

RCA Records Institutes College Research Program

NEW YORK, N. Y. — The Black Music marketing center at RCA Records has instituted a college research program, it was announced this week by Basil Marshall, Manager, Product Management, Black Music.

First step in the program is a questionnaire sent to over 700 colleges and universities throughout the country seeking information pertaining to enrollment size, percentage of male and female students, on-campus concert halls, radio and TV facilities and location of book and/or record stores in the vicinity of the institutions. The questionnaire, a pre-stamped, self-return matter went, along with a letter from Marshall, to colleges either located in or related to strong black communities.

Marshall, who designed

the questionnaire, said "results of the program will familiarize us with vital information and help us broaden our market for new as well as established artists."

"Our research should help us particularly with breaking new, young artists," Marshall continued. "We intend to examine carefully every fresh possibility for tour potential, on-campus appearances and special promotions tailored specifically for the rapidly growing college audience."

Responses to the questionnaire have already begun to pour into Marshall's office at RCA Records where he is coordinating results of the research program with Alan Grunblatt, Administrator, Market Research, RCA Records.

WUNC To Air Jonestown Documentary

Tape recordings made by the Reverend Jim Jones during his ministry to the People's Temple, and which culminated in the mass suicide of 913 people in Jonestown, Guyana on November 18, 1978, form the basis of a documentary — "Father Cares: The Last of Jonestown" — to be broadcast exclusively on WUNC Radio (FM 91.5) on Thursday, April 23, at 9 p.m.

"Perhaps only the historic Orson Welles Martian 'invasion' program can compete with 'Father Cares: The Last of Jonestown' for chilling effectiveness," said the *Christian Science Monitor* of a program which bids fair to be a milestone in radio programming.

From tape recordings upon which he literally stumbled in Jonestown (and later retrieved from the FBI through the Freedom of Information Act), James Reston, Jr., resident of Hillsborough and member of the UNC Chapel Hill faculty, created the documentary.

"Father Cares" was produced by National Public Radio, written by Reston and Noah Adams, and produced by Deborah Amos. In an April 1 visit to Chapel Hill to

celebrate WUNC Radio's fifth birthday, NPR President Frank Mankiewicz said, "Only public radio could do a documentary like this."

"When Jim Reston called and asked if we would be interested, I told him to come over to the house on Saturday morning and we'd give a listen. It was a natural, but it's not the kind of program that lends itself to corporate sponsorship."

"Only public radio with public monies can make this invaluable, uninterrupted ninety-minute sound portrait available to the American people. We need to understand this tragic episode in our national life, and 'Father Cares' will help to do just that."

"None of this material has ever been broadcast before, and if you saw the 'docu-drama' on television last year, you will be amazed at the difference between that and the real thing."

A national call-in (202/857-0888) will follow with Bill Moyers as host, psychiatrist Robert Jay Lifton, theologian Jonathan Z. Smith and poet, actress, author and essayist Vertamae Grosvenor.

Tuesday Evening

April 21, 1981

	WFMY CH. 2 Cable 2	WPTF CH. 28 Cable 3	WTVD CH. 11 Cable 6	WUNC CH. 4 Cable 9	WTTG CH. 5 Cable 10	WRAL CH. 5 Cable 12	WTBS CH. 17 Cable 13	WGHP CH. 8
7:00	Face The Music P.M. Magazine	Carol Burnett What's Happening	Family Feud M.A.S.H.	MacNeil/Lehrer Stateline	Welcomeback Kotter M.A.S.H.	Sanford & Son P.M. Magazine	All In The Family Atlanta Braves	Joker's Wild Tic Tac Dough
8:00	Palmerstown	Lobo	Palmerstown	Nova	Billy Graham Crusade	Happy Days vs. Cincinnati	Happy Days	Laverne Shirley
9:00	CBS Movie "The Last Tycoon"	Hill Street Blues	CBS Movie: "The Last Tycoon"	Mystery!	Merv Griffin	Three's Company Too Close For Comfort	Three's Company Too Close For Comfort	Three's Company Too Close For Comfort
10:00		Circle Of Stars: Charlie		Backstage w/ Barn Jones	News	Hart To Hart	TBS News	Hart To Hart
11:00	News	News	News	M.A.S.H.	News	Night Gallery Movie 17: "The"	News	Nightline
12:00	Seventh Dawn	Tomorrow	Rockford Files	Perry Mason	Movie: "Crash"	Movie Maker	Movie	Movie

Wednesday Evening

April 22, 1981

	WFMY CH. 2 Cable 2	WPTF CH. 28 Cable 3	WTVD CH. 11 Cable 6	WUNC CH. 4 Cable 9	WTTG CH. 5 Cable 10	WRAL CH. 5 Cable 12	WTBS CH. 17 Cable 13	WGHP CH. 8
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8:00	Enos	Real People	Enos	Sandburg's Lincoln	Starsky & Hutch	Love Boat	Movie 17: "The Violent Men"	Love Boat
9:00	CBS Movie: "Outlaw Blues"	Diff'rent Strokes Facts Of Life	CBS Movie: "Outlaw Blues"	World	Merv Griffin	Aloha Paradise	Aloha Paradise	Aloha Paradise
10:00		Quincy		Fabulous Philadelphians	News	Vega\$	TBS News	Vega\$
11:00	News 2	News	News	M.A.S.H.	News	Night Gallery Movie 17: "Objective"	News	Nightline
12:00	& Sheba	Tomorrow		Perry Mason	Love Boat	Burma	Love Boat	Love Boat

Thursday Evening

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8:00	Waltons	Real Kids	Checking In Park Place	All Creatures Great & Small	Metromedia "Ryan's Daughter"	Mork & Mindy Bosom Buddies	TBS Movie: "The Rover"	The Girl On The Edge Of Town
9:00	Magnum, P.I.	16th Ann. Academy Of Country Music	Magnum, P.I.	Sneak Previews	Barney Miller Taxi	Barney Miller Taxi	Barney Miller Taxi	Barney Miller Taxi
10:00	Nurse	Awards	Nurse	Austin City Limits	20/20	TBS News	20/20	20/20
11:00	News	News	News	News	News	Night Gallery Movie 17: "The"	News	Nightline
12:00	& Wife	Tomorrow	Rockford Files	Hee Haw	Charlie's Angels	Devil At 4 O'Clock	Charlie's Angels	Charlie's Angels

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