

# Watkins tabbed 100 Black Men chief

By Albert C. Jones  
Sentinel-Voice

Theodore A. Watkins, a charter member of the Las Vegas Chapter of 100 Black Men of America, was elected president during the organization's annual meeting Tuesday night.

Watkins headed a slate of eight officers and three at-large board members elected to two-year terms by about 50 members who attended the meeting at La Chateaux, a banquet facility on West Sahara Avenue at Rainbow Blvd. Watkins succeeds Larry J. Mosley, who served consecutive two-year terms as president.

"I feel so good to be able to pass the gavel in December to Ted Watkins and his

dream team," Mosely said. "This slate we elected tonight is a dream team. These men are committed. Their loyalty to the new president is important. As a board, we will have discussions about going left or right.

"When we vote to go right, that means we all go right," Mosley, a chapter charter member, said. "We expect these officers to be the first to pay dues and assessments."

Watkins ran unopposed. "I'm very excited about being elected president of this chapter," he said. "I am very proud. This is an awesome responsibility. The Lord has given me an opportunity to be a beacon of light in the community. I feel humbled the brothers have shown this

kind of confidence in me."

Watkins, who relocated to Las Vegas six years ago from Philadelphia, said he plans to broaden the group's acts of compassion in the community.

Part of the group's mission is to mentor students and work collaboratively within the community.

"We are going to reach out for return value," Watkins said. "We will continue to concentrate on serving the African-American community.

The more we give the more we receive. I would like us to include in our outreach the United Way and Opportunity Village. I would like to see us start a program where we work with the physically chal-

lenged."

Watkins holds a Bachelor of Science in business management and is pursuing a master's degree in organizational management from the University of Nevada, Las Vegas.

He has served the chapter as recording secretary, vice-president of external affairs and most recently as vice-president of internal affairs.

He is married to Charlotte Watkins. The couple has a daughter, 12-year-old Kirstin. They live in Henderson.

In a change in bylaws, Mosley becomes president emeritus and becomes a voting member of the board of directors for two years.

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Photo special to Sentinel-Voice

Grand Master Tyrone C. Freeman of the Most Worshipful Prince Hall Grand Lodge of Nevada, right, awards a \$500 scholarship to Kendahl E. Williams.

## Prince Hall Masons celebrate outreach

Special to Sentinel-Voice

The Most Worshipful Prince Hall Grand Lodge of Nevada, under the leadership of the Grand Master Tyrone C. Freeman, recently awarded three \$500 scholarships and a \$500 grant to deserving students. The scholarship recipients are Vacheral M. Carter (who attends Simpson University in Redding, Calif.), Femica L. Ratchford (the University of Nevada, Las Vegas) and Kendahl E. Williams (UNLV). The \$500 grant is annually awarded to the Minority Engineering Program at UNLV.

The awards mark a recent spate of activity for the Prince Hall Grand Lodge. On Sept. 12, members of the Grand Lodge attended church services at the Great Commission Church. A day earlier, they celebrated the start of Prince Hall Weekend with a cookout for brothers, family, friends and the community at Silver Mesa Park.

A non-profit organization that promotes educational pursuits, personal talent development and community service, the Prince Hall Grand Lodge strives to live up to three principals: Brotherly Love, by showing tolerance and respect for others; Relief, which teaches Masons about charity; and Truth, which requires Masons to aim for a high moral standard in all endeavors.

Prince Hall is the patriarch of freemasonry practiced by men of color in the United States. Prince Hall Masonry is the oldest Black fraternal organization in America. It began on March 6, 1775, when Hall and 14 other Black men were initiated into Masonry in Boston, Mass. The Prince Hall Grand Lodge of Nevada was formed in the early 1980s.

## Yahoo

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the way they categorize things."

Andrews became so outraged that she sent e-mails to everyone she could think of, including journalists and civil rights activists. One of them was forwarded to the NNPA News Service.

The number of pornographic sites viewed depends on whether the filters on your computer are turned on or off. Filter settings can be found under the preferences option on the home page of all Internet search engines and allows the user to block adult content and X-rated images.

When searching "Black teens" on Yahoo!, with the filter off, there were approximately 228,000 results. Of those, approximately 99 percent were pornographic sites. Of the 26,800 results for "White teens," only 25 percent of the content was pornographic.

AltaVista, a subsidiary of Yahoo!, was even worse. When searching "Black teens" and "White teens," with the filter off, 99 percent of approximately 227,000 results for Blacks were pornographic, while 10 percent of approximately 27,100 results for Whites were pornographic.

"Yahoo! Search ranks results utilizing an algorithm (computational formula) that assesses how relevant a Web site is to a particular query by analyzing the Web page text, title and description accuracy as well as its source, associated links, and other unique document characteristics. The results that are presented are a reflection of what is on

the Web," Stephanie Ichinose, a Yahoo! public relations manager, says.

In 2003, Yahoo! purchased Web search software firm Inktomi for \$235 million. Shortly thereafter, they introduced Yahoo! Search. According to the company, "Yahoo! Search touts a cleaner, easier-to-use interface and faster ways to find relevant information."

Company officials refuse to take total responsibility for what shows up on the screen. "From time to time, various Web sites will make their site seem more important by manipulating the algorithms and descriptions," Ichinose says. "There are billions of Web pages out there. We try our best to sift through them all."

To some critics, Yahoo! is trying to shift blame.

"I don't care about their mathematical algorithms. Maybe they need to change their algorithms," Andrews says. "They may not want to spend the money to fix the problem, but they sure need to."

According to Martin Rinard, a computer language engineering professor at the Massachusetts Institute of Technology (MIT), all search engines are based on mathematical algorithms. Once the company develops a specific algorithm, the computer looks for content based on that formula.

"I know at one point Yahoo! and AltaVista were using much less sophisticated search engine technology. I know Yahoo! is constantly working on their algorithms," explains Rinard. "When Google first came out, they

were much better than any other search engine because they determined everything by links. They figured if a lot of sites linked to one particular site it must be a good site. That's how they developed their algorithm."

When searching on Google, returns for Black and White teens were not markedly different. Of approximately 608,000 results for "Black teens," approximately 30 percent of the content was pornographic. Of the 83,800 results for "White teens," approximately 20 percent was pornographic, a difference of only 10 percent.

All three search engines returned sexual content when searching "Asian teens," but none of them returned adult Web sites when searching "Hispanic teens."

Yahoo! attracts more than 220 million visitors each month, making them one of the most popular Internet portals. Most of its revenue is derived from banner advertising sales and sponsorship ads. The company also sells search engine result listings to advertisers.

"Yahoo! strives to promote inclusiveness and a wide range of free expression on the Internet and in the experience we provide. When content is in violation of our Terms of Service, Yahoo! will evaluate and take the appropriate action," Ichinose says.

Andrews, who lives in Concord, Calif., 33 miles east of San Francisco, says that isn't enough.

"Just like there are regulations on nudity on television, I think there should be the same regulations on the

Internet," she says. "It's not fair that my 7-year-old daughter, who is very Internet savvy, could see something like this when searching something as basic as 'Black teens'."

Julia Hare, an educational psychologist and co-founder of The Black Think Tank in San Francisco, says that explicit images of young women represent an extension of the exploitation that has occurred in the media for years.

"The Internet is the new way of exploiting Black women and degrading us. At first they portrayed us as Aunt Jemima's and nannies—now they portray us as these nymphomaniac, sex-craved people," Hare says. "The Internet is a reflection of life. Black exploitation still makes millions of dollars as it did in the 60s."

She adds, "They're [the White media] determined to keep us down because they know we aren't going to speak out and fight for our own liberation. We need to stand up. Get our own search engine, stop using Yahoo!, Google and any other Internet site until they change the way they categorize Black teens in their portal."

Andrews agrees. "When I found what I found, it was like the culmination of what White America thinks of us," she says. "I would love to boycott Yahoo! and make them an example, since they are so overt about providing one-sided information. I think Yahoo! is passing the buck and refusing to take responsibility. As long as they are making money, they don't care."

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