

Looks attract patrons: Quality keeps them

Special to Sentinel Voice

Q. Dear Regina: I am opening a new beauty salon, and boutique and want to develop a campaign that will draw patrons and that will keep everyone coming. What suggestions do you have?

A. Initially, a strong and exciting 'look' should be personified via the appealing images of hairstyles on your walls, colorful brochures, and coupons which patrons may pick up while in the shop. The caliber of your hand-outs should mirror the superior caliber of your services. In-salon fashion shows will excite the community and draw guests to your location. Involving your stylists in other fashion shows—volunteering hair and

make-up services — will lead to promotion in program books and in advertising. Tie-ins with major African-American hair care manufacturers in arranging in-shop promotions will add to the activity. Because you offer a visual service — your advertising should 'show' the public what you do. A business card-sized ad does not benefit a business that renders a visual service. Showcase your stylists' work through print media advertisements, and place stories and photographs of your work on the walls.

Q. Dear Regina: I am the executive director of a non-profit organization which is implementing a door-to-door marketing campaign to introduce our community

center and its programs to the surrounding community. The reception has not been great. Can you suggest any tips to build trust?

A. Do you appear to be a stranger at the door — or is the fact that you are a community-based organization apparent when you drive up? Inexpensive "ice breakers"

Regina's
Q & A

By Regina Lynch-Hudson



include that can be used as part of campaign include magnetic car signs which announce who you are as you drive around in the community and give-aways such as key chains that provide the organization's logo and telephone number. Wearing T-shirts bearing a caring slogan will also help build trust. In establishing an identity within

the community your organization needs to send out a continual message. Unfortunately, a friendly smile isn't always enough.

Q. Dear Regina: As CEO of a major corporation, I am dismayed because we've recently been hit with a major class-action discrimination suit, though we actively hire and create many opportunities for minorities. Are there any public relations actions we can take to off-set the bad publicity?

A. Damage control or 'image rejuvenation' can provide a brief hiatus from the negative publicity. An aggressive "awareness campaign" which cites achievements, promotions and programs which enhance the

lives of your minority employees will temporarily focus the public's attention on the positive aspects of your company. Now is also the time to advertise heavily in minority-based publications and to sponsor minority initiatives, projects and events to demonstrate your impartiality. However, if discrimination does exist, you don't fix it with a 'fluff campaign' — you fix the problem permanently by getting to the root of it!

Send marketing and public relations 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.

Healthcare

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it is about time that we start constructing a system of healthcare that allows us to do just that.

One more point on the Million Man March. There was one event that may have been overshadowed by the brilliant oratory, grand scale and spectacle of the event.

There was a three-minute interview in which the Minister of Health of the Nation of Islam was flanked by then president of the National Medical Association (NMA), Dr. Yvonne Smith-Veal, and a patient, Brother Demetrius X Haskins, who used to be HIV positive.

Smith-Veal represented all of the black doctors across America and she was an

honored guest at the Million Man March. She deserves a lot of credit, not only for her courage and her attendance, but for the tremendous support that the black physicians gave to the Health Task Force of the occasion — looking after the healthcare needs of 2.2 million men.

She also represented the future of healthcare because where are we going to get healthcare if not from the 22,000 black doctors in America? And, even those 22,000 doctors are not nearly enough to manage the healthcare needs of 30 to 40 million of us.

What about the patient, Demetrius X Haskins, who used to be HIV positive but is

now HIV negative due to the effectiveness of low dose alpha interferon therapy that we talked about in our last column?

He represents the "hopeless" cases that have been the recipient of this miracle, which is what happens when we fill our hearts with compassion and in God's name try to help one another.

We die by the tens of thousands everyday from diseases that should not kill us, from which we should not suffer and that should not be victorious over our lives and our people. But, because of the lack of compassion of the present healthcare system and our lack of trust in it, which is certainly well founded given the excesses of the 40-year

Tuskegee Experiment, we suffer needless and excessive death rates. This would not occur if we could unite all of our healthcare providers and all of those who need healthcare under one umbrella, under one system and organize according to the principle of managed care. We could not do a worse job on one another

than has been done to us and on us by others.

Think about it, the Million Man March was more than just a march, it was the beginning of a healthcare revolution among black folks — more on that in the future.

Abdul Alim Muhammad is head of the Abundant Life Clinic in Washington, D.C.

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Zambia

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Rosemary Yikona, blamed women for what she called the "queen bee attitude." She charged that women in positions of influence tend to look down on other females.

She hopes that the scenario can be reversed.

"Right now bills on women and children are not receiving much support because of the dominance of men," she said.

To reverse the trend, the National Women's Lobby Group, formed in 1991, has made grooming of women for political leadership one of its priorities. The group's, chairperson, Theresa Kambobe, admitted that so far it has been difficult to convince the majority of women to take part in political and civic matters.

"This area has to do with change of attitudes. Many women do not think they can make it. We are, however, working very hard to create awareness and it is not easy," said Kambobe, a former journalist now involved in social work for women.

Her organization is holding workshops in preparation for the elections. The meetings are mainly intended to encourage women to participate in lobbying the various political parties to select more of their women members as candidates.

President Chiluba has criticized the group for allegedly shunning his overtures for appointments to various positions.

"The few women I have approached and offered to nominate or appoint at various levels have turned down the offers," he said.

He said that his government deserved "a pat on the back" for having done so much to help improve the lot for the country's women as compared to some developed countries like Britain where, he said, former Prime Minister Margaret Thatcher's cabinet did not have a single woman, apart from herself.

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