

WOI-TV

ABC FOR DES MOINES AND CENTRAL IOWA

Ames, Iowa 50011

Phone 294-5555

Category: Outstanding Public Affairs

Program Title: Black Des Moines: Voices Seldom Heard

Station: WOI-TV, Ames, IA 50011

Producer: Verda L. Williams

Program Length: 1 Hour (Single Program)

Date of Broadcast: Tuesday, September 10, 1985 7:00 - 8:00 p.m.

WOI-TV

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Ames, Iowa 50011

Phone 294-5555

For the most part, there is very little television coverage of Iowa's minority population in general and more specifically of Blacks. Therefore, WOI-TV approached the Cooperative Extension Service and requested my input on a project on Blacks in Des Moines. In May I began my earnest quest of researching the topic. Weeks were spent at the Historical Library and the Des Moines Register. The most beneficial sources of information came from a W.P.A. project on Blacks in Iowa and a number of copies of the Annals of Iowa which featured Blacks. Pictures were not abundant. Betty Lou Varnum interviewed me on her IOWA EDITION program where I made a plea for historical pictures of Blacks in Des Moines. With the aid of two students, I was able to find some vintage films from the Parks Library special collection and was also put in touch with the widow of a Des Moines native who had collected at least twenty sixty-pound scrapbooks pertaining to Blacks over a thirty-year period of time. Research can be like a good Agatha Christy novel. As the deadline approached, I discovered many missing pieces to this historical puzzle. The workload was enormous, but gratifying. Cameraman/ Editor/Director Dennis Goodrich was certifiably "burnt out" at projects' end. As for myself, I was elated, exhilarated and had forgotten my first name.

OBJECTIVES:

The central objective over and beyond meeting a deadline was to inform all Iowans of the many contributions that Blacks had made to the city of Des Moines. Few knew that York, a slave, had risen to the status of food-gatherer and guide on the 1804 Lewis and Clark expedition; thus making him the first Black to have stepped foot on Iowa soil. During territorial days, two Black-women slaves became the first Black residents of Des Moines. Nor were many aware that the Underground Railroad flourished in Iowa and had many prominent white supporters in Des Moines. Were they aware that the East 14th Street viaduct was built by a Black man...that the nationally distributed "H&H" soap was created by a Black man...that a Black woman was largely responsible for the desegregation of eating establishments in Des Moines? The tendency nowadays is to report "down" or negative stories about Blacks. This 30-minute special which mushroomed into a one-hour documentary moved many to tears, filled hearts with pride and erased a good many stereotypes concerning Blacks.

PROGRAM RESPONSE:

Perhaps the most gratifying result of this venture was the community participation that sprang-up to promote the program. I designed a brochure to publicize the program and WOI sent it to all the public schools in it's viewing area. I have a LIFE FORCE mailing list of some three hundred persons and organizations. But that was not enough. I drove around with packets of flyers and delivered them to churches, clubs and other groups. My family organized other members of the community and at their own expense mailed and/or hand delivered the materials. In an unprecedented move, WOI set aside a one-hour, prime time slot on

September 10. The response was overwhelming! A xeroxed copy of the calls, cards and letters that were sent to me or the station is attached. Some of those who responded were: George Carpenter, former vice president of Palmer Communications and the new head of Iowa Public Television: "Your outstanding program...was well researched, well produced, well delivered and professional in all aspects." Barbara Mack, General counsel of the Des Moines Register wrote: "Its one of the best pieces of local television I've ever seen, and I hope that 'Voices Seldom Heard' is an Emmy candidate.'" Dave Rhein, Register TV editor included in his review: "Bravo to Williams and her crew for creating and nuturing this project, and bravo to WOI for finding a prime-time spot for a valuable history lesson."

Thus far, copies of the program have been given to the Des Moines Chamber of Commerce, the Des Moines Public Schools, the Social Security Office, the Des Moines Bystander, Iowa State's Telecommunicative Arts Department, the Y.W.C.A., the English/Women Studies Department and a copy will be presented to the Historical Museum's ad hoc Black Heritage Research committee.

The Department of Public Instruction sent a petition with over thirty signatures requesting the program's rebroadcast. In honor of Martin Luther King's birthday, this will, indeed, happen on Sunday, January 12 at 1:30 p.m.

W⑤I-TV

ABC FOR DES MOINES AND CENTRAL IOWA

Ames, Iowa 50011

Phone 294-5555

IOWA BROADCAST NEWS ASSOCIATION 1985 ANNUAL BROADCAST NEWS COMPETITION

Documentation Illustrating the Impact of the Program

EVENING PROGRAMMING

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
5	M*A*S*H	Three's Company	Black Des Moines		Moonlighting		Life's Most Embarrassing Moments No. 4		News	M*A*S*H
8	News	Wheel of Fortune	Kenny Rogers as "The Gambler": The Adventure Continues (Part 2)				West 57th		News	Entertain'm't Tonight
IPT 11	Business Report	Mechanical Universe	Nova: The Conquest of the Parasites		Lifeline: Dr. J. Alex Haller Jr.		Classic Country		Evening at Pops	
13	News	Price Is Right	The A-Team		Riptide		Remington Steele		News	The Tonight Show
17 3 cable	Diff'rent Strokes	Benson	Lou Grant		The Far Pavilions (Part 1) Ben Cross, Amy Irving				Bob Newhart	Please Don't Let Me Die
ESN 2	Sports-Center	Team Arm Wrestling	Wrestling: AWA Championship Wrestling			Roller Derby		Hydroplane Racing: APBA Gold Cup		Sports-Center
HBO A-14	MOVIE: "Six Weeks" (PG, '82) ★★ (Cont.)		MOVIE: "Tightrope" (R, '84) ★★★ Clint Eastwood, Genevieve Bujold			America Undercover: UFOs - What's Going On?		MOVIE: "Under Fire" (R, '83) ★★★		
CIN C-16	MOVIE: "Cross Creek" (PG, '83) ★★★ (Cont.)		MOVIE: "My Favorite Wife" ('40) ★★★ Cary Grant, Irene Dunne			MOVIE: "The Bounty" (PG, '84) ★★★ Mel Gibson, Anthony Hopkins			10:45 MOVIE	
SHO E-18	MOVIE: "Leave 'Em Laughing" ('81) (Cont.)		MOVIE: "The Grey Fox" (PG, '83) ★★★ Richard Farnsworth, Jackie Burroughs			Best of Bizarre	The Paper Chase - The Third Year		MOVIE: "The Wicked Lady" (R, '83) ★★ Faye Dunaway	
DIS G-20	MOVIE: "Ludwig's Think Tank" ('85) ★★ Animated		Mouseter-piece Thr.	MOVIE: "Angel on My Shoulder" ('80) ★★ Peter Strauss, Richard Kiley		9:45 DTV		MOVIE: "Androcles and the Lion" ('52) ★★★		
NSH N-27	Dancin' U.S.A.	Video-Country	You Can Be a Star	Fandango	Nashville Now		New Country	You Can be a Star	Video-Country	
TBS O-28	Baseball: (Cont.) Los Angeles Dodgers at Atlanta Braves, game 1, live			Baseball: Los Angeles Dodgers at Atlanta Braves, game 2, live				High Chaparral		
USA P-29	Radio 1990	Dragnet	Wrestling: Prime Time Wrestling			Water Skiing: Internat'l Championships		Gong Show	Make Me Laugh	
WGN R-31	Private Benjamin	Baseball: Chicago Cubs at Pittsburgh Pirates, live					News	INN News	Cannon	
CBN S-32	Eddie's Father	Don't Eat the Daisies	Daktari	The 700 Club			Celebrity Chefs	Man From U.N.C.L.E.		
A&E T-33	The Great Detective		The Invisible Man (Part 1)		The Drunkard Tom Bosley, Marcia McClain			Missing From Home (Part 5)		

Unique look at black D.M.

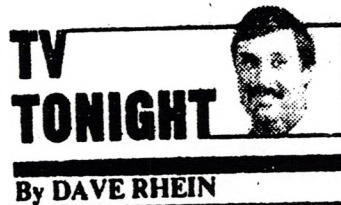
Black Des Moines: Voices Seldom Heard (WOI at 7) is a local television production whose time is long overdue. WOI has cleared an hour of prime time to present a unique look at the history of blacks in the Des Moines area.

Verda Williams, the driving force behind Iowa State University's "Life Force" specials that air occasionally on WOI, wrote, produced and narrates this one-hour special that chronicles the history of blacks in Des Moines from the mid-1800s to the present. Using an extraordinary collection of old photos and film clips, the history of blacks comes alive — from their first appearance in his area via the underground railway before the Civil War to dealing with emotional issues of the present day such as urban renewal.

Highlights of the history lesson include:

- Wonderful pictures that go back to the late 1800s that show Des Moines-area black neighborhoods and businesses.
- The beginnings of the Iowa Bystander, which began publishing in 1894, and the family that operated the newspaper for 50 years.
- First-hand recollections of the black experience in Des Moines during the 1920s and '30s from conversations with several prominent leaders of the time.
- A tour down the Center Street black business district of the 1940s and '50 and the opening of Willkie House in 1951.

Bravo to Williams and her crew for creating and nurturing this project, and bravo to WOI for finding a prime-time spot for a valuable history lesson.



Around the dial

"The Gambler: The Adventure Continues," conclusion (CBS at 7). Hawkes, Montana and Kate (Kenny Rogers, Bruce Boxleitner and Linda Evans) join forces to track down the McCourt gang and rescue Hawkes' son. Also in the cast are Mitchell Ryan and Gregory Sierra.

Nova (IPT at 7). "Conquest of the Parasites" looks at parasitic diseases that can cause death in some cases and how scientists are battling them. Rerun.

"The Far Pavilions," part one (KCBR at 8). A British officer (Ben Cross) learns he is a native of India and returns there to find his childhood sweetheart and plenty of adventure. Also stars Amy Irving. (Continues Wednesday and Thursday.)

Moonlighting (ABC at 8). Maddie and David are baffled when a deadbeat they were trying to collect money from is really dead, then his body disappears. Rerun.

Remington Steele (NBC at 9). Steele invents a case to lure Laura to San Francisco, but it soon turns into a real murder investigation. Rerun.

Evening at Pops (IPT at 10). A repeat of Sunday night's program featuring jazz and classical trumpeter Wynton Marsalis and singer Sarah Vaughn. Rerun.

Scribbles and scraps

• The first all-night-game World Series begins Oct. 19 in the American League city. If the Series goes the full seven games, it will end Oct. 27 (barring rain-outs) in the American League City. Should Toronto win its division and then the American League pennant, players and fans may have to break out the long underwear — and snowshoes.

• Carroll O'Connor and Sally Struthers, who played father and daughter on "All in the Family," will be reunited in an animated Christmas special titled "The GLOWfriends' Safe Christmas." O'Connor will be the voice of Santa Claus and Struthers will be the voice of a wicked witch.

Iowa State University *of Science and Technology* Ames, Iowa 50011



College of Sciences and Humanities
Office of the Dean
208 Carver Hall

Telephone 515-294-7740

February 11, 1986

Verda Williams
Information Services
105 Morrill

Dear Ms. Williams:

Dr. Kathy Hickok, Chair of Women's Studies, tells me that you were one of many people who have served as a Guest-Lecturer for WS 301X during Fall term, 1985. We appreciate your good services and want to encourage your continued association with our Women's Studies Program.

Thank you very much!

Sincerely,

A handwritten signature in cursive script that reads "William H. Kelly".

William H. Kelly
Dean

WHK/lt

cc: Dr. Hickok



Women Empowered — A Force For The Future

Alumni Hall
Iowa State University
Ames, Iowa 50011
294-1663

February 10, 1986

Verda Williams
105 Morrill Hall

Dear Verda,

Many thanks for being program facilitator for the "Black Des Moines: Voices Seldom Heard" showing at the YMCA. I was very pleased we had a full house and everyone who filled out an evaluation had nothing but positive comments! I was so very impressed with all of the research and production time you had to put into it!

Thanks for taking time out from your schedule to support YMCA programming!

Sincerely,

Sandy Leppi
Program Advisor
Ames-ISU YMCA

SL/lh



GSB

This comedian deserves all the respect he receives

By BART HAYNES

Register Staff Writer

There is really only one reason to watch "The George Burns 90th Birthday Special" (CBS at 7). Respect. Respect for a man who started life in the last century and still has more energy than most teen-agers. Respect for a fourth-grade dropout who has succeeded in life. And most of all, respect for a man who has given us so many years of great entertainment. And if you need more convincing, just look at the alternative programming on the other networks. So why not join Burns and his guests, Ann-Margret, Diahann Carroll, Billy Crystal, John Denver, John Forsythe and Walter Matthau. It will make you feel young again.

As for the rest of the evening, it's pretty much your standard fare. Here's a look at the highlights.

Around the dial

"Dallas" (CBS at 8). J.R. learns that blood matching indicates that Jack and Jamie had the same parents, which gives him an entirely new perspective in his dealings with Angelica and the Marinos deal. Jamie's condition remains critical. Ellie finds out what is troubling Clayton and takes it on herself to save

TV TONIGHT

him. And Pam decides to visit Matt's emerald mine.

"Market to Market" (IPT at 8). Tonight's program will focus on the likely announcement of a new secretary of agriculture to replace John Block, and the announcement of the 1986 farm programs.

"Knight Rider" (NBC at 8). Michael Knight and KITT head to timber country when distinguished FLAG patrons are threatened by a chain saw-wielding madman, and stumble upon some dirty dealing that raises the question of who the real villain is.

"Falcon Crest" (CBS at 9). Robin disappears while Chase rejects an offer of alliance from Richard. Jordan meets with her father and Emma and Dwayne set a date for their marriage.

"Miami Vice" (NBC at 9). Crockett and Tubbs use confiscated cocaine as the bait to set a trap to capture some murderous drug dealers.

"Friday Night Videos" (NBC at 11:30). The world premiere of "Stop the Madness," a music video dedicated to drug abuse prevention and featuring First Lady Nancy Reagan, will be presented. John Larroquette and Markie Post of "Night Court" will be the guest hosts of this edition, which also will spotlight the video "I'm Your Man" by Wham!.

Scribbles and scraps

• Apologies are due viewers and the staff of WOI-TV for an error in last weekend's column. I inadvertently listed the program "Black Des Moines: Voices Seldom Heard" as appearing on IPT. It didn't. It was on WOI-TV. I hope viewers discovered this mistake and had an opportunity to see this excellent documentary. And I hope WOI-TV will forgive me for taking away their much-deserved credit for the creation of this insightful program. As the powers at Iowa State University battle to retain ownership of WOI-TV, they should be sure to arm themselves with a tape of this program.

• Today is the day that Des Moines television station KCBR officially changes its call letters to KDSM.

Celebration of Christ Church

CELEBRATION OF CHRIST CHURCH

1490 N.W. 86th Street

Glive, Iowa 50322

(Pastor) 515-967-5500

(Church) 515-223-6080

Dear Verda:

Please excuse the penmanship!!! I am very enthused about the black community being given proper respect, and appreciation for what they have done. In God's eyes we are all one and equal in all respects. I wish we as a people could look at each other the same way.

Let's bring down the barriers of black & white + ethnic backgrounds, and each love another as Christ loved us.

Behind you all the way

Because of Jesus

Pastor Steve Schwoeder

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE January 10, 1985

TO Verda L. Williams
105 Morrill

FROM Bill Lee
204 Library



All fall, I intended to write to you and tell you how impressed I was with your program, Black Des Moines: Voices Seldom Heard. The production was outstanding. I commend you for your efforts.

I hope that WOI will rebroadcast the program, with appropriate advance announcements of the showing.

Are video tape copies being made available to others? Libraries and schools would certainly be interested in having copies for viewing on demand and for historical, archival purposes.

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE November 8, 1985

TO Joyce Samuels

FROM Verda L. Williams

SITUATION:

For the most part, there is very little television coverage of Iowa's minority population in general and more specifically of Blacks. Therefore, WOI-TV approached the Cooperative Extension Service and requested my input on a project on Blacks in Des Moines. The original concept entailed a 5-part news series with a 30-minute special to follow when I was in hiatus from the Life Force series. WOI reporter Beverly Fisher and I taped a number of long-time residents of Des Moines on a very cold, wintry January day. Because the station wanted the news series to air during the "sweeps" (ratings) period, we had very little time to thoroughly research the program and shoot cover visuals. Beverly produced five, short segments that were later repeated in the spring. Sometime in May, I began my earnest quest of researching the topic. Weeks were spent at the Historical library and the Des Moines Register. The most beneficial sources of information came from a W.P.A. project on Blacks in Iowa and a number of copies of the Annals of Iowa which featured Blacks. Pictures were not abundant. Betty Lou Varnum interviewed me on her IOWA EDITION program where I made a plea for historical pictures of Blacks in Des Moines. With the aid of two students, I was able to find some vintage films from the Parks library special collection and was also put in touch with the widow of a Des Moines native who had collected at least twenty sixty-pound scrapbooks pertaining to Blacks over a thirty-year period of time. Research can be like a good Agatha Christy novel. As the deadline approached, I discovered many missing pieces to this historical puzzle. The workload was enormous, but gratifying. There was every possibility that I would lose my vacation time if I did not accelerate into overdrive. Cameraman/Editor/Director Dennis Goodrich was certifiably "burnt out" at projects' end. As for myself, I was elated, exhilarated and had forgotten my first name.

OBJECTIVES:

The central objective over and beyond meeting a deadline was to inform all Iowans of the many contributions that Blacks had made to the city of Des Moines. Few knew that York, a slave, had risen to the status of food-gatherer and guide on the 1804 Lewis and Clark expedition; thus making him the first Black to have stepped foot on Iowa soil. During territorial days, two Black-women slaves became the first Black residents of Des Moines. Nor were many aware that the Underground railroad flourished in Iowa and had many prominent white supporters in Des Moines. Were they aware that the East 14th street viaduct was built by a Black man...that the nationally

distributed "H&H" soap was created by a Black man...that a Black woman was largely responsible for the desegregation of eating establishments in Des Moines? The tendency nowadays is to report "down" or negative stories about Blacks. This 30-minute special which mushroomed into a one-hour documentary moved many to tears, filled hearts with pride and erased a good many stereotypes concerning Blacks.

PROGRAM RESPONSE:

Perhaps the most gratifying result of this venture was the community participation that sprang-up to promote the program. I designed a brochure to publicize the program and WOI sent it to all the public schools in its viewing area. I have a LIFE FORCE mailing list of some three hundred persons and organizations. But that was not enough. I drove around with packets of flyers and delivered them to churches, clubs and other groups. My family organized other members of the community and at their own expense mailed and/or hand delivered the materials. In an unprecedented move, WOI set aside a one-hour, prime time slot on September 10th. The response was overwhelming! A xeroxed copy of the calls, cards and letters that were sent to me or the station is attached. Some of those who responded were: George Carpenter, former vice president of Palmer Communications and the new head of Iowa Public Television: "Your outstanding program...was well researched, well produced, well delivered and professional in all aspects." Barbara Mack, general counsel of the Des Moines Register wrote: "Its one of the best pieces of local television I've ever seen, and I hope that 'Voices Seldom Heard' is an Emmy candidate.'" Dave Rhein, Register TV editor included in his review: "Bravo to Williams and her crew for creating and nurturing this project, and bravo to WOI for finding a prime-time spot for a valuable history lesson."

Thus far, copies of the program have been given to the Des Moines Chamber of Commerce, the Des Moines Public Schools, the Social Security Office, the Des Moines Bystander, Iowa State's Telecommunicative Arts Department, the Y.W.C.A, the English/Women Studies Department and a copy will be presented to the Historical Museum's ad hoc Black Heritage Research committee.

The Department of Public Instruction sent a petition with over thirty signatures requesting the program's rebroadcast. In honor of Martin Luther King's birthday, this will, indeed, happen on Sunday, January 12 at 1:30 p.m.

In conclusion, there could be no better indicators for this type of programming. VOICES SELDOM HEARD are screaming for release.

IOWA STATE
HISTORICAL
DEPARTMENT

Office of the
State Historical Society

402 Iowa Ave.

Iowa City, Iowa 52240

(319) 338-5471

November 20, 1985

Verda L. Williams
WOI-TV
Ames, Iowa 50011

Dear Ms. Williams,

We are very interested in your program, Black Des Moines: voices seldom heard. Is it possible for us to acquire a copy of the program for use in our library? We have a VHS video recorder available for patron use but we are also willing to provide archival storage for the tape. We will not circulate the tape outside our building as we are primarily interested in preserving a valuable research product.

Please let me know what costs are involved in duplicating the program or if you have already made plans to deposit copies elsewhere. We hope you will consider sharing this important resource with our library. I wish more Iowans were producing programs like this.

Thank you for your assistance.

Sincerely,

Mary Bennett
Mary Bennett
Photo Archivist

Iowa State University of Science and Technology Ames, Iowa 50011



Information Service
Morrill Hall

December 6, 1985

Mary Bennett
IOWA STATE HISTORICAL DEPARTMENT
402 Iowa Avenue
Iowa City, Iowa 52240

Dear Ms. Bennett:

It is quite a compliment to receive your request for a copy of Black Des Moines: Voices Seldom Heard. As you may or may not know, several members of your staff were exceedingly helpful in making this production a reality: Christie Dailey, Mary Homeier, Soudi Janssens and Jack Lufkin. WOI-TV has been most benevolent in honoring requests for tapes of the program. Betty Lou Varnum has had a VHS copy made for your use.

Once again, I thank you for your request. It makes all of the long hours of research and production worthwhile and I, perhaps foolishly, feel a part of Iowa's history.

Respectfully,

Verda L. Williams
Producer
BLACK DES MOINES:
VOICES SELDOM HEARD

JIM DUNCAN
5129 GRAND AVE.
DES MOINES, IOWA 50312

Nov. 6, 1985

Dear Verda,

Loved your show. Will be getting the tape back to you. At any time in your research did you run into the name of Jack Smith?

In the fall of 1929, I was doing my first role at Drake-- Dr. Nicholas Agi in THE SWAN, and Fiderlick was nearly driving me up a wall. An older friend had alerted me. He had worked with Fiderlick's predecessor, Paquin, who went on to direct for Ralph Bellamy's company then in Des Moines. Fiderlick had given him the willies and altho still on campus, he was confining his acting only to the Bellamys.

Fiderlick would run and grab your palm and try to read it. I was anxious to give the man anything he wanted if I could only figure out what it was. Anyhow Jack Smith had been doing the Devil Dance in the Emperor Jones company and when his mother became ill in Des Moines, he returned. Jack came around to rehearsals and told me I was all right, to not be bothered. We even had an occasional illegal snifter together. I recall one time his asking me to check as to whether he would be welcome in a restaurant in Dogtown. I was assured he was. Before the year was out he was at Drake and did the title role in EMPEROR JONES and Harlan Miller's review was, "Jack Smith is the finest actor in Iowa, white or black."

When I came back to Des Moines in 1950 he was doing the Black Show on the ethnic minded KWKY, but he was gone before we made contact. I recall seeing a story about his doing

a role at the University of Iowa theatre and his work was well reviewed.

He was, of course, very talented and a very fine person.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. M.' or similar, written in a cursive style.

Won't somebody at WOI put you up for an award on that show?

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE: September 11, 1985

TO: Ms. Verda Williams

FROM: Neil E. Harl

I have just finished viewing, "Black Des Moines: Voices Seldom Heard." The program was exceptionally well done and represents the type of programming for which a university-related television station should be known. I can only add my voice to what should be a chorus of commentary in approval of the project effort.

/sjb

cc: Dean Robert Crom
Mr. David Lentz

9-13
Thank
you
Sent

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE September 11, 1985

TO Verda Williams

FROM Keith K. Ketcham

Verda, I just want to take this opportunity to give you my heartfelt thanks for a job well done on your recent documentary "Voices Seldom Heard."

In my estimation, it was an excellent production equal in quality to any network documentary. I know you've spent many, many hours with this program and for that we thank you. I'm sure as the year goes by, we'll find this show to be a top award winner.

Keith

KKK:dk

cc: Jim Hamilton
Dave Lendt

9-20
Sent

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE September 11, 1985

TO Verda Williams ✓
Beverly Fisher
Betty Lou Varnum

FROM Janis E. Marvin

RE: Audience Response to "Black Des Moines-Voices Seldom Heard"
via the Telephone on September 10, 1985.

Thought you might be interested in reading the telephone sheet
from last night and the comments concerning "Black Des Moines."
Here's a copy.

Again, many congratulations on an excellent program, one which
you should be very proud and certainly the station is very proud.

Thanks.

Jan

JEM:dk

Sent
Eng. Thank
you!

TELEPHONE REPORT FORM

DATE June Sept 10, 1985

TIME	PERSON CALLING (Please ask)	REASON (Brief but specific)	RECEPTIONIST INITIALS
5:03		Newsroom	Swan
5:07		Mel Crippen	
5:15		Sports	
5:24		Disappointed that the sports were led off by a horse story rather than Iowa state	
5:29		What is scheduled at 9:00 pm?	
5:33		Control Booth	
5:38		Doug Christoff	
7:05		Will the Cincinnati game be on?	
7:46		"	
7:48		When will Dukes of Hazard be back on?	
7:49		"Back Des Moines" program was excellent	
8:00		" moved to home	
8:01		" joined WOI after a recessed	
8:02		" etc	
8:03		"	
8:04		"	
8:05		" but wishes there would have been a national broadcast	
8:06		"	
8:07		"	
8:08		Newsroom	
8:09		Will Pete Rowe be on?	
8:10		Newsroom	
8:11		"	
8:12		"	
8:13		F.M.	

MESSAGE

To Verda

Date 9/11 19 Time 3:47 A.M.
P.M.

WHILE YOU WERE OUT

M Shar

Address DSM Chamber

Phone No. 286 4976

Called to See You	<input type="checkbox"/>	Will Call Again	<input type="checkbox"/>
Telephoned	<input checked="" type="checkbox"/>	Please Call	<input checked="" type="checkbox"/>

Message if you cannot reach

Shar call - Monroe Colston

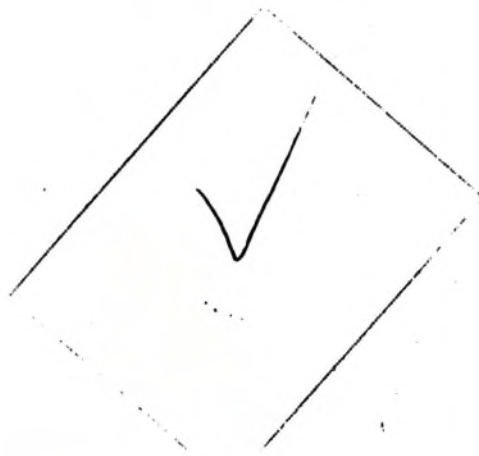
286-4958

copy "BK DSM"

Taken by Teresa

Mr. Monroe Colston
Des Moines Chamber
of Commerce

Get address



Box 315, Cambridge, IA 50046
Sept. 11, 1985

Dr. David Lendt, Director
Information Service
Morrill Hall, ISU
AMES, IA 50011

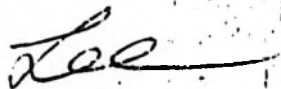
Dear Dave,

CONGRATULATIONS-- to the Information Service and to the Extension Service for allowing and encouraging Verda Williams to take on that tremendous production task of black history in Des Moines, to WOI-TV management for giving the show the hour of prime time it merited, and most of all to Verda Williams who poured her mind, heart and soul into that production, as well as tremendous amounts of personal energy.

Black Des Moines: Voices Seldom Heard is impressive television. I was never more proud of Extension and ISU than last night.

That unique show could not have been produced any other place than where such a combination of educational resources is assembled-- Iowa State University with its educational television station, the Extension Service with its broad educational mission and its wise administrators who allow individual initiative, and the talented Verda Williams with her special insights into the black community.

Well Done! Well Done!



Leon E. Thompson

cc: Verda Williams
Bob Helmers

Thank
you
mailed
9-13

Iowa
State Historical Department

East 12th and Grand Avenue
Des Moines, Iowa 50319

Office of the Executive Director

September 11, 1985

Verda L. Williams
WOI-TV
Ames, IA 50011

Dear Verda:

I wrote the enclosed letter to you last night after the program,
BLACK DES MOINES—VOICES SELDOM HEARD. It got to be rather
late—about 11:00—but I wanted to write while the program was
fresh in my mind.

Again, Congratulations!

Sincerely,



Mary Homeier
Photo Collection

9-20
Thank
you!

Newton, Ia
September 10, 1985

Dear Verda,

I enjoyed "Black in Maine: voice seldom heard." I sat down in front of my television a little before 7:00 and stayed glued to my chair for the full hour, except for the commercials. At the end of the program I had been entertained by the varied material presented and I certainly am better informed about the history of Blacks in Maine.

I jotted down a few notes as I watched and could hardly read them later as I wanted to give my full attention to what I was seeing and hearing by way of TV.

Some of the things that interested me were Mr. Logan, who worked for Wesley Redhead for so long. Then there was soap manufacturer Robert Hyde and his family and their interest in a good education.

I liked the population studies about Buxton and the percentages of Black and White population as recorded by more than one authority. This was one of many places where your thorough research showed.

Other interesting parts of the program were "The Klansman" movie, the one-time location

of The Bystander above you -
what.

I was interested in the Katz drugstore part and remembered your search for photographs having to do with that situation. The woman who told about that and related struggles was interesting.

Marguerite Cuthorn has had an interesting and useful life. I enjoyed listening to her experiences and watching her talk. She must be a beautiful person.

In one of the people shown briefly I couldn't help sympathize with the woman who had lived in South Dakota and moved back to Iowa because her children liked Des Moines. She didn't know why for sure, but said, "I always come back to Des Moines."

There are so many things I liked. I could go on and on. I liked the music, the local theater group, the movie segments, the part with the moving train coming toward you.

You are to be commended for your research into primary sources and for the orchestration and tying together of the project. The time I spent watching was well spent.

I am glad the photographs in the Des Moines State Historical Department were helpful. It was fun to see so many of them used. Thank you for the recognition you gave some of me in the Department.

I am sure I will see you again one of these days. I've enjoyed working with you.

Sincerely,
Mary Homer
Des Moines
Photo Collection

Iowa State University of Science and Technology Ames, Iowa 50011



Director of Minority Student Affairs
& Assistant to Vice President
for Student Affairs
301 Beardshear Hall
Telephone 515-294-6338

September 12, 1985

Verde L. Williams
Information Specialist
Information Service
105 Morrill Hall, ISU
Ames, IA 50011

Dear Ms. Williams:

The television program "Blacks in Des Moines" was excellent. I think it should be reviewed by all persons in the state of Iowa and at some point made a part of our teaching and learning series.

Keep up the good work.

Sincerely,

A handwritten signature in cursive script, appearing to read "George A. Jackson".

George A. Jackson

GAJ/mjaj

cc: David L. Lendt

9-20 ✓

DATE: Sept. 11, 1985

TO: Verda L. Williams ✓

FROM: Bob Helmers

Re: Black Des Moines: Voices Seldom Heard

Outstanding!!!

Fantastic!!!

Thank You !!!

cc Jim Hamilton
David Lendt
Keith Ketcham

9-13-85
Thank
you
sent!

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE 9-11-85

TO

Verda Williams

FROM

Lorna Peterson

Library Rm. 33

Congratulations on producing the excellent program "Black Des Moines." It was factual, entertaining, positive and informative. I particularly liked the interviews with local residents.

The quality of the program was top-notch. It combined global, national and local issues well.

I hope WOI-TV continues to give ✓
9-20-85 to local issues and minority groups. It was a needed lesson for Central Iowa, and you did it well.

Lorna Peterson

2800 Fleur Dr., B4-A115
Des Moines, IA 50321
September 11, 1985

Ms. Verda Williams
WOI-TV
AMES, IA 50011

Dear Ms. Williams:

You and WOI-TV are to be highly commended for the September 10 presentation entitled "Black Des Moines: Voices Seldom Heard". It provided a useful and needed social service to the city community as a whole, made a most valuable contribution to the Black community, and should be of great use to teachers of Black, women's, and general American history courses on all levels of education. And though the focus was primarily upon Des Moines, it provides a framework for the broader history of Black Iowans in general.

Covering such a topic in less than one hour does present problems, and I am sure that it was difficult to decide what to cut and what to include. Are those unfamiliar with Garvey's UNIA going to understand the red, green and black flag? Some of the montages, backed by music, may be unclear to most white watchers and to younger Blacks as well.

I certainly do not mean to quibble. For several years I taught, among other things, three Black history courses at a state university in Minnesota. I appreciate the work that went into the "Black Des Moines" project and the difficulty of the decisions you and others had to make. After all the hostile static WOI refrequently gets from legislators and others, it is good to see the station air a prime quality program such as this in prime time. My thanks and congratulations!

Sincerely,

Kenneth Acree

Kenneth Acree

9-20-85

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE September 13, 1985

TO Ms. Verda Williams
Information Specialist
105 Morrill Hall

FROM Charles L. Samuels *CLS*
Affirmative Action Officer
214 Beardshear

RE: "Blacks in Des Moines: Voices Seldom Heard"

Just a note to convey my appreciation to you, to the ISU Information Service, and to WOI-TV for airing the above program this week.

During my twelve years in Ames, I have read several articles in the print media and viewed a few TV programs on Blacks in Des Moines. None to date, however, have been as well researched or well presented as your documentary.

Thanks again for a very informative program. If you are in the market for suggestions on a sequel, I would like to offer "Blacks at Iowa State: The Early Years", in which the early Black residents in the Ames community and their support of Black students at ISU are highlighted.

CLS/ve

cc: Dr. David Lendt
Mr. Keith Ketcham
Dean Robert Crom

9-23-85

Iowa
State Historical Department

East 12th and Grand Avenue
Des Moines, Iowa 50319

Historical Library

Sept. 11, 1985

Ms. Verda L. Williams
Producer/Writer
Cooperative Extension Service
Iowa State University
of Science and Technology
Ames, Iowa 50011

9-23-85

Dear Verda:

Congratulations. Congratulations. Well done!
Yesterday I watched Black Des Moines from the very beginning to the end. Your program was well organized and produced, and very informative. I learnt a lot from it. You must have spent almost a year to prepare such a documentary, but it was well worthed.

Thank you for the letter & the leaflets you sent me to inform me about the program. You should not be apologetic about not using all the materials from the library. This is usually the case with me. Whenever I do research for any reason, I gather information two or three times more than what is necessary. It is always good to be on the safe side.

Verda, It was really nice working with you. Having that experience, plus seeing your program, made me really feel part of Black Des Moines: Voices Seldom Heard.

We all watched the program last night and talked about it this morning in the office. All very nice comments. There are some people who could not see it for different reasons working, etc.) Is there anyway that this program be replayed again in future? If yes, many will be happy.

Verda, If I can be of any assistance to you for your future programs, please do not hesitate to contact me. Thanks again, and we are proud of you and your work.

Sincerely

Soudi Janssens
Soudi Janssens
Manuscript Librarian
Tel.: (515) 281-5472

Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE September 11, 1985

TO Ms. Verda L. Williams
Information Specialist
Information Service
105 Morrill Hall

FROM Frederick L. Hite, Project Manager
Minority Business and Development Center
Center for Industrial Research and Service
205 Engineering Annex

Dear Ms. Williams:

I certainly enjoyed your program, "Black Des Moines: Voices Seldom Heard," on WOI TV Tuesday evening. Your program accurately portrayed the plight of black people in Des Moines as well as in America.

I feel this program did much to enlighten the community on the problems facing minorities, and was very tastefully done.

Wishing you the very best.

vc

9-20-85
✓



STATE OF IOWA • DEPARTMENT OF PUBLIC INSTRUCTION

GRIMES STATE OFFICE BUILDING • DES MOINES, IOWA 50319

IOWA
a place to grow

ROBERT D. BENTON, Ed.D., STATE SUPERINTENDENT
David H. Bechtel, M. S., Administrative Assistant
JAMES E. MITCHELL, Ph.D., DEPUTY SUPERINTENDENT

September 11, 1985

9-23-85

Ms. Verda Williams
WOI TV
Iowa State University
Ames, Iowa 50010

Dear Ms. Williams:

I am writing in admiration of the program aired the evening of September 10, 1985 on Blacks in Iowa. Due to a demanding schedule, I was not able to view the program.

Nonetheless, my co-workers expressed sheer delight and rekindled understanding of the plight of Black citizens in this state. "Thank you," I wish you success in your continued efforts to bridge racial gaps in Iowa through educational programs.

As the race equity consultant for the state, I fervently embrace enlightening efforts such as this. If I can be of any assistance to you please feel free to call. Last spring, I did a show with Timothy Berry during Black history month. I still receive input from the program. There is such a lack of knowledge among lay people and professionals alike, on minorities personalities which affect their lives educationally, politically and socially. Maybe your next theme?

Attached you will find a petition asking for the program to be aired as soon as possible again. If this is not possible the Department of Public Instruction would like to obtain a copy of the video tape.

Towards equity,

Cyndy Reed-Stewart

Cyndy Reed-Stewart, Consultant
Educational Equity Section

CRS/cas

Attachment

cc: Janice Marvin, Program Director



Cyndy Reed-Stewart, M.Ed.
Educational Equity Consultant

State Department of Public Instruction
Grimes State Office Bldg.
Des Moines, Iowa 50319

OFF: (515) 281-8582
HM: (515) 285-7780



IOWA

a place to grow

STATE OF IOWA • DEPARTMENT OF PUBLIC INSTRUCTION

GRIMES STATE OFFICE BUILDING • DES MOINES, IOWA 50319

ROBERT D. BENION, Ed.D., STATE SUPERINTENDENT
David H. Bechtel, M. S., Administrative Assistant
JAMES E. MITCHELL, Ph.D., DEPUTY SUPERINTENDENT

*Hello! Dave Bechtel
Enjoyed our phone call.*

DATE: September 11, 1985
TO: Verda Williams
FROM: Cyndy Reed-Stewart, Race Equity Consultant
SUBJECT: Re-airing of "History of Blacks in Iowa"

We, the undersigned, do hereby urge the program directors of WOI TV to re-air the documentary "History of Blacks in Iowa" within the next four months. We endorse the aforementioned program to be a great asset to the field of educational equity. Therefore, we recommend the footage be made available to school districts and other interested parties.

cc: Janice Marvin, Program Director

<u>Name</u>	<u>Section</u>
Sheryl Barta	Educational Equity
Susan Davison Jensen	Project Director Very Special Arts Form
Tom Andersen	Educational Equity Section
William H. Bean, chief	Educational Equity Section
Dan Krolff, chief	Special Needs Section
James Sullivan	Career Education Division
David Wright	Curriculum and Instruction Division
Cyndy Reed-Stewart	Educational Equity
Don J.	Inst. & Curricular Div.
Paul Anderson	Inst. & Curriculum Division
Beverly Gillette	Adult Education
Tony Amer	Area Schools - Fiscal Control
Bob Geyer	Area Schools - Fiscal Control

8312 Aurora Ave.
Urbandale, Iowa 50322
September 11, 1985

WOI-TV
Ames, Iowa

Gentlemen:

Thank you for the excellent program
"Black Do Moines" on prime time. It's
an excellent overview and I hope
you will commission Verda Williams
to develop more programs featuring
our local black leaders.

Congratulations!

Carlynn B. Eppard

Answered
by WOI

Thank you for airing
"Black Des Moines: Voices
Seldom Heard." I was
moved to tears.

Please show this
again — soon

Sincerely,
Jackie Brown

WOI-TV/WOI Building, Ames, Iowa 50011

Janis E. Marvin

To: Verda Williams

Date: 9/13/85

Here are a couple of letters we received
this week. We will send you any others
that might come in.

Thanks,

Jan

You're one of my Favorite People

Of all the people I have known

It seems so few possess a

sense of genuine concern

for someone's happiness

With you I consider you

my friend. All friends

are not equal

Some are just acquaintances

and some are just friends

But you are a friend

of mine. I hope you'll always be

a friend of mine.

No address

Verda
Williams

1139 Maple
Evanston, IL 60202
September 11, 1985

Mr. Keith Ketchum
Station Manager
WOI TV
Des Moines, IA 50312

Dear Mr. Ketchum:

Thank you for airing Verda Williams' excellent documentary, "Black Des Moines: Voices Seldom Heard," on September 10. Watching it gave me a feeling of pride in the black people of this city.

Although it is so senseless, it seems that racism is still one of this country's deepest problems. And as one who has grown up in a society where racism is pervasive and institutionalized, I sometimes forget, or am simply unaware, that being white gives me a relative advantage that comes at a cost to blacks and other racial minorities. The subtle racial problems in the North have lacked some of the visible drama of those in the South (not to mention South Africa) and have been less covered by TV.

Therefore, I found it helpful and refreshing to see a program about an interesting cross-section of black people discussing their family histories, personal experiences and hopes for the future--to hear those voices seldom heard. White people so often presume to know the solution before we even understand the problem, when it comes to racial issues.

Thanks again for this fine program. Television needs more like it.

Sincerely,

Carol Christian
Carol Christian

P.S. My apologies for the typing.

9-24-85



Des Moines

Congratulations Verda.

Your profile is superb. You are wonderful - I can only imagine what you went through doing all that research, the hours you spent gathering all those pictures, clippings etc. I appreciate your talent - and your voice is great.

I am especially interested in Des Moines, as I lived here when a child, circa 1910, an Iowa native and residing here again in my old age (84 1/2)

Keep up the good work - W.O.J. IV. is fortunate to have you on staff.

Thank you so much and please let us know what you are doing next.

You really are a "Shining Prince"

Best wishes and prayers - Madge L. Newell (Mary Jane Adell's mother)



Interoffice Communication

IOWA STATE UNIVERSITY
of Science and Technology

DATE September 17, 1985
TO Verda Williams
Information Services
105 Morrill

FROM Augustine Pounds *AP*
Dean of Students

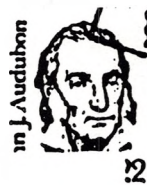
I watched the program "Black Des Moines: Voices Seldom Heard" on Tuesday, September 10. You did a great job in combining true history and drama! Oral history is exciting. I learned a great deal about our early life as Iowans.

Keep up the good work.

ks

SS-12-b

Iles Moines
50314



Billy Lou Varnum,

I just want you to know how much I enjoyed Verda Williams production "Black Iles Moines". She is a great producer, the research she did is fantastic. WOI is very fortunate to have her as a staff member.

I am a newcomer to Iles Moines - but I lived here as a child and I have fond memories of Ames, as my Uncle, Lon Harden, was editor of the Ames Times, way back when. I will look forward to more of Verda's work. I also enjoy the Iowa news broadcasts from WOI.

Sincerely, and thank you
(Mrs) Madge L. Neville

9-23-85

September 13, 1985

Linda Williams
WCTV-TV
Columbus, Iowa 52001

Dear Linda:

Thank you for presenting
"Black like Me": a new
address book. The program
was creatively produced and
of immense historical interest.

The decision to air a
locally produced program
during prime time was a
laudable one. The excellence
of the production certainly
justified that decision.

Keep up the good work!

Sincerely,
Barbara Calderon
3000 Grand Ave #508
#820
New Mexico, IA
50312

10-10-85

Iowa State University of Science and Technology



Ames, Iowa 50010

September 16, 1985

Television Service
WOI-TV, Channel 5
Telephone 515-294-5555

Ms. Carol Christian
1139 Maple
Evanston, Illinois 60202

Dear Ms. Christian:

Thank you very much for your letter concerning Verda Williams' documentary "Black Des Moines: Voices Seldom Heard."

We all here at WOI-TV and Iowa State University are justly proud of the efforts that have been placed on this documentary. For your information, it has taken almost seven months for Verda Williams to put this all together.

Needless to say, we were delighted at the results and appreciate your comments very much.

Yours very truly,

Keith K. Ketcham
General Manager
WOI AM-FM-TV

KKK:dk

Palmer Communications Incorporated

Suite 1032, Carriers Building
601 Locust Street
Des Moines, Iowa 50309

GEORGE C. CARPENTER, III
VICE PRESIDENT

(515) 245-3754

September 13, 1985

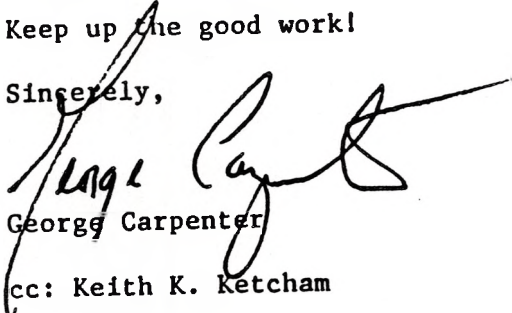
Ms. Verda Williams
WOI-TV
Ames, Iowa 50010

Dear Ms. Williams:

Congratulations on your outstanding program earlier this week on the history of blacks in Des Moines. It was clearly well researched, well produced, well delivered and professional in all aspects. This sort of effort is a credit to our industry and certainly to our market.

Keep up the good work!

Sincerely,


George Carpenter

cc: Keith K. Ketcham

9-24-85

1139 Maple
Evanston, IL 60202
September 11, 1985

Verda
Williams

Ms. Verda Williams
WOI TV
2111 Grand Ave.
Des Moines, IA 50312

Dear Ms. Williams:

Thank you for that excellent documentary, "Black Des Moines: Voices Seldom Heard." It was well researched and informative. Watching it gave me a feeling of pride in the black people of this city.

I grew up in Des Moines and graduated from East High in 1966. I left town that fall to go to college and have not really lived in Des Moines since then, but my parents still live near the State Fairgrounds and I visit them a couple times a year so I still feel an attachment to the city. Luckily I was in town to catch your program.

I've always been interested in people of other races and cultures and greatly enjoy the mix of people in Chicago, where I've lived since 1975. (This summer I moved to Evanston in order to attend Northwestern University and haven't quite adjusted yet to my suburban address.)

Although it is so senseless, it seems that racism is still one of this country's deepest problems. And as one who has grown up ~~in a society~~ in a society where racism is pervasive and institutionalized, I sometimes forget, or am simply unaware, that being white gives me a relative advantage that comes at a cost to blacks and other racial minorities. The subtle racial problems in the North have lacked some of the visible drama of those in the South (not to mention South Africa) and have been less covered by TV.

Therefore, I found it help^{ful} and refreshing to see a program about an interesting cross-section of black people discussing their family histories, personal experiences and hopes for the future--to hear those voices seldom heard. White people so often presume to know the solution before we even understand the problem, when it comes to racial issues.

Thanks again for your fine work. Television programming certainly needs more shows like this one. By the way, I'm also sending a note to the WOI station manager.

Sincerely,

Carol Christian
Carol Christian

P.S. Sorry for the mistakes but my typewriter is a bit ancient.

Dr. Mornie, Jr.
Sept. 12, 1985

To: Verda L. Williams
From: Mary L. Holmes
1150 1/2 Harding Rd. Dr. Mornie, La. 70314
Memo: The title of Black Dr. Mornie: voice
seldom heard was provocative & invited
one's curiosity.

It proved to be interesting as well
as historical.

Blacks have plenty of reason to be
bitter, but if we are able to produce &
show true & factual studies of their
nature, much can be accomplished
for the betterment of Dr. Mornie &
all Iowa.

Mary L. Holmes

10-10-85
vw

10-10
vw-85

Satira Brooks
6800 - S.W. 9th St. #24
Des Moines, Ia. 50315
Ives, (Sept. 30, 1985

Dear Ms. Williams and Mr. Fisher:

First of all let me say thank you for such an enlightened documentary on "Blacks In Des Moines"

I enjoyed the hour (1) show / special immensely and please believe this is coming from the depth of my heart. Blacks In Des Moines brought back to me so many memories - lots that I had only heard about from my family and parts that I remember such as; Katz Drug Store, Black Panther Headquarters, Center Street and etc.

Maybe in the future your organization can research the "Black Youth in Res Moines"; Early 50's, 60's and 70's, how the young folks of the above era survived the Prejudices of Res Moines both good and bad. Thank you so much for this excellent put-together special, I hope others enjoyed the show as much as I did.

My name is Satira (Duncan), Brooks, Top Fisher should know of me - I worked as Secretary for Wes Chapman of City Venture Corp.

Again I say thank you,
and God Bless you all.

Sincerely,
Satira A. D., Brooks

P. 8. Maybe the youth of today and tomorrow can see, what, and understand, how to make a better change for the future without drugs, violence; to carry on what we had started in earlier years passed by -

Thank you again -

Verda Williams
WOI- TV
Ames, Iowa, 50011

September 18, 1985

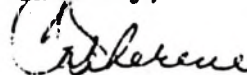
Dear Verda:

The show, "Black Des Moines - voices seldom heard" shown on WOI-IV was excellent. You are to be commended for your work in researching the connecting documentation which made it relevant for me.

I received telephone calls following the show from women "void of color" who also thought it was well done. Every comment from others has been favorable.


It is my hope that you will be able to do more production in like areas.

Sincerely,



Catherine G. Williams

4508 Wakonda Pkway
DSM 50315



Des Moines Public Schools

Mary Lynne Jones, Director
Office of Intercultural Programs

1800 Grand Avenue
Des Moines, Iowa 50307
515/284-7781

September 12, 1985

Verda L. Williams
WOI-TV
Ames, Iowa 50011

Dear Verda:

Congratulations on the outstanding program, "Black Des Moines: Voices Seldom Heard." It presented a historical perspective that was accurate and well-balanced. You did a fine job of showing the Black Des Moines Community as it has never been done before. You are a talented, brilliant professional and I am extremely proud of your accomplishments.

If at all possible, I would be interested in using this program as a part of our multicultural curriculum. I would appreciate hearing from you. Thank you for creating this program.

Sincerely,

Mary Lynne

Mary Lynne Jones, Director
Office of Intercultural Programs

ps



"An Equal Opportunity Employer"

10-10-85
VW

OFFICE OF INTERNATIONAL EDUCATIONAL SERVICES
E.O. BUILDING
IOWA STATE UNIVERSITY
AMES, IOWA 50011

MESSAGE

REPLY

TO [Verda L. Williams]
[WOI-TV]
[Ames, Iowa 50011]

DATE 9/16/85

Dear Ms. Williams:

I saw your program "Black Des Moines:
Voices Seldom Heard," on September 10th.
It was excellent and I hope you will
repeat it so that others will not
miss out on this opportunity to
see the history of black accomplishment
in Iowa. You and your staff are to
be commended highly for the fine
work that went into producing this

BY show. *Julie Rosa*

10-10-85
JMR

DATE

SIGNED

Item # 14273 © Wheeler Group Inc., 1972

INSTRUCTIONS TO SENDER

1. KEEP YELLOW COPY. 2. SEND WHITE AND PINK COPIES INTACT.

INSTRUCTIONS TO RECEIVER

1. WRITE REPLY. 2. DETACH STUD. KEEP PINK COPY. RETURN WHITE COPY TO SENDER.

Verda

Sept. 18. 1985

VERDA.

I THINK YOUR PROGRAM
WAS PROFESSIONAL GREAT
DYNAMIC, EMOTIONAL, EXCITING.

YOU SHOULD TAKE A LONG
LOOK INTO THE BLACK HEROES,
CARRIERS, DOCTORS, THERE'S A STRONG HISTORY
ABOUT THEM IN DES MOINES.

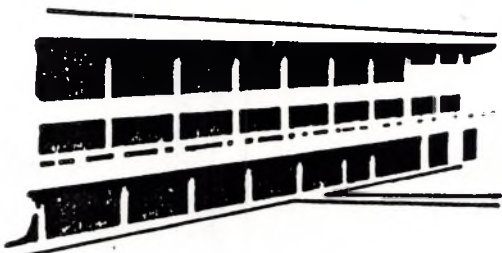
MY OWN WORDS CAN'T EXPLAIN
HOW GREAT YOUR PROGRAM WAS FOR THE
BLACK IN DES MOINES, IT WAS THE TALK
IN MY BARBER SHOP.

Love you
-Hinky-

AL BREWER

DES MOINES, IA

9-23-85



Office of Continuing Education

Date October 4, 1985 Activity ACCOLADES TO VERDA!!!

Dear Verda:

Better late than never is my motto! I've been meaning to shower you with praise ever since I experienced your production. It was really well done, Verda. I had a meeting with Bob Helmers and Keith Ketcham shortly after "Black DesMoines -- Voices Seldom Heard" was shown and I did share my positive perceptions with them -- so there!!!

YOU DONE GOOD!!!

102 Scheman, 294-6222

By _____

Dean Audrey Anderson

DES MOINES REGISTER AND TRIBUNE COMPANY
P.O. BOX 957, DES MOINES, IOWA 50304

BARBARA M. MACK
SECRETARY
AND
GENERAL COUNSEL

September 18, 1985

Ms. Verda L. Williams
WOI-TV
Ames, Iowa 50011

Dear Verda:

Congratulations on a wonderful television program. I found the program both entertaining and educational, and frank without being patronizing or strident. Its one of the best pieces of local television I've ever seen, and I hope that "Voices Seldom Heard" is an Emmy candidate.

Best wishes for continued success in television production.

Sincerely,

Barbara
B-10-85-
VWJ

BMM/keb

Iowa State University of Science and Technology



Ames, Iowa 50011

WOI-TV

Department of Engineering Science
and Mechanics
214 Engineering Research Institute
Telephone 515-294-6240

TO WHOM IT MAY CONCERN:

JUST A NOTE TO SAY THAT

I ENJOYED YOUR PROGRAM

"BLACK DES MOINES: VOICES SELDOM
HEARD". I THINK THAT IT WAS
VERY ARTFULLY DONE AND THAT YOU
SHOULD BE COMMENDED ON A JOB
WELL DONE.

PROF. FREDERICK M. GRAHAM
3009 ME/ESM
CAMPUS

10-10-85

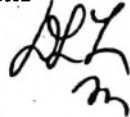
Interoffice Communication

IOWA-STATE UNIVERSITY
of Science and Technology

DATE: July 22, 1985

TO: Verda Williams

FROM: Dave Lendt



I keep hearing about your Black History project.

The gist of what I'm hearing is that it is going to be great.

And I also hear that you are about to break your already damaged back in the effort!

That doesn't surprise me a lot. (I think we share some of the same not-very-rational work habits. It goes something like this: Go like crazy, crash, go like crazy, crash!)

I've talked with you already about my personal and professional interest in this project.

Since I'm not in a very good position to lecture you on your work habits, I just want to congratulate you for taking on this towering challenge, for chewing away on it and for battling to create a significant addition to our knowledge.

DLL:md



West Des Moines

United Methodist Church

720 Grand Avenue
West Des Moines, Iowa 50265
515-279-0826

MINISTERS:

William T. Miller

Robert W. Barrick

O. Ed Cooley, Emeritus

EDUCATION MINISTRIES:

Patricia L. Braynard

19 Sept 85

Dear Staff,
The enclosed program was an important contribution to Community & a side of local history I little knew, tho I graduated from Des Moines Schools.

Thank you!

I hope you will try more such of even better quality, design or price.

We are ready to listen & hear.

Respectfully Yours,

[Handwritten signature]
10-10-85



Financial Aid & Student Employment Office
12 Beardshear Hall
Ames, Iowa 50011
(515) 294-2223

Delores HAWKINS

Sept. 12, 1985

Mrs. Veda L. Williams
W01-TV
Ames, Iowa 50011

Dear Veda,
Your presentation of *Book*
Don Spiner ... was very
informative. I enjoyed the
show very much. I would
like to see more of that kind
of programming. Keep up the
Good Work!

Sincerely,
Delores Hawkins
Beardshear

10-10-85

Address

John L. Williams,

Get a line to say thanks for
the I U special on the history of the
Big Mines area blacks.

Please feel determined to continue.
Our mission group set aside the first
step how to watch.

Now, make us proud again!

Sincerely,

Louis L. Wade

COPY

Oct. 12, 1985

Ms. Betty Lou Varnum
WOI-TV
ISU Campus
Ames, IA 50011

Dear Ms. Varnum:

I am writing to express my appreciation for the special TV program that Verda Williams produced a few weeks ago: "Black Des Moines." This was as fine and professional a program as I have ever seen. It was historically accurate, perfectly paced, and extremely informative.

I am the Chair of the Women's Studies Program at ISU. I taped the broadcast (with Verda's permission) and we will be using it in various Women's Studies courses from now on.

Incidentally, I have worked with Verda before in several different capacities, and I am extremely impressed with her knowledge of the current and past history of women and minorities, and with her innovative programming at WOI.

We are a very insular community in Ames, Iowa, and I am grateful on my own behalf and for the sake of my students that Verda is here doing the work she does.

Yours truly,

Kathleen Hickok
Assoc. Prof.
English & Women's Studies

cc: Verda Williams

125 Hickman
Des Moines
50314

J. Audubon



22

Billy Lou Varnum,

I just want you to know how much I enjoyed Verda Williams production "Black Des Moines". She is a great producer, the research she did is fantastic. WOI is very fortunate to have her as a staff member.

I am a newcomer to Des Moines - but I lived here as a child and I have fond memories of Ames, as my uncle, Lon Hardin, was editor of the Ames Times, way back when.

I will look forward to more of Verda's work. I also enjoy the Iowa news broadcasts from WOI.

Sincerely, and thank you
(Mrs) Madge L. Neville

212 Americans CL
50314

September 19, 1985

TV Station WOI
Ames,
Iowa

Attn: Programming

Dear Sirs:

I hope it is not too late to make a favorable comment regarding the program "Blacks in Des Moines" which was aired last week over your station.

To many of us whose parents and grandparents chose Iowa as a state in which to relocate and raise their families, it was truly an evening of reminiscing and I'm sure all who watched found it to be a most interesting and revealing chapter in the history of Iowa, and Des Moines.

We wish to thank your station and Ms. Verda Williams for the time, research and effort utilized in order to bring to the public this very vital portion of Iowa history.

Yours truly,

Mrs. Frank B. Robinson

Mrs. Frank B. Robinson

10-10-85

Physics Department
Iowa State University
24 September 1985

WOI-TV
WOI Building
Iowa State University
Ames, Iowa 50011

Dear WOI,

I greatly enjoyed watching your recent one-hour feature on "Blacks in Des Moines." It was well produced, with interviews, narration, and old photographs and newspaper clippings making it a most interesting program, even to someone who is not black and never lived in Des Moines.

Verda Williams should be congratulated for having put this together so well, and I hope she will do hour-long programs on other topics in the future.

I remember seeing portions of this show on several WOI news programs some time ago, and am glad it was all put together into a longer program. Interesting news features are often given too little time on the half-hour news program, but many of us would prefer to see stories in more depth. That's why I so much regret your not carrying "Nightline" until late at night.

With all the talent that clearly exists in central Iowa, WOI should be supporting good locally-produced features like "Blacks in Des Moines."

Yours truly,

Laurent Hodges

Laurent Hodges
Professor of Physics

10-10-85

7/11

Iowa State University of Science and Technology Ames, Iowa 50011



Department of Speech Communication
Telecommunicative Arts:
Radio-Television-Film
21 Exhibit Hall
Telephone 515-294-5000

11 September 1985

Bob Helmers and Betty Lou Varnum
Executive Producers
"Black Des Moines: voices seldom heard"
WOI

Dear Mr. Helmers and Ms. Varnum:

I want you to know how much I enjoyed "Black Des Moines: voices seldom heard" last night. The subject matter was certainly interesting and the program was extremely informative as well. Verda Williams and her staff deserve congratulations for the sheer amount of research they accomplished and the fascinating stills and footage they retrieved.

Plus, the interviews integrated the past with the present, the history with the current composition of Des Moines' black community. And the centrality of "community" to the program was beautifully expressed. The program resonates with so much Iowa history which also merits exploration, such as the Buxton mining town. Perhaps WOI could consider another such special program on Iowa history, or a series of programs.

Thank you for the opportunity to enjoy this excellent program.

Sincerely,

Mary Beth Haralovich

Mary Beth Haralovich
Assistant Professor

10-10-85

Ally Mauer Sa.
Sept. 12, 1985

Dear Voda:

Must tell you first before I forget, my neighbor, Betty Seltzer, who was employed by Cambot meeting the program was cleaner who lives in the apartment below me, told me about meeting you, my niece & how impressed she was with you. She just knew her picture wouldn't appear, she didn't get to

see the program, but was she ever thrilled when I told her she was on it. You know I saw many people I knew, missed Aunt Barbara as when I flew back in the long room, I began with Aunt Edith. In fact meeting the program was re-energizing my life. I even saw a plate or film of USO pictures.

Trass beautiful, I do hope you'll be able to promote some more. I bet you hope not soon, as I heard

about your research & see from Marguerite, Rosa, & Katherine H.

Your Aunt Rosa was pictured on T. V. at the Pally school board election.

Saw her yesterday at Senior Center, & she was so proud, if they didn't mention it to her - she would ask them about it.

Was she proud - I can understand it I am proud of you & my niece.

CREATIVE PAPERS
BY C.R. GIBSON

Love
Ally Mauer Sa.
PRINTED IN U.S.A.

CN797



The address has changed

but one thing's the same--

there's still a warm welcome for you!

Name Leonard & Faye Brown

New Address 12437 Percival Ave

Baton Rouge, La 70816

Phone 504-291-7088

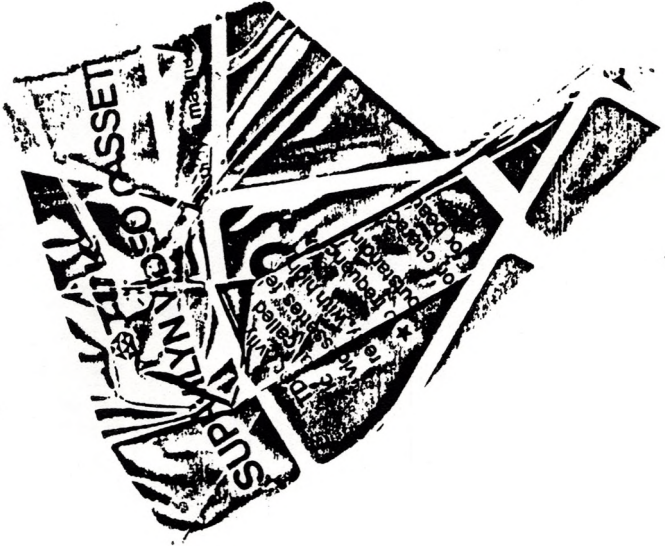
Mella Verda -
She had a safe
trip the plane
made it to ~~there~~
Baton Rouge safely.
I didn't have to
nurse them too
much. She arrived on
Friday at 1:30 pm. Thanks
for all of your help.
Keep me in your
prayers for your show
Q.A. for you show

if you can, I hope
you and Mona can
drop me a line
sometimes.

Love,
Faye

*Thanks
a million*

Alf Edwards
2500 Boston
Des Moines, Iowa 50310



Iowa
State Historical Department

East 12th and Grand Avenue
Des Moines, Iowa 50319

Historical Library

Sept. 11, 1985

Ms. Verda L. Williams
Producer/Writer
Cooperative Extension Service
Iowa State University
of Science and Technology
Ames, Iowa 50011

Dear Verda:

Congratulations. Congratulations. Well done!
Yesterday I watched Black Des Moines from the very beginning to the end. Your program was well organized and produced, and very informative. I learnt a lot from it. You must have spent almost a year to prepare such a documentary, but it was well worthed.

Thank you for the letter & the leaflets you sent me to inform me about the program. You should not be apologetic about not using all the materials from the library. This is usually the case with me. Whenever I do research for any reason, I gather information two or three times more than what is necessary. It is always good to be on the safe side.

Verda, it was really nice working with you. Having that experience, plus seeing your program, made me really feel part of Black Des Moines: Voices Seldom Heard.

We all watched the program last night and talked about it this morning in the office. All very nice comments. There are some people who could not see it for different reasons (working, etc.) Is there anyway that this program be replayed again in future? If yes, many will be happy.

Verda, if I can be of any assistance to you for your future programs, please do not hesitate to contact me. Thanks again, and we are proud of you and your work.

Sincerely

Soudi Janssens
Soudi Janssens
Manuscript Librarian
Tel.: (515) 281-5472