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WRET-TV Gives

Extra Push For

"Toys For Tots"

As in many years past the Marine Corps Reserve is conducting its annual drive to collect "Toys for Tots". Because of their effort, Christmas will be made a little brighter for a lot of underprivileged children in the Charlotte-Mecklenburg area.

Supporting this worthwhile project has always been a custom of WRET-TV 36, and this year the station hopes to give the drive an extra boost through an incentive building promotion. At all toy drop-off points (First Union National Bank Branches) in Mecklenburg County, Cornelius and Huntersville, and Charlotte First Federal Savings & Loan locations) WRET has supplied special "Toys for Tots" entry forms.

Whenever a toy is placed in a drop-off box, the donor is entitled to fill out the entry form with their name and address and mail to WRET. The station will host periodic drawings and winners will each receive a brand new toy with an identical toy donated to "Toys for Tots" in their names. (All toys have been purchased and supplied by TV-36). Winners' names will be announced on-the-air during the promotion.

With this additional incentive WRET hopes more people will participate in the "TOYS FOR TOTS" drive and that when it ends December 15th there will be more than enough new toys donated to make this Christmas a happier one for a lot of little children less fortunate than others.

Marsha Rash

Appointed WTVI

Producer

Marsha Rash has been appointed Public Television Producer for WTVI, Channel 42.

She is a former president of the Junior League of Charlotte, and served as chairman of the Board of Trustees of Youth Homes, Inc. from 1975-76. Mrs. Rash served as chairman, Special Gifts Division of the 1978 United Way Campaign, and sits on the Boards of Directors of the Central Charlotte Association, Charlotte Uptown Development Corporation, United Community Services, Friends of Fourth Ward, and Youth Homes.



PIANIST RAMSEY LEWIS

...profound keyboard artist

Ramsey Lewis Music Spans

The Gamut From Funk To Jazz

By Sherleen McKoy
Post Staff Writer

Ramsey Lewis is perhaps the most profound keyboard player recording today. His music spans the gamut from funk to jazz to fusion to classical. His latest Columbia LP, "Legacy," produced by Ramsey Lewis and James Mack, features Ramsey playing with a 76 piece orchestra (including several members of that famed orchestra that resides in Chicago) on the title track which spans three movements and an entire side of the LP.

The track "Legacy" is a departure from the subdued fury found in most of Ramsey's compositions and recordings. "I was a classical pianist long before I started jazz," said Ramsey. "For me, 'Legacy' is like a welcome return to the past; I've been looking forward to doing something like this for quite a while but I had to wait until the timing was right. I think people are now ready to deal

with a piece like "Legacy."

The stirring title track was composed by James Mack. "I chose to work within the disciplined framework of traditional academic forms—toccata, adagio, fugue—to help bridge the gap between jazz and classical music to form what Gunther Schuller has called "third stream."

Ramsey's exceptional piano skills were fully realized at the age of 11 when his local Chicago teacher (the late Ernestine Bruce) felt he was beyond her teaching program and suggested that his father enroll him in the Chicago Musical College. It was there that he met the late Dorothy Mendelsohn who turned out to be very instrumental in the development of his career.

"Dorothy Mendelsohn started me playing different pieces that peaked my interest," Ramsey said.

"She got me involved with Bach, Beethoven, Brahms etc. But even more importantly she taught me that one

should be technically proficient but technical proficiency should not be one's goal. As she explained it, what good is it if you can play fast and play the right notes and all that but not be able to play with emotion..."

After studying classical music with Ms. Mendelsohn,

Ramsey was finally introduced to jazz at age 15 by way of a group called the Cleffs. The group was heard by a popular Chicago disc jockey who ultimately led them to Argo Records (which later became Chess Records) where they received their first recording contract. The group first recorded under the name of the Ramsey Lewis Trio in 1956 because Ramsey's piano was the dominant instrument.

The Ramsey Lewis Trio recorded several albums, but it wasn't until 1965 that they had a major hit. The single, "The Crowd," and the album went gold.

Max Robinson

Receives Ebony

Achievement Award

ABC News Correspondent Max Robinson was nominated to receive the American Black Achievement Award in Communications from Ebony magazine.

Robinson, who heads the National News Desk in Chicago on "ABC News World News Tonight," was one of five communicators nominated for the award, which was presented Friday December 18, at the Trans-America Video Theatre in Hollywood, Calif. The awards program was videotaped and televised to selected stations nationwide on the weekend of December 10.

Also nominated for the Communications Award were columnist Carl Rowan, Dr. William Lee of the Sacramento Bee, Charlayne Hunter-Gault of Public Broadcasting and CBS News Correspondent Ed Bradley.

American Black Achievement Awards were also presented in the following fields: fine arts, religion, business, professionals, athletics, music, public service and dramatic arts. Two other special awards were presented: The Martin Luther King, Jr. Award, given for outstanding black under the American over the age of 30; and the Jackie Robinson Award, presented to an outstanding black under the age of 30.

Barry White

To "Enliven"

Soul Train

"The Maestro," Barry White, and his singer-songwriter protege, Danny Pearson, with help from (Saturday Night Fever) Lester Wilson's Dancers promise a sensational Soul Train this weekend.

Barry White, whose life, soul, and pulse are music, will sing "September When I first Met You," "Just The Way You Are," and "Your Sweetness Is My Weakness."

Tenor Danny Pearson will sing "What's Your Sign Girl," first single in an album he made in collaboration with Barry White.

Lissome and lithe, the twelve Lester Wilson's Dancers will perform three songs sung by Barry White—"Love's Theme," "It's Ecstasy," and "Sha La La Means I Love You."