

PORTRAYAL & PERCEPTION

AFRICAN AMERICAN MEN & BOYS

Episode 6

Media Men



Pointed questions, strong opinions, and perceptive storytelling all describe the journalistic style of these media moguls.

In television, radio, print, and social media, these African American men listen carefully to those around them to create powerful stories. This episode focuses on **men working in the communications field**. Pittsburgh *Post-Gazette* columnist Tony Norman, WQED/PCNC/KDKA Radio host Chris Moore, Pittsburgh *Tribune-Review* photographer Sidney Davis, and social media networker Alex Simmons share stories of how they became “media men” and offer important pieces of advice for the journalists of tomorrow.

FOR TEACHERS

These guides are intended for use in sociology, information technology, media literacy, and social studies classes. Questions are geared for high school students, grades 9-12.

ABOUT THIS GUIDE

Portrayal & Perception: African American Men & Boys is a series of community-based television programs produced by WQED Multimedia showcasing positive media profiles of successful African American men. Sponsored by The Heinz Endowments, this series strives to inspire discussion, elevate portrayal, and clarify perceptions of African American men and boys in the community. This guide provides further information, discussion questions, and resources for students or groups to explore the topics highlighted in each episode.

I can write Black, I can be Black, and I can make sure that folks that are reading it know more about the Black experience. – Tony Norman

Biography



Chris Moore

Neighborhood: Stanton Heights

Occupation: Talk show host

Current Organizations: WQED, PCNC, KDKA Radio

What new projects are you working on?

"Trucking with Chris" web series and a project, as yet unnamed, about injured veterans returning home.

What do you think are the greatest challenges and opportunities African American men face in the world today?

To get involved with their own education and to have the gumption to stay away from bad influences.

What responsibility do you think African American male leaders have to the next generation?

None. Sometimes nobody loves you but your mother and she might be lying too! A young person has to put themselves in the position to do well. It is easy to put yourself in a position to do bad. Will you put in the WORK to do good?

*Arm yourself and
be dangerous,
but only with the
facts.*

– Chris Moore



Discussion Questions

Football is sort of like life, it is a different play each time. You don't know what's going to happen, you just hope for the best.
–Alex Simmons

CREATE YOUR OWN MEDIA!

Teachers, help your students create their own media. Download the [Media Guide](#) and [Common Resources](#).

1. Tony Norman started his career as a beat writer covering concerts and events. What type of news would you want to report on and why?
2. Find an opinion column from a recent newspaper. In a small group, discuss the issue presented and debate the different sides of the argument.
3. Alex Simmons chose Twitter as his social media platform of choice. What social media platform do you use most often and why?
4. Write a positive, uplifting tagline in 140 characters or less, similar to Alex Simmons' "#StayUp #StayBlessed #StayPositive."
5. Using a smartphone or camera, take a photograph of a scene or event that provokes emotion in you. Share your picture with your group members or on social media.
6. Tony Norman states, "It's going to be the most honest journalism when you are not writing about yourself but are writing about others." Interview another person and compose a news article about your interviewee and his or her perspective on life or other issues.



FEATURED ORGANIZATIONS

Pittsburgh Post-Gazette:
www.post-gazette.com

WQED 89.3 Radio: www.wqed.org/fm

KDKA NewsRadio 1020: www.pittsburgh.cbslocal.com/station/newsradio-1020-kdka

Pittsburgh Tribune Review: www.triblive.com

@AverageBlackMan:
www.twitter.com/AverageBlackMan

www.wqed.org/tv/portrayal

Resources

Black Press Research Collective: Website run by an interdisciplinary group of scholars committed to generating digital scholarship about the historical and contemporary role of Black newspapers
www.blackpressresearchcollective.org

The Griot (a division of MSNBC): First video-centric news site devoted to providing African Americans with stories and perspectives that appeal to them but are underrepresented in existing national news outlets
www.thegriot.com

African American Public Radio Consortium: A network of nearly 80 stations deeply invested in including African American diverse culture and voices in our national media landscape — www.aaprc.org

American Urban Radio Networks: Nation's largest radio network marketing to African Americans with station reach in New York, Pittsburgh, Atlanta, Chicago, Detroit, Los Angeles, and Washington, D.C.
www.aurn.com

Radio One: Multi-media company targeting African American and urban consumers in 16 U.S. markets, operating 55 broadcast stations — www.radio-one.com

Top 100 Most Influential Black People on Digital/Social Media: List of 100 top African Americans on social media including celebrities, bloggers, social media professionals, and others
www.eelanmedia.com/top-100-most-influential-black-people-on-digital-social-media

African Americans and Technology Use: Demographic study by the Pew Research Internet Project on the uses of social media by African Americans
www.pewinternet.org/2014/01/06/african-americans-and-technology-use

National Black Public Relations Society: Association of Black professionals in public relations, media relations, corporate communications, investor relations, government affairs, community relations, and related fields — www.nbprs.org

National Association of Black Journalists: Organization of journalists, students, and media-related professionals providing quality programs and services, and advocating for black journalists worldwide
www.nabj.org

MEDIA

Through a Lens Darkly - Black Photographers and the Emergence of a People: Trailer for a movie presented at the 2014 Sundance Film Festival chronicling the way black photographers and their subjects have used the camera as a tool for social change — www.youtube.com/watch?v=odgHrU1T9a8

Teenie Harris Archive: Archive of photographs and histories from prolific African American photographer Charles "Teenie" Harris — teenie.cmoa.org



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