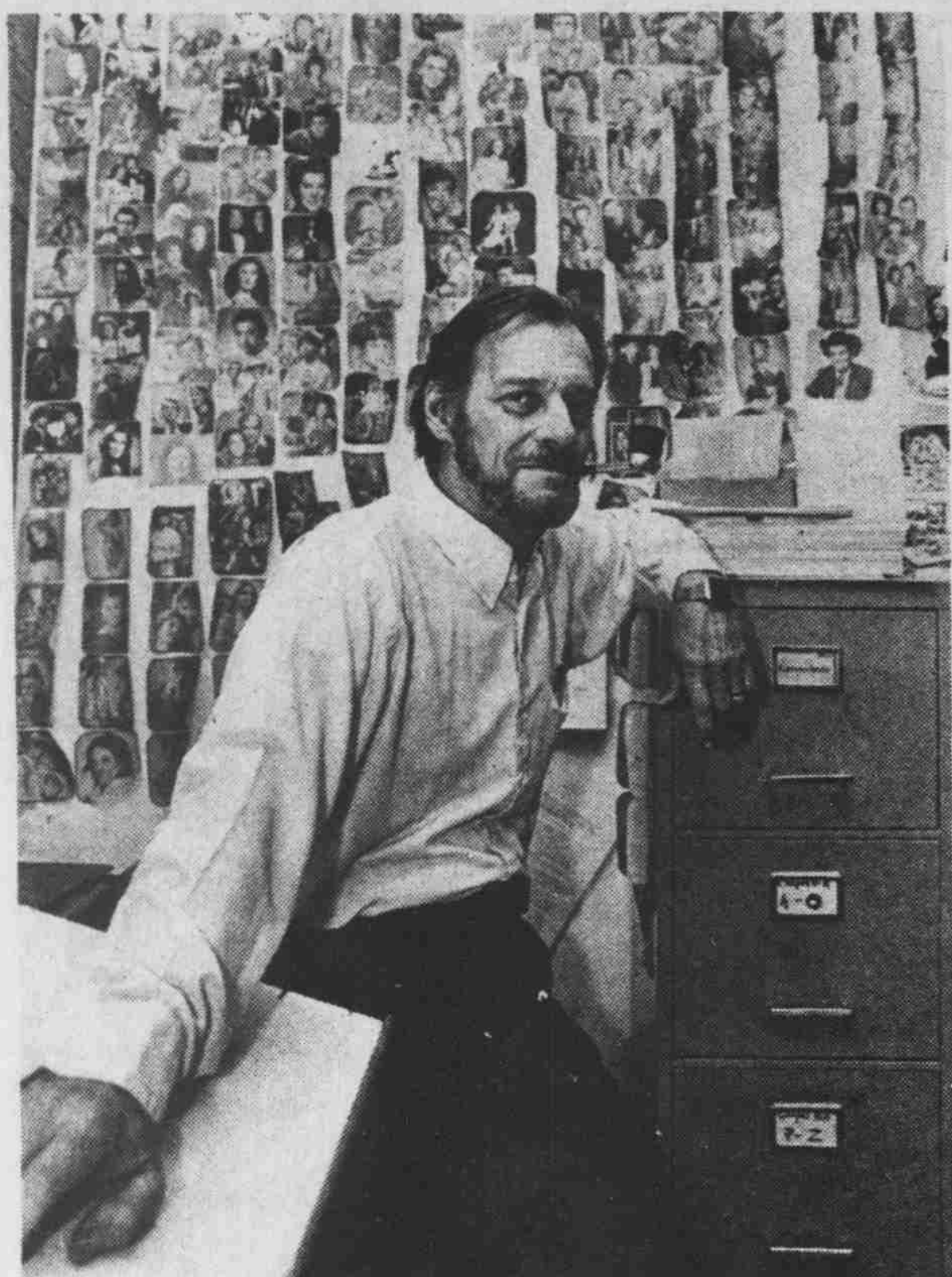


Local businessman runs the whole show for magazine 'TV Times'



TV Times' publisher Ben Saxon poses in his office in front of photos of stars whose faces have graced the magazine's cover.

By CINDI ROSS
Special to the DTH

Few people can succeed in their own advertising business. Ben Saxon, publisher of *TV Times*, a Chapel Hill-Durham guide to TV programming, is one of them.

"This kind of business doesn't require a tremendous amount of capital," Saxon said. "But you have to work real hard. You have to be totally self-motivated. Nobody tells you what to do."

For the past eight years, Saxon, 53, has been making *TV Times* a success. The first issue had five ads; now it averages 35.

So now, in addition to running the Carrboro-based weekly magazine, Saxon sells all the ads, and his advertisers like it that way.

"I know the technical end of the business as well as selling ads," he says. "A lot of the questions a salesman is asked — like how something will look reduced or enlarged — he can't answer, but I can."

Saxon comes up with the ideas for most ads in the magazine. "I know what to stress and what not to," he says. "In advertising, when you handle an account for a while, they let you do what you want to if you're good at it."

Saxon takes a low-key approach in selling ads. "I don't have a great big presentation," he said. "But I see everybody every week, and I work with them to help merchandise their products."

Not only does this method make advertisers happy, it also fits Saxon's character.

"I never wear a tie or a jacket when I sell advertising," he said.

Saxon prints 20,000 copies of *TV Times* each week. The magazine is distributed free of charge in grocery stores and local businesses.

"What you want to do is get this book to a weekly shopper," Saxon said. "He sees it and knows where he can get it, and picks it up if he wants to."

"I don't use my advertisers to distribute the magazines," Saxon said. He won't accept supermarket ads because grocery stores would object if he printed ads for their competitors.

TV Times lists 22 channels, including HBO, Showtime, Cinemax and The Movie Channel. Saxon buys the listings from Tele-Log, a computerized service in Atlanta that sells schedules to more than 2,000 similar publications around the country.

The magazine splits its advertising and information about 50-50, Saxon said. In addition to TV listings, it carries TV trivia, horoscopes, crossword puzzles and a cooking column, supplied by Copley News Service in San Diego, Calif.

"I've got the only TV publication I've seen that has only one ad on the front," Saxon said. "A lot of the magazines have so many ads you can't tell it has anything to do with TV."

"A couple of years ago, a customer asked me, 'How can I get my picture on the cover?' I said, 'Very easy — become a TV star.' He didn't like that very much."

Saxon began with a different publication. In 1976, he bought a franchise from *TV Tempo*, a similar magazine. "But they didn't know as much about the business as I did, so I went independent," he said.

TV Tempo sued Saxon. Saxon's lawyer put together a strong case against the business, and *TV Tempo* agreed out of court to drop the charges on the condition that Saxon promised not to sell any franchises of his own within 50 miles for three years. He agreed, and *TV Times* was born.

"When I bought my franchise, everything was done in Athens, Ga.," Saxon said. Now he composes and typesets the magazine in his shop in Carr Mill Mall.

Since starting his own magazine, Saxon has also been expanding his market. He publishes 30,000 copies of *TV Times* for Greensboro-High Point, and he has franchises covering the Outer Banks and Hickory-Lenoir.

"The TV magazine is one of the fastest-growing print businesses in the country," Saxon said. He is stepping up efforts to sell franchises in North and South Carolina, Georgia and Virginia, he said.

"There's no end to it," Saxon said. "I'm not trying to become a millionaire. We're trying to expand, but very carefully."

Saxon always has been a businessman, he said. "When I was about seven years old, my mother was having a little get-together with her friends," Saxon recalled.

"One of the ladies went to the bathroom and came back and said, 'Oh, that Ben is so cute.'"

"And my mom asked what I had done. I had set up a table in front of the bathroom and was charging a penny to get in."

"Then, when I was 12 — that was in 1942 when the war started — I had my first real business venture. The garbage men were real careless then. So I went around the neighborhood and told people I'd paint their initials on trash cans for 10 cents an initial."

While he always has been involved in his own businesses, Saxon has specialized in advertising for almost half his life. When he was 21, he moved from New York to Florida. He got married and then enrolled at the University of Florida in Gainesville when he was 27. He graduated from the School of Journalism there in 1961 with a bachelor's degree in advertising.

After college, Saxon went to work for *The Miami Herald*, selling ads and doing special sections. He had been there about seven years when he hit upon an idea for his own business.

"I dreamed up an idea to produce guides for cruise ships. I signed up all the major cruise ship lines and contracted to give them guides free, and then I was going around selling advertising."

"The *Miami Herald* heard about it and liked the idea so much that they bought into the business, so I wound up with my own employer as my partner. At that point, I was a *Herald* advertising executive.

"I worked on that for two years, and I did an awful lot of traveling all over the Caribbean." Meanwhile, Saxon's first wife had died, leaving him with three daughters. In Jamaica he met Diana Flannery, a widow with three sons. Saxon and Flannery married in 1971 and lived in Kingston, Jamaica, for four years.

In 1976, with the children approaching college age, the Saxons decided to move to Chapel Hill.

The Saxons' oldest son, Brendan Flannery, was planning to study marine biology at the University of North Carolina at Wilmington, and since his family lived in Jamaica, he had to come to Chapel Hill to be enrolled.

Brendan, now 26, changed his mind and attended UNC-CH, as did Stephen, 24.

Stephen Flannery is the production director of *TV Times*. His mother also helps, making it a family business.

Although Ben Saxon is independent in his business, Diana Saxon said he was family-oriented. "Ben is the type who works all day and then comes home," she said. "He's very close to his family."

'Phoenix' editor Joseph Cincotti resigns post

By STEVE FERGUSON
Staff Writer

Joseph Cincotti, editor of *The Phoenix*, has resigned his post with the student publication, according to Joe Cannady, chairman of the UNC media board.

"He turned it in at the end of exams last semester," Cannady said. "He felt like he was putting *The Phoenix* on the spot, but he couldn't pass up the opportunity."

Cincotti will spend this semester at a division of the Eugene O'Neill Theatre Center, the National Theatre Institute, in Waterford, Conn. Cincotti, a

Morehead Scholar, will study drama at the institute.

"The media board knew his resignation was a possibility," said Richard Beckman, faculty advisor to the media board.

Students interested in *The Phoenix* editor position must be currently enrolled at UNC and must send a resume, letter of intent and three letters of recommendation to the media board before Jan. 20. The board's mailbox is located in the Carolina Union.

On Monday, Jan. 23, the board will interview applicants and decide who to elect to the position, Beckman said.

The new editor will not create major changes in organization of *The Phoenix*, Beckman said. "I doubt there will be that many (staff) changes at this point in time," he said. "The board's going to want them to get back on the newsstands as soon as possible."

In Wilson Library

By MARGARET CLAIBORNE
Staff Writer

The North Carolina Collection at Wilson Library contains a variety of tales that can enthrall history buffs for hours. Accounts of how the pirate Blackbeard terrorized the Outer Banks and stories of the Wright Brothers' first flight at Kitty Hawk are two of many.

Perhaps one of the most interesting tales in the North Carolina Collection is that of its founder.

It all began at 8 a.m., April 17, 1865, when 4,000 armed men rode into Chapel Hill, invaded the University and unfurled their flag. For the first time in four years, the citizens and students of Chapel Hill saw the Stars and Stripes — once loved and respected but now ardently hated. The Civil War had come to the University of North Carolina under a cavalry headed by Union General Smith B. Atkins.

Atkins' army had orders from General Sherman to protect the University and the

town, but while both were well-guarded, the cavalry stabled its horses in the University's library, Old West, and in South Building. The surrounding countryside was not included in Sherman's agreement; therefore, livestock, food and other personal property were freely taken by the Union forces.

Only about 12 students witnessed the occupation. Classes were discontinued, and most students left before the troops arrived.

It was during this occupation that one of the most scandalous cases of "love at first sight" occurred. When General Atkins called upon University President David L. Swain on April 19, he met Swain's daughter Eleanor. The couple fell in love and were married four months later.

Despite the General's fair and courteous nature, the people who had suffered at the hand of his army could not forget that he was a Yankee General.

During the wedding, a group of Uni-

versity students tolled the South Building bell, and afterwards they hanged President Swain and General Atkins in effigy. Almost overnight President Swain and the University lost many supporters. But, despite his weakened popularity and the bitter criticism of the University, Swain never seemed to realize a loss.

He persisted in keeping up the exercises of the institution. Commencement exercises took place that year, although only four of 15 members of the graduating class were present.

Swain's persistence in keeping up the University's high standards for learning are also evident in his efforts to preserve the history of UNC and North Carolina.

In organizing the Historical Society of the University of North Carolina in 1844, Swain provided the foundations for what is now the North Carolina Collection — which houses the history and captures the spirit of the University.

"The collection (which is located in the east wing, first floor of Wilson Library)

preserves the oldest and most comprehensive collection of materials relating to North Carolina and by North Carolinians," Curator H.G. Jones said. "Its presence has made the University a center of regional as well as state research."

The collection is privately endowed with gifts to the University. Its holdings are as current as today's newspaper and as old as materials about Sir Walter Raleigh and the first colonists to reach the Carolinas in the 16th century.

A walk among the shelves in the North Carolina Room reveals a wide variety of information about the state from geological and scientific statistics to speeches, sermons and literature — all pertaining in some way to North Carolina.

The collection also includes a special collection of manuscripts and works by North Carolinian Thomas Wolfe, two rooms dedicated to the Raleigh Collection, and an unbroken collection of N.C. State Laws dating from 1777.

Collection details riches of N.C.'s past

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company's plan to refund a pro-rated portion of the money paid for the service. He said the refund would be based on the number of games that were shown free to all ESPN subscribers. So far, two games have been shown to all ESPN subscribers.

Pettis said his company would lose at least \$2,000 if it could not continue Season Ticket, because of money spent on equipment, advertising and legal fees.

James A. Heavener, president of the Village Companies, which owns Village Cable, said his firm had not decided how to refund money paid by Season Ticket subscribers. He also said he did not know what Village Cable's losses would be.

From page 1

The suits already filed in North Carolina may be the first of many suits against local cable companies over the Season Ticket programming.

The Wilmington attorney who filed the first suit has received 37 requests from attorneys in North and South Carolina, Virginia, Georgia and Kentucky for copies of the complaint he filed last week.

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