

BUSINESS BEAT

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tourism economy. The question we must ask ourselves is: Are we ready for prime-time? The answer: Not quite as yet, but we're getting it together.

This is substantiated by the efforts underway to revitalize the West Las Vegas community and particular sites that could be of interest to visitors to our city, such as the historical Moulin Rouge among other locations. What would really get the joint-a-jumpin' is the re-establishment of Jackson Street as a thriving thoroughfare for entertainment extraordinaire as it was decades

BILL STEPHNEY

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Artists interviewed include: Ice-T, Onyx, Dr. Dre, Snoop Doggy Dog, Easy E, Tupac, & Spice 1.

Along with Stephney, MTV will also talk to Jerry Heller, GM of Ruthless Records, Reverend Calvin Butts and Suge Knight,

ago.

While gaming is the force that drives our local economy, there is a "window of opportunity" now open for the African-American (and other ethnic groups) to include themselves in the marketplace. We need to take an in-depth look at what's going on around us, get our act together and put our show on the road.

We need to re-evaluate the way we run our businesses, to make them more contemporary and competitive, to increase the standard of our business premises as well as the quality of

service (and those who provide those services) to meet the challenge. We need to exploit all available opportunities for change... for growth, and for success in the marketplace.

If we are to claim our fair share of the tourism traffic to Las Vegas, must offer something of value. It's one thing to expect fellow African-Americans to support our quest for inclusion by patronizing our businesses in our neighborhoods — off the Strip and the Downtown area. It's another thing to expect them to ignore the allure of the first-class megaresorts and theme

parks, which is the main reason for their visit to our city. Tourists visit Las Vegas to gamble, to be entertained, to dine and to take in the interesting sights. They don't come here out of social consciousness, or to fight for causes. They can deal with that in their own hometowns. What visitors come to Las Vegas to do is to have fun, enjoy first-class entertainment, a bit of luxury and to be provided good service in the process. Are we prepared to meet the challenge?

ON THE BUSINESS BEAT — Brown and Associates has recently opened its doors to provide support services to local businesses and new start-ups. Their motto, "Taking on the Small Details of Your Businesses" exemplifies their purpose. Services the firm provides includes: computerized services, research, grant and proposal writing, business plans and financial forms, mailing list development, proof-reading, information resource and referral bank, etc.

Owner, Gwyn Brown extends an invitation to our readers to stop by and get acquainted. Brown & Associates is located at 1100 N. Martin Luther King Blvd., Ste. B, Las Vegas, NV 89106 or call 647-6990.

IT'S Nation Building Time! Self-empowerment is the key — as a People and as a Nation. Any questions? Write to me c/o Business, Las Vegas Sentinel-Voice, 1201 South Eastern Avenue, Las Vegas, NV 89104 or call 456-3838.

CEO of Death Row Records about the role record labels and managers play in promoting and perpetuating the "gangsta rap" image. Are they responsible for marketing negative messages to young people or merely providing an outlet for artistic ex-

pression?

Throughout the special, MTV will talk with young people from different socio-economic backgrounds to explore how upbringing, environment, race and other factors affect the way we interpret and react to music. Other topics covered in the program include: Tupac Shakur: Gangsta Rapper or Not? and Perception and Influence of Gangsta Rap.

"People are too often satisfied noting the problems, but not considering possible solutions," says Bill Stephney. "We may be able to heighten the level of discourse if we can get past blaming the messenger, to investigating why there is an audience for the message. If anything, we want to keep pace with the rappers, because they are the ones who really have brought this discussion forward."

FOR THE LADIES

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Brothers and sisters, look foremost to our commonalities. We are all black in America. We have struggled together, died together, been beaten and whipped together, discriminated against together for 400 years. Have we gone through all this in vain? Did our great, great grandfathers endure the whip so that we would now be divided? Did our great, great, great grandmothers suffer through seeing her babies sold off so that we would be apart even today?

It's time, brothers and sisters. Let us, first of all, free our minds, and then free our people. Truth and unity will ensure our success.

QUESTIONS AND ANSWERS

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Infectious Disease and the National Institute for Child Health and Human Development have both taken steps to develop a research agenda, but more is needed.

Some small companies are exploring the microbicidal potential of a number of substance, but so far none of the major pharmaceutical companies with the resources to move quickly have gotten involved in this research.

What more could be done?

More Federal money to attract more researchers; resources from pharmaceutical companies with the financial wherewithal and scientific expertise to move the research forward on a fast track; both of

these could be mobilized if the public is informed and persuaded to demand that the desperate need for a woman-controlled method of HIV and STD prevention be met.

BLACK EXPO

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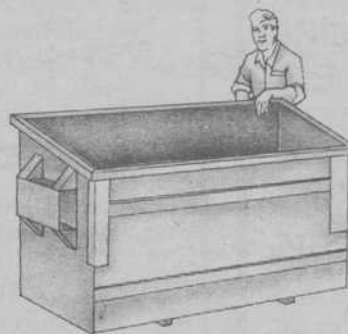
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