.....Women In The Media

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copywriter.

She returned to St. Louis in 1966 and has been doing feature and news reporting ever since.

Ellen has looked at journalism from the inside out and the outside in. Having gotten more of a headstart in the field than most, here are some cogent remarks:

"In the last five or six years the competition for jobs on major publications has become fierce. Starry-eyed young people are flocking to journalism schools with visions of Woodward and Bernstein firmly entrenched in their aspirations. Many are being sorely disappointed, especially blacks.

"In speaking to college and high school groups I am often truly saddened by the inability of so many students to express themselves concisely and accurately. For some reason this is almost as bad among whites as blacks. You've still got to be prepared for the big job.

"Unfortunately, we are still living in an era in which a nonliterate white will probably be hired before a nonliterate black, I don't care what the college grade points show.

"I would therefore urge any person considering a career in journalism to pay strong attention to both spoken and written English, spelling and grammar. Then, too, with the coming of technological advances in the print process, the day is not too far off when reporters will use electric equipment that will require knowledge of fairly sophisticated equipment.

"I would caution against expecting to hop aboard the Chicago Daily News, The New York Times, The Wall Street Journal or the Los Angeles Times. Some of the best learning experiences are to be found in small town newspapers — editors have more time to guide cub reporters and the general work pace is less stressful. The salaries are not always the greatest, but a really good paper can provide a budding reporter with experience that is immeasurable in terms of dollars and cents," she said.

CNS director knows the news business from all minority sides and covers the heart of Harlem...

Ms. Dunning is well supported by her colleagues. Most top reporters and writers began on weekly newspapers, local radio and free-lance projects of their own making. The black press has long been the only adequate training ground for one who wanted to be well-grounded in communication skills.

Ellen's success can be summed up in her own words: "This is one field where you had better believe that you are good — if you expect anyone else to appreciate your talents."

ANNETTE SAMUELS
Executive Editor, CNS

Annette Samuels

One who knows well the foundation that the black press offers is the woman who runs it well, and perhaps best of all her predecessors. That young woman is Annette Samuels, executive editor of the Community News Service in New York City. She has headed the organization since September, 1974.

Community News Service, or CNS as it is nationally known, was founded in 1969 to help major media provide better coverage of the black and Puerto Rican communities. Focusing mainly on communities in the New York City area, CNS is located at 209 West 125th St. in the heart of Harlem.

The service lists among its subscribers The New York Times, New York Daily News, WCBS TV and Radio, WNBC TV, WOR TV, WLIB Radio, The Amsterdam News and dozens of other media outlets as well as public and private agencies. Often dubbed, "the black wire service," CNA has a prestigious reputation for covering the minority scene with precision and depth.

Prior to joining CNS, Ms. Samuels was a senior editor for Tuesday Publications; metropolitan reporter for WRVR-FM Radio in New York; fashion editor of *Essence Magazine;* assistant fashion editor of *Family Circle Magazine* and of Conde Nast Publications.

Annette, a native of New York City, attended New York University majoring in English.

She is probably one of the most recognizable faces to community groups throughout the city. While she is not on television or radio, she covers her territory so well that it seems she is everywhere at once.

At the same time, Ms. Samuels finds time to include other activities. She is a member of Black Perspective, a black journalists' association; New York Upbeat, a group of volunteer professionals whose purpose is to improve the image of New York City in media; the Coalition of 100 Black Women; The National Association of Media Women and Women in Communications, Inc.

Meanwhile, she serves on the Council of Advisors for Catalyst, a national non-profit organization which develops and expands career options for college educated women; and is a member of the board of The Afro-American Total Theatre and Girls' Town of the Florence Crittenden League.

Ms. Samuels is the mother of four children and divorced.

She is a hard worker and one of the few women in New York City communications in a managerial post. Her staff admires and respects her.

One of the CNS reporters commented, "Annette's the best we've had. She is a thorough, extremely self-disciplined person and I know there are great things ahead for her in the future."

Marie Phillips Cooke

A prime example of the young woman in media who grew up learning the business is Marie Phillips Cooke. While she might have enjoyed various youthful pursuits, she chose her interest and has pursued it with zeal. She holds one of the most visible jobs in journalism, that of women's news editor for the AFRO-AMERICAN Newspapers.

Marie Murphy Phillips Cooke, at age 27, is one of the youngest black women's editors in the United States.

She has been affiliated with the AFRO-AMERICAN Newspapers since she was a student in high school, has worked as clerk in the subscription and editorial departments. After studying at Morgan State University and at the Community College of Baltimore, she became a reporter, magazine editor and assisted in handling women's news under Mrs. Lula Mackay.

In September, 1972, when Mrs. Mackay died after 43 years with the AFRO, Ms. Cooke was appointed women's editor, the post she holds today. A talented cook, who is known for her ability to prepare gourmet dishes with little effort, she also has a style knack and has brought to the AFRO women's pages the "now" look.

MARIE PHILLIPS COOKE
AFRO-AMERICAN
Newspapers

She has many credits in her brief career. Among them her service for three years as Baltimore AFRO's Mrs. Santa — a program which annually raises funds for needy families at Christmas.

She authors the "Personal Touches" column which appears monthly in DAWN Magazine. She has studied at the Columbia University's American Press Institute.

Like some of the other women in this article who have had to perform while being measured against other family journalists, Marie has had perhaps the toughest job of all. She has no less than a dozen family members who have worked in communications and photography and has earned her own berth.

In 1975 she was named one of the top 100 Black Women in Baltimore by Delta Sigma Theta Sorority, Inc. She is on the board of directors of the Baltimore Urban League; advisory board member of the Helene Fuld School of Nursing, New Directions for Women; Seventh Step Foundation, and organizer of the Association of Black Media Black Press Club of Baltimore City.

Ms. Cooke is presently doing additional study in marketing and management at the University of Baltimore.

Ms. Cooke is the daughter of Mrs. Elizabeth Murphy Moss, former AFRO vice president-publisher, and the late Frank W. Phillips Jr., longtime AFRO art director.

Lynn Sharpe

Lynn Sharpe has followed her interests from radio to magazines to a newsletter and is still growing in the business.

All through New York University as an undergrad, Lynn supported herself through media jobs. She also set up a radio internship program for other black students in order to share the breaks she felt she had had. A radio program, "Patterns" was on the air for 18 months while Ms. Sharpe was a sophomore in college.

Following through to get more training, Lynn attended the Columbia University Graduate School of Journalism and made her mark in broadcasting among her classmates. She always knew what the prime news stories were and did brilliantly in her television work as she did in the radio laboratory.

Fred Friendly, former CBS TV news president once commented, upon seeing a television interview Ms. Sharpe had done on the street, "No matter who she stops, they all want to tell her many things; it's as if she draws them into a relaxed circle when the camera normally makes people freeze."

After graduation from Columbia in 1972, Lynn worked for WRVR Radio for nine months. From there she decided to sharpen her writing skills for *Encore*, the national news magazine. She interviewed people like Wilt Chamberlain and Don Cornelius and enjoyed traveling to cover stories for the magazine.

In 1974, still on track and "growing in the media," Lynn moved on to teach a course, "Black American in Media" at Jersey City State College. She has continued to free-lance articles and has been published in *Players, Unique New York, The Amsterdam News* and *Encore*.

A year was spent learning the business of publishing for McGraw Hill, first sitting on the desk of world news and later as an assistant editor on domestic news.

At present, Ms. Sharpe is rising to her greatest challenge. she is on the staff of Netal Service Letter and says, "If it takes off then I am here for good . . . but things do change and who can say for sure what's up for me."

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