

ETHNIC MARKETING IN LAS VEGAS

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approximately 30 percent of the local population is comprised of ethnic minorities. Obviously, the ethnic marketplace should be attractive to anyone with products or services to sell. Yet still, for the most part, it is being ignored. Las Vegas touts itself to be the "Entertainment Capital of the World," which means it should be in step with the peoples of the world. Our local economy does not rely solely on the continental U.S. marketplace for tourism dollars. We are, by nature of what we have to offer, in a global marketplace. And, the reality is — the world population today is 75 percent "ethnic."

Reaching the multi-billion dollar Ethnic Minority market is just like reaching the majority market. Only different! And, it's Good Business!

The Las Vegas Sentinel-Voice, a weekly journal, has served the African-American community for over fourteen years. Publisher Lee Brown states, "It is a continuous struggle to get local businesses and major corporations to appreciate the our value to them. We provide a vehicle for them to extend a special invitation from them to our African-American readers. People always respond to a special invitation. When they

advertise with us, it says to our readers, we respect and care about you and extend a special invitation for your business."

Brown added, "We get very little support from local mainstream businesses, and hardly any from the hotels, restaurants and other entertainment venues. Even when there are major African-American entertainers appearing at the hotels, the hotels fail to advertise with the Sentinel-Voice"

Eddie Escobedo, Sr., National Association of Hispanic Publications vice president and publisher of El Mundo, the local Spanish language newspaper concurs. "We're 12 percent of the local population and 12.3 nationwide. The only time the hotels seem to place advertisements with us is during the Mexican week in May. About 150,000 Hispanic visitors come to town that week, and the hotels feature a lot of Hispanic entertainment then. It's like we don't exist until then."

Escobedo adds, "It's a well known fact that the Hispanic community is only recommended when politicians are seeking re-election. And, the corporate structure still does not think of us as a viable market. Fifteen percent of the weekly visitors to Las Vegas are His-

panic; yet not even five percent of the advertising dollars spent to attract tourists are spent towards targeting that market — neither locally or nationally."

To further his point, Escobedo offers, "If an accurate study was to be conducted to determine how much is spent on advertising for tourism by the LVCVA as well as the local hotels and other businesses, it would show that more than 90% of advertising dollars are directed to the Anglo media. The advertising figures commonly quoted by local businesses and government are usually those established by the Anglo marketing firms that they hire to do those studies. Whose interests do you think they serve? What they need to do is hire a minority-owned and operated marketing firm that would be better capable of identifying and interpreting the minority market in order to come up with the accurate information."

Ramon Savoy, marketing director for the Las Vegas Sentinel-Voice expresses frustration in his efforts to communicate with local businesses about the importance of targeting and understanding African-Americans as consumers. "They don't have a clue!"

"Too often they don't have African-American managers to assist them in decision making and who have a direct relationship with or sensitivity towards African-Americans as consumers," Savoy adds. "One of the

problems is that with Caucasians, their relationship with their African-American customer ceases at quitting time. Basically, what they know about us as people is only what is represented on the news, which for the most part is negative."

Savoy states, "Statistically, it is known that African-Americans are the biggest consumers in the marketplace. Yet, they are too frequently taken for granted by advertisers. Too many businesses fail to advertise with us. And, when the few businesses that do patronize our medium respond to our solicitations, they place the smallest ads possible, and then want the same results as they would get when they place a full page ad with a publication like the RJ — dam well knowing that a larger, more creative ad would have a better appeal than a small one would. The bottom line is we are distributed throughout Clark County, we are the only point-of-sale advertising African-American medium in Nevada, and we are effective. Dollar-for-dollar, you get more of a return on your investment when you advertise with us."

Even so, Savoy acknowledges that he knows that nobody buys from just one source. "I just want them to include us in the mix! I'm happy when I see ads in any minority-owned media, not just ours. And, I am offended when there is a lack of sensitivity shown in mainstream media, such as the lack of real

representation of "people of color" in this year's issue of the "Las Vegas Perspective," which is published by the Review Journal, Nevada Development Authority and First Interstate Bank. That book goes out throughout the country and around the world to anyone who wants information about Las Vegas. It's one of the most important publications depicting our community. Nevertheless they've failed to have a fair representation of ethnic groups in the publication. We still have quite a way to go, but I believe we can ultimately reach parity in marketing, if advertisers take their blinders off."

It would appear that the Asian community in Las Vegas has enjoyed more success than the other ethnic groups in their inclusion in the marketplace,

however. Steven O. Kwon, president of the Asian Chamber of Commerce expressed the fact that as a businessman in Las Vegas and representative of that Chamber, he always does his best to be supportive of all local Chambers and other ethnic groups in the community.

Asked about effect of ethnic marketing geared towards the Asian market, his response was, "From my personal knowledge, there is an ongoing effort to reach the Asian market. I have participated with the LVCVA and Nevada Commission on Tourism in a few of their efforts in reaching the Asian market." That this is the case, shouldn't the Afro-centric and Hispanic marketplace also enjoy similar attention and the economic benefits that result?

DENNY TRIAL

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anonymous jury was then ordered by California Superior Court Judge John Ouder Kirk to return to deliberations and make a final decision on the remaining charges. Both the prosecution and defense agreed with the judge's decision. The jury returned on Wednesday with a full acquittal on the deadlocked charges.

Public reaction to the verdict was mixed. Los Angeles police, who were placed on alert prior to the verdict, reported no incidents of violence. Black community spokesmen relayed satisfaction from the acquittal. Some White citizens were, however, outraged at the decision. Critics have cited the ineptitude of the Los Angeles prosecutors office for its mismanagement of both the King and Denny trials. Some say both cases were improperly charged. The attempted murder charge is well documented as one of the most difficult to secure a guilty verdict. On each occasion, the L.A. prosecutor's office chose attempted murder as its primary offense. The overwhelming factor in this charge is premeditation, which defense attorneys countered by suppositions that Williams and Watson were merely participating in a mob without any direct intent to kill Denny. Ron Current, former chairman of the local Black Panther Party, echoed sentiments of misdirection from L.A. prosecutor's office. "Premeditation means that you planned to kill somebody," said Current from an undisclosed location, "These guys didn't plan to kill Denny..... Denny was just in the wrong place at the wrong time." Current said the decision should be used as a catalyst for unity. "I think that we should all-black, white, whatever-take this whole scenerio of King & Denny and join hands," said Current. Locally, no reported incidents involving the verdict took place.

POLITICAL POINTS

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cerns on July 22nd but only received standard song-and-dance. Maybe the mayor and the councilman are not responding to the plans for our youth because maybe they think that I am the only one pushing for action for them and the proposals. However, based on the number of individuals that joined the Youth Education and Recreation subcommittee, there is definitely an abundance of caring concern for our youth. The following is a list of people who joined the subcommittee, and like me are hanging in limbo:

Kathryn James, H Street; Dwayne Collins, E, Lake Mead; Jonathan Igwe, Bonanza Rd.; Theodore Toney, Bonanza Rd.; Dr. William Peason, Comstock Dr.; Dr. Brian Cram, CCSD; John K. Rhodes, NLV City Council; Toni Harvey, CCSD; Mr. & Mrs. Damell Harvey, Longfellow Ln.; Patricia Watson, Conary Way; Joseph Weaner, Maenpah Ave.; Jimmy Banks, Lexington St.; Tarra Jackson, Family Youth Organization; Rosemary Hall, Cheyenne Ave.; Karen Sherrod-Godbolt, Bartlett; Yvonne Ferguson, Wendy Ln.; Jimmy Cullors, Wallace Dr.; Kamau Khalfani, D St.; Leonard Brady, Decatur; Marion Donaldson, Shagbark Ln.; Charles Bell, Desert Sands; Bobby Stewart, Patrick Ln.; Elaine Wynn, Mirage; Melony Alexander, CCSD; Melvin Ennis, Boys & Girls Club; Rosemary Hall, CCSN; Richard Harvey, Southernlight Dr.; Ervin Harvey, Stoneriver; Shirley Barber, Robin St.; Greg Anderson, Reeco Ave.; Quinton Jordan, Pirates Cove; Paul Meacham, CCSN; Bonnie Juniel, Goldhill Way; Sharon Sexton, BCAS; Edesvwa Obaseki, Monroe; Talib Hall, Durcell Dr.; Sharon Martin, Bonanza Rd.; Kamau Bakari, N. 18 St.; Phil Thompson, Doolittle Ctr.; John Foster, Alexander St.; Abram Hayes, Englestead; Dr. Bill Sullivan, UNLV Upward Bound; Keith Harrison, Grant Ave.; Joyce Anderson, Bingham Ave.; Dymilah Hewitt, Oakland; Dr. Porter Troutman, UNLV; Larry Weekly, Kappa Leadership; Frank Reynolds, City of Las Vegas Planning; Robert Baggs, City of Las Vegas Planning; Kathy Somers, City of Las Vegas Planning; Michael Chambliss, City of Las Vegas Planning.

This is only a partial list of concerned citizens who are waiting for the city to make a move on their promises to our children. Maybe it's like the mayor said earlier during the week about another group, they didn't support me in my campaign for mayor so no big loss. It's too bad that City Hall action is based on "happiness" is just the next re-election away." Maybe if kids could vote, then maybe they would respond. Meanwhile, I'm still collecting proposals; who knows maybe next year when they're running for office again the subject will resurface. Until then, God bless our children - our future.

NAACP AND YOU

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desolate island, separate from the City of Las Vegas, into an oasis of beauty.

Afro-Americans who live in West Las Vegas should buy as much property as they can and set up shops and businesses and beautify it block by block until it becomes the envy of the entire valley.

Nucleus Business Plaza is a dream that has become a reality during my lifetime and a monument to all who trust in God and is willing to grasp the opportunity of rendering oneself in the service for others.

This is only the beginning of service and economic opportunities that will allow other John Edmund's who unselfishly are willing to put their energies, hard

SONNY CHARLES — (Continued from Page 14) represents a rich, positive link to where I've been, and to keep a connection with the audience who have shared that past with me," offers Sonny. Following that engagement, Sonny Charles and The Checkmates will be appearing in the Sahara Hotel's Cashbah Lounge from November 1 through November 14, with shows from 5:00 p.m. to 11:00 p.m.

work and monies on the line in the creation of other business ventures.

Get your Freedom Fund Banquet tickets early, call the NAACP at 646-1662.

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