EXEC DISCUSSES TV’S FUTURE

By Laura Hissong and Mary Ann Kannam

One of the most extensive movie libraries in the country, heavy promotion and programming which provides a “choice” have been the reasons for WUAB-TV’s growth, according to Jack Moffit, vice president and general manager of the station. Moffit addressed the Mass Media and Society class of Journalism Instructor Pamela Jagel on February 10.

WUAB counters network programming with 137 hours of its own programming per week. One of the difficulties in programming is “what to buy and where to put it.” Moffit said the station is always thinking ahead and has just purchased rights to reruns of “Laverne and Shirley,” which cannot be shown until 1981, for approximately $16,000 per title.

Moffit said WUAB-TV stresses the use of heavy promotion of their station and programs utilizing Cleveland radio stations instead of the traditional method of using print media. Moffit also noted that this innovation was one of the main reasons that WUAB-TV overtook the other independent station in the Cleveland area, Channel 61, which went off the air.

Moffit said that WUAB-TV is now “the largest single user of radio in Cleveland.”

Among the staff of 95 full time and 16 part time employees the station has an expert commercial production staff that has made commercials for companies such as Sears and Rawlings.

Moffit also used several videotapes during his speech to illustrate certain points.

One tape dealt with the history of WUAB-TV and its expansion. The narration of the tape stated that WUAB-TV built its audience on the belief that “people watch programs, not stations.”

Moffit also used a videotape which showed examples of various commercials made by the station’s commercial production.

Moffit noted that when WUAB-TV, Channel 43, went on the air in 1968 the station attempted “to give a person a reason to find us.”

Suzuki Method Means Music To Parents Ears

By Trude C. Henke

What were you doing when you were three years old? If you can remember that far back, you’ll probably recall that you were getting into all kinds of things, and you were muttering various words which you tried to put into some logical order. If you were like most three year olds, you probably never even knew what a violin was, let alone know how to play one! But thanks to Dr. Shinichi Suzuki, thousands of children throughout the world, are being taught how to play the violin and other stringed instruments, even before they can read or write. Fortunately for our community, Suzuki Violin is offered right here at Kent.

Our Suzuki faculty consists of Jeanne Rubin, Assistant Professor of Music, who is the co-ordinator of this program, Margery Henke, conductor of the Tuscarawas Philharmonic, and Tera Hamilton. Lessons are given once a week to the children with arrangements made by consulting one of the instructors.

Mrs. Henke explained that the Suzuki concept employs Continued page two
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the "mother-tongue" approach. A person is not born speaking his or her language fluently. Only by listening to other people repeat things will he or she learn the language. Thus, if a child hears and watches someone play the violin, he or she will be able to learn to play. But the most important aspect here is repetition—the child must be exposed to a constant repetition of the tunes that are to be learned.

Traditional violin methods teach children to read music while they learn to play the instrument. But a child enrolled in the Suzuki method, first learns the skills necessary for playing, develops these skills, then begins to read music. Just as learning to read and write follows learning to talk, learning to read music follows learning how to produce music from the instrument.

The benefits of learning to play and instrument by rote (by memory alone) carries over into other aspects of the child's life. In school, the child often seems more aware of things, learning more quickly and retaining what is learned. He or she usually develops a sense of poise and self-confidence.

Each student is given one lesson a week, then every other week all the students unite for a group lesson. The group lesson is a further learning experience, and it "helps to reinforce the learning process which is begun in the private lesson."

Parents of the children play an active part in the learning process as well. The parent who accompanies his or her child to the lesson is also given instruction, and usually learns at a quicker pace. Thus, when the child practices at home, the parent can be of assistance when questions or difficulties arise.

Many children are reaping the benefits from the Suzuki Violin program, including Elizabeth Richman, who is the daughter of Whitten Richman, instructor of English at Kent Stark. After visiting one of the group lessons, Mr. Richman was impressed. He noted the "carnival atmosphere"—children were running around the room, while at the same time, their young brothers and sisters were playing sophisticated music, "which sounded good." Mr. Richman took Elizabeth, then 5, to another group lesson and she too, liked what she saw and heard. "Elizabeth is gaining a skill, her 'ear' is better and she is better musically," Mr. Richman said. Through Elizabeth's experience, her father has also learned more about music and he believes that parental follow-up during the week is important.

Suzuki Violin offers musical instruction, the opportunity to develop a skill and the chance for the child to experience a sense of accomplishment.

EDITORIAL RESPONSE

RTA Service Deteriorates

By Carlos C. Beam

I reported in November, based on information from the Dean's office and Russ Frank, maintenance supervisor, that an RTA bus stop shelter would be built by January.

Well, it's well into February and RTA riders have waited out in the rain, snow and cold for their buses, and have had small comfort in promises.

I wonder how things could get so fouled up by bureaucracy as the RTA service at KSUSC has been.

There is no schedule for the shuttle bus. According to an RTA spokesperson, contacted by phone on Feb. 7, when a person wishes to take a bus from KSUSC, that person must call RTA in order to have the shuttle come to pick them up.

When contacted later to learn the reason for this change, another spokesperson for RTA gave conflicting information. "... a bus comes everyday a class is dismissed," she said. When queried further, she said, "... well, if you think I'm making this up... give me your number, and I'll (have your call returned.)" The call was not returned.

I think this is an unfair situation, for, needless to say, a twenty cent phone call amounts to one dollar per week, an added expense to an already costly education.

It was bad enough when the bus schedule was replaced by the shuttle in the first place. Now, another offense has been added.

It seems that RTA has become an autonomous bureaucracy, answerable to no one in the public sector. Which raises the question whether RTA is a public service, or a privately owned corporation.

If it is a public service, then there should be someone to whom one might complain, or at least get the answers to some questions.

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Added Attraction to Alex Bevan Concert

By Jenny Cox

If folk music is what you really enjoy, be sure to mark February 23 on your calendar. Kent State Stark Branch is pleased to present Michael David Spiro as the back up to Alex Bevan.

Spiro, a Case Western Reserve University graduate with a B.S. in psychology, had originally considered a career in social work and counseling. After graduation he went to work in that field and soon realized it was not for him.

About three years ago he decided to try his hand at music which he loves. He started playing in the Akron-Cleveland area. He sets his own hours and arranges his own performances.

Spiro’s songs are airy melodies sung in his high, light voice. He has bass and percussion backups, but the primary instrument is his acoustic guitar. He feels he is best with quiet ballads.

Spiro’s formal musical training included ten years of classical piano but his guitar proficiency is self taught.

Most Clevelanders aren’t thinking about the blizzard of 1978, but trying to get through this one. Spiro was so incensed by last year’s horrendous storms that he recorded a folk song and dedicated it to those days, and called it “Wasn’t that a Mighty Storm.”

“Wasn’t that a Mighty Storm” is fast becoming a hit around the Cleveland area, along with a number of other songs.

Tickets are $4.00, $5.00 at the door.

CAMPUS CRIME DOESN’T PAY

By Steven Easterday

I recently acquired a copy of the KSUS Police Yearly Report, which is a thirty-two page document detailing the activities of the police department for 1978. “My god”, I thought, “how could these guys write thirty-two pages about issuing parking tickets?” With a smirk on my face I began reading.

Thirty-two pages later the smirk was gone and I realized that there was much more to the duties of the KSUSC officer than merely ticketing misplaced Pintos and Camaros. The range of offenses the campus police dealt with were as trite as phone harassment and a crank letter to grand theft and felonious assault.

In the category of grand theft I was amazed to find that phone fraud from the Social Sciences Building accounted for $2,000 in losses. These are obviously long distance phone calls that are non-school related and were charged to the university. Don’t you people have the decency to pay for your own phone calls? The least you could do is charge the call to the number of someone you don’t like or to a phone booth across town. Let Ma Bell figure it out, not the campus police.

The area of petit theft, items valued at less than $150, was headed by parking lot A, the main student parking lot. Damages of $110 were recorded from the parking area. This can be deduced as either the theft of 15 music tapes, one leather coat or two “average priced” textbooks.

The total number of criminal cases reported was 125. This total included 25 cases of bad checks passed at the store totaling $476.06. The resulting police investigation managed to recover $466.03, so someone out there better come up with the $10.03 they owe or there is going to be real trouble. I might also suggest that the next time you buy your books, how about putting some cash in your checking account the night before, just to be on the safe side.

There were 30 auto accidents on the property of Kent Stark and Stark Tech during 1978. Once again the main student parking lot had the most number of accidents of any given area. Luckily the injuries incurred were not severe although two cars were totaled. Some of those rust buggys out there look like a hard rainfall could total them, so the severity of the accidents could be deceiving.

Probably the most overt crime was the one reported case of felonious assault. I know what you’re thinking, and the answer is no, final exams do not qualify as felonious assault.

Stark Tech received the only reported crank letter in 1978. Apparently crank letters just don’t have the impact they used to or else people don’t want to take the time to write a really good one. Another art falling by the wayside.

Other areas that required police involvement included: 112 vehicles that had to be unlocked, two minor fires, ten injuries, mail and money transfers, 213 disabled vehicles, and providing security for events at the fine arts and physical education buildings. These are just a small sampling of the myriad of duties performed by the KSUSC police department.

Because much of their activities take place more or less behind the scene the average person does not realize or may take for granted the great number of things that our “men in blue” attend to other than the issuance of parking tickets which, by the way, numbered 1,670.
Taking A Factual Look At Death

By Tami Johnson

The experimental course on Death and Dying at KSUSC visited an Akron funeral home and the Akron Crematorium this quarter. The trip was to provide insight by actual experience of what happens when death occurs.

During the tour of the funeral home they saw a viewing room, a casket showroom, a hearse, a vault room and the embalming room.

The tour was given at the Kucko-Anthony Funeral Home, 123 East Waterloo Rd. David Anthony, Ohio's youngest funeral director conducted the tour. Anthony explained that his funeral home was "built specifically for this purpose," unlike most funeral homes which are renovated houses.

According to Anthony "the purpose of a funeral is to aid the family in the acceptance of death during that period of grief."

Anthony also explained the available services, the reasoning behind them and the costs involved. Anthony stressed the importance of a family's need and right to have "anything the deceased and/or the deceased's family may desire."

Anthony added that his funeral home "does everything possible to accommodate the family."

The class moved on to the Akron Crematorium, located at Gilchrist Rd. North of I-76. The crematorium was a garage-like building containing a large incinerator and a bone crusher, along with the operator's pick-up truck. There was a small office with the different types of urns on display.

The director explained that "cremation only eliminates the flesh, leaving the skeleton intact because bone does not burn and must be crushed before being placed with the ashes of the other remains."

The ashes may be returned to the family if so desired. If not, he will dispose of them as the person or family has wished. He also may dispose of them as he see's fit, if no instructions were given. He also mentioned that he regards the body before and after cremation as "sacred."

The field trip was part of Dr. Wulf's outline for his 'Death and Dying' course. Approximately 20 people participated in this event. One class member even brought a guest along.

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films, first-run (new) shows and sports.

"We have to blend all these things together into a programming schedule that makes sense," he said.

The station uses the format of children's shows in the afternoon and movies in the evening. The first priority is to "entertain the people of northeast Ohio."

Independent television does not get the mass audiences of network affiliated stations so WUAB-TV decided to give the public an alternative to network programs Moffit said.

"Our job is to counter the networks and we do it the best we can," Moffit stated.