

The WCBPA Experiences Youth Day and Corporate Night

By Nichole Davis, Staff Writer

Friday was Youth Day at the West Coast Black Publishers Annual Convention held at Bally's last week.

Juniors and seniors from around the valley attended a breakfast and a workshop to commemorate the event. Though few of the youths had considered a career in journalism prior to the conference, the motivational speeches may have made some converts.

At the breakfast Speaker Hardy L. Brown II asked teens: "Who's image will you portray to the world through the media?"

Hardy spoke for about 20 minutes to 100 plus person audience. Using colorful vignettes to guide without preaching, Brown explained the roles of Black and mainstream press to students, publishers, and parents/community members.

We must be careful of the image we present, said Brown, because for many people the media is the only way they view Blacks.

"Thirty-three percent of white Americans believe that Black men are liars, cheaters, drug addicts, misfits into society and/

or are bad for the image of the Black community," he said citing recent statistics. So, "What you say (in the media) is the word to them."

This situation, he believed, has two root causes: media distortion of events and Blacks not being careful about what image they project to the media. Brown said the media is quick to angle the news, because they are trying to present the angle that best fits their slant. Blacks must be aware of this concept and act accordingly.

"Each newspaper is individual," he said. "They each have their own view of the news. Each newspaper that's here today portrays news from the eye of the beholder. It's upon us to give the right image."

So, "When you speak to the media," he cautioned, "be in the right frame of mind."

Brown proposed a four-point plan to help Blacks create a better media image. Blacks must overcome peer pressure to commit crime, avoid guilt by association, read to expand their minds and dare to be different.

To publishers Brown warned that one-sided pro-Black coverage won't cut it either.

"You must continue to highlight positive images in the

community, but you must be balanced," he said.

It's important that we cover crime stories accurately. We have to look at the causes of crime and address them appropriately, he said.

Brown concluded with remarks to parents/community members. His main theme to this group was simply: It takes a village to raise a child.

"If we start doing that," he said. "We'll see more positive images in the media."

Janice Bryant-Howroyd, president of ACT I Personnel Services, also spoke to the teens about media image. In her workshop, she focused on how minorities should use the Black press to force Corporate America to act responsibly in our communities. Bryant-Howroyd also pointed out to teens that in the effort to diversify America, Blacks are not just competing with whites. Blacks compete with all minorities, because the workplace lacks their faces as well as our own.

Youth Day was second day of workshops at the convention. Day one was Corporate Day. Publishers attended two workshops teaching them how to better target national advertising accounts. The first

workshop, Automotive Industry, was sponsored by the American Minorities Media. Retail Workshop, the second, was sponsored by Anheuser Busch Companies.

Alcohol and tobacco companies sponsored many of the convention activities. Other national sponsors included the Walt Disney Company, Nordstrom, The Southland Corporation- the parent company of 7 Eleven, and Reebok.

Phillip Morris, Reebok, Schieffelin and Somerset, and Miller Brewing Company sponsored the WCBPA Awards Dinner.

Zenora Clayton, a Vice-President at CNN, was on hand to congratulate tobacco and alcohol companies for taking a leadership role in the Black community.

"Were it not for the industry that includes alcohol and tobacco, I'm not sure where our Black executives would have started," said Clayton. "I applaud your industry any time I get."

"It isn't about smoking' and drinking', it's about jobs in the Black community," she said.

Clayton also praised the Black press.

"I never miss an opportunity

to tell the world what a supporter I am of the Black press," she said.

When she travels, Clayton requests the local Black paper at airports and hotels. She may not get it the first time, she noted.

"But, I have to put it on their minds that I want Black press."

Though Clayton discussed many topics, the speaker of the event was Dr. N.K. Onuoha

Chukunta. Chukunta spoke about the politics of Randall Robinson leader of Trans-Africa, who was not present at the dinner, making what many audience members felt was an unfair assault on the well-known activist.

"What has Randall Robinson done in Nigeria to say I am here to help you," said Chukunta at one point.

Chukunta's main argument that American democracy had been tried and failed in Nigeria. The country has many internal issues that divides it, and Robinson and other critics need to take note.

"It is naive to assume that we all function according to the same historical time," said Chukunta. "Democracy in the U.S. cannot be transferred wholesale elsewhere." Chukunta closed his speech by urging Black publishers to use their papers to get out the "real" story.

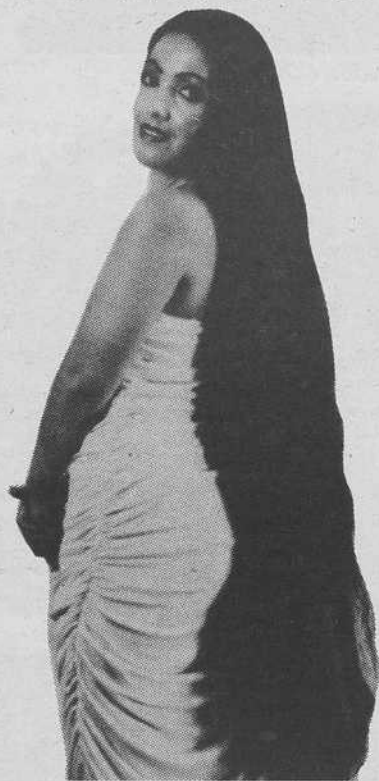
NIKA'S AFROCENTRIC GIFTS & COLLECTIONS
 705 W. Van Buren • (702) 647-2242
 Now Offering:



The Heritage Collection of customized wedding invitations, napkins, thank-you cards, etc. for all your Wedding needs.

We also do customized African Wedding Gowns, African fabric bouquets, bridal bags, children's attire, etc.

SEEING IS BELIEVING!



A new and exciting hair product for fuller, thicker-looking hair.

- Revitalizes the scalp
- Repairs split ends
- Stops breakage

Are you tired of being embarrassed with loose dandruff, itchy scalp, falling hair? ... Use the all new treatment called SPANISH SUR-GRO. SPANISH SUR-GRO is a natural product combined with modern research for all types of hair. SPANISH SUR-GRO has thousands of satisfied customers.

ALSO AVAILABLE SHAMPOO AND CONDITIONER

MONEY BACK GUARANTEE

Manufactured in Denver, Co

Available at these locations and wherever hair products are sold.

Brother's Beauty Supply
2111 Civic Center Dr.

Olga Beauty Supply
300 W. Lake Mead Blvd.

A Touch of Elegance
1012 N. Rancho Dr.

Roselle's Beauty Supply
2917 W. Washington Ave.

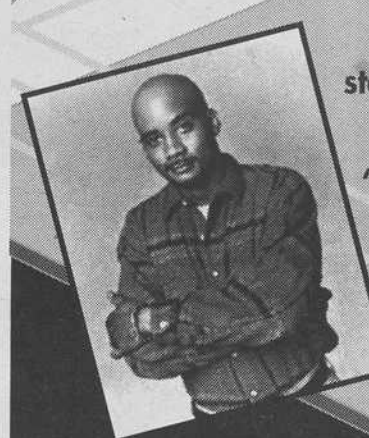
White Cross Drugs
1700 Las Vegas Blvd.

Hair Plus Beauty Supply
1030 Rancho Dr.

Double Knockout



starring **John Henton**
"Overton" of FOX's *Living Single*



with special guest

Ricky Harris
from the *Def Comedy Jam*



Top of the Riv Ballroom

November 3 & 4

10 p.m., Friday
11 p.m., Saturday

\$22 50
plus taxes

General Admission

Add \$5 for V.I.P. seating

RIVIERA
Hotel & Casino
The Entertainment Center
of Las Vegas
The Alternative for Grown-Ups

For ticket information call 794-9433