

**Switching To Big WAYS**

**Jim Black Is Leaving WGIV**

by Sherleen McKoy  
Post Staff Writer

James "Jim" Edward Black, well-known celebrity of WGIV's "The Black Rap" show is switching over to Big WAYS radio station.

Jim is the Public Affairs "Director at WGIV and is in" charge of the station's promotions. He said that he loved working at WGIV. "It's been very good to me, a very good give-and-take working relationship," he explained.

Jim has a number of reasons for leaving WGIV to accommodate Big WAYS- some of them being "a larger audience, more exposure, more money (naturally) and more challenge."

"Whereas WGIV has a black market, Big WAYS has an integrated market," Black explained. Jim plans to take "The Black Rap," a two-way talk show, with him. At WGIV the show airs on Sunday evenings from 9:30 to 11. On October 8, Big WAYS radio station will air the first "Black Rap" session with Jim as moderator from 9 to 11 p.m.

Jim said that at Big Ways he won't just be working with one radio station. WROQ FM radio station is also owned by Big Ways.

"A lot of people thought I might go over to a predominately white station, be swallowed up and get lost," Black stated, "but I believe I will mesh with the people over there, I won't get lost."

He believes he will emerge as a "larger personality." Not only will he have new listeners but he also thinks that his black listening audience will make the switch along with him, because after all, the "audience makes the show."

At Big Ways, Jim will have a budget, something he said he did not have at WGIV. "Because of the budget, I can be more creative, not having to worry about financial problems," he said. "It's also a very good opportunity. I intend to be in the schools taking promotions for low-income areas as always but in a bigger way."



**Jim Black**  
... Radio personality

Jim believes Big WAYS is close to being the number one station in the city and that he just "might be the missing link. I wouldn't want to be the person to have to follow in my footsteps," he stated.

Jim feels his biggest accomplishment at WGIV was "being able to get the station as active in the community as any radio station in the country."

His notable achievements in

**Tryouts Planned**

**For "Princess**

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Students in grades four through 12 are invited to audition for parts in "The Princess and the Pea" to be presented at the Children's Theatre of Charlotte November 10-12 and 17-19. No previous experience is necessary.

Tryouts will be held from 7-9 p.m. October 2-4 at the theatre, 1017 E. Morehead St. Callbacks will be October 5.

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the community included a Voter Registration Drive in July of 1976 which turned out to be the largest turnout in Charlotte over a period of four years; a Mountain of Food Drive in December of 1976 in cooperation with the Social Service Department, Area Fund and the Dalton Village Community Organization in which the mayor issued a proclamation; a High Blood Pressure Drive in February, 1977 along with the Heart Association which was the largest turnout in Charlotte's history; co-ordinated with neighborhood centers two children's health clinics, one at Greenville Center, and the other at Amay James Center; co-ordinated with neighborhood centers two women's health Fairs to promote the opening of two contraceptive clinics and organized an intern program in the News Department of WGIV for students from Johnson C. Smith University, University of N.C., and Central Piedmont Community College.

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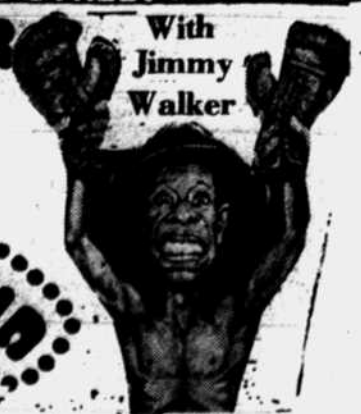
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