

# McMorris mainstay in Las Vegas

By Margo E. Williams  
Special to Sentinel-Voice

Lillian McMorris has had a front-row seat to the growth of Las Vegas and, ironically, for most of that time, she's helped tell the city's story. A veteran of television and radio, McMorris is well known for her earnest devotion to civic causes. As public affairs director for the now-cancelled "A.M. Southern Nevada" show, McMorris interviewed hundreds of people working to improve life in the Las Vegas Valley and she championed a myriad of worthwhile causes.

"Lillian probably knows the name of every non-profit organization in Southern Nevada," said Robert D. Fisher, president of the Nevada Broadcasters Association. "Lillian is familiar with probably every major event that takes place in a given year. Lillian probably knows the name of every elected and appointed official who represents Southern Nevada. Lillian cares for and fights for the underdog, the underrepresented, the poor,

the forgotten and the homeless. She is a doer. She gets things done. She makes things happen."

The Las Vegas native worked in customer service at a telephone company, dealt poker at the Four Queens Hotel and Casino and served as casino floor manager at the Hacienda before finding a niche assisting people. Officials from Envirotech International asked her to help them build their cachet in the community — the company wanted to introduce its waterless car wash system to the city.

The marketing and public relations experience proved valuable in her next job as host of "A.M. Southern Nevada," where she worked for 10 years as a conduit between the KVVU Channel 5 and Valley nonprofits. When the position was eliminated, McMorris turned to entrepreneurship, using her vast experience and community contacts to help nonprofits and small businesses promote their goods and services.



"After leaving KVVU TV FOX5 in 2002, I received many e-mails and telephone calls from people requesting information on programs and activities," she said. "My favorite color is purple so I became the Purple Resource. As my company evolved, I personalized the name to represent not only the personal attention which I bring to

everyone I meet, but also the resourcefulness and ability to match needs, find solutions and distribute information."

Her list of clients reads like a who's who, including the Las Vegas Clark-County Urban League, the World Conference of Mayors, 100 Black Men of America (Las Vegas Chapter). She's also emceed dozens of events and served on numerous non-profit boards, including Big Brothers, Big Sisters of Southern Nevada, Goodwill Industries, Frontier Girl Scouts Council and the Latin Chamber of Commerce, among others.

Most recently, McMorris moderated a political candidates' forum put on by the Clark County Democratic Black Caucus in association with Clark County Democratic Hispanic Caucus, Asian American Democratic Caucus and the Nevada State Democratic Party Diversity Committee. McMorris has done all of this great work while raising her son and two daughters.

"I love my community and I feel there are so many resources not tapped in to," she said. "I feel they don't know where to go. That's what I do. My specialty is letting people know what resources are available."



Sentinel-Voice photo by Ramon Savoy

Lillian Morris has a long and distinguished history working with nonprofits in Las Vegas.

## T.I.

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so others won't make the same mistake at all. I congratulate you."

Upon his release, Harris will be on probation for three years. He also will be credited for 305 days of home detention he already has served and must serve an additional 60 days, authorities said.

Harris agreed to community service to avoid a lengthy sentence. He already has made 262 public appearances — talking to youths at community centers, churches and schools — as part of that deal.

He also has taken part in a voting campaign to urge young

adults to register to vote and had an MTV reality show, "Road to Redemption" to scare teens straight, but neither of those were credited toward the community service.

Harris is known as rap's self-proclaimed "King of the South." Through his healthy dose of confidence, he raps about the harsh realities of a street hustler's life.

Harris is one of the co-chief executives of Grand Hustle Records and one of Atlantic Records' most successful artists.

His sixth album, "Paper Trail," has sold nearly two million copies. It also charted two smash No. 1 songs, and a third with Justin Timberlake is near the top of the charts.

## Bits 'n' Pieces

TAYLOR MEDIA SERVICES

### Steve Harvey replaces Tom Joyner in the Chicago radio market

In a surprise move in the syndicated radio world last week, powerhouse Chicago radio station V103 (WVAZ-FM 102.7) dropped "The Tom Joyner Morning Show" and replaced it with "The Steve Harvey Show." Thus, after 16 years the "Fly Jock" will no longer be heard on a Chicago radio station even though Joyner will remain the most widely syndicated Black DJ in the nation. However, the change was not a complete surprise. Harvey's show is syndicated by the Clear Channel Company which also owns V103. Meanwhile, Joyner's show is distributed and associated with Black radio giant Radio One.



Steve Harvey

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### Isaiah Washington picked to play Lou Rawls in new movie



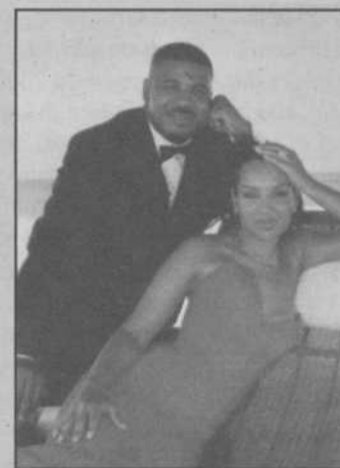
Isaiah Washington

Pathway Entertainment has acquired the script and Isaiah Washington has been picked to play the lead role in a new movie based on the life of legendary baritone singer Lou Rawls. The script was written by Rawls' son Lou Rawls, Jr. and will reportedly take an "uncensored" look at Rawls who mastered Blues, Soul and R&B but who grew up in poverty in Chicago and had a very troubled marital life. Rawls died in 2006. The lead role decision also comes as good news for Washington who appears to be in the midst of financial problems. Reports emerged last week that he and his wife were three months behind on \$20,000 a month payments on their \$3.5 million home in Los Angeles. Washington is perhaps best known for his role in the hit television series "Grey's Anatomy." He was booted from the show after coming into conflict with one of the drama's gay co-stars.

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### Playboy Caribbean premier resigns from office under corruption probe

The jet-setting, playboy premier of the Caribbean island Turks and Caicos last week resigned his post and the British government stepped in to take administrative control of the small nation. Michael Misick had been at the center of a corruption probe focusing on the island's ruling elite. He said in a statement that he was stepping aside to give way to a unity government. Misick made international headlines a year ago when he was involved in relationships with Black American stars including movie star Lisa Raye and BET's "106 & Park" host Rocsi. Misick and Lisa Raye married but then separated.



Michael Misick and Lisa Raye during happier times

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### The American Black Film Festival announces competition categories

Film Life's 13th Annual American Black Film Festival (ABFF) last week announced its 2009 competition categories and festival awards. Considered by many the premier international Black film festival, ABFF also announced that this year's event will take place from June 24th to 27th in Miami, Florida. The festival founding an title sponsor remains HBO.