

OUR VIEW Pressing Issue

When it comes to Black America's relationship with the Black Press, the issue is anything but a black and white issue. In fact, it's tinged with red and green.

Red represents the anger and disdain some Black publishers feel about treatment by Black readers. Since Black media, to some Blacks, is inferior to the mainstream media, Black newspapers are viewed as less deserving of readers, listeners, viewers and visitors (websites). In too many cases, the Black Press has become a medium of last resort, a default entity for Blacks unable to sell their stories to the mainstream media—the same media they vilify as racist, propagandistic and corrupt. (To those who support Black media, kudos to you. Please keep it up because Black media will continue to cover people, places, topics and issues—and break the news stories—that the mainstream media ignores).

Now to the green or, more precisely, the lack thereof. Black media has survived (and, in some cases, thrived) without massive support from the advertising community. Black newspapers have had a particularly tough go of separating businesses from their advertising dollars. In March 2005, Black newspapers nationwide boycotted Kohl's in an effort to get the department store chain to include minority media in their advertising budgets. Upset with the lack of political advertising directed at Black media during last year's California special election, during which some \$220 million was spent, the California Black Media Association held a meeting, "Black Media Forum: Securing Special Interest Ads," to chastise both political parties. Often the bottom-line effect of minimal advertising is a Black media outlet less equipped to tackle the types of stories projects their mainstream counterparts are known for, the type of projects that interest Black readers and, in turn, lure advertisers eager to tap into their disposable income.

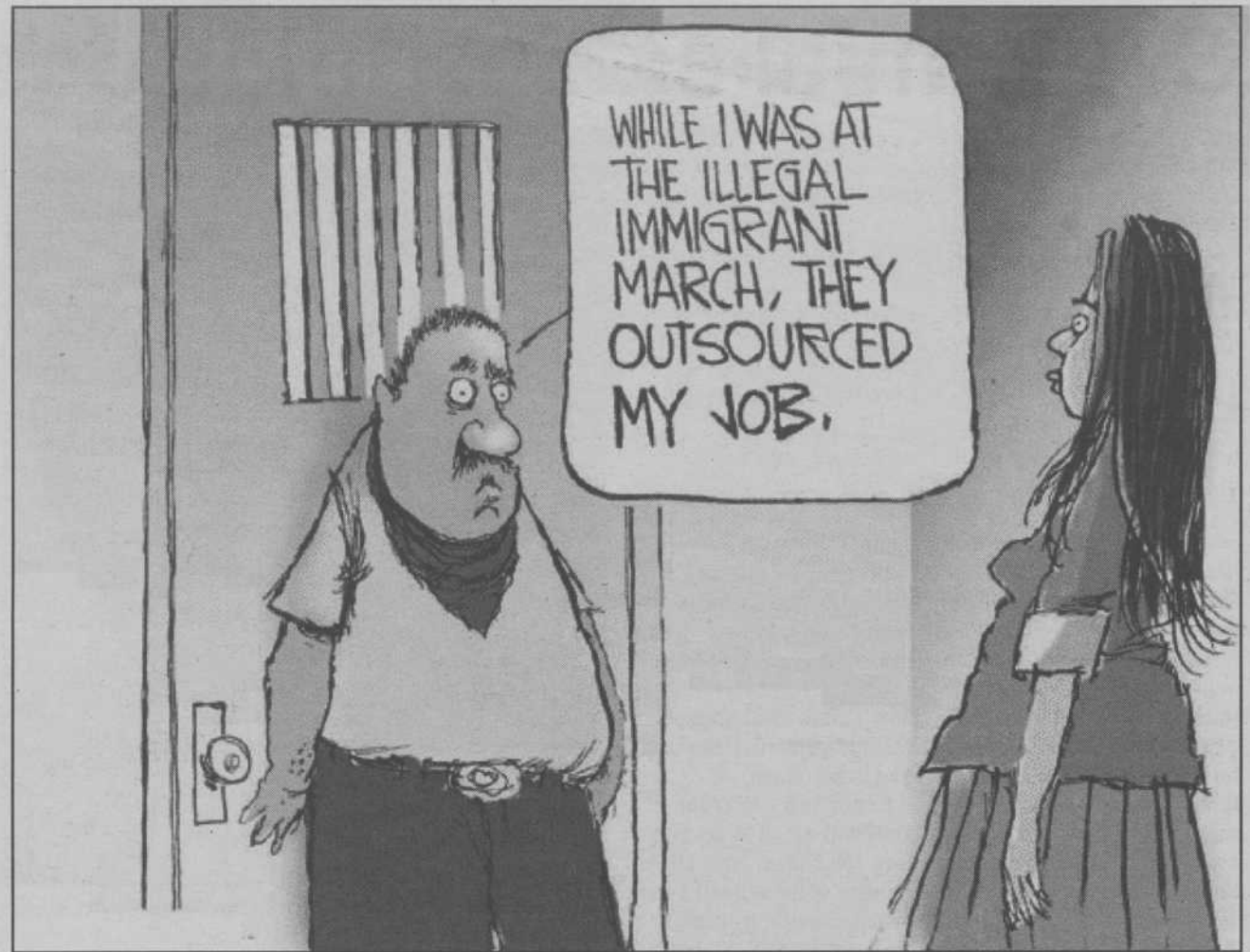
Disses aside, the Black media perseveres. "The pessimists believe that the foundation of the Black Press is withering—with integration and increasing economic vitality of the Black middle class," quotes a story in the Newspaper Research Journal. "Roland Wolseley predicted, in 1986, that the African-American press would die if full integration of races should come to pass, but that in the meantime (and he did not believe full integration imminent), it would survive because of Black pride, but only on a small scale. Building on Wolseley's work, Stephen Lacy's study revealed that 64 percent of editors and publishers of African-American newspapers responding to a survey felt that lack of reader support was a reason why the newspapers failed but that this problem was secondary to lack of advertising and lack of starting capital. Lacy suggested that as Blacks advance economically and educationally, they break their loyalty to the African-American press, that class supplants race in newspaper readership. He also revealed that ad agencies, sensitive to the waning readership, are hesitant to place ads, the key to the newspapers' survival."

But optimists (like us at the *Sentinel-Voice*) choose to believe the results of a 1959 national survey noting that 86 percent of Blacks think of the Black Press as our mouthpiece. The Black Press isn't dying, nor is it merely a supplement to mainstream media, but rather a capable competitor that mainstream-type advertiser support.

Father Knows Best

Earl Woods, father of the greatest golfer in the world, Tiger Woods, died Wednesday. He was 74. For years, many people saw in Earl a hard-driving disciplinarian living out his dreams through his ultratall son. But we should view him, as a model father, as a role model of an African-American man who loved his son enough to nurture his talent and let him grow into manhood.

Earl Woods was Tiger's father before he was Tiger's coach, Tiger's friend before he was Tiger's mentor and always Tiger's protector. It's fine to remember his rough edges—brashness, biting wit—but please also recall that he was a former Green Beret who served two tours in Vietnam, who fought heart and cancer with resolve, who taught Tiger more about life than he did about golf.



On immigrants, their agenda

By Dora LaGrande
Sentinel-Voice

On Monday, coast to coast, through rallies and boycotts of schools and businesses, tens of thousands of illegal immigrants and their supporters unified and sought to present their case to the American people that they are vital to the country's economy and should not be subject to deportation or imprisonment. They chose to flex their economic muscle.

There were few counter demonstrations; however, a poll by MSNBC.com shows that 71 percent of Americans are turning against them and their message and what they are trying to advance. Many Americans say that illegal immigrants should be arrested.

First of all, we need to be clear about a few things. They are not immigrants; they are illegal aliens who are committing a massive act of extortion to demand the full benefits of citizenship without going through the proper channels. There has been an all-out invasion of the United States by thousands of them that are illegally crossing the border every day; and if the Government, who has a responsibility to enforce American laws, doesn't put an end to it, there will be more illegal aliens in this country than all of us put together.

But will the boycott help or hurt their cause? Not all immigrant groups were in support of the boycott. Some



fear that the immigration reform movement is being organized to promote political causes beyond immigration. Some believe that Congress has not had an opportunity to act, and, therefore, the marches are premature. Whatever the beliefs were, one thing was clear, they came out in record numbers to support their cause. But their impact still remains to be seen.

Some businesses were forced to close down, others prepared and remained open, and others still said that they felt no impact whatsoever. The people who did feel an impact and who will be shaking in their boots are the politicians on both sides of the aisle. However, what they must keep in mind is that they are not charged with or elected to create an immigration policy to satisfy Mexicans or Mexican-Americans. As the people's representatives, they are charged with protecting the liberty and property of American citizens and we need to be watching their actions in this debate very closely.

Why aren't Americans in an uproar? Do we truly understand what it is these illegal aliens are asking for? In case we aren't sure, let me

make it clear. They are asking for immediate amnesty (allowing them to be free from penalty even though they have committed a crime) for 12 million current illegal aliens. They are asking for demilitarization of our border. They are asking for unfettered access to taxpayer funded health-care, education and food stamps. They are asking for an end to sanctions for businesses employing illegal workers. They are asking for no on site enforcement of immigration laws. They are asking for voting rights and they are asking for drivers' licenses.

So, once again, please explain to me why Americans aren't in an uproar?

Are we so afraid of being called narrow-minded, na-

tionalist or bigoted that we are just sitting back and allowing this to happen? Our health care system and services to the neediest Americans are stretched thin now. We have a right to demand that our representatives protect our property and the sovereignty of our nation. We must look beyond the protests in the streets at individuals who are flying a foreign flag, demanding privileges they have no legal right to from a people they very apparently do not wish to become and realize that if our government does not adhere to the jobs they have been charged with doing they are betraying the people they are charged with serving.

It is not, and has never been that Americans are opposed to immigration; we are opposed to illegal immigration. As a sovereign people, we have a right to decide the manner and place of migration across our borders. A right we seem to be choosing called narrow-minded, na-

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900 East Charleston Boulevard • Las Vegas, Nevada 89104
Telephone (702) 380-8100
Email: lvsentinelvoice@earthlink.net

Contributing Writers:
Asmeret Asghedom
Chelsi Cheatom
Tanya Flanagan
Tasha Pope
Lés Pierres Streater
Photographer:
Isaac Sawyer

Ramon Savoy, Publisher, Editor-in-Chief
Parker Philpot, Copy Editor
Don Snook, Graphics
Ed & Betty Brown, Founders

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