

# 1991 'Parade of Stars'

Cosby, Bob Hope, Melba Moore, John Forsythe, Chaka Kahn, Freddie Jackson, Reba McEntire, Kool Moe Dee, James Ingram, and Roseanne and Tom Arnold.

Joining Rawls as co-hosts for this year's program from the Aquarius Theatre in Hollywood will be the legendary Nancy Wilson, the "Tonight Show's" Ed McMahon, and singer Marilyn McCoo. Veteran nightclub singer and late-night television host Clint Holmes will team up with Jackée to co-host the show from the Apollo.

Other popular entertainers who will join Rawls include Vesta, Joan

"Fans are always eager to know who will be on the show and what they can expect to see."

Viewer loyalty to the program, Rawls added, has given the show its staying power. "Generous contributions are the keys to our success, and I am thankful to the public for its years of loyal support," he said.

William H. Gray III, newly appointed president and CEO of UNCF, says he is looking forward to working with Rawls and his entertainment friends on the telethon. "Joining the 'Parade of Stars' effort is one of the early highlights of my tenure at UNCF," Gray

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Keith Washington



Jackee

ers are expected to watch the "Parade of Stars" special, which will air in more than 80 markets, including BET and superstation WGN. Locally, the telethon can be seen on WFMY-TV2, from 7 p.m. to 1 a.m.

The United Negro College Fund, founded in 1944, helps support 41 private, historically black

colleges and universities. The six UNCF institutions in North Carolina are Barber-Scotia College in Concord, Bennett College in Greensboro, Johnson C. Smith University in Charlotte, Livingstone College in Salisbury, St. Augustine's College and Shaw University in Raleigh.



Color Me Badd

Rivers, The Boy's Choir of Harlem, Charles Durning, Hinton Battle, Avery Brooks, Joe Sample, "The Mighty Clouds of Joy," "Hi-Five" and "Another Bad Creation."

Telethon host Rawls, who initiated the holiday-season special with the support and backing of August A. Busch III, chairman and president of Anheuser-Busch Companies, said the "Parade of Stars" continues to be one of the most successful television fundraisers in the nation. "Public enthusiasm for the show continues to be at an all-time high," said Rawls, reflecting on public comments he has received while traveling across the country.

said. "The show's contribution to our fundraising effort has been remarkable."

Proceeds from the program help to provide educational opportunities at the 41 private, historically black colleges and universities the College Fund represents.

The "Lou Rawls Parade of Stars" is made possible with the support of its national and founding sponsor, Anheuser-Busch Companies, which underwrites the production of the program annually; the Kellogg Company, American Airlines, McNeil Consumer Products, AT&T, and General Motors Corporation. More than 20 million view-



Lou Rawls with Boyz II Men

## Kwanzaa holiday

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three red, and three green), Vibunzi (ears of corn reflective of the number of children in the home), Zawadi (gifts), Kikombe Cha Umoja (communal unity cup), and Mishumaa Saba (the seven candles).

Over the years, Kwanzaa's significance in the African-American community has grown, making the holiday as traditional as "The Nutcracker" or Hanukkah. In fact, the East Winston library, which has been the site of the celebration for the past twelve years, has attracted over 300 people each year.

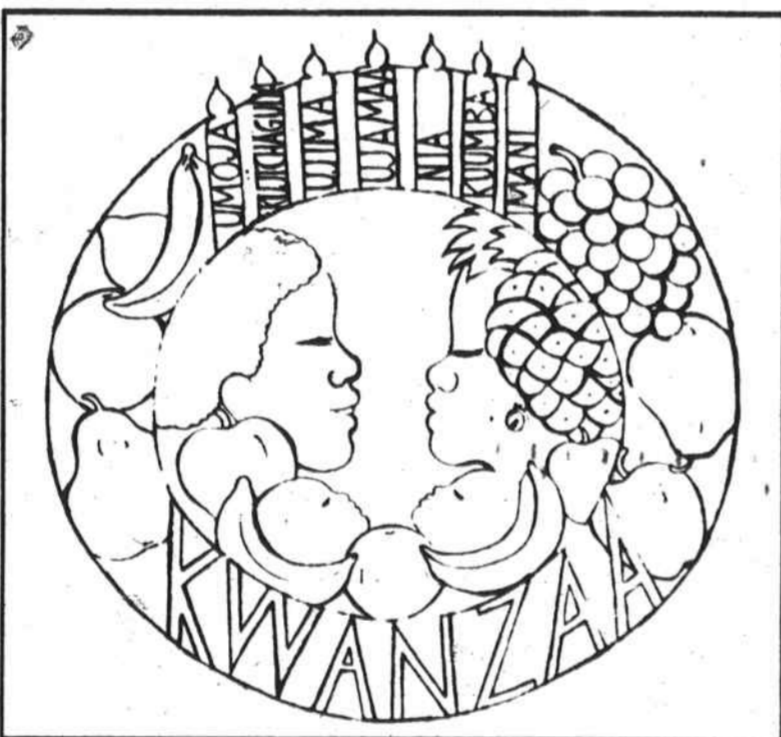
Jackson said, "I feel very, very happy that each year it has grown. More and more families are beginning to celebrate Kwanzaa individually, as well as attend. And that, to me, shows that there is progress." However, despite the fact that Kwanzaa is a holiday, Jackson said it is not meant to replace the traditional Christmas holiday.

"You can still celebrate Christmas. But Kwanzaa is a part of the African-American experience that we all should embrace," he said.

"And others who want to be culturally informed should learn and embrace this holiday as well, so that we all, as we move into this multicultural society, become people who communicate."

During the Kwanzaa celebration, several activities will take place including an explanation of Kwanzaa and its meaning for those who are unfamiliar with the holiday, and a feast, known as a karamu. Everyone planning to attend is asked to bring a covered dish for the karamu.

There will also be a showcase of community talent



through music provided by The Experience Raggae Band, creative dramatics by Mrs. Dorothy Bigby and Friends (formerly, the North Carolina Creative Children's Theater), and poetry readings.

A number of community leaders will also participate in the program, including County Commissioners Earline Parmon and Mazie Woodruff, the Rev. Carlton Eversley, pastor of Dellabrook Presbyterian Church; James Grace of the East Winston Economic Development Corporation; Khalid Fatta, and Alderman Larry Womble.

## East Winston school

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black students are "losing it" on the elementary level.

"I think we need an elementary school with a 70/30 black/white ratio, but I would be concerned about the socioeconomic structure," he said. "It should not be for poor kids, but for black children from all backgrounds - a student body that is representative of the entire black community."

Rev. Fails feels strongly that loving, caring, committed teachers and administrators will be critical to the success of the school.

As currently drafted, the school would enroll about 450 students, smaller than most elementary schools, but larger than the Downtown school. The proposed student/teacher ratio is 15:1 compared to the current ratio of 20:1.

Many in the black community agree that the school should stress

reading, writing and reasoning in the early grades.

"One of the places our kids are bombing out is in communicating," said Rev. Fails. "They don't understand what is being asked of them. They lack the ability to think on their feet and make decisions."

He insists that developing thinking and reasoning skills are important for daily living, not just academic learning. "It's the same thing with drugs. We can't teach our kids to 'just say no.' They have to understand why they're saying no."

A core advisory board will meet January 3 to begin planning for the school. Associate Superintendent Palmer Friende says the group will determine then if and how it should expand. Currently the advisory group consists of County Commissioner Mazie Woodruff, State Rep. Warren C. "Pete" Old-

ham, Martha Young, Assistant County Manager Kevin FitzGerald, Palmer Friende and two of his staff.

Rev. Fails stresses that the advisory group for the school should include some of the unknown but committed parents from East Winston, "not necessarily the chosen leaders of the establishment." He voiced concern that "someone from downtown is always deciding what goes on in East Winston."

Mazie Woodruff was reluctant to talk about specific concepts for the school, but said she feels strongly about having top quality teachers, "that demand that children learn. It's going to take good minds and a lot of planning. It should not be done for the satisfaction of saying, 'here, we've done it, we've given it to you. Now you make it work.'"

Being Black in America: A Real Picture

# Pick up a phone and answer a prayer.

December 28th is a very important day for you to pick up a phone. That's the day of the "Lou Rawls Parade of Stars Telethon" benefitting the United Negro College Fund.

On that day, the UNCF goes to the airwaves asking for your help. Your pledge can answer the prayers of young people who want a college education.

It's a chance to show your concern. It's an opportunity to help them have a better life.

You can also show your concern by picking up the phone right now. Offer to help answer the telephones at this year's telethon. Call your local UNCF office to find out how.

The reality of being Black in America includes all of us. It is up to all of us to answer the call for a better-educated world.

And answering a prayer is as easy as picking up a phone.

Support the "Lou Rawls Parade of Stars Telethon" benefitting the United Negro College Fund December 28th on your local television channel. Date may vary in some markets. Check your local listing for exact time and date.



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For fourteen years, "DuMetz" has managed to carve out a successful career as a commercial photographer. She is based in Los Angeles, California.

