

# Happy Holidays

From the Staff of the Las Vegas  
SENTINEL-VOICE

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## LAS VEGAS

# Sentinel Voice

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"THE TRUTH SHALL SET YOU FREE"

## NAACP ELECTIONS SUNDAY

# CANDIDATES ADDRESS COMMUNITY AT SPEAKOUT

By Joan Shepard

In preparation for Sunday's local NAACP chapter election, the incumbent president and two of his three challengers addressed the community, NAACP members, and the press in a public debate this week at the West Las Vegas Library.

Rev. Jesse Scott, who is seeking his fourth 2-year term as president, is challenged by Joanna Wesley-Lee, West Las Vegas business woman; Byron Goynes, Clark County documentation specialist; and Gene Collins, former state Assemblyman. Collins did not attend or participate in the debate.

The three candidates in attendance were in general agreement on the issues the local NAACP chapter should address including economic develop-

ment, police treatment of blacks, education and youth programs.

They agreed the local chapter should increase membership and funding, but varied somewhat on methods to achieve their goals.

Goynes, the youngest candidate, stressed a marketing approach to increase membership and funding in order to build a stronger, richer organization to tackle community problems.

"The NAACP is like an old computer," Goynes told the standing-room-only audience. "It needs to be updated."

Goynes said the NAACP needed an attractive facility in order to attract more members. "We need to go after gifts and foundation grants," Goynes added. "If Opportunity Village could get a \$1.3



The three candidates vying for the local chapter presidency of the NAACP are, Byron Goynes (left), Joanna Wesley-Lee, and Jesse Scott (right).  
Photo By Savoy/LVS-Voice

million gift, then we (NAACP) need to go after the gift givers. It's a matter of marketing."

Scott said his goal was to increase membership to 10,000 from the existing 1240. The incumbent president said that 10,000 members would provide a financial base of \$100,000 which could provide a part-time secretary to coordinate activities. Scott also said he would seek white members as well as

black members. "We have many white friends," said Scott.

Wesley-Lee told the audience that the organization could not get greater participation and involvement without a plan and she would present a plan to the chapter once elected.

Television reporter, Angela Rodriguez was the moderator for the debate and the panelists were Juana Hart, Channel 8 anchorwoman; Marcia

Pledger, R-J reporter; and Carlton Booth and Bobbie Troutman, both of KCEP Radio.

As in the recent national Presidential election, change is an issue in the local NAACP election. R-J reporter, Pledger asked the candidates if and what changes the local NAACP chapter needed.

All candidates, including the incumbent, (See Election, Page 4)

## BLACK PUBLISHERS CHARGE SHUT OUT ON MALCOLM X ADVERTISING

By Mark R. Moss

Winston-Salem Chronicle

A disproportionate amount of advertising dollars spent to advertising Spike Lee's Movie, "Malcolm X," went to the white media - leaving a lot of black publishers with less than full pockets, they charge.

Further, these publishers voiced wonder if such treatment is another example of Hollywood racism.

"It is certainly an insult that those in the African American press who have supported this movie are not reaping some of the revenue from advertising it," said Robert Bogle, president of the Philadelphia Tribune, one of the largest African American newspaper in the country. Bogle is also president of the National Newspaper Publishers Association, (NNPA), a black trade group.

Exactly how much money Warner Brothers, the film's distributor, spent on advertising is confidential.

Rick Kallet, Vice president of co-op advertising at Warner, said the company has a policy of not disclosing such figures.

However, Kallet said that the advertising budget for "Malcolm X," "was in line with other big budget movies."

Bogle said, at the NNPA convention in June, Lee promised publishers that they would get their fair share of advertising dollars.

But only 20 markets were targeted, which meant a considerable number of

(See Publishers, Page 7)



## TWO NATION-LEADING STREAKS AT STAKE SATURDAY NIGHT

# RUNNIN' REBELS OPEN HOME SEASON AGAINST UC IRVINE

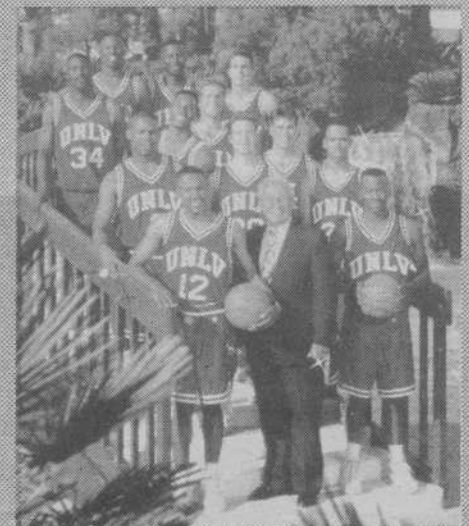
By W.G. Ramirez

It was business as usual Tuesday afternoon at the North Gym with the Runnin' Rebels. Players were shooting around, some were doing interviews with local media; if they were avoiding J.R. Rider heckling them. Head Coach Rollie Massimino was in a quiet, yet pleasant mood. May be it was the yuletide spirit kicking in, or it could have been that his nationally ranked Runnin' Rebels, now 2-0, were preparing for their long-awaited home opener against UC Irvine.

UNLV is coming off of a 89-77 victory over the feisty Aztecs of San Diego State, behind Rider's 29 points, 10 rebounds, three assists and two blocked shots. After exploding to a 33-17 lead 13 minutes into the game, SDSU stormed back to a one-point lead at halftime.

Behind 16 second-half points by Rider, UNLV devastated the Aztecs with an awesome display of field-goal accuracy - 15-23 (.652) - to pull away for their second victory under Coach Mass.

(See Rebels, Page 15)



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