



Commission scolds UMC for advertising

Catisha Marsh
Sentinel-Voice

Tensions ran high Tuesday as Clark County Commissioners butted heads in a University Medical Center board meeting on the fairness of a proposed \$1.65 million advertising contract between the county-run hospital and Dunn Reber Glen Marz, a local advertising firm.

Commissioners Myrna Williams and Dario Herrera said UMC administrators weren't effectively targeting ethnic media in advertising and marketing campaigns. Commissioner Erin Kénny defended the hospital's efforts and successfully pushed for the DRGM contract, but not without hearing from commissioners and media about the need to bump up advertising to



Sentinel-Voice photo by Ramon Savoy

DRGM official responds to questions after the meeting.

minority media.

Several members of the minority media are upset at receiving scant portions of UMC's nearly \$1 million annual budget.

In 1998, UMC spent

approximately \$800,000 in direct advertising, but only \$4,500 with hispanic media. No advertising funds were spent with black-owned media outlets.

Using Nielsen and

Arbitron ratings, UMC President Bill Hale defended the hospital, saying it has been effective in reaching different groups, particularly Hispanics.

According to Arbitron ratings, Hale said UMC advertising reached 76.4 percent of African-Americans via radio. He failed to clarify how he arrived at that number.

He said figures on how UMC's television marketing affected African-Americans were unavailable because Nielsen doesn't track the percentages.

In an interview with the Sentinel-Voice, Hale said that UMC targets ethnic groups "deemed appropriate." When asked specifically how UMC reached out to blacks, he said that he recalls using African-American actors in

UMC television commercials.

"Do you advertise at all with KCEP?" inquired Commissioner Yvonne Atkinson-Gates during the meeting.

"No. I don't believe KCEP accepts advertising," Hale said.

"KCEP does accept advertising," Williams said, "just not political advertising."

Kenny staunchly defended UMC's efforts.

"I intend to sign the contract," she said. "You have to look at all the factors. You have to look at the community outreach that occurs. There's a far higher proportion of people participating (at UMC) than what's represented by the population. For instance, the (See UMC, Page 17)

Guinn signs 'Sherrice Iverson' bill

CARSON CITY, Nev. (AP) - Adults will have to tell police if they witness child abuse or face six months in jail under a "Sherrice Iverson" bill signed by Gov. Kenny Guinn Friday.

Most family members would be exempt under the bill named for the 7-year-old who was strangled in a Nevada casino restroom. The only exception would be if a parent were the abuser. Then, the other parent would be required to report it to police.

The bill authored by Assemblyman Richard Perkins, D-Henderson, was prompted by the (See Iverson, Page 2)

Rights heroine awarded Congressional Gold Medal

Catherine Strong

WASHINGTON (AP) — Hailed by lawmakers as the mother of civil rights, Rosa Parks was honored with the Congressional Gold Medal Tuesday, the highest civilian award given by Congress.

Parks, 86, was lauded by the House and Senate leadership and President Clinton for an act of defiance more than four decades ago.

On Dec. 1, 1955, the seamstress, tired after a day's

work in Montgomery, Ala., refused to give up her seat to a white man on a segregated city bus and was arrested for her defiance.

Her arrest set off a lengthy bus boycott by thousands of blacks — led by the Rev. Martin Luther King Jr., then a local minister. The boycott lasted about a year until the Supreme Court declared Montgomery's bus segregation law unconstitutional.

(See Parks, Page 5)

U.S., South Africa ties likely to deepen

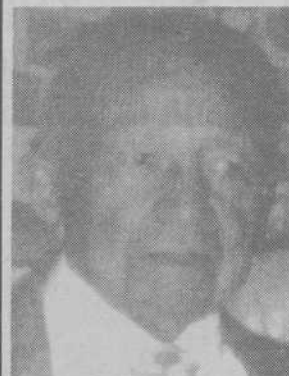
WASHINGTON (AP) — South African President Nelson Mandela has been something of a prickly partner for the United States over the years, establishing friendships with countries viewed by the State Department as pariah states.

Mandela counts Cuban President Fidel Castro among his friends and this week invited Libyan leader Moammar Gadhafi to attend the ceremony at which

Mandela will hand over the presidency to his elected successor. But Clinton administration officials as well as private analysts say the positive aspects of his five-year term overwhelm the disagreements. They believe that the relationship will deepen under Mbeki.

One senior official, speaking on the condition of anonymity, dismissed South Africa's penchant for (See Ties, Page 3)

Ray of Light



CLARENCE RAY

Juanita Ray accepts a proclamation from County Commissioner Yvonne Atkinson-Gates dedicating a park in the name of her late husband, Clarence Ray. Ray was an active member of the West Las Vegas community in the 1930s and early 1940s helping secure civil rights and political advancement for its residents. (Adjacent) A young girl attempts to slide.

Sentinel-Voice photos by Ramon Savoy

