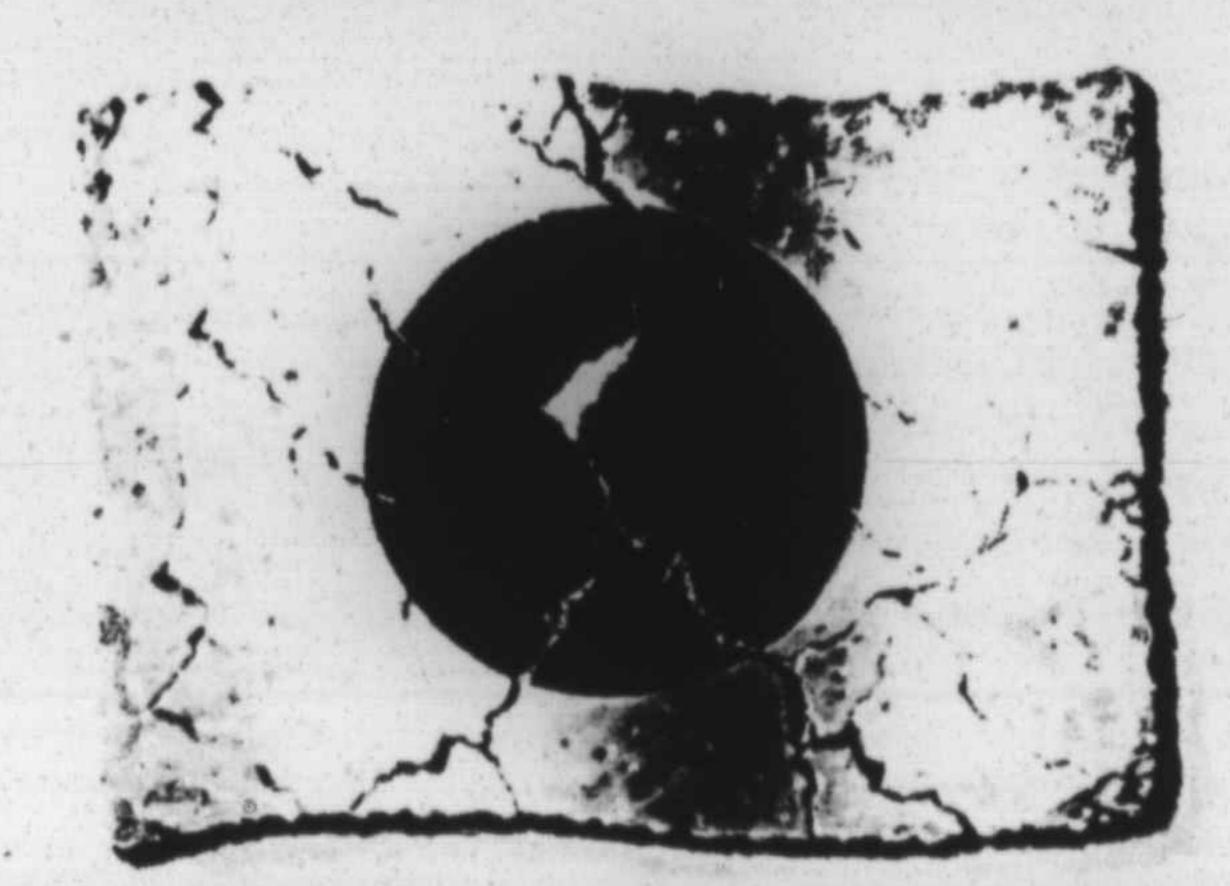
## The Black Community Responds to Japanese Prime Minister Yasuhiro Nakasone

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# ARROGANCE OR IGNORANCE?

WE'RE \$200 BILLION STRONG

Black Americans have often been

portrayed negatively in Japan, with the use of the crudest stereotypes.

And Japan's primary experience with

the tired, poor and homeless among

us, we 27 million Black men, women

and children command a disposable

income of over \$200 billion annually.

largest country in the world. Comparable to Brazil, larger than Australia,

Czechoslovakia, East Germany, India

AND SPEAKING OF ECONOMICS

Approximately \$7 billion of that

income goes for the purchase of Japa-

nese-made goods and services, from

leading manufacturers, from cars to

clothes. However, little, if any, of that

patronage has been the result of a

direct invitation from Japanese manu-

Little profit from those sales has

benefitted either Black distributors,

sales representatives, media, educa-

Product, that makes us the ninth

Looked at in terms of a Gross National

us has been as consumers. For despite

Black America is outraged. Outraged and insulted by the negative reference to minorities quoted in major newspapers around the world and attributed to Japan's Prime Minister Yasuhiro Nakasone, stating that the presence of Black Americans, Puerto Rican Americans and Mexican Americans makes our country "intellectually" inferior to Japan, a society of one race.

#### HEIGHT OF ARROGANCE

Other Japanese officials have also been guilty recently of making equally self-serving, insensitive, and in this instance, racist, remarks for which Mr. Nakasone has been called upon to

And apologize he has. But rhetoric aside, we believe that greater issues need to be addressed.

## LEST YOU FORGET

Immediately after World War II, it was the Black GIs, segregated in the US Army, stationed in Yokohama. Kobe, Nara, Gifu, and many, many other cities who adopted hospitals. orphanages, schools, and the homeles We fed your people and clothed them. by whatever means possible. We hired and trained Japanese civilians so as t give them some income. Many Japanese survived-because of us.

#### THE DEPTHS OF IGNORANCE

Mr. Nakasone's remarks attack the very fiber that makes America great. To imply—in any way—that a nation comprised of one people is somehow "better" than one comprised of many smacks of the worst kind of "master

The world has heard this before. We will not tolerate it again.

#### A NATION OF MINORITIES AND PROUD OF IT

The people of the United States have just spent a summer celebrating the restoration of the Statue of Liberty the symbol of our uniqueness as a nation whose citizens, including mil lions of Japanese Americans, all contribute to the cultural, political, social and economic diversity that makes us strong.

Shelby L. Coates Misso Services Corporatio Mr. and Mrs. E. All Kent B. Amos The Triad Group Brokerage Earl and Barbara Graves Black Enterprise Magazin Robert J. Brown B&C Associates In

Topper and Alyce Carew

John H. Johnson Ebony & Jet Magazines

ties to achieve understanding through cultural exchanges, educational programs, partnerships between Black institutions of higher education and Economic parity and under-

standing. We shall not settle for less.

#### LET'S SPEAK OUT AS ONE If you, too, share this same sense of

outrage, send this ad or your own letter to each of the following: Ambassador Nobuo Matsunaga Embassy of Japan, Washington, DC 2420 Massachusetts Avenue, NW

Washington, DC 20008 Japanese Chamber of Commerce 145 West 57th Street New York, New York 10019

Congressional Black Caucus House Annex, Number 2 Washington, DC 20515 Your Congressperson or Senator

tional institutions, communities, or This must stop. As a result of a new, economic reciprocity between the Black community and Japanese manufacturers. Or by more selective, discretionary buying by Black

#### A CHANGE IS IN THE MAKING

Japan and the Japanese people must reach out for greater understanding of Black people and institutions in America. It is commonly believed that the Japanese intolerance for differences is rooted in that nation's isolation from people of different backgrounds or cultures.

This isolation leads to mispercep-tion and erroneous conclusions. And yes, perhaps America's own historical view of minorities has added to those misperceptions. Indeed, during World War II, our own Japanese Americans suffered from this kind of thinking.

Changing that thinking and those attitudes has been crucial to the growth and development of America Black America seeks new opportuni

Arthur McZier Ruby McZier National Business Services Enterprises, Inc.

Sydney L. Small NBN Broadcasting Inc. Percy and Pierre Sutton ner City Broadcasting rthur E. Teele Jr. ational Business League Dr. Gloria E.A. Toote rea Estates Enterprises Inc. Cora T. Walker Lawrence R. Hutley Jr. Donald C. Walker Dollars & Sense Magazine Blackbook International Reference Guide

# . . . South Africa

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## . . . Hatch

or solely imposing punitive economic sanctions which arguably will hurt South Africa's blacks far worse than the white racists (as others have advocated) insures that America will remain on the sidelines in the continuing struggle for the elimination of apartheid. Shouldn't we look to those areas where America can make a positive contribution? Shouldn't we act on this unanimous feeling of compassion and a desire to help? Shouldn't we show the moderate elements in South Africa that we are willing to join them in their peaceful efforts to establish a more just and equitable society?

## ... Gray

The President argues that sanctions would not accomplish any eful purpose other than making America feel morally good. Well, sometimes we need to feel good about who we are, and what we stand for, and what we will not participate in!!!

That is why we have imposed sanctions on 20 nations around the world - Libya, Iran, Afghanistan, Poland, Cuba, to mention just a few. We may not be able to change another government that oppresses its people, but we can raise the cost of such behavior and distance ourselves from it.

The sanctions imposed against South Africa make it harder for the 4-million minority to deny basic rights to the 28 million majority. They make it inconvenient for whites to maintain a high standard of living while blacks are struggling just to survive.

Our sanctions send a clear message to Pretoria that Americans don't want their tax monies being used to support a system whose time is running out. And when that time comes, hopefully, the sanctions will have helped to make it clear that in spite of the Reagan Administration, the people of the United States sided with the oppressed in South Africa, not the oppressor.

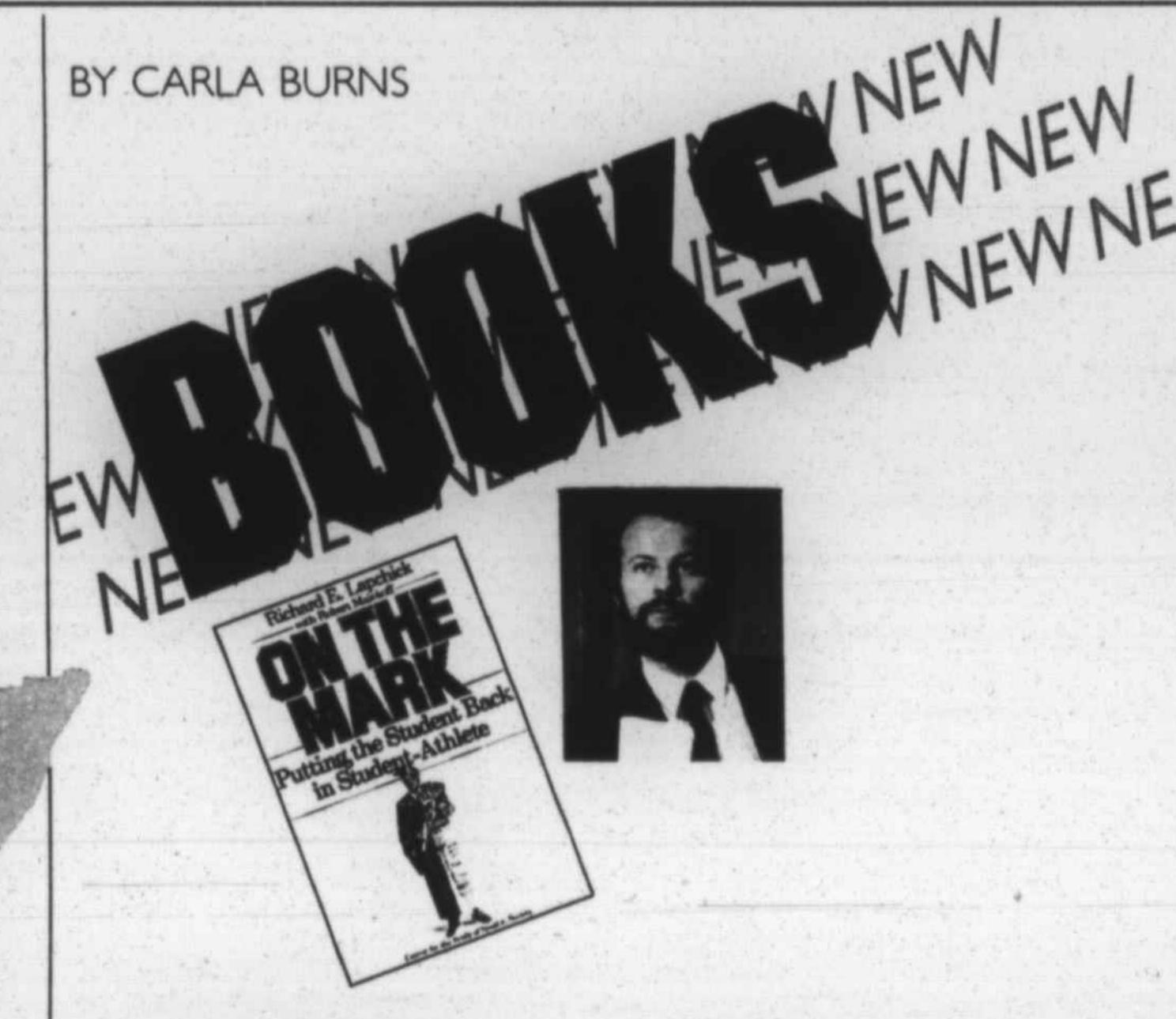
### . . . Sports Continued from page 14

n 1972, 90 percent of women's teams were coached by women while only 50.6 percent are in 1986. Today women's college athletic programs are led by women in only 15 percent of the cases compared to 90 percent prior to Title IX. Duquesne's Eileen Livingston is our nation's only female athletic director of both men and women's programs at a Division I college. At the pro level, The Women's International Tennis Association and the Ladies Professional Golf Association are both run by men.

A menacing shadow threatening the future of women's sport has been a successful lawsuit brought by Grove City (PA) College. It refused to comply with Title IX since its athletic program, like most others, receives no direct federal funding. In February of 1984 the U.S. Supreme Court ruled that only programs specifically receiving federal funds must comply. Since the Grove City decision, the Office of Civil Rights of the Department of Education has pulled back on 64 cases of discrimination against women citing such abuses as differentials in scholarships, number of teams, facilities, coaching, funding, travel, per diems, and support services. The future of women in sport in high school and college without Title IX is very cloudy

The only apparent hope to reverse the Grove City decision is the proposed Civil Rights Restoration Act. This act would restore the clout that Congress intended for Title IX. The Women's Sports Foundation and other organizations are helping to rally support for the Act so that women can march into their rightful places, not only on the playing fields but also in the offices of head coach and athletic director. They deserve our support.

# THE LAST WORD



Lapchick, Richard E. with Malekoff, Robert

## ON THE MARK

Putting The Student Back in Student Athlete Lexington Books, \$9.95

www. we heard our children express the desire and intention of becoming college and professional athletes? They make these plans without knowing the harsh realities which pave the road to college and professional stardom and they are also ignorant of the overwhelming odds against their ever making it to the pros. Richard Lapchick, Director of the Center for the Study of Sport in Society at Northwestern University, has written a guide which points out the dangers and common traps involved in pursuing a college or professional athletic career.

His book injects a solid dose of realism into pipe-dream aspirations when he begins by citing the odds, that only one in fifty high school athletes will get a chance to continue team play in college and only one in 12,000 will make it to the pros. Lapchick continues. witha well-laid-out plan which can be used to avoid many of the problems he discusses. What he has to say is made more digestible because he uses the firsthand experiences of some of America's finest athletes to illustrate his points. He discusses choosing the right school, and the chapters on recruiting, gambling and drug abuse are particularly helpful and descriptive. There is also a "Help" section which offers help with study skills, college guides, financial aid, sample letters to be used in contacting college coaches and listings of useful agencies and organizations.

The most important aspect of the book is its underlying philosophy which emphasizes academic achievement as the purpose for college, specifically, that athletics as part of a college program can be justified only as long as they provide competition for young men and women encourage sportsmanship and socialization, and enhance the educational process.

On the whole, Lapchick's book provides an excellent overview for parents and student athletes. It would also make a good reference book for high school coaches, teachers and guidance counselors.

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