

Use black press, trade magazines to market companies

Special to Sentinel-Voice

Q. Dear Regina: I am attempting to market an African-American museum so I can increase its revenue. We'd like to become more appealing to large groups. How might we accomplish this goal?

A: Start by advertising your venue as a meeting resource in national trade industry publications which target meeting planners.

Do not forget to advertise in noted African-American newspapers. And create well-designed and informative data describing your facility to African-American organizations and associations nationwide.

Though the Dallas-based Freedman's Cemetery Memorial (site of a burial ground of some 7,000 freed slaves) isn't due to open until October of 1998, the cultural site is already a proposed activity venue for the National Conference of Black Mayors for the year 2000.

An aggressive and flawlessly executed marketing and publicity campaign is mandatory in order to meet your goals.



Q. Dear Regina: As co-owner of a rapidly growing minority-owned business (grossing \$2.6 million in revenues in 1997 and now reaping lots of media attention because of a major contract we landed this year), I am caught in a bind: When the partners are invited on radio or television talk shows or to do newspaper interviews, there is invariably a conflict over who should act as

a spokesperson.

One of the four partners came across as cocky during a newspaper interview (he says he was misquoted) and another (who isn't a financial wizard) gave incorrect fiscal projections during a live radio talk show. What factors decide who should act as spokesperson for a growing company?

A: For radio and television interviews in particular, the partner who thinks the fastest on his feet and who has the most expressive and commanding speaking voice will best represent the company.

In other words, "show time" isn't the time to send forth the company comic, someone who stutters, or a partner who comes across as shy, cocky, or aloof.

Knowing the focus of any interview will help you decide which partner is most adept at answering questions. I'm sure that you all have individual areas of specialty. In some instances, radio or television hosts may interview a couple of the partners.

Questions? Call Regina Lynch-Hudson at (770) 717-7020.

Clinton

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expedite several new power generation barges to overcome power shortages for Ghana, a country dependent on hydroelectric power. The shortages were a result of El Nino-created drought conditions.

Ashanti Goldfields, the continent's largest Black-controlled firm, bought the barges and plans to move them to other nations on the continent after the need passes in Ghana. The largest initiative proposed by Clinton was \$120 million for African school improvement — a paltry sum compared to the \$100 million pledged for southern African trade by Singapore the same week.

However, the sum can go a long way if focused on technology such as the distance learning programs of WorldSpace, the

Washington, D.C.-based firm that is beginning satellite service to Africa this year, or African Continental Telecommunications, a similar company based in New York.

Thematically, Clinton gave support to the hopes of African environmentalists through his trips to Botswana's national parks and a meeting with environmental leaders. The new rush to open up African resources of energy and precious metals is rife with possibilities of polluting the surrounding land. The fight to preserve natural environments was at the heart of the killing of Nigerian activist Ken Saro-Wiwa and the repression of his Ogoni compatriots.

By bringing attention to that issue and to the issues of genocide in an East African summit, Clinton effectively used his office to let Africa's leaders know that the world is watching them.

We must, however, quarrel with whom he did not take on the mission with him. Secretary of Commerce Ron Brown would have had a plane full of business leaders, the kind of talent that Africa is most interested in seeing.

Clinton brought the Congressional Black Caucus. There is no rationale for leaving out Dr. Leon Sullivan, architect of the Sullivan Principles and founder of the African-African-American Summit.

Notwithstanding, the trip was an historic one. For African Americans, it must become the spur that removes our shame of being Africans and builds our desires to travel back home. Each African American must now begin to make it one of his or her's life goals to return to Africa. We must also return with our interest, turning away from blindly following the dictates of

European fashion leaders and recognizing the vitality of our own culture. We must insist that our schools study the people of Africa, in addition to its animals.

We must also return with our money. The Clinton trip now means that Africa is safe for investment. Ghana's and Botswana's markets leaped in the days after Clinton came. Fortunes will be made as a result. If we shy away from the opportunities to purchase thousands of privatized parastatals or invest in the 1,000 public companies on the continent, we will miss the best opportunity to build a capital base here in the United States.

And we will dishonor the souls of those who lie in the ocean between Africa and America.

John William Templeton is executive editor of "Griot."

Health

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Second Baptist Church, has been trying to promote healthy living through church activities since 1988.

He too urged people to see a doctor before their health problems become acute.

"Some of us want to become our own doctors and (they) die early because they don't get checkups and follow through on doctors' recommendations," he said. "If you wait till you get sick, your medical bills will soar."

"Believe me, it's no fun to

be lying in the hospital after a heart attack," said Davis, who believes his illness was brought on by stress but now eats better and walks at least three miles a day.

Davis' church has sponsored blood drives and workshops on blood pressure, AIDS and wellness.

"We were concerned about the staggering statistics dealing with heart attack, stroke, diabetes and prostate and colon cancer in the Black community," he said. "We wanted our people to be aware

of what will happen to them if they don't take better care of themselves."

The third week of April is National Minority Cancer Awareness Week. Johnson urges the public to get information on what they can do to improve their health.

Tapes

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should turn over for a class-action lawsuit that accused Texaco of racial discrimination. Another executive who is now retired, Richard Lundwall, taped the meeting.

At one point, Ulrich is heard saying, "I'm still struggling with Hanukkah, and now we have Kwanzaa, I mean I lost Christmas, poor

St. Nicholas, the (expletive) all over his beard."

Ulrich and Lundwall are being tried for allegedly destroying evidence that was being sought by the plaintiffs in the race-discrimination case, which was settled for \$176 million. They could be sentenced to 10 years in prison if convicted of obstruction of justice.

Apartheid

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National Congress.

Nationwide, the National Party received slightly more than 50 percent of its total vote from coloureds, Asians and other nonwhites. So as black Africans go about the difficult task of constructing a genuine democracy, they cannot rely on a coloured population that seeks to maintain their privileges by catering to white racists.

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

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