



talking about TV

PRIME TIME SCHOOL TELEVISION

Very few of us remember life without television. Today it brings us within instant communication of the rest of the world as we watch a racial riot in Africa, the coronation of a monarch in Europe, a real war in the Middle East.

But in the '30s, as we approached the outbreak of a world war, people got their news on the radio, from newspapers, magazines and with the advent of the movies, from the newsreels. How the world powers began to exploit mass communication as a political propaganda tool on the eve of World War II is the subject of the 12th episode of *BETWEEN THE WARS*, to be shown Wednesday, June 28, on the Mobil Showcase station in your area. Check your local listings for the time.

In the United States, President Franklin Delano Roosevelt seized upon the growing popularity of radio to educate and inform the public about his plans and proposals as he became the first president to use radio as a tool of the Presidency. His fireside chats became famous as he quietly and confidently addressed the American people about his New Deal programs.

Nazi Germany also understood the sources of power in urban mass society and had the technology to manipulate that force through another growing medium, that of film. More than 1,000 films were produced by the Nazis showing their military conquests as well as racist documentaries that fueled the fervor of the fascist movement.

Hitler's Nuremberg rallies held each year in September were carefully documented on film. The hypnotic effect of thousands of men marching in perfect order—holding torches and surrounded by a dome of floodlights—created a sense of power, force and unity that was irresistible.

Hitler also used the classroom as the base for his propaganda campaigns. German children were taught arithmetic problems structured on racist and violent questions concerning the number of blondes in Germany and the number of bullets fired and hits registered.

Never before was the world so closely linked. Americans listened anxiously as H.V. Kaltenborn of CBS stayed on the air 18 straight days describing the crisis in Czechoslovakia as the Germans invaded that land. The immediacy of the wartime coverage placed wounds in the hearts and minds of the entire nation. Minute-to-minute updates on the world situation prepared Americans for the coming of World War II.

To help you and your family fully appreciate this and the other programs in the *BETWEEN THE WARS* series, Prime Time School Television, with a grant from the Mobil Corp., has prepared a special study guide. If you would like a free copy, just write to: *Between the Wars*, PTST, 120 S. LaSalle St., Chicago, Ill., 60603.

If you would like to receive all of PTST's regular monthly program guides on television specials, just send \$10 to PTST at the above address. You will become a PTST member and receive all materials published by this not-for-profit national organization.



Adolf Hitler

Roy gets Curtis to help with a benefit to aid ex-chief Red Armstrong with enormous hospital bills, then Curtis discovers that Red had been notoriously bigoted as a police officer. (R)

10:00
20-20
12 NEWS

12 NEWSMAKERS

12 NEWS

12 DICK CAVETT SHOW

Guest: Casting director Michael Shurtleff.

12 AMERICA 2NIGHT

11:30

2 SOAP-TUESDAY MOVIE

OF THE WEEK Tuesday

Moviedom of the Week—

'Christina' Stars: Barbara

Parkins, Peter Haskell. A

beautiful woman offers an

out-of-work aircraft designer

\$25,000 to marry her. (R)

6 CBS LATE MOVIE 'Mc-

Millan And Wife: The Easy

Sunday Murder Case' A

woman finds both her dog

and her husband missing and

a ransom note demanding

\$100,000. 'Kojak: Web Of

Death' Stars: Telly Savalas,

Kevin Dobson. (R)

6 THE TONIGHT SHOW

'The Best Of Carson' Host:

Johnny Carson. Guests: Paul

Lynde, McLean Stevenson,

Bob Uecker, Carol Wayne. (90

mins.)

12 IT TAKES A THIEF

12:30

12 NIGHT GALLERY

1:00

6 TOMORROW Host: Tom

Snyder. Guest: Freddie Lake,

airline owner. (60 mins.)

1:30

6 MOVIE -ADVENTURE

'Dayton's Devils' 1968 Rory

Lynde, Leslie Nielsen. A

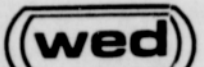
plot is underway to rob an

air force base of two and a half

million dollars. (107 mins.)

1:40

2 IRONSIDE



JUNE 14, 1978

EVENING

6:00

2 ABC NEWS

6 NEWS

6 NBC NEWS

10 SIGH: FASTER:

STRONGER

12 F.B.I.

6:30

2 8 NEWS

6 CAROL BURNETT AND

FRIENDS

10 PAINT ALONG WITH

NANCY KOMINSKY

7:00

2 TO TELL THE TRUTH

6 MERV GRIFFIN Theme:

Adventure With American

Astronauts. Guests: Gordon

Cooper, Dr. Jack Wheeler. (60

mins.)

6 EVENING

10 MACNEIL LEHRER

REPORT

12 I LOVE LUCY

7:30

2 MATCH GAME

6 HOLLYWOOD SQUARES

10 FEEDBACK

12 ADAM 12

8:00

2 EIGHT IS ENOUGH

Tommy cheats in school in order to meet his father's expectations of excellence in English class, and Nicholas frets over kissing a girl in a school play. (R; 60 mins.)

6 CAROL BURNETT SHOW
Rock Hudson guest stars as a cool operator trying to pick up a sexy lady. (R; 60 mins.)

6 LIFE AND TIMES OF GRIZZLY ADAMS When Ben, the grizzly, roams far from his lair he gets a few surprises, including an encounter with an Indian medicine man. (R; 60 mins.)

10 EVENING AT SYMPHONY
12 MOVIE -DRAMA
'Catcher' 1971 Tony Franciosa, Jan-Michael Vincent. A Seattle police detective resigns to practice his unique talent, 'catching' fugitives, runaway husbands, missing youngsters, etc. (2 hrs.)

9:00
2 CHARLIE'S ANGELS Desperate thieves give Kelly and Kris ten hours to retrieve stolen diamonds from a double-crossing partner, while Sabrina is 'locked in a belt that will explode if her colleagues fail to deliver. (R; 60 mins.)

6 WEDNESDAY NIGHT
MOVIE 'Up The Sandbox' Stars: Barbra Streisand, David Selby. A pregnant housewife and mother, feeling she is trapped, dreams up various fantasies showing her as a revolutionary and an African tribe's prisoner. (2 hrs.)

6 HEADLINERS WITH

DAVID FROST

10 GREAT PERFORMANCES

'The Norman Conquests:

Table Manners' Playwright

Alan Ayckbourn views events

at an English family's reunion

from three dramatically different vantage points. In the first segment of this three-part comedy, Sarah learns the truth about Annie's plans for a secret meeting with her brother-in-law. (2 hrs.)

10:00

2 STARKY AND HUTCH

Kristy McNichol guest stars

as an incorrigible 15-year-old

street urchin whose in-

fatual with Starky leads

to her being trapped with the

two detectives by a vengeful

gunman. (R; 60 mins.)

6 POLICE WOMAN Pepper

poses as the 'Canadian

Connection' to crack a

campus drug ring, but

meddlesome investigators

from the district attorney's

office expose her and

threaten the case. (R; 60

mins.)

12 NEWS

10:30

12 NEWSMAKERS

11:00

2 8 NEWS

10 DICK CAVETT SHOW

Guest: Susan Sontag, author.

12 AMERICA 2NIGHT

11:30

2 POLICE STORY—

MYSTERY OF THE WEEK

Mystery of the Week—The

Next Victim' A woman con-

fined to a wheelchair and

virtually alone in an apart-

ment house becomes the

target of a psychopathic

killer.

6 CBS LATE MOVIE 'Hawaii

Five-O' A wealthy socialite

is the victim of an intricate

blackmail plot that leads to

the death of a mobster. (R)

'Kojak: A House Of Prayer'

Stars: Telly Savalas, Kevin

Dobson. (R)

6 THE TONIGHT SHOW

Host: Johnny Carson. (90

mins.)

images

by Mike Finnegan

Marty Pasetta is one craftsman whose work you've probably viewed quite often and in this age of star-spangled television "events," his talent as one of the top directors of video specials is in great demand. When you've racked up such credits as the Academy Awards, the Emmys, the Grammys, two Bing Crosby specials and dozens more variety shows under your belt, you've got to be creative.

"It's hard to come up with new ideas for specials nowadays," Pasetta said in a recent phone interview from his California headquarters. "The trouble is you have to package them differently. A variety special can't just be centered on the artist. There has to be a good concept behind it or the show will fail."

So Pasetta's production company, in association with that of Photoplay magazine, has been busy working on such an intriguing concept. It's an awards show but not of the kind we've come to expect. At least it's one in which the viewing audience can participate as the festivities unfold live and the performers are not familiar faces that rebound from one awards special to the next.

The two-hour Saturday, June 17, telecast on ABC, called 'America Votes For Tomorrow's Stars,' will allow selected home viewers across the country to call in their choices of favorite performers on the show and have their selections tallied by computer. In addition, the theater audience present in the Santa Monica, Calif., Civic Auditorium will vote for their favorites.

Performers will compete in eight categories: male and female singer, single and group comedy, classical or contemporary dance, solo and group instrumental and specialty act. Finalists are awarded prizes and the top three scorers of the evening will compete in a finale for a Grand Champion's prize of a performing contract.

"It's sort of like a championship fight," Pasetta

remains to be seen. Actually, Pasetta's criteria for accepting an assignment are simple and sensible.

"The show has to have what I judge to be a chance at being successful," he said. "It has to provide opportunities to be different and I have to have artistic control over the finished product. I can't just be a puppet."

That chance to be successful isn't always guaranteed by just the presence of a big superstar. For example, in this age of instant media celebrities, "Some of the new recording stars just don't have the background to do specials," Pasetta judged.



John Ritter will host the ABC-TV special 'America Votes For Tomorrow's Stars.'

consisting of Howard W. Koch, president of the Academy of Motion Picture Arts and Sciences, composer Bill Conti, whose works include the scores for the movies 'Rocky' and 'An Unmarried Woman,' and comedian Don Adams. These auditions produced the 16 finalists whom you'll see on the broadcast, with two performers going at each other head-to-head in each of the eight categories.

Whether the percentage of viewers not involved in all this balloting will find the show equally as fascinating

Pasetta lets viewer in on live talent special

His work with the Smothers Brothers on their original CBS-TV comedy hour was also satisfying. "We worked in a creative atmosphere in which everyone would contribute crazies," Pasetta recalled.

"Tommy (Smothers) ran the ship and he was absolutely masterful at gaining everyone's cooperation and gathering ideas."

Pasetta also worked on the Glen Campbell and Andy Williams variety series during their years on the air. In between, he cut his teeth on two daytime game shows, 'Blank Check' and 'Big Spenders,' neither of which found favor with audiences. He does know what makes the popular game shows work, however. "A director's essential job on a game show is to display it as clearly and concisely as possible," Pasetta advised. "If the home viewer can't play along, the show doesn't have a chance."

Also, Pasetta said, for a game show, "the viewer wants a pattern. I couldn't stress this enough to directors who would come onto a game show after me and would try to jazz up the show to make things different, consequently losing their audience."

Reaching and holding that TV audience has been Pasetta's prime concern over a career that includes the well-remembered specials 'Ole Blue Eyes Is Back,' 'Christmas with the Crobys,' 'Super Night at the Super Bowl,' 'The American Spirit,' 'Bing!' and the American Film Institute's two specials this past year, one citing their 10th anniversary and the other honoring Henry Ford.

Pasetta also directed a TV version of the award-winning Broadway musical 'Pacific Overtures' to be seen overseas and hopefully, here in the states as well. However, it's the live special events which provide Pasetta with the meatiest challenges. And this time, the audiences to virtually all types of programming on a local level before becoming a specials specialist.

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(Continued from page 11)

Mickey Rooney. A young English country girl and the disillusioned former jockey she befriends win a horse in a raffle and train it to run in the Grand National. (Part II; 60 mins.)

6 BIG EVENT MOVIE 'Raid On Entebbe' Stars: Charles Bronson, Peter Finch. A gripping drama based on the events of July 4, 1976 when an Israeli commando unit staged a daring air-borne raid on the airfield at Entebbe, Uganda to free 104 hostages, taken prisoner when terrorists hijacked an airliner. (3 hrs.)

10 IN SEARCH OF THE REAL AMERICA 'The State Of The Unions' Conservatives say

pulling weeds. (R)

6 TUESDAY NIGHT MOVIE

'Play