

BUSINESS

Successful business principles can be applied to life

Special to Sentinel-Voice

How many times have you told family and friends that you're going to do better in your personal and financial life in 1999? Was it just a lot of talk? If not, then what steps will you take toward gaining personal and success for your family, in 1999? There are seven basic principles you must adopt in order to guarantee yourself measurable success in 1999. Any goal you can conceive can be achieved by you if you consistently apply the following "Success Principles".

Take action. In order to achieve goals, you must initiate action. Take the offensive. Don't be afraid to struggle. Even though there are factors you cannot control, it will be your own actions more than anything else which determines your level of success in life. To win, you must be an action-oriented person with a goal.

Have clear goals. Clear, specific goals give purpose and direction to life. You are able to focus and concentrate your efforts because you know exactly what you want. Sounds basic, but most people only have vague notions of what they want to accomplish. This vagueness creates a lack of focus and direction which guarantees failure. You must have clear goals, in writing with 25 words or less, containing specific deadlines. A goal without a deadline is just wishful thinking.

Harness enthusiasm and drive. Emotion is the force

Business Exchange

By William Reed,
Publisher of Who's Who in
Black Corporate America.



which drives human action. Success most frequently goes to people with the greatest drive. Make your emotions work for you and not against you. The way to do this is to spur specific action aimed at a specific goal.

Master a craft. Success requires that you be good at something. There must be some skill, ability or craft at which you are one of the best. The only way to master a craft is with practice.

Imitate the best. It is seldom necessary to re-create the wheel. In virtually every instance, someone has already achieved what you want to achieve. Learn from their successes and failures. This requires acquiring knowledge. Read, ask

questions and ask for help.

Get the most out of each day. It's been long established that the most effective way to get the most out of life is by endeavoring to get the most out of each day. Do not waste time. Only do things which serve constructive purposes. However, this does not mean always being "busy." Rest and relaxation are not a waste of time. They are physical necessities. Life would not be worth living if you did not reward yourself with pleasure, you must enjoy yourself. The best way to get the most from each day is to operate from a plan using a "things-to-do-list."

Think effectively. What you do and the level of enthusiasm with which you do it is determined by how you feel. And how you feel at any moment is determined by what you are thinking. Thus, it is critical that you think an abundance of positive, effective thoughts. Anxiety and worry lead to self-defeating behavior. Thinking is effective if it is aimed at finding solutions.

The above points show you how to win in 1999, and throughout life. Complete guides are available (\$7.95) from the International Exchange Network, 2054 National Press Bldg., Washington, D.C. 20045.

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

Corporate bonds could be silver lining in cloud of uncertainty

Special to Sentinel-Voice

The cloud hanging over the world financial market and economic uncertainties here at home have dampened enthusiasm for stocks of U.S. companies and also for bonds issued by many of these same corporations. This has resulted in not only bargain prices for some company stocks but also attractive opportunities for corporate bonds. Some financial experts are predicting a comeback in corporate bonds in 1999, which could make now a good time to consider buying these fixed-income securities. (Of course, there can be no assurance that financial experts will be right; the decision to invest is ultimately yours).

But before explaining why corporate bonds may be a good buy opportunity, let's take a brief look at these securities.

When you purchase a

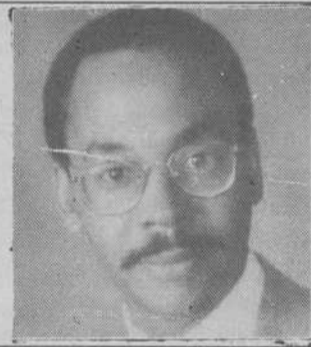
corporate bond, you actually are making a loan to the issuer — the corporation, which promises to pay you a specified interest rate and to return the face value of the bond at maturity.

Usually, the more risk associated with the corporate issued, the higher the interest rate it must pay on its bonds to sell them. In addition, the longer the maturity of a bond, generally the higher the interest rate it will pay. Corporate bonds are generally available in \$1,000 increments and pay interest twice a year.

Before purchasing a corporate bond, you should be aware of the bond's quality rating. The two most-recognized independent rating companies, Moody's Investors and Standard & Poor's, rate bonds based on the issuer's credit rating and ability to repay, even under adverse economic conditions,

Financial Report

By Fred T. Snyder



bonds rated BAA or higher by Moody's or BBB or higher by Standard & Poor's are considered investment grade bonds, meaning their risk level is appropriate for most investors.

One indication that corporate bonds currently are good buy opportunities is when the gap widens between yields on corporate bonds and treasury bonds. This scenario has occurred recently as investors spooked by the declining stock market have sought safety in treasuries, boosting demand for these

securities, resulting in higher prices and lower yields. On the other hand, concerns over future corporate profits have had just the opposite effect on corporate bonds whose prices have remained steady or fallen, keeping yields above that of treasuries. In fact, experts say that corporate bonds are as attractively priced as they have been since 1990 and 1991.

For example, high-quality double-A-rated 10-year corporate bonds of industrial companies recently yielded

about 4.91 percent — roughly 69 one-hundredths of a percentage point more than comparable benchmark treasuries.

But remember, to receive the relatively higher yields offered by corporate bonds, you have to hold these bonds to maturity. If you sell the bond prior to maturity, it could be worth more or less than you paid for it. Additionally, while government bonds are guaranteed as to the timely payment of principal and interest by the U.S. government, corporate bonds have no such guarantee.

If you're considering

buying corporate bonds, you should stick with high-quality issued by companies whose businesses are cyclical and may be out of favor in the current economic environment. Your financial consultant can help you identify corporate bond opportunities suited for your particular situation.

Looking for the silver lining in less-than-ideal investing climates can help your portfolio weather the current storm and face brighter days ahead.

This article was provided by A. G. Edwards & Sons, Inc., member SIPC, Fred T. Snyder/investment broker.

Report: Minority stations paid less for ads

WASHINGTON (AP) — Advertisers often bypass or pay less money to minority-owned radio stations geared to black or Hispanic listeners, but it is unclear why, a report said Wednesday.

The Civil Rights Forum on Communications Policy, an advocacy group based here, wrote the report commissioned by the Federal Communications Commission at a cost of \$20,000, said the forum's research director, Kofi Ofori.

The report found that 91 percent of the 64 minority-owned radio stations that responded indicated they had

encountered "dictates" by advertisers to not buy ads on their stations. A total of 284 minority-owned stations were surveyed and 64, or 22.5 percent, responded.

In a different survey of 3,745 stations, the report found that advertisers on average paid minority-owned radio stations targeting a minority audience 29 percent less per listener than non-minority owned stations targeting a general audience.

The report didn't pin down the reasons. Many factors, however, could be responsible, including audience demographics,

ratings or whether the station is owned by a company operating many radio stations, the report acknowledged.

Still, the report said anecdotal data suggest that "in certain instances, the media buying process is guided by ethnic/racial stereotyping, underestimations of disposable income, the desire to control product image, unfounded fears of pilferage, etc."

"Those stations that serve minority communities are not getting their fair share of advertising dollars," said Bill Kennard, the FCC's first

black chairman. But Kennard said it is too early to tell whether new regulations are needed. "At this stage, we're trying to gather the information and determine what the appropriate role for government is," he said in an interview.

Another commissioner called for follow-up to see what's causing the differences.

Wallace Snyder, president of the American Advertising Federation, urged advertisers to base purchase decisions on facts and research. He called on

(See Ads, Page 7)

Black Women:

STOP PULLING YOUR HAIR OUT!!!

ADD-ON HAIR

"The Safe & Easy Way"

BEFORE



AFTER



- NO GLUING (no breakage)
- NO SEWING (no pulling)
- NO BRAIDING (no all day)

Let me demonstrate "The New Method" to Add Length, Volume or Cover Thinning!

Call me today

(702) 312-3657, Yolanda

1-888-572-6733 pager/voice mail