

Bill Cosby, Sammy Davis Jr., Rich Little Perform for UNLV Fundraiser

"Rebel Starburst '86" will illuminate UNLV's Thomas and Mack Center Saturday, August 23 when international celebrities perform in an entertainment extravaganza benefiting Rebel Football.



Bill Cosby

Already confirmed for the event are television's number one star Bill Cosby, the multi-talented Sammy Davis Jr., the man of 1,000 voices Rich Little and the smooth, mellow songwriter Lou Rawls. Other well-known personalities are

The Fun Never Sets on Tropicana's Island

LAS VEGAS, NV—It not only looks like an island and sounds like an island, it actually acts like an island. The Tropicana "Island of Las Vegas" now has an assortment of activities that create the type of exciting fun atmosphere found on the most exotic island paradise.

Trinidadian steel drum music has been added to the live entertainment delighting guests alongside the world's largest resort swimming pool.

While visitors to the the Trop relax at the only swim-up black-jack tables in the world, float on a luxurious two-person raft, sip exotic cocktails poolside, ride an 85-foot waterslide or enjoy anyone of the exciting activities on the 5-acre island park, they can also enjoy the delightful strains of Caribbean-style steel drums, Polynesian dance performers and an exotic bird show. The latter consists of several dozen types of parrots, macaws, cockatoos and other island fowl. They do everything from riding miniature bicycles to roller skating.

The entertainment amongst the palms is provided from 11am-8pm daily, except Thursday, when the fun is extended for two hours to go along with the night's special luau.

expected to perform and will be announced soon.

The show begins at 8:30 p.m. with a special cocktail reception planned for \$100 ticket buyers at 6:30 p.m. in the Thomas and Mack



Sammy Davis, Jr.

Center's Si Redd Room.

Ticket prices are \$100, \$30, \$20 and \$12.50. Senior citizens and military members will receive a \$2.50 discount on \$20 and \$12.50 tickets.

Tickets are available at the Thomas and Mack Center events ticket office, the Charleston Heights Bowl, Cinema Cade, Nellis Air Force Base, Allstate Tours, hotel show reservations outlets, radio KDXU in St. George Utah and all Ticketron locations.

Nevada, Arizona, Southern California and Utah residents may charge event tickets using MasterCard or VISA by calling Teletron toll-free at 1-800-992-2128.

For more information call (702) 739-3900.

Commanding Superbowl Commercial Airtime Cosby Cause for Being #1

by Charles E. Bell
Business Editor

Bill Cosby's NBC network television show is commanding upwards of \$420,000 per commercial minute for airtime this fall. Not bad, for a former San Francisco Bay Area comedian back in the 60s.

"The Cosby Show" simply presents "a slice of life, putting the camera and microphones in someone's home and letting them behave the way they normally do," according to NBC's Brandon Tartikoff, President, NBC Entertainment. "That's Entertainment," the big picture as the stations senior selection of all non-sports and news programming person, Tartikoff took time off to explain the pride and problems of running what for the moment A.C. Nielsen ratings and other are calling the number one television network in the country. Miami Vice notwithstanding. Don't forget it also has a Black American lead. Could be Black American lead actors are about to rear their righteous heads.

Having been a movie usher at the Alhambra Theatre in San Francisco back in the 60s, Tartikoff is sensitive to movie audiences whims and worries. Working for \$1.45 per hour back then, Tartikoff told a Commonwealth Club of California consummate audience at its regular Friday luncheon meeting held at the Hyatt on Union Square, he

learned while he earned. Evidently very well, since he took NBC from last place third spot to the top of the television ratings.

Television, according to Tartikoff is in its "golden years." VCRs which now occupy a third of American households are likely to hit 100% by the end of this century, can increase television viewing Brandon believes. Viewers record one show while watching one and play the recorded one back when they would not normally be viewing Television.

But increased competition for the viewer's attention is going to come from independent television stations, not cable. Corporate mergers and acquisitions are creating mega stations. Competition should help to improve the quality of programming says the young Yale University graduate. As the U.S. population gets older, the older more educated audiences will select the higher quality shows.

Education, particularly against the use of drugs and

drug pushers is the number one public service priority for NBC, according to the Entertainment President. "People must say no" to some programming that will get an audience because of the low moral standards it sets for society, such as the Jim Jones "Guyana" story first refused by NBC's Mr. Tartikoff. Morality and macho, mixed in with intellects, boyish good looks and theatre smarts is what Brandon brought to NBC along with Bill Cosby and other Black American entertainers.

CEBA Judges from Coast to Coast Gather in New York City for Ninth Annual Judging

Judging of the entries in the 1986 CEBA Awards competition for advertising excellence directed at the Black consumer took place last week, July 21st through July 24th, at the World Institute of Black Communications' (WIBC) headquarters, 10 Columbus Circle, New York City.

The World Institute of

Black Communications, a non-profit organization founded in 1978 by the National Black Network, has been presenting the CEBA Awards for the last 8 years. The awards honor advertising agencies, corporations and individuals who have demonstrated sensitivity and creative excellence in print and

broadcast media designed for the Black consumer market.

The entries compete for Awards of Excellence, District and Merit in 41 categories, including newspaper and magazine, radio and television, public relations, merchandising and sales promotion.

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