

WEST COAST BLACK PUBLISHERS ASSOCIATION CONVENTION STIRS RENEWED DEDICATION

LOS ANGELES — "What Makes The Black Press Powerful" was the theme of the 4th Annual Convention of the West Coast Black Publishers Association, held October 21-24 in San Francisco at the Westin St. Francis Hotel.

The convention workshops addressed the need for the Black press to maintain viability in serving as the voice of the Black community. The Community Roundtable entitled "Why is the Black Press Needed in the Community" was ably facilitated by John Holoman, publisher, Herald Dispatch Newspaper. Calvinia Williams, assistant regional director, Westcoast NAACP, set the tone through her keynote speech, stressing the cooperation which must be manifested between the press and Black community organizations. The workshop, "The Black Press And The War On Drugs," brought forth new ideas to tackle drug abuse in minority neighborhoods. Attorney Pierce Christopher Welch, founder of "Don't Do Drugs," Program served as moderator of the panel which included Joan Brann, founder, "Just Say No" Program, and Dave Stewart, pitching ace for the Oakland A's baseball team. Corporate America was addressed through the workshop, "Do Corporations Understand The Black Press Influence Upon Consumer Buying Power?" This panel included Bob Thomas, vice president, Canadian Club as facilitator; and presentors, John Stevens, market development manager, Anheuser-

Busch, Inc.; Chuck Morrison, vice president, Coca-Cola; and Lena Cole-Dennis, Rockwell International. Corporate participation was quite evident at this year's WCBPA convention. Corporate sponsors for convention special events included: Pacific Bell, Phillip Morris USA, Toyota USA, Adolph Coors Company, The Tobacco Institute, G. Heileman Brewing Company, Canadian Club, Coca Cola, USA and Anheuser-Busch, Inc.

WILLIE BROWN ADDRESSES CONFEREES

The charismatic and articulate Speaker of the California Assembly, the Honorable Willie Brown, Jr. eloquently addressed the convention participants on the historical significance of the Black press. He emphasized the need to have a vehicle to transmit Black cultural heritage. Topper Carew, Ph.D., executive producer in television and film, treated convention attendees to a meaningful presentation. His recent film, "Bustin Loose," starring Richard Pryor was considered a highly commercial success. He addressed the issue of Black images in the media and how Black press must present the true story of the Black experience.

CARLTON B. GOODLETT, M.D., Ph.D., HONORED

One of the highlights of the Convention was a special tribute to Carlton B. Goodlett, M.D., Ph.D., publisher of the Reporter Publications of San Francisco. Approximately 800 people packed

the Grand Ballroom to honor this pioneer of the publishing

U.S. Congressman Bill Gray, head of the House Committee on the Budget will be the keynote speaker at the annual Las Vegas NAACP Freedom Fund Banquet set for November 14 at Balley's Grand Hotel. The Freedom Fund Banquet is the major fundraiser of the Las Vegas NAACP office.

Special recognition will focus on efforts by the NAACP to integrate the Las Vegas Strip. It was approximately 25 years ago that the strip and downtown hotel/casinos opened up their doors to black customers and began hiring black employees to work in higher paying casino jobs.

Speaking of the historic strip integration, then local NAACP chapter president, Dr. James B. McMillan stated: "We couldn't have done it without the enduring support of a lot of prominent people both black and white. It gave us cause for continued celebration, but as we look back on those past events today, we recognize that we still have far to go."

McMillan said in this year when America celebrates the 200th anniversary of the U.S. Constitution, that "policies of racial sacrifice" are very much still in evidence. "Black civil rights gains are being set aside daily at the expense of the progress we

thought was already ours," he said.

McMillan is chairman of this year's banquet. The current president of the local NAACP chapter is Rev. Jesse Scott.

Scott echoed many of McMillan's comments. "From my vantage point as president of the organization today, I can truthfully say these are trying times for black folk." Each week Scott hears complaints from members about race related problems. "the problems we hear about today in many ways parallel those we used to get 25 years or more ago," he said.

The NAACP, which traces its origin back to the early 1900s, was founded by W.E.B. DuBois. DuBois, the first black man to earn a doctorate degree in America, allied himself with "racial progressives" of the day which included many whites. Over the years since its formation, the name of the NAACP has become synonymous with efforts of any kind toward elimination of racial injustice. The Las Vegas Chapter was founded in 1927.

McMillan and Scott agreed that race relations are far better today in Las Vegas than 25 years ago. "There's been substantial progress since then, that's for certain," said Scott. "But you have to consider how bad things were at that time and then look into the future to see how far we still have to go."

Freedom Fund Banquet keynoter Gray is recognized as one of the most powerful men on Capitol Hill. In addition to being chairman of the House Budget Committee, he serves on the Committee on Appropriations where he is a member of the Subcommittee on Transportation and the Subcommittee on Foreign Operations, and on the District of Columbia Committee.

He also sits on the influential Democratic Steering and Policy Committee and is an at-large member of the Democratic Whip Organization, an arm of the leadership that organizes party efforts in the House of Representatives.

Gray has served as Vice Chairman of the Congressional Black Caucus and has been a leading spokesman on African policy. He authored the House version of the Anti-Apartheid Acts of 1985-

HOUSE BUDGET CHIEF GRAY SET TO SPEAK AT NAACP FREEDOM FUND BANQUET



Cong. William H. Gray, III

87. This legislation limits American financial support for apartheid.

The Philadelphia congressman maintains an impressive list of supportive credentials which includes the notable humanitarian title of sponsor

of the emergency food aid bill for Ethiopia in 1984.

The Las Vegas NAACP has launched a corporate campaign to get businesses to purchase tickets in blocks. Corporate underwriters get reserved seating for their staff representatives to attend the banquet. Finances for the Freedom Fund Banquet are being handled by James Tyree, Executive Director, Economic Opportunity Board of Clark County. Individual tickets may be purchased directly from the NAACP Office at 940 West Owens Avenue. Telephone inquiries should be directed to 646-1662, or 647-1510.

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SAN FRANCISCO — At the recently held Fourth Annual West Coast Black Publishers Convention, businessmen and politicians alike attended workshops to discuss the convention's theme, "What makes the Black Press powerful?" A highlight in the convention was a keynote speech by Willie Brown, Jr. (left), Speaker of the California State Assembly, pictured here with Tina Walls (center), Regional Manager of Government Affairs, Phillip Morris, USA, and John Holoman, Publisher of the Los Angeles Herald Dispatch and the convention chairman. Philip Morris, USA was the sponsor of the breakfast that day.

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