

Mr. Ron Scott (TV Journalist and Producer)
AAS 486
241 Lorch Hall

9-10:30 a.m. Tues/Thurs.

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.