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.

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
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?
Discussion Questions

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.

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.

FEATURED ORGANIZATIONS

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

WQED 89.3 Radio: www.wqed.org/fm


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 Grio (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.thegrio.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.nbpr.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