Valerie Smith-Madden

For Children Only

This week, report cards will be distributed throughout Baltimore City Public Schools and the first quarter comes to a close. For those young scholars of yours who have done well, remember that Baltimore area Pizza Hut Restaurants will be awarding those with "A's" on their report cards, a free personal sized pizza. Call the Pizza Hut nearest you for details--and encourage them to keep up the good work!

* * *

That eternal from "rags to riches and back to rags again" story, Cinderella, will be presented at the Reisterstown Road branch of the Baltimore County Library on Saturday, November 16. While admission is FREE, tickets are required and children under 6 should be accompanied by an adult. For more details, please call the branch. Showtime is 2 p.m.

On Sunday, November 17, children are invited to participate in a free workshop for kids under 12 at the Baltimore Museum of Art on a first come, first served basis. Children will use prints from the Museum collection to create images from a variety of printmaking processes. For more information, please call the museum at 396-6310.

On Monday morning, November 18, the Pikesville Branch of the Baltimore County Library will present "Turkey Tales." This event is for age 2½ with an adult. The activity begins at 10:30 a.m. For more details, please call the branch.

Tuesday evening is a good time to go bowling with our kids. Bowling is an inexpensive way to spend a few hours after dinner and the individual "bowling style" is certain to bring a smile to your lips. So blow the dust off of your bowling shoes and see you on lane five!

Many area library branches continue with Thanksgiving activities. On Wednesday, November 20, the Pikesville Branch of the Baltimore County Library presents "Sesame Street," stories for ages 2 with an adult. This activity begins at 10:30 a.m. For more details, please contact the branch.

Also on Wednesday, the Maryland Hall Story Theatre will present "That's What the Indians Say!" This play is for all ages, however, children under 6 should be accompanied by an adult. Showtime is 7:30 p.m. at the Towson Branch. For more information, please call the branch.

Do remember that during the month of November, children will be trained on the fundamentals of computer usage at the Pikesville Branch of the Baltimore County Public Library, 1301 Reisterstown Road. For more details, please call 484-2131.

On Saturday, November 23, the Puppet Factory of Young Audiences, Inc. presents "The Three Magic Wishes" at the Cloisters Children's Museum at 2:00 p.m. This play is recommended for children 4 and up and seating is on a first-come, first-served basis. For more details, please call the museum at 823-2550.

Friday Plus urges Friday's Child to keep his or her eyes open for the annual Thanksgiving Day Parade! It usually makes its way down Charles Street--so plan to be there--and see you next week!

Waiting For Godot at Loyola College

"Waiting For Godot" will be presented by Loyola College's Evergreen Players on Nov. 15, 16, 17 and 22, 23, 24 in the College's McManus Theater. "Waiting For Godot" was written by Samuel Beckett, a former Nobel Prize winner for literature.

"Godot" is a tale of hope springing eternal despite life's dead ends, says Evergreen Players Director James E. Dockery. "The main characters are two burnt-out tramps who can't quit hoping that SOMEONE will show up and put it all together. There is also a cruel tyrant who epitomizes good manners and a 'beast of burden' servant whose frazzled mind prints out the shredded program of two thousand years of civilization."

"Godot" is the first drama to be performed in the McManus Theater (three musicals were presented there previously).

Performances begin at 8 p.m. on Fridays and Saturdays and 2 and 8 p.m. on Sundays. Tickets are $5.00 general admission and $3.00 for students and senior citizens. The McManus Theater Box Office opens Nov. 4 for in-person and phone reservations. However, tickets can be purchased before that date by mailing a self-addressed stamped envelope with the appropriate amount of money and a designated performance night to: McManus Theater, Loyola College in Maryland, 4501 North Charles Street, Baltimore, MD 21210-2699. The Box Office phone is (301) 532-5024.

Friday Plus

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Bob Jones, Marilyn O Leary, Milagros Williams, Dolores Redman and Joseph Eubanks in a scene from "Showboat" currently playing at the Folly Dinner Theatre through New Year's Eve.

—Best Bets—

Computer Music at Johns Hopkins University

The Johns Hopkins University Wednesday Noon Series will feature a concert of computer music by the Peabody Computer Music Consort on Wednesday, November 20.

The Peabody Conservatory's Electronic Music Studio was founded in 1969 by Jean Eichelberger Ivey. The studio is the oldest of its kind in Maryland and one of the first in the United States to be located in a conservatory. The studio's facilities continue to be systematically updated and expanded to create one of the best-equipped analog studios in the country.

The Peabody Computer Music Consort, under the direction of Geoffrey Wright, is a professional performing ensemble in residence at the studio.

Admission is free and open to the public.

For more information call the Office of Special Events at 338-7157.

Center Stage plans special group performance

Center Stage is planning a special group performance of BOESMAN AND LENA on Monday, November 25, 1985 at 8:00 PM.

Groups of 20 or more will receive 25 percent off the retail cost of their tickets for this evening, and a cast reception will follow.

Interested groups should contact the Center Stage Group Sales Office at (301) 332-0033 as soon as possible to make reservations for this special performance. Tickets may also be resold to group members for fundraising purposes, should the groups desire to do so.

"Our Town" at Boys' Latin

Thornton Wilder's "Our Town," will be presented November 22, 23, and 24 at 8:00 p.m. in the Boys' Latin School J. A. w. Inglehart Center, 907 W. Lake Avenue in Roland Park.

Considered an American classic, "Our Town" interprets the daily dramas of life within the small, mythical town of Grovers Corners, N.H., a veritable Anytown, U.S.A. Its message, according to playwright Wilder, is to "show a value above all price for the smallest events of our daily life."

Starring in the production will be Boys' Latin students Don Toland, Mike Buckner, Jonah Klein, and David Shaver, and Bryn Mawr students Candace Marks, Meaghan McCauley, and Jill Pfrommer. Other schools represented in the cast are St. Mary's Govans, Roland Park Country School, and Notre Dame Prep.

The November production is $2.00 for students and $3.00 for adults in advance.

For more information, call 377-5192.

Pumpkin Theatre

Baltimore's Pumpkin Theatre, a performing arts series for children ages four through eleven, will present CINDERELLA, Friday, December 6 at 4 P.M.; Sunday, December 8 at 2 and 4 P.M. at 4615 Roland Avenue at Oakdale Road. Tickets are $5.00 each. Reservations are necessary.

For further information, call 467-6484.

Action Theatre Company Holds Auditions

The Action Theatre Company, a new performance group, will hold auditions for its second production — Athol Fugard's two-character play, Blood Knot — on Monday, November 18 and Tuesday, November 19 from 5:00 to 7:00 p.m. at the Baltimore School for the Arts at Madison and Cathedral Streets.

Blood Knot is a contemporary tale of two "colored" South African brothers, one fair skinned, the other much darker. Morris, who has "passed" as white Afrikaaner for the past ten years, and his brother, Zack, who has not had this option, attempt to coexist in a Korsten hovel. The play examines their shifting relationship and is a moving metaphor for racial anxieties and tensions on a larger scale and, of course, for the "blood knot."

Interested actors should come to the auditions wearing loose-fitting clothes suitable for unrestricted movement, and prepared with a short, contemporary monologue.

For further information, please contact the Action Theatre Company at 728-3616.

The first Presidential news conference to be televised was held by President Eisenhower on January 19, 1955.

D.J.'S OF THE 80'S

Keith Newman: Ambidextrously programming AM and FM radio

By Frederick I. Douglass

Keith Newman, the Program Director of both WWIN's AM and FM radio stations, is laid back and relaxed while he deftly handles a high pressure job that would normally be done by four or five people at most other Black oriented major market stations. Keeping track of a phenomenal amount of information and listening to an incredible amount of music each week, Keith performs masterfully while doing the schizoid job of selecting the music for two different radio stations with different market demographics.

"WWIN-AM has a listening audience of ages 12 through 49 while WWIN-FM drops up the early teenages and has a listening audience of ages 18 through 49 according to our Arbitron ratings," says Mr. Newman. "What this means is that WWIN-AM features more uptempo music and rap tunes. We don't play rap music on the FM station, but generally we play the real hit records on both, but they are mixed in with other tunes in different ways. When we add on new records for the AM station, we choose the ones that are more high energy and uptempo. We play a lot of the new rap records that the teenagers are into these days."

Deciding which new records to play involves a complex blend of scientific research and gut reaction, says Keith Newman. "We don't just play the proven hits, the ones that have already made it on the charts. We're constantly trying to stay ahead of the game by playing the records that our research and institution tells us will be tomorrow's hits. We get the records at the same time as the stores and the other radio stations. The major element of our appeal is what we do with these records once we get them, how we blend them with the records that have made it with new ones while keeping a format that pleases our listeners. This is a difficult task when we get 50 or more new singles every week and our format only has room for 5-10 new songs each week."

Things have changed from the early days of the radio industry when you put a deejay in a studio with the TOP-20 and told him to play them in order while keeping up a line of lively chatter. Now things are done much more scientifically and as much as 90 percent of what a deejay plays and the order in which platters are spun is determined by computers.

Keith Newman

"It's not all mechanical," says Mr. Newman. "The computer is simply a tool that we use to allow us to select and play music much more creatively than simply playing a list of records in order. The computer does what I tell it to do based on information that I feed into it. Based upon the research that I do and some other variables, the computer selects and blends a list of tunes for each hour of the day that takes into consideration how various tunes rate statistically in comparison to the number one song, the record that is played on the top of the hour which will be one of the hottest records out, tempo, is the artist male or female, at what level the song falls within the categories of our rotation format, the hour of the day, is the tune compatible with the previously played song, length and appeal."

One of Keith Newman's tasks is to assign values to the records he listens to so that the computer can make the kind of judgements mentioned in the previous paragraph. Using seven rotation categories, he first determines at what level the record should be rated ranging from maximum rotation for the top hits, heavy rotation for records determined to be hitward bound on down to a recurrent category for records that are still selling but that have passed their peak. A record in maximum rotation may be heard as often as eight times a day whereas a record that is past its prime and slipped to the recurrent category may be heard three times a day or less, depending upon how Keith programs the tune into the computer. The disc jockeys still have freedom to ad lib their remarks during their programs and to select those tunes played during the last 10-12 minutes of the hour after the rotation cycle is completed and commercials have all been broadcast.

A Communications graduate from Towson State University, Keith joined WWIN in 1977 as an intern and was hired as a fill-in during January, 1978; advanced to Promotions Director in 1982; and became Program Director in March, 1984. He credits Don Brooks, the current manager of WBGR, and Curtis Anderson, former Program Director and current deejay at WWIN, as being among his major mentors.

"They taught me what to do with the data collected from research, how to combine science with the gut reaction you get when you listen to a record. They showed me how to use information from trade publications like Radio and Records along with data on how records in stores are selling and feedback from listeners to put together a programming format that will get an audience and good Arbitron ratings, the kind of things that make the owners and the general manager of WWIN happy. The bottom line in this business is creating a successful programming format that can be translated into advertising dollars for WWIN's AM and FM stations."

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