

YOUNG BLACK PROGRAMMERS COALITION ANNOUNCES SUPPORT OF BLACK COMMUNITY CRUSADE FOR CHILDREN AT BLACK RECORD EXECUTIVES CONFERENCE IN WASH. DC



MGM Grand Hotel/Casino and Theme Park, slated to be the world's largest hotel with 50,000 rooms, including 744 suites, recently hired Tony Gladney - former UNLV Rebel football player - as Community Affairs Manager. Gladney is an alumni of UNLV with a BA in Liberal Studies and an emphasis in Business Communications. MGM Grand Hotel's Human Resources Department and Nevada Business Services (NBS) have teamed up and created an "Employment Outreach Program" (EOP) headed by Gladney and a 3-member staff. Shown are department personnel (seated left to right) June Fleming, Community Affairs Recruiter; Heather Horwood, Employment Manager; John Mueller, Community Affairs Recruiter; (Standing left to right) Tony Gladney, Community Affairs Manager; and Derrick Elliott, Community Affairs Representative.

For further information on the Employment Outreach Program (EOP) call 891-2122. The MGM Grand Employment Center will accept applications for participants who are not eligible for the E.O.P. program by the end of August.

Correction to article published 7/15/93: Cynthia Kiser Murphy is the Vice President of Human Resources not the Vice President of Operations.

As part of its ongoing community service efforts, the Young Black Programmers Coalition (YBPC) — a national trade organization of leading professionals in the music, broadcast communications and leisure industries — announced its support of the Black Community Crusade for Children (BCCC) through a media campaign called "Do It for the Children, Now!"

"This campaign is designed to promote media awareness for children and foster support for the BCCC," explains Ms. Irene Johnson Ware, YBPC President. "The YBPC supports the BCCC's claims that Black Children and families are facing the worst crises since slavery and the Black community must take the lead in doing something about it. The influence of Black radio and music can mobilize a great deal of support and action from the African American community."

The "Do It for the Children, Now!" campaign will include:

- * A series of radio public service announcements calling attention to the dangers facing Black Children and families and urging all members of the community to make children a priority.

- * Selected celebrity recording artists lending their names and voices to the public service announcements, and a campaign to get support from Black and urban radio nationwide.

- * BCCC and YBPC spokespersons on Black and urban radio talk shows throughout the nation discuss the problems confronting Black children and families, and the steps the BCCC and YBPC are taking to make a difference.

"Radio is unquestionably the best way to reach the Black community, and we are delighted

and honored that the Young Black Programmers coalition is supporting the efforts of the BCCC," says Marian Wright Edelman, President of the Children's Defense Fund, where the BCCC is coordinated.

The BCCC is a nationwide initiative to organize the Black community for positive action on behalf of Black children and families. For more information, call 1-800-ASK-BCCC.

Each year the YBPC adopts a major community service project. When basketball player Len Bias died from a drug overdose days after being drafted by the Boston Celtics, YBPC adopted the fight against drugs and coined the phrase, "Just Say No to Drugs." This slogan became a rallying cry for the media and was picked up by First Lady Nancy Reagan who popularized it throughout the world.

RAY & ROSS TRANSPORT

(Continued from Page 1)

and an assortment of local taxi companies. These companies based their disapproval on Ray & Ross' failure to meet the 20% equity requirement, which has been a basis for the PSC in determining financial suitability for a company.

The Commissioner said that while Ray & Ross did not specifically meet the prescribed income ratio it had proven itself as a survivor by its extended activity in the market. She said the company's reputation, coupled with the critical need at the airport, is justification for approval. She also noted that airport access should act as the catalyst which brings the company into a more favorable economic climate.

With this service, the Commissioner specified some financial restrictions which the company must abide by to ensure it remains in financial compliance.

Commissioner Rose McKinney James reacted to Commissioner Kelly's opinion as a resounding opponent. She also noted the company's favorable business reputation, and said the allowed access would enhance the marketplace. A dissenting vote came from Commissioner Gayland Denio who highlighted the company's unfavorable financial status.

Commissioner James rebutted by stating that the Commissioner was placed in a position of challenge and opportunity. "In my view the decision to allow

Ray & Ross to expand, in light of their financial status, is one of challenge to the commission," said McKinney James. She eloquently spoke of Ray & Ross as a company which had weathered numerous financial heartships, returning each time as a survivor. She said the company's resilience in a sometimes unfavorable business climate was proof of its ability to survive. She did not, however, discount the company's financial picture. The Commissioner said, "The financial issues were serious, yet the company's ability to overcome obstacles played enough of a mitigating factor for approval."

Following a 4 to 1 favorable vote by the Commission, company officials showed signs of relief. Company president Sam Armstrong immediately credited the commission as a fair and impartial organization. "By allowing my company to expand to the airport, the commission has provided an avenue for Ray & Ross to be recognized as a substantial people transportation company," said Armstrong. Armstrong credited his staff for their bold researching and preparation for the March hearings, and his law firm, Pearson & Patton, for their solid deliberation during the hearing.

Armstrong called the decision, "A major accomplishment in every way inclusive of revenue, jobs, and job security." He says the major factor in the PSC's favorable opinion was the presence of Randall Walker and

Authur Chapman, who testified in behalf of Mccarran International Airport regarding the increase in ridership and the declining service given to the passenger.

Ray & Ross was targeted by the airport as a Disadvantaged Business Enterprise (DBE) which could potentially fulfill a Federal minority contracting requirement. The operation, once instilled, will involve a series of mini buses which will make individual pick ups and drop offs at the airport.

Armstrong says his main emphasis will be on providing quality, courteous, efficient service to the customer. "We will continue the same quality work ethic which has brought us distinction for the last eighteen years of doing business," said Armstrong. He spoke of the airports incredible business opportunity, and of his impatience in finally receiving authority by the PSC. "We perceived the airport's revenue potential in 1985, yet bureaucratically were unable to seek the opportunity."

He says the culmination of his efforts were realized this year. Prior to this, Armstrong felt his company was left out of the mainstream.

He says that a turning point came in 1989 where his company began an aggressive attack at acquiring airport access. "In 1989 our company began our 'ain't gonna take no for an answer' strategy," said Armstrong.

SUBSCRIBE NOW!!!

Get Your Copy of the SENTINEL-VOICE MAILED DIRECTLY TO YOU WEEKLY!!!

The Las Vegas Sentinel-Voice is Excellent for the Thinking Person!

Using Our Great Heritage To An Even Greater Future.

ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

Second Class Postage Paid at Las Vegas
POSTMASTER: Send address changes to Brown Publishing Co.,
1201 South Eastern Avenue • Las Vegas, Nevada 89104

SUBSCRIPTION FORM SENTINEL-VOICE

Nevada's Only African-American Newspaper
Published every Thursday

1 year — \$25.00 6 Months — \$15.00
 PLEASE START MY SUBSCRIPTION IMMEDIATELY

Name: _____

Street: _____

City: _____

State: _____ Zip: _____

Make check or money order payable to Sentinel-Voice
1201 So. Eastern Ave. • Las Vegas, NV 89104