

Series On Help For Small Business Owners On Channel 4

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 which began 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.

Monday-Friday Daytime

July 20-24, 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	Good Morning	Today	Morning		New Zoo Review	Good Morning America	Fun Time	Good Morning America
7:15	"	"	"		Great Space Coaster	"	"	"
7:30	"	"	"		"	"	"	"
7:45	"	"	"		"	"	"	"
8:00	Captain Kangaroo	"	Captain Kangaroo		Porky Pig	"	Lassie	"
8:15	"	"	"		F. Flintstone	"	My Three Sons	"
8:30	"	"	"		"	"	"	"
8:45	"	"	"		"	"	"	"
9:00	Krofft Superstars	Texas	Donahue		Leave It To Beaver	Hour Magazine	Family Affair	Richard Simmons
9:15	One Day At A Time	"	"		My Three Sons	"	I Dream Of Jeannie	Charlie Rose
9:30	"	"	"		"	"	"	"
9:45	"	"	"		"	"	"	"
10:00	Beverly Hillbillies	Las Vegas Gambit	Jeffersons		Ghost & Mrs. Muir	Uncle Paul	Movie:	John Davidson
10:15	Alice	Blockbuster	Alice		Chico & The Man	Edge of Night	"	"
10:30	"	"	"		"	"	"	"
10:45	"	"	"		"	"	"	"
11:00	Price Is Right	Wheel Of Fortune	Price Is Right		Medical Center	Three's Company	"	Three's Company
11:15	"	Password Plus	"		"	"	"	"
11:30	"	"	"		"	"	"	"
11:45	"	"	"		"	"	"	"
12:00	Odd Couple	Cardsharks	News		Panorama	News	Freeman Reports	Family Feud
12:15	"	"	"		"	"	"	"
12:30	Young & The Restless	The Doctors	Young & The Restless		"	Ryan's Hope	"	Ryan's Hope
12:45	"	"	"		"	"	"	"
1:00	"	Days of Our Lives	"		Mike Douglas	All My Children	Movie:	All My Children
1:15	"	"	"		"	"	"	"
1:30	As The World Turns	"	As The World Turns		"	"	"	"
1:45	"	"	"		"	"	"	"
2:00	"	Another World	"		I Love Lucy	One Life To Live	"	One Life To Live
2:15	"	"	"		"	"	"	"
2:30	Search For Tomorrow	"	Search For Tomorrow		Mayberry R.F.D.	"	"	"
2:45	"	"	"		"	"	"	"
3:00	Guiding Light	Bullwinkle	Guiding Light	Sesame Street	Bugs & Popeye	General Hospital	Fun Time	General Hospital
3:15	"	Superadventures	"	"	Tom & Jerry	"	Flintstones	"
3:30	"	"	"	"	"	"	"	"
3:45	"	"	"	"	"	"	"	"
4:00	I Love Lucy	Gilligan's Island	One Day At A Time	Sesame Street	"	Batman	Addams Family	Six Million Dollar Man
4:15	"	Carol Burnett	John Davidson	"	Flintstones	Brady Bunch	Hazel	"
4:30	Gomer Pyle	"	"	"	"	"	"	"
4:45	"	"	"	"	"	"	"	"
5:00	Wild Wild West	Star Trek	"	Mister Rogers' Electric Company	Brady Bunch	Beverly Hillbillies	Ozzie & Harriet	Emergency
5:15	"	"	"	"	I Love Lucy	Gomer Pyle	Beverly Hillbillies	"
5:30	"	"	"	"	"	"	"	"
5:45	"	"	"	"	"	"	"	"
6:00	News	News	News	Dr. Who	Andy Griffith	News	Father Knows Best	News
6:15	"	"	"	Wildlife Adventure	Happy Days Again	ABC News	That Girl	ABC News
6:30	CBS News	NBC News	CBS News	"	"	"	"	"
6:45	"	"	"	"	"	"	"	"

Monday Evening

July 20, 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	Six Million Dollar Man	Family Feud	MacNeil/Lehrer	Welcomeback Kotter	Sanford & Son	All In The Family	Joker's Wild
7:15	P. M. Magazine	"	M.A.S.H.	N.C. People	M.A.S.H.	P. M. Magazine	Get Smart	Tic Tac Dough
7:30	"	"	"	"	"	"	"	"
7:45	"	"	"	"	"	"	"	"
8:00	M.A.S.H.	Little House	M.A.S.H.	War And Peace	Starsky & Hutch	The Best Of Times	TBS Movie: "Sunset Boulevard"	The Best Of Times
8:15	House Calls	"	House Calls	"	"	"	"	"
8:30	"	"	"	"	"	"	"	"
8:45	"	"	"	"	"	"	"	"
9:00	Miss Universe	Flamingo Road	Miss Universe	Dance Of Two Countries	Merv Griffin	ABC Movie:	"	ABC Movie:
9:15	"	"	"	"	"	"	"	"
9:30	"	"	"	"	"	"	"	"
9:45	"	"	"	"	"	"	"	"
10:00	"	The Last Convertible	"	Hot Stuff	News	"	TBS News	"
10:15	"	"	"	"	"	"	"	"
10:30	"	"	"	"	"	"	"	"
10:45	"	"	"	"	"	"	"	"
11:00	News 2	News	News	Twilight Zone	M.A.S.H.	News	"	News
11:15	Quincy/Harry O	Tonight	Mary Tyler Moore	Urban League's	Odd Couple	Nightline	TBS Theatre "Come"	Nightline
11:30	"	"	"	"	"	"	"	"
11:45	"	"	"	"	"	"	"	"
12:00	"	Tomorrow	"	National Conference	Perry Mason	Fantasy Island	Blow Your Horn	Fantasy Island
12:15	"	"	"	"	"	"	"	"
12:30	"	"	"	"	"	"	"	"
12:45	"	"	"	"	"	"	"	"

Tan Topics



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