



FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

75 UNIVERSITY AVENUE, WATERLOO, ONTARIO, CANADA

TELEPHONE: AREA CODE 519, 744-8141

041-1969
Richard K. Taylor
April 29, 1969

For Immediate RElease

ATTENTION: ENTERTAINMENT EDITORS

Note special invitation

Entertainment Talent Galore

To Get Student Eye May 8-10

The spotlight will focus on Waterloo Lutheran University May 8-10.

Major groups from the United States and Canada will be there for the third annual College Entertainment Conference. Representatives of 565 universities, colleges and schools will be on hand to give them the once over.

More than 50 agencies will be promoting events for the coming college year, hopeful of lining up a series of booking for the performers they represent.

Twenty top Canadian and American attractions--like The Box Tops, Its Happening, The Hello People, and Bobby Washington and the Soul Society will provide a showcase of what thousands of university audiences may be seeing in the year ahead across North America.

A Waterloo Lutheran University student, George Stan of London, Ont., is chairman.

Most major talent events will be held on the campus of Waterloo Lutheran University with many other presentations at the neighboring University of Waterloo

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Mr. Stan said the conference will give the schools the opportunity of making block booking arrangements which will mean less cost to each school since attractions will have not one but multiple bookings.

A top speaker will be D.W. Phillips of the University of South Carolina, chairman of the National Entertainment Conference. He will discuss such questions as assessing how good an act will be on stage, how much should the fee be, and what can be done if acts contracted for fail to show up.

Luncheon speaker Saturday, May 10, will be Alan Wood Toronto, president of the Canadian Musicians Union and vice-president of the American Federation of Musicians.

Peter Larsen of Welland, head of Waterloo Lutheran's famed Winter Carnival Committee, which this year booked Diana Ross and the Supremes, will speak.

Topics to be discussed include union contracts, last minute cancellations gripes with agents, dance promotions, arranging the coffee house circuit, and handling of publicity.

Mr. Stan said the sessions will be one of the largest gatherings of its kind in the history of university and college entertainment in North America and the first held in Canada.

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NOTE TO EDITORS:

ENTERTAINMENT EDITORS AND REPORTERS ARE INVITED TO ATTEND AND COVER ALL SESSIONS. ACCOMMODATIONS CAN BE ARRANGED: BY CALLING THE COLLEGE ENTERTAINMENT CONFERENCE AT (519) 576-4310, WATERLOO LUTHERAN UNIVERSITY.