

BUSINESS

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Clark County Sanitation District, University Medical Center, University of Nevada - Las Vegas and Community College of Southern Nevada.

Five years ago, Supreme Court Justice Sandra Day O'Connor wrote her opinion in the case; City of Richmond vs. J.A. Croson, part of which states that entities that wish to enact a "race conscious" program must demonstrate that discrimination exists.

That decision has quite definitely changed the way state and municipalities establish minority business development programs, setting in motion a growing effort on the part of public entities to strive to ensure the inclusion of minority businesses in their procurement opportunities. A factual predicate, more

commonly known as a "disparity study," constitutes the first step in this process of inclusion.

Disparity shows differences between a public entity's utilization of women and minority owned businesses compared to their presence in the marketplace where the public entity operates. The disparity study is comprised of a range of information and input, which include anecdotal testimony, historical evidence and statistical data. While the disparity study can infer that discrimination exists, the Croson decision requires that the legislative body make a finding of discrimination. Once the legislative findings are concluded, policy initiatives are then taken to eradicate the discriminatory practices.

Often, the entities evaluated in these disparity studies are

chagrined by the results, which because of the strict guidelines for conducting the studies are based on factual conditions. It seems that in spite of the protestations of many to the contrary, what consistently emerges during the disparity study process is the existence of unresolved sexism and racism, where separations and misunderstandings among different racial, ethnic and cultural groups run deep.

Some in the economic mainstream balk at minority business development programs, set-asides and other such efforts to ensure that women and minority owned businesses are included in the opportunities for procurement contracts. In Croson the Court cautioned public entities not to become "passive participants" in the "evil of private prejudice." The spirit of the caution

allows that if racism is practiced in a particular industry, a public entity could, for instance, implement a program assuring that public dollars were not contributing to finance private prejudice. Croson also requires that any race-conscious program an entity enacts must be "narrowly tailored" to address the identified discrimination, since the program will be examined under a legal doctrine known as "strict scrutiny," the highest standard of judicial examination.

One of the key areas in measuring disparity is to first assess the availability and capabilities of minority owned businesses in the relevant geographic area in which the public entity conducts its procurement activities. For accurate measurement, a sound methodology and a clear definition of what constitutes available minority and non-minority owned businesses. Availability must be examined in the relevant local market for specific goods and services the public entity uses.

D.J. Miller & Associates, Inc., in conducting disparity studies with 33 public entities in 13 communities through the U.S. has outlined that effective studies should examine six areas, at a minimum, in search of evidence of discrimination and its effects:

1. Historical information, (See Business, Page 24)

THE RAY WILLIS REPORT

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a 10-watt training facility for would-be disc jockeys. Today, the station continues that philosophy by offering on-air slots to trainees after they complete an internship. As a small-budgeted public station, most of KCEP's on-air personnel are volunteers. Only a handful of its staff are on the payroll.

To the loyal, dedicated volunteer staff of KCEP, I applaud what you do to keep the station running smoothly, 24-hours a day. With increased financial support from the public, you could do an even better job.

Is KCEP a "Black" station? Technically no. Because its parent company, EOB is not a "White" or "Black" institution per se. It's because the license is held by an anti-poverty agency whose programs are physically situated in an area of greatest need, West and North Las Vegas, that KCEP is thought of as a Black station.

EOB feels that now is the time for KCEP to make a dramatic change in image and format. A first step was taken several months ago by outlawing "gangsta rap" from the airwaves.

To be successful in the future, KCEP must establish a solid financial base through fundraising. Ultimately, that means asking faithful listeners like you to make regular donations. Keep in mind that donations to KCEP are considered charitable contributions—the same as for United Way or any other bonafide charity.

There are differing opinions about what specifically needs to be done to make KCEP a viable station. I urge you to write and let them know what type of programming you would like for KCEP to carry.

The talk is that KCEP listeners can be had—that they are fickle. And that they will easily defect to any commercial station that would try to clone KCEP's soul music format. Remember. For a brief time here in Las Vegas there was 1340 AM, Motown and more. Then there was the KEY, 93.1, and now there's KXTZ, 94.1. All commercial stations, experimenting with Black music programming to steal KCEP's listening audience.

I should remind you that listening for commercial stations come and go because they are determined by the ratings over time. KCEP is a public station. It doesn't depend on ratings for its survival. As long as we have a station like KCEP that is committed to giving us what we want through thick and thin, can we afford to turn our backs? Absolutely not. KCEP is the only true African American broadcast outlet in Nevada. Let's get with the program!

To know is to grow. Until next week.

TRAVEL WITH BATES

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overlooking English Bay. Peppi's urns in North America. Its 9,000 specimens include killer whales and Beluga whales, as well as species native to the hot, humid Amazonian habitat.

Other interesting attractions are the Royal Hudson classic 1930's steam locomotives which makes a six-hour run from north Vancouver to Squemish.

Robson Street is a fun place to shop and people-watch, full of chic shops and neat finds.

The big pictures. The screen at the Omniax Theater at Canada Place is five stories high. The Omniax Theatre at Science World has the largest domed screen in the world.

Restaurants; Three great locations include the Tea House, set in the Forrest of Stanley Park,

Traveling with Children? Make sure to buy "Kids! Kids! Kids!" By Daniel Wood. It's the definitive guide to Vancouver for the junior set.

Whistler Tour: Sea To Sky Tours (604)984-224; Specific Tours Inc. (604)925-1468.

Accommodations Guide: To obtain copies of outdoor and adventure girth, road map, ski guide and super camping. Call toll free (800)636-6000.

Vehicle Entry: Vehicle entry to Canada is generally routine. Custom permits, if required, as issued at time of entry. Visitors with rental vehicles should carry a copy of the rental contract. Vehicles not registered to the driver require a letter of authorization. Gasoline is measured in liters. One imperial gallon is approximately 3.8 liters.

Distance in Canada including speed limits is measured in kilometers. A kilometer is approximately 5/8 miles. Miles x 1.6 kilometers. Kilometers x 0.6 = miles.

MONEY EXCHANGE Visitors are encouraged to exchange their funds for Canadian dollars at a bank or foreign exchange outlet to receive the prevailing rate of exchange. Experience the thrill of Vancouver, the view is spectacular!

HEALTH BRIEFS

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CONTACT: Dr. Ravi Kumar at The H. Lee Moffit Cancer Center, 813-972-8429.

SIDS UPDATE

Sudden Infant Death Syndrome (SIDS) which takes the lives of disproportionate numbers of African American and Native American babies each year, can be prevented by simply having children sleep on their backs, says The American Academy of Pediatrics and the National Institute of Child Health

and Human Development. A recent survey of SIDS rates around the world found that the rate of SIDS fell by about 50% in nations in which parents agreed to adopt this one habit.

For free prevention information about SIDS, designed to be of help to parents, call the SIDS Alliance at 1-800-221-SIDS. FOR JOURNALISTS SEEKING MORE INFORMATION ABOUT THE STUDY, CALL: Jerry Bowman, The Academy of Pediatrics press office, 708-228-5005.

CAMPAIGN 2000

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colleges and universities in educating young African Americans to meet the challenges of the 21st century. To date, the campaign has raised over \$207 million.

"Unocal's participation in the campaign is a true affirmation of your advocacy for improved educational opportunities for African Americans. By providing much needed financial assistance you are opening the door to a college education for many deserving Los Angeles youth," said UNCF President and CEO, William H. Gray, III.

UNCF, which celebrates its 50th Anniversary this year, is one of the leading higher education support organizations in the country, having raised nearly \$1 billion. It has been ranked among the leading U.S. charities by Money, Forbes, and The Non Profit Times.

BLACK VOTERS

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says he is in touch with the black community because of the time and experiences he's had. "I see a lack of respect between the black community and law enforcement," says Rybar. He plans to create a community liaison position to assist in developing ties in the community.

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