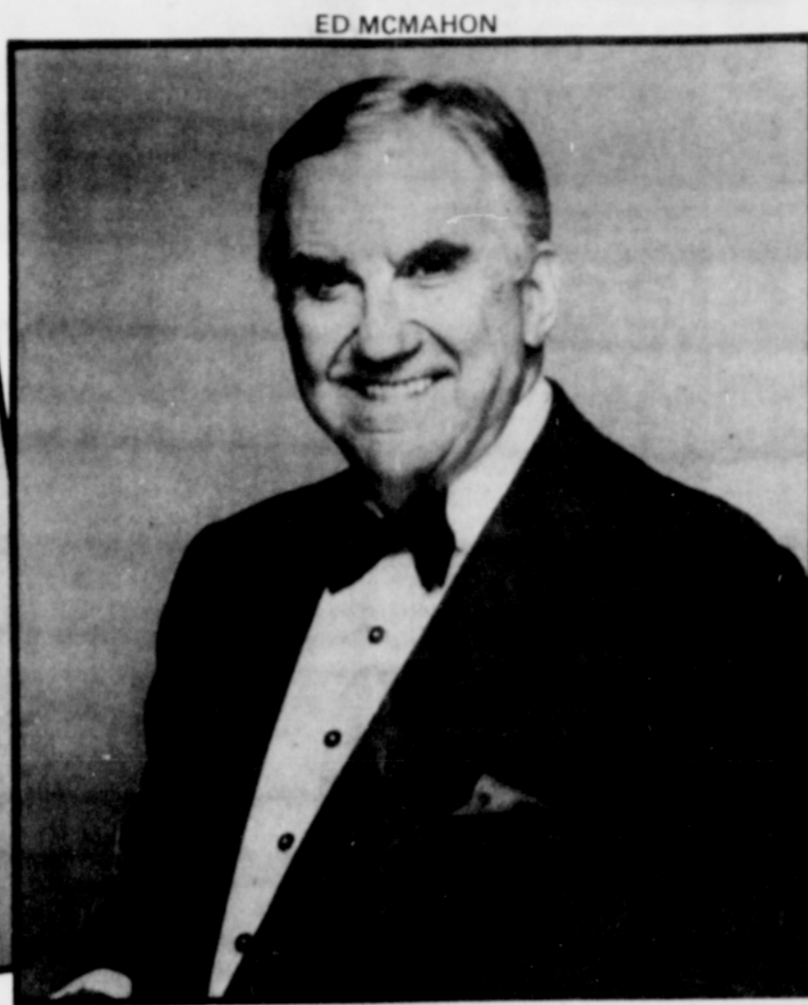




MARILYN MCCOO



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THE JETS



LOU RAWLS WAYMAN F. SMITH III FRANK SINATRA



THE COMMODORES

United Negro College Fund Keeps Educational Opportunity Alive

Historically black colleges represent fewer than 4 percent of American colleges. Yet, they enroll 16 percent of all blacks attending four-year colleges and universities.

The 43 private, historically black colleges of the United Negro College Fund enroll some 45,000 students annually. These are some of the ablest, most ambitious youngsters in the nation.

According to UNCF's most recent statistical report, some 15 percent of first-time UNCF freshman graduated in the top 10 percent of their high-school class. Over half of prospective UNCF freshmen aspire to graduate study, compared with 45 percent of freshmen nationally.

When asked why they attend a UNCF school, students cite high academic standards that will enable them to pursue graduate study and professional careers after graduation. They are enthusiastic about small classes and individualized attention from dedicated professors who care deeply about their students. They want to experience the unique atmosphere and special environment that only a predominantly black college offers.

These students also depend on low tuition rates. During the 1984-85 academic year, the cost of attending a UNCF college was \$5,459—about two-thirds the average \$7,999 cost at independent colleges nationally.

For the most part, UNCF students come from low-income families. Nearly 90 percent of the students require scholarships and loans.

This year, the United Negro College Fund celebrates its 42nd anniversary. Since UNCF was founded in 1944, it has raised over \$400 million for its member institutions. Christopher F. Edley is president and chief executive officer of UNCF.

In 1985-86, the United Negro College Fund's revenues were \$38.1 million. The funds are donated by corporations, foundations, unions, students, civic groups and many individuals.

An education obtained at UNCF institutions enables graduates to make contributions in all walks of life. At some institutions more than 10 percent of each year's graduating class is accepted by medical, dental and veterinary medicine schools. Thirty-one percent of UNCF students graduate with degrees in business. More than 1,000 are studying social science. Education is the third leading field of study that young people choose to pursue at UNCF schools. These students will be the leaders and responsible citizens of the 21st century.

In his study—"A Black Elite: A Profile of Graduates of UNCF Colleges," noted sociologist and author Dr. Daniel C. Thompson statistically shows the influence of black colleges in encouraging and preparing black students for achievement. Although 85 percent of UNCF alumni come from homes of blue-collar workers, only 3 percent hold blue-collar jobs themselves. Eighty-nine percent hold professional or managerial positions. Ninety-five percent work in an interracial setting, and many are the first blacks in their positions. Seventy-seven percent have some post-baccalaureate education, and 54 percent have at least one graduate degree.

THE LOU RAWLS PARADE OF STARS

Tune in Saturday, December 27th, 6 pm-Midnight
Check TV/Cable Listing

Benefitting The United Negro College Fund
For information or to make your contribution call:
1-800-331-2244

Lou Rawls Moves Ahead With Commitment To Keep Doors Open At Black Colleges

"A Mind Is A Terrible Thing To Waste." That's the motto of the United Negro College Fund. And, it's one that entertainer Lou Rawls takes very seriously.

Through the "Lou Rawls Parade of Stars" telethon to benefit the United Negro College Fund, Rawls made a personal commitment seven years ago to do everything he could to ensure that qualified youngsters get a chance to study at the nation's historically black colleges and universities.

This year's telethon, a six-hour entertainment spectacular, will air on Saturday, December 27. (Check local listings for stations and specific broadcast times.)

Rawls views the UNCF motto as a reminder of people's capabilities to tackle and solve many of the problems that confront society.

Says Rawls, "The only way we are going to solve many of today's problems is through education."

"Education is definitely the key to greater job opportunities. But perhaps more importantly, education helps people develop the skills that can lead to cures for sickle cell anemia and other catastrophic health problems."

The effort of Rawls, his co-hosts Marilyn McCoo and Ed McMahon and the cavalcade of entertainers appearing on the show, combined with the hard work of the UNCF's national network of volunteers, help College Fund schools provide young people with quality education.

Rawls commented, "We have come a long way in this great country. Education and hard work are what got us here. We still have a long way to go, and only education and hard work will get us there. We need the 43 colleges and universities of the United Negro College Fund so that everybody is given a chance to make a contribution."

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 seven years ago. Through its Budweiser brand, Anheuser-Busch also provides national promotional, advertising and marketing support for the program.

The Kellogg Company, this year's national Co-sponsor of the "Parade of Stars," is contributing \$1 million. Kellogg also hosts 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.

The telethon's contributing co-sponsors are: American Airlines, General Motors Corporation and Polaroid Corporation.

The 1986 telethon includes entertainment by Frank Sinatra, Nancy Wilson, Jose Feliciano, the Commodores, New Edition, Kenny Rogers, Aretha Franklin, Natalie Cole, Charley Pride, Alabama and many others.

"These people gladly volunteer their time because they understand what's at stake," said Rawls. "They perform their popular acts on the show and then encourage viewers to contribute because they know that education is the key that unlocks the door to progress for our country."

This message courtesy of **Fred Meyer**