


JIM, DAVE:

Re Bob Perrin's inquiry, encouraging frankness:

1 - We have some 13 hours of tapes. We could easily provide 15 to 20 short segments, although not many of them would stand a test of timeliness beyond this semester. I doubt he can mount a program before next fall, so these tapes would be of little help to start with.

2 - If we continue in radio, we will have a built-in supply for him. If we do something with cable TV, we can lift audio spots. Neither of these would take much extra time or effort. More important, they would take virtually no special preparation. The incentive to move a segment onto the "radio network" would be high.

On the other hand, if we do not continue with a WUSB program, or devise a  CATV program (from which audio can be lifted), the preparation of material for Perrin alone will become a pain in the a-double-s; it will be an interruption. That's human nature.

Sooooo....I believe we must make a commitment to do our own radio and/or TV if we are to supply Perrin. If we decide to drop out of broadcasting (or telecasting), I'd say the truth for Bob Perrin is that we would try to provide tape from time to time but we can't guarantee any ready supply.

I'm willing---yea, eager---to go full steam ahead with our present broadcast efforts. In fact, I hope you decide that I should do so, and that we can then commit ourselves to providing Perrin with frequent tapes. But if you decide otherwise, I'd advise against making any commitment to Perrin.

