

Bringing Star Entertainers To LCSC Takes Deft Timing

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How does a small town college like Lewis-Clark State College bring in big name stars like Rick Nelson, Helen Reddy, Mac Davis, the Everly Brothers and now Lobo? Evidently with crossed fingers.

"Name" names demand a high price and get it, student body President John Sullivan said. LCSC's biggest chance comes in grabbing those on the way up or ones who have been there and maybe aren't so hot anymore.

Those are the ones, like Rick Nelson, who draw the older crowd, the young family people and ones who remember Little Ricky from Ozzie

and Harriet days, said social Vice President Steve Cooper.

The college is sponsoring an appearance by Lobo tonight at 8 at the college gymnasium. Lobo — a male singer, not a group — is a young man who, in two years of writing and recording his own songs, has had six hit singles and now has an album out. His most recent hit was "How Can I Tell Her" and a new release this week is "There Ain't No Way" from his album "Of A Simple Man." Others have included "I'd Love You To Want Me" and "Me and You and a Dog Named Boo," all soft sounds.

"The trouble with bringing big name entertainment to the valley," said Sullivan, who in addition to being a student

and ASB president, is a disc jockey for KOZE Radio, "is that even if we could afford \$10,000 for the top guys, there's no place to put them and no crowd to pay. Sometimes we get lucky, though, and I think Lobo is it. He's started making television appearances and in the next few months will probably be one of the top names. We're getting him just before he hits the mass public."

It's comparable to Mac Davis's first appearance here the spring of 1972, he said. Davis was back again that fall and the difference in quality was nil, but the difference in recognition and audience was about a thousand people.

Helen Reddy also sang at LCSC two years ago just be-

fore her first big hit, "I Don't Know How to Love Him," came out, followed rapidly by "I Am Woman" and national acclaim.

This is how it will be with Lobo, Sullivan and Cooper figure. "In a year, we couldn't afford him," Sullivan said.

This year he's costing them about \$5,000 — \$4,500 for the singer and roughly \$500 for printing tickets, posters, advertising and all the et ceteras.

With tickets at \$3 for LCSC students, \$3.50 for other students, \$4 for advance and \$5 at the door and a seating capacity of 1,800, there isn't much margin.

Profit margins aren't really what they operate on, however.

"If we lose less than \$1,000 I'll be tickled to death," Cooper said. With advance ticket sales so far, he's starting to feel pretty safe. There may even be enough left in the budget to bring in another big name group for homecoming week in January.

"Not as big as Lobo," he said. "This is the most expensive concert we've booked," he said with a grin.

Negotiations for Lobo's appearance started at \$3,800, but "How Can I Tell Her" hit the charts and the mailed contract said \$4,250. Then the agent called and said \$4,500, Cooper said. They signed before it could go higher.

Cooper, who coordinates student social activities — booking concerts and arranging

dances and movies for students — is given a budget by the student senate — \$5,800 this year. That has to cover everything.

"I hope to have \$300 or \$400 left for the picnic in the spring," he said. "It's not supposed to be that way, but that's the way I'm figuring."

If the student government is going to provide things for students to do at no cost or at minimal cost, it has to lose money, Cooper said.

The school can't make it without community support, he said. "We like to see the older people come. The Rick Nelson concert was the exception, unfortunately. But someday we'll pack them in like that all the time." And the grin flashed again.



John Sullivan



Steve Cooper