

ETHNIC MARKETING IN LAS VEGAS

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Vegas, which is distributed nationwide and abroad. Members of the African-American community were incensed over learning that African-Americans were not included. And, that furor led to close scrutiny and complaints being lodged by other ethnic groups also. Meetings were held between representatives from various ethnic communities, R&R Advertising and the Las Vegas Convention and Visitors Authority (LVCVA), during which, definite actions were established to rectify the situation. R&R has made strides on fulfilling the commitments made by its president, Bill Vassiliadis. The LVCVA will too — in time, per LVCVA president, Manny Cortez.

While the LVCVA and R&R received the brunt of the anger over this incident, too many other businesses and ad agencies in the region show even less sensitivity in their marketing and hiring practices as a general rule. The bulk of advertising and promotional material created by the local ad industry substantiates that fact.

R&R Advertising, which is in the middle of a five-year contract with the Las Vegas Visitors and Convention and Visitors Authority and has a \$16 million budget to market Las Vegas, explained that the video in question was just a demonstration to show the general direction of the program from a conceptual, pacing and editorial perspective.

Nevertheless, R&R has since held several meetings with key representatives of the community to ameliorate the situation, assuring all that the final edition will indeed represent our diverse population. "There always has been minority representation in LVCVA print and electronic media advertisements, so it's not accurate to say

that minorities have been excluded," Says Bill Vassiliadis, president of R&R. This year, however, R&R Advertising and the LVCVA are working to ensure a fuller minority representation in all LVCVA media placements. All TV and print ads for the current fiscal year were produced specially to reflect the ethnic and cultural diversity of our visitors."

Says Vassiliadis, "Personally, I believe that there are several reasons why ethnic groups are becoming more vociferous about minority representation — but I don't think it's fair or accurate to say that R&R Advertising or the LVCVA take such groups for granted. The economic times in which we live play a big role; as our economy continues to shift from manufacturing to service-oriented jobs, unemployment results, and the disparity issue is highlighted.

Certainly, past practices of exclusion are also a factor. Minorities have sent the message loud and clear: they not only want to be included in the mainstream, they want to be respected. Vassiliadis added, "The elected minority leadership, including Councilman Frank Hawkins, Commissioner Yvonne Atkinson-Gates and Assemblyman Wendell Williams, among others, have helped to bring this issue to the forefront, as have other ethnic-community representatives. I welcome the input, which has greatly increased my awareness and sensitivity."

One of the key complaints lodged by community representatives was the lack of ethnic minorities employed at R&R, which Vassiliadis assured would change. The change is now in progress. Asked about the ethnic minority representation on R&R's staff of eighty (60 in the Southern Nevada office, 8 in Reno and 12 in Salt Lake City, Utah),

Vassiliadis responded, "Among our Southern Nevada employees, two art directors, a public relations account executive, an accountant, a receptionist, and an illustrator with whom we contract, are minorities." Even more recently, R&R also added a new traffic director to that roster, described by Vassiliadis as one of the best in the business.

Vassiliadis further added, "R&R Advertising has initiated a mentor-ship program for economically disadvantaged college students. This program currently includes three students, two of whom are minorities. It provides students with on-the-job, "real world" training in the advertising and public relations industry, while helping them to pay their way through school."

R&R Advertising tends to keep a low profile when it comes to citing its civic work and its on-going participation of various community causes. Nevertheless, some of its civic endeavors include: work on behalf of the Martin Luther King Jr Committee, the NAACP Freedom Fund Banquet and "All Of Us Together" ... just to name a few. The fact that these community relations efforts have been in effect prior to the recent hullabaloo produced by them, the recent hiring of ethnic minorities to their staff and the establishment of the "real world" on-the-job training program will have an even more far-reaching effect for the agency and the community as a whole. They deserve to be emulated for the rest of our business and civic leaders.

Las Vegas has traditionally been dominated by Euro-centric male business owners, politicians and developers. One constantly hears reference to the "Good Ole Boys" and in recent years, reference to the "Good Ole Girls" network. Although there are a few ethnic minorities in positions of influence than there were ten years ago, there is a definite disparity in the way business is done in our community — as has been attested to by Mayor Jan Laverty Jones, among others. There is very definite discrimination in employment, procurement opportunities, and just about every factor that makes our community tick. And, sad to say, there is also a disparity in the way we reach out to our diverse local population, as well as reach out to the multi-cultural visitors who support our main industries. Very often, ethnic visitors, especially African-Americans and Hispanics, express dissatisfaction about the fact that they find a dearth of promotional materials that include them. And, they complain about the rudeness shown to them by many hotel service employees and other hospitality industry establishments. Local African-Americans voice similar complaints, to no avail — but, that's another article.

The response demonstrated by R&R Advertising, as an industry leader, clearly represents a step in the right direction. The question is: "How many other business leaders will follow?"

TRAVEL WITH BATES

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Stay in shape during your vacation with shuffleboard, table tennis, or golf lessons. The spa offers beginner, intermediate, advanced fitness programs designed to keep you in form. In addition choose from aerobics, hydro calisthenics, and the facilities of a modern gymnasium complete with weight training equipment. After your workout treat yourself to a relaxing massage or jacuzzi or whirlpool bath to soothe tired muscles.

Lunch can be as formal or informal as you like. Pamper yourself with a noontime feast in the restaurant or choose a little of everything from the luncheon buffet. Look forward to an afternoon of indulgent diversions; dancing lessons, a fully stocked library or sit in on a lecture. The theater shows a variety of films and the lounge is an ideal spot to

spend some quiet time. Shop at the boutique for a special gift or have a complete beauty make-over at the salon.

Your stateroom reflects the essence of elegant living at sea; it's tasteful decor defined by classic furnishings and soft pastels. You'll appreciate many thoughtful amenities: a basket of fresh fruit changed daily, a telephone, faxes by satellite, television featuring CNN broadcasts and radio.

Evenings are extra special with fabulous night life on board. Oceanview dining in the ship's stylish restaurant adds the finishing touch to spectacular days at sea or ashore. The master chefs create wonderfully enticing dishes from the finest ingredients. Succulent lobster fresh from Maine, Norwegian salmon, Russian caviar, fresh fruit, and vegetables to complement your

meals. White glove service that is simply unexcelled and an attention to detail found elsewhere only in the finest restaurants.

Sparkling entertainment and after dinner dancing at sea. Go to the theater or party in the night club. Enjoy a cabaret revue in the ballroom or have your steward arrange for a private gathering in the intimacy of your stateroom. Spectacular "theme cruises"; an extraordinary selection of sailings featuring some of the finest entertainment afloat! Enjoy the art of classic cruising

at its finest.

HELPFUL HINTS:

1. For travel to Europe Cunard offers the deluxe SA-GAFJORD and VISTAFJORD. > Norwegian Cruises offer passage to the Bahamas, Bermuda, California and the Mexican Riviera. Princess Cruises and Carnival Cruise lines also offer excellent service.

2. Travel out of the United States require a valid passport. Some countries also require Visas. Check with your travel agent. (See Travel with Bates, Pg 22)

PARENT-TEACHER

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chance to discuss them all. Be sure to ask the teacher for specific suggestions on ways to help your child do better.

This is the most important part of the meeting. It will become your action plan. If the teacher says something you do not quite understand, do not be shy about asking for an explanation. It is a good idea to end the conference by summing up decisions you have made together. If needed, ask to meet again.

After the Conference

Start immediately on the action plan you and the teacher worked out together. Discuss the plan with your child. Make sure he or she knows that you and the teacher care. To see if the action

plan is working, watch your child's behavior and check your child's class work and homework. Stay in regular touch with the teacher to discuss the progress your child is making.

Meeting with your child's teachers should help build strong parent-teacher partnerships that are needed if you and your child's teacher are to reach your common goal: helping your child get the best education possible.

Rick Millsap has been teaching since 1980. He received a masters in education in 1983. He is currently president of the Nevada State Education Association. He received an "Outstanding Teachers of America" award in 1992. He has two daughters, the oldest attends 1st grade in Washoe County.

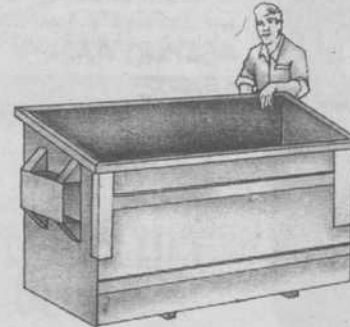
We've Got A Handle On Your Trash Disposal Needs

Precision Waste Management For Home Or Business

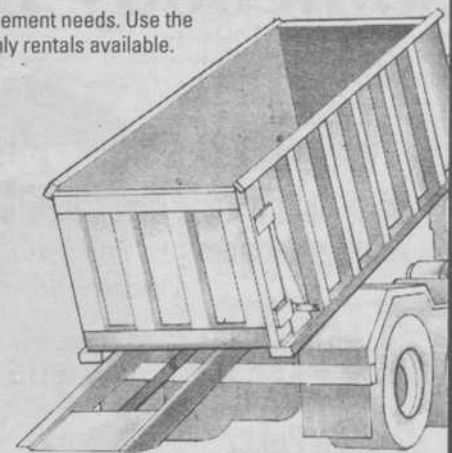
For home, business or construction, Silver State can handle your waste management needs. Use the right disposal receptacles for the job and save time, money and effort. Monthly rentals available.



• Mobile Toter — Wheeled receptacle for convenient home use. Replaces four 20-gallon trash cans. Only \$3.00 per month. **Call 735-5151.**



• Container Rentals — Four sizes for residential, industrial or commercial use. Holds up to fifteen 33-gallon cans of refuse. From \$12.50 to \$19.50 per month. **Call 735-5151.**



• Drop Box — For the really big jobs. Yard cleanup, construction sites or business refuse. May be used permanently. Four sizes available: 20, 28, 35 and 50 cubic yards. Costs only \$5.73 per cubic yard. **Call 399-1900.**

Silver State Disposal Service, Inc.

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