

# Performing Art Center faces many challenges

By Angela Desmoni  
Staff Reporter

In discussing the goals of the Performing Arts Center at UNLV, Public Relations Manager Barbara L. Hall names some of the challenges as well.

Hall said, "I feel my greatest challenge is translating the academic significance and importance of the center to the media."

In her second year at UNLV, Hall said she is trying to reach out to the cities within Nevada and prove to them that excellent art and cultural exhibits can be seen without the massive prices.

Hall assumed her position in Sept. 1989, when it was decided that Fine Arts would be separated from the Department of Arts and Letters. She is responsible for publicizing all the events and programs. The Department of Fine Arts includes theater, music, dance and art.

Another challenge she encounters is getting the faculty to understand that to publicize in magazines and papers, one needs to meet deadlines months in advance. Publicity work has to be pre-prepared in order to get outstanding publicity.

Being well qualified for her job, Hall comes equipped with a masters of fine arts degree in communications from Columbia University. She was also the recipient of the Rochester Communicator of the Year in Public Relations in May, 1988.

Hall said, "I feel that my expertise separates me from other professionals because I know that what is important to the media is not always important to the artists and faculty."

Hall's main service, she said, is the media. She puts in over 50 hours a week for good reason.

"Radio wants and expects something different from TV, which in turn wants and expects something different from the newspapers, which also wants and expects something different from the magazines. Of course, the local media wants and expects something different from the national media," Hall said.

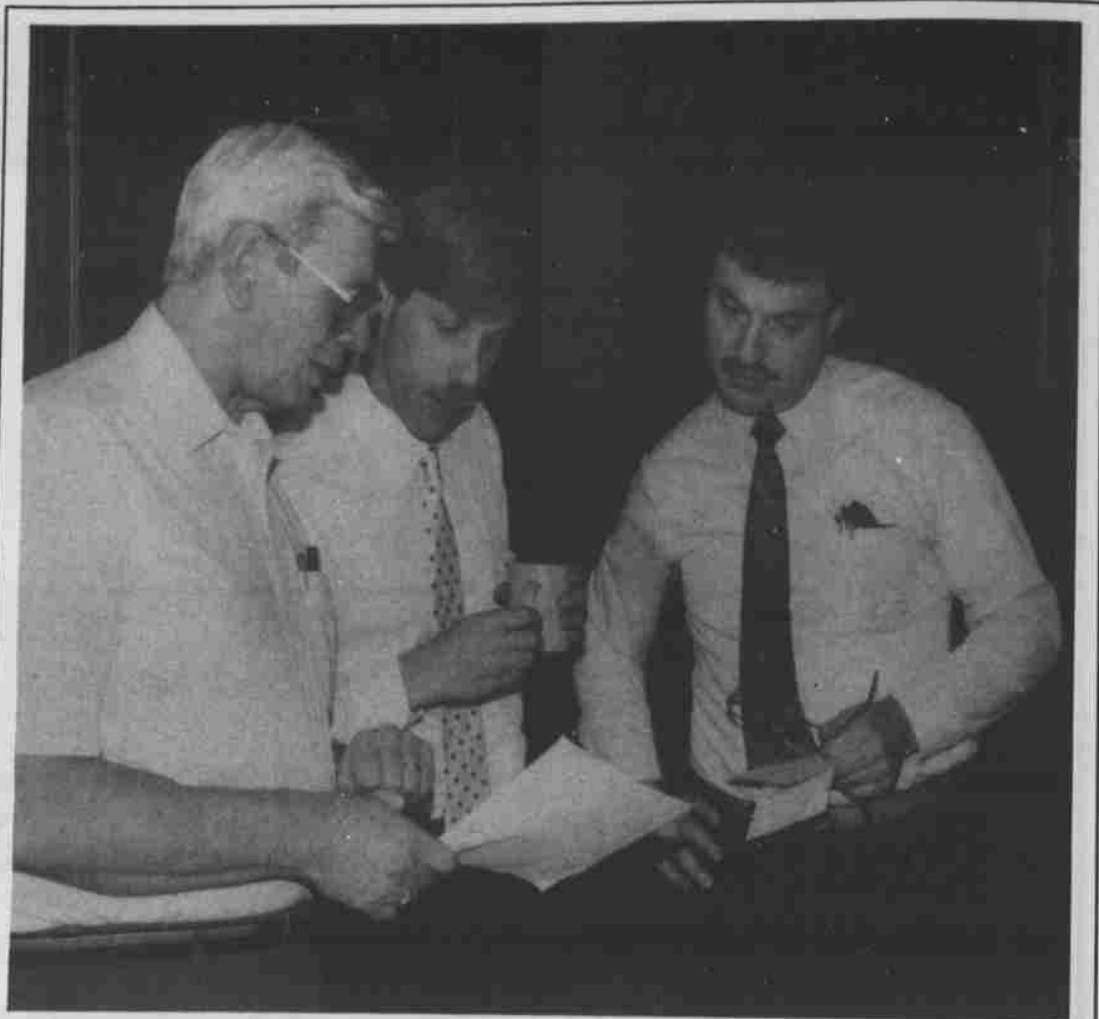
She basically tries to please each one. She said the media helps the university indirectly.

Hall stated that her job is like housework in that "getting the name out there is never done and there is never one place that everyone will see."

Her only frustration is, "I'm only one person."

Richard Romito, the director of the PAC, is responsible for the vast array of cultural activities of the PAC. He contributed in presenting Las Vegas with the Barrick Lecture Series in which past Presidents Gerald Ford and Jimmy Carter as well as public figures Tip O'Neil and Henry Kissinger have participated.

Romito, who worked closely with founder Charles Vanda for



Richard Romito - Director of the Performing Arts Center at UNLV, books, schedules, tickets and coordinates more than 400 events each season. Above, Romito discusses future performances with Jerry Gillis, performance manager (left), and Bruce Edgar, production manager (right).

five years, assumed management and responsibility of the prestigious Charles Vanda Master Series after the death of Dr. Vanda in 1988.

In time, Hall and Romito hope to reach broadcast specials such as CBS Sunday Morning News, ABC Tonight, and Entertainment

Tonight with the events of the Fine and Performing Arts Cen-

ter. Hall said, "It's a lot of hard work, but it's a very exciting place to work. The faculty at UNLV is a delight to work with. They are able to go along and put on a pub-

lic relations hat as well as their academic hat. In turn, that reinforces my excitement."

For more information concerning the PAC, the box office number is 739-3801. Tickets can be purchased in advance or at the event.

## A place to shop for laughs

By Tina Lyttle  
Staff Reporter

Leading into its successful fourth month, the Comedy Stop at the Tropicana Hotel hits high on the Las Vegas entertainment list. Being more than just a place to enjoy great comic acts, a one-and-a-half hour stay in the Monte Carlo room is cozy and relaxing. It is a place to sneak away from the real world for a while, or at least long enough to laugh at it.

The place may look familiar, but what was Rodney Dangerfield's in 1989, is now producer Bob Kephart's in 1990.

Featuring the best stand-ups as well as young, fresh faces twice nightly at 9 and 11:15 p.m. at a moderate price of \$12.95, the odds are you can't lose. Wednesday is UNLV night, so double-up on their two for one special.

The week of Aug. 20-26 featured Tony Daro, Paul Provenza and Willie Asbury. Tony hosted the show and kept it flowing by making fun of those everyday silly things in life along with particular members of the audience.

Willie Asbury, a regular on "Showtime at the Apollo", was an amazing singer-impersonator displaying many from Mike Tyson to Julio Iglacias. Paul Provenza, who has been on both "Latenight" and "The Johnny Carson Show", left the audience rolling off their chairs to the lighter side of the effects of smoking, drinking and even the Persian Gulf crisis.

All the performers incorporated audience participation into their routines.

Knowing that a comedian's purpose is to shed light on the sometimes crazy and unfortunate times in life, after seeing this show, you'll feel good knowing they accomplished just that.

Up and coming shows now posted are from Aug. 27-Sept. 2 featuring Craig Schumacher, Ray Thomas, and Mark Price (Skippy of Family Ties). Sept. 3-9 will bring Tony Vicich, Margaret Smith and Danny Curtis to the stage. For ticket information call 739-2714. Must be 21 for admittance.

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