

Regina

(Continued from Page 6)

promotional piece that reflects the identity and personality of the company. A design team consisting of a copywriter and graphic artist will resuscitate your annual report.

Q. Dear Regina: My wife and I have just opened a little family-owned soul food restaurant. We recently wasted a lot of money on having photos done of different dishes, to be used in advertising, and in our menu.

My wife's best friend worded the menu. The photographer, my neighbor's brother, was supposed to be the "top dog" in town. However, the results were terrible.

I'm so mad that I feel like calling a dogcatcher. What's the cheap way out, without going to an advertising agency?

A: If I've said it once, I've said it a thousand times: for quality results don't use Cousin LeRoy and Aunt Mattie in an effort to cut corners. All you'll be left with are raggedy corners.

A photographer whose portfolio shows sunsets and smooching newlyweds may not be adept at capturing the steamrising from a succulent barbecue spare rib, or the bubbly Swiss cheese atop a quarter-pound burger. There is a knack to food or advertising photography.

Strategic lighting and

trickery set the stage for many great food shots.

Glycerin or oil may be rubbed on vegetables to make them shine, or may be spritzed on lettuce to give it dew-drenched appeal.

A dish that your wife's crony may describe as merely grilled tuna may be transformed to an appetizing "Flame Roasted Tuna" when placed in the hands of an expert. Freelance professionals in creative fields can solve your problem, saving you the thousands of dollars that would be nabbed by a full-fledged agency.

Q. Dear Regina: I am a Realtor, with a top company, who has lots of personality,

high sales and think that I would make a great motivational speaker. I just know that I can make big bucks on the side, motivating other Realtors in the country. Where should I start?

A: Begin by selling to your internal audience before you solicit an external audience. The internal audience—fellow Realtors in your company, and newcomers to the company—are a ready-made clientele base. Catch their attention first, then go out and conquer the world.

Send questions to: Regina Lynch-Hudson, The Write Publicist, c/o Regina's PRemedies, 6129 Queen Anne Court, Norcross, GA 30093. Or call (770) 717-7020.

Radicals

(Continued from Page 10)

summer is only one step toward the long term effort of reversing the reactionary and conservative agendas of both major political parties.

We need a new black leadership for the twenty-first century that is capable of listening to the masses and fully expressing our discontent with the way things are.

In its call announcing the Black Radical Congress, the co-signers declared: "If you believe in the politics of black liberation, join us in Chicago in 1998 at the Black Radical Congress. If you hate what capitalism has done to our community — widespread joblessness, drugs, violence and poverty — come to the Congress. If you are fed up with the corruption of the two party system and want to develop a plan for real political change, come to the Congress. If you want to struggle against class exploitation, racism, sexism and homophobia, come to the Congress.

"The Black Radical Congress is for everyone ready to fight back: trade unionists and workers, youth and students, women, welfare recipients, lesbians and gays, public housing tenants and the homeless, the elderly and people on fixed incomes, veterans, cultural workers and immigrants. You!

"Sisters and Brothers, we stand at the edge of a new century. The moment for a new militancy and a new commitment to the liberation of all black people, at home and abroad, has arrived. Let us build a national campaign toward the Black Radical Congress, setting in motion a renewed struggle to reclaim our historic role as the real voice of democracy in this country.

Spread the word: "Without struggle, there is no progress! Now is the time!"

Dr. Manning Marable is Professor of History and Director of the Institute for Research in African-American Studies at Columbia University, New York City.

Rapper

(Continued from Page 2)

Casket Drops" — due out next week from AWOL Records — Thomas raps: "When they try to pull you over, shoot 'em in the face, y'all."

Other lyrics threaten the Sacramento County district attorney, the Sacramento sheriff, a police officer and a county probation officer, state Department of Corrections spokesman Tip Kendall said.

Thomas was convicted of illegal use of a firearm in a gang shooting that led to one man's death. He was paroled once, arrested on a violation, reincarcerated, then paroled again last year on the condition he do nothing to promote a gang lifestyle.

Thomas' attorney, John Duree, said the new arrest violates Thomas' right to free speech. But Kendall said Thomas' criminal past excludes him from First Amendment protection.

CLASSIFIED ADVERTISING

EMPLOYMENT

**CITY OF NORTH LAS VEGAS
CRIME PREVENTION SPECIALIST**
Salary Range: \$30,640-\$43,968

The City has a vacancy for the appointed position of Crime Prevention Specialist. High school diploma or equiv. plus three more yrs. of progressively responsible experience. Communicate effectively both orally and in writing. Nevada Class C driver's license at time of hire with maintenance of satisfactory driving record.

Applications will be distributed beginning 7:00 a.m., Tuesday, March 10, 1998. Completed applications must be received in the Human Resources Department no later than 5:00 p.m., Thursday, March 19, 1998. (Resumes without an application, faxed mat'l. or postmarks not accepted):

APPLY: CITY OF NORTH LAS VEGAS
HUMAN RESOURCES DEPARTMENT
2200 Civic Center Drive
North Las Vegas, Nevada 89030
(702) 633-1500
Tuesday - Friday; 7 AM - 6 PM

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER
We hire only those individuals authorized to work in the U.S.
Published: Las Vegas Sentinel-Voice — March 5, 1998

CLASSIFIED ADVERTISING EMPLOYMENT

Highly motivated and aggressive field salesman — Good commission and incentive bonus. Apply 3254 Civic Center Dr., Ste. #A, No. Las Vegas. 642-5335.

TO ADVERTISE



380-8100

COMPUTER



NEVADA POWER COMPANY
The Power Behind The Possibilities

MIS PROGRAMMER ANALYST I/II/III
Market Range: \$32,724 to \$60,408

QUALIFICATIONS:

- Bachelor's Degree in MIS or an equivalent combination of related work experience and education. Must have an understanding of techniques in midrange and personal computer software. Must understand general operating systems and subsystem concepts, file design, storage and retrieval systems. Must be fluent in a primary programming language while also having a working knowledge of a second programming language. Must have demonstrated analytical skills and creativity to improve current business processes. Must be able to work closely with others on projects. Must have interpersonal skills and be able to communicate effectively in oral and written form. Must have working knowledge of project life methodologies.

RESPONSIBILITIES:

- Micro computer application support and development. Duties include support and maintenance of existing custom multi-user network applications and future development of new applications written in Visual Basic, Access, Xbase and Oracle. Must be able to develop multi-user applications that run Novell and Microsoft NT. A thorough understanding of database design is important. Web enabled application development and Oracle database knowledge a plus. Additional duties include but are not limited to testing and debugging programs, consulting with users in the development of test data, testing programs using test data, and reviewing results with users; participating in project planning by preparing specifications, cost estimates, time schedules and progress reports for assignments; working with production control and computer operations staff in the implementation of operational systems; and performing program maintenance and problem resolution on assigned systems/programs.

CLOSING DATE: MARCH 13, 1998
Applications must accompany resume. Applications may be obtained from and mailed/faxed to:
Nevada Power Company
Attn: Vacancy #3036-98
Human Resources Department, MS#7
6226 West Sahara Avenue, Las Vegas, NV 89102, Fax: (702) 367-5053
Out-of-state applicants may obtain applications by calling (702) 367-5714.
EOE/F/M/D/V - Drug Screen Required

KIEWIT/PB — YUCCA MOUNTAIN PROJECT

TECHNICAL SUPPORT MANAGER

A Technical Support Manager is required for the Yucca Mountain Project site. This project is located at the Nevada Test Site, 100 miles northwest of Las Vegas, NV. Principal duties will include supervising a multi-functional group of fifteen employees providing support to site construction contractor in the areas of quality assurance program compliance, records and document management, work package review and submittal, and verification of records. This is a major staff position and the successful applicant will provide the principal support for project quality/construction problem resolution and coordination with client's quality resolution and coordination with client's quality assurance group. A minimum of seven years experience in construction quality assurance including five years of experience in nuclear quality assurance is required. The applicant must have strong problem solving capabilities, be a U.S. citizen, and possess good verbal and written skills. Computer skills are desired.

Send resume to: Parsons Brinckerhoff Energy Services, Inc.
Attn: Administrative Manager
P.O. Box 371360 • Las Vegas, NV 89137
Equal Opportunity Employer M/F/H/V

Published: Las Vegas Sentinel-Voice — March 5, 1998

REAL ESTATE



NEVADA POWER COMPANY
The Power Behind The Possibilities

LAND TECHNICIAN
Market Range: \$29,219 to \$40,906

QUALIFICATIONS:

- High school diploma or G.E.D. and one to three years experience in right of way practices, easements and land acquisitions. IRWA registration preferred. Must have demonstrated exceptional interpersonal and communication skills. Must have demonstrated ability to continually improve current processes and propose ideas to improve achievement of Company goals and objectives.

RESPONSIBILITIES:

- Successful coordination of street and vacation encroachment requests. Other duties include, but not limited to: processing relinquishments, posting of easement documents, answering internal and external customer inquiries pertaining to Company land rights, and controlling and circulating condemnation packages.

CLOSING DATE: MARCH 13, 1998
Applications must accompany resume.
Applications may be obtained from and mailed/faxed to:
Nevada Power Company
Attn: Vacancy #3041-98
Human Resources Department, MS#7
6226 West Sahara Avenue
Las Vegas, NV 89102
Fax: (702) 367-5053
Out-of-state applicants may obtain applications by calling (702) 367-5714.
EOE/F/M/D/V - Drug Screen Required