

LVABJ

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 Laura Wingard, city editor - Las Vegas Review-Journal; Glen Meek, managing editor - KTNV TV-13; Sandra Thompson, managing editor - Las Vegas Sun; Robert Powers, VP Public Relations - R&R Advertising; Jon Ralston, columnists - Las Vegas Review-Journal; Larry Lane, editor, Wick Communications (LV Business Press, LV New Times, etc.); Lillian McMorris, public affairs director - KVVU TV Fox-5; Sharon Gwyn, public affairs director - Lotus Broadcasting (KENO/KOMP radio, etc); Diana Aird, president - Aird & Associates; Louis "L.C." Conner, general manager - KCEP Radio FM 88.1; Lucius Bowen, advertising manager - Fox Design & Print and Ramon Savoy, advertising director, Las Vegas Sentinel-Voice. TRW's Linda Evans served as moderator for the panel.

Press releases, public service announcements and advertisements are becoming more common in the business world than mergers, contracts and fiscal reports. Big business with big budgets have mastered these arenas, but some small businesses and non-profit agencies are struggling with misinformation and misconceptions. Media access is a public service, not a privilege, according to media representatives who spoke at LVABJ's Media Access Seminar.

Anne Golonka, who wears a badge stating that she pickets City Hall every day to support women's rights, said that she learned to use the personal touch to promote her demonstrations. "Instead of mailing out blind releases, it was helpful to learn that it's important to develop a contract and address them personally," Golonka said.

Robert Powers, the vice president of public relations at R&R Advertising explained the importance of press kits at press conferences that contain extensive background information and photos of upcoming events or speakers. Sandy Thompson, managing editor of the Las Vegas Sun said the people can't expect the media to cover every event that a group produces, especially if they focus on the same issue in a relatively short period of time. Although, she added that groups should always keep the media informed, and if possible, try a slant on the information.

"There is a dual responsibility with news coverage," said John Ralston, a columnist with the Las Vegas Review-Journal. "The media is responsible for covering the news, but it is the public's responsibility to tell them when something is wrong." A

local financial consultant, Roger Ellsworth, expressed his appreciation of the comment because he attended the workshop to find out how to solicit corrections for erroneous reports in the media. He works with several local firms and wasn't sure about recourse options.

Coordinators of the seminar hoped to assure the audience that the media is accountable to the public, but stress that the public can't play a passive role in the relationship between the community and the media.

Packets containing media contacts and a guide on how to access the media titled, "Making Your Voice Heard" are available for those who could not attend the workshop on January 8. Mail a \$5.00 check payable to LVABJ c/o LVABJ Media Access Kit, P.O. Box 4878, Las Vegas, NV 89127-0878, or contact Diana Aird, treasurer at 456-3838.

CLASSIFIEDS

LEGAL NOTICES

CLARK COUNTY
 INVITATION TO BID
 BID NO. 3303-94

POOL FILTRATION SYSTEMS

FURNISH AND DELIVER FOUR (4) FULLY AUTOMATIC DUAL-TANK FILTRATION SYSTEMS AND ONE (1) FULLY AUTOMATIC MULTI-TANK FILTRATION SYSTEM, F.O.B. DESTINATION, FREIGHT PREPAID, WITH THE OPTION TO PROCURE ADDITIONAL SYSTEMS FOR THE PERIOD FROM DATE OF AWARD THROUGH JUNE 30, 1994.

Bids will be received in the Office of the Clark County Director of General Services, Purchasing and Contracts Division, Bridger Building, 225 Bridger Avenue, Tenth Floor, P.O. Box 551732, Las Vegas, Nevada 89155-1732 on January 25, 1994. Bids must be time-stamped at 3:00 PM or before. Bids time-stamped at 3:01 PM or after will be returned to bidder. Overnight Mail must use the 89101 zip code.

Specifications are available at the above address. Hearing impaired customers may request specification and obtain information by calling TDD: Relay Nevada toll-free (800) 326-6868.

BOARD OF COUNTY COMMISSIONERS
 CLARK COUNTY, NEVADA
 Published: Las Vegas Sentinel-Voice
 January 13, 1994

IT PAYS TO ADVERTISE

EMPLOYMENT

ECONOMIC OPPORTUNITY BOARD OF CLARK COUNTY LICENSED PRACTICAL NURSE

Will work in WIC (Women, Infant & Children), Maternal Care and Family Planning clinics, providing health assessments, immunizations, etc. Perform and interpret simple lab tests, etc. in clinical settings. Prior clinic experience helpful. Bilingual (English/Spanish) would be a plus!!! \$23,066 annually, plus other Agency benefits including retirement. Paid holidays. Weekends off.

Applications accepted until 4:00 PM, Tuesday, January 18, 1994, at EOB Administration Building, 2228 Comstock Dr., Las Vegas, NV 89030.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER
 Published Las Vegas Sentinel-Voice - January 13, 1994

Joint Apprenticeship and Training Committee for Electrical Industry

SPONSORED BY SO. NEVADA CHAPTER, N.E.C.A., INC. • LOCAL UNION 357, I.B.E.W.

NOTICE OF ELECTRICAL APPRENTICESHIP OPPORTUNITY

The recruitment, selection, employment, and training of apprentices during their apprenticeship, shall be without discrimination because of race, color, religion, national origin or sex.

Starting January 5, 1994, applications will be received from qualified applicants through January 29, 1994 for the apprenticeship program.

Applications will be accepted, IN PERSON, from 1:00 p.m. to 4:00 p.m. weekly, Tuesday, Wednesday, Thursday, and Friday, at the Matt Firmenich IBEW #357 Training Facility, 620 Leigon Way, Las Vegas, Nevada 89110, directly behind the #357 Union Hall.

ELIGIBILITY QUALIFICATIONS:

1. Age: Minimum 18 years of age; no maximum age limit.
 2. Education: High School Graduate, G.E.D. accepted and one (1) full credit of Algebra.
 3. Aptitude Test: Nevada State Employment Services S.A.T.B. date assigned after application is completed.
- PHOTO COPIES OF THE FOLLOWING ARE REQUIRED BY FEBRUARY 16, 1994:
1. Birth Certificate
 2. High School Diploma or G.E.D.
 3. Official High School Transcript.
 4. Transcript of trade school, college or any other schooling.
 5. Military Discharge Papers - DD-214.

Beginning rate of pay for electrical apprentices range from \$8.03 Downtown to \$10.20 at the Test Site. Journeyman rates range from \$22.95 Downtown to \$22.67 at the Test Site. Wages are subject to change by future contract agreements.
 Published: Las Vegas Sentinel-Voice - January 13, 1994

MISC.

GIVE YOUR CHILD A HEAD START

NICHOLAS NURSERY
 New Hours • 7 days a week
 6 am to 1 am
 2 yrs. & older • \$45 per wk
 under 2 yrs. • \$60 per wk
 649-0766

HOMES

CLARK TOWERS

Senior citizen apartment building is now accepting applications for subsidized efficiency and one bedroom apartments. Apply at:
 2701 Clark Towers Court
 Las Vegas, Nevada 89102
 871-9092
 Equal Housing Opportunity

CLARK TERRACE

MUTUAL HOMES, INC.
 CLARK TERRACE MUTUAL HOMES, A FEDERALLY SUBSIDIZED COOPERATIVE HOUSING COMPLEX, 1, 2, & 3 BEDROOM UNITS IS NOW ACCEPTING APPLICATIONS. DOWN PAYMENT REQUIRED. APPLY AT: 2701 CLARK TOWERS COURT • LAS VEGAS, NEVADA 89102 • (702) 871-9092
 EQUAL HOUSING OPPORTUNITY

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Classified advertising means convenient buying and selling at reasonable prices. One phone call places an ad and another finds anything from a car to job!

The Las Vegas Sentinel-Voice
 Call 383-4030 today, sell tomorrow!

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