

THIS WAY FOR BLACK EMPOWERMENT

**BLACK PUBLISHERS BEING INSULTED BY ...
GUESS WHO? THAT'S RIGHT, BILL CLINTON**

By Dr. Lenora Fulani

America's Black publishers were seriously disrespected last week when Democratic Party presidential candidate Bill Clinton abruptly canceled his scheduled appearance before the 52nd national convention in Baltimore of the National Newspaper Publishers Association - which represents the publishers of 197 Black newspapers (including this one) - while offering contradictory and flimsy excuses. One spokes person said he had scheduling problems, while another said he wouldn't appear at the convention because I was there.

Mr. Clinton is apparently still furious with me for having run him out of Harlem in March, just

LV ASSOCIATION OF BLACK JOURNALISTS TO SPONSOR A MEDIA ACCESS SEMINAR

On Saturday, June 27, 1992, the Las Vegas Association of Black Journalists will conduct a seminar titled, "How to Utilize the Media Effectively" at KLAS TV Channel 8 in the station's studio, located at 3228 Channel



Marcia Pledger, president of LVABJ and only African-American reporter for the LV Review Journal, will moderate this years workshop.

Photos by Savoy/LVS-Voice

before the New York primary, for his racist and anti-democratic attitudes. That confrontation made national headlines. So when he learned that I had also been invited to address the NNPA, he refused to share a platform with me.

The next day the Black publishers issued a press statement about the incident, harshly criticizing "the presidential candidate who begged to appear at the national convention of the National Newspapers Publishers Association (but) backed out at the last minute when he learned that a Black woman presidential candidate would appear on the same panel."

Clinton's "reasoning and excuses for ignoring the Black

8 Drive. Registration for the seminar will begin at 9:30 A.M. and the educational sessions will follow at 10:00 A.M. Donation is \$5.00 per person and refreshments will be served.

The purpose of the seminar is to inform local organizations, community and business leaders about the proper manner in which to utilize the various media resources to ensure desired coverage for their events, announcements and important news items.

Key representatives from the local major journals, radio and television stations will share their expertise on how their medium works and provide tips on their effective use. Presentations will include: "What Makes News?"-The Broadcast Perspective by Emily Nielson, News Director for KLAS TV-8, and-The Print Perspective by Charles Zobell, City Editor for the Las Vegas Review-Journal.

"What Makes a Feature/Human Interest Story" will be presented by Richard Urey, News Director at KTNV-TV-13 and Sandra Thompson, Managing Editor for the Las Vegas Sun; "How To Conduct a Successful News Conference" by George Maupin, News Producer for KVBC TV-3 and Keith Lewis, News Producer at KNUU Radio.

"The Role of Minority Media" will be explained by Lee Brown,

Press of America are unacceptable and looked upon as an affront not only to this body, but also to the African-American community which we represent," said Robert Bogle, the president of the NNPA and the publisher of the Philadelphia Tribune.

"After constant dialogue and numerous discussions with the Clinton campaign," Mr. Bogle continued, "it appears that the decision not to address the voice of over 30 million Americans was capricious and fraught with political overtones. As such, our Association is moved to question Governor Clinton's commitment as well as his integrity involving his stated promises to the courting of and his platform aimed at the African-American

Editor for the Las Vegas Sentinel-Voice and Eddie Escobedo, Sr., Publisher of El Mundo. "A Columnists Perspective" is to be provided by Jon Ralston, columnist for the Las Vegas Review Journal and Paul Szydelco, Managing Editor for the Henderson, Green Valley and Boulder City news publications.

Completing the roster of panelists will be Deborah Campbell, Public

Service Director for KVVU TV-Fox 5 providing insight on "Community Affairs Programming-What It Is and How To Access It." Diana Aird, president of Aird & Associates, a local marketing and public relations firm will demonstrate "How To Prepare a Public Service Announcement."

Marcia Pledger president of the Las Vegas Association of Black Journalists and a reporter for the Las Vegas Review Journal will be the moderator for the event. The Las Vegas Association of Black Journalists (LVABJ) endeavors to promote a viable relationship and better rapport between the community at large and the media, and to encourage students to pursue careers within the communications industry. LVABJ is a member of the National Association of Black Journalists. For more information, contact Diana Aird at 456-3838

community...

"We intend to report to our 11 million readers that the Clinton campaign is one to be watched and scrutinized very carefully and his positions regarding the African-American community should be received with a great deal of apprehension. We believe that the honoring of commitments is an essential ingredient of the character of any seeking the highest office in the nation...This is an issue which we will bring to the country, to the African-American community, and I don't give a damn about Bill Clinton if that's what he wants to say to my community."

What is Bill Clinton saying to Black America? And what do we need to be saying to him, and to Black Democratic Party leaders whose primary loyalty is to their party and not to us?

The publishers' response to

the Clinton no-show in Baltimore was part of a serious reconsideration going on in America right now over whether the Democratic Party or an independent party is the best road to Black empowerment.

"The day has come and I hope the Black publishers don't take it lightly, and that they inform their leadership about exactly what happened. That they use the power of Black-owned newspapers and radio stations to encourage the African-American community not to take the best pick of a bad litter, but to create a viable alternative for ourselves - which is a third party," said Cathy Hughes, general manager and host on WOL-AM in Washington D.C.. "I've been saying that since Jesse Jackson allowed the Democratic Party to treat him so shabbily."

For years Black leaders like



DR. LENORA FULANI

Rev. Jesse Jackson have walked a very thin line on this issue. While he dutifully goes out, every election year, and works to deliver the Black vote to the Democrats, he regularly reminds the party's powers-that-be that what the African-American electorate gives it can also take away. He has frequently reminded the party that it does not have a "blank check" from Black voters. But this is a risky game for Jesse. Sooner or later - and now its sooner, because independ-

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