

ALL THAT JAZZ

BY GENE REDDEN



'PARADE OF STARS' TELETHON IS SURE BET FOR FAMILY VIEWING

When the curtain rises on the 1988 "Lou Rawls Parade of Stars" telethon, Saturday, Dec. 17, television viewers across the nation will be in store for seven hours of dynamic entertainment — all geared to benefit the United Negro College Fund and its 42 member colleges and universities.

Over 40 entertainers are scheduled to appear on the prime-time holiday extravaganza. The show promises something for everyone, and it is uniquely produced for family viewing.

tion by doing a routine of karate moves set to music.

While on the way to their first recording, The Boys made cameo appearances in Stevie Wonder's "Skeleton" video, and in Nancy Reagan's anti-drug video, "Stop the Madness." They recently appeared on the television program, "It's Showtime at the Apollo" and are currently working on a TV pilot, appropriately titled, "The Boys."

Singer/actress Countess Vaughn, now a regular on the NBC sitcom "227," also

Memorial Dinner" in Atlanta.

The St. Louis-based corporation underwrites the production of the program, and through its Budweiser brand and national wholesaler network, Anheuser-Busch provides promotional, advertising and marketing support for the program.

Kellogg Company, national co-sponsor of the "Parade of Stars" for four consecutive years, is contributing \$1,125,000. Kellogg also hosts the national telethon kick-off in Los Angeles and

for the "Parade of Stars" include Bill Cosby, Jasmine Guy, Angela Winbush, Ben Vereen, Rob Lowe, Dance Theatre of Harlem and Harry Belafonte. Co-hosts Ed McMahon, Marilyn McCoo and Clint Holmes will also contribute their special talents to the fund-raising extravaganza, which is the only national telethon to benefit higher education.

Veteran performer Ray Charles will be on hand to blend his rare style of blues, jazz, country and pop

music. Affectionately known as "The genius of Soul," Charles will be featured along with the incomparable Nancy Wilson and the unforgettable Joe Williams.

The United Negro College Fund, founded in 1944, helps support 42 private, historically Black colleges and universities. Nearly 90 percent of the students attending these schools require financial assistance, since a majority come from low-income families. Contributions generated by the

"Lou Rawls Parade of Stars" telethon help UNCF colleges keep tuition low and provide educational opportunities for thousands of deserving but disadvantaged students.



Angela Winbush Countess Vaughn Lou Rawls

HOT NEW TALENT

While adult viewers will be encouraged to phone in their pledges during the telethon, young family members can look forward to hearing the fresh sounds of "The Boys," a singing quartet of brothers who critics say resemble the vintage sounds of the old "Jackson 5."

Riding on the success of their first hit single, "Dial My Heart," The Boys are true products of the Motown legacy. The four brothers — Khiry, 14; Hakeem, 13; Tajh, 11; and Bilal, 9 — got their start by performing in talent shows in California, where they got special atten-

promises to energize young family members during the Parade of Stars." Countess, a 1988 "Star Search" champion in the Junior Vocalist category and overall Junior Champion, has successfully combined her singing and acting abilities.

Other television appearances by the 10-year-old Vaughn include the "Disney Special—Circus of NBC Kids," Showtime's "Super Dave Show," and the "Wil Shriner Show." She has also sung at the "James Cleveland Gospel Workshop" in Texarkana, Texas, and the "Martin Luther King

five celebrity tributes throughout the country to help raise additional revenue for the College Fund. In addition, the telethon receives enthusiastic support from Kellogg employees who work as volunteers during the program.

The telethon's contributing sponsor is American Airlines, participating for the fourth year. American Airlines also sponsors the "Watch, Win and Fly" contest during the telethon.

Tylenol is national contributing co-sponsor for the second consecutive year.

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