

# ENTERTAINMENT

## Ebony Etchings, etc.

### "ESSENCE MAGAZINE TO INTRODUCE AFRICAN-AMERICAN SURVEY....."

Essence, the nation's preeminent lifestyle magazine for the African-American woman, and Simmons Market Research Bureau, the country's leading syndicated audience research service.

Our objective is to foster a clearer understanding of the characteristics of these vital Americans. Those who would clearly have use for this information would be corporations, government entities, the news media and academic institutions.

"Simmons is proud to participate with Essence, the leading publication for African-American women, in this exciting project," says Ellen Cohen, President and CEO of Simmons Market Research Bureau, Inc. "It offers us the opportunity to utilize our broad research expertise to develop a unique base that will enable marketers to track trends, gain new insights and effectively communicate with this important market."

"African-Americans account for 12.4 percent of the total U.S.

population. We are the nation's largest growing minority. The rapid, double-digit population growth in this community, along with the increased spending patterns, now accounting for approximately \$300 billion per year, dictate that savvy marketers, corporations and advertisers have a clear understanding of this very important consumer market," says Lewis C. Wilson, Director of Corporate Marketing Research for Essence Communications, Inc. "In addition, the cultural and geographic homogeneity of this group, coupled with pervasive, well established national and local media, allow advertisers to position, market and sell their products more cost effectively."

Some of the nation's most significant consumer-products companies will be participating as corporate underwriting the initial methodology tests for the panel. Among those endorsing the Essence/Simmons research project are AT&T, The Colgate-Palmolive Company, Polaroid Corporation, Revlon, Toyota Motor Sales USA and United Distillers.

In addition to positive statements coming from executives speaking on behalf of their

companies endorsing the African-American National Survey, Lewis Wilson further states, "The African-American National Survey will overcome the limitations of previous research among Black Consumers by employing ethnic-specific research methodologies and large sample sizes.

This will enable participating companies to create the most comprehensive and reliable profiles of the U.S. African-American adult population to date, in addition to providing greater insight into African-American consumer behavior. The panel will also allow us more accurately to record opinions on current events and issues that affect us as a people and as Americans.

The first stage of the African-American National Survey was the field work for the methodology tests, which began the week of August 23, with a panel of 1,000 respondents.

The markets where the fieldwork was conducted was New York City, Los Angeles, Chicago and Atlanta. Following completion and evaluation of the first methodology tests, the second and final stage will enlist 10,000 African American respondents, who will be recruited on-site from urban, suburban and rural locations across the country.

This second stage will be preceded by an aggressive marketing collaboration by Essence/Simmons in which subscriptions to the full panel will be solicited. Stage two respondent

recruitment will be initiated when adequate levels of subscription revenues are in place.

The panel will be available for customized concept tests, tracking studies, product-use surveys and attitude and opinion studies. Custom surveys will employ one-on-one interviews, focus groups, telephone and mail

methodologies.

All surveys can be targeted to specific demographic segments. Every phase of the survey process from sample selection through survey execution, will be rigidly controlled to reflect accurately the behavior of the African-American population....

Until the next time, Lanier.

### MORE THAN 100 LOCAL ARTISTS PARTICIPATE IN 1ST ANNUAL SUMMERLIN CELEBRATION OF THE ARTS

More than 100 local artists and craftsman participated in the first annual Summerlin Celebration of the Arts held September 10 and 18 on the grounds of the new Summerlin Library and Performing Arts Center.

According to Celebration Coordinator Tamara Badik, the response from the local arts community has been tremendous. "The Summerlin Celebration of the Arts is unique in that it is exclusively for artists with Nevada residency," said Badik. "Summerlin's initial goal for the

## SENTINEL-VOICE TOP 10 SINGLES

- 1.) RIGHT HERE (HUMAN NATURE) DOWNTOWN - SWV
- 2.) CHECK YO SELF - Ice Cube
- 3.) ANOTHER SAD LOVE SONG - Toni Braxton
- 4.) HEY MR. DJ - Zhane'
- 5.) I'M IN LUV - Joe
- 6.) I GET AROUND - 2PAC
- 7.) ONE LAST CRY - Brian McKnight
- 8.) DREAMLOVER - Mariah Carey
- 9.) BABY I'M YOURS - Shai
- 10.) ALRIGHT - Kriss Kross



SWV

**3rd week @ #1:** Right Here (Human Nature) Downtown- SWV  
**PICK HIT OF THE WEEK:** Hey Mr. DJ - Zhane'

**FURTHERMORE:** SWV continues to lead the pack, topping off the T10 for the third straight week; Ice Cube, Toni B., and Zhane move up to close in on #1; 2PAC and Brian McKnight are kept at a stand still at #6 & #7; Mariah jumps to #8, as Shai returns to the T10 at #9.

**TOP JAZZ CATS FROM THE CAT HIMSELF:** 1. Jazzmasters - Jazzmasters 2. Donald Fagen - Kamakinad 3. Michael Franks - Dragonfly Summer 4. Lee Ritenour - Wes Bound 5. Paul Jackson, Jr. - A River In The Desert 6. George Benson - Love Remembers 7. Peter White - Promenade 8. Glenn Alexander - Rainbow's Revenge 9. Jeff Lorber - Worth Waiting For 10. Mark Whitfield - Mark Whitfield

While temperatures remain hot in the city, you can still stay cool with **Cat's Contemporary Set** beginning at 10:00 a.m., on **88.1 FM, Monday thru Friday - Don't miss out!!!**

P-2-THE-E-A-C-E  
WW

Top 10 compiled by:  
DJ Willie-Will

Clark County Department of Parks & Recreation,  
the Las Vegas Blues Society & Miller Genuine Draft present the

## 2ND ANNUAL LAS VEGAS BLUES & HERITAGE FESTIVAL

James Cotton • Elvin Bishop • Linda Hopkins  
Kenny Neal and Special Guest John Hammond

Also Featuring 2 Local Bands:  
John Earl's Boogieband & the James Quill Smith Band

Sunday  
October 3, 1993  
11 am to Dusk  
Sunset Park

Advance Tickets \$8  
At the Gate \$10  
Children under 12 Free

Food • Beer • Wine • Children's Area

Beach chairs & sealed bottled water OK,  
but Please... No Food, No Pets, No Alcohol,  
No Video Cameras

For Ticket Information Call  
(702) 455-8200  
or contact Ticket Master at  
(702) 474-4000

Also Sponsored by  
Las Vegas Events • KKLZ 96.3FM  
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Southwest Airlines • Las Vegas New Times



"Vegas Vic" courtesy of the Pioneer Club & Casino

### RADIO EXITO KLAV - 1230 AM

INVITES YOU TO LISTEN TO

*Latin Connections*  
with

*Smokey's Variety Show*

Music from the 70's, disco, funk, hip hop, reggae, soca,  
salsa, dance hall and much more.

Directed and conducted by:

Marco A. Liones "Smokey"

SATURDAYS, 2-3 PM

REQUEST LINE: 731-1230 Office: 458-6933

This is a B&G PRODUCTIONS program

According to Badik, musical and performing groups from throughout the community participated in the Celebration. And a wide variety of foods were available for purchase.