

## CEBA AWARDS TO CELEBRATE A DECADE OF EXCELLENCE

The Communications Excellence to Black Audiences (CEBA awards will celebrate ten years of saluting advertisers, advertising agencies, and individuals who have made an outstanding effort in reaching and acknowledging the valuable Black consumer market.

The annual awards program, which attracts over 1500 executives and leaders in the communications industry, will take place on October 15, 1987 in the Grand Ballroom of The New York Hilton. Celebrity hosts include Ed Bradley, Emmy award winning CBS News correspondent for "60 Minutes"; Phil Donahue, host of the nationally syndicated "Phil Donahue Show"; Ruby Dee, poet, producer and one of America's foremost Black actresses; Jayne Kennedy-Overton, recently selected as the most admired Black American woman; former NBA great Bob Lanier; NBC's commentator for "NFL Today", Ahmad Rashad; and Susan Taylor, editor-in-chief of Essence magazine and host and executive producer of "Essence" — the television program.

At the Awards ceremony, CEBA will present a multimedia module documenting the evolution of advertising excellence to Black audiences. This special module is being sponsored by Coca Cola USA and Miller Brewing Company.

The co-chairmen for this year's benchmark presentation are John S. Bowen, chairman and CEO of D'Arcy Masius Benton & Bowles and Vince Cullers, president and CEO of Vince Cullers Advertising, Inc., the oldest Black advertising agency in the country.

The World Institute of Black Communications, the sponsor of the CEBA Awards is headquartered at 10 Columbus Circle in New York City. For further information call (212) 586-1771.

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