

### New York Radio Station Is Donated To UNCF

NEW YORK — At a time when the nation's historically black colleges are seeking new sources of support from the private sector, the United Negro College Fund will receive the largest property contribution in its history.

Viacom International, Inc., a major communications corporation, has signed an agreement to donate New York radio station WWRL to the College Fund.

"Viacom's very generous gift comes at a dramatic moment, a time when Federal aid to college students is reduced and our private, black colleges require more private support than ever before," said UNCF executive director Christopher F. Edley.

UNCF, which raises funds for 41 private, predominantly black colleges and universities, plans to sell the station to Unity Broadcasting Network-New York, Inc., of the National Black Network, a minority broadcasting company. Proceeds from the sale will assist the College Fund's member institutions.

Both the gift and the sale are subject to the approval of the Federal Communications Commission.

WWRL, the only full-time AM radio station in New York City serving the black community, is 55 years old. Since the black-oriented format was established in 1965, the station has become a training ground for many of the most successful black broadcasters and radio managers in the metropolitan area.

"The United Negro College Fund is mindful of WWRL's singular role in the black community and wishes to preserve the station's unique character," Edley explained. "In Unity Broadcasting Network we have found a company particularly sensitive to these concerns."

Eugene D. Jackson, president of Unity Broadcasting, said that WWRL "is an established and highly respected station that has consistently demonstrated leadership in providing quality news, information and entertainment programming to its black listeners in the New York metropolitan area."

Al Greenfield, president of Viacom's Radio Division, said, "We cannot think of a worthier or more appropriate organization than the UNCF to which to donate this station, with its long history of quality black programming and services."

"The gift of a radio station to a nonprofit organization is unique," Edley concluded. "We hope others will take note of Viacom's leadership gift and the company's sensitivity to the needs of black college students and give as generously as they can in the coming year."

Viacom International Inc., a diversified communications and entertainment company which owns and operates cable television systems and television and radio stations in the United States; provides premium entertainment services for pay television; distributes television programs and motion pictures to networks and stations worldwide and develops and produces programming for all media.

United Negro College Fund member institutions educate some 50,000 students each year, half of whom come from families earning \$12,000 or less. Over 90% require financial assistance for tuition, room and board.

UNCF is known by its motto: "A mind is a terrible thing to waste."





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