

Guilfordian

Volume LXVII, No. 5

Guilford College, Greensboro, N.C., 27410

November 6, 1985

Guilford's Communications Entrepreneur

Behind every face of the over 1,000 students on the Guilford College campus lies a story which makes him/her special. Each week, The Guilfordian, will feature an outstanding student; or just someone who's doing something a bit different.

Today's feature is on senior A.J. major, Richard Weinblatt. Unlike his major may suggest, Rich is not headed into a career in law or law enforcement but rather has already begun as a communications entrepreneur.

The South Orange, NJ, native, who now resides in Manhattan is the father of CEN Group Inc., formed a bit over a year ago. Rich is also President of The National Association of Rising Communicators, a non-profit organization which he recently formed. The CEN group consists of an entertainment dissemination unit and a public relations firm. The son of a TV Executive has made a big splash into the business world with articles on him appearing in: Variety, Advertising Age and The Greensboro News & Record to name a few.

Q: How did you begin CEN Group Inc.?

A: Throughout my first two and a half years at Guilford, fellow students continually asked me questions on the entertainment industry. I figured that there must be an organized and profitable way to answer these questions. So in April 1984 I published the first issue of College Entertainment News, an ad supported

entertainment newspaper. I then distributed the 14,000 copies to the five area colleges (Guilford, UNC-G, Bennett, Greensboro College and A&T University). Although there was no scientific way to discover if CEN was a success - ads were sold - a profit was made and I saw the paper littering stalls of bathrooms.

Q: Where does the information for CEN come from?

A: At first, I contacted people I knew but then we rapidly began to build up information. Since then we have gotten onto over 500 mailing lists ranging from CBS, Warner Bros, record to public relations firms nationwide. Much of this was done through phone contacts, trips to New York and the articles that appeared in several publications.

Q: Could you please explain CEN's Entertainment news business?

A: CEN encompasses, the CEN news service - which disseminates entertainment news to subscribing young adult newspapers and radio stations across the U.S. and abroad. During the summer, the CEN press syndicate was formed for regular newspapers. That consists of "The Entertainment Insider" - a twice weekly column, "TV-Pursuit" - weekly TV trivia and other longer feature stories. The combined service reaches over 2 million people.

Q: From the public relations material we've seen, it seems that you have recently expanded



Guilford Senior, Rich Weinblatt on the line with Hollywood.

into other areas besides entertainment news?

A: Yes, we have just formed CEN Communications which is a full service public relations and promotions firm. The firm already has two clients; OBC Syndications Company, a print syndicator, and George Bishop and the Mighty Majors, a musical group also operating a 24 track recording studio.

Q: Richard, I know you are well known in the business in New York, but I understand you are also becoming quite a recognized figure in Greensboro as well?

A: I've recently been encouraged to go on the lecture circuit of

area colleges and civic associations to talk about the entertainment industry and my experience with forming CEN. In fact, I will be giving a similar speech at Guilford on Wednesday, November 6. I have also been encouraged to teach a course on the entertainment business at Guilford Technical Community College in April.

Q: With all of this activity, how are there enough hours in a day?

A: I really enjoy what I'm doing, therefore it never gets dull. My average day begins at 8 a.m. and bedtime rolls in about 2 a.m.

Q: Where does schoolwork come into play?

A: It gets tough at times, but things get done.

Q: Another activity which you are involved with should be interesting to the Guilford College community. I'm referring to the Association we've read about?

A: Through my activities with CEN, I was looking for an organization for young people in the communications field but I couldn't find one.

Q: So like everything else you figured, if you couldn't find it you'll create it?

A: Well, it seemed the appropriate thing to do. The non-profit organization is named The National Association of Rising

CON'T PG. 10

Guilford Hosts Symposium

GREENSBORO—The Board of Visitors of Guilford College will host its sixth annual symposium, "Creative Approaches to the Dilemmas of the American High School," Sunday and Monday, November 10-11. Several hundred secondary school teachers, administrators and support staff from throughout the Triad and around the state are expected to participate.

Dr. William Friday, president of the University of North Carolina, will deliver the keynote address on Sunday evening in Sternberger Auditorium on the College campus. Friday's remarks will cover the joint responsibility colleges share with high schools for solving some of the dilemma facing schools today.

The other featured speaker for the symposium is Dr. Jack Frymier, senior fellow with Phi Delta Kappa in Bloomington, IN. Frymier, author of the book One Hundred Good Schools, will speak on "Creative Approaches to the Dilemmas of High Schools as Seen in 100 Good Schools." Frymier, who recently served as

Distinguished Visiting Educator with the Indianapolis Public Schools, was formerly chairman of the faculty of curriculum and foundations in the College of Education at Ohio State University, and co-director of the Center for the Study of Motivation and Human Abilities.

"We have learned over the years that the most effective schools offer a superb climate of trust that fosters a commitment to learning and a loyalty to the institution, and they have principals who are effective," says Frymier. He adds that accoun-

In addition to Friday's and Frymier's addresses, the program includes a talk by Dr. Howard Maniloff, special assistant for policy development in the N.C. Department of Public Instruction, on "The Implications of the New North Carolina Basic Education Plan." That plan, in the first year of a projected eight-year phase, describes the content of the basic education that should

be available to the state's citizens and outlines the fundamental resources necessary to deliver it. Initial projections, according to Dr. Maniloff, estimate the Basic Plan may cost North Carolinians as much as \$700 million.

"While the Basic Education Plan addresses much of 'what' that goes into education," says Maniloff, "the decisions about 'how' that education will be delivered are left to local communities. I think this symposium at Guilford College is an excellent forum to raise people's consciousness about these important decisions."

Throughout the afternoon on Monday, participants will be divided into six discussion groups which will address the following dilemmas facing high schools:

1) How can schools continue to provide enhanced elective and vocational options while maintaining their focus on the basic learning and problem-solving skills?

2) How can schools incorporate important social changes, global issues and technological ad-

vances into the curriculum while preserving the integrity of traditional disciplines like history and literature?

3) How can schools raise performance expectations for the general student population without risking intimidating some into failure or dropping out?

4) How can school maturely and responsibly talk to students about personal moral and ethical values?

5) How can school principals and teachers effectively deal with conflict of interest as it occurs with school boards, school administration, booster clubs and parents?

6) How are good schools financed?

Approximately 2,400 invitations have been mailed to secondary school teachers, administrators and other staff in the Triad, and an additional 1,400 invitations have been sent to a wide range of people including presidents of nine colleges and universities, county commissioners and city council members in the Triad, members of the

chambers of commerce in the area, members of PTA's and local school boards, state legislators and others.

"Guilford College has always been vitally concerned about issues relating to excellence in education," says William R. Rogers, President of Guilford. "We are excited about the opportunities for deeper understanding by citizens as we support the creative efforts in the schools. A major part of our mission here is to help young people maximize their potential. But this is not limited to the colleges and universities, it is something that very much concerns our high schools as well. Guilford College is committed to working with the local schools, their administrators, teachers and staff, to promote discussion and exchange on these important issues."

There are still spaces available for the Symposium, open to non-education majors on a first come first serve basis. Any interested student must call Ext. 154, the Development Office NGH to reserve his space.