

Help For Small Business Owners Is Focus of 4-Part Series

The procedures for successfully starting a small business are carefully scrutinized by several North Carolinians who have built small businesses from the ground up, on *Planning For Success*, a four-part series beginning Saturday, July 11

at 12:30 p.m. on the UNC Center for Public Television Channel 4.

Each year thousands of enterprising Americans decide to start their own businesses. They are attracted by the possibilities of making money and being independent while working at a job they find challenging and interesting. Many of these business ideas are never carried through. Among those people who manage to start a business, nine out of ten fail within the first ten years.

"Starting a small business should not be a haphazard or doomed endeavor," explains *Planning For Success* Waltye Rasulala. "There are proven methods of transforming

enterprising ideas into a functioning, profitable business. We should point out from the start that most small businesses are not successful. That's a sobering thought, and it's one of the reasons for the series. If you are going to start your own business, *Planning For Success* can help make you one of the survivors," Rasulala says.

Planning For Success presents a step-by-step process for making a promising start or evaluating the continued success of a current business. Four basic areas — development of an effective plan, marketing, financing and money management — are detailed and discussed by

experts, experienced small business owners and those whose inexperience worked against them.

Successful North Carolina business people such as Arthur Gordon, owner of Irregardless Restaurant in Raleigh, Mary Diener of Diener and Associates in the Research Triangle and Dennis Lowery, owner of Industrial Chemicals, Inc. in Charlotte, share their expertise and practical knowledge.

Business expert Gerald Isley, a former manufacturer of women's clothing and now a business consultant and teacher at the N. C. State School of Industrial Engineering, is on hand to point out how to avoid some of the most common mistakes made by small business operators.

In addition, half-hour case

studies of four businesses — a repair garage, a motel, an automobile dealer and an airplane charter service — will follow each episode of *Planning For Success*. Each study focuses on one business and shows how it succeeded and, in one case, why it failed. This in-depth look gives viewers a variety of examples against which they can compare their ideas and businesses.

Planning For Success is a co-production of the UNC Center for Public Television and the North Carolina Department of Commerce, Minority Business Development Agency. Partial funding was made possible by a grant from Broyhill Industries. The case studies were produced by the University of Mid-America in Lincoln, Nebraska.

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Sunday

July 12, 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 Kenneth Copeland 15 " " 30 " " 45 " "	Jerry Falwell " " " " " "	30 Min. Fat Albert " " " "		Jimmy Swaggart " " " " " "	World Tomorrow Spiritual Awakening " " " "	James Robison It Is Written " " " "	Dr. D. James Kennedy " " " " " "
8	00 Rex Humbard 15 Oral Roberts 30 " " 45 " "	Kenneth Copeland " " " " " "	Mighty M. H-Jeckle Goodbye " " " "		Frederick K. Price " " " " " "	Robert Schuller Church Of Our Fathers " " " "	Three Stooges & Friends " " " " " "	Gospel Expo Show My People " " " "
9	00 Sunday Morning 15 " " 30 " " 45 " "	Jim Bakker " " " " " "	Sunday Morning " " " " " "		Dr. Jerry Falwell " " " " " "	Oral Roberts Rex Humbard " " " "	Lost In Space " " " " " "	Jimmy Swaggart " " " " " "
10	00 " " 15 " " 30 Day Of Discovery 45 " "	Jerry Falwell " " " " " "	" " Gospel Jubilee " " " "		Car Care Central Theater I: "Blondie's" " " " "	Day Of Discovery Dimension " " " "	Hazel Theatre: "Withering" " " " "	Robert Schuller " " " " " "
11	00 PTL: Prime Cuts 15 Face The Nation 30 " " 45 " "	Jimmy Swaggart " " " " " "	" " T. Brown " " " "		Anniversary " " " " " "	First Presbyterian Church " " " " " "	Heights " " " " " "	Help Yourself TV8 Report " " " "
12	00 Movie: "Come Out Fighting" 15 " " 30 " " 45 " "	Herald Of Truth Meet The Press " " " "	Face The Nation F.Y.I. " " " "		Theatre II: "It Is A Wonderful World" " " " " " "	Issues & Answers Pro & Con " " " "	" " " " " " " "	Issues & Answers Super Putters " " " " " "
1	00 " " 15 " " 30 Movie: "Speedway" 45 " "	National Geographic " " " " " "	Matinee: "Vanished" " " " " " "	Firing Line " " " " " "		Baxters American Sportsman " " " "	Theatre: "PT-109" " " " " " "	Rookies " " " " " "
2	00 " " 15 " " 30 " " 45 " "	Movie: "The Man Who Loved Cat" " " " " " "	" " " " " " " "	Mast'piece Theatre " " " " " "		Theatre III "Band Of Angels" " " " " " "	Movie: "Abbott & Costello Meet Frankenstein" " " " " " "	Showcase: Deadman " " " " " "
3	00 " " 15 " " 30 Movie: "The Getaway" 45 " "	" " Sports-world " " " "	" " " " " " " "	Julia Child " " " " " "	Metromedia "Art Of Love" " " " "	Cinema 5: "Big Hand For The Little Lady" " " " "	Theatre: "Stop! Look! & Laugh" " " " "	Daktari " " " " " "
4	00 " " 15 " " 30 " " 45 " "	" " " " " " " "	CBSSports Sunday " " " " " "	Victory Garden " " " " " "		" " " " " " " "	" " " " " " " "	" " " " " " " "
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6	00 News 2 15 CBS News 30 " " 45 " "	Montage NBC News " " " "	CBS News Reel Perspective " " " "	N. Carolina People Almanac " " " " " "	Playhouse 5 "KingKong" " " " "	News ABC News " " " "	" " Nice People " " " "	Pink Panther ABC News " " " "
7	00 60 Min. 15 " " 30 " " 45 " "	Disney " " " " " "	60 Min. " " " " " "	Run Amer. Run A Time Past " " " "		Roots " " " " " "	Up Close Atlantic City " " " "	Roots " " " " " "
8	00 Archie Bunkers 15 One Day At A Time 30 " " 45 " "	Chips " " " " " "	Archie Bunkers One Day At A Time " " " "	Evening At Pops " " " " " "	Lawrence Welk " " " " " "		Alive Atlanta Braves " " " "	" " " " " " " "
9	00 Alice 15 Jeffersons 30 " " 45 " "	Big Event: "100 Years Of Solid" " " " " " "	Alice Jeffersons " " " "	Mast'piece Theatre " " " " " "	Merv Griffin " " " " " "	ABC Movie: "Nickel-odeon" " " " "	" " " " " " " "	ABC Movie: "Nickel-odeon" " " " "
10	00 Trapper John 15 " " 30 " " 45 " "	Gold " " " " " "	Trapper John " " " " " "	Wodehouse Playhouse Butterflies " " " "	News Odd Couple " " " "		" " " " " " " "	" " " " " " " "
11	00 News 15 CBS News 30 Baretta 45 " "	Carol Burnett J. Bakker " " " "	News CBS News MonteCarlo " " " "	Twilight Zone " " " " " "	Movie: "Lafayette Escadrille" " " " " " "	News ABC News " " " "	TBS News " " " " " "	News ABC News " " " "



When Earth, Wind and Fire's keyboard wizard Larry Dunn isn't making music with the hit Columbia Records band, he spends his time...making more music. Here Dunn (left) visits with jazz saxophonist Stanley Turrentine, whose new album Dunn is currently producing. And why the smiles? Well, Dunn and Denzel Miller (right) have delivered a song they composed for the album to Turrentine, and it looks like the three of them hear a hit.

"Black Images In Literature" To Be Presented At NCCU

The images of blacks in literature will be presented in a program of film, slides, dramatization, poetry reading, and discussion on Wednesday, July 15, 7:30-9:30 p.m., in North Carolina Central University's Music Auditorium.

"Black Images In Literature," coordinated by NCCU English professors Trelle Jeffers and Dr. Ruth Kennedy, will feature Lance Jeffers, noted black poet, and Linda Bragg, poet and teacher of English at UNC-Greensboro.

The program will be divided into three parts: the first dealing with black images in drama; the second concerning black images in poetry; and the third featuring the poetry of Jeffers and Ms. Bragg.

The poetry section will include dramatic readings of works like "Strong Men" by Sterling Brown, "If We Must Die" by Claude McKay, "For My People" by Margaret Walker, "Okay Negroes" by June Jordan, "On My Blk/ness" by Alicia Loy Johnson, and "Vive Noir" by Mari Evans.

Dr. Kennedy characterizes the evening as a "unique blend of performance, media, expertise and discussion — an exciting repertoire of prose and poetry artistically interwoven to recreate the images of blacks in literature."

"Black Images In Literature" is part of NCCU's summer humanities program, "Black Images in Art, Literature, and Film", sponsored by NCCU Continuing Education and the N.C. Humanities Committee.

The program is free and open to the public. The Music Auditorium is located off of Lawson Street across from the Communications Building and next to the Museum of Art.