

## The PR War for Control of the Middle East

### The Ray Willis Report

By: Ray E. Willis

The situation in the Middle East, teetering on the brink of war, is so potentially volatile that by the time this column appears we may already be engaged in a full-blown military conflict pitting Iraqi forces against a multinational force headed up by the U.S. But, being ever the eternal optimist that I am, I hope that at this juncture we're still only engaged in a war based on the rhetoric of public relations (PR).

In many respects, a PR war is like real combat. Because mere words can literally be as devastating. First it was the U.S. government saying Saddam Hussein was getting too much air time on American television. Then Jesse Jackson went to free the hostages. Then President Bush agreed to tape a message for the Iraqis to air on their national TV network. Then Hussein offered all Third World countries free oil-if they would send their tankers to the Persian Gulf to get it!

Iraq, for the most part, despite U.S. statements to the contrary, has staged a brilliant PR frontal assault, utilizing all the glitz normally associated with Madison Avenue, our very own stateside masters of the PR game.

In an effort to discredit the Iraqis, our side has employed every kind of word in-vective imaginable. Notice how terms such as "human shields" have evolved into usage. And notice how anyone over there who is American is called a hostage. But they don't say how U.S.



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citizens got to the Middle East in the first place. Whether they married someone from over there or went there based on speculation to reap huge financial profits, most did so in full acceptance of whatever risks might threaten their personal freedom or safety. The only fact that now seems to matter is that they were living there when Kuwait was overthrown by Iraq.

If you view only the U.S. press on the situation, Saddam Hussein is a villain wearing a black hat. Hussein, though, has been nothing short of brilliant in countering the attempts to paint a negative picture of him.

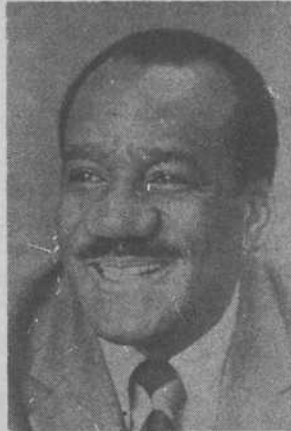
Take for instance the successful Middle East mission by Rev. Jesse Jackson, who won the release of nearly 50 hostages in one fell swoop, and paved the way for countless others to be freed over time. When Jackson returned triumphantly to the U.S., he was instantly cast in a negative light for making the trip, and was even taken to task by some for "meddling" in foreign policy by

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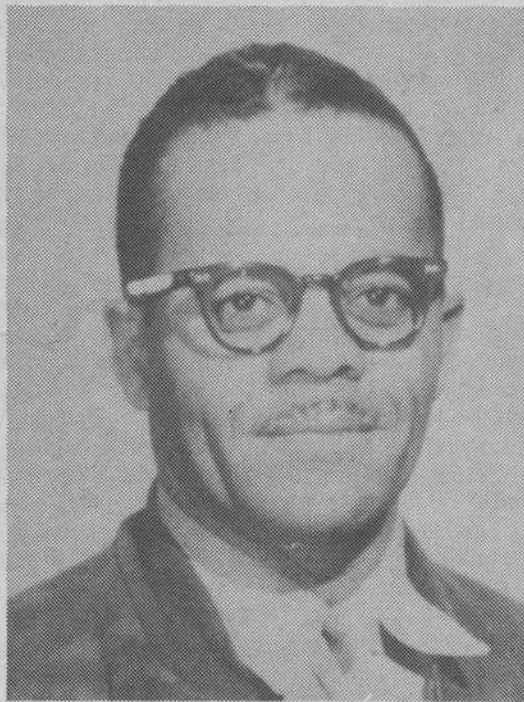
## HENRY MOORE A Living Westside Legend

H.P. "Fitz" Fitzgerald

Henry J. Moore was known as the "Legendary Coach" by team members, fellow coaches, school principals, parents and teachers in the late 1940s and 1950s, he was such a famous person and coach. He took little Black boys just from the cotton fields in Louisiana and Arkansas in 1947, and within three years, Moore molded these eighth graders from the Westside of Las Vegas into City, Zone and State champions in track, basketball and football. His



H.P. "Fitz" Fitzgerald



Henry Moore

teams defeated all teams between Caliente, Nevada and Needles, California, long before integration came to Nevada and California. Moore was the only Black coach in Nevada and eastern California during this period.

"Legendary Coach Moore" took nothing and made something with his sports program. He had no budget, no equipment, no uniforms, and he himself received no salary for his many hours of practice after school and out-of-the-city travel with his team. And further, there was no money for travel for his teams. His

parents provided their personal cars for team trips.

Coach Moore says his teams were so poor that the only uniforms the basketball and football teams had were denim-bibbed overalls. He and his dedicated parents stenciled names and numbers on white T-shirts for jerseys. But he had winning teams and once, when he took his team to Kingman, Arizona, the only hotel, the Beale Hotel, was reluctant to put his team up for one night. The team defeated the Kingman school team the

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## AASAC Sponsors Community Discussion on Gangs and Proposed Anti-Gang Law

By Muhammad Abdullah

The African American Substance Abuse Council in conjunction with other community organizations, educators, businessmen, concerned parents and youth leaders met on Monday, Sept. 18, 1990 at the West Las Vegas Library to discuss the issue of so-called "gangs." With the two most recent incidents of murder at Eldorado High School and 2 stabbings of 2 teenage youth at Western High School, parents, educators and the community-at-large are finally recognizing that this "gang" problem involves all citizens and must be tackled immediately before more innocent lives are lost. Bearing this in mind, many parents have pressured the Clark County School District and the governor's office to take preventive measures to get a grip on the problem before it gets out of hand.

Governor Bob Miller, after a resounding victory in the recent primary election, vowed that he would propose legislation that would make involvement in gangs a "felony." Many of the participants in the community discussion felt like the proposed law would be discriminatory in nature and voiced their opposition during the meeting. Many parents felt as though the

governor's plan would be "racist" in nature, targeting basically African American youth. Hispanics and other minorities. Along with the governor's proposed plan is a cry by parents and educators for two new prisons to be built to accommodate the convicted felons.

The Clark County School Board has responded by sending 2 teams of administrators to several cities to review anti-gang measures that are now in place. Some of the measures that were reported on Tuesday, September 19, 1990 at the School Board Meeting were: 1) The use of trained dogs to sniff for drugs and other paraphenalia; 2) School security guards to use metal detectors on students at athletic games and other assemblies of students and faculty; and 3) Possible use of video surveillance equipment being used at all the schools.

These issues were put on the floor for discussion so that the community could devise counter-strategies that could be taken to the Clark County School Board and be presented to Governor Miller.

Dignitaries present included Mujahid Ramadan

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