

Jakes

(Continued from Page 1) where he pledged reconciliation between the Black church and the Black Press.”

“The story was not unfair,” says Smith, publisher of the *Atlanta Inquirer*. “In my conversation with (Jakes), he said the story was one-sided, but we did not know how to get to him.”

“The same person that they reached [me through] when they invited me (to their convention), that we worked out arrangements for, that scheduled the appointment was (Washington D.C. publicist) Ofield Dukes,” counters the esteemed Jakes. “All they had to do was talk to Ofield and it would have been fine. I just resented the fact that the way Black people in America do business is done in the press and not in person.”

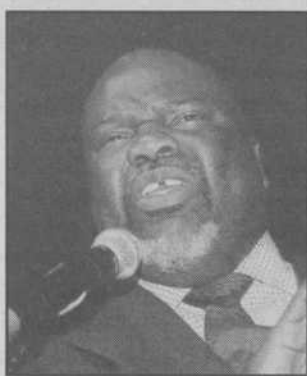
“If I had known Ofield Dukes was his conduit, then I would have done that,” replies Smith. “For someone to have to jump through that many hoops in order to get to him in order for him to have a say — whether it is one-sided or not — I think that is his fault. But by the mere fact that he told me in Chicago to get in touch with his people, I thought that was an insult to me.”

For his part, Bishop Jakes said he came to the Black Press offering an olive branch and agreeing to write a weekly column for the NNPA News Service free of charge.

“They invited me to the Black Press (convention), and we did say that we were going to work together,” he readily admitted. “They did not say that the cost of admission was how much money I spent. No one said that in the entire meeting. And, if that was the meeting was about, I don’t have to come speak for that. They need to send a business proposal to a marketing director. And it can’t be done in June for a (MegaFest) meeting that occurs in August, because we bought our ads months and months ago, and we do it nationally and not locally.”

The *Atlanta Voice* Sales and Marketing Director Cheryl Mainor offers this account:

“The sales department began talking to Cheryl Thomas with Potters House in January. In May, they committed to running an ad before Mega Fest. In July, Jacquelyn Jakes called and said they had exhausted their local advertising budget and



“To be called cheap in that article was an insult... You don’t resolve a business conflict ‘yellow journalism.’”

— Bishop T.D. Jakes

would we like to barter for tickets to their entertainment events. The *Atlanta Voice* declined and checked with other Black-owned Atlanta newspapers — none of them had received any advertising, either.” Adds *Dallas Weekly* Publisher and *Atlanta Voice* President James Washington, “After all, you don’t preach a sermon and not pass the collection plate.”

“I am not opposed to marketing in the Black Press, but the article makes it sound like I put money into other print media and that I deliberately snubbed the Black Press when, in fact, this is simply not the truth,” he later e-mailed. “With the exception of ads we ran in the papers of our MegaFest media sponsors and the ad we ran in the *Atlanta Journal Constitution* thanking the city for their hospitality and announcing, as we did last year, next year’s conference dates, we did not buy ads in any newspaper, including the Black Press.”

Jakes, who has been dubbed “America’s Best Preacher” by *Time* magazine, calls the NNPA criticism and the story appearing in most of the NNPA newspapers an unwarranted and unfounded attack.

“It is an integrity issue — to print it, to write it and to slander me was not being fair,” argues Jakes, a hugely popular TV evangelist who heads the Dallas-based mega-church Potters House. “The only thing they accused me of was not giving them a piece of money and that is not a crime, it is a business decision. And, to retaliate in that manner was totally unprofessional.”

He also suggests that Black-owned publications are walking an ethical fine line between journalism and advertising sales. “I am under the impression that most newspapers separate their marketing departments from their news departments to ensure that the news stories they publish are not tainted or influenced by the dollar amount spent by the subject

of the articles,” he says. “And what we’re discussing here is a prime example of what happens when marketing and business issues bleed over into the newsroom. Without that separation how can your readers be certain that articles are unbiased and are not influenced by the subject’s financial contributions to the publication?”

“Marketing didn’t ask us to do this article,” responds *Voice* Editor Stan Washington. “I heard what happened and felt that it was newsworthy, in light of the June meeting with the NNPA. Instead of being mad at the Black Press, Jakes should call his staff on the carpet for dropping the ball and subsequently embarrassing him. He should ask his marketing people, ‘How come we didn’t make any buys with

the Black Press in Atlanta?’ They sure know how to find us when it comes time to send out press releases for free publicity.

“As far as ‘business issues’ bleeding over into the newsroom,” Washington continued, “It takes money for Jakes to continue to free souls, and it takes money for the press to continue to free minds. I will add that Jakes is under no obligation to spend a dime with the Black Press. In the end, we’re talking about Black businesses and organizations recycling their dollars within their own communities. A free column by Jakes doesn’t add a nickel to the bottom line.”

In an effort to ease their estrangement, Smith, the recently installed NNPA President, is firing off a letter to Bishop Jakes requesting a

meeting with him and his chief financial officer and other top officials to repair the damage and cement the “unique partnership” between the Black church and Black Press that had previously been discussed at the June NNPA convention.

“Let’s put this behind us; let’s begin a dialogue; let’s see how we can best complement one another,” Smith adds. “And, it is not just necessarily about advertising, it’s about the relationship that should be for the good of the communities that the NNPA serves.”

Jakes now says, “I’ve discussed this with NNPA President John Smith, and I’ve concluded that the whole matter is largely a misunderstanding.”

Maynard Eaton writes for the Atlanta Voice.

CLASSIFIED ADVERTISING

LEGAL NOTICES

LAS VEGAS

INVITATION FOR BID
Bid Number: 06-1533

PURCHASE OF STAIR TREADS

Documents pertinent to this advertisement may be examined and obtained between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday. To request a copy of bid documents call (702) 892-2950, or visit our website purchasing.lvcva.com

Las Vegas Convention and Visitors Authority
Purchasing Department
Room A203
3150 Paradise Road
Las Vegas, Nevada 89109

Pre-Bid Conference: FRIDAY, AUGUST 19, 2005, 9:00 A.M. at the Las Vegas Convention and Visitors Authority, Facilities Conference Room, 3150 Paradise Road, Las Vegas, Nevada 89109.

Bid Opening: FRIDAY, AUGUST 26, 2005, 2:00 P.M. at the Las Vegas Convention and Visitors Authority, Facilities Conference Room, 3150 Paradise Road, Las Vegas, Nevada 89109.

Sealed written bids must be received by the Purchasing Department, at the Las Vegas Convention and Visitors Authority Central Purchasing Office, Second Floor, Room 203A, on or until 2:00 PM, AUGUST 26, 2005 PST. Bids will be accepted if date/time stamped 2:00 PM PST, date/time stamps of 2:01 PM PST or later will be rejected. Proposals will be publicly opened and read aloud, immediately after the established closing time and date. Submittal by fax is not acceptable.

Note: This Invitation does not constitute an order for the goods or services specified. No bidder may withdraw his bid for a period of ninety (90) days after the actual date of the bid opening.

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Housing Authority of the City of Las Vegas

PUBLIC NOTICE
EFFECTIVE THURSDAY, AUGUST 11, 2005
AT 5 PM UNTIL FURTHER NOTICE

The Housing Authority of the City of Las Vegas (HACL) provides housing subsidized housing for low-income persons who meet both the Department of Housing and Urban Development’s (HUD) and HACL’s admission criteria. Our agency also offers self-sufficiency programs to assist its participants in overcoming barriers to become self-sufficient, including becoming free of all public assistance. HACL also offers Homeownership options for both its eligible Public Housing and Section 8 Housing Choice Voucher Participants. This homeownership option includes purchasing some of HACL’s scattered-site homes to eligible public housing residents or Section 8 participants.

HACL provides free translation and interpretation services for its program eligible clients, who may not read, write or speak English (Limited English Proficiency Persons) to ensure all programs and services are fully accessible to all eligible clients. HACL has bi-lingual staff available as well as services of professional interpreters to ensure language is not a barrier in providing services in a timely and professional manner.

The following Housing Programs wait lists will be closing, effective Thursday, August 11, 2005 at 5:00 pm.

Conventional Public Housing - Bedroom sizes: 1 and 4 only
Section 8 Project-Based Program (Juan Garcia)
Section 8-Housing Choice Voucher Wait List is currently closed

Applications are accepted Monday-Thursday from 8 am – 12 noon and 1 pm-5 pm (except holidays) at HACL’s Admissions department located at 420 N. 10th Street, Las Vegas, Nevada 89101. Disabled and out-of-state applicants may call (702) 922-6950 and request an application be mailed. Applicants may also log into our website at: hacvl.org and print a preliminary application and return this preliminary application by mail or by bringing it into our office. For additional information, please call (702) 922-6950 or our TDD (for hearing impaired) number at (702) 386-0789. Please ensure all questions are answered to prevent your application from being returned. If you require future communication in a format other than written English, please advise staff as soon as possible.

Preference points for all applicants that meet the criteria for each preference shall be assigned to all applicants. HACL provides preferences, which will be verified, for:

Applicants who work or who are enrolled in a training program (including applicants who cannot work because of age or disability):

- Families that live or work within Clark County;
- Disabled veterans and
- Family of deceased veterans

Preference points will impact your placement on the waiting list. Further explanations of preferences are printed on the cover of our preliminary application.

Our goal is to ensure all “eligible” applicants have every opportunity to access our programs. Please advise staff if we can assist you with any concerns.

The Housing Authority of the City of Las Vegas is an Equal Housing Opportunity provider.

The Housing Authority of the City of Las Vegas does not discriminate on the basis of color, sex, religion, race, disability, familial status, age, or national origin. Our agency shall provide reasonable accommodations to disabled clients to ensure all programs and services are accessible. If you need a reasonable accommodation, please put your request in writing to the Attention of: LVHA 504/ADA Office 420 N. 10th Street. You may contact our agency for additional assistance in making your request by call (922-6900 or 922-6950).

Si no puede leer este formulario porque no lee ingles o requiere que esta comunicacion sea interpretada o traducida, pro favor llame inmediatamente a nuestra oficina (922-6950) para una interpretacion o traduccion gratuita.

REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

INVITATION FOR BIDS (IFB) NO. 005-06
FIFTEEN (15) 40’ LOW FLOOR DIESEL HYBRID TRANSIT COACHES WITH AN OPTION FOR UP TO FIFTEEN (15) ADDITIONAL COACHES

The Regional Transportation Commission of Southern Nevada (RTC) is seeking bids from qualified vendors for the purchase and delivery of fifteen (15) 40’ low floor diesel hybrid transit coaches with an option for up to fifteen (15) additional coaches. F.O.B. destination, freight prepaid, to the Regional Transportation Commission of Southern Nevada, Las Vegas, Nevada 89106.

Invitation for Bids (IFB) No. 005-06 will be available beginning August 23, 2005, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday at the Regional Transportation Commission’s Administrative Building, Second Floor Reception Desk. Requests for IFB packages may be submitted via facsimile at (702) 676-1588 or via e-mail at www.colemand@rtcnsnv.com, and should be directed to the attention of Debra Coleman, C.P.M., Purchasing Analyst.

A Pre-Bid Conference will be held at 10:00 a.m., PDT, Tuesday, September 13, 2005, room 296, at the RTC, 600 S. Grand Central Parkway, Las Vegas, Nevada 89106. Bids must be received on or before October 18, 2005. Bids must be time stamped no later than 3:00 p.m., PDT, on the due date. Bids time stamped at 3:01 p.m. or after on the due date will be returned unopened. Bids must be sent to: Regional Transportation Commission of Southern Nevada, Attention: Debra Coleman, C.P.M., Purchasing Analyst, 600 S. Grand Central Parkway, Las Vegas, NV 89106.

The successful respondent shall cooperate with the RTC in meeting its commitments and objectives with regard to ensuring non-discrimination in the award and administration of U.S. DOT assisted contracts and shall use its best efforts to ensure that barriers to participation of DBEs do not exist.

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CHURCHES

Abundant Word Church
Pastor Ray Grant
732 W. Miller Ave.
(702) 391-4105
Service Time
Sundays 8 a.m.
ICM Affiliate