

FLY ASKED QUESTIONS TO ABC IN SAN DIEGO



Q.What about late fringe?

A.Sure, we'll miss the Tonight Show. But with a conservative 25% increase in the 11 pm news rating due to a stronger prime-time lead-in from ABC, the new ABC Wide World of Entertainment lineup in late fringe, with strengthened young-appealing action dramas, should make us forget Johnny very soon.



Q.What about the loss of the Today Show?

A.ABC's Good Morning America on the weaker UHF affiliate is leading the Today Show in the 18-49 demographics in San Diego. We'll take a loss like that anytime.



Q.And what about the Specials NBC has been noted for?

A.ABC Specials like "Roots" and "Eleanor and Franklin" will do very nicely.



Q.What are you going to do to tell people about the switch?

A.Our on-air promotion budget makes us the biggest single advertiser on San Diego television. But on top of this, we have piled an appropriation that will increase our year's advertising expenditures by over 30%. The "change-over" spots on KGTV and on radio, the ads in TV Guide and in newspapers, the billboards and bus cards will tell all San Diego about the biggest media event the city has ever seen.

Audience and related data based on estimates. Copies of qualifications available upon request.



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