

The Hughes Report



By Thomas F. Hughes

Black Vote Apathy VS. Vote Power

You don't count - you are nothing if you don't register and vote. The politician considers you nothing because you did not vote for him and you did not vote against him. You can not ask for anything and you will receive nothing since you did not vote for him. He owes you nothing. If you did not vote against him you allowed him to get in without you, so he still owes you nothing. You have no right to complain and nobody is interested in your protest.

Latest reports indicate 45,00 blacks in Las Vegas, which translates into 9,000 families (5 per family), or at least 18,000 potential votes. Most elections are won or lost on a few percentage points. If two thirds of our local eligible people were registered and voted we could control the elections. This would provide us with the greatest power we could assert. The politicians would really seek out our vote and we could demand and get some real worthwhile concessions in Las Vegas. In 1948 blacks nationally controlled 16 of the then 48 states. Harry Truman was belabored by the Southern Dixiecrats to abandon blacks on equal representation and civil rights. I was awake all night listening to the roll call and over 900 of the 1,300 voted with him for civil rights. He was acutely aware of the black vote power. When the election came, the Chicago Tribune declared Tom Dewey the winner and new president. Not so. Truman went to bed early that election night. I stayed awake all night while Truman slept soundly and the next morning when the count was completed Truman was still president.

When John Kennedy ran against Nixon in 1960 Kennedy won by roughly 1%. The winner could not be announced until two days later after California and Illinois results were determined. In 1968 Nixon won by less than 1% over Humphrey. President Johnson dallied around so long before releasing Humphrey to run that Humphrey's chances were very slim. Humphrey who is a master campaigner was so loyal that he would not breakaway and run before Johnson announced his non-candidacy and yet history and records show that Humphrey closed the gap so fast that he would have won if he had had only two more weeks and the country would have been spared the Nixon-Ford nightmare. Since blacks are traditionally Democrats, Humphrey would have won if blacks had not adopted their apathy. Black votes could have changed this last eight year's history. I hope we don't blow it again. Register and vote. It is not too late!

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From Our Readers

NOTICE

EDITORS NOTE: The Las Vegas Voice will publish your opinion on any subject - praise - complaints - questions - or answers. We do reserve the right to edit, and your letter must be signed with a valid address and phone number for verification prior to publication. We want your letters! At your written request your name can be withheld.

Dear Editor:
 The election year is full upon us. As a life-long resident of Las Vegas I am well aware of the sometimes painfully slow strides we endure as a community. I therefore feel it incumbent upon me to make a public statement at this time as regards our communal responsibilities. We must take serious our responsibility as a people the requirement of gaining full knowledge about those seeking public office and then to vote for those who best represent our well-being and interests.

I support the reelection of Commissioner Aaron Williams in his bid to retain his current seat on the Clark County Commission. This quiet tower of leadership and strength has a proven record of representing us in the halls of local government. Both youth and Senior Citizens have benefited from his concern and dedication. Don't take my word for it! Check out his actions... his programs for both the Doolittle Center, the Aaron Williams Youth Foundation, and the Home-maker and Health Care programs for Clark County Senior Citizens.

Equally impressive is the Commissioner's public record on behalf of all of us who fit into the category between youth and old age. One example is Commissioner William's employment efforts for Blacks in County government. He has been responsible for many middle- and top-level supervisory and administrative positions for qualified members of our community. The kind of responsible jobs which we seldom have access to without struggle.

A few examples of this valuable employment upgrading directly attributable to the efforts of the Commissioner are a County Planning Board member, the County Personnel Director, a Safety Engineer, a Budget Analyst and, the County Affirmative Action Officer.

Commissioner Aaron Williams replaced talk with action through a \$50,000.00 grant for the rehabilitation of the Doolittle Center and with \$100,000.00 in direct funds to E.O.B. specifically earmarked for the benefit of the Black community. Ask our beautiful and energetic Black children if the Commissioner is concerned and a chorus of "I heard that" will rise up from the members of the seven Little League Baseball teams he sponsors.

As the former Chairman of the Clark County Planning Commission and a current member of that important community decision-making group, I know from first-hand experience what the Commissioner stands for and what he has done to uplift our community. I am publically supporting his bid for reelection with pride. I ask all my friends and community neighbors to familiarize themselves with Commissioner William's record and to join me in this effort to keep our very effective voice on the County Commission.

Commissioner Aaron Williams has earned the right to represent us in the future because of his outstanding record on our behalf in the past.
 Sincerely yours,
 Lonnie Sisson

BREAK THE HATE HABIT UNDERSTAND THY NEIGHBOR BLACK, WHITE or BROWN



LEBARON TAYLOR, Vice President of CBS Records' Special Markets Department, chaired a panel discussion on the Black consumer market at CBS' recent convention in Los Angeles. The panel consisted of three distinguished Black consumer specialists: Dr. Thaddeus Spratlen, professor of marketing at the University of Washington, School of Business Administration in Seattle; Tom Tipton, president of Vanguard Advertising, Minneapolis; and D. Parke Gibson, president of Gibson & Associates, a New York-based consulting firm. The panel discussed the importance of the Black consumer market, particularly the heavy input by teenagers, and various ways of reaching same through sales promotion, advertising, etc. Shown above are (l to rt.): Dr. Spratlen, Tom Tipton, LeBaron Taylor, D. Parke Gibson and Jim Maddox of KDAY in Los Angeles.

New Soul Radio Program To Debut Soon

PORTLAND, ORE. - "Soul Control -U.S.A." a newly created weekly radio program will be making it's debut later this year.

The program will include a nationally compiled top 20 countdown, sneak previews of new releases from the rythum and blues industry along with intefsvive insight about the music and artist.

Creator and host of the program, Roy Jay, said that "The reason behind "Soul Control -U.S.A." is because many stations from coast to coast do not have any speciality programming dealing with soul/disco, which has shown an upward trend in universal popularity during the past five years."

The program is "Designed for both stations that are presently broadcasting either all R/B or rock and soul," Jay said.

The 90-minute program is developed, marketed and represented nationally by Underwood-McClain and Associates, Portland, Ore.

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