

Entertainment

LAS VEGAS BASED TV-PRODUCTION COMPANY ANNOUNCES NEVADA SATELLITE NETWORK

William G. Mors, President of Pagama Productions has announced the forming of *The Nevada Satellite Network, Inc.*, a Nevada Corporation. The potential for 25 million subscribers throughout the United States to view programs originating from Las Vegas, Nevada, via satellite, is now a reality.

There are 81.5 million American households with television ... 30 percent now receive cable-TV and the rising figures are astounding! Exactly how and why Nevada can play an important role in the future of television entertainment can be easily comprehended by the fact that the silver state has already struck gold for decades

in the entertainment business ... for it was Nevada that took an empty, dry desert and made it an entertainment capital. The now common term, "Superstar," was invented by the thriving Nevada entertainment industry to spell out to the world the quality to be found waiting in the bright neon cities of the state! Along with the superstar entertainer came show-biz savvy that made Nevada solid ground for the entertainment of the future ... cable television.

The future has arrived! Since "Satcom 1" was launched in 1975, satellite communications have expanded to 11 or more solar powered television relay satellites in geostation-

ary orbit. For such an advanced technology, the programming and broadcasting of productions via satellite transmission is surprisingly brand new!

To be more specific, it is one thing to develop the technology for cable-TV via satellites ... and quite a different matter to decide and develop the actual programs to be viewed by this technology. There is plenty of room, yet little time for experimentation as we rapidly approach a future of more than 100 different television channels!

The time is now to join the space-age rather than read about its arrival! As TV-channels experience the "snow-ball effect," increasing in numbers, and become more com-

petitively programmed as they grow ... only the experienced and strong will survive, no matter how intricate the technology.

The Nevada Satellite Network has been formed to be such a competitor, utilizing to the maximum the talent to be found within the state, with Pagama Productions, Inc. developing and taping programs. These programs will range from concert and stage productions to situation comedies and ethnic presentations ... from the arts to old-time burlesque and vaudeville.

No matter when or where *the Nevada Satellite Network* is seen ... the viewer can sit back in the easy chair and say, "That's Entertainment!"

BILLIE ROWE'S NOTEBOOK

THE MELODY IS STILL AUDIBLE

NEW YORK CITY — There were two major happenings in the Big Apple last week to keep the legends alive. Though the songs have ended, the melodies linger on in hearts and ears. Down at City Hall official recognition was



finally paid to Joe Louis, the immortal heavyweight, by the city's chief executive officer, Mayor Ed Koch, and a City Hall Plaza full of specially invited VIPs and just plain folks, on lunch hour, and others who are statistics on the unemployment rolls. Recalling June '82 as the 45 ann'y of the Brown

Bomber's defeat of James J. Braddock to become the first black heavyweight champion of the world since Jack Johnson, he further added that Joe's kayo of Max Schmeling, whom he called "Hitler's teutonic symbol," debunked the Nazi myth of racial supremacy. "Joe Louis," he said, "went on to become, not only one of the greatest athletes in the world, but one of the most beloved and respected as well. He was an authentic American Hero. He still is. When Black Americans were oppressed by racism and injustices, Joe Louis made us see what an end to segregation could accomplish. He made us proud to be Americans and, by his example, he made us realize that we could be better than we were."

"Today we honor this remarkable man by beginning an annual Joe Louis Memorial College Scholarship, to be awarded to a N'York City public High School Senior who excels in both athletic and academic skills. This \$2000 annual scholarship has been made possible by the Joe Louis Memorial Scholarship Award Committee." Steve J. Ross, who is chairperson of Warner Communications, chairs this committee. The first Scholarship was awarded to Gregory Martin who just graduated from George Washington High, Bklyn. He is an outstanding track star and will be attending Boston U. in the fall. Attorney Martha Louis, widow of the late great champ, topped the VIP guest list, which included former heavyweight champ, Floyd Patterson and Sugar Ray Leonard. Councilman Fred Samuel, who has been working on a major NYC Memorial to Joe Louis, was credited by the Mayor as planting the seed which caused Herb Williams of the Community Action Bd.,

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"I PROMISE YOU A HOT TIME!"

— New York Post



The Hot 1920's Musical

"A SNAZZY, ALL-SINGING, ALL-DANCING, ALL-STRUTTING NEW MUSICAL!"

— New York Post

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— New York Magazine's John Simon

"A HOT, RIBALD AND ROUSING DELIGHT!"

— Time Magazine



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