

Equitable Life Society Honors Blacks Leaders

New York, NY - The Equitable Life Assurance Society of the United States recently honored 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, Philadelphia Coca-Cola Bottling Company; and Eddie Robinson, Grambling State University football coach.

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 company in Milwaukee. The award was accepted by Calvin Baker, the company's president and chief executive officer.

Equitable also presented a special posthumous award to Jackie 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 achievements of these members of the black community and underscore the importance of equal opportunity across the country."



Equitable Life Assurance Society underscored the importance of equal opportunity across the country when it presented its black achievement awards.

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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 businesses, Equitable is the nation's third largest life insurance company and a leading pension fund manager. Equitable and its subsidiaries have more than \$100 billion in assets under management.

Double Oaks Center To Honor Students

Double Oaks Community center will honor students during the third annual Recognition Ceremony scheduled for March 15, 3-5 p.m.

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

Curston was sponsored at Double Oaks by the Charlotte Area Fund, one of three agencies housed at the Center that will participate 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 Education courses; those who have suc-

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

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

"We want to recognize students who have reached special plateaus in their studies at Double Oaks," said Bobbie Ross with CPCC's West Area 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 participate.



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 Angeles, Detroit, Atlanta, 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 Stephens.

A current UCLA survey of California junior and senior high school students validates the Center'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 20-second 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 voice-over narration. "It wasn't what I wanted ... It wasn't me... I don't 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 month.

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