Responsibilities, and Interaction of Graduate Students, Their Advisors, and Their Committees."

The programs Crosstalk 1997-1998, focuses on the skills that graduate students need both to successfully complete their degrees and to be competitive in their future careers. The February seminar will feature Dr. Robert Sowell, Associate Dean

see Graduate page 2

## Chuck D to Speak in Campus Cinema on February 17

Staff Report  
The Nubian Message

Chuck D of the rap group Public Enemy will be speaking on February 17 at 7:00pm at the Witherspoon Student Center Cinema on the campus of N.C. State University. The function is being sponsored by the Society of Afrikan American Culture, UAB Lecture Committee, Entertainment Committee, Black Students Board, Student Government Diversity Committees, executive and legislative, First-Year College, and the Scholar's Program. Admission is free.

Leader and cofounder of Public Enemy, Chuck D has parlayed his many gifts-his booming voice, a congenial yet forceful personality, and the articulation skills necessary to present thought provoking viewpoints-into a hugely successful (and much imitated) performance and marketing empire. As theorist, lyricist, and lead rapper, he is constantly quoted, seen on television around the planet, and idolized by legions of youth from all cultures. His ability to rap about issues of race, rage, and inequality is un-

paralleled in today's music business. He has an innate ability to ride out storms over lyric contents and maintain popularity without any stylistic compromise.



A fighter for the art form of rap music and hip hop, Chuck D's vigor and list of accomplishments rank his legend where no record book exists.

In addition to his music, Chuck D provides commentaries for Fox News Channel on topical news issues as well as developing news feature packages. He is also involved with various national organizations, community groups and public service campaigns. Some of his accomplishments include: serving as a national spokesperson for "Rock the Vote," the National Urban

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• Nubian Health reveals the hidden dangers of the Diabetes Epidemic.

See Health, Page 7

• DeShelia Spann pays homage to Afrikan American Corporate entrepreneurs, this week.

See Culture, Page 4





## Graduates continued from page 1

of the Graduate School; Dr. Stephanie Curtis, Department Head and Director of Graduate Programs in Genetics; and Ms. Fonda Daniels, Graduate Student in Electrical and Computer Engineering and President of the NCSU Graduate Student Association.

The panel will discuss the issues graduate students should consider when selecting and interacting with their advisor and committee. What are the policies governing the choice of an advisor and committee. What should be the responsibilities of the advisor, the committee, and the graduate student? What are the characteristics of a "good" graduate committee? A "good" advisor?

What are the benefits of selecting a good committee and advisor?

If you have decided to attend graduate school, you have chosen well. If you have not already done so this seminar might be just what you need to answer some of those questions you have about your post baccalaureate education. Contact your favorite faculty member to discuss the graduate school process.

It is not a process that can be taken lightly, and like anything else worth having, it requires a great deal of work. Nevertheless, it is not an impossible task, especially if you plan. Starting early is crucial, and consulting good resources is helpful. Several such resources include the

following: Educational Testing Service's GRE/CGS Directory of Graduate Programs; the Council of Graduate School's Graduate School and You: A Guide for Prospective Graduate Student; and Daniel Cassidy's, The Graduate Scholarship Book. Using these materials will be invaluable and a must needed tool for success in your career.

For more information about the February's seminar you can contact David M. Shafer, Director of Graduate Fellowship Programs here on campus at 515-4462 or e-mail him at david\_shafer@ncsu.edu.

## Lecture continued from page 1

League, and National Alliance of Afrikan American Athletes; appearing in Home Box Office public service announcements for the campaign for national peace and the Partnership for a Drug Free America; and giving the keynote speech for Children First, Inc., Youth Leadership Conference

Most recently, Chuck D released Autobiography of Mistachuck, a hard-core poetic statement aimed at the music industry. In the tradition of Gil Scott Heron, Hendrix, and

Dylan, Autobiography of Mistachuck is a solo effort which features focused, stripped down songs PE fans haven't heard from Chuck in some while. Currently, he is working with Public Enemy on several projects including a new studio album, titled There's A Poison Going On due out this fall. His first book, Fight the Power: Chuck D on Rap, Race, and Reality, was published by Delacorte last fall.

### ANNOUNCING 1998 SYMPOSIUM COUNSELOR APPLICATIONS

Now being accepted at the Office of  
African American Student Affairs  
2010 Harris Hall  
Deadline: February 16, 1998, 5:00 p.m.

**Benefits include:**  
**Generous Stipend**  
**Room and Board**  
**Counselor Training**  
**Networking Opportunities**

For additional information, contact  
Dr. L.E. Turner at 515-3835  
Symposium information can be found at:  
[http://www2.ncsu.edu/ncsu/stud\\_dev/aasac/AASA.html](http://www2.ncsu.edu/ncsu/stud_dev/aasac/AASA.html)

With only the permission of our ancestors and our elders do we proudly print this and all editions of The Nubian Message. Always keeping in mind and spirit:

Dr. Yosef ben-Yochannan, Dr. John Henrik Clarke, Dr. Leonard Jefferies, The Black Panther Party, Mumia A. Jamal, Geronimo Pratt, Dr. Lawrence Clark, Dr. Augustus McIver Witherspoon, Dr. Wandra P. Hill, Mr. Kyran Anderson, "Dr" Hughes Suffren, Mr. Lathan Turner, Dr. Iyailu Moses and all those who walk by our side as we continue to make our journey to true consciousness.

### THE RED COATS ARE COMING!

If you're looking for the ultimate in fun and responsibility at NC State...look no further. Chancellor's Aides serve as the Chancellor's special ambassadors at University functions - official dinners, athletic events, campus tours.

Rising Sophomores, Juniors and Seniors with a minimum GPA of 2.5 are invited to complete applications. Pick up an application at the Alumni Memorial Building, 40 Pullen Road. Application deadline is February 27. Only a select few can be chosen, so apply now to get involved with one of NC State's premier educational experiences!!!

For more information, call 515-3375.

## THE NUBIAN MESSAGE

The Afrikan American Voice of North Carolina State University

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### NC State-Ghana Summer Study Abroad

#### Student Interest Meetings

Date: February 3, 1998 @ 7 p.m.

Date: February 5, 1998 @ 3 p.m.

Date: February 16, 1998 @ 6 p.m.

#### Place to be Held

Witherspoon Student  
Center Annex - African  
American Cultural Center

#### What You'll Learn

- Program Information
- Images of Summer '97
- Talk With Previous Participants
- Meet Instructors
- Learn About Scholarship and Other Available Financial Support

#### Programs in:

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&

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Africana Studies @ NC State University  
NC State School of Art and Design  
North Carolina Consortium Universities  
North Carolina-Africa Educational Opportunities  
Foundation

For more information, Call: 919-515-7518

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Opportunities!



## A Eurocentric Invasion of Christianity

By **Kimberly Pettaway**  
Opinions Editor

Knowledge is infinite. Inscriptions were carried on the insides of Egyptian temples that were addressed to Neophytes (beginners, newcomers, apprentices, etc.). One such inscription was the command "know thyself." Knowledge of self will determine all values, actions, beliefs and thoughts. Beliefs are defining factors in the sense that our values are conceived through our beliefs which give birth to our thoughts which govern our actions. Thus beliefs serve as a grounding mechanism, an anchor. Beliefs serve as the foundation upon which people carry out their lives.

Beliefs arise for some through religion. Religion provides institutions, beliefs, symbols, practices and doctrines for the relating or devotion to an "acknowledged ultimate reality or deity." Various religious dogma shape people's belief systems. Sometimes religion builds not merely shape your perception of what you define as right and wrong. Regardless of one's religious affiliation, the journey towards the acquiring of sound knowledge requires one to exploit all myths and half-truths while evaluating one's belief system. This could lead to the revamping of one's entire belief/value system. Nevertheless, truth is uncompromising.

People habitually retard their growth by refusing to accept a new belief solely because it is contrary to their present psychologically oppressed and nurtured belief system. Lies have been told and accepted for so long that they often times become accepted as truth. Therefore, when the real Truth is unveiled many will not accept it as Truth. Perpetual acceptance of false information has, is, and will forever be detrimental to the mission of any people who are committed to a continual pursuit of truth, equality and justice.

Since religion, especially Christianity, has had such a key role in the defining of beliefs for Afrikans in America it is of supreme magnitude that the Eurocentric invasion of Christianity be addressed and understood. Note that I said the Eurocentric invasion not discovery or founding of Christianity. One must know that prior to the colonization and captivity of Afrikans, Christianity had long been a part of Afrikan consciousness.

It wasn't until around 332 AD that the Council of Nicea that the emperor Constantine established orthodox Christian doctrine as the official state religion and adversely abolished all competing religious ideology. Constantine adopted Christianity because he had a dream that prior to going to war that if he put a cross on the shield of his soldiers that they would be victorious. They were vic-

torious and Christianity became the official religion. It was at this conference that European images replaced the Afrikan images of the Madonna and Child. Isis and Horus. Not only have the images of the Madonna and Child been replaced but also the images of numerous biblical figures. Europeans such as Greeks are noted in the New Testament. These Greeks were converted to Christianity by Hebrews.

Along with the ill-depiction of biblical figures, the biblical texts have been mistranslated. Numerous fallacies have accrued as people have attempted to translate a script from Hebrew, to Arabic, to Greek, to English. As Christians attend church services they go equipped with their bibles. What is commonly referred to as the "Holy Bible" is a name that was given by the Greeks. Greeks conceived of the word Holy Bible.

Helios means sun and Biblos is derived from the Egyptian word for papyrus which means paper. We are aware that an accumulation of papers will result in a book. Presently there are many versions of the "Holy Bible." Perhaps the most common version (translation) of the Bible is the King James Version. This version was first published in 1611.

From the authorization of King James in 1604 more than 50 "learned men and scholars" formed a committee to construct one uniform version of the Bible. Regardless, of how and by whom these scripts were translated, one thing remains the same. The reality that one must acknowledge is that the stories found in the Bible are stories of Afrikan people. Now you may be saying, why does color have to invade everything?

Why can't I simply write about Christianity without mentioning Afrikan people? The only answer is that their is no Christianity without Afrikan people. I didn't make color invade everything.

Those who refused to acknowledged the truth that the garden of Eden was in Afrika are those who make color invade everything. Those who have a picture similar to the one painted by Michelangelo in 1508 on the ceiling of the Sistine Chapel in Rome as the "true" image of Jesus the Christ are guilty of color invasion not me.

I was raised (very well I might say) by my grandparents who were and continue to be very active in the church. As a child I noticed things that I found peculiar to me while sitting through a church service. I noticed that the Jesus that was depicted in my Sunday School books, vacation bible school books, "Holy Bible," and on the windows and paintings of my church were of someone of a pale complexion with stringy hair and blue eyes.

I knew that I did not look like this. When I would leave church, I

noticed that the paintings attempting to depict Jesus in my house were of a man bearing the same resemblance. I attentively listened during Black History month as we sang "We Shall Overcome" and as our elders told us to never forget the struggles they encountered because of the shade of their skin.

My experiences help to cultivate a distrust for pale (white) people. Yet, I was bewildered as to how I would get to heaven if Jesus was a white man whom I did not trust. Many people (youth and elders) are still trying to figure this out.

Christians must honestly address the question, "Why is Jesus falsely depicted?" If it does not matter, why is he only shown as a European person? Europeans would cause all kind of ruckus if Aristotle was depicted as an Afrikan brother on any level. If you were to pick up the News and Observer to read a story on Rev. Dr. Martin Luther King, Jr. and his picture was that of a European person, people would call in and demand to know why the picture was not an accurate picture of him.

The next day a correction statement would be given in the paper for all to read and become aware of the grave mistake that was made. Likewise, before every show that comes on television for an impressive audience to see illustrating the life of the man referred to as Jesus the Christ a correction statement should be made.

The statement should read: "The Eurocentric mentality that governs this western world grants this movie the permission to wrongly portray Jesus the Christ, Mary, Adam, Moses and any other biblical figure we see fit to be portrayed as European. We know Pharaoh was an Egyptian so we hired a Caucasian actor and paid for several trips to the tanning salon.

We understand that we are wrong. However, many of you devout Christians do not have sound knowledge of your Bible and thus we can present wrong images of biblical figures and we know that you will accept these. If you want a true image of Jesus the Christ read the bible for yourself. Some scriptures that you may want to refer to are Daniel 7:9 and Revelations 1:14-15. Enjoy the show."

Religious persuasion is not my intent. Religious accuracy is. Contrary to popular sentiment, Christianity is not the "white man's religion." It is true that many are weary of Christianity because of the practice of Europeans to exploit millions of Afrikan people through the misinterpretation and misuse of the bible. Racial superiority is not sanctioned through the Bible. Mis-educated Christians have sanctioned this manifestation of ignorance. It has long been time to dispel this ignorance.

As a race, Black People must take their own destiny in hand and change it for themselves. Whenever you are tempted to get all wrapped up into thinking that there were some "good God fearing white folks" back in those days just stop and ask yourself the question, what relevance does this have to the cold and harsh reality of the actual outcome of that period in world history? Where are the millions of Indians that used to dwell in this land and what is the state of their descendants today? Why are you and the other Afrikans still struggling so hard just to get ahead? Once you face these realities then we can put aside all the universal brotherhood romanticism and start doing something positive for ourselves. Then and only then will the rest of the world respect us or even listen seriously to anything we may have to say.

- Rev. Ishakamusa Barashango

*Interested in being an opinions writer, call 515-1468 and ask for Kimberley Pettaway, Opinions Editor or stop by Room 372 of the Afrikan American Cultural Center for an application.*

Critics like to build you up, tear you down, and then, if you're lucky, build you up again.

I'm gonna say this, and I'll continue to say it until things change. The good ole U.S. of A. has two mother----- standards and sets of rules: one white and one black.

Black people have never had the power to enforce racism, and so this is something that white America is going to have to work out themselves. If they decide they want to stop it, curtail it, or do the right thing...then it will be done, but not until then.

Spike Lee

### Four Reasons for Using "K" in Afrika

- Most vernacular or traditional languages on the continent spell Afrika with a K; therefore the use of K is germane to us.
- Europeans, particularly the Portuguese and British, polluted our languages by substituting C whenever they saw K or heard the K sound—as in Kongo and Congo, Akkra and Accra, Konakri and Conakry—and by substituting Q wherever they saw KW. No European language outside of Dutch and German have the hard C sound. Thus we see the Dutch in Azania calling and spelling themselves Afrikaaners. We are not certain of the origin of the name Afrika, but we are sure the name spelled with the C came into use when Afrikans were dispersed over the world. Therefore the K symbolizes our coming back together again.
- The K symbolizes us to a kind of Lingua Afrikana, coming into use along with such words and phrases as Habari Gani, Osagyfo, Uhuru, Asante, together constituting one political language, although coming from more than one Afrikan language.
- As long as Afrikan languages are translated (written) into English, etc., the European alphabet will be used. This is the problem. The letter K as with the letter C, is part of that alphabet, and at some point must be totally discontinued and the original name of Afrika be used. The fact that Boers (peasants) in Azania also use the K, as in Afrikaan (to represent the hard C sound) demonstrates one of the confinements of the alphabet.

Source: *From Plan to Planet* by Haki R. Madhubuti, February 1992. Reprinted with the author's permission.



## Afrikan American Corporate Pioneers

By DeShelia A. Spann

News Editor

The month of February has been designated as Black History but when we as Afrikan American celebrate do we really know our forefathers that paved the way for the type of lifestyle we now live, and the opportunities that have been presented to us. As we as Afrikan American students here at N.C. State look at our futures and wonder what we will do with them we must look at our past and see what we can truly be.

Many schooled in black history and African culture feel we don't really know what we should about our past and by not knowing our past we have no hopes of expanding to our future. We have achieved goals that expand far into the corporate world today and we are still achieving goals even today.

Afrikan American pioneers in the corporate world 60, 50 and even 40 years ago blazed real trails in sales promotion, public relations and marketing fields. They worked in a socioeconomic environment with vastly different conditions than those experienced by Afrikan American business representatives today.

With segregation and discrimination throughout the marketplace, the Black representatives, few as they were, were severely limited to dealing with and marketing directly to the Black communities. In the early '30s, at the time of the very first Black market representative, the Negro consumer market was an unknown quantity, practically nonexistent in the "marketing eyes" of American business. Few companies gave credence to or even believed that it was a clearly defined entity.

The companies that were involved referred to what was then called the Negro Market as a special market and to the Black representatives they hired or employed as "market specialists." White management had no idea who the Black community leaders were, or the organizations that existed therein, or what Blacks were doing other than the sensational things they read in the major media.

Some companies saw this market as being so "special" they did not employ a Black to do the job, they made arrangements with a self-employed Black businessman to do the job for them. Working in only five consumer product areas (tobacco, petroleum, food, soft drinks and beer, and liquors and wines), these outside reps were like satellite units that represented the company at conventions and meetings. They also provided marketplace intelligence to white management.

There was no organized recruitment program that included Blacks. The representatives selected were

essentially handpicked. Making a choice of someone for this "special market" in this hand picked way was apparently a "safe way" for the companies to make the best start.

Once hired these "special market" representatives had no formal company training, no course in sales promotion, merchandising methods or product development beyond that which was self-taught. Equipped only with a "do-it-yourself" kit, the Black marketer went forth like the veritable pied piper to create product awareness and Black customers for the goods and services that were made available by the companies.

They had expansive territories to cover, but no specific timetable or quotas to reach, no market plan to follow, no formal report to make. It was not unusual for anyone beyond the immediate boss or his secretary not to know at any time where the special representative was on any specific day. The special representative, being Black, knew the market well, its class structure, its mores, its organizations and its consuming behavior. This was the principle reason for the success of these early marketplace pioneers.

Joe Makel, another early pioneer, entered the selling field in 1933 as a salesman for the General Electric Company. Joe, always affable and always nattily dressed, joined Calvert Distillers Company as a national representative in 1941 and later, beginning in 1958, served the same role for Christian Brothers, a division of Fromm & Sichel Company. William "Bill" Graham started out with Pabst Blue Ribbon Beer in 1936.

A salesman of great ability, Bill was fondly remembered by his associates as the first sales rep to sell a carload of beer to a national organization, I.B.P.O. of ELKS. Pepsi Cola had two well known pioneers that covered segments of the country in the late '30s: Hennen Smith, who started in the New York area, and Edward Boyd who worked out of Atlanta.

William G. Porter, who rose to be assistant to the vice president of marketing for Anheuser Busch and Charles "Chuck" Williams who in the early '60s became a vice president of marketing for The House of Seagrams were two other great sales leaders that led the way for many others to follow.

The practice of engaging Black sales and marketing representatives did not become more prevalent until after World War II. Strong gains in employment, expanded urban areas and improved educational levels had a positive impact on purchasing behavior in Black communities across the nation.

This newly developed economic importance prompted a number of firms to establish specialized programs in an effort to obtain a portion of this patronage.

Organizations such as the National Urban League and the NAACP encouraged companies to establish such programs and to hire capable Blacks to do these jobs.

Robert Crane Chenault joined the sales force at Pabst Beer in the '40s. Wendell P. Alston was promoted up to the Public Relations Department at Esso in 1948 to join "Billboard" Jackson in the Negro Relations section. Norman Powell started with Seagram Distillers in 1948. Herbert Douglas, Jr., a great Olympian in 1948 went with Pabst Beer in 1950 and 13 years later became a vice president with Schefflin Distillers.

Harvey Russell joined Pepsi Cola in 1950 as a field rep and in the '60s became a company vice president. Moss Kendrick, a Morehouse graduate and a leader in the development of organized efforts in Negro marketing, started his own sales and marketing company in the late '40s and was Coca Cola's main contact in the Negro market for many years.

There were a number of us who were hired by our companies in the 1950s who were among the pioneer group of national company representatives. To name a few, Herbert Wright of Philip Morris, Fran DeDee with Schenley, Delores Pierce and Louise Prothro with Pet Milk, Samuel Whiteman with R. Mars Furniture Company, Allan McKellar with Falstaff Beer, Clarence Holte with BBD&O Advertising, Joe Black with Greyhound, James O. Plinton with Eastern Airlines and Dan Kean with Gulf Oil.

Louise Prothro was one of the very first Black women to have a national level position with a major company. Whiteman now has his own furniture supply company and still sells R. Mars furniture. These outstanding marketers were solid performers who fought through tremendous odds to earn the respect and plaudits of their peers and their companies' management.

While the formidable task of proving oneself capable of doing a job as well as anyone else was a demanding one, traveling as a Black representative in sales promotion, public relations and marketing in the '40s and '50s and, in fact, before the passage of the Civil Rights Act of 1964, was a real challenge. Airplanes and railroads were not a problem.

It was when we got to our destination that the impact of the restrictive social patterns brought about by prejudice and discrimination became real. Blacks could not stay in the white owned major hotels or eat in the white downtown locations, and Black owned motels and hotels were few and far between. There were cities where Black establishments

## Afrika Spotlight:

## Saint Kitts and Nevis

<b>Official name:</b>	Federation of Saint Kitts and Nevis
<b>Independence:</b>	September 19, 1983
<b>Capital:</b>	Basseterre
<b>Currency:</b>	Eastern Caribbean dollar
<b>Income:</b>	(per capita U.S.\$): 1610 (1990)
<b>Area:</b>	Saint Kitts, (68 sq. mi.); Nevis, (36 sq. mi.)
<b>Population:</b>	(1991 estimate) 40, 293
<b>Illiteracy:</b>	15% (1989)
<b>Ethnic divisions:</b>	Black Afrikans, some British
<b>Religious groups:</b>	Principally Anglican, with evangelical Protestant and Roman Catholic minorities
<b>Languages spoken:</b>	English
<b>International Relations:</b>	EC, OAS, UN
<b>Form of government:</b>	Independent within British Commonwealth
<b>Exports:</b>	Sugar cane

Christopher Columbus first visited the islands in 1493 on his second voyage to the area, naming the larger Saint Christopher, after his patron saint. In 1624, Saint Christopher became the first English settlement in the West Indies, and it was from here that colonists spread to other islands in the region. In 1624, the French colonized part of the island. However, it was ceded entirely to Britain by the Treaty of Utrecht in 1713. The Federation of Saint Kitts and Nevis attained full independence on September 19, 1983.

## Montserrat

<b>Independence:</b>	n/a (dependent territory of the United Kingdom)
<b>Capital:</b>	Plymouth
<b>Population:</b>	(1992 estimate) 12,617
<b>Ethnic divisions:</b>	Black Afrikan, European
<b>Religious groups:</b>	Anglican, Methodist, Roman Catholic, Pentecostal, Seventh-Day Adventist, other Christian denominations
<b>Languages spoken:</b>	English

When the Leeward Islands (Antigua, Anguilla, Barbuda, Montserrat, Nevis, and Saint Kitts) were first visited by Christopher Columbus in 1493, they were inhabited by Carib Indians. Montserrat was first colonized in 1632. The French captured some of the islands in 1666 and again in 1782, but the islands were returned to the British under the Treaty of Versailles in 1783. Most of the population is an intermixture of European settlers and the descendants of West Afrikan enslaved person.

Interested in being a cultural writer for The Nubian Message, then call 515-1468 and speak with Shannon Jones or stop by Room 372 of the Afrikan American Cultural Center for an application.

years

see *Pioneers* page 5



## Pioneers continued from page 4

were available, such as Slaughter's Hotel in Richmond, Virginia; Brown's Hotel in Nashville, Tennessee; A. G. Gaston's Motel in Birmingham, Alabama and Ellis Marsalis' Motel in Jefferson Parish on the outskirts of New Orleans. Wherever we went we tried to find the best possible public stopping place where Blacks could find accommodations. In some places we had to stay at the local Black YMCA or with friends.

There were isolated occasions where we had to stay in roach infested, dimly lit places where one could hear down the hall the hourly "time's up" call. Since we were never sure where we were going to end up, we found it extremely wise to carry with us things like light bulbs, toilet paper, soap, and extension cords.

A good deal of early marketing was done essentially through Black organizational life. The morticians, the doctors, the lawyers, the insurance companies, the news media, fraternal groups, beauticians, teacher associations and others all had state or national meetings. We would take exhibit booths at their conventions, display company information and give out souvenirs. Some companies sponsored breakfasts or lunches and gave out awards to organizational leaders.

Coke and Pepsi and the tobacco companies did product sampling at the booths and in hospitality suites. At these conventions, we at Esso also distributed a booklet that was in great demand among Negroes at the time. It was called the Green Book and listed the establishments mainly in the South where Blacks could find lodgings and food without going to the back door. It also listed the Esso stations where one could use the restroom facilities. Anyone traveling the southern routes in those days knew of the value of having a copy of the Green Book with them. That booklet prevented some very serious racial incidents.

It was in 1952 that a group of these national representatives formed a special committee for the sole purpose of devising a means by which a sales and marketing organization could be developed. The next year the National Association of Market Developers, Inc. (NAMD) was created. The first organizational meeting was held in 1954 at Tennessee State A&I University in Nashville.

The main purpose was to improve the specialized marketing and public relations programs which important U.S. firms were directing to the Negro consumer market. The NAMD sought to promote an exchange of information and experiences among the various individuals and firms who had major professional interest in this field. It also promoted local, state, regional and national activities to the professional benefit of the members.

The organization, still in existence today, sought to encourage members not only to do their best to promote good images of their companies but to avail themselves of the opportunity to tell top management what the Negro wanted and expected in terms of greater participation in all phases of business life. The NAMD was of critical importance to all of us. At that time it was the only organized means by which updated marketing theories and techniques were brought to the attention of those working in the Negro market.

The expansion in the recruitment and hiring of Blacks for white collar positions other than the Negro market specialist jobs that began around 1960 was not due to an enlightened corporate view of what was right to do, it stemmed from the emergence of some important economic considerations.

Dr. Martin Luther King was drawing increasing attention to the important fight for human rights. The sit-in movements that began in Greensboro, North Carolina in 1959 pointed strongly to the vulnerability

of white establishments to organized protest. Of great importance were the selective patronage campaigns organized by various local ministerial associations. These ministerial groups pressured companies by using their pulpits to announce economic boycotts they called "selective patronage campaigns."

The idea was to purchase the products and services of only those companies that recruited, employed and upgraded Blacks. The boycotts were aimed essentially at those companies that had products with a high consumption level in Black communities such as gasoline and soft drinks. This put considerable pressure on companies that found their sales plummeting in Black areas in cities where the campaigns took place.

By 1963, the Negro Market in the United States was approximately 21 million strong and had a purchasing power estimated by the U. S. Department of Commerce of \$21.1 billion. No longer could large-scale businesses treat the Negro market with indifference, although there was no evidence that the element of race was being eliminated as an economic and social factor.

Special market programs began to be replaced by more thoughtful market programming. More and more companies began to bring their full marketing strategies to bear upon gaining acceptance and marketplace advantage with this growing market. More companies, sensitive to Black consumer behavior, began to place advertisements in Black media. Others, more budget conscious, turned to integrated advertising that could be effectively directed toward the whole market, black and white.

The work of those in the early years set a standard and laid the important groundwork. In so many ways, Blacks in corporate America today are standing on the backs of Black men and women who were part of some very important economic history.

## DESERTED

Holding back tears because "I'm too grown"  
Knowing that I'm loved, but still feel so alone  
Hoping for that special woman to seal my fate

So I sit and I wait.

Clinging to the past

To make it through life's wrath

Believing that it is never too late

So I sit and I wait

Not knowing if I still can be your lover

Or if you found another

Praying that your love is not gone

And just too scared to move on

Ready to take

All the sacrifices there is to male

Believing with all my heart so

I sit

And I wait

Jarvis A. Borum

## The Standardized Ugliness of This Insane World

It is everywhere  
Where you haven't yet been  
It follows you no matter where you go  
You, people of Babylon  
Destruction in the name of evolution  
Unfeeling systemization  
Follow you like a shadow

A grim shadow

A nightmare shadow

And it will grow with you

So much that it will cover the sun

So much that you will forget what the moon is among the lamps

It will grow so much that it will rot your heart

It will scare you to the point of forcing you to sell what you hold most dear

Your values

And when you are lost in the darkness

When the shadow has grown so much

That it has devoured everything

The light will be reborn

It will radiate from a rainbow

And all those will be hand in hand

Will be dazzled by its purity.

Bilbo Cyr

### A NUBEE and ARTHUR SPECIAL

YOU WERE EXPECTING  
MAYBE LUCK CHANGES

in

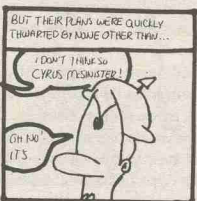


### NUBEE and AFRIKAN WARRIOR PRINCESS PART 1

I TOLD ARTHUR THE  
ANIMATOR WOULD  
LIKE TO DO A  
COMIC STRIP  
ABOUT AN  
AFRIKAN-AMERICAN  
FANTASY HEROINE  
AND HE ACTUALLY  
LET ME DO IT!  
ALL THIS MONTH!



I'M LETTING ONE  
OF MY DEAREST  
CHARACTERS DO  
A COMIC STRIP  
THEIR OWN IF I  
DON'T HAVE SO  
MUCH FUN HERE!  
I WOULD HAVE NEVER  
DONE THIS WITHOUT  
YOUR BLESSING  
THANK YOU SO MUCH  
IT WAS WORTH  
AND NOT  
ANYMORE



IT'S BE  
CONTINUED



February 5, 1998

# HEALTH

5<sup>th</sup>  
Anniversary

## Diabetes Reaches New Peak

By Michael Newkirk  
Health Editor

The world has witnessed an increase in population it seems every year. With new health trends being uncovered daily, more people are benefiting and living longer. At the same time, with the ever increasing population it makes sense that more people are likely to have some type of disease.

In the United States, the number of people with diabetes has increased in tandem with numbers on the census. Diabetes has reached a record high as compared to the 1958 total. Why?

It seems that in this day and age even with all the health programs

and weight-watching, people are still overly fat which increases the risk for diabetes. Obesity is not the only factor to view when looking at risk for diabetes, but it is very important in this fast-paced society.

CDC reports the 1958 total of 1.6 million diabetics has increased six-fold to 10 million people diagnosed with diabetes as of 1997. The current AIDS epidemic has made diabetes a silent, yet chronic disease epidemic.

Since symptoms of diabetes are not always imminently apparent many people live a carefree life not knowing that they have diabetes. The CDC believes the U.S. has closer to 16 million people who have diabetes. If this is the case, almost 6 million Americans don't even know

they have the disease.

As reported in the last edition of the Nubian Message, from 1980 to 1994 Afrikan Americans had a 33 percent increase in diagnosed diabetes cases. In 1980, there were 40.1 diagnosed cases per 1,000 Afrikan Americans. In 1994 that total was 53.5 cases per 1,000.

The American Diabetes Association recommends that all persons age 45 and older get blood sugar tests every year. While the population steadily increased it is virtually inevitable that more people will be diagnosed with diabetes. However proper treatment and management of diabetes can actually show a decrease in the fatalities associated with diabetes.

## Keep Your Head Ringin'

By Michael Newkirk  
Health Editor

How many times have you seen or heard someone's headphones blasting when you passed by? Think about the countless times you were trying to get away from it all by putting on your headphones and turning the knob up to 10. Sometimes after being exposed to such high decibels, people can experience a "ringing" in their ears.

Sometimes certain individuals' ears can't "bounce back" from being traumatized for a certain amount of time. This and other reasons sometimes cause people to develop a permanent ringing in their ears. In the United States 20-35 percent of the population suffers from a condition known as tinnitus. Although no one is exempted, it usually occurs during the later years.

To many people, tinnitus manifests itself as a buzzing sound. Other interpretations include roaring, whistling, high pitched screeching, or some other type of continuous noise that never subsides. Often times, it is associated with some degree of hearing loss.

Just recently researchers, for the first time, identified the source of tinnitus. The method known as a positron emission tomography scan (PET) was used in a small sampling of tinnitus victims. The conclusion was that the noise does not originate in the ear but in the auditory cortex of the brain.

Damage to the ear can possibly be caused by extreme noise, wax build-up, medications (especially large amounts of aspirin), ear or sinus infections, jaw misalignment, heart disease, tumors, under activity of the thyroid, and head/neck trauma.

When this damage occurs in the middle or inner ear, the brain possibly attempts to compensate for the damage by rewiring itself. This rewiring generates electric signals which the brain then interprets as noise or ringing.

This discovery could prove to be very instrumental in finding an effective treatment for this constant and sometimes handicapping ringing in the ear.

No definite risk factors predisposes individuals for tinnitus. The best cure, as with most diseases and disabilities, is prevention. Avoid prolonged exposure to loud music or industrial noises. Keep your ear canal clean and free from wax, preferably with warm water not Q-tips. Get fast effective treatment for sinus and ear infections.

If you are already suffering from tinnitus you can still get help. Technology today provides noise filters and amplifiers that can reduce the nagging effect of tinnitus. See your doctor for any questions or concerns.

## Drug Duo Decreases Heart Attack Risk

By Michael Newkirk  
Health Editor

In a thirteen year study of 5,000 men it was shown for the first time that low doses of aspirin and Coumadin, a blood thinner, reduces the risk of heart attack. In middle-aged high risk men, this drug combination reduces the risk of a fatal heart attack by 33 percent.

This information was published in a British medical journal. The report showed that on average 4.1 milligrams of Coumadin reduced the risk of fatal heart attacks and 75 milligrams (just under 1/4 pill) of

aspirin reduced mild or nonfatal heart attacks.

This revelation may be a starting point leading to new treatments for prevention of future heart attack in high risk individuals.

One of the controversial aspects of the study is the fact that no women participated in this study. That makes the results inconclusive for women who are also affected by heart attacks.

The study also did not bode well for individuals taking the double-drug treatment who had poorly treated and managed hypertension. Reports showed a small increase in

the risk of bleeding into the brain.

It is always important to understand that drugs work differently for different individuals. Some people find relief from headaches with aspirin while others may need ibuprofen.

This is by no means a cure for heart attack or heart disease. The best way to find out what is best for you, if you are at risk, is to consult a doctor. A doctor is best able to help you determine your personal risk involved in treatment or non-treatment.

### Students, take note!!

Your people need you

The Nubian Message is in need of:

- Copyeditors
- News Writers
- Culture Writers
- Opinion Writers
- Sports Writers
- Photographers

Is there any money involved? Depends on your qualifications. What can you get from it? Experience, Flexible Hours, Great Résumé Items, Computer Access and training, Connections.

Life here at N.C. State can be difficult. You can make things much easier on yourself by knowing the right people, and what better place to establish connections than *The Nubian Message*? Based in the Afrikan American Cultural Center, through the Nubian you have access to some of the most powerful, influential Afrikan American movers and shakers on campus. Be a part of history in the making. Come help the Nubian Message become the pre-eminent Afrikan American Voice of North Carolina. Call 515-1468 or e-mail:

nubian\_message@sma.sca.ncsu.edu. You'll be glad you did.

Interested in being a health writer  
for  
The Nubian Message  
Then call 515-1468 and ask for  
Michael Newkirk, Health Editor  
or  
stop by Room 372 of the  
Afrikan American Cultural Center  
and  
ask for an application.

## Rape 101.

If you think rape can't happen to you, you're in for a real education.

Because statistics show that a college-aged woman is vulnerable to rape. Very often by someone she knows. A fellow student. Even a date.

And that's a crime. Because any time a woman is forced to have sex against her will it's a felony.

Rape. It's a subject no one should take lightly.

©1995 Rape Treatment Center, Santa Monica, CA



February 5, 1998

# SPORTS

5<sup>th</sup>  
Anniversary

## Wolfpack Swimmers and Divers Split With Clemson

### Staff Report

The Nubian Message

N.C. State's men's swimming and diving team defeated Clemson, Saturday in Casey Aquatic Center, 152-91, while the Clemson women won 150-93 over the NCSU women.

State earned first place in both the 200 medley and 200 freestyle relays and in seven individual events. Freshman Richard Culberson of Charlotte, N.C., was a two event winner, finishing with a time of 4:05.34 in the 400 Individual

Medley and 4:36.57 in the 500 freestyle. Senior Phil Hardin of Gaston, N.C., finished first in the 100 breaststroke, 58.81.

The Wolfpack swept the diving events as Andy Johnson, a freshman from Rocky Mount, N.C., won on the one-meter board, 193.00 and Kevin Cutts, a junior from Charlotte, N.C., finished first on the three-meter board, 324.75 for the men and Marica McKeel, a junior from Tampa, Fla., swept both boards for the women with scores of 290.45 on one-meter and 187.40 on three-

meter.

The Clemson women won both relays. Freshman Emily Fess from Tulsa, Okla., earned first place in the 500 freestyle, 5:05.83, and junior Gina Galligan of Dublin, Ireland finished first in the 100 breaststroke, 1:05.87, but Clemson took first in all other individual events.

The Wolfpack swimmers and divers compete again on Friday, Feb. 6 at North Carolina at 4 p.m. for the women's meet and 7 p.m. for the men's.

## Foul-Plagued Pack Unable to Rally Against Deacs

### Staff Report

The Nubian Message

Wake Forest put together a 13-4 run midway through the second half to take a commanding 61-50 lead with 4:10 left in the game. Despite having five players with four fouls, the Pack rallied to cut the lead to 62-60 with 30 seconds remaining following a driving layup by senior C.C. Harrison. Deacon guard Tony Rutland went 4-of-4

down the stretch however, and the Pack was unable to convert from three-point range. NC State hit just 1-of-11 three-pointers in the second half, finishing the game 4-of-16 from beyond the arc. Harrison led the Pack with 19 points, while Ishua Benjamin had 10 points and six assists.

## Armstrong Sets N.C. State Triple Jump Road

### Staff Report

The Nubian Message

N.C. State's Sherlane Armstrong set a new indoor track record in the triple jump at Navy this weekend. Her jump of 42'10.25 bettered the previous mark, 41'10.00, which she had set last year. She also holds the school's record in the indoor long jump (19-3 1/2). In addition to breaking the record, Armstrong won the triple jump. Her distance is also an NCAA provisional qualifying mark.

State went on to finish second at Navy, scoring 115.5 points. The Wolfpack won four events, including the triple jump. Lashawnda McKinnon won the 200-meter dash with a time of 25.6 seconds, and Monique Judkins finished first in the high jump with 5'06.00. NCSU's 4x400 relay team was also a winner.

## Men's Track Team Finishes Second at Navy

### Staff Report

The Nubian Message

The N.C. State men's indoor track team finished second among four schools at Navy this weekend after scoring 60 points, just six shy of first place Navy's 66.

The Wolfpack won seven events. Eric Riddick led the way, winning both the high jump and long jump. John Williamson also won a field event for the Pack, finishing first in the weight throw with a 61'07.00 toss.

NCSU All-American Jason Perry won the 55-meter hurdles with a 7.45 time, while teammate Theodore Chavis' time of 6.52 was good enough to win the 55-meter dash. Kevin Blair won the 800 meter run (1:58.14). Brendan Rodgers, a cross country All-American, won the 1,000 meter run.

**INTERESTED IN  
BEING A SPORTS  
WRITER, THEN  
CALL 515-1468 AND  
ASK TO SPEAK  
WITH DOCK G.  
WINSTON OR  
STOP BY ROOM  
372 OF THE  
AFRIKAN AMERI-  
CAN CULTURAL  
CENTER FOR AN  
APPLICATION.**

## January, 1998 CALENDAR OF EVENTS BENNU CULTURAL CENTER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 KWANZAA: IMANI-FAITH IN OUR POSITIVE PARENTS, TEACHERS & LEADERS	2	3 OPEN DAY: COMMUNITY GATHERS TO PLAN HOW TO USE KWANZAA PRINCIPLES 3:00-5:00PM
4	5	6	7	8	9	10 AFRIKAN SPIRITUALITY GROUP MEETS AT 5:00PM
11	12 ADVERTISING FOR POSTRY NITE BEGINS	13	14	15 THE OFFICIAL DAY OF MARTIN LUTHER KING'S BIRTHDAY WE HONOR THIS GREAT ANCESTOR!	16 POETRY NIGHT 7:00 PM COORDINATOR BRO. SA FOR POSITIVE RAP- HIP MESSAGES OF HOPE & EDUC.	17 COMMITTEE MEETINGS: POLIT PRISON 12:00PM-3:00 PM COMM. ACTION STRATEGIES 1:00-3:30PM
18	19 LOOKING FOR VOLUNTEERS FOR OUR GROUPS - CHILDREN'S - CHESS - AF. DANCE HELP RECRUIT!	20	21	22	23	24 SPECIAL GUEST SPEAKER DR. JOHN HOPE FRANKLIN 4:00 PM LECTURE & BOOKSIGNING
25	26	27	28	29	30	31 AFRIKAN SPIRITUALITY GROUP MEETS AT 5:00PM

Start the New Year off right by practicing the Principles of Kwanzaa. Incorporate these Principles into how you respond to your people, spend your money, live your life. Always remember your ancestors and give them respect and praise always. Support Blacknificent Books and the Benu Cultural Center and join one of our important committees. Be steady, committed to the liberation of Black people & be stronger in '98! Remember: "You can't change or stop THEM, YET, You can't make YOURS listen or learn, YET, But you can change YOU, NOW!!"

**MANAGING DIRECTORS  
MAWIYAH & KAMAU KAMBON  
919-250-9093**

## N.C. State's Men's Tennis Team Now 2-0

### Staff Report

The Nubian Message

N.C. State's men's tennis earned its second win of the spring season Saturday, defeating Appalachian State, 7-0.

The Pack defeated High Point earlier in the day 7-0 also in Greensboro. In the Appalachian State match, NCSU again won all three doubles and six singles matches. Junior Roberto Bracone and freshman Eric Jackson, ranked 16 in doubles after the fall season, defeated the team of Frank Connor and Matt Lucas, 8-4 first in doubles.

## STUDY ABROAD SCHOLARSHIP DEADLINE QUICKLY APPROACHING

The Study Abroad Office offers almost \$30,000 in scholarships for students who plan to participate in summer, semester or year-long study abroad programs in 1998-99. The application deadline is February 23. Information is available on the Study abroad home page accessible through the NC State home page and applications are available in the Study Abroad Office, 2118 Pullen Hall. NOTE: Summer program application deadline is also February 23.

**Apply today!**



# *“Tired, Trite and Tasteless”*

**Sayings and Expressions We Use  
in the  
Afrikan American Community**

Lecture by New Jersey Author,  
*Ruby Shivers*

Thursday, Feb. 5, 1998

at 6:00 p.m.

in the Multi-purpose Room (126) of the  
Afrikan American Cultural Center

Located in  
the Witherspoon Student Center.

**Sponsored by: Society of Afrikan American Culture  
and the  
Entertainment Committee of UAB**