

'Black Journal' Is Syndicated

By C. GERALD FRASER

"BLACK JOURNAL," one of public television's major national black-oriented programs, has left the public network and moved to commercial television with a new name, "Tony Brown's Journal," and sponsorship by Pepsico Inc.

"Black Journal," which was carried for nine years by the Public Broadcasting Service, was last seen here on Channel 13 during the summer.

Mr. Brown, producer of "Black Journal" for seven years, told a press conference at the Waldorf-Astoria Hotel yesterday that his new program was scheduled to be presented weekly on 24 stations for 13 weeks starting in February. He said that eventually he expected 57 stations, including one in New York, to carry the half-hour show. So far most stations that have signed to take the program are in the South.

Pepsico is syndicating "Tony Brown's Journal." This means that the program is offered free to individual stations, which may then sell three of the five commercial minutes during the half hour—the other two minutes go to Pepsico.

John Sculley, president of the soft-drink company, told the news conference that this is the first time the cost of national syndication of a television program will be underwritten by a major corporation "for the black com-

munity." Production, syndication and publicity costs will exceed \$400,000.

Mr. Brown, who made strenuous efforts over the years to secure public funding for "Black Journal," said he hoped his new series would "project the black experience . . . as an American presence" and "make the black experience understandable and also to explain ourselves to ourselves." But because of ratings, Mr. Brown added, "If white people don't watch, you will not have a program." He added that he would "like to succeed in the game the way it is played."

Scheduled programs include "Jimmy Carter: One Year Later," "Busing: For What?," "The Sins of Our Fathers" (on affirmative action programs), "Can Whites Raise Black Children?" and "Will Blacks Fit In?"