

Joan Adam Brann, to hold workshops on 'Say No To Drugs'

By Bob Palm

The Oakland, Calif., woman who started a nationally recognized drug prevention program for kids is scheduled to hold workshops and other activities in the black community in early December, it has been learned.

A volunteer group for Clark County Commissioner William Pearson has scheduled a news conference for Dec. 13 to announce the details of the visit of Joan Adam Brann, founder of "Say No To Drugs," which has been praised by Nancy Reagan, wife of President Ronald Reagan.

Brann is expected to hold a drug workshop at the Black Chamber of Commerce, a training program for Ruby Duncan's drug program and

Lead Imperial singer arrested on drug charges

The lead singer for the Imperials, a club group that performed at local hotels, was one of the three suspects nabbed Wednesday night in the culmination of a five-month Drug Enforcement Agency and Metropolitan Police Department investigation, narcotics detectives reported.

Clarence Collins, 44, the singer, Luis Arroyo, 42, and Judith Avey, 39, were arrested on charges of trafficking in controlled substances, the sale of controlled substances and conspiring to sell controlled substances.

to meet with top law enforcement officials and church groups.

Her visit is being planned by Pearson and his volunteers, who are headed by Leonard Mason.

Firefighter Scott attended Nat. Fire Academy

Clark County Firefighter Jesse Scott has just returned from the National Fire Academy at Emmitsburg, Maryland where he attended an 80-hour course, educational Methodology (R-113), which is a two-week, two-phase instructor development course designed to prepare fire and rescue personnel as instructors.

The first phase provided specific information about audience needs, performance, objectives, teaching strategies, instructional aids and media, lesson planning, and testing. Scott engaged in applied performance activities to demonstrate his understanding of each concept.

The second phase required Scott to design instructional approaches, create instructional materials, and actively demonstrate three (3) prescribed training deliveries for peer and instructor evaluation.

Fire Fighter Scott is a seven (7) year veteran of the Clark County Fire Department and is currently assigned to the Training Division. His duties include instructional training and recruitment.

Scott said, "It was an exciting experience being able to exchange ideas such as Affirmative Action goals, training, recruitment, and testing procedures with other fire fighters from around the country."

IT PAYS TO ADVERTISE

NLV man shot by unknown suspect

An North Las Vegas man was shot in the back by an unknown assailant Tuesday night, but police were unable to determine who shot him because the victim would give them no details, North Las Vegas police reported.

Police declined to immediately identify the man who was found shot in the street in the 2200 block of Mars Avenue about 9:30 p.m.

The victim was taken to Southern Nevada Memorial Hospital where he was listed in stable condition, a nursing supervisor said.

Although police questioned the man at the scene of the shooting and again at the hospital, he apparently would not give them details of how the shooting occurred or who might have done it, according to police.

Forms for cutting Xmas trees ready

Applications for Bureau of Land Management Christmas tree cutting permits are now available for the 1985 Christmas season.

The mail-in forms can be obtained at BLM offices in Las Vegas and Caliente and at most 7-Eleven stores throughout Las Vegas.

Permits are \$3 each and the BLM has imposed a limit of five permits per person.

Beginning Dec. 23, permits can be purchased at the BLM's Las Vegas district office, 4765 W. Vegas Drive.

Applicants should send the forms to the Bureau of Land Management, Caliente Resource Area P.O. Box 237, Caliente, Nev.

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Philip Morris Sponsors Media/Business Conference:

Black Publishers, Corporate Execs Talk Business, History, Anti-Smoking Campaigns

NEW YORK, Nov. 18 — Ninety-three publishers of black newspapers from 28 states and the District of Columbia met for two days last week with corporate officials in the first "Philip Morris Media/Business Conference" to strengthen and broaden what several participants said was a long-time and mutually beneficial partnership. Ed Brown, president of the Brown Publishing Co., Inc., publishers of the Sentinel-Voice now serving eight cities in Nevada (Las Vegas, North Las Vegas, Reno, Carson City, Sparks, Hawthorne, Tonopah and Henderson) was also in attendance at the invitation of Philip Morris.

In several spirited and wide-ranging discussions, the participants also sought ways to build even closer cooperation in the future and to assess their mutual concerns for the excesses of anti-smoking campaigns aimed at destroying the tobacco industry.

Welcomed to Grand Hyatt

"We value your friendship and support," said Stanley S. Scott, Vice President and Director of Corporate Affairs, Philip Morris Companies Inc. in welcoming the publishers to the Grand Hyatt Hotel.

"Your markets are our markets," said Scott, a former editor of *The Memphis World*. "We need to discuss with you both our successes and our challenges, and to reassure you that we will never take you for granted," Scott said.

Jere Smith, Publisher of *The Capitol Outlook*, Tallahassee, FL., agreed with the concept and added: "Industry and black newspapers must continue to talk so we will know how we can be useful to one another."

And Pat O'Flynn Thomas, Publisher of *The Milwaukee*

Journal, noted that such discussions "help us with an appreciation of both our roles."

Philip Morris had been the first national advertiser to use black newspapers, Frank Resnik, President and Chief Executive Officer, Philip Morris U.S.A., told the group.

He added that Philip Morris had also been the first cigarette company to hire black salespersons and was an early supporter of national civil rights organizations, despite the outcries and boycotts of some angry whites.

Dr. William Lee, First Vice President of the National Newspaper Publishers Association (NNPA), and Publisher of *The Sacramento Observer*, agreed that Philip Morris had been a much better friend to black newspapers than most other corporations.

However, Lee said, he and his colleagues will submit to many major business corporations documentation to substantiate the need for increases in advertising schedules for black newspapers.

"America's more than 500 black newspapers, with a total circulation upwards of six million, provide unique advertising, marketing and promotional opportunities for advertisers," Lee said, "and our incomes have not kept pace with our growth as an industry nor with our skyrocketing costs."

Wide ranging talks

While advertising proved to be one of the conference's most popular topics, the group also touched on business practices, sales, marketing, minority purchasing programs, the recent Philip Morris acquisition of General Foods and the effects of the anti-smoking campaigns.

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