



“Moving from Complaint to Possibility...from Planning to Implementation”

## The Media

The media (TV, radio, newspapers and so forth) must understand the role they play in perpetuating negative images of African Americans. Having the ability *and* the responsibility to present a more balanced picture of our youth and our community, the media, should:

- **Develop** and promote programming that presents positive African American role models. Increase the number of positive images of African American families, as well as individuals, shown on television and in all other media.
- **Provide** opportunities for youth to produce and participate in forums about issues of importance to them, and provide venues for them to exchange information. Give ample media coverage for all summits, conferences, and gatherings that promote proactive, positive images of young people that help them empower themselves.
- **Broadcast** and televise Town Hall meetings for and about youth, as well as provide programming where the youth and adults can dialogue and exchange information to bring together the generations.
- **Provide** volunteer, internships, apprenticeship, and job opportunities to as many African Americans and other people of color as possible. Furthermore, the media must develop and expand their commitment to inform everyone about all media employment and job training opportunities throughout the region.
- **Make** a better effort to inform the community about existing employment and training programs within the community at large.
- **Hire** more people of color in all phases of the media industry.
- **Promote** and feature programming about corporations, governmental agencies, or community-based programs that are making special efforts to provide training or employment opportunities for African Americans and other people of color.
- **Fairly** and accurately report inequities imbedded in the current educational system, such as disparate educational outcomes, high dropout rates, and disproportionate suspension rates.
- **Be** more responsive to community complaints about programming, news items, or other media forms that continue to portray negative stereotypes about people of color.
- **Feature** anti-violence public service announcements.

- **Provide** more media coverage of community-based organizations that are doing positive things in the community.
- **Encourage** local and national media to utilize more people of color as “experts” on issues that affect the entire community, not just for issues concerned with the minority community.
- **Take** an active role in communicating the presence of community hotlines linking youth and families to immediate crisis intervention services.
- **Provide** ongoing exposure of positive role models, who happen to be people of color, not only during months specifically designated for certain cultures and ethnic groups.
- **Encourage** area companies and corporations to underwrite positive public service announcements and campaigns that support alternatives to violence.
- **Provide** educational programming that addresses community ills that contribute to helplessness and violence such as predatory lending, domestic abuse, and health disparities.
- **Conduct** a summit on minority imaging (including the adverse effects of stereotyping).