

Entertainment



ARTIST OF THE WEEK

By Lady Essence

Patrice Rushen has left few musical directions unexplored. Through her six solo albums, the young artist has covered many aspects of making music, from mastering keyboards (her primary instrument) to developing as an able composer, arranger and producer who also plays bass and drums.

During high school music studies she came under the tutelage of music teacher Reggie Andrews, who later encouraged Rushen to enter her own combo in the 1972 Monterey Junior Jazz Festival competition, which she won. Andrews eventually co-produced her first five albums. Prelusion, her 1973 debut for the Prestige label, was followed a year later by Before The Dawn. Both albums were lauded by critics as imaginative fusions of complex jazz and classical interpretations.

But it was Shout It Out, her third and last Prestige LP, that previewed the musical arena in which Rushen is now working. While the previous two were instrumental LPs Shout featured mainstream jazz-laced R&B tunes with lyrics. She unveiled her own vocals for the first time on record and even dabbled in some funky bass lines.

Upon signing with Elektra, Patrice went to work expanding her musical direction with Patrice, which served as a springboard for Pizzazz, her first bona fide hit album. Moving with the momentum of the crossover hit "Haven't You Heard," Rushen made appearances on such television shows as "American Bandstand," "Soul Train," "Dinah Shore" and "Merv Griffin" and tackled a multi-city tour.

All that creative energy carried over into the

Posh sessions. The album was her best-received up to that point, reaching healthy positions on three charts-pop, R&B and jazz. The single "Look Up" was a Top 15 R&B and made it to the number 2 slot on the disco chart, where it stayed inside the Top 10 for several months. The follow up single "Never Gonna Give You Up" was also a R&B hit.

To Rushen, Straight From The Heart is on the cutting edge of popular black music. Straight From The Heart, the seventh studio album of her career and her fourth for E-A offers further evidence that Rushen's approach has broadened her following: "Forget Me Nots," the advance single, was already surging into the R&B Top 20 when the LP was released in April '82.

Notwithstanding her busy schedule of recording, touring, session work and keeping up with the business end, Rushen would like to move into film scoring. Her eclectic interests leave her with no regrets about moving from a more purist approach to jazz to her present musical kaleidoscope of jazz, pop, rock and R&B



Patrice Rushen

BILLIE ROWE'S NOTEBOOK

BIAS SHORT CIRCUITS MINORITIES TEEVEE POWER

CHICAGO, ILL. - "Too often minorities become satisfied simply seeing or hearing their representatives in talent positions, when the real thrust for participation should be toward management or ownership." This is how Dwight M. Ellis, veep of Minority & Special Services NAB, put it. He was speaking before attendees of the Midwest Hispanics in Telecommunications Symposium in the Windy City last wk. Though he was speaking to the cause of the Hispanic population of the nation, which is in excess of 14-million, blacks and other labeled minorities could benefit from his lesson of how to negotiate with the system to ensure maximum participation in the political, economic and communications systems which affect our continued survival and progress. To that end I have taken the liberty to quote from his text.

On ownership he said; "Minorities have a long way to go toward parity." Using '82 figures he found that 132 minorities owned 186 b'cast stations. 45-Hispanics owned 5-TV stations (excluding 10-SIN affiliate TV stations) and 45 radio stations. 84 Blacks owned 13-TV and 125 radio stations. That amount is just out of over 1000 TV and slightly over 9000 radio stations in the U.S.A. His other figures revealed that out of over 4500 cable systems in the country minority-owned franchises or systems were only 27, 16 for Blacks and 11 for Hispanics. However, only four of these systems are currently in operation.

Quoting FCC Chairperson Mark Fowler, Ellis said that "money" is the major roadblock to more minority ownership. Also that once a minority does gain ownership another huge roadblock, advertising, must be surmounted. However, he told his audience that "within

the past 3-months, certain actions have occurred that will impact on the participation of minorities in telecommunications." He further stated that coupled with the regulatory actions of this body, two minority members of the U.S. House Telecommunications Subcommittee, Rep. Cardiss Collins (D-Ill) and Rep. Mickey Leland (D-Tex.), have introduced Bills designed to increase the participation of minorities in the industry. The lady from Chicago "Bill" codifies into law many existing FCC regulations assisting minorities while Congressman Leland's Bill provides for expanded tax incentives as an attraction to more investment capital to increase sales and transfer of b'cast properties.

In his talk Ellis recognized the struggle encountered by our program suppliers. Said he, "Minority producers, directors and other behind-the-scenes professionals are not being allowed to make their mark in the making of TV programs and feature films. According to a research study by Topper Carew, a black TV producer and president of Rainbow TV Workshop in L.A., the total program contracts acquired by minority program suppliers amounted to .0086% of all the prime time network programming over the last 15-yrs." He said that action is underway by certain minorities and majorities to improve this unfortunate imbalance. We call it the major bias which has short circuited the power of telecommunication and stunted its growth.

WHAT'S HAPPENING...Diana'mite Ross is fast becoming the "darling of" of the Big Apple. Last wk. on a 2-hr. invite notice she sparkled Mayor Koch's Gracie Mansion b'fast to honor Joe Louis. Now she has agreed to pickup the cleaning expense behind her July 21 Concert in Central Park. The

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FEAST WITH TASTEBUD TEASERS

You can tantalize your tastebuds and share the fun of a recipe-trade and helpful-hints exchange at the Sunrise Library beginning Wednesday, July 13 at 7 p.m.

The staff at Sunrise Library welcomes you to join in their summer program of promoting healthful food that is quick and easy to prepare. Recipes that fit into a fun-filled, yet leisurely summer lifestyle are the fare for four evening pot-luck programs. All that you need to participate is a prepared-in-advance recipe, a plate and fork and a desire to have a

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