

# COMCAST CORPORATION MAKES A CONTRIBUTION TO THE UNITED NEGRO COLLEGE FUND - CAMPAIGN 2000

NEW YORK, — The United Negro College Fund, Inc. (UNCF), has received a four-year commitment from Comcast Corporation in support of a scholarship program for students from the Philadelphia area. The grant will benefit "UNCF-CAMPAIGN 2000: An Investment in America's Future," UNCF's fourth and most ambitious capital drive to date. The Comcast Corporation Scholar Program will be targeted to students

majoring in communications or engineering.

UNCF's colleges and universities have accumulated more than a century of experience in overcoming the academic and financial obstacles that have limited the access of African Americans and other minorities to higher education. The Comcast Corporation grant will help provide the resources that enable UNCF member schools compete with other institutions

of higher education in attracting dedicated students, faculty and staff, and in remaining responsive to changes in the country's economic and social development.

"We commend UNCF for its outstanding work in support of historically black colleges and universities. These institutions play an increasingly important role in ensuring this nation will have the workforce and leaders

needed to compete in a high-tech global market place. Comcast Corporation is proud to help support UNCF's efforts," said Brian L. Roberts, president of Comcast Corporation.

President and CEO of UNCF, William H. Gray, III stated, "We applaud Comcast Corporation's commitment to minority education and recruitment and are delighted by the company's support of our \$250-million capi-

tal campaign. The participation of a high-profile corporate citizen like Comcast Corporation will inspire contributions from other business leaders and help us meet our campaign goal." To date, the campaign has raised over \$200 million.

UNCF colleges and universities have experienced a steady increase in enrollment. Total UNCF enrollment reached an all-time high of 54,412 in fall

1993, a 27.7 percent increase since 1986. In fact, UNCF colleges enroll an estimated 10 percent of all students at private colleges in America from families with incomes below \$15,000 a year.

UNCF, which celebrates its 50th anniversary this year, is one of the leading higher education support organization in the country, having raised nearly \$1 billion.

**Kids <sup>TR</sup> Smart**  
LEARNING CENTER  
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"A MIND IS A MARVELOUS THING TO DEVELOP"

## EDUCATION

### UNIVERSITY OFFERS CULTURAL RESOURCE MANAGEMENT COURSE

The University of Nevada, Reno is offering the cultural resource management course, "Presenting the Past to the Public," (ANTH 699) in Delores, Colo.

The course will be held June 6-10, 9 a.m.-5 p.m., Monday through Thursday, and 9 a.m.-noon on Friday, at Anasazi Heritage Center, 27401 Highway 184, in Delores, Colo. The fee for the workshop is \$575.

One operational graduate-level university credit is available for an additional \$80.50.

An important thrust of federal agencies is to educate the public by fostering an understanding of archaeology.

The information is to present prehistoric and historical sites and site information to the public in an effective and cost-efficient manner. Good on-site presentations raise awareness, create good public relations, and generate support for projects.

Effective exhibits and accompanying material do the same. This course, jointly sponsored by the university and the Bureau of Land Management, is designed to assist cultural resource management personnel and managers in deciding such issues as: identifying who the

visitors to a site are likely to be and their levels of interest; the level of effort and investment needed by staff for presentation and interpretation; and alternative ways of communicating the often complex information to the diverse audiences.

The lectures and field trips will address these issues, as well as give practical tools for presenting material for print or electronic media and developing static and traveling exhibits.

The course instructors are Catherine S. Fowler, Ph.D., a professor of anthropology and director of the anthropology museum for the University of

Nevada, Reno; Shela A. McFarlin, director of Hohokan Heritage Center in Phoenix, Ariz.; and Rene Ross, N.A., an exhibit designer for Hearst Museum of Anthropology, University of California, Berkeley.

Room reservations may be made with Holiday Inn Express, 2121 E. Main, Cortez, CO 81321, 1-800-626-5652.

To register in the Reno area, contact the university's Division of Continuing Education at (702) 784-4062. For more information, call the division at (702) 784-4046. Outside the Reno area, call toll free at 1-800-233-8928.

### COLLEGE SCHOLARSHIPS AVAILABLE

Each year individuals preparing to go to college or graduate school face the dilemma of

how to pay for tuition, room & board, text books, lab fees, and other expenses. That's because college costs have skyrocketed and continue to increase yearly, putting extra strain on family budgets and assets.

Yet there are over 375,000 funding sources available to assist these students. Contrary to popular belief over 80% of the funds available to students do not depend on family need or high grades. Many are based on factors such as the student's interests, hobbies, academic focus, age, ethnic background or parent's work or military service. Remarkably over \$6.6 billion of this funding goes uncollected each year simply because people do not ask for it according to a report by the National Commission on Student Financial Aid. Now a new academic funding publication, updated for 1994 is available to help step students through the process and to outline their options and identify sources for assistance.

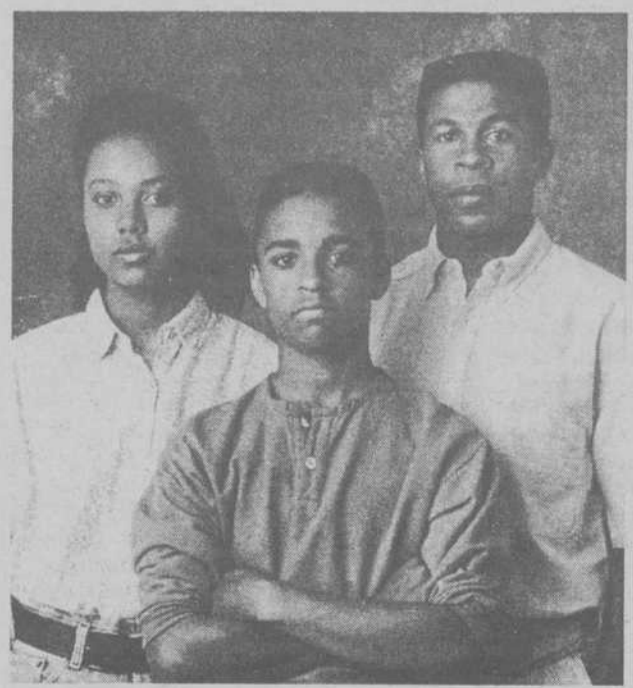
For information on how to receive academics funding and scholarships send a No. 10 self addressed, double stamped envelope plus \$1.00 to cover handling to the National Academic Funding Administration, 26 Coe Drive, Ste. 1300, Durham, NH 03824.



**EVEN IF YOU DON'T KNOW CPR YOU CAN STILL SAVE A LIFE.**

**9 1 1** In an emergency, help isn't on the way unless someone calls. So don't think of what you can't do, think of what you can do. Call 9-1-1 or your local emergency number. Don't hesitate, even if you're alone.

**Ad Council** To learn more about life-saving techniques, call your Red Cross. **American Red Cross**



If all your children deserved to go to college, but you could only send one, how would you choose?

A better question is why should you have to choose? Why shouldn't every bright, hard-working kid get a chance to fulfill his or her dreams?

That's why your donation to the United Negro College Fund is so important. As the most experienced source in providing general operating support for historically black colleges, we've enabled thousands of deserving students to get a quality education.

But there are still thousands who urgently need your support. How can we possibly say yes to one and no to another? Send your donation to: UNCF 500 E. 62nd St., New York, NY 10021

**UNITED NEGRO COLLEGE FUND**  
A Mind Is A Terrible Thing To Waste.

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