

Mfume

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Finally, electronic redlining and deployment issues are emerging as significant barriers to urban and rural development.

For the past several years a number of controversies have arisen concerning the practice of deploying services to affluent communities in the first instance and low and minority communities last.

In short, the practice of technology redlining only serves to exacerbate existing disparities in the quality of life

between affluent and low-income communities.

Again, it is clear that economic and social opportunities in the telecommunications industry will not be given to us. They must be created.

The coalition of organizations that stand here today wants to be at the forefront of change."

Mfume said the spending patterns in the black community need careful attention. He cited some statistics:

- African-Americans spent \$571 million on computers and related equipment. That number is expected to double this year.

- Black households are outspending white households by 2-1/2 times for on-line access.

- In the area of consumer electronics, we spent \$3.8 billion dollars on goods and services.

- In media, African-Americans spent \$3.8 billion — the overwhelming majority of those consumer dollars spent for media went to cable TV subscriptions.

- Black consumers outspent white consumers for cable services by 5 percent in 1996.

- Concerning telephone service, African-Americans have reportedly spent \$10 billion.

Berry

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has one message that would resonate with people regardless of who they are and where they come from, "It's that we realize that sometimes we act not out of conviction, but because of peer pressure. It's the classic 'keeping up with the Joneses.' People want to be accepted by their community, and the most expedient, if not always, the best way to do that is to live up to what the community — black or white — expects of them. It's a matter of feeling connected.

"And it often takes a great deal of strength and courage to risk being isolated from the group by daring to take a stand and doing what is right."

CLASSIFIED ADVERTISING

EMPLOYMENT

Money

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children are ready to learn. Begin by discussing financial goals: the child's and the family's. Talk about how all these goals are competing for a portion of the same funds. For young adults in high school, you can go into more detail about the costs of running a home and curbing utility expenses.

Many parents and grandparents begin college funds when the children are still young. Include some money in children's allowances for them to contribute to their college funds themselves. It will help them understand how saving money today can build a better future for all of the family.

The Business Exchange Newsletter has helpful points on individual and collective economic development. Get it from: International Exchange, 2054 National Press Building, Washington, D.C. 20045 — include \$3 for shipping and handling services.

William Reed is publisher of Who's Who in Black Corporate America.

Internet

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minority companies.

"This Internet solution was developed so that minority businesses can be immediately informed of contract opportunities. Unless a company gets an early start on an opportunity, often the chances for a contract award are diminished," Cox said.

The Commerce Department's Minority Business Development Agency is the only federal agency established to foster minority business growth in the United States. The agency provides management and technical assistance to minority individuals through a nationwide network on Minority Business Development Centers, Business Resource Centers, Minority Business Opportunity Centers and community-based initiatives.

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The Regional Transportation Commission of Clark County, NV (RTC) seeks interested individuals to submit their qualifications in writing to serve as an ADA Eligibility Appeal Hearing Officer who will conduct hearings for the appeal of eligibility for the ADA CAT Paratransit Services public transportation service. The Hearing Officer will perform as an independent contractor and will not be considered an employee of the RTC.

The minimum qualifications for the position include: experience in appeal hearings; knowledge of the Americans with Disabilities Act of 1990, especially in relation to transit and paratransit; and familiarity with working with persons in a setting dealing with a variety of disabilities.

Hearings will be conducted during regular RTC business hours. Monday through Friday, 8 am to 5 pm. Interested persons need not be available all hours, but should be able to devote from three to six hours on any one day to hearing appeals. Compensation will be at the hourly rate of \$40.00. Persons interested in submitting written qualifications should address their responses to:

PARATRANSIT MANAGER
REGIONAL TRANSPORTATION COMMISSION
301 E. CLARK AVENUE, SUITE 300
LAS VEGAS, NEVADA 89101

Phone: 455-4481 TDD 455-2199

Deadline for submission of qualifications is Sunday, March 1, 1998.

Published: Las Vegas Sentinel-Voice — February 12, 1998



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