

# Bill Withers And Sheryl Lee Ralph Host CEBA Awards

Music-hot, cool, and sassy will fill the air at the Eighth Annual CEBA Awards when Bill Withers joins Sheryl Lee Ralph to co-host the awards presentation. The CEBA Awards will take place in the Grand Ballroom of the New York Hilton on October 24 at 5:30 p.m.

The Communications Excellence to Black Audiences (CEBA) Awards are presented annually by The World Institute of Black Communications, Inc. (WIBC) to salute those corporations, ad agencies, and individuals who have demonstrated sensitivity and expertise in advertising directed towards African-American consumers.

More than 1,500 executives from across the country are expected to attend this year's CEBA Awards ceremony. Awards will be presented in 38 categories covering television, radio, video, print, merchandising materials, and music videos. The 1985 competition has been the most successful in the eight-year history of the program. More than 1,700 entries were submitted by corporations and advertising agencies across the country.

The Institute was established in 1978 by the National Black Network for the overall purpose of broadening opportunities and heightening the awareness of African-Americans to the communications industry.

Through the sponsorship

of the CEBA Awards, the organization has created a standard of excellence for advertisers and communicators in their efforts to address African-Americans.

In 1985, CEBA Awards' co-host, Bill Withers, released his first solo project in several years, "Watching You, Watching Me," on CBS Records. Like the man himself, the critically acclaimed album is nice 'n' mellow, genuine and warm.

But Bill Withers has not been idle since his smash successes, "Ain't No Sunshine," "Grandma's Hands," and "Lean On Me." His hit with Grover Washington Jr., "Just The Two of Us," won Withers a Grammy for Best R&B Song. He also scored a big hit with Ralph McDonald with the single "In The Name of Love." After the CEBA Awards Bill will be hitting the road for his tour with Jennifer Holliday, which will play in 18 major markets across the country.

Sheryl Lee Ralph is the bright and beautiful young star who headlined as the stunning Deena Jones in Broadway's smash hit, "Dreamgirls." She was also seen by millions daily as "Mac" on the long-running soap "Search for Tomorrow." Her debut 12" single, "In The Evening," was chosen as a "pick hit" by record pools across the country and swiftly climbed to No. 5 on the Billboard Dance Charts

and remained there for 10 weeks. Her new single, "You're So Romantic," has been hot on the charts.

Sheryl Lee, a diverse talent, has guest starred in various television shows such as "The Jeffersons," "Good Times," "Wonder Woman," and "Black Sheep Squadron." Recently Sheryl Lee co-starred in NBC's "V, The Final Battle," and in NBC's series, "Code-name Foxfire."

She will be co-starring in the CBS Movie-of-the-

Week, set to air in the fall, "Sister Margaret and The Saturday Night Ladies" with Rosemary Clooney and Bonnie Franklin.

In addition to the co-hosting talents of Bill Withers and Sheryl Lee Ralph, the CEBA Awards, in its salute to black music, will feature appearances by the renowned jazz pianist, Dr. Billy Taylor; the dynamic gospel singer, Tramaine Hawkins; Soul Train's famous Don Cornelius; the bright new star of the

soaps, Laura Carrington; and the lovely and talented, Vanessa Williams, the first African-American woman to capture the Miss America title, will serve as a special presenter.

The 1985 CEBA Awards co-chairmen are Louis T. Hagopian, chairman of N W Ayer Inc., and Keith E. Lockhart, president of Lockhart & Pettus Inc.

The World Institute of Black Communications is headquartered at 10 Columbus Circle in New York City.

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