

# *Closed Circuit* THE WGN FAMILY LETTER

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Norine Smith/Editor

April 13, 1979



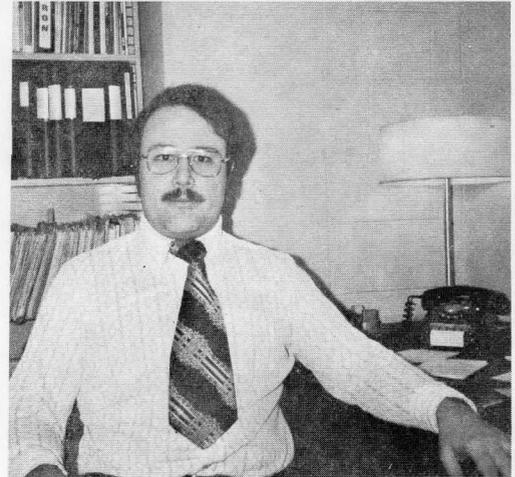
April 9, 1979

CONGRATULATIONS!!!

ROBERT I. KNUDSON, JR. NAMED MANAGER OF TECHNICAL OPERATIONS  
FOR WGN RADIO & WGN TELEVISION

Robert I. Knudson, Jr. has been named Manager of Technical Operations, WGN Radio and WGN Television, effective immediately, as announced by Charles J. Rothers, Vice President and Director of Engineering and Development, WGN Continental Broadcasting Company.

Bob joined WGN Television in 1970 and was promoted to Engineer-in-Charge of Equipment Services in 1977. In March, 1979, he was named Administrative Supervisor, WGN Radio and Television Studios. He attended the University of Wisconsin, then received an Associate degree in Electrical Engineering from Milwaukee Technical College



Robert I. Knudson, Jr.

April 10, 1979

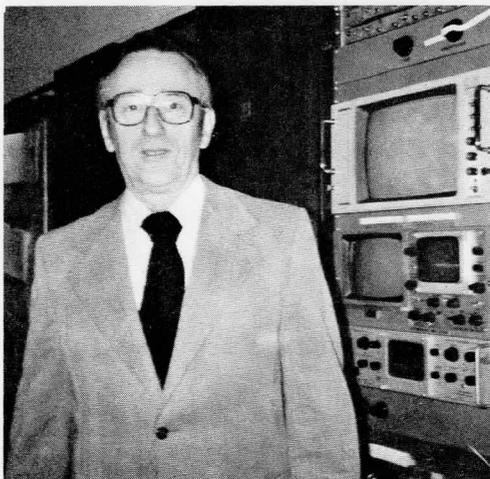
ROBERT S. SPLITHOFF NAMED  
CHIEF ENGINEER, WGN TELEVISION

JAMES J. CAROLLO NAMED  
CHIEF ENGINEER, WGN RADIO

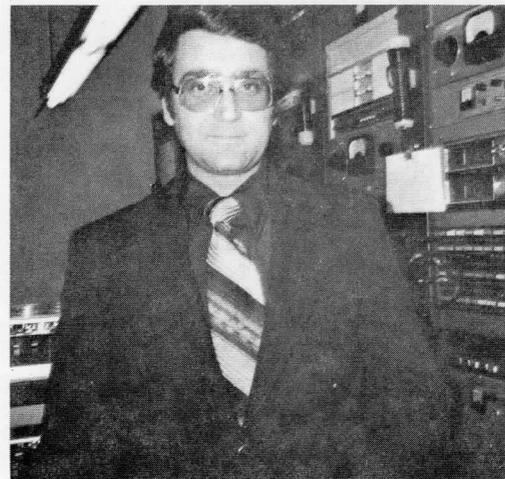
Robert S. Splithoff named Chief Engineer, WGN Television, and James J. Carollo named Chief Engineer for WGN Radio, effective immediately, as jointly announced by Charles J. Rothers, Vice President, Director of Engineering and Development for WGN Continental Broadcasting Company, and by Robert I. Knudson, Jr., Manager of Technical Operations for WGN Radio and WGN Television.

Splithoff joined the station as an engineer in 1948, with experience at Zenith, Chicago. In 1954 he was named Assistant Supervisor and then promoted to Engineer-in-Charge in 1968. Bob attended the American Television Technical School and, while in the service, the Army Electronics School.

Carollo, a native Chicagoan, joined WGN as an engineer in 1970. Prior to today's promotion he was Engineer-in-Charge. Jim attended DeVry Technical School and Loyola University. Previous to coming to WGN he was with WEFM for four years.



Robert S. Splithoff



James J. Carollo

APRIL ANNIVERSARIES -- CONGRATULATIONS!

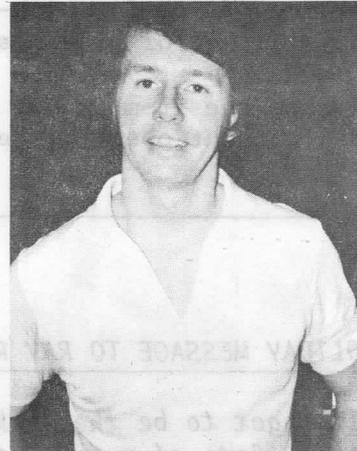
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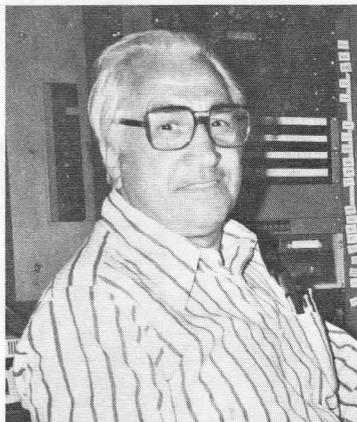
Dave Ellsworth  
Newswriter  
5 years/April 5th



John Breister  
TV/Engineer  
30 years/April 11



Joseph Felger  
10 years/April 19



Jim DiNovo  
TV/Engineer  
30 years/April 21



Carl Greyson  
Announcer  
30 years/April 24



Leo Bruce  
TV/Engineer  
30 years/April 25



Helen Groh  
Secretary/Engineering  
10 years/April 28

CONGRATULATIONS ALSO TO:

- PHIL REID, Assistant Director - 5 years - April 1
- FRED POPP, Producer/Radio - 5 years - April 15 and to
- KAY DOHM, Secretary/Radio Programming - 5 years - April 24.

ATTENTION

When sending mail and/or packages via our courtesy car, to the Tribune Public Service office for pick-up, please be sure to put the name of the person sending the mail and/or packages in the upper left corner.

In case the item is not picked up, we must be able to know to whom to return the mail without opening the mail or package.

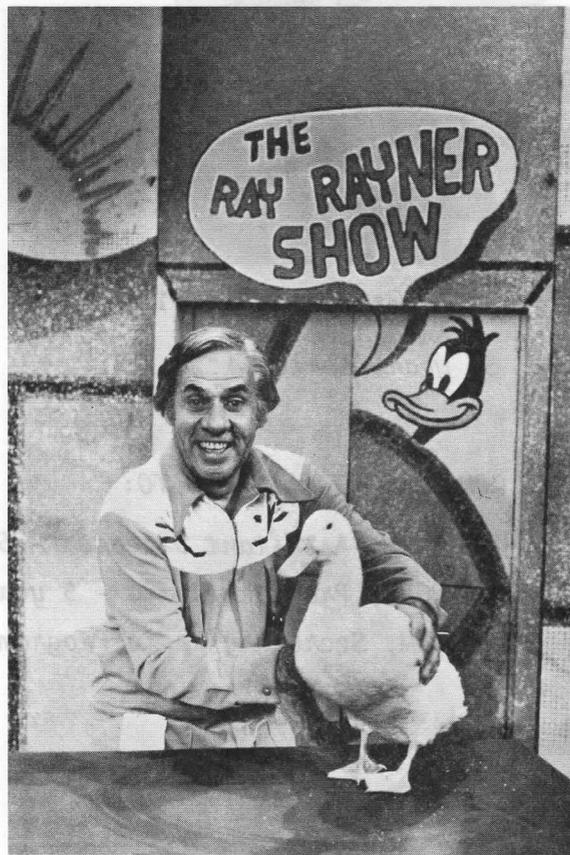
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HOLIDAY MESSAGE TO RAY RAYNER.... FROM CHELVESTON

"I've got to be the luckiest DUCK in the world! It's been a marvelously rainy April (lots of puddles to waddle in), it's Easter (only bunnies get a bigger thrill out of Easter) and I am the only duck in the world that can say I work with RAY RAYNER.

"RAY RAYNER... my warm, wonderful and funny friend that wakes-up Chicago's television viewers and puts a big morning smile on their faces. A duck couldn't ask for a better performing partner! He always has a kind word to say or a funny joke to tell, and never forgets to pat me on the bill. That's a true friend!

"So here's to you, RAY RAYNER! You are the best partner a duck ever had. And to all of you, a very HAPPY EASTER AND JOYOUS PASSOVER.



HAPPY BIRTHDAY to:

Lenny Vazzano	-- April 16	Karen Gerlits	-- April 20	Don Slubowski	-- April 26
George Maier	-- April 17	Al Drog	-- April 23	Sandra Iannone	-- April 26
Wally Solarz	-- April 17	Ron Brandt	-- April 24	Phil Lejman	-- April 26
John Brame	-- April 17	Harold Shaw	-- April 25	Ray Sheehy	-- April 27
Muriel Clair	-- April 18	George Biltgen	-- April 25	Dan Fabian	-- April 28
Adele Jedynek	-- April 19	John Jack	-- April 25	Bob Starbuck	-- April 28
Dick Sutliff	-- April 20	Howard Sprechman	-- April 25	Don Harris	-- April 29
Terry Carbonara	-- April 20	Jeff Goree	-- April 25		
Kenton Morris	-- April 20	John Lopatka	-- April 26		

PROMOTIONS!!! CONGRATULATIONS!!!

MARLENE J. WELLS promoted to Supervisor, Sales Promotion, Radio Sales. Marlene joined WGN in 1967 in our Sales Promotion/Merchandising Department.

AND, TO: CHRISTINE WU promoted to Accounts Receivable Clerk  
MARTHA HIDALGO-HOOVER promoted to Secretary/Radio Sales  
JEFF GOREE promoted to Radio Traffic Systems Trainee

PERSONAL APPEARANCES

JACK TAYLOR will be a judge at the 14th Annual Grand Prix Awards Fashion Show sponsored by the Arden Shore Association (Home for Boys) on Wednesday, May 2, in the Ambassador West Hotel.

FOR SALE: TWO STUDENT SCHOOL DESKS...ONE LARGE, ONE MEDIUM  
\$5.00 EACH - DON HOLBROOK, Ext. 321.

**ROLLED  
MUSHROOM OMELET**

RECIPE OF THE WEEK

Accompany with toasted English muffins, strawberry jam, coffee

- 1 16-ounce package sliced bacon
- 1 ¾- to 1-ounce package white-sauce mix
- milk
- 12 eggs, separated
- 1 pound mushrooms, finely chopped
- ¼ pound Swiss cheese, shredded (1 cup)

ABOUT 1 HOUR BEFORE SERVING:

1. In 12-inch skillet over medium-low heat, cook bacon, several slices at a time, until browned. Remove bacon to drain on paper towels; keep warm.
2. Meanwhile, line 15½" by 10½" jelly-roll pan with waxed paper; grease waxed paper.

3. Prepare white-sauce mix with 1 cup milk as label directs for a medium white sauce; set aside. In small bowl with fork or wire whisk beat egg yolks slightly. Into egg yolks stir small amount of hot white sauce; slowly pour egg-yolk mixture back into sauce, stirring rapidly to prevent lumping. Over medium heat, cook, stirring until mixture is thickened. Cool mixture slightly, about 15 minutes.

4. Preheat oven to 400°F. In large bowl with mixer at high speed, beat egg whites until stiff peaks form. With rubber spatula or wire whisk, gently fold yolk mixture into beaten whites. Spread mixture evenly in jelly-roll pan; bake 25 minutes or until omelet is puffy and golden brown.

5. When bacon is done, pour off all but ¼ cup bacon drippings from skillet. In drippings remaining in skillet, over medium-high heat, cook mushrooms until tender,

about 10 minutes, stirring frequently. Remove from heat.

6. When omelet is done, immediately invert onto clean cloth towel. Carefully peel off waxed paper; discard. Evenly sprinkle mushrooms and Swiss cheese over omelet to within ¼ inch of edges. Starting at narrow end, roll up omelet, jelly-roll fashion, lifting towel while rolling.

7. To serve, place rolled omelet, seam-side down, on warm platter; arrange bacon slices around omelet. Makes 6 servings.

**"KICKS" DISCO HOUR PREMIERES  
APRIL 20 ON WGN TELEVISION 9**

Dancing, Comedy Featured in 60-Minute Special

"KICKS," a new and unique disco program, will premiere Friday evening, April 20, from 6:30-7:30 pm on WGN Television 9. The show will be hosted by Jeff Kutash and his Dancing Machine, a group that has received rave reviews across the country for their explosive and acrobatic dancing routines.

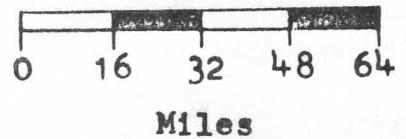
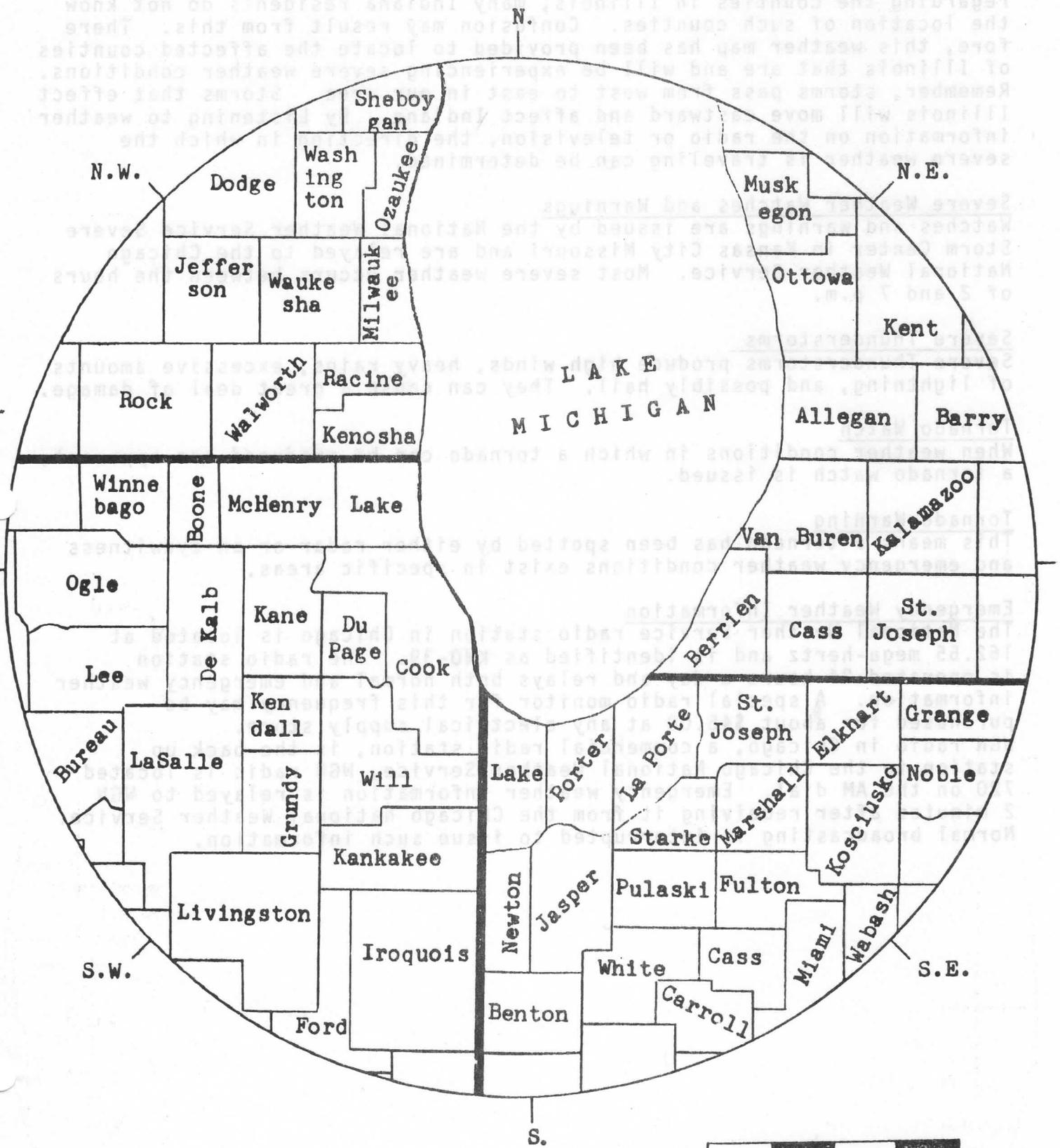
"KICKS" is an entertainment-filled hour featuring the latest disco dances, comedians from America's leading night spots, popular recording artists performing their latest hits, disco novelty acts, interviews with people from the numbers.

Jeff Kutash has been labeled "The Busby Berkeley" of the 70's and has been seen weekly on the syndicated television show "Hot City" and frequently appears on NBC-TV's "Midnight Special." His Dancing Machine troupes have wowed audiences from Los Angeles to New York with their special effects and rhythms.

COLLEGE ENTRANCE E X A M

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<p>5</p> <p style="text-align: center;">--long ----- WEAR ←</p>	<p>6</p> <p style="text-align: center;">R ROADS A D S</p>	<p>7</p> <p style="text-align: center;">T O W N</p>	<p>8</p> <p style="text-align: center;">CYCLE CYCLE CYCLE</p>
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<p>13</p> <p style="text-align: center;">chair</p>	<p>14</p> <p style="text-align: center;">dice dice</p>	<p>15</p> <p style="text-align: center;">T O U C H</p>	<p>16</p> <p style="text-align: center;"><u>GROUND</u> feet feet feet feet feet feet</p>
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<p>21</p> <p style="text-align: center;">g1's  C C C</p>	<p>22</p> <p style="text-align: center;">____PROGRAM</p>	<p>23</p> <p style="text-align: center;">B L O U S E</p>	<p>24</p> <p style="text-align: center;">YOU    J          U          S          T    ME</p>

# Severe Thunderstorm & Tornado Watch Map



### Severe Thunderstorm and Tornado Map

When the National Weather Service issues emergency weather information regarding the counties in Illinois, many Indiana residents do not know the location of such counties. Confusion may result from this. Therefore, this weather map has been provided to locate the affected counties of Illinois that are and will be experiencing severe weather conditions. Remember, storms pass from west to east in our area. Storms that effect Illinois will move eastward and affect Indiana. By listening to weather information on the radio or television, the direction in which the severe weather is traveling can be determined.

### Severe Weather Watches and Warnings

Watches and warnings are issued by the National Weather Service Severe Storm Center in Kansas City Missouri and are relayed to the Chicago National Weather Service. Most severe weather occurs between the hours of 2 and 7 p.m.

### Severe Thunderstorms

Severe Thunderstorms produce high winds, heavy rains, excessive amounts of lightning, and possibly hail. They can cause a great deal of damage.

### Tornado Watch

When weather conditions in which a tornado can be produced are apparent, a tornado watch is issued.

### Tornado Warning

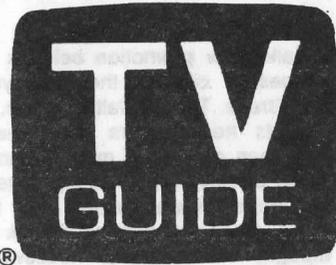
This means a tornado has been spotted by either radar or an eyewitness and emergency weather conditions exist in specific areas.

### Emergency Weather Information

The National Weather Service radio station in Chicago is located at 162.55 mega-hertz and is identified as KWO-39. The radio station is operated 24 hours a day and relays both normal and emergency weather information. A special radio monitor for this frequency may be purchased for about \$45.00 at any electrical supply store. WGN radio in Chicago, a commercial radio station, is the back up station to the Chicago National Weather Service, WGN radio is located 720 on the AM dial. Emergency weather information is relayed to WGN 2 minutes after receiving it from the Chicago National Weather Service. Normal broadcasting is interrupted to issue such information.



Miles



March 17-23, 1979

# Just don't get booked after the animal act

Authors can sell a lot of books on talk shows—if they pick their spots wisely

By Laurence Bergreen

In the world of talk shows, the selling has only begun when the commercial ends. From *Today* to *Tonight* to *Tomorrow*, from *Dinah* to *Donahue*, a unique and highly effective form of advertising is taking place. While we viewers believe we are being entertained by a comedienne (who happens to have a new movie out) or informed by a psychiatrist (who's just written a book), it turns out that the talk-show guests are actually seeking publicity for themselves or their wares. And we are being sold by the softest of sells. The arrangement can be compared to a barter. In return for free (or nominally paid) guests, talk shows provide visitors with a platform for subtle, almost subliminal, plugs.

Authors and performers who know how to make the trick of this free publicity click can reap awesome rewards. Joan Rivers, the ubiquitous

comedienne, hopped from Johnny Carson's chairs to Dinah's couch and Mike Douglas's bare stage in search of the perfect plug for the movie she co-wrote, directed and financed, "Rabbit Test." Spurred on by her talk-show campaign, the film has earned more than eight times its original production budget—despite poor reviews by the critics. Similarly, Johnny Carson took a shine to scientist Carl Sagan, inviting him on *The Tonight Show* on several occasions, where he proved the boys in the laboratory can be regular guys, too. In the process, Dr. Sagan sold nearly a million copies of his book about evolution, "The Dragons of Eden." While credentials and the backing of a big company can't hurt, they aren't strictly necessary, either, as a nice couple from Minnesota, the Lanskys, has demonstrated. When →

continued

Mrs. Lansky's cookbook received thumbs down from the New York publishers, the Lanskys published it and a sequel themselves, rode the talk-show circuit and were gratified to see their second opus float to the top of The New York Times paperback best-seller list.

As dispensers of precious free publicity, the talk shows, even such network programs as *Good Morning America* and *Today*, vary widely in effectiveness. There are participants who maintain some cynicism, like writer Pete Hamill, a veteran of the talk-show circuit. "On *The Tonight Show* you get stuck in the writer's slot at six minutes to 1, after a trained-animal act," he laments. "I don't know if it sells books. Since so many people have not read the book, you're really winging it." Kay

Sexton, director of publications for one of the Nation's largest bookstore chains, B. Dalton, agrees that *The Tonight Show* "doesn't make or break a book," but the exposure on *Today* or the syndicated *Donahue* does command considerable respect. When Doubleday senior publicity associate Jean Booth places an author on one of these showcases, she alerts the entire sales force, large wholesalers and the trade press, just for starters.

People in the publicity field estimate that an appearance on *Today* can mean 3000 copies of the book will be sold that day, and an appearance on *Donahue* can move a total of 50,000 copies off the shelves. Thus it's no surprise to hear Random House's executive director of publicity Harriet Blacker claim, "If not for TV, we would never get our huge sales."

It should be noted that the talk shows don't consider themselves in the business of selling anything. "We never consider whether someone is a best-seller," says a talent scout for ABC's *Good Morning America*. "We look for someone who is compelling for the viewer, and an expert." As red-eyed talk-show viewers can attest, standards

like these translate into a surfeit of overexposed celebrities and self-appointed authorities on the current rage in diets or marital relationships.

Such an environment tends to exclude fiction writers. "A novel hardly ever works on TV because it depends on feeling," says *Today's* executive producer, Paul Friedman. Some authors agree and resist the lure of free publicity. Betsy Osha, *Today's* dedicated book coordinator, says that the program has recently wooed in vain the likes of Mario Puzo, Kurt Vonnegut, Philip Roth and E.B. White. As Pete Hamill says, "Henry James would bomb on *The Tonight Show*. Tolstoy would have a hard time getting on."

Even the prestigious *Dick Cavett Show*, seen on more than 200 public-television stations, is not entirely immune to commercial pressures. "We operate on a subliminal level," remarks Lynda Sheldon, a segment producer for the program. "We stated to people in the publishing field that we are not in the business of holding up books, but we are not above giving somebody a plug." Here is one talk show on which Henry James, were he alive today, would not bomb, but it is doubtful his appearance would drum up many sales. Though the program can lure into its studios writers who resist commercial-television appearances, it is generally conceded that the program has less impact on sales than many of the others.

How delicious the irony, then, when in the course of taping a show with Steve Allen last spring, Cavett paused to reach for a copy of his guest's most recent book, "Meeting of Minds." What should he find to his astonishment but 82 dollars tucked neatly among the pages. "Usually they leave it on my dressing-room table!" Cavett quipped before the merciless cameras, as Allen giggled and squirmed and tried to explain he had simply misplaced his pocket money. The incident was, of →

course, an entirely innocent mishap, yet it does reveal something of the

give and take of a talk-show plug.

In contrast to the *Carvell* show, *Dona-*

*hue* currently enjoys a reputation as the

most effective talk show in terms of

selling things. "By the time an author

has spent an hour on our show, even

if you hate what that person has said,

you have to buy the book," maintains

an associate of the program, which

originates at WGN-TV in Chicago. "An

appearance on *Donahue* and a mention

in Ann Landers' column is enough to

launch a book," confides an editor at

a major publishing house. In addition

to the full hour the guest has in which

to put his message—and his plug—

across, *Donahue's* viewers play an es-

sential role in making it the most desir-

able of electronic soapboxes. They tend

to be homemakers watching television

during the morning—homemakers the

publishers consider the most likely can-

didates to buy their books, especially

those relating to domestic concerns:

children, marriage, food, beauty.

Success stories about those who

have undergone the *Donahue* treatment

are legion. Earlier this year, when the

beautifully powerful Adrien Arpel found

herself on the program, the powerful

B. Dalton chain, not having been

warned, was unable to cope with the

demand for her book after the broad-

cast. B. Dalton shipped 10,000 addi-

tional copies to try to meet the demand.

Then there's the case of Dr. Ben

Feingold, an allergist attached to the

Kaiser-Permanente Medical Center in

San Francisco. Discussing his theories

about the relationship between diet and

hypertactivity, he appeared on the ma-

for talk shows and scored a major suc-

cess—in terms of popularity—on *Dona-*

*hue*. So far he's appeared three times

(including a rerun), received 30,000

letters as a result, and sold more than

200,000 copies of his book, "Why Your

Child Is Hyperactive."

Perhaps the most remarkable story

of talk-show promotion belongs to that

Minnesota couple, the Lanskys. Vicki

and Bruce. The B. Dalton chain, which

has its headquarters in Minneapolis,

had been carrying a modest number of

Vicki Lansky's first book, "Feed Me!

I'm Yours," about making baby food at

home. Once she went on TV talk shows,

though, Vicki Lansky, housewife and

mother, became Vicki Lansky, Minnea-

polis celebrity. Beginning with Vicki's

appearance on WCCO-TV's *The Midday*

*Report*, local sales of her book began

to pick up.

With their book selling briskly at

Minneapolis stores, the couple adopted

what Bruce, a former advertising exec-

utive who now devotes his attention to

the family publishing company, calls a

"relative marketing strategy." That is,

they traveled to cities where relatives

were willing to put them up while they

besieged TV stations in the community,

Vicki braving talk shows on which

Henry James would most certainly have

been dumbstruck. Then came another

book, "The Taming of the C.A.N.D.Y.

Monster," also self-published, and

along with it a shot on *Donahue*, which,

Vicki recalls, "got us on The New York

Times best-seller list single-handedly.

Every Thursday, when the program on

which I appeared was broadcast in a

different city, we'd get inundated by

phone calls."

The Lanskys estimate the publishing

company they began at home just four

years ago and plugged across the

country will have sales near the million-

dollar mark this year. "Because of TV

talk shows, a little guy working out of

his basement can do what the big guys

do," Bruce declares.

What the big guys know how to do

so well is sell without seeming to.

Perhaps some "talk" shows should be

considered "sell" shows. And if you

ever find yourself on one, don't leave

your pocket money between the pages

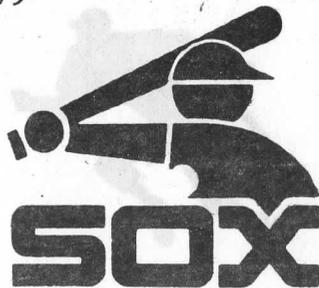
of your book—and try to get on before

the trained-animal act. **EM**

continued



Baseball:  
Chicago  
Style



**Jerome Holtzman**

TV baseball—Chicago Style—opens another lengthy run this week. The Cubs and White Sox zoom into view for the remarkable total of 267 games. The Cubs, as usual, will lead the league and televise 142 games, all on Channel 9; the Sox telecast 125 on Channel 44. In no other major league city can the fan see as many games without leaving his, or her, living room chair, or favorite barstool.

The game-show hosts, returning for another round—and each with their fans and contrasting styles—are Jack Brickhouse for the Cubs and Harry Caray for the White Sox. It will be a milestone year for Brickhouse. On August 5, he will be at the microphone for his 5,000 baseball game, a world record: most games ever done by an announcer,

career, for one station.

Brickhouse, 63 years old and balding, but still cherubic in appearance and manner, has been with WGN, continuously, since 1948. He is an unflinching and pioneer member of the Gee Whiz school of broadcasting which permits, and encourages, rooting for the home team. Brickhouse has never strayed from the view that sports are fun and games, essentially entertainment.

"I'm not going to knock anyone's brains out because he strikes out with the bases loaded, or kicks an easy ground ball," Brickhouse said. "Everyone saw the guy strike out. I don't have to add to his embarrassment."

For his good cheer, which he carries with him off the field, Brickhouse has a seemingly endless wall

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**tv prevue**

Our 26th year

April 1, 1979

Cover story	3	Sounding off	8	TV listings	12
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Cover Drawing by Sun-Times artist Emil Zlatos

Stations frequently make schedule changes after TV Prevue has gone to press. Sunday's changes are on Page 2 of The Sunday Sun-Times; weekday changes appear in the daily TV listings of The Sun-Times.

Continued from preceding page

of friends and admirers. Among them are the umpires, the most suspicious and grizzled men in professional sport.

One such umpire, the late Tony Venzon, happily agreed to a Brickhouse request. This was in the summer of 1964 when WGN-TV, in one of its several firsts, sent a game to Europe, the first live intercontinental baseball telecast. But there was one danger: only 90 seconds of the game would be on the air.

Worried that the 90 seconds would come and go without any action, Brickhouse arranged a set of signs with Venzon. The instant the portion of the game was on international TV, Brickhouse signaled Venzon who immediately hurried the next two batters to the plate and warned them that they had better swing at the first pitch.

"Brickhouse says they're now watching in Europe," Venzon told the Phillies' Tony Taylor and Johnny Callison. "Get up here and swing. We don't want the people in Italy to think baseball is a dull game."

Brickhouse's TV partner, Hall of Famer Lou Boudreau, commands a similar respect. Boudreau handles the play-by-play of the middle three innings and lends his consid-



erable expertise. Like Brickhouse, Boudreau keeps the tone down. On occasion, he will criticize a player, but the criticism is muffled, and offered in a fatherly manner.

The White Sox style is much more blunt. Caray and Jimmy Piersall, his sidekick, are constantly on the alert, to report good plays and bad. They aren't regarded with affection by the players. This neither deters nor concerns them. They realize that, in the exchange, there are other and perhaps more significant rewards.

Sun-Times sports columnist Bill Gleason, for example, insists that Caray and Piersall were the Most Valuable White Sox Players last season. A life-long South Sider and White Sox diehard, Gleason contends that Caray and Piersall, with their ferociously accurate reportage, goaded the Sox players to better performance.

Like Brickhouse, Caray is a veteran play-by-play man. This will be his 35th year in the booth. Age has not softened him.

"Listen, I like Jack Brickhouse," Caray said. "Everybody likes Jack Brickhouse. He does a helluva job, in his way. But he sugarcoats everything and I can't do that. I'm more irreverent."

Caray likens himself to the so-

Turn to next page





players in two areas: outfield play and running the bases. It was, in retrospect, a master stroke. It has relieved, if not totally eliminated, the tension between Piersall and some of the Sox players. And it has had the companion effect of making the Sox a stronger team.

Three weeks into spring training, outfielder Ralph Garr reminded Piersall, with glee:

"Now if I screw up out there, it's going to be your fault, Piersall,"

Garr shouted in a crowded clubhouse.

Everyone laughed: Piersall, and also Garr who had been his most vocal critic.

Two days later Piersall was beaming.

"Did you see what my outfielders did yesterday?" Piersall asked. "Threw two guys out at the plate and hit the cutoff man every time. Damn, they're getting good."

Was this an indication that Piersall would lighten his attack when he returned to the broadcasting booth, muzzled by good fellow-

"Hell no," Piersall replied. "I'm not going to cover anything up. My job is to tell the people what's happening."

That's baseball television—Chicago Style.



Continued from preceding page

called "average fan."

"I'm a fan who broadcasts like a fan," Caryl explained. "And the

people realize I'm one of them. If a player makes a great play, I'm excited, thrilled. And if a guy goes

up in a crucial situation, I'm disappointed and I moan, just like every-

one else."

Piersall, who has enormous energy and a vibrance that more than

compensates for a lack of elo-

quence, was a star player during most of his 17-year major league

career. His knowledge of baseball is encyclopedic. A major league

super scout, listening to Piersall, comes away a winner. Piersall will

tell him things he may have missed. Piersall agrees with Caryl's ap-

proach and general attitude. Usually, Piersall's comments are more

critical.

"My mail tells me that the people, about 70 per cent of them, like

my style," Piersall said. "Some fans don't like it and they tell me. A lot of them are a helluva lot more

critical of me than I am of the players. I like getting that kind of mail.

It tells me people are listening. Two months ago, White Sox

president Bill Veeck asked Piersall if he would help the club as a

spring training coach and tutor the

players in two areas: outfield play and running the bases. It was, in retrospect, a master stroke. It has relieved, if not totally eliminated, the tension between Piersall and some of the Sox players. And it has had the companion effect of making the Sox a stronger team.

Three weeks into spring training, outfielder Ralph Garr reminded Piersall, with glee:

"Now if I screw up out there, it's going to be your fault, Piersall,"

Garr shouted in a crowded clubhouse.

Everyone laughed: Piersall, and also Garr who had been his most vocal critic.

Two days later Piersall was beaming.

"Did you see what my outfielders did yesterday?" Piersall asked. "Threw two guys out at the plate and hit the cutoff man every time. Damn, they're getting good."

Was this an indication that Piersall would lighten his attack when he returned to the broadcasting booth, muzzled by good fellow-

"Hell no," Piersall replied. "I'm not going to cover anything up. My job is to tell the people what's happening."

That's baseball television—Chicago Style.



Continued from preceding page

called "average fan."

"I'm a fan who broadcasts like a fan," Caryl explained. "And the

people realize I'm one of them. If a player makes a great play, I'm excited, thrilled. And if a guy goes

up in a crucial situation, I'm disappointed and I moan, just like every-

one else."

Piersall, who has enormous energy and a vibrance that more than

compensates for a lack of elo-

quence, was a star player during most of his 17-year major league

career. His knowledge of baseball is encyclopedic. A major league

super scout, listening to Piersall, comes away a winner. Piersall will

tell him things he may have missed. Piersall agrees with Caryl's ap-

proach and general attitude. Usually, Piersall's comments are more

critical.

"My mail tells me that the people, about 70 per cent of them, like

my style," Piersall said. "Some fans don't like it and they tell me. A lot of them are a helluva lot more

critical of me than I am of the players. I like getting that kind of mail.

It tells me people are listening. Two months ago, White Sox

president Bill Veeck asked Piersall if he would help the club as a

spring training coach and tutor the

city/suburbs

Chicago Sun-Times, Thursday, April 5, 1979

# Donahue to do Today segment, keep his show

By Frank Swertlow

Sun-Times TV/Radio Critic

Phil Donahue, king of daytime television, will become a Chicago-based special interviewer for NBC's morning Today program, NBC announced Wednesday.



PHIL DONAHUE

However, Donahue will continue to broadcast his syndicated daytime show—the No. 1 program in the industry—from Channel 9.

The move, which takes place in May, is expected to boost Today's ratings because of Donahue's drawing power with American women, about 5 million of whom watch his syndicated show on about 160 stations.

Under terms of the three-year arrangement with NBC, Donahue will broadcast three 8-minute interviews a week for Today.

Ironically, Donahue, 43, started his career as the announcer at the University of Notre Dame's station that introduced the Today show to early morning viewers.

LES CRYSTAL, PRESIDENT of NBC, told The Sun-Times that he recently resumed talks with Donahue and concluded the deal, "after a meeting [in Chicago] and two or three phone calls.

"We just were clever," said Crystal. "We had an idea and we talked to him, and he was very enthusiastic."

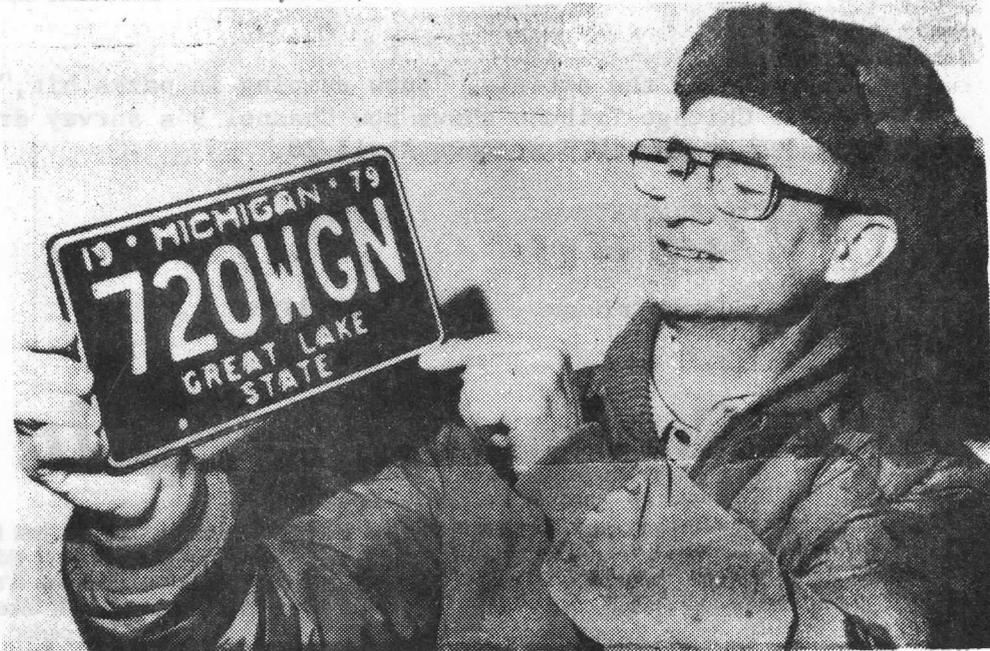
A key to the arrangement apparently is Donahue's ability to retain his own staff to produce the Today interviews.

Crystal said that the Today segments will be similar in style to Donahue's syndicated show: an interview with both Donahue and his audience asking questions.

However, Paul Friedman, executive producer of Today, will confer with Donahue and his staff on selection of topics. Some of the interviews will originate outside Chicago, usually when Donahue is on location with his talk show.

A **ROUGH DONAHUE IS** joining the staff of Today, his actual status with the network is that of an independent producer operating separately from the broadcasting company.

Donahue's show is unique in that he involves his audience on the show by getting them to ask his guests questions. And the themes of his shows are social issues rather than pure entertainment.



**HIS CALL LETTERS:** Robert Tober, a custodian at Benton Harbor Area Schools Administrative Center, displays personalized license plate that salutes his nighttime companion, Chicago radio station WGN, 720 on the dial. Tober works nights and the 24-hour station keeps him company. Tober recently got an award from his boss, Paul Arnold, and Benton Harbor Area Schools — a certificate for no absenteeism during the 12 years he has been employed by the district.

## Answers to quiz from Closed Circuit of March 30th

1. J. C. Penney's
2. Marshall Field
3. Korvett's
4. A & P (Atlantic & Pacific)
5. Montgomery Ward's
6. Wieboldt's
7. Goldblatt's
8. Carson's
9. Woolworth's
10. Fanny Mae
11. Bond's
12. Midas Muffler
13. Arby's
14. Baskin Robbin
15. Lytton's
16. Lord & Taylor
17. Sak's Fifth Avenue
18. Bonwit Teller
19. Jewel T
20. Athlete's Foot
21. Sear's Roebuck
22. Venture
23. Illinois Bell
24. General Motors
25. Shell Oil

A reprint of the article, "Snow dumping in parks hit," in the April 10th editions of the Chicago Tribune shows how Channel 9's survey drew public attention to the problem on our 10 p.m. news April 28.

ELIZABETH BRACKETT was the reporter.

Chicago Tribune - April 10, 1979

# Snow dumping in parks hit

By Rudolph Unger

**PARK DISTRICT** officials are unhappy with the appearance of many of their parks, which are littered with debris in the wake of the record winter snows. They also are piqued with the city administration's role in it.

The junk cluttering the parks was highlighted in a survey of the problem presented Sunday night by WGN-TV.

On Monday morning, Patrick J. O'Malley, president of the park district's board of commissioners, announced he would propose a resolution at Tuesday's board meeting stating the district's displeasure with the situation and calling for the observance of a law which prohibits anyone, including the city, from dumping any debris, including snow, on park land.

**"IN VIEW OF** the emergency faced by the city this winter, Edmund J. Kelly, our superintendent, had granted permission to the city to put snow in certain designated locations, but the city's sanitation bureau abused that courtesy extended to it," O'Malley said.

"The resolution will state the district's determination not to let this happen again.

"It's not just the parks," he said. "Look at some of the Board of Education's playgrounds. Some look like a city dump. It's disgraceful. As a result of this situation, it will take 35 to 45 days to clean up this mess, and the parks' openings will be delayed four to six weeks.

"Next year, the city will have to make other arrangements to handle its snow dumping."

A **SPOKESMAN** for Kelly said the district has submitted an estimated bill to the city for the debris cleanup.

"The city has agreed to pay the bill and also to provide equipment and crews to help us clean up the mess," he said, although he could not specify the amount being sought from the city.

"But," the spokesman said, "we can't move in to do the cleanup until the ground dries and firms up. It is just laden with moisture from the snows and rain, and if we tried to clear the fields before they dry and harden, we'll just ruin all the grass and compound the problem.

"We think much of the problem stemmed from the private contractor cleanup crews who were hired to help the city in the snow clearance."

## Tension relievers

Here's instant relief for cramped muscles, frayed nerves and other symptoms of stress. Do this series at home or right on the job.

**Neck Roll.** Slowly lower chin ► to chest. Roll head to left, back, right and back down to chest. Repeat to right.

**Shoulder Shrug.** Move left shoulder in circular motion, backward, then forward.

Repeat with right shoulder.

Now, move both shoulders at same time.

**Rag Doll.** Stand erect with feet



apart and arms overhead. Slowly bend over, letting arms, neck and head flop down with hands touching the floor. Relax in this position for a few seconds before returning upright.

# WHY EIGHT MILLION WOMEN HAVE MADE PHIL DONAHUE TV'S NEW KING

By PHILIP FINN

PHIL DONAHUE looks like a man who just crawled through a minefield. Tiny beads of perspiration form under hair that appears to be steel wool. His head is buried in his hands.

For several seconds he is either brooding or meditating. Then he raises his head, lets out a long, long sigh, and says he feels better. "It's such a relief — oh, what a relief — when everything has gone well."

Only minutes before he had been posing, joking and happy with an audience of 200, mainly women, who had giggled, shrieked and gasped through his one-hour show featuring country music star Tammy Wynette.

None of them saw the strain and how he let it flow out of him sitting alone on the empty stage of the WGN studio in suburban Chicago. But back in his office, the size and shape of an upturned shoe box, Phil Donahue quickly becomes his former wisecracking self.

Tammy Wynette, dressed from head to toe in mink, clasps him in her arms with all the warmth and affection of someone greeting a long-lost brother.

"That was the best show I have ever done on television," she says.

"It was really terrific," she bubbles on with her mink-clad husband standing a few feet away. "You made me feel so much at ease... I couldn't believe we were out there for a whole hour. In front of live cameras, too."

"You made me feel relaxed. It was beautiful. I'll come back and do show for you any time. Just ask."

For Phil Donahue that was the morning's most endearing accolade.

Almost every woman who had shaken his hand at the end of the hour with Tammy said something similar — "I watch your show every day..." "You brighten my mornings..." and "I want to kiss you because I just love you and the program..."

It's comments like that which are making Phil Donahue the most talked-about talk show host in the country.

The clean-cut, amusing, sexy, serious, flip, aggressive Donahue has got Merv, Mike and Dinah running for cover. Phil has edged them all out in the A.C. Nielsen ratings.

After 11 tough, hard-working years, Phil Donahue is suddenly an overnight sensation. As the housewife's choice in nearly six million homes and reaching about eight million viewers, he takes one person or subject every day and, together with his audience, he draws out facts and emotions most people would hide from their best friends.

Donahue has dared to be different. He has discussed issues such as homosexuality, incest, lust, lesbianism, and one program showed live the birth of a baby.

"No subject is taboo," he says. "There is a supposition that if you delve into a controversial subject, viewers will write angry letters and sponsors will boycott you. Those suppositions are all wrong."

"We believe it is not necessarily the subject, but the way and manner it is tackled that makes it interesting and acceptable."

This is underlined in the mountains of letters he and his staff of 10 receive. At least 1,000 letters a week pour in, and Donahue is not too loopy to avoid reading his full share of them. Some of them are sharply critical. None of them is ignored.

Clearly, his success formula lies in



Tammy Wynette samples some of the Irish charm that is winning daytime television talk show host Phil Donahue a legion of fans all over the country. The chart-topping country music star who appeared with her backup group says: "This was the most enjoyable program I have ever been on."

in grasping and catering for the feminine psyche.

Donahue still marvels that anyone should come over 1,000 miles to interview him. He does not relish having the shoe on the other foot, but he accepts that his soaring stardom brings demands for a greater knowledge of the man behind the mike.

And because of this he has learned — often painfully — to talk frankly about the breakup of his 16-year marriage, and his current relationship with beautiful actress Marlo Thomas.

Donahue, who was 43 on December 21, blames the divorce in part on his obsession with work. He has been toiling to gain his present status since running a local talk show in Dayton, Ohio, and it was blood, sweat and tears all the way.

"I was a workaholic. I was driven, full of ambition," he admits.

Phil lives with his sons, Mike, 19, Kevin, 18, Danny, 17, and 14-year-old Jimmy in a five-bedroom house in the Chicago suburb of Winnetka. He is enormously proud of them, and insists they take part-time jobs so they will always appreciate the values of independence and money.

"It's a pain in the neck to be a celebrity's child," says Phil, who

## Nothing is taboo, says star who dares to be different

recently signed a new six-year contract said to be worth \$500,000 per.

It's a source of deep regret to Donahue that he is not able to see and enjoy his daughter, Mary Rose, 14, growing up. She lives with his ex-wife Marge, who has since remarried and lives in New Mexico.

"I see her as often as I can, but that is not often enough," he laments.

After the divorce, Phil spent six months or so having dates. But it was not the lifestyle he sought.

Instead, the Prince Charming of the airwaves, found true happiness with Marlo Thomas. And it happened in the most remarkable — and public — way possible: in front of 200 members of his audience and another eight million watching at home.

"How important is love?" Phil asked Marlo on the show.

And Marlo, who has a reputation for walking off shows when interviewers become too personal, said: "I like having a man in my life. I like

someone to love me, and I like being in love. I've had very serious and loving relationships with men."

Donahue zeroed in with his characteristic style: "How are you when there's no one in your life?" And she replied: "Depressed."

The rapport was so hot and heavy that everyone was ready to burst with emotion when Marlo said: "You are loving and generous and whoever is the woman in your life is lucky."

Now that she is very much that woman, Marlo, the 40-year-old daughter of comedian Danny Thomas, says: "A lot of clicks happened. He kept saying things and I would think: 'What an interesting thing to comment on.'"

But the couple, who first met four years earlier doing a spot on the show Donahue hosted in Dayton, are still a heavy number.

Phil appears to be drawing the words out of a bank strongroom when he is asked about marriage plans. "It's only natural for people



Part of the success of his show, says Phil Donahue, is full audience participation. And here a woman who has been on long waiting list for tickets gets a chance to ask a question.



Much of Donahue's strength as an interviewer comes from his ability to switch quickly from pussycat to pursuer and he never shirks from putting the biggest of names on the spot with awkward questions.

to turn the tables and ask me about life," he says staring up at a huge color photo of Marlo above his desk.

"But I have to remain in charge of the answer — there are certain areas of your life that are kept healthy by their privacy."

"Look, let's just say Marlo and I are getting along very well. Clearly, the relationship is important to me."

They see each other as often as possible, although separated most times by 2,000 miles or more. He is very proud of her.

A former altar boy at Notre Dame who once worked as a 50 cent an hour window washer, Donahue still drives himself to work in a Chevy, and is happiest wearing jeans and casual clothes.

He was flattered late last year when the moguls at NBC let it be known he was being considered for a network slot on the prestigious Today Show.

But he admits: "Such a move would be very complicated and full

of disadvantages as well as advantages." And it seems unlikely that he will go after an even bigger market by putting his show into a nighttime slot.

"We don't belong in the evening. Anyway, I don't think I'd want to compete against Charlie's Angels, Baretta and the rest. And I would not want to base my career on being opposite Johnny Carson," he says.

On the day I am speaking to him, Donahue is in great form with Tammy Wynette. He talks about her marriages, her six children, her home in Nashville with 15 bathrooms, and how she would react if one of her daughters were to announce she was going to live with her boyfriend.

It is standard fare for a Donahue show. And when Tammy looks as though she might get a little red in the face, he jumps in quickly to say: "We try our best on this show to be real honest..."

And there Phil Donahue has said it all.