

A Close Look At

Local Programming

By Abigail L. Flanders
Post Staff Writer

It's Thursday afternoon. Jim Strader, the producer and writer of Whistlestop hurries into the studio in his "Puff-n-Too" garb railroad coveralls and an engineer's hat, carrying an armload of puppets and a format for Sunday's show. He calls an informal meeting on the Whistlestop gang—Clara Lowry, Jim Patterson and Fred Kirby.

He explains what he wants for this week's show and readily invites input from the cast. They all converse and get into character while the production crew is busy setting the props and making sure that the lights are properly set. The set and the cast are ready, so the audio man at the

discretion of the director, begins the theme song. And thus, the beginning of another successful Whistlestop session.

Whistlestop, one of only two local children's programs, was the brain child of Dennis Phillips, who left WBT and Charlotte more than a year ago and willed it to the industrious young Jim Strader. Since then, the ratings have soared, and Whistlestop is now deemed as being one of the most successful attempts of good education entertainment for children. "The success of the show is due to its talent staff," Jim Strader said. "With a combination of experience and wit from Jim Patterson, child appeal from Fred Kirby and a sincere understanding and rapport with children from Clara Lowry, the show has better than a fair chance to continue being a success."

Whistlestop is the first children's show that Jim Strader has ever produced and written. He sees it as an enormous challenge, but the rewards for both Jim and WBT have been worth all the time and effort that Jim and the Whistlestop cast have put in it. "The biggest problem is finding the time to do all the work that producing and writing a children's program takes. I have had a great deal of input from

the cast and the production crew, but the responsibilities of trying to both educate and entertain children are great. I must continuously be aware of the age group that I am trying to reach and I'm often faced with the dilemma of either oversimplifying or undersimplifying a particular subject."

One of the questions that is usually posed by Black viewers is whether or not the show has "Black appeal." Perhaps one of the best answers to that question is the fact that the show has "child appeal," and a child's world has no room for color distinction or prejudice.

Also, the appearance of Clara Lowry as the singer, the story teller, the dancer and often the puppeteer gives some Black identification and appeal to the show. "I am often recognized by Black and White children of all ages who tell me that they enjoy the show...Not just because I'm on it, but because of the show itself."

In an age when television reflects the hectic and complicated pace of life, it should be very rewarding for parents to know that there's at least one program that is designed for the innocent, uncomplicated minds of children.



BILLY DAVIS WITH MARILYN McCOO

Gladys Anderson ...Popular husband and wife team

Marilyn McCoo, Delphonics

To Appear On "Soul Train"

Marilyn McCoo and Billy Davis, the dynamic duo who broke away recently from the Fifth Dimension to form their own act, are special guests this weekend on the Soul Train television show which also features appearances by the Delphonics and vocalists D. J. Rogers.

McCoo and Davis, husband and wife, team up to do "I Hope We Get To Love In

Time."

The Delphonics blend their melodious voices on "This Time," "Phoney" and "I've Got Everything I Ever Want In You." Organized as the Four Gents in 1964, the Delphonics are now a trio composed of William and Wilbur Hart and Randy Cain.

In soaring tenor tones, ballad singer, D. J. Rogers, impresses with his lyrical delivery of "(It's Alright Now) Think I'll Make It Anyhow" and "Say You Love Me."

The Soul Train Dancers keep the action lively and host-producer, Don Cornelius, interviews the artists.

Soul Train is sponsored by Johnson Products Co., manufacturers of hair care products and cosmetics especially for Blacks.

Blind People Can Now

Purchase Needed Aids

RALEIGH -- Blind or visually-impaired people from across the state can now purchase needed aids and household items designed especially for them from the North Carolina Division of Services for the Blind in Raleigh.

The agency stocks hundreds of these items, and they can drop by the office at 410 North Boylan Avenue and inspect the items prior to purchase.

Items include everything from a needle threader to a specially designed scabble game or a bowling rail. Dr. William Waters, director of the Division states that thus far items such as self-threading needles, large-print telephone dials, specially designed alarm clocks, timers,

watches, canes, games, and kitchen aids such as locklid sauce pans, splatter guards, oven mitts, food turners and measuring cups have been the most popular items.

Articles the Division sells are purchased from the American Foundation for the Blind and sold at a 5 percent discount. Dr. Waters says that this is not a great savings, but that the greatest advantage is in saving time in receiving the products. "People can walk in our office and make direct purchases or they can order them by mail or telephone and receive them in several days," Dr. Waters said.

"We felt this was another service the Division could offer the visually-impaired citizens in our state."

THE HOUSE OF CHARLES

Barber Shop and Salon

When You Care Enough To Look The Very Best
Figure Control- Cosmetics- Jewelry

Charles H. Williams, MB

2311 LaSalle Street, Charlotte Telephone 394-0608

Loretha Hodges Finds New

Challenges In TV Reporting

By Abigail L. Flanders
Post Staff Writer

Loretha Hodges is quiet and soft-spoken, yet dynamically talented as WSOC-TV's news reporter. She's a small town girl with small town qualities—the kind of qualities that have made her one of WSOC's biggest assets.

Loretha's home town is Henderson, North Carolina. She came to Charlotte in 1967 to attend Johnson C. Smith University. After her graduation in 1972, she became interested in trying her hand at news reporting. In 1973, she became a part of the WBT radio news team. In 1974, she joined the television news team at WSOC. "It's more challenging, but easier to do television news because there's less hustle. Instead of doing five or six stories as I did when I worked in radio, I only do one or two," Loretha said.

Her goals, ambitions, and personality are based on her philosophy of life. "I believe in being sensitive to the needs of others and I would like the same consideration in return. I deplore people who place more value on material things than on basic human and emotional needs."

She has the "girl-next-door" image that blends very well with her talents as a news reporter. She comes across on the screen as being positive



Ms. Loretha Hodges
...Small town girl

and aggressive yet very down to earth and very feminine.

She is a young divorcee who faces all the frustrations of being a single parent. "I realize that wherever I am going career-wise is directly related to where I am taking my child. I am constantly thinking of her needs and realizing that she must come first. After a busy day of researching and reporting news, I must extend

just as much energy at the end of the day for my child. She's an exceptional child and like me, her interest span is very short."

Ultimately, Loretha would like to host her own show—a show that would analyze the

basic human condition. "I believe that's a long way off, but I still dream of the day when I am asked."

Post To Publish

6-Part Series On

CBD Conference

The Post will begin publishing a six-part series on the 12 issues of the Caucus of Black Democrat Conference. Reserve your copy now for Hoyle Martin's crisp reporting on this historic event in Black history. Which will begin Thursday, May 13.

Attend
Church

CHARLOTTE ART CINEMA
123 W. TRADE ST. • 378-7200
OPEN 11 A.M. DAILY 1 P.M. SUNDAY
SEE AND HEAR THE ULTIMATE PRICE FOR HER CURIOSITY!
ANGEL ALICE
OF THE DEEP
SERVICES AVAILABLE



Ms. Beverly Butler
...Winthrop College graduate

Beverly Butler

Named WSOC

Media Assistant

Ms. Beverly Love Butler has been named Media Assistant for WSOC-TV, Charlotte, N.C. Ms. Butler's duties include the timing and editing of all films for feature movies, commercials and promotional spots.

Ms. Butler joined the WSOC-TV staff in January of 1976 as Promotional Assistant. Prior to that she had been a statistician for Xerox, Inc.

Beverly is a graduate of Winthrop College, Rock Hill, S.C., and attended Fayetteville State University in Fayetteville, N.C. where she studied data processing and television production.

While at Winthrop College, Beverly received the "Who's Who in American Colleges and Universities Award" and the "Drama Award" for 1970.

In addition to her duties at WSOC-TV, Beverly does some modeling and works in commercial productions. She is single and lives in Charlotte.

A COMPLETE EVENINGS ENTERTAINMENT
the Pineville dinner theatre
OUR GREATEST YET...
More people have already RESERVED to see "OLIVER" than any attraction in our history!
LIMITED SEATING ONLY!
OLIVER!
The Smash Hit Musical
Book, Music and Lyrics by LIONEL BART
RESERVATIONS 542-3481

A RE-RELEASE
BACK BY POPULAR DEMAND
"BORN LOSERS"
A RE-RELEASE
THE ORIGINAL
SCREEN APPEARANCE OF
TOM LAUGHLIN
AS BILLY JACK
PLUS THE MACK
2 BIG SHOWS NOW SHOWING
\$1.00 ANY TIME Double Feature
Dilworth Theatre

The new action adventure fun picture of the year.

Teamed up to tear them up

Plus The greatest martial arts movie of all time.

HOT POTATO

Starring **JIM KELLY**
Shows AS At: 1:30-4:50-8:15
With Extra Late Show Fri.&Sat. nite a At 11:30

CAROLINA THEATRE

Starring **BRUCE LEE**
Shows At: 3:10-6:30-9:40
2 BIG SHOWS \$1.00 TILL 2:30

Enter The Dragon

NOTE: Just some of the folk who found it pays to listen to G-16!!

Adra Sparks, Fireside Drive, Charlotte, a winner on WGIV, 10th
ithia Rawlinson, Queen Road, a winner on 1600. Myrtle Cuthb
1, N. Harrill St., Charlotte, a winner on WGIV, 1600. Kenne
nt, Coronia St., Charlotte, a winner on WGIV, 1600. Barbra
ston, Afton Lane, a winner on 1600. Les Reid, Pressly Road
mer on 1600. Sandra Jones, Smallwood Place a winner on WGI
JO. Ruby Fewell, Coronia Street, Charlotte a winner on 1600
ia Bailey, Ridge Avenue a winner on WGIV, 1600. Loretta Wal
1, Tinsley Street a winner on WGIV 1600. Jackie Griffin a w
1 on 1600, WGIV. Donnie Backer, Parkwood Avenue, Charlotte,
mer on WGIV, 1600. Bridget Roberson, Syracuse Drive a winn
WGIV, 1600. Bernard Cunningham, Nations Ford Road, a winner
V, 1600. Alvesta Kennedy, Skyview Road, Charlotte, a winne
WGIV, 1600. Freddie Mussey, Lambeth Drive, Charlotte a win
WGIV, 1600. Anthony Watts, Wingate Street, a winner on 160
1jamin Jackson, Morgan Street, Charlotte, a winner on WGIV,
mathan Blakeney, Julia Avenue, Charlotte a winner on WGIV 1
m Johnson, Charlotte, a winner on WGIV, 1600. Adell Totten,
mer on WGIV, 1600. Denise Jackson, Central Avenue, Charlot
inner on 1600. Beverly Harley, 10th Street, Charlotte a wi
WGIV 1600. Angela Davis, Milan Road, Charlotte, a winner o
V, 1600. Dee Dee Davenport, Double Oaks Road, a winner on
lyn Byrd, Tara Lane, Charlotte, a winner on WGIV, 1600. Reg
ve, St. Paul Street, a winner on 1600. Althea Byrd, Vance S
rlotte, a winner on WGIV, 1600. Shirley Sowell, Jackson Aven
inner on WGIV, 1600. Tony Crawford, Brookhill Road, a winn
V, 1600. Joyce Porter, W. 7th Street, Charlotte, a winner o
V, 1600. Barbra Anderson, Walnut Avenue, a winner on 1600.
vin Maddox, Pegram Street, Charlotte a winner on WGIV, 1600
ry Sanders, Seymour Drive, Charlotte, a winner on WGIV, 160
es Farmer, Old Steele Creek Road, Charlotte a winner on WGI
herine Burris, N. Alexander Street, Charlotte a winner on WGI
idra Acker, Martin Street, a winner on WGIV 1600. Beth Drak
lon Drive, Charlotte, a winner on WGIV 1600. Walter Willia
racoke Court, Charlotte, a winner on WGIV 1600. Robert Mor
kney Avenue, Charlotte, a winner on WGIV 1600. Jean Anders
es Street, a winner on 1600. Marcus Graves, W. Park Avenue
rlotte, a winner on WGIV 1600. Elise Davis, Brookhill Road
mer on WGIV 1600. Ronald Davis, Woodruff Place, Charlotte,
mer on WGIV 1600. Janice Thompson, LaSalle Street, Charlot
inner on WGIV 1600. Shelia Jackson Evergreen Drive, a winn
WGIV 1600. Sonja Bell, Wynbrook, Charlotte, a winner on WG
phonso Davis, McAllister Drive, Charlotte, a winner on WGIV
ora Stowe, Rte 14 Charlotte, a winner on WGIV 1600. Pamela
ons Northcliff Drive a winner on 1600. Rhonda Roseboro Cha
winner on WGIV 1600. Geraldine Phifer, Georgetown Drive, a
c on WGIV 1600. Donzell Payne, Cummings Avenue, a winner on
ctis Youngue, LaSalle Street, a winner on WGIV 1600. Andre B
rlotte, a winner on WGIV 1600. Milton Crowe, Homewood
winner on WGIV 1600. Dave Johnson Queen Road, Charlot
c on WGIV 1600. Robert Lowery, Sylcania Lane, Charlot
c on WGIV 1600. Cefus Summer, Seymour Drive, Charlot
WGIV 1600. Felicia Young. Sanders Street. a winner