

**UNLV President Carol Harter, left, and Lynnette Boggs McDonald, director of marketing and community relations, talk about a new media campaign unveiled Monday that aims to boost enrollment.**  
Sentinel-Voice photo by Ramon Savoy



**UNLV**

(Continued from Page 2)

will fund a website, a new phone line for campus information, improved recruitment efforts for graduate programs and new maps and brochures for visitors.

Interest from "enterprise accounts" will pay the bill, said McDonald, who added that in-kind donations from Donrey Outdoor Advertising, Nevada Woman Magazine and local network stations will effectively double the spending.

UNLV President Carol Harter hopes the nickname "Rebel" will resonate for non-traditional students: older students, commuters, continuing education students, working adults, seniors and more. The university also wants to attract more "traditional" students, 18- and 19-year-olds and others pursuing higher education for the first time.

With 81 new professors coming on deck this fall, Harter said academic standards will climb. But the majority of the new professors will be teaching in the hotel administration, education, business and health sciences programs. And 50 of the 81 new hires are replacing other faculty who are retiring or moving on.

Phase II advertising, which will go into production next fall, will feature UNLV alumni.

**Cosby**

(Continued from Page 1)

Defense attorneys questioned So's testimony, reminding jurors of his criminal record and that he sold his story to the *National Enquirer* for \$100,000.

Deputy District Attorney Anne Ingalls speculated about the crime during her closing argument: "Ennis Cosby had money, a beautiful car, a watch....The defendant saw an opportunity. He goes up and tries to take property but gets spooked.... He shoots the gun and runs away."

Ennis Cosby was vacationing from a graduate program at Columbia University when he was fatally shot in southern California on the night of Jan. 16, 1997, while changing a flat tire at the side of a dark road.

Markhasev was arrested two months later. Prosecutors unearthed a history of gang affiliations, a previous brush with the law, and alleged connections to the racist prison gang, the Mexican mafia.

Defense attorneys suggested during the trial that police arrested the wrong man, pointing the finger instead at Eli Zakaria, one of two people who were with Markhasev at the time of the murder. They also blamed the media for the conviction.

**FCC**

(Continued from Page 6)

FCC has its highest number of Black commissioners ever — two of seven. This is clearly a situation when common sense should overcome a strict reading of the law. Granite has demonstrated its ability to compete in the marketplace with small market stations. The KOFY purchase will be its second station in a top 10 market and is essential to its ability to remain an independent voice in the broadcast industry. The FCC can provide Granite with a waiver. Otherwise it will have to sell one of its Bay Area stations within nine months.

It is time to write FCC Chairman William Kennard, Commissioner Michael Powell and other commissioners to let them know that this decision is actually anti-competitive. Now that the ATT-TCI merger has indirectly made Black Entertainment Television an affiliated company of Ma Bell, Granite stands alone as the Black presence in television. Blocking its ability to grow will lead to its eventual absorption by the media Pac-men. Under current law, there might never be another opportunity to have a Black-owned broadcaster of this magnitude.

John William Templeton is executive editor of "Griot," the African-American, African and Caribbean business daily.

**N-word**

(Continued from Page 6)

each other. Not disrespecting each other with use of the "N-word." In order to rise up, each of us should start on a mission to promote mutual understanding, dignity and respect while discouraging all discriminatory practices between ourselves. To gain the broad successes that have eluded us for so long, we must see and exhibit value in ourselves and our people.

In your conversations stop using the "N-word." If another black uses the "N-word" to or about you in their conversation, bring it to their attention. If you hear the word on records or media that is in the possession of your children or relatives, seize and destroy it. If a person of another race uses it within your hearing do something to them so that they will not use it again. It's within the power of each and every one of us to eliminate this word within our lifetime. As we accomplish this goal, watch how many other "insurmountable" goals and objectives we'll find we can collectively accomplish as well.

William Reed is publisher of *Who's Who in Black Corporate America*.

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