

# New Center Director Outlines Future

John "Jake" Dunlop, the new director of the UNC Center for Public Television, brings over 25 years of broadcast experience to creating a fresh, new public television entity for North Carolina.

For the past decade, Dunlop has headed Vermont's four station public television system, where he more than doubled the network's budget and operating hours. Before that, he started the first public station in the Virgin Islands from scratch. He has also been general manager of the Maine public system and has an extensive managerial and production background at public television stations in Alabama and Iowa. Over the years, Dunlop has also graced various announcing and acting jobs with his distinct, well-modulated voice. Add to the numerous programming and film awards (including a 1977 Emmy) and you begin to get the picture of a dedicated television professional as he prepares to make the Center's second 25 years even greater than its first quarter century.

Dunlop lives in an apartment on the outskirts of Chapel Hill with his wife Patsy and their youngest daughter Colleen. Their other four children have careers in New England and the Virgin Islands. He says the family is used to moving, but contends this will be the last one.

In the interview below, Dunlop talks about the establishment of the Center, its aims and some of his personal goals for it as he moves to develop the UNC Center for Public Television into "the most distinguished network production center in the country."

**Why did UNC-TV become the University of North Carolina Center for Public Television — The Center?**

"The change was mandated by the North Carolina Legislature. First of all, newness was called for in public television in the state. A telecommunications system that is 25 years old is getting along in years. Indeed, it's middle-aged. UNC-TV needed a 'career change,' an exciting

one, . . . a rebirth; hence, the creation of the University of North Carolina Center for Public Television.

"The Center is based on the premise that its primary function is to broadcast significant programs that will be watched by North Carolinians and to make public television of such a character that people have a sense that 'it's mine.' At the outset, this means two things to me: (1) programs will be researched, produced or acquired, and broadcast; and (2) audiences will be developed, programs promoted and viewed.

"Simply stated, the basic premise of the Center is programs . . . programs that will be watched."

**Beyond a legislative act, what is involved in establishing the Center?**

"What's necessary is a strategy of planning for the Center: its objectives, functions, audiences to be served, financing, its outcomes and its organization; a planning process that looks at constraints and policies — long-term guidelines — in all the functional areas of the new Center.

"First, it involves an evaluation and an inventory of what exists today in terms of resources — human and fiscal, and of facilities, expectations and desires. Second, we must take a long-range look at the realities of funding and the impact of economic down-turns on the University Center for Public Television. And third, we must anticipate the future impact of burgeoning technology on lifestyles, on habits, opportunities, planning, purchasing and on obsolescence. However, we must never lose sight of our major resources — programming and audiences — within the context of new technologies and systems.

"As an example consider the environment of tomorrow, the different lifestyles on the horizon. The Center must be competitive in an environment that will provide the viewer with almost unlimited options.

"Saturation and choice will be the name of the game. And The Center will be able to

compete because it will offer first-class choices.

**Will there be a difference on the public television stations that viewers will notice?**

"Our new logo will be one thing that they will notice. But also the programs will have a freshness about them. They will be visually interesting or visually different. What was heard would be clear and precise. What was seen would catch the viewers' eye. If they had not watched the program, they would hear it talked about the next day and wonder why they had missed it and why they didn't know about it. The program would be relevant. After watching the program, the viewer would reflect, 'I'm glad I didn't miss that.' And it would be a program they would find themselves talking with their neighbors and thinking about afterwards.

"After all, like any television network, the Center will be judged by its programs — national and local (and when we say 'local' we mean 'State-of-North-Carolina' local). Excellence must be the criterion. Excellence will be the criterion."

**What will the new Center do for North Carolina and its people?**

"I see the Center as being a mirror that North Carolinians can look into and see more than they can see without it. If people in the mountains look around their area, they see, feel, experience one majestic view of the state, while the people on the coast see another. The Center will be the mirror that will enable the sharing of visual, aesthetic, psychological and economical phenomena or feeling between the citizens of the state.

"Also the Center will bring to the rest of the world, all that is good and great and dynamic and fascinating and significant in North Carolina. There are many stories to be told here, and I think it is equally important to do what we've been doing — that is to bring all these things into the rest of the world so that we are not perceived as provincial."

**What will happen to the more traditional education role which public television has served?**

"The Center will continue to have an educational mission. But as you know the conventional educational institutions — colleges, universities, the public school system — are adapting to the new technology and are capable of doing internally and with cable

systems, video disc, video tape recorders and with educational broadcast what public television use to do. The only institution that we're really left to serve is the public school system with the instructional service and even that is changing with video tape recorders and with the establishment of libraries of cassettes and video discs. That institution will not need us much longer; so, as a systematic instructor or a provider of systematic instruction course for credit, that's phasing out.

"What the public is calling for now is a broader concept of education: an education process has taken place when information is consumed or understood or digested.

"So the Center will get away from the systematic and will go on meeting the needs of target audiences. How to prepare for retirement-or things of that nature-that can be informative and educational, yet entertaining and pleasant."

**Do you have personal goals that you want to achieve at The Center?**

"Yes, to think of the ideas that have not come to mind yet; that's the challenge. I raised five children in a home over a period of 29 years during which television played a dominant influence. And it was home in which public television has always been a part. I have a knowledge of the potential of the system to meet the public need by being familiar with the technology. And I have the desire to achieve something I have never been able to achieve.

"When you work in television, you're working with accountants, painters, lawyers, graphic artists, photographers, plumbers, electricians, state hands, musicians, truck drivers-people from every walk of life. A public television station, with all of its component parts and personnel is a miniature world with all of the talents and arts that exist. At the Center, we'll have a group dedicated to communicating information so that it can be broadcasted and understood.

"The Center itself will be a community — a place of effective communicators and communication.

"I tried to figure out a Boy Scout oath for The Center one time. We must be fair and truthful. But there's a quote from Milton that seems more appropriate to the Center's goals, 'Good, the more communicated, more abundant

grows. The more good public affairs, entertainment, and news we bring to North Carolina the more the Center and its audience will grow."

## POINTERS ON PETS

Training your dog? Don't discourage him from barking completely. For this is his way of alerting you to possible danger. But excessive barking can and should be curbed. Follow this simple and effective procedure: firmly grip his muzzle for a few seconds and, in a stern tone of voice, give him a one-word order like "Quiet!" or "Silence!". Then let go. If the barking is not resumed at that moment, praise him in a soft-spoken, friendly tone of voice.



Dogs need care as well as training. For example, watch your dog when he scratches. It may not just be fleas... like humans, dogs get skin disease. The symptoms may include excessive scratching, hair loss, cuts and scrapes, sores, eczema, chafing and scales, and "hot spots". "Hot spots" (acute moist dermatitis) are moist, shiny, painful raw areas on a dog's skin. They occur as a result of licking or scratching an already established skin irritation or infection. Sulfodene Medication for Dogs, developed by a veterinarian, can effectively treat "hot spots" and other canine skin diseases. It's available wherever pet care products are sold.

"We always love those who admire us, but we do not always love those whom we admire." La Rochefoucauld

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