

**THE RAY WILLIS REPORTS:
"THE ULTIMATE GAME"**

By Ray E. Willis

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**LOCAL STUDENT TRAVELS TO AFRICA;
TOURS FORMER SLAVE AUCTION SITE**

By Muhammad Abdullah

SEE PAGE 5

**ADD FOUR MORE TO THE
BIG WEST SCAMBLE**

SEE PAGE 7

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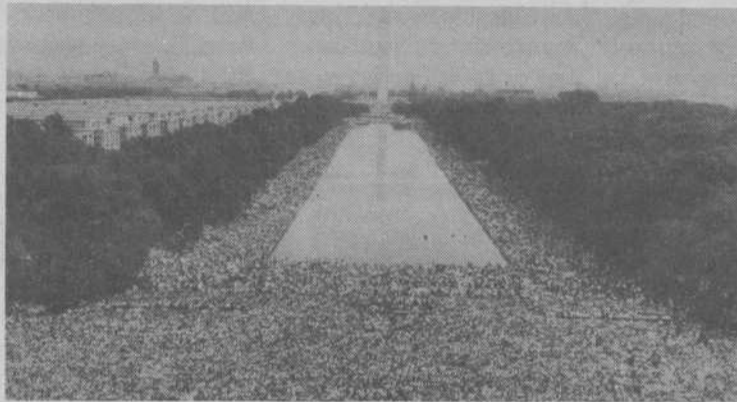
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**A 30TH ANNIVERSARY LOOK AT THE
HISTORIC MARCH ON WASHINGTON**

(August 28, 1963)

In 1963, A. Philip Randolph was the civil rights movement's elder statesman. The seventy-four-year-old leader's closely cropped gray hair and stentorian voice reinforced his commanding presence.

In 1941, as the country prepared for World War II, he planned a mass march on Washington to demand more jobs for blacks in the defense industries. The war had ended the depression for millions of unemployed whites, but thousands of black workers remained



The March on Washington, D.C., August 28, 1963. (Library of Congress)

**COUNCILMAN SETS WEST LAS VEGAS MEETING ON
I-15/U.S. 95 INTERCHANGE AND LOCAL ACCESS ISSUES**

Councilman Frank Hawkins Jr., the Black Elected Officials group and the West Las Vegas Neighborhood Advisory Board have scheduled a special community meeting for Thursday, September 2, at 6:00 p.m. in the West Las Vegas Library. The public is invited to attend. A special presentation will be made by city, state and federal representatives on proposed improvements to the I-15/U.S. 95 Interchange. The presentation will include information on refinements to previously-presented al-

ternatives for improvements to the interchange, including the preservation of existing local access service and new local access options.

Discussion will center on local access to Martin Luther King Boulevard, Charleston Boulevard and the former site of the Union Pacific rail yards. Local access routes to West Las Vegas will be of particular interest, as adequate access has been linked by many to the future economic health of the West Las Vegas community.

out of work. Shortly before the day of the march, President Franklin Delano Roosevelt met with Randolph and agreed to issue an executive order declaring that "there shall be no discrimination in the employment of workers in defense industries or government because of race, creed, color or national origin." Executive Order 8802 represented the federal government's (See MARCH, Page 10)

BISHOP E. N. WEBB LAID TO REST

On Saturday, August 14, 1993, Almighty God in his infinite wisdom dispatched one of his choice angels to rescue from this mundane existence, his beloved servant, the Bishop Ernest Napoleon Webb. He was born on January 5, 1913, in Fordyce, Arkansas, the youngest child of the late Wesley and Ella Jennings Webb.

In March 1932, Bishop Webb was united in holy matrimony to Mattie B. Shelton. To this union two children were born, a son Calvester and daughter, Cassandra. Both of whom preceeded him in death.

He accepted Christ at an early age and united with the Canaan Baptist Church in Fordyce. In 1941, Ernest Webb moved his family to Las Vegas, Nevada where he joined the Second Baptist Church pastored by the Rev. B.T. Mayfield.

In 1944, after hearing the word preached by the late Bishop C.C. Cox, he was saved and filled with the Holy Ghost. Brother Webb loved the



BISHOP E. N. WEBB

church and became an ardent worker. He was appointed a deacon, president of the YPWW, member of the usher board and choir.

In 1945, he accepted his call to the ministry and was ordained an elder in the Church of God in Christ in 1948. Elder Webb was then appointed State President of the YPWW Department. (See Bishop Webb, Page 4)

**PIONEER BLACK JOURNALIST,
FORMER TRIBUNE OWNER DIES**

Robert Maynard, 56, former owner of The Oakland Tribune and a pioneering black journalist, died last week after a six-year fight against prostate cancer.

He was the son of an immigrant from Barbados and dropped out of his Brooklyn high school at 16 to become a writer. He went on to be the country's first black owner of a major daily newspaper.



Maynard broke barriers in newspaper business

Although he was probably most widely known as the owner of The Tribune, Maynard's most lasting legacy is the training and mentoring of black journalists.

In 1976, Maynard founded the

Institute for Journalism Education in Oakland, which has trained more than 600 minority journalists to be reporters, editors and managers.

Maynard regretted that his illness forced him to sell the newspaper to Alameda Newspaper Group, owned by Dean Singleton.

Maynard began his career in 1961 as a reporter at the York (Pa.) Gazette. He attended Harvard's Neiman education program for journalists in 1965, then joined The Washington Post where, as a national correspondent, he covered the 1968 urban riots. He (See Maynard, Page 10)

KLUC RADIO'S FORMAT CRITICIZED

PART I

By Victor S. Ingram

KLUC 98.5 FM is a local radio station enjoying cross-sectional appeal to a diverse audience. The station currently ranks number one in listening audience percentages without any direct competition in its format, which straddles between pop music and A soul format. The format, with its diverse appeal, heavily concentrates on the rhythm and blues-rap audience that African American community based radio station KCEP 88.1 also pursues.

When rotating the radio dial, it is highly likely that duplicate songs can be heard on these two similar stations. From Alexander O'Neal, Jodeci, Mary J. Blige, Dr. Dre & Snoop Doggie Dog to Ice Cube and other underground rappers, 98.5 FM as well as KCEP rely on African American artists to parlay listenership. KLUC calls their format Rhythmic Top 40 while 88.1 FM's calls their format Urban Music. These similarities have brought concern from some African American listeners. Listeners have

questioned whether 98.5 FM's African American listenership is receiving adequate representation from the station.

They question the station's hiring practices, questionable radio personalities, which have alleged racial overtones, and overall commitment to the African American community. Station management, when questioned about these allegations, replied the station's community commitment remains strong. "We believe we have a certain responsibility to the community as a whole," says station general manager, Don Peterson.

The station prefers to concentrate on a cross-sectional appeal, avoiding any focus on one particular ethnic group within the community. Consistently, 98.5 FM has secured a commanding share of the Las Vegas listening audience. At one time, the station secured an amazing 23.6% cumulative share of the Las Vegas listening audience. This share represents the percentage of listeners, ages 12-40, at one particular period of time. These rating percentages dictate

the amount a station can charge for its advertising, thereby, dictating its bottom line revenue.

Peterson says the station has had remarkable success by appealing to a variety of listeners. This becomes evident when the station's ratings are evaluated. 98.5 FM has a distinguished success record which has placed it within the top five radio stations in the city for several years. 97.1 FM, once it's sole competition, was forced earlier this year to change its format due to an inability to compete. Peterson acknowledged the secure market share and credits a professional staff and a thorough test marketing system which allows for song selection. "We devote countless amounts of time and dollars to selecting our music," says Peterson, "listening to over sixty songs per week and selecting less than 1/3 that amount for exposure."

KLUC 98.5 FM's parent corporation, Nationwide Communications, Inc., is a four billion dollar media conglomerate. (See KLUC Radio, Page 22)