



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1984

Extracted on Apr-19-2024 05:52:18

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[[image - CEBA Statuette]]

The CEBA Awards statuette symbolizes the unique qualities of the cultural aesthetic Black Americans. Its design incorporates both traditional and contemporary influences.

The two faces, turned in opposite directions, capture the two points of view- African and American- that form the Afro-American perspective, while both heads are joined in a unified sense of purpose. The elongated features are classic of Black Africa. The aristocratic Fulani neck extends from the those and the arms the body protectively.

Decorating the lower torso is the traditional spear design, resting upon the base of a drum- man's first instrument of communication- which proudly bears the CEBA signature.

The CEBA Awards statuette is made from molten steel and burnished in a brilliant bronze finish. It is shaped in cire perdue, ancient Benin's famous process of the lost wax, and is crowned with a globe to designate the universal contributions and impact of the people of African descent.

The CEBA statuette was designed by sculptress Valerie Maynard, and is a registered trademark of the World Institute of Black Communications, Inc.

[[Image]]

CONSUMER PRINT

Newspaper/ Black and White or Color... RCA Corporation
UniWorld Group, Inc.

Campaign Newspaper/ Black and White or Color... Brown & Williamson
Tobacco Corporation
Tri-Ad Consultants, Ltd.
United States Marine Corps
J. Walter Thompson

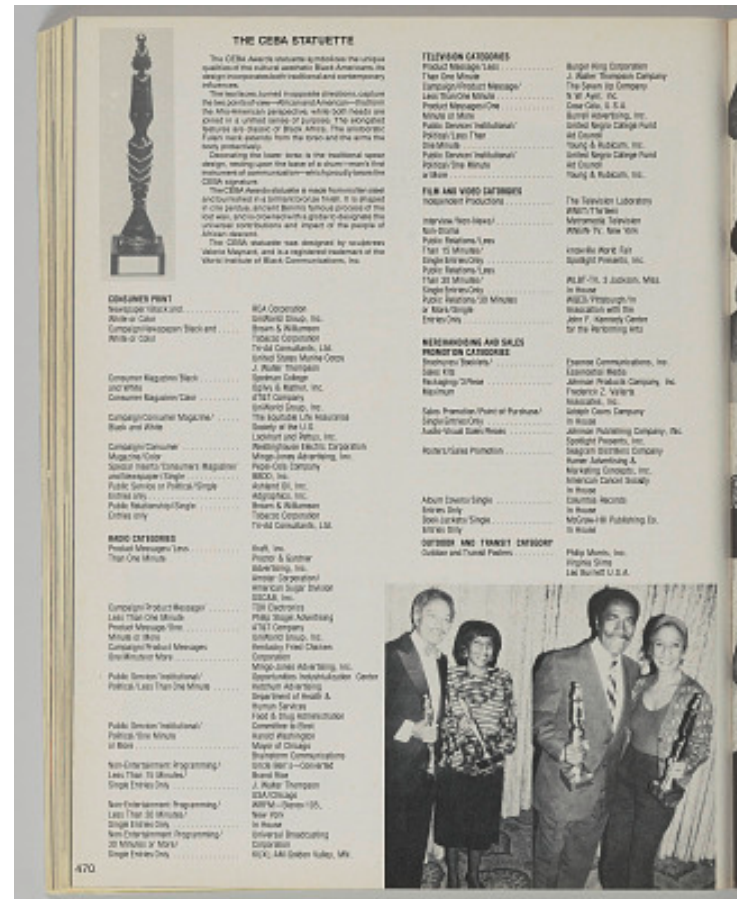
Consumer Magazine/ Black and White...Spelman College
Ogilvy & Mather, Inc.

Consumer Magazine/ Color... AT&T Company
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Campaign Consumer Magazine/ Black and White...The Equitable Life Assurance Society of the U.S.
Lockhart and Pettus, Inc.

Campaign/ Consumer..Westinghouse Electric Corporation

Magazine/ Color... Mingo-Jones Advertising, Inc.



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TELEVISION CATEGORIES

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Product Messages/ One Minute or More...Coca-Cola, U.S.A.
Burrell Advertising, Inc.

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Public Service/ Institutional/ Political/ One Minute or More.... United
Negro College Fund
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Young & Rubicam, Inc.

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Public Relations/ Less Than 30 Minutes/ Single Entries Only... WLBT-
TV, 3 Jackson, Miss.
In House

Public Relations/ 30 Minutes or More/ Single Entries Only... WQED/
Pittsburgh/ In Association with the John F. Kennedy Center for the
Performing Arts

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Coors Company
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American Cancer Society
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In House

OUTDOOR AND TRANSIT CATEGORY

Outdoor and Transit Posters...Philip Morris, Inc.
Virginia Slims
Leo Burnett U.S.A.

[[Image]]

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