



The **Opportunity** Agenda

Building the National Will to Expand Opportunity in America

New Public Opinion and Media Research on Opportunity for Black Men and Boys

Telebriefing Invitation: Opportunity for Black Men and Boys

National Telebriefing

Thursday, February 23, 2012

2:00 - 3:00 p.m. EST

Please join The Opportunity Agenda and Topos Partnership for a presentation of three new research studies, which examine perceptions of and by African-American men and boys and their relationship to the media, and a discussion of recommendations for the communications efforts of those seeking to improve opportunity for black males around the country.

Academics and advocates have spent significant time investigating the relationships among media representations, public attitudes, and opportunity for African Americans. To foster the incorporation of this knowledge into the work of those trying to improve black male achievement, The Opportunity Agenda examined the following:

- [Social Science Literature on Media Representations and Impact on the Lives of Black Men and Boys](#)
- [Public Opinion Research Related to Black Male Achievement](#)
- [Media Market Research: Media Consumption Trends Among Black Men](#)

Alan Jenkins, Janet Dewart Bell, and Eleni Delimpaltadaki of The Opportunity Agenda together with Topos Partnership will present the highlights of the findings as well as recommendations on next steps.

This research was supported by the Open Society Foundation's Campaign for Black Male Achievement. Special thanks to our dedicated Advisory Committee who contributed to this work.

Please RSVP to partners@opportunityagenda.org by February 17. Call-in information will be sent out a few days before the telebriefing