In February

"Tony Brown's Journal" Begins New Season

TONY BROWN'S JOURNAL, a new nationally syndicated program on commercial television, devoted to public affairs matters, will begin in February, 1978, according to an announcement by John Sculley, president of Pepsi-Cola Company, sponsor of the program.

Tony Brown, formerly executive producer of BLACK JOURNAL on public television, will host the series of 13 half-hour programs which will focus on the impact of Black personalities and issues and how they affect race relations and the course of American life.

TONY BROWN'S JOURNAL will be made available free of cost in syndication to commercial TV stations across the country by Show Biz, Inc. of Nashville, Tennessee and is produced by Tony Brown Productions, Inc. of New York City.

In announcing the series, Mr. Sculley said, "Pepsi-Cola Company feels it is important to have a program such as TONY BROWN'S JOURNAL on national commercial television. It will not only be significant and progressive in its documentary style, but will find a need on commercial television. We think all Americans will benefit from this unique and highly informative program."

Two years ago Pepsi-Cola Company provided a grant to the Public Broadcasting System for the broadcast of BLACK JOURNAL and became the first major corporation to sponsor a series devoted to Black public affairs.

In its ninth and final year, BLACK JOURNAL was America's longest running Black public affairs series. According to a Burns Roper Poll, 5.3 percent of a sample representative of the American population, had watched BLACK JOURNAL. This represented 25 percent of the Blacks responding and 2.8 percent of the Whites. BLACK JOURNAL finished behind ABC WIDE WORLD OF SPORTS which had 5.8 percent.

Mr. Brown said, "Pepsi-Cola Company has once again demonstrated corporate leadership by taking this historic step. Their sponsorship will make it possible to reach a much larger audience on commercial television." Continuing, he said, "I think we have developed a unique journalistic approach. In investigating American life, we will seek the opinions of Black and White authorities and utilize opinion polls."

The "TONY BROWN'S JOURNAL OPINION POLLS" will ask influential Black thought leaders around the country their views on such issues as busing, the Bakke case, Blacks and the women's movement, President Carter's performance, how a potential race war in southern Africa would affect race relations in the United States, and many others. Reporting of these findings will be a regular part of the show's format.

Brown stated that each of the 13 programs will have a specific focus, incorporating all of these elements in a magazine format.

Upcoming programs will include such topics as: "The Sins of Our Fathers," questioning whether Blacks are right in asking the present white generation to "bite the bullet" of quotas; "Jimmy Carter: One Year Later," a discussion of the president's campaign promises and his relations with his election base--Blacks, Jews, Hispanics and labor; and "Ain't Ain't Right," how dialect--racial and regional--affects individuals and groups and the role of verbal and non-verbal communication in Black and White relations.

Host Tony Brown is a leading authority on Black television programming, and was selected as one of the "100 Most Influential Black Americans" by Ebony Magazine. He was the recipient of the National Urban League's Distinguished Service Award in 1977 for giving "voice to the voiceless, heightened hopes and aspirations of Blacks...while raising the consciousness of all Americans."

Brown's academic career has also been distinguished. He was the first and founding Dean of the School of Communications and professor at Howard University. For his outstanding work he received the Frederick Douglas Liberation Award for pioneering the development of Howard's School of Communications.

Subscribe to the Charlotte Post! Your support helps!

WBTV To Televise UNCC, South Florida Game

The UNCC "Forty-Niners" meet the South Florida "Brahman Bulls" in Sun Belt Conference Basketball on Saturday, December 17th at 8 p.m. The game, to be played in Tampa, Florida, will be televised by WBTV, Channel 3.

This will be the Sun Belt Conference's first season of full round-robin play. Its defending champion, UNCC (also known as the "Mean Green"), with its All-American candidate, Lew Massey, hopes to keep that title as it goes forth to meet its first challenger, the University of South Florida, in the opening Conference game.

Queen City Motors

The Best of Used Cars

Late Model Used Cars

1976 Cadillac Coupe DeVille
1976 T-Bird
1975 Chevrolet Convertible (Caprice Classic)

Used Cars

1969 Pontiac Gran Prix
1971 Mercury Cougar
1969 Camaro Rino Sport

Many more cars & trucks to choose from. Low bank financing.

525-9898

3913 South Boulevard

SELF SERVICE DISCOUNT MART

1306 The Plaza At Central Ave.

Open Nights Till 9, Sat. 9 Till 6 Sun. 1 Till 6

75 Pairs Of Men's Boots

Leather Uppers

With Composition

Soles

All $15.00

Odd Lot

Sizes 8-12

Similar to Illustration

ETC. BOUTIQUE INC.

Presents

"GRAND OPENING SALE"

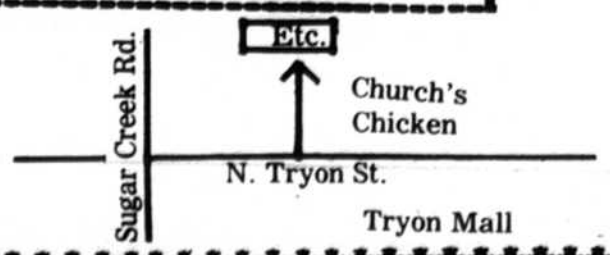
10 - 25% OFF ENTIRE STOCK

Coupon

Clip Out And Bring This Coupon For Savings On Quality Fashions 10 - 25% On ALL Items In Stock Including CHILDREN'S Tennis Shoes

Open From
9 - 9 Mon. Thru Sat.
1 - 6 Sun.

Address
4409 G. N. Tryon St.
Phone 598-7483



THIS WEEK ONLY

SOFTEE CASUAL LEATHER UPPERS

$12.88

Sizes 8 -12