

Isabel Sanford Featured In "Go Tell It" Series Sunday Night

In a program titled "Striving and Thriving," Isabel Sanford, best known for her role on the hit TV series, "The Jeffersons," and the Western Park Hospital Center of Los Angeles, which specializes in the study and treatment of ethnic diseases, are featured on the next telecast of "Go Tell It... Ben Hooks Reports."

This is the sixth and final program in the second season of the Post-Newsweek Productions public affairs series that is aired by more than 70 stations throughout the U.S.

Hosted by Benjamin Hooks, Executive Director of the National Association for the Advancement of Colored People, the CEBA (Communications Excellence to Black Audiences) award-winning series explores and profiles aspects of the lives and careers of blacks from all walks of life in this country.

"Go Tell It," can be seen on WBTV, Channel 3 Sunday night, beginning at 11:30 p.m. Isabel Sanford, viewed by many as an overnight actress success from her role as Louise Jefferson, first on "All in the Family" and currently on "The Jeffersons," discusses with Ben Hooks her 15-year struggle to become a "star." She relates several humorous anecdotes, which molded her for success, but also delivers a serious message about the "do's" and "don'ts" of building a show business careers.

Two years ago, a team of young, black doctors bought the then bankrupt Western Park Hospital Center in Los Angeles and have since transformed it into a thriving, 196-bed acute care facility, which specializes in the causes and prevention of diseases linked to ethnic heritage. The Center's physicians discuss the need for more black doctors to serve inner city



Isabel Sanford, who plays Louise on "The Jeffersons," will be featured on "Go Tell It... Ben Hooks Reports," Sunday, August 9, at 11:30 p.m. on WBTV, Channel 3.

communities and to help establish other hospitals, where minorities can receive personalized attention from professionals who are sensitive to their distinct physical and emotional requirements.

"Go Tell It" is sponsored nationally by Scott Paper, Bristol-Myers, Pepsi-Cola and General Mills. Each of the six half-hour programs in the series is premiered once every two months.

Read The Post

Marshall To Host Senior Olympics

Television personality Peter Marshall will host the 11th Annual Senior Olympics to be rebroadcast Saturday, August 8, at 1 p.m. on WBTV, Channel 3.

Founded in 1969-70, the Senior Olympics have grown from about 175 entrants to more than 4,000. The idea behind the Senior Olympics is simply to encourage people to participate and share camaraderie in life with some enthusiasm. It's this sense of par-

ticipating -- more than winning -- that brings many "repeat" entrants back each year to match or beat their own previous year results.

Senior athletes of all ages -- including men and women in their eighties and some in their nineties -- compete for the title of champion in more than 50 separate events such as track and field, gymnastics, powerlift, boxing, and speed skating.

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