Mr. Ron Scott  (TV Journalist and Producer)  9-10:30 a.m. Tues/Thurs.
AAS 486
241 Lorch Hall  Phone Number: 763-4520

COMMUNICATIONS MEDIA AND THE BLACK WORLD:
FOCUS BLACK AMERICA

week of:

Jan. 4  A short history of the clash between America's Media Institutions and Black America.
Jan. 11  An examination of alternative Black programming formats with a specific emphasis on the Black Press and Black Radio.  Guest speaker.
Jan. 17  Minority employment and discharge policies and practices in the media industry today.  With special focus on how the Federal Government regulates the industry.  Guest speaker.
Jan. 24  Entertainment programming and Black America, what are the real factors?  A discussion of how the media decides what to air.
Feb. 9   Public broadcasting, cable television and new technologies, are they the hope for the future?  Guest speaker.
Feb. 15  That Black anchorman - Woman thinking - a look at the motive behind the assignment of on air television personalities -  Guest speakers: Tuesday and Thursday.
Mar. 1   The independent producer and video production: an examination of why more Blacks and minorities are financing producing and distributing their own product.
Mar. 9   Blacks and the motion picture industry.  Why Hollywood is phasing out Black productions.  Guest speaker.
Mar. 16  The newsroom and Black writers; a look at the print media, the function, the roles and the power of blacks in this portion of the industry.  Guest speaker.
Mar. 22  News and Black america, who makes the decisions?  Guest speaker.
Mar. 29  The role of media activist groups.  Guest.
Apr. 5   Television and the Black child.  A look at the impact of this influential medium on Black children.
Apr. 13  The future of Blacks in the media.  Speaker.