

More than \$679,000 raised



On 'P.M. Magazine'

Model in gown from Gordon's Bridal Salon of Birmingham poses with The Coordinator, a new kind of organizer/planner books for brides. Loretta Akers, shopper on WJBK-TV, Channel 2's "P.M. Magazine," is featuring the topic getting brides organized for weddings in June. The Coordinator, a product created by Judy Cantor of Bloomfield Township, is being spotlighted on "P.M. Magazine" at 7 p.m. Thursday; dresses from Gordon's Bridal Salon will be on the show at 7 p.m. Friday.

Students will attend Saxophone Symposium

The saxophone as a jazz and classical instrument is the subject of a Saxophone Symposium April 13 at Oakland University (OU) near Rochester. High school and college musicians are invited.

In addition, the Ohio Saxophone Quartet of professional musicians will give a public concert at 7 p.m. the same day in Warner Recital Hall on campus. The symposium and concert are sponsored by the OU Department of Music in conjunction with the North American Alliance of the World Saxophone Congress.

Presentations and performances by artists-teachers, instrument and music displays, and a student performance forum will be held.

Symposium registration begins at 9:30 a.m. in Warner Recital Hall; the program starts at 10 a.m. The fee includes admission to the evening's concert. Concert admission only is payable at the door.

Mall offers young show

Young audiences and families may attend free performances of "A Place To Be Me," a contemporary fairy tale with music and drama, through Saturday at The Postluc Mall.

Daily shows at 2, 4 and 7 p.m., performed by "Adventures in Theatre"/Albion Productions, Inc., will relate the story of Ellie, a young girl who temporarily lost her memory. She is befriended by Murdoch, a magical character who conjures a series of adventures and encounters through which Ellie can make vital discoveries about herself and her world.

Youngsters will meet characters like the Wicked Bagdady, a singing girl called the Scooter Tooters; MicMac, the courageous circus twin; the runaway children and Papa Pom, the cult leader.

WTVS/Channel 56 in Detroit raised \$679,828 during its just-completed auction of donated merchandise March 21-29 — some \$3,000 more than during last year's auction.

In all, more than 7,600 donations of items were made to the annual auction by area businesses and individuals, just about what the station had thought was necessary to reach the goal of raising \$750,000. Another positive sign of support was that the buying public paid a higher percentage of donor value per item this year than last.

"Many small businesses were not able to donate as many of the higher priced items as they have in the past, perhaps due to Detroit's uncertain economic climate," a spokesman said. With the decline in the average selling price, the total revenue raised by the auction was not quite as high as the television station had hoped.

Even though we found that many merchants had to cut back on the size of their contributions this year," said auction manager Steve Futernick, "it is

very heartening to know that they wanted more than ever to be a part of the auction and were still able to find room in their tight budgets for contributions to public TV."

WTVS President and General Manager Jack Caldwell expressed his gratitude "to the thousands of business donors, the thousands of volunteers and a very hard-working staff who all pulled together to make this auction successful."

The sum of \$679,828 is a lot of money to raise in nine days, and I'm impressed by the community support I've seen in this, my first auction at Channel 56," Caldwell said.

The auction's general chairman, Barbara Hechtman, said across-the-board support from Detroit's other media plays a key role in the auction. "With the help of the newspapers, magazines, radio stations, commercial TV stations, and the special assistance of this year's official host, Dick Purtan, the public and the merchants knew about and re-

sponded to the auction. That's the kind of support that has helped to make this one of the nation's most successful public TV fundraisers."

Mrs. Hechtman, who has been a volunteer with the auction for the last seven years, introduced next year's general chairman in closing ceremonies. She is Andrea Wolfe, who, as this year's Travel Board chairman, put together almost 150 travel item donations, shown on every day of the auction. She has been a volunteer for the auction the last eight years.

MONEY RAISED by Channel 56 during and annual auction represents approximately 18 percent of the station's operating budget of more than \$3.4 million.

Other major sources of funding for Detroit's only non-commercial television station include individual viewer contributions (for about half the station's budget), a grant from the federal government (17 percent) and grants from local foundations and corporations (18 percent).

Proceeds make possible the broadcast of public television shows such as "Sesame Street," "National Geographic Specials" and "The MacNeil/Lehrer report."

Theater tells cancellation

Jane Olivor will not perform her 3 p.m. concert on April 13 at the Birmingham Theatre as previously announced.

Her performance at 8 p.m. April 13

is not affected by the cancellation. The evening performance is sold out. People holding tickets to the matinee can receive refunds from the original place of purchase, said a spokesperson for the Birmingham Theatre.

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