

Our Leaders Of Tomorrow

By George A. Burns

Today's Profile

Ray Willis

Name - Ray Willis
Position - KCEP Radio Station General Manager; Broadcaster and Educator.
Community Status - Present and future leader.

Aim - To help establish and then maintain the most informative and influential radio station throughout the area.

This week, our series deals with former local television anchorman, Clark County School District Educator, Civic leader and present

general manager of KCEP radio station, Ray Willis.

Willis spoke mainly about the job he presently has of creating more influence, viability and visibility, so to speak, of KCEP throughout the Las Vegas area.

Though discussion of his own personal plans and ambitions were not discussed, it can be widely assumed that the name Ray Willis will be synonymous with leadership for years to come.

Willis spoke highly of the newly installed 5000 watt tower overlooking

the station. He also stated that by Nov. 23 the station will "hopefully" be granted an increase to 5000 watts. The pending decision is yet to be granted to



Ray Willis

the station by the FCC, but Willis foresees no problem.

The format of the station will remain "heavily musically oriented", but Willis continued by saying that "more emphasis on news and community affairs will be our aim". An "urban contemporary" sound, plus an addition of a news director to coordinate all public information programming will be the station's newest features. Willis also disclosed that application to the United States Office of Community Services for \$180,000 (in the form of a grant) has been made. "This grant would enable us in our first year of operation the opportunity to pay our staff". As far as problems being foreseen in acquiring that grant, Willis commented that he saw none, but that, "if it's not attained, no loss. We're still going forward with our power increase."

Willis also noted that a continuation of training youths and individuals seriously considering a broadcasting career will still be a priority of the station. "Our programming letters (KCEP) states that to be the case. A Concentrated Employment Program will still be a main part of our thrust".

The optimistic radio manager felt strongly about KCEP going "with the best stations in Las Vegas." He concluded the interview by summing up the philosophy of the station. "We have to be directed more toward adult citizenry and current concerns for living in the complex society that we have today. This can be achieved through use of

Study Shows Blacks Get Less From Soc. Sec.

Whites receive more from Social Security than blacks, and new reforms in the system will widen the gap, a study reported today.

The reason: Whites live longer than blacks, giving them more time after retirement to collect benefit checks.

A black male born this year will pay more than \$60,000 in Social Security taxes. But he is only expected to live to age 64 - three years short of the new retirement age of 67 - the study said.

White men born today have a life expectancy of 70.6, meaning they'll average about 43 months of benefits before death.

The retirement age becomes 67 in the year 2021.

Goodman's report for the National Center for Policy Analysis, a Dallas-based think tank, also said that because of differences in life expectancy:

● A 35-year-old black man can expect two years and eight months of benefits; a white man the same age will get seven years and six months.

editorials, (PSA's) Public Service Announcements, Call In programs, and Community Affairs programs to targeted audiences such as seniors and minority businessmen. We also fully intend to revamp our programming to reflect this type of philosophy. We do plan to maintain an "urban contemporary" sound, which listeners have come to know and love; however, information will also be a focal point in our programming. It's baby medicine, but it'll be coated with a little sugar," he concluded.

Ray Willis. A leader today and one who should be considered a much more influential and respected leader of tomorrow. The credibility that he already has, plus that which he will receive when he has achieved his goals and objectives with KCEP, will most definitely assure him a place in the arena of influence, visibility, achievement and leadership in the future for many years to come.

A Kid's Opinion

By Che' Jones



There are more activities every year for kids in Las Vegas, like baseball, basketball, football, North Las Vegas and Las Vegas recreation activities and Camp Wheez, a day camp for kids with asthma, like me.

Las Vegas, the fastest growing city in America has more arts and crafts and other activities now, than it did when I got here five years ago from Columbus, Ohio.

When I got here, Las Vegas had Circus Circus for kids and casinos for adults. In the last few years kids have become more important in Las Vegas. Since people don't have the money to get a babysitter, they have to bring their kids with them, so it's a good idea to have recreation centers for visiting children, so those activities are really good.

Congratulations, Las Vegas Convention and Visitors Authority, for a job well done.

Chamber Briefs

Chamber Stresses More Community Support

The Nevada Black Chamber of Commerce has stressed the need for more community support in regards to achieving 100% total membership, and in regards to their monthly chamber luncheon in the area of attendance and community participation.

Those luncheons has in the past included noted speakers such as Rep. Harry Reid, Sheriff John Moran, Theron Bell, Publisher Bob Brown, Las Vegas Convention and Visitors Authority Executive Director Frank Sain, and a host of others.

Executive Director Gwyn Brown Coleman said that it is essential that "more memberships, especially those businesses in the West Las Vegas community, and a higher turnout at the monthly chamber luncheons be achieved".

In another chamber note, it was learned through the Political Action Committee of that organization that the Republican Party plans to focus very seriously on strategies aimed at becoming more involved in the chamber and in the Black community.

Republican Central Committee Chairman Marilyn Gubler was very enthusiastic about the possibilities of that occurring, and confirmed that the party would be attending the monthly chamber board meeting this month, and the chamber's luncheon which will be held Aug. 5th. She also reaffirmed the excitement that the whole committee felt at the proposal of working unitedly with the community and chamber to direct more of its philosophies and beliefs to minority voters, and hopefully would dismiss the negative "image" that the party has had regards to black voters.

Nolen To Address Chamber

No. Las Vegas City Marshall and newly elected City Councilman Robert (Bob) Nolen has been chosen to speak at the monthly membership luncheon of the Nevada Black Chamber of Commerce.

The luncheon, scheduled to be held on Friday, Aug. 5th will be first appearance before the chamber by Nolen.

Nolen, who defeated William Pearson last month will speak on what role he plans to play personally as a City Councilman, whom which will represent the West Las Vegas area.

The luncheon begins at 12:00 noon. Tickets are \$8.00 per person.

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