

## BILLIE ROWE'S NOTEBOOK

### WITH MALICE TOWARDS SOME N'YORK CITY--

According to Tom Poe, program director, KAPE/AM, San Antonio, Tx., Black Radio is in danger of becoming extinct. He let it be known through Jack The Rapper, that it isn't panic time yet, but there are definitely subtle moves in that direction. He said that knowingly, or for greed, Blacks are an integral part of this move. His write hand further pointed out that radio and music are super big business and that in spite of a shaky economy, Black Music is doing well and that this subtle raid on black formats is a recent undertaking. Poe's rich thoughts are that it had its beginning with "Urban Contemporary," a name given to an ebony and ivory mix with most of the emphasis on Black. Someone convinced Black programmers and gen'mgrs that the "Urban" label would sell more easily than "Black", which has some credence. "Urban Contemporary," as a format, is still doing well, although each year it appears to lose some of its appeal according to the major radio survey. My problem with "Urban Contemporary" goes much deeper than music. As pop music takes an increasingly bigger slice of Black formats, the pop side of the music world continues to maintain a very limited number of Black artists. There is a gross lack of parity. Blacks in high places are aware of the plight of Black Radio. For obvious reasons they are not speaking out. In '80 it appeared to be cool to go along with the program and this letter is not to condemn anyone. However, it is to ask every person in the street to make an effort to bring about change. You are the boss. Now is the time for Black listeners to dump the rep. that they won't participate in radio surveys, or are willing to share the responsibility for the demise of Black Radio." Get on the WRITE HAND NOW!!!

NEW LINES:--First Lady Nancy Reagan never looked better, nor perhaps been appreciated by so many in

so short a time. To add the hat trick, the administration got the biggest boost since her husband took over as head huncho of the resident of the president. Her appearance on "Diff'rent Strokes" was bold and beautiful, heart warming and believable...It was strange that the Nat'l Leader newspaper selected a disco for its "Leaders" meeting in NYC. Even the black owned Leviticus made it an "Odd Coupling" to say nothing about some of those singled out for awards as "leaders". Wondah how many of the invited guests, who included the governor



Paul Robeson

and several congressmen, showed... Adjectives by the bunch proved that the critics approved of Paule Marshall's latest, "Praisesong for the Widow." This is the same lady author whose strong write hand gave the literary world "Brown Girl, Brownstones" in '59 for her initial effort and 10-yrs later, "The Chosen Place, the Timeless People." Her impressive credentials include lecturer in creative writing and Afro-American literature at Yale, an adjunct prof. of writing, School of Arts, Columbia U. and a visiting writer in the Creative Writing program at the University of Massachusetts, Boston. She teaches at the Iowa Writer's

Barney Josephson's Cookery. He's one and the same who offered spotlights to Lena Horne, Sarah Vaughan and the late Billie Holiday before they became stars...As usual, a number of folks, who were not around when he needed them, have been selected to pay tribute to Paul Robeson at Carnegie Hall April 12th. The event will be produced and directed by Bill Graves from a script he prepared in collaboration with Paul, Jr. to mark the 85th. any'y of the immortal singer/actor's birth and highlight some of his contributions to humankind...STAY LOOSE.

(Billy Rowe is a syndicated columnist)

## We've Moved

Las Vegas Sentinel-Voice has moved its offices to new location at 1202 South Eastern Avenue, Las Vegas, Nevada 89104 — 702/383-4030.

Workshop... "Zooman and the Sign," North Carolina A & T U's Obie Award winning play, has been picked out of the selection box for the Annual American College Festival to be presented April 11-24 in the Terrace Theatre of the Kennedy Center. It is one of seven chosen from among 421 plays which were presented during 12-regional festivals by the American Theatre Ass'n... One of our biggest super-singing-stars has got that sex change urge again. Especially after ogglin' a hunk to "his" liking from Super Bowl XVII... Should biz blow you this way, Adelaide Hall, one of the roots of the glitter and glamour that was show business beyond the fabled Cotton Club in its legendary Harlem days, is doing 4-wks at



Flexes "Muscles" At

CAESARS PALACE

physiques to the enthusiastic crowd. Still singing, the entertainer walked over to one fan and ripped off his shirt. "I'll buy you a new shirt," she promised. He didn't mind.

Caesars Palace Circus Maximus audiences went wild during Diana Ross' opening night performance of her RCA hit "Muscles," when at her invitation, several eager men from the audience jumped on stage and stripped to the waist. They assumed body-builders' positions, proudly displaying their

join her on stage.

During her "favorite song" -- "Reach Out and Touch" -- the Circus Maximus became a sea of waving arms, hands joined together, bodies swaying to the music as everyone sang with Diana.

Audience participation is natural in a Diana Ross show. She has an incomparable rapport with her fans. During this engagement at Caesars Palace Diana walks easily among the crowd, singing with them, dancing with them, talking to them and inviting them to

Later, the stage was filled with members of the audience doing aerobics as Diana sang "Work Your Body." Among the youngsters who worked out with adult fans were Ross' three children.

Her performances are physical.

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