

# BUSINESS

(Continued from Page 6)  
rightful "place in the sun."

The African-American community has a vested interest in the acceleration of the trend toward a better understanding and the proper implementation

of diversity in the workplace. The fact that Southern Nevada's social and business conscience has risen to the level of "inclusion" of the ethnic groups to the extent that it has, is a step in the right direction. It behooves us to

break away from the stereotypes that have been attributed to us as a people by taking responsibility for ourselves, our youth, our economic viability and our community as a whole. At the same time, we must continue to use every resource available to us to ensure that the goal of total inclusion and diversity is fully realized.

R. Roosevelt Thomas, Jr., D.B.A. of the American Institute for Managing Diversity offers, "There is a growing recognition that a failure to address the challenges and opportunities associated with diversity will be costly, not just in connection with race and gender matters, but with respect to other dimensions as well." Thomas concludes that there are seven possibilities in the way managers approach diversity in the workplace.

1. Exclusion — minimizing diversity by keeping diverse elements out or by expelling them once they have been included.

2. Denial — where managers try to ignore the dimensions of diversity (i.e. pretending to be color-blind, gender-blind, etc). It should be noted that denial is viable only if the object of your denial permits the practice. Individuals celebrating their uniqueness and cultural identity are reluctant to allow that sort of hypocritical denial.

3. Suppression — managers encourage entities to suppress

their differences . . . this they say, in order to maintain good team spirit or minimize conflict.

4. Segregation — not necessarily only to the extent of the back-of-the-bus, but to other practices such as clustering members of racial or ethnic groups in certain departments, limited to certain levels within the organization, isolation or piloting a new approach in a single corner of the corporation, and developing special programs for minorities or women in particular.

5. Assimilation — managers attempt to transform the element with the differences into clones of the dominant group thereby minimizing the differences between the entities.

6. Building Relationships — the assumption being that a good relationship can overcome differences. While this approach has the potential to foster acceptance and understanding, often it's used to minimize differences. In other words, by focusing on similarities, the hope is to avoid challenges associated with differences.

7. Fostering Adaption — the parties involved accept and understand differences and diversity, knowing full well that those realities may call for adap-

tion on the part of all components of the whole. As an illustration, a corporation's managers may hire people who are different, while knowing and expecting that they (the managers) will have to explore possibilities of system and culture changes to assure an environment that works for everyone.

I'm sure that like me, many of you have experienced one or more of the aforementioned

approaches in your experiences in the workplace and other aspects of life in general — not only in the Southern Nevada community, but in these United States. **Self-Empowerment is the key to Success as a People — as a Nation!** Have any questions? Write to me c/o Business, Las Vegas Sentinel-Voice Newspaper, 1201 South Eastern Avenue, Las Vegas, NV 89104 or call 456-3838.

## UNEMPLOYMENT



(Continued from Page 6)  
by the service industries, followed by construction, manufacturing, transportation, communication and public utilities, finance, insurance and real estate, government and mining.

Jackson said, The U.S. Bureau of Labor Statistics reports the nation's seasonally adjusted civilian May unemployment rate is 6.0 percent, down four-tenths of a percentage point over-the-month. And, neighboring California's unemployment rate is 8.3 percent, down 1.3 percentage points over-the-month.

The research unit's calculations indicate that during May, the Las Vegas metropolitan statistical area's (Clark and Nye Counties in Nevada, and Mohave County in Arizona) unadjusted unemployment rate was estimated at 5.2 percent, down one-tenth of a percentage point since April. And Washoe County's April in adjusted jobless rate was estimated at 4.4 percent, down two-tenths of a percentage point over-the-month.

In the Carson City labor market area (Carson City, Douglas, Lyon, and Storey Counties) the unadjusted unemployment is estimated at 5.8 percent, down six-tenths of a percentage point since April. And the Elko labor market area (Elko and Eureka Counties) unadjusted unemployment rates is estimated at 5.2 percent, down four-tenths of a percentage point since April.

Nevada continues to experi-

ence strong over-the-year job gains in all basic industrial sectors.

- Service industries (gaming, recreation, and hotels; personal; business; medical and health; legal; engineering; accounting; and management) gained 27,600 jobs

- Retail & wholesale (general merchandise and apparel; food stores; auto dealers and service stations; and eating/drinking establishments) gained 7,200 jobs

- Construction gained 2,500 jobs

- Manufacturing gained 2,500 jobs

- Federal, state and local government (including teachers) gained 4,200 jobs

- Transportation and Public Utilities gained 1,800 jobs

- Finance Insurance and Real Estate gained 1,500 jobs

- Mining gained 100 jobs

## NAACP & YOU

(Continued from Page 4)

Join the NAACP today. Black parents why don't you go to the Clark County School Board on Tuesday nights to see how monies are voted out for predominantly or all white schools in contrast with predominantly or all Black schools.

Do you know that the Prime 6 Schools which are in the Black community have lost all of their Vice Principals and most of their support for the school since the white children left due to the discontinuance of bussing.

You should join the NAACP today!

## DIALOGUE

(Continued from Page 8)  
munications and language problems.

Across the nation, Black students are twice as likely to be in special education as white children. The rates are much higher based on some academic studies. Federal studies suggest that these same students perform better in regular classes with extra support.

Parents and advocacy groups have leveled complaints that special education systems mislabel thousands of children, isolating them often with uninspired teachers in classrooms which range from tutoring to placement in one of New York City's 61 special education schools from which few are ever returned to mainstream education, creating two parallel, but unequal education systems. Too many students drop out of public school and come back onto taxpayer rolls as wards of county jails and state penitentiaries.

About one-third of all special education students are arrested at least once after leaving high school. This includes those labeled as emotionally disturbed. Some 43 percent who graduate remain unemployed three to five years after high school.

To be continued.

## GOSPEL PROGRAMMING SCHEDULE

KCEP FM 88 serves the Las Vegas area with gospel music 7 days a week for the Sick & Shut-In, the homeless people and everyone that cannot get out to the church of their choice.

The Gospel hours are Monday thru Friday 3 a.m. to 5 a.m., Saturday 3 a.m. to 6 a.m., and Sunday 4 a.m. to 4 p.m. KCEP Gospel department is mainly volunteers that come in and serve the community with gospel music and help them to know what's going on in the church community through announcements and events.

KCEP Sunday program specializes in church programs from various churches around the area with a special live broadcast coming from Second Baptist Church that aires live from their Sanctuary, 500 W. Madison, where Willie Davis is pastor. The gospel programming also reaches the youth with gospel by playing contemporary gospel music.

### KCEP SPECIALIZED PROGRAMMING ON SUNDAY

6:00 a.m. - 6:15 a.m.  
6:30 a.m. - 7:00 a.m.  
7:00 a.m. - 7:15 a.m.  
7:45 a.m. - 8:00 a.m.  
8:15 a.m. - 9:00 a.m.  
  
9:00 a.m. - 9:30 a.m.  
9:30 a.m. - 10:00 a.m.  
10:30 a.m. - 10:45 a.m.  
11:00 a.m. - 11:15 a.m.

"Vision Temple" with Pastor George White  
"Word of God" with Rev. Jessie Scott  
"Ministry of Jesus Christ" with Claudine Robinson  
"Divine Temple" with Pastor Turner  
"Second Baptist Church Broadcast" pastored by Rev. Willie Davis  
"The Old Ship of Zion" with Mother White  
"Final Call" with Minister Louis Farrakhan'  
"Moments of Miracles" with Prophetise Amanda Irving  
"Bread of Life" with Pastor Simmie Richards

From your friends at KCEP FM 88  
The Station Making a Difference in Las Vegas.

