

NATIONAL



Illustrating the spirit of cooperation between their two nations, President Clinton and South African President Nelson Mandela address the nation in a joint radio address from the East Room of the White House. Clinton praised Mandela's leadership in "always choosing reconciliation over division," while Mandela called for a "new and enduring partnership" in business between the two nations.

Leaders Praise Clinton Administration

Vice President Al Gore called for action to improve the economy, create jobs, provide education opportunities and reduce crime in a meeting Friday that brought together civil rights and religious leaders, members of Congress, mayors and elected officials, community activists, and labor representatives.

"This country cannot afford to turn back the progress that has been made in the first 21 months of this administration," the vice president said.

Gore said the Clinton administration has been successful in creating 4 million new jobs, passing an earned income tax credit, a family and medical leave act, reducing the deficit and passing a tough crime bill to safeguard communities and children.

"Together we will continue to build on that program and provide more and better opportunities for all Americans," Gore said.

The Rev. Jesse Jackson speak-

ing at a press availability following the meeting, highlighted the positive work of the Clinton administration.

He cited the administration for being successful in creating more jobs, saying Detroit is number one in auto manufacturing once again.

Jackson said more children are being fed, more youth are able to go to college and the income tax credit is lifting working families out of poverty.

Jackson also praised the administration's handling of foreign policies, praising Clinton for the restoration of democracy in Haiti, the peaceful elections in South Africa, developments in Namibia and the deterrence of a new Iraqi invasion of Kuwait.

C. Tucker, the chair of the National Political Caucus of Black Women, said supporting Democrats in the upcoming November election was critical to the survival of causes important to African Americans.

Conference Focuses On Empowerment

The Black Women's Network, a national organization of over 200 community and business leaders, meets for its 15th annual conference Saturday in Los Angeles.

"Empowerment in the 21st Century: Reclaiming Yourself," is the theme of the session.

"We will speak to such issues as reclaiming our faith, reclaiming our

communities from drugs and violence, reclaiming our families from moral decay and finally and most importantly, building community economics," said Pat Tobin, the conference's mistress of ceremonies.

Tobin said networking to create new business and helping existing business is a vital element of the organization.

Publishers Support NAACP

Black Press To Build Stronger Relationship

By ROBERT BOGLE

Throughout our history in America, it has been imperative that blacks develop strong organizations to secure improved social, economic and political status for ourselves and for our children.

Such was clearly the case in 1909 when the National Association of the Advancement of Colored People (NAACP) was founded.

Now, driven by the same necessity, the black press is taking a first step to establish a mutually supportive relationship with the nation's most enduring black institution.

The renewed interest in the black press is strengthening the relationship with the nation's oldest civil rights organization was spurred by the recent spate of negative NAACP coverage by the so-called "majority press."

By unanimous opinion, the National Newspaper Publishers Association's board of directors has decided that the NAACP's mission has been and continues to be a justifiable cause for support by the power and reach of the black press.

Since it was formed in 1909, few organizations of such diverse and widely dispersed membership have attained the organizational stability and strength of the NAACP.

Through its branches, local, college and youth council chapters across the country, the NAACP has continued to be black America's largest organization.

At all levels, the NAACP has used organized, determined and aggressive actions in the courts, streets and legislatures to assist millions of African Americans gain better social, economic and political status for decades.

Despite the smear tactics being presented daily in the "majority press," the real record of successes attained by the 85-year-old NAACP



Publishers from around the country gather at the National Press Club to put out a message to the NAACP.

has given generations of blacks better equality of rights and measurable results, illustrated by removal of barriers in employment, housing and legal areas.

With the work of the NAACP still unfinished, and the need for increased and better ongoing communications among black Americans, the members of the National Newspaper Publishers Association believe that the missions of our leading civil rights organization and of the nation's oldest African American newspapers are inextricably linked, and that both would be well served through a closer working relationship.

The Black Press of America is a 167-year-old institution that provides the medium for relevant news to and about African-American communities. As our 205 member newspapers provide objective news coverage to our 10 million readers each week, we intend to make it our mission to defend, and explain, the NAACP's fundamental and ongoing mission.

Based on the commonality of our purposes, as the Voice of Black America, we intend to make sure our mediums provide the NAACP more consistent and more visible support from the nation's African-American editorial writers, columnists and opinion leaders.

(Robert Bogle is president of the National Newspaper Publishers Association and is publisher of The Philadelphia Tribune.)

Firm Markets African American Products

African Americans pour billions of dollars in the U.S. economy, yet find businesses who sell them goods which neither respect or appreciate their business.

The National African American Products organization is doing its part to change these marketing practices.

The organization has a philosophy that "if African Americans cannot produce and sell everything we buy and use, then we must source the highest quality from the manufacturers and sell it to ourselves through a home business network at the most reasonable prices."

Currently the company has products that include gifts, framed art-

work, household accessories, clothing and other items.

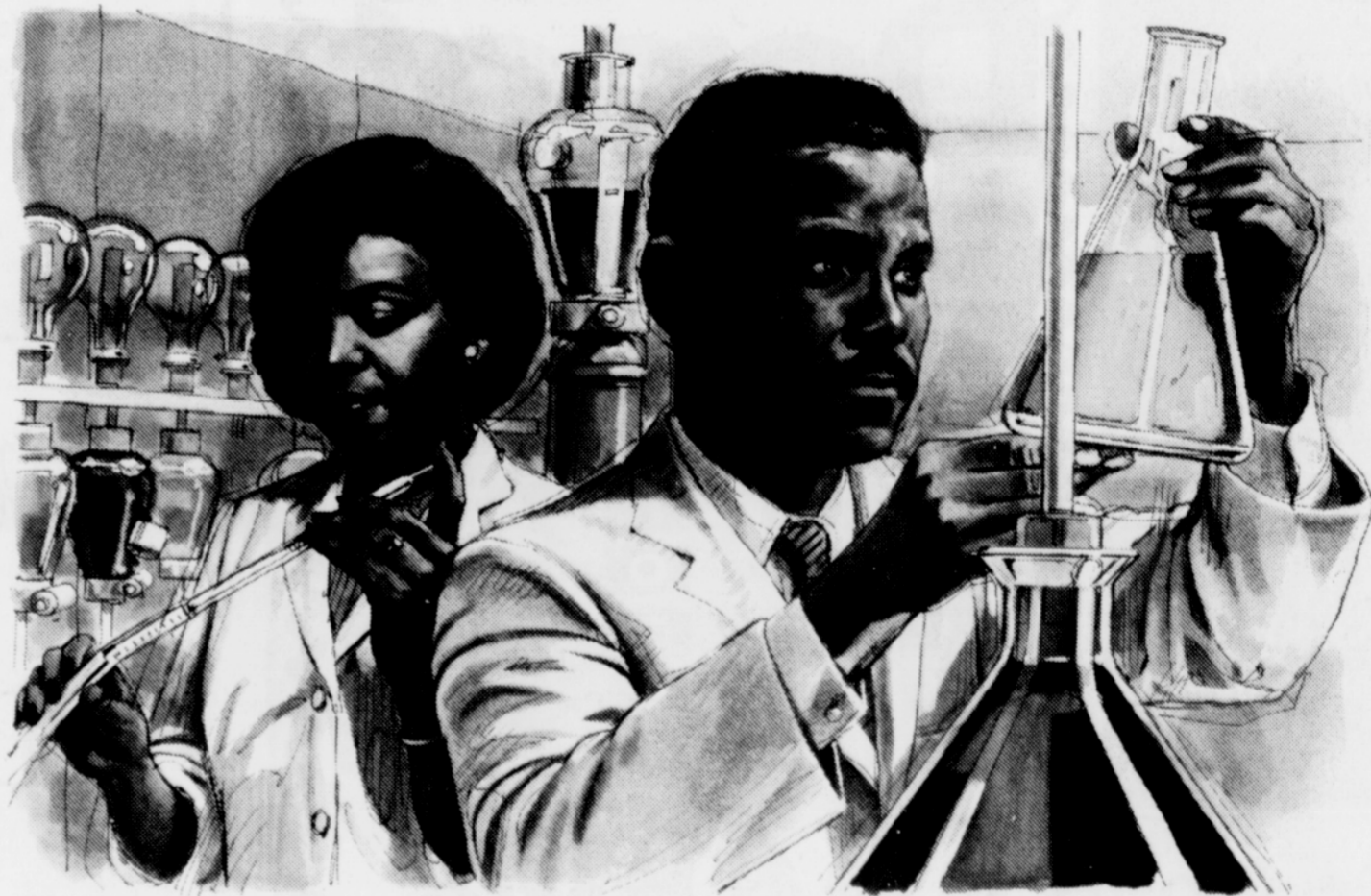
The NAAP has a home business program that eliminates some of the financial costs normally part of starting a part-time or full-time business from your home.

It claims that all that is needed to start a small business selling African American made and other products to African Americans is some samples, business cards and ambition.

"That and a willingness to work hard to get those things in life that you want and deserve," an organization spokesman said.

For more information call the NAAP at (612) 549-0748.

Supporting Our Scholars of Tomorrow... Today.



If we are to have scientists, engineers and other professionals for tomorrow, we must start today.

Our nation's future depends on its greatest natural resource, our young people. And their key to the future is education.

But many students simply can't afford to attend college. Government cutbacks in education support, fewer student loans and rising costs have combined to limit access to a college education for many minority students who need financial assistance.

That's why Brown & Williamson Tobacco Corporation continues to support

educational opportunities with contributions to the United Negro College Fund and directly supports institutions of higher learning that serve minority students. Our commitment to UNCF is only part of Brown & Williamson's, and our employees' grants to education.

We know these future leaders, now studying in colleges and universities across the country, need our help. Given the opportunity, these young people will excel and secure a brighter future for themselves and for all of us.



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