

LAS VEGAS

Sentinel



Voice

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"THE TRUTH SHALL SET YOU FREE"

Clergy to help ex-offenders

By Nancy Watson
Sentinel-Voice

Southern Nevada will soon have a comprehensive re-entry program for ex-offenders, thanks to the efforts of the Minister's Alliance of Southern Nevada.

Dr. McTheron Jones, who heads the counseling division of MAASN, is seeking funding for the program from the Justice Department. The money will be used for halfway houses for ex-offenders.

"They get out of prison with \$21 and a bus ticket. That's not even enough money to spend the night somewhere. They are set-up for failure," Jones said.

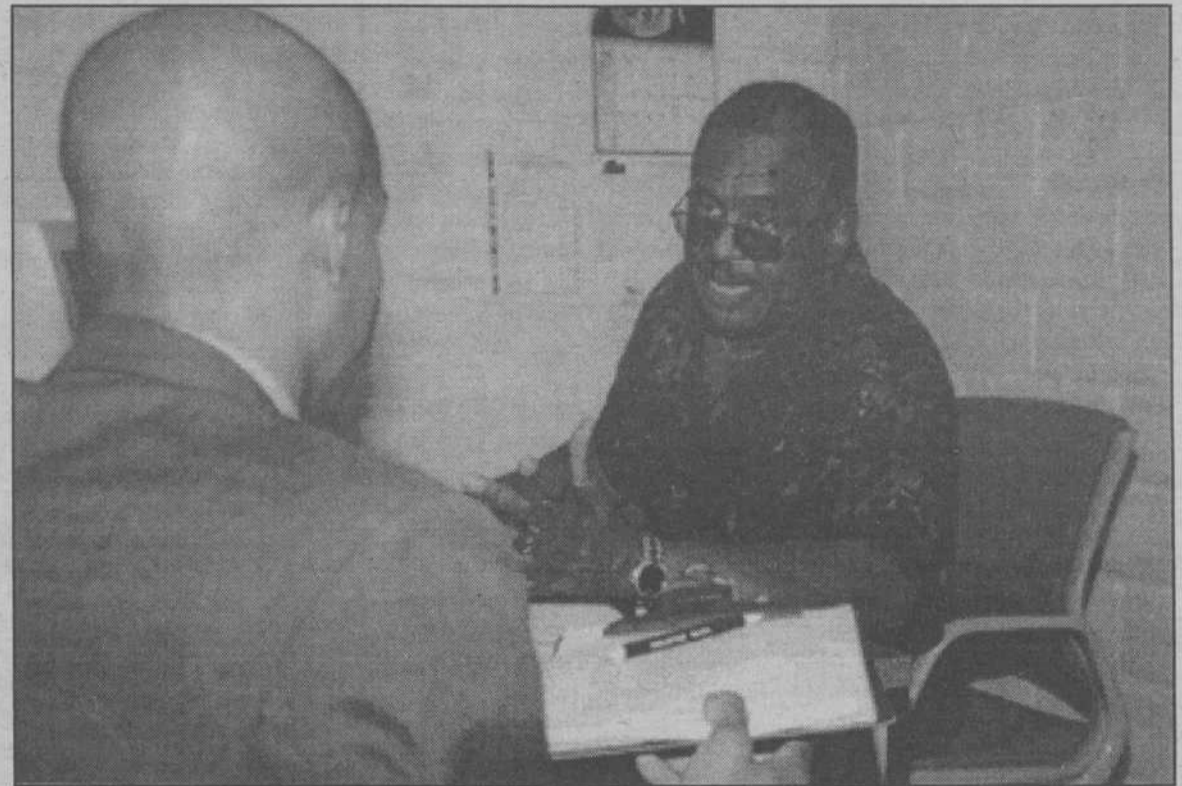
The recidivism rate in Southern Nevada is more than 80 percent,

Jones said. By attacking the problem head-on, taxpayers will be saved money. As matter of fact, that is the argument for the \$1 million grant.

MAASN, in partnership with the Community College of Southern Nevada, has assembled a prestigious board of directors and an advisory board known as the Alliance Collegium of Southern Nevada to oversee the re-entry program.

They will eventually oversee seven halfway houses for men, two for women and one or two for juveniles. Jones is currently seeking sites for the houses as well as writing the grant, which must be submitted by mid-August. The project is patterned after the Ridge House in Reno.

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As director of job placement and marketing for the Ministers Alliance Association of Southern Nevada, Cecil L. Davis works to help ex-felons reintegrate back into society.

Sentinel-Voice photo by Ramon Savoy

New radio station hopes to corner city's urban market

By Al Triche
Sentinel-Voice

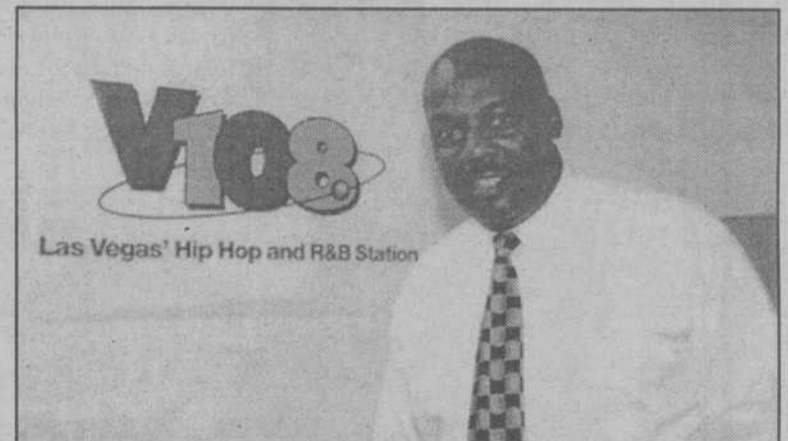
A Midwest broadcasting firm is betting, in a betting man's town, that while Southern Nevada is hostile to African-Americans, it has a healthy appetite for black musical genres.

Chicago-based Mag Mile Media, which owns several properties including radio stations in New Orleans, Denver and Salt Lake City, has entered the Las Vegas market. Its new subsidiary, Desert Sky Media (DSM), debuted KVG5-FM, "V-108," last month, targeting R&B and hip-hop fans, and, as listeners discovered yesterday, it didn't stop there.

"We went on the air July second," explained DSM General Manager Frank Woodbeck, saying KVG5 "is (Mag Mile's) first Urban property" and that the parent company's use of an Urban Contemporary format is "exclusive to Las Vegas."

The station's programming is currently anchored by a "high-profile, music-oriented," nationally syndicated morning show hosted by Doug Banks, who, according to Woodbeck, "is in about 88 markets."

"Right now we're in the process of hiring talent for the other dayparts. Our Operations Director is in the process of evaluating (and



Sentinel-Voice photo by Ramon Savoy

V108 Vice President and General Manager Frank Woodbeck is confident the new station will cement a competitive niche in local urban radio.

we'll add talent in about two weeks," he continued, saying local candidates will be seriously considered.

Asked whether programming so directly identified with a black audience might be a tough sell for a commercial station here, Woodbeck said no. The arrival of KVG5 reveals corporate optimism that, despite its small African-American community and abysmal race relations, Las Vegas will be a lucrative market for DSM.

"The pop culture that is demonstrated by hip-hop is partially served by some of our competitors," he explained. But, he continued, "There is an underserved market in Las Vegas, which includes a huge African-American market that is underserved."

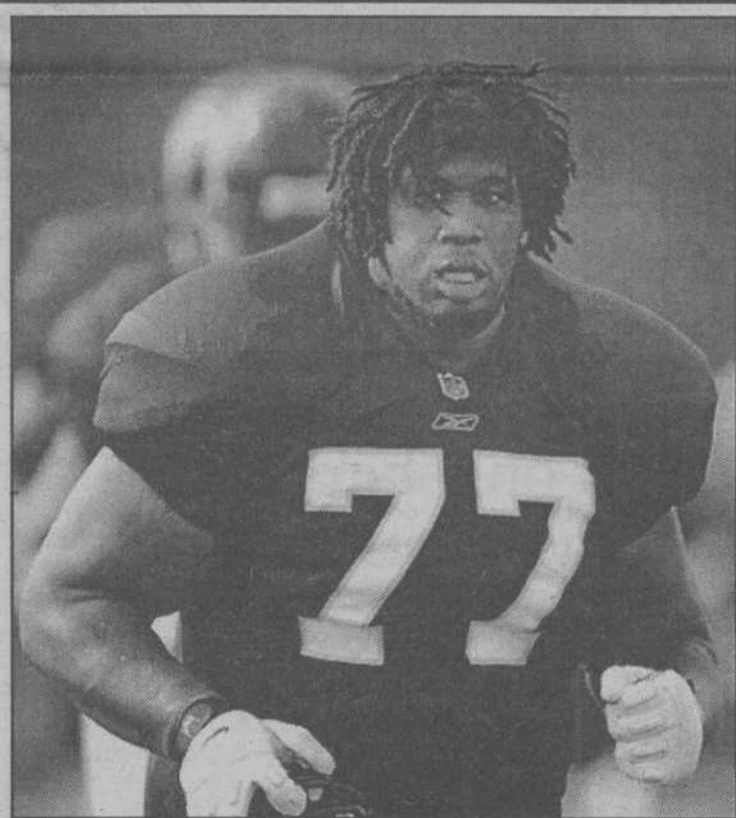
Station KCEP-FM, "Power 88," a fixture in the greater Las Vegas area, has been a mainstay of urban contemporary devotees here, and other local stations, although targeting different demographics, exploit "crossover" appeal to increase audiences by featuring music found on KCEP's playlist.

Now V-108's serious bid for marketshare, if not dominance, will influence this milieu as the others make room for a new player.

"KCEP is not a commercial station. Their format really harkens back to the early days of "Black Radio," said Woodbeck.

"Without having another urban outlet" in Las Vegas, he said, KCEP has been able, in a manner of speak-

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Carlos Gonzalez/Minneapolis Star Tribune

Minnesota Vikings player Corey Stringer died of heatstroke. Stringer is shown in this photo during practice July 31 in Mankato, Minnesota.

Stringer mourned

WARREN, Ohio (AP) - With large pots of white calla lilies flanking his open black coffin, Corey Stringer was remembered Monday as a fun-loving, generous man who "never forgot anyone."

About 1,300 people packed the First Assembly of God church for the two-hour funeral of the Minnesota Vikings' lineman who died of heatstroke last week.

The crowd was so large that a spillover group of about 300 more had to watch the service on closed-circuit TV in an adjoining gym, while hundreds more gathered outside.

That's how much folks in Stringer's hometown in northeast Ohio

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