

Susan Taylor, host executive producer of "Essence" poses with Lena Horne (r.)

and her daughter Gail Lumet Buckley

## Essence Airs On Channel 9

New York - A third season in national syndication will find ESSENCE. The Television Program. fropping its name to just 'Essence' and adding some new and refreshing changes and additions to its ery successful format.

Host-executive producer Susan L. Taylor will be joined by celebrity co-hosts this season who will handle either an "Up Front," "Celebrity ootlight" or special re-ort for the show. Veteran rnalist Max Robinson; widely acclaimed television, stage and screen actor Robert Hooks; and international broadcast personality Gary Byrd already been confirmed as guest co-hosts. Negotiations are under way for additional prominent national figures in the fields of journalism, entertainment, and sports to appear as guest co-hosts for the

Well-known for its in-thful interviews with avy-hitters" in the intertainment world,

"Essence" has scheduled a diverse lineup of top celebrities for the season including: Lena Horne and her daughter Gail Lumet Buckley, author of the newly published book, "The Hornes: An American Family"; country singer Charley Pride, singer Al Jarreau and Tina Turner and singer-songwritercomposer Stevie Wonder.

The distinguished careers of legendary public figures will get some very deserving recognition in a new segment entitled "The Pros and the Legends." Among those slates for a profile in this segment: pianist Bobby Short, singer Carmen McRae, former Congresswoman Barbara Jordan, entertainer Cab Calloway, jazz vocalist Betty Carter and actor James Earl Jones and singer Billy Eckstine.

The concept of "Taking Care of Business" which regularly focuses entrepreneurs will be expanded to include consumer-oriented fea-

tures and advice from experts in their respective fields. "Up Front" will continue to tackle the issues of the day. Some of the season's scheduled topics include "Black Classism: a look at the gap between the underclass and the upwardly mobile and the upwardly mobile middle class"; an expose on the growing use of the drug "crack" in American communities and a youth rap session with the "Cosby Show's" Malcelle Jewelly and the state of the st Malcolm-Jamal Warner as a participant.

The producers have also promised more halfhour tributes to legendary entertainers like the criically acclaimed Ella Fitzgerald retrospective, "Ella On Ella: A Personal Portrait," that aired last season. Sammy Davis Jr. has been slated as the subject of a half-hour special this season and research is currently being gathered on other celebrities who are being considered.

"Essence" airs on Channel 9 Sundays at 10



members of "The Force," and they each sale from 100 to 150 newspapers per

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