

# COMMUNITY BILLBOARD

## Left of Center Resident Artists Invitational

Through June 30th, Left of Center Art Gallery, 2207 W. Gowan Rd. An exhibit of works of resident artists as well as featuring new works by artists in the L.O.C. mentoring program. An exciting variety of paintings in various styles and techniques. Call 647-7378.

### THURSDAY, JUNE 17

**1999 Outreach Training Workshop, Marketing Your Small Business**, 9 am - 11:30 am, 1st Floor, Pueblo Room, Clark County Gov't Center, 500 S. Grand Central Pkwy. Call 455-4432 or 229-2550.

### FRIDAY, JUNE 18

**"Fruits of Africa", International African Heritage Festival**, 10 am, through Sunday, June 20, Las Vegas Convention Center's Gold Lot. International African Heritage Market Place & Art Exhibit showcasing the history, art poetry, crafts, fashions, health and more. Food and live entertainment. Call 454-1212 for further information.....**High Rollers Chapter of the American Merchant Marine Veterans Regular Meeting**, 11 am, Police Protective Association Building, 1250 Burnham. Call Bill Erin at 293-7438.

### SATURDAY, JUNE 19

**The President of the National Organization for Women, Patricia Ireland, will be a guest at the next regular meeting of So. Nevada NOW**, 1 pm, Clark County Library, 1401 East Flamingo. Public welcome. For info. or one on one interviews with Ms. Ireland please call 598-2675..... **Lied Discovery Children's Museum** celebrates the spirit of freedom with the opening of **"Wade in the Water: African American Sacred Music Traditions"**, 833 Las Vegas Blvd. North. The Smithsonian Institute traveling exhibition, traces the evolution of gospel music from its roots to present day usage. Throughout the series the museum will host a Sunday afternoon music series at 2 pm. Call 382-3445 ..... **A & A Gospel Association** and **The Gospel Tornadoes** present **The Fantastic Goldenaires of Oklahoma City, Oklahoma. Also appearing-The Gospel Tornadoes and the Gospel Keylites of Las Vegas**, 7:30 pm, Greater Faith Missionary Church, 2736 Chamberlain Lane. Admission \$5. For additional info call A & A Gospel Assn. at 399-7461..... **The M.G.T. & G.C.C. of Muhammad Mosque # 75** presents its **Annual Walk-A-Thon (Walking in the Spirit of Rebuilding the Family)**, 8 am, 1402 D/Jackson Street. For more information contact: Sis. Lynda Muhammad at 638-8051..... **Marble Manor Resident Council to host Sixth Annual Juneteenth Celebration**, 10 am - 7 pm, 810 JJ Street. The day long event will include drill team performances, booths, election of officers and soul food to die for. For information and booth space call 647-0654 **Patricia Brown-McNealy, President.... Community Event, "Relocation the Right Way-People on the Move,"** 6 - 9 pm, Las Vegas Art Museum. Invited Guest Speakers; Vice First Lady Tipper Gore and the Honorable Andrew Cuomo.... **Craftfair/Upscale Parking Lot Sale**, 8 am - 3 pm, Greater New Jerusalem M.B.C. parking lot, 1100 North "D" Street. Lot spaces are available, but limited. Deadline for reserving a space is June 14. Interested parties please call 459-1018 or 648-1784 for more info..... **Southern Nevada Area Council, American Business Women's Association, Leadership Forum**, 9 am - 1 pm, Holiday Inn, Flamingo and Paradise. A continental breakfast will be included in reservation price. Call Sheila Hodges, President, Southern Nevada Area Council for reservations and additional information at 795-3080.

### SUNDAY, JUNE 20

**5th Annual Golf Classic** presented by The Southern Nevada Retail Beverage Scholarship Fund and the Black Tavern Owners & Retail Beverage Association, tee time 8:00 am Shotgun, Las Vegas National Golf Club. Call Lillian to register today at 313-5257 for more info.

### THURSDAY, JUNE 24

**Meeting of Las Vegas Champions Volunteers for Canine Companions for Independence**, 7 pm, West Charleston Library Conference Room, 6301 W. Charleston Blvd. CCI enhances the lives of people with disabilities by providing highly trained assistance dogs and ongoing support to ensure quality partnerships. Call 739-6569.

### ONGOING

Help another adult learn to read with the **Computer Assisted Literacy in Libraries** program. Tutor training orientation will be held on Monday, July 12, 5 - 9 pm, Las Vegas Library. Interested? please call 382-3493, ext. 216 for further information..... **Senior Citizens Art Competition Award Winners, "Life in Nevada, Past and Present,"** through July 26, in the lobby of the Grant Sawyer Building, 555 East Washington..... **Ms. Senior Nevada Pageant** is seeking contestants for the 1999 statewide event to be held August 1 at the Carson City Community Center. The Pageant is open to all female residents of Nevada who are 60 years and older. Contact Karen Cummins 566-7812..... **Economic Opportunity Board of Clark County's new Senior Center summer registration** going on now for computer, Spanish and painting classes. Other services and activities provided free to seniors are: nutrition, ceramic classes, quilting, fitness room, Bingo sessions and more. Call 647-2536 and speak to Hazel Geran or Ida Davis.... **United Ski Clubs of Las Vegas Social Meetings**, Thursday evenings, 7:45 pm - 9 pm, Moose McGillyCuddy's. It's a year-round social club devoted to weekend and midweek trips for skiing, snowboarding and other numerous trips. Contact Andrew Larson at 392-SNOW (7669)..



## BRUSH UP

Children receive toothbrushes and other hygiene items during a recent health fair sponsored by Masjid As-Sabur.

Sentinel-Voice photo by Ramon Savoy

## UMC

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Hispanic population in Nevada is 14 percent, yet, we have a 35 percent penetration of Hispanics at UMC. UMC's grassroots campaign is very strong and effective. I think that we can conclude by saying that UMC has done a considerable job of reaching out to the community."

Williams disagreed.

"Firstly, we have to look at all minority populations, not just Hispanics. I applaud the community outreach, but I think that ethnic media should have the same opportunities to make money as anyone else. ... There aren't nearly enough dollars being spent with ethnic media."

Scott Gentry, general manager for Telemundo, KBLR TV 39, said there are inherent flaws in Nielson and Arbitron statistics to gauge the penetration of ethnic

markets.

"Those numbers are not as accurate as you'd hope," he said. "For instance, Nielson only has 30 boxes, which can't be used to accurately measure penetration in the Hispanic market and just because you're doing Spanish language commercials, that doesn't mean that you're effectively advertising culturally. Twenty percent of Hispanics don't even speak Spanish."

Herrera blasted UMC for not being in touch with Latinos, African-Americans or seemingly any non-white population.

"Do you get the best bang for your buck by producing an English spot and doing a voiceover in Spanish?" Herrera asked after watching UMC's Spanish-language commercials. "I speak Spanish, and I didn't

understand any of those ads. Does that mean we're maximizing our advertising dollars?"

Herrera also took issue with the \$440,000 price tag for producing the commercials.

"The cost of production—I think it's exorbitant," he said.

A DRGM executive said the average of \$60,000 for an ad wasn't far-fetched at all.

"The purpose of advertising—," the official began, before being interrupted by Herrera who said, "I appreciate the education, but I already know the purpose of advertising."

"Our product is healthcare. We should be inclusive in that," Atkinson-Gates said. "I will approve it (the contract) under the condition that the staff will commit to getting the word out to the whole community."

"I'm in a quandary," Williams said. "I want to make sure other media outlets have the opportunity to make money. The quality of work of DRGM is not in question. It's the breadth of the work. I want to make sure there's some fairness." The Commission ultimately approved the contract.

"This is outrageous," said Charles McCarthy, editor of El Mundo, a Spanish weekly and one of the most outspoken opponents of the contract. "They (the commissioners) caved in. It's a fix though. Two people at two different times told me before the meeting how everyone was going to vote and it's a shame. DRGM might be nice guys and good at advertising, but they don't understand how to measure what works and they have no clue about the Hispanic or any ethnic market."

## Reform

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happens in the rank structure."

About a dozen officers still face department hearings stemming from the Louima incident, including the three acquitted in the federal trial.

Federal and state civil rights officials also have launched inquiries into the department's "stop and frisk" procedures. And the Brooklyn U.S. Attorney's Office is looking into whether the department has adequately investigated its officers in internal disciplinary matters.

Meyers criticized Giuliani for not heeding some of the reforms called for by a task force the mayor created in the wake of the Louima scandal. Among them: a residency requirement for officers, a monitor to oversee brutality investigations and the abolishment of a rule that lets officers stay silent for two days after a shooting.

Safir has said repeatedly that the NYPD has either implemented most of the task force's recommendations, or was already working on them.

If Giuliani and Safir didn't react defensively to criticism and listened more to critics, the department might have a better image, Meyers said.

"This is a time when they should be enjoying a great deal of public support for the dramatic reduction in crime," he said. "There's a difference between aggressive and brutal policing, and I don't think most officers know the difference."

## CLASSIFIED ADVERTISING

## EMPLOYMENT



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Southwest Gas Corporation, a premier natural gas company engaged in purchasing, transporting and distributing natural gas to residential, commercial and industrial customers invites you to visit our website or call our job hotline for information about job opportunities. Applicants and resumes are accepted for published vacancies only. Call our job hotline at (702) 365-2085 or visit our Website at: [www.swgas.com](http://www.swgas.com)

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