—Media Women

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broadcasting industry, Patricia Grace is getting to the top of her profession and still working hard at being very good at her job.

LORETTA LONG

One of the most versatile individuals on the contemporary educational scene is Loretta Long. She is a singer, actress, television personality, teacher and educator. Show her picture to children and parents around the country and they will all know her — as "Susan" of Sesame Street!

Loretta Long has appeared as one of the human hosts on the award-winning Children's Television Workshop production of "Sesame Street" since the show began. She also has more substantial credentials for doing her job than most, she received her doctorate in education from the University of Massachusetts in 1973.

Since her childhood in Paw Paw, Michigan where she picked cucumbers on her father's farm,Loretta Longhas been battling the stereotypes of society.

Loretta began her career as a teacher in Detroit, Michigan following her graduation from Western Michigan University. After one year of teaching in Detroit, Loretta moved to New York and taught school in Yonkers while studying drama, voice, and dance.

Studying soon paid off as Loretta traveled to Australia to do television and clubs. Summer stock followed with roles in "Guys and Dolls," "Milk and Honey," "Sweet Charity" and other musical reviews.

Loretta's appearance on "Soul," an entertainment program on New York's educational channel 13, eventually led to "Sesame Street."

Loretta is vivacious and positive. She is glamorous yet approachable. In any crowd, children seek her out and there is never the pretense of the aloof star. She is a tremendous broadcast personality and is

ELIZABETH G. RAWLES
WHNB TV Channel 30
West Harford, Conn.

comfortable with both her network and local broadcast exposure.

In her role as "Susan," Dr. Long has attempted to show as many dimensions of her character as possible without becoming locked into a female stereotype.

ELIZABETH G. RAWLES

How does one move from job training to television? It's not easy. But if one can promote one's ideas for filling a broadcast station's needs in dealing with community groups, the way is clearer. And that's what happened to give the career of Elizabeth "Beth" Rawles the push it needed.

A graduate of the University of Hartford at Storrs, Connecticut, Beth knew that she understood people and needed to communicate to them and help them communicate with each other.

Armed with a degree in sociology, Beth capitalized on her experience as teenage program director in 1965 for the Hartford, Connecticut YWCA. She followed that up by teaching equivalency courses in English and literature to members of the armed services stationed in Germany.

From 1969 to 1973 Ms. Rawles was director with the Urban League of Hartford, beginning as assistant to the director, she was promoted to her supervisory role and was responsible for the Church Academy Job Training Program.

Meanwhile, station WHNB TV Channel 30 began looking around for someone to tackle the sensitive and enormous workload of minority programming coordinator. Here Beth had arrived. Her duties include: responsibility for liaison between station management and minority communities to increase access of people and groups who want to discuss WHNB programs.

She also prepares monthly reports on progress of meeting station objectives; represents the minority advisory committee within the station itself on news coverage, and translates the needs of the community into actual programs that go on the air.

On top of all that, she supervises 30 to 40 volunteer workers who assist her on the job.

The first thing you notice about Beth is her direct gaze. She looks at you and really listens. She asks a few questions during most interviews but mostly she registers and later analyzes what problems exist in a given community. It is her delicate understanding of often volatile issues and situations that keep her on top of her work. She has the energy of youth and a seasoned wisdom beyond her years.

She serves as vice chairperson of the State Commission on the Status of Women as well as the chairperson of the Public Information Committee.

She is also a member of the New England Chapter of

VERDA L. WILLIAMS
WNBC TV Channel 4
New York City

MARIA A. BROOM
WIZ TV 13
Baltimore, Md.

American Women in Radio and Television and a member of its National Long Range Planning Committee.

To keep in touch with writers, she turns out a bi-monthly column called "Inner City Freeway" for a local black newspaper, *Northend Agents*.

MARIA A. BROOM

A perfect example of versatility and dedicated professionalism is an afro-haired lovely in Baltimore, Maryland. She is popular because she covers stories that directly relate to daily living.

Maria Broom, head of the WJZ TV Channel 13 Eyewitness News Public Defender Unit, returned from Miami, Florida to her native Baltimore and was an instant media success. She was a news reporter with WPLG TV in Miami and made her mark there, her first job in television.

Maria's entrance into television is a unique story. She was actually discovered! Maria was a stewardess with Pan American Airways. A reporter from WPLG-TV came to Pan American to do a story on airline hijackings.

Maria, who was on duty at the time, was interviewed by the newsman. He took the film back to the station. The folks at WPLG-TV liked it, called her to come audition, and Ms. Broom was hired.

Her diversified background perhaps accounts for this young woman's interest and curiousity, and compliments her poised

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presence.

Maria graduated from Morgan State College, Baltimore, in 1970 with a B.S. in elementary education. She became a Fulbright Scholar, during which time she studied dance, a companion love of hers, in West Germany for one year. Her additional experience ranges from doing television commercials, fashion modeling, to touring with the German cast of "Hair."

As head of the WJZ-TV Public Defender Unit, the 25-year-old Maria investigates and responds to problems in the community. Maria helps the "little guy." She finds out why a situation exists and takes steps to resolve it.

Ms. Broom's college classmates felt that she had a special "something" that gives her a commanding yet feminine presence. She can guide her career to greater heights in either her broadcasting or dancing roles.

VERDA L. WILLIAMS

"If you want to know what's happening, tune in 'Positively Black' on Sunday" is what many say in New York. The reason that this well-watched public affairs show is followed is because it has a shrewd mix of newsmakers, entertainers, and new faces.

One face that is rarely seen but whose personality is well respected in the Big Apple is its young co-producer, Verda L. Williams.

At 31 and single, Verda has for more than a half-dozen broadcast radio and TV stations. She is a product of Morgan State College and Drake University.

Clayton Powell: The Man and His Times," "The Apollo: Comin' Homes," "Someone New," "Choice of Destinies," "The Lady's Not For Burning," "Billie Holiday," and a summer series called, "What's Happening."

Most of these programs have aired on the station which currently benefits from Verda's expertise, WNBC TV Channel 4 in New York City.

Beginning as a radio announcer and writer for KFMG-FM, she worked at KIOA-AM, KWDW-FM, and television stations KDPS TV and WHO TV.

Its hard to imagine, but Ms. Williams also found time for various duties in the theatre. She has worked on stage and backstage for such organizations as the Afro American Total Theatre, Soul at the Center, Carter Baron Theater, Washington, D.C., the Negro Ensemble Company, Antioch College,n Yale University, Second City, Palazolla, Chicago, and the Drama Workshop.

On top of all her other activities, Verda has co-authoried an as yet unpublished book entitled, *Rabbit*. She has been honored by numerous groups.

As her show, "Positively Black" builds its audience, Verda's well-founded media career is going to zoom upwards with it.

Moby Dick

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everybody nervous.

This is the day of the big lie; hold your belief in abeyance, you are being conned.

If you want a wild romantic romantic adventure, this is the day for it. Why should the big shots have all the fun?

Time to pay the piper — this is conscience day. The romances of the tenth are falling like autumn leaves.

O the 15th change partners and dance. If you want the same sweetheart tomorrow, plan to be to be together tonight.

16: The Republican Convention buries us all in dreams about economic recovery, full employment, and patriotism. There 're "lies, damned lies, and statistics."

19: A high energy day, lots of excitment, fights, and rash acts of bad judgement.

21: The clash between the judges and the press comes to a head. Secrecy vs. truth conflict erupts.

23: Politics helps the economy as the President acts to boost employment.

25: The economy and the stock market surge in response.

26: A day of opportunity. You could get a job; you could sell your stocks high; you could get a government grant or loan. Try. There are lots of prizes today.

29: A busy day full of surprises as both sides dig up scandals on each other. What a campaign! It is going to get desperately dirty.

Quick Quotes

"The only thing some children gain from their curiosity is to learn how to be nosey when they become grown-ups."

—

"Maybe all men are created equal, but after they're born not many of them stay that way."

—

"When it's the only way to stay alive, even a coward is capable of becoming a hero."

—

"Examine the motive and you will find that ethnic pride is just one removed from outright racism."

—

"No matter how much a parent might beat a child, having an abortion ranks as the ultimate in child abuse."

—

"Although nobody has ever lived forever, as long as there's one man left alive nobody can say for sure that death is everyman's natural end."

DAVID M. WARREN

Watch for exclusive interviews in...

DAWN MAGAZINE

"A New Day For Black Americans"

on

Cong. Barbara Jordan

and

Cong. Andrew Young

COMING SOON!