

Art Department

JOSEPH DYER PERFORMING AND VISUAL ARTS SCHOLARSHIP PROGRAM

Year Established:	April 14, 1996
Purpose:	To support scholarships for deserving, talented students who are studying performing and visual arts.
Sponsoring Department:	Art, Theatre, Radio-TV-Film, Photography, Pre-Dance and Music
Contact:	Respective Department Chair
Award Amount:	Variable
Criteria for applying:	This is determined by the department chairpersons of the respective department.
Requirements to apply:	Granted to Los Angeles City College students as scholarship excellence, to support scholarships for deserving, talented students who are studying performing and visual arts
Semester Awarded:	Spring

The Joseph Dyer Story

Joseph Dyer was born in Bogalusa, Louisiana and is a 1957 graduate of Grambling College. His accomplishments included stints as a broadcaster, community worker, and journalist. Dyer made history in April 1965 when he became the first African-American journalist hired by a Los Angeles network owned- and -operated television station—KNXT (now KCBS-TV), Channel 2.

Dyer eventually scored many other firsts during his 30-year stint with the CBS facility. When he was the Director of Community Affairs for KCBS-TV, his responsibilities included strengthening KCBS-TV's outreach efforts, programming, public service, and editorial broadcast.

He moved into management in 1968 as manager of community affairs. Before the move, Dyer served as Director of Community On-air Coordination, where he received more than 83 awards for his work. Dyer also co-founded the United High Blood Pressure Foundation in 1977 and staged the first telethon for high blood pressure awareness. He also assisted in a citywide campaign to turn the historic Dunbar Hotel into a museum of Black History and Culture.

Dyer served in the United States Air Force, as editor of a base newspaper, and writer/producer for a military public affairs program, "Scramble". Dyer garnered awards for his short stories. After his departure, "The Cave", was produced at the old Studio West Playhouse. He also has a 192-page memoir titled, *A Retired Black Television Broadcaster's Lifetime of Memories: From the Cotton Fields to CBS*.