

The Hollywood REPORTER

salutes



CBS
ON ITS 60TH ANNIVERSARY

FS

The Fred Silverman Company

12400 Wilshire Boulevard, Suite 920
Los Angeles, California 90025
Phone (213) 826-6050

Fred Silverman
President

Sept 28.

Dear CBS,

Happy 60th!

It's great to be part of the
family again.

Much success this Fall.

Fred Silverman

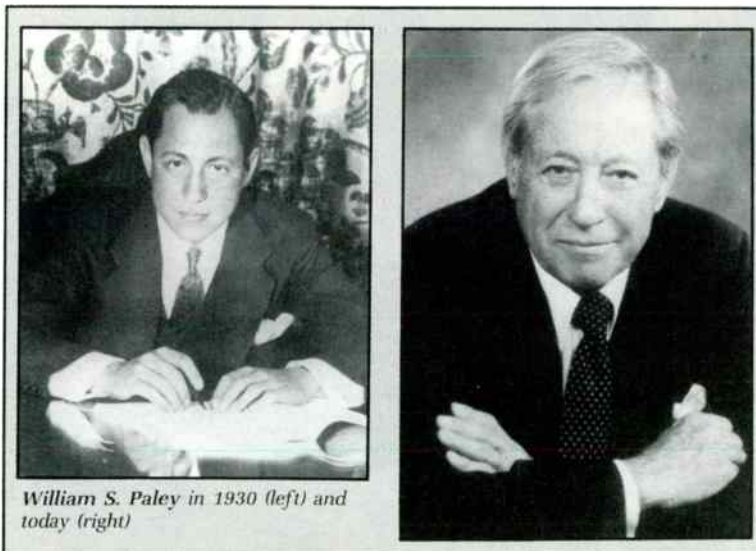
CBS: THE FIRST 60 YEARS

The Columbia Broadcasting System has delighted in calling itself "The Tiffany Network" for many years, and for good reason. Despite a few reverses in the last two years, as it reaches its 60th anniversary, CBS can say it has clocked more years as the No. 1 television network in the Nielsen ratings — by far — than any other network since CBS first started broadcasting a regular schedule in 1948. Back in 1935, CBS' radio network became the nation's largest, a crown it did not relinquish until radio's dominance gave way to television. CBS News was the first to offer regular service on radio, and later, to offer regular daily service on television, including the first daily 30-minute telecast of the world's events. CBS' lists of stars who have helmed series in both radio and television would match those in the heavens.

But more than any other of the three broadcasting network giants that have been spawned in America, CBS reflects the vision of its founder, William S. Paley, who last year returned to the chairmanship of the company. CBS is the only one of the three networks whose guiding founding father is still actively involved in the company. NBC's General David Sarnoff is deceased, and ABC's Leonard Goldenson is an emeritus. But Paley, at 86 years of age, is still fine-tuning his goals. And his network is celebrating its 60th anniversary.

It was 1927 when United Independent Broadcasters Inc. went on the air with 16 independent radio stations. No match for the NBC Red and the NBC Blue networks, but taking a chance. The next year, the company was purchased by the heir to a cigar company whose only business experience was in the family business. That man was William S. Paley. And those early years were not easy ones. Paley changed the name of the company to Columbia Broadcasting System and acquired a New York radio station with the ironic call letters of WABC, changing its name to WCBS-AM. He was on his way.

Or was he? CBS was a troubled financial concern, spending twice

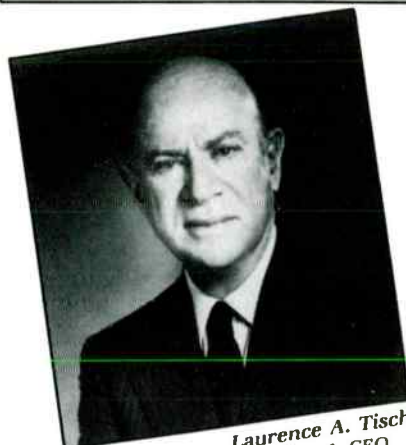


William S. Paley in 1930 (left) and today (right)

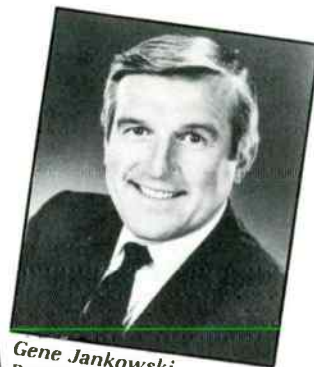
as much as it was generating in advertising revenues. The highly suspect and crude ratings service of the time (accomplished through telephone queries) said that CBS had a mere 10% of the audience. Paley knew that would never do, and commissioned a research survey that showed that CBS programs were the most popular in the largest cities. Yet, the network would need stars if it were to succeed.

1931 became the pivotal year. In that season, a New York newspaper columnist named Ed Sullivan began hosting his own variety program and began a 40-year association with CBS. One of his guests that year was a comedian named Jack Benny, who began his broadcasting debut by uttering the now famous line, "This is Jack Benny. There will be a slight pause while you say, 'Who cares?'" The next year, Benny had his own program and the start of a more than 30-year CBS relationship on the radio network.

1931 was also the year CBS began experimental, regularly scheduled television programming over station W2XAB in New York, an experiment that would be abandoned two years later with the Paley order that the television technical



*Laurence A. Tisch
President & CEO*



*Gene Jankowski
President, CBS Broadcast Group*

WE'RE ALL PART OF CBS



AND PROUD OF IT! HAPPY 60TH!

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Bing Crosby



Norman Corwin



Gertrude Berg

← aspects be fine-tuned.

Paley also realized that in order to survive, CBS would need popular, established talent. While on board a ship headed for Europe, he heard a young man play a phonograph record by Bing Crosby, and he wired his associates back in New York to sign this crooner up. By 1932, Crosby, one of the most popular stars of radio, was on the CBS Network, lured away from rival NBC, and in the same year the Mills Brothers and Kate Smith joined CBS as well.

In 1933, CBS took the unprecedented step of organizing the Columbia News Service, the first radio network news-gathering operation. CBS News, with its stellar tradition of service and pride, had begun.

In seven years Paley turned the minor network he had purchased into the nation's No. 1 and



Edward R. Murrow

paper editor (shades of Lou Grant) with Claire Trevor as his right hand. The series became second to Jack Benny in the national ratings within one year and reigned for several years as the No. 1 drama series on the airwaves.

The year 1937 also saw the debut of "Beulah," the exploits of a black woman who was alternate-



Kate Smith & Babe Ruth



Ted Husing



Major Bowes



Edgar Bergen

largest radio network, a title it held from 1935 on. The next year, CBS purchased KNX-AM in Los Angeles, giving it a foothold in Hollywood as well.

And more programming successes followed. In 1937, CBS premiered "The Big Town," starring Warner Bros.' star Edward G. Robinson as a crusading news-

ly portrayed on radio by a white woman and a white man. A historical footnote is that in 1947, CBS took the unprecedented step of hiring Academy Award winner Hattie McDaniel to play the role, thus cutting through color lines to (at last) allow blacks to star in series which offered characterizations of blacks.

Another footnote to 1937 is that in that year, NBC Red premiered a soap opera entitled "The Guiding Light," which focused on the trials and tribulations of the Bauer family. In the 1950s, Procter & Gamble would take this radio serial and bring it to CBS television (starting in 1952), and the show would go on to celebrate its unprecedented

50th anniversary, still a ratings winner.

Orson Welles became famous via CBS in 1938 when his "War of the Worlds" telecast on the Mercury Theater caused many Americans to fear that Martians really had landed.

Yet, there was another CBS first that year that signified something more important and lasting



Benny Goodman



Douglas Edwards & Florence Freeman

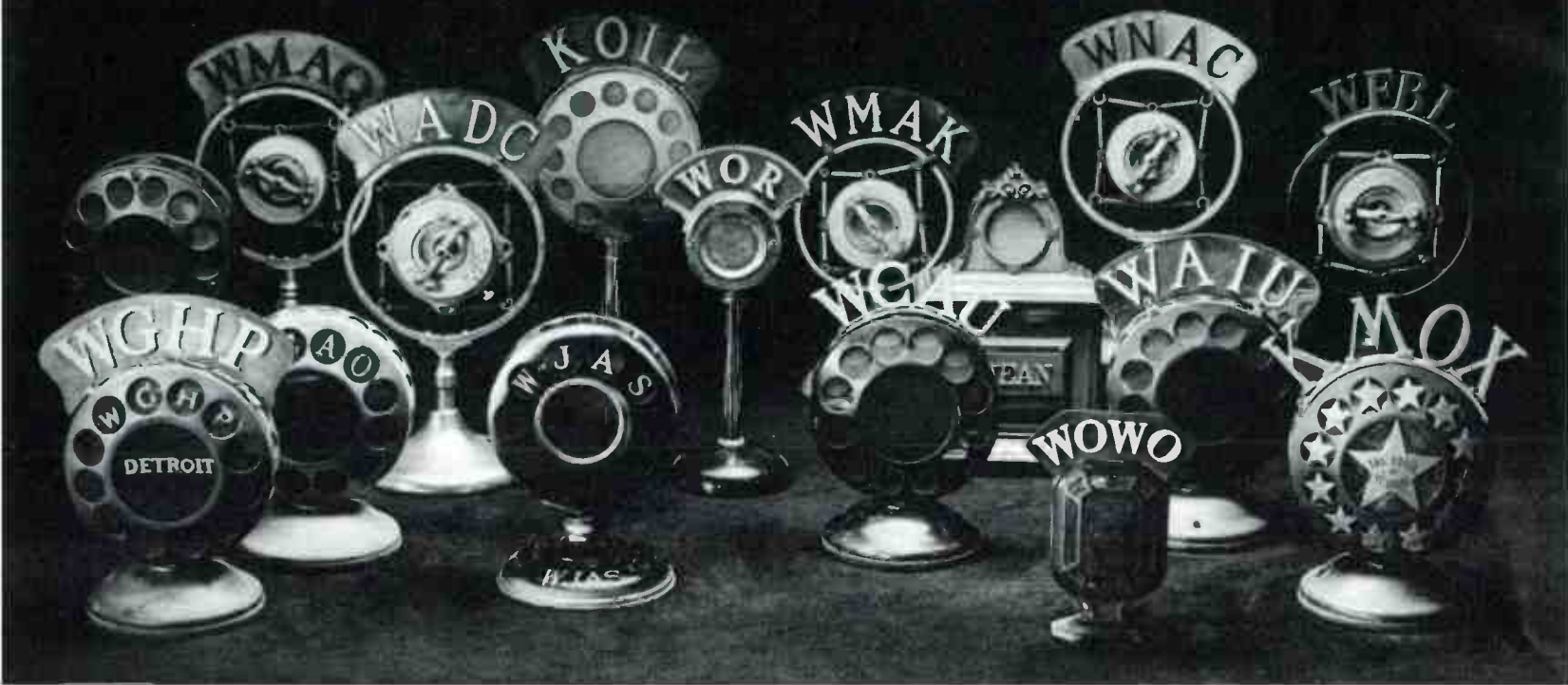
for the nation. "CBS World News Roundup," the first regular international radio news broadcast, premiered. With Edward R. Murrow reporting from Vienna, William L. Shirer from London and other newsmen from Paris, Berlin and Rome, this news show captured the nation's ears time and time again.

Europe went to war in 1939, and CBS reported the events dutifully. But there was time for fun Stateside, and a new program to join the CBS family that year was "Blondie."

The next year, 1940, CBS first broadcast color television from its transmitter atop New York's Chrysler Building and successfully received the signal at its Madison Avenue headquarters. Paley was so buoyed by the future of television that, in 1941, he acquired WCBS-TV (formerly WCBW) and began weekly broadcastings of black-and-white television program service in the New York area.

World War II put a damper on the development of television, and millions of Americans tuned into CBS radio daily for the latest reports on the progress of the war in Europe, Africa and the Pacific. CBS →

Take a look at us 60 years ago.



Now take a closer look.

CBS TELEVISION NETWORK AFFILIATES

KTAB-TV ABILENE, TX
 KUAM AGANA, GUAM
 WRGB ALBANY, NY
 KGGM-TV ALBUQUERQUE, NM
 KCMT ALEXANDRIA, MN
 WKBK-TV ALPENA, MI
 WTAJ-TV ALTOONA, PA
 KFDA-TV AMARILLO, TX
 KTV ANCHORAGE, AK
 WJSU-TV ANNISTON, AL
 KXII-TV ARDMORE, OK
 WAGA-TV ATLANTA, GA
 WRDW-TV AUGUSTA, GA
 KTBC-TV AUSTIN, TX
 KERO-TV BAKERSFIELD, CA
 WBAL-TV BALTIMORE, MD
 WABI-TV BANGOR, ME
 WAFB-TV BATON ROUGE, LA
 KFDM-TV BEAUMONT, TX
 KVOS-TV BELLINGHAM, WA
 KTVZ BEND, OR
 KTVQ BILLINGS, MT
 WBNG-TV BINGHAMTON, NY
 WBMG-TV BIRMINGHAM, AL
 KXMB-TV BISMARCK, ND
 KBCT-TV BOISE, ID
 WNEV-TV BOSTON, MA
 KBFX-TV BRYAN, TX
 WTVB-TV BUFFALO, NY
 WCAX-TV BURLINGTON, VT
 KXLF-TV BUTTE, MT
 WWTW CADILLAC, MI
 KFVS-TV CAPE GIRARDEAU, MO
 KGWC-TV CASPER, WY
 KGAN CEDAR RAPIDS, IA
 WCIA CHAMPAIGN, IL
 WCSC-TV CHARLESTON, SC
 WBT CHARLOTTE, NC
 WDEF-TV CHATTANOOGA, TN
 KGWN-TV CHEYENNE, WY
 WBBM-TV CHICAGO, IL
 KHSL-TV CHICAGO, IL
 WCPO-TV CINCINNATI, OH
 WJW-TV CLEVELAND, OH
 KKTV COLORADO SPRINGS, CO
 WLTX-TV COLUMBIA, SC
 WRBL COLUMBUS, GA

WCBI-TV WBNB-TV
 KZTV KDFW-TV
 WHIO-TV KMGH-TV
 KCCI-TV WJBK-TV
 KXMA-TV WTVY
 KDLH-TV KECY-TV
 KDBC-TV KTVZ
 WSEE-TV KVAL-TV
 WVIQ-TV WEHT
 KTVF KJBB-TV
 WBTW WINK-TV
 WTVX KFSM-TV
 WANE-TV WJMO-TV
 KJEO-TV KXGN-TV
 KLOE-TV KREX-TV
 KRIV WBYA-TV
 WFMV-TV WQXT
 WNCI-TV KGBI-TV
 WHP-TV WFSB
 KAYS-TV KGMF
 KHOU-TV WOVK-TV
 WHNT-TV KIDK-TV
 WISH-TV WJTV
 WJXT KRCG-TV
 WJHL-TV WQMT
 KCTV

COLUMBUS, MS
 COLUMBUS, OH
 CORPUS CHRISTI, TX
 DALLAS, TX
 DAYTON, OH
 DENVER, CO
 DES MOINES, IA
 DETROIT, MI
 DICKINSON, ND
 DOTHAN, AL
 DULUTH, MN
 EL CENTRO, CA
 EL PASO, TX
 ENSIGN, KS
 ERIE, PA
 EUGENE, OR
 EUREKA, CA
 EVANSVILLE, IN
 FAIRBANKS, AK
 FARGO, ND
 FLORENCE, SC
 FORT MYERS, FL
 FORT PIERCE, FL
 FORT SMITH, AR
 FORT WAYNE, IN
 FRESNO, CA
 GLENDIVE, MT
 GOODLAND, KS
 GRAND JUNCTION, CO
 GREAT FALLS, MT
 GREEN BAY, WI
 GREENSBORO, NC
 GREENVILLE, MS
 GREENVILLE, NC
 HARRLINGEN, TX
 HARRISBURG, PA
 HARTFORD, CT
 HAYS, KS
 HONOLULU, HI
 HOUSTON, TX
 HUNTINGTON, WV
 HUNTSVILLE, AL
 IDAHO FALLS, ID
 INDIANAPOLIS, IN
 JACKSON, MS
 JACKSONVILLE, FL
 JEFFERSON CITY, MO
 JOHNSON CITY, TN
 KALAMAZOO, MI
 KANSAS CITY, MO

WBR-TV WKBT
 WLFJ-TV KLFY-TV
 WLYH-TV WLNS-TV
 KVTY KLAS-TV
 KLEW-TV WKYT-TV
 KOLN KTHV
 KLMG-TV KCBS-TV
 WHAS-TV KLBB-TV
 WMAZ-TV WISN-TV
 KEYC-TV WMLC-TV
 KIMT KTVL
 WREG-TV WTVZ
 WTVH WITI-TV
 WCCO-TV KXMC-TV
 KPAX-TV WKRG-TV
 KNOE-TV KMST
 WAKA-TV WTVF
 WWL-TV WVCB-TV
 WTKR-TV KOSA-TV
 KWTW KMTV
 WCPX-TV KEPR-TV
 ZBM-TV WMBD-TV
 WCAU-TV KTSP-TV
 KOAM-TV KDKA-TV
 WGME-TV KOIN-TV

KNOXVILLE, TN
 LA CROSSE, WI
 LAFAYETTE, IN
 LAFAYETTE, LA
 LANCASTER, PA
 LANSING, MI
 LAREDO, TX
 LAS VEGAS, NV
 LEWISTON, ID
 LEXINGTON, KY
 LINCOLN, NE
 LITTLE ROCK, AR
 LONGVIEW, TX
 LOS ANGELES, CA
 LOUISVILLE, KY
 LUBBOCK, TX
 MACON, GA
 MADISON, WI
 MANKATO, MN
 MARQUETTE, MI
 MASON CITY, IA
 MEDFORD, OR
 MEMPHIS, TN
 MERIDIAN, MS
 MIAMI, FL
 MILWAUKEE, WI
 MINNEAPOLIS, MN
 MINOT, ND
 MISSOULA, MT
 MOBILE, AL
 MONROE, LA
 MONTREY, CA
 MONTGOMERY, AL
 NASHVILLE, TN
 NEW ORLEANS, LA
 NEW YORK, NY
 NORFOLK, VA
 ODESSA, TX
 OKLAHOMA CITY, OK
 OMAHA, NE
 ORLANDO, FL
 PASCO, WA
 PEMBROKE, BERMUDA
 PEORIA, IL
 PHILADELPHIA, PA
 PHOENIX, AZ
 PITTSBURGH, KS
 PITTSBURGH, PA
 PORTLAND, ME
 PORTLAND, OR

CBS RADIO NETWORK AFFILIATES

KABU ABILENE, KS
 KSAJ-FM ABILENE, KS
 KGUM AGANA, GUAM
 WNR (FM) AKRON, OH
 WGPC ALBANY, GA
 WQBK ALBANY, NY
 WZKY ALBEMARLE, NC
 WELI ALBION, MI
 KZIA-FM ALBUQUERQUE, NM
 WAEW ALLENTOWN, PA
 WFBG-FM ALTOONA, PA
 KGNC ANCHORAGE, AK
 KBYR ANDALUSIA, AL
 WTCG ANDERSON, IN
 WDBU ANNISTON, AL
 WDNB APPLETON, WI
 WHBY ARDMORE, OK
 KRDM-FM ASHEVILLE, NC
 WSKY ASPEN, CO
 KTYE ATHENS, GA
 WGAU ATLANTA, GA
 WGST ATLANTIC CITY, NJ
 WIIN AUBURN, NY
 WAUB AUGUSTA, GA
 WGAC AUSTIN, TX
 KLBJ BAKERSFIELD, CA
 KPNC BALTIMORE, MD
 WFRB BARRE, VT
 WSNB BARTLESVILLE, OK
 KYFM-FM BATON ROUGE, LA
 WJHO BECKLEY, WV
 WJLS BELOIT, WI
 WGEZ BEND, OR
 KBND BIG SPRING, TX
 KBYG BILLINGS, MT
 KBLG BINGHAMTON, NY
 WBNF BIRMINGHAM, AL
 WVOK BOISE, ID
 KFSD BOSTON, MA
 WEEI BOWLING GREEN, KY



Gracie Allen & George Burns



Marie Wilson

← did not abandon entertainment, and in 1943 premiered "Perry Mason" as a radio hour and in 1944, "The Adventures of Ozzie and Harriet" joined CBS, starring Ozzie Nelson, Harriet Nelson and, eventually as themselves, David Nelson and Eric Hilliard (Ricky) Nelson.

In the year following the end of the war, WCBS-TV issued its first-ever rate card for advertisers, but CBS as a television network got a slower start in regular TV programming than competitors RCA (NBC) and the Dumont Network. Although such prestige offerings as "Studio One" premiered on CBS in 1947, it was not until 1948 that CBS offered a regular weekly and national schedule to the nation's television homes. 1948 was the year Ed Sullivan became the first CBS Radio star to transfer to television with "The Toast of the Town," a program that would be a staple of Sunday nights for 23 years. 1948 was the year CBS' first affiliated station, WCAU Philadelphia (now owned by CBS) joined the network's family. Within a year there were 30 CBS affiliates (the number now tops 200). In 1948, Douglas Edwards became the television network's first news anchor as he helmed the CBS News' program, the first regularly scheduled network news show. As another first, CBS offered the first fully televised coverage of presidential election returns.

Radio had not been abandoned. New programs in 1948 included "Our Miss Brooks," starring Eve Arden. And, in 1948, Lucille Ball joined CBS as the star of "My Favorite Husband," in which she portrayed a ditzy housewife similar to the one she would create on television three years later. "My Favorite Husband"



"Arthur Godfrey Show": Jeannette Davis & Godfrey

also starred Richard Denning (although Lee Bowman had played the title character in the initial broadcast) and had in its cast Gale Gordon, whose name would eventually become inextricably linked with Ball's in years to come. As a twist of coincidence, the Coopers, the couple portrayed by Ball and Denning, were based on characters created by novelist Isabel Scott Rorick in her book, "Mr. and Mrs. Cugat." But using the name "Cugat" was impossible since Xavier Cugat, the bandleader, was a competitor to Ball's husband, Desi Arnaz. "Husband" also united Ball with writers Jess Oppenheimer, Madelyn

Pugh (later Davis) and Bob Carroll Jr., who would go on to work with her on television.

Television programs in 1948 included "Face the Music," "Cap'n Billy's Mississippi Music Hall," as well as regular broadcasts of boxing and basketball. In 1949, Arthur Godfrey joined the CBS television family, and two of his shows were soon to be among the top 10 programs in the nation. 1949 programs varied from "Dione Lucas," a pioneer cooking show, to "Mama," a pioneer family comedy (Dick Van Patten was among the cast).

1950 saw Jack Benny and the team of George →

"War of the Worlds": Orson Welles



CHRONOLOGY OF MAJOR EVENTS (1927-1950)

1927 United Independent Broadcasters Inc. debuts with network of 16 independent radio stations.

1928 William S. Paley acquires United Independent Broadcasters Inc., changes name to Columbia Broadcasting System Inc., and becomes president of the company.

1930 CBS has 400 employees; net profits total \$0.9 million; net sales total \$7.2 million.

1931 CBS begins regularly scheduled television programming over experimental station W2XAB in New York City.

1933 Columbia News Service — the first radio network news operation — is organized by CBS.

1934 Communications Act adopted, establishing Federal Communications Commission (FCC) and regulatory structure for broadcast industry. Equal Time provision adopted.

1935 CBS becomes nation's largest radio network.

1937 CBS stock first listed on New York Stock Exchange.

1938 CBS enters record business — acquires American Record Corp. and changes name to Columbia Recording Corp.

1938 "CBS World News Roundup," the first international radio news broadcast, established with correspondents Edward R. Murrow reporting from Vienna, William L. Shirer from London and other newsmen from Paris, Berlin and Rome.

1940 First color television broadcast from CBS transmitter at top of the Chrysler Building and received in CBS building at 485 Madison Ave.

1941 WCBS-TV New York (formerly WCBW) acquired; CBS begins weekly broadcast of black and white television program service over WCBS-TV.

1945 CBS enters music publishing field by establishing the April/Blackwood Music publishing companies to administer and collect royalties on music owned by CBS or artists associated with April/Blackwood.

1946 William S. Paley becomes chairman; Frank Stanton becomes president, Columbia Broadcasting System Inc.

1948 WCAU-TV Philadelphia becomes first CBS Television Network affiliate. Within the year, there are 30 affiliated stations.

"Toast of the Town" (later "The Ed Sullivan Show") begins a 23-year run on CBS Television Network. "The CBS-TV News With Douglas Edwards" becomes the first regularly scheduled television network news broadcast.

1949 "Arthur Godfrey and His Friends" (later "The Arthur Godfrey Show") debuts on the CBS Television Network.

1950 CBS has 3,000 employees; net profits total \$4.1 million; net sales total \$99.6 million. ★

To our friends at CBS...

Happy 60th





William Conrad as Matt Dillon (radio)



"The Jack Benny Show"



"Rochester" Anderson and Benny

← Burns and Gracie Allen make the switch from radio to television, and Garry Moore began his long CBS association. The schedule for the season also included the premieres of such television classics as "What's My Line" and "Truth or Consequences." CBS' top program was "Arthur Godfrey's Talent Scouts."

1951 saw CBS purchase KNXT-TV in Los Angeles (now KCBS), and offer the first coast-to-coast transmission between New York and Los Angeles. In daytime, CBS premiered "Search for Tomorrow," created by Roy Winsor as a soap opera. Although it was technically not the first soap opera on the air, "Search" offered



James Arness as Matt Dillon in "Gunsmoke" (with Burt Reynolds, seated)



Ed Sullivan



"Mama": Peggy Wood & Judson Laire



"Perry Mason": Raymond Burr & Barbara Hale



"The Millionaire": Marvin Miller



the style, format and feeling of all television soaps to follow and lasted 35 years on the airwaves. Meanwhile, "Amos & Andy" and "Beat the Clock" joined the prime-time schedule.

"I Love Lucy," considered by many to be the most successful series of all time (if only for its lasting power), also entered prime time that year. Paley wanted Lucille Ball on his network so

badly that he agreed to many television firsts as part of the deal: The show would be filmed by a new three-camera technique in Los Angeles; Lucille Ball would be joined by her husband, Desi Arnaz, as stars of the show; and the episodes would be owned by Desilu, the Arnaz's company (CBS eventually purchased the programs back). Television history was, indeed, made.

Paley knew that Hollywood beckoned for television, and in 1952, CBS opened Television City on Beverly Boulevard, the first self-contained television production facility. On the network itself, star Jackie Gleason now had his own banner show; "Our Miss Brooks" made the move from radio; Perry Como's 15-minute broadcast would now be seen three times a week; and "Life With Luigi" and "I've Got a Secret" remained staples.

The next year, Danny Thomas' television family and "Quiz Kids" joined CBS television and the network acquired WBBM-TV in Chicago.

"Have Gun Will Travel": Richard Boone

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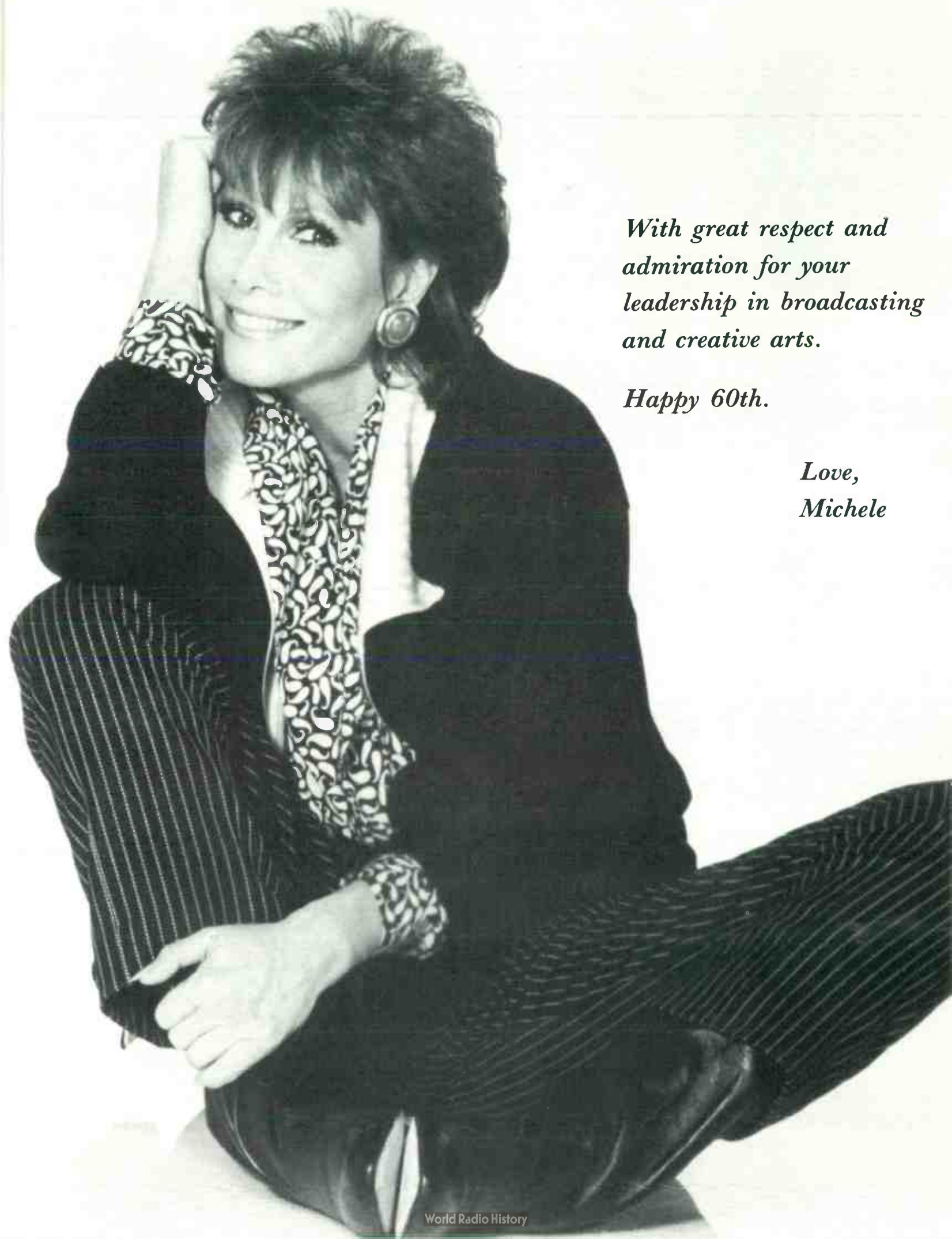
THE *SPIRIT* OF CBS

CONGRATULATIONS!

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**CONGRATULATIONS
AND
BEST WISHES
ON
60 YEARS
OF
QUALITY PROGRAMMING**

*Michael Filerman
David Jacobs*



*With great respect and
admiration for your
leadership in broadcasting
and creative arts.*

Happy 60th.

*Love,
Michele*



"Captain Kangaroo" (Bob Keeshan)



"I Love Lucy"



"The Dick Van Dyke Show"

versions of "Gunsmoke": one on radio starring William Conrad as Marshal Dillon; the other on television with James Arness portraying the marshal. (The latter went on to become the most successful TV Western of all time.) Also that year "The \$64,000 Question" and "The \$64,000 Challenge" premiered, two shows that would lead to the great quiz show scandal, a federal investigation of game shows on television, and the subsequent fairness regulation for such programs. Also in 1955, CBS premiered "Captain Kangaroo" starring Bob Keeshan and marking the beginning of a tradition of excellence in CBS children's programming.

"Playhouse 90," the standard-setting dramatic showcase for works that included "Requiem for a Heavyweight," "The Miracle Worker" and "Judgment at Nuremberg," premiered in 1956, as did "The Millionaire." That same year, the National Football League broadcast on CBS for the first time (and they are still broadcast on CBS today).

In 1957, "I Love Lucy" moved to Wednesday nights; "Perry Mason" starring Raymond Burr and "Leave It to Beaver" became staples on the network. Within a year, Phil Silvers was a household word as Sgt. Bilko, as was Steve McQueen due to his starring role in "Wanted: Dead or Alive."

The decade was punctuated by the end of the Eisenhower era and the 1960 presidential election. The Kennedy-Nixon debates were, of course, broadcast. Two years later the network would create a special election news unit.

In 1961, the landmark "Dick Van Dyke Show" premiered and the next year "The Beverly Hillbillies," one of the most popular shows of the 1960s, joined CBS.

1962 was the year Walter



"Requiem For a Heavyweight"



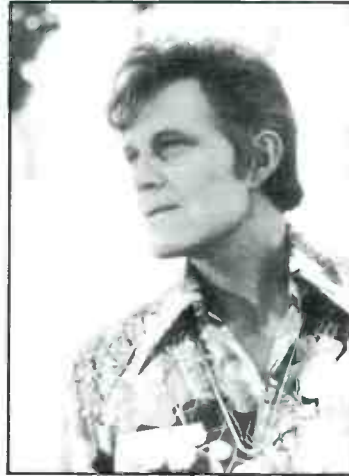
"Do Not Go Gently Into That Night"

Cronkite became anchor of "The CBS Evening News," which in 1963 startled the broadcast world by expanding to a half-hour. "And that's the way it is . . ." became a sign-off known to most Americans.

That same year, CBS brought Judy Garland and Danny Kaye to the small screen and in 1964, CBS purchased an interest in a Canadian cable system, joining that



"The Andy Griffith Show"



"Hawaii Five-O"

fledgling industry as well. By 1966, CBS Inc. had formed the CBS/Broadcast Group to handle its interests.

The top five programs of the 1967-68 season aired on CBS: "The Andy Griffith Show," "The Lucy Show," "Gomer Pyle USMC," "Gunsmoke" and "Family Affair." "The Carol Burnett Show" also premiered that year, and in 1968 CBS premiered "60 Minutes," which would become the most celebrated news magazine series of all time and, in the 1970s and 1980s, a perennial ratings winner. Also in the late 1960s, "Mission: Impossible" had the entire nation saying, "This message will self-destruct in five seconds."



"Wild, Wild West"

In January 1971, CBS offered the landmark "All in the Family" series, which tackled current social issues and misconceptions head-on in a comedy format. Later that year, under the leadership of programming don Robert Woods, CBS scrapped its successful yet "rural appeal" programming in a daring move toward more advertiser-pleasing series such as "The Mary Tyler Moore Show." The next season, CBS broke ground again with "MASH" and "The Waltons."

"Kojak" and "Rhoda" became part of the CBS family in 1973. The '70s also saw "Hawaii Five-O" and "Barnaby Jones" reigning as ratings successes, as America finished the decade by watching such fare as "The Bob Newhart Show" and "WKRP in Cincinnati."

CBS also renewed its long tradition of quality longform drama in the 1970s with such telefeatures and miniseries as "Queen of the Stardust Ballroom" and "Fear on Trial." In the last 10 years, this list has grown to include such shows as "The Marva Collins Story," "The Blue and the Gray," "George Washington," "Chiefs," "The Autobiography of Miss Jane Pittman," "Playing for Time," the comedy "Drop-Out Father" and scores of others.

But despite all the programming to be proud of in the 1970s, CBS lost its perennial position as the No. 1 network in the Nielsens to ABC in April of 1977. So, with a leadership team including Bob Daly, Bud Grant and Harvey Shephard, the network began a restructuring of prime time through "the building block strategy" in the hopes of adding a small number of competitive programs each season. In April 1978, the network premiered "Dallas," the first serialized concept on film. Although not an instant ratings winner, "Dallas" grew in popularity within a year and by April of 1980, helped lead CBS back to the Nielsen crown. "Dallas" was the No. 1 series of the season with a 33.4 rating. And it had no place to go but up. That November, most

CONGRATULATIONS

CBS

ON YOUR

60TH ANNIVERSARY

WE HOPE OUR

TOUR OF DUTY

IS AS SUCCESSFUL AS YOURS!



NEW WORLD
TELEVISION GROUP
World Radio History



World Radio History



HAPPY 60TH CBS

also a special THANK to

NEW WORLD TELEVISION

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STEVE AKAHOSHI
TONY BECKER**

**ERIC BRUSKOTTER
STAN FOSTER
RAMON FRANCO
MIGUEL A. NUNEZ, JR.
and KEVIN CONROY**

← of the world waited breathlessly to discover "Who Shot J.R.?" — an episode which garnered a record 53.3 rating.

William S. Paley once wrote that he wished all three networks would devote one evening each week to less profitable cultural programming. He's never gotten that wish, but in 1980, CBS launched its CBS Cable Network,



Walter Cronkite



"All in the Family"



"The Mary Tyler Moore Show"

a short-lived try to offer America cultural alternatives.

In 1981, Dan Rather succeeded Walter Cronkite as anchor of the "CBS Evening News." Cronkite remained with the network as a member of the board of directors and as host and overseer of numerous prime-time specials and series. As for Rather, in 1982 his anchorage began an unprecedented 200-week run as the top-rated evening news program. That same year, CBS' broadcast of the Super Bowl game reached 110 million viewers — a record.

The 1982-83 season concluded with CBS offering eight of the top 10 programs, including not only "Dallas" but "Magnum, P.I." and "Simon & Simon" as well. At the end of the 1984-85 season, CBS had won 25 out of the 29 seasons charted by the Nielsen Ratings Service.

In the 1980s, CBS also regained the top slot in the day-time ratings (under vp Michael Brockman), with such programs as "The Young and the Restless," "As the World Turns," "Guiding Light" and "The Price Is Right" game show leading the way. In children's programming (under vp Judy Price), CBS launched its prestigious Schoolbreak Special series of often socially conscious afternoon drama specials, winning the lion's share of Emmy Awards and other prizes. In Saturday morning animation, CBS found itself applauded with such fare as "Jim Henson's Muppet Babies" and "Pee-wee's Playhouse."

Although CBS has found itself in second place for both the 1985-86 and 1986-87 prime-time seasons, the network continued



"Kojak"



"MASH"



"60 Minutes"

to see success with "60 Minutes" and "Dallas" as well as with "Murder, She Wrote," "Newhart" and many other series. Its prime-time telefeatures and miniseries continued to set a standard for the industry.

And setting a standard for the industry is the way William S. Paley wants it. The little radio network he bought 60 years ago is now a television giant and a record industry giant as well. It is also involved in new software technologies through CBS/Fox Video, and publishing. No longer based on Madison Avenue, CBS now has its corporate headquarters on New York's Sixth Avenue in the so-called "Black Rock," as well as studios and offices on 57th Street near the Hudson River in Manhattan, on Beverly Boulevard in Los Angeles, and at the Studio City, Calif., studio center, formerly known as Republic Studios. Laurence A. Tisch is currently president and owns more shares of stock than Paley, but as financial czar Felix Rohatyn said when Paley returned to active participation in CBS last year, "The company used to have a soul. Bill is the legitimate protector of that soul." ★

CONGRATULATIONS CBS
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Jim & Daphne

*FRANK'S PLACE currently seen on CBS Saturday nights @ 8:00
SIMON & SIMON
WKRP IN CINCINNATI

S A L U T I N G

CBS

SIXTY
YEARS
SIXTY



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Coming Out of the Storm

BY CHRISTOPHER VAUGHN During the mid-'60s, one of America's favorite programs was the CBS weekly one-hour series, "Gunsmoke," a Western drama rampant with gunfights and "good guys vs. bad guys" scenarios. But none of those action-filled scripts could hold a candle to the real-life "Battle at Black Rock" (Black Rock is the nickname of the 20-story CBS headquarters building at 52nd Street and Sixth Avenue) that engulfed CBS for 18 months beginning January 1985, and culminated with the return of founder/chairman William Paley to his preeminent position as the iris in the CBS "eye."

Ironically, it was a politician and not a broadcaster who set the battle in motion. Jesse Helms, a conservative U.S. senator from North Carolina, went public with his support of the Fairness in Media watchdog group and cast aspersions on the CBS News department, long the apple of Bill Paley's eye. Helms and the Fairness group accused CBS News and Dan Rather in particular of "too much liberalism" and they urged conservative supporters to buy up CBS stock so they could take over the company.

Although a great deal of media space was given to Helms and his plan, not many thought the Fairness group had much of a chance until Wall Street arbitrageur Ivan Boesky announced in February that he had accumulated nearly 5% of CBS' stock (making him one of the largest shareholders in the company) and intimating that a hostile takeover was within the realm of possibility. The price of CBS stock began to climb as Wall Street players sensed a fight was in the offing — one that would use the Street and the board room as its battleground.

Enter Ted Turner. The outspoken head of Cable News Network and the Atlanta superstation WTBS made headlines across the country in April when he "officially" began the Battle at Black Rock by proposing to buy CBS for \$5.4 billion worth of high-interest securities ("junk bonds"), then sell off all the assets except the television operation.

The Turner offer put the value of CBS stock at about \$175 per share (the stock had been selling at around \$90 a share); "Can Ted Turner really take over the 'House That Paley Built?'" became the most frequently asked

question of the day. However, most observers pooh-poohed the idea and "he's rash, he's brash, but he's got no cash!" became the Wall Street "rap" song of the moment.

But current CBS chairman Thomas Wyman and the board of directors weren't about to dismiss Turner as just the "Mouth That Roared" since several Wall Street analysts began to ask if CBS stock had long been grossly undervalued. Turner might be a renegade, but the prospectus he issued with his offer pointed out ways CBS shareholders could increase the value of their stock; in other words, if Turner saw a \$175 value per share in CBS, then maybe \$175 per share (or close to it) was there.

Another disturbing factor was a possible alliance between Turner, Helms and Boesky — a ménage à trois Wyman and the board feared so much that it called together a war council to investigate court actions, FCC and SEC filings, and any other measures that would stop or stymie Turner's takeover attempt. None of these proved viable, and Tur-

ner's offer was now in the hands of the FCC and SEC, who were scheduled to make a recommendation and issue an opinion in late July.

Meanwhile, as the battle was being waged on Wall Street and in Atlanta, another was being fought at Black Rock for internal control of the company. Wyman was caught in the middle of declining ratings and revenues on the broadcast side; the \$362.5 million purchase of 12 consumer magazines from Ziff-Davis was proving to be a mistake for CBS' publishing arm; the theatrical film division had lost almost \$40 million; and the \$57 million purchase of the Ideal Toy Co. was a bomb.

Add to this a retired but restless Paley who believed he alone could save "his" company from going down the tubes, and a board of directors who were becoming polarized into two factions, and it soon became apparent that something drastic would have to be done to assure shareholders and Wall Street that the incumbent force at Black Rock was in control of the situation.

That drastic step came on July

3, when CBS made the tactical move of announcing a \$954 million dollar stock buyback at \$140 per share (mostly cash), about \$32 more than the stock's current selling price. Wall Street agreed that the CBS offer was better than the Turner offer, and by the end of the month, CBS supporters controlled enough stock to knock Turner forever out of the skirmish.

And, in a move that Wyman was later to regret, Laurence Tisch, chairman of Loews Corp. (hotels, tobacco, insurance) and holder of 9.9% of CBS stock, was brought in as a "white squire" to further secure the network from Ted Turner. A few months later, Tisch became a member of the CBS board of directors.

"IT AIN'T OVER
TIL ITS OVER"

So much for Ted Turner. But CBS now had a new set of problems that soon made the Atlantian's threat pale in comparison. First and foremost was that \$954 million debt incurred when CBS bought back its stock. Along with the poor

CHRONOLOGY OF MAJOR EVENTS (1980-1986)

★ **June 1980:** Thomas H. Wyman joins CBS as president and CEO under chairman William Paley.

★ **April 1983:** Paley retires as chairman and is replaced by Wyman, his hand-picked successor.

★ **January 1985:** Senator Jesse Helms, contending that CBS News is biased, launches a bid with the Fairness in Media group to control CBS by asking fellow conservatives to buy CBS stock.

★ **February 1985:** CBS files suit against Fairness in Media, charging that group's efforts constitute political fund-raising and that it made false statements to the SEC.

★ **March 1985:** Fairness in Media abandons plans to a wage proxy fight.

★ **April 1985:** Broadcaster Ted Turner launches an effort to take control of CBS, offering a \$5.4 billion combination of junk bonds and TBS stock.

★ **April 1985:** The CBS board of directors unanimously rejects Turner's offer.

★ **May 1985:** Wall Street arbitrageur Ivan Boesky purchases 8.7% of CBS. The company sues and settles

out of court with Boesky, who agrees to limit his shareholding to 4.3%

★ **July 1985:** CBS announces plans to repurchase more than 20% of its stock. The effort to fend off Turner and other unfriendly suitors will cost nearly \$1 billion.

★ **July 1985:** Laurence Tisch announces that his company, Loews Corp., has purchased 9.9% of CBS stock. Tisch is considered a "white knight," brought in by Wyman to help in the takeover fight with Turner.

★ **November 1985:** Tisch joins the CBS board at Wyman's invitation. Tisch now owns 11.9% of the company.

★ **December 1985:** Van Gordon Sauter is named president of the news division.

★ **February 1986:** CBS Inc. announces a decline in net income of 87% for 1985. The company reports declines in operations income and net income per share.

★ **March 1986:** Oilman Marvin Davis offers CBS \$160 per share in a buy-out offer. The board rejects his offer.

★ **May 1986:** The network concludes 1985-86 season in second place for the first time in six years. Long-time programming head Harvey Shephard resigns, becomes president of Warner Television, and is replaced by Kim LeMasters.

★ **June 1986:** CBS News, after 200 first-place finishes in a row, drops from first place. Ratings for August bring some of the lowest audience shares ever.

★ **June 1986:** Tisch indicates in a New York Times interview that he is unhappy with Wyman's performance.

★ **July 1986:** Wyman announces expectation of little or no growth for company in 1986 and forecasts a substantial reduction in network profits for the year.

★ **July 1986:** In response to expected lower profits, CBS announces staff cuts of 700 with an estimated savings of \$40-\$50 million.

★ **July 1986:** Insiders report that prior to a July board meeting, Paley attempted to convince other board members to fire Wyman.

★ **July 1986:** The CBS board asks Tisch to sign an agreement to limit his stock purchases to 25% of the company. Tisch declines.

★ **August 1986:** Tisch's ownership increases to 24.9%

★ **September 10, 1986:** Chairman Wyman resigns, retired head William Paley returns as acting chairman, and Tisch takes over as acting CEO.

★ **September 11, 1986:** Van Gordon Sauter resigns after 10 months as president of CBS News. ★

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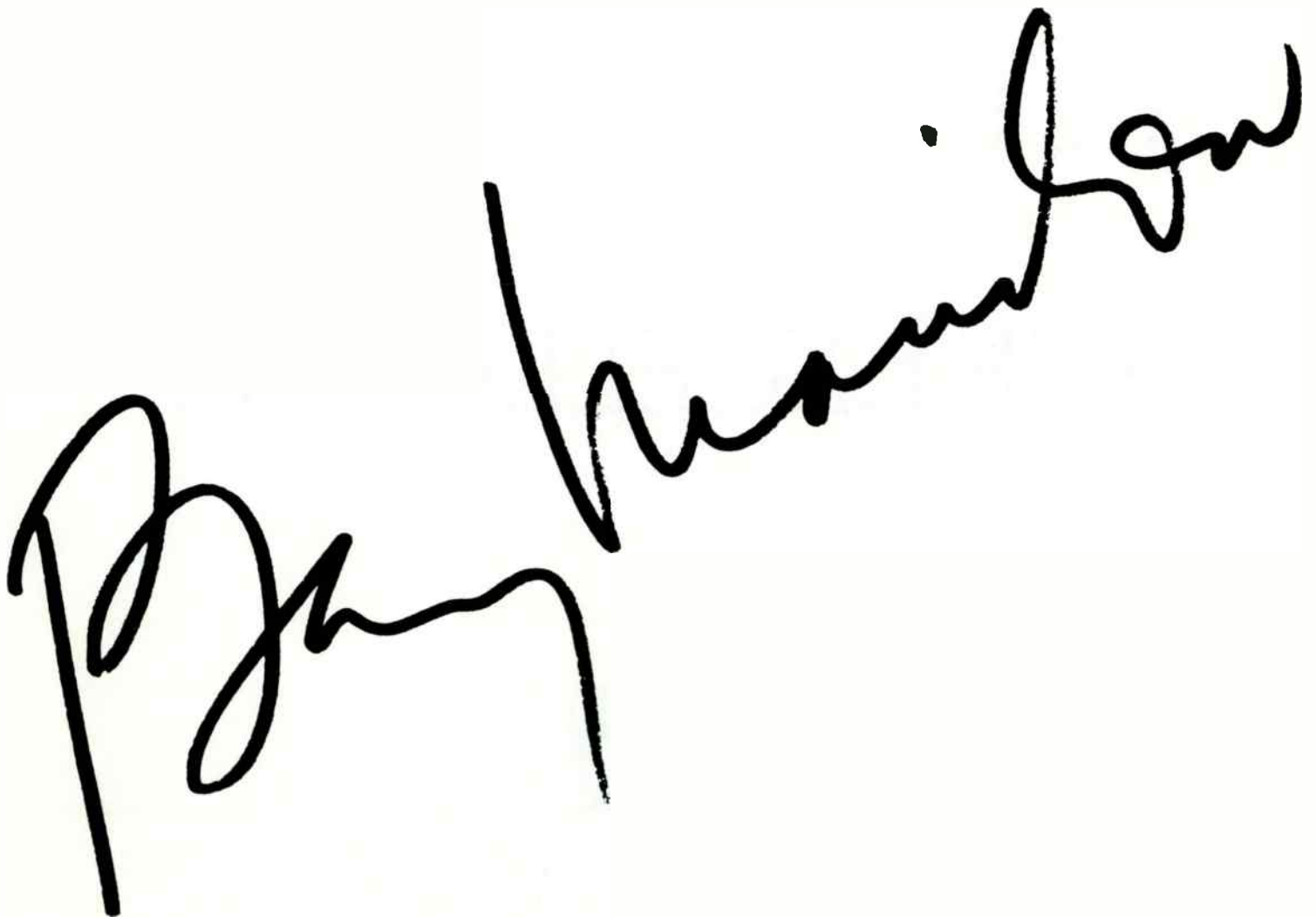
Barry Manilow

To all my friends at CBS:

Congratulations on your 60th Anniversary!

Thanks for all your support.

See you on "SWING STREET!"

A large, handwritten signature in black ink, reading "Barry Manilow". The signature is written in a cursive, flowing style with a prominent initial "B".

CONGRATULATIONS
on your
60th Anniversary

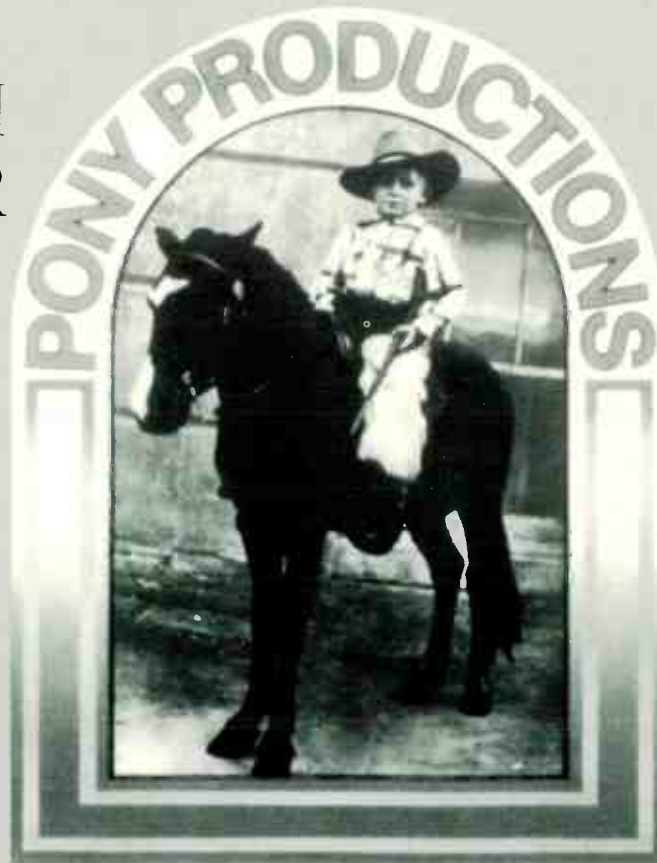


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The CBS Family



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PAM
DAWBER



MIMI
WEBER

business climate the company had to endure, that stock repurchase (which many now think was an over-reactive move on CEO Wyman's part) made the company cash-poor. In order to curb expenses and raise money, Wyman had to sell one of the network's television stations and reduce costs in many areas.

Wyman subsequently made what would be the first of several tactical errors when he dismissed about 100 staffers from the sacrosanct News Division — a move that appalled not only Paley and the board, but many others both inside and outside the company. The tradition that Paley had established during his reign — that of a company that placed its responsibility to the public above anything else — was being tampered with by a man with a non-CBS, non-broadcast industry background (Paley conveniently forgot that he had handpicked Wyman, former head of Pillsbury, as his successor.)

The early days of 1986 saw continued abuse heaped on CEO Wyman's head as CBS posted an amazing 87% earnings decline for 1985, primarily due to the discontinuance of the theatrical film, toy and computer divisions, plus the high cost of fighting off the Turner takeover. Wyman's troubles were further aggravated by continued talk of a Tisch power-play; such talk caused the CBS

stock price to jump \$11.75 on March 3, and Tisch's refusal to sign a stand-still agreement against future stock purchases fueled speculation that Tisch, either alone or with others, would eventually move to gain control of the broadcast company. In fact, Wyman and the board didn't get a moment's peace during March. A few days after the stock jump, Marvin Davis, former owner of 20th Century Fox, announced that he too was interested in acquiring the network and would pay as much as \$160 cash per share as part of a friendly takeover. The board declined, but the investment community realized the company was still in play.

"Fighting off takeover attempts has become an annual springtime rite at Black Rock," noted one media pundit, although Wyman assured the world that, "We intend to pursue our objectives as an independent company."

The stock price continued to climb into the early summer. During the last week of June, the price unexpectedly rose more than \$9 within two days as the speculation on Tisch's next move increased. Then, as the rest of the country prepared to celebrate the Statue of Liberty's centennial, the top CBS executives began a series of actions that would culminate 75 days later in one of the

most dramatic turnarounds in broadcast history.

THE SEVENTY-FIVE DAYS

On July 3, the CBS Broadcast Group cut 700 staffers from its roster and the list included presidents, secretaries and every title in between. CBS Broadcast Group president Gene Jankowski said the savings would be in the neighborhood of \$50 million, but the negative reaction from almost every quarter overshadowed any positive aspect of the firings.

In addition, handicappers of network boardroom battles realized the long-predicted fight for control between Wyman and the new Tisch-Paley team was about to begin in earnest.

On July 18, CBS News cut 70 workers from its staff and, seven days later, Tisch raised his stake in the company to 21% and everyone realized the fight was on. Ten days later, CBS News president shocked the industry by announcing that the low-rated "Morning News" would leave the news division and become a hybrid of news and entertainment — a move, some say, that greatly angered Paley. Tisch, too, was said to be very upset by the move, and flexed his muscles on August 13, when he upped his share of CBS to just under 25% and re-

fused to sign a stand-still agreement.

It was the showdown everyone had waited for, but no one could predict the outcome. Who would help Tisch and become one of his takeover/merger consorts? Metromedia Inc., Coca-Cola, Gulf + Western, Knight-Ridder, and Time Inc. were all thought to be candidates, and the CBS board meeting scheduled for Sept. 10 was universally realized to be the most important one in the network's history.

On Monday, Sept. 8, Newsweek magazine published a front page story that revealed the behind-the-scenes machinations of Paley, Tisch and Wyman for control of the network. It made special note of Wyman's instruction to board member James Wolfensohn to shop the network around for a potential white knight, in anticipation of Tisch's ascendancy to the 25% level.

The board meeting was the culmination of 18 months of turmoil, but the results proved more startling than anyone imagined. Not only was Wyman ousted (followed the next day by news president Van Gordon Sauter), and Tisch raised to acting CEO, but William Paley returned to active duty as chairman of the board. The battle was over and Paley was again standing alone atop the Black Rock. ★

Bud Grant: Eyes on First Place

Unlike its competitors, CBS' management structure endows the president of its Entertainment division with fiscal and financial responsibilities, a job broader than just running the programming end of the business. B. Donald (Bud) Grant is that president, a job he has held since 1980. In 15 years as a CBS executive, starting in 1972 when he was lured away from NBC to be vp of day-time and children's programming, Grant has helped carry his network to the No. 1 slot in the prime-time Nielsens 10 times. As vp in charge of program development in the late 1970s, he was responsible for such hits as "Dallas," "Magnum, P.I." and "The Dukes of Hazzard." It was programs such as these that pulled CBS from the No. 2 position it had fallen to in the late 1970s back into first place in 1980. Now CBS has again fallen to the No. 2 slot in prime time, but Grant is determined to ride the comeback trail once again.

"I don't know how this will be taken," he says from his office at

CBS' Television City. "And this will sound strange, but in many ways it is actually more stimulating not to be in first place. When you're in first place you often feel more like a caretaker. When you're not in first place, there are chances to be taken, pro-



B. Donald (Bud) Grant

Kim LeMasters

grams to be hammered out."

Of course, Grant — and his team, headed by Kim LeMasters, vp program development — would certainly sacrifice the stimulation to be No. 1 again, and CBS feels there is a game plan toward that end. Key to that is expanding the CBS audience, which has been traditionally perceived to be slightly older, with a wider appeal in small cities and rural areas, not the big urban centers.

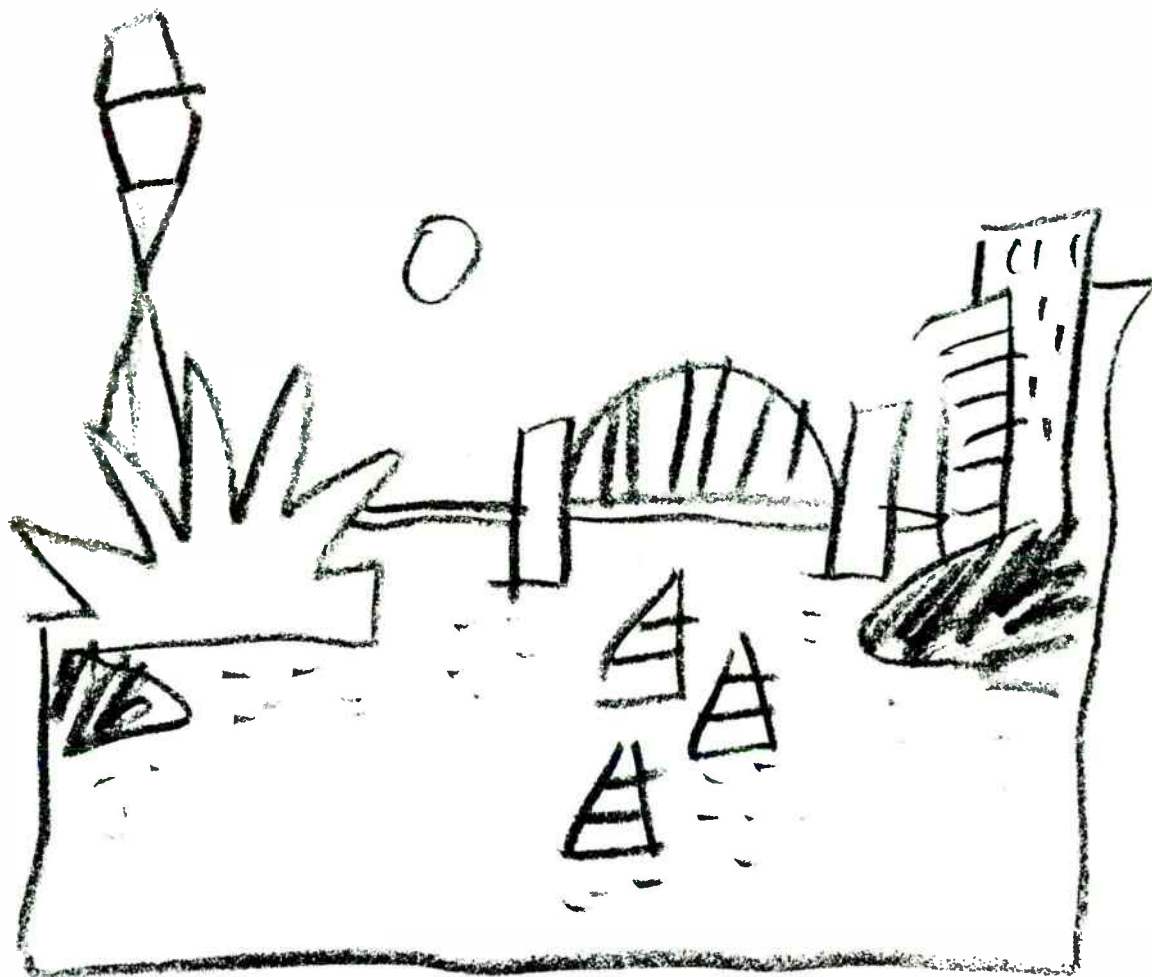
"I'm not sure there really is a CBS look, a CBS program," Grant says. "I travel the country a lot. When I'm in New England the audience may love one show and be critical of another. In the Southwest, they may love the very show they don't like in New England. We're in the broadcasting business, not the narrow-casting business. We have many masters to serve. I'm satisfied with our program mix, for the most part. I'd like our programs to be a little more urban and a little younger in appeal. We're working on that.

"We have historically skewed a

little older, a little more rural (than the other networks)," he continues. "Of course, CBS is the sum of its affiliates and their strength. Our affiliates have often been stronger outside the big urban areas. We can tilt that, we are going to try to tilt that. Our advertisers are primarily interested in an audience a little bit younger, a little bit more urban than we've had. And, coincidentally, as I have said, that's the direction we'd like to head."

After two decades in broadcasting, Grant insists he still finds it "as exciting as it once was. In a sense, it is more exciting. The business is more complex. The competition has changed enormously. There are many narrow-casting services. They nibble away at our audience. This, too, makes the business more stimulating."

And he adds: "More of the game is now program development. No matter what part of the business you're in, the name of the game is hits. We're hopeful we can find one or —>

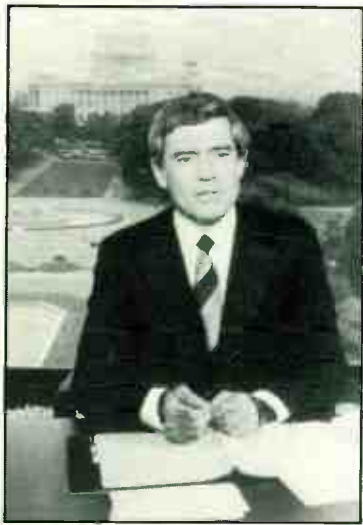


Congratulations, CBS. You've come a long way in 60 years.

So far in fact, that 12,000 miles away in sunny downtown Australia
you've helped keep us the country's Number One network, year after year.
From all your friends in Australia, congratulations and thanks.



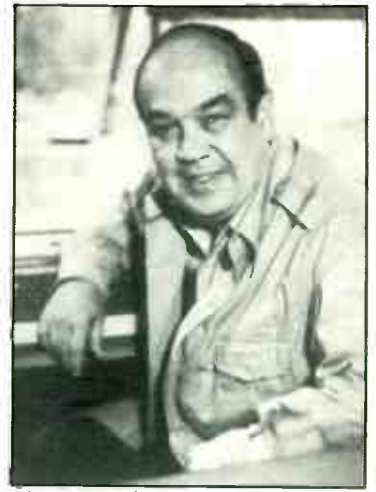
AUSTRALIA'S LEADING NETWORK



Dan Rather



"Dallas"



Charles Kuralt



"Murder, She Wrote"



"Knots Landing"



"West 57th"

two shows on our schedule that will become hits. That's what happened to NBC. *Cosby's* show became a monstrous hit, and they were able to build on that. Most of the time a hit doesn't develop in its first year. If a show can succeed in its first year maybe it can become a hit in year two. We think we might have a few of those right now."

CBS was a holdout in subscribing to the A.C. Nielsen Co.'s new People Meter service, doing so just days before the fall season began. Grant is hoping CBS won't be hurt by the new system, which he thinks will bring the three networks closer in total audience and, perhaps, needs to be adjusted to more accurately reflect the audience. Yet, again, he is a realist.

"People Meters are the only game in town," he says. "If the advertising agencies believe in it, and if they bring their advertising dollars to it, and we want to make some money in broadcasting, then we'll program for it. That may mean thinking more about the urban, upscale and somewhat younger audience that we've been eyeing."

After 15 years, Grant has witnessed his share of ups and downs in programming — many



"The NFL Today"

more ups, but the failures of shows are many, as anyone in television knows. The big hit makes you forget some of the failures, but they can haunt you.

"There are two things I find the

most gratifying in the 15 years," Grant notes. "Number one is when ABC was No. 1 and we recaptured first place. That was very gratifying.

"Then there are the programs



"Newhart"

that are perceived as being television of a higher quality. It was gratifying when we aired 'Death of a Salesman,' with Dustin Hoffman. Maybe not a ratings success, but a great show. There was 'Do You Remember Love?' the drama about a victim of Alzheimer's disease with Joanne Woodward and Richard Kiley. Such programs are intrinsically television. Film studios would have passed on them. When we do those great projects, and I'm happy to say CBS has had its share of them . . . when we do those great programs that could only be done on network television, it makes a lot of the lesser moments worthwhile to me." ★

SALUTE TO CBS

LYNNE SEGALL, Director of Marketing & Sales; LUCY MACK, Section Coordinator; MITCHELL HALL, New York Manager; JOANIE ROBA, Talent Coordinator

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PRIME-TIME SCHEDULES

	ABC	CBS	NBC	FOX
MONDAY				
7:00	Monday Night Football	Local	Local	Local
7:30				
8:00		Kate & Allie	ALF	
8:30		Everything's Relative	Valerie's Family	
9:00	MacGyver	Newhart	NBC Monday Night at the Movies	
9:30		Designing Women		
10:00		Cagney & Lacey		
10:30				
TUESDAY				
8:00	Who's/Boss?	Houston Knights	Matlock	Local
8:30	Growing Pains			
9:00	Moonlighting	Jake and the Fatman	J.J. Starbuck	
9:30		The Law and Harry McGraw		
10:00	thirtysomething		Crime Story	
10:30				
WEDNESDAY				
8:00	P't Strangers	The Oldest Rookie	Highway to Heaven	Local
8:30	Head/Class			
9:00	Hooperman	Magnum, P.I.	A Year in the Life	
9:30	Slap Maxwell			
10:00	Dynasty	The Equalizer	St. Elsewhere	
10:30				
THURSDAY				
8:00	Sledge Hammer	Tour of Duty	Cosby Show	Local
8:30	The Charmings		A Different World	
9:00	ABC Thursday Night Movie	Wiseguy	Cheers	
9:30			Night Court	
10:00		Knots Landing	L.A. Law	
10:30				
FRIDAY				
8:00	Full House	Beauty and the Beast	Rags to Riches	Local
8:30	I Married Dora			
9:00	Max Headroom	Dallas	Miami Vice	
9:30				
10:00	20/20	Falcon Crest	Private Eye	
10:30				
SATURDAY				
8:00	Once a Hero	Frank's Place	Facts of Life	Werewolf
8:30		My Sister Sam	227	Beans Baxter
9:00	Ohara	Leg Work	Golden Girls	Second Chance
9:30			Amen	Duet
10:00	Hotel	West 57th	Hunter	
10:30				
SUNDAY				
7:00	Disney Sunday Movie	60 Minutes	Our House	21 Jump Street
7:30				
8:00	Spenser: For Hire	Murder, She Wrote	Family Ties	Married W/Children
8:30			My Two Dads	Women in Prison
9:00	Dolly Parton	CBS Sunday Night Movie	NBC Sunday Night at the Movies	Tracey Ullman Show
9:30				Mr. President
10:00	Buck James			
10:30				

DAYTIME

New programs appear in boldface italic type.

Time	ABC	CBS	NBC
10:00	Who's the Boss?	Price Is Right	Wheel of Fortune
10:30	Mr. Belvedere		Win/Lose/Draw
11:00	Ryan's Hope	Local	Super Password
11:30	Loving	The Young and the Restless	Scrabble
12:00	All My Children	Bold/Beautiful	Days of Our Lives
1:00	One Life to Live	As the World Turns	Another World
1:30			
2:00	General Hospital	Guiding Light	Santa Barbara
2:30			
3:00	Local	Local	Local

SATURDAY MORNING

New programs appear in boldface italic type.

Time	ABC	CBS	NBC
7:00	Care Bears	Hello Kitty	Gummi Bears
7:30	Little Clowns	Jim Henson's	Smurfs
8:00	My Pet Monster	Muppet Babies	
8:30	Pound Puppies		
9:00	Little Wizards	Pee-w's Playhse	Fraggle Rock
9:30	Real Ghostbusters	Mighty Mouse	Alvin/Chipmunks
10:00	Flintstone Kids	Popeye and Son	ALF
10:30	Bugs Bunny/Tweety	Teen Wolf	New Archies
11:00	Local	CBS Storybreak	Footur
11:30	Health Show	Kidd Video	I'm Telling

Note: ABC Weekend Specials runs at 6:30 a.m. in this market

When The Ratings Come In, Remember ... **EVERYTHING'S RELATIVE**



Here's To Another 60, CBS

**ANNE JACKSON, JASON ALEXANDER, JOHN BOLGER,
GINA HECHT TONY NITTOLI**

TIME	KABC	KCBS	KCOP	KHJ	KNBC	KTLA	KTTV	TIME
6:00	ABC	(Various)	Casper	(Various)	NBC	700 Club	Gilligan's Island	6:00
6:30	ABC	CBS	Spiral Zone		Today in L.A.		Woody Woodpecker	6:30
7:00	ABC	CBS	Bionic Six	Froozles	NBC	Bravestarr	Thundercats	7:00
7:30	ABC	CBS	Jem	There is a Way	NBC	G.I. Joe	Silverhawks	7:30
8:00	ABC	CBS	Teddy Ruxpin	PTL Club	NBC	Ghostbusters	Defenders of Earth	8:00
8:30	ABC	CBS	My Little Pony		NBC	Happy Days	Gumby	8:30
9:00	A.M. Los Angeles	CBS	Transformers	MMLA	NBC	Geraldo	I Love Lucy	9:00
9:30		CBS	Bewitched		NBC		I Love Lucy	9:30
10:00	ABC	CBS	Mork & Mindy		NBC	Love Boat	One Day at a Time	10:00
10:30	ABC	CBS	Get Smart	Lou Grant	NBC		Alice	10:30
11:00	ABC	Richard Simmons	Dating Game		NBC	Bonanza	Rhoda	11:00
11:30	ABC	CBS	Barney Miller	Movie	NBC		Current Affair	11:30
12:00	ABC	CBS	Movie		NBC	Twilight Zone	Hour Magazine	12:00
12:30	ABC	CBS			NBC			12:30
1:00	ABC	CBS		Local News	NBC	Fame	Archie Bunker	1:00
1:30	ABC	CBS		Sally Jesse Raphael	NBC		Brady Bunch	1:30
2:00	ABC	CBS	Tom & Jerry	Fantasy Island	NBC	Charlie's Angels	Porky Pig	2:00
2:30	ABC	CBS	Comic Strip		NBC		Popeye	2:30
3:00	Oprah Winfrey	Divorce Court	Dinosaucers	High Rollers	Phil Donahue	CHiPs	Woody Woodpecker	3:00
3:30		People's Court	Smurfs' Adventures	Judge			Dennis the Menace	3:30
4:00	Local News	Simon & Simon	Jetsons	Superior Court	Local News	Little House	Flintstones	4:00
4:30			Beverly Hills Teens	Judge			Real Ghostbusters	4:30
5:00		Local News	Diff'rent Strokes	Sanford and Son		Matt Houston	DuckTales	5:00
5:30			Gimme a Break!	Good Times			Facts of Life	5:30
6:00			Benson	T.J. Hooker		Magnum, P.I.	Three's Company	6:00
6:30		CBS News	Newlywed Game		NBC News		Too Close/Comfort	6:30
7:00	ABC News	Local News	Wheel of Fortune	Love Connection	Entertnmt. Tonight	Silver Spoons	Family Ties	7:00
7:30	Eye on L.A.	2 on the Town	Jeopardy	Hollywood Squares	(Various)	(Various)	MASH	7:30
8:00	ABC	CBS	Mov	\$100,000 Pyramid	NBC	Movie	Movie	8:00
8:30	ABC	CBS		Truth/Consequences	NBC			8:30
9:00	ABC	CBS		Local News	NBC			9:00
9:30	ABC	CBS			NBC			9:30
10:00	ABC	CBS	Local News	Wil Shriner	NBC	Local News	Local News	10:00
10:30	ABC	CBS			NBC			10:30
11:00	Local News	Local News	Star Trek	Carol Burnett	Local News	Cheers	Late Show	11:00
11:30	ABC	CBS		(Various)	NBC	Taxi		11:30
12:00	Win, Lose or Draw	CBS	Rockford Files	Wild, Wild West	NBC	Honeymooners	Current Affair	12:00
12:30	(Various)	CBS			NBC	(Various)	Movie	12:30
1:00		CBS	Movie	I Spy	NBC	USA Tonight		1:00
1:30		CBS			(Various)	(Various)		1:30

LOCAL SCHEDULES

Network Programming

CHART DESIGN: ARRY JUNTOS FOR HRG/GRAPHICS; TYPOGRAPHY: VERDUGO PRESS

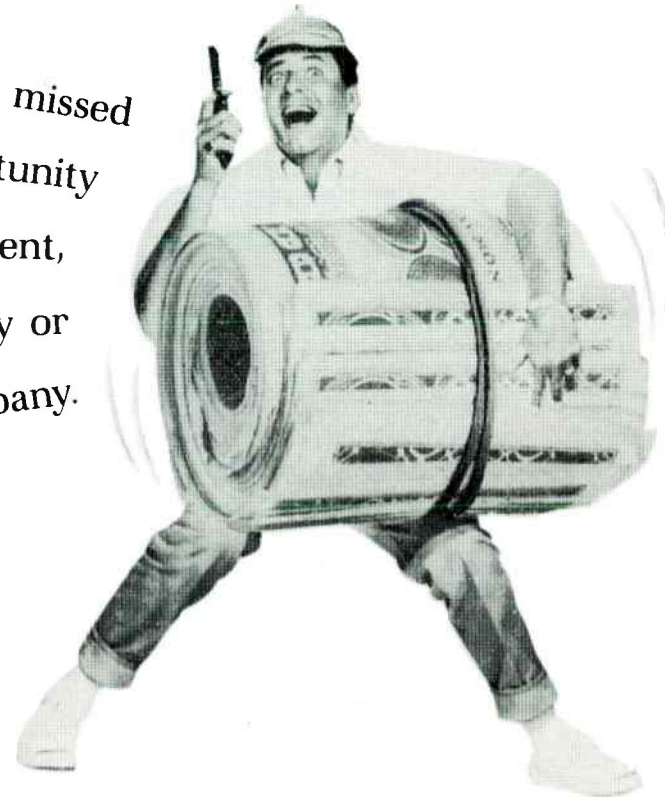
On December 8, 1987

The Hollywood Reporter

Spotlights

COMEDY

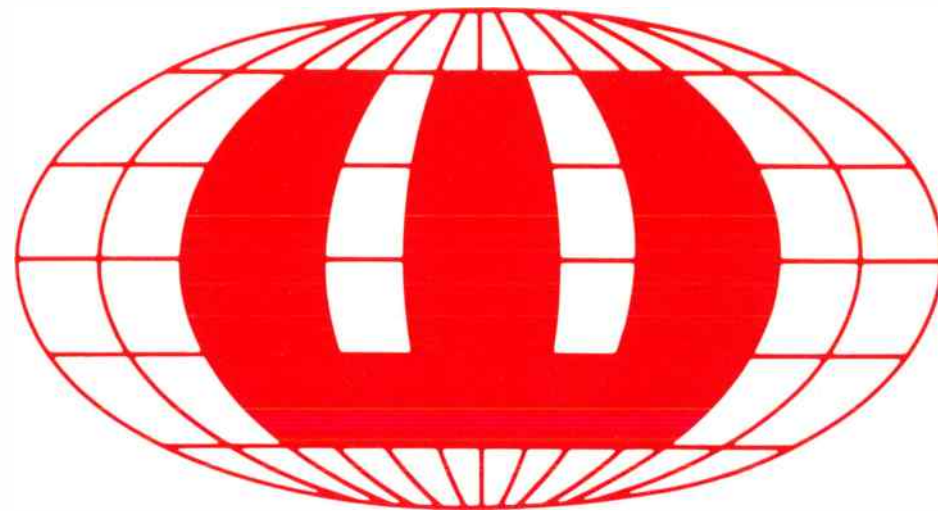
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THE REPORTER PRIMETIME STAFFS 1987-88

PROGRAM	NETWORK	PRODUCTION COMPANY	SHOW PHONE	EXECUTIVE PRODUCER(S)	SUPERVISING PRODUCER(S) OR PRODUCER(S)	CASTING	PUBLICITY	TELEPHONE
A DIFFERENT WORLD	NBC	CARSEY-WERNER PRODS./BILL COSBY	(213) 871-8169	MARCY CARSEY/TOM WERNER/SHELDON BULL	THAD MUMFORD/GEORGE CROSBY	EILEEN KNIGHT	BOB MEYER	(818) 840-3648
A YEAR IN THE LIFE	NBC	UNIVERSAL TV	(818) 777-2719	JOSHUA BRAND/JOHN FALSEY	STEPHEN CRAGG	MEGAN BRANMAN	DEBBIE DARR	(818) 777-1707
ALF	NBC	ALIEN PRODS.	(213) 204-2040	TOM PATCHETT/BERNIE BRILLSTEIN	PAUL FUSCO	MERYL O'LOUGHLIN	RACHEL McCALLISTER	(213) 653-5910
AMEN	NBC	CARSON PRODS. GROUP	(213) 468-4409	ED WEINBERGER/ARTIE JULIAN	MARK GROSSAN/PETER NOAH	REUBEN CANNON	KATHI FEURN-BANKS	(818) 840-3649
BEAUTY AND THE BEAST	CBS	WITT/THOMAS PRODS./REPUBLIC PICTURES/ R. KOSLOW	(213) 856-0589	PAUL WITT/TONY THOMAS	R. KOSLOW/D. PECKINPAH/A. LASKOS/H. FRAND	PENNY ELLERS/JOYCE ROBINSON	LEAH KRANTZLER	(213) 653-5910
BUCK JAMES	ABC	R.E. FUISZ/W.F. STORKE PRODS./TRI-STAR TV	(213) 558-5341	ROBERT FUISZ/WILLIAM STORKE	BOB BIRNBAUM	JEAN FROST	JANET HILL	(213) 201-2405
CAGNEY & LACEY	CBS	ORION TV	(213) 222-8160	BARNEY ROSENZWIG	JONATHAN ESTRIN/SHELLEY LIST	DIANE DIMEO	RACHEL McCALLISTER	(213) 653-5910
THE CHARMINGS	ABC	COLUMBIA/EMBASSY TV	(213) 460-7530	ROBERT STERNIN/PRUDENCE FRASER	ELLEN GUYLAS/MARK FINK/AL LOWENSTEIN	DENNIS CORNELL	SANDY SIZEMORE	(213) 460-7397
CHEERS	NBC	CHARLES/BURROWS/CHARLES PRODS./PARAMOUNT TV	(213) 468-5000	LES CHARLES/GLEN CHARLES/JAMES BURROWS	PETER CASEY/DAVID LEE/DAVID ANGELL	JEFF GREENBERG	JOHN WENTWORTH	(213) 468-5394
THE COSBY SHOW	NBC	CARSEY-WERNER PRODS./BILL COSBY	(718) 780-6466	MARCY CARSEY/TOM WERNER/JOHN MARKUS	CARMEN FINESTRA/GARY KOTT/TERRI GUARNIERI	JULIE HUGHES/BARRY MOSS	KIM TINSLEY	(718) 780-6466
CRIME STORY	NBC	NEW WORLD TV/MICHAEL MANN PRODS.	(818) 777-3395	MICHAEL MANN	MICHAEL JAFFE	BONNIE TIMMERMAN	DAVID HOROWITZ/KIMBERLEY WELLS	(213) 201-8800
DALLAS	CBS	LORIMAR TV	(213) 558-6070	LEONARD KATZMAN	ARTHUR LEWIS/DAVID PAULSEN	IRENE MARIANO	DAVE STAFF	(213) 202-2205
DESIGNING WOMEN	CBS	BLOODWORTH/THOMASON/MOZARK PRODS./COLUMBIA/EMBASSY TV	(818) 954-3484	HARRY THOMASON/L. BLOODWORTH-THOMASON	DOUGLAS JACKSON/TOMMY THOMPSON	FRAN BASCOM	GEORGETTE DEVENY	(818) 954-3941
DOLLY	ABC	SANDOLLAR PRODS./DON MISCHER PRODS.	(213) 557-4141	SANDY GALLIN	DON MISCHER/AL ROGERS/TOM TENOWICH	SUSAN ABRAMSON	MARK NEWBERRY	(213) 936-7900
DYNASTY	ABC	RICHARD & ESTHER SHAPIRO PRODS./AARON SPELLING PRODS.	(213) 850-3124	R. SHAPIRO/A. SPELLING/D. CRAMER/E. SHAPIRO	E. DUKE VINCENT/E. RICH/R. & E. POLLOCK	MARC SCHWARTZ	RACHEL McCALLISTER	(213) 653-5910
THE EQUALIZER	CBS	UNIVERSAL TV	(212) 245-6867	JAMES McADAMS/ED WATERS	COLEMAN LUCK/SCOTT SHEPHERD/ROBERT EISELE	LOIS PLANCO	DEBBIE DARR	(818) 777-1707
EVERYTHING'S RELATIVE	CBS	COLUMBIA/EMBASSY TV	(212) 734-3772	MAURICE DUKE/RICH HELLER	MARSHALL KARP/DEBBIE ELBIN PENCHINA	RICK JACOBS	LIBBY CHAMBERS	(213) 460-7406
THE FACTS OF LIFE	NBC	COLUMBIA/EMBASSY TV	(213) 460-7200	IRMA KALISH	DOUG ARANGO/PHIL DORAN/RITA DILLON/ROSS BROWN	LIBERMAN/HIRSCHFELD	LIBBY CHAMBERS	(213) 460-7406
FALCON CREST	CBS	AMANDA/M.F. PRODS./LORIMAR TV	(818) 760-5176	J. BROUGH/J. FREILICH/M. FILERMAN	HOWARD LAKIN/JOHN PERRY	LISA LONDON	DAVE STAFF	(213) 202-2205
FAMILY TIES	NBC	UBU PRODS./PARAMOUNT TV	(213) 468-5000	GARY DAVID GOLDBERG/ALAN UGER	MARC LAWRENCE/SUSAN BOROWITZ/CAROL HIMES	ALLISON JONES	LEAH KRANTZLER	(213) 653-5910
FRANK'S PLACE	CBS	VIACOM PRODS./PEE-WEE PRODS.	(213) 202-3314	TIM REID/HUGH WILSON	MAX TASH/DAVID CHAMBERS	DEBORAH BARYLSKI	BILL BARRON	(818) 505-7540
FULL HOUSE	ABC	J. FRANKLIN/MILLER-BOYETT PRODS./LORIMAR TV	(213) 558-5563	THOMAS MILLER/ROBERT BOYETT/JEFF FRANKLIN	RICH CORRELL	FERN CHAMPION/PAMELA BASKER	DAVE STAFF	(213) 202-2205
THE GOLDEN GIRLS	NBC	WITT/THOMAS/HARRIS PRODS./TOUCHSTONE TV	(213) 466-5186	PAUL WITT/TONY THOMAS	KATHY SPEER/TERRY GROSSMAN/MORT NATHAN	JENNIFER JACKSON PART	PAM RUBEN	(213) 653-5910
GROWING PAINS	ABC	WARNER BROS. TV	(818) 954-6000	MIKE SULLIVAN/DAN GUNTZELMAN/STEVE MARSHALL	HENRY JOHNSON/JOEY SCOTT	DIANNE YOUNG	BETTE ASHLEY	(818) 954-2856
HEAD OF THE CLASS	ABC	EUSTIS/ELIAS PRODS./WARNER BROS. TV	(818) 954-6000	RICH EUSTIS/MICHAEL ELIAS	ALAN ROSEN	JOHN LEVEY	JOYCE BOGARTZ	(818) 954-3054
HIGHWAY TO HEAVEN	NBC	MICHAEL LONDON PRODS.	(213) 558-6457	MICHAEL LONDON	KENT McCRAY	SUE McCRAY	HARRY FLYNN	(818) 769-3769
HOOPERMAN	ABC	ADAM PRODS./20TH CENTURY FOX TV	(213) 203-1891	ROBERT MYMAN/LEON THOKYAI	R.W. GOODWIN	GILDA STRATTON	KIMBERLEY WELLS	(213) 201-8846
HOTEL	ABC	AARON SPELLING PRODS.	(818) 954-3795	AARON SPELLING/DOUGLAS S. CRAMER	E. DUKE VINCENT/TOM SWALE/DUANE POOLE/DENNIS HAMMER	PAUL BENGSTON	NANCY PAUL	(213) 659-9111
HOUSTON KNIGHTS	CBS	JAY BERNSTEIN PRODS./COLUMBIA/EMBASSY TV	(818) 954-3307	JAY BERNSTEIN	GREG DINALLO/JON ANDERSEN/HERMAN MILLER	GARY SCHAFFER	WELTON SMITH	(818) 954-3943
HUNTER	NBC	STEPHEN J. CANNELL PRODS.	(213) 465-5800	ROY HUGGINS	JO SWERLING JR./STUART SEGALL	BETH HYMSON	CINDY HAUSER	(213) 465-5800
I MARRIED DORA	ABC	REEVES ENTERTAINMENT GROUP	(213) 557-5883	MICHAEL LEESON	JACE RICHDALE/WENDY BLAIR/MARK MASUOKA	LIBERMAN/HIRSCHFELD	DAVID HOROWITZ	(213) 201-8800
JAKE AND THE FATMAN	CBS	STRATHMORE PRODS./FRED SILVERMAN CO./VIACOM PRODS.	(213) 558-5600	DEAN HARGROVE/FRED SILVERMAN	ROBERT HAMILTON/PHIL SALTZMAN/BARRY STEINBERG	SALLY POWERS	BILL BARRON	(818) 505-7540
J.J. STARBUCK	NBC	STEPHEN J. CANNELL PRODS.	(604) 683-2362	STEPHEN J. CANNELL/BABS GREYHOSKY	JO SWERLING JR./ALEX BEATON	RAMSEY KING	CINDY HAUSER	(213) 465-5800
KATE & ALLIE	CBS	REEVES ENTERTAINMENT GROUP	(212) 307-4894	MORT LACHMAN/MERRILL GRANT	BILL PERSKY/BOB RANDALL	LYNN KRESSEL	LORRAINE OSMUNDSEN	(212) 490-8200
KNOTS LANDING	CBS	ROUNDELAY/MF PRODS./LORIMAR TV	(213) 558-6057	DAVID JACOBS/MICHAEL FILERMAN	LAWRENCE KASHA/MARY-CATHERINE HAROLD	CAMI PATTON/SHAWN PATTERSON	SHERYL FEUERSTEIN	(213) 202-2267
L.A. LAW	NBC	20TH CENTURY FOX TV	(213) 203-1360	STEVEN BOCHCO/GREGORY HOBLIT	TERRY LOUISE FISHER/SCOTT GOLDSTEIN	ROBERT HARBIN	JEFF DUCLOS	(213) 201-8894
THE LAW AND HARRY McGRAW	CBS	UNIVERSAL TV	(818) 777-2085	PETER FISCHER	ROBERT F. O'NEILL/TOM SAWYER	RON STEPHENSON	DEBBIE DARR	(818) 777-1707
LEG WORK	CBS	F. ABATEMARCO/TREASURE ISLAND PRODS./20TH CENTURY FOX TV	(212) 541-6851	FRANK ABATEMARCO	MARK LISSON/BILL FROELICH	STANLEY SOBEL	KIMBERLEY WELLS	(213) 201-8846
MACGYVER	ABC	WINKLER/RICH PRODS./PARAMOUNT TV	(213) 468-5620	HENRY WINKLER/JOHN RICH/STEPHEN DOWNING	C. CLEMENTS JR./M. GREENBURG/S. KANDEL/J. WHELPLEY	CATHY HENDERSON/BARBARA HANLEY	NANCY PAUL	(213) 659-9111
MAGNUM, P.I.	CBS	UNIVERSAL TV	(818) 777-2823	DONALD P. BELLISARIO/CHAS. FLOYD JOHNSON	CHRIS ABBOTT/JERI TAYLOR/STEPHEN MILLER/RICK WEAVER	DONNA DOCKSTADER	TOM BROCATO	(213) 653-9595
MATLOCK	NBC	STRATHMORE PRODS./FRED SILVERMAN CO./VIACOM PRODS.	(213) 558-5600	DEAN HARGROVE/FRED SILVERMAN	JOEL STEIGER/RICHARD COLLINS/JEFF PETERS	SALLY POWERS	BILL BARRON	(818) 505-7540
MAX HEADROOM	ABC	CHRYSALIS/LAKESIDE PRODS./LORIMAR TV	(213) 558-6565	PETER WAGG	ANDY ADELSON/BRIAN FRANKISH	IRENE MARIANO/MEGAN WHITTAKER	SHERYL FEUERSTEIN	(213) 202-2267
MIAMI VICE	NBC	MICHAEL MANN PRODS./UNIVERSAL TV	(818) 777-4750	MICHAEL MANN/GEORGE GEIGER	RICHARD BRAMS/MICHAEL ATTANASIO/DON GOLD	BONNIE TIMMERMAN	DEBORAH KELMAN	(213) 653-9595
MOONLIGHTING	ABC	PICTURE MAKER PRODS./ABC CIRCLE FILMS	(213) 203-1043	GLEN GORDON CARON/JAY DANIEL	A. MANDELBERG/R. DIRECTOR/R. OSBORN/J. RENO/C. EGGLEE/C. WELCH	REUBEN CANNON	DAN DORAN	(213) 557-7184
MURDER, SHE WROTE	CBS	UNIVERSAL TV	(818) 777-1401	PETER FISCHER	ROBERT F. O'NEILL	RON STEPHENSON	DEBBIE DARR	(818) 777-1707
MY SISTER SAM	CBS	PONY PRODS./WARNER BROS. TV	(818) 954-6000	DIANE ENGLISH	KARYL MILLER/KORBY SIAMIS/DANNY JACOBSON	KATHLEEN LETTERIE	LAURIE GHAN	(818) 954-1985
MY TWO DADS	NBC	TRI-STAR/MICHAEL J. JACOBS PRODS.	(818) 760-5222	MICHAEL JACOBS	BOB MYER/BOB YOUNG/DANIELLE ALEXANDRA	KATHLEEN LETTERIE	LORI COFSKY	(213) 201-2405
NEWHART	CBS	MTM ENTERPRISES	(818) 760-5000	DOUG WYMAN/DAVID MIRKIN	STEPHEN GROSSMAN/ARNIE KOGEN	ANDREA COHEN	EILEEN KURTZ	(818) 760-5979
NIGHT COURT	NBC	STARRY NIGHT PRODS./WARNER BROS. TV	(818) 954-6000	REINHOLD WEEGE	JEFF MELMAN/LINWOOD BOOMER/TOM STRAW	APRIL WEBSTER	BETTE ASHLEY	(818) 954-2856
OHARA	ABC	IMAGINE FILMS/KURISSAMA PRODS./WARNER BROS. TV	(818) 954-6000	BRIAN GRAZER/TONY WHARMBY/RONALD M. COHEN	SKIP WARD	JOHN LEVEY	LAURIE GHAN	(818) 954-1985
THE OLDEST ROOKIE	CBS	TOUCHSTONE TV	(818) 840-5189	RICHARD CHAPMAN/GIL GRANT	RICK RONDELL/TOM & JOE PERRY/TOM CHEHAK	FERN CHAMPION/PAMELA BASKER	MARIAN EFFINGER	(818) 840-7008
ONCE A HERO	ABC	NEW WORLD TV	(213) 202-6206	DUSTY KAY	PAUL POMPIAN	SUSAN VASH	JUSTIN PIERCE	(213) 444-8390
OUR HOUSE	NBC	BLINN/THORPE PRODS./LORIMAR TV	(213) 558-5353	WILLIAM BLINN/JERRY THORPE	JERRY McNEELY/E.F. WALLENGREN	JACKIE BRISKEY	LANE MALONEY	(213) 202-2213
PERFECT STRANGERS	ABC	MILLER/BOYETT PRODS./LORIMAR TV	(213) 558-5563	THOMAS L. MILLER/ROBERT L. BOYETT	WILLIAM BICKLEY/MICHAEL WARREN/PAULA ROTH/JIM O'KEEFE	MELINDA GARTZMAN	DAVE STAFF	(213) 202-2205
PRIVATE EYE	NBC	UNIVERSAL TV	(818) 777-2805	TONY YERKOVICH	SCOTT BRAZIL/FRED LYLE	DEBRA RUBINSTEIN	ANDREA JAFFE	(213) 278-7981
RAGS TO RICHES	NBC	NEW WORLD TV/LEONARD HILL FILMS	(213) 836-8680	LEONARD HILL/ANDY SCHNEIDER	HARRY & RENEE LONGSTREET/RON GILBERT	CODY EWELL	SHERI GOLDBERG	(213) 278-1255
ST. ELSEWHERE	NBC	MTM ENTERPRISES	(818) 760-5000	BRUCE PALTROW/MARK TINKER/JOHN MASIUS	JOHN TINKER/CHANNING GIBSON	EUGENE BLYTHE	EILEEN KURTZ	(818) 760-5979
THE SLAP MAXWELL STORY	ABC	SLAP HAPPY PRODS.	(818) 982-9921	BERNIE BRILLSTEIN	JAY TARSE/ROBERT BRUSH/ROZ DOYLE	LIBERMAN/HIRSCHFELD	RACHEL McCALLISTER	(213) 653-5910
SLEDGE HAMMER!	ABC	NEW WORLD TV	(213) 836-8888	ALAN SPENCER	TOM KANE/ALAN BLOMQUEST	CATHY HENDERSON/BARBARA HANLEY	DEBRA KELLMAN	(213) 653-9595
SPENSER: FOR HIRE	ABC	WARNER BROS. TV	(818) 954-6000	WILLIAM YATES/STEPHEN HATTMAN	MICHAEL FISHER/WALTER BROUGH/MICHAEL MASCHIO	DONNA ISAACSON	RICHARD BORNSTEIN	(818) 954-1733
THIRTYSOMETHING	ABC	BEDFORD FALLS PRODS./MGM/UA TV	(818) 760-5104	MARSHALL HERSKOVITZ/EDWARD ZWICK	SCOTT WINANT	MARICA ROSS/JUDITH HOLSTRA	HEIDI TROTTA	(213) 280-6470
TOUR OF DUTY	ABC	NEW WORLD TV/ZEV BRAUN PRODS.	(213) 312-0988	ZEV BRAUN/BILL NORTON	RON SCHWARY	BARBARA CLAMEN	JUSTIN PIERCE	(213) 444-8390
227	NBC	COLUMBIA/EMBASSY TV	(213) 557-7285	RON BLOOMBERG/GEORGE BURDITT	BILL BOULWARE/RON RUBIN/ROXIE WENK EVANS	LIBERMAN/HIRSCHFELD	SANDY SIZEMORE	(213) 460-7397
VALERIE'S FAMILY	NBC	MILLER/BOYETT PRODS./TAL PRODS./LORIMAR TV	(213) 558-5563	THOMAS MILLER/ROBERT BOYETT	CHIP KEYES/DOUG KEYES/JUDY PIOLI/RICH CORRELL	JACKIE BRISKEY	DAVE STAFF	(213) 202-2205
WHO'S THE BOSS?	ABC	COLUMBIA/EMBASSY TV	(213) 460-7485	MARTIN COHAN/BLAKE HUNTER	JOHN ANDERSON/HOWARD MEYERS	VICKY ROSENBERG & ASSOC.	SANDY SIZEMORE	(213) 460-7397
WISEGUY	CBS	STEPHEN J. CANNELL PRODS.	(213) 465-5800	STEPHEN J. CANNELL/LES SHELDON	JO SWERLING JR./DAVID BURKE/STEPHEN KRONISH	RAMSEY KING	CINDY HAUSER	(213) 465-5800