

# RENO HAPPENINGS

## SENTINEL-VOICE Distribution Points

The Weekly SENTINEL-VOICE can be picked up at the following places:

**Reno, Nv**  
Second Baptist Church  
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Reno, Nv. 89512  
702-786-1017

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Reno, Nv 89512  
702-329-6671

Em-Raes Beauty Shop  
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University of Nevada Reno  
Ninth and North Virginia St.  
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Herlong Ca. 96113  
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## Reno-Sparks Convention Steps up drive to lure more So. Californians

Reno-Sparks Convention and Visitors Authority officials hope an aggressive advertising campaign in the Los Angeles area will entice Southern Californians to vacation in Reno and Lake Tahoe.

But the top official of the Las Vegas Convention and Visitors Authority said Tuesday local visitor volume will not be affected by Reno's efforts in Las Vegas' largest tourist market.

"It's not going to hurt us one bit," Executive Director Frank Sain said. "I'm confident we're too entrenched in that market to worry about Reno stealing any part of it."

However, Susan Hill of the Reno News Bureau said a study showed that Los Angeles residents want to visit the Reno vicinity but need information on resorts, transportation into the area, scenic areas and recreational activity.

Last year, 38 percent of Las Vegas' 14.2 million visitors came from Southern California. Sain said that market has been a steady source of tourists the past five years.

Of the Los Angeles residents who take several trips each year, almost 50 percent never have visited the Reno area, Hill said. She said the new campaign is geared toward increasing Reno and Lake Tahoe visitor volume from the Los Angeles area.

"I would think we are going to get people who have not been to Reno or Lake Tahoe before and (who) may

be predisposed to go to Nevada because of Las Vegas," Hill said.

The seven-week campaign will include spots in the Sunday Calendar section of the Los Angeles Times from May 4 to July 22. Television ads will be broadcast in the greater Los Angeles area.

Hill said the Reno authority is leading the campaign but hotels in Reno and Lake Tahoe also will advertise.

Hill would not discuss the overall theme but she said the campaign will be "an attractive and exciting look at what the area has to offer."

Sain said the campaign poses no threat to Las Vegas.

"I don't think they're going to get any amount of business from L.A.," Sain said. "Why would they go to Reno over Las Vegas except maybe for some variety or some diversions."

"We've got the weather, we've got the prices."

Rossi Ralenkotter, director of tourism and research, agreed.

"We have more to offer as far as facilities, rooms, entertainers, special events, all those things," Ralenkotter said.

He said that both the local authority and the hotel and motel industry has done "a tremendous amount of marketing and advertising" in the Los Angeles area.

Director of Advertising and Marketing Herb Lehrter said the local authority last year spent \$1.7 million promoting Las Vegas to the Los Angeles area. Another \$250,000 was spent for advertisements in

## Taxpayers should request necessary forms now

Taxpayers who haven't filed 1985 tax returns yet should order any needed forms now because it takes one week to 10 days to receive them, according to the Internal Revenue Service.

Deadline for filing returns is midnight, April 15.

The most frequently used individual tax return forms are available in IRS offices and some banks, libraries and post offices. People who prefer to order them by phone can call 1-800-424-3676.

### San Diego.

The Reno authority is spending \$289,110 on the newspaper and television advertisement, Hill said. Hotels in the area are spending another \$210,000. Ralenkotter said the campaign acutally might help Las Vegas.

"It's all just increased awareness of gambling as a vacation which will be a spin-off for us," he said.

But Hill said Reno has a chance of luring some Los Angeles travelers from Southern Nevada.

"Because of the proximity to Las Vegas, (Los Angeles) was previously considered a Las Vegas market," she said. "But there's untapped potential for the Reno area simply because of the size of the (Los Angeles) market."

## TMC, Tahoe Telephone offering cheapest rates

CARSON CITY—Two new telephone carriers emerged Tuesday as the cheapest companies handling long-distance calls from Las Vegas and Reno.

Tela Marketing Communications (TMC) stood out as the cheapest of eight carriers offering residential long-distance service from Las Vegas, while Tahoe Telephone provides the least expensive service from Reno.

The results were included in a monthly telephone survey released by the Public Service Commission.

Commission staff members found that TMC customers are charged \$9.05 for a series of long-distance calls that would cost \$10 if handled by AT&T. On the other hand, Tahoe Telephone charges its customers \$8.70 for calls costing \$10 with AT&T.

Far cheaper than these two companies, however, is Execulines. It charges \$8.14



Delores Feemster, Reno Sentinel-Voice General Manager. For news, weekly locations of paper and advertising information, contact her at 323-3677.

for calls that cost \$10 with AT&T. Execulines, however, primarily serves business customers.

The PSC has been conducting monthly price surveys since last October to assist citizens in deciding which long-distance company to choose. Copies of the survey are available at commission offices in Carson City and Las Vegas.

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