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TALKING POINTS FOR ANNENBERG/UNCF CEREMONY**SUNDAY, MARCH 4, 1990**

* I AM DELIGHTED TO BE HERE TODAY WITH AMBASSADOR ANNENBERG AND CHRIS EDLEY OF THE UNITED NEGRO COLLEGE FUND.

* AS MANY OF YOU KNOW, MY RELATIONSHIP WITH THE UNITED NEGRO COLLEGE FUND DATES BACK TO MY SENIOR YEAR IN COLLEGE AT YALE MORE THAN 40 YEARS AGO.

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BILL TRENT, WHO WAS THEN THE HEAD OF THE UNCF, FIRST GOT ME INTERESTED IN WORKING WITH THE FUND AND HISTORICALLY BLACK COLLEGES AND UNIVERSITIES; AND ALTHOUGH HE IS NOW RETIRED, WE HAVE BEEN FRIENDS EVER SINCE.

* THIS YEAR, I AM PLEASED TO SERVE AS THE HONORARY CHAIRMAN OF THE UNCF CAPITAL CAMPAIGN, AND I AM ABSOLUTELY DELIGHTED TO KNOW THAT MY GOOD FRIEND WALTER ANNENBERG HAS SET SUCH A MARVELOUS EXAMPLE WITH HIS GIFT TO THIS EXCELLENT CAUSE.

* ALTHOUGH BLACK COLLEGES REPRESENT ABOUT 3 PERCENT OF AMERICAN COLLEGES, THEY ENROLL ABOUT 20 PERCENT OF ALL BLACK STUDENTS ATTENDING COLLEGES AND UNIVERSITIES.

* SUPPORT FOR THE UNITED NEGRO COLLEGE FUND PROVIDES PRECIOUS OPPORTUNITY FOR THOUSANDS OF AMERICA'S MOST PROMISING STUDENTS. IT IS AN IMPORTANT EFFORT -- A NOBLE EFFORT.

* OUR MISSION MUST BE TO STRENGTHEN OUR HISTORICALLY BLACK COLLEGES AND UNIVERSITIES TO MEET THE CHALLENGES OF THE 21ST CENTURY. THIS ADMINISTRATION, AND THE MANY SUPPORTERS OF UNCF AROUND THE COUNTRY, ARE COMMITTED TO DO JUST THAT.

* GIFTS LIKE THIS ONE TO THE UNITED NEGRO COLLEGE
FUND WILL ENABLE THESE SCHOOLS TO CONTINUE TO ENSURE
THE HIGHEST ACADEMIC STANDARDS.

* WALTER, CHRIS, THANK YOU FOR YOUR LEADERSHIP.

* I AM SO PLEASED AND PRIVILEGED TO BE A PART OF THIS
WONDERFUL CEREMONY.

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