

Entertainment

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Super Talent Headlines UNCF Telethon

Question: What surprise package awaits millions of television viewers across the country the day after Christmas?
Answer: The star-studded "Lou Rawls Parade of Stars" telethon - one of the best entertainment specials to air this holiday season. The telethon will air coast-to-coast on Saturday, December 26, and will feature some of the entertainment world's hottest stars.

Ben Vereen, Jody Watley, Freddie Jackson, The Whispers, Deniece Williams and many others, will showcase their distinctive talent during the seven-hour holiday spectacular that benefits the United Negro College Fund (UNCF).

The "Lou Rawls Parade of Stars," now in its eighth year, raises money for the UNCF's private, historically Black colleges and universities. Proceeds from the annual event help UNCF schools keep tuition low, as nearly 90 percent of the students attending the schools require financial assistance.

Performers in numerous entertainment categories will appear on the telethon, including Tony and Emmy award-winning actors and actresses, as well as leading jazz, country, gospel and adult contemporary stars.

Rising comedic stars Marsha Warfield of "Night Court" and Sinbad of "Star Search" will take part in the special -- the only telethon to benefit higher education -- along with venerable greats Nancy Wilson and Sammy Davis, Jr.

Anchoring telethon festivities from Hollywood will be host Lou Rawls, and his co-hosts Marilyn McCoo and Ed McMahon. Noted entertainer Clint Holmes will also serve as co-host, anchoring performances from Las Vegas.

A unique cast of performers comes together for the "Parade of Stars," including Natalie Cole, Michael Franks, Dorian Harewood, the Pointer Sisters, Lynn Redgrave, Smokey Robinson and the cast of "Ain't Misbehavin'". In all, more than 50 of the entertainment world's noted stars will light the marquee for the fun-filled special. What other holiday concert can give you seven hours of non-stop entertainment?

Al Jarreau, king of improvisational music, will be among the many stars headlining the post-Christmas tele-event. Jarreau, like many of the stars appearing on the show, has performed on the annual event before. Other stars returning to the telethon include Patti LaBelle, Lola Falana and Alan Thicke.

The "Lou Rawls Parade of Stars" is made possible with the support of its national and founding sponsor, Anheuser-Busch Companies, Inc., which has underwritten the production of the program annually since its inception eight years ago. Through its Budweiser brand, Anheuser-Busch also provides national promotional, advertising and marketing support for the program.

The Kellogg Company, national co-sponsor for the third year, is contributing \$1 million. Kellogg will also host five celebrity dinners throughout the country to help raise additional funds for the United Negro College Fund. In addition, the telethon receives enthusiastic support from Kellogg employees who work as volunteers during the program.

American Airlines, which sponsors the "Watch, Win, and Fly" contest during the telethon, is the program's contributing sponsor. Polaroid Corporation and Tylenol are the telethon's contributing co-sponsors.

Graduates Make Worthy Contributions

Private historically Black colleges have produced thousands of graduates who are making significant contributions to American society. Many alumni who hold professional and managerial positions in U.S. businesses are the first Blacks hired for such jobs. Many graduates also occupy key elected posts in local, state and federal government.

Their personal success is a testimony to the quality education and leadership experiences gained during the time they spent at one of the 42 colleges and universities supported by the United Negro College Fund (UNCF). As students, they benefited from the individualized attention of dedicated professors, a practice that is a long standing tradition at UNCF-member schools.

Noted alumni of these institutions who are trailblazers in their professions include novelists Alice Walker and Frank Yerby, film producer/director Spike Lee, Mayors Andrew Young of Atlanta and Marion Barry of Washington, D.C., Olympic gold medalist Edwin Moses, singer/composer Lionel Richie, diva Leontyne Price, and Argonne National Laboratory Vice President Walter Massey. Their contributions to American life are well-known, and exemplify the success of numerous UNCF graduates.

Although the combined enrollment of the 42 UNCF schools is approximately 45,000 students, the impact of these institutions is reflected by the following statistics:

- Over 85 percent of the Black veterinarians in the U.S. were trained at Tuskegee University's School of Veterinary Medicine.
- Since its founding in 1946, the Atlanta University Graduate School of Business Administration has produced more minority MBAs than any other graduate business program.
- More than 300 Morehouse College alumni are lawyers, and they constitute 3 percent of the country's Black lawyers.
- Forty percent of the Black health care professionals in Mississippi are Tougaloo College graduates.
- The first Black female director of the U.S. Peace Corps graduated from Bennett College.

Super Viewing Party For Telethon At Marriott

WBTV's "1987 United Negro College Fund Lou Rawls Parade of Stars" telethon will be presented Saturday, December 26, from 7:00 PM to 1:00 AM on WBTV, Channel 3.

Local hosts will be Mike McKay and Rachel Bagley, who will be joined in the WBTV studios by Barbara Stutta, Roosevelt Leftwich, Rebecca Rollins, Jeff Wicker, Rockin' Ray Gooding and Lonnis McClohon and his Trio.

WBTV personalities will also be at a super-viewing party for

the telethon, sponsored by radio station WPEG, at the Marriott at Tyvola and I-77. Live cut-ins from the party will air on both WBTV and WPEG. Anyone who would like to attend the party can purchase tickets - priced at \$20 a couple, or \$15 for an individual at the door, or in advance from a UNCF school.

Lou Rawls, Ed McMahon and Marilyn McCoo will be national hosts, broadcasting from Las Vegas, Nevada. They will be joined by dozens of guest entertainers including: Harry Ander-



Diversity will be a key ingredient in this year's telecast. In addition to outstanding musical performances, viewers will be dazzled by illusionists, magician and ventriloquist acts. Spirited selections by gospel greats Shirley Caesar and the Mighty Clouds of Joy will add to the evening's excitement.

Jody Watley, Freddie Jackson and The Whispers, three of the hottest acts in 1987, promise to mesmerize viewers, along with the versatile and agile movements of Toni Basil and the LA Street Rockers.

Christopher F. Edley, president and chief executive officer of the College Fund, says the contributions of the entertainers appearing on the "Parade of Stars" are far reaching. "Not only are they giving millions of television viewers excellent entertainment," Edley says, "they are also helping deserving students attain a college education."

Telethon host Lou Rawls, who personally recruits top talent for the special, says the stars performing on the national telecast provide quality entertainment. "There wouldn't be much to see without their efforts," Rawls says. "Viewers can look forward to outstanding performances and a program that will add to the merriment of the holiday season."

from Bennett College.

• Eighteen college presidents are graduates of Virginia Union University.

• Twenty percent of the public school teachers and administrators in New Orleans are Dillard University graduates.

• Xavier University's College of Pharmacy trains 14 percent of all Black pharmacists, more than any other pharmacy college in the nation.

UNCF students come from every part of the United States. Sixty-five percent come from the southeast region of the country, while 10 percent come from the central and northeast regions. Another 7 percent of UNCF students are from the western part of the U.S.

Christopher F. Edley, president and chief executive officer of the College Fund, says that students attending UNCF schools aspire to succeed to the highest levels. "Year after year, UNCF alumni rise to the top in their professions by hard work, perseverance and the desire to succeed," Edley says. "These are the basic fundamentals of success, and they are stressed on UNCF campuses."

Students at UNCF schools depend on low tuition rates. For the most part they come from low-income families, and nearly 90 percent require scholarships and loans to finance their college education. Contributions to UNCF, which help make education possible for these students, come from corporations, foundations, unions, students, civic groups and many individuals.

Although education and social science are popular areas of study with UNCF students, 31 percent graduate with business degrees. At some UNCF institutions, more than 10 percent of each year's graduating class is accepted for advanced education by medical, dental and veterinary medicine schools. The students at United Negro College Fund schools can be expected to be the leaders and responsible citizens of the 21st century.

son, Appollonia, Natalie Cole, Bill Cosby, Sammy Davis, Jr., Jose Feliciano, Marla Gibbs, Lou Gossett, Jr., Bryant Gumbel, Bob Hope, Whitney Houston, Al Jarreau, Magic Johnson, Phylicia and Ahmad Rashad, President Reagan, Kenny Rogers, Alan Thicke, Phillip Michael Thomas, Alex Trebek, Ben Vereen, Oprah Winfrey, Nancy Wilson and Pia Zadora.

The United Negro College Fund is a private, non-profit organization set up in 1944 to raise money for the 43 UNCF

member schools. All of these schools are small, private and predominately black colleges and universities in the United States. Charlotte area UNCF schools are Johnson C. Smith University in Charlotte, Barber-Scotia College in Concord, and Livingstone College in Salisbury.

This television spectacular is WBTV's seventh venture with UNCF in this project. The many stars performing in the special donate their time and talents for this worthy cause.



Lou Rawls and Sammy Davis Jr.

Sammy Davis Jr. Honored As Supporter

LOS ANGELES, Superstar entertainer Sammy Davis, Jr. will be honored for his outstanding support of the United Negro College Fund (UNCF) during the 1987 "Lou Rawls Parade of Stars" telethon, which will air nationally on Saturday, December 26.

Davis has appeared on the telethon numerous times, encouraging viewers to donate money to the College Fund to help deserving students obtain a college education.

"Sammy Davis, Jr. is a class act, both on and off the stage," says UNCF President and Chief Executive Officer Christopher F. Edley.

Davis' support for the UNCF and the "Parade of Stars" is no surprise. Throughout his illustrious career, which began at age 4, Davis has generated and donated millions of dollars to worthy causes. Philanthropic activities have been as much a part of his life as entertaining millions of people all over the world.

The UNCF has been one of the major charitable causes that Davis has consistently supported. In 1976 he served as chairman of the organization's Special Events Division, which is responsible for staging a number of fund-raising events.

His return appearances on the annual "Lou Rawls Parade of Stars" telethon have become a favored tradition. Whether he's singing songs, telling favorite stories or making sincere pleas for donations, Davis' contributions to the telethon are always memorable.

The telethon has raised more than \$40 million in the past seven years, and Davis has been an integral part of that success.

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