

Greater Las Vegas Advertising Federation To Sponsor Seminar On Political Advertising

LAS VEGAS — "Campaign '86 -- Rules & Regs" will be the topic of discussion at the Greater Las Vegas Advertising Federation's seminar and luncheon to be held on Friday, March 21st at the Palace Station. The featured speaker on the panel will be prominent public affairs, public relations, and campaign consultant Joseph R. Cerrell. The buffet luncheon will open at 11:45 a.m. at a cost to each non-Ad Club member of \$15.00.

Cerrell has worked in politics for over 30 years. He founded and currently serves as chairman of Cerrell Associates, Inc., one of California's oldest and most respected corporate and political communications firms. In his career Cerrell has played key roles in the Presidential campaigns of John F. Kennedy, Lyndon B. Johnson, Hubert H. Humphrey, Lloyd Bentsen and John Glen. Cerrell will be bringing some of the latest in political TV spots from various campaigns.

Cerrell's 30-40 minute presentation will be preceded by a 5 minute presentation on Radio And Political Advertising from Hank Thornley, owner and vice president of KVEG and KFM Radio. KTNV TV-13's general sales manager, Gary Plumlee, will also present a 5 minute speech regarding TV and political advertising.

After the conclusion of the presentations, a question and answer session will take place. The seminar will conclude at 1:30 p.m.

Smith Condemns Arafat; Praises Hussein

In the wake of the collapse of the joint Jordan-P.L.O. Middle East peace initiative, Congressman Larry Smith (D. Hollywood) called on the Reagan Administration to "face the reality of Yasir Arafat and deal him out of the peace process once and for all." Smith, a member of the House Foreign Affairs Subcommittee on

Don't Abandon Syrian, Lebanese Jews, Sephardic Leaders Plead

TEL AVIV (WNS) — Sephardic leaders complained bitterly that the remnant of the Jewish communities in Syria and Lebanon are being neglected and said their plight is as bad if not worse than those of Soviet Jewry which receive constant attention.

The leaders spoke at a press conference called by the Jerusalem Committee for Sephardic Jewry and the World Separdic Federation. David Siton, chairman of the Jerusalem Committee and deputy president of the World Federation,

said Jews trapped in Syria and Lebanon were subject to murder, rape and plunder.

He said there are about 5,000 Jews still in Syria, most of them in Damascus where they live in a closed ghetto that none dare to leave. There are nearly 700 Jews in Aleppo and 300 in Kamishli, a small town near the Turkish border, he said. There are no exact figures available on the size of the Jewish remnant in Lebanon.

Other Sephardic spokesmen called on the world media to draw attention to the plight of Jews in Arab and other Moslem lands. They said the Soviet Union should be called on to exert pressure on Syrian President Hafez Assad to release Syrian Jews.

Europe and the Middle East, also praised King Hussein for finally breaking with Arafat and urged the Jordanian monarch to use this opportunity to enter into direct negotiations with Israel.

"I have watched the peace process move at varying speeds over the last four years," stated Smith. "And I have seen Yasir Arafat try and convince the world of his peaceful intentions. Now, however, the truth is revealed. Arafat will not, under any circumstances or for any concessions on the part of the United States, renounce terrorism or violence against Israel, accept U.N. Security Council Resolutions 242 and 338, and set at the same negotiating table with Israel. Israel has known it, King Hussein finally sees it, and it is time for us to accept it."

Smith was referring to an announcement made last week by Hussein that the Jordanian King has ended a year-long effort to work jointly with Arafat toward peace with Israel. In a three-hour speech, Hussein said that the PLO had proved to be an untrustworthy partner. He accused Arafat of breaking his word after extracting "key" concessions from the United States.

"King Hussein should be praised for his courageous split with the PLO," continued the Florida Congressman. "However, he must use this opportunity to move forward on his own. He should join the West Bank Palestinians in a united peace initiative and enter into direct negotiations with Israel. This is the only road to peace."

Smith is a strong supporter of direct negotiations with Israel and a vocal critic of the PLO. He was a prime sponsor of an amendment to the FY 85 and FY 86 foreign aid bills prohibiting the U.S. from any contact with the PLO unless the PLO renounces terrorism, recognizes Israel, and accepts U.N. resolution 242 and 338.

Spiritual Thought For The Week

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