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PRAIRIE VIEW A&M UNIVERSITY

The Texas A&M University System

HOMECOMING CONVOCATION

THEME: *“CELEBRATION 89”*



THURSDAY, OCTOBER 26, 1989 AT 10:00 A.M.

HEALTH AND PHYSICAL EDUCATION BUILDING

PRAIRIE VIEW, TEXAS

"NO WHITE LIES, NO BLACK LIES - ONLY THE TRUTH!"



Tony Brown

Tony Brown is a man of action who challenges Black America to take the leadership role in perpetuating its own cause.

Called "Television's Civil Rights Crusader" by Black Enterprise magazine, he has also distinguished himself as a producer, educator, writer and film director.

As writer and film director, this multi-media entrepreneur has recently completed filming his first feature motion picture, a \$2 million movie with a message about drug use and self-respect.

This film is also a breakthrough for many Black actors and provided jobs for a record number of Black technical crew members, normally ignored by the traditional hiring practices.

The name of the movie -- "The White Girl" -- has a double meaning. It is the street name for cocaine and, in the movie, it represents the way a young Black woman sees herself. The breakthrough movie deals with two very destructive trends: self-hatred and drugs.

This love story with an anti-drug theme is scheduled for release in 1990 in theaters across the country.

The film's theme song is also called "The White Girl." It was co-written by Brown, an anti-drug advocate of long-standing. A music video version of the song will be released prior to the movie. It will mark the first time a feature film has had a music video precede its release.

His motto: Self Help. In movies as well as in other professional areas of his life, his call to action is very explicit: No White Lies, No Black Lies, Only the Truth!

Brown has been an innovator in many areas. During the civil rights movement, he coordinated a march in Detroit which featured Martin Luther King and drew over 500,000, believed to be the largest civil rights march in America. It is also believed to be the first time Dr. King delivered his famous "I Have A Dream" speech.

He was the first and founding dean, as well as professor, of the School of Communications at Howard University, where he established a highly-distinguished academic and professional record. Concerned with the shortage of Blacks in the communications industry, he initiated an annual Career Conference at Howard, which is still highly successful in securing jobs for qualified Blacks in the field of communications.

Brown also founded the annually-held Black College Day in 1980 and spearheaded a movement to preserve Black colleges. The U.S. Congress has since officially designated Brown's choice, (the last Monday in September) as "National Historically Black Colleges Day."

In 1985, he founded the Buy Freedom campaign, and as chairman, he leads a movement to stimulate Black businesses and create new jobs.

But it is for his work as a journalist that he is best known. His column is syndicated in over 100 newspapers. His television series, TONY BROWN'S JOURNAL, is the nation's longest-running and top-ranked Black-Affairs series. It is seen every week nationwide on more than 240 public television stations with a weekly audience of five million.

Brown's television series was selected as one of the top 10 television shows of all time that presents positive Black images. Only three current series, "Tony Brown's Journal," "Miami Vice" and "The Cosby Show," were ranked in the top 10.

On the heels of this historic honor, Brown was given a special image Award by the NAACP in Hollywood for presenting images of African-Americans in film, TV, theater and music.

Among the numerous civic activities, Brown is on the Board of Directors of the Association for the Study of Afro-American Life and History and the National Business League, among others. The Harvard Foundation has also chosen him as a member of its prestigious Board of Associates.

Brown's company, Tony Brown Productions, Inc., in New York, also publishes a quarterly magazine, markets videotapes and movies from a collection called "The Library of Black History" and offers a videotape duplication service.

Mr. Brown was born in Charleston, West Virginia and is extremely proud of his education at the all-Black Garnet High School there. He received his Bachelor's degree in Sociology and Psychology and his Master's degree in Psychiatric Social Work at Wayne State University in Detroit. He has received numerous honorary doctorate degrees for his achievements in civil rights, education and journalism.

PROGRAM

Miss Mary Ann Palmer
Miss Prairie View A&M University '89 -'90

- PRELUDE Mr. T. L. Wallace
Department of Art, Drama and Music
- INVOCATION Father Bernard Keller, SVD
Catholic Chaplain
- MUSICAL SELECTION "With The Voice of Singing" Arr. Martin Shaw
The Priairie View A&M University Choir
Mr. T. L. Wallace, Director

GREETINGS

- FACULTY Mrs. H. Olivette Higgs
- STAFF Dr. Harold S. Bonner
- GRADUATE SCHOOL Mr. Todd Davis
- STUDENT BODY Mr. Kail Austin

- SPECIAL PRESENTATION The Honorable Ronald Leverett
Mayor of Prairie View

- MUSICAL SELECTION "Rock 'In Jerusalem" Arr. Andre 'Thomas
The Prairie View A&M University Choir

- INTRODUCTION OF SPEAKER Mr. Marcel Thompson
Chairman of the Chancellor student Advisory Board

- ADDRESS Mr. Tony Brown
Host, Tony Brown's Journal

- PRESENTATION AND CLOSING REMARKS Dr. Milton R. Bryant
Interim President
Prairie View A&M University

- ANNOUNCEMENTS Miss Mary Ann Palmer

ALMA MATER

- BENEDICTION The Reverend W. Van Johnson
Dean, Johnson-Phillip All Faiths Chapel

Ushers for the Homecoming Convocation are members of the Ideas and Issues Campus Activities Committee and Board

ALMA MATER

“Dear Prairie View”

*Dear Prairie View, our song to thee we raise,
In gratitude we sing our hymn of praise,
For mem'ries dear, for friends and recollections,
For lessons learned while here we've lived with thee,
For these we pledge our hearts full of devotion,
To serve thee now, and through eternity.*

*As days go by, our hearts will not grow cold,
We'll love thy purple royal and thy gold,
We'll through our lives exemplify thy teachings,
We'll always strive a blessing to be,
Thy children we our love and pride confessing,
We'll love thee now, and through eternity.*

Words by O. ANDERSON FULLER

Music from "FINLANDIA" by Sibelius'