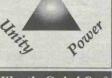
The NUBIAN MESSAGE

November 12, 199 Volume VI, Edition

Knowledge



What's Goin' On?

AACC Oratorical Contest

The Afrikan American Cultural Center is sponsoring an oratorical contest to find a contendor who will compete against orators from other universities in the oratorical contest at the 14th Annual Martin Luther King Jr. Cultural Festival Contestants must deliver a 5-7 minute speech on the theme "Manning the Post? Forever Vigilant for Freedom." Prizes will be awarded to frst, second and third place finishers. Contest applica tions are available in Room 355 and must be returned to the AACC by 5pm, November 16,

Black Students Board Meeting

There will be a Black Students Board General Body on Thursday, November 12, 1998.

The meeting will take place in the Talley Student Center, third floor, room 356 at 5:30 pm.

SAAC Meeting

The Society of Afrikan American Culture will have a general body meeting on Thursday, November 12, 1998. The meeting will be in Room 375 of the Afrikan American Cultural Center at 7:00pm.

Afrikan American Health Fair

On November 19, 1998, there will be an African American Health Fair in

Witherspoon's Multipurpose room. Come find out about silent killers in the Afrikan American community such as heart disease and breast cancer, and hypertension.

A Closer Look at the Diversity Initiative

The Afrikan American Voice of North Carolina State University

By Ne'Keesha Dover Staff Writer

The Diversity Initiative was started in July of 1997 by the dean's, vice chancellors, student leaders and chairs in the faculty and the staff senate. The purpose of the Diversity Initiative (or simply known as the "Initiative") was to build community success across the board of different ethnicities.

The founders of the Initiative wanted to attract a broad population and offer a sense of communication for everyone. The object was to provide success for the staff, faculty, and for the general student population. In order to maintain diversity, the Initiative focused on each individual group, the represented as well as the underrepresented as well as the underrepresented Within the seventeen page report that details the Initiative, a definition of diversity is found. It is defined as:

Diversity is a reality created by individuals and groups from a broad spectrum of demographic and philosophical differences. It is extremely important to support and protect diversity because by valuing individuals and groups free from prejudice, and by fostering a climate where equity and mutual respect are intrinsic, NC State will create a success-oriented, cooperative and caring community that draws intellectual strength and produces innovative solutions from the synergy of its people.

NC State will create a learning environment, which enhances the human potential of all the members of the University community as related to its mission to achieve excellence in research, teaching and community service. Diversity and civility are essential for NC State's continuing world-class distinction as a progressive land-grant institution committed to excellence and eauity.

Over the years, there have been

enhance the diversity on NC BLACK AND WHITE

several people and programs that

have attempted to, in some way



State's campus, with the Initiative being the most recent attempts. In most cases of the past, the conscious efforts that were made, despite its intention, made little progress in dealing with the issues at hand.

Each group or individual produced results that were not the same in spite of the fact that they all went about beginning their process of research and development in the same way. The most important things that the groups did or established were:

initiating a planningeffortleaders accepted responsibili-

ty of diversity advocate

• expectation was visible throughout the institution

diversity outcomes were
linked to student and academic

affairs
 • diversity outcomes were

linked to faculty, staff and

student recruitment

The recent Diversity plan includes three specific ideas listed under the goals and objectives.

One part is access. Within the wording of the Initiative, access is defined as, "Welcoming the previously excluded and ensuring the full participation of existing groups of students, faculty and staff to campus." They also expressed that current efforts at recruiting member of underrepresented groups should be enhanced.

The other two ideas under goals and objectives are development and retention. Development and retention is defined as"...providing necessary personal and professional support that will allow individuals to be long-term contributing and productive members of the NC State community."It is believed that all members of the NC State faculty, staff and student body should feel welcome and supported. By support, it seems to suggest including, but not limited to, gaining access to all forms of advancement.

Overseeing this initiative is Mr. Henry Fiumara. Fiumara has been with NC State and the diversity initiative since its enactment in 1997. Before coming to NC State, Fiumara was devoted to helping develop total quality management in the United States Air Force. When asked if he had any training prior to taking on the job at NC State, Fiumara stated, "I was more like a diversity facilitator." He added that he has helped sub teams to move the initiative forward.

Recently, Mr. Fiumara conducted what he called a Campus Climate Survey, which was supposed to encompass or represent the various sectors of diversity on our campus. There were about 40 people who took the survey. In this number, there were about 7 Afrikan Americans, 29 whites, and 4 people that constituted other races. Of these 40 people, there were about 10 girls and 30 guys. In terms of percentages, it would equal out to about 17.5 percent Afrikan American, 72.5 percent white, and 10 percent other races. In terms of gender, it is about 25 percent female and 75 percent male. These figures are fairly rough estimates.

The survey consisted of may questions ranging from race, gender, and your way of life. One of the questions was:

"Is it important to me personally that members of the following groups feel included and accepted at NC State?"

These were the answers students had to choose from:

a) African American/Black, b) Native American, c) Hispanic, d) Asian/Pacific Islanders, e) Caucasian/White, f) Gay or Lesbian, g) Disabled, h)Women, and i)Men.

This question was representative of the majority of the questions asked on the survey.

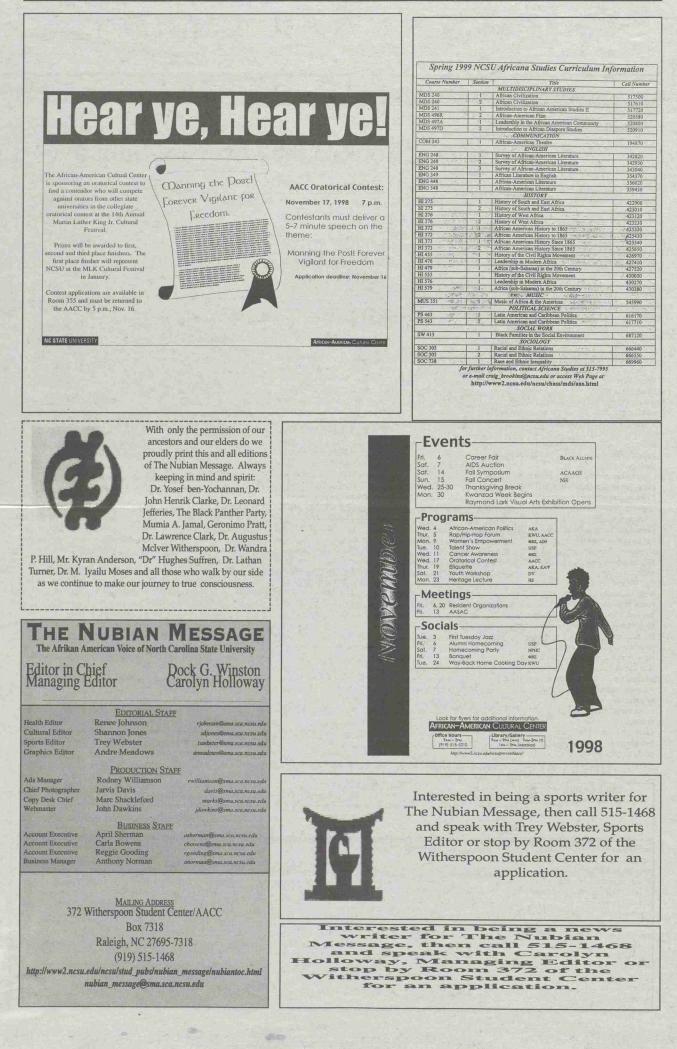
When the students were asked for feedback, many of them made the point that the survey did not allow responses to be candid. Your only choice was to choose from what was given to you. Granted, there was a question at the end of the entire survey that was open ended and allowed feedback from the students.

In an interview, Mr. Fiumara was asked exactly what the Diversity Initiative was to him. He answered, "Looking for diverse representation of people and ideas that come together and are used to beneft organizations and groups. Mr. Fiumara followed that statement by referring to the Diversity Initiative web page for a more elaborate definition. If you have the desire to learn more about the Initiative you may do just that. It is accessed under Special Programs off of the University's homepage.

 Sports Editor, Trey Webster takes a look at the Wolfpack's win over the Deamon Deacons
 Str See Sports, Page 3

• In this week's health section, Renee Johnson, Health Editor, writes about How to Manage Stress

See Health, Page 6



SPORTS

Holt Sparks Wolfpack to 38-27 Win Over Deamon Deacons

Staff Report

For the second week in-a-row, wide receiver Torry Holt sparked NC State to a come-from-behind victory. The Heisman Trophy candidate caught 15 passes for 179 yards, ran for 49 yards and returned three punts for 20 yards as the Wolfpack downedWake Forest 38-27 on homecoming at Carter-Finley Stadium.

The victory ensured the Wolfpack of its second straight winning season and qualified NC State (6-3, 4-2) for bowl consideration. Scouts from the Peach and Sunshine Bowls were among a crowd of 51,500.

The game was in doubt late in the fourth quarter with the Wolfpack holding a 31-27 edge. Quarterback Brian Kuklick marched Wake Forest to the NC State 27 yards line and the Deacons were threatening to take the lead. On first down, Kuklick dropped to pass, but was hit from behind by linebacker Clayton White causing a fumble. The Pack's Clint Johnson recovered the ball on the 31 yard line.

Ten plays later, NC State quarterback Jamie Barnette hit Chris Coleman with a 25-yard scoring pass to give the Wolfpack its final margin of victory with 1:32 remaining. Comerback Lloyd Harrison snuffed out any Wake Forest hopes of a comeback when he intercepted a Kuklick pass in the end zone with 31 seconds to play.

"We got pressure on Kuklick when we needed to," said Wolfpack coach Mike O'Cain. "We got that big sack with Clint Johnson getting the fumble recovery. That was a big, big play in the game because they were moving the ball there. Then, we were able to take the ball and put it in the end zone." Holt was outstanding with 11 of his catches coming in the second half for 151 yards to jump-start the Wolfpack offense. In the second half, he set the ACC single-season record for receiving yards. Holt has 1, 338 yards with two games to play and needs 207 yards to become the ACC career



O'Cain Awaits to Send in Member of the Pack

leader in reception yards.

"The coaches did a good job of moving me around today and putting me in positions to make plays. Jamie found me and I stepped up and made the plays and put us in a position to score some points," said Holt who played his final game at home. "It was a special day because my family was here supporting me. It feels real good for me to have the kind of game I had today and we won. Hopefully, we can continue to play the way we played today and get two more wins so we can go to a bowl game."

NC State led 17-14 at the intermission thanks to a special teams touchdown. Scott Earwood's 38 yard punt was muffed by Deacons returner, Reggie Austin, on his own 11 yard line and recovered in the end zone by NC State's Rodney Redd for a TD with 9:11 left in the half. However, O'Cain was anything but happy when he talked to his team in the locker room.

"We weren't protecting our quarterback enough to get the ball into Torry's hands in the first half. We weren't staying on our blocks in the running game very much and I was not very happy. We had not played well offensively.

But, the second half we came out andwere able to run the football a little early which caused Wake Forest to tighten up defensively a little bit and play their pass coverages a little more loosely. Then, we were able to get the ball into Torry's hands and the offensive line did a tremendous job in the second half of pass protection," said O'Cain. The Pack took a 24-14 third quarter lead on a 9 yard, Barnette to Coleman touchdown pass and appeared on the verge of putting the Deaks away for good. NC State drove Wake Forest to the 4 yard line, but safety Jeffrey Muyres, picked off a Barnette pass and returned it 49 yards to the Wolfpack 49. Three plays later, Kuklick threw a 9 yard strike to Jamie Deese in the left corner of the end zone to pull the Deacons within 3 points.

A 54 yard TD run by freshman Ray Robinson gave the Pack a 31-21 cushion nine seconds into the fourth quarter, but the Deacons took the ensuing kickoff and marched it 68 yards andscored on the fourth play of the drive when Kuklick thre yards to runningback, Chris McCoy. The extra point kick failed due to a bad snap. Robinson ran for 164 yards and 2 TD's on 23 carries as the Wolfpack rushed for a seasonhigh 231 yards. Barnette was 24 of 38 passing for 321 yards and two touchdowns. Kuklick became WFU's all-time leading passer during the game. He finished 31 of 52 passing for 421 yards and two touchdowns

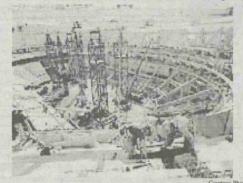
Defensively, NC State shutdown the Deaks rushing attack which was last in the ACC entering the game. Wake Forest (3-6, 2-4) had minus 11 yards rushing. Kuklick was sacked 5 times for a minus 44 yards which factored into the rushing total. The Pack will have next week off and will return to action Saturday, November 21st at Maryland. As of this report, the ACC had not set a kickoff time for the game.

Updates on the New Sports Arena

Staff Report

For now, tall construction cranes toil in the clay pit where someday hockey bruisers will launch slap shots from a frozen rink and lanky college kids will slam dunk on the hardcourt. Yet the thousands of tons of concrete and structural steel sprouting from what, 16 months ago at groundbreaking, was a muddy hole in the West Raleigh soil now clearly are taking the shape of a bigtime sports stadium. also miscalculated the cost of major design changes in midstream including an expanded foundation — needed for professional hockey, along with added revenue-producing amenities such as luxury suites andextra seating.

As a result, more time was spent seeking an additional \$26 million from local eected leaders, NCSU and the NHL team. Next week, the authority is expected to debate whether to accept the final \$5.2 million it needs from the Raleigh City



The Home of the New Sports Arena

Construction team leaders and members of the authority in charge of the budding Entertainment and Sports Arena took reporters and television crews on a midday tour Tuesday to show off progress on the future home of the Carolina Hurricanes hockey team and N.C. State University basketball. "This is is an exciting phase because you can see now what it's going to look like," said Pat Long, a hard-hatwearing member of the Centennial Authority.

Yet the \$158 million question emained unanswered: After hitting o many potholes, will the project e finished on schedule Sept. 1, 1999, in time for the start of play ext season? "They could make it," said authority number Perry Safran, a Raleigh construction attorney, "but they need to hustle." The \$158 nillion project is about three weeks behind the revised construction schedule settled on in June, after a najor expansion of the arena design was completed, Safran said. The key to finishing on time, he said, is how noothly the roof work goes over the next month

The quicker it's done, the sooner interior construction can begin beneath it, and the better protected the entire project will be from inclement winter weather. The steel structure of the roof is expected to be finished in mid-December, with the final protective skin put on by February. Since groundbreaking ceremonies July 21, 1997, construction repeatedly has been thrown off schedule — by rainy weather, funding fights and a competitive construction-labor market.

But the authority, along with the onstruction team and consultants,

Council and the Wake County commissioners or to pursue a private bank loan instead. At the arena site Tuesday, construction team members said the project now is near the halfway point, with almost half the \$130 million construction budget either spent or authorized to be

spent. So far, 80 percent of the concrete is in place, along with 70 percent of the steel superstructure. Concrete risers, which hold the seats, have been installed halfway around the arena's lower bowl and about two-thirds of the way around the concourse and upper levels. The steel superstructure of the roof hangs supended on eight towers

hangs suspended on eight towers rising nearly 100 feet from the dirt area that will be the playing surface. The roof skeleton awaits

the final trusses to be installed around the top ring of the building so it can be dropped, ever so gently, into place. When it's done, the arena will seat about 19,500 for basketball, 18,200 for hockey and 20,500 for events such as concerts, said Curt Williams, executive director of the arena authority.

Surveying the construction site, Sims Hinds, the Hurricanes' vice president for arena management, said he is optimistic about the pace of construction. The team, which will also manage the building, wants to move in at least two to four weeks before the start of hockey season next October.

"They have been pretty consistent with the [construction] schedule since June 1," Hinds said. "We're confident it'll open on time."

Afrikan American History: Charlie Sifford

Staff Report The Nubian Message

Before Tiger Woods rose to fame as the first Afrikan-American to win one of golf's four major championships, there was an individual who, in essence, paved the way for Woods an others to enter the sport of golf. This man was none other than Charlie Sifford.

Although Sifford's moniker is not an everyday household name, he was a legend in his day as in 1960, he became the first Afrikan-American member of the Professional Golf Association. Sifford, 75, was 39 before blacks were allowed on the tour. He became the first black tour member to win a tournament, the 1967 Greater Hartford Open.

Sifford, a symbol of golf's segregated past, made a plea for the future as he embraced The First Tee program that promises to make the game more accessible and affordable to poor and minority children.

"I just wish they had it when I first started out," Sifford said at cityowned Memorial Park Golf Course. "I couldn't get into the game until I was 35 years old."

Sifford, who in the early 1960s became the first black member of the PGA, joined past greats Jack Burke Jr. and Doug Sanders, former President Bush and PGA Tour commissioner Tim Finchem in the third city of a two-day trip to announce a multimillion dollar program to create hundreds of new golf facilities over the next 10 years.

"I wish I was a kid again," Sifford said. The initiative, called The First Tee and organized by the nonprofit World Golf Foundation, involves the PGA Tour, the LPGA, the PGA of America, the United States Golf Association, the Tiger Woods Foundation and Augusta National Golf Club, scene of Woods' recordsetting Masters victory this year.

The major founding organizations have pledged \$6 million a year to start up the program in New York, Detroit and Houston and hope to line up 50 or more trustees who will contribute.

CULTURE

Afrikan American History: Cowboys

Bronco Sam

Sam wasn't afraid of anything and he could ride them all. The crew decided to rope the biggest longhorn in the herd and saddle it and have the Black bronco buster ride it through the town of Cheyenne. Sam liked the idea. They roped it, and he rode it right down the main street, with the crew whooping and hollering and swinging knotted ropes to drive the bucking steer. Sam's mount was frantic; it was a

frightened, wild-eyed steer, pitching and bawling. When it saw itself reflected in the glass window of the clothing store, it stopped and pawed the ground, then it took off and charged right through the window, down the aisles over the counter, and around the shelves. Sales clerks went diving for corners for protection, while the steer plunged through the clothing racks. Then it charged back out through the empty window frame.

Sam was still in the saddle with the steer's horns decorated with pants, coats, underwear, and other odds and ends of gearing. The steer was still jumping as the cowboys closed in to drive it toward the herd. Sam shouted, "I brought out a suit of clothes for everybody in the crew".

Sam was cool, when he got off that steer, roped his horse and they all went back into town. When the storekeeper saw the crew, he gave them a cold reception. Sam was unruffled, he smiled, gave his apologies and asked very politely what the damages were. The shopkeeper got the books and tallied up the bill. When the shopkeeper told him the price was \$350. Sam never batted an eye. He just peeled it off in good old greenbacks and handed it over. Sam and his crew left Cheyenne, but that wasn't the last of it, Sam went back in later years to work on a ranch near Cheyenne.

Bose Ikard

Bose was born into slavery, in the state of Mississippi in North America, before the war between the states, a war that was fought partly over slav-

> The north felt that the south had an unfair advantage because of their slave labor. Afrikan people were forced to work, from ''can't see in the morning until can't see at night", for no pay and no freedom! That's cheap labor! and a advantage over the

northern states who had to pay for there labor. Bose Ikard was taken to Texas by the slave-holding Ikard family when he was just a little boy five years old. He grew up on the frontier near Weatherford, Texas, where he learned to fight, ride, and rope; skills that would help him in later life.

Bose worked for Oliver Loving, until Loving died after a fight with the Comanche people, then Bose went to work for Charles Goodnight.

In a book written by J. Evetts Haley, about Charles Goonight: "Cowman and Plainsman", Goodnight said, "Bose surpassed any man I had in endurance and stamina. There was a dignity, a cleanliness and reliability about him that was wonderful. His behavior was very good in a fight and he was probably the most devoted man to me that I ever knew. I have trusted him farther than any man. He was my banker, my detective, and everything else in Colorado, New Mexico and the other wild country. The nearest and only bank was in Denver, and when we carried money, I gave it to Bose, for a thief would never think of robbing him".

It would take many, many pages to tell about all of the trails that Bose Ikard and Charles Goodnight rode together.

Interested in being a culture writer for The Nubian Message, then call 515-521 and speak with

Shannon Jones, Cultural Editor or stop by Room 372 of The Nubian

Message for an application.

Nubian Trivia 1. When was the first Afrikan American woman elected a mayor in Mississippi?

2. Who was the first Afrikan American poet laureate of New York State?

3. Who was the first gospel singer to gain international fame?

4. Who was the first jockey to win the Kentucky Derby three times?

5. Who was the first Afrikan American to in a national art award?

6. Who was the first Afrikan American college graduate?

7. When did the U.S. Naval Academy accept its first Afrikan American?

Joseph Seamon Cotter, Jr.



Train your head and hands to do, your head and heart to dare.

Spiritual

Let's come together in a mutual understanding Of things to be experienced the way God intended it to be Pleasures untold await us on the other side Where many have ventured and remain to this day Don't you see that it's much deeper Than any physical attraction will ever be Don't you know that in your very core Is a place that exists only to be explored by the one Who will be your mate for life A precious gift I will give to you And you to me When the time is fulfilled and our vows have been made Before God our creator and man - the created And all heaven will rejoice in our rejoicing All creation will welcome our creation Borne out of spiritual love - the way God intended it to be

The Nubian Message

Afrikan Country Spotlight Western Sahara

Capital: El-Aaiun (La'youne) Currency: Moroccan dirham Area: 266,000 sq. mi. Population: (1995 estimate) 210,000 Ethnic divisions: Arab, Berbe Religious groups: Muslim Languages spoken: Arabic (official) Exports: Phosphates

The state of Western Sahara or Sahrawi Republic lies along the coast of West Afrika between Mauritania to its south and east, and Morocco on its northern border, and forms part of the West Afrikan region. The country, whose political future is still to be finalized, is Afrika's last colony to gain independence after a long struggle. Formerly the Spanish colony of Rio de Oro, Western Sahara was annexed by both Morocco and Mauritania when Spain withdrew in February 1976.

After Mauritania withdrew from the territory in August 1979, it was incorporated into and administered by Morocco. However the Polisario Front liberation movement continued its struggle to end all foreign occupation of its country. It formed a government-in-exile in 1976 and declared the Sahrawi Arab Democratic Republic (SADR).



In November 1984, the Polisario Front's SADR was recognized by the Organization for Afrikan Unity leading to the withdrawal of Morocco from the OAU in protest. In May 1991, the Polisario Front and Morocco ended many years of fighting following a UN sponsored peace settlement. The final future of the state of Western Sahara will be settled when the forthcoming UN-supervised referendum is held in which the country's inhabitants must choose between independence or integration with Morocco.

"Let lessons of stern yesterdays...be your food, your drink, your rest." -Joseph Seamon Cotter, Jr.

Love isa Black Thing!"

Black love, oh Black love. Black love you have stood in the shadows way outta sight.

And the world knows you not, But one day it just might. And, we who claim to be your keeper have only seen you on rear occasion. So, you've been mistaken for other things such as; Sex, Lust, and infatuation. free from all those things that stereotype and label me as unloved and unable to love. Allow my Black wings to unfold and fly to you. That's right, Black wings of love. Black like the night is Black. Black like the hole that is in my soul. Black love you have spoken to my heart and made my soul sing. You 've said "I have freed you, so partake because LOVE IS A BLACK THING! By Stafford Snapper Green



November 12, 1998 HEALTH

How to Manage Stress

By Bene Dupree Staff Writer

As the semester draws to a close and everyone is preparing for final exams, our bodies start to react in several ways. You begin to tire more easily, and in some instances can often become irritable to those around you

Before you begin place the blame elsewhere, it is important that you consider stress as the probable se. Stress can take its toll on the best of us, even the so-called "worry free" individuals. The fact remains that stress is a natural part of the daily saga and will always be present in our lives

Stress results from the demands that situations or people place upon us, otherwise known as "stressors, which causes our body to respond in a particular way. The thoughts, feelings, and actions you feel inside of you in response to these demands is the actual "stress" (e.g. anxiety, worry, withdrawal, preparation, motivation) that we feel Frustration, conflicts, a sudden or inexpected change, and pressure to ceed can all contribute to stress.

Although we mostly associate stress as having a negative connotation, there are as well some types of stress that are indeed healthy and helpful to your physical and mental well being. In either instance, we must learn to deal with stress so that it does not dramatically affect our lives, and indirectly, the lives of those around us. So the question is, "How can one successfully manage stress?" Here are a few simple techniques

• Use humor as a stress reducer. When the situation starts to look bleak and life gets a little unbearable, have yourself a good, hearty chuckle. Remember, laughter is the best medicine.

· Release suppressed emotions. It would also help talk about that which is stressing you to another person. This can be a close friend or relative, in whom you trust and is both a hearer and a listener. Your Resident Advisor might also be a good resource to turn to.

If talking does not seem to help, ome individuals find solace in writng about their feelings. It doesn't natter what avenue you choose, as

pinned up frustrations, and doing something healthy

· Learn to relax. Relaxation is a valuable stress-management technique. The first means to this end is to find a quiet, isolated environment, where you are able to meditate and focus on soothing sounds or thoughts. You may even try reciting a peaceful phrase over and over. This can set up the beginnings of a passive mindset to deal with stress under any circumstance.

· Minimize phystological vulnerability. Stress is very detrimental to the physical being. The less your body is prepared physically to deal with the stress, the more the will cause the various reac-



tions. Thus, it is essential to maintain good healthy habits and to stay in shape

· Be flexible. Change your leadership and personality style every now and then. You don't always have to be passive or controlling. Try being a bit warmer rather than distant, or vice versa; do whatever the situation demands, even if it is not typical of your personality. Allowing for flexibility helps you to manage stress by giving yourself the chance to try different ways of talking to people and dealing with events rather than acting on normal instinct.

· Just say "no." At some point you must come to the realization that you are not a superhuman! Stress management is sometimes a matter of reducing the demands that are placed upon you. Some of these demands come from agreeing to doing too many things, and they start to overwhelm you.

You may be a "yay-sayer?" (e.g. "Sure, I'll do all the cooking for the cookout", or "certainly, I can do the research for the group and write the paper if you need me to"). There are instances where we have to do

long as you are not holding in things that we don't like despite temporary feelings of discomfort. In theses cases, you are the best judge Do what it is in your best interest in regards to you, your career, you family, and your relationships Everything else you agree to shou be regarded as a bonus and should be considered if you have the time and energy

· Make mistakes. The greatest mistake a man can make is to be afraid of making one.

Most of us believe and acknowl edge the fact that there was only one perfect human bring who ever walked this Earth. Live by this knowledge. Instead of admonishing vourself for your faults and short comings, look to them as stepping stones to succe

Simplify Simplicity Simplicity, Simplicity! Make you life as simple as possible. Decide which activities are ones you truly enjoy and reevaluate your commit ment to the others. As your life becomes simplified without the potential for more stressors, you reduce the amount of stress placed upon your life.

· Be proactive. Instead of dis placing something or someone that may be bothering you, face the situ ation as it arises. Don't let it fester into a situation that has blown total ly out of proportion. Before you begin your day, reflect on unfinished business and plan on how you will resolve it. Reassure your position by giving yourself positive coping mes sages throughout the day (e.g. "this is going to be tough but I can handle it").

There are yet other ways to han dle stress. You might decide to:

- · Take up a hobby
- · Relax in a sauna
- · Get a massage
- · Soak in a bubble bath

• Try aromatherapy (fragrances that induce relaxed mood states)

- Daydream
- · Catch a movie
- · Read a book

Stress is indeed a natural part of life, and does not to have to end it. Learn to take charge of your stress and manage it in a way that is mos suitable to your needs. It is the only key to a happy, and stress free life

Massage Awareness

By Renee Johnson Health Edito

Through the Physical Education Department, we have numerous opportunities to educate and enlighten ourselves on how to maintain a healthy wellbeing. From karate clinics to nutrition workshops, you will find numerou avenues through which you may obtain this end. One workshop I personally attended, gave me the chance to experience the many benefits of massage If you haven't had experienced a massage, then you have really been deprived of a very enjoyable and relaxing therapeutic technique. A massage provides both physical and mental gains. Here are just a few of these bene fits

- · Enhances mental alertness
- · Stimulates local blood supply and lymphatic fluids
- · Alleviates discomfort during pregnancy
- · Improves joint range of movement
- · Treats injuries caused during sport or work · Assists in stress manageme
- · Reduces levels of anxiety
- · Relieves muscular tension
- · Treats musculo-skeletal problems
- · Rehabilitation post operative
- · Increases joint flexibility
- · Rehabilitation after injury

Ways To Combat Two Common Health Risks of the Afrikan American Community -

Staff Report The Nubian Message

Cancer

Cut back on fat. Give up fatty meats, such as spare ribs, sausage, and acon, and stick to lean cuts of broiled, roasted, or baked poultry and fish. Use just a touch of butter, margarine, or oil in cooking. Check food labels for added fats.

Focus on fiber. Get fiber from red beans, rice, pears, bran cereals, apples nd cherries.

Eat lots of fruits and vegetables. Try to incorporate at least five fruits and egetables in your diet daily. The more the better. Eat only whole grain wheat products such as bread, pasta, flours, and

rown rice. Try to bake with part whole wheat flour to give foods a ne twist

Stay fit. Too much body fat can add to cancer risks. Learn to live with lighter meals and less snacks.

Hypertension

Cut out salt. Salt aggravates hypertension. Instead of salt try seasoning your meals with more savory herbs and spices such as black pepper, onion powder, or oregano.

Limit your alcohol intake. Too much alcohol can increase your blood ressure

Add fish to your diet. Mackerel, salmon, and tuna contain omega 3 fatty cids, which fight blood pressure.

Pick potassium. Bananas, orange juice, cod, flounder, and dry peas are all ood sources of potassium. Add a little magnesium. Blood pressure can soar if this mineral is lack-

ng. Whole grains, leafy greens, nuts, dry peas, and beans provide a good urce of this mineral

After people have been freed, it is a cruel injustice to call them by the same name as they bore as slaves.

"Please Stop Using the Word 'Negro'" letter to the Editor

Mary Church Terrell

Interested in being a health writer for The Nubian Message, then call 515-1468 and speak with Renee Johnson, Health Editor or stop by Room 372 of the Witherspoon Student Center for an application.

Povember 12, 1998 OPINIONS

The Corporate Image: Breaking Through Images and Stereotypes

By Leslie C. Youngblood The Atlanta Tribune

**Something to think about for pcoming Graduates



Take this simple test. First, look at the businessmen on the left. Now, honestly note your immediateperceptions. Think to yourself, if you were in corporate America, which image would you be more likely to positively respond to.

Perhaps some of you may respond to either image and base everything on skills, qualifications and competency.

But at your company, based on its environment, what would be the perception?

We all know the traditional "corporate image:" the dark-tailored suit, closely cropped hair, and what some even venture to call, "the all-American look." In a supposed age of diversity, just how far can we venture away from such an image? Can we confidently put on a kinte cloth tie or scarf with that tailored suit?

Can we braid our hair without fear of reprisal? The answers to these questions may be based on our fearreal or imagined-of how we may be perceived. When donning our business uniform, how much of our cultural expression is allowed? And how far can we push traditional expectations?

The Defining Standard

When people think of corporate America, IBM is one of the first companies to come to mind. IBM is practically synonymous with the term "corporate America." According to historical information on IBM's web site, some of the founding business principles of IBM once included: "an insistence on well-groomed, dark-suited salesmen." Here, the corporate image is defined in plain terms.

Three of Atlanta's top Black IBM executives spoke with The Atlanta Tribune concerning this issue of "corporate image" and perceptions. C.W. Savage, an employee of IBM for 31 years, said, "IBM doesn't have a formal dress code; they used to have one. There is a standard of business dress. I tried business casual. But, I have a son who works here also. He had a coach who told him that when you're dressed well, you play well. That made a lot of sense to me.

When I have on my suit and tie, it's just like when Deion Sanders puts on his shoulder pads and his helmet. I have never been asked to be anything that I'm not. I can go as far back as telling you that I'm a product of the sixties, I've been jailed. I'm Black. I've always been Black and IBM has never tried to do anything to change that."

In some instances though, some Afrikan Americans may believe changing their physical appearance is expected even before they are told to do so. It is a mode of thinking that may limit self-expression.

David Littles, president of TEKnowledge, a comprehensive computer technical resource center and former employee of The Digital Corporation, recalled, "A young brother went to work for Mindspring [and without being asked], he cut his locks. I asked him if he sold his hair to take a position. He said, 'No man, it's not like that, I just didn't want any impediments to getting the job'. Littles continues, "In my experience, I've found that White men in power or position, only respect other men of equal stature. If they feel they can bend you at their will, they will bend you until you break." But, if they meet resistance from the start, they'll respect the hell out of you. What I realized is that, all I have to do is be me. At the first challenge, [to self-expression], shoot it down. With that belief, I've foundmore respect than disrespect."

"Even in this age of 'diversity' and 'multiculturalism', the status of Blacks in American society rates special attention," according to Ellis Cose's book, The Rage of a Privileged Class, which examines the discrimination that haunts the

-Titles the

most affluent and best-educated Afrikan Americans. Cose also states that no other racial group in America's history has endured as much rejection on the path to acceptance.

It would be unrealistic to say that the corporate structure is not defined by those who are considered to be the majority. But, it takes confidence to challenge a structure put in place to accommodate some and impose upon others.

No Sellout

Although terms such as sellout are popular in the vernacular of Afrikan Americans, when asked to define the term, the answers were muddled, at best, ranging from "someone who wears a suit every day" to "someone who denies their culture."

According to Dr. Charles E. Jones, chairman of the department of Afrikan American Studies at Georgia State University, "A working definition of a sellout is one who promotes individual interests at the expense of the interests of the community."

"Sometimes people feel that they have to sell out to be successful," stated Jim C. Gaskin Jr., vice president of The Mulling Group, a 15year-old outplacement service group. "I don't buy that at all. There are certain norms and conformities you have to go through, but that is the case with any professional environment.

Whether it's an all-Black environment or a fairly mixed environment, there are professional norms," said Gaskin.

"I have two cultures, Afrikan and Afrikan American, and I will express either one I feel like it," Littles said. Reviewing his five-year employment with Digital, he explained, "[Concerned management at Digital] started to hit me with the corporate viewpoint of appropriate business dress." Littles sat down with the management of Digital and comprised a list of what was considered appropriate business dress. "After I categorically listed the tie, shirt, dress pants and jacket, I listed Afrikan dress, dashikis, kufis, and then I had them list European cultural attire; shirt, tie, pants, suit jacket and low and behold, the business attire and the European attire were one in the same." Littles questioned the true diversity of a corporation that required a person to appear European in order to fit in. "I don't think that matches." Littles adds.

Though, rocking the boat can be dangerous to one's employment status, Gaskin says, assimilation has its limits. "While it is a free country, when we come into a major corporate environment, we're going to be in the minority. There's no ifs, ands or buts about it. We have to assimilate into that culture within reason. You shouldn't need to, nor should you, compromise your integrity, your sense of well being, your basic fundamental self. No one should do that, I don't care who you are."

And that Glass Ceiling...

Image is not the only issue where Afrikan Americans grapple with perception. There is also the infamous glass ceiling. Gaskin, who has worked for large companies like Sears and Roebuck, believes that the glass ceiling is more than just a perception; in most cases, it's a reality. "Are we where we need to be or where we should be? Absolutely not," said Gaskin. "Race is still a very serious issue...We don't have anywhere near the number of folks at the tops of organizations-there's still the glass ceiling. People make hiring decisions, placement decisions, team-building decisions. I would be naïve to say race didn't play a part."

But, some people believe the glass ceiling is something perceived more than a reality. "We [Americans] talk a lot about glass ceilings. The opinion that I have is, first and foremost, that we create the glass ceilings," according to Savage. Consequently, he believes we become guilty of what he terms "self-limiting thinking."

"When I was promoted into management, a comment was made about me by another Afrikan American Manager, 'How did she get promoted- she's so militant," said Joann Y. Jackson, vice-president of regional human resources for Marriott International. "It's not about being militant; it's about speaking your mind, being who you are and knowing who you are. My family has provided me with that foundation, and I'm instilling it in my daughter. I'm an independent thinker, and I think that independence in an Afrikan American female, obviously, appears to be militant."

Finding Support

According to psychologist and management consultant Ron Brown, it is important for Black professionals to find a "reality check." someone they can trust, of any race, who can assure them that they are not going crazy when the racial demons strike. Sometimes, says Brown, that function can be served by informal groups or by counterparts in other organizations whom a Black employee feeling under siege might ask, "Am I off base here? What's your experience?"

Some companies have been pro gressive at anticipating the need for Blacks to have support. Within IBM, for instance, there are various groups set up for the purpose of discussing cultural issues, as well as network ing. "We're proud to be a part of a company that realizes the need for the 'Atlanta Black Network,' said Conchita Robinson, vice-president, U.S. Sales Center. The Atlanta Black Network was established by employees at IBM to address diver sity concerns, realizing that addressing obstacles supports the success of all

In the End

If major corporations state they are after the best and the brightest does it matter if that "best and brightest" comes to the table in mudcloth instead of gabardine wool? No one is blind here. We acknowledge that so-called "diversity" obviously has its limits. But does that mean we can never push those limits? A per son's degree of "Blackness" should not be determined by whether or no they choose to conform to the "corporate image" and how we perceive Perceptions and images can boy us in. Our color does not. Like any thing that challenges the traditional pushing the limits will take courage Though in the end, how far we go may determine how far we get.

**Courtesy of the Atlanta Tribune

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Quate of the week

I yelled when I was hungry, I yelled when I was wet. I yelled when all those little black bourgeouis babies stayed dignified and quiet. I learned before I got out of the maternity ward that you've got to holler like hell sometimes to get what you want.

Reverend Al Sharpton



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