Equitable Life Society Honors Blacks Leaders

New York, NY - The Equitable Life Assurance Society of the Unit-ed States recently henored outstanding black leaders for their highly significant contributions to business and their communities at its 14th annual Black Achievement Recognition Dinner.

Equitable's individual awards went to Charlayne Hunter-Gault, anchorwoman of public television's MacNeil-Lehrer Report; J. Bruce Llewellyn, chairman, Phila-delphia Coca-Cola Bottling Com-pany; and Eddie Robinson, Grambling State University football

Equitable's Corporate Achievement Award was given to the Student Transportation Company, one of the largest black-owned firms in Wisconsin, and the largest school bus transportation compa-ny in Milwaukee. The award was accepted by Calvin Baker, the

company's president and chief ex-ecutive officer.

Equitable also presented a spe-cial posthumous award to Jackie Robinson, to celebrate the 40th an-

Robinson, to celebrate the 40th anniversary of his entrance into major league baseball. Rachel Robinson, wife of the late baseball star, accepted the award.

"The presentation of black achievement awards has been an Equitable tradition for 14 years," said John Carter, Equitable's president and chief executive officer. "The Equitable is extremely proud to be able to spotlight the achieve-

Double Oaks Center To

Honor Students

Double Cake Community center will hence students during the third annual Recognition Ceremony scheduled for March 15, 3-5

Keynote speaker for the event will be Linda Cureton, who completed high school through Central Piedmont Community College at Double Oaks and is now encolled in the Electrical Engineering Technology Program at CPCC. She will speak on "What Double Oaks Means to me."

Cureton was sponsored at Dou-ble Dake by the Charlotte Area Fund, one of three agencies housed at the Center that will perticipate in the ceremony. Other agencies are CPCC and Charlotte-Mecklenburg Schools.

The ceremony will honor adults who are learning to read through the ABE-ABLE program at Double Oaks; those who are improving their reading, math and writing skills through Adult Basic Educa-tion courses; those who have suc-

cessfully reached certain levels in high school completion programs; and students who are enrolled in Custom Courses such as uphol-stery and sewing. Certificates will be awarded to outstanding stu-dents in each area.

A \$200 scholarship, provided by the CPCC Foundation, will be pre-sented to a deserving student to help pay for tuition and books dur-ing one quarter at the college.

"We want to recognize students who have reached special plateaus in their studies at Double Oaks," said Bobie Ross with CPCC's West Ares Learning Center, who coordinates the Double Oaks program. "We hope this will

serve as an incentive for students to complete their studies and to show others in the Double Oaks community how important such studies are."

CPCC President Dr. Ruth Shaw and Associate Superintendent of Charlotte-Mecklenburg Schools Dr. Chris Folk also will partici-

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stance of equal opportunity across the can it presented its black achievement as

ments of these members of the black community and underscore
the importance of equal opportunity across the country."
As in the past, this year's winners of the Black Achievement
Awards were nominated by Equi-

table's 20-member Black Officers Council. Past recipients of Equitable's Black Achievement Recognition Awards include Oprah Winfrey, Earl Graves, Bryant Gumbel, Arthur Ashe, and Dave Winfield.

A major provider of financial services to consumers and busi-nesses, Equitable is the nation's third largest life insurance compa-ity and a leading pension fund manager. Equitable and its subsid-iaries have more than \$100 billion in assets under management.



Golden, Colo. - New Orleans Mayor Sidney J. Barthelemy (center), receives an original painting commemorating "Coors Inside Black America" radio program, from Paula Pete (left), Coors assistant program manager, and Georgia State Senator David Scott (right), president of Dayn-Mark Advertising. The painting was recently presented to Mayor Barthelemy in New Orleans during a reception

held there to kick off the nationally-syndicated, award-winning "Inside Black America" radio program. "Inside Black America," sponsored by Coors for the third consecutive year, features personalities and events significant to Black Americans. The program, produced by David Scott, is currently on radio stations in Chicago, Los Augusts, Datroit, at lanta, and New Orleans.

Campaign Appeals To Kids

A new public service advertising campaign which appeals to youths' self-esteem and personal identity as reasons to avoid or stop using drugs has been launched by the National School Safety Center.

The positive focus on the integrity of one's identity, as opposed to relying on scare tactics to keep kids away from drugs, reflects the latest findings of drug abuse prevention studies. The need to belong, to be accepted, often seems to be the determining factor in how we behave, especially for youth," says NSSC Executive Director Ronald D. Stephens. Taking drugs at school and elsewhere is part of this

belonging myth that we hope the PSAs will dispel," says Btephens.

A current UCLA survey of California junior and senior high school students validates the Canter's positive approach. It reports fear is not an effective deterrent to teen drug use and, in fact, kids who turn down drugs most often base their choice on self-image, not drug abuse programs or education. The survey's authors concluded, "Teens don't use drugs if it conflicts with a personal sense of identity. To be effective, programs have to delve into the area of values and identity."

Titled "Facades," the PSA campaign combines dramatic

visual imagery with short, introspective messages from youthful
drug abusers. In "Mask," a 20second spot, viewers are surprised as the camera pans around
the face of a seemingly normal
teenager only to show half of her
face painted with mime-like
makeup. "I first started using
drugs because of my friends at
school," says the girl in a voiceover narration. "It wasn't what I
wanted ... It wasn't me... I don't
know who it was." know who it was."

The drug-free schools campaign was developed for NSSC by Bonneville Media Communications in Salt Lake City and released for airing earlier this

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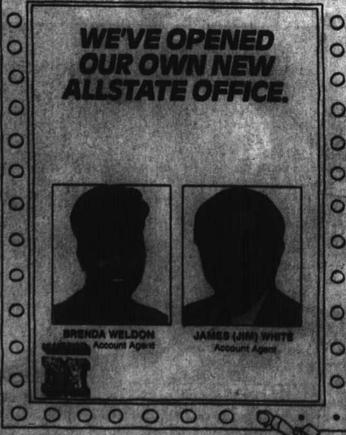
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