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In the Matter of: :

CABLE TELEVISION ROYALTY :

DISTRIBUTION - 1981 : Docket No. 82-1

Phase II :

- - - - - X

(This volume contains pages 1 through 131)

1111 20th Street, Northwest
Room 458
Washington, D. C.

Monday, January 9, 1984

The hearing in the above-entitled matter commenced at 10:00 a.m., pursuant to notice.

BEFORE:

THOMAS C. BRENNAN	Chairperson
DOUGLAS E. COULTER	Commissioner
EDDIE RAY	Commissioner

1 APPEARANCES:

2 On behalf of NAB:

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8 On behalf of MPAA:

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14 On behalf of Multi-Media:

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C O N T E N T S

<u>WITNESS</u>	<u>DIRECT</u>	<u>CROSS</u>	<u>REDIRECT</u>	<u>TRIBUNAL</u>
RICHARD C. THRALL	16	58	125	- -
By Chairman Brennan	- -	- -	- -	38
By Commissioner Coulter	- -	- -	- -	51

<u>EXHIBITS</u>	<u>IDENTIFIED</u>
MM Exhibit No. 1 Donahue, etc. 1981 programs	24
MM Exhibit No. 2 NTI and NSI Ratings	24
MM Exhibit No. 3 Update of Ad. Study	24
MM Exhibit No. 4 Analysis of Programming	24
MM Exhibit A Comp. of Donahue/Griffin and Mike Douglas Shows 1980-1981	25
MM Exhibit B MM Programming appearing in MPAA Survey	27
MM Exhibit C Est. of MPAA Diarykeepers	29
MM Exhibit D Xerox of Nielsen Diary	34
MPAA Exhibit E Notice of Intervenor in case #83-1321, et al	69
MM Exhibit F List of stations for Donahue	106
MPAA Exhibit G FCC News: TV broadcast data, 1979	119

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P R O C E E D I N G S

(10:00 a.m.)

CHAIRMAN BRENNAN: We are commencing Phase II of the 1981 Cable Television Royalty Distribution proceeding.

The motion of MPAA to strike the NAB exhibits is denied. The motion of MPAA to strike NAB CT Exhibit is also denied.

Before proceeding to the evidentiary presentation, the Chair will recognize Commissioners that may wish to present matters. In my personal capacity, I wish to address related questions to each counsel.

Mr. Scheiner, since you are the senior member of our bar, I will call upon you first. In your oral argument before the United States Court of Appeals, in the Cable Rate Case, you said that, in effect, actual experience is more useful than predictions or theory. Do you feel the same way about distribution proceedings?

MR. SCHEINER: Well, the answer is a qualified yes. The argument advanced to the Court was in the context of the basic question as to how the Tribunal could support by evidentiary matters its judgment as to what the marketplace might produce, in terms of values of different types of programs.

And in that situation, it was my contention to the Court that the Tribunal had no alternative but to rely in

1 large measure on analogous situations, some of which, as
2 the Tribunal had determined, were not all that close, or
3 which contained substantial differences from the precise
4 situation before it.

5 And in that context it was my position that as
6 time progressed and experience were garnered, such experience
7 would very likely be more valuable than the judgments made
8 without the benefit of such experience.

9 I do think, on the other hand, that while experience
10 once again is entitled to great weight, as a matter of
11 distribution, that unlike the setting of rates, on dis-
12 tribution there is actual experience in the marketplace that
13 may be drawn upon. And to the extent that such experience
14 is currently available, it should be relied upon by the
15 Tribunal in its distribution proceedings.

16 CHAIRMAN BRENNAN: The Tribunal in its 1979
17 Distribution Determination indicated that we had reached
18 our final numbers in that proceeding by applying the
19 criteria to the record evidence. This was the first pro-
20 ceeding in which the evidence was presented after the
21 criteria had been established. The Tribunal determined
22 not to use the 1978 numbers as a base. The Tribunal, also,
23 made an affirmative determination that even when the
24 Tribunal's overall assessment of a case was not different
25 from that reached in the 1978 opinion, the Tribunal, based

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1 on its better experience and judgment, could produce a
2 different bottom line, a different final number.

3 MPAA criticized this approach in your appeal of
4 that decision and correctly, or not, you received some
5 encouragement in the Court's opinion. My intuition tells
6 me that we will be confronted with that issue in this
7 proceeding.

8 If actual experience is useful, what is wrong with
9 a different final number being produced, even though the
10 overall assessment of the case is unchanged?

11 MR. SCHEINER: Sir, it is not entirely clear to
12 me by overall assessment, Mr. Chairman, are you referring
13 to the criteria --

14 CHAIRMAN BRENNAN: Well, to be more helpful, let's
15 focus on the particular aspect of your brief that related
16 to this issue, namely the Tribunal's award to NAB and the
17 justification cited by the Tribunal in support of that
18 award.

19 MR. SCHEINER: Well, I trust that you and I
20 both recognize that the Court was rather dubious and rather
21 reluctantly reached an affirmation of that award. It is
22 our position that any judgment with respect to distri-
23 bution must be made upon evidentiary facts of record,
24 reasonably supported by findings, based upon such evidence,
25 and that the conclusions must reasonably flow in the

1 light of such criteria as the Tribunal in its good judgment
2 and the Court, as well, recognized to be relevant and
3 appropriate considerations.

4 If, in fact, the ultimate conclusion is not
5 supported by the evidence of record, the findings made
6 thereon, or inferences of conclusions drawn from the
7 evidence and the application of the criteria, then we do
8 not have a valid and viable decision.

9 CHAIRMAN BRENNAN: Let me ask you now a question
10 about the matter of changed membership. There has been a
11 significant change in the membership of this body. Let
12 us assume as a hypothetical that the three sitting Com-
13 missioners each adheres to his previous positions and votes,
14 but again, as a hypothetical merely by virtue of a change
15 in the membership, a different bottom line, a different
16 number is produced. Is the new majority required to
17 distinguish the previous decisions of the Tribunal?

18 MR. SCHEINER: That is a tough question, and my
19 view of it, once again, is that likely no, likely no. I
20 think the ultimate test of the validity of your Tribunal's
21 decision will be determined on the basis of the factors
22 that I enumerated earlier; changed composition of this
23 Tribunal or any other agency is a continuing fact of life.

24 CHAIRMAN BRENNAN: Thank you.

25 What standard, if any, do you recommend that we

1 follow in the 1981 proceeding?

2 MR. SCHEINER: In what respect, sir?

3 CHAIRMAN BRENNAN: Changed circumstances, the
4 record as a whole, the record of this and other proceedings?

5 MR. SCHEINER: Well, I am, generally, in accord
6 with the views expressed by the Tribunal. I think that
7 a reasonable and valid consideration continues to be the
8 respects in which the submissions in the '81 proceedings
9 and the facts and circumstances underlining those sub-
10 missions, testimony and exhibits have changed, and the
11 respects in which the earlier determinations of the Tribunal
12 could be revised, in the light of the current record.

13 CHAIRMAN BRENNAN: Thank you, sir, for your answers.

14 Mr. Ferrall, would you, generally, address those
15 questions that may be relevant to NAB, particularly the
16 last one?

17 MR. FERRALL: Well, something I have thought about
18 a lot, Mr. Chairman, especially reading the Court's
19 language when it discusses the Tribunal. Experience is
20 very important, and the Tribunal isn't the only one getting
21 the experience, the parties are getting experience, too.

22 I can't speak for you, but I can speak for myself,
23 I have a lot more perspective on all of these matters now
24 than I did when I started.

25 There is no question that this is an expert agency

1 and it decides cases as all expert agencies do, on the
2 record before it, plus its expertise. And I don't know
3 how much expertise this Tribunal had when it started --
4 I suspect not all that much, but it has got more, and it
5 will have more next year, and the year thereafter.

6 Administrative bodies change their views from time
7 to time, and it is their obligation in doing that to be
8 reasonable, to be record-based and to explain why they have
9 done it. I can think of a couple of things that I have
10 said in this room that I think were wrong -- I hope you
11 won't press me and ask me to say what they were. But I
12 don't think there is any sin in that and there are levels
13 of wrongness. People change their minds, or change their
14 views somewhat, a little, not at all, not a lot.

15 I think courts when they review agencies expect
16 that. Courts change their minds. I am not sure that the
17 world was all that different when Brown versus the Board
18 of Education was decided, but the decisions were quite
19 different.

20 I think the criteria that you -- I thought you
21 were wrong, frankly, to put as much weight on changed
22 circumstances as you did, because among other things, the
23 cases presented to you have gotten better, more focused
24 and, in my judgment, more illuminated. But I don't think
25 you are asking me to argue that here.

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1 In response to your precise question, what
2 criteria should be applied -- criteria are the two that
3 I stated on the record, and your expert knowledge. And
4 your obligation, I think, to the Court and to the parties
5 is to explain why you reached the conclusion you reached
6 with as much clarity as you can.

7 CHAIRMAN BRENNAN: Based on your current acquaint-
8 ance with the submissions in this proceeding, is it your
9 view that we must reach the changed circumstances issue in
10 this proceeding, as you had argued recently to the Court
11 of Appeals?

12 MR. FERRALL: That we must --

13 CHAIRMAN BRENNAN: That we must reach the changed
14 circumstances issue in the 1981 proceeding?

15 MR. FERRALL: Mr. Chairman, if I could answer you
16 slightly obliquely, and you can criticize me for that --

17 CHAIRMAN BRENNAN: I would never do that.

18 MR. FERRALL: Changed circumstances is a phrase
19 that describes an aspect of the record. The record changes,
20 obviously, as I look at it. So, yes, I think in precise
21 focus you do have to look at changed circumstances if,
22 indeed, they exist.

23 But I share Mr. Scheiner's view that you look at
24 the record as a whole. And I would add to that that you
25 look at your own knowledge and understanding, your own

1 expertise as a whole, too, in reaching these changed cir-
2 cumstances is only a part of it.

3 CHAIRMAN BRENNAN: Thank you.

4 Mr. Lutzker, do you want to comment on some of
5 these matters?

6 MR. LUTZKER: I don't have an awful lot to add,
7 or than I subscribe to much of what Vic has just related.
8 I would think that fundamentally we would be dealing with
9 a record that will be a lot shorter this year than in the
10 past years, to the extent that Phase I has been settled
11 out, and certainly the parties in Phase II who are not
12 present for they have settled out.

13 I think that administrative agencies are not
14 bound as courts are by stereo-decisiveness in the same
15 way, so that if an agency wishes, reviewing the same record,
16 or a comparable record in the subsequent hearing to put
17 different emphasis and conclusions upon it, legally courts
18 will accept that judgment.

19 I think that it is appropriate that you look at
20 the record before you, using your expertise, based upon
21 past records to make a relevant judgment. And if the
22 conclusions are expressed in a manner which is clear and
23 rational based upon the record, I would assume that that
24 is your administrative responsibility, and the court would
25 sustain that responsibility.

1 The notion of changed circumstance, I guess each
2 year the actual record will change, but whether there will
3 be a substantial change from year to year, will depend on
4 facts that are actually presented. And you have to make a
5 judgment whether you reach the question of substantial
6 change based upon that record.

7 CHAIRMAN BRENNAN: Thank you, sir.

8 Commissioner Coulter?

9 MR. COULTER: Just to provide a little continuity,
10 I would like to request that the records of past hearings
11 be made a part of the hearing in this proceeding, as it
12 has been in previous proceedings, if there is no objection.

13 CHAIRMAN BRENNAN: Does any counsel wish to be
14 heard on the motion?

15 (No response.)

16 CHAIRMAN BRENNAN: Does any Commissioner wish to
17 be heard on the motion?

18 MR. RAY: Not on the motion, but I have a comment.

19 CHAIRMAN BRENNAN: The motion is granted.

20 Commissioner Ray?

21 COMMISSIONER RAY: I just have a comment, not
22 pertaining to this particular proceeding, but I just want
23 to make a comment that it is my opinion that new member-
24 ship, or even present members of the CRT are not necessarily
25 bound by previous CRT decisions, or even the present

1 criteria utilized by the CRT.

2 Thank you.

3 CHAIRMAN BRENNAN: Thank you, Commissioner.

4 If there are no further interventions by Com-
5 missioners, we will proceed to the direct case of Multi-
6 Media.

7 Mr. Scheiner?

8 MR. SCHEINER: Sir, if I may, I would like to ask
9 whether the Tribunal's determination to deny the Motion
10 Picture Association's motion to strike will be subject of
11 any forthcoming order from the Tribunal explaining the
12 bases for the denial?

13 CHAIRMAN BRENNAN: It would be the Chair's
14 expectation that the matter be addressed in the Tribunal's
15 final decision in this proceeding.

16 MR. SCHEINER: And do I understand correctly that
17 the ruling will not preclude in any respect objections
18 addressed to the NAB's showings on the score of relevance,
19 and materiality, as distinguished from the admissibility
20 of such evidence?

21 CHAIRMAN BRENNAN: The Chair will entertain such
22 objections at the proper time, and will rule at that time,
23 as directed by Commissioners.

24 MR. SCHEINER: Thank you, sir.

25 CHAIRMAN BRENNAN: Mr. Lutzker, have you any

1 opening observations?

2 MR. LUTZKER: Well, just very briefly, Multimedia
3 is again taking the opportunity to present a separate case
4 in Phase II for the 1981 Distribution Proceeding. It, as
5 we reflect in our pre-hearing statement, we are of the
6 position that the circumstances reflecting 1981 are sub-
7 stantially similar to the case presented in 1980. We,
8 however, are making a request for distribution slightly
9 higher than the Tribunal actually awarded in 1980. And
10 as we explain the primary predicate for that was our feel-
11 ing that under the circumstances of evaluating the record
12 the Tribunal, with all due respect, may not have properly
13 credited certain programming that was set forth in
14 syndication in 1980. And we would like to emphasize that
15 point in our 1981 brief, that as a result Multimedia's
16 claim will be seeking a slightly higher amount of 2 percent,
17 compared to the allocation made in the past two proceedings
18 of 1.6 percent.

19 Our sole witness, as in past years, will be
20 Richard Thrall, and I will call him now.

21 CHAIRMAN BRENNAN: Thank you. Please do.

22 We welcome you back, Mr. Thrall.

23 And before you get seated, I will administer the
24 oath.

25

1 Whereupon,

2 RICHARD THRALL

3 was called as a witness and, having first been duly sworn,
4 was examined and testified as follows:

5 DIRECT EXAMINATION

6 BY MR. LUTZKER:

7 Q Would you state your name for the record?

8 CHAIRMAN BRENNAN: Perhaps Commissioner Coulter
9 could have amended your motion to provide, but when the
10 oath has been administered in a previous proceeding, it
11 would be carried forth, that would save us at least 30
12 seconds.

13 COMMISSIONER COULTER: I will leave that up to
14 your discretion.

15 COMMISSIONER RAY: But you amended the motion.

16 THE WITNESS: Richard C. Thrall, Senior Vice
17 President of Multimedia Entertainment.

18 BY MR. LUTZKER:

19 Q And in view of the fact that the past records have
20 already been incorporated and your credentials and back-
21 ground have been presented to the Tribunal, I think we
22 will move right on to the case.

23 A Perhaps I should just mention that Multimedia
24 Entertainment is the name currently being used; in 1981 it
25 was Multimedia Program Productions.

1 Q But the firm itself remains the same?

2 A Same company.

3 MR. LUTZKER: For purposes of identification, I
4 am going to just ask you to identify for the record the
5 exhibits that were submitted in the pre-hearing statement.

6 I assume that the Tribunal has copies of the
7 exhibits and I will tender one for the record.

8 BY MR. LUTZKER:

9 Q Would you please identify the exhibit marked
10 Multimedia Exhibit No. 1?

11 A (Perusing document.) This is a list of Donahue
12 programs produced in 1981, a list of Young People's
13 Specials produced and distributed that year, and then there
14 are two advertisements that relate to awards, one by the
15 the Young People's Specials and the quality of the Young
16 People's Specials.

17 Q And would you identify for the record Multimedia
18 Phase II Exhibit No. 2?

19 A This is an analysis of NTI ratings for Young
20 People's Specials and certain Country Music Specials, and
21 NSI rating analysis on Donahue, Show Biz weekly program-
22 ming and the Bob Braun Show.

23 Q And identify for the record the Multimedia Exhibit
24 No. 3?

25 A This is an update of an advertising study for

1 Donahue which establishes a relative value to the stations
2 that carry Donahue, of the Donahue Show.

3 Q And, finally, Multimedia No. 4?

4 A This is an analysis of the time of Multimedia
5 programming, the Show Biz programming and how it relates
6 to total non-network, non-news programs, the various pro-
7 gramming on the various television stations in the United
8 States.

9 MR. LUTZKER: For the record, I would like to say
10 that last year we had 34 exhibits -- I believe 32 or 34
11 exhibits, we have made an effort to compress our case in
12 the interest of saving the Tribunal the time and effort of
13 going back over ground we feel to be repetitive. But as
14 the Commissioners indicated, the past years records have
15 been incorporated and there is information in those years
16 that are deemed at least relevant and pertinent to the
17 existing proceeding, to the extent they reflect the lack
18 of change of circumstances.

19 Let us turn specifically to these exhibits now,
20 and I will move to Exhibit No. 2.

21 BY MR. LUTZKER:

22 Q In past years Multimedia's evidence to the
23 Tribunal showing the reach by station and audience of its
24 programming, would you care to just summarize the signifi-
25 cance of No. 2 as it reflects the popularity as evidenced

1 in 1981, of the Multimedia shows?

2 A I think it shows, basically, that the company
3 continued to produce substantially the same amount of
4 programming and the ratings were substantially the same
5 as they were in 1980.

6 Q I will ask you a question which may be on the mind
7 of MPAA when they look at this exhibit, looking specifically
8 at page two, the Nielsen ratings for the Donahue Program,
9 compared with 1980 the ratings for the sweep period show
10 a drop of about one rating point in certain of the periods.
11 Would you say that this reflects a substantial change in
12 the popularity of the Donahue Show?

13 A No, statistically it is no change at all. The
14 Nielsen rating service provides reference data indicating
15 that their ratings are estimates and recognizing standard
16 deviations, the errors -- two types of errors, one a standard
17 error in sample in that because of the lack of total
18 returns of the diaries that are sent out, the sample does
19 not reflect the universe accurately and so it projects
20 the results of the inaccurate to the universe, there is
21 an error there.

22 In addition, there is an error in the filling out
23 of diaries, diaries incorrectly filled out, diaries that
24 are illegible and cannot be used for various reasons. And
25 a variation of an rating of one up and one down would be

1 the same, and so there could be a three spread of ratings,
2 and so a shift of one rating point from year to year really
3 is statistically no change at all.

4 Q Okay, turning to Exhibit 3, this is principally
5 an updating of an advertising study which has been done in
6 the past two years for Multimedia, has it not?

7 A Yes, there is one change that, perhaps should be
8 noted -- well, two changes that should be noted. In the
9 past years we have used actual spot figures from 1981 and
10 then adjusted them for 1979 and 1980. So, this year our
11 spot figures are the actual spot figures for 1981.

12 The FCC financial data was not available in 1982,
13 and so TVB data was used. And since that data includes
14 production costs, we then compared the FCC data from the
15 previous years with the TVB figures for the three previous
16 years and established a mean value of the production costs
17 to come up with the cost of -- the amount of that that was
18 representative of local and national spots.

19 Q And so, in effect, just to summarize, this study
20 is an update of the previous studies, whereas in past years,
21 1981 actual '81 figures were used for the stations and then
22 you had to adjust it for previous years. Now we have
23 reached the '81 period and there is no further adjustment,
24 but in the case of estimating the total national spot sales
25 for non-network programming, where FCC figures were used

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1 in prior years, TVB figures had to be used for 1981, and
2 an adjustment had to be made because of production costs
3 that are included in TVB figures, which are not in FCC
4 figures?

5 A Correct.

6 Q In past years Multimedia's percentage was about --
7 well, last year Multimedia's percentage was 1.425 of the
8 total spot sales, non-network, non-local news programming.
9 This year the figure is what?

10 A 1.64, it is up somewhat.

11 Q Now, is this 1.64 the basis of Multimedia's entire
12 claim before this Tribunal?

13 A No, this is merely provided as another measure of
14 the value of the Donahue Show to the stations that carry
15 the Donahue Show.

16 Q Turning to Exhibit 4, would you give -- this again
17 is an analysis that Multimedia has presented in past years,
18 relative to time considerations and an estimate of Multi-
19 media's percentage of the figures, but would you please
20 explain the three pages for the Tribunal?

21 A Well, on the first two pages are listed the Multi-
22 media programs in 1981, and their duration, their hours
23 per week, the number of affiliates carrying the program,
24 and then the total hours per week that program would
25 represent; and adding all of that up on the second page,

1 creates a total of hours per week of 1344.5; 1344.5.

2 And we note on here that some of the weekly pro-
3 grams might vary in number from week to week.

4 On the third page we have shown the 602 network
5 stations programming an average of six hours of non-network
6 programming, which totals 3612 hours; independent stations
7 that average 154 hours -- or 154 stations averaging 18 hours,
8 creating 2772 hours of programs, or 6,384 hours a day.
9 And then multiply that times the seven days of the week
10 for 44,488.

11 Then subtracting 9.5 percent, the approximate
12 amount of local news and public affairs programs produced
13 by stations per week, and we subtract all stations local
14 news, public affairs per week, ending up with total non-
15 network hours of 44,688 less the locally produced 9,049,
16 or total hours of non-network of 35,639. And Multimedia
17 is going back to the 1345 hours, represents 3.7 percent
18 of that.

19 Q Now, last year Multimedia's share was approximately
20 4.5 percent of the total figure. Is this figure designed
21 to be inclusive of Multimedia's claims, or again, reflective
22 of one of the Tribunal's criteria?

23 A It is one of the secondary considerations, the
24 original criteria was time, and this merely responds to
25 that secondary criteria.

1 Q A couple of additional preliminary matters, in
2 past years Multimedia has made claims that the Donahue
3 and Young People's Special shows, in particular the award
4 winning shows; were these programs award winners in 1981,
5 as well as in past years?

6 A Yes, they continued to be honored with various
7 programming competitions and film festivals, and organi-
8 zations dealing with the quality of programming, such as
9 the PTA and ACT.

10 MR. LUTZKER: Let me just say for the record, in
11 1980 proceeding Exhibit 4, provided a list of awards which
12 actually covered a number of years for Multimedia and there
13 are specific references in that exhibit to Emmy Awards and
14 Peabody Awards, and the like, and that, of course, has been
15 incorporated in this record.

16 Similarly, in past years we have presented detailed
17 information regarding the news-making quality of the
18 Donahue Show, including press releases and news summaries,
19 and we have endeavored to present that information this
20 year. But in terms of your experience with the program,
21 did it remain a news-making show and does the record of
22 the past years reflect similarly upon the way the program
23 was treated in the press in 1981?

24 THE WITNESS: I would say as much and possibly
25 even more so.

1 (Whereupon, the documents were marked
2 for identification as MM Exhibits 1
through 4.)

3 BY MR. LUTZKER:

4 Q Okay, let's discuss briefly the 1980 award and
5 Multimedia's position as to why it believes it is entitled
6 to a slightly higher award of 2 percent in 1981.

7 First, would you comment upon the difference
8 between the 1979 presentation of Multimedia and the 1980
9 presentation, particularly as it respects Show Biz programs?

10 A Well, Show Biz was not allowed in the 1979 pro-
11 gramming, it was included in the 1980 programming. Using
12 the MPAA data, it represented about 25 percent of the total
13 amount of programming and no increase was given for that.

14 The Tribunal said that, perhaps, it over-valued
15 Donahue in 1979, thus this would offset the addition of
16 the 25 percent of Show Biz programs which were added in
17 1980. And compared the performance of Donahue in the MPAA
18 figures with the Merv Griffin Show and the Mike Douglas
19 Show.

20 In the current MPAA figures, the Donahue Show
21 remains about where it was in 1980, but it stands at about
22 the total of the Merv Griffin Show and the Mike Douglas
23 Show combined.

24 MR. LUTZKER: For the record, let me introduce an
25 Exhibit A which we will provide. (Handing.)

(Whereupon, the document was marked for identification as MM Exhibit A.)

BY MR. LUTZKER:

Q Would you please -- well, as you indicated, the Tribunal made an effort to compare the Donahue program with the Merv Griffin Show and the Mike Douglas Show, specifically between 1979 and 1980. Would you discuss this information which is drawn from the 1981 and 1980 MPAA studies?

A Well, this shows that in 1980 Donahue was the 19th ranked program in the MPAA study; in 1981 it is 20th. In 1980 Merv Griffin was the 18th ranked program and in 1981 it is 36th. In 1980 Mike Douglas was the 29th ranked program, and it is now 69th.

Q To the extent that the Tribunal considered the relative relationship of Donahue, Griffin and Douglas as relevant to making a change in the evaluation of Donahue in the 1980 proceeding, do you feel that the Tribunal should take this information into account in determining the 1981 proceeding?

A Yes, if the comparison in 1980 was the reason to not give full consideration to the Show Biz programming, we feel that this performance suggests that the Show Biz programming should be fully considered in determining the 1981 award.

Q A couple of moments ago in your testimony you used

1 a figure 25 percent as a value added on for Multimedia's
2 share respecting Show Biz programming. And I will show you
3 page three of the pre-hearing statement and Multimedia's
4 Footnote 2, which was material gleaned from the Exhibit
5 GGG of MPAA of the 1980 proceeding, summarizing according
6 to the MPAA survey the quarterly hour shares of Multimedia
7 programming. And I ask you if that is the basis upon
8 which you made that initial 25 percent estimate?

9 A (Perusing document.) Yes.

Tl/S2 10 Q Also drawing upon, perhaps, recollection, although
11 it is in the record of the 1979 proceeding, as you will
12 recall Multimedia originally made a presentation in that
13 case which included a claim for Show Biz programming.
14 Upon questioning of I believe then Chairman Garcia, refer-
15 ence was made as to if the Tribunal, as they did do,
16 excluded Show Biz programming, about what percentage of
17 drop in Multimedia's claim would be attributable to that.

18 Do you have a recollection as to approximately
19 what?

20 A As I recall, somewhere between two to five percent,
21 or not --

22 Q What half a percent the amount that was attributed
23 to the Show Biz claim in the 1979 case?

24 A I think a .3 to a .5, if I am correct in recalling
25 that.

1 Q Turning now to Multimedia's current Exhibit D,
2 which identifies the programs that appear within its survey,
3 have you reviewed that exhibit to determine programs which
4 are credited --

5 MR. LANE: Excuse me, could we have a copy of that
6 exhibit?

7 MR. LUTZKER: This is your exhibit.

8 MR. LANE: You said our exhibit.

9 MR. LUTZKER: MPAA Exhibit D, which is part of
10 the Multimedia Survey.

11 BY MR. LUTZKER:

12 Q Have you had a chance to review that exhibit?

13 A Yes.

14 MR. LUTZKER: I will introduce Multimedia Exhibit
15 B.

16 (Whereupon, the document was
17 marked for identification as
MM Exhibit B.)

18 BY MR. LUTZKER:

19 Q Now, I am not asking you to be an expert on their
20 information, but was this Multimedia Entertainment Exhibit
21 B prepared based upon that MPAA exhibit?

22 A Yes, it was.

23 Q Now, there are a couple of questions that I have
24 regarding this. In Multimedia's claim for 1981, certain
25 of the programs here are not formally claimed by

1 Multimedia, for example, I believe Neil Sedaka was a
2 claim that was made in 1980, but not made in 1981. And
3 Archie Campbell is a claim that was made in 1980 and 1981.

4 Again, I am not asking you to speak to the
5 accuracy of the information in it, but assuming that these
6 programs did show up somewhere in the 1981 survey, how would
7 you explain, from your perspective, how that could happen?

8 A Well, there could be a couple of things; one, the
9 station that was scheduled to air a program could have
10 pre-empted it and then held the program and run it in 1981,
11 without notifying us that they had made that change. So,
12 our records would not indicate that the program had run
13 in '81.

14 It is also possible that the station might have
15 retained a program without our knowledge and have made an
16 unauthorized airing of the program.

17 Q So, in other words, in general the fact that there
18 might be some discrepancies between Multimedia's claim and
19 information that is shown in the MPAA exhibit, is not
20 indicative of something that would normally be within your
21 knowledge, and normally be credited to a haphazard pre-
22 sentation by Multimedia?

23 A No.

24 Q Let me also ask you in terms of the MPAA exhibit
25 that you reviewed, Exhibit D, could you make any general

1 statements regarding programs that appeared, say, in the
2 Top 100 shows on the MPAA survey, as regards their being
3 off-network programming, entertainment, non-public affairs?

4 A I would say the majority of the programs from the
5 Top 100 were off-network sit-coms and cartoons. I believe
6 maybe there were four programs in the Top 100, maybe five,
7 that might have had some public affairs or other qualities
8 to them.

9 Q Okay, now, I would like to have you specifically
10 address a statement which appears, again, in MPAA Exhibit
11 A-1, a letter from Allen Cooper to potential claimants
12 respecting the Nielsen diary-keeping method. And the
13 statement in there of "400,000 diaries are collected during
14 Nielsen sweep weeks". And in that context to discuss your
15 estimate of the number of diary keepers and the significance
16 of that as regards actual viewing hours by those diary-
17 keepers?

18 MR. LUTZKER: In that context, I will offer
19 Exhibit C as a summary.

20 (Whereupon, the document was
21 marked for identification as
MM Exhibit C.)

22 THE WITNESS: The letter states that Nielsen
23 collects 400,000 diaries during the four sweep weeks, it
24 doesn't suggest that 400,000 diaries are used in the
25 tabulation submitted by MPAA. But taking the 400,000

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1 diaries and recognizing that there are four sweep periods,
2 that would mean that 100,000 diaries were involved in any
3 one of the sweep periods.

4 There are four weeks in each of the sweep periods,
5 and each week has a separate sample, which means that at
6 any one time in any of the sweep weeks there were 25,000
7 diaries in the United States.

8 If you consider that the diaries, as the letter
9 states, which showed viewing of distant imports on cable
10 were the only ones used, and if you set cable penetration
11 at about 30 percent, you can discount 70 percent of the
12 25,000 diaries as not being used in the study; that would
13 leave you about 8,333.

14 If you consider that there were approximately three
15 television sets in a household, that would mean that there
16 were about 2800 households that were measured in determin-
17 ing the MPAA data.

18 COMMISSIONER COULTER: Excuse me, is that the
19 average of household, three TVs?

20 THE WITNESS: I believe it is somewhere very close
21 to that. I am not 100 percent sure of the exact penetration
22 of each market in the United States in 1981, but I believe
23 that is fairly close.

24 And if 20 percent of the diaries are unusable,
25 and I have no information -- Nielsen doesn't publish that

1 figure -- this would mean that about 2240 homes might be
2 included.

3 And if you spread those evenly across the 50
4 states, that would mean that 45 diaries might be measuring
5 the viewing in a state at any one time, in the rating period.

6 Carrying that on a bit, if you estimate the actual
7 cable viewing, if you take the 2240 cable homes surveyed
8 and if each one had three sets, that means that 6,720 sets
9 were measured. If you then credited that each set was on
10 for seven hours, which is probably a rather generous allot-
11 ment, you would have 47,040 hours of cable viewing per
12 sweep day and 329,280 per sweep week. And for the 16
13 sweep weeks, approximately 5,268,480 viewing hours, or
14 approximately 21 million quarter-hours.

15 And MPAA's survey shows approximately 900 million
16 quarter-hours, which would indicate that --

17 BY MR. LUTZKER:

18 Q That was for syndicated?

19 A For syndicated and series programs, yes. So, in
20 the 1980 survey series-syndicated shows it accounts for
21 approximately 65 percent of all cable viewing. If the
22 same ratio applies, this means that series-syndicated
23 shows, plus movies, accounts for approximately 1.4 billion
24 quarter-hours, with the actual cable viewing approximately
25 21 million quarter-hours; it means that the survey credits

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1 the viewing about 70 times its real weight.

2 Q Now, this analysis, as you have indicated, makes
3 certain hypotheses regarding number of sets, percentage of
4 diaries that are unusable. Would you just explain briefly
5 what you meant by that for the Tribunal?

6 A Well, there are a certain number of diaries that
7 are illegible, or that list the wrong station, or the wrong
8 program, or the wrong channel and for various reasons are
9 unusable. In relation to that, I mentioned earlier that
10 the Nielsen reference data about their survey lists these
11 standard errors, and as you can figure a curve, it says
12 "although we say your rating is this, it may be this, it
13 may be that".

14 And they give a formula which you can calculate
15 the error; the error which might be a 10 or 15 percent
16 error, when you take the largest statistic based on the
17 most complete data that Nielsen uses, when you then take
18 that down to either a smaller demographic statement, or
19 use less of their data, those errors increase dramatically.

20 In our specialized surveys, which the Nielsen
21 Company produces for us, which are based on NTI metered
22 sets, when they get down into demographics and say how
23 many 18-49 women, Nielsen will give us the error of that
24 -- the probability of that error and it is not unusual to
25 have 50 percent or high, as an error factor.

1 So, in projecting this data to the universe, we
2 don't have a mirror of the universe, because we have limited
3 this by other means than what is in the universe. We don't
4 know whether this sample has the right number of whites and
5 blacks, and well-educated, and blue collar workers, and
6 all of the various things that would be needed to project
7 it.

8 And by size, since we have only used a very small
9 portion of it, the probability of a larger error is there.

10 COMMISSIONER COULTER: Could I just ask for a
11 clarification? Are you saying that the viewing that they
12 have actually reported as a part of this study is 70 times
13 smaller than actual viewing?

14 THE WITNESS: No, all I am saying is that the
15 400,000 diaries that was included in Mr. Cooper's letter
16 really has no relevance to the study that MPAA has submitted
17 to Nielsen, because there are not 400,000 diaries represent-
18 ed and we merely try to point out to the Tribunal the
19 actual number of diaries that in all probability were
20 included.

21 And that relates to the error probability within
22 the data that was produced by it.

23 BY MR. LUTZKER:

24 Q Speaking to the error probability, in past
25 proceedings we discussed the complexity of completing a

1 diary --

2 MR. LUTZKER: And I will identify as Multimedia
3 Exhibit D -- for the record, I will introduce a Xerox copy
4 of a diary that Nielsen distributes to households and the
5 things is actually folded in half. We have not attempted
6 to reproduce the entire diary, but are giving it as a sample
7 -- the document runs for each day of the week, it has list-
8 ing of several pages per day, Monday through Sunday.

9 Now, if anyone cares to look at this to help deal
10 with the material.

11 (Whereupon, the document was
12 marked for identification as
MM Exhibit D.)

13 BY MR. LUTZKER:

14 Q Mr. Thrall, will you comment upon the simplicity,
15 or difficulty that a typical person receiving this might
16 face in completing a diary, and particularly, as it relates
17 to a cable household that is viewing television programming?

18 A Well, I have testified to that in the past, and
19 we thought that perhaps this might make the point. This
20 diary calls for people in a household to be listed and
21 they are then identified by a number, and the number then
22 appears at the top of each day's listing of programs. And
23 then there is various demographic information required
24 about each of the people whose list is filled out.

25 When you get to the portion that deals with each

1 day, the person keeping the diary is to write down the time
2 the set went on and off, and the call letters that were
3 watched, and the channel number watched and the name of the
4 program being watched.

5 And then over on the right side where the one
6 through nine numbers -- the one through nine numbers repre-
7 senting nine people conceivably in the household, or a
8 guest who might have come in during the 168 hours of the
9 week.

10 If those people were in the room watching that
11 television set, you make a squiggly line; if one of them
12 leaves the room at a certain point, you stop the squiggly
13 line for that numbered person; if somebody enters the room,
14 then you start a squiggly line in the column that represents
15 that person. So number one might be dad, and number two
16 mom, and three junior, and four the daughter, and five the
17 next door neighbor, and six could be your mother, and seven
18 your mother-in-law.

19 And the person who provided me with this diary
20 received four of them because he had four sets. And so
21 there would be one of these for each set and someone would
22 fill out this data and keep, in this case, four diaries.
23 He was not eligible to fulfill -- to take part in the
24 survey, so he did not use the diary, and I thought it might
25 be of some interest to the Tribunal if you had an

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1 opportunity to look at it.

2 When you consider that in the days prior to cable,
3 that you were dealing with three, maybe four, and in a few
4 markets five or six television stations; in cable you are
5 now dealing with up to 100 choices, not coming in on
6 traditional channels.

7 My wife watched a movie last week that she found
8 by punching the buttons on the box, because she was so
9 confused by the TV Guide listing that she can't figure
10 out what is on. She found a movie she liked and she doesn't
11 know where it was, or what it was called. But then we don't
12 keep Nielsen diaries, but it illustrates the point.

13 Q Let me go back to Exhibit C for one minute in
14 terms of the origin of this document and the relevance for
15 the Tribunal. Is it fair to say that the document is,
16 first, based upon information gleaned from the MPAA exhibits
17 in the current proceeding?

18 A Yes.

19 Q And, specifically, referencing the point about
20 the diaries collected?

21 A That's right.

22 Q There are certain estimates made within here that
23 are projections, based upon your experience in the broad-
24 cast industry, and that if they are off by some factor,
25 the bottom line conclusion that the MPAA survey credits an

1 individual viewing on a substantial multiple would remain
2 a valid conclusion, in your opinion?

3 A Yes. Certainly the idea of 400,000 people are
4 being measured each day, you know, shouldn't be allowed to
5 stand, because that is just not true. It is a much, much
6 smaller figure.

7 Q This, again, is perhaps somewhat repetitive of
8 some criticism that Multimedia has made of the MPAA surveys
9 in the past, but turning to Exhibit B, which is the listing
10 of the programs as they appear on the MPAA survey.

11 A (Perusing documents.)

12 Q Excepting the Neil Sedaka Show, which you were not
13 making a claim for in 1981, and this appears to be an
14 incidental viewing and recognizing that for some reason
15 that Chet Atkins shows up with no credit of quarter-hour
16 viewing, how many of these shows listed in this exhibit
17 would you identify as the specials, the music specials of
18 Multimedia, or Show Biz?

19 A Well, there are two; the Music City News, Top
20 Country Hits of the Year is number 253. This was a pro-
21 gram that was produced in April, which is not a sweep week,
22 and was provided live to stations that could carry it live
23 and was delayed by stations that could not carry it live.

24 So, some of the delayed broadcasts fell in the
25 sweep week.

1 Q On that program then would you say that the vast
2 audience for the program would have fallen outside the
3 sweep period, even though it shows up in the MPAA survey?

4 A Oh, no question about it. I thought there was
5 another one, but that is the one that does show up in here.

6 Q Does this result in your conclusion that the
7 MPAA's survey of the sweep week periods fails to adequately
8 reflect Multimedia's share of programming produced in 1981?

9 A Yes, as I have said in my previous two appearances
10 here, stations do not normally schedule specials during
11 rating sweeps. And since we are one of the large, if not
12 the largest, producers of country music specials, our
13 programming is carried primarily outside of -- this type
14 of programming is carried primarily outside of sweep weeks,
15 and the MPAA survey, by limiting itself to sweep weeks,
16 does not fairly reflect the viewing of our programs.

17 MR. LUTZKER: That concludes our presentation.

18 CHAIRMAN BRENNAN: Thank you.

19 We will take our recess at this point.

20 (Whereupon, a short recess was taken.)

21 CHAIRMAN BRENNAN: We will probably be told tomorrow
22 that every other major commercial program syndicator has
23 accepted the MPAA formula. Why does Multimedia persist
24 in being difficult?

25 THE WITNESS: We don't look at ourselves as being

1 difficult. We produce the Donahue Show, which is unique
2 among all of the other syndicators, and we produce a great
3 many specials, and specials are discriminated against in
4 the MPAA study. And the number of specials that we will
5 produce in future years, in your proceedings, will be much
6 greater in number than the ones we are making claims on now.

7 So, we feel we have a great deal at stake. For
8 other syndicators, I think for any syndicator to come here,
9 they would have to have some expectation of achieving a higher
10 award than they would get through the MPAA formula of one,
11 or \$200,000 to justify the legal fees involved in the pro-
12 ceeding.

13 And most of the companies do not understand the
14 proceeding of the Copyright Tribunal. They don't have time
15 to come here. And they are delighted to have a representa-
16 tive who can give us the attention that MPAA can give it.

17 And if we could achieve what we would consider
18 consistent, fair treatment under the same proceeding of
19 MPAA, we would be happy to do it, but their answer to that
20 has been that they are inalterably wed to the Nielsen
21 sweep week method, which disregards our specials and dis-
22 regards all other criteria that the Tribunal set for us.

23 So, those are the reasons that we are here and
24 why, I suspect, that the others are not.

25 BY CHAIRMAN BRENNAN:

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1 Q It may be argued that if we were to make an award
2 to Multimedia, as we have done in the past, which is
3 different than that which you would obtain under the MPAA
4 formula, we are serving to undermine the very desirable
5 objective of reaching voluntary agreements.

6 Could you comment on that issue?

7 Q Well, I think a voluntary agreement has to be
8 based on some honest and accurate way of distributing
9 funds. And I think that is the only block to a voluntary
10 agreement and anything less than that -- I don't think the
11 Tribunal's decision changes the fact that a system is in
12 place, or is attempted to be put in place that doesn't
13 accurately measure. And I think it is possible to have a
14 system which does a better job and a more fair job of
15 representing the viewer.

16 I just don't believe that we can take the very
17 convenient four-rating sweep Nielsen Study because the
18 bulk of the syndicators in the United States are com-
19 fortable with it. If it is not right, it is not right.

20 Q Taking our criteria, would you compare the total
21 value and appeal of the 1980 Show Biz programming with the
22 value and appeal of the 1981 Show Biz programming?

23 A I would say, by and large, it is comparable in
24 the two years.

25 Q Would it be your position that the value in 1981

1 is at least as great as in 1980?

2 A Oh, yes, yes. And I think it might be a little
3 higher, depending on what criteria we use. But I am trying
4 to relate this as it relates to the Copyright Tribunal,
5 and not in total broadcasting; in total broadcasting I would
6 say it was more valuable, in the confines of this consider-
7 ation it is approximately the same.

8 Q In your opinion, how does the Donahue Show differ
9 from the Merv Griffin Show?

10 A Well, the Donahue Show, I think, is a much more
11 important program from a quality-content standpoint. We
12 don't have a band and we don't do any singers or dancers,
13 or comedians. The Donahue Show deals with issues, some of
14 the issues are not earth-shattering issues, but it is a
15 program that especially addresses the needs of women. And
16 there is no other program that has, in anyway, compared
17 with the importance of the Donahue program to the American
18 woman over the last 10 to 15 years.

19 And, certainly the Merv Griffin Show wouldn't
20 touch it. Merv does occasionally do a serious subject on
21 his program, but that is not the only thing Merv Griffin
22 is, it is also an entertainment program.

23 CHAIRMAN BRENNAN: Thank you.

24 Commissioner Coulter?

25 COMMISSIONER COULTER: Mr. Lutzker, I would like

1 to ask a couple of questions to you before I address Mr.
2 Thrall.

3 On page three of your brief you talk about the
4 26 percent that we shorted you in 1980. And could you
5 explain to me how we shorted you, we deprived you of that?

6 MR. LUTZKER: Okay, in the 1979 proceeding Multi-
7 media was awarded 1.6 percent for programming that was
8 defined as Multimedia program productions. In 1979 a case
9 was made for Show Biz programming which was disallowed
10 because Show Biz, under prior ownership, did not file the
11 valid claim.

12 In 1980 the Tribunal was presented with a com-
13 bined Multimedia-Show Biz case. It was our opinion that
14 if all of the things remained equal, roughly, that with the
15 addition of Show Biz programming there should have been
16 some increase in Multimedia's share.

17 We had estimated in the 1979 proceeding, if we
18 had a claim of 3 percent, and discounted for the loss of
19 Show Biz programming approximately one-half percent. So,
20 our final claim was around 2.5 percent.

21 Carrying through with that percentage, we felt
22 that -- recognizing that we are dealing with not an exact
23 science when the Tribunal makes its determinations, that
24 approximately an increase of about 25 percent would be fair
25 as an addition to the Multimedia's share.

1 Those figures are corroborated by just taking the
2 MPAA study at face value, which, again, we criticize it,
3 but to the extent all parties in the proceeding can use
4 material in the proceeding -- we totalled up all of the
5 programming of Multimedia-Show Biz within that study and
6 came up with a relationship of Show Biz programming to
7 Multimedia programming total, less Show Biz. And the
8 figures are laid out in the exhibit and it indicates that
9 just on quarterly-hour viewing hours the shows that we
10 would call Show Biz programming had a defined audience of
11 about 25 percent of the total Donahue, Young People's
12 Specials and other programming.

13 We recognize that in the 1979 proceeding the
14 Tribunal said Multimedia is entitled to this amount, 1.6;
15 in 1980 an effort was made to compare Donahue with Merv
16 Griffin and Mike Douglas. We felt the comparison was less
17 than valid, based upon what even Mr. Thrall has related
18 in terms of what we feel to be the disparity of the programs
19 on the Tribunal's criteria relating particularly to the
20 quality of the show and the value to cable operators.

21 The Tribunal concluded that there was some down-
22 grading of the show that should be accounted for. We felt
23 that if there was some downgrading, that the program was
24 downgraded more than was fair, in view of the additional
25 Show Biz programming.

1 So, for us to remain static at 1.6 constituted a
2 short-change.

3 COMMISSIONER COULTER: Okay, but the comparison
4 was not exclusively with Merv Griffin and Mike Douglas,
5 it was also with all of the other viewing figures that
6 MPAA presented us?

7 MR. LUTZKER: Well, I am just going upon the
8 record, the Tribunal's decision. There was a reference --

9 COMMISSIONER COULTER: There was a reference to
10 it, but there was also reference to the MPAA viewing figures,
11 if I am correct.

12 MR. LUTZKER: That is correct. My reading of the
13 conclusions --

14 COMMISSIONER COULTER: It was not strictly on the
15 basis of Merv Griffin.

16 MR. LUTZKER: My reading of the record suggested
17 that those two programs formed, perhaps, a larger element
18 than a comparison with some other shows, and that that was
19 a principle basis for downgrading the show.

20 COMMISSIONER COULTER: Now, in addition to the
21 inclusion of the Show Biz programming in 1980, there was
22 also the inclusion of the MPAA viewing figure, that was a
23 distinction in the proceeding in 1980, from 1979, wasn't
24 it?

25 MR. LUTZKER: In terms of the record, certainly.

1 COMMISSIONER COULTER: And what would you have
2 gotten under the MPAA viewing figures in 1980?

3 MR. LUTZKER: My recollection is something like
4 1.2; I may be off on that.

5 COMMISSIONER COULTER: Okay, but that 1.2 included
6 both Donahue and the Show Biz programming, didn't it?

7 MR. LUTZKER: Yes.

8 COMMISSIONER COULTER: So --

9 MR. LUTZKER: Let me qualify one point on that,
10 not all -- as in this year's survey, not all of the Multi-
11 media's programming showed up in last year's survey. So
12 that some of the specials were either -- were not adequately
13 credited because of the sweep week prejudice.

14 COMMISSIONER COULTER: But in terms of their study
15 that is what you would have gotten?

16 MR. LUTZKER: Right.

17 COMMISSIONER COULTER: Then in your view and
18 simply following our logic, what do you consider the basis
19 was that we gave you 1.6, rather than 1.2?

20 MR. LUTZKER: As I interpreted the decision, the
21 Tribunal evaluated the record as a whole, which included
22 the new evidence of MPAA, downgraded Donahue threw in
23 Show Biz, took into account additional GN syndication and
24 came up with a figure.

25 Now, there was, I might add, in the record some

1 suggestion based upon communications among the Commissioners,
2 and particularly a letter from Commissioner -- then
3 Commissioner Brennan to Chairman Ray respecting the
4 analysis of Show Biz.

5 And that suggested, although the opinion as
6 drafted did not reflect a lack of consideration of Show
7 Biz programming, it appears to be a post hoc analysis, if
8 that letter suggested what I interpreted it to suggest.

9 COMMISSIONER COULTER: Why would that be post hoc?

10 MR. LUTZKER: That a decision was made to keep
11 all of the parties at the same percentages and with Multi-
12 media presenting the case it presented, it was necessary
13 to come back to 1.6.

14 COMMISSIONER COULTER: But just to try to under-
15 stand your last answer, is it your view that the 1.6
16 included awards for what you considered your qualitative
17 difference, and for what you had argued was the harm you
18 received from WGN?

19 MR. LUTZKER: I read the opinion and concluded
20 from the legal point of view the opinion addressed all of
21 the issues that we had presented in our case, in the short-
22 hand fashion that the opinion has to compress in an extensive
23 record. So that all of the issues were addressed.

24 I felt in the presentation that it was a result
25 that was reached without adequate consideration of the

1 Show Biz presentation.

2 COMMISSIONER COULTER: Well, but the 1.2 figure
3 presented by MPAA for 1980, in your view, included Show
4 Biz programming, didn't it?

5 MR. LUTZKER: Yes, as I indicated it included it.
6 I might add that --

7 COMMISSIONER COULTER: Let me continue, the 1.6,
8 if we accorded some weight to the viewing figures, the 1.6
9 then not only included the Show Biz programming, but also
10 included factors in addition to strict viewing factors,
11 would that be fair in your understanding?

12 MR. LUTZKER: If you say so, yes. I was reading
13 the opinion -- my understanding was you began with the
14 1979 determination as the base and made adjustments to that,
15 based upon the record, rather than starting with the 1980
16 record fresh.

17 COMMISSIONER COULTER: Okay, with the additions
18 relevant to your -- to Multimedia's case.

19 And it was your view at the time then that the
20 1980 decision was wrong in that regard, is that correct?

21 MR. LUTZKER: Yes.

22 COMMISSIONER COULTER: And if I read your sub-
23 mission here your case is, in essence, asking us to revise
24 our 1980 judgment?

25 MR. LUTZKER: No, I am not. We had the opportunity

1 to appeal, which would have been asking the Court of Appeals
2 to revise it. We are presenting a case in 1981 which we
3 feel presents the facts that should be relevant to the '81
4 proceeding.

5 To the extent that from year to year you are not
6 going to change the decision, we are asking you to re-
7 consider not to go back in '80 and change it, but as far
8 as '81 is concerned, to make a new judgment.

9 COMMISSIONER COULTER: Okay, but your request
10 and submission for 1980, in your view, is justified and
11 correct to the extent that our decision in 1980 was incorrect
12 and unjustified, is that a fair statement?

13 MR. LUTZKER: I may have lost you.

14 COMMISSIONER COULTER: Your request and case for
15 1981 is justified, in your view, to the extent that our
16 decision in 1980 was incorrect and unjustified?

17 MR. LUTZKER: Yes, and it is also, as Mr. Thrall
18 has related, Multimedia is accepting a unique situation
19 of having been awarded a certain percentage by the Tribunal
20 and MPAA year after year comes back and says "You can
21 settle with us, if you take a significant fraction of what
22 the Tribunal has awarded you". The circumstances -- if
23 we feel there is any continuity in the Tribunal's decision,
24 we are forced to make a presentation each year to the
25 Tribunal, unless MPAA's position changes.

1 COMMISSIONER COULTER: Okay, but in -- all right
2 that's fair. But in terms of your case, it -- fundamental
3 justification is on the fact that our 1980 decision was,
4 in your view, wrong?

5 MR. LUTZKER: No, I would say fundamentally there
6 is little change between 1980 and 1981.

7 COMMISSIONER COULTER: Right.

8 MR. LUTZKER: And our presentation was a third or
9 a quarter of the size -- what I intended to do was basically
10 put together a case that says we have told you all of this
11 before, we are going to save you the time, and we are just
12 going to say it in a nice short manner. You have a record
13 to go on, we will incorporate the past year and we are
14 quarrelling with the conclusions drawn from the last year's
15 record. If you reach the same conclusions this year, we
16 will get the message. If you reach a different conclusion,
17 we will get the message, and someone else will get the
18 message.

19 COMMISSIONER COULTER: But it strikes me that
20 your presentation this year and the entire rationale behind
21 it is based upon your contention that we were incorrect
22 with regard to Multimedia in 1980.

23 MR. LUTZKER: I would say that the conclusion of
24 the percentage suggests our belief that there was an error
25 made. However, the presentation is designed to reflect

1 little change of circumstances. From 1980 to 1981 there
2 is not a lot that is very different about Multimedia's
3 case. The case is basically the same.

4 The conclusion we would like you to draw is that
5 whatever you saw in the 1980 record, looking at a 1981
6 record you concluded that Multimedia is entitled to 2
7 percent.

8 COMMISSIONER COULTER: Well, the question I have
9 is if you thought our 1980 decision was in error, why you
10 didn't appeal it? Everybody else did.

11 MR. LUTZKER: I read the opinion and I concluded
12 that it would be sustained, and I discussed it with the
13 client and felt that a better approach, rather than spend-
14 ing the money on an appeal with the likelihood of sustain-
15 ing -- the Tribunal's decision being sustained, was to put
16 the effort in to the 1981 case.

17 You know, we are intervenors in the case, but that
18 was my legal conclusion.

19 COMMISSIONER COULTER: Well, you see, the problem
20 is whether we are dealing with an issue of inequity or
21 simple legal tactics. I mean, if it is just a legal tactic,
22 then it is not -- it is hard for me to be impressed by
23 the fundamental inequities of your contention.

24 If you felt it was inequitable in 1980, I don't
25 see why you didn't appeal. And if it is merely just taking

1 a gamble because of Commissioner Brennan's letter that we
2 might change our opinion, I don't see how that is related
3 to the fundamental justification and equities of your
4 case.

5 MR. LUTZKER: It may have been an error not to
6 appeal, I obviously don't know that. I was reaching a
7 conclusion that reading the record and the order that you
8 provided, a review in court was, in my opinion, very likely
9 to sustain your decision.

10 It doesn't mean that I feel your decision was
11 right, but that was where I came out. I also felt that
12 if we had an opportunity to present and tell you directly,
13 rather than through the appeal process, but to tell you
14 directly in the 1981 proceedings why we thought you were
15 wrong, you would consider it. And if you agree with us,
16 on equitable grounds, or whatever grounds, you make the
17 decision accordingly.

18 COMMISSIONER COULTER: All right, thank you, Mr.
19 Lutzker.

20 BY COMMISSIONER COULTER:

21 Q Mr. Thrall, just a couple of questions. Maybe
22 this is one I should have asked Mr. Lutzker, but I will
23 ask you. Were there any negotiations between you and
24 MPAA for 1981?

25 A Yes.

1 Q There were?

2 A Yes.

3 Q And I assume you broke down for the same reason
4 you have in the past?

5 A Yes. As I mentioned, informally, I have a meeting
6 at 8:00 o'clock tonight in Nashville with a choreographer
7 and a director, and an arranger that I would prefer doing
8 right now and my company would prefer that I were doing that
9 instead of being here. And so we made an effort, or
10 directed Mr. Lutzker to make an effort to try to resolve
11 this, because we would like to do other things.

12 And that was one of the reasons that we elected
13 not to move to an appeal last year, is because of the
14 amount of time and money involved in this, and the other
15 pressures on us. But, yes, we did make an attempt.

16 Q Are the advertising revenues, I mean your Exhibit
17 3, based upon ad rates that were themselves based upon
18 Nielsen figures?

19 A No, the ad rates were the actual rates; we used
20 somewhere -- 15 to 20 markets where we knew the actual
21 ad rates that were being charged for spots in the Donahue
22 Show in 1981, and then projected that.

23 Q Okay, but were those ad rates in those markets,
24 how were they determined?

25 A We knew those through our own advertising rep.

1 Q Okay, but he simply provided you the information
2 of what those rates were, right?

3 A Yes.

4 Q But the stations charging those rates, how did
5 they calculate those rates in order to charge them?

6 A It is probably based on what the traffic will bear,
7 and it varies from market-to-market, and has to do with a
8 lot of factors, ratings play a certain part of it, but
9 the frequency of reach plays another part of it.

10 It is not uncommon for the station with the largest
11 audience to offer the lowest cost per thousand in a market.
12 So, those things were determined. It is a supply and
13 demand situation, if business is good the spot cost goes
14 up; if business is bad, the spot cost goes down and stations
15 have rather elaborate selling plans that they use.

16 Nielsen is one of the factors, Arbitron is one
17 of the factors; competitive conditions in the market,
18 competitive conditions in the economy, all of these things
19 go in to establishing it -- Nielsen is not the single thing
20 that does it.

21 Q Well, my question is whether or not television
22 advertising isn't, as a general industry practice, heavily
23 related to Nielsen figures?

24 A Well, that is an over-simplification, Nielsen
25 plays a factor in it. However, the cost per thousand on

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1 network programming is different than the cost per thousand
2 on syndicated programming, it has nothing to do with Nielsen.
3 The cost per thousand in Cincinnati is different than the
4 cost per thousand in Knoxville, and that has nothing to do
5 with Nielsen. There are variations in the costs per
6 thousand, but they don't relate to Nielsen.

7 All Nielsen is is one of two rating services that
8 gives you the thousand, the other factors determine what
9 the cost per thousand is.

10 Q Okay, I guess what I am trying to determine is
11 whether you think the Nielsen study used by MPAA departs
12 from Nielsen studies that are used by the industry as a
13 practice, for whatever use they use them for?

14 A Well, it is a diary system, Nielsen also operates
15 two other meter systems. Most of the programming that we
16 do is based on the metered system, and those are not
17 limited sweep weeks, they operate throughout the year.
18 And while they don't attempt to provide some of the
19 demographic information that the Nielsen diary attempts to
20 provide, they are extremely accurate and they tell you
21 whether the set was on or off, and what it was tuned to.

22 Q Okay, but independent of the difference in
23 accuracy between, say, metered systems and the diary system,
24 nevertheless the Nielsen figures here conform with Nielsen
25 diary figures as they are disseminated and then used for

1 whatever purpose anybody wants to use them for.

2 A Except for the fact that these figures are limited
3 to four sweep weeks, and that is really the basis of our
4 objection to them from the beginning, and that will con-
5 tinue to be our objection.

6 Q Did you -- since you looked at the MPAA figures,
7 did you calculate what the share of your programming would
8 be out of their survey? Did you come up with a figure for
9 that?

10 A I think their figure would be somewhere under
11 1 percent.

12 Q Now, that is taking into account the movies, right?

13 A Well, they only show one of them in their survey.

14 Q No, but I mean, the proportion --

15 A Oh, of the movies --

16 Q Movies constitute about a third and this con-
17 stitutes two-thirds, so this would downgrade these figures
18 by about a third. Is that what you mean when you say 1
19 percent?

20 A I am really not sure, I would have to go into --
21 I didn't do a precise breakout of what they had us down for.

22 COMMISSIONER COULTER: Mr. Lutzker, did you?

23 MR. LUTZKER: I think that is correct. We were
24 obviously working with only a part of the survey, and one
25 can only make estimates based on an analysis of last year.

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1 I would think one percent is about a figure that they would
2 come up with, it might be slightly higher, and it might be
3 slightly lower.

4 COMMISSIONER COULTER: I got 1.4 out of the survey
5 itself, but I assume that has to be knocked down.

6 MR. LUTZKER: Yes, I would take that and say that
7 that constitutes 55 percent of the total, so you are
8 probably talking about one percent.

9 COMMISSIONER COULTER: I want that definitely
10 subject to check.

11 MR. LUTZKER: I am sure we will hear more about
12 that.

13 BY COMMISSIONER COULTER:

14 Q You, Mr. Thrall, in your comments you suggested
15 that you felt that some more equitable system would be
16 desirable. In our 1979 decision we said, and I will quote,
17 "We have not found a single formula or rationale adequate
18 to reach our determination and allocations in this pro-
19 ceeding", end of quote.

20 What particular system would you like to suggest?

21 A Well, we are working on one, and we have some
22 reason to believe that, if everything works out, that that
23 may be an alternative that we can offer, but we are not
24 -- we don't have it in place yet, because it is a complicated
25 procedure and nothing has been run or tested on it.

1 But we are trying to work with the Nielsen company
2 to come up with an alternative.

3 COMMISSIONER COULTER: Thank you very much.

4 CHAIRMAN BRENNAN: Commissioner Ray?

5 COMMISSIONER RAY: I have no questions.

6 CHAIRMAN BRENNAN: Dennis, you have been busy
7 taking notes, I assume that I should recognize you.

8 MR. LANE: If I may, I would just like to make a
9 comment to some of Commissioner Coulter's questions with
10 Mr. Lutzker.

11 Commissioner, it is my recollection, and we will
12 have the information verified over the lunch break, that
13 I know that we appealed the Multimedia decision last year
14 as being too high. What I don't recollect, but I think
15 is accurate, is that Multimedia intervened to argue that
16 your decision was correct, and that it should be affirmed.
17 We will get the briefs over the lunch break and check that
18 for sure.

19 But I know that we -- one of the basis for our
20 appeal was that you had given them too much. So, I would
21 say either sub silencio, as we like to say, or it may have
22 been more directly, the Court of Appeals found that you
23 made a correct decision against our argument.

24 MR. LUTZKER: You are referring to 1979?

25 MR. LANE: 1980.

1 MR. LUTZKER: Let's back up, I misunderstood what
2 you are saying. 1980 notice of appeal has been filed --

3 MR. LANE: I'm sorry, the 1979.

4 COMMISSIONER COULTER: That's different, I was
5 talking about the 1980, they did not appeal in 1980.

6 MR. LANE: But I just wanted you to know that the
7 first time we appealed it --

8 MR. LUTZKER: I remember that.

9 COMMISSIONER COULTER: I didn't mean that.

10 MR. LUTZKER: If I may, just for the record,
11 since this is a little bit off the point, in the 1979 appeal
12 Multimedia did enter as an intervenor, and opposed MPAA's
13 proposal to cut us back in support of the Tribunal's
14 decision.. And that ruling excluded Show Biz programming,
15 the Court of Appeals confirmed the 1.6 allocation.

16 CROSS-EXAMINATION

17 BY MR. LANE:

18 Q Mr. Thrall, do you do you recall in testimony
19 last year that you indicated that somewhere between .7 to
20 1.1 percent would be the increased programming as the
21 result of the added Show Biz programming to our claim?

22 And I would be happy to show you the transcript
23 which I have right here.

24 A Yes, if I do the math on this, I come up with
25 higher than the three that I ended up with.

1 Q Three percent at the bottom?

2 A Yes, I said .7 to 1.1 would be an increase -- as
3 a result of increased programming, as a result of adding
4 Show Biz; and .4 to .6 for changed circumstances, and
5 referred to something else as adding something more to that
6 coming out with 3 percent, which was our claim.

7 Without reading the entire transcript, but I
8 believe I did say that.

9 Q Could you tell me what differences between the
10 1980 year and the 1981 that led you to go from .7 to 1.1
11 to .25 as the increased amount of Show Biz programming?

12 MR. LUTZKER: A point of clarification, where are
13 you getting the .25?

14 MR. LANE: I am getting it from your questioning,
15 .25 percent increase.

16 THE WITNESS: You mean when I said a .3 to .5
17 increase was what I was now saying that the Show Biz
18 programming was worth?

19 BY MR. LANE:

20 Q Yes.

21 A I have toned it down a slight amount based on the
22 Tribunal's decision last year.

23 Q And turning to page three of the pre-hearing
24 statement -- first of all, did you prepare the pre-hearing
25 statement?

1 A No.

2 Q When was the first time that you read this?

3 A Oh, I would have to get my copy out of my briefcase
4 to see when it was mailed. I believe it was in November.

5 Q Just one thing for clarification of the record,
6 the earlier reference to Mr. Thrall's testimony, the 1980
7 proceeding was at page 566 of the transcripts.

8 Did you suggest, Mr. Thrall, that Footnote No. 2
9 on page three be prepared in the fashion it was prepared?

10 MR. LUTZKER: Objection. I don't believe the
11 consultations between attorney and client are to be dealt
12 with. The pre-hearing statement was designed to provide
13 the Tribunal with an introduction on the case and Mr. Thrall's
14 testimony speaks for itself.

15 MR. LANE: Well, I think the testimony includes
16 an exhibit which last year we heard a lot of testimony why
17 it was no good and this year we are hearing continuing
18 testimony why it is no good. But I think I will attempt
19 to show that it is the only basis upon which the .3 and
20 .5 range is included in Mr. Thrall's testimony, and that
21 is why I think I should be allowed to cross on that.

22 CHAIRMAN BRENNAN: The objection is overruled.

23 THE WITNESS: Can you restate the question?

24 BY MR. LANE:

25 Q Yes. Did you suggest that Footnote No. 2 on page

1 three of the pre-hearing statement be prepared in this
2 fashion?

3 A I don't recall exactly whether that particular
4 footnote came from -- we discussed the approach and what
5 we were going to do in advance. I didn't specifically
6 instruct that footnote, but I am not sure who came up
7 with that thought that led to that footnote.

8 Q And you don't recall then whether you said that
9 we should use the Nielsen Exhibit GBG from the 1980 pro-
10 ceeding to come up with these figures?

11 A No, I don't recall that.

12 Q Do you agree with the intent and purpose of this
13 footnote, for purposes of adding to your case?

14 A Yes, basically.

15 Q Could you tell me what other factors, if any --
16 first of all, were there any other factors that you relied
17 upon in getting to the .3 to .5 range of increase that
18 you are suggesting this year, besides this footnote?

19 A Well, if we accept the idea that in adjusting the
20 figures last year it is not taking into consideration the
21 Show Biz programming to the extent that we thought should
22 be done, that is a broad thing. This is one exhibit that
23 is placed toward that end, but I don't know whether this
24 is the only thing that we are saying. We are saying,
25 basically, that we feel that the Multimedia programming

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1 is comparable to what was in '80, or better. And that --

2 Q Well, let's just talk about Show Biz programming,
3 what other factors related just to Show Biz programming
4 besides this footnote justify in 1981 a .3 to a .5 range
5 of increase?

6 A Well, the fact that your survey doesn't report
7 many of the Show Biz programs. I believe that data is
8 based on your exhibit, which does not report on all of the
9 Show Biz programs.

10 Q Now, is there any other factor that would justify
11 the .3 to .5 introduced?

12 MR. LUTZKER: A point of clarification, in asking
13 this are you also taking into consideration incorporated
14 in the record in 1980 and the arguments presented there?

15 MR. LANE: I am asking him what changes, if that
16 is what he wants to answer that, that's fine. What
17 justifies an increased award besides this footnote?
18 And besides that the MPAA doesn't report?

19 THE WITNESS: That MPAA doesn't report. Well, I
20 would say those are the two major things. What that
21 footnote represents -- and there are other exhibits that
22 play to that same point -- and the primary thing that your
23 survey, or MPAA's survey under-reports the Show Biz
24 programming, particularly. And all of the other things
25 that we have included in previous presentations.

1 BY MR. LANE:

2 Q Mr. Thrall, I wonder if you would be so kind as to
3 take Exhibit B, which you handed out this morning, which
4 is the Multimedia programming which appears in the MPAA
5 survey, and if you would take Exhibit No. 4, the time
6 considerations that you presented as part of your pre-
7 hearing statement.

8 A All right.

9 Q Now, these both are your exhibits, are they not,
10 Mr. Thrall, or Multimedia's exhibits?

11 A Yes, sir.

T2/S2

12 Q I am just going to go down the list of Exhibit B
13 and if you would find the name of the same program shown
14 on Exhibit 4, Donahue?

15 A Yes, it is the first program on Exhibit B -- you
16 mean you are going down B and you want me to do it on 4?

17 Q Yes.

18 A Okay, okay, it is the first program on 4.

19 Q Nashville on the Road?

20 A It is on the second page of four.

21 Q Pop Goes the Country?

22 A It is right beneath it on the second page.

23 Q Back Stage at the Grand Ole Opry?

24 A It is two down from there on the second page.

25 Q Music City News, Top Country?

1 A That is listed on the first page, as Top Hits.

2 Q Bob Braun?

3 A Bob Braun is the third show.

4 Q Porter Waggoner?

5 A It is on the second page, under Pop Goes the
6 Country.

7 Q Dolly?

8 A Dolly is the last program on the first page.

9 Q Young People's Special?

10 A The second program on the first page.

11 Q And I would also like to note for Young People's
12 Special, is it not true that the Last Prom was a Young
13 People's Special in 1981, it is listed on your Exhibit 1?

14 A Yes, because in your study the Last Prom and
15 My Special World, and Mandy's Grandmother were all Young
16 People's Specials, are listed under their individual titles
17 and in one case, one of them is listed as a program
18 recommended by MPAA.

19 Q Marty Robbins Spotlight?

20 A Yes, it is the second program on the second page.

21 Q Nashville Connection?

22 A Nashville Connection is not listed on Exhibit 4.

23 Q Do any of the other programs, i.e. Top Hits, Mel
24 Tellis, Statler Brothers, would they be titled something
25 like Nashville Connection, shown under a different name?

1 A Well, the Nashville Connection could include
2 Pop Goes the Country, or the Porter Waggoner Show, or Dolly,
3 when the industry went from running "checkerboard program-
4 ming" in access times, that is a different program each night
5 of the week, to running strip programs, it became more
6 difficult to sell our once a week programs to stations that
7 were convinced that they had to go to strips. So, we
8 developed a Nashville Connection umbrella, including an
9 animated opening, so that a station could run Dolly and
10 Porter Waggoner and Nashville on the Road and Pop Goes the
11 Country each night of the week, Monday through Friday,
12 and call it the Nashville Connection, and the connection
13 each night was a specific program. So in some cases the
14 rating diaries would have shown individual programs, and
15 in other cases they would have shown Nashville Connection,
16 but it would be the same program.

17 Q Tony Brown's Journal?

18 A It is the last program on the second page.

19 Q Now, Mr. Thrall, which one of those programs --
20 just referring to Exhibit B, are Show Biz programs?

21 A Exhibit B?

22 Q Excuse me, Exhibit 4.

23 A Exhibit 4. The 15th Annual Music City News Country
24 Awards, the Music City News Pop Hits of the Year, the Top
25 Hits repeat, Mel Tellis Galaxy of Country Stars, an Evening

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1 with the Statler Brothers, which also had a sub-title of
2 a Salute to the Good Times; Dolly; Gospel Singing Jubilee;
3 Marty Robbins Spotlight; Nashville on the Road; Pop Goes
4 the Country; the Porter Waggoner Show; Backstage at the
5 Grand Ole Opry; and Tony Brown's Journal.

6 Q Now, out of those, according to my correlation of
7 these two exhibits, Top Hits, Top Hits repeat; Mel Tellis,
8 Statler Brother and Gospel Singing Jubilee are the only
9 ones not reported, is that accurate?

10 A No, I think one of the Top Hits is reported, but
11 not the Country Awards.

12 Q Oh, I see.

13 A Whether it is a Top Hits, or Top Hits repeat, we
14 don't know.

15 Q Now, on Exhibit 4, those are all listed as
16 specials two per year, are they not?

17 A Two hours per year, right.

18 Q Now, is there a Top Hits and a Top Hits repeat
19 shown twice a year, or is that just one per year?

20 A It is a two-hour program that is played twice,
21 whereas the Country Award show is a two-hour program and it
22 is only played once.

23 Q And the total amount of the hours related to those
24 programs on Exhibit 4 is roughly what?

25 A Which programs are you talking about?

1 Q The ones that are not listed on Exhibit 4.

2 A There would be eight on the specials and 18 on the
3 Gospel Singing Jubilee, 26.

4 Q Twenty-six out of 1344?

5 MR. LUTZKER: Excuse me, how did you get eight?

6 THE WITNESS: The ones that are not on the list.

7 Now, Top Hits is on the list, however Top Hits was not done
8 in a rating sweep, so we know that the bulk of Top Hits
9 isn't in there, but you asked what was not on B, and Top
10 Hits was not on B, so I took the 15th Annual and the Top
11 Hits -- one of the Top Hits, whether it is a repeat or the
12 first one, and the Mel Tellis and the Statler Brothers,
13 and that is eight hours, and then 18 on the Gospel Jubilee.

14 BY MR. LANE:

15 Q And that is as compared to the 1344 hours total
16 that you have shown on Exhibit 4, is it not?

17 A That's right.

18 MR. LUTZKER: I am still confused. Are you taking
19 this column with this last column for total hours? You
20 have got to take the last column --

21 THE WITNESS: That is total hours per week, per
22 program.

23 MR. LUTZKER: Was that the figure you asked for?

24 MR. LANE: The last column -- I was just asking
25 for him to add it up.

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1 MR. LUTZKER: I think he was adding different
2 columns. I don't think he gave you the figures you were
3 asking for.

4 MR. LANE: If you would like to correct it on
5 redirect, I would be happy to let you. I thought he was
6 giving me the correct figures.

7 CHAIRMAN BRENNAN: Off the record.

8 (Discussion off the record.)

9 CHAIRMAN BRENNAN: We will recess until 2:00 p.m.

10 (Whereupon, the luncheon recess was taken at
11 12:15 p.m.)

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AFTERNOON SESSION

(2:00 p.m.)

CHAIRMAN BRENNAN: Mr. Lane?

MR. LANE: At this time, Mr. Chairman, I'd like to offer as an exhibit, MPAA Exhibit E, Multimedia's Notice of Intervention in the Court of Appeals in Case Number 83-1321, et al, which is the '80 CRT appeal, and I would just read into the record that it says, "Multimedia Program Productions, Inc. plans to file a brief in support of the Respondent in the above-referenced proceedings".

(Whereupon, the document was marked MPAA Exhibit E for identification.)

BY MR. LANE:

Q Mr. Thrall, was there any difference, to your knowledge, in the Young People's Special programs that were carried during the sweep periods from the Young People's Specials that were carried during the non-sweep periods?

A You mean difference in the programs?

Q Yes, any differences that you can relate to the Tribunal?

A No. I'm not sure I understand what you're asking. There were two different types of programs. I mean, each program was slightly different but fit the

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2 1 general criteria of the Young People's Specials, and there
2 weren't some that were run in and some that were run out.
3 In most cases, they would have been run outside of the
4 rating period, but some -- a small percentage of some of
5 them were run within the rating period.

6 Q I notice in Exhibit 1, though, that each Young
7 People's Special was designated for a certain month, isn't
8 that correct?

9 A That's correct.

10 Q And do you pick certain of the Young People's
11 Specials to be designated during the sweep months and
12 certain other ones to be designated during the non-sweep
13 months?

14 A We run -- basically, we run -- I think in 1981
15 we ran ten programs from September through June, and there
16 were five first-run programs and five second-run programs,
17 and the first-run programs were scheduled October, Novem-
18 ber, January, February and May, which includes two or
19 three of the sweep weeks, but also -- two of the sweep
20 months, but includes two non.

21 Our experience from the way the station schedules
22 them, though, is that frequently we will play very early
23 November or very late November on a significant number of
24 stations, and there are some stations that don't strictly
25 follow the per-month airing and they may run the February

1 program in January or in March to avoid the sweep months,
2 but some stations do run them in sweep months.

3 Q So, at least all the first -- as you designated,
4 all the first-run Young People's Specials would be run in
5 sweep months?

6 A Well --

7 Q Let me rephrase that. In the sweep months, they
8 would always have a first-run of a Young People's Special,
9 according to your designation?

10 A Yes.

11 Q Mr. Thrall, I wonder if you would again refer to
12 Exhibit B which you handed out this morning, and refer to
13 page 3, Footnote 2 of the Prehearing Statement.

14 A Okay.

15 Q For Nashville on the Road, on page 3, Footnote
16 2, you show 914,000 household viewing hours. Could you
17 tell me what the household viewing hours figure is on
18 Exhibit B?

19 A 549,950.

20 Q Pop Goes the Country you show 815,930. What is
21 the comparable number on Exhibit B?

22 A 519,671.

23 Q Porter Wagoner you show 452,720. Would you tell
24 me what the comparable figure is on Exhibit B?

25 A 145,220.

4 1 Q Backstage at the Grand Old Opry is 132,490.

2 A And it shows 496,155.

3 Q Dolly, 86,350.

4 A On B it shows 121,245.

5 Q Marty Robbins' Spotlight, 32,130.

6 A On B it is 41,370.

7 Q Tony Brown's Journal, 15,450.

8 A On B it is 26,995.

9 Q On Footnote 2 of page 3, you've got totals of
10 2,449,070 viewing hours, does it not?

11 A Yes.

12 Q And if you would take this subject to check, I
13 added those other ones up and it's 1,900,606. Does that
14 look in the ballpark to you?

15 A Yes, without doing the math, that's probably
16 close.

17 Q So that's a reduction of about 25 percent if
18 my figures are correct -- about 2 million for and 1 million
19 non?

20 A Again, without doing the math, which I haven't
21 done, I think -- I had looked at that earlier -- it's
22 somewhere in the 15 to 20 percent area. Now that's a
23 reduction of 15 to 20 percent of our figures, that is not
24 a reduction of 15 to 20 percent of the total.

25 If you translate the 15 to 20 percent to the

5 1 total, you're dealing with a rating swing of 1 to 1 1/2,
2 which would be within the standard deviation curve, and
3 both years could be the same.

4 Q Now, of the shows listed on Exhibit B and in
5 Footnote 2 on page 3, is it not correct that Donahue is
6 the biggest gainer by about 2 million household viewing
7 hours?

8 A That appears to be true, yes.

9 Q Do you know if that is largely due to WGN's
10 increased carriage in 1981 as compared to 1980?

11 A I'm not privy to the data. Since this is an
12 MPAA exhibit and we haven't been privy to that, I'm not
13 sure what that comes from. It might have something to do
14 with GN's increase in cable.

15 Q At the bottom of the page, someone has made a
16 division of the 2.4 million figure divided by the total
17 Multimedia figure -- do you see that? -- and come up with
18 26.6 percent?

19 A Yes.

20 Q Have you made a comparable division based on
21 Exhibit B figures?

22 A I've done that. I don't have it here with me,
23 but I think it was somewhere in the 15 to 20 percent area.

24 Q The figure that I came up with was 17.2. Does
25 that sound close?

1 A That's, I think, reasonably close.

2 Q And that was done in the same manner that you
3 calculated from the 1980 figures?

4 A Uh-huh.

5 Q The same division is involved?

6 A Yes.

7 Q Now, is a reduction of 9 percent from 26.6
8 percent to 17 percent one that you consider significant
9 or not?

10 A No, I wouldn't, because, again, we're dealing
11 in a percent difference of the Multimedia figures, we're
12 not dealing in a percent difference in the total universe.
13 And the standard error within the ratings, if we were
14 using all of the rating data, would include that and,
15 when we reduce the rating data down to cable homes view-
16 ing distant signals, we increase the error ratio to a
17 wider range.

18 It could be that the 17, if it were -- if you
19 measured the entire universe, if there were any way to do
20 that, would actually be higher than the 26.

21 Q So, is it fair to say, Mr. Thrall, that instead
22 of the sentence at the bottom of the page starting with
23 1.6 percent and adding 26 percent to that base, I could
24 simply add 17 percent to that base and come up with a
25 figure that would be somewhat less and, as far as you are

7

1 concerned, that makes no difference in the share you could
2 get here?

3 A No. Yes, you could do that, and --

4 Q No, I know I can do that. What I'm saying is,
5 since you've just indicated that 26 and 17 is no signifi-
6 cance difference, I'm asking you if I substituted that,
7 would I really be changing your case?

8 A If you substituted the 17 for the 26, in relation-
9 ship to the 1/6th that we were awarded in '80?

10 Q Yes, sir.

11 A I wouldn't say that that would make a signifi-
12 cant difference.

13 Q Just for the record, I have done that and it
14 comes out to 1.87 as compared to what is shown as slightly
15 more than 2 percent.

16 Was there any difference in the availability of
17 Donahue on over-the-air stations between 1980 and 1981?

18 A I don't believe there was any significant dif-
19 ference.

20 Q But on your Exhibit 4, if I'm correct -- or
21 Exhibit 3, you have increased the reach of Donahue from
22 97 to 98 percent, is that correct?

23 A Which exhibit is that?

24 Q Exhibit 3, as compared to Exhibit 20 in the
25 1980 proceeding. It's the advertising study, if that's

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8 1 easier.

2 A Oh, okay, the advertising study. There is a
3 1 percent change there. I'm sure those are the clearance
4 figures that we were given by Nielsen -- I believe that's
5 the source of the -- yes, that's in the reported syndicated
6 programs for 1981, by Nielsen, which is 98 percent in
7 the four-week period ending March 4; 98 percent in the
8 one ending May 27; and 96 percent in the one ending Novem-
9 ber 25, 1981.

10 Q On page 6 of the Prehearing Statement and
11 not on number 4, you mentioned several shows that
12 either were not in syndication or went out of syndication
13 in 1981.

14 A This was in Exhibit 4?

15 Q Prehearing Statement.

16 A Page 4?

17 Q Page 6, but not 4.

18 A What was your question?

19 Q I'm going to get to that. I just wanted you to
20 get to that.

21 Is your basis for saying that there was clearly
22 a de minimis loss based solely on the number of quarter
23 viewing hours according to the 1980 MPAA exhibit?

24 A Is my what, now?

25 Q Is your basis for saying the loss of these shows

9 1 is clearly de minimis in the MPAA 1980 exhibit cited
2 there? Is that your only basis?

3 A Yes.

4 Q Following that sentence, there is a suggestion
5 that because the Braun Show added an additional market
6 in 1981, implicitly, that it may have offset that. Is
7 that what you are suggesting here?

8 A Yes.

9 Q What market was that, do you know?

10 A Braun added Knoxville, Tennessee.

11 Q Do you know how many viewing hours, viewing
12 quarter hours the Knoxville, Tennessee station on which
13 Braun was added, had?

14 A On the Knoxville station?

15 Q Yes.

16 A It would have been 5 hours a week. The program
17 went on-the-air in August, I don't recall the exact date,
18 but it would have been 5 hours a week for the remainder of
19 the year.

20 Q Do you think the viewing quarter hours on dis-
21 tant signal would have equaled 125,740?

22 A I really don't know. I don't have anything to
23 base an opinion on.

24 Q In your presentation, there is a show entitled
25 The Best of Porter Wagoner. Is that a new show for 1981?

10

1 A No.

2 Q Can you tell us what that is?

3 A Those were the best programs produced in the
4 Porter Wagoner series.

5 Q Is that an attempt by Multimedia to come up with
6 a syndication product of Porter Wagoner shows that it can
7 sell from year to year?

8 A Well, when you say from year to year, it depends
9 on what you mean. It obviously was a marketing tool for
10 1981, not necessarily for 1982 or 1983.

11 Q You won't attempt to sell the Best of Porter
12 Wagoner?

13 A If there is a customer that wants it, we would
14 probably sell it to them.

15 Q But my question is, was this an attempt by you
16 to perhaps overcome the limitations of certain kinds of
17 popular music shows, by putting together a different kind
18 of syndication package?

19 A No, I think it was just that there was a market
20 there for the program, and so we sold it.

21 Q What about the Top Hits, what is that show?

22 A Top Hits is a fan-voted awards show which awards
23 the songwriters of the top ten country hits of the year
24 as voted on by the country music fans through the Music
25 City News newspaper. Ballotting is conducted and those

1 songs are performed basically by the artists who have hit
2 records, and the artists then present the awards to the
3 songwriters.

4 It will be on the 18th of January, 9:00 to 11:00
5 Eastern Time.

6 Q Another one of your sweep period specials, right?

7 A Huh?

8 Q Another one of your sweep period specials?

9 A Not unless they've made January a sweep month.

10 Q At the top of page 6, you indicate as to market-
11 place value, and you list ratings data and the Donahue
12 advertising study as indicating the specific value.

13 A At the top of page 6?

14 Q Yes, sir.

15 A "This incorporates by reference", is that what
16 you're referring to?

17 Q No, "As to marketplace value".

18 A Yes, okay.

19 Q Are these two specific studies the only studies
20 that you have provided concerning marketplace value?

21 A Well, we presented a lot of testimony in pre-
22 vious years on marketplace value, which is still true.

23 Q But are the ratings data and the Donahue adver-
24 tising studies the two most important of these?

25 A Well, they certainly are very important, but

12

1 they are not the only references we referred to the value
2 of the Donahue Show and to the country shows in other
3 areas.

4 Q And could you just briefly summarize what some
5 of these other showings you've made on marketplace value
6 are?

7 A The fact that these programs have a value to
8 the cable system because they are not readily available
9 from a lot of other areas.

10 Q The Donahue Show is not readily available in the
11 United States?

12 A No, the country music programs are not available.
13 We talked about the Donahue Show, that was a special
14 situation because it was live, the cables were able to
15 carry it live in 1981, which allowed them anywhere from
16 one week to five weeks ahead of a local station running
17 it on syndication, and they also have the ability to make
18 live phone calls which were not available to the people
19 watching the local stations, and so the operators had
20 something unique that they could use in selling their
21 cable services, that they could offer that advantage to
22 the Donahue Show. That's all in the earlier testimony.

23 Q And this was the so-called "trigger" effect?

24 A Yes.

25 Q Do you have any information that -- dropping now

13

1 to the Archie Campbell Show, Dolly, Marty Robbins' Spot-
2 light and Gospel Singing Jubilee -- had any effect on cable
3 systems' ability to sell their product?

4 A I don't have any data on that.

5 Q You haven't heard anybody in your cable division
6 tell you that that had caused subscribers to drop cable
7 service, have you?

8 A No, but they have told us that they considered
9 the Nashville Network a very important addition because
10 it would enable them to use country music to sell cable
11 service.

12 Q Now, in the ratings data that you've presented
13 to the Tribunal, that's all based on local market studies,
14 is it not?

15 A On the --

16 Q The ratings data that you have provided.

17 A Which data?

18 Q Well, what you've referred to on page 6.

19 A I believe Donahue we based on NSI, some of the
20 other things we based on NTI.

21 Q Could you explain what NTI is?

22 A The National Television Index as operated by
23 Nielsen, and it includes a series of metered television
24 sets, which is supposed to be an ideal model of the uni-
25 verse, and the ratings are taken on a year-round basis.

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1 The Nielsen Station Index is based on diaries
2 which are taken seven times a year -- October, November,
3 January, February, May and July. The Nielsen Station
4 Index is taken in each individual market whereas the
5 Nielsen Television Index is specifically designed to pro-
6 duce national results only.

7 Q And did you say the Donahue one is based on the
8 NSI?

9 A I believe it is on NSI, yes.

10 Q Do you recall in the 1980 proceeding, Mr. Thrall,
11 Exhibit Number 22?

12 A I'm familiar with it.

13 Q It's the exhibit where you listed those stations
14 in the top 25 cable carriage stations with the Multimedia
15 programs.

16 A May I look at it?

17 Q Sure.

18 A Yes, I now have refreshed my memory.

19 Q Do you know which of those, which of your pro-
20 grams were carried on those stations in 1981?

21 A No, I can't give it to you.

22 Q Could you look at WTBS, just for an example,
23 the first station. Do you know whether the Porter Wagoner
24 Show was carried on WTBS in 1981?

25 A I really don't know.

1 Q I'd like to turn to Exhibit 2 now, Mr. Thrall.
2 Mr. Thrall, do you see at the top of the third column the
3 words "total audience" on the first page of Exhibit 2?

4 A Yes.

5 Q Would you define what total audience is?

6 A Total audience would be the total number of peo-
7 ple who saw part of the program.

8 Q Do the NTI studies have another audience measure-
9 ment?

10 A They also measure an average audience.

11 Q Could you tell us what the average audience
12 figure would represent?

13 A The average audience per quarter hour.

14 Q Is the total audience figure a figure that is
15 generally used with regard to the NTI ratings?

16 A It depends on what purpose you're using it for.
17 If you're using it for advertisers, you'd probably use
18 average audience. If you're using it for programming
19 purposes, you might well use the total audience.

20 Q And the NTI ratings are based on the metered
21 ratings, are they not?

22 A Yes.

23 Q And could you tell me how many meters were out
24 when these NTI ratings were done?

25 A I believe the sample was in 1981, was 1200.

16

1 Q 1200. And 1200, is this cable and non-cable
2 homes? You didn't distinguish between cable homes, did
3 you?

4 A No.

5 Q Do you know what the ratio of 7,990,000 is to
6 1200?

7 A I would have to take a calculator and figure
8 it out, but Nielsen Company says it is statistically
9 accurate with the type of model sample they take.

10 Q But just as a pure ratio, that's a number that
11 is much greater than 70 times, is it not?

12 A Quite possibly.

13 Q And if that were true, wouldn't it be much more
14 highly likely that, say, the 15,950,000 over 1200 would
15 be an even greater ratio than 70?

16 A Yes.

17 Q Now, earlier when you -- by the way, are the
18 NTI studies normally done for specials?

19 A Yes.

20 Q So this is just taken out of a normal NTI study,
21 you didn't have a special study done?

22 A That's right.

23 Q Earlier when you were speaking of the NTI studies,
24 I believe that you said that there could be an error ratio
25 of up to 50 percent. Is that an accurate representation

17 1 of your earlier testimony?

2 A Well, that's in the demographics. The NTI pri-
3 marily delivers a total audience and an average audience
4 and a total rating and an average rating. In most months
5 of the year, you can also get demographic data, and the
6 demographic data is less reliable than the total audience
7 figures because, again, you're dealing with a smaller
8 portion of the sample, and it's in those areas that you
9 get the variations of 50 percent or more. When you talk
10 about how many 18 to 34 women were watching the program,
11 that data is far less reliable.

12 Q But you think that these data are much more
13 reliable than 50 percent error factor?

14 A These data will have some of the standard error
15 in them, however, since they don't depend on diary returns
16 and they don't depend on the accuracy of filling out
17 diaries, they eliminate both of those factors and they
18 keep a tighter control of the universe and a more accurate
19 report of what actually was watched.

20 So there undoubtedly is some standard error that
21 I'm sure the Nielsen people could give you a formula on,
22 but it is not as great as the error in the Nielsen diary
23 service.

24 Q Let's say I was a metered household and I turned
25 on a Young People's Special and I looked at it for, say,

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18

1 five minutes and then I said, "Gee, I don't want to watch
2 this show, this is terrible", and I switched it to another
3 station. Would I be counted in the total audience?

4 A If you watched at least five minutes. That's
5 the breakoff to be included in the total audience.

6 Q And how would I be factored into the average
7 audience in that situation?

8 A I'm not sure what kind of mathematical procedure
9 they use for that, but if it were a half-hour program,
10 or 15 if we're talking a quarter hour, and you were in
11 the five minutes of one quarter hour, you would probably
12 somehow mathematically rate one-third of one quarter hour.

13 Q Now, would you expect the average audience
14 figure to be greater than, less than, or equal to the
15 total audience figure?

16 A It is normally less than the total audience
17 figure.

18 Q On the NTI study, is there ever equipment
19 failures or breakdowns that you're aware of?

20 A I'm sure there have been.

21 Q And do you know what the ratio of those break-
22 downs are of the total sample?

23 A No, I don't.

24 Q When you said that if you were a program
25 syndicator, you might be interested in looking what the

1 total audience was rather than the average audience. Why
2 would you be interested in that?

3 A To see how many people were reached.

4 Q In other words, this would be the maximum
5 universe that you could ever hope to reach?

6 A On that particular airing of that particular
7 show, although there are -- syndicated ratings are a
8 little more complicated because all of the programs are
9 not run on the same night.

10 Q Now, if you took the average audience instead
11 of the maximum universe on a given day, what kind of a
12 figure would you be getting? What would it represent to
13 you?

14 A Well, it's the average number of people that
15 were watching each quarter hour of the program.

16 Q Do you know what the -- excuse me -- you have
17 a percentage figure of the total audience in the third
18 column, do you not?

19 A Yes.

20 Q Do you know what the 100 percent figure used
21 was to get that?

22 A I'm not sure exactly what the figure was, but
23 that would have been the television universe in the
24 United States in 1981.

25 Q Do you know whether that's the HUT figure?

20 1 A No, no. This is, in effect, the rating of the
2 program, the total audience rating of the program, so that
3 is a percentage of all of the sets that had television in
4 1981.

5 Q The reason that I'm asking, Mr. Thrall, is that
6 we have divided these numbers back to figure out what the
7 100 percent figure was, and we get a variation between
8 a number of 77 million-and-something to 81 million-and-
9 something. Do you have any explanation --

10 A Quite possible.

11 Q What would explain that, to your mind?

12 A What's that?

13 Q The variation why 100 percent isn't the same
14 for every program.

15 A Well, I'm not sure, but I would guess that that
16 would have to do with rounding of figures.

17 Q Have you made a comparison, Mr. Thrall, between
18 the percentages that were obtained this year for total
19 audience percentage and the percentages of total audience
20 in 1980 and 1979?

21 A I'm not sure I got the question.

22 Q Did you compare this to a similar exhibit that
23 you did for 1980 or 1979?

24 A I compared it with the end result of the one
25 we did in 1980.

21

1 Q What do you mean by the end result?

2 A Well, the overall ratings of the programs in the
3 two years.

4 Q And were the 1981 ratings higher than, lower
5 than, or equal to the 1981 ratings?

6 A They were slightly lower than in most cases.

7 Q On the first page of Exhibit 2, is it correct
8 that the Young People's Specials and the Fifteenth Annual
9 Music City Awards are the only two comparable programs
10 between '81 and '80?

11 A In the first page?

12 Q Yes, just on the first page.

13 A The Young People's and --

14 Q Fifteenth Annual Music City Awards. In other
15 words, all the other programs are new for '81?

16 A Yes. Well, Top Hits was done in '80.

17 Q But you did not list it in your exhibits, did
18 you?

19 A I thought we did.

20 MR. LUTZKER: It would come under that name.

21 THE WITNESS: Music City News Top Country Hits
22 of the Year. No, it was not in -- at least I don't see
23 it -- in the 1980.

24 BY MR. LANE:

25 Q I'd like to turn to page 2 of Exhibit 2. Now,

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1 for Donahue, the fourth column is entitled Daytime Total
2 Persons Reached, do you see that?

3 A Yes.

4 Q Could you tell us what total persons reached
5 means?

6 A That would be the total persons age 2 and over
7 who were reached by the program.

8 Q Is that the same figure as the total audience?

9 A The total audience would be households, and
10 you're talking about total audience in the NTI?

11 Q Yes, sir.

12 A That would be households, and the total number
13 of people reached could be higher, depending on how many
14 people were in each household. It could have been 2 or
15 2 1/2 in a household.

16 Q You think there is less than 1 person in very
17 many households, Mr. Thrall?

18 A No.

19 Q So it's probably more likely that the total
20 persons number is greater than the total household number?

21 A Not a great deal of variation in daytime tele-
22 vision. It would be in the prime time television that
23 you're dealing with in the NTI's since, in the daytime,
24 you get primarily a female audience and you don't have the
25 wide variation that you would have.

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1 Q Well, Mr. Thrall, I'd like to dispute you and
2 tell you that I happen to have the Nielsen -- I'm just
3 going to take the November one, but I have all three that
4 you've reported here -- and I'd like you to look up --
5 and I happened to mark the Donahue page with a slip of
6 paper there. Would you tell us the total households
7 reached for Donahue?

8 A 5,839,000.

9 Q And that compares to 6,745,000 shown here, does
10 it not?

11 A Yes.

12 Q And if we did that exercise for the other two
13 periods, the numbers that I get for May are 5,647,000
14 as compared to your 6,902,000, and 6,450,000 as compared
15 to 7,982,000.

16 A Yes. And as I pointed out, that is far less
17 than the difference would be in going the other way from
18 the other figures, which would be households and would
19 perhaps double or more if we went to total persons and
20 the other figures.

21 These do not cut in half, they merely drop a
22 small percentage.

23 Q Mr. Thrall, in the 1980 proceeding, on page 24
24 of the Prehearing Statement, you listed the Donahue Show
25 under total audience, did you not?

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24

1 A I'll have to refer to it. On page 24?

2 Q Yes, sir.

3 A Yes.

4 Q And comparison of those figures with the total
5 households in 1981 would show that the total household
6 figures are down, in my opinion, significantly, would they
7 not?

8 A Well, if you looked at the percentage this is
9 of the universe, it would not be significant.

10 Q What do you mean by significance of the universe?

11 A The significance of the universe would be the
12 point in between what actual truth is if you knew the
13 truth. As the Nielsen Company says in its reference
14 supplement, what they provide are estimates, and the
15 estimates are not to be used as gospel truth on the exact
16 number of viewers, and that if you want to know how many
17 people are probably watching a television program, you
18 plot the two statistical error variations and come up
19 with a standard deviation curve which will tell you the
20 top and the bottom of where your rating would be.

21 If you did that on both of these years, they
22 would overlap, and you would find a large area in the
23 middle in which the ratings could be. So, it's possible
24 that the ratings in 1980, looking at them as estimates
25 that fall within a high and a low probable figure, are

25 1 overlapped to such a degree that you can't say that there
2 is a statistical difference. It's quite possible that
3 the ratings are the same thing in both years. It's even
4 possible that if the 1980 actual viewing were near the
5 bottom of the curve, that the 1981 could be higher. In
6 other words, ratings only become gospel when they are
7 used by advertising agencies to support CPM payments and
8 by MPAA when they use them to make payments of the Copy-
9 right Royalty Tribunal.

10 Q And by you when you put together an exhibit
11 with specific numbers, correct?

12 A I use them only as estimates and guidelines.

13 Q Why did you change from total households or
14 total audience, to total persons this year?

15 A I believe because the material that we forwarded
16 to our law firm was done in total persons because the
17 Sales Department was using that figure in its analysis,
18 and so that's what we provided to them.

19 Q And it only does that for the Donahue and for
20 none of the other Multimedia-Show Biz programs?

21 A Well --

22 Q Is that accurate?

23 A -- I think that's the explanation, that that's
24 what we happened to provide to them, so that's what they
25 used.

26 1 Q Do you see on page 24 of the 1980 Prehearing
2 Statement that the daytime shares for Donahue were 39 to
3 34?

4 A Yes.

5 Q And for 1981 on Exhibit 2, they are 34 to 31?

6 A Yes.

7 Q Can that again be explained by statistical
8 variation, in your mind?

9 A Well, share is perhaps the most unreliable
10 statistic in the world to use for anything. I've got a
11 show that's doing a 74 share at 1:00 a.m. that doesn't
12 have enough viewers to write home about. Share is the
13 share you have of those people who are watching television,
14 and that's all it relates to, and it doesn't -- it's a
15 totally unreliable figure.

16 If more people are watching television and you
17 have the same size audience, you will get a lower share;
18 if fewer people are watching television, you will get a
19 higher share. And so share -- also, television viewing
20 varies at different times of the year, and so the real
21 value of share comes to a programmer who is trying to look
22 at his program, and if he sees that it got a 30 share and
23 then a 20 share and then a 15 share and then a 10 share,
24 he knows he's headed for a troublesome period.

25 Share jumps of 4 and 5 don't mean anything at

27 1 all, statistically.

2 Q Do you recall in the 1979 proceeding, Mr. Thrall,
3 that you testified concerning how important the daytime
4 share of Donahue was?

5 A Well, if the shares are extremely high, yes,
6 but you're not talking about whether a good share or a
7 bad share, you're talking about whether a share shift of
8 -- is significant as far as the number of people watching
9 a television program, and share is the share of the people
10 who are watching at that time and doesn't relate to how
11 many people are watching.

12 Q So in other words, in May of 1980 when you had
13 a 39 share as compared to November of 1981 where you only
14 had a 31 share, the same number of people could be watch-
15 ing, it's just more people watching television?

16 A I'm not saying there were, I'm just saying it
17 is possible, yes. You know, you could look at the data
18 that the rating service provides and pull out your curves
19 and see what the possibilities were there, but, yes, it's
20 possible to have that big a swing in share.

21 Whenever the rating services report that the
22 shares are down, the newspaper television critics all make
23 great hey of that, but when the shares go up, you won't
24 read about that.

25 Q Would there be any correlation between the fact

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28 1 that the share went from 39 to 31 and the number of per-
2 sons watching went from a high in 1980 of 8.2 million to
3 somewhere around 5.5 million in '81, would that correlate
4 a lower number of people and some concern?

5 A You're comparing a February with November, or
6 what? I'm not sure what you're comparing.

7 Q I'm comparing the size of the share reduction --

8 A You went from 39 and 8 and those are May and
9 February?

10 Q Yes. I'm just going with the trends which is
11 from 39. If you want me to go from 34 to 31 and 7.5
12 million to 5.5 million, is that --

13 A That could all be the same thing.

14 Q Could all be the same thing.

15 A That could all be within the same statistical
16 error curve.

17 Q Now on the Show Biz programming shown on Exhibit
18 2 -- this is, again, on the total audience basis, is it
19 not? It says total households. Is that the same --

20 A It says total households. No, that's not total
21 persons, that's total households.

22 Q I asked if it was the same as total audience?

23 A No.

24 Q And what does this represent?

25 A This is the total households watching the

29

1 telecast.

2 Q And is this based on an NSI study?

3 A Yes.

4 Q And do you know how many -- that's a diary
5 study, is it not?

6 A That's correct.

7 Q And the Donahue is based on a diary study, is it
8 not?

9 A Yes.

10 Q And do you know how many diaries were sent out
11 in these studies?

12 A Well, I would assume -- and that's an assumption
13 based on Mr. Cooper's letter that 400,000 diaries were
14 collected by Nielsen. I don't know how many were sent
15 out and I don't know how many were tabulated because that
16 was not in his letter.

17 Q In other words, your assumption is, the same
18 number of diaries, the exact same diaries that were used
19 in the MPAA-Nielsen study were the basis for these figures,
20 is that accurate?

21 A No. We used all of the diaries in these figures
22 and the MPAA only used those that were watching distant
23 imported programs on cable. So this is probably more
24 reliable than the MPAA figures, but it's based on the
25 same source data, if that's what you mean.

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30 1 Q Just so the record is accurate. I don't ask you
2 a question here, but our survey is based on all the
3 diaries. Just as they pick out Donahue, we just pick out
4 all of the distant programming on the stations.. We don't
5 use a certain number of the diaries, we use all the diaries.

6 A Donahue rated all the stations in 220 markets,
7 and you didn't, and so you didn't use all the diaries, I
8 don't think. I'd like to see your survey so we could
9 understand better.

10 Q I will just tell you, Mr. Thrall, that you are
11 incorrect.

12 A And we take that on faith.

13 Q Just as I'm taking on faith that this is only
14 a statistical difference.

15 A Well, I have the Nielsen reference study here
16 if you would like to look at it.

17 Q Looking at the Show Biz programming and referring
18 to pages 25 and 26 of the Prehearing Statement in 1980,
19 Mr. Thrall, is there a general -- let's take Dolly for an
20 example, the first one listed on the 1980 study. It shows
21 an average share of 25, does it not?

22 A Yes.

23 Q And an average rating of 9, does it not?

24 A Yes.

25 Q Could you tell us what the comparable figures

31 1 are on the Exhibit 2 of 1980?

2 A For Dolly?

3 Q Yes.

4 A A rating of 4 and a share of 9.

5 Q Now do you consider that to be significant?

6 A Yes.

7 Q What about Marty Robbins' Special -- Spotlight
8 -- excuse me -- 23.8 share and 7.3 rating compared to
9 20 and 7?

10 A Yes, that's significant.

11 Q That's significant. Nashville On the Road
12 23.8 compared to 15 and 7.3 compared to 5? Is that
13 significant?

14 A That's getting pretty close there because you're
15 getting rate -- those curves are going to come up very
16 close on that one. You're only a difference there of
17 2.3 in the rating and you might well have a variation of
18 2.5. There would be a lot of overlap in that one.

19 Q How about Pop Goes the Country, 22.2 compared
20 to 14, 7.5 compared to 5?

21 A Again, that's -- I would call that -- you know,
22 it's down slightly, but it's hard to tell that it's a
23 great difference because, again, you're 2 1/2 rating points
24 apart.

25 Q What is the statistical variation on a 5 rating?

32

1 A I'd have to look it up.

2 Q Would you do that for us.

3 A I'm not sure I can do this. It takes an MIT
4 degree.

5 Q I wonder if I could show you, even though I
6 don't have an MIT degree, and ask you if this page from
7 the ROSP gives the statistical variations?

8 A Those attributed to sampling, yes.

9 Q Are those the ones to which you were referring?

10 A Well, I'm not sure. I'd have to take some time
11 to go through them. There are sampling and non-sampling
12 errors in this document, and this is the sampling error.
13 And the sampling error 5 rating here, again, depending
14 on the metro size and the in-tab, would rate from .4 to
15 1.8. I don't know. Is there something in here that you
16 can save us time, that lists the non-sample errors?

17 What they say in the Nielsen book here is,
18 "Recognizing use of a telephone universe and problems of
19 response and non-response errors, Nielsen does not intend
20 to imply that all TV households in the areas sampled are
21 distributed in the proportions shown for the in-tab sample
22 in Table 6. Comparable U.S. Census data are not available
23 for comparison with the pre-designated sample of the VIP.
24 Also, in-tab sample counts give disproportionate weights
25 to the various sampling areas to the extent that sampling

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33 1 rates and/or cooperation rates vary by sampling areas".

2 And they've got a mathematical formula here
3 that can figure another standard error, and I don't have
4 ones there in this particular document.

5 Q Do you have any knowledge, Mr. Thrall, of whether
6 this non-sampling error is more than an astronomically
7 low figure?

8 A It depends on the data that you use.

9 Q For the NSI study?

10 A It varies.

11 Q For the NSI study that you've used for Exhibit
12 2?

13 A That's this study here.

14 Q It's your exhibit, sir.

15 A I'm not sure that I follow you. Are you saying
16 is it a miniscule figure?

17 Q Yes.

18 A I don't believe so. I think it can vary.

19 Q Do you have any idea of what the range of varia-
20 tion is?

21 A Well, there are some examples given. I believe
22 they give a 10 rating as a plus-or-minus 1 rating.

23 Q And when you used the NSI data for your own
24 in your normal business practices, how much do you dis-
25 count for the non-sampling error?

34

1 A I consider a rating point of 1 or 2 not signifi-
2 cant. If I get a consistent over a period of time where
3 a rating point drops 1 or 2 every rating period and, over
4 a period of time, it drops 4 or 5 rating points, then
5 you have a definite trend and something very solid, but
6 a 1 or 2 shift in a rating point in an individual book
7 doesn't mean anything.

8 Q Do you know how many stations carry Donahue
9 with a 1 or less rating, of the 220 stations?

10 A I don't think any of them have a 1 or less
11 rating.

12 Q Is a difference of 1 rating greater with a show
13 that starts with a 4 rating, in your judgment, then if
14 you were looking at a show that started with a 12 rating?
15 Would you have more cause for concern?

16 A Well, generally, the smaller -- Nielsen and
17 Arbitron both do a better job of rating their more signifi-
18 cant larger things than they do of their smaller because
19 you get huge shifts caused by the change of a diary here
20 and there, when you get to the very small ratings, so there
21 is probably less error the larger the rating.

22 Q How many sweep periods with a 1 rating decrease
23 have to occur before you would have some concern?

24 A A 1?

25 Q Yes.

35

1 A You mean if I got a continual succession of
2 ls?

3 Q Yes.

4 A I would probably, after about four sweep periods,
5 begin to get concerned.

6 Q And as far as the share, in your normal business
7 judgment, that's a useless figure?

8 A I don't even total the share up when I do my
9 report.

10 Q What about the number of total households, how
11 important is that?

12 A It's only important to the advertiser and, in
13 that regard, it's important to me. It's important, obvi-
14 ously, to be as successful as you can be in every way that
15 a program can be measured, but the total households is
16 frequently used to determine a barter-sponsor revenue
17 and, at that point, it becomes cast iron because you've
18 agreed to play that game with the advertisers.

19 Q Turning to Exhibit 3, could you tell us, in
20 general, the types of television stations where you try
21 to get Donahue placed in a market? Is it a VHF affiliate?

22 A Well, it varies, depending on the situation per
23 market. Obviously, if we're going into a new market, we
24 would like to be on the highest rated market, or the highest
25 rated station in the market, as the best signal and best

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1 promotion, where the show will have the chance of getting
2 the greatest number of viewers.

3 There are markets where we have been -- where
4 there has been market loyalty from a station, and we have
5 stayed with that station even though -- because the show's
6 popularity grew to a point where we could have gone onto
7 a more powerful station, but because of those loyalties,
8 we've continued to stay on a station that perhaps would
9 not be the most highest rated or has the best signal or
10 the best promotion.

11 Q Out of the 220 stations or markets that you
12 have, what percentages are VHF network affiliate stations?

13 A I don't have the exact percentage here.

14 Q 75 percent?

15 A Could be.

16 Q Could be 90 percent?

17 A It's possible. I don't have the exact percentage.
18 It would be very high on network affiliates.

19 Q But I mean it's easily within the range of 75
20 to 90?

21 A I would think it could be in that area, yes.

22 Q Now in selecting --

23 A You're talking now or 1981?

24 Q 1981.

25 A I'm not sure what the figures are. They were

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37 1 probably a little lower on affiliates in 1981 than they
2 might be today.

3 Q So they might be closer to 75 percent rather
4 than 90 percent?

5 A I'm taking a guess.

6 Q Do you recall -- and I don't recall the exhibit
7 number, but I recall the numbers 204 or 212 stations were
8 network affiliates in 1980? Does that sound accurate
9 to you?

10 A It could be, I just don't know.

11 Q In selecting the markets that are shown at the
12 top of the advertising study, first of all, is it not true
13 that the TVB data have data from all the various markets
14 in the country?

15 A Yes.

16 Q And it would be possible to get data from any
17 market in the country?

18 A From TVB?

19 Q Yes.

20 A But it wouldn't be possible for us to get the
21 Donahue spot price from every station in the country.

22 Q Now how did you select these markets that you
23 picked here?

24 A They were markets that our advertising rep
25 could give us the Donahue 30-second spot price.

38

1 Q Do you know whether all these markets are -- the
2 stations on which Donahue is carried in these markets are
3 all network affiliates?

4 A I believe most of them, if not all of them, are
5 network affiliates.

6 Q Do you know whether they are VHF or UHF?

7 A Well, that could vary with some of these, I'm
8 not sure.

9 MR. LANE: At this time, Mr. Chairman, I'd like
10 to introduce as MPAA Exhibit F, a one-page document titled
11 Stations Carrying Donahue in Markets Selected for Multi-
12 Media Exhibit Number 3.

13 (Whereupon, the document was
14 marked MPAA Exhibit F for
identification.)

15 BY MR. LANE:

16 Q Mr. Thrall, does this exhibit show that all the
17 stations but one is a VHF?

18 A I don't see any indication here. Is there an
19 indication here that shows whether it's an independent
20 or not?

21 Q No, I said a VHF as compared --

22 A Oh, okay. We can go by the channel numbers.
23 Yes.

24 Q Except for Scranton.

25 A Yes, Scranton is -- yes, it's listed as channel

28, which would be a UHF affiliate.

Q Do you know whether these were picked because they were VHF stations?

A No, they were picked because they were stations we could get the exact market price for a 30-second spot.

Q Do you know whether in these markets Donahue was the highest rated program in its time slot or not?

A I don't offhand know what the -- I know the Donahue Show was strong in all of them, whether it was number one in all, I don't know.

Q Do you know, for example, whether Donahue was the number one rated show in 1981 in its time slot in Chicago?

A 1981 in Chicago? I'm not sure, depending on which part of the year you are calling, but I would guess that it, in Chicago, would have ranked second or third. I think second most of the time, it could have been third some of the time.

Q What about in Los Angeles?

A In '81?

Q I might point out, Mr. Thrall, that you have the Nielsen data right in front of you. I have no objection if you want to look at that.

A As to what we were doing and where we ranked in Los Angeles?

40

1 Q Yes.

2 A Well, it doesn't tell us where we ranked. Obvi-
3 ously, we had to be lower than third, or third or lower.

4 Q What was the rating for Donahue?

5 A It was a 2 and a 10 in February. I can look up
6 May if you like. In May, it was a 1 and a 7.

7 Q Just for comparison, what was the top rated show
8 in that time slot in Los Angeles? I don't care what the
9 name of it was, what was its rating?

10 A KABC had a 5. That's in May. And in February,
11 KABC had an 8. By November, Donahue had moved to 4,
12 tied for second place behind KABC with a 6.

13 Q Now, in November, is it not true that you had
14 switched stations in Los Angeles, from KTLA to KNBC?

15 A Yes.

16 Q And is it also not true that KNBC had switched
17 the time slot from 9:00 a.m. to 3:00 p.m.?

18 A From 9:00 a.m. to 3:00 in the afternoon.

19 Q We can go through this exercise for all top 11
20 markets, but do you know whether Pittsburgh was the first
21 market in which Donahue was the top rated show in its
22 time slot?

23 A Historically?

24 Q In 1981, when you took this material.

25 A WPXI, I'm not sure. It was one of the highest

41 1 rated shows on WPXI, but that station has historically had
2 a signal problem, and I'm not sure whether we were the
3 first. KEKA is the dominant station in that market.
4 Again, I could look it up in the data here, if you want.

5 Q In Pittsburgh?

6 A Yes.

7 Q You can look it up. I know it was the number
8 one rated show, but if you want to verify it --

9 A I knew it rated very well, but it's quite an
10 accomplishment to do it on channel 11.

11 Q Do you know whether any of these -- in any of
12 these cities, Donahue was not the top rated show in its
13 time slot?

14 A Well, it was the number one daytime show in
15 syndication, so I'm assuming it was either first or very
16 close to first in most of these, not all of them.

17 Q Were there stations in markets above market 61
18 Knoxville where Donahue was not the top rated show besides
19 the two, besides Chicago and L.A. which we discussed?

20 A Possibly.

21 Q And none of those were included, were they not,
22 in this study?

23 A I really would have to look at the rating data.
24 We didn't do this study based on ratings, we did this on
25 -- these were the markets that were available to us that

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42 1 gave us a cross-section of various size markets.

2 Q But the cross-section is based on those markets
3 where Donahue was the top rated show?

4 A No, I just said that was not the basis for
5 selecting these markets.

6 Q Well, that's the result, whether it was the
7 basis or not.

8 A Donahue is the top rated daytime television
9 show in 1981, so it would have been very difficult to
10 select a sample of markets that he wasn't the top rated
11 show.

12 Q Well, we could do it for the top 11 cities
13 above Pittsburgh, and in every one of those cities he
14 wasn't the top rated show. Do you think that would have
15 changed the result here?

16 A No, I don't think so.

17 Q Do you think if you had picked half stations
18 where Donahue was not the top rated program in that
19 particular city, that you would have gotten a different
20 selling price for 30 seconds?

21 A If we had picked different stations, we would
22 have probably got different prices. We found CPM varia-
23 tions, and I think I've already testified to that in
24 previous Tribunals. We found CPM variations that did not
25 relate to market size and that made the spots very,

43 1 regardless of the success of the show, in some markets,
2 for reasons outside of ratings, CPMs were higher than they
3 were in others, and so market prices in some stations
4 were higher than you would have expected if you based it
5 strictly on ratings, and market prices were lower in areas
6 where the ratings might have been unusually high.

7 And we found no real correlation on the cost
8 per thousand that existed across these stations. This
9 was a sample of stations that were selected. Again, it
10 was not intended to provide an exact figure for anyone
11 to say this is 50 cents higher than that or a dollar lower
12 than that, but merely to establish a broad guideline as
13 to market value of the Donahue show, which we think is
14 significant, and we don't think this materially changed.

15 Q Well, this is to select a value for the total
16 United States, is it not?

17 A Yes.

18 Q And if, in fact, Donahue was not the top rated
19 program in many markets throughout the United States,
20 don't you think that should have been considered in the
21 sample?

22 A I think the sample was done honestly to do what
23 I said it was to do. We could have, obviously, released
24 confidential documents, which we're not going to release,
25 which would have shown exactly the market value of the

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44

1 Donahue Show. We did this as a way of not violating the
2 principles of releasing confidential material and still
3 providing the Tribunal with some basis for establishing
4 that the Donahue Show is an extremely valuable program,
5 and we think this establishes it is an extremely valuable
6 program.

7 Now, we could say that we could have done a
8 study that could have made it on this study seem a little
9 less valuable, and we could have a study that could have
10 made it seem a little more valuable, but I think that
11 the bottom line is that this study does demonstrate the
12 Donahue Show has a great value, and that's what it's
13 intended to do, and it's not intended to be a precise
14 document that establishes dollar value of the Donahue
15 Show.

16 Q How much variation would you say that there
17 might be in a range of \$500 from the total selling price
18 if you had picked a sample where it wasn't a top rated
19 program in the market?

20 A I don't know. We asked for markets they could
21 give us prices on, and these were the markets they could
22 give us. Now the pure speculation of had they given us
23 other markets, had they been able to give us other markets,
24 if those other markets would be different and, if so, how
25 much, I don't know. That's just guessing.

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45 1 You could have done a study that could have
2 shown a different result, but they would all show that
3 Donahue is a very valuable property and was a very valuable
4 property in 1980.

5 Q Do the figures for the Donahue Show include
6 production costs?

7 A No. You mean the actual figures that were used
8 to generate the --

9 Q Yes.

10 A No, they do not.

11 Q And is it not true that the only real difference
12 in this is the exclusion of the production cost from the
13 prior years?

14 A Well, the prior years used FCC financial data
15 that wasn't available in '81, so TVB data was used and
16 the TVB data did include the production cost, and we went
17 back and compared previous years from '76, the TVB figures
18 with the FCC figures, and tried to develop a mean variable
19 percentage which could be applied to the TVB figures to
20 bring out a figure that was the spot value without the
21 production cost, and that is the only difference in it.

22 Q Now, turn to Exhibit 4 --

23 CHAIRMAN BRENNAN: We will take our recess at
24 this point.

25 (Whereupon, a short recess was taken.)

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1 CHAIRMAN BRENNAN: Mr. Lane?

2 BY MR. LANE:

3 Q Mr. Thrall, I want to go back to Exhibit 3 for
4 a moment. Does the \$74,643,000 figure you show there a
5 representation of what you think Donahue, the total
6 advertising dollars for Donahue in 1981?

7 A It's a guesstimate.

8 Q And that is based on the particular 16 or 17
9 cities that you've picked, are they not?

10 A Yes.

11 Q And is it your representation that if I picked
12 16 different cities, that I would get \$74 million, give
13 or take a couple of million, for the statistical range?

14 A I suspect that if you took a random selection
15 of cities, you would come reasonably close. I don't
16 throw out the possibility that a carefully selected
17 group of cities might be put together to produce a lower
18 amount or a higher amount. I think a random selection
19 of cities done similar to this would produce something
20 reasonably close.

21 Q Well, is this a random selection of cities?

22 A Well, it was random from the standpoint that
23 it represented various size markets and contained stations
24 where our rep could tell us what the 30-second price was,
25 so it wasn't a total random selection, but it was random

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1 as far as we were concerned, of what was available.

2 Q And it wasn't random in the sense that you had
3 any markets where Donahue was not the top ranked show?

4 A Well, you've told me that. I've not even
5 checked that.

6 Q Well, if we had several hours, I'd be happy to
7 have you go through it, and I recognize that for your
8 sake and mine that we shouldn't do that.

9 Turning to Exhibit 4 -- I'm sorry -- I want to
10 ask you one more question on Exhibit 3. Do you have any
11 reason to know why your rep would happen to have those
12 particular markets as opposed to other markets, the figures
13 readily available?

14 A I assume that it was primarily because our rep
15 handled those stations in those markets, or had some other
16 way of knowing the spot price, but primarily because the
17 rep handled those markets.

18 Q Are these the only markets that he handled, to
19 your knowledge, in 1981?

20 A I really don't have a market list that the rep
21 handled. I'm sure they handled other markets, but whether
22 they handled stations in those markets that carried the
23 Donahue Show would be the question.

24 Q Do you know, on Exhibit 4, page 1, the footnote
25 there, what variation in the numbers could be built into

1 this?

2 A No. I don't know. Time is one of the secondary
3 considerations and, again, this was a rather simple way
4 to illustrate that there was a considerable amount of time
5 involved in the programming, and we recognized that there
6 are pre-emptions and various other things that -- I mean,
7 a program would not necessarily run each week or each day
8 that it's scheduled, but we had not made any attempt to
9 come up with a statistical figure as to what that would
10 be because we felt, again, this was provided to give a
11 representation of time, and it does that.

12 Q And was this, to your knowledge, based on the
13 contracts that you had with the stations? For example,
14 Donahue, 191?

15 A I think we went through all of this last year,
16 and this was based on these programs running on those
17 stations. Our programs primarily are not of the type that
18 a station buys and puts on a shelf and doesn't air, and
19 while there may be pre-emptions, this is not based on any-
20 one we had a contract with, it's based on programs that
21 we sent out to stations to run but they did not necessarily
22 run every day or every week of the year.

23 Q So this would be the maximum number of programs
24 that could be run, or the total hours per week of pro-
25 gramming?

1 A Yes.

2 Q Now do you have Exhibit 27 from the 1980 pro-
3 ceeding? Actually, I think you can find the same informa-
4 tion on pages 34 and 35 of the Prehearing Statement.

5 A From last year?

6 Q Yes, sir.

7 A I have it here.

8 Q Is it not true that in 1980 the number of hours
9 was 1436, total number of Multimedia and Show Biz hours?
10 It's the numerator of --

11 A The 1432?

12 Q Yes.

13 A Yes.

14 Q And that is approximately 100 hours higher than
15 1344, is it not?

16 A Yes.

17 Q Do you know whether that 100 hours relates
18 primarily to the Show Biz programs between --

19 A Well, I think that primarily relates to a 25
20 percent increase in the number of stations in 1981 over
21 the number of stations in 1980, which had the effect of
22 reducing the percentage. So, it was not merely a change
23 in the amount of programming as much --

24 Q Excuse me, Mr. Thrall. You're anticipating an
25 answer that I haven't asked the question for.

1 A Oh, I'm sorry. Just trying just to save time.

2 Q I'm sure you've been well prepared.

3 I'm talking about the 1432 hours of Multimedia
4 programs in 1980 compared to the 1344 hours in 1981, and
5 I'm asking you --

6 A 1432, this is 1344 --

7 Q It's a hundred hours less, right?

8 A Yes. Okay.

9 Q And I'm asking you, is that 100 hours related
10 primarily to Show Biz programming?

11 A 87 hours. It's probably related, although I
12 haven't done any study to that effect.

13 Q Turning to page 3 of Exhibit 4, you have shown,
14 have you not, a figure of 9.5 percent for the average
15 station amount of local news-public affairs programming
16 per week?

17 A Yes.

18 Q Could you tell us exactly what that represents?

19 A That would represent the average amount of time,
20 the average percentage of time that a television station
21 would devote to news-public affairs programming during
22 a week.

23 Q And that was obtained from the FCC data?

24 A Yes.

25 MR. LANE: At this time, Mr. Chairman, I'd like

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1 to introduce as MPAA Exhibit G, the FCC Television Broad-
2 cast Programming Data, 1979.

3 (Whereupon, the document was
4 marked MPAA Exhibit G for
identification.)

5 BY MR. LANE:

6 Q Is this the FCC data to which you were referring,
7 Mr. Thrall?

8 A This is the data. I'm not sure if it was '79
9 or '81.

10 Q Well, does it say in the footnote, for '79?

11 A It says "Summary of annual programming refers
12 to 1979", and it says "Television Broadcast Programming
13 Data, 1979". It possibly is the same thing, just a slight
14 variation in the heading.

15 Q I wonder if you would refer to the second page
16 of Exhibit G. Do you see the number 9.5 percent there?

17 A Under Total All Programs?

18 Q Yes. And could you tell me what the various
19 elements in the Total All Programs are?

20 A Total of locally produced programs, including
21 local entertainment and sports.

22 Q And is that a different definition from the
23 definition that you have included on Exhibit 4, page 3?

24 A I'm not sure. It appears not to be the same
25 thing.

1 Q Does it appear that you have not included local
2 entertainment or sports on Exhibit 4, page 3?

3 A That's right.

4 Q And if you had only included news and public
5 affairs, would your number have been lower than 9.5 percent,
6 according to the FCC's report?

7 A It would have been 8.6 percent.

8 Q Do you know how much of the public affairs or
9 the other non-entertainment/non-sports that was reported
10 by these stations were for the Donahue Show itself?

11 A I'm not sure I follow you.

12 Q Do you know how much of this percentage of
13 locally produced programs relates to the Donahue Show
14 itself? You've testified, have you not, that stations
15 have classified Donahue as public affairs?

16 A It would only be locally produced for the
17 originating station.

18 Q Do you know how much WGN is?

19 A What percent that is of this total figure, I
20 don't know, but it would be very small.

21 Q Do you know how much that would change if you
22 used the correct figure, how much it would change the
23 total hours of local news and public affairs programming
24 on your exhibit?

25 A No, I don't.

1 Q Do you know how much it would reduce the Multi-
2 media share that's shown here?

3 A No. I would have to recalculate the figures.

4 Q Do you know if there's any variations in the
5 amount of public affairs and news programs on independent
6 stations as compared to network stations?

7 A Well, there's less news and public affairs on
8 independent stations generally.

9 Q Do you know whether independent stations are
10 more heavily carried by cable systems than are network
11 affiliate stations?

12 A They are more carried by cable systems.

13 Q And do you know how that reduction would affect
14 or decrease the share that you've shown for Multimedia
15 here?

16 A No.

17 Q Do you know whether independent stations carried
18 on cable systems are generally 24-hour-a-day stations
19 as compared to 18-hour-a-day stations?

20 A What was that again?

21 Q Do you know whether the independent stations
22 carried by cable systems are generally 24-hour-a-day
23 stations as compared to 18?

24 A In 1981?

25 Q Uh-huh.

1 A I'm not sure what the percentage of those
2 would have been. I believe this percentage, though,
3 includes the independents as well as the affiliated
4 stations.

5 Q You mentioned earlier that you had considered
6 a new study separate and apart from the Nielsen study
7 done by MPAA, is that correct?

8 A Yes.

9 Q Would that use NTI data or NSI data?

10 A I'd rather not comment on it until we have it
11 ready to discuss. At this point, it's premature. We'll
12 be happy to share it with you when we work it out.

13 MR. LANE: I have no further questions.

14 CHAIRMAN BRENNAN: Mr. Stewart?

15 MR. STEWART: No questions.

16 CHAIRMAN BRENNAN: Any questions by commissioners?
17 Commissioner Coulter?

18 COMMISSIONER COULTER: Mr. Thrall, I'm sorry
19 that I neglected this earlier, but when you came before
20 us in 1980, that was the second time -- the third distri-
21 bution proceeding and the second time you came before
22 us -- one of the major issues you made and one that we
23 obviously gave some recognition to in our decision was
24 damage by WGN, and '81 is the last year in which you can
25 obviously claim for that.

1 What are you going to do about that in '82?
2 Should we reduce you in a portion, or what?

3 THE WITNESS: There will be 17 prime time
4 specials in 1982 compared to the 5 in 1981, and possibly
5 other additional programming in '82.

6 COMMISSIONER COULTER: So the additional pro-
7 gramming you think will fill up the gap of whatever we
8 allowed you for the damage from WGN, is that what you're
9 saying?

10 THE WITNESS: I assume that whatever damage you
11 allowed us for WGN was in 1979.

12 COMMISSIONER COULTER: No, in 1980.

13 THE WITNESS: We got the same thing in both
14 years.

15 COMMISSIONER COULTER: We didn't make -- let me
16 just look at the decision. You got the same thing in
17 both years. We didn't have the viewing figures in the
18 record in 1979, right?

19 THE WITNESS: I thought there were viewing
20 figures.

21 MR. LUTZKER: Not the Exhibit GGG listing the
22 600 programs.

23 THE WITNESS: Oh, that's right. You are correct.

24 COMMISSIONER COULTER: Okay. So when you say
25 the same thing, it's not necessarily what we consider the

1 same thing.

2 To the extent then that we gave some recognition
3 to the fact that you were damaged enough by WGN in 1980
4 to pull off in the beginning of '82 and following the
5 answer you just gave, is it your view then that that gap
6 will be filled up by extra programming in 1982? Am I
7 clear with my question?

8 THE WITNESS: Well, if the special programming
9 which has not been adequately reflected in any of the
10 studies that we've seen in '80 and '81, are accurately
11 reflected in '82, it will certainly have some impact on
12 whatever the loss of WGN will have. I'm not sure what
13 it will be, but it's speculation at this point if we
14 don't have that data.

15 COMMISSIONER COULTER: Well, I don't think I'm
16 being clear. If all other things were equal then, your
17 share should be reduced a little bit in 1982 because you
18 can't claim damage from WGN, would that be fair?

19 THE WITNESS: If all other things were equal.

20 COMMISSIONER COULTER: All other things being
21 equal.

22 THE WITNESS: Had all other things been equal
23 last year, we would -- we felt that the addition of the
24 Show Biz programs would have led to an increase. There
25 has not been a great deal of change even though the amount

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1 of product has changed from year to year and the figures
2 have sort of stayed in the same ballpark, so I'm not sure
3 what the situation will be in '82.

4 COMMISSIONER COULTER: Okay. Thank you.

5 CHAIRMAN BRENNAN: Mr. Lutzker?

6 REDIRECT EXAMINATION

7 BY MR. LUTZKER:

8 Q Just a couple of things, Mr. Thrall. Going to
9 the last point, while Mr. Lane was dealing with the
10 difference between the 8.6 figure and the 9.5 figure, I,
11 having the benefit of a calculator, worked through the
12 numbers and arrived at a figure which showed under average
13 stations, if you substitute 8.6 for 9.5 in the total hours,
14 you would have, on a weekly basis, 10.84 hours; all
15 stations, total amount of programming would be 8195; sub-
16 tracting that figure from 44,688, you come up with a figure
17 of 36,493, and Multimedia's share relative to that amount
18 equals 3.69 percent, which appears to be approximately
19 98 percent.

20 Given these figures, do you feel that if Multi-
21 media's share is within 2 percent of whatever calculations,
22 that there is any substantial difference between what MPAA
23 was suggesting and what appears in Exhibit 4?

24 A No. As I answered in the unasked question, mis-
25 understanding counsel, there was an increase in number of

1 stations and so the amount of time is not a great deal
2 different in 1981 from 1980.

3 Q And, again, the time factor that was used in
4 Exhibit 4 is designed to show in very broad, general
5 terms the substantiality of the Multimedia claim rather
6 than trying to justify a figure of 3.7 percent?

7 A That's right. We're not asking for 3.77 but
8 3.69.

9 Q I'd like to also return to a point that counsel
10 for MPAA tried to deal with, and I will refer you again
11 to the Donahue rating information as it appeared in the
12 1980 and '81 statements and provide you with the statis-
13 tical information which was the backup for that.

14 In preparing this information, although the
15 heading is Total Audience All Telecasts, I will provide
16 you with the 1980 Nielsen study that was used to develop
17 that, and looking at the February figure and also contrast-
18 ing that with Exhibit 2, the ratings information in
19 Exhibit 2, page 2, the 1981 proceeding we indicate daytime
20 total person reached, a figure of 7,982,000. In the 1980
21 proceeding, the figure is 8,293,000.

22 Now, does that reflect the same daytime total
23 pers reached according to the Nielsen material that was
24 the underlying data?

25 A The 1980 figures on page 84 were listed as Total

1 Audience All Telecasts whereas in Exhibit 2 of 1981, it
2 was listed as Total Persons, and since Total Audience in
3 NTI would be households, I was wrong when I said that
4 we were contrasting households with total persons. We were
5 total persons in both cases.

6 This document that counsel has just shown me
7 shows Total Households in 1980 in May, instead of
8 66,764,000 were 6,154,000. So, the difference between
9 the two figures is somewhat less than it appeared when
10 we were --

11 Q And if you would refer to the MPAA volume in
12 terms of the comparable figure --

13 A The May figure of 1981 is 5,647,000 households
14 compared with 6,154,000 households in May of 1980 --

15 MR. LANE: Just a point, that 6,100,000 was
16 never in evidence until this moment, is that correct, Mr.
17 Thrall?

18 THE WITNESS: Yes, at least to my knowledge.
19 I don't know that I have perfect recall on everything
20 that was submitted in 1980. The total audience was the
21 same. The same data was used, although the column was
22 headed Total Audience instead of Total Persons.

23 BY MR. LUTZKER:

24 Q And for the record, the contrast between the
25 1980 case and the 1981 case, the figures that appear on

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1 page 24 of the 1980 Prehearing Statement and the figures
2 that appear on Exhibit 2 are Total Persons Reached, and
3 the difference between the two years, in your opinion,
4 does that reflect a substantial difference and a substan-
5 tial change from 1980 to 1981?

6 A We're talking about 300,000 homes in February
7 -- that's approximately a 300,000 home difference out of
8 anywhere from 7 1/2 to 8.3 million. I would not call that
9 significant.

10 Q With respect to the incorporation in Multimedia's
11 case of material gleaned from the MPAA exhibits of --
12 GGG of last year and D of this year -- with respect to
13 Show Biz and Other Programming on a percentage -- on a
14 total quarterly household viewing, is it correct that the
15 purpose of this information is designed to be illustrative
16 of the dimensions of Multimedia's claim rather than an
17 effort to embrace the statistical analysis of MPAA?

18 A Yes.

19 Q Regarding your opinion about the statistical
20 reliability of Nielsen data, to the extent that the ratings
21 information provided in Multimedia exhibits reflect what
22 you described as the total universe of households that
23 are tabulated contrasted with those in the MPAA exhibit
24 emphasizing cable households, would you say that statis-
25 tically there is greater reliability to the conclusions

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1 regarding Multimedia ratings and the rating information?

2 A Yes. The smaller the item that you try to
3 project, the greater the error. And so when -- counsel
4 obviously disagrees.

5 MR. LUTZKER: Can the witness be allowed to
6 answer.

7 THE WITNESS: If you look at the breakouts
8 on the error that would go into an 18 to 34 demographic
9 versus the households, the error is going to be higher.
10 In this study, instead of 400,000 diaries actually having
11 information, if cables didn't exist in 70 percent of the
12 United States, then 70 percent of those diaries could have
13 no information, and so they were not considered other than
14 the fact that they were collected by Nielsen. And the
15 diaries that were collected that represented the cable
16 homes, this would be a 1 in a million shot that it would
17 be a match of the universe. Even in the full United
18 States, they recognize that there may be a variation --
19 well, the chart that counsel for MPAA presented me here
20 shows a variation of 17 1/2 to 22 1/2 as being the error,
21 standard error on a 20 rating nationally, in an individual
22 market, which if it happened in each market would then
23 become national, but even there the odds are 68 out of 100
24 that that's true, and in some cases they say in 99 out of
25 100, probably this is going to be within these parameters.

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1 So I don't think there's any question that the
2 accuracy of the data, the limited data that goes into the
3 cable study is less accurate than the data that goes into
4 the total study which, in itself, has a standard error
5 built into it. It's an estimate, the Nielsen people say
6 it's an estimate, and it's just not meant to be used as
7 a definitive thing that gets down to one-hundredths of
8 percentage points in determining values of programs.

9 MR. LUTZKER: That's all.

10 CHAIRMAN BRENNAN: Thank you, sir, for your
11 appearance and your testimony.

12 (Whereupon, the witness was excused.)

13 This concludes the direct case of Multimedia.
14 We will recess until 10:00 a.m. tomorrow.

15 (Whereupon, at 4:10 p.m., the hearing In the
16 Matter of CRT Docket Number 82-1 was adjourned, to recon-
17 vene on Tuesday, January 10, 1984, at 10:00 a.m.)
18
19
20
21
22
23
24
25

C E R T I F I C A T E

This is to certify that the foregoing transcript

In the matter of: Cable Television Royalty Distribution
1981-Phase 1, Docket No. 82-1

Before: Copyright Royalty Tribunal

Date: January 9, 1984

Place: 1111 20th Street, NW
Room 458
Washington, D.C.

represents the full and complete proceedings of the
aforementioned matter, as reported and reduced to type-
writing.

Neal R. Gross

NEAL R. GROSS

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STATIONS CARRYING DONAHUE IN MARKETS
SELECTED FOR MULTIMEDIA EXHIBIT 3

<u>Market</u>	<u>Call Letters</u>	<u>Channel No.</u>
Pittsburgh	WPXI	11
Seattle	KIRO	7
Denver	KOA	4
Baltimore	WMAR	2
Sacramento	KCRA	3
Portland	KOIN	6
Cincinnati	WLWT	5
Greenville	WYFF (formerly WFBC)	4
Grand Rapids	WOTV	8
Raleigh	WTVD	11
Oklahoma City	KOCO	5
SaltLake City	KTVX	4
San Antonio	KMOL	4
Scranton	WBRE	28*
Albany	WTEN	10
Winston-Salem	WXII	12
Knoxville	WBIR	10

*Note: Scranton/Wilkes-Barre is an all UHF market.



NEWS

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December 15, 1980 - BC

TELEVISION BROADCAST PROGRAMMING DATA, 1979

The annual FCC report on television programming during a composite week in 1979 shows that commercial television stations devoted an average of 25.9 percent of the time between 6 A.M. and Midnight to non-entertainment/non-sports programs. News accounted for 9.4 percent, public affairs for 4.5 percent and all other non-entertainment/non-sports programs (mostly religious, educational, or agricultural) for 12.0 percent.

During "prime time," between 6 and 11 P.M. (5-10 P.M. in the Central and Mountain time zones), an average of 21.4 percent of the broadcast time was used for non-entertainment/non-sports.

The composite week designated by the FCC is made up of seven days in 1979, Sunday through Saturday, selected at random. With a few exceptions, all stations use these same seven days for their reports.

Between 6 A.M. and Midnight, locally produced non-entertainment/non-sports programs accounted for 8.6 percent of total broadcast minutes and the sum of all locally produced programs (including entertainment and sports) accounted for 9.5 percent.

For the "prime time" period, the average percentages were 8.6 percent for locally produced non-entertainment/non-sports and 9.6 percent for all locally produced programs including entertainment and sports.

The full report--available from the FCC Office of Public Affairs--shows the percentages of broadcast time each station filled with news, public affairs, and other non-entertainment/non-sports programs and includes summaries for each television market and for the nation. The individual television station reports (FCC Form 303-A) are available for inspection in the FCC's public reference room (Room 239) at 1919 M Street, N.W., Washington, D.C.

-FCC-

Attachments

PROGRAMMING BY COMMERCIAL TELEVISION STATIONS

NATIONAL AVERAGES

Percent of Total Time On the Air				
	1979		Two-Year Average (1979 and 1978)	
	6 A.M.-Midnight	6 P.M.-11 P.M. <u>1/</u>	6 A.M.-Midnight	6 P.M.-11 P.M. <u>1/</u>
	(726 Stations Reporting)		(707 Stations Reporting Both Years)	
Local plus non-local programs:				
News	9.4%	12.2%	9.4%	12.1%
Public Affairs	4.5	3.7	4.4	3.5
Other Non-entertainment/ Non-sports	12.0	5.5	11.6	4.6
Total, Non-entertainment/ Non-sports	25.9	21.4	25.3	20.2
Locally Produced Programs:				
News	4.8	6.2	4.8	6.0
Public Affairs	1.8	1.3	1.7	1.2
Other Non-entertainment/ Non-sports	2.0	1.2	2.0	1.0
Total, Non-entertainment/ Non-sports	8.6	8.6	8.5	8.2
Total, All Programs <u>2/</u>	9.5	9.6	9.4	9.2

1/ 5 P.M.-10 P.M. in the Central and Mountain time zones.
2/ Including local entertainment and sports.

Multimedia Entertainment
CRT Phase II, 1981 Cable
Distribution Proceeding
Exhibit A

Comparision of Donahue and Merv Griffin -
Mike Douglas Shows from MPAA Studies 1980-1981

<u>Program</u>	<u>Rank 1981</u>	<u>1981 Quarter Viewing Hours</u>	<u>Rank 1980</u>	<u>1980 Quarter Viewing Hours</u>
Donahue	20	10,620,861	19	8,697,070
Merv Griffin	36	7,740,876	18	8,792,800
Mike Douglas	69	3,834,175	29	6,389,090

Multimedia Entertainment
CRT Phase II, 1981 Cable
Distribution Proceeding
Exhibit B

Multimedia Programming Which
Appears in MPAA Survey

<u>Ranking</u>	<u>Program</u>	<u>Quarter Hours</u>
20	Donahue	10,620,861
189	Nashville On The Road	549,950
197	Pop! Goes The Country	519,671
201	Backstage At The Grand Old Opry	496,155
253	Music City News - Top Country	165,460
291	Bob Braun	153,495
293	Porter Wagoner	145,220
315	Dolly	121,245
368	Young Peoples' Specials	67,870
428	Marty Robbins Spotlight	41,370
447	Nashville Connection	33,146
464	Tony Brown's Journal	26,995
567	Country Carnival	10,455
620	Archie Campbell	5,620
671	The Last Prom	3,090
690	Women USA	2,470
695	My Special World	2,370
735	Neil Sedaka	1,060
756	Mandy's Grandmother	575
833	Tribute to Chet Atkins	0
836	Young Peoples' Specials	0

Multimedia Entertainment
CRT Phase II, 1981 Cable
Distribution Proceeding
Exhibit C

1. Estimate of MPAA Diary Keepers

According to MPAA Exhibit A-1, there were 400,000 diaries collected during the four sweep periods.

400,000 diaries collected means
100,000 diaries collected per sweep means
25,000 diaries collected per sweep week

With cable penetration in 1981 running about 30%, this means of the 25,000 diaries collected, approximately 8,333 were collected from cable homes.

If each home has an average of 3 television sets, this means there are approximately 2,800 cable households surveyed. If 20% of the diaries collected are unusable, this means the cable survey is about 2,240 homes. If the 2,240 homes are spread evenly throughout the U.S. by state, this means each state has an average of 45 homes surveyed.

2. Estimate of actual cable viewing ratio MPAA "actual viewing" totals.

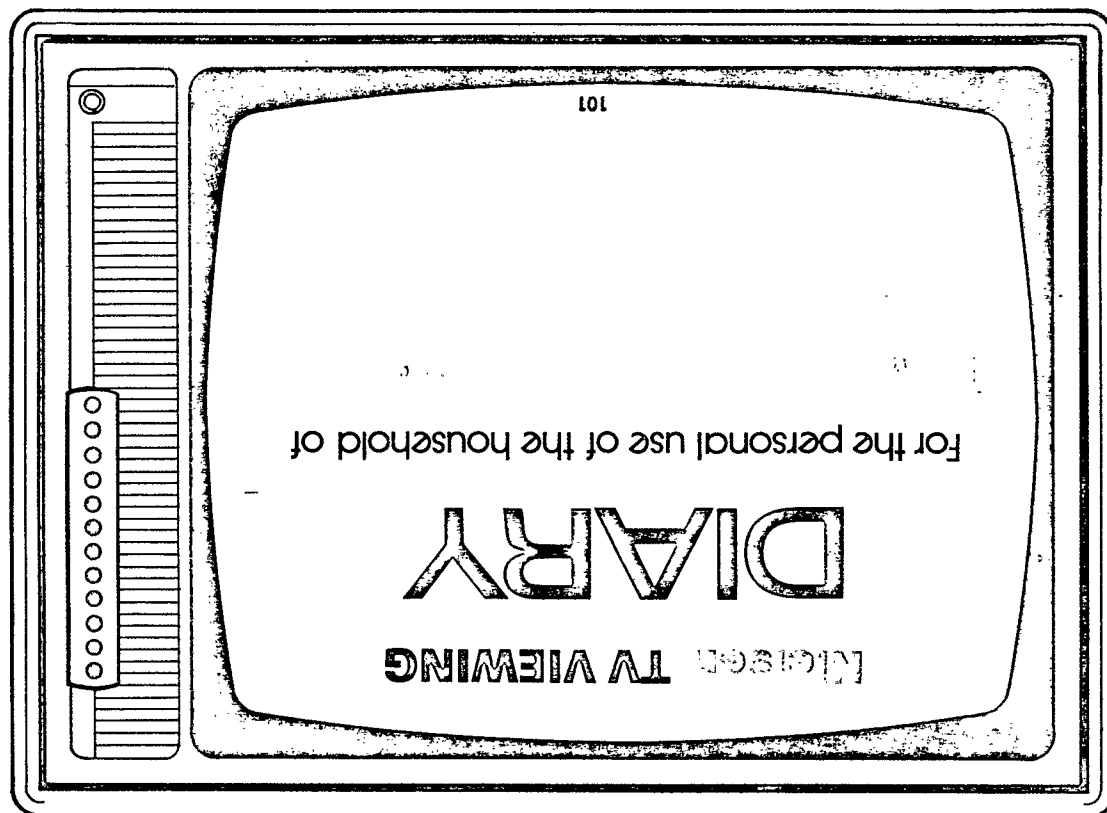
If 2,240 cable homes are surveyed, and each home has three sets, this means 6,720 sets are surveyed.

If the average set views seven hours of programming a day, this means there are 47,040 hours of cable viewing per sweep day, and 329,280 hours per sweep week. For the 16 sweep weeks, this means a total of 5,268,480 viewing hours or approximately 21 million quarter hours.

MPAA's survey shows approximately 900,000,000 quarter hours for series/syndicated programs. In the 1980 survey series/syndicated shows accounted for approximately 65% of all cable viewing. If the same ratio applies, this means that series/syndicated shows plus movies accounts for approximately 1.4 billion quarter hours.

However, with actual cable viewing approximately 21 million quarter hours, this means that MPAA's survey credited actual viewing almost 70 times its real weight.

Multimedia Entertainment
FOR THE WEEK STARTING THURSDAY, OCTOBER 6



FIRST CLASS MAIL

To: ART NIELSEN, JR.

NIELSEN TELEVISION RESEARCH

DRAWER 1778

SARASOTA, FLORIDA 33578

Here's how to keep your TV Diary:

In columns 1, 2, 3 . . . at the right, please fill in the first NAMES, AGE and SEX of all household members (whether they watch TV or not). Include persons away at school, on trips, vacation, etc. If no Male or Female Head of House, write "NONE" in that column.

For each household member, show the approximate number of hours worked per week outside the home. Show a zero (0), for visitors and household members that are not working.

If you have several TV's, you probably received several diaries. Please write names in same order on inside front cover of each diary. Keep one diary with each TV. (If you didn't receive a diary for each TV, see instructions inside back cover.)

When you have a visitor watching this TV, write "VISITOR" in one of the blank name columns along with visitor's age and sex. (If exact age is not known, put in approximate age.) See example at the right.

	1	2	3	4	5	6	7	8	9
FIRST NAME	Male Head of House	Female Head of House							
AGE									
SEX	M	F							
Hours worked per week									

	1	2	3	4	5	6	7	8	9	10
FIRST NAME	George	Jane	Tom	Visitor						NO ONE WATCHING
AGE	36	31	10	42						
SEX	M	F	M	F						
Hours worked per week	40	40	0	0						

WHEN THE TV IS "OFF"

Draw a line down the "OFF" column for all quarter-hours the TV is off.

WHEN THE TV IS "ON"

Put an X in the "ON" column for each quarter-hour the TV is turned on for six minutes or longer. Please be especially sure to show all late evening TV use.

And . . . Write in Station Call Letters, Channel Number and Name of Program. For Movies, please write "Movie" and the Name of the Movie.

And . . . Put an X in the column under the name of each person watching six minutes or longer during each quarter-hour the TV is "ON".

If an entry in a column does not change from one quarter-hour to the next, DRAW A LINE down that column to show that the entry did not change.

TIME QUARTER-HOURS	TV SET		STATION		NAME OF PROGRAM (For Movies, please show Name of Movie.)	PERSONS WATCHING												
	O	F	O	N		CALL LETTERS	CHAN. NO.	1	2	3	4	5	6	7	8	9	10	
11:00-11:14																		
11:15-11:29																		
11:30-11:44			X		WAAA	5	NEWS HIGHLIGHTS	X	X	X								
11:45-11:59																		
12:00-12:14																		
12:15-12:29					KZZZ	39	MOVIE-Desert Story		X		X							
12:30-12:44										X								
12:45-12:59																		
1:00-1:14																		
1:15-1:29																		X

If the TV is "ON" but NO ONE IS WATCHING, fill in the Station and program information, and put an "X" in the "NO ONE WATCHING" column.

[illegible]

- How many are in working order? . . . NUMBER

If your household will not be using your TV(s) at all during the entire diary week (see date on cover) for one of the reasons below, check ☒ the reason.

Vacation/Everyone Away From Home ☐ All TV's Broken ☐ →

Important: If you checked the "Vacation" or "All TV's Broken" box, please answer the questions on this page and the next few pages . . . then mail back your diary right away. If you received more than one diary, answer the questions in one diary, but please return all diaries.

2. Is this TV connected to a cable TV service (CATV) for which you pay a regular fee?

NO ☐ YES ☐ _____ (If yes, write in name of cable company)

3. Some households pay monthly fees for "Special Movie Channels." These extra channels bring them recent first-run movies without commercial interruption. "Showtime," "Home Box Office," "The Movie Channel," and "Cinemax" are examples of such Special Movie Channels. Please check ☒ below whether this TV has any Special Movie Channels.

NO ☐ YES ☐ → IF YES: Please check the names of the Special Movie Channel(s) below:

Home Box Office ☐ Showtime ☐ The Movie Channel ☐ Cinemax ☐

Others ☐ _____ (Please write in names)

Please be sure to enter all viewing to all channels, including Special Movie Channels, in your diary.

4. Does your household own a Video Cassette Recorder . . . a recording instrument which records the picture and sound of TV programs, and lets you play back the programs at a later time?

NO ☐ YES ☐ _____
(Please give brand name of VIDEO CASSETTE RECORDER)

5. Please list below the TV stations that can be received on this TV . . . including any UHF channels 14-83.

[illegible]

6. How many members of your household are in the following age groups? (Include yourself.)

Female Head of

NO ONE

Age Group	Males	Females	Age Group	Males	Females	Age Group	Males	Females
65 and over	—	—	35 thru 44	—	—	12 thru 14	—	—
55 thru 64	—	—	25 thru 34	—	—	6 thru 11	—	—
50 thru 54	—	—	18 thru 24	—	—	2 thru 5	—	—
45 thru 49	—	—	15 thru 17	—	—	Under 2	—	—

7. Please write below the age of the Male and Female Head of House.

<u>Age</u>	<u>Check here if . . .</u>
Male Head of House	No Male Head <input type="checkbox"/>
Female Head of House	No Female Head <input type="checkbox"/>

8. Is the Male Head of House of Spanish/Hispanic origin or descent . . . and is the Female Head of House of Spanish/Hispanic origin or descent?

	Check <input checked="" type="checkbox"/> for Male Head of House	Check <input checked="" type="checkbox"/> for Female Head of House
No . . . Not Spanish/Hispanic	<input type="checkbox"/>	<input type="checkbox"/>
Yes . . . Cuban	<input type="checkbox"/>	<input type="checkbox"/>
Yes . . . Mexican or Mexican-American or Chicano	<input type="checkbox"/>	<input type="checkbox"/>
Yes . . . Puerto Rican	<input type="checkbox"/>	<input type="checkbox"/>
Yes . . . Other Spanish/Hispanic	<input type="checkbox"/>	<input type="checkbox"/>
No Male or Female Head of House	<input type="checkbox"/>	<input type="checkbox"/>

9. Please check the race of your household.

White ☐ Black ☐ Other ☐

(Please write in)
(American Indian, Chinese, Japanese, or any other)

1

Household TV/Diary

1	2	3	4	5	6	7	8	9
Female Head of House NO ONE WAY								

10. Now, thinking about the schooling of persons in your household, please mark what schooling has been completed by the Male Head of House, and the Female Head of House. Please check ☒ one box for each.

	Male Head of House	Female Head of House
Grammar School	<input type="checkbox"/>	<input type="checkbox"/>
Some High School	<input type="checkbox"/>	<input type="checkbox"/>
High School Graduate	<input type="checkbox"/>	<input type="checkbox"/>
Some College	<input type="checkbox"/>	<input type="checkbox"/>
College Graduate	<input type="checkbox"/>	<input type="checkbox"/>
Post-Graduate	<input type="checkbox"/>	<input type="checkbox"/>
No Male or Female Head of House	<input type="checkbox"/>	<input type="checkbox"/>

11. Do we have your address right? (See cover.) If not, please tell us where you now live.

CITY AND STATE _____ COUNTY _____

This diary will be used to record viewing to TV set located in _____
(Living Room, Family Room, etc.)

Please Use the space below or a separate sheet to give us your comments about TV.

1-7-68

Before starting your diary . . .
Please see INSTRUCTIONS and EXAMPLE inside front cover.

1 2 3 4 5 6 7 8 9

Female
Head
of

NO ONE WAY

6:00
A.M.

THURSDAY

DAYTIME

4:00
P.M.

TIME QUARTER- HOURS	TV SET		STATION		NAME OF PROGRAM (For Movies, please show Name of Movie.)
	O F	O N	CALL LETTERS	CHAN. NO.	
6:00- 6:14	01				
6:15- 6:29	02				
6:30- 6:44	03				
6:45- 6:59	04				
7:00- 7:14	05				
7:15- 7:29	06				
7:30- 7:44	07				
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Important . . . Please write in
date you start this Diary _____

Multimedia Entertainment, Inc.
Phase II, CRT Docket 82-1
Exhibit 2

RATINGS DATA

1. Nielsen (NTI) Ratings

<u>Program</u>	<u>Station Reporting</u>	<u>Total Audience %</u>	<u>Total Audience</u>
1. Young People's Specials (Nov/Dec)	140	9.8%	7,990,000
2. Top Country Hits Original (April-June)	144	12.1%	9,410,000
3. Top Country Hits Repeal (June-Dec)	139	8.2%	6,680,000
4. 15th Annual Music City Awards (June-July)	150	20.5%	15,950,000
5. Mel Tillis (Aug-Nov)	149	18.0%	14,670,000
6. Statler Brothers	148	19.4%	15,810,000

2. Neilsen (NSI) Ratings

	<u>Donahue</u>		
	<u>Daytime Rating</u>	<u>Daytime Share</u>	<u>Daytime Total Persons Reached</u>
February	7	34	7,982,000
May	6	33	6,902,000
November	6	31	6,745,000

Show Biz Programming February, 1981

	<u>Rating</u>	<u>Share</u>	<u>Total Households All Telecasts</u>
1. Porter Wagoner	5	15	715,000
2. Gospel Singing Jubilee	4	31	389,000
3. Marty Robbins	7	20	122,000
Spotlight (May)			
4. Backstage at The Grand Old Opry	4	14	2,045,000
5. Tony Brown's Journal	1	6	393,000
6. Dolly	4	9	400,000
7. Nashville On The Road	5	15	1,652,000
8. Pop! Goes The Country	5	14	2,481,000

The Bob Braun Show

In seven markets, Braun's rating ranged from 1 to 7, and its share ranged from 5-28, with average of 4/17 and 176,000 total households reached.

ADVERTISING STUDY FOR DONAHUE, 1981 */

Markets Selected Representing 13.818% of U.S.: Pittsburgh (12), Seattle (14), Denver (19), Baltimore (20), Sacramento (21), Portland (23), Cincinnati (26), Greenville (38), Grand Rapids (39), Raleigh (41), Oklahoma City (42), Salt Lake City (44), San Antonio (45), Scranton (48), Albany (50), Winston-Salem (52), Knoxville (61).

Total Selling Price for 30 Seconds	\$	2,530	
Average Annual Advertising Revenue	\$	2,530 x 100 (spots/week) x 52 =	\$13,156,000
Adjusted to Project 80% Sellout Rate	\$	13,156,000 x 80% =	\$10,524,800
Adjusted to Project Reaching 98% of U.S.	\$	$\frac{10,524,800}{13.818\%} =$	$\frac{\$74,643,970}{98.0\%}$
Total Spot Sales Non-Network Programming 1981 **/	\$	6,186,590,000	
Less Sales in Local News (26.5%)	- \$	1,639,446,300	
Net Spot Sales, Non-Network Programming	\$	4,547,143,700	
Donahue Percentage of 1981 Spot Sales	\$	74,643,970	= 1.64%
Sales, Non-Network, Non-Local News Programming	\$	4,547,143,700	

*/ For background explanation of methodology of advertising study, see Multimedia's 1979 Prehearing Statement at 12-13.

**/ In view of the fact that the FCC terminated the filing of the Annual Financial Report, the spot sales data is derived from TV Bureau (TVB) estimates for 1981, TV Factbook No. 51, (1982/1983) at 10. Since TVB's figures (\$3.73 billion spot sales, \$3.34 billion local sales) include production costs for local and spot sales (while FCC figures did not), an adjustment based upon a comparison of FCC/TVB sales figures for the period 1976-1980 was made and percentage adjustments of 10.7% for spot and 14.5% for local production costs were made.

Time Considerations

1. Program Analysis

<u>Program Title</u>	<u>Program Duration (Hours and Frequency)</u>	<u>Hours Per Week</u>	<u>Number of Affiliates</u> */	<u>Total Hours Per Week Per Program</u>
Donahue	1 per day	5	191	955.0
Young People's Specials	1/2 per month	1/8	140	17.5
The Bob Braun Show	1 1/2 per day	7.5	4	30.0
	1 per day	5	4	20.0
The 15th Annual Music City News Country Awards	2 per year	1/26	150	5.8
Top Hits	2 per year	1/26	144	5.5
Top Hits Repeat	2 per year	1/26	139	5.3
Mel Tillis	2 per year	1/26	149	5.7
Statler Brothers	2 per year	1/26	148	5.7
Dolly	1/2 per week (2/3s of year)	1/2	26	8.7

*/ It is recognized that for some of the weekly programs, the number of affiliates during 1981 varied. Therefore, the total hours per week per program might vary depending upon the number of affiliates subscribing during a given time period.

<u>Program Title</u>	<u>Program Duration (Hours and Frequency)</u>	<u>Hours Per Week</u>	<u>Number of Affiliates</u> <u>1/</u>	<u>Total Hours Per Week Per Program</u>
Gospel Singing Jubilee	1/2 per year (2/3 of year)	1/2	54	18.0
Marty Robbins' Spotlight	1 per week (2/3 of year)	1/2	19	6.3
Nashville On The Road	1/2 per week	1/2	130	65.0
Pop! Goes The Country	1/2 per week	1/2	147	73.5
The Porter Wagoner Show	1/2 per week	1/2	60	30.0
Backstage At The Grand, Old Opry	1/2 per week	1/2	134	67.0
Tony Brown's Journal	1/2 per week	1/2	51	25.5
				<u>1344.5</u>

Estimate of Multimedia's Share of Hours
In a Composite Week (National Figures)

	<u>Hrs/ Day of Non-Network Programming</u>	<u>Total Hrs/Day of Non-Network Programming All Stations</u>
Total Network Stations - 602 ^{*/}	6	3612
Total Independent Stations - 154	18	<u>2772</u> 6384
Total Non-Network Hrs/Week	6384 x 7 =	44,488
Average Station, Amount of Local News/Public Affairs Programs Per Week	9.5% ^{**/}	x 126 hrs/wk = 11.97 hrs.
All Stations, Amount of Local News/Public Affairs, Programs Per Week	11.97 hrs x.	756 stations = 9049.32
Total Non-Network Hours	44,688	
Less Locally Produced	- 9,049	
Total Hours, Non-Network	35,639	
Total Multimedia Share	<u>1,345</u> 35,639	= 3.77%

^{*/} Source of station totals, TV Factbook, No. 51 (1982-1983) at 14. The total of independent stations was obtained from the Association of Independent TV Stations, Inc.

^{**/} From FCC Summary of Annual Program Reports for 1979.

DONAHUE PROGRAMMING 1981

<u>CHGO.</u> <u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
12/29	<u>12290</u>	<u>WOMEN AND VIOLENT MOVIES (VTR)</u> DONAHUE examines the growing number of films which feature women as victims of extreme violence and how these films may be contributing to the increased violence and abuse women are subjected to in real life with Chicago film critics Gene Siskel and Roger Ebert. (WRITE: "Sneak Previews", 5400 N. St. Louis, Chicago, IL 60625)
12/30	<u>12300</u>	<u>THE NATIONAL ENQUIRER (VTR)</u> Senior Editor of The National Enquirer Haydon Cameron discusses the popularity of his newspaper and its focus on celebrity journalism and defends the image of his news organization, in the face of recent law suits initiated by such stars as Carol Burnett and the husband-wife team Marty Ingels and Shirley Jones. (WRITE: National Enquirer, Lantana, FL 33464)
12/31	<u>12310</u>	<u>BETTY CROCKER (VTR)</u> America's legendary homemaker Betty Crocker makes a special visit to the DONAHUE kitchen via her contemporary spokesperson Helen Hatton and helps Phil to prepare wide variety of simple, but delicious dishes from several different countries and discusses some time-and money-saving ideas for shopping and food preparation. (WRITE: Betty Crocker's International Cookbook, c/o Random House, 201 E. 50th Street, New York, NY 10020)
1/1	<u>01011</u>	<u>TEEN BIRTH CONTROL: PRO AND CON (VTR)</u> Sandra Handwerk-Wade, director of Links, which provides birth control conseling and services for suburban Chicago teenagers, defends her program against criticism of Doris Stone and the United Parents organization, who want to stop government funding of such programs and to disallow teenagers to receive birth control without the consent of parents. (WRITE: LINKS, 405 Central Avenue, Northfield, IL 60093; United Parents, Box 83, Hubbard Woods, IL 60093)
1/2	<u>01021</u>	<u>LONNIE BARBACH, Ph.D (VTR)</u> Clinical psychologist Lonnie Barbach, Ph.D, author of <u>Shared Intimacies</u> , discusses what women can learn from sharing their sexual fantasies, needs, and preferences with their mates and especially with other women, and explores why most American women have difficulty communicating about their own sexuality. (WRITE: c/o Doubleday, 245 Park Avenue, New York, NY 10017)

FUTURE PROGRAM HIGHLIGHTS
JANUARY 16, 1981

<u>CHGO.</u> <u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
1/12	<u>01121</u>	<u>THE RAG-DOLL/RAPE VICTIM PROJECT</u> *NOTE CHANGE* **ADDITIONAL ADDRESS The director of a unique rape victim advocate program in Oregon, Roi Hokinson, presents her specially-designed set of three rag-dolls, a boy, a girl, and an adult male—all anatomically correct; and discusses how these dolls are used to help investigate and prosecute sexual abuse cases involving children and retarded adults. (WRITE: Detective Michael Whitney, 777 Pearl Street, Eugene, *OR 97401 **Rape Victim Advocate Program, 1450 S. Kaen Rd., Oregon City, OR 97045)
1/13	<u>01131</u>	<u>TOUGHLOVE</u> Phyllis and David York authors of <u>Toughlove</u> , a self-help manual for parents troubled by negative teenage behavior, joined by several parents, discuss the increased strain on family life in raising teenagers in the 80's and their approach to parenting which allows young people to experience the results of their behavior no matter how harsh. (WRITE: c/o Community Service Foundation, Box 70, Sellersville, PA 19860)
1/14	<u>01141</u>	<u>CONGRESSMAN RONALD DELLUMS</u> Newly re-elected Congressman Ronald Dellums (D-CA) proposes a progressive challenge to "Reaganism" in the 1980's, criticizes the trend toward increased defense spending to bolster the military position of the U.S. in the world, and outlines the need for coalitions between minority and white Americans around such issues as health care and urban redevelopment. (WRITE: Rayburn House Building, Room 2136, Washington, DC 20515)
1/15	<u>01151</u>	<u>THE NEW MILLIONAIRES</u> DONAHUE talks with several of America's newest millionaires, including 31 year old Morris "Mo" Siegel, who acquired his wealth through his "Celestial Seasonings" herb tea company, to discuss the qualities they have in common and the problems they share and also to explain how they transformed their unique ideas and interests into successful money-making ventures.
1/16	<u>01161</u>	<u>CANCEL: RITA AND JOHN JENRETTE (VTR)</u> <u>ADD: GIFTED CHILDREN AND SUICIDE (VTR)</u> DONAHUE explores the crises of boredom, isolation, and acute sensitivity faced by gifted children with two sets of parents of academically advanced boys who committed suicide at 17. Joyce Juntune of the National Association for Gifted Children, Wright State University psychologist Dr. James Webb along with a gifted student and his mother, are also on hand to share creative, practical ideas for parents of gifted children. (WRITE: National Association for Gifted Children, 2070 County Road H, St. Paul, MN 55112)

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

1/19

01191

JOSEPH GRANVILLE

Controversial stock market counselor-theorist, Joseph Granville, discusses how and why his "early warning service" advice for investors to sell caused the Dow Jones to tumble nearly 24 points, defends his technical analysis of the market, and shares his views on the future of the American economy in the 1980's. (WRITE: P. O. Box "O", Holly Hills, FL 32017)

1/20

01201

RICHARD SIMMONS

Weight therapist Richard Simmons demonstrates and discusses his uniquely humorous and upbeat approach to weight-loss which combines diet, exercise and positive mental attitude techniques in his half-hour syndicated TV show and his new book "Never-Say-Diet." (WRITE: P. O. Box 4A, Los Angeles, CA 90028)

1/21

01211

JEWISH DEFENSE LEAGUE

Irving Rubin, national director of the Jewish Defense League discusses his organization's militant self-defense posture against what he sees as a trend toward anti-semitism in American and particularly explains the purpose of the Jewish Defense League's weapon's training classes for men, women and children. (WRITE: P. O. Box 480370, Los Angeles, CA 90048)

1/22

01221

CANCEL: RACIAL SENSITIVITY SEMINARS

ADD: MISSING CHILDREN: THE ATLANTA STORY (VTR) (Taped in Atlanta, GA)

From Atlanta, GA, DONAHUE talks with Willie Mae Mathis and Camille Bell, two mothers whose sons are among the 16 young black children who have disappeared or who have been found murdered in that city over the last year and a half. They are joined by Commissioner of Public Safety Lee Brown, Deputy Chief of Police Morris Redding, and WAGA-TV reporter Jeanne Blake to discuss the progress which has been made in these cases, the effect this traumatic story has had on the whole community and how the media has covered it. (WRITE:

1/23

01231

THE CRISIS IN NURSING

Several career nurses including Maggie Jacobs and Martha Orr, members of the New York State Nurses Association who were involved in the wildcat strikes last year; and president-elect of the California Nurses Association, Susan Harris join Phil to discuss why more and more nurses are leaving the nursing profession, their concerns about the declining quality of patient care, the politics of working with doctors and within hospital bureaucracies and also the pros and cons of unionizing nurses, using of "rent-a-nurse" services and attracting more males into nursing. (WRITE: American Nurses Association, 2420 Pershing Rd., Kansas City, MO 64108)

FUTURE PROGRAM HIGHLIGHTS
JANUARY 30, 1981

CHGO. DATE	SHOW #	SHOW TITLE & COPYLINE
1/26	01261	<u>BETWEEN GENERATIONS</u>

DONAHUE explores the profound psychological effects of children on parents, the stresses of parenthood from pregnancy to "the empty nesthood," and how parents can grow throughout the stages of their children's development toward independence with Ellen Galinsky, the author of Between Generations: The Six Stages of Parenthood and several families which are living within these stages. (BOOK: c/o Times Books, 3 Park Ave., New York, NY 10016)

1/27	01271	<u>MALE SEXUAL SOLUTIONS</u> ****NOTE ADDITIONAL ADDRESSES****
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DONAHUE presents a comprehensive and sensible review of the psychological, emotional and physical problems men face with their own sexuality and in their lovemaking with Michael Castleman, the author of Sexual Solutions, James Petersen, "The Playboy Advisor" columnist, and urologist Jim Smolev, Director of Male Services, Johns Hopkins Medical School. (WRITE: BOOK, Simon & Schuster, 1230 Ave. of the Americas, NYC, NY 10020; CASTLEMAN, 55 Sutter St., Ste. 645, San Francisco, CA 94104; SMOLEV, 550 N. Broadway, Baltimore, MD 21205)

1/28	01281	<u>WHY YOUR HOUSE MAY ENDANGER YOUR HEALTH: DR. ALFRED V. ZAMM</u>
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Allergist and clinical ecologist Dr. Alfred Zamm explains how a home environment can be the source of pollution of chemical poisons which can cause such symptoms as depression, hyperactivity, headaches and insomnia; and demonstrates simple, inexpensive ways to reduce chemical hazards in the house. (BOOK: Why Your House May Endanger Your Health, Simon & Schuster, 1230 Avenue of the Americas, New York, NY 10020)

1/29	01291	<u>CONCERNED UNITED BIRTHPARENTS</u>
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Several mothers and fathers who were coerced or duped into signing away their parental rights and who are seeking to regain or who have already won custody of their children through the courts, join Lee Campbell, founder of Concerned United Birthparents, to discuss how the current demand for adoptable children is creating increase in unethical adoption counseling practices, and to explain the alternative available to birthparents who have lost custody under these stressful circumstance. (WRITE: Concerned United Birthparents, Dept. "D", P.O. Box 573, Milford, MA 01757)

1/30	01301	<u>THE NEW CONGRESSWOMEN</u>
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DONAHUE presents the four newly-elected congresswomen, Bobbi Fiedler (R-CA), Claudine Schneider (R-RI), Marge Roukema (R-NJ) and Lynn Martin (R-IL), as they discuss their concerns about such national issues as energy, the economy and defense and feminist issues such as abortion funding, the ERA, and daycare, and share some of their ideas for solving these problems as legislators.



Multimedia Program Productions
2501 Bradley Place
Chicago, Illinois 60618
312/528-2311

ADDENDUM

*****NOTE CHANGE IN SHOW TITLE*****

SHOW # 02061 THE PARALYZED VIETNAM VETERAN

(CONSIDER THIS SHOW AS A SINGLE PROGRAM, NOT A PART I)

SHOW # 02091 DELETE: THE PARALYZED VIETNAM VETERAN - PART II

ADD: CHARLES PETERS

Charles Peters, Editor-in-Chief of the Washington Monthly, which has won several journalism awards for its investigative reports on politics and government, joins Phil to discuss an insiders view of how Washington works, and to assess the potential strengths and weaknesses of the Reagan Administration. (BOOK: How Washington Really Works, Addison-Wesley, WRITE: 2712 Ontario Road, NW, Washington, DC 20009)



MULTIMEDIA

FUTURE PROGRAM HIGHLIGHTS
FEBRUARY 6, 1981

- | DATE | SHOW # | SHOW TITLE & COPYLINE |
|------|--------|---|
| 2/2 | 02021 | <u>WOMEN AND EXTRA-MARITAL AFFAIRS</u>
DONAHUE explores the virtually unresearched topic of women and extra-marital affairs: the kinds of women who have affairs, the men they choose, how these relationships begin, and how they are affected by them with several women who have had affairs and Seton Hall University sociologist Lynn Atwater. (WRITE: c/o Seton Hall Univ., Dept. of Sociology, South Orange, NJ 07079; BOOK: <u>The Extra-Marital Connection</u> (not yet available)) |
| 2/3 | 02031 | <u>AMERICANS WHO DON'T PAY TAXES</u>
DONAHUE talks with several Americans who do not pay federal income taxes including a California financial advisor (featured in <u>Money</u> magazine as ("Art Dodge") whose legal tax shelters allowed him to make a tax-free million dollars in 1980, 40-year-old entrepreneur Timothy Weir, who has not paid taxes since 1977 because he does not support current U.S. Monetary policies, and Ed Hedemann, a member of the War Resisters League who has not paid taxes since 1972. (WRITE: (Art Dodge) Oakland Financial Group, 7600 Old Dominion Court, Aptos, CA 95003; Weir, Monetary Realist, P.O. Box 10744, St. Louis, MO 63129; Hedemann, War Resisters League, 339 LaFayette St., New York, NY 10012) |
| | 02041 | <u>DIVORCE: A MAN'S VIEW</u> **NOTE: ADDITIONAL ADDRESS***
DONAHUE talks with several divorced men who argue that they are discriminated against in divorce proceedings, property settlements and child custody cases and are joined by Lou J. Filczer, president of A.D.A.M., American Divorce Association for Men and Ken Pangborn, Vice president of M.E.N. International, to discuss the emotional and day-to-day survival problems they face as divorced men. (WRITE: A.D.A.M., 1008 W. White Oak Street, Arlington Hts., IL 60005) (Dr. Ken Lewis, P.O. Box 202, Glenside, PA 19038)** |
| 2/5 | 02051 | <u>POLICE SPOUSES</u>
DONAHUE explores the pressures police officers experience on the job and focuses in on how these stresses affect their spouses and the quality of the homelife with Phyllis Benjamin, a New York city police wife for more than 20 years and the founder of the Mutual Support System for Law Enforcement Spouses and Boston police officer Ed Donovan, president of the International Law Enforcement Stress Association. (WRITE: Benjamin, Mutual Support System for Law Enforcement Spouses, 311 Rt. 45, Spring Valley, NY 10977; Donovan, International Law Enforcement Stress Assn., P.O. Box 415 Canton, MA 02021) |
| 2/6 | 02061 | <u>THE PARALYZED VIETNAM VETERAN-PARALYZED</u>
Several American quadriplegic Vietnam era veterans join Phil for the first of two programs discussing the personal crises they are coping with, their feelings about the Vietnam War, the nation's response to their sacrifices and the current media attention being given to the 52 American hostages recently returned from Iran. (WRITE: Vietnam Veterans of America, P.O. Box 2983, Washington, DC 20013, Paralyzed Veterans of America, 4350 E.W. Highway, Washington, DC 20014) |

FUTURE PROGRAM HIGHLIGHTS
FEBRUARY 13, 1981

DATE	SHOW #	SHOW TITLE & COPYLINE
2/9	02091	<u>CANCEL: THE PARALYZED VIETNAM VETERAN - PART II (VTR)</u> <u>ADD: CHARLES PETERS</u>

Charles Peters, Editor-in-Chief of the Washington Monthly, which has won several journalism awards for its investigative reports on politics and government, joins Phil to discuss an insiders viewpoint on how Washington works or fails to work; and to challenge the way the media covers the White House and Congress. (BOOK: How Washington Really Works, Addison-Wesley, WRITE: 2712 Ontario Road NW, Washington, DC 20009)

2/10	02101	<u>GAY COUPLES: CHARLES SILVERSTEIN, PH.D.</u>
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Psychologist Charles Silverstein, author of Man to Man: Gay Couples in America, joins several gay couples as they explain how their intimate, long term relationships differ from the common myths about the homosexual experience; the problems they face in home building in a hostile social environment. (BOOK: Man to Man: Gay Couples in America, William Morrow & Co., Inc., 105 Madison Avenue, New York, NY 10016)

2/11	02111	<u>SUPERMARKET COUPONS: PRO AND CON</u>
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Bill Nigut, Sr., long-time consultant to the supermarket industry, argues that "cents-off" supermarket coupons are an ineffective way to help consumers save money at the check-out counter and is joined by Jan Leasure, author of the syndicated column, "The Super Saver", to discuss why consumers traditionally have not used coupons, how inflation is reversing this trend, and the effects of fraud and error in couponing on rising food costs. (WRITE: Super Saver, P. O. Box 293, Libertyville, IL 60048; Bill Nigut, Sr., 8235 Karlov, Skokie, IL 60076; Richard Bogomolny, Chairman of the Board, Chief Executive Officer & President, First National Supermarkets, Inc., 1 Myrtle St., Hartford, CT 06105)

2/12	02121	<u>MOTHERS RESIGNING THEIR FAMILIES</u>
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Two women, who felt so overburdened and overwhelmed by their husbands and children that they effectively resigned from family life - one by leaving town and the other by locking herself away in a room - join family therapist Sonya Rhodes, D.S.W. to discuss how women can develop a sense of individual identity balanced with their commitments to their families. (BOOK: Surviving Family Life WRITE: c/o Dr. Rhodes, 275 Central Park West, New York, NY 10024)

2/13	02131	<u>"CLEAN-UP TV" (VTR)</u>
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Leader of the nationwide "Clean-Up TV" campaign, which asks television viewers to boycott the sponsors of programs which are most morally offensive to them, John Hurt discusses what the American public wants in TV programming vs. what they are being offered and the effectiveness of such a "clean-up" campaign with syndicated TV columnist for the Chicago Sun-Times Gary Deeb. (WRITE: DEEB, c/o Chicago Sun-Times, 401 N. Wabash, Chgo., IL 60611, Clean-Up TV, P. O. Box 218, Joelton, TN 37080)

FUTURE PROGRAM HIGHLIGHTS
FEBRUARY 20, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

2/16

02161

RACISM IN URBAN AMERICA-PART I (VTR)

In the first of two DONAHUE programs focusing on black and white relations in urban America, Dr. Charles H. King, president of the Urban Crisis Center and a member of the 1967 President's Commission on Civil Disorders, discusses how his controversial racial sensitivity seminars help blacks and whites make positive attitudinal changes toward each other and explains the destructive effects of white institutional racism on blacks-historically and today. (WRITE: Urban Crisis Center, 1655 Peachtree St., NE, Atlanta, GA 30309)

2/17

02171

RACISM IN URBAN AMERICA-PART II (VTR)

The conclusion of a two-part DONAHUE series on the causes and effects of racism in urban America features 14 blacks and whites in a racial sensitivity seminar led by Dr. Charles H. King, president of the Urban Crisis Center in Atlanta. (WRITE: Urban Crisis Center, 1655 Peachtree St., NE, Atlanta, GA 30309)

2/18

02181

SUZANNE SOMERS AND ALAN HAMEL (VTR)

Co-star of the ABC-TV sitcom "Three's Company," Suzanne Somers joins her husband Alan Hamel to discuss her highly publicized contract dispute with the producers of that show, how it has affected her career, her efforts to transform her character "Chrissy" out of the "dumb-blonde" stereotype; and reading from her book Touch Me, she exhibits her talents as a poet. (WRITE: c/o Levinson Associates 928 N. LaCienega Blvd., Los Angeles, CA 90069)

2/19

02191

THE CRISIS IN NURSING (VTR)

Several professional nurses: Maggie Jacobs and Martha Orr, New York State Nurses Association; former full time nurse Jan Tuckman; and president-elect of the California Nurses Association, Susan Harris; join Phil to examine the reasons why many nurses are leaving nursing, and the pros and cons of such solutions as collective bargaining for nurses and "rent-a-nurse" services. (WRITE: American Nurses Association, 2420 Pershing Road, Kansas City, MO 64108)

2/20

02201

MICHAEL HARRINGTON & CONGRESSMAN JACK KEMP (VTR)

Chairman of the Democrat Socialist Organizing Committee, Michael Harrington debates the strategies and solutions needed to reform the tax systems and to solve such complex problems as inflation, the energy crisis, unemployment, and the lack of productivity in American industry with Congressman Jack Kemp (R-NY) co-author of the proposed Kemp-Roth tax cut bill. (WRITE: HARRINGTON, 853 Broadway, Suite 801, New York, NY 10003)

FUTURE PROGRAM HIGHLIGHTS
FEBRUARY 27, 1981

CHGO.
DATE

SHOW #

SHOW TITLE & COPYLINE

2/23

02231

SINGLES MEETING SINGLES: 1981 STYLE (VTR)

DONAHUE presents some new ways singles are meeting other singles in the 80's with the publisher of Intro magazine Suzanne Douglass and two singles who have placed classified ads in her publication; newlyweds who met through the "Single Book Lovers Club;" and two women both over 30, who are joining the "Advanced Degree Club," a singles organization which caters to Ph.D's and graduate students. (WRITE: Suzanne Douglass P. O. Box INTRO, Studio City, CA 91604)

2/24

02241

BARTERING

NOTE ADDRESS CORRECTION AND ADDITION OF PHONE NO.

Larry Inks, president of Barter Systems, Inc., discusses how his group facilitates the trading of goods and services among its 20,000 members nationwide and joins several modern-day barterers to explain "how to get almost anything without money" including food, housing, your taxes prepared, and your baby delivered. (WRITE: Barter Systems, Inc., 4848 N. MacArthur, Oklahoma City, OK 73122 (800) 453-9000)

2/25

02251

RITA JENRETTE

The estranged wife of former Congressman John Jenrette (D.-SC) (who was convicted in the Abscam scandal) joins Phil to discuss the moral and political hypocrisy of life in Washington, the social and emotional pressures she faced then and since her separation from her husband, and her upcoming Playboy article, "The Liberation of a Congressional Wife." (WRITE: c/o Playboy, 919 North Michigan Ave., Chicago, IL 60611)

2/26

02261

JOHN AND MACKENZIE PHILLIPS

Former star of TV's "One Day at a Time" Mackenzie Phillips and her father John, rock music composer and founder of the Mamas and Papas, join Phil to discuss their common problems with hard drugs; their shared rehabilitation treatment program directed by Dr. Mark Gold at the Fair Oaks Hospital in New Jersey; and their plans to renew their family and their careers--drug free. (WRITE: Dr. Mark Gold, c/o Fair Oaks Hospital, 19 Prospect St., Summit, NJ 07901)

2/27

02271

INVESTIGATIVE REPORTING (VTR)

Three Chicago-based television investigative journalists: WBBM-TV anchorman-commentator Walter Jacobson; WMAQ-TV reporter Rich Samuels; and WLS-TV Roberta Baskin join their general managers to present excerpts from some of their hard-hitting reports and to discuss how they determine the targets of their investigations; the pitfalls, the dangers, and success rates of undercover operations and confidential sources, and the competition for ratings on nightly news programs. (WRITE: JACOBSON, WBBM-TV, 630 N. McClurg Ct., Chicago, IL 60611, SAMUELS, WMAQ-TV, Merchandise Mart, Chicago, IL 60654, BASKIN, WLS-TV, 190 N. State St., Chicago, IL 60601)

FUTURE PROGRAM HIGHLIGHTS
MARCH 6, 1981

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
3/2	03021	<u>OPEN MARRIAGE</u>

Stan and Helen Dale explain the pros and cons of the open marriage they have shared for almost half of their 23 year relationship and are joined by their adult sons Dan and Rex to explore how this lifestyle affects children and family life. Also, two of Stan's lovers (one current and one former) are on hand to discuss open marriage from their perspective. (WRITE: Helen & Stan Dale, 719 N. Dutton, Santa Rosa, CA 95401; BOOK: Fantasies Can Set You Free, Celestial Arts, Millbrae, CA 94030)

3/3	03031	<u>LAWYERS ON TRIAL</u>
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Philip Stern, author of Lawyers on Trial, discusses his view that the legal profession is overpriced and unresponsive to ordinary people ; and is joined by Arthur Miller, Harvard Law School professor and the star of a local Boston TV Show, "Miller's Court," who explains what consumers need to understand about the American legal system. (WRITE: Stern, 271 Madison Ave., 5th floor, New York, NY 10016; Miller, Harvard Law School, Cambridge, MA 02138)

3/4	03041	<u>"THE NEW TELEPHONE GAME"</u>
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DONAHUE explores the new competitors in the telephone business and the kinds of service and equipment options they are offering for telephone users; and reviews some effective consumer strategies for dealing with A T & T, one of the world's most profitable corporations, with Sam Simon, Executive Director of the National Citizens Committee for Broadcasting and Lee Richardson of the Consumer Federation of America.

(WRITE: Simon, Executive Director of National Citizens Committee for Broadcasting, P.O. Box 12038, Washington, DC 20005; Richardson, Consumer Federation of America, Suite 901, 1012 14th St. NW, Washington, DC 20005)

3/5	03051	<u>THE NUTRITION ADVOCATE</u>
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Consumer advocate for the Community Nutrition Institute, Ellen Haas, joins bio-chemist Paul Stitt, author of Fighting the Food Giants to discuss the crucial relationship between diet and health and their efforts to get the government, farmers, food manufacturers and grocers to promote and support nutrition. Also, Kent Stewart, USDA research chemist presents the latest nutritional information on fast foods. (WRITE: Haas, Community Nutrition Institute, 1146 19th St., Washington, DC 20036; Stitt, Fighting the Food Giants, a Natural Press Book, Natural Enterprises, P. O. Box 75, Manitowoc, WI 54220)

3/6	03061	<u>MARRIED TO MEDICINE: CARLA FINE (VTR)</u>
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Based on her own experience married to a New York urologist and more than 100 in-depth interviews with other doctor's wives, Carla Fine author of Married to Medicine, reviews the problems and privileges of medical marriages from the difficult years of medical school to the affluent years as an established physician, including loneliness, poor self-image, extra-marital affairs and on the other hand, instant respect and financial security. (BOOK: Married to Medicine, c/o Athenum Publishing, 597 Fifth Avenue, New York, NY 10017)

FUTURE PROGRAM HIGHLIGHTS
MARCH 13, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

3/9

03091

THE NEW EXTENDED FAMILY

****NOTE ADDITION OF ADDRESS****

DONAHUE explores how divorce and remarriage has reshaped five adults and four children into a "new-styled extended family" all of whom live eight blocks from each other in Menlo Park, California. On today's show, Peter Ward and his new wife, Karen, appear with the four children from their previous marriages who live with them. They are also joined by his ex-wife Sandy Ward, Karen's ex-husband John Lahr (father of two of the children) and his new wife, Jan. (WRITE: Stepfamily Association of America, 900 Welch Rd., Palo Alto, CA 94304)

3/10

03101

ADAM SMITH

The contemporary Adam Smith, a best-selling author, investment manager and editor, joins Phil to present a new way of thinking about MONEY and to probe the relationship between today's newsmakers, important world events, and the current state of the American economy. (BOOK: Paper Money, WRITE: c/o Summit Publishing, 1230 Avenue of the Americas, New York, NY 10022)

3/11

03111

COMPUTER TECHNOLOGY: PRO AND CON

Donald Bitzer, Ph.D, director of the University of Illinois' Computer-based Education Research Lab, demonstrates some exciting practical applications for computer technology in the near future and joins the author of Low Profile, attorney William Petrocelli to examine how Americans can better prepare to deal with the lack of privacy and other problems which the coming "electronic age" will create. (BOOK: Low Profile, WRITE: Petrocelli, c/o McGraw-Hill, 1221 Avenue of the Americas, New York, NY 10020; Bitzer, 252 Engineering Research Lab., 103 S. Matthews, Urbana, IL 61801)

3/12

03121

MALE PRACTICE: DR. ROBERT MENDELSON

Controversial author Dr. Robert Mendelsohn asserts that malpractice against women patients is a result of institutionalized chauvinism built into the male-dominated medical profession, cites specific examples of over-prescribed drugs and unnecessary surgeries, and explains how women can better select and evaluate their doctors. (WRITE: Male Practice: How Doctors Manipulate Women, Contemporary Books, 180 N. Michigan Avenue, Chicago, IL 60601)

3/13

03131

CANCEL:

GLEN CAMPBELL

ADD:

TBA

See next page



Multimedia Program Productions
2501 Bradley Place
Chicago, Illinois 60618
312/528-2311

*****ADDENDUM TO FUTURE HIGHLIGHTS*****
MARCH 13, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

3/13

03131

THE FAMILY BOOK ABOUT SEXUALITY

Mary Calderone, M.D., co-author of The Family Book About Sexuality joins Jessie Potter, a Doctor of Human Sexuality, to discuss the common misconceptions and fears about sexuality which begins with early sex education--or lack of it--in the home, and the problems this causes for young people. (WRITE: Calderone, c/o Harper & Row, 10 E. 53rd St., New York, NY 10022; Potter, National Institute for Human Relations, 180 N. Michigan, Chicago, IL 60601)

FUTURE PROGRAM HIGHLIGHTS
MARCH 20, 1981

CHGO.
DATE

SHOW #

SHOW TITLE & COPYLINE

3/16

03161

THE PARALYZED VIETNAM VETERAN-PART II (VTR)

Part II of a special DONAHUE discussion with paralyzed Vietnam era veterans-many of whom are quadriplegic-focuses on how these men feel about their experiences as veterans, their hopes for the future, their views on American foreign and defense policies and the anger some Vietnam vets have felt over the "heroes" welcome given to the 52 American hostages recently released from Iran. (WRITE: Vietnam Veterans of America, P.O. Box 2983, Washington, DC 20013; Paralyzed Veterans of America, 4350 E. W. Highway, Washington, DC 20014)

3/17

03171

THE IMMIGRATION DEBATE (VTR)

DONAHUE focuses on the current debate over the reform of U. S. immigration laws with Roger Conner, executive director of the Federation of American Immigration Reform, Inc., (F.A.I.R.), who wants to restrict the vote which immigrants, refugees and illegal aliens are entering the U. S. and Rick Swartz, director of the Alien Rights Law Project, who argues that the nature of American foreign policy today demands that we accept and assist refugees and immigrants from troubled spots around the world. (WRITE: Conner, Box 57066, Washington, DC 20037; Swartz, 733 15th St., NW, Washington, DC 20005)

3/18

03181

CANCEL: THE IMMIGRATION DEBATE (VTR)

ADD: THE FUNERAL INDUSTRY

DONAHUE probes the \$6.4 billion funeral industry from the perspective of the ordinary consumer including, how to avoid unnecessary and unwanted costs in making funeral arrangements; the changing role of the funeral directors; how to plan your funeral before you die; and lower priced alternatives to traditional funerals, such as cremation and memorial societies. Guests are: Richard Myers, president of the National Funeral Directors Association, 845 Washington Boulevard, Ogden, UT 84404; former mortician Dr. James Reveley, 1203 S. Presa, San Antonio, TX 78210; and FTC commissioner Michael Pertschuk, 6th & Pennsylvania Ave., NW, Washington, DC 20580)

3/19

03191

PHILIP AND DANIEL BERRIGAN

Jesuit Priest Daniel Berrigan and his brother, Philip, both well-known anti-war activists of the 1960's, join housewife Molly Rush, another co-defendant of the "Plowshares 8," an anti-nuclear group which has been convicted of burglary, conspiracy, and criminal mischief in the takeover of a Pennsylvania General Electric Company facility last September, to discuss their arguments against nuclear arms and their controversial trial. (WRITE: Plowshares 8 Support Committee, 168 W. 100th St., New York, NY 10025)

3/20

03201

CANCEL: PHILIP AND DANIEL BERRIGAN

ADD: "THE TESTING TRAP" (VTR)

Andrew Strenio, Jr., author of "The Testing Trap," challenges the accuracy, fairness and value of standardized testing in education and business, and joins a Watertown, MA elementary school principal William Corbett, to discuss how parents can lessen the negative effects of testing on their children. (WRITE: Strenio, c/o Rawson-Wade, 630 Third Ave., New York, NY; Corbett, James Russell Lowell Elementary School, Orchard Street, Watertown, MA 02172)



DONAHUE

Multimedia Program Productions
2501 Bradley Place
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*****ADDENDEUM TO FUTURE HIGHLIGHTS*****
MARCH 27, 1981

Please change the enclosed program schedule as follows:

Show # 03301 CANCEL: GENIE FRANCIS AND TONY GEARY
 ADD: THE U.S. & EL SALVADOR: CONG. CLARENCE LONG & WILLIAM FORD (VTR)
 (COPYLINE ON ENCLOSED HIGHLIGHTS)

Show # 04021 CANCEL: THE U.S. & EL SALVADOR: CONG. CLARENCE LONG & WILLIAM FORD (VTR)
 ADD: GENIE FRANCIS AND TONY GEARY
 (COPYLINE ON ENCLOSED HIGHLIGHTS)



FUTURE PROGRAM HIGHLIGHTS
MARCH 27, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

3/23

03231

RINGO STARR AND BARBARA BACH

Ex-Beatle Ringo Starr and his fiancée Barbara Bach, talk about how their relationship began on the set of their upcoming movie, "Caveman"; Ringo's feelings about the commercialization of Beatle memorabilia; his goals as a recording star and actor; and their hopes to create close-knit family in spite of their success and fame. (WRITE: T. F. Films, 20th Century Fox Studios, 10201 W. Pico Boulevard, Los Angeles, CA 90064)

3/24

03241

"THE TELEPHONE GAME": A REBUTTAL

****NOTE ADDITION OF ADDRESS****

Challenging several points raised on a recent DONAHUE show, "The New Telephone Game," vice president and treasurer of A T & T, Virginia Dwyer and Chuck Marshall, president of Illinois Bell join Phil to defend the rate of return on their profits, the short term costs versus the long term benefits of rate increases in telephone service, and the quality of equipment and services which they provide. (WRITE: A T & T, Room 500, 195 Broadway, New York, NY 10007)

(3/25

03251

ITZHAK PERLMAN

****NOTE ADDRESS CHANGE****

Grammy award-winning concert violinist Itzhak Perlman performs on DONAHUE and shares his experiences working with the world's greatest symphony orchestras, how he has overcome the disabling effects of childhood polio in such a demanding profession, and his views on the future of classical music in America. (WRITE: c/o Donahue, 2501 W. Bradley Pl., Chicago, IL 60618)

3/26

03261

TED KOPPEL, ADAM HOCHSCHILD* AND ALEXANDER COCKBURN

NOTE CORRECTION IN NAME

Ted Koppel, anchorman for ABC-TV's "Nightline" joins Village Voice columnist, Alexander Cockburn and Adam Hochschild, editor of Mother Jones magazine, to explore whether power and bureaucracy in the "established news media" affects how the news is reported and what alternatives are offered by "non-establishment" news organs.

3/27

03271

CHOOSING SINGLE PARENTHOOD (VTR)

DONAHUE explores the social and personal consequences singles face when they choose to be single parents with: Joe, a bachelor-writer, who is actively seeking a surrogate mother to carry (via artificial insemination) his child whom he plans to raise alone; and Sherri, a 32-year-old divorced career woman, who is pregnant by a man who does not know he is the father and from whom she wants no parental support.

FUTURE PROGRAM HIGHLIGHTS
APRIL 3, 1981

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DATE

SHOW #

SHOW TITLE & COPYLINE

3/30

03301

CANCEL: GENIE FRANCIS AND TONY GEARY

ADD: THE U.S. & EL SALVADOR: CONG. CLARENCE LONG & WILLIAM FORD (VTF

Outspoken critic of U. S. foreign policy in El Salvador, Cong. Clarence Long (D-MD), Chairman of the House Appropriations Sub-Committee on Foreign Operations, joins William Ford, brother of Sister Ita Ford who was murdered in the conflict there, to raise questions about the need for military aid and advisors, how it compares with early U. S. involvement in Vietnam, and the precedents which this sets for future political crises in Latin America. (WRITE: Rep. Clarence D. Long, 2405 Rayburn House Office Bldg., Washington, DC 205

3/31

03311

PAUL ANKA

Paul Anka, the former teen idol whose popularity as singer and songwriter now spans more than three decades, joins Phil to discuss how his music has changed and to perform some old hits and some new songs from his latest album "Both Sides of Love." (WRITE: Paul Anka Productions, 1785 E. Sahara, Las Vegas, NV 89104)

4/1

04011

TED TURNER

42 year-old multimillionaire broadcaster Ted Turner talks candidly about the declining quality of commercial television, the future of cable television, and the corporate responsibility of broadcasters to the public they serve. (WRITE: Turner Broadcasting System, 1050 Techwood Dr., NW, Atlanta, GA 30318)

4/2

04021

CANCEL: MARVIN MITCHELSON: THE NON-LIVE-IN LOVER SUIT

CANCEL: THE U.S. & EL SALVADOR: CONG. CLARENCE LONG & WILLIAM FORD

ADD: GENIE FRANCIS AND TONY GEARY

Laura (Genie Francis) and Luke (Tony Geary) the phenomenally successful couple on ABC-TV's "General Hospital" discuss the new trends in soap opera casting and storylines which their popularity reflects, the controversy surrounding their infamous rape/seduction scene, and how their popularity has affected their personal lives. (WRITE: c/o General Hospital, 1438 Gower, Hollywood, CA 90028)

4/3

04031

MARVIN MITCHELSON: THE NON-LIVE-IN LOVER SUIT (VTR)

Attorney Marvin Mitchelson, who gained national prominence in the Marvin vs. Marvin "palimony" case, joins his latest client, 32-year-old Janet Maynard, for whom he has just won the right to sue her married non-live-in lover for breach of contract, because he did not divorce his wife and did not support her as he had promised. This is a landmark case for a "mistress" in a non-live-in situation to be able to sue a married man for marital property rights based on a verbal promise. (WRITE: Mitchelson, 1801 Century Park East Suite 1900, Los Angeles, CA 90067)

FUTURE PROGRAM HIGHLIGHTS
APRIL 10, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

4/6

04061

RALPH NADER: "YOURS FOR THE ASKING"

Ralph Nader discusses the wealth of free information available to consumers and citizens from government and private sources on everything from "How to Kick the Cigarette Habit" to "How to Buy a Car", how to get it and use it. (BOOK: *Yours For The Asking, P. O. Box 19367, Washington, DC 20036) *\$5.00 Charge for book

4/7

04071

"SKERTS FOR MEN"

NOTE ADDITIONAL ADDRESS

David Hall and William Cushing, two men who design and regularly wear "skerts" discuss the social importance of their "clothing rights" crusade against sexual clothing stereotypes, the practical advantages of wearing skirt-like clothing for men who are not homosexuals or transvestites, and the problems they have encountered. They are also joined by David's wife Felicity. (WRITE: Hall, P.O. Box 9487, Stanford, CA 94305; Cushing, P.O. Box 611, Littleton, NH 03561)

4/8

04081

THE MAKING OF THE AMERICAN MISTRESS

Based on her own turbulent experiences as a mistress, Melissa Sands, founder of the self-help group Mistresses Anonymous and author of The Making of the American Mistress, discusses survival techniques for traditional and liberated women who find themselves in love with a married man. (WRITE: Berkley Publishers, 200 Madison Ave., New York, NY 10016)

4/9

04091

PARENTS OF MURDERED CHILDREN

Rev. Robert and Charlotte Hullinger, who founded Parents of Murdered Children when their 19 year-old daughter was killed in 1978, join other members of their support group to discuss how their daughter's death changed their lives, the need for parents to share this pain, and how friends can help a family trying to survive this tragedy. (WRITE: Parents of Murdered Children, 1739 Bella Vista, Cincinnati, OH 45237)

4/10

04101

BURN-OUTS (VTR)

DONAHUE examines the fatigue and frustrations of "burn-out", when a high-achiever fails to find the expected rewards from their work, with a burned-out housewife who is now an amateur belly dancer, a burned-out career woman who has become a homemaker and mother, clinical psychologist Dr. Herbert J. Freudenberger and Tom Jackson, president of Career Development Team, which specializes in redirecting the interests of burn-outs. (BOOK: Burn-Out, by Freudenberger, Doubleday, 245 Park Ave., New York, NY 10167, Jackson, Career Development Team, 300 Central Park West, New York, NY 10024)

FUTURE PROGRAM HIGHLIGHTS
APRIL 17, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

4/13

04131

COMPARABLE WORTH

DONAHUE explores the concept of "equal pay for comparable worth" in the American workplace -- how should comparable worth be determined, how can the inequities be corrected and the impact of this issue on working women whose jobs as secretaries, nurses and teachers are traditionally valued less than such male-dominated jobs as truck driving, construction work, and garbage collecting with Nancy Perlman and Ronnie Ratner, Ph.D, of the Center for Women in Government. (WRITE: Center for Women in Government, S.U.N.Y Albany, 1400 Washington Ave., Albany, NY 12222)

4/14

04141

MARVA COLLINS: MIS-EDUCATION IN AMERICA

NOTE ADDITION OF PAMPHLET

DONAHUE looks at how confusion, mismanagement, hostilities and apathy in American public schools seriously affects the lives of its students and examines what are the responsibilities of parents, teachers and the educational establishment in solving these problems with former public school teacher Marva Collins, whose Westside Preparatory School is located in one of Chicago's most economically depressed neighborhoods but has received national attention for its high academic standards. (WRITE: Westside Preparatory School, 4010 W. Madison, Chicago, IL 60624) ** (Phonics Book: Sister Monica, 1339 E. McMillan, Cincinnati, OH)

4/15

04151

THE X-RATED BUSINESS BOOM

DONAHUE examines the growing middle class market for x-rated businesses with two successful entrepreneurs in the adult entertainment industry: Ken Knudson, who operates the Sybaris Inn, an erotic getaway in the midwest; and Marsha Lesser, founder of Just For Play, Inc., which organizes house parties for women to sell sex-related products to their friends and neighbors.

4/16

04161

BLACK AND WHITE MIXED MARRIAGES

DONAHUE looks at the growing numbers of interracial marriages in America and the factors which contribute to their success or failure with University of Alabama sociologist Ernest Porterfield, Ph.D. and several black-white couples discussing their courtships, the decision to marry, childraising, and strategies for dealing with family and social pressures. (BOOK: Black & White Mixed Marriages, by Porterfield, Nelson-Hall Publishers, Chicago)

4/17

04171

VIOLENCE: THE AMERICAN WAY (VTR)

DONAHUE examines violence as a part of the American way of life, its roots in our history and culture, its effects on children and adults through toys, television and movies, and how natural aggression can be channeled in positive ways with psychiatrist Dr. Henry Paul and Father George Clements of Holy Angels Church in Chicago. (WRITE: Dr. Paul, c/o 1143 Fifth Avenue, New York, NY 10028)

FUTURE PROGRAM HIGHLIGHTS
APRIL 24, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

4/20

04201

MISCARRIAGE OF JUSTICE: THE VICTIMS

DONAHUE talks with several innocent men who were convicted of the crimes they did not commit including 63-year-old Isidore "Izzy" Zimmerman, who was accused of murdering a New York policeman in 1937, and served 25 years of a life sentence; Delbert Tibbs, who may still face prosecution although his 1974 murder-rape conviction was overturned by the Florida Supreme Court in 1976; and Larry Smith and Floyd "Buzz" Fay, who shared a cell in Ohio's Lucasville prison before being cleared. They join Phil to discuss how these miscarriages of justice happen and the responsibility of the criminal justice system to protect the rights of "the accused."

4/21

04211

WAY BANDY

One of the nation's leading high fashion makeup artists, Way Bandy, joins Phil and the DONAHUE audience to demonstrate and discuss makeup as a creative form of self-expression for men and women and the importance of "styling your face" to match your clothes, your moods and the special occasions in your life. (BOOK: Styling Your Face, Random House, 201 East 50th St., New York, NY 10022)

4/22

04221

DR. CARL SAGAN AND STEPHEN JAY GOULD

Astronomer Dr. Carl Sagan and Harvard paleontologist Stephen Jay Gould explain and update the latest scientific evidence to support Darwin's theory of evolution, the gaps in the fossil record, and how evolution differs from the Bible's version of creation. (WRITE: Sagan, Rm 304/Space Science Building, Cornell University, Ithaca, NY 14853; Gould, Museum of Comparative Zoology, Harvard University, Cambridge, MA 02138)

4/23

04231

THE SUING OF AMERICA

DONAHUE takes a behind the headlines look at some of the precedent-setting lawsuits of recent years and examines why and how Americans are taking each other to court in increasing numbers with attorney Marvin E. Lewis, who represented the woman who claimed she became a nymphomaniac as a result of a cable car accident, and Marlene Adler Marks author of The Suing of America. (WRITE: Marks, c/o Seaview Books, 1633 Broadway, New York, NY 10019)

4/24

04241

REV. JERRY FALWELL (VTR)

Founder of the "Moral Majority" Rev. Jerry Falwell reviews the performance of the Reagan Administration on the issues which his group has taken firm positions and discusses the current focus of their political activities. (WRITE: Jerry Falwell Ministry, Lynchburg, VA 24514)

PHILADELPHIA, PENNSYLVANIA REMOTE WEEK
TAPED AT VALLEY FORGE MUSIC FAIR-DEVON, PA

CHKO.

DATE SHOW #

SHOW TITLE & COPYLINE

4/27 04271

SENATOR JESSE HELMS (VTR)

Sen. Jesse Helms, the ultraconservative Republican from North Carolina, joins Phil in Philadelphia to articulate some of the concerns of the "New Right" Congressional caucus including Big Government waste in such programs as the \$11 billion food-stamp program and the declining U.S. military position in the world; and to defend the strategies they are using to support their "pro-family" positions on such issues as abortion, the ERA, and busing. (WRITE: 4213 Dirksen Building, Washington, DC 20510)

4/28 04281

MOTHERS WITHOUT CUSTODY (VTR)

DONAHUE explores the dilemma of mothers who make the difficult decision to give up custody of their children to another spouse or an adoptive family, raises questions about the rights they are entitled to as non-custodial parents, and the practical and emotional problems of maintaining long-distance relationships with children.

4/29 04291

PHYLLIS SCHLAFLY (VTR)

Militant opponent of the ERA, Phyllis Schlafly joins Phil in Philadelphia to discuss her recent statements about sexual harassment on the job, arguing that women often "invite" sexual propositions from bosses and co-workers, her view that feminists and the federal government are harassing employers with sexual discrimination complaints, and that affirmative action programs threaten the role of men as breadwinners and the security of their dependent wives at home. (WRITE: Schlafly, Eagle Forum, Alton, IL 62002)

4/30 04301

SHELLEY WINTERS (VTR)

Academy Award-winning actress Shelley Winters, joins Phil in Philadelphia to talk candidly about her beginnings as Shirley Schrift, a street-smart kid from Brooklyn; her struggle to break out of the glamorous sexy roles to become a serious actress; her turbulent romantic life; and the lack of quality roles for mature actresses in Hollywood today. (BOOK: Shelley: Also Known as Shirley, c/o Ballantine Books, 101 E. 50th St., New York, NY 10022)

7/1 05011

THE PSYCHOLOGY OF ALL-FEMALE AUDIENCES AND MALE DANCERS (VTR)

DONAHUE focuses on the growing popularity of male strippers with all-female audiences, the psychological factors including the nature of female sexuality, new expressions of freedom and openness for women and "traditional" male sexual behavior as a precedent; and examines the social consequences of this trend for both men and women. Some innovative and unique entertainment ideas utilizing male strippers are also presented.

FUTURE PROGRAM HIGHLIGHTS
MAY 8, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

5/4

05041

JACKIE COOPER

Actor-producer-director Jackie Cooper joins Phil to review the excitement and exploitation of his Hollywood childhood, his recent successes in television production, and what he has learned as a survivor of many professional and personal crises. There are film clips of Cooper as a child star in "The Champ." (BOOK: Please Don't Shoot My Dog, Morrow Books, 105 Madison Avenue, New York, NY 10016)

5/5

05051

THE FAMILY BED: PRO AND CON

DONAHUE joins author of the controversial book The Family Bed, Tine Thevenin, who advocates letting a child sleep with his parents until he decides to leave the family bed along with University of California child psychiatrist Gary Gelber who believes this causes separation problems making it difficult for them to leave home or terminate future love relationships. (BOOK: The Family Bed, by Thevenin, P.O. Box 16004, Minneapolis, MN 55416; Gelber, 337 Spruce St., San Francisco, CA 94118)

5/6

05061

TOO MUCH TV & CHILDREN

DONAHUE discusses whether long hours looking at television affect children's creative and mental abilities, their behavior and their views on sex and violence; and explores some ideas for parents who are considering "throwing out the TV set" with Patty Rooney-Rebeck, director of Chicago's DePaul University TV project, which helps young, heavy TV watchers develop other interests, and 7-year-old Paul Kleinman, a participant in the project. (WRITE: Neil Postman, School of ED/NYU, Washington Square, New York, NY 10003; Rebeck, c/o DePaul Univ., 2219 N. Kenmore Ave., Chicago, IL 60614)

5/7

05071

BREAKING OUT OF THE MIDDLE CLASS SQUEEZE

James Davidson, Chairman of the National Taxpayers Union, explains how the American Middle Class is being squeezed by the government bureaucracy, the tax structure, the money system, underemployment, the inflationary costs of legal services, health care, energy, and housing; and proposes how they can "break out" by taking personal risks, becoming political skeptics, and resisting the present tax system. (BOOK: The Squeeze, Pocket Books, 1230 Avenue of the Americas, New York, NY 10020)

5/8

05081

CANCEL: WIVES OF TRAVELING HUSBANDS

ADD: ASTRONAUTS JOHN YOUNG AND ROBERT CRIPPEN (VTR)

Columbia Space Shuttle Astronauts John Young and Robert Crippen join Phil to discuss the costs and benefits of their historic flight, their personal and technical evaluations of its success, and their hopes for the future of the U. S. space program.

FUTURE PROGRAM HIGHLIGHTS
MAY 15, 1981

- | DATE | SHOW # | SHOW TITLE & COPYLINE |
|------|--------|---|
| 5/11 | 05111 | <p><u>POLICE BRUTALITY: THE McALLEN, TEXAS CLASS ACTION SUIT</u></p> <p>DONAHUE examines the widespread phenomenon of police brutality focusing on the cases of young Mexican Americans who were regularly victimized by members of the McAllen, Texas Police Department and presents videotapes of many of the attacks recorded by the police themselves. Guests include former victim Guadalupe Cana, Jr.; mother of a victim, Margie Robles; attorney Jim Harrington, ACLU-South Texas Project, who has helped win more than \$410,000 in class action suits on behalf of 25 victims; and Texas sociologist Delores Reed-Sanders, who believes that police officers as a group develop attitudes and behavior that make such brutality seem justified. (WRITE: ACLU, Box 1493, San Juan, TX 78589)</p> |
| 5/12 | 05121 | <p><u>SEXUAL DYSFUNCTION: DR. DOMEENA RENSHAW</u></p> <p>Dr. Domeena Renshaw, director of Loyola University of Chicago's sexual dysfunction clinic joins two couples in different stages of married life to discuss such problems as sexual apathy and poor intimate communication, the roots of these problems in the society and the family, and how professional therapy can help to solve them. (WRITE: c/o Foster G. McGaw Hospital, Loyola University of Chicago, Maywood, IL 60153)</p> |
| 5/13 | 05131 | <p><u>HOWARD RUFF</u></p> <p>Howard Ruff, editor-publisher of <u>The Ruff Times</u> investment advisory service and author of <u>How To Prosper During the Coming Bad Years</u>, discusses the recent economic history of 1980's and the effect the Reagan Administration has had and will have on the economy; and shares some survival techniques for the rest of this dangerous and inflationary decade. (BOOK: <u>Survive & Win in the Inflationary Eighties</u>, Times Books, WRITE: P.O. Box 2000, San Ramon, CA 94583)</p> |
| 5/14 | 05141 | <p><u>EXTINCTION: PAUL AND ANNE EHRLICH</u></p> <p>Paul and Anne Ehrlich, Stanford University ecologists and co-authors of <u>Extinction</u>, join Phil to discuss how human greed, neglect, and the "search for progress" has endangered many species in our delicately balanced ecological system, and what the extinction of these species might mean for our future survival, and what we can do to protect ourselves against ourselves. (BOOK: <u>Extinction: The Causes and Consequences of the Disappearance of Species</u>; WRITE: c/o Random House, Inc., 201 E. 50th St., New York, NY 10022)</p> |
| 5/15 | 05151 | <p><u>SLUM LANDLORDS</u></p> <p>Chicago real estate investor Vincent J. Incopera, defending his role as a "slum landlord," WLS-TV reporter Peter Karl, who has investigated Incopera and other landlords, joins Phil to discuss how deteriorating buildings can generate excellent profits for their owners while endangering the lives of tenants and destroying the future of entire neighborhoods and explores what tenants and local housing court systems can do to end building code, fire regulation and tax law violations. (WRITE: Mr. Vincent, P.O. Box 677, Elmhurst, IL 60126)</p> |

FUTURE PROGRAM HIGHLIGHTS
MAY 22, 1981

****SYNDICATION ONLY****

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

5/18

05181

WHISTLEBLOWERS

DONAHUE talks with several workers who have "blown the whistle" on abuse, fraud and waste by their employers and whose careers have suffered because they have spoken out including former FDA scientist, J. Anthony Morris, who raised questions about the swine flu vaccination program and Leo Kohls a former UPS truckdriver, who refused to drive unsafe trucks. They are joined by Columbia University political scientist Alan Westin who feels that the federal and state governments should protect workers who speak out about unsafe, illegal, and unethical practices in the workplace. (WRI Education Fund for Individual Rights, 475 Riverside Drive, New York, NY 10115)

5/19

05191

THE FUNERAL INDUSTRY - PART II (VTR)

DONAHUE continues its probe of the \$6.4 billion funeral industry from the perspective of the ordinary consumer including, how to avoid unnecessary and unwanted costs in making funeral arrangements; the changing role of the funeral directors; how to plan your funeral before you die; and lower priced alternatives to traditional funerals. Guests are: Richard Myers, president of the National Funeral Directors Association, 845 Washington Blvd., Ogden, UT 84404; former mortician Dr. James Reveley, 1203 S. Presa, San Antonio, TX 78210; and FTC commissioner Michael Pertschuk, 6th and Pennsylvania Ave. NW, Washington, DC 20580)

5/20

05201

THE KIDS' BOOK OF DIVORCE

NOTE CHANGE OF ADDRESS

Several young people from the Fayerweather Street School in Cambridge, MA, who have helped to write The Kids' Book of Divorce, join Phil to talk about the feelings of anger, guilt and fear they experienced living through their parents' divorces and share some practical ideas on such sensitive issues as children's rights in custody battles and how to deal with a parent who is dating. They are joined by their teacher and the book's editor Eric Rofes. (WRITE: Rofes, c/o Stephen Greene Press, Fessenden Rd., Brattleboro, VT 05301; BOOK: The Kids' Book of Divorce, c/o Lewis Publishing Co 15 Muzzey St., Lexington, MA 02173)

5/21

05211

DANCE THEATRE OF HARLEM (VTR)

Founder and director of the Dance Theatre of Harlem, Arthur Mitchell discusses how his efforts have helped to eliminate color barriers in the world of classical ballet and the importance of excellence in the arts for all young people, especially disadvantaged black youth. Members of his company are featured in four excerpts of their work, both classical and contemporary. (WRITE: Dance Theatre of Harlem, 466 W. 152nd St., New York, NY 10031)

5/22

05221

ALAN AND ARLENE ALDA (VTR)

Actor-director-writer Alan Alda is joined by his wife Arlene to discuss their first professional joint venture, in which Arlene as photographer, shared in the behind-the-scenes action of his latest movie project "Four Seasons" and produced a photo-journal On Set. They also discuss Alan's many contributions to his CBS-TV series M*A*S*H and the sacrifices and joys of maintaining a 25-year-old marriage through periods of poverty and prosperity.

FUTURE PROGRAM HIGHLIGHTS
 MAY 29, 1981

CHGO.
 DATE

SHOW #

SHOW TITLE & COPYLINE

5/25

05251

CANCEL: THE FUNERAL INDUSTRY PART II (RESCHEDULED AS #05191)
ADD: SENATORS HOWARD METZENBAUM & WILLIAM ARMSTRONG (VTR)

Demonstrating a bipartisan concern about waste and inefficiency in defense spending, Senators Howard Metzenbaum (D-OHIO) and William Armstrong (R-COLO) join Phil to explain how better cooperation among the individual branches of the Armed Services and a more watchful system of Congressional review could create a stronger military and still reduce the multibillion dollar defense budget. (WRITE: Metzenbaum, 347 Russell Bldg., Washington, DC 20510; Armstrong, Rm. 1321, Dirksen Bldg., Washington, DC 20510)

5/26

05261

WIVES OF TRAVELING HUSBANDS (VTR)

Wives of men who have to travel on their jobs join Phil to discuss the problems they face including maintaining trust in their relationships, loneliness, and making decisions at home with the children; and also the positive aspects of this lifestyle such as increased independence.

5/27

05271

DR. CARL SAGAN AND STEPHEN JAY GOULD - PART II (VTR)

Phil Donahue concludes a two-part discussion with astronomer Dr. Carl Sagan and Harvard paleontologist Stephen Jay Gould, who explain and update the latest scientific evidence to support Darwin's theory of evolution, the gaps in the fossil record, and how evolution differs from the Bible's version of creation. (WRITE: Sagan, Rm.304/ Space Science Bldg., Cornell Univ., Ithaca, NY 14853; Gould, Museum of Comparative Zoology, Harvard University, Cambridge, MA 02138)

5/28

07310

"STREET PEOPLE" (RE-RUN)

DONAHUE presents an inside look at America's "street people", those people on the corners of every city who make their living from passersby and discusses with author photographer Janet Beller and several of these unique individuals about how and why they live as they do. (BOOK: Street People by Janet Beller, MacMillan Publishing Co., Inc., 866 Third Avenue, New York, NY 10022)

5/29

10140

HERPES SIMPLEX VIRUS (RE-RUN)

DONAHUE talks with victims of the nation's fastest growing sexually transmitted disease, herpes simplex virus, about the day-to-day physical, emotional, and social consequences which this lifelong recurrent condition causes; and discusses what the public needs to know about preventing and controlling herpes simplex with HELP program director Carla F. Hines. (WRITE: c/o HELP, 260 Sheridan Avenue, Palo Alto, CA 94306)

FUTURE PROGRAM HIGHLIGHTS
JUNE 5, 1981

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
6/1	06011	<u>FRED FRIENDLY, HODDING CARTER III & ATTY. FLOYD ABRAMS (VTR)</u>

Former CBS News president Fred Friendly, Hodding Carter III, the former State Dept. spokesman and host of the PBS series, "Inside Story," and prominent "First Amendment" attorney Floyd Abrams, discuss all sides of "freedom of the press" controversies such as the Carol Burnett vs. National Enquirer suit and the responsibility of the press in covering such important news events as the Presidential assassination attempt. (BOOK: Minnesota Rag by Fred Friendly, Random House, New York, NY 10022)

6/2	08040	<u>HINTS FROM HELOISE (RE-RUN)</u>
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Heloise, the household-hints columnist who has become a household word after twenty years of service to American women, joins Phil in the DONAHUE "test house" to demonstrate a variety of energy, time, and money-saving ideas to solve all kinds of everyday problems in the home. (WRITE: c/o P.O. Box 17808, San Antonio, TX 78217; BOOK: Hints from Heloise, Arbor House, 235 E. 45th St., New York, NY 10017)

6/3	09230	<u>ABUSED WIVES WHO HAVE KILLED THEIR HUSBANDS (RE-RUN)</u>
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DONAHUE looks at three cases of abused wives who eventually killed their husbands: Francine Hughes, who set her sleeping husband ablaze in his bed; Cynthia Hutto, who was tried and acquitted in the shotgun slaying of her husband; and on tape from the Indiana Women's Prison, Joyce DeVillez, who is currently serving a 15-to-25 year term for hiring a gunman to kill her husband for \$1,500. (BOOK: The Burning Bed, by Hughes, c/o Harcourt, Brace Jovanovich, 757 Third Ave., New York, NY 10017; Hutto, Belk, Howard and Coble, P.O. Box 71121, Charleston, SC 29405)

6/4	06130	<u>DR. SHERMAN J. SILBER (RE-RUN)</u>
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Dr. Sherman J. Silber, a pioneer fertility specialist discusses the latest medical research in the causes of infertility, its psychological complications and its treatment; and presents film excerpts of his newly developed testicle transplant procedure. (BOOK: How to Get Pregnant, Charles Scribner's Sons, 597 Fifth Avenue, New York, NY 10117)

6/5	11270	<u>THE PRETTY BABY MODELS (RE-RUN)</u>
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DONAHUE examines the newest trend in high fashion modeling, child models who are transformed into very sexy, make-believe women, as he talks with four of these young women, all under 16, along with their mothers: Kristine Oulman, Bambi Black, Cathleen Ess and Lena Reid. (WRITE: c/o John Casablancas, Elite Agency, 150 E. 58th St., New York, NY 10155)

FUTURE PROGRAM HIGHLIGHTS
JUNE 12, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

6/8

06081

MARIAN BURROS: "KEEP IT SIMPLE" (VTR)

NOTE SPELLING CORRECTION OF FIRST NAME

Food editor for The Washington Post Marian Burros discusses the importance of fresh, additive-free and unprocessed foods in the American family diet; demonstrates some 30-minute meals from her new book Keep It Simple; and explains how her meals compare in cost and nutritional value with the popular fast food meals. (WRITE: c/o William Morrow's Co., Inc., 105 Madison Avenue, New York, NY 10016)

6/9

08150

ANOREXIA NERVOSA (RE-RUN)

DONAHUE explores the causes and treatments for anorexia nervosa, the self-starvation disorder which primarily inflicts puberty-age girls, with Dr. Ronald Lieberman, Director of the Philadelphia Child Guidance Clinic and several recovering anorexics. (WRITE: National Anorexic Aid Society, P. O. Box 29461, Columbus, OH 43229)

6/10

06210

THE NEW CELIBACY (RE-RUN)

DONAHUE explores why more men and women both married and single of all ages, are abstaining from sex and enjoying themselves and finding their lives more enhanced with psychologist Gabrielle Brown, the author of The New Celibacy. (WRITE: c/o McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, NY)

6/11

10290

FRIENDSHIPS (RE-RUN)

DONAHUE examines some of the traditional and contemporary myths about friendships with psychologist-author Joel D. Block, who explains the special "friending" problems faced by young and older singles, married couples, in today's society and offers some new ideas for achieving and sustaining good friendships. (BOOK: Friendship, MacMillan Publishing; WRITE: 100 Manetto Hill Rds., Plainview, NY 11803)

6/12

04170

BREASTS: DR. CHARLENE MOSKOVITZ & DAPHNA AYALAH (RE-RUN)

DONAHUE talks with an audience of men and women who share a wide range of personal and health problems of the breasts; and explores the complex social attitudes and anxieties about breasts with Chicago psychiatrist Charlene Moskowitz and Daphna Ayalah, co-author of Breasts: Women Speak About Their Breasts and Their Lives. (WRITE: Summit Books, 1230 Avenue of the Americas, New York, NY 10020)

FUTURE PROGRAM HIGHLIGHTS
June 19, 1981 and June 26, 1981

SYRACUSE, NEW YORK REMOTE WEEK
TAPED AT THE ONONDAGA WAR MEMORIAL

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

6/15

06151

CAROL BURNETT & CHARLES GRODIN (VTR)

NOTE ADDITION OF ADDRESS

Two award-winning and popular talents, Carol Burnett and Charles Grodin, join Phil in Syracuse to discuss their concern about the level of "socially-accepted abuse" in our daily lives and to outline their plans to create an organization which will promote sensitivity and common courtesy as national and personal priorities. (WRITE: FRIENDLY, 545 Madison, Suite 800, New York, NY 10022)

6/16

06161

CANCEL: THE CINDERELLA COMPLEX

ADD: SURROGATE BIRTHS: WHO GETS THE CHILD? (VTR)

DONAHUE talks with a childless Rochester, NY couple who have dropped their custody battle over a child borne by a California woman under a surrogate birth agreement with the father. They are joined by attorney Noel Keane, who has been a pioneer in surrogate birth agreements, to discuss the still unresolved custody issues in surrogate parenting and how recent court decisions on the rights of unmarried fathers will impact on these cases.

6/17

06171

INCEST: A FAMILY CRISIS (VTR)

DONAHUE talks with Katherine Brady, author of Father's Days and a victim of a ten-year incestuous relationship, who is joined by both of her parents to explain how all their lives were affected, and to focus on her foundation's efforts to help other young women and entire families survive the trauma of incest. (WRITE: Katherine Brady Foundation, Inc., GPO Box 1628, New York, NY 10116, BOOK: Father's Days, Dell Publishing Co., Inc., 1 Dag Hammarskjold Plaza, New York, NY 10017)

6/18

06181

THE CINDERELLA COMPLEX (VTR)

DONAHUE examines the negative consequences of "The Cinderella Complex," with author Colette Dowling, who argues that this "fear of independence," which many women share, has its beginnings in how girls are raised, and explores how all women - single and paired - can live up to their native abilities and function as true individuals. (BOOK: The Cinderella Complex, Summit Books, 1230 Avenue of the Americas, New York, NY 10020)

6/19

06191

SEX EDUCATION: PRO & CON (VTR)

DONAHUE presents both sides of the sex education in the public schools debate with Richard Lincoln, senior vice-president of the Guttmacher Institute, who believes that schools have an essential role in solving the near-epidemic teenage pregnancy problem and Dr. Scott Thomson, executive director of the National Association of Secondary School Principals, who argues that such programs are a waste of tax dollars because they are ineffective against the sexually permissive society outside the classroom. (WRITE: Thomson, 1904 Association Drive, Reston, VA 22091; Lincoln, Alan Guttmacher Institute, 360 Park Avenue, New York, NY 10010)

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
6/22	06221	CONGRESSMAN LES ASPIN

Rep. Les Aspin (D-Wis.), an outspoken critic of the Reagan administration's budget cutting plans, joins Phil to discuss the strengths and weaknesses of congressional leadership, including Speaker Tip O'Neill; and his specific proposals for improving the quality of military personnel, cutting the defense budget, and revamping the food stamp program. (WRITE: Congressman Les Aspin, House of Representatives, Washington, DC 20505)

6/23	06231	<u>SHERE HITE: MALE SEXUALITY</u> ***NOTE ADDITION OF ADDRESS***
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Shere Hite, best-selling author of The Hite Report on female sexuality, shares her latest research focusing on male sexuality -- how men feel about love, their relations to women and each other, growing older, pornography, and a variety of sexual practices and fantasies. (BOOK: The Hite Report on Male Sexuality, Alfred A. Knopf) (WRITE: P. O. Box 5282, FDR Station, New York, NY 10022)

6/24	06241	<u>OLDER WOMEN MARRIED TO YOUNGER MEN</u>
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Actress Katherine Helmond of TV's "Soap" and her husband David Christian, who is 10 years her junior, discuss the challenges of building a 11-year-old marriage despite their age differences. They are joined by a Syracuse, NY couple, Marlene (age 39) and Glenn (age 27) Slaymaker to share the rewards and the difficulties of an older woman married to a younger man in today's society.

6/25	06251	<u>ALTERNATIVE SCHOOLS MOVEMENT</u>
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DONAHUE looks at the growing numbers of private or alternative schools across America, their successes and failures, how they compare with public schools, and examines whether a strong alternative schools movement threatens and weakens the public school system with Roberta Weintraub, president Los Angeles Board of Education; Elaine Gills, director of the DuBois Academic Institute; and Pat Montgomery, Ph.D, president, National Coalition of Alternative Community Schools.

6/26	06261	<u>LONI ANDERSON</u>
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Actress Loni Anderson who portrays the brainy blonde on "WKRP in Cincinnati" joins DONAHUE to discuss why she feels she really is "Jennifer." She will also give her views on women and marriage, divorce, dating, femininity, credit and equality. (WRITE: c/o Kingsley Colton, Kingsley Colton Associates, 321 S. Beverly Drive, Beverly Hills, CA 90212)



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*****ADDENDUM TO JULY 3, 1981 FUTURE PROGRAM HIGHLIGHTS*****

<u>CHGO. DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
7/2	<u>CANCEL #07021</u>	<u>THE PROVE HIGH SCHOOLS</u>
	<u>ADD # 10300</u>	<u>RICH KIDS (RE-RUN)</u>

George Pillsbury, heir to the Minnesota flour and banking fortune, joins several other young adults who have inherited wealth to discuss the personal problems of growing up rich, and how they are giving away money to help change "the system" that made possible the fortunes they inherited. (WRITE: Pillsbury, c/o The Funding Exchange, 80 Fifth Avenue, Suite 1203, New York, NY 10010)

FUTURE PROGRAM HIGHLIGHTS
 JULY 3, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

6/29

06291

"LIFE AT DEATH"

NOTE ADDITION OF ADDRESS

DONAHUE explores new information about the process of dying and the controversies about "life after death" with several survivors of near-death experiences and psychologist Kenneth Ring, Ph.D, president of the International Association for Near-Death Studies and author of Life at Death. They also discuss how these experiences have transformed their lives and their attitudes toward death. (BOOK: Life at Death, Coward, McCann & Geoghegan, 200 Madison Ave., New York, NY 10016) (WRITE: LANDS, Box U-20, Univ. of Connecticut, Storrs, CT 06268)

6/30

06301

CREATION VS. EVOLUTION IN THE PUBLIC SCHOOLS

NOTE GUEST CHANGE & COPYLINE CHANGE

Rev. Roy McLaughlin, state chairman of the Arkansas Moral Majority, supports the teaching of creationism in the public schools, as mandated by a recent state law; in debate with Bruce Ennis, National Legal Director of the American Civil Liberties Union, who will challenge the constitutionality of that law in Arkansas state courts. They are joined by Kelly Segraves, director of the Creation-Science Research Center in San Diego, CA. (WRITE: McLaughlin, State Chairman, Arkansas Moral Majority, P. O. Box 100, Vilonia, AR 72173; Ennis, National Legal Director ACLU, 132 W. 43rd St., New York, NY 10036)

7/1

07011

"HOUSEWIFE SYNDROME"

NOTE ADDITION OF ADDRESS

Psychotherapist Meryle Gellman, a former victim of "housewife syndrome", joins other women who are suffering with this unexplainable tiredness, depression and assorted physical complaints, to discuss its root causes in the stereotyped image of women's roles in society and how homemakers can work together to find enjoyment in their lives. (WRITE: 1081 Westwood Blvd., Suite 220, Los Angeles, CA 90024)

7/2

07021

THE PROVE HIGH SCHOOLS

Michael Biskupski, coordinator of the Prove High Schools, an alternative public school program for troubled teenagers in Northlake, Illinois, joins several students, parents and alumni to discuss its controversial elements such as its rigidly structured environment and use of discipline and its phenomenal success at educating students whom the public schools have failed to reach. (WRITE: PAEC/PROVE, 1000 Van Buren, Maywood, IL 60153)

7/3

07031

"THE HIGH COST OF STARTING OUT IN THE 80's (VTR)

Several young couples join Phil to discuss the frustrations of trying to buy the all-American family home given today's harsh economic realities and to explain how the pressures of "starting out" in the 80's has affected their relationships and will determine their future family and career plans.

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
7/6	07061	<u>"FIGHTING OFF OLD AGE"</u>

DONAHUE explores new theories about the aging process and discusses how most people over 65 can be healthier and more vital by staying positive, active and independent throughout their lives with Dr. James Fries, director of the arthritic clinic at the Stanford University Medical Center and Dr. James Folsom, director of the International Center for the Disabled. (Forthcoming book by Fries: Vitality and Aging, W.H. Freeman Co., San Francisco, CA) (WRITE: Fries, Stanford University Hospital, S-102B, Stanford, CA 94304; Folsom, International Center for Disabled, 340 E. 24th St., New York, NY 10010 - Booklet (Send SASE) Help Begins at Home, ICD, Dept. D, 340 E. 24th St., New York, NY 10010)

7/7	07071	<u>THE RECIPE DETECTIVE</u>
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Gloria Pitzer, a self-proclaimed "recipe detective" reveals how she deciphers the famous secret recipes of America's most successful fast food chains and joins Phil in the DONAHUE kitchen to prepare such money-saving delicacies as "Big Bucket in the Sky Fried Chicken" and "Big Match Attach Secret Sauce.") (WRITE: (Send SASE) Secret Recipes, Box 152, St. Clair, MI 48079)

7/8	07081	<u>JESSE JACKSON AND BENJAMIN HOOKS</u>
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Jesse Jackson, national director of Operation PUSH and executive director of the NAACP Benjamin Hooks join Phil to discuss the effects of President Reagan's economic policies and federal budget cuts on the survival of America's hard core unemployed and of low-income families and to examine the political and social gains and losses which blacks have experienced over the last decade. (WRITE: Operation PUSH, 930 E. 50th St., Chicago, IL 60615; NAACP 1790 Broadway, New York, NY 10019)

7/9	07091	<u>SPECIAL ADOPTABLE CHILDREN</u>
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DONAHUE takes a close-up look at the problems of children who are traditionally "unadoptable" because of their race, age, physical handicaps and emotional problems with Judy and Carl Nielsen, who are joined by their 12 children (nine of whom are adopted) to discuss the challenges of their unique family. Marilyn Panichi of the Adoption Information Center of Illinois and several potential adoptees with special problems including newborns and teenagers are also guests. (WRITE: Council of Adoptive Parents, 700 Exchange St., Rochester, NY 14608) (ALSO ADDRESS FOR CAP BOOK)

7/10	07101	<u>RICHARD VIGUERIE (VTR)</u>
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Publisher of the "Conservative Digest" Richard Viguerie, expresses the concerns of the "New Right" about the nomination of Sandra O'Connor as Supreme Court Justice, based on her past public positions on ERA and abortion, and reviews the pluses and minuses of the Reagan Administration's efforts to carry out its conservative campaign promises. (BOOK: The New Right: We're Ready to Lead, WRITE: c/o The Viguerie Company, 7777 Route 7, Falls Church, VA 22043)

FUTURE PROGRAM HIGHLIGHTS
JULY 17, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

7/13

07131

STERILIZATION PLUG

Philadelphia gynecologist Dr. Theodore Reed discusses and demonstrates via videotape the silicone plug, a newly-developed non-surgical sterilization technique which promises to be reversible, quick and easy. Joined by Dr. Louise B. Tyrer, Vice President for Medical Affairs for Planned Parenthood. (WRITE: RSP Laboratories, Inc., P. O. Box 252, Stamford, CT 06904)

7/14

07141

WAITRESSES

20-year veteran waitress and author of Just Tip Me Mister!, Cecilia Fusco joins an entire audience of waitresses on DONAHUE to share the day to day trials and tribulations and the skills required to do their work and also to examine the career opportunities and obstacles women encounter in the restaurant business. (BOOK: Just Tip Me Mister, Fusco, 368 N. Ontario, Lindenhurst, NY 11757)

7/15

07151

CHRIS EVERT LLOYD & ANDREA JAEGER

DONAHUE explores the image, the finances, and the competition of the world of women's professional tennis with two of its most successful players: 3-time Wimbledon winner Chris Evert Lloyd and 16-year-old Andrea Jaeger. (WRITE: Women's Tennis Association, 1604 Union Street, San Francisco, CA 94123)

7/16

07161

ELLIE SMEAL

Ellie Smeal, president of the National Organization for Women (NOW), discusses the priorities of the women's movement in the coming "Countdown Year" for ERA ratification and other issues including her views on Sandra O'Connor as the first woman nominated to the Supreme Court, women and the draft, and the pending Human Life Amendment. (WRITE: 425 13th St., NW, Suite 1048, Washington, DC 20004)

7/17

07171

UNIVERSITY EDUCATION: PRO AND CON (VTR)

Professor Jacob Neusner of Brown University explains his belief that university education today does not prepare students for living or working in the real world in a discussion with Irving Spitzberg, General Secretary of the American Association of University Professors, who presents a more positive view of academic life on American university campuses. (WRITE: Spitzberg, Suite 500/1 DuPont Circle, Washington, DC 20036; Neusner, Ph.D., Religious Studies, Brown University, Providence, RI 02912)

FUTURE PROGRAM HIGHLIGHTS
JULY 31, 1981

<u>CHGO.</u> <u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
7/20	<u>07201</u>	<u>DR. WALTER E. WILLIAMS</u> Economist Dr. Walter E. Williams articulates the concerns of the new black conservative political movement which supported Ronald Reagan in the last election including his controversial views on black youth unemployment, minimum wage laws, the proposed Reagan administration budget cuts, affirmative action and the future of the black middle class and the black urban "underclass." (WRITE: c/o George Mason University, Dept. of Economics, 4400 University Drive, Fairfax, VA 22030)
7/21	<u>07211</u>	<u>HARRY BELAFONTE</u> Harry Belafonte, best known for his exciting calypso musical style, talks about his new image as an entertainer, the current political and social issues which concern him, and performs some music from his latest album, "Loving You is Where I Belong." (WRITE: c/o John Springer, 667 Madison Avenue, New York, NY 10021)
7/22	<u>07221</u>	<u>THE PROVE HIGH SCHOOLS</u> Michael Biskupski, coordinator of the Prove High Schools, an alternative public school program for troubled teenagers in Northlake, Illinois, joins several students, parents and alumni to discuss its controversial elements such as its rigidly structured environment and use of discipline and its phenomenal success at educating students whom the public schools have failed to reach. (WRITE: PAEC/PROVE, 1000 Van Buren, Maywood, IL 60153)
7/23	<u>07231</u>	<u>ANTI-SEMITISM IN THE 80's: THE HOLOCAUST SURVIVORS' VIEW</u> DONAHUE examines the current strength of anti-Semitic sentiments and violent activities around the world from the perspective of Holocaust survivors and other Jewish Americans in a discussion with Monroe Freedman, director of the U.S. Holocaust Memorial Council. (WRITE: c/o 425 13th St., NW, Suite 832, Washington, DC 20004)
7/24	<u>07241</u>	<u>JOHN & BO DEREK (VTR)</u> Bo Derek, whose starring role in "10" has transformed her into an international sex symbol, joins her producer-husband John to discuss the censorship controversy over their remake of "Tarzan, the Ape Man," their marriage, and their professional careers. (WRITE: 256 S. Robertson Blvd., Beverly Hills, CA 90211)



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***REVISION OF FUTURE PROGRAM HIGHLIGHTS
DATED FRIDAY, JULY 31, 1981***

CHGO.
DATE

SHOW #

SHOW TITLE & COPYLINE

7/27

07271

THE WORLD OF PROFESSIONAL WRESTLING

Several men and women wrestlers join Phil in the "ring" to discuss the growing popularity and changing image of professional wrestling, their lifestyle outside the ring, and also to demonstrate the techniques and showmanship of their profession. Featured guests include: retired world champion Verne Gagne, current champion Nick Bockwinkel, and Adrian Golden Boy Adonis. (WRITE: Minneapolis Boxing & Wrestling Club, 600 Shelard Tower, Minneapolis, MN 55426)

7/28

CANCEL: #07281

THE BASEBALL STRIKE

ADD: #02050

THE SUPER MOM MYTH (RE-RUN)

DONAHUE explores the myth of the "Super Mom", the maternal wizard who easily engineers and controls every aspect of her household duties while providing her children with all the material things and the "quality of life" they desire; and explains how even the less than perfect parent can bring up a happy, healthy child. The guests are freelance writer Jane Marks and Wisconsin professor Dr. William Offenkrantz.

7/29

07291

THE KAHN REPORT ON SEXUAL PREFERENCES

Clinical psychologist Sandra S. Kahn discusses the unexpected and sometimes controversial results of her studies on men's and women's sexual preferences, and explains the importance of couples learning to better communicate these preferences to each other. (BOOK: The Kahn Report on Sexual Preferences, St. Martin's Press, 175 Fifth Avenue, New York, NY 10010)

7/30

07301

CONTRACEPTIVE ADVERTISING FOR TELEVISION: PRO AND CON

DONAHUE features a debate of the current television ban on contraceptive advertising with Sol Gordon, Ph.D, Professor of Child and Family Studies at Syracuse University, who feels that such advertising would be helpful especially for sexually active teenagers, and Ernest Villas, Vice Chairman of "Morality in Media," who argues that lifting the ban would only promote immorality. (WRITE: GORDON, Syracuse University, 760 Ostrom, Syracuse, NY 13210; VILLAS, Morality in Media, 475 Riverside Drive, NYC, 10115)

7/31

07311

LA LECHE LEAGUE (VTR)

An entire DONAHUE audience of nursing mothers and their babies join Mary Ann Kerwin, Chairman of the Board, La Leche League International, and Norma Swenson, co-author of Our Bodies: Ourselves to discuss the social pressures, practical problems, personal rewards and feminist issues involved in the choice to breastfeed a baby in the 80's. (WRITE: 9616 Minneapolis Avenue, Franklin Park, IL 60131; SWENSON, Boston Women's Health Collective, Box 192, West Summerville, MA 02144, BOOK: "Our Bodies: Ourselves")



MULTIMEDIA

FUTURE PROGRAM HIGHLIGHTS
 AUGUST 7, 1981

CHGO.

DATE	SHOW #	SHOW TITLE & COPYLINE
8/3	08031	SELF-DEFENSE FOR WOMEN

DONAHUE examines the common myths about violent assaults on women and new techniques and gadgets designed for women's special self-defense needs with Judy Ravitz, director of the Los Angeles Commission on Assaults Against women and Christine Masterson, director of the Chicago-based Chimera Self-Defense program. (WRITE: CHIMERA, 37 S. Wabash, Chicago, IL 60603; LACAAW, 543 N. Fairfax Ave., Los Angeles, CA 90036)

8/4	CANCEL: 08041 ADD: 09290	GIGOLOS (RE-RUN)
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DONAHUE explores the practical and philosophical aspects of being a gigolo (a man who makes his living off the favors of women) in a discussion with three distinctly different gigolos and author Lynn Ramsey, who has studies gigolos and the women they serve (WRITE: RAMSEY, Box G, 20 W. 46th, New York, NY 10036; BOOK: Gigolos)

8/5	CANCEL: 08051 ADD: 10280	GROWN CHILDREN LIVING WITH PARENTS (RE-RUN)
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DONAHUE talks with grown children, who have never left home or who have returned after emotional or financial set backs, and their parents about the conflicts and compromises which arise in this situation; and Marin County psychiatrist Paul Kingsley, discusses the positive and negative aspects of this trend. (WRITE: Dr. Paul Kingsley, M.D., 1321 Eliseo Drive, Kentfield, CA 94904)

8/6	CANCEL: 08061 ADD: 01271	MALE SEXUAL SOLUTIONS (RE-RUN)
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DONAHUE presents a comprehensive review of the psychological, emotional and physical problems men face with their own sexuality and in their lovemaking with Michael Castleman, the author of Sexual Solutions; James Petersen, "The Playboy Advisor" columnist; and urologist Jim Smolev, Director of Male Services, Johns Hopkins Medical School. (WRITE: Book, Simon & Schuster, 1230 Ave. of the Americas, NYC 10020; CASTLEMAN 55 Sutter St., Suite 645, San Francisco, CA 94104, SMOLEV, 550 N. Broadway, Baltimore, MD 21205)

8/7	CANCEL: 08071 ADD: 10080	SOLDIERS OF FORTUNE (RE-RUN)
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DONAHUE talks with several American soldiers of fortune, men who fight in foreign wars for profit and adventure, and the Editor-Publisher of Soldier of Fortune magazine Robert K. Brown, about their concern for the diminishing position of the U.S. military in the world; and explores their anti-communist, anti-gun control, and pro-police views. (WRITE: Soldier of Fortune, Box 693, Boulder, CO 80306)

FUTURE PROGRAM HIGHLIGHTS

AUGUST 14, 1981

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
8/10	02010	<p><u>TRANSSEXUAL COUPLE (RE-RUN)</u> ***NOTE ADDRESS CHANGE***</p> <p>Transsexuals Sheila (formerly Harry) and her marriage partner Jean Reynolds (who is awaiting a sex change operation to become a man) discuss their unique relationship and psychological and emotional problems they face because of their lifestyle. (WRITE: Ted Friedman, Ph.D., Transition Midwest, P.O. A.A. 1034, Evanston, IL 60204)</p>
8/11	06270	<p><u>COMPETING (RE-RUN)</u> ***NOTE ADDRESS CHANGE***</p> <p>Psychiatrist-author Harvey Ruben explores the never-ending American sport of competing; how it pervades our homes, workplaces, friendships, and sexual relationships; and how to succeed in competition by playing the game to your best advantage and avoiding its negative side effects. (BOOK <u>Competing</u>, Harper & Row, 10 East 53rd St., New York, NY 10022)</p>
8/12	10150	<p><u>GAY SENIOR CITIZENS (RE-RUN)</u></p> <p>Members of the New York City-based organization, "Senior Action in a Gay Environment," discusses the unique problems which gay senior citizens experience in our society, how they are working to protect their rights, and explain some of the positive aspects of their life style. (WRITE: c/o Senior Action in Gay Environment, 487A Hudson St., New York, NY 10014)</p>
8/13	07170	<p><u>NUDISTS CAMPS (RE-RUN)</u></p> <p>Managers of a Wisconsin family nudist camp, Walter and Kathryn Hochbaum join other families who believe in nude camping and sunbathing to discuss the benefits of this activity and the negative attitudes toward nudity in our society. (WRITE: Sun Ray Hills, P. O. Box 246, Burlington, WI 53105)</p>
8/14	02121	<p><u>MOTHERS RESIGNING THEIR FAMILIES (RE-RUN)</u></p> <p>Two women, who felt so overburdened and overwhelmed by their husbands and children that they effectively resigned from family life - one by leaving town and the other by locking herself away in a room - join family therapist Sonya Rhodes, D.S.W. to discuss how women can develop a sense of individual identity balanced with their commitments to their families. (BOOK: <u>Surviving Family Life</u>, WRITE: c/o Dr. Rhodes, 275 Central Park West, New York, NY 10024)</p>

MORE

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

8/17

08171

DYSLEXIA: DR. HAROLD LEVINSON

Dr. Harold Levinson, professor of psychiatry and neurology at New York University Medical Center, shares new information about the causes and successful treatment of dyslexia and discusses the wide range of physical and emotional problems associated with this disorder. He is joined by dyslexic adults and children, including Olympic champion Bruce Jenner. (WRITE: 61-34 188th St., Fresh Meadows, NY 11365; BOOK: A Solution to the Riddle Dyslexia, Springer Verlag, 175 Fifth Avenue, New York, NY)

8/18

08181

CANCEL: BREAST CANCER UPDATE (RE-SCHEDULE AS #08311)
ADD: CHARITIES IN AMERICA

DONAHUE examines the ethics, politics and economics of how America's multi-billion dollar charities raise money and spend it with Jerry Lewis, national chairman of the Muscular Dystrophy Assn., Allan Jonas, chairman of the Board, American Cancer Society; Walter Bremond, Executive Director, National Black United Fund; and William Aramony, President, United Way of America.

19

08191

CANCEL: MEDICAL ADVANCES (RE-SCHEDULE AS #09031)
ADD: WILLIAM WINPISINGER

Union leader William Winpisinger, President of the International Association of Machinists and Aerospace Workers, which represents nearly 1 million American workers, shares his views on the need for drastic cuts in the defense budget, the causes of inflation, the current status of labor-management relations, and his support of the air traffic controllers strike.

8/20

08201

TBA

8/21

08211

TBA

FUTURE PROGRAM HIGHLIGHTS
AUGUST 28, 1981

Chgo.
DATE

SHOW #

SHOW TITLE & COPYLINE

DANCE FOR FITNESS

8/24

08241

DONAHUE takes a close-up look at the most important element of the fitness craze for the 80's -- dancing -- with Judi Sheppard Missett, the creator of "Jazzercise" and Ellen Jacob, author of Dancing and founder of the Danceways Foundation who demonstrates some simple, effective techniques in ballet, tap and modern dance. (WRITE: Jazzercise, 2808 Roosevelt, Carlsbad, CA 92008; Danceways, 393 W. End Ave., New York, NY 10024)

8/25

08251

A HOUSEWIFE ON STRIKE
NOTE COPYLINE CHANGE

Spicer, Minnesota housewife Diane Bonnema joins Phil Donahue along with her husband and children to discuss her newsmaking "strike action" against the family's failure to share housekeeping responsibilities, and how the strike was resolved. Also on hand is 12-year-old Kevin Brown and his parents to discuss his successful "strike" to gain a higher allowance. (WRITE: Bonnema, Box 241, Spicer, MN 56288)

8/26

08261

MOTHERS AGAINST DRUNK DRIVERS

Candy Lightner, president and founder of Mothers Against Drunk Drivers (MADD), joins several other outraged mothers and Doris Aiken, president of Remove Intoxicated Drivers (RID) to discuss their crusade to create tougher legislation and less lenient courts for drunken driving offenses. (WRITE: MADD, 5330 Primrose-Suite 146, Fair Oaks, CA 95628; RID, P.O. Box 520, Schnectady, NY 12301)

8/27

08271

OFF-PRICE SHOPPING

Iris Ellis, publisher of the Save on Shopping (S.O.S.) Directory and Ben Cammarata, owner of the T.J. Maxx chain of off-price stores joins Phil to discuss the growing popularity of stores which sell top quality brand-name merchandise, including clothing, furniture and food at bargain prices; and to demonstrate some of the secrets of successful off-price shopping. (WRITE: Ellis, Box 10482, Jacksonville, FL 32007; T.J. Maxx, Box 878, 770 Cochituate Rd., Framingham, MA 01701)

/28

08281

VICTORIA PRINCIPAL AND ANDY GIBB (VTR)

Victoria Principal, popular star of TV's "Dallas" and Andy Gibb, the younger brother of the recording stars "Bee Gees," join Phil to talk about how their romantic relationship bloomed into a musical venture -- their first recording "All I Have to Do is Dream," and to share their views on careers, marriage, and the pros and cons of celebrity status. (WRITE: c/o Rogers & Cowan, 9665 Wilshire Blvd., Suite 200, Beverly Hills, CA 90210)

FUTURE PROGRAM HIGHLIGHTS
 SEPTEMBER 4, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

8/31

08311

BREAST CANCER UPDATE (VTR)

DONAHUE reviews the latest medical options for treating breast cancer with Dr. Craig Henderson, medical coordinator for Breast Evaluation, Sidney Farber Cancer Institute, and three women who have had various types of breast surgery from the radical mastectomy to the lumpectomy. New research in chemotherapy, diagnostic testing and patient education for breast cancer is also discussed. (WRITE: Henderson, 44 Binney St., Boston, MA 02115)

9/1

09011

"THE COMING MATRIARCHY" (VTR)

NOTE ADDRESS CHANGE

The authors of "The Coming Matriarchy," Elizabeth Nickles and Laura Ashcraft explain their four-year research project on the future impact of working women on American family life and their prediction that in the coming generation the balance of power will shift from men to women creating a "matriarchal" society. (WRITE: c/o Seaview Books, 1633 Broadway, New York, NY 10019)

9/2

09021

JOAN BAEZ (VTR)

Political activist-songstress Joan Baez talks candidly about her controversial and stormy six-country tour of Latin America and her determination to spread the human right message internationally through her music. She also performs the title song from her upcoming album, "Children of the 80's." (WRITE: c/o Regency Artists, Ste. 823, 9200 Sunset Blvd., Los Angeles, CA 90069)

9/3

09031

MEDICAL ADVANCES (VTR)

DONAHUE reviews some revolutionary advances in medical science focusing on the work of three specialists: ophthalmologist Dr. Stephen A. Obstbaum, Mount Sinai Medical Center in New York City, who has developed a controversial surgical procedure to correct myopia (nearsightedness); Massachusetts General Hospital surgeon Dr. John F. Burke, who is experimenting with "artificial skin" grafts for burn victims; and cardio-vascular surgeon Dr. Martin Kaplitt, who is utilizing non-invasive cardio-vascular testing (including ultrasound scanning) to screen and monitor heart attack and stroke patients without hospitalization.

9/4

09041

BRUCE JENNER (VTR)

1976 Olympic decathlon star Bruce Jenner discusses some of the real life hurdles which he has overcome to achieve successes in public and private life and his latest venture as co-producer and star of an upcoming NBC-TV drama "Gambling's White Tiger." (WRITE: c/o Wallach Enterprises, Inc., 1400 Braeridge Drive, Beverly Hills, CA 90210)

FUTURE PROGRAM HIGHLIGHTS
SEPTEMBER 11, 1981

CHICAGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
9/7	09071	<u>EXECUTIVE FACELIFTS</u> (VTR) ***PRE-EMPTED IN CHICAGO*** Donahue talks with two male company presidents and a female real estate broker who have had cosmetic surgery strictly to enhance their advantage in the business world. They are joined by Denver, CO plastic surgeon Dr. John Grossman to discuss the increasing numbers of business people who are choosing to have facelifts and the psychological, medical and financial factors involved. (WRITE: Dr. John Grossman, Rose Medical Center, 4545 E. 9th Ave., Denver, CO 80220)
9/8	09081	<u>YOUNG AMERICANS FOR FREEDOM</u> Bob Heckman, executive director of Young Americans for Freedom, joins several of his members to discuss their 20-year-old history as staunch anti-communists and pro-free enterprisers, their views on current foreign affairs and domestic issues, and how they are using their newly-acquired power as supporters of the Reagan Administration. (WRITE: YAF, Woodland Road, Sterling, VA 22170)
(:)	09091	<u>ALL THE GOOD ONES ARE MARRIED</u> DONAHUE talks with people from all sides of the classic marital triangle: "The Other Woman," "The Woman At Home" and "The Man In The Middle;" and explores the claim of many unmarried women that " <u>All the Good Ones are Married</u> " with author Marion Zola, who has written a book with that same title. (WRITE: c/o Times Books, 3 Park Avenue, New York, NY 10016)
9/10	09101	<u>ERMA BOMBECK</u> Popular humorist Erma Bombeck discusses the philosophy of her upcoming ABC-TV series "Maggie," which is based on a housewife from Dayton, OH; the new creative and businesswise challenges of being a television writer-producer; and also brings us up-to-date on the latest misadventures of her family and friends. (WRITE: c/o Field Newspaper Syndicate, 1703 Kaiser Avenue, Irvine, CA 92714)
9/11	09111	<u>ROWLAND EVANS AND ROBERT NOVAK</u> (VTR) Syndicated political columnists for <u>The Washington Post</u> , Rowland Evans and Robert Novak present an insiders view of Mr. Reagan as President, his "mandate," his advisors, his priorities, and what the "Reagan Revolution" will mean for the economy, social services, foreign policy and the environment. (Book: <u>The Reagan Revolution</u> , c/o E.P. Dutton Publishing, 2 Park Avenue, New York, NY 10016)

FUTURE PROGRAM HIGHLIGHTS
SEPTEMBER 18, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

9/14

09141

MRS. AMERICA PAGEANT CONTROVERSY

Mrs. Maryland, Vicki Vidoni and her lawyer Marvin Mitchelson present their allegations that the results of the 1981 Mrs. America Pageant were "predetermined." On the other side, they are joined by the current Mrs. America Paddy Boyd and pageant president David Marmel, who will deny these charges. (WRITE: c/o Mrs. America Pageant, 9399 Wilshire Blvd., Beverly Hills, CA 90210)

9/15

09151

MARVIN AND BERNARD KALB

NOTE ADDRESS CHANGE

Marvin and Bernard Kalb, both veteran correspondents for NBC News, joins Phil to discuss their latest brotherly collaboration, a novel, The Last Ambassador; they also review what Americans need to learn from our government's involvement in the Vietnam War, and share their views on the politics of the State Department and how the establishment media covers foreign policy crises. (WRITE: c/o Little Brown & Co., 747 Third, New York, NY 10017)

9/16

09161

CANCEL: BOB HOPE

ADD: "HOW TO MARRY MONEY"

NOTE ADDITIONAL GUEST

Psychotherapist Joanna Steichen explains the philosophical and practical aspects of her course "How to Marry Money" which will be offered this fall at New York City's "Network for Learning" and discusses why money is such a taboo subject in American society. She is joined by Brian Popko, president of the Millionaires Club and several of its members. (WRITE: Steichen, c/o Network for Learning, 145 E. 32nd, New York, NY 10016; Millionaires Club, 4500 Campus Dr., Newport Beach, CA 92660)

9/17

09171

CANCEL: THE BETTER BABY INSTITUTE

ADD: DR. HELEN DEROSIS

Psychiatrist-author Dr. Helen DeRosis, discusses the anxieties women experience in their relationships with men, especially the various types of "macho males," how to recognize the potential conflicts, and how to resolve them with a positive step-by-step approach. (BOOK: Women & Anxiety, Delta Books, One Dag Hammarskjold Plaza, New York, NY 10017)

9/18

09181

THE GRAFENBERG SPOT CONTROVERSY (VTR)

DONAHUE discusses the current debate over the nature of female sexual response with Beverly Whipple, RN, who will present her controversial research of the "Grafenberg Spot" as an important female errogenous zone. She is joined by her fellow researcher at Philadelphia's Thomas Jefferson Medical College, Dr. Martin Weisberg, asst. prof. OB/GYN and clinical psychologist William Stayton, Ph.D. (WRITE: Whipple, c/o Jefferson Medical College, Dept. of Psychiatry, Philadelphia, PA 19107)

FUTURE PROGRAM HIGHLIGHTS
SEPTEMBER 25, 1981

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
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9/21	09211	<u>CELEBRITY LOOK-ALIKES</u>
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DONAHUE presents a star-studded guest list featuring Jackie Onassis, Barbra Streisand, Muhammad Ali, Woody Allen, and Mayor Jane Byrne--however, they are in real life the average man or woman next-door who happens to look very much like a famous person. They are joined by Ron Smith, who promotes a national celebrity look-alike service, to discuss the pluses and minuses of their quasi-celebrity status. (WRITE: Ron Smith, Celebrity-Look-Alikes, 9000 Sunset Blvd., Suite 407, Hollywood, CA 90069)

9/22	09221	<u>THOMAS SOWELL</u>
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Economist Thomas Sowell, Ph.D, Senior Fellow at the Hoover Institute gives his perspective as a black political conservative on Reaganomics and the Reagan administration's lessening support for affirmative action and discusses his controversial analysis of the differences between competing ethnic groups in America and the reasons for their successes and their unique problems. (BOOK: Ethnic America, Basic Books, 10 E. 53rd St., New York, NY 10022) (Phone: 212 593-7076)

9/23	09231	<u>PRENATAL LIFE AND EARLY CHILDHOOD</u>
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DONAHUE examines the theory that human personalities can be shaped before birth with psychiatrist Thomas Verny and reviews some new ideas for child-rearing in the first three years of life with Dr. Burton L. White, founder of The Center for Parent Education in Newton, MA. (BOOK: The Secret Life of the Unborn (Summit Books) by Thomas Verny, c/o 93 Harbord St., Toronto, Ontario, CA M5S 1G4) (BOOK: A Parent's Guide to the First Three Years, (Prentice Hall) by Dr. Burton White, c/o 55 Chapel St., Newton, MA 02160)

9/24	09241	<u>PILLS THAT DON'T WORK</u>
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Dr. Sidney Wolfe, director of the Public Citizen Health Research Group, discusses his controversial study of 610 prescription drugs which have proven to be totally ineffective and explains what consumers can do to make doctors and the drug industry more responsive to their needs, (BOOK: Pills That Don't Work, Farrar, Straus, Giroux, 19 Union Square West, New York, NY 10003)

9/25	09251	<u>DR. PENNY WISE BUDOFF (VTR)</u>
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Dr. Penny Wise Budoff, author of No More Menstrual Cramps and Other Good News, joins Phil to discuss toxic shock syndrome as a continuing health hazard, a new safe type of estrogen-replacement therapy for menopausal women and other up-to-date women's issues from pre-menstrual tension to contraception. (WRITE: c/o Penguin Books, 625 Madison Ave., New York, NY 10022)

SALT LAKE CITY, UTAH REMOTE WEEK
TAPED AT THE SALT PALACE

FUTURE PROGRAM HIGHLIGHTS
OCTOBER 2, 1981

<u>CUGO.</u> <u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
9/28	09281	CANCEL: NATIONAL FEDERATION FOR DECENCY: REV. DONALD WILDMON ADD: MR. & MRS. J. R. EWING: LARRY HAGMAN & LINDA GRAY (VTR)
The stars of television's top-rated, prime-time soap-opera "Dallas", Larry Hagman and Linda Gray, discuss the future of their tumultuous and glamorous TV marriage as Mr. and Mrs. J. R. Ewing and their successful and exciting private lives. (WRITE: c/o Lippin & Grant, Inc., 8124 W. Third St., Suite 204, Los Angeles, CA 90048)		
9/29	09291	CANCEL: MR. & MRS. J.R. EWING: LARRY HAGMAN & LINDA GRAY ADD: NATIONAL FEDERATION FOR DECENCY: REV. DONALD WILDMON (VTR)
Founder of the National Federation for Decency, Rev. Donald Wildmon, joins Phil in Salt Lake City to reveal the results of his recent monitoring of "DONAHUE" and to discuss the controversial plan to organize national consumer boycotts of the sponsors of his excessively sexual and violent television programs. (WRITE: Rev. Donald Wildmon, P. O. Box 1398, Tupelo, MS 38801)		
9/30	09301	SEXUAL SURROGATE THERAPY (VTR)
DONAHUE examines the controversy surrounding sexual surrogate therapy for treating sexual dysfunction with Beverlee Marks, director of the Center for Human Communications in San Diego, who is joined by two of the surrogates who work with her, Nancy Beauchaine and Gary Carter, to discuss the guidelines for and obstacles to teaching sensory awareness and intimacy in a clinical setting. (WRITE: Center for Human Communications, 2616 Front St., San Diego, CA 92103)		
10/1	10011	THE ALL-VOLUNTEER ARMY VS. THE DRAFT (VTR)
DONAHUE takes a critical look at today's all-volunteer army with Pentagon manpower chief Lawrence Korb, who explains his efforts to increase the numbers and improve the quality of our armed services; and investigative journalist James Fallows, author of National Defense, who argues that a national draft would produce a more effective military force. (WRITE: Korb, Ph.D, Pentagon, Rm. 2E-757, Washington, DC 20301; Fallows, c/o Random House, 201 E. 50th St., New York, NY 10022)		
10/2	10021	THE COMING PARENT REVOLUTION (VTR)
Jeane Westin, author of The Coming Parent Revolution and a disenchanted "modern parent," discusses her concept of "back-to-basics" parenting, which gives parents the right to teach ethics, morals and manners to their children and establishes parents as the real child-rearing experts in spite of today's anti-family, anti-parent culture. (WRITE: Jeane Westin, c/o R. Marston & Associates, 485 Madison Ave., New York, NY 10022)		

FUTURE PROGRAM HIGHLIGHTS
OCTOBER 9, 1981

DATE	SHOW #	SHOW TITLE & COPYLINE
10/5	10051	DR. SHERMAN J. SILBER Fertility specialist Dr. Sherman J. Silber, author of <u>How to Get Pregnant</u> , discusses his successful work with reverse vasectomies and testicle transplants and gives practical advice on diagnosing and treating the physical and psychological causes of infertility in males and females. (WRITE: c/o Charles Scribner Sons, 597 Fifth Avenue, New York, NY 10017)
10/6	10061	CANCEL: THE FUNDAMENTALIST SCHOOLS MOVEMENT ADD: LORETTA SWIT & GLORIA STEINEM (VTR) Actress Loretta Swit, star of upcoming CBS made-for-tv movie "Cagney and Lacey" joins DONAHUE with Gloria Steinem to discuss why it was important to produce a movie to combat the negative feminist image and the problems, pressures and obstacles in the making of such a movie for television. (WRITE: Steinem, MS Magazine, Dept. CS, 119 W. 40th St., New York, NY 10018)
10/7	10071	"THE BEST OF DEAR ABBY" Abigail Van Buren, whose 25-year-old "Dear Abby" advice column is the most widely read in the world joins Phil to discuss candidly about the letters she couldn't print and reviews how her views have changed on everything from homosexuality to divorce. (BOOK: <u>The Best of Dear Abby</u> , Abigail Van Buren, c/o Andrews & McMeel, Inc., 4400 Johnson Drive, Fairway, KS 66205)
10/8	10081	SELF-ABORTION DEBATE DONAHUE explores both sides of the controversy over a woman's right to perform an abortion on herself with Suzann Gage and Carol Downer of the Los Angeles Feminist Women's Health Center, who are distributing a book with self-abortion instructions, and arguing against the safety and morality of self-abortion, Dr. Bernard Nathanson, author of <u>Aborting America</u> . (WRITE: Nathanson, c/o Pinnacle Books, 1430 Broadway, New York, NY 10018; Gage/Downer, c/o Speculum Press, P.O. Box 1063, Hollywood, CA 90028)
10/9	10091	JAMES D. WATSON: "THE DNA STORY" (VTR) James Watson reviews the importance of his Nobel Prize-winning discovery of DNA and explains the social, ethical, legal and economic consequences of his current research work at New York's Cold Spring Harbor Lab with gene cloning and recombinant DNA. (BOOK: <u>The DNA Story</u> , Dr. James Watson, c/o W. H. Freeman & Co., 660 Market Street, San Francisco, CA 94104)

FUTURE PROGRAM HIGHLIGHTS
OCTOBER 16, 1981

CHGO.

DATE	SHOW #	SHOW TITLE & COPYLINE
10/12	10121	LETTY COTTIN POGREBIN

Letty Cottin Pogrebin, author of Growing Up Free: Raising Your Child in the 80's joins Phil to discuss a positive approach for raising children without sex stereotyping. She feels non-sexist parenting is physically and emotionally good for all children and offers some practical advice for putting these principles to work on day-to-day family life. (WRITE: c/o Bantam Books, 666 5th Ave., New York, NY 10103)

10/13	10131	HARRY REASONER ***NOTE ADDRESS CHANGE***
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Harry Reasoner, CBS News correspondent and co-editor of "60 Minutes" joins DONAHUE to discuss the media today; his own feelings about today's politics and also his new book Before the Color Fades about the first twenty-five years of television news. (WRITE: Reasoner, c/o CBS News, *524 W. 57th St., New York, NY 10019; BOOK: Before the Color Fades, Alfred A. Knopf, 201 E. 50th St., New York, NY 10022)

10/14	10141	SEXUAL PREFERENCE DEVELOPMENT CONTROVERSY ***NOTE ADDITIONAL GUEST AND COPYLINE***
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DONAHUE looks at two conflicting views of how sexual preference in homosexuals and heterosexuals is developed with Indiana University Alan Bell whose recent findings indicate much of sexuality be determined before birth, and Cornell University professor of psychiatry Dr. Lawrence Hatterer, who argues that sexual preference is not an inborn trait but part of learned behavior. (WRITE: Bell, c/o Indiana University Press, 10th & Morton Streets, Bloomington, IN 47405; Hatterer, c/o Cornell University Medical Center, 525 E. 68th St., New York, NY 10028)

10/15	10151	BETTY FRIEDAN AND ELLEN GOODMAN
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DONAHUE reviews the development of feminist issues and explores how today's woman responds to those issues and new directions for the woman's movement in the 80's with pioneer feminist Betty Friedan, author of The Second Stage, and Pulitzer Prize-winning columnist Ellen Goodman, author of At Large. (WRITE: c/o Summit Books, 1230 Avenue of the Americas, New York NY 10020)

10/16	10161	INTERIOR DECORATING (VTR)
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Mary Gilliatt, professional interior designer in America and Europe and author of The Decorating Book, joins Phil on the DONAHUE set to transform both a living room and a bedroom through three distinctly different decorating styles and to answer practical questions about creative contemporary redecorating ideas. (WRITE: Mary Gilliatt, c/o Lee Jofa, 979 3rd Ave., New York, NY 10022)

FUTURE PROGRAM HIGHLIGHTS
October 23, 1981

CHGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
10/19	10191	<u>CO-ED BATHROOMS AT COLLEGE: PRO & CON</u>

DONAHUE examines the on-campus controversy sparked by the University of Massachusetts' decision to ban co-ed bathrooms with student leader Kevin Mangan, who is protesting the ban; Nancy Meyers, a junior at Northwestern University, who supports the rights of students to choose shared-bathroom facilities; and Marmarie Kostelny, president of Wheaton College Union (IL), who disagrees that co-ed bathrooms is a significant "human rights issue" for most college students.

10/20	10201	<u>ART BUCHWALD</u>
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Columnist Art Buchwald shares his profoundly unserious observations about the new mood of the Reagan White House, the "good guys and the bad guys" in today's Washington, and what it all means for us as a nation. (BOOK: Laid Back in Washington, G. Putnam's Sons, 200 Madison Avenue, New York, NY 10016)

10/21	10211	<u>SEARCHING FOR MISSING CHILDREN</u> **NOTE ADDITIONAL INFORMATION**
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DONAHUE examines the pain and confusion parents face in the search for missing children and how a national "Missing Child Act" could help to make their efforts more effective in a discussion with several parents whose children are still missing including, Julie Patz, whose son Etan vanished in New York City in 1979, and Kristin Cole Brown, the founder of Child Find, Inc.; and some parents of missing children who were later found murdered including Camille Bell of Atlanta and John and Rene' Walsh, who have founded the Adam Walsh Outreach Center in Hollywood, Florida. (WRITE: Adam Walsh Outreach Center, 3150 Southwest 52nd Ave., Pembroke Park, FL 22023) **HOT LINE (800) 431-5005, MISSING CHILD ACT - SENATE BILL #1701, HOUSE BILL #3781)

10/22	10221	<u>WORKING POOR VS. REAGANOMICS</u>
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DONAHUE takes a close-up look at how the Reagan Administration's budget cuts which eliminate or reduce work incentive, food stamp, student loan and other social service programs will directly affect America's working poor, in a discussion with Dr. Linda Wolf of American Public Welfare Assn., who argues that the drastic and immediate nature of these cuts will have negative long range effects on the whole country.

10/23	10231	<u>THE FUNDAMENTALIST SCHOOLS MOVEMENT (VTR)</u>
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DONAHUE takes a close-up look at the fastest growing segment of private education in America--Fundamentalist Christian schools, and the controversies which they have generated with Dr. Arno Weniger, executive vice president of the American Association of Christian schools and Donald Howard, Ph.D, founder of Accelerated Christian Education, which provides marketing services for new schools. (WRITE: American Association of Christian Schools, 1617 N. School St., Normal, IL 61761; Accelerated Christian Education, 2600 Ace Lane, Lewisville, TX 75067)

FUTURE PROGRAM HIGHLIGHTS
OCTOBER 30, 1981

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

10/26

10261

CANCEL: MERLE HAGGARD

ADD: CHILDREN IN SPORTS

DONAHUE examines the emotional pressures and the physical dangers children face in competitive sports with attorney Wayne Schmad of Boulder, Colorado who has filed suit against his 14-year-old son's baseball coach because of his behavior on the field; the world record holder for endurance swimming, Diana Nyad; orthopedic surgeon Dr. Richard Dominguez; and Marilyn Preston, author of Dear Dr. Jock... The People's Guide to Sports and Fitness. (BOOK: "Basic Training for Women" by Diana Nyad, c/o Harmony Books, 1 Park Avenue, New York, NY 10016; Dr. Richard Dominguez, 501 Thornhill Drive, Carol Stream, IL 60187)

10/27

10271

EDDIE FISHER

Eddie Fisher, a show business phenomena from his teenage recording star days, throughout his successful television career, three unsuccessful marriages to Debbie Reynolds Elizabeth Taylor and Connie Stevens, and near-fatal bout with drug addiction, joins Phil to tell his side of his own story and to discuss continuing his career as a singer and his plans for happier future. (BOOK: Eddie, My Life, My Loves, c/o Harper & Row, 10 East 53rd St., New York, NY 10022)

10/28

10281

JOHN HOLT: TEACH YOUR OWN

Educator-author John Holt discusses why he has become America's leading advocate for home schooling and the opposition this growing trend faces from some parents and local school systems. He is joined by families who are educating their children at home to share some practical ideas for making it work better. (BOOK: Teach Your Own, Delacorte Press, 1 Dag Hammarskjold Plaza, New York, NY 10017)

10/29

10291

AMERICA'S MISUSE OF LANGUAGE

James Cool, Ph.D, Associate professor of Language at Wilmington College (OH) joins Phil to explain the terrible ways Americans, especially sportscasters and talk show hosts, abuse the English language and is joined by New York Magazine drama critic John Simon to discuss some of the reasons why literacy and good grammar are declining in American life. (WRITE: Dr. James Cool, Wilmington College, Box 1282, Wilmington, OH 45177, John Simon, New York Magazine, 755 Second Ave., New York, NY 10017)

10/30

10301

THE BEE GEES (VTR)

The Bee Gees - Barry, Maurice and Robin Gibb - review their personal history as a family from their beginnings as teenage nightclub performers in Australia to their phenomenally successful recording careers today; and perform music representing all the stages of their development from the pre-Beatle days to their latest album, "Living Eyes." (WRITE: Bee Gees, P.O. Box 8179, Miami Beach, FL 33139)



Multimedia Program Productions
2501 Bradley Place
Chicago, Illinois 60618
312/528-2311

ADDENDUM TO PROGRAM HIGHLIGHTS NOVEMBER 6, 1981

ADDITIONAL ADDRESSES FOR FOLLOWING SHOW #'s:

#11051 DMSO RESEARCH

(WRITE: Dr. Stanley W. Jacob, P. O. Box 4858, Portland, OR 97208 (Send
SASE)

#11061 ADOPTION SEARCH CONTROVERSY

(WRITE: American Adoption Congress, Box 23641, L'Enfant Plaza Station,
Washington, DC 20024; Rights of Adoptees Parents, Inc., 3197
N. Jackson Blvd., Uniontown, OH 44685)

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

11/2

11021

MARRIED WOMEN WITH LOVERS

Several married women who have lovers join author Elaine Denholtz, who interviewed hundreds of others for her book Having It Both Ways, to talk candidly about why and how they got involved in extramarital affairs and the effects of these affairs on their everyday lives and their family relationships. (WRITE: c/o Stein & Day, 122 E. 42nd Street, New York, NY 10017)

11/3

11031

AIR TRAFFIC CONTROLLERS CONTROVERSY: ROBERT POLI

Joined by several former air traffic controllers and their families, Robert Poli, head of Professional Air Traffic Controllers (PATCO) discusses the original demands which led to their controversial strike action and their firings by President Reagan, the status of air safety, the public reaction to their plight, the efforts to regain their jobs, and the future of PATCO as a union. (WRITE: c/o PATCO, 444 N. Capitol, NW, Washington, DC 20001)

11/4

11041

WOMEN WHO HAVE NEVER MARRIED

DONAHUE talks candidly with several never-married women about the positive qualities of their singleness and the problems that come as they approach and pass through mid-life, along with Nancy L. Peterson, the author of Our Lives for Ourselves and herself a never-married single-mother. (BOOK: Our Lives for Ourselves, G. P. Putnam Sons, 200 Madison Avenue, New York, NY 10016)

11/5

11051

DMSO RESEARCH

Pioneer DMSO (dimethyl sulfoxide) researcher Dr. Stanley Jacob reports on his work with this controversial pain-killing drug and its possibilities for healing a wide range of infections and in preventing paralysis in spinal cord injury victims; and discusses why the FDA has not approved its wide spread use in the United States. (BOOK: DMSO, William Morrow & Company, Inc., 105 Madison Ave., New York, NY 10016)

11/6

11061

ADOPTION SEARCH CONTROVERSY (VTR)

DONAHUE raises questions about the rights of adoptees to seek out birth parents and similarly the rights of birth parents to search for the children they gave up for adoption with advocates for closed adoptions, including an adoptee who resents being found by her birth father and a mother who gave up a child as a teenager and never wants to be found; and also Penny Patridge, president of the American Adoption Congress speaking in favor of open adoption.

OKLAHOMA CITY REMOTE WEEK

FUTURE PROGRAM HIGHLIGHTS
NOVEMBER 13, 1981

(TICK)

DATE SHOW #

SHOW TITLE & COPYLINE

11/9 11091

"GENERAL HOSPITAL'S LEADING MEN" (VTR)

Opening a week of remote shows from Oklahoma City, DONAHUE features the four leading men from ABC-TV's daytime drama, "General Hospital": Anthony Geary ("Luke Spencer"), Tristar Rogers ("Robert Scorpio"), Stuart Damon ("Dr. Alan Quartermain"), and Douglas Sheehan ("Joe Kelly") discussing the different appeal their characters have for the largely female audiences, how they relate personally to their roles and the changing trends in daytime drama characters and plots. (WRITE: c/o General Hospital, 1438 North Gower, Hollywood, CA 90028)

11/10 11101

RONA BARRETT (VTR)

Entertainment journalist Rona Barrett joins Phil in Oklahoma City to discuss the challenge of overcoming her old image as a "gossip columnist", the serious news which is happening in Hollywood and the show business world, and the new information she will cover in her prime-time series for NBC-TV, "Television: Inside and Out." (WRITE: c/o Television: Inside and Out, NBC Burbank, Burbank, CA 91523)

(11/11 11111

FLORIDA'S ANTI-SEXUAL ADVOCACY LAW: PRO & CON (VTR)

From Oklahoma City, DONAHUE examines the controversy surrounding Florida's Trask-Bush Amendment, which bars state aid to any university which advocates "sexual relations between unmarried persons" with State Rep. Tom Bush, co-author of the law and those oppose to it, Patrick Land, director of the Florida Task Force (a statewide coalition of gay rights groups); Florida State Commissioner of Education Ralph Turlington; Doug Currier, student-senate president at the Univ. of South Florida and Geoffrey Smith, Florida State Univ. (WRITE: Rep. Tom Bush, P.O. Box 2427, Ft. Lauderdale, FL 33303)

11/12 11121

MERLE HAGGARD (VTR)

Country singer-songwriter Merle Haggard joins Phil in his home state of Oklahoma to discuss the pains, joys, mistakes and successes of his life and the difficulties of writing it all down in his autobiography, Sing Me Back Home. He also performs some of his favorite music, including his ever-popular "Okie from Muskogee." (WRITE: c/o Times Books, 3 Park Avenue, New York, NY 10016)

11/13 11131

GOD OR BOMBS?: BISHOP L.T. MATTHIESEN (VTR)

DONAHUE examines the moral dilemmas facing workers at an Amarillo, Texas nuclear bomb plant: Is it a contradiction to profess faith in God and then make bombs for a living? OR Is doing defense work a part of their patriotic duty as God-fearing Americans? Catholic Bishop L. T. Mattheisen, an anti-nuclear spokesman, joins Phil to discuss why he has urged his parishioners "to resign their jobs and seek employment in peaceful pursuits" and to debate with Rev. John A. Ford, pastor of Southwest Baptist Church who asserts it is "very Christian to defend one's country." (WRITE: Bishop Mattheisen, P. O. Box 5644, Amarillo, TX 79107; Rev. Ford, Southwest Baptist Church, 4615 Oregon Trail, Amarillo, TX 79109)

SYNDICATION ONLY

FUTURE PROGRAM HIGHLIGHTS
NOVEMBER 20, 1981

CHGO.

DATE SHOW # SHOW TITLE & COPYLINE

11/16 11161 JANE FONDA

Academy-Award-winning actress, social activist and founder of The Workout Fitness Centers Jane Fonda discusses her personal program for good nutrition and vigorous exercise, demonstrates some tips for working out at home, and focuses on the special environmental, occupational, and nutritional problems which threaten the health of American women. (WRITE: Fonda, c/o 20th Century Fox, 10201 W. Pico Blvd., Los Angeles, CA 90064; BOOK: Jane Fonda's Workout Book, Simon & Schuster, 1230 Avenue of the Americas, New York, NY 10020)

11/17 11171 FATHERS & DAUGHTERS: DR. WILLIAM APPLETON
NOTE ADDRESS CHANGE

Assistant clinical professor of psychiatry at Harvard University, Dr. Wm. S. Appleton, along with several fathers and daughters, join DONAHUE to discuss the ever-changing relationships and emotional bonds between a father and daughter and how this affects the different stages of her life and also the career she chooses. (WRITE: BOOK: Fathers & Daughters, c/o Doubleday & Co., Inc., 245 Park Ave., New York, NY 10167)

11/18 11181 UNNECESSARY X-RAYS
NOTE ADDITIONAL ADDRESS

John W. Gofman, MD, Ph.D, the man who helped develop the world's first atomic bomb and a physician specializing in the health effects of radiation, joins Roberta Baskin, investigative reporter for WLS-TV in Chicago, to discuss the increased risks of cancer and long-range genetic hazards caused by x-rays; how these risks are understated by industry, government and the medical community; the special risks for pregnant women and children; and consumer guidelines for minimizing unnecessary exposure to x-rays. (write: Dr. J. Gofman, Department of Medical Physics, Univ. of California, Berkeley, CA 94720) (BOOK: Radiation and Human Health, Sierra Club Books) (X-Rays, Box 1133, Glenview, IL 60625)

11/19 11191 GAY ATHEISTS

Kevin Scahill, vice president of Gay Atheists of America, joins chapter presidents Dominick Florio (NY) and Don Sanders (Houston) to discuss their efforts to fight hostility against homosexuals from organized religion, how the doctrine of "separation of church and state" supports their cause, and the positive ethical values of atheism for the homosexual community. (WRITE: GALA, Box 14142, San Francisco, CA 94114)

11/20 11201 CANCEL: THE DIET REVOLT (RESCHEDULED AS # 12111)
ADD: TOM JONES (VTR)

Singer Tom Jones performs old favorites and music from his new album Darlin' and joins Phil to discuss how his enormous sex appeal has affected his career and his personal life. (WRITE: c/o Gordon Mills Enterprises, 10100 Santa Monica Blvd., Suite 205, Los Angeles, CA 90067)

SYNDICATION ONLY

FUTURE PROGRAM HIGHLIGHTS
DECEMBER 4, 1981

250 WGO.

<u>DATE</u>	<u>SHOW #</u>	<u>SHOW TITLE & COPYLINE</u>
11/30	11301	SEN. HOWARD METZENBAUM

Senator Howard Metzenbaum, (D-Ohio) joins Phil to discuss his concerns about the massive shifts in profits growth to the oil and gas companies and how this negatively affects the U. S. economy and the "American ideals" of free enterprise. (WRITE: Sen. Metzenbaum, 347 Russell Bldg, Washington, DC 20510)

12/1	12011	ROMANCE NOVELS: PRO & CON
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America's best-selling author of romance novels, Janet Dailey, defends her work against the criticisms of Columbia University professor Ann Douglas, who argues that these novels are pornographic and portray women as the victims of "handsome scoundrels." (WRITE: Janet Dailey, c/o Pocket Books, 1230 Avenue of the Americas, New York, NY 10020; Prof. Ann Douglas, 410 Riverside Drive, New York, NY 10025)

12/2	12021	MARY KAY ASH AND ZIG ZIGLAR
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Mary Kay Ash, founder of the multimillion dollar Mary Kay Cosmetics Company joins Dallas-based motivational expert Zig Ziglar to discuss the special motivational needs of homemakers, how to combat the negative mental messages in everyday life and their own personal secrets to success. (WRITE: Mary Kay Cosmetics, Inc., 8787 Stemmons Freeway, Dallas, TX 75247; Zig Ziglar, 13642 Omega at Alpha, Dallas TX 75234)

12/3	12031	ALTERNATIVE CHRISTMAS
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DONAHUE examines the financial and emotional stresses caused by the commercially-popular Christmas traditions and explores some ideas for creating the more personal, spiritual and practical activities during the Christmas season with Bob Kochtitzky, founder of Alternative Christmas organization and Joan Staeheli, co-organizer of the "Unplug Your Christmas Machine" workshops. (WRITE: Bob Kochtitzky, Alternative Christmas Campaign, 4274 Oaklawn Drive, Jackson, MS 39206; Jean Staeheli, Unplug Your Christmas Machine, 2605 S. E. 30th, Portland, OR 97202)

12/4	05201	THE KIDS' BOOK OF DIVORCE (RE-RUN)
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Several young people from the Fayerweather Street School in Cambridge, MA who have helped to write The Kids' Book of Divorce, join Phil to talk about the feelings of anger, guilt and fear they experienced living through their parents' divorces and share some practical ideas on such sensitive issues as children's rights in custody battles and how to deal with a parent who is dating. They are joined by their teacher and the book's editor Eric Rofes. (WRITE: Rofes, c/o Stephen Greene Press, Fessenden Rd., Brattleboro, VT 05301; Book: The Kids' Book of Divorce, c/o Lewis Publishing Co., 15 Muzzey St., Lexington, MA 02173)

FUTURE PROGRAM HIGHLIGHTS
DECEMBER 11, 1981

CHGO.

DATE SHOW #
12/7 12071

SHOW TITLE & COPYLINE

PENSION RIGHTS
NOTE ADDRESS CHANGE

DONAHUE explores the pension rights crisis facing a broad range of American workers, including executives and clerical workers, and also the dilemmas experienced by the widows and ex-wives of public servants such as firemen and military men. Guests include: Karen Ferguson, Director of the Pension Rights Center in Washington, DC and Nancy Abell, Ex-Partners of Servicemen for Equality (EXPOSE). (WRITE: E.X.P.O.S.E., P. O. Box 3269, Falls Church, VA 22043; ***Pension Guide, Dupont Circle Bldg., Washington, DC 20036)

12/8 12081
THE CAR BOOK-1982

DONAHUE takes a look at the controversy surrounding the new, privately published Car Book II, a revised and expanded version of the popular 1980 U.S. Dept. of Transportation report, with its author Jack Gillis, a former employee of the National Transportation and Highway Administration; the current head of the NHTSA, Raymond Peck, who is challenging the validity of Book II; and Clarence Ditlow, Director of the Center for Auto Safety. (WRITE: Car Book II, Center for Auto Safety, Dupont Circle Bldg., Washington, DC 20036 \$4.95; Car Book-1981, Pueblo, CO 81009 (FREE); Raymond Peck, NHTSA, 400 7th St., NW, Washington, DC 20590)

12091
ASHLEY MONTAGU: "GROWING YOUNG"

Anthropologist Ashley Montagu, author of Growing Young, discusses the importance of childlike traits for healthy human development and how our culture seems to conspire against these qualities. (WRITE: c/o McGraw-Hill, 1221 Avenue of the Americas, New York, NY 10020)

12/10 12101
CANCEL: ORAL ROBERTS
ADD: HANS KUNG

Controversial theologian Hans Kung joins Phil Donahue to discuss his concerns about the leadership and the future direction of the Catholic Church and to share his views on the infallibility of the Pope, birth control, mandatory priestly celibacy, and the ordination of women. (WRITE: c/o Doubleday Books, 245 Park Avenue, New York, NY 10167)

12/11 12111
THE DIET REVOLT (VTR)

Kim Chernin, author of The Obsession: Reflections on the Tyranny of Slenderness, analyzes how and why our culture has become so focused on thinness and dieting, the psychological and physical consequences for women of all ages; and explains how women can accept their own bodies and their natural appetites while they channel their energies into more rewarding areas. (WRITE: Harper & Row, 10 E. 53rd Street, New York, NY 10022)

FUTURE PROGRAM HIGHLIGHTS
DECEMBER 18, 1981

CHGO.

- | DATE | SHOW # | SHOW TITLE & COPYLINE |
|-------|--------|--|
| 12/14 | 12141 | <u>BULIMIA: DR. SUSAN WOOLEY</u>
DONAHUE examines why bulimia (an exaggerated binge-and-purge eating disorder) is becoming a widespread problem among college-aged women, its effects on their health and social life, and the treatment of the anxiety which causes this behavior, with recovering and cured bulimics and Dr. Susan Wooley of the Clinic for Eating Disorders at the University of Cincinnati Medical Center. (WRITE: Susan Wooley, Ph.D, Dept. of Psychiatry, Univ. of Cincinnati Medical Center, Cincinnati, OH 45267 (SASE)) |
| 12/15 | 12151 | <u>CORPORAL PUNISHMENT IN THE SCHOOLS</u>
DONAHUE discusses the effectiveness of corporal punishment in disciplining students, its relationship to the amount of vandalism in the schools, and the psychological reasons why teachers decide to spank with school psychologist Irwin Hyman, director of the National Center for the Study of Corporal Punishment and Alternatives in the Schools, (WRITE: Dr. Irwin Hyman, Ritter Hall, Temple University, Philadelphia, PA 19122) |
| 12/16 | 12161 | <u>DIVORCE: A WOMAN'S VIEW</u>
DONAHUE focuses on the harsh realities women have to consider in deciding whether to divorce or in planning a strategy once the decision is made, including pre-nuptial agreements, alimony, child custody and support, property rights and debt problems and also examines some of the legal myths surrounding the divorce process with Rosemary Furman, a legal secretary who has been sued by the Florida State Bar Assn. because of her assistance to self-filers of divorce papers; Shelley Asplaria, co-author of <u>What You Should Know About Your Husband's Money...Before the Divorce</u> and New York divorce attorney Cecile Weick, a specialist in pre-nuptial agreements. (WRITE: Cecile Weick, 1 Riverdale Avenue, Bronx, NY 10463; Rosemary Furman, P.O. Box 9201, Jacksonville, FL 32208) |
| 12/17 | 12171 | <u>RE-EXAMINING THE DOCTOR-PATIENT RELATIONSHIP: DR. THOMAS PRESTON & BARRY VINOCUR</u>
Cardiologist Dr. Thomas Preston, author of <u>The Clay Pedestal</u> , and Barry Vinocur who posed as a pediatric intensive care specialist at the University of California Medical Center in San Francisco for five years, to discuss the need for reforms in the training and licensing of medical professionals and a new perspective on the doctor-patient relationship which will give more decision-making power to the patients. (WRITE: Dr. Preston, 1131 14th Ave. S, Seattle, WA 98114) |
| 2/18 | 12181 | <u>TEENAGERS ON THE FUTURE (VTR)</u>
An entire audience of teenagers talk candidly about the pressures of growing into adulthood, their personal expectations for marriage, families, careers, and the pursuit of happiness and their hopes for the future of America and world peace. |

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

12/21

12211

COURTSHIP VIOLENCE (VTR)

DONAHUE talks with several young couples who have experienced courtship violence to discuss how these serious problems develop in relationships and how they can be resolved. Minnesota Sociologist James Makepeace and June Henton, Oregon State University discuss why this trend toward pre-marital violence is increasing and its social implications for marriage and family life. (WRITE: Makepeace, Dept. of Sociology, College of St. Benedict, St. Joseph, MN 56374; Henton, Family Life Dept., Oregon State University, Corvallis, OR 97331)

12/22

12221

MALE/FEMALE RELATIONSHIPS IN THE 80'S (VTR)

DONAHUE presents several men and women, married and single in a free-flowing discussion of the roles, attitudes, pressures and changes in male-female relationships in America today.

12/23

12231

"BORN AGAIN" CHRISTIAN STARS: JAYNE KENNEDY,
DEAN JONES AND JEANNIE C. RILEY (VTR)

Actress Jayne Kennedy, actor Dean Jones and recording star Jeannie C. Riley discuss the development of their religious beliefs, the challenges of living a Christian life in the entertainment world and how their celebrity status impacts on their personal commitments to "spread the Word."

12/24

12241

HOMEBASED BUSINESSWOMEN (VTR)

DONAHUE talks with several members of the National Alliance of Homebased Businesswomen including Coralee Kern, founder of Maid-to-Order, tie designer Vickie Davis, cake decorator Rosemary Littman and Alice Howard, author of Turn Your Kitchen into a Goldmine to discuss how women can get started with their own businesses at home, the obstacles and the opportunities. (WRITE: (SASE) Marion Behr, National Alliance of Homebased Businesswomen, P.O. Box 95, Norwood, NJ 07648; (SASE) Coralee Kern, Mind "Your Own Business: Newsletter- 601 W. Fullerton Ave., Chicago, IL 60614)

12/25

12251

DR. LENDON SMITH (VTR)

PRE-EMPTED IN CHICAGO

Popular pediatrician-author Dr. Lendon Smith discusses the cause and effect relationship between poor diet and childhood problems such as chronic colds, asthma, temper tantrums, bed-wetting and hyperactivity. (BOOK: Foods For Healthy Kids, McGraw-Hill Publishers; Dr. Smith, 1561 S.W. Market Street, Portland, OR 97201)

CHGO.

DATE

SHOW #

SHOW TITLE & COPYLINE

12/28

12281

THE PSYCHOLOGY OF MEN WHO RAPE (VTR)

DONAHUE explores the psychological and emotional factors which predispose certain men to sexual violence, the myths about rapists and their victims, and new programs for treatment with two former sex offenders and clinical psychologist A. Nicholas Groth, Director of the Sex Offender Program at the Connecticut Correctional Institution. (BOOK: Men Who Rape by Groth, Plenum Publ. Corp., 227 W. 17th St., New York, NY 10011; Sex Offender Program, P.O. Box 100, Somers, CT 06071)

12/29

12291

HISPANIC-AMERICAN WOMEN (VTR)

Phil Donahue talks with an entire audience of Hispanic-American women about the problems of discrimination and stereotyping, their efforts to prepare themselves, raise their families, and organize their communities, and their hopes for the future.

12/30

12301

JAMES ROBISON (VTR)

Evangelist James Robison talks with Phil about the issues he addresses in his television ministry including the moral decline of America and the need to return prayer to the classroom and expresses concern about how his message is often distorted in the media. (WRITE: P. O. Box 18489, Fort Worth, TX 76118)

12/31

12311

THE MALE LIFE CYCLE (VTR)

An entire male DONAHUE audience examines the choices and crisis of a man's life and their changing feelings about the definitions of "masculinity", their relationships with women, the role of fatherhood, and friendships with other men. Guest authors are: psychologist Joseph Pleck, The Myth of Masculinity and psychiatrist Roger Gould, Transformations: Growth and Change in Adult Life. (BOOKS: The Myth of Masculinity, MIT Press; Transformations, Simon & Schuster (Touchtone Paperback) (WRITE: Pleck, Wellesley College, Wellesley, MA 02181; Gould, 1333 Ocean Avenue, Santa Monica, CA 90401)

1/1

01012

WOMEN COMPULSIVE GAMBLERS (VTR)

PRE-EMPTED IN CHGO

DONAHUE explores the special problems of women who are compulsive gamblers, the increasing incidence of this psychological disorder among young women, how it affects their families, and the keys to successfully treating its emotional and psychological causes with Carol, a recovering member of Gamblers Anonymous; Lynn, a housewife who is a chronic gambler on weekend sports events, and psychologist Dr. William Laczek, advisory board member of the National Council on Compulsive Gambling. (WRITE: c/o NCCG, 99 Park Avenue, New York, NY 10016)



140 W. Ninth Street • Cincinnati, Ohio 45202

August 13, 1980

Dear Promotion Manager:

The strikes of the Screen Actors' Guild and the American Federation of Television and Radio Artists have caused a revision in the 1980-81 schedule of Young People's Specials. The new schedule is as follows:

SEPTEMBER: WHO SPOOKED RODNEY? - A young boy has a streak of bad luck and becomes overly superstitious - and on Halloween faces the ultimate fear.

OCTOBER: SUZY'S WAR - (previously December) - A black ghetto girl's fight to rid her neighborhood of violent crimes.

NOVEMBER: GOODBYE, CARNIVAL GIRL - A young girl works in her father's puppet show at a carnival. When the father dies, she leaves the carnival and withdraws. The story of her struggle to understand death and resume her own life.

DECEMBER: ANDREW - (new) - Conflict between a son and his father when the son decides to pursue a career which has been historically identified as "woman's work."

1981 - JANUARY: MY SPECIAL WORLD - (previously October) - Lights ... Camera! ACTION! A child star takes a look at her very special world and the making of a television show. It's a fun and enlightening look at what happens behind the camera in the production of one of the nation's top television programs.

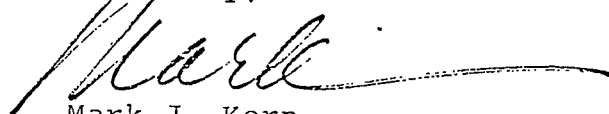
FEBRUARY: I'M SOOOO UGLY - A little girl, thoroughly convinced that she is homely, learns an important lesson about true beauty after an especially disappointing Valentine's Day. Learning to like yourself and having others accept you are important tools she learns in growing up.

MARCH: P.R. - Story of a young boy living in Puerto Rico and his move to New York City, the contrast and adjustments are portrayed.

- APRIL: GOIN' ALONG - A good boy drawn into using pot, then into pranks and petty thefts is finally faced with pressures to join in a robbery. How he faces the problem and the consequences of the robbery attempt by his peers, are shown.
- MAY: THE LAST PROM - An entire school is stunned as the futures of four teenage students are tragically shattered when the abuse of alcohol and a fast car result in a fatal crash the night of their senior prom.
- JUNE: THE FISHERMAN'S SON - A boy's fear of the sea and his defiance of his father's wish that he become a fisherman are put to the test when he must rescue his father during a violent sea storm. Filmed in Boothbay, Maine.
- JULY: MANDY'S GRANDMOTHER - Award-winning actress Maureen O'Sullivan stars as a sophisticated grandmother from England whose relationship with her tomboyish granddaughter is strained when they visit together for the first time.
- AUGUST: THE HAYBURNERS - A teenage farm boy and a mentally retarded farm hand overcome misunderstandings by working together to raise a steer for the county fair's 4-H contest.

PLEASE NOTE: The promotion materials for "Suzy's War" are being compiled and will be sent as soon as they are available. Also, in the future please direct any questions and/or requests for information to me at 513/352-5033.

Sincerely,



Mark J. Kern
Promotion Coordinator

YOUNG PEOPLE'S SPECIALS

September, 1981 - SUZY'S WAR

After her grandmother is injured by a purse snatcher, a young plack ghetto girl attempts to organize the community to take a stand against street crime.

October, 1981 - THE EDISON ADVENTURES

Thomas Alva Edison tells the remarkable story of his boyhood adventures. It's a narrative of a boy with insatiable curiosity mixed with action and ambition.

November, 1981 - ATOMIC LEGS

This is a comic story of a ten-year-old boy on a school track team that never wins. He has speed and endurance but not the heart or confidence -- until he becomes victim to an elaborate plot by some high school students.

December, 1981 - MY SPECIAL WORLD

The life style of Adam Rich, the young star of TV's "Eight Is Enough" is showcased. His family life, his interaction with friends and the part he plays in the productions of the successful series are highlighted.

YOUNG PEOPLE'S SPECIALS

An Award-Winning Story.

Commended by the National Parent Teacher's Association

Endorsed by the National Education Association

Two National Emmy Awards — 1982

Eighteen Regional Emmys — 1973-78

Peabody Award — 1978

CINE Golden Eagle Certificate — 1974, 1976, 1982

ACT Achievement in Children's Television — 1973, 1978, 1979, 1982

Freedom Foundation Medal — 1973, 1976, 1977

American Film Festival

Red Ribbon — 1974, 1981, 1982

Blue Ribbon — 1977-1981

Honorable Mention — 1982

New York International Film & TV Festival

Gold Award — 1983, 1978, 1981

Silver Award — 1977, 1979, 1982

Bronze Award — 1976, 1981

Chicago International Film Festival — 1976-78

Atlanta International Film & TV Festival — 1973

Houston International Film & TV Festival — 1979

Virgin Islands Film & TV Festival

Bronze Award — 1976

Special Jury — 1976

Silver Medallion — 1977

Columbus Film Festival — 1976, 1977

Ohio State Award — 1974, 1980

Unity Award — 1981

American Legion Auxiliary Golden Mike

National — 1976

State — 1979

American Bar Association Achievement Award — 1973





OUR QUALITY SHOWS

Young People's Specials, now in their 9th award-winning season, have won nearly every major award for TV excellence.

And now, two Emmys. To Tom Robertson, executive producer of "Winners," for Outstanding Children's Informational Special. And, to Ilie Agopian for Outstanding Achievement as Associate Director-

Videotape Editor of "Winners."

Plus, a nomination for Molly Picon's Outstanding Performance by an Actress in the Young People's Special, "Grandma Didn't Wave Back."

Multimedia Program Productions is proud of these most recent honors, and gratified to see that the hard work and creative talent of all those involved in the production

of "Winners" has been recognized.

This year's Emmy Awards confirm our conviction, which has guided us in the production of Young People's Specials, that it is possible to produce quality children's programming which is both commercially successful and personally rewarding.

Look for a new series of Young People's Specials this September.



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