

# ENTERTAINMENT

The curtain rose on the 13th annual "Lou Rawls Parade of Stars" telethon, critical commitments were made to assure that the annual fundraising special for the United Negro College Fund (UNCF) was beamed to the nation on Saturday December 26.

Corporate sponsors of the holiday program, which ranged from large, diversified conglomerates to small, single industry firms, provided valuable resources that guaranteed viewers seven exciting hours of entertainment.

The fund-raising success of the "Parade of Stars" depended on the American People, whose contributions over the past decade makes the show the second-most successful telethon in history.

The same ingredients that have made the Lou Rawls Parade of Stars a "best bet" for viewing -- star-studded entertainers mixed with rising newcomers -- was in this year's show which emanated from the exciting Aquarius Theatre in Hollywood and the world famous Apollo Theatre in Harlem.

Superstars Michael Jackson, Whitney Houston, Frank Sinatra, Dionne Warwick, Bill Cosby, Aretha Franklin, Quincy Jones, Chaka Khan and a host of others joined telethon host Lou Rawls and his co-hosts Marilyn McCoo, Ed McMahon and Nancy Wilson to encourage viewers to support UNCF's 41 private, historically Black colleges and universities.

The "Lou Rawls Parade of Stars" telethon is made possible with the support of its national and founding sponsor, Anheuser-Busch Companies. The St. Louis-based corporation underwrites the



## CORPORATE SPONSORSHIP AND VOLUNTEER GIVING WERE KEYS TO FUNDRAISING SUCCESS OF "LOU RAWLS PARADE OF STARS" TELETHON

production of the program annually, and, through its Budweiser brand, provides national promotional, advertising and marketing support for the program.

The Kellogg Company is national co-sponsor for the eighth consecutive year. Kellogg provides substantial support for local segments of the telethon in markets across the country.

American Airlines and AT&T are associate sponsors. American, in conjunction with the telethon, sponsored the "Fly Away Challenge."

Extra-Strength Tylenol and Nike were contributing sponsors this year, and Church's Chicken, for the first time, was a contributing co-sponsor. Other participating sponsors were Durkee RedHot, General Motors and Eckerd/AHBAL.

These companies, along with 40,000 volunteers across the country, supported the "Lou Rawls Parade of Stars" telethon because they believe in the UNCF motto, "A mind is a terrible thing to waste."

Voluntary giving is the other cornerstone of the telethon's success, and research indicates the program benefits sub-

stantially from African-American contributors. This finding is consistent with the results of a recent report compiled by the Independent Sector, which shows that the African-American community makes significant contributions to charitable causes.

African-Americans in 1991 also increased their volunteer activities for charitable causes, up to 43 percent from 38 percent in 1989.

Celebrities who stepped forward on the stage of this year's Lou Rawls Parade of Stars telethon to ask all Americans to give to the United Negro College Fund was Robert Guillaume, En Vogue, Reba McEntire, The Boy's Choir of Harlem, Shirley Caesar, Five Guys Named Moe, The Cover Girls, Tevin Campbell, Colton & Colton, David Hasselhoff, Ben E. King, Me Phi Me, Melba Moore, The Oak Ridge Boys, Joe Public, Sounds of Blackness, Al B. Sure, Victor Diamond and many, many others.

Pitching in to host the national radio simulcast of the show on the American Urban Radio Networks were three of the hottest disc jockeys on the radio. Walt "Baby" Love, Tom Joyner and Angela Stribling, for the first time, joined the "parade" to encourage radio listeners to give the gift of education.

More than 53,000 students at UNCF schools benefit from contributions generated by the Lou Rawls Parade of Stars telethon.

Nearly 90 percent of these students require financial assistance to complete their college education, since a majority come from low-income families. Contributions generated by the telethon help UNCF colleges keep tuition low.



Al B. Sure and Nancy Wilson, bottom left; Joe Public, middle left; The Cover Girls, middle right; and Dionne Warwick bottom right were some of the stars performing for the telethon benefiting the UNCF's 41 private historically Black colleges and universities



**THE LOU RAWLS PARADE OF STARS**  
In Benefit of The United Negro College Fund.  
Budweiser.

*"A Mind Is A Terrible Thing To Waste"*

**Children's Free Monday During January For National Geographic Exhibit**

Children up to age 12 will be admitted free to the World Forestry Center's current exhibit, "The National Geographic society: 100 years of adventure and Discovery" on every Monday during the month of January.

The exhibit, which continues through January 1993, is a stunning photopanel display recounting the Society's first century of exploring "the world and all that is within it."

Some 160 wall-size photos depict the devastating forces of nature, the search for human origins, and explorations beneath the seas and into space.

Free Children's Monday in January is sponsored by Camera World and KOIN-TV Channel 6.

The World Forestry Center is located five minutes from downtown Portland, west on Highway 26. Hours are 10:00 a.m. to 5:00 p.m. seven days weekly. For more information call the World Forestry Center at (503) 228-1367.

**MUSIC MILLENNIUM**

32ND & E BURNSIDE  
231-8926

23RD & NW JOHNSON  
248-0163

*Martin Luther King, Jr.*  
SPECIAL EDITION

**COMING JANUARY 13**

Call 288-0033 or Fax 288-0015 to Advertise  
Deadline is January 8, 1993

**Henry Weinhard's / KPTV Party Cruise**

**January Party Cruises**

**Friday, January 8, 1993**  
KISN presents the Rhythm Crew aboard the Sternwheeler for good time rockin oldies cruise. Re-live your favorites from the 50's, 60's, and 70's with some "feelgood" music. Cruise time is from 7pm-10pm. Dinner available.

**Sunday, January 10, 1993**  
KISN welcomes for the first time aboard the Sternwheeler, 5 guys Named Moe. A favorite motown/oldies band around Portland. Cruise time is from 7pm-9pm.

**Friday, January 15, 1993**  
KUPL welcomes No Way Home to kick off a good old fashion country cruise aboard the Sternwheeler. Cruise time is from 7pm-9pm. Dinner available.

**Sunday, January 17, 1993**  
KUPL welcomes on Sunday night the McKenzie River Band, who always plays to standing room audiences aboard the Sternwheeler. Cruise time is from 7pm-9pm.

**Friday, January 22, 1993**  
KGON welcomes Paulette and Power aboard the Sternwheeler. Paulette Davis has accompanied such blues artist as Curtis Salgado and Lloyd Jones. Cruise time is from 7pm-10pm. Dinner Available

**Friday, January 24, 1993**  
KGON welcomes the ever popular Curtis Salgado, Terry Robb and Jeff Minnieweather for a groovin' blues cruise. Cruise time is from 7pm-9pm.

**Friday, January 29, 1993**  
KGON welcomes three of Portland's funniest comedians aboard the Sternwheeler for a live comedy cruise. Loretta Carey, Jane Fox and Ed Newcomer will be the featured comedians. Cruise time is from 7pm-9pm. Dinner available.

**Sunday, January 31, 1993**  
Z100 welcomes the infamous Men of Paradise aboard the Sternwheeler for four (4) fun filled superbowl widows cruises throughout the day. Women 21 and over only.

Tickets: Ticket prices range from \$13.00 to \$32.00 and are available in advance. Call the Sternwheeler for more information 223-3928 or to order by phone. Tickets are subject to service charge.

Contact: Marianna Bitar (503) 221-0244 • Jennifer Pore (503) 223-3928

**Abbey Lincoln, You Gotta Pay The Band"**  
**Profiles Remarkable Jazz Vocalist**

Abbey Lincoln's singing style demonstrates that in jazz it doesn't matter what you do, but how you do it. The strong, sincere expressiveness of her voice, each syllable clearly articulated, transforms the simplest composition into a work of art.

Showcasing the richness of Lincoln's music, Abbey Lincoln, You Gotta Pay The Band airs Friday, February 26, 1993, at 10:00 p.m. ET (check local listings). The one-hour special weaves shots from a recent special performance and recording sessions with interviews with Lincoln, her relatives, friends, and colleagues.

Among those appearing in the program are Lincoln's ex-husband, drummer Max Roach; bassist Charlie Haden; saxophonist Stan Getz (his last studio recording was on Lincoln's 1991 release "You Gotta Pay the Band"); singers Ruth Brown, Linda Hopkins, and Tony Bennett; filmmaker Spike Lee; and jazz critics Dan Morgenstern and Stanley Crouch. Through these interviews, and archival photos and film clips, the program is a portrait of a complex personality whose independent spirit is reflected in her music.

Abbey Lincoln, You Gotta Pay The Band is part of public television's celebration of African-American contributions to the arts.

Abbey Lincoln was born Anna Marie Woolridge in 1930, the 10th of 12 children, and began experimenting with the family's piano at age five. She performed before church audiences throughout her childhood in Calvin Center, Michigan; as a teenager, she sang and acted at social functions and toured Michigan as a dance band vocalist.

Lincoln moved to California in 1951 and soon afterward appeared under the name "Anna Marie" for two years in Honolulu before returning to Los Angeles. Upon her return, she scored successes at major Hollywood clubs, changing her name to Abbey Lincoln and cutting her first album with Benny Carter's Orchestra in 1956. But success didn't lead to happiness. Lincoln "was learning to be unhappy. I was learning to drink."

Max Roach helped her regain control of her life and they were married from 1962-1970. Through Roach, Lincoln also met leading artists and musicians such as Thelonius Monk and Charles Mingus who prompted her to try different vocal techniques and a richer poetic style. "Thelonius encouraged me to think of myself as wonderful," says Lincoln. "He was the one who told me I was a composer."

Roach also benefitted artistically from their relationship. "Because I began, through [Abbey], to discover the voice and began to write a lot of things for voice. She gave me the opportunity to experiment." Lincoln's interpretation of Roach's 1960 "Freedom Now Suite" - an emphatic, passionate musical testimony against racism - is recognized as its ultimate rendition.

But Lincoln says, "I never was political. I have always been social in that I've always been concerned about my image as a woman. I found beauty in what was given to me. That was radical in the sixties...I saw myself as beautiful but I didn't see myself as an imitation of anybody. I was an original."

Lincoln is also an accomplished actress. She gained a reputation as a sex siren after her appearance in the 1957 film *The Girl Can't Help It*, resplendent in a tight, red "Marilyn Monroe" dress. In 1965 she starred in *Nothing But a Man* and three years later she made *For Love of Ivy* with Sidney Poitier and Beau Bridges. She last appeared in Spike Lee's 1990 *Mo'better Blues*.

But Lincoln's passion has always been music. Now entering her fifth decade as a professional singer, she continues to compose and tour. "Your gotta Pay the Band" was released in 1991 to high critical acclaim. "you have to pay your dues [in life]," reflects Lincoln. "...I pay my dues for being whatever it is I am...I've done a lot of things and a lot more things than I thought I'd ever do. And I'm pleased and I'm satisfied, too."