

*American Cinema Editors Award
(ACE)*

YSU news

Youngstown State
University
News Service
Youngstown,
Ohio 44555
Telephone 742-1704

FOR RELEASE:

IMMEDIATE

MAILED: Jan. 5, 1987

YOUNGSTOWN, Ohio - Ruby Dee, award-winning star of stage, screen and television, will speak and perform at 8 p.m. Jan. 15 in the Chestnut Room of Kilcawley Center at Youngstown State University.

Her presentation is entitled "An Evening with Ruby Dee," and will include a talk and dramatic readings.

It is free and open to the public.

The event is being sponsored by the University's Black Studies program and is being held in observance of the birthday of civil rights leader Dr. Martin Luther King, Jan. 15, 1929.

Ruby Dee is a product of the Harlem American Negro Theatre. She has received many honors, including the Obie Award (off-Broadway theatre) for her stage role in "Lena," and the ACE Award for the best performance by an actress in a dramatic presentation for ABC's television production of Eugene O'Neill's "Long Days Journey into Night."

Her major film appearances have included "Gone Are the Days," "Raisin in the Sun," and "The Jackie Robinson Story." Her television credits include "Roots: The Next Generation," "To Be Young, Gifted and Black," "Go Tell It on the Mountain," and the role of Harriet Tubman in the American History Series produced by John Houseman.

In addition to "Lena," her stage roles have included "Wedding Band," "Taming of the Shrew," and "King Lear."

- MORE -

Add One

Ruby Dee and her husband, Ossie Davis, recently presented a Public Broadcast System special in celebration of the anniversary of Dr. Martin Luther King called "Martin Luther King: The Dream and the Drum."

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NEWS SERVICE
86-284
la,b,c,d,e,h
and Akron, Canto
Pitts. Press

EDITOR'S NOTE: There will be a press conference for Ruby Dee at 2 p.m. Jan. 15 in the Buckeye Reception Room of Kilcawley Center.
(YSU will be closed Monday, Jan. 19, in observance of Martin Luther King Day.)

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YOUNGSTOWN, Ohio - On Jan. 28 Youngstown State University's Office of Continuing Education will begin a six-week course that will help area businesses develop a media plan for purchasing their advertising.

"Advertising: Local Media Planning and Buying" will focus on media terminology and the advantages and disadvantages of the specific channels of communication in the electronic and print media. Participants will learn how to buy time and space and how to calculate effectiveness in terms of reach, frequency, cost-per thousand, and gross rating points.

At the conclusion of the course, they will be able to write a cost effective plan that will include realistic objectives, a strategic media mix and a detailed purchase plan, all within a specific budget.

Classes will meet on campus from 5:40-7:30 p.m. Jan. 28 through March 4.

The instructor will be Dr. Jane Simmons of Youngstown, associate professor in the Marketing Department of YSU's Warren P. Williamson, Jr. School of Business Administration.

Fee for the course is \$90, or \$75 for those registering before Jan. 14.

For a free brochure, or to register, call the YSU Office of Continuing Education at (216) 742-3358.

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