

EDUCATION TODAY

Interns Tackle Jobs In Pepsi Program

LOS ANGELES -- A particular group of 81 minority college students -- from 42 colleges and universities across the country could write reams about "how I spent my summer vacation."

These essays would most likely report working 10 full weeks at a professional pay scale and of earning a \$2,000 scholarship and another \$2,000 grant for their schools.

They might also tell about the probability that the students would be offered jobs with a major American business corporation when they graduate.

This particular group of minority college students were each selected to receive a scholarship in this year's Pepsi Cola Summer Intern Program.

Many of these students were followed to his or her campus during recent weeks by company officials bearing checks for the students and for their schools.

The University of Southern California at Los Angeles and Morehouse College in Atlanta each had eight students who excelled in the summer program. Other schools included Arizona State University, Michigan State University, College of William & Mary, the University of Utah, Columbia University and the University of Texas at Austin, among others.

During the annual end-of-the-summer intern conference, students commented on the high level of work opportunity available during the summer. "This was not a make-work job," one said, "I always got assistance when I needed it, and I was treated more like a full-time employee than just a summer worker."

Addressing the conference, Roger A. Enrico, CEO of the Pepsi-Cola Company, told the



ATLANTA -- A TEAM OF WINNERS!! Benjamin McLaurin, standing left, director, Career Counseling, Morehouse College and Ron Parker, Director, Employee Relations, Pepsi Cola South, congratulate seven of the eight Morehouse students who distinguished themselves working in the Pepsi Cola Summer Intern Program earlier this year. The students, each of whom won a \$2,000 scholarship and

another \$2,000 for minority education programs for their college, are, from left, standing, Anthony Ezzard, Michael Leversque, Jeffrey Harper and Brian Parker. Seated students are Richard Pringle, David Bowman and Nigel Lewis. Pepsi Cola hired 176 minority interns between 1983 and 1987 and 60 percent of those interns took fulltime jobs with the company upon graduation.

interns that they should claim their share of the American dream and "create the opportunity for others to share. You don't have to beat the system if you're in charge of it."

Started in 1983, this year the program brought 110 minority students to Pepsi Cola facilities around the country this year to work in the areas of sales, manufacturing, finance and personnel/employee relations.

Company supervisors recommended the most promising of the minority interns for the \$2,000 scholarship awards and another \$2,000 was presented to each of their schools for minority education support.

nority education support.

A total of 273 minority summer interns received scholarships in recognition of achievement since 1983 and 60 percent of that group has taken fulltime jobs with Pepsi Cola. Total of grants to both the minority students and to their schools has come to more than \$1-million.

The program provides hands-on business experience for the black, Hispanic, Asian and Native American students and gives the company an expanded access to a qualified pool of potential employees.

"The Pepsi Cola Summer Intern Program is one of the most imaginative and practical efforts of its kind," said Dr. Leroy Keith, president of Morehouse College. "It is our hope that other major corporations will find ways to include minority students in similar training efforts in the real world of business."

Giovanni Opens Lyceum At J.C. Smith

The Johnson C. Smith University Lyceum Committee has announced its 1989 Program of Events for early 1989. Scheduled for January are world-renowned poet Nikki Giovanni and activist-politician Julian Bond. Also scheduled to speak at JCSU is First Union's Vice President Ron Harrill; Dr. Alvin Poussant, associate professor of psychiatry at Harvard and script consultant for "The Cosby Show"; Kelly Alexander Jr., NAACP president in North Carolina, and Tony Brown, of the award-winning television series, "Tony Brown's Journal."

The Lyceum Committee at Johnson C. Smith was established to develop and bring to the campus, a wholesome program of cultural and educational events and speakers, including lectures, concerts and artists. The committee has already sponsored a Ramesses lecture series with Charlotte's Afro-American Cultural Center.

Nikki Giovanni has written 17 books, recorded several albums and has appeared on stage and in films. She speaks around the country to thousands of college students annually and is recognized as one of today's top poets and speakers. She will speak Friday, January 20, 7 p.m., in JCSU's Bidde Auditorium.

Julian Bond will speak at



Giovanni

Johnson C. Smith on January 29. He has been an active participant in the civil rights movement and numerous other social and civic causes. He is a veteran of over 20 years in the Georgia General Assembly and was a senator there for 13 years. He was elected to public office more times than any other black Georgian, living or dead. He has served four terms in the House and six in the Senate. Bond holds honorary degrees from 14 schools and has served on countless committees and boards concerned with educational, racial and civic needs and rights. His speeches have been published under the title A TIME TO SPEAK, A TIME TO ACT, and he has published poetry and articles in many of the leading publications. He is host

of "America's Black Forum," the first black-owned show in television syndication and is regarded as one of the most dynamic speakers and lecturers today.

For more information on the JCSU Lyceum Committee's Program of Events, contact Scott Scheer, director, public relations, 378-1025.

Scholarship For CPCC Grads

Applications for a scholarship program aimed at graduates of Central Piedmont Community College who want to earn a bachelor's degree are available from the Foundation For The Carolinas.

The Foundation's Rotary Scholarship Fund, funded by the Charlotte Rotary Club, will award scholarships on the basis of merit, financial need and community service. The deadline for applications is March 1, 1989.

Preference will be given to stu-

dents who are completing a two-year program at Central Piedmont who plan to seek a bachelor's degree at a senior college in Mecklenburg County and whose parents do not have a bachelor's degree. Applicants must also have an overall grade point average of 3.0 or better.

To obtain an application form, send a self-addressed, business-size envelope with 45 cents postage to Rotary Scholarship Fund, Foundation For The Carolinas, 301 S. Brevard Street, Charlotte, N.C. 28202.

and is not based on financial need. For more information, write College Foundation Inc., P. O. Box 12100, Raleigh, NC 27605, or call 919-821-4771.

Loans For College Education

Three educational loan programs for North Carolina residents attending colleges in or out of state and for non-residents attending colleges in North Carolina are still available through College Foundation, Inc. in Raleigh - for the entire 1988-89 school year or for specific terms, quarters, or semesters.

One program is for dependent or independent students is based on financial need. One is for independent, self-supporting students and is not based on financial need. The third is for parents of dependent students

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That's why the Miller Brewing Company helped develop the Thurgood Marshall Black Education Fund. Miller truly believes that this scholarship program, devoted to funding public Black colleges, can make a lot of dreams come true.

These 35 colleges do not get the same corporate backing that some private colleges do. Yet, public Black colleges have been a major catalyst of positive change for Black America.

They enroll 25 percent of all Blacks in higher education today. Their graduates represent 30 percent of all Blacks in business, and are also leaders in the fields of engineering, politics and education.

Put yourself in a kid's shoes. Going to college shouldn't be just a dream. Please help us make it a reality.

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