



DETROIT—The Honorable Geraldine B. Ford, Recorder's Court Judge and a member of the Board of Directors of Detroit Urban League, Inc., is shown above presenting a plaque to Jack Musick, president of Hiram Walker Incorporated, during the 1973 annual Equal Opportunity Day awards ceremony. The award honors Hiram Walker for outstanding contributions to the economic welfare of Detroit as a pioneer for equal opportunity in employment. The 13th annual Awards Luncheon, attended by civic and government officials and prominent Detroit business leaders, was held in the Grand Ballroom of Cobo Hall on Thursday, November 15. The Detroit Urban League was established in 1916.

Select Panel to Appraise Minority Programming in Public Broadcast

WASHINGTON — The Corporation for Public Broadcasting has announced the formation of a panel to appraise public broadcasting activities in minority programming and to advise CPB on the objectives and priorities for minority programming.

The panel will be headed by Dr. Gloria Anderson, a member of the CPB Board, and associate professor and chairman of the Chemistry Department of Morris Brown College, Atlanta.

The group will meet here next month to hear keynote addresses by F. C. C. Commissioner Benjamin Hooks; Rep. William L. Clay (D), of Missouri; and Henry Loomis, president of the Corporation for Public Broadcasting, and also to point the way for public broadcasting to translate into programs the recent affirmation of the CPB Board to its "traditional dedication to the interests of specialized audiences."

Members of the group have declared their belief that public radio and television must reflect the policy of the CPB Board expressed at the Sept. 12, 1973 meeting, which said, in part: "Not the least of the specialized audiences CPB is dedicated to serving are minority audiences, composed of substantial numbers of persons with particular interests, who are not generally served by commercial broadcasting."

"There are many 'sub-sets' within the term 'minority audiences,'" the Board stated, "including, among others, subsets determined on the basis of race, sex, status in society, educational needs, or cultural interests. The Board affirms that service to minority audiences deserves a genuine

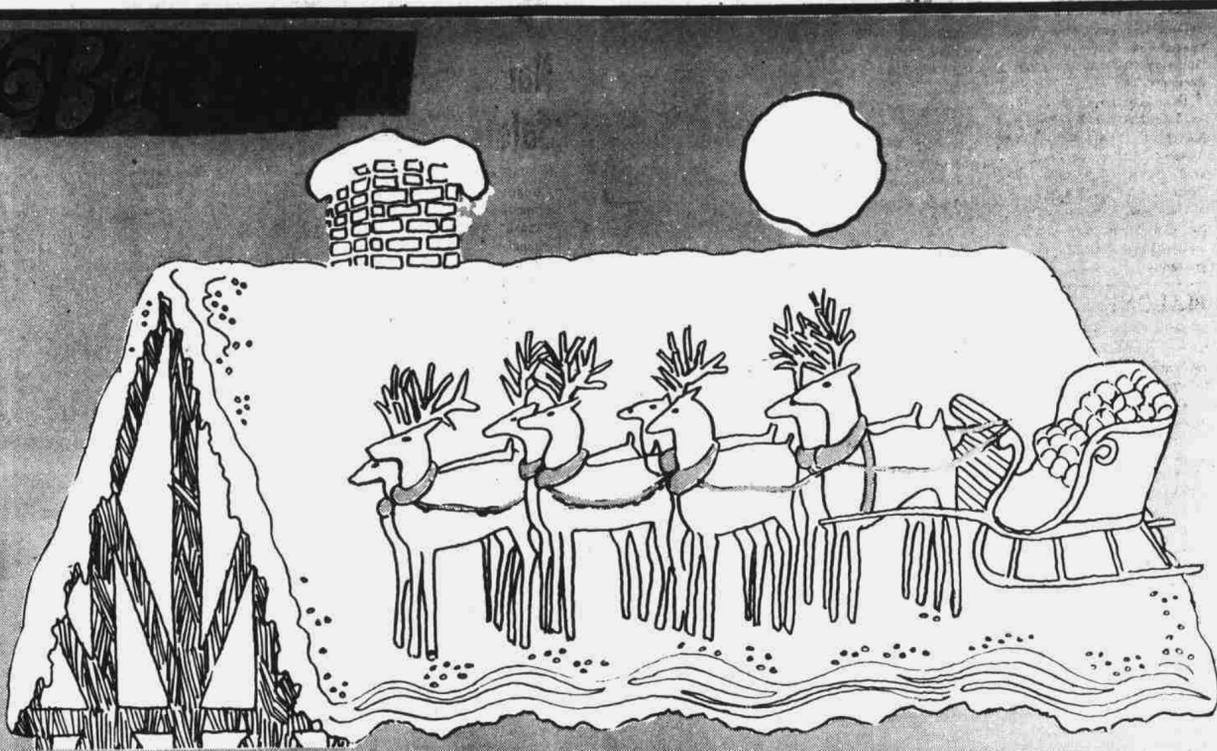
priority in its work."

Mr. Loomis has pointed out that identification of such minority audiences, and of their "sub-sets" is a major step in serving them. He declared his firm intent to carry out the dictates of the CPB Board "...to take such aggressive action as budgetary constraints may permit, to develop a pattern of CPB services to these audiences..." from support to distribution of such programs.

W. Clinton Powell, a former career foreign service officer, now a special assistant to the president of CPB, is executive director for the panel. He reports that the panelists who will meet here next month include Dr. Anderson; Joseph Aguayo, special assistant to the president of the Children's Television Workshop, New York City; Thomas Berkley, and Oakland, California attorney; Sherman Briscoe, of the National Newspaper Publishers Association, Washington, D. C.; Dr. Broadus N. Butler, president of Dillard University, New Orleans; Mrs. Emma Darnell, Inter-Government Programs Coordinator for the city of Atlanta.

Also, Ofield Dukes, president of a Washington, D. C., public relations firm; Badi Foster, of the University of Massachusetts College of Public and Community Service; Dr. Marie D. Gadsden, director of the Washington Bureau of Phelps-Stokes Foundation; Ms. Mal Johnson, a Cox Broadcasting Corp. executive, Washington, D. C.; Miss Barbara Lawrence, assistant director of the New York State Council of the Arts.

Also, Oren R. Lyons, an upstate New York attorney and chief of the Onondaga nation; Robert Mavnard. (Continued On Page 11A)



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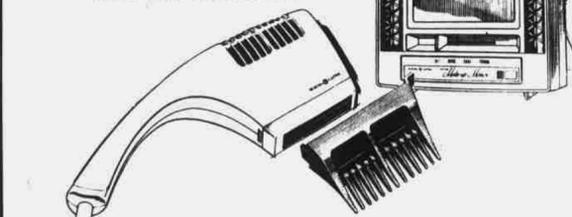
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