

# UNCF telethon

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A camerawoman stands by just before a local UNCF cut-in (photo by James Parker).

more than \$4 million in pledges and contributions. The tally had grown by Monday to \$7.7 million, according to Karen Glover of the UNCF's communications department in New York. However, Glover said the accounting has not been completed.

Statewide efforts brought in over \$206,000, up from the \$110,000 total raised last year.

Wayne J. Cooper, North Carolina's area development director for UNCF, said Monday that he was pleased with the statewide results but not quite sure why the national total dropped.

"When we look at it in terms of last year, we are pleased," Cooper said of the statewide effort. "Overall, we had a good response and we're raring to go for next year. Right now, I have no idea why the national figure is down. We know we've done our part."

In North Carolina, only the Triad fell short of its projected goal. Charlotte raised \$63,607, far outdistancing its goal of \$50,000. The Durham area, encompassing both Fayetteville and Raleigh, brought in \$108,809, surpassing its goal of \$100,000. The Triad, however, was able to come up with only \$36,650 of the \$78,000 it had sought.

The Triad telethon raised \$36,000 last year.

Marilyn Baldwin, UNCF's assistant area development director, coordinated telethon efforts in both the Triad and Raleigh/Durham. She said the local goal was not too high and may be attainable next year.

"Durham has been hosting the telethon for five years," she said. "This is only the second year for Winston-Salem. More cultivation and education are needed locally. The goal is not necessarily too big. The enthusiasm and awareness raised this year will help us be more successful in 1986."

Attorney Michael A. Grace and Fire Chief Lester Ervin served as co-chairmen of the local UNCF fund-raising efforts. Grace feels that more planning is needed to reach the Triad's goals.

Grace became involved with the local effort only two months ago, but already has committed to serve as co-chairman of the local telethon next year.

"We got started late this year," he said. "We need to solicit money on a year-round basis and collect it at this time. The first thing is a long-range planning committee we will have in place in January. By March, we want to implement all the things to put on the telethon. Come December, all we'll have to do is put things in place."

"I think we put on a good effort," Grace added. "It was a very ambitious goal. The people we contacted gave well. It was not a lack of interest or apathy that caused us to fall short. Our job next year will be to get around to more people and in enough time to really sell them and get them interested in the cause."

Cooper, who coordinated the Charlotte effort, agreed.

"We did not choose the chairmen until October, and the television (coverage) wasn't confirmed until the middle of October," Cooper said of the Triad effort. "We had a late start, but the goal is reachable." He said Charlotte also got a late start and lowered its goal because of it. The Triad's goal was not lowered.

Cooper said organization is the main area of concern. "We have not put together strong organizations in Greensboro and High Point," he said. "We will be working on those areas."

The Triad telethon was broadcast live over WNRW, Channel 45, from 6 p.m. to 1 a.m.

Locally, 180 volunteers turned out to answer phones, take pledges and coordinate the numerous events surrounding the Triad effort.



Local telethon Co-Chairman Michael Grace: He'll also chair the telethon next year (photo by James Parker).

# Reagan

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fewer blacks are enrolled in colleges, a situation he attributed to the president's economic policies and cutbacks in funding to schools.

"Reaganomics has had a most profound impact," Jackson said. It costs approximately \$20,000 for a four-year college education, while it takes \$140,000 to keep a criminal in a penitentiary for four years, he said.

"If he (Reagan) invested as much money to these schools rather than building jails and penitentiaries, we'd all be better served," Jackson said.

Jackson said his children could have attended Ivy League schools, but black colleges develop more inner security and leadership skills in their students. They are also committed to not just accepting blacks, but graduating them also, he said.

Rawls said he got the idea for the telethon six years ago when he visited Bishop College, a UNCF school in Texas.

"The students asked me to help," the Grammy-winning singer said Saturday. "I told them, 'Look, I want to do a fundraiser.'"

With the help of Anheuser-Busch Co., Rawls embarked on his project, which has since raised \$25 million for UNCF. Last year, the telethon was televised nationally for the first time.

"The gratification and satisfaction," Rawls said, "comes from young people who comment to me that they have the opportunity to go to school."

One Los Angeles family that tuned in to the telethon was startled to see their phone number displayed on the screen

with others as the numbers to call to make a pledge.

Ida Marie Joseph said she received about 35 calls during the telethon.

"It wasn't anything that was disturbing. Everybody was nice about it," she said. "It just spiced up the holiday a little. They just kept ringing and ringing. At first I thought it was somebody playing a joke."

Mrs. Joseph said her husband notified the telethon, which the family was watching, but the number wasn't changed.

Four hours into the show, a Chicago area code was placed in front of the number when program officials were informed of the error.

# Pendleton

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But a recent report by Media General News Service says Ms. Novell has been paid a salary as Pendleton's Civil Rights Commission assistant for work she has not done. The report also says Pendleton left the San Diego Urban League in debt when he resigned to take the Civil Rights Commission post and had used Urban League funds for such expenditures as a car, extravagant meals and season basketball tickets.

SBA District Director George Chandler told Pendleton in a Dec. 17 letter that he must continue accepting block-grant funding for at least four months, while the SBA finishes its reviews.

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