

### AS I SEE IT



Pat Costa

A footnote to the firing of stocks reporter Mort Nusbaum by WROC-TV, which was dealt with in this space a couple of weeks ago:

Mr. Nusbaum provided an interesting insight into the workings of a television station. I quote from his letter to this column:

"The daily press reported that the station received '200 telephone calls' the night that I announced it was my final program."

"As I was leaving the studio after my show, I passed the station's switchboard and was fascinated to see that all of the trunklines were lit up."

"Out of sheer curiosity, I stood there as the calls were routed to four people who had been set up in the newsroom to receive the calls and who had the following memo placed in front of them:

#### Instructions

1. Be polite; do not argue.
2. Take the caller's name and address and tell them they will receive a letter from the station management.
3. If contacted by the press, you are to say that the station received a total of 200 calls.

"I stood there at the switchboard from 6:25 p.m. until 8 p.m. and personally counted 725 calls [it was easy to count the lights as they lit up.]

"When I left the calls were still coming in."

"But sure enough, the press dutifully reported that '200 indignant calls' were received."

"And no one bothered to ask management how many letters were received over the ensuing days!"

"[That night I received over 50 calls at my home — right up to midnight!]"

"Since Nov. 30 I have personally answered over 400 letters that were written to me rather than to the station. I have not caught up with all of the letters yet, because I write each one by hand and that's a very slow process . . ."

Mr. Nusbaum also noted that a good many people must have written Channel 21 as well, because now Station Manager William Pearce, and he are working on a possible Nusbaum slot incorporated within the new WXXI news format.

For those Rochester area viewers who don't want to wait until Mr. Nusbaum is once again on television the market analyst is trying something new.

It's still in the experimental stage — a two-to-three-minute recorded telephone commentary complete with financial highlights and market prices and commentary and it's updated every hour. For the same kinds of information once given on the television show, viewers can now call 232-5750.

Not a bad idea. Perhaps it will start a trend. Who knows; maybe all our TV news would take kindly to the telephone.

## Public TV Has Weekly Program On Legislature

Inside Albany, a weekly report on the legislative session, will be aired Thursdays at 10 p.m. by WXXI (Channel 21) and seven other Public Television stations in the state.

It will include taped digests of floor debates, committee hearings and the governor's press conferences. There will be news analyses by veteran capital correspondents and interviews with key figures. A scoreboard will indicate the progress of proposed legislation.

The hour-long program, produced by WHMT, Schenectady, will be carried also by stations in Syracuse, Binghamton, Buffalo, New York, Garden City and Watertown, and interconnection facilities will allow input from each.

## Opera Theatre To Sing Carmen

The Opera Theatre of Rochester will present Bizet's Carmen at 8 p.m. Thursday, Jan. 16 in the Eastman Theatre. Leading roles will be sung by Hilda Harris of the New York City Opera and Herman Malamood. Isaiah Jackson will be music director.

Local performers known to Courier-Journal readers include Steve Skura of Holy Redeemer parish, Thea Lochner and Valerie Fucile of Sacred Heart, Stephen Infantino of Mother of Sorrows, Barbara Foley and Angela Passeretti, Nazareth College students, and Robert Sanchez, a student at St. John Fisher College.

#### THEATER EVENTS

The Vienna Boys Choir will give a concert at the Eastman Theatre at 8:15 p.m. Wednesday, Jan. 8. The choir traces its ancestry to 1498, when the Hapsburg Emperor Maximilian established it for the Austrian Court's private religious services.

The Eastman also is included in the first U.S. tour of the Hungarian Folk Ballet of Budapest and its Gypsy Orchestra. The company will appear at 8:15 p.m. Friday, Jan. 10.

Tickets for both events are available at Original Performances, 270 Midtown Plaza (terrace).

#### PLAYHOUSE JUNIOR

Playhouse Junior of the Rochester Community Players goes into its 43rd year this weekend with three performances of Charlotte Choppening's version of the classic tale, Little Red Riding Hood. Curtain times are 7:30 p.m. Friday, Jan. 10; 1:30 and 4 p.m. Saturday and Sunday, at the Community Playhouse, 820 S. Clinton. The price is \$1, and tickets may be reserved through 473-4320.

## Christopher Close-Up Begins on Channel 8

Christopher Close-up, a public-service television program produced and nationally syndicated by the Christophers, will be shown on WROC-TV in Rochester at 11:30 a.m. Sundays, beginning Jan. 12.

The 22-year-old talk show revolves around the theme, "You Can Change the World" by featuring people who have utilized their opportunities to motivate and assist others. Christopher Close-up attempts to keep people informed of what average individuals or celebrities are doing to re-shape the future.

The program is sponsored by the Christophers, founded by Father James Keller, a Maryknoll priest, in 1945. The organization strives to encourage each individual to develop his talents and put them to work to bring about a better world. The major vehicle used by the Christophers to spread their ideals is the mass media.

The program is being carried by more than 200 U.S. stations and the American Forces Network. The total cost for producing and scheduling the shows is absorbed by the Christophers and their supporters. Guests appear without pay. Father Richard Armstrong, the present director of the Christophers, conducts the program with Jeanne Glynn, an author and actress, as the producer.

On the first show here, Dr. John R. Coleman, president of Haverford College, will elaborate on his six-month sabbatical into the blue collar field. During this time, Dr. Coleman took on various menial jobs including ditch-digger, dishwasher, and garbage collector. According to Dr. Coleman, the experience in manual labor has made him a more relaxed man and has given



CAROL TIPTON

him a feeling of confidence and self-accomplishment.

Future programs will feature Cesar Chavez, president of the United Farm Workers, who will discuss his struggles in forming a union to represent migrant workers and his efforts to improve their standards of living. A professor of criminology at Florida State University, Dr. George Kirkham, will explain his reasons for moonlighting as a policeman in Jacksonville, Fla.

During each program, Carol Tipton, a teacher and research scientist with the Deafness Research and Training Center at New York University, will translate the conversations between guests and the co-hosts simultaneously into sign language.

## Hicks

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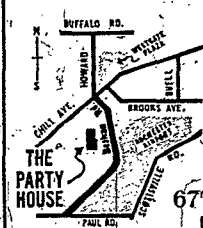
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