

Microsoft

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arguing that the multi-billion-dollar technology company is advertising solely in general market newspapers while neglecting the Black Press.

While *Seattle Medium* publisher Chris H. Bennett, the host publisher for the event, says his relationship with Microsoft has improved over the years, Theodore "Ted" Eubanks, publisher of the Seattle-based Skanner Group, says he has been trying to get Microsoft to advertise in his papers for 10 years to no avail.

Speaking heatedly in the large auditorium, Eubanks said that the Black Press gets the "crumbs" when it comes to advertising dollars compared to White newspapers.

"I'm in Seattle. I'm right in your market, and I can't even get the time of day. So God knows how these other publishers who are outside your market are going to reach Microsoft," said Eubanks.

It's a long-held challenge for the Black Press: the often futile attempt to convince large corporations that its unique perspective and large, faithful readership gives businesses rare opportunities to market directly to the Black community. They are often told they must prove their advertising impact. This discussion was no different.

Piñero encouraged the publishers to put their advertising value in measurable data that will display circulation numbers in order for the papers to prove that they are a profitable business opportunity for the corporation. Although Piñero started his presentation talking about prospective advertising opportunities at Microsoft, the discussion quickly became heated when publishers challenged the company's monetary contributions, which they said were not translating to advertising dollars. Piñero consults and educates managers on the value of the multicultural market and admitted that Microsoft is slow to receive his message.

Fortune 500 corporations, such as Microsoft, Wal-Mart and others are constantly giving to the Black community. Piñero came fully equipped

with a PowerPoint that outlined a list of the corporation's support for organizations, such as the National Urban League and the NAACP. Microsoft also financed the furnishing of the Converged Media Lab, a computer lab run by NNPA at Howard University four years ago.

Microsoft also sponsors an annual Microsoft Media Skins Challenge at Howard University. It is a collegiate competition to create original Windows Media Player skins or user interfaces. The theme is "Culture Through Innovation."

Challenging Microsoft to focus more on inclusion by doing bigger business with people with non-White skin, NNPA gave new meaning to the culture theme.

Piñero's solution of providing more data seemed to raise the eyebrows of some publishers who said that process would create more difficult work and expense, especially for smaller papers.

Mary Thatch, publisher of the North Carolina-based *Wilmington Journal*, said she believes the lack of advertising from large companies has more to do with the controversial editorial content from Black-owned newspaper than circulation figures.

"Essentially, they are saying, 'We don't like what you're saying, so we're pulling our funds,'" she said pointing to the Black Press' crusade against workplace discrimination and racial injustice.

"They [corporations] know our numbers. They know more about the readership than we do. So what's really the problem?"

Piñero conceded that the Black and other markets of people of color have an extra burden in proving their business value. He was optimistic about the progress made in Microsoft, but said some Microsoft groups are more interested in investing than others.

"If I go to Microsoft Office, they're not listening today," said Piñero. "If I go to the Zune, who's marketing music, or to Xbox... they're starting to look at it and they're starting to look at opportunities. And they're

not there yet, but at least we have a good dialogue."

NNPA Chairman John Smith concluded the forum by thanking Piñero and Microsoft for, at least, having ignited the long awaited dialogue. He says the organization is open to forming a measurement program to solidify the value of the Black Press to large corporations.

Smith's sentiments were reaffirmed by Ken Smikle, founder and president of Target Market News. Smikle later told publishers in a workshop called "The African-American Market" that a 21st century advertising market is more digital, more numbers-oriented and far more technical. However,

some publishers rejected Smikle's message, contending that after realizing that even when they had the data, advertising executives still do not give them the time of day.

"Data does not necessarily do the deal," said James Washington, publisher of the *Dallas Weekly*. "Doing business with us is new; we have to show our value beyond readership and circulation."

But, Terry Artis of *Lime-light* newspaper in St. Louis agrees that the Black Press must make some change in its advertising strategies: "They don't want to hear 'it's good for the community' anymore; they want a win-win situation."

LEGAL NOTICES

Regional Transportation Commission of Southern Nevada

Uniform Standard Specifications for Public Works' Construction Offsite Improvements, Clark County Area, Nevada

Sections 203, 680, 681, 682, 683, 684, 685, 687, 688, and 703 of the Uniform Standard Specifications; Drawing Nos. 300, 303, 303.1, 304, 304.1, 306, 306.1, 307, 307.1, 308, 308.1, 309, 309.1, 310, 311A, 311.1A and 328 of Volume I of the Uniform Standard Drawings and Drawing Nos. 404.411, 404.412, 404.413, and 404.416A of Volume II of the Uniform Standard Drawings for Public Works' Construction Offsite Improvements, Clark County Area, Nevada have been added, revised or deleted by the Regional Transportation Commission (RTC) of Southern Nevada. The additions, revisions and deletions to the specifications and drawings listed above were approved by the RTC between February 8, 2007 and April 12, 2007, and will become effective on July 1, 2007. Please refer to the RTC website at www.rtcsonthernnevada.com for the specific changes made to the specifications and drawings. If you desire a printed copy of the revisions, you may pick them up for a cost of \$4.00 for Specifications and no cost for Drawings from our offices at 600 South Grand Central Parkway, Monday through Friday between 8:00 AM and 5:00 PM. If you have any questions, please contact the RTC at (702) 676-1500.

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REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

REQUEST FOR PROPOSALS (RFP) NO. 001-08 RTC FIXED ROUTE SERVICES – OPERATIONS & MAINTENANCE

The Regional Transportation Commission of Southern Nevada (RTC) is seeking proposals from qualified firms to select a contractor to operate and maintain its fixed route transit services in the Las Vegas Valley. The Contractor selected under this RFP will enter into a Contract with the RTC to operate and maintain fixed route services for a two (2)-year period. The Contract term shall be from the date of execution by both parties through March 27, 2010. The date of commencement of revenue services under the Contract shall be April 6, 2008.

Request for Proposals (RFP) No. 001-08 will be available beginning July 2, 2007, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday at the Regional Transportation Commission's Administrative Building, First Floor Reception Desk. Requests for RFP packages may also be submitted via facsimile at (702) 676-1588 or via e-mail at www.polingl@rtcsonv.com, and should be directed to the attention of Linda Poling, C.P.M., Senior Purchasing Analyst.

A Pre-Proposal Conference will be held at the Regional Transportation Commission of Southern Nevada, Administration Building, 600 S. Grand Central Parkway, Room 108, Las Vegas, Nevada, at 9:30 am, PDT (Pacific Daylight Time), on July 11, 2007. The purpose of the Conference is to review the procurement process and the RTC's needs and specifications and to address any pertinent questions from interested parties. Participation is not mandatory but is strongly encouraged. A visit to the operations and maintenance facilities will be conducted for those interested at 1:30 pm, PDT on July 11, 2007. A brief tour by bus of the Downtown Transit Center (DTC) and the South Strip Transfer Terminal (SSTT) will follow the operations and maintenance facility tour.

Proposals must be received on or before August 27, 2007. Proposals must be time stamped no later than 3:00 p.m., PDT, on the due date. Proposals time stamped at 3:01 p.m. or after on the due date will be returned unopened. Proposals must be sent to:

Regional Transportation Commission of Southern Nevada
Attention: Linda Poling/Senior 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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LEGAL NOTICES

REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA REQUEST FOR PROPOSALS (RFP) NO. 005-07A PWP-CL-2007-158

FURNISH AND INSTALL FIBER-OPTIC BASED TRAFFIC COMMUNICATIONS NETWORK AND ITS DEVICES AT VARIOUS LOCATIONS WITHIN SOUTHERN NEVADA

This project is a continuation of the Q-10 approved funding initiative that the Commission adopted to replace microwave-based traffic communications infrastructure with a fiber-optic network. Through this project, Fiber-Optic Cable and other ITS Infrastructure will be installed along arterial corridors within the Las Vegas Valley. This network will provide connectivity to traffic signals via fiber optic cable and will improve capabilities to coordinate traffic signal timing on the roadway network.

The Regional Transportation Commission of Southern Nevada (RTC) is seeking proposals from qualified firms to furnish, and install fiber optic cable, communication devices, and ITS devices within the project limits.

Request for Proposals (RFP) No. 005-07A will be available beginning June 20, 2007, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday at the Regional Transportation Commission's Administration Building, Second Floor Reception Desk, 600 S. Grand Central Parkway, Las Vegas, NV 89016. Requests for RFP packages may be submitted via facsimile at (702) 676-1588 or via e-mail at polingl@rtcsonv.com, and should be directed to the attention of Linda Poling, C.P.M., Senior Purchasing Analyst.

Proposals must be received on or before July 20, 2007. Proposals must be time stamped no later than 3:00 p.m., Pacific Time, on the due date. Proposals time stamped at 3:01 p.m. or after on the due date will be returned unopened. Proposals must be sent to:

Regional Transportation Commission of Southern Nevada
Attention: Linda Poling/Senior Purchasing Analyst
600 S. Grand Central Parkway, Las Vegas, NV 89106

The successful proposer 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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To place your classified ads, help wanted,
legal notices just call (702) 380-8100

Notice of DBE Goal/Disparity Study Public Participation Meetings

The Nevada Department of Transportation's proposed Disadvantaged Business Enterprise program goal for Federal Fiscal Year 2008 is 5.7%; this goal will be achieved with a race neutral program. We will take public comment at three meetings throughout the state on the proposed goal and the recently completed disparity study. The meetings will be held at the following locations on the following dates. Anyone who would like to comment on the proposed goal is welcome to attend the meetings.

The Nevada Department of Transportation will also take written comment regarding the Disparity Study or proposed DBE goal. Please send comments to:

Nevada Department of Transportation
Contract Compliance Division
1263 South Stewart Street
Carson City NV 89712

Meeting times and Locations

July 17, 2007 from 4:00 P.M. to 6:00 P.M. at the
Nevada Department of Transportation
District Three Offices
1951 Idaho St
Elko, NV 89801

July 18, 2007 from 4:00 P.M. to 6:00 P.M. at the
Nevada Department of Transportation
District Two offices
310 Galletti Way
Sparks, NV 89431

July 19, 2007 from 4:00 P.M. to 6:00 P.M. at the
Nevada Department of Transportation
District One office
123 E Washington St.
Las Vegas, NV 89125.

The meeting will be held in the Training Room #1
Video Conferencing to Carson City and Elko
will be available for this meeting

For Further information please contact Roc A. Stacey,
Contract Compliance Manager at (775) 888-7497.

Thank you for your assistance. If you have questions,
please contact me at (775) 888-7497.

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Walters

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get what they consider grave injustices of the past.

So, the U.S. operation may also mean that by our presence and actions we are stimulating our opponents to "follow us here" rather than reducing that prospect. I believe this to be a more reasonable proposition, supported by historical cases, than the persistent mouthing of a myth, like "we're making friends every day."

Dr. Ron Walters is the Director of the African American Leadership Institute.