

POLITICAL POINTS: PASS THE TORCH, OR GET SMOKED

By Assemblyman Wendell P. Williams SEE PAGE 2

PLANNING TEAM SETS PRELIMINARY COURSE FOR DISTRICT'S FUTURE

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A LOOK AT WEEK #1 IN THE NFL HIS NAME IS EMMITT, & HE WASN'T

By W. G. Ramirez

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"THE TRUTH SHALL SET YOU FREE"

KCEP RESPONDS TO CRITICISMS

By Victor S. Ingram

Two weeks ago the Sentinel ran a story on 98.5 KLUC's emerging African American audience. This story was received with degrees of interest, surprise, and horror when criticisms were launched at African American community based 88.1 KCEP for being out-of-touch with economic radio reality. 88.1 KCEP's criticisms stemmed from its lack of focus on business goals which would propel it into key player status within the Las Vegas radio market. While being a non profit entity operated by the Economic Opportunity Board, KCEP has always been restricted by federal funding restrictions that prevented bold funding pursuits.

Critics noted 88.1 KCEP's upper management which lacked any true radio expertise resulting in misguided directives, and stifling funding restrictions which prevented aggressive marketing strategies. One example is the generic radio spots which are the staple of the station's revenue. 88.1 KCEP insiders talked of federal restrictions which in some cases prevent detailed product descriptions. "How can you go to an advertiser and say I'll describe your product as XYZ, but sorry I'm limited to explicit detail," says one insider.

Within the context of a 90's non

profit corporation, critics have noted that these varied restrictions have and will continue to leave KCEP out of the mainstream; subsequently, dooming the station to mediocrity. KCEP's manage-

"...if a station plays African American music, it has a responsibility to the community which supports it."

Louis Connors, Jr.
General Manager
KCEP FM 88

ment responds to these accusations with emphasis. Management says the station has made significant progress throughout its twenty-five years of operation. Going from 4 watts in its early years to its current 10,000 watts and strategic tower placement atop Black Mountain, 88.1 KCEP's accomplishments have been noteworthy.

The station contends that even with these technical advancements and constant focus on progress, it has always maintained its focus - that focus being its community. 88.1 KCEP's community commitment is undisputable. The station's community reputation impeccable with several hours per week devoted to community programming. Programs such as radio



LOUIS CONNORS, JR.

personalities Larry Weekly's Straight Talk, and Carlton Booth's Police in the Community provide a foundation for exploring the opinions of the community within a talk radio format.

Station management admits some frustration when fund raising opportunities are limited, but contends its main focus has always been on the community. Station General Manager, Louis Connors, says the station has offered quality urban music and maintained a high standard of community commitment. "KCEP is the only station where you can hear all types of Black Music 24 hours a day," says Connors. He refutes the comparison with KLUC 98.5 because he feels KLUC's commitment to

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★ NATIONAL NEWS ★ ATTACKERS CONVICTED IN FLORIDA BURNING

A West Palm Beach, Florida jury Tuesday convicted two men of kidnapping a black tourist, dousing him with gasoline and setting him ablaze New Year's Day.

Charles Rourk, 33, and Mark Kohut, 27, were found guilty of armed robbery, kidnapping and attempted murder in the attack on Jamaican immigrant Christopher Wilson.

Wilson, a 32-year-old stock brokerage clerk from New York City, was burned over 40 percent of his body during the attack.

In his testimony, Wilson described

ELDERS CONFIRMED AS NEW SURGEON GENERAL

Joycelyn Elders, the outspoken 54-year-old Arkansas pediatrician, was confirmed by the Senate Tuesday to be the nation's next surgeon general.

The 65-34 Senate vote followed a difficult three-month battle over President Clinton's controversial choice as the nation's top doctor.

During the debate, opponents called Elders intolerant, radical and clearly out of the mainstream on issues like distributing condoms in school. Elders' supporters, on the other hand, praised her for her willingness to tackle tough issues such as teen pregnancy, AIDS prevention and

being abducted by gun-wielding attackers outside a suburban Tampa shopping plaza and being forced to drive to a remote field, where he was doused and burned.

The racially sensitive trial was moved from Tampa to West Palm Beach, where Circuit Judge Donald Evans delayed reading the verdicts for more than 30 minutes. Evans did not explain the delay.

There were no fingerprints, hairs, fibers or DNA tying the defendants to the scene, and there was no link found

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abortion.

Her straightforward rhetoric, they say, will make her the most influential surgeon general since C. Everett Koop.

In winning the confirmation Tuesday, Elder fended off allegations that she had engaged in unethical double-dipping by accepting salaries from both Arkansas and the federal government as a Clinton nominee, and that she was involved in the mismanagement of an Arkansas bank while serving on its board of directors. She succeeds former surgeon general Antonia Novello.

NEYLAND TO BE HONORED BY COMMITTED 100 MEN

Committed 100 Men Helping Boys, a non profit organization mentoring servicing to African American boys, ages 7-13, recently announced their Second Annual Humanitarian of the Year Awards Banquet will be held in honor of Dr. Beverly Neyland. Dr. Neyland has practiced in the Las Vegas Valley for the past twenty years, giving unselfishly to local charities and worthwhile causes.

This year's banquet will be held at the Palace Station Hotel & Casino located at 2411 W. Sahara on Saturday, September 18, 1993 from 6 p.m. until 9 p.m.

Dr. Beverly Neyland has developed an astonishing record of significant "firsts" throughout her life. As the first female African-American Doctor and Pediatrician to practice medicine in the state of Nevada, she traveled through untamed waters and was subsequently forced to achieve at a



DR. BEVERLY NEYLAND

higher level than her peers to receive a nominal level of acceptance.

A native of Gloster, Mississippi, Dr. Neyland's curriculum vitae is a text book example of the route to success. She completed her bachelor of Science at Bennett College in Greensboro, North Carolina in 1967; she would attend Nashville Tennessee's

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PUGHSLEY NAMED DEPUTY SUPERINTENDENT FOR VIRGINIA BEACH, VA. SCHOOL DISTRICT

James L. Pughsley of Henderson, Nevada, has been named Deputy Superintendent for the Virginia Beach City Public School in Virginia, according to Sidney L. Faucette, Superintendent, effective September 9, 1993. Dr. Pughsley, long associated with Clark County School District of Las Vegas where he held a variety of administrative positions, also served as Superintendent for the Monroe City Schools, Monroe, Louisiana.

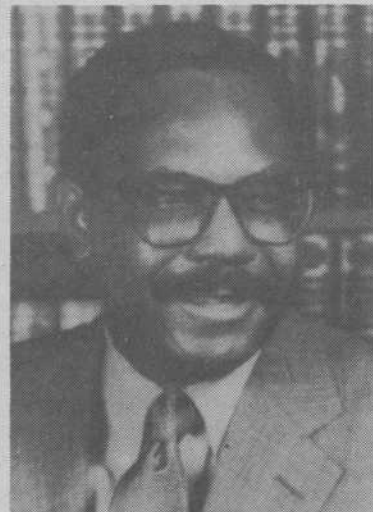
"Dr. Pughsley is a well-respected school leader with exceptional relations skills and impeccable credentials," said Dr. Faucette. "He played a key role in Clark County's strategic planning efforts, and I'm eager for him to apply his expertise here."

Dr. Pughsley served as principal of four elementary schools before assuming central office responsibilities for the direction of elementary school programs

in Clark County, the 11th largest school district in the nation. In that role, he provided supervision and assistance to 25 elementary principals in the system.

Later, as Associate Superintendent for Elementary Education in Clark County, he supervised programs in 88 schools enrolling approximately 56,000 students. He has also held administrative positions supervising special education, research and development, pupil personnel services, and federal and special programs. In addition, he has implemented programs for the academically talented, for at-risk students, for professional development, and for school-to-work transitions.

"I'm looking forward to working with the staff here," said Dr. Pughsley. "Virginia Beach is known for the quality of its administrators and teachers, and I'm eager to be a part of the dynamic restructuring efforts undertaken by Dr.



JAMES L. PUGHSLEY

Faucette and the School Board."

As Deputy Superintendent, Dr. Pughsley will support and supervise all principals in the system; administer all human resources services, including

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