



**Division of Humanities
Faculty & Staff**

Kelvin	Buck	Broadcast Consultant
Norman	Chapman	Associate Professor
Chad	Chisholm	Instructor
Hortensia	Dean	Instructor
Margaret	Delashmit	Associate Professor
Mary	Dilworth	Instructor
Margrett	Elliott	Humanities Secretary
Wayne	Fiddis	Station Manager, WURC
Sharron	Goodman-Hill	Instructor
John	House	Assistant Professor
Bobby	Johnson	Station Manager, RCTV2
Rkthy	Jones	Instructor
Zebedee	Jones	Assistant Professor
Alice	Long	Instructor
Lillie	McNeal	Assistant Professor
Iely	Mohamed	Associate Professor/Chair
Debayo	Moyo	Associate Professor
Cassandra	Owens	Chaplain/Instructor
Marc	Ridge	Instructor
Sharron	Sarthou	Instructor
Earnestine	Scott	Instructor
Carl	Self	Instructor
Jacqueline	Slater	Instructor
Maurice	Weatherall	Instructor



**Division of Humanities
Department of Mass Communications
4th Annual Mass Communications Week**

October 23 – 26, 2007



**Assembly Program
Thursday, Oct. 25, 2007 (2:40 p.m.)**

Venue: Morehouse-Doxey Auditorium



**Division of Humanities
Department of Mass Communications
4th Annual Mass Communications Week**

ASSEMBLY PROGRAM
Thursday, Oct. 25, 2007
2:40 p.m.

- Emcee/Welcome.....Mr. Ron Trotter
Junior, Mass Communications.
- 1. Invocation... ..Rev. Cassandra Owens
Chaplain, Rust College.
- 2. Greetings.....Dr. Iely Mohamed
Associate Professor & Chair, Humanities Division.
- 3. Introduction of Keynote Speaker.....Ms. Gabby Crumble
Junior, Mass Communications.
- 4. Keynote Address.....Rev. Dr. Al Anderson
Chairman & Founder of Anderson Communications, Atlanta, GA.
- 5. Special Presentation.....Rev. Dr. Marian Y. Talley
Academic Dean.
Ms. Sharron Goodman-Hill
Instructor, Mass Communications.
- 6. Announcements & Acknowledgment.....Ms. Hortensia Dean
Instructor, Mass Communications.

**Keynote Speaker
Rev. Dr. Al Anderson
Chairman & Founder of Anderson Communications**



Al Anderson is a native of Winston-Salem, North Carolina, and a graduate of Morehouse College having completed further studies at Rutgers and Georgia State Universities. He is the recipient of an honorary doctorate of medicine degree from The University of Dar- Es Salaam in Tanzania. He has spent the past 40 years as a pioneer and maverick in the practice of marketing and communications with special emphasis on the African American consumer. A noted lecturer and industry counselor, he is Chairman and Founder of **Anderson Communications Inc.** (ACI), the second oldest African American owned marketing firm in the country. Now in its 36th year, Al's company is known as one of the best sources for those companies that wish to market their products and services to African-Americans. Anderson Communications has serviced clients from the corporate and institutional fields.

The company has two divisions, one that develops and executes integrated marketing services including; healthcare, sports & Church-based marketing, consumer promotions, retail partnership marketing, product sampling, social marketing, event marketing, digital media and public/community relations for a host of Fortune 500 companies clients. Al's company uses a strategic approach to its client services with a heavy emphasis on **"building relationships between brands and their target consumer"**. He is known as the 'dean' of marketing to the Black Consumer Market. The other division of the firm produces four of its own branded cross-media platforms that focus on different demographic segments of the Black market. The platforms include syndicated radio, print, Internet, social marketing, event marketing & television iterations of these media brands. This is another area where Anderson Communications is a pioneer in Black media having worked in this area for the past 26 years.

Al serves as President of the American Medical Team for Africa (AMTA), a non-profit organization with a membership comprised of American doctors, medical students, and volunteers who dedicate their time to help African countries with their medical needs. They have worked in more than a dozen African countries. In recognition of his work in Africa he has received many commendations from African heads of state. He was also appointed as the Honorary Consul for the United Republic of Tanzania for the Southeast in 1993 and advocates for investment and tourism in the country by Americans and American businesses. Al is also an ordained minister, an accredited spiritual and family counselor, a tireless advocate for diversity in marketing to Black consumers, a frequent speaker and guest lecturer. He has also consulted with hundreds of minority-owned businesses and has been an active AAF volunteer throughout his outstanding career. In addition to being one of the best-known experts on African American marketing in the country, Al has served as an adjunct Professor of Marketing and is a collector of African and African American art. He is an active volunteer for many non-profit organizations and says often how much he enjoys sharing his talents and skills to improve the lives of Black Americans. Though he has many achievements, his greatest pride is his family, his wife Jeanette, children Albert III, age 27 and April, age 36, and his grandchildren Mejona 9, Kaleb 6, Kade 4 and Kash 2.