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## Group seeks job access

By Regina Newell

In 1973, the National Black Media Coalition (NBMC) was formed. Pluria Marshall was elected as the organization's first treasurer. In 1975, Marshall was elected as chairman of the NBMC. The program has been headed by Marshall and has been very successful for eight years.

The program focuses primarily on maximizing black and minority access to the telecommunications industry through black and minority employment; black and minority ownership; and minority programming. In trying to achieve this goal, NBMC has been involved in more than 50 Federal Communications Commission (FCC) rulemaking proceedings, filed official comments about FCC activities. It has developed proposals and conducted training sessions designed to assist the black community in utilizing the media.

The NBMC has many achievements. It has negotiated 13 affirmative action agreements with such corporations as Post, Newsweek, Ziff-Davis Broadcasting, General Electric, Gulf Unlimited Broadcasting, Outlet Broadcasting, McClatchy Newspaper, Albritton Communications, Turner Broadcasting, and Satellite Television Corporations. These negotiations have had many benefits. Some of these benefits include the sale of four radio stations, place-

ments of 500,000 accounts in black banks, and the placement of seven blacks on corporate boards in communications. The NBMC has grants, scholarships, and internships valued at more than one million dollars, it has influenced new hirings and promotions at all levels of industry, it has helped preserve Equal Employment Opportunities Commission (EEOC) rules at the FCC, it has had success in influencing the FCC to strengthen cable Equal Employment Opportunities (EEO) and it has helped establish an alliance with the cable industry. The NBMC created the Corporation of Public Broadcasting (CPB), its purpose being to adopt permanent regulative policies for direct to home broadcasting. The NBMC provided leadership for a nine kilohertz channel band which created 300-400 new radio stations and resulted in new black ownership.

The NBMC wants to increase its affiliate developments in the future. It wants to broaden nationally, the theme of this campaign is "Broadcasting Affects You More Than You Know." The coalition hopes to develop an EEO Resource Center which would aid graduating students interested in communications.

The National Black Media Coalition will hold a conference October 11-14 at Shoreham Hotel in Washington, DC. ■

## Robinson excels in field

By Darlene Campbell  
Staff Writer

Max Robinson is unique.

At forty-four years of age, Robinson is one of the most outstanding blacks in the journalism profession. He is attributed as being not only an influential portrait among the Black race, but as an even more influential breakthrough in the field of communication.

Robinson's name began to reach the highlights during a ten year period in which he worked as a broadcaster in Washington, D.C., for CBS (WTOP-TV). However, for the past five years, Robinson has dedicatedly worked as one of four anchors for ABC News. He is the national broadcaster from Chicago, the home of ABC's four major news desks. His associates at the other three desks are Barbara Walters in New York, Frank Reynolds in Washington and Peter Jennings in London.

During Robinson's career, he has earned various outstanding awards within his field. His extraordinary

ability to understand people, to analyze news, has earned him the Capitol Press Club Journalist of the Year Award, as well as three Emmy Awards for outstanding television journalism. "When you go into any particular community," says Robinson, "you try to sense how the people feel. You can tell from the cab drivers, people at counters, anybody you can talk to. And as you talk to people, an image starts to grow. You begin to feel the town, to sense it. And if you can't leave that community with some sense of the people, then you haven't really done your job."

Other awards and honors that Robinson has been the recipient of include: first Black network TV news anchorman; former ABC regional anchor, D.C. TV anchorman, weekend anchor, TV floor director, on camera reporter; Federal City College instructor; founder of a training program for aspiring journalists. ■



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