



NEW SEASON FOR BLACK JOURNAL — BLACK JOURNAL, produced by WNET/13, New York, will return to public television in January, with the assistance of an underwriting grant from Pepsi-Cola Company. Thirteen half-hour weekly shows will be distributed nationally by the Public Broadcasting Service to member stations beginning Sunday, January 25, 1976, 6 p.m. (Check local listings for correct area broadcast time). Tony Brown, center, executive producer and host of BLACK JOURNAL, discusses the upcoming eighth season of the series with Victor A. Bonomo (right), president of Pepsi-Cola Company and John Jay Iselin, president of WNET/13.

Black Journal Begins Eighth Season

NEW YORK — BLACK JOURNAL, America's longest-running nationally televised Black public affairs program, produced by WNET/13, will be underwritten by the Pepsi-Cola Company, when the series begins its eighth season on public television in January.

The series of thirteen half-hour programs will be distributed nationally by the Public Broadcasting Service to its member stations Sunday evenings, 6 p.m., beginning January 25, 1976. Host of the series is Tony Brown, Black Journal's executive producer.

The \$200,000 underwriting grant from the Pepsi-Cola Company, for the express purpose of producing the 1976 Black Journal, marks the first time that a major corporation has funded a Black-oriented public affairs program on public television. Announcement of the grant was made by Pepsi-Cola President Victor A. Bonomo and WNET/13 President John Jay Iselin.

"Because of the grant," Tony Brown said, "we are able to sustain a continuing presentation of the Black presence in America during a period when the bicentennial activities will focus almost exclusively on the white presence in America. We are pleased and delighted that everyone is working to make 1976 the most exciting season in our history."

Going into its eighth season on public television, the 1976 BLACK JOURNAL series will be presented in a magazine format with variety, talk and game show elements emphasizing

the historical and contemporary aspects of Black in America. BLACK JOURNAL will concentrate on public affairs and entertainment, highlighting the issues and people that affect the Black community, and featuring celebrity co-hosts, Black thought leaders, performers, and audience participation through a "Blackcentennial" mini-game show segment.

Participating in the series with host Tony Brown and his co-hosts will be music co-host Dr. Billy Taylor, who will provide Black musical history through narration and music; and a game co-host Nipsey Russell, whose "Blackcentennial" questions will examine the Afro-American experience. Other co-hosts and guests being lined up for the series include the Reverend Jesse Jackson, Clifton Davis, Diahann Carroll, Kareem Abdul Jabbar, Dick Gregory and Melba Moore. Each program will include a "Blackcentennial Message," such as a dramatically reenacted speech of Frederick Douglass.

During its seven-year history, BLACK JOURNAL has brought to the public a number of broadcasting firsts. It produced and aired nationally a debate between Dr. William Shockley, the Stanford University physicist who believes that Blacks are genetically inferior to whites; and Black psychiatrist Dr. Frances Welsing.

It presented an unprecedented gathering and interview with eleven national Black leaders representing the spectrum of Black ideology,

including the Honorable Elijah Muhammad, Dorothy Height, Vernon Jordan, and Reverend Ralph Abernathy, among others.

BLACK JOURNAL conducted the first nationally televised interview with Angela Davis following her trial. During the 1975 season, BLACK JOURNAL produced the first nationally televised Afro-American game show, entitled

"Can You Dig It?"

BLACK JOURNAL host and executive producer Tony Brown is a pioneer in Black television programming, and was selected as one of the "100 Most Influential Black Americans" by a national magazine. Brown was the first dean of Howard University's School of Communications. He has been with BLACK JOURNAL since 1970.

Commissioner Hooks To Keynote Black Press Workshop

WASHINGTON (NNPA) — Commissioner Benjamin L. Hooks of the Federal Communications Commission will keynote the three-day Mid-Winter Workshop of the National Newspaper Publishers Association — the Black Press of America — Dr. Carlton B. Goodlett, NNPA president, announced this week.

The event is scheduled for January 21-24 at Frenchman's Reef Holiday Inn in St. Thomas of the U. S. Virgin Islands where Gov. Cyril King will open activities with a reception at his mansion.

Commissioner Hooks, the first black to be appointed to the FCC, is a lawyer and a minister with churches in Memphis and Detroit. Before assuming his present post three years ago, he served as a judge in Memphis. His widely read

newspaper column is syndicated to 141 member papers by NNPA.

In addition to the address by Commissioner Hooks on the 22nd, Dr. Goodlett said that other highlights of the program will be a series of symposiums on new approaches to circulation building, newspaper management, advertising salesmanship, news and feature writing, the role of journalism schools in developing new professionals, and also the role of black executives in corporate white America, as well as roundtable on the black business community and the Black Press.

Key participants, he added, will include: Dr. Lionel C. Barrow, dean of the School of Communications at Howard University; Samuel Adams of the University of Kansas; Jay T.

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