

Point of View

How We Can Help To Attract Tourists

The LAS VEGAS SENTINEL is now entering its 19th week of publication and we are happy and proud of the warm, overwhelming, positive response we have received from our community and from our tourists, who have had the opportunity of seeing the paper during their visit here.

It has made us work harder to maintain the standard of journalism desired. We are grateful for this support.

Recently the SENTINEL had been contacted by staff members of the Las Vegas Convention Visitors Authority who suggested that we publish a special tourist edition to aid the many black tourists who come to the "Entertainment Capital Of The World" and serve as an informational vehicle for those who plan to make the trip.

This issue is dedicated to that purpose.

A couple years ago, the LVC/VA was "considering the viability of attracting larger numbers of black tourists to Las Vegas via special advertising, promotional and other marketing options, specially designed to appeal to this ethnic segment." This marketing thrust was also designed to attract a larger number of Black conventions and structured to appeal to the non-affiliated black tourists.

While the Authority felt that an increase in its tourist segment would possibly benefit Las Vegas' resort and gaming industries overall, it would also be beneficial in terms of the economic development of the predominantly Black section of West and North Las Vegas.

A major research project was undertaken to explore the range of attitudes and feelings on the part of blacks as they related to Las Vegas. There was some belief that negative feelings possibly existed among blacks that would make them reticent to visit Las Vegas.

This project certainly provided a certain degree of awareness of a black residential community in Las Vegas.

The respondents in the survey all came from affluent households earning at least \$20,000 per year. The vast majority of them, 80 percent, had taken overnight trips for a number of reasons, the primary one being for pleasure, and in terms of distance, the trips are just as likely to be long ones (over 500 miles), as short ones. No matter what the purpose of the trips they took — business or pleasure, long or short — most of them took up to three trips during the previous 12-month period.

In total, only one-fifth of the respondents were aware of Las Vegas' black business and residential community. When they were told it was there and might be fully developed as a place for gambling and entertainment, roughly one third of them said they would want to stay there while in Las Vegas; another third said they would prefer to stay on the Strip, and the final third made no decision. However, of those who did not choose to stay in this community, 81 percent said they would visit it if they went to Las Vegas.

Another interesting fact was that twenty-eight percent of the people interviewed belong to some kind of organizations that would sponsor trips or conventions for its members.

The research project has proven to be a very valuable vehicle for all parties concerned.

This issue of the LAS VEGAS SENTINEL is provided specially for our tourists and we hope the contents will be helpful.

By the way, when in Las Vegas, be sure to visit the West Las Vegas and North Las Vegas communities. WE WELCOME YOU WITH OPEN ARMS.



CARL ROWAN

Carter Has Problems With Black Democrats

NEW YORK — Just as Jimmy Carter was favoring his nomination, with an endorsement by Sen. Edward M. Kennedy, a group of black delegates and alternates were plotting a minor insurrection.

Illinois State Sen. Richard Newhouse strode from a meeting of blacks to say, "Carter is boycotting us; so we're going to boycott him."

Newhouse spoke for those blacks who were furious that the President had disavowed a platform plank calling for the expenditure of \$12 billion to fight the recession and create 800,000 new jobs. These blacks also were angry that a low-level White House aide had told them that Mr. Carter was too busy to meet with the 481 black delegates and 297 alternates on Thursday. When the President proposed 11 a.m., Friday, some delegates said angrily that this was unacceptable because "we'll be going home Friday morning."

The President's top aides had held numerous meetings with assorted blacks here all week, trying to mute their criticisms and convince them that their cry for "JOBS" would be answered. But just when they thought they had the agreement of key blacks on the careful language with which Mr. Carter disavowed the platform plank on the anti-recession program, they discovered that their idea of "key" blacks was in conflict with the views of many black delegates.

With a black walkout threatened at the time of Carter's acceptance speech, one top official in the Carter re-election campaign said: "There probably won't be any walkout because these blacks could never agree as to who would lead it."

Well, there was no walkout demonstration by blacks, and that says a lot about why Jimmy Carter's candidacy and black America are in trouble.

There are 17 million eligible black voters in

this country. Only 7 million voted in 1976. One crucial key to Carter's chances of defeating Ronald Reagan will be his efforts to convince at least 7 million blacks to vote again this fall, with more than 90 percent voting for him, as was the case four years ago.

Benjamin Hooks, executive director of the NAACP, says he expects that Carter will still get 90 percent of the black vote, but that perhaps a million or so fewer blacks will bother to vote this time. This decline in black balloting alone could doom Carter to defeat.

It has been exasperating to Carter strategists (not to mention the Kennedy forces and black civic and press observers) that the largest contingent of black delegates to any convention in history was so disunited, and that so many so-called black leaders here were more interested in self-promotion than the well-being of black America. But, then, who has reason

to expect black delegates to comport themselves with less self-interest than other delegates?

However frustrating these blacks may seem to President Carter and his campaign aides, the Carter-Mondale ticket cannot afford even the appearance of snubbing black America.

More than half the black voting-age population is concentrated in the South, which Carter must carry to defeat Reagan. Four years ago a majority of white Southerners voted for Jerry Ford; only a preponderance of black votes enabled Carter to win the Southern states which gave him victory.

Black voters also are concentrated heavily in Illinois, Michigan, New Jersey, New York, Ohio and Pennsylvania. Not since 1952 has anyone been elected President without winning at least three of these states.

A black religious and civil rights leader said to me: "Imagine that man's (Carter's) gall in See Black page 13

Bayard Rustin

Republicans Veer To Political Right

Anyone who objectively viewed the recent spectacle that was the Republican Convention had to observe how far to the right the GOP has veered since it came under the effective control of Ronald Wilson Reagan. Blacks and workers, in particular, should sense the dangers to their interests from the ultra-conservative majority which has taken over the party.

Despite a superficial attempt to appeal to workers and blacks, the convention did not represent us in any way whatsoever. Blacks made up only 2.7 percent of the delegates. And even these threatened to walk out if Ben Hooks of the NAACP was not allowed at the last moment to address the convention. Labor, as well, was unrepresented. Only 1 percent of the delegates had anything resembling a union affiliation. By contrast, 12 percent of the delegates to the Democratic Convention are black and organized labor's contingent numbers in the hundreds.

Who, then, was represented at the Republican Convention



RUSTIN

in Detroit? Those in whose behalf Ronald Reagan speaks: the entrepreneurs, those with incomes over \$50,000, corporate America. The overwhelming majority of the Republican delegates were of the upper middle class and the upper class. These staunch Reaganites did not come from the Middle America whose interests Reagan pretends to embody, they came from the top rungs of the economic ladder.

Thus it is not at all surprising that the Republican Platform, on which Mr. Reagan stands, call for "unshackling" corporations from Occupational Safety and Health Administration regulations, supports the right of states to enact anti-worker "right to work" (See GOP page 23)