



GETTING THAT JOB is not a private affair if you've spent six months learning the art of broadcasting at the Specs Howard School. Dick Kern, director of student affairs, left, and Dale Dawson, administrative director, add the whereabouts of another alumnus to the colorful list. (Evert photo)

rapport. You don't just sit behind a microphone; you must meet and know your audience.

"We try to teach our students that what they learn here is only a beginning. When they have been here a few weeks, they never listen to a radio or television program or read a magazine or newspaper with the same eyes and ears as before.

"They learn to glean information. It's a recall thing."

Getting that first job is one of the most difficult aspects of the broadcasting field. "We are very open with our students about that," Specs said. "When a student graduates, he knows the situation. Starting salaries are low. They run from \$100 to \$150 per week."

The reception room of the broadcast school reflects the personal interest which Specs and his associates have in each of their students and graduates. On a three-sectioned wall are the names of graduates and the station or company they are working for. On an adjacent bulletin board are letters from alumni chronicling first steps on their new jobs.

One, working in Adrian, reported doing two live sport shows per week, on the street reporting daily, play by play of high school football on Friday nights, Adrian college football on Saturday and a Sunday morning show from 8 a.m. to 12 noon.

Another, out of Napoleon, Ohio, works a six-day, 6½ hour air shift which includes a five minute news summary on the hour and a three minute summary on the half hour.

"As soon as they get that job, they send us a letter," Specs related. "It's as important to them as that first paycheck. Some of them come in to check that we've got them listed up on the board.

"Most of them start off at a small-town station, which is why they must have a thorough knowledge of all facets of a radio station.

"Small stations can't afford specialists."

He told of the progress of one recent graduate who took a job at a station up in Gaylord. "The first week he was on a remote covering the Alpine Festival. The next week he was hosting an early morning show. Shortly after that, they made him news director with a local public affairs show of his own. Then they added the job of music director and then program director.

"Broadcasting is a good way to earn a living," Specs insists. "Anyone with a good background can have fun and enjoy it. It doesn't mean becoming a super star."

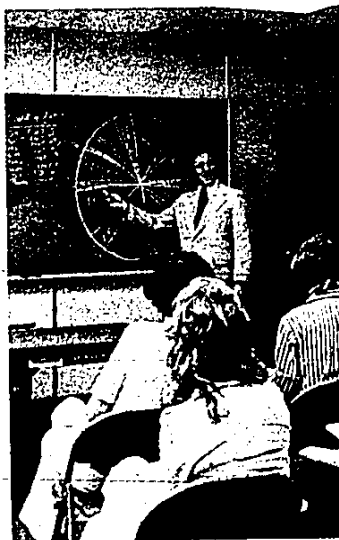
Specs, who throughout 25 years in broadcasting has worked for NBC, ABC, Westinghouse and a number of independent stations, came to Detroit from Cleveland in 1967 to do the Martin and Howard show. When that folded, two years later, he decided that it was "a point in my life to shift gears; a time to move over."

Because he was anxious to remain in the Detroit area and in his suburban Southfield home, Specs was happy when the opportunity to purchase the broadcasting school became available.

HE WORKS TO DISPEL the image that many have of people in his field. "Radio people are very normal people who, once they establish themselves, live very normal lives. Although it is fun knowing show biz personalities, still not one of my close friends is a disc jockey or radio figure."

Specs seems the kind of person you would like to have for a next-door neighbor: He is married, and he and his wife Celia have four children: Daughter Shelly is a sophomore at Wayne State, son Marty will be a freshman at Oakland University and another daughter Lisa is a junior at Southfield High.

He is visibly proud that 13-year-old Jonathan "wants to be a disc jockey. He already has a name picked out -- Specs Howard, Jr."



TECHNICAL know-how is transmitted by Specs to students based on his 25 years of radio broadcasting experience. (Evert photo)

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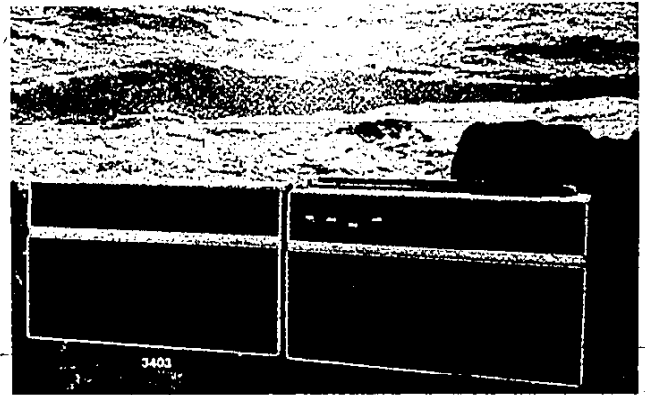
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