

BUSINESS

BUSINESS EXCHANGE

BLACK PICTURE SHOWS

By William Reed

When was the last time that you, or somebody you know, said that "movies they make about us doesn't represent black life?" For the past decade the movies made by Hollywood for public consumption had little or no black involvement whatsoever.

Then along came Spike Lee, Mario Van Peebles and John Singleton, boyz from our own cultural neighborhood who were able to unlock white producer's pocketbooks long enough to get their cameras rolling. Now we say that these boyz only depict our communities as drug havens and our people as "wanna be's." So, if nobody has given us a good imitation of our lives, what is it we want, or better yet, wanna be?

Even though we complain about the way we are mocked in movies, we did, and continue, to buy 25 percent of all theatre tickets sold in the nation. If we really don't like the way we were portrayed in the flicks of the 80's, or today, why do we continue to pack the picture shows for things we still don't like, or agree with? While we keep putting mo' money and responsibility for us in white hands, isn't it time we decide to do what it is we say we want?

Isn't it true that Blacks who

don't like the way we're shown in movies, nor the weather, sing the same ole song time after time? Don't we always say, "Why aren't things better for us? Why can't we see ourselves shown in a better light? Why can't we find a good job, and make more money?" Isn't the answer still very plain and simple, we can't have what we want because we won't do "the right thing" to get it?

The entertainment industry has proven to be a lucrative and productive sector where we

TERMS YOU SHOULD KNOW

YOUR FINANCIAL GLOSSARY

By Marcel Carter

Can you take advantage of financial opportunities if you do not understand the jargon for the industry? How can you begin to save money effectively if you do not understand how the financial world operates? Who can help you solve specific financial concerns? These are questions everyone seems to be asking in today's highly sophisticated financial industry. Terms like annuity, bond and dividends are becoming commonplace in our day-to-day language. So to assist you, I have put together some terms you

could prove our capitalistic sophistication. If we wanted wealth from collective investments in ourselves, we only have to look at the bottom line on the screen scene.

"Boyz 'N The Hood" grossed \$9.5 million in its first weekend in only 850 theatres across the country. "New Jack City," which Peebles got financed by white people, has passed the \$60 million mark in revenues. "Jungle Fever" which could get into only about 900 movie houses with its backing from Universal and MCA

is still getting about \$50 million for its sponsors. And even "A Rage in Harlem," which was in the smallest number of theatres grossed over \$15 million.

In the early part of this century black people financed, produced and distributed their own films. Oscar Micheaux made films for, and about, blacks from 1910 to about 1920.

The Johnson soul brothers formed the Lincoln Theatre Company and used white folks studios and their own ingenuity to make dozens of films which

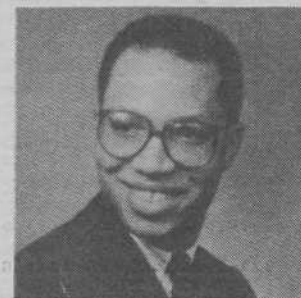
were shown in segregated picture shows. But today if Warner Brothers or Twentieth Century don't do it for us, it evidently can't be done. Unlike Micheaux, and the Johnsons, we will bemoan what the white man does, or does not do, for us in this industry.

Tony Brown has a movie called "The White Girl" that suffered miserably at its targeted box offices. And Danny Glover's "To Sleep With Anger" suffered from similar lack of promotional capital to have everybody takin'



WILLIAM REED

about the film. But in the long run, we may find that Brown and Glover were on to something. If the black fraternities, sororities, local black newspaper and radio stations joined with branch chapters of the Urban Leagues, SCLS and NAACP in the financing, renting of movie houses and internal promotion of our own films we could tell our story, see ourselves in a better light, take care of our own needs, and make mo' money at the same time.



MARCEL CARTER

income minus expenses equals net income.

Indenture- a legally binding contract between two parties. An indenture outlines the interest payment schedule, maturity date, and liquidation procedure between a corporation and a bondholder.

Individual Proprietorship- A business owned by one individual. (See Glossary, Page 20)

may study to acquaint yourself with the financial jargon and broaden your knowledge:

Diversified Common Stock Company-A mutual fund that invest most of its assets in common stocks of several companies and geographic locations which may minimize the risk.

Economic Risk-Denotes the fluctuations of the economy, such as a period of prosperity versus a recession.

Equity-Is ownership. Common and preferred stockholders have equity positions in corporation.

Equity Security-Common

and preferred stockholders have equity positions in corporation

Face Value-Same as par value. The amount a bondholder receives at maturity.

Financial Risk-Also called business risk. This risk is the uncertainty of the issuing company.

Fixed Annuity-Features a Fixed rate of return which is guaranteed by the insurance company.

Front End Load-A contractual plan where fifty percent of the first year's payments goes for sales charges.

General Obligation Bond-

A bond backed by the full taxing power and authority of the municipality

Government Paper-A security issued by the U.S. Government or an agency thereof. This includes Treasury bills, notes, and agency bond issues.

Growth Portfolio-A portfolio with the objective of capital gains. However, it is usually more conservative than a capital gains portfolio.

Income Portfolio-A portfolio of stocks that have a high dividend payout ratio.

Income Statement-A statement showing the client's total

NEVADA UNEMPLOYMENT RATE CONTINUES TO DROP

Nevada's seasonally adjusted unemployment rate dropped to 5.8 percent in July, down 0.5 of a percentage point from the June rate of 6.3 percent, Nevada Employment Security Department Executive

Director Stan Jones, reported today.

"The second successive monthly decline in our unemployment rate is a welcome indication our statewide economy may be turning the corner in the

economic spiral we have been experiencing," Jones said, adding - "While the recovery is fragile, we anticipate continued growth."

Nationally, the unemployment rate stands at 6.8 percent, a decline of 0.2 percentage points since June. Neighboring California's unemployment rate

also edged down to 7.6 percent, a 0.6 percentage point decline over the month.

Unemployment in Las Vegas is down 0.4 percentage points to 6.1 percent. A year ago Las Vegas' rate of unemployment was 4.9 percent. Reno's jobless rate during July dropped (See Unemployment, Page 20)

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