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A report on an Arts Administration internship at WLAE-TV, Channel 32, Spring, 1987

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A REPORT ON AN ARTS ADMINISTRATION INTERNSHIP
AT WLAE-TV, CHANNEL 32, SPRING, 1987

Master of Arts

A Report

Presented to

the Faculty of the Graduate School
of the University of New Orleans

In Partial Fulfillment

of the Requirements for the Degree of
Master of Arts in Arts Administration

by _____

William P. Keene

August 1987

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Report
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EXAMINATION AND THESIS REPORT

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Major Field: Arts Administration

Title of Thesis: A Report on an Arts Administration Internship at WLAE-TV,
Channel 32, Spring, 1987

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Date of Examination:

May 19, 1987

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INTRODUCTION

I submit for the committee's consideration this report on my internship at WLAE-TV, Channel 32, a nonprofit Public Broadcasting Station in New Orleans. Through the internship in the Development Department, I was involved directly in one of WLAE-TV's major fund-raising events, the spring Antique/Arts Auction. The duration of the internship was from January 19, 1987 to May 14, 1987. I worked under the supervision of Mr. Gregory Weaver, WLAE-TV's Auctions and Special Events Director. Unfortunately, due to problems in scheduling certain volunteers, WLAE's Antique/Arts Auction broadcast dates were moved from early to late May. The schedule change moved the Auction beyond the given parameters of my internship. Although I was unable to participate in the on-air auction itself, I believe that my pre-auction assignments have nevertheless made this particular internship an extremely valuable learning experience.

Internship agency: WLAE-TV, Channel 32, Public Broadcasting Station
2929 South Carrollton
New Orleans, Louisiana 70118
Phone: 504-866-7411

Duration: January 19, 1987 to May 14, 1987

On-site Supervisor: Mr. Greg Weaver, Auctions and Special Events
Director

CHAPTER I

WLAE-TV CHANNEL 32, PUBLIC BROADCASTING STATION

History and Goals of WLAE-TV

WLAE-TV has a brief history since it is still a relatively new station. WLAE-TV commenced television broadcast services to Orleans, Jefferson, Plaquemines, Saint Bernard, Saint Charles, Saint John and Saint Tammany Parishes on July 8, 1984. The broadcast signal is transmitted from a full-power Harris transmitter located just off Paris Road and Bayou Bienvenu in New Orleans East. The Archdiocese of New Orleans assured the Federal Communications Commission (FCC) that WLAE-TV would be a viable station by guaranteeing the required capital equipment funding and by providing WLAE-TV with office/studio space in the Notre Dame Seminary on South Carrollton Avenue.

The FCC has licensed WLAE-TV to the New Orleans Educational Broadcasting Foundation, Inc. as a nonprofit educational television station. Operational support for WLAE-TV is now the responsibility of the Educational Broadcasting Foundation, Inc. The purpose of the foundation is to separate WLAE-TV from the direct control of the Archdiocese of New Orleans. This differentiation is important because the Board of Trustees of the Educational Broadcasting Foundation has the responsibility, to both the public and the FCC,

of advancing WLAE-TV's public mission and not the Archdiocese's religious mission.

WLAE-TV's mission, according to its Articles of Incorporation, is to educate, inform and motivate. This is to be accomplished through the use of television as a teaching force for the educational betterment of the viewers by providing alternative programming to commercial broadcasting. WLAE-TV is carrying out this commitment through the services and programs whose descriptions follow.

Adult Learning

On September 15, 1986, in a joint effort with PBS' Adult Learning Service and the New Orleans Educational Consortium, which represents local universities, WLAE-TV scheduled a total of twelve courses designed to offer college credit. The courses air Saturday and Sunday mornings, at midday during the week and during evening hours to accommodate every type of schedule. In addition, an hour of General Equivalency Diploma (G.E.D.) television designed for adults who have not received a high school diploma is presented on Sunday.

Instructional Television (IT)

WLAE-TV carries educational programs for children from 8:30 a.m. to 2:45 p.m. every Monday through Friday.

Local Programming

Currently, WLAE-TV is producing and programming more local public affairs television than any other New Orleans television station. "Steppin' Out," New Orleans' only weekly arts discussion

program, and "Impact," a weekly program dealing with the problems and needs of families, are two examples.

Locally Produced Documentaries and Specials

Various programs, such as a documentary about New Orleans cemeteries and "Newcomb, 1886-1986" are prime examples.

Inspirational Programming

WLAE-TV uses a cooperative programming approach with the major religious organizations of the community. "Insight," "Human Dimension," "Perspectives" and "Zola Levitt's Israel" are a few of the programs and series in this category.

Minority Programming

"Prime Time," a public affairs series for the black community, is produced in cooperation with Xavier University. "Saturday Night Sing" features black gospel choruses and "Vegetable Soup," a program primarily aimed at black children, are carried weekly. WLAE-TV also carries PBS' outstanding black public affairs series, "Tony Brown's Journal."

In April, 1985, WLAE-TV produced a series of twenty-four half-hour programs for the Vietnamese community. This series, entitled "Viet-USA," was designed to teach basic English to these new citizens.

Monday through Friday, the 5:30 p.m. to 6:00 p.m. time slot is dedicated to the Spanish-speaking community. All five of the alternating programs in this time slot are in Spanish.

WLAE-TV Management Structure

The management structure of WLAE-TV starts at the top with a thirteen member Board of Trustees which sets the policies and procedures for the station. The board has the ultimate responsibility for the station's welfare and is held accountable by the FCC.

Directly below the board is the General Manager. The General Manager is responsible for running the station in accordance with board policy. It is the General Manager who works with the station's various departments and the public on a day-to-day basis. The departments under the General Manager are Engineering, Development, Production, Programming, Finance and Promotion.

Each of the station's six departments has its own staff. Staff sizes range from one to thirteen people depending upon the nature of each department's work.

Problems at WLAE-TV

WLAE-TV does have its share of problems. The first problem is endemic to the entire Public Broadcasting System. WLAE-TV needs a reliable means of raising operational funds but, as a PBS affiliate, is not allowed to generate funds through the sale of commercial advertising air time. Other revenue-generating measures such as special fund-raising events, the sale of station memberships, and applications for grants are frustrated by a more specific and uncommon problem: New Orleans has an older and better established PBS station. This creates a certain amount of competition since both stations are trying to derive financial support from a limited

market. In addition, both stations receive funding from the Corporation for Public Broadcasting and the State of Louisiana through a formula based on audience size. This, unfortunately, means that neither station is receiving sufficient funding. The economic decline of Louisiana and New Orleans has only exacerbated these problems. To further complicate matters, portions of the community believe that WLAE-TV is supported directly by the Archdiocese of New Orleans. This is viewed as an unfair advantage over the other PBS station and impedes WLAE-TV's ability to raise funds.

A community with two PBS stations is relatively rare and usually found in the larger metropolitan cities such as Chicago and Los Angeles. In fact, there are only ten cities in the United States with more than one PBS station. This leads one to ask how WLAE's Planning Committee came to the conclusion that there was a need for a second PBS station in this area. When the groundwork was still being laid, a 1981 random telephone survey revealed that TV programming and education were among the community's most significant problems. WLAE-TV's mission grew from this perceived need within the community. (See Appendix A.)

The Auction

WLAE-TV has two major special fund-raising events each year: a general merchandise Fall Auction and a Spring Antique/Arts Auction. All the merchandise for both auctions is donated by organizations, stores and individuals.

WLAE-TV's third annual Spring Antique/Arts Auction will be a

three evening event from May 23 to May 25. The first evening will be a special private preview buffet for invited guests. These guests will have the opportunity to place early bids for the merchandise. The auction's live broadcast, with video tape inserts, will be aired from 6 p.m. to 11 p.m. on the second and third evenings. All of the proceeds from the auction will go directly to WLAE-TV unless special consignment arrangements have been made.

After deducting \$12,100 of expenses, last year's auction raised \$37,100 or 3% of the station's income. This year, after deducting \$14,000 of expenses, WLAE-TV expects to raise \$49,000 or 4% of the station's projected income. According to Mr. Weaver, the auction is projected to generate more underwriting and gift-in-kind donations and expenses will decrease while revenue increases. (See Appendix B.)

CHAPTER II

INTERNSHIP DUTIES AND RESPONSIBILITIES

My internship duties and responsibilities were focused almost exclusively on the Spring Antique/Arts Auction. I assisted the Auctions and Special Events Director, Greg Weaver, with preparing the necessary forms, materials and information to expedite the auction process. A major portion of my time was spent collecting and organizing information, particularly in the areas of receiving, cataloging, processing and item inventory tracking. The volume of items received, catalogued and processed varied from day-to-day. The NAS is a service of the Corporation for Public Broadcasting. It solicits donations from major corporations across the nation. These donations are divided among the country's PBS stations for their individual auctions. Each PBS station pays a modest finder's fee to the Corporation for Public Broadcasting for each item received. Donations ranged from one or two items per day up to twelve or more per day. Each donated item required the updating of all the various manual card files as well as the necessary auction paper work. Usually, the entire processing procedure per item would be distributed over several days. The information was transmitted to the script writers on description sheets. When the script writers delivered the finished detailed processing form, the processing procedure would

continue until completion. It was my responsibility to deliver this changing information to the Development Director, the Auction Manager, the General Manager, the Production and Publicity Departments, and the specific volunteer chairmen.

Although the auction will eventually involve over a hundred and fifty-five volunteers, I have, up to the time of this report, worked with only the Auction Chairmen, the Private Solicitation and Dealer Solicitation Committee Chairmen, the Processing Committee Chairman and the volunteer advisors. Most of the volunteers work directly under their committee chairmen and I had little contact with them except when they delivered the items they had solicited. The majority of the volunteers will be at the station during the actual auction and assigned specific duties.

WLAE-TV has developed separate volunteer groups for the Fall and the Antique/Arts Auctions to avoid volunteer burnout. The volunteers who are placed in important positions have had previous auction experience and they train the new volunteers under them.

Dependence on volunteers has had its drawbacks, as in any nonprofit organization. For example, the auction dates were changed three times due to scheduling problems with two of the key volunteers. Another common problem is that volunteers tend to wait until the last minute to accomplish assigned tasks or they may even leave without notice. And finally, some volunteers are just not as careful as they should be with materials they have been given. They sometimes lose the materials, fail to properly fill out forms or fail to return them

at all. This makes it necessary to keep track of what forms, cards and any other materials each volunteer has received.

The specific duties and responsibilities of the internship were to:

1. Inventory the Development Department's supplies
2. Inventory the unsold items from the Fall Merchandise Auction and move them to storage
3. Remove the unsold 1986 Antique/Arts Auction items from storage
4. Research the 1986 processing forms and match them with 1986 inventory list
5. Cross check the cash donor forms with the accounting records of the Finance Department and enter the information into the computer
6. Update the computer's volunteer list, the individual and dealer item donor lists and gift-in-kind list
7. Reorganize and update the department's individual and dealer donor manual card file by a cross-reference check with the 1985 and 1986 Auction-Audit Books
8. Create and organize a new manual card file to be based on type of merchandise as another item tracking tool that can be cross-referenced with the donor file (See Appendix C)
9. Systematize the stacked paper work from previous auctions into a Fall Auction and an Antique/Arts Auction file (See Appendix D and E)

10. Maintain a receiving record of all item donations (See Appendix F)
11. Maintain a National Auction Service (NAS) receiving sheet of the national PBS generated donations (See Appendix G)
12. Prepare and mail the department's correspondence with the previous item donors, bidders, cash donors and volunteers
13. Tag all item donations with an assigned item number from the receiving sheet as a means of auditing inventory
14. Assist the Publicity Department's photo session set-up
15. Assist the Production Department with on-location video shoots to be used as on-air item display inserts
16. Deliver the volunteer's item description sheets to the script writers on a daily basis
17. Reproduce and distribute copies of the final item process forms to the Volunteer Processing Committee and the Development, Production and Publicity Departments
18. Safeguard the more valuable donated items by storing them in the safe and maintaining a special inventory list
19. File all of the volunteers' paper work
20. Continually update all card files
21. Continually update all mailing lists
22. Maintain and channel the smooth flow of information among the various committee chairmen, the Auction Chairman and the Development, Production and Publicity Departments

CHAPTER III

INTERNSHIP MANAGEMENT CHALLENGE

This internship provided a major challenge in the area of information. To be more specific, this problem concerned the computer storage, manipulation and retrieval of development information. The two facts contributing to this problem were the use of a restrictive software program and the conversion of the information system from an older 1134 Digital Electronics computer to a new Tandy 3000 computer.

This restrictive Development Department software program has a limited storage capacity. This means that even though information can be entered and stored in the computer beyond the program's capacity, the program refuses to recognize or use this additional data. Unfortunately, WLAE-TV inherited this program with the older computer. The original programmer used a personal code in the program documentation and thus efforts to modify this program have been tedious and risky.

Another weakness of this program is the lack of multiple entry fields within the individual files. For example, the Development Department's #5 computer list relates only to special event files. This list includes information concerning the sub-categories of individual and dealer donors, cash donors, gift-in-kind donors as well as underwriters and volunteers from past auctions. The sub-category

field will only allow a single entry and here lies the problem: an individual (or company) may fall within more than one sub-category. He may be an item and cash donor as well as a volunteer. The only way to record multiple sub-categories is to duplicate the file for each different sub-category entered. This quickly fills up the program's limited storage capacity.

The manner in which the program allows the files to be updated also proves to be self-defeating. Each file can only be updated by sacrificing the information it currently contains because there is no method of maintaining a running file history.

The second factor, the conversion of the information system to a new computer, has also created an information problem. Because of the confusing program documentation and the programmer's unique, idiosyncratic coding, the delicate transfer process has scrambled some of the Development Department's stored information. I do not mean to imply that all of the department's information is unusable, but such computer generated information must be doubled checked before using.

To summarize, the Development Department could not rely on the computer to store important past or current information or to accurately retrieve requested information. The challenge was to create and organize an efficient, detailed system for recording past and current information and the accurate retrieval of same. This involved the research, cross checking and consolidation of information into separate index card files in time for the increasing information demands of the Antique/Arts Auction.

Recommendations for the Resolution of the Problem

The following recommendations which I made were accepted by the Development Department. These recommendations have provided a necessary but temporary solution to the computer information problem. A permanent solution will require the time to verify the records after the completion of converting to the new computer. The solution also requires the availability of funds with which to purchase the custom-made software program which the station requires.

The first recommendation was that the department should suspend all of its data entry. This would minimize the loss of information and avoid the duplication of files with multiple sub-categories and the attendant waste of storage space. This would also avert the scrambling of to-be-entered records during the continuing conversion.

The second recommendation was to create a complete manual index card information system. Since the computer's information was unreliable and I was already researching Item Donor information in the 1985 and 1986 audit books, this seemed to be the most logical step. Of course all of this extra research, cross-referencing, detailed updating or creation and organization of the card file took time. In conjunction with these card files a further recommendation was the formation of a master list for each card file. These lists would be arranged to photocopy directly onto the mailing labels thereby allowing us to discriminate in our mailings

In short, the recommendations would preserve the remaining development information stored in the computer and allow the

department to conduct the Antique/Arts Auction from a stronger and more dependable information source. The use of these card files may seem to be a step backwards and away from the technological advances of the computer. Actually this card system allowed the systematic breakdown, categorization and consolidation of the needed information in time for the department's and the volunteer's use.

The steps taken to implement the recommendations were to:

1. Halt all computer data entry
2. Research, categorize and consolidate information
3. Update and/or create index card files for Item Donors, Cash Donors and Gift-in-Kind Donors, Previous Bidders and Volunteers
4. Prepare a master list for each file suitable to photocopy directly onto mailing labels
5. Prepare a sequentially numbered set of Individual and Dealer Item Donor cards. These are given to the volunteers and used when soliciting gifts. Each card lists a donor, address, phone number, previous donations with year given and its appraised value
6. Prepare a list of each volunteer's solicitation cards as a tracking tool to ensure each card's return
7. Prepare an index card file for the returned solicitation cards. These cards can be used by the volunteers again next year
8. Transfer any new information from the returned solicitation cards onto the department's donor card file

CHAPTER IV

EFFECTS OF INTERNSHIP AT WLAE-TV

This internship at WLAE-TV, Channel 32, has had a definite effect in the Development Department. The effects of the internship and recommendations have been divided into general and specific short and long-range effects.

The first and most obvious overall short-range effect was to relieve the Auctions and Special Events Director of a portion of his duties and responsibilities, thus allowing Mr. Weaver to direct his attention and efforts to other areas of the auction. Furthermore, the smooth processing of all the donated items by the Volunteer Committee and the exchange of important information among the Development, Production and Publicity Departments, volunteers and the General Manager are both positive results of the internship. Finally, when Mr. Weaver was out of the office, I was able to supply forms or information immediately to staff and/or volunteers who were behind schedule. This prevented unnecessary tension and helped to maintain a more relaxed working environment.

One of the overall long-range contributions was the centralization of the department's dispersed pieces of information and paper work from previous auctions. Another effect developed from conversations with Mr. Weaver concerning the limitations of the software.

We were able to clarify exactly what the department required of a new software program. Specifically, the additions and changes that were necessary to develop a software program that would provide the desired information storage, access and retrieval capabilities. Finally, the internship has set the groundwork for future Arts Administration interns by establishing a set of proven procedures which will guide them in developing a similar manual information system for the Fall Auction. Furthermore, addressing and eliminating this problem will give future interns the time and opportunity to research, analyze and resolve other problems. This first Arts Administration internship at WLAE-TV has contributed to establishing a good working relationship between the station and the Arts Administration program. Hopefully, this relationship will continue and grow in the future.

Specific Short and Long-Range Effects

The specific short-range effects of my recommendations are as follows:

1. Independence from the incomplete and inaccurate information supplied by the computer
2. Preservation of the accumulated information stored in the computer by ceasing to perform updates
3. Creation of a manual information system that is: (a.) easy to access, (b.) capable of being updated, while maintaining a history, (c.) able to retrieve accurate past and current information

4. Expedition of direct mailings by maintaining current mailing lists suitable for direct photocopy onto mailing labels

The specific long-range effects of the recommendation for the Development Department are:

1. A clearer understanding of the kinds of capabilities required of a future software program
2. The continuation of the manual filing system that will accommodate convenient expansion, storage and processing
3. The ability to efficiently reproduce important information from sets of manual card files as a system backup to computer malfunctions
4. The preservation of the old computer files and the continual updating of the card file information system as the data base for the future software program

CONCLUSION

This internship has been very rewarding. I have learned the importance of maintaining detailed and accurate manual records. A computer's help may be invaluable, but it is only as good as its software. A strong manual back-up information system will allow an organization to operate efficiently in spite of a computer crisis. Likewise, the better the internal information of a department is organized, the less likely it is to be thrown off stride by unforeseen emergencies.

My knowledge has been increased in two other areas of auction planning; specifically auction costing and underwriting. These areas were not part of the primary duties of the internship and were handled by Mr. Weaver. However, Mr. Weaver went out of his way to sit down and explain the who, the what and the why of what he was doing. Auction costing is calculated by comparing the expense figures from the last two Antique/Arts Auctions with this auction's requirements and the service/cost plan estimates received from various companies. A fairly accurate auction budget was developed from this information.

A major portion of these auction expenses are paid by different underwriters. The principle is that an underwriter will receive a benefit in return for assuming a selected portion of the

auction's expenses. For example, if Schwegmann Supermarkets underwrites the auction's telephones, the announcer will always refer to the phones as the Schwegmann phones. WLAE-TV has an outline of the benefits associated with the different levels of financial underwriting. (See Appendix H.)

This year, as in the past, the auction's expenses will be covered and exceeded by a combination of cash donations, gifts-in-kind contributions and underwriting. This excess of expense coverage and the auction sales will provide an increase to the station's operating funds.

I believe that I executed the duties and responsibilities of my internship in a professional manner. Furthermore, I believe that my efforts and suggestions have had and will continue to have an effect on the Development Department's future auctions.

APPENDIX A

PUBLIC INTERVIEW TELEPHONE SURVEY

General Public Interviews

A random sampling of the New Orleans telephone directory was taken resulting in a selection of 500 names, addresses and telephone numbers. This selection was done by using the even numbered pages, second column, fifteenth line. The process comprised almost all pages of the directory.

From this list of 500 names, 444 persons were interviewed by telephone. All interviews were conducted between March 18, 1981 and May 10, 1981.

Telephone Survey

444 Surveyed

100 Male

320 Female

24 Anonymous

Age Group:

3 Under 18

175 Ages 19-64

138 Ages 65 plus

28 N/A

Race:

84 Black

310 White

3 Oriental

0 American Indian

8 Spanish
Speaking

17 N/A

All surveys were done between the dates of March 18, 1981 and May 10, 1981.

Listed as the most significant problem

98 Crime and Violence

5 Race Relations

82 TV Programming

5 Elderly

67 Education

4 Peace

67 Religion or Lack of it.

4 Inflation

11 Drug Abuse

3 Employment

6 Youth

2 Apathy

5 Street Repairs

2 Family

6 Cultural Problems

2 Business

5 Government

1 Housing

1 Child Abuse
1 Money
1 Health
1 Transportation
1 Gun Control
2 Whatever

Listed as Secondary Problems

<u>51</u> TV Programming	<u>4</u> Drug Abuse
<u>39</u> Violence and Crime	<u>2</u> Health
<u>22</u> Education	<u>2</u> Financial
<u>20</u> Religion or lack of it.	<u>2</u> Elderly
<u>8</u> Youth	<u>2</u> Family
<u>5</u> Inflation	<u>1</u> The Bridge
<u>5</u> Environmental	<u>1</u> Racial
<u>5</u> Government	

38 No comment or thought that there were no problems.

Typical and Illustrative Programs Which the
Applicant Plans to Broadcast to Meet These Needs

<u>Problems Treated</u>	<u>Program Description</u>
1. Education	1. Specialized Instructional Programs.
2. Crime	2, 3 & 4. To be covered through special public affairs programs.
3. Law and Order	
4. Government (National, State, Local)	
5. Religion (or lack of it)	5. Various religious programs to include studies of Scripture, counseling, and values.
6. Youth	6. Special programs dealing with the problems and attributes of youth.
7. Environment	7 & 8. To be covered through special public affairs programs.
8. TV Programming	

- | | |
|-----------------------------|--|
| 9. Cultural | 9. Several programs (educational and entertainment) dealing with cultural matters produced locally and from network sources. |
| 10. Elderly and Handicapped | 10, 11 & 12. To be covered through special public affairs programs. |
| 11. Family | |
| 12. Recreation | |

APPENDIX B

1985/1986 AND 1986/1987

STATION INCOME, AUCTION EXPENSE, AUCTION INCOME

AND

1986/1987

STATION INCOME PROJECTION BREAKDOWN

1985/1986 and 1986/1987
Station Income, Auction Expense, Auction Income

	Station Income	
	<u>Projected</u>	<u>Actual</u>
1985-86 Station Income	\$1,407,000	\$1,103,000
1986-87 Station Income	\$1,538,906	

Auction Expenses		
1985-86 Expenses	\$12,100	
1986-87 Expenses	\$14,000 (projected)	

Auction Income		
1985-86 Auction Income	\$37,100	
1986-87 Auction Income	\$49,000 (projected)	

1986/1987
Station Income Projection Breakdown

Membership

On-Air, Fall	\$ 8,000	
On-Air, Spring	\$ 8,000	
Parish Appeal	\$ 90,000	
Nat'l Catholic Appeal	\$ 24,000	
Renewals	\$ 15,000	
Unsolicited	\$ 5,000	
Personal Campaign	\$ 12,850	
Telemarketing	<u>\$ 5,000</u>	
		\$ 167,850

Investment

Long Term Pledge Receivables	\$208,038	
Personal Campaign	<u>\$ 53,675</u>	
		\$ 261,713

Underwriting

Daypart	\$201,600	
Program	\$ 75,000	
Special Grants	\$ 50,000	
Antique Auction	\$ 16,000	
Christmas Auction	\$ 41,000	
Program Guide	<u>\$ 20,600</u>	
		\$ 404,200

Special Events

Christmas Auction	\$105,000	
Antique Auction	\$ 49,000	
Other	<u>\$ 8,000</u>	
		\$ 162,000

Misc. Production Income \$ 40,000

Governmental Grants

L.E.T.A.	\$137,893	
C.P.B.-CSA	\$345,640	
CPB-PBS Interconnect	\$ 15,860	
CPB-ADUTSA. Tune-In	<u>\$ 3,750</u>	
		\$ 503,143

TOTAL INCOME PROJECTION \$1,538,906

APPENDIX C

CATEGORIES OF MERCHANDISE

Antique/Art Auction

Card File #2 - Categories of Merchandise

Books

Art
 Cartoon
 Informative (Foreign
 Countries)
 New Orleans History

Bowls/Dishes/Plates

Bird
 Casserole
 Commemorative
 Fruit
 Imari
 German
 Oriental
 Sevres Ware
 Soup
 Sterling
 Trefold
 Worcester
 Miscellaneous

Carpets/RugsCarvings/Statues

Busts
 Decoys
 Dolls
 Netsukes
 Military Miniatures
 Ornaments

Collectables

Historic
 Mardi Gras

Containers

Bottles
 Boxes
 Chests
 Decanters

Containers (continued)

Jars
 Jugs
 Pitchers
 Planters
 Pots
 Sugar/Creamers
 Urns
 Vases

Drinking Items

Cups & Saucers
 Glasses

Eating Utensils

Dessert Server
 Forks
 Spoons
 Miscellaneous

Fabric

Bolts
 Needlework/Embroidery

Fireplace Implements

Andirons
 Screens

FramesFurniture

Armoires
 Cabinets
 Chairs
 Commodes
 Desks
 Halltrees
 Hutches
 Lecterns
 Tables

Furniture (continued)

Buffet/Credenza/Sideboards

Hanging Art

Cartoons
Engravings/Etchings/
Gravure
Lithographs
Motif
Paintings
Photographs
Plates
Posters
Prints
Serigraphs
Watercolors

Jewelry

Counterfeit Diamonds
Gemstones
Necklaces
Pins
Rings

KitesLighting

Lamps
Candelabras
Candlesticks
Chandelier
Girandoles

Pillows/PillowcasesReligious

Badges/Plaques
Books
Crucifixes
Figures
Pre Dieu/Kneelers
Stands-for Missals/Bibles
Miscellaneous

Screens

Chinese
Japanese

Tickets

New Orleans Museum
New Orleans Opera

Miscellaneous

APPENDIX D

FALL AUCTION FILE OUTLINE

Fall Auction File Outline

Auction

Activity Work Schedule
 Auction Fact Sheet
 Directions to Station
 General Forms
 General Information
 Information Request Form
 Inventory
 Inventory-PBS/NAS
 Over/Maximum & Sell Bid
 Slips

Auctioneer and Master Control

Auctioneer Instructions
 M. C. Instructions
 M. C. Schedule Form
 Solicitation Letter and
 Reply Card-Auctioneer

Family Specials/Celebrity Showcase

Label Mailing Lists

Volunteer List

Processing

Audit Form
 Description Sheet
 Donor Form
 Gift Certificate
 Processing Form
 Production Processing Form
 Receiving Sheet
 Sealed Bid Forms

Production

Broadcast Sequence Forms
 Check Off List
 Log
 Needs
 Studio Layout

Publicity

Art
 Catalogue
 Flyers/Poster

Special Solicitation

Supplies/Needs

Order Forms
 Payment Receipts
 Supplies Required

Sweet Charity Board

Thank You/Recognition

Auctioneer's Letter
 Donor's Letter
 General Thank You Card
 Volunteer's Letter

Tuition Board

Underwriting

On-Air Credits
 Participants
 Underwriting Schedule/
 Commitment

Volunteers

Activity/Time Record
 Application Form
 Auction's Board
 Committee Work List
 Placement Forms
 Responsibilities
 (Chairman)
 Responsibilities
 (Committee)
 Solicitation Letter-
 Authorization
 Solicitation Letters
 Solicitation-Prospect
 List

APPENDIX E

ANTIQUÉ/ARTS AUCTION FILE OUTLINE

Antique/Arts Auction File Outline

Auction

Activity Work Schedule
General Information
Inventory
Results

Supplies/Needs (Continued)

Order Forms
Payment Receipts
Supplies Required
Telephones Required

Label Mailing Lists

Bidder List
Cash Donor List
Solicitation List-Dealers
Solicitation List-
 Individuals
Volunteer List

Thank You/Recognition

Underwriting

Breakdown
Invite Letter-Details
Participants
Proposal

Processing

Appraisal Forms
Audit Forms
Description Sheet
Donor Receipt Forms
Merchandise Description
 Forms
Processing Forms
Receiving Sheet
Sealed Bid Forms
Transmittal Form

Volunteers

Auction's Board
Committee Work List
 Form
Dealer Cover Letter
General Information
Meeting/Rehearsal
 Letters
Merchandise Solicita-
 tion Record
Personnel Record Sheet
Placement Forms
Responsibilities
 (Chairman)
Responsibilities
 (Committee)
Solicitation Letter-
 Authorization
Solicitation Letter-
 Bidders
Solicitation Letter-
 Dealers
Solicitation Letter-
 Individuals

Production

Broadcast Sequence Forms
Needs
Studio Layout

Publicity

Ads
Art
Catalogue
Flyers/Posters
Promotion

Registration

Supplies/Needs

Estimated Number of Bid
 Forms

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APPENDIX F

ANTIQUÉ/ARTS AUCTION RECEIVING RECORD

32
WLAE-TV
WLAE-TV AUCTION

RECEIVING SHEET

86 INVENTORY

1.

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
1. 3/4/87	1-2 ^S	2		Sisters Servants of Mary	S	Ceramic Lamps-Cock Bird Design
2. "	3-10 ^S	8	Priceless	St. Mary's Dominican Coll.		Memoriabilia
3. "	11 ^S	1	\$200	Dr. & Mrs. H. G. Gustafson Jr.		Nippon Vase
4. "	12 ^S	1	\$100	La. Crafts Council		Porcelain Floor Vase
5. "	13	1	\$30	Kathleen Woodsum	S	Photo Print-Signed & Numbered Jap Firewoks at World Fair
6. "	14-18	5		Friend	S	Engraved Color Prints of Birds
7. "	19	1	\$25	Roger Carrington	S	Lithograph of Destrahan Plantation
8. "	20 ^S	1		Mr. & Mrs. Roy Mossy		Modern Painting
9. "	21	1		Friend	S	Black & White Print Rome-1773?
10. "	22	1		Casell Gallery	S	Color Print-"New Orleans-City of Jazz"
11. "	23-24	2		Franco Alessandrini	S	Posters-La. Alphabet & Crabs Caught in Wire
12. "	25	1		A. L. Lowe	S	Poster - "A Garden 1889"
13. "	26	1		Casell Gallery	S	Karate Poster
14. "	27 ^S	1		Anonymous		Chinese Scroll-Framed
15. "	28	1		Friend		Elaborate Gold Wall Hanging Plate Display
16. "	29-30 ^S	2	\$30 pair	Friend		Commemorative Plates
17. "	31-32 ^S	2	\$15	Friend		Saucers-White with Gilt
18. "	33-72 ^S	40 Sets 2 to Set	\$25 per Set	Wallace Darion	S	Sadler Wine Prints
19. "	73 ^S	1		Msgr. Bezou		Book-"Metairie, A Tongue of Land to Pasture"
20. "	74-75 ^S	2	\$130	Fr. John Finn		Book of Kells & Print
21. "	76	1	\$35	Roger Carrington	S	Lithograph-Destrahan Plantation Signed & Numbered
22. "	77 ^S	1		A.L. Lowe		Print of Owl "Twilight" Signed & Numbered
23. "	78	1		Friend	S	Oil Painting of Two Flying Geese
24. "	79-102 ^S	24		Bergen Gallery	S	Lockwood's "Atchafalaya" Posters-Signed & Numbered
25. "	103	1				Overstuffed Chair
26. "	104-105	2				Chipendale Straight Back Chairs
27. "	106 ^S	1	\$250	Mrs. Hewitt Thien		Acrylic Painting-Swamp Scene
28. "	107 ^S	1	\$100	Friend		Framed Poster-J. Paul Getty Museum
29. "	108-109 ^S	2				Pastoral Pictures in Black & Gold Frames

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WLAE-TV
WLAE-TV AUCTION

RECEIVING SHEET

NEW INVENTORY

3.

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
46. 1/29/87	127	1	\$2500	Hampshire House Auctions Ltd.		Lg. Elephant Carving
47. 1/30/87	128	1		St. Henry Sisters School		Elaborate Hanging Church Icon
48. 3/4/87	129	1		Anonymous	(S)	Laminated Front Page of the Washington Star's Final Edition
49. " S	130	1		Anonymous		Circular Carved Wood with Design- "Guatemala"
50. "	131	1		Dixon & Dixon		Netsuke Ivory Carving
51. 3/10/87	132-133	2	\$600	Friend		Lap Desk with Stand
52. 3/11/87	134	1		Anonymous	A. Montgomery *B. Lemann	Wooden Bowl
53. " S	135	1		Anonymous	"	French Copper Fountain
54. " S	136	1		Anonymous	"	French Silver Bowl
55. " S	137	1	\$150	Anonymous	"	Framed Collage by Sanders
56. " S	138	1	\$50	Anonymous	"	"Talisman"-Signed & Numbered by D. Milford
57. " S	139	1	\$300	Barbara Lemann	"	Oil Painting "Bleu" by French Artist-Debre
58. " S	140	1	\$113	Anonymous	(S)	Gouache, Florence-Italy by Fucini
59. " S	141	1		Anonymous	(S)	Colored Lithograph By Joyce Mayer
60. " S	142	1	\$200	Anonymous	"	John Hodge Ceramic Plate
61. " S	143	1	\$200	Anonymous	"	Lory Lockwood Mirror Framed in Ceramic
62. " S	144	1	\$38	Anonymous	"	Framed Lithograph By Adam Signed & Numbered
63. " S	145	1	\$30	Anonymous	"	Clemmer Sandcast Sculpture
64. " S	146	1		Anonymous	"	Leger Sculpture
65. " S	147-151	5	\$375	Anonymous	B. Lemann	Chinese Porcelain 2 bowls & 3 dishes
66. 3/21/87	152	1		Virginia D. Koch		German Porcelain Cake Plate
67. " S	153-154	2		"		Pair of Matching Silver Vases
68. 3/23/87	155-159	4		Anne Montgomery		Elizabethan Silver Seal-Top Spoons
69. " S	160	1		"		Small Cut Crystal Decanter
70. " S	161	1		"		Oval Silver Vegetable Dish
71. " S	162	1		"		Fluted Silver Oval Bowl on feet
72. " S	163	1		"		Oval Silver Platter Baroque Edge
73. " S	164	1		"		Small Round Silver Tray
74. " S	165	1		Geo. Montgomery	(S)	Neil Lubroth Print "Jazz" Signed & Numbered
75. 3/26/87	166	1		Anonymous	A. Montgomery B. Lemann*	Ceramic Picasso Ashtray A Multiple--French

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WLAE-TV
WLAE-TV AUCTION

RECEIVING SHEET

4.

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
76. 3/26/87	167	1		Anonymous	A. Montgomery B. Lemann*	French Lithograph signed & #, by Dominguez
77. " S	168-173	6		"	"	French Dining Implements
78. " S	174	1		"	"	French Lithograph by Lanos
79. " S	175	1		"	"	1953 American Lithograph by Helen Siegel
80. " S	176	1		"	"	French Lithograph by P. Lance
81. " S	177	1	\$38	"	"	French Lithograph supposedly by Derian (unsigned)
82. " S	178	1		"	"	Horse Ornament 19th Century British
83. 3/27/87	179	1		A. Montgomery		English Lustre-Ware Pitcher
84. " "	180	1		Anonymous		Victorian "Funeral" Brooch
85. " "	181-182	2	\$50 Pair	James H. Cohen & Sons	Pam LeNoir	Netsuke Figures
86. " S	183	1	\$285	927 Gallery of N.O.	"	Silkscreen by Seally "Skywire with Chair"
87. " S	184	1	\$65	Hang It Up Gallery	"	Silkscreen by Juttau "Jambalaya Art" Signed & #
88. " "	185	1	\$65	Creative Hang Ups	" S	"Tulips" by Daryll Trott
89. " S	186	1	\$250	Aardvark Studios of Metairie	"	Color Etching "Tripping Pipe" by Jeh Breithaupt
90. " S	187	1		A Friend		Candle Lighter & Snuffer
91. " S	188	1	\$60	A Friend		Porcelain Vase
92. 4/1/87	189	1		Jane Molony	--- Same	Coral Cabochon Gold Ring
93. " "	190	1	\$50	Mrs. Herbert Van Horn	--- Same	Wood & Silver Wine Coaster
94. " "	191	1	\$150	Six Pence Antiques	Mrs. Van Horn	Wooden Tray with Nickel Gallery
95. " "	192-199	8	\$125	Margie Bush Antiques	"	China Dessert Set Trimmed in Gold-1 Platter & Server-6 Plates
96. " S	200-202	3	\$25	Beps Antiques	"	3 Semi-Porcelain Plates Pineapple Design
97. " S	203	1	\$150	John W. Pitkin Jr.	"	Antique Oak Knife Box (1865)
98. " S	204	1	\$200	Mrs. Elizabeth Luke	"	Pastel Painting by Douglas V. Freret
99. " S	205	1	\$75	Packard Gallery	Pam LeNoir	Lithograph "Pirates Alley" by Marcella Packard
100. 4/7/87	206	1		Lindy Boggs	Mary Dixon	Lithograph by Currier
101. 4/10/87	207	1		Fr. Val McImes	"	Vatican Pavilion Poster Framed from '84 World Fair
102. 4/15/87	208	1		Mrs. Lillian Trent		Needlepoint Fire Screen - Framed in Carved Mahogany
103. 4/20/87	209	1		Mrs. Hoefer	M. Rusovich	Lg. Painting of Pink Waterlilies
104. " "	210	1		"	"	Sm. Painting of Sea Gulls
105. " "	211	1		"	"	Painting of White Waterlily

RECEIVING SHEET

5.

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
106. 4/20/87	212	1		Mrs. P. Godfrey	M. Rusovich	Painting-Snow Scene with Church
107. "	213	1		"	"	Painting-Mountains & Flowers
108. "	214	1		Mrs. Graham	"	Painting-Iris
109. "	215	1		Mrs. L. Heebe	"	Painting-Still Life Plate & Flowers
110. "	216	1		Mrs. Wm. Brown	"	Painting- Sunflowers
111. 4/21/87	217	1		Jane McCall	Anne Grace	Square Silver Plate Tray with Ornate Border
112. "	218	1		"	"	Silver Shell Designed Chip and Dip Server
113. "	219	2		"	"	Silver Tea Pot & Stand
114. "	220	1		"	"	Lalique Crystal Bowl with Leaf Design
115. " D	221	1	\$4800	Dixon & Dixon	M. Dixon	Figured Mahogany Armoire
116. " D	222	1	\$130	Andrew's Gold 'N' Things	Andrew Pedersen	Sterling Silver Collar
117. 4/23/87	223	1	\$85	Felice Lowe	Pam Lenoir	"Harper's Weekly" Page of Southwest Pass-Framed/Er. Mat
118. " D	224	1	\$1200	Sarouk Shop	"	Kurdish Rug 5'x 11'
119. " D	225	1	\$3600	Dyanson Gallery	Jane Molony	Paul Wegner Sculpture
120. "	226	1	\$25	Finders Keepers Antiques/Gifts	Pam LeNoir	Heisey Cut-Glass Candy Dish Signed - Early 20th Century
121. "	227	1	\$40	French Antique Shop	"	French Handpainted Plate
122. "	228	1	\$450	Cynthia Sutton Co.	"	Original Dresden Porcelain Figurine - Ballerina
123. 4/24/87	229	1		Geo. Montgomery	Anne Montgomery	Silver 1974 Rex Doubloon
124. "	230-231	2		French Collectibles	"	Pair of Crystal Decanters
125. "	232	1	\$200	Katherine deMontluzin	"	Limoges Chocolate Pot
126. "	233-242	10 cases		Charles Dennery Inc	Pam LeNoir	10 Cases of Chocolate Syrup
127. "	243	1		Mr. & Mrs. Killian Huger Jr.	Eugenie Huger	Rectangular Tray - Heavy Silver
128. "	244	1		"	"	Persian Blue Ginger Jar & Top
129. "	245	1		Mr. & Mrs. Charles Babington	"	French Jar with Top - White & Gold
130. "	246-247	2		Mr. & Mrs. Grady Harper	"	Brass Tray & Ashtray
131. "	248	1		"	"	Wedgewood Style White Lamp
132. "	249	1		"	"	Black Laquered Table-1930's
133. "	250	9		Dr. & Mrs. Harold Tabb	"	China Tea Set 4-Cups/Saucers & Tea Pot
134. "	251-252	2		Mr. & Mrs. Marcelle Hickey	"	Pair of Wooden Candlesticks 1880's

RECEIVING SHEET

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
135. 4/28/87	^D 253	3	\$1080	Hanson Galleries	Pam LeNoir	One Framed Suite of Three Ltd. Ed. Etchings-Azoulay
136. "	254	1		Phillip Sage	--- Self	Hand Colored Etching - Signed and # "Riding Streetcar Line"
137. 4/30/87	255	1	\$75	Jon Antiques	Pam LeNoir	Antique Royal Doulton Piatter-19th Century
138. "	256	1	\$45	German Consulate	Phil Keene	Book-"Expressionism"
139. "	257	1	\$100	Alexander's	Pam LeNoir	Victorian Walnut Chair 1865
140. "	258	1		Mr. & Mrs. T.M. Dietz III	Mrs. Gordon	Lg. Gold Leaf Mirror
141. "	259	1		Mr. & Mrs. T.M. Gordon	"	Spanish Leather Book
142. "	260-263	4		"	"	Four Unframed Prints
143. "	264	1		"	"	Bisque Figurine
144. "	265	1		Mr. & Mrs. Floyd Wallis	"	White & Gold German Figurine Dated 1886
145. 5/1/87	266	1	\$2600	Nahan Art Galleries	W. Baas	An Abstract by Max Papart
146. "	267	1		Mr. Charles Denechaud III		Chinese Screen-6 Panels
147. "	268	1	\$500	Gallery Simone Stern	W. Baas	Emery Clarke Silk Screen
148. "	269	1	\$125	Contemporary Arts Center	Mary Ellen	Century Club Membership & Douglas Bourgeois Print
149. "	270	1		Mrs. Laura Bodebender		Collectable -Racing Horse w/ jockey Pin
150. "	271-272	2		Mrs. Hewitt Thian	Pam LeNoir	Paintings of Clowns-Framed
151. "	273-274	2		"	"	Framed Prints of Mallards
152. "	275	1		"	"	Painting-Flowers in Vase
153. "	276	1		Mrs. William Christovich	Jeanne Young	Old Typewriter
154. "	277	1		"	"	Chandelier
155. "	278-280	3		"	"	Silver Trays
156. "	281	1		Mrs. R.K. Milling	Self	French Brass Andirons
157. "	282	1		"	"	Drawing of Four Faces -Framed
158. "	283	1		"	"	Painting of Faceless Nun
159. "	284	1		Mrs. George Villere	"	Antique Pin
160. "	285	1		Mrs. Gerald Andrus	"	English Spode Dish-1820
161. "	286	1		The Gazette		1/8 Page Ad for 6 Months
162. 5/4/87	287	1		Mr. & Mrs. J. Luis Banos	Cherie Banos	Old Microscope in Case w/ 4 Boxes of Slides
163. "	288	1		M/M Carl Dahlberg Consul Gen. Monaco	"	Book about Monaco

APPENDIX G

NATIONAL AUCTION SERVICE RECEIVING RECORD

[The following table is a reconstruction of the extremely faint and illegible text in the image. It appears to be a receiving record with multiple columns and rows of data.]

Item No.	Description	Quantity	Unit Price	Total	Remarks
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32
WLAE-TV

WLAE-TV AUCTION

RECEIVING SHEET

PBS/NAS

1.

DATE REC'D	LOT #	# OF PIECES	VALUE	DONOR	SOLICITOR	DESCRIPTION
	#1	1	\$99.00	Regina Co.		Homespa Personal Whirlpool
	#2	1	\$149.00	Maverick Industries, Inc.		Electric Tabletop Lavastone Barbeque
	#3	2 Pair	\$22 ea.	Acorn Products		2 Pair of Slipper Socks
	#4	5	\$200 or \$40 ea.	Selchow & Righter Games		The World According to Ubi Game
	#5	1	\$499.00	Admiral		Wine Celler
	#6					
	#7	1	\$118.00	BUSHNELL a Div. of Bausch/Lomb		5 in 1 Microscope
	#8	7 Piece Set	\$124.50	Revere Ware		7 Piece Set S/S Cookware Copper Bottom
	#9	3	\$210 or \$70 ea.	Black & Decker		Sander/Grinder
	#10	60 Bottles	\$100.00	Susa, Inc.		San Pelligrino Mineral Water
	#11	2	\$130 or \$65 ea.	Lifesake-Div. of Easter Form Corp.		Roses for Life Gift Domes
4/20/87	#12	3	\$345 or \$115 ea.	Quaker Lace Co.		Lace Bedspreads
3/13/87	#13	1	\$75.00	Radio Steel Corp.		Radio Flyer Town & Country Wagon (Child's wagon)
4/1/87 Rec'd 1 Certf.	#14	2	\$125 ea.	American Shop at Home, Inc.		Membersnip in Catalogue Club with 50% Discount
4/7/87 50 Certifs.	#15	58 Cases	\$11 a case or \$550	Bays English Muffins	8 cases free for volunteers	English Muffins
4/6/87	#16	1	\$50	Casio, Inc.		Robot Clock
	#17	1	\$100	Polarware Software		Graphics Software Package for Apple Computers
	#18	1	\$108	Polarware Penguin Software		Entertainment Software Package for Apple Computers
	#19	1	\$81	Polarware Penguin Software		Educational Software Package for Apple Computer
3/27/87	#20	1	\$70	International Star Registry		Two Binary Stars Named by winning bidder
"	#21	1	\$200	Aladdin International		Ember Bright Portable Fireplace
	#22	1	\$222.86	Lyle & Scott Inc. of New York		Women's Cashmere Sweater
4/2/87	#23	1	\$32.95	KBL Corp.	REC'D 2	Kryptonite-4 Bike Lock
"	#24	1	\$4.95	"	REC'D 3	Quick Release Carrying Bracket
	#25	2	\$14.95ea.	"	NOT SHIPPED	Kryptonite Carriers
	#26	2	\$29.95ea.	"	NOT SHIPPED	Kryptonite BMX Locks
4/2/87	#27	2	\$25.95ea.	"	REC'D 1	Megalocks
	#28	2	\$3.49ea.	"	NOT SHIPPED	Carrying Brackets
3/27/87	#29	7 Piece 1 Set	\$55	United China & Glass		Royal Navy Decanter Gift Set

APPENDIX H

OUTLINE OF UNDERWRITING BENEFITS

Outline of Benefits

\$8,000 TV32 Arts Sponsor

- :30 Videotape spot at top of hour and on 1/2 hour.
- 2. Print ad using company logo in Times Picayune and Clarion Herald . . . of 290.00 and
- 3. Pre Auction on-air promo using company name
- 4. 1/2 page ad in Auction catalogue
- 5. 1/4 page ad in Circle of Friends magazine
- 6. Company representative on-air to pledge community support.

\$4,000 Arts Collector

- :30 Spots 2 times per hour, 4 spots total.
- 2. Name in ad in Times Picayune and Clarion Herald
- 3. Auction catalogue 1/4 page ad
- 4. Circle of Friends 1/8 page ad
- Company representative on camera to present check.

\$2,000 TV32 Artisan

- :30 Spot to run 2 times per hour
- Print ad using name of company to run in Times Picayune and Clarion Herald.
- Auction ad in Auction catalogue 1/8 page.
- Company name listed in Circle of Friends as auction supporter.
- Executive on-air to be introduced and pledge company support.

Art Patron

One Single Underwriter - \$16,000

Company name and logo on official Art and Antiques poster to be distributed to approximately 100 selected area businesses.

- :45 Videotape message to run two times each hour for both evenings for a total of 8 prime time promotions.
- Print ad using logo in Times Picayune and Clarion Herald both days.
- Pre auction on-air promos.
- Full page ad in Auction catalogue to be distributed at preview.
- 1/2 page ad in Circle of Friends, circulation of approximately 5,000.
- Representative from company to be introduced on-air during Prime Time.

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