

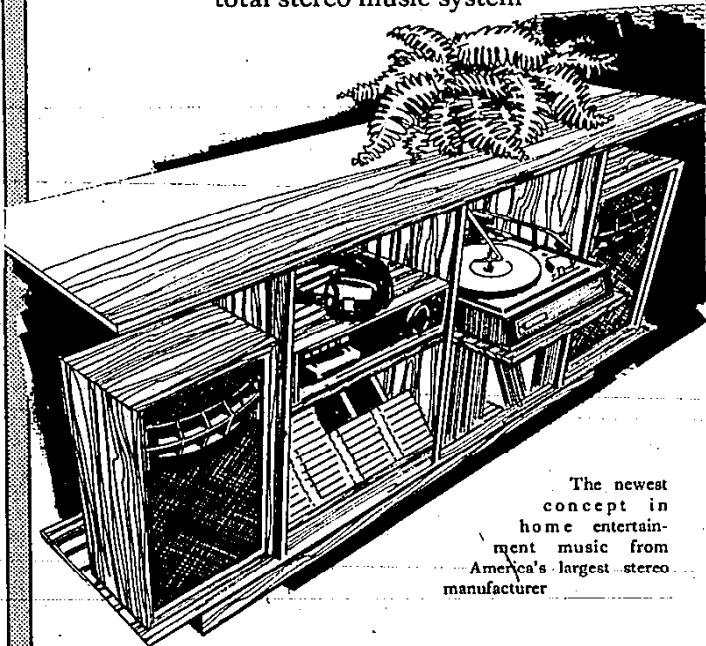
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SPECS HOWARD:

Former Disc Jockey Trains Students In Broadcast Arts

By JUDITH BERNE

Near-sighted Specs Howard made a far-sighted decision when he decided he didn't want to be "a teeny bopper disc jockey" all his life.

When he took over what is now the "Specs Howard School of Broadcast Arts, Inc." just under four years ago, admittedly "broadcast schools were not looked upon with wide favor."

Specs and the two men he works with -- Dick Kernan and Richard Barnes -- are helping to dispel that image with the attuned, knowledgeable graduates they are turning out at their Southfield-based school.

In a recent article by Detroit Free Press columnist Bob Talbert, a reference to the school was made as: "How do you tell if the school is as reputable as the Specs Howard School of Broadcast Arts is reputable among broadcasters?"

DEEPLY DEDICATED to giving his students "in-depth background to the art of broadcasting," Specs is turned off by the applicant who is interested in becoming "a cool jock."

"We just won't take him," the warm, enthusiastic director warned. "We want our students to gain full knowledge of all phases of radio station operations."

Last year the school graduated 218 students. Specs reports that during the first six months of this year, they have accepted 107 students of 736 making inquiries.

"We narrow the applicants down to the ones we believe have potential. We're not speech therapists. Those we accept must have a good

normal speaking voice, good basic intelligence and a great desire to succeed.

"In broadcasting, particularly radio broadcasting, your product is in your head," Specs continued. "Once the students have mastered the course material, they are limited only by their creativity, imagination and self-confidence."

"We work very diligently to build confidence and ego factors. We tell students that unless you believe in you, no one else will."

The course, which runs six months, is 20% theory and 80% practical. According to Specs, this is diametrically opposed to college and university mass communications courses which are 80% theory and 20% practical.

"When our students graduate, they've been through the fire."

What he refers to is "Project" in which students spend the last 13 weeks in a workshop where they must do everything required to put a show on the air. The grand finale is an actual full day of programming where "the tape never stops running."

"If there's dead air, then that's what there is," Specs said. When Project is finished they are totally aware of what a regulation radio station is like.

"Broadcasting is a people-to-people business," the affable Specs went on. "Personalities are important. We teach our kids to talk with people, not down to them. In a small town, where the radio station is integrally involved with the people and happenings, it is particularly important to establish a meaningful



FIRST HAND PRACTICAL EXPERIENCE in all phases of radio is the aim of the Specs Howard School of Broadcast Arts. Pictured here, left to right, are Bill Jacobs, Southfield student, Specs Howard, Mary Burnett, Southfield student and Richard Barnes, educational director of the school. (Evert photo)