CAU Gears Up As Tom Joyner Foundation School of the Month For October

ATLANTA (Oct. 1, 2009) – Students, faculty, staff, alumni and friends of Clark Atlanta University are joining in a fundraising festival when Tom Joyner, the “hardest-working man in morning radio,” kicks off October with CAU as his school of the month.

CAU President Carlton E. Brown said, “We are delighted about this partnership with the Tom Joyner Foundation. Mr. Joyner’s initiatives in support of black higher education come as a beacon of light in today’s dark economy where increasingly students and their families cannot afford the cost of a higher education. The Tom Joyner Foundation has a world-wide reach that will help support students in these uncertain economic times.”

Clark Atlanta will receive funds raised from listeners, alumni and other interested parties during the month of October. Throughout the month, the Tom Joyner Morning Show, airing in 115 markets around the country and reaching nearly eight million listeners every week, will promote the university and award scholarships to deserving students. The first scholar was announced this morning, Rayvon Keith Shelton, a CAU sophomore journalism major from Chicago with a 4.0 GPA. He received a $2,500 scholarship.

Mr. Aristide Collins, vice president for Institutional Advancement and University Relations at CAU, said, “We have a number of initiatives at CAU to help support this campaign. One is a phone-a-thon led by students to reconnect alumni, parents and friends. Our School of Arts and Sciences, the Athletics Department, the CAU Boosters and the Atlanta Alumni Chapter have
accepted the challenge to raise funds.” Moreover, Collins said there is an alumni chapter challenge to secure scholarship dollars. Other interested donors can do so at www.cau.edu.

The university has also produced radio and TV public service announcements featuring campus leaders that will air on campus-operated media, CAU-TV, WCLK Radio and WSTU.

Formed by the nationally syndicated radio personality Tom Joyner, the Tom Joyner Foundation since 1998 has been a major driving force in raising money for historically black colleges and universities (HBCUs). Joyner, who has an honorary doctorate degree from CAU, said the university was chosen as part of the foundation’s ongoing effort to assist these HBCUs in broadening and strengthening their efforts to raise money to help keep students attending these institutions.

*Formed in 1988 by the consolidation of two historic institutions, Atlanta University (1865) and Clark College (1869), Clark Atlanta University is the largest of the United Negro College Fund institutions with an enrollment of nearly 4,000 students. Clark Atlanta University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone 404-679-4501) to award the Bachelor’s, Master’s, Specialist and Doctor’s degrees. The Carnegie Classification lists CAU as a Research University – High Research Activity. CAU is listed as one of the best southeastern colleges by The Princeton Review and has been selected to the Washington Monthly’s 2008 list of best colleges and universities. National business and consumer publications rank Clark Atlanta high among the best buys in American higher education.*

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