

# Township's TV newsman plugs into local radio

By SUSAN ROSIEK

Can a successful television reporter who enjoys the instant recognition from Detroit's viewing public find happiness tucked away inside a radio broadcast booth?

Jack McCarthy, Channel 7 reporter, thinks so. McCarthy is the latest media personality to join the airwaves at Garden City's WCAR (formerly WLD) radio station. Bob Allison of "Ask Your Neighbor" radio fame was the first. And it was Allison who steered McCarthy to WCAR.

At 42, McCarthy, who lives with his wife, Carol, and sons, Bret and Sean, in Bloomfield Township, says it was time for a move. Although he remains at Channel 7, McCarthy admits his future there is uncertain. He is currently working without a contract. "I think I'm the only one there without one," he adds.

McCarthy's radio program is on weekdays from 11 a.m. to noon on WCAR. It's a call-in interview show but so far McCarthy hasn't had as many calls as he expected from the listening public. He hopes that will change as people hear about the show and his lineup of guests.

McCarthy says his years as a television reporter have given him access to a lot of guests. This week he interviewed Emily Gail, owner of Emily's Across the Street, a downtown Detroit eatery; newspaper columnist Nick McWhirter, and an expert on Oriental cooking.

Coming shows will feature Sissy Baker, daughter of Sen. Howard Baker, Pete Waldmeir, Sandy North of the hearing impaired program at Redford Union School District, and Kitty Wagner, a facial and makeup expert.

ALTHOUGH things have started out slowly, McCarthy believes radio can be his future. And, for the tall, lean, mellow-voiced McCarthy, it's a chance to return to his career beginnings.

Born in Louisiana, McCarthy grew up in Peoria, Ill. He started working at a radio station there when he was in high school. He spent three years in the Army in Germany as a radio announcer and later graduated from Bradley University, where he majored in speech and minored in journalism and dramatic arts.

Fellow newscaster John Kelly helped McCarthy get his start in Detroit television. McCarthy started out at WJBK-TV Channel 2 and was among the first



Radio is challenging and fun, says McCarthy. He launched his broadcast career in radio some 25 years ago.

to join the exodus to Channel 7. A reporter there, McCarthy also is known for his "Friday Feast," a review of area restaurants and a job he landed because cooking is his hobby.

Having enjoyed an exciting and lucrative career at Channel 7, McCarthy says it was about time he took a second look at where he was going.

"I set an anchor position as my goal but I didn't make it. Being a reporter/anchorperson represents one of the real achievements of this industry. In a town of about 3 1/2 million people there are about 12 people out there doing it," says McCarthy.

"And I was disappointed. I have a lot of experience and I believe a lot of contributions yet to make," he adds.

Asked why he doesn't seek an anchor position elsewhere, McCarthy replies: "You get yourself trapped by economics."

Detroit is among the top 10 television markets in the country. That means big bucks for those who make it. "I could've probably gotten an anchor position in someplace like Nashville for about \$10,000 a year but..."

ALTHOUGH HE still works at Channel 7, McCarthy hopes to eventually resign, do some freelance work for that station and pursue his new career.

"I don't think I have much of a future there and when you're at a dead end it's time to change. And, besides, I want more control of my own destiny. I want to determine what I want to do as a professional."

In the meantime, McCarthy hopes to stay at Channel 7. One reason is money. "Last week I went home and told my wife I made \$10. But it cost me \$250 to be on the radio last week," he says.

Unlike other stations, McCarthy buys his air time at WCAR and then sells his own commercials. He doesn't have enough sponsors yet to cover the cost of

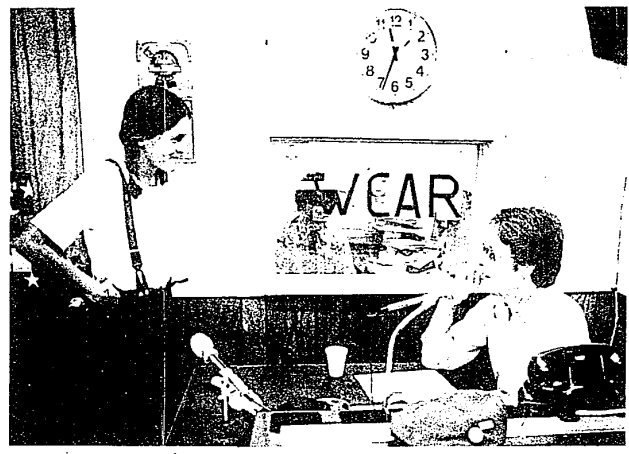
## Children's concert announced

"Peter and the Wolf" will be performed by the Pontiac-Oakland Symphony Orchestra in a special concert for children at the Pontiac Mall at 2 and 3 p.m. Saturday. David Daniels will conduct.

Serge Prokofiev liked writing music for children and his greatest success came with this remarkable score written in 1936. His intention was to teach children the sounds of the different instruments. Each story character is represented by an instrument — the bird by a flute, the duck by an oboe, the cat, a clarinet, grandpa by a bassoon, the wolf by three French horns, Peter by the string quartet, and the hunter's rifle shots by kettle drums and bass drums.

Jerry Dahlmann, director of Oakland University's Academy of Dramatic Art, will narrate. Dahlmann has appeared in more than a dozen Meadow Brook Theater productions and will be seen at Christmas time in the CBS-TV movie "Jimmy B and Andre" with Alex Karpas and Susan Clark.

The Pontiac Mall is at Telegraph and Elizabeth Lake roads in Waterford Township. Admission to the concert is free.



Jack McCarthy, television reporter and radio talk-show host, describes Emily Gail's outfit to his listening audience. Ms. Gail, owner of Emily's Across the Street in Detroit, was McCarthy's guest on his WCAR radio show. (Staff photos by Bob Woodring)

an hour air time but he believes that will change. "And if I'm successful I'll buy another hour," he adds.

"It's a little... well, it's a lot scary. Selling commercials... I've never sold anything in my life except newspapers," he says.

McCarthy's EXCITED about his show and most of all encouraged by his radio time slot.

"I'm not facing a whole lot of competition. The soaps haven't started, Phil Donahue is over, Sonja Friedman isn't on yet and Bob Allison precedes me."

Radio's a challenge and it's lots of fun," he adds.

Another challenge McCarthy faces is keeping up the pace of his dual career. McCarthy estimates he works about 12 hours a day, six, sometimes seven, days a week.

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