

Grant

A grant of \$5,000 from Diamond's was presented to the City Spirit Coalition for a cultural planning project this week in Las Vegas. Ralph Plotkin, Diamond's Vice-President, presented the donation to Las Vegas Mayor Bill Briare, who accepted the corporate gift on behalf of the City Spirit Coalition project. The presentation ceremony was hosted by the Nubian Kefentse Kultural Kommunity Center.

The grant to the City Spirit Coalition was made possible by a contribution to the Dayton Hudson Foundation from Diamond's an operating company of the Dayton Hudson Corporation, Glenn E. Hohnson, Chairman and Chief Executive Officer. Diamond's Corporate policy, which emphasizes a strong obligation to serve local communities in which it is operative, has long been recognized for outstanding responsiveness to the arts and social needs on a national level.

The Diamond's grant will be utilized, along with City funding of \$5,000 cash and \$5,000 in-kind to match a \$15,000 grant from the National Endowment for the Arts under the Endowment's City Spirit program. Funding for the City Spirit Coalition project will support a broad based cultural planning project to focus on assessing the cultural needs of the West Las Vegas community, while broadening the role of the arts in the Las Vegas Valley.

The City Spirit Coalition, an ad hoc organization of local arts agencies includes the City Cultural and Community Affairs Branch of the Department of Recreation and Leisure Activities, the Southern Nevada Allied Arts Council the Las Vegas Jazz Society, D-Street Plus, the Nubian Kefentse Kultural Community, Bold Explosion, Inc. and the Westside Community Comprehensive Economic Development Plan. The one year cultural planning project, for which the City serves as fiscal agent, will be implemented to two phases under the direction of the City Spirit Coalition.

The planning project is the result of cooperative community efforts throughout the past year. In June of 1977, Lois McGuire, NEA City Spirit facilitator visited the Las Vegas community under the sponsorship of six community arts agencies. Shortly after the facilitation process, the City Spirit Coalition was established for the purpose of developing a proposal to the National Endowment for the Arts which would provide a broad-based cultural planning effort.

The first phase of the City Spirit project will combine a variety of techniques to assess community needs, encourage citizen input and identify possible resources which already exist. Phase two of the project will emphasize the development of action plans to address cultural needs of the West Las Vegas community.

A series of demonstration projects will be used during the second phase to test ways of realizing those cultural needs identified. Such demonstration projects may include festivals, children's programs and professional artists' workshops. A portion of the Diamond's grant will allow the addition of one major demonstration project to the year-long program.

The City Spirit project promises to have a significant effect on cultural development in Las Vegas. The combined efforts of business, government and the community already demonstrate a promising beginning.



Left to right: Las Vegas Mayor Bill Briare, with Maudra Jones, City Spirit Coalition Project Director and Pat Machese of the City Cultural and Community Affairs Branch, accepts a donation of \$5,000 from Ralph Plotkin, Diamond's Vice-President. The corporate

donation from Diamond's will be used to match funding from the City and the National Endowment for the Arts for a one year cultural planning project in Las Vegas which will focus on assessing the cultural needs of the West Las Vegas community while broadening the role of the arts in the Las Vegas area.

S.C.L.C.

The Southern Christian Leadership Conference (S.C.L.C.) Southern Nevada Chapter is very much alive. The meeting dates were changed some time ago to each Monday evening at 7:30 p.m.

We the Board of Directors are asking for full community participation. Everyone is invited to attend these meetings. We have several projects underway that we are doing for the community.

Your help and support is highly appreciated.

Sincerely,
Rev. Joseph Prudhomme,
President

LUNCHEON

DELTA LUNCHEON DISCUSSION LEADER- Judge Adeliar Guy, recipient of the 1977 Social Action Award, will be a discussion leader at the Eighth Annual Social Action Luncheon presented by the Las Vegas Alumnae Chapter of Delta Sigma Theta Sorority, Inc., Saturday, April 1, at 12:00, in the ballroom of the UNLV Student Union Building. The Theme is "Child Abuse-A National Crisis." Tickets are \$6.00 and will be used for their scholarship fund. Judge Guy is shown receiving his award from Sorority member Joanne Pughsley.



KSHO-TV

Walt Reno, well known Las Vegas radio and television personality, will host the local segment of the Easter Seal Telethon. The show will be aired April-2 KSHO TV, Channel 13 beginning at 8:00 p.m. Saturday night.

Reno has a long list of credits with the media. He was host on the Easter Seal Telethon in Las Vegas, March of 1977, has recently worked as radio Disc Jockey and TV weatherman for KORK, and he has also done commercial work for both Las Vegas and Los Angeles markets.

Reno has thirty years experience in radio and television work and is now Disc Jockey for KBMI Radio Station in the 6-10 a.m. spot.

There will be a host of stars such as, Steve Allen, Henry Fonda, Peggy Lee, Henry Winkler and Gregory Peck, just to name a few that will appear on the 20-hour telethon. The show will be shown directly from Hollywood studios. Proceeds from the telethon will benefit the handicapped children and adults of Nevada.

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