

ENTERTAINMENT



BEHIND THE SCENES

Lisa Collins

Apollo Theatre Gets its Own Record Label: Executives of the Harlem-based Apollo Theatre, legendary for its showcasing of black America's finest musical talent, have announced the formation of a new label—Apollo Theatre Records. An advisory committee of major artists including Spike Lee, members of New Edition, Guy's Teddy Riley, and superstar rappers Kool Moe Dee and Heavy D, will assist in the development and presentation of new talent. Performers who appear on its famed "Amateur Night", will serve as just one source of talent for the label, which will be distributed by Motown Records. Said Oliver Sutton, president of the newly-formed label, "historically and traditionally the Apollo Theatre and Motown records have represented the pinnacle of black entertainment and recording. The marriage between Motown and the Apollo will launch a major new label representing some of the best new talent around." Future plans for the label include the implementation of a program designed to train youth interested in pursuing career opportunities on the executive level, within the entertainment industry.

Buy or Build? With the skyrocketing costs of home mortgages, many are optioning to add on to their existing homes or to build their own homes. However, the risks in the development of your own home are substantial, and while it may be cheaper in the long run to build, it requires more out-of-pocket, up-front cash. That's according to black real estate developer Bill Fletcher, who is based in Los Angeles, where the average cost of homes is in excess of \$200,000. Fletcher is among a growing cadre of black professionals breaking new ground in the area of real estate development. (A field that annually nets millions for those who are experts at it). In fact, the average cost of building a home in LA is \$55 per square foot (on flat land). That cost could rise to \$75 for those who build on hillsides. However, said Fletcher, "to buy a comparable home in a market like LA averages around \$125 per square foot. Thus, one of the determining factors in the decision would be the liquidity of the person going into the venture. Mistakes can be very costly."...**A Footnote:** In direct correlation to the disproportionately lower number of mortgage loans issued to blacks in African-American communities, comes a report charging banks and thrifts with credit discrimination. The Boston report urges a re-evaluation of lending practices.

Need Funds? If you have a 401(k) plan, you may be overlooking your best source of financing. In such a loan, you'd simply borrow the monies from funds already invested into your own account. Of course, there are interest fees and usually the loan must be paid back within five years. However, there are key advantages to borrowing from your own plan, including lower interest rates, higher loan amounts, convenient payment plans, and no credit checks. (Do keep in mind that if you fail to repay the loan, the unpaid balance will not only be withdrawn from your account, but you will be taxed on any pretax amounts, and a 10% penalty will be assessed if you are under 59.

In Short: The cost of stamps is expected to rise from 25 to 32 cents early in 1991. The good news is automation is expected to be a key factor in keeping postage increases below inflation beyond that point...Warren Moon, the highest paid player in the national league (and one of only three black quarterbacks) has formed Crescent Moon Foundation, to raise and distribute money to charities. Last year, the donations to his own church exceeded \$200,000. Word is he's also in the market for a beverage distributorship or car dealership. **Next week:** a look at how some ex-jocks are faring in today's businessworld.

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Do you agree that it's Time for Black people to be proud of their heritage? Do you agree that it's Time for the whole world to recognize Black History? Do you agree that it's about Time a company came out with a product that reminds you of the Motherland in addition to the Time of day? If you answered 'yes; to one or all of the above questions, then it's Time.



The African Secret

The colors depicted on the Motherland have specific meaning:
RED- the color of the blood which was shed of our redemption and liberation.

BLACK- the color of the noble and distinguished race to which we belong.

GREEN- the color of the lush vegetation of the Motherland. (The **GOLD** outline represents the color of precious mineral mined from her core.)

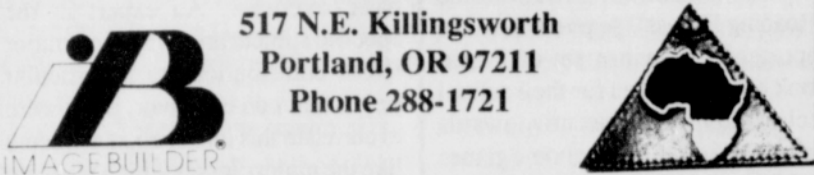
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P.S.U. MAKES HISTORY

In the ten previous meetings between the Portland State Vikings and the Idaho Vandals, the Vandals have defeated the Vikings every time. However in last Saturday's night game something different happened and the Vikings handed the two time Big Sky champions their first lost to a Division II opponent since 1979.

But you would not have thought so, if you had seen the first quarter. John Friesz, Idaho's Division I-AA All-American quarterback engineered two early touchdowns. But hit with a number injuries during the first quarter Idaho was unable to hold the Vikings back in the second quarter. A ten yard burst by Curtis Delgado set up the Vikings on the Idaho 30. With P.S.U. on the 19 on the second play of the second quarter Delgado broke for a 19 yard scamper, but fumble the ball on a collision with Idaho's Jeff Robinson. Lineman Howard Hoyle of the Viks recovered the ball in the end-zone for a touch-down. A bad snap ruin the point after attempt. The defense held, and on their possession Portland State quarterback Darren Del Andre connected with wide receiver for a 53 yard bomb complete with diving gymnastics and one foot in bounds. This set up an 8 yard pass from a scrambling Del Andre to Rinaldo Schackelford in the end-zone. The Viks scored another touch down before the end of the first half to make the score at half time 19 to 14 in favor of Portland State. In the waning minutes of the third quarter J.J. Brumfield kicked a field goal making the score 22 to 14. With 10:24 to go in the fourth quarter Del Andre scored on a one run to cap a 12 play drive putting the score out of reach at 29 to 14.

NEW AFRICAN-AMERICAN MAGAZINE (EMERGE) TO DEBUT

Wilmer C. Ames Jr., Editor-in-chief, announced today that the first issue of **EMERGE** magazine, due September 18th on news stands nationwide, will feature **ED BRADLEY** of "60 Minutes" as the cover story. In a candid interview, Bradley discusses his success as one of TV's most visible and influential journalists with Scott Minerbrook of US News and World Report. And in the related "Seven Broadcasters with Clout," **EMERGE** profiles a gallery of other black TV industry professionals including Bernard Shaw, Charlayne Hunter-Gault, Johnathan Rogers, Ron Townsend, Barbara Lamont, Bob Warfield, and Paula Walker.

EMERGE's premiere issue will examine "The Fixation on Black Athletic 'Superiority'" by author/journalist Ralph Wiley, who studies the continuing fascination with black achievement in sports; a feature on "The Changing Face of Black Music," by Nelson George; and a humorous look at what black folks are doing with their hair these days in Trey Ellis' "A Head Trip About Hair Styles."

Major articles include an interview with Yale Repertory Theatre's Artistic Director **Lloyd Richards**, who discusses his upcoming collaboration with August Wilson on the Broadway bound production of "The Piano Lesson." Literary legend **James Baldwin** is movingly remembered by Walter Lowe Jr., who spent time working with his idol while covering the grisly Atlanta child murders.

The first issue also features a wide variety of subjects geared to its professional, middle-class black readership, including articles, profiles and editorials written by some of the finest black authors and journalists in the business. Readers will also be introduced to a host of monthly guest columnists, who will tackle "Movers and Shakers;" "profit and Loss;" "Political Agenda;" "Friendly Fire," a sarcastic punch at timely news events; a preview of hot-current gift and personal items in "Favorite Things;" a "Local Hero" profile; "Cinemascope;" "Bookbag;" "Perspective," a free-wheeling essay on cultural and social trends; and "Emergency Exit," a monthly editorial page.

Employing the finest pool of talent from the publishing industry, **EMERGE** is the result of the work and vision of Editor-in Chief **WILMER C. AMES, JR.** Ames' dream was to create a magazine devoted to the needs and timely concerns of an educated and demanding black readership. **Susan McHenry** is the managing Editor and Tyrone Brown is the Publisher. Time Life, Inc., Black Entertainment Television, District Cablevision and a minority venture capital group led by Syndicated Communications, Inc. provide the principal backing.

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