

# Entertainment

## BILLIE ROWE'S NOTEBOOK

### Entertainment Biggie Swings on 'Aparthate'

N'YORK CITY — A major entertainment corporation took a hefty swing at "Aparthate" last week. It was 't a knockout blow by a long shot. However it could become a telling swat should other giants of the industry follow the Lorimar-Telepictures' decision to ban sales of its shows, "Falcon Crest" and "Knots Landing" to the South African B'casting Corp. until apartheid is dead. South Africa's main source of TV programming emanates from America. Should the Lorimar ban create a domino effect its move against the South African tele/entertainment would be devastating. The Lorimar-Telepictures' ban also affects film and video distribution in that country. In making the announcement the executive committee of Lorimar-Telepictures' board stated that "The company will refrain from conducting business with, or selling products to South Africa as long as that country continues its apartheid policies. It is our hope that taking a public stand will help create an atmosphere of

change and that our colleagues, who share our benefits, will follow our lead."

**WRITE PEOPLE** - Doug Tracht, WWDC's dubbed "The Grease Man," should be slipped out of ear range of all Americans. There is no excuse or forgiveness for his bigoted statement about the holiday in honor of the immortal Dr. Martin Luther King, Jr. Come on folks get on the write hand and join Jack The Rapper's crusade to ban this disc jerkey to Siberia . . . The Long Island Urban League's hand extension, with its heart in it, to Ethiopian Jews made page-one headlines in Jerusalem. Following a visit by John and Babette Anderson to the Gilo Absorption Center, they raised \$2,500 from League members upon returning home to aid Ethiopians to successfully relocate in their ancestral home . . . For her 50-yr's of dedicated service to the Modern School Alumni Eva T. Freeman Desverney will be spotlighted and lauded March 20. What do Alvin Ailey, Bess Myerson, Barbara Ann Teer and Geoffrey Holder have in common? The May Forum on the Arts: An Economic and

Artistic Force for NY." It's a 100-Blackmen event. Dr. Roscoe Brown is prexy of the org. and Dr. Robert La Prince will huncho the affair . . . Patricia Talley, recently named promotion mgr., Miller Brew, in 3-states, has the look of an Essence mag model. However her college degrees are proof positive she's not just another pretty face.

Research, Gen. Foods, will remember March as his 30th ann'y with that corporation . . . Willie Richards, Research Specialist, Jackie Epps, Group Leader, Marsha B. Glover, Counsel-1 and Boyd Johnson, Regional Sales Personal Mgr. will recall the month as General Foods' 16th anniversary "Black Achievers" selectees. They will be among those exposed in the Harlem YM's annual "Black Achievers in Industry Awards Dinner. It is usually the biggest feast of the year.

**WRITE SCOOPS** — Long overdue plans are being forged to salute Ruth Allen King. Her dedication and devotion to the cause of equal job opportunity before it became a national priority enriched countless lives. There is no one more deserving of national acclamation than this King who is our queen, the founder of EDGES, one of our more purposeful orgs . . . In

many sections of the nation it seems like ballot time the way new bred politicians are knocking on doors for signatures. They're out to qualify as delegate-candidates to the upscheduled National Rainbow Coalition Founding Convention, April 17-19 in DeeCee. With Rev. Jesse Jackson leading the topic charge it should be a meaningful biggie . . . He works and lives in St. Loo, but Wayman F. Smith III, veep Corp. Affairs, board member Anheuser-Bush, hopes that a NYC EDGES' membership is for him . . . DeeCee Mayor Marian Barry is seeking visible support for a massive theatre development in the Capital city. He has endorsed a study by the Office of Planning and the League of Washington Theatres. He has earmarked \$1.7 million from the '87 budget to get the program off the drawing board . . . Dr. Huxtable, Bill Cosby, who else, has been recruited to operate on bigotry in the "City of Brotherly Love." A native Philadelphian, the TeeVee record setter has recorded some 60 radio spots to combat the negative image of recent racial unrest in the area . . . It's good news that Pearl Bailey received the Ohio Governor's Award for staying loose and calming so many folks who were "upset," as Virginia Brooker would put it, after a train derailment recently. And that Butterfly McQueen has been handed a role in Peter Weir's "Mosquito Coast." She's a fine actress whose talent got a bum rap because she played a part so well in "Gone With the Wind." . . .

The spontaneous force of Oprah Winfrey, the purpose of Arthur Ashe and the drive of Suzanne De Passe were the dominant ingredients of the Equitable 13th annual Black Achievement Recognition Dinner. Arthur White, Equitable veep on loan as prexy/ceo United Mutual Life Insurance Co., seems in line for the '86 award based on his work uptown.

**WRITE-ON-STARs** - Headline in Variety "The theatrical Bible." "Cosby carries NBC-TV to win; Tops its record for sixth time." . . . Michael Jackson will continue his trip back into that spotlight this summer.

"Captain EO," the Walt Disney 3-D flick will have its exclusive world opening shot at Walt Disney World and Disneyland. Original songs for this musical space fantasy were produced and are performed by Michael . . . There is much ado about a flick in Chgo where the film adaption of Richard Wright's novel, "Native Son" is before the camera on location. It was a dramatic stage hit on B'way several years ago with the late Canada Lee in the lead role, "Bigger Thomas." Oprah Winfrey, who's making it big in films since her Oscar nomination for "The Color Purple," Geraldine Page, Matt Dillon and Willard Pugh are among the cast members . . . The Pointer Sisters and

Alabama will go their separate ways on a \$15-million giveaway Chevy Tour '86." . . . Jumping atop the charts again Whitney Houston has established a "back to back record. Her "How Will I Know" has replaced "Saving All My Love For You" in the number uno spot. In so doing she bounced Dionne Warwick's "That's what friends are for," to the number five slot. "And that's no way to treat a relative as Dionne is her cousin. This is the first back to back chart topper since Donna Summer did it in '79 . . . STAY LOOSE . . . Billy Rowe is a syndicated columnist.

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### Sherman Hemsley visits Madison Sixth Grade Center



Sherman Hemsley

Sherman Hemsley took a little time out of his busy schedule appearing twice nightly in "Norman, Is That You?" at the Hacienda Hotel to visit a few aspiring actors and actresses last week.

Hemsley spoke to a group of 400 students at the Madison Sixth Grade Center during a program in observance of Black History Month. Sherman began acting at an early age and cites "getting out of class" as a major objective when performing during his own grade school days.

While Hemsley is busy working on several projects, he likes to get involved in community activities and feels its important for today's youth to be aware of the opportunities available to them.

While the program was several hours in length and included many activities such as a portion of "Porgy and Bess", you can bet that meeting Sherman Hemsley was indeed what made this day so special for many students at Madison.

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