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Training Associates Incorporated

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March 7, 1972

Mr. William McCarter
Executive Director
WTTW Channel 11
5400 North St. Louis
Chicago, Illinois

Dear Mr. McCarter:

Our meeting three weeks ago has produced a flurry of activity on our part to create an expanded format for "Making It" which is in line with our discussion with you and Bob Fuzy.

Rather than submit a formal proposal, we felt it would be best to spell out our thoughts on the program in some detail in this letter; than, get together with you at your earliest convenience to finalize plans for shooting the pilot.

The basic needs of the urban unemployed and under-employed have not changed since the writing of our original "Making It" proposal. There remains a basic lack of knowledge and access to straight information about both ends of the economic spectrum -- i.e. getting money and spending money. Personal, educational and bureaucratic obstacles render the securing of viable employment difficult for the unemployed and under-employed. Lack of basic economic and financial knowledge about how to spend wisely still plagues large groups of people whose marginal earnings leave them in the position of struggling for their very financial survival. The people who can least afford to spend unwisely are frequently the primary target of commercial enterprises which take advantage of their lack of sophistication to strangle them with unnecessary financial obligations.

It is in this general context that we propose to utilize the strengths of public television as a true medium of the people. We are suggesting an ambitious program that would provide exposure and access for real people with real problems of both getting and spending money.

The working title of the program is BREAD LINE: a hot-line to help the people of Chicago survive financially.

We envision a five evening per week, prime-time information service program in the liveliest possible television format. This, we believe, necessitates a live program. The vitality of the Channel 77 auction is the spirit BREAD LINE will attempt to engender: lively television in which the primary energy is directed at compressing information and dispensing it provocatively and, therefore, effectively. Technical and artistic proficiency will not be sacrificed, but primary orientation will be toward content.

Viewer interest will be established and sustained by the live nature of the telecast and by the giving of television access to people with whom the audience shares common problems and interests.

The liveliness of the format will be accomplished by de-emphasizing "experts" and media stars and concentrating instead on real problems and solutions for real people and groups.

Widespread public participation is vital to the concept of the program. This participation will be generated by structuring BREAD LINE in such a way that the staff and community volunteers of the show will be involved in helping to solve community and individual problems.

Blended into the BREAD LINE concept are the strengths of the many successful local community-access media features: the Tribune's Action Express, the Daily News' Beeline, WBBM-TV's Opportunity Line, and WIND's Call For Action. BREAD LINE will provide the same necessary individual access to bureaucratic structures which has made these public-service features successful and interesting.

However, we propose to utilize the strongest volunteer organization in Chicago: the WTTW volunteer force, to provide an unequalled public service. Prime-time television exposure will afford BREAD LINE the opportunity to reach a wider audience than any of the related services.

The specifics of the BREAD LINE program are delineated under the following headings:

- I. Concept
- II. Implementation and Format
- III. WTTW Resource Requirements
- IV. Outside Producers' Responsibilities
- V. Community Resource Inputs
- VI. Financial Facts
- VII. Biographies of Staff and Resource Personnel

I. Concept

BREAD LINE is an ambitious project that will require a major commitment on the part of WTTW, in terms of both physical and human resources. It is a rare opportunity to establish the station as THE broadcasting outlet of the people of Chicago with the most creative and significant public service television program in the country. The underlying premise is both to serve the needs of the people of Chicago and to provide an ongoing forum for their problems and successes in all matters that pertain to getting and spending money wisely.

II. Implementation

It is proposed that BREAD LINE will be a nightly prime-time information-service feature that will be lively television fare. The concept that unites the shows is the BREAD LINE telephone line which will have various subject emphases for the various nights of the week. The telephone lines will be open during the entire broadcast. For approximately eight minutes of the half-hour program, calls will be on the air (with a seven-second delay).

The BREAD LINE telephone lines are the unifying element in the implementation of the program. These telephone lines will be open to the public on a DAILY basis, for three hours per day during the week. They will be staffed by a volunteer organization which will handle the calls in a manner similar to the successful Call For Action programs which are now on radio in more than 12 cities (including WIND's Call For Action in Chicago).

During the live show, the telephone number for BREAD LINE will be given. Two volunteers will man the phones (and appear on camera) during the show. The calls will be handled by the volunteers and some will be referred to one of the co-hosts for exposure on the air. It will be made clear to the viewers that if they are unable to reach BREAD LINE during the broadcast, they should call during the appropriate hours during the week and they will be assured of service on their calls.

The call topics will be limited to job and money concerns. BREAD LINE is not an ombudsman-action line service. It is a limited service program with emphasis on helping viewers get access to jobs and access to the proper sources for straightening out their consumer problems.

In concept, the BREAD LINE program will give the viewer the opportunity to have his own problem given individual attention. The emphasis will be on referral and follow-up by the volunteer staff. In general, the BREAD LINE staff will create no false image of being the panacea to all job and money problems.

Credibility is the most important attribute on which the program will succeed or fail. With limited and explicitly-stated objectives and with conscientious follow-up of the cases phoned in by viewers, the integrity of the BREAD LINE and that of the station in general will be maintained.

III. Format

There will be a single format which will apply to the nightly BREAD LINE programs. Within this format, the emphasis will be on three different subject areas for the five evenings. The general half-hour format is as follows:

:30	Tease and Preview of the Show
4:00	"Live BREAD LINE telephone calls
5:00	Live Studio segment of interview-discussion Round Table
11:00	Prepared and scripted segment using still montages, film and videotape when possible
4:00	"Live BREAD LINE telephone calls
4:00	Live studio segment of interview discussion Round Table
:30	Wrap-up and close
<u>29:00</u>	

The actual production requirements are envisioned as follows:

- A. There will be two co-hosts; one white and one black
- B. A three-camera in-studio set-up which will include BREAD LINE telephone alcove with two "WTTW-auctioneer-types" manning the phones; a chair and table discussion alcove with seats for participants; a set-up with desk of stools (with projected background pattern lighting or infinity lighting); plus a small studio area set up for two-camera still montages.
- C. The in-studio personnel required will be minimal: Director and assistant director plus two or three floor men and the producer in the control room.

Within this format, the nightly shows will fall under the following categories:

Monday and Wednesday

Emphasis on Jobs and Income

- Job Training Stories, interviews and discussions
- Dramatizations prepared for job-seekers
- Prepared segments at various Chicago area plants and offices
- Interviews with personnel executives of major corporations and job seekers
- BREAD LINE calls relating to jobs and employment
- Short films on job preparedness and training from educational and commercial sources
- Follow-up of BREAD LINE employment-related successes
- Interview-discussions with manpower and job development professionals
- Specific listings of job opportunities with special referral telephone numbers of companies or agencies

Tuesday and Thursday

Emphasis on Buying and Spending Wisely

- Interview and discussions with typical consumers and professionals in consumer affairs
- BREAD LINE calls relating to consumer problems, budgeting, complaints, etc.
- Follow-up of BREAD LINE referrals and consumer-related successes
- Prepared segments on "Making It" - the how to's of budgeting and spending wisely in various areas of concern to urban consumers
- Interview and discussions with consumers and legal professionals in the consumer rights area
- Prepared films of consumer relevance from various commercial and educational sources

Friday

Emphasis on community involvement in Job-Income and consumer activity matters.

- Prepared segments on services in particular neighborhoods and communities relating to jobs and consumer matters
- Open BREAD LINE telephone lines on all money-related topics including hot-line segment with in-studio organization leader
- Follow-up of BREAD LINE successes
- Interview segments with community group leaders and members of the community with emphasis on BREAD LINE topics, rather than organization and political topics

IV. WTTW Resource Requirements

The major commitment of the station to this ambitious project is essential to its success. In addition to the basic staff commitment of a full-time director and an assistant director, the station will commit itself to an overseeing executive producer who will work with the outside producer to co-ordinate the program. The mechanics of handling the volunteer organization for the BREAD LINE telephones will be assumed by the outside producers, but the full spirit and support of the WTTW volunteer organization is a key to the success of the program.

In addition to the personnel and human resource inputs, the station will be required to devote a permanent studio set-up with three cameras as well as providing a minimal but on-going print-shop and graphics support to the BREAD LINE show. The facilities of the WTTW film unit and mobile video tape unit will be beneficial and utilized whenever their demanding schedules permit.

V. Outside Producers' Responsibilities

As outside producers, Training Associates, Inc. and Instant Replay Productions, Inc. will assume all line responsibilities for the production of the BREAD LINE programs. Working under the supervision of the Executive Producer and with the co-operation of the WTTW staff, the producers will co-ordinate all aspects of BREAD LINE, including the handling of the telephone volunteers, liaison with community groups and outside resource personnel, talent supervision, scripting of prepared segments, format planning, production and editing of prepared segments, and major assistance in raising funds for the program.

VI. Community Resource Requirements

The co-operation and on-going assistance of various public and private agencies is an important element in the success of BREAD LINE. In the area of jobs and hiring, the co-operation of the Illinois State Employment Service, Concentrated Employment Program of the Chicago Committee on Urban Opportunity, the Tri-Faith Employment Service, the Welfare Rehabilitation Service of the Cook County Department of Public Aid, the Chicago Urban League, the National Alliance of Businessmen, Training Associates, Inc., as well as other private and public professionals in the jobs and training field will be utilized. In the consumer and spending areas co-operation will be enlisted of the Public Interest Research groups working with Ralph Nader, the Chicago Area Consumer Advisory Board, National Welfare Rights Organization, Better Business Bureau of Cook County, Cook County Legal Aid, Chicago Bar Association, and other consumer affairs organizations.

VII. Financial Arrangements

No formal budget has been prepared at this time. It is impossible to estimate the actual costs to the station other than the simple out-of-pocket costs. BREAD LINE is an ambitious project that will require major funding. The capabilities and extent of staff for the program is dependent directly on the method and extent of the funding.

In principle, we envision an arrangement whereby Training Associates, Inc., and Instant Replay Productions, Inc. will be financially responsible for the program, working essentially as a subcontractor in an arrangement which is similar to the successful public-private Labor Department-financed training programs which are the primary source of revenue of Training Associates, Inc. On this basis, the line function of management over the production of the BREAD LINE program will rest on the outside producers as subcontractors. The ultimate authority and responsibility will rest with the Executive Producer from WTTW.

The potential sources for funding fall in three categories:

- A. U.S. Department of Labor, Health Education and Welfare, Office of Education, or similar federal agency.
- B. Private foundations which are primarily interested in Chicago-based public service, (e.g. Wieboldt Foundation, First National Bank of Chicago Foundation, Standard Oil Foundation, etc.)
- C. National foundations and traditional Public Television sources, (e.g. Ford Foundation, Public Broadcast Service, Carnegie Foundation, etc.)

In connection with the funding, it is to be noted that we have held many meetings with various funding sources to finance the original "Making It" series of programs. Several have expressed interest in funding substantial portions of the costs of producing "Making It" which is now but a small part of the total BREAD LINE format. One foundation in particular has expressed definite interest in "Making It" and it may well be that this could still be accomplished by persuading this foundation to fund the ongoing 11 minute "educational" segment of BREAD LINE for which it would receive the rights to distribute the collected 16 mm film print collection of this segment through its corporate public relations department.

As you can see this will be an ambitious undertaking. I have enclosed biographies of key staff and resource personnel. I hope that this concept excites you as much as it does us. I shall call you within a week to see when we can get together to discuss plans to implement the project.

Thank you.

Cordially,

Thomas L. Weinberg

TLW/ss
Enclosure

cc: R. Fuzy

Biographical Information

LEON HALFORD

Leon Halford, 30, Vice President of TRAINING ASSOCIATES INCORPORATED, will add his invaluable community ties and considerable experience to BREAD LINE.

Mr. Halford, a native of Louisiana, joined the Y. M. C. A.'s Jobs Project of Metropolitan Chicago in 1965 as a group worker and placement counselor. His responsibilities included, among others, the implementation of numerous vocational and basic educational programs. These programs were designed for a wide variety of specific industry and job classifications. Each of the vocational and basic educational programs differed from the others in methods and goals of training.

In September, 1966, Mr. Halford was appointed Assistant Director of Supplimentary Services for the Jobs Project.

In August, 1968, he became On-The-Job; Training Co-ordinator of the Cook County Office of Economic Opportunity, developing and supervising a large number of manpower training programs. In that capacity, he initiated and developed programs for orientation, basic job-related education, skill training, job coaching and other supportive services.

Mr. Halford's wide experience has made him one of this area's most sought after experts in the fields of manpower training and employment.

Mr. Halford holds a B. S. (Sociology) from Southern University, Baton Rouge, Louisiana. He has done graduate study in group work administration at George Williams College, Chicago, Illinois

Biographical Information

MITCHELL C. KLEIN

Mitchell C. Klein, 31, is President of TRAINING ASSOCIATES INCORPORATED and has led that company since its founding in 1969. In addition to his policy role as President and Director of TAI, he has been active in the company's development of innovative educational systems, programs and materials.

Mr. Klein background includes extensive management and communications experience. He was, for several years, a copywriter and Director of Public Relations for a Chicago-based advertising agency.

He has also been active as a free-lance writer and editor. In this capacity, he wrote for and supplied editorial support for "The Action People", an educational television forum on WTTW_Channel 11.

Prior to his association with TRAINING ASSOCIATES, Mr. Klein was Director of Marketing for a company active in developing new educational materials and methods for schools and colleges. He led that company's entrance into the field of audio-tape cassette programs on scientific subjects for colleges and universities and on topics of general public interest.

He is a member of the American Marketing Association, the American Management Association, the Publicity Club of Chicago, the American Society of Training and Development and the Illinois Training Directors Association. He is a member of the ITDA's Community Development Committee.

Biographical Information

THOMAS L. WEINBERG

Producer

Thomas L. Weinberg, 28, is the President of Instant Replay Productions, Inc., and would serve as full-time co-ordinator and producer of the Bread Line program. His educational background is in journalism and economics. He earned a B.A. degree in Economics from the University of Michigan in 1966 and a M.B.A. degree from New York University in 1968.

Following his four-year college journalism experience, which included serving as a Senior Editor of the Michigan Daily, as well as writing and producing for closed-circuit television, Mr. Weinberg worked with various writing, production, and on-air responsibilities at WCIU-TV, Channel 26, in Chicago. His credits at WCIU-TV include: Reporter and associate producer of the daily Stock Market Observer program; co-originator and producer of A Black's View of the News, a unique nightly 10 o'clock news program oriented to the Chicago Black community; associate producer of a 3-hour special, Salute to Chicagoland Business; and creator-producer of a short-lived program on job opportunities, Employers' Hot Line. In addition, Mr. Weinberg covered local community groups as a writer and producer for WCIU-TV.

Mr. Weinberg has worked as a free-lance writer and radio reporter for various publications and stations, including, WGLD-FM, Oak Park, WBAI-FM, New York, and Evergreen Review.

In 1971, Mr. Weinberg founded Instant Replay Productions, Inc. which has created and packaged several radio and television shows, including the Instant Replay Show, a successful telephone-interview sports talk show which Mr. Weinberg produced on WEAW-FM. In addition,

Instant Replay Productions owns the rights and is in the early stages of marketing nationally a new educational board game, Global VillageTM which was created by Mr. Weinberg.

RESOURCE PEOPLE

Each of the persons listed below has personally discussed BREAD LINE with one of the principals. No commitment has been made by any of them. Their organizational affiliations are listed for identification only. These individuals have supplied concepts and insights and represent excellent resources for BREAD LINE to draw upon.

- STEVEN ATLAS--author, community organizer, associated with The Center For The Public Interest, Washington, D. C.
- REV. WILLIE BARROW--community organizer, Operation PUSH. Formerly, Director of Special Projects, Operation Breadbasket
- STEVEN CORMAN--Manager of Community and Public Relations, State of Illinois, Department of Labor. Formerly, Director of Advertising and Public Relations for WIND, Chicago, and for Westinghouse Broadcasting, New York.
- JAMES S. GRAY--lawyer: Altheimer, Gray, Naiburg and Strasburger. Chairman, Committee on Legal Services, Chicago Council of Lawyers. Formerly, public defender, member of VISTA lawyers' program.
- BARBARA KAZDAN--free-lance curriculum consultant. Formerly, Associate Director of Materials Development, Borg-Warner Educational Systems Division. Formerly, Chief, Job Corps Curriculum Development Branch, U. S. Office of Economic Opportunity.
- LEE F. KOTTKE--Editor, Home Furnishings, Chicago Daily News. Free-lance writer.
- BESS LAWRENCE--District Supervisor, Chicago Board of Education. Formerly, public school teacher and principal.
- NICHOLAS REKAS--Vice-Chairman, Chicago Area Consumer Advisory Board.
- CAROLINE TOLL--reporter, Chicago Tribune. Has covered Chicago community organizations for three years as a local reporter.

BREAD LINE/HIRING LINE

FORMAT RUNDOWN

			<u>Video</u>	<u>Audio</u>
	:20	Stock Open	Film	SOF
:20	:30	Hosts A & B--"Tonight on Bread Line/Hiring Line"	Live on Camera Cuts to Segments	Live
:50	3:00	Hosts A & B--"Introduction & Description of Concept"	Live on Camera Cuts to Slides	Live
3:50	3:00	Host B--Live Phones	Live on Camera	Live
6:50	3:40 2:30	Host A--Roundtable on Employment, Training & Transportation (Three Guests) <i>Tights scripted</i>	Live on Camera Cuts to Slides	Live
10:30	11:00 10:00	MAKING IT: "HOW TO BUY A CAR WITHOUT BEING TAKEN FOR A RIDE"	Film	SOF
21:30	3:30 2:40	Host A--More Roundtable on Employment, Training & Transportation (Same Three Guests)	Live on Camera Cuts to Slides	Live
25:00	3:00	Host B--More Live Phones	Live on Camera	Live
28:00	:30	Hosts A & B--Wrap-Up	Live on Camera	Live
28:30		Off		

Spanky?
Vice Lords & Antitrust
UC Biz School