Less than 3,000 Served

November 1, 1999 By Shana Naomi Krochmal

When the Las Vegas advocacy group Fighting AIDS in Our Community Today (FACT) plastered four billboards with an ad in July, the tourist-dependent city council protested, claiming that the message was misleading because HIV rates were dealt out evenly across the city. FACT countered that it was targeting its message to local residents: 20 percent of Las Vegas' HIVers live in the predominantly black Westside zip code, according to the group. Trumped by municipal pressure, FACT threw in the cards and pulled the billboards, but declared the campaign a publicity-producing jackpot. Mayor McCheese had no comment on the replacement billboard.

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