

# FREE CLINICS AVAILABLE

FREE Clinics available to all residents of limited income who do not have a family physician at the Community Health Center, 940-A West Owens, in the East Mall of the Golden West Shopping Center, sponsored by the Economic Opportunity Board of Clark County. J. David Hoggard is Executive Director, Thomas Wilson, Chairman; and Mrs. Daisy L. Miller, Coordinator.

**FAMILY PLANNING:** Monday - 12:30 p.m. to 3:00 p.m., and Thursday - 6:00 p.m. to 8:00 p.m.

1. Family Planning Services enables you to space your children, for healthier mothers and healthier babies.

**FAMILY COUNSELING:** Thursday - 6:00 p.m. to 8:00 p.m., and by appointment.

1. This service is provided by a professional counselor: for individual, group, or Family Counseling.

**IMMUNIZATION:** Monday through Friday - 1:00 p.m. to 4:30 p.m.

1. This service is available for your child, ages 3 months to 21 years. It includes shots for Whooping Cough, Smallpox, Diphtheria, Tetanus, Measles, etc.

**VENEREAL DISEASE:** Wednesday - 6:00 p.m. to 8:00 p.m.

1. This clinic provides diagnosis and treatment of Venereal Disease.

**PAP SMEAR CLINIC:** Monday - 12:30 p.m. to 3:00 p.m., and Thursday 6:00 p.m. - 8:00 p.m.

1. For those that know the importance of a yearly Pap Smear, but are not interested in birth control.

For further information call: 648-3280, ext. 56, 57, 63, or 66, after 5:00 p.m. 648-3285. Office opened Monday, Tuesday, Friday 8 a.m. to 7 p.m.; Wednesday and Thursday 8:00 a.m. to 8:00 p.m.

## RACIAL BIAS, from page 1

we wish to eradicate racism in this country."

To emphasize his point he cited the time that he and a group of black psychiatrists had objected to TV executives about a segment of a story being racist, but their advice was disregarded and the episode shown with the objectionable portions.

Dr. Pierce, who's also on the Board of Advisors of the Children's Television Workshop, producers of the heralded "Sesame Street" TV show for youngsters, admonished television producers to help prepare the black and white child for the real world he faces as an adult.

"Failure to consider the role of TV in these immediate and long range problems, seriously handicaps us in finding solutions and without some solutions, equal opportunity will remain absent in American life."

Since blacks don't own the broadcast networks, Dr. Pierce told the members of the U.S. Senate Select Committee on Equal Educational Opportunities headed by Senator Walter Mondale, of Minnesota, last week in Washington, D. C. that they should strive to get a black appointed to the Federal Communications Commission.

Explaining why the award-winning Sesame Street is aimed to the preschool child, Mrs. Joan Ganz Cooney, president of Children's Television Workshop, in her testimony before the Senate Committee said surveys have shown that the average pre-schooler will have watched 4,000 hours of television. Because of this, she said, "something must be done to stimulate these youngsters before it is too late."

Special appeals were built into Sesame Street to attract black and Spanish-speaking families, she stated, in view of the fact that disadvantaged youngsters from the inner-cities were most in need of such a program, Mrs. Cooney told the committee. The integrated format of the show

"is very important for maximum impact on the inner-city child," she added.

Even behind the scenes, she said, Sesame Street is thoroughly integrated with nine of the key staff members being black and black experts on the board of advisors.

Also appearing before the committee was Michael Dann, Vice President of Children's Television Workshop, who lamented the fact that there was a dire shortage of minority group members in both the technical production areas and on the creative staffs of the various shows.

Criticizing commercial television for not doing more in the field of educational broadcasting, Dann said that was due to their lack of interest. "The industry does not have a great deal to be proud of at this point," he concluded.

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