

UNLV launches media campaign to boost numbers, image

By Deborah Kohen
Sentinel-Voice

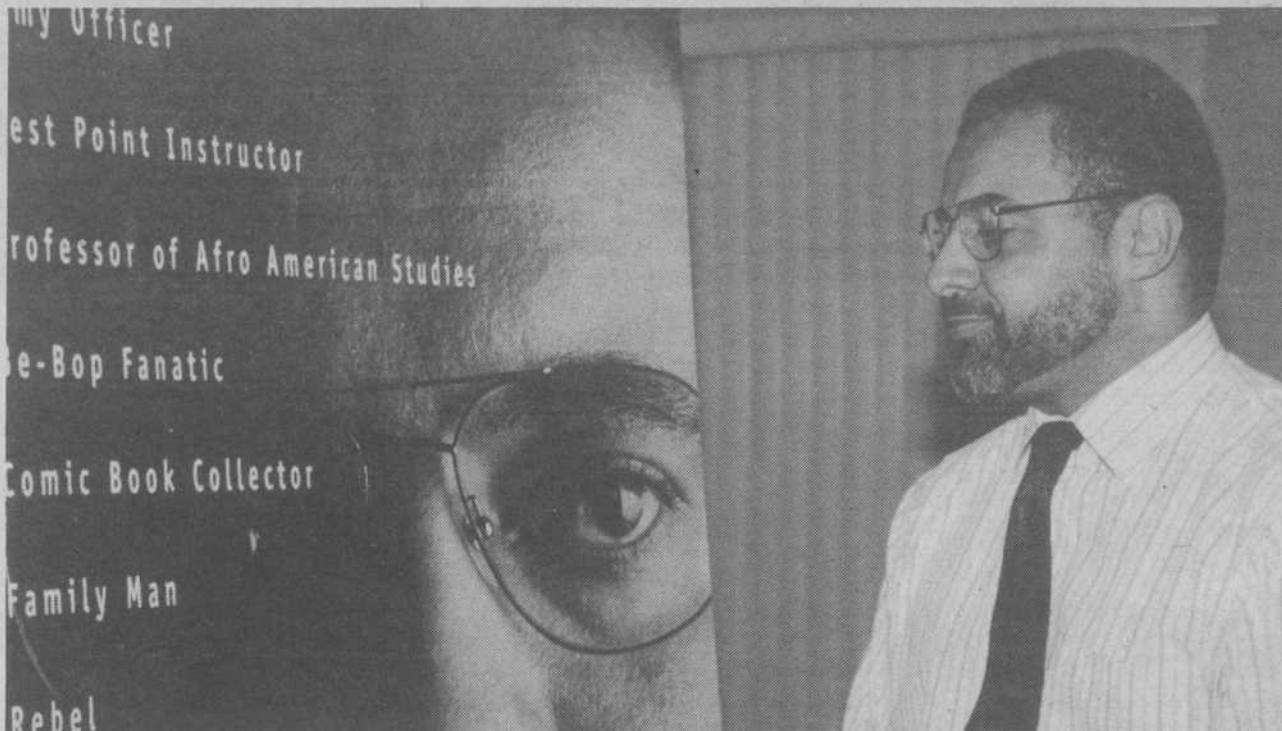
To combat stagnant enrollment and demystify the university for women and minorities, UNLV is embarking on an aggressive media campaign, school officials announced during a July 6 press conference.

Enrollment at the Community College of Southern Nevada has surpassed 27,000. UNLV officials say their new ad campaign aims to attract some of the locals who want to further their education. They hope to boost enrollment by five percent annually.

The ad campaign's goal: "Expanding the image of the university" beyond the sports programs - especially men's basketball, which earned the university national acclaim in the late '80s and early '90s.

The Runnin' Rebels won the NCAA championship in 1990.

Lynnette Boggs McDonald, UNLV's director of marketing



Sentinel-Voice photo by Ramon Savoy

Looking over his contribution to the campaign during Monday's press conference UNLV instructor Rainier Spencer.

and community relations, said market research done in the valley revealed that many residents, especially newcomers, are unaware of the

variety of courses the school offers, and women and minorities appeared intimidated by the university. One of the objectives of the

campaign, according to a press kit distributed Monday, is to "redefine Rebel as intellectual independence and empowerment through character profiles." Phase I advertising, displayed at the Monday conference, broadcasts multicultural and off-beat

images of female and ethnic minority faculty members.

Geologist Margaret Rees is billed as an "explorer" and "feminist"; Rainier Spencer, a new assistant professor of Afro-American Studies, is described as a "be-bop fanatic" and "comic book collector" as well as an Army officer; mathematics educator Juli Dixon boasts talents in competitive sailing, figure skating and music; and economics professor Nasser Daneshvary, associate dean of business, is a "cigar aficionado, British comedy enthusiast, Grover Washington fan and gourmet cook."

Their faces will soon appear on glossy print ads in newspapers. Francisco Menedez, associate professor of film studies, will appear in one of two television commercials the university is producing.

With a \$200,000 budget ceiling, the ad campaign also (See UNLV, Page 7)

Dog Catchers running free summer camp at Matt Kelly

By John T. Stephens II
Sentinel-Voice

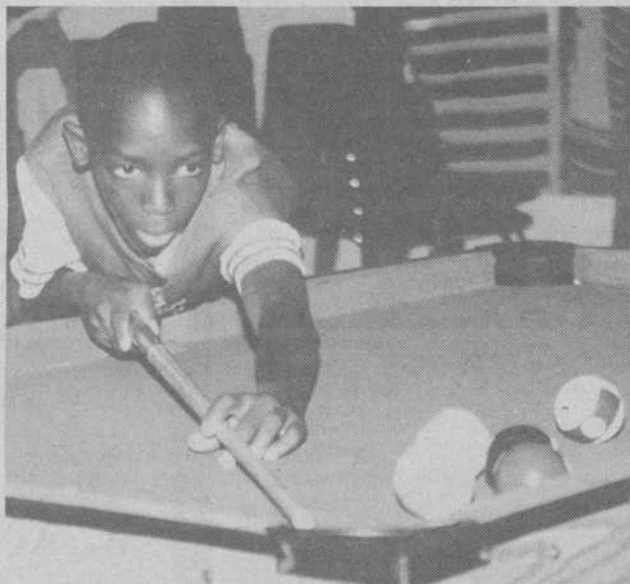
Henry Thorne, founder and president of the Dog Catchers Youth Foundation, is running a free summer camp for children at Matt Kelly Elementary, 1900 N. "J" St.

Activities include sports, games, reading and Friday field trips, and Thorne said, are used to teach respect and the importance of getting an education. Breakfast and lunch are also served.

"We get to do flips, play piano, go bowling and fishing," boasted 9-year-old Darius Mabry. "I really like this place."

Angela Marquez, 23, provides her child a fun place to hang out.

"It gives my son, who is an only child, an opportunity to play with other children and



Sentinel-Voice photo by Ramon Savoy

Oveon Toney eyes a trick shot during summer camp activities at Matt Kelly Elementary School.

make friends." who loves and grew fond of George Clinton's mega hit "Atomic Dog" which was used

to help make Disney's '101 Dalmations' a box office hit is where he derived the name Dog Catchers for his organization. "The children who come to my camp may be the future

gangbangers of tomorrow," Thorne said. "We have to let the children know that somebody cares about them." The second-year camp

accepts children of all ages and runs Monday through Friday from 9: a.m. to 2:30 p.m. "This is the funniest day of my whole life and this is my (See Dog Catchers, Page 16)

Blacks seem more vulnerable to nicotine

Special to Sentinel-Voice

CHICAGO—Blacks appear to absorb more nicotine per cigarette than smokers of other races, a finding that could explain why they run a higher risk of lung cancer and have more trouble kicking the habit, researchers say.

Why blacks seem to get more nicotine from cigarettes isn't clear.

Researchers said there is disagreement over whether it results from biological differences in the way blacks and whites process nicotine, differences in smoking habits between the races, or both.

The findings are contained in two studies published in Wednesday's Journal of the American Medical Association.

One study, led by Ralph S. Caraballo of the Centers for Disease Control and Prevention, measured blood levels of a chemical called cotinine, a byproduct of the breakdown of nicotine in the body, in a nationally representative sample of U.S. adult smokers

from 1988 to 1991.

Cotinine was measured instead of nicotine because it stays in the body much longer and scientists have developed a highly sensitive test for it.

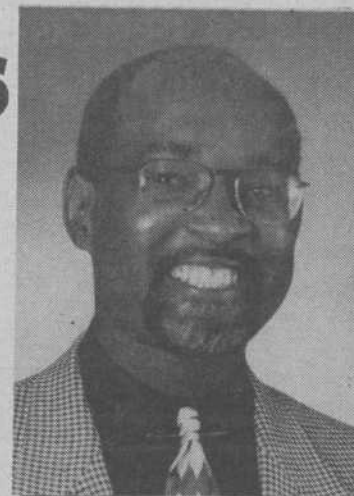
Black smokers had cotinine concentrations substantially higher at all levels of cigarette smoking than white smokers did, the researchers said, after taking into account differences that could skew the results, such as weight, number of other smokers in the home and smoke exposure at work.

Previous research indicates black smokers are more likely to try quitting and have a lower success rate than white smokers. Also, black smokers run a higher risk of developing lung cancer and dying from it.

Higher nicotine absorption could help explain the lower quitting rate among blacks, the researchers said.

Also, if blacks have higher cotinine levels (See Nicotine, Page 16)

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