

Closed Circuit

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THE WGN FAMILY LETTER

September 22, 1978

"ROMEO AND JULIET"

ON WGN TELEVISION 9 SEPTEMBER 28

FIRST CHICAGO TELEVISION SHOWING STARS NUREYEV AND FONTEYN

"Romeo and Juliet," the motion picture acclaimed coast-to-coast by media critics as "unbeatable" and "stunning," will be shown for the first time on Chicago television Thursday, September 28, from 7:30 to 10 pm on WGN Television 9.

The film, a Joseph E. Levine production, stars Rudolf Nureyev as Romeo and Margot Fonteyn as Juliet plus the Royal Ballet in this complete performance of Serge Prokofiev's famous ballet based on the Shakespearian classic. The work was color photographed simultaneously by eight cameras.

The entire 2-1/2 hour presentation of "Romeo and Juliet" is being sponsored by Talman Federal Savings and Loan Association.

The Cast:

Romeo	Rudolf Nureyev
Juliet	Margot Fonteyn
Mercutio	David Blair
Tybalt	Desmond Doyle
Lady Capulet	Julia Farron
Lord Capulet	Michael Somes
and other members of THE ROYAL BALLET	

The Credits:

Produced and Directed by	Paul Czinner
Music by	Serge Prokofiev
Choreography by	Kenneth MacMillan
Scenery and Costumes by	Nicholas Georgiadis
Director of Photography	S. C. Onions, B.S.C.

Orchestra of the Royal Opera House, Covent Garden
Conducted by John Lanchbery

POSITIVE SIDE OF TODAY'S YOUTHS SPOTLIGHTED
IN WGN TELEVISION SPECIAL "THE ACHIEVERS"

Statistics tell us that 70% of all crime is committed by youths under 19 years of age! The offenders and their crimes grab the headlines and newscasts while the great majority of youths who study, work hard and do not commit crimes go unnoticed.

In "The Achievers," to be shown Saturday, September 30, from 11:30 am to noon, WGN Television 9 examines five youngsters and their accomplishments. The five have self motivation, drive and determination and are from the same communities where some others commit crime. What is the force that gives one child an outlook on life and community different than his counterpart?

The five "Achievers" WGN examines are:

Martha Hidalgo, a Latino youth with high hopes for a future in news services. She is a graduate of Clemente High School.

Aldo Gandia, whose goal is to become a broadcaster. He is also a graduate of Clemente High School, whose motto is: "With purpose comes accomplishment."

Bill Gudmundson, who wants to become involved with animation production. He is a student at Glenbrook South High School.

Laura Strezo, a student at Kennedy High School who wants to become a behavioral science specialist. She believes that with hard work she can accomplish her goal.

Dianne Durham, a dynamic nine year old with hopes for the Olympics, in a field not normally entered by Blacks - Gymnastics. She is a student at Ivanhoe Elementary school in Gary, Indiana and spends four hours training each day.

"The Achievers" examines each student's motivations, drives and inspirations. It was produced and written by Orlando White and is the first in a three-part series on "Youth...A Search for Excellence" being produced by the WGN Community Affairs department. The other two programs will be seen later this year.

ALEXANDER C. FIELD HONORED

ALEXANDER C. FIELD, JR., has been chosen to receive the Air Force Association's (AFA) coveted Exceptional Service Award, National President Gerald V. Hasler has announced.

"Al Field has proved himself a very capable and efficient AFA leader, particularly in his current position as National Vice President for AFA's Great Lakes Region, Hasler said. In this position, Field has responsibility for AFA activities in Illinois, Michigan, Wisconsin, Ohio and Indiana.

Field received his award in ceremonies opening the Association's national convention September 18. The convention ran through September 20 at Washington's Sheraton-Park Hotel. Keynote speaker was aerospace pioneer, Lt. Gen. Jimmy Doolittle, USAF (Ret.), who helped celebrate the convention salute to the diamond anniversary of powered flight.

The Air Force Association, a nonprofit, non-partisan, national organization, supports peace through strength. More than 150,000 men and women are affiliated with the Association, which has chapters in all 50 states.

SEPTEMBER, 1978

CAREER NEWS

ROBERT D. MANEWITH Elected B.H.C. President Special Award To DAVID BERGER at FOUNDERS DINNER

Robert Manewith has been an active member of Bernard Horwich Center's Board of Directors since 1967. He served as Secretary from 1973-75; a Vice President in 1967, and Secretary again since 1977.



Robert D. Manewith

"My special interest has always been the education and welfare of our young people", said Mr. Manewith. "To this end, I have worked on the Early Childhood Committee, and as the J.C.C. representative at the Response Center.

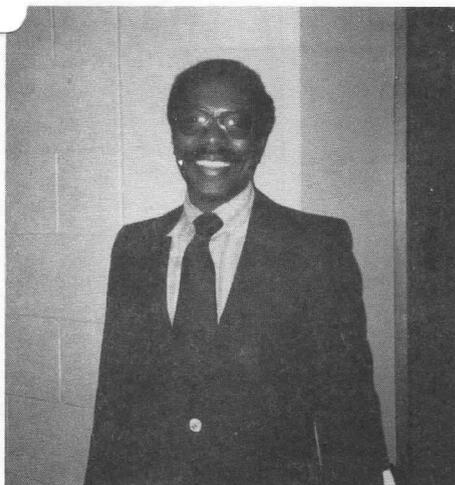
In the West Rogers Park community, he has served as chairman of the School Councils at Decatur and Mather High.

Mr. Manewith is the Editorial Director of WGN Broadcasting Company. His professional credits include the past presidencies of the Headline Club (Chicago Chapter of the Society of Professional Journalists) and the Illinois News Broadcasters Association.

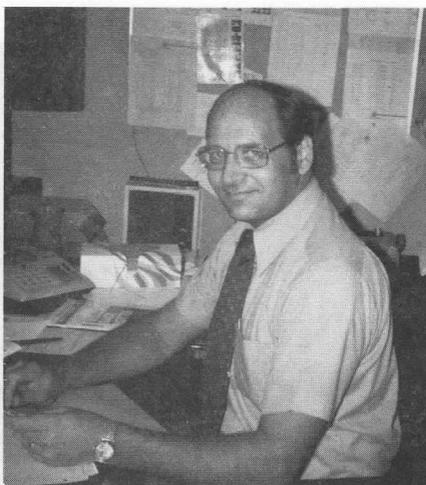
The Manewiths, Bob, Esther and children Stuart, Sara and Toby, reside on W. Coyle Avenue in West Rogers Park. The Annual Art Fairs, Teen Foot-lighters and the Back Door Program have been among their particular interests.

COMPANY ANNIVERSARIES - CONGRATULATIONS!

WELCOME TO THE WGN FAMILY



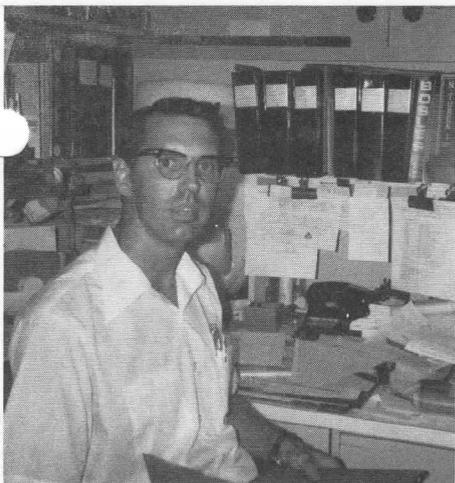
Verne Brown
Night Supervisor
10 years - September 3



Richard Petrash
Traffic
10 years - September 10



George Gorzelanczyk
Engineer
10 years - September 15



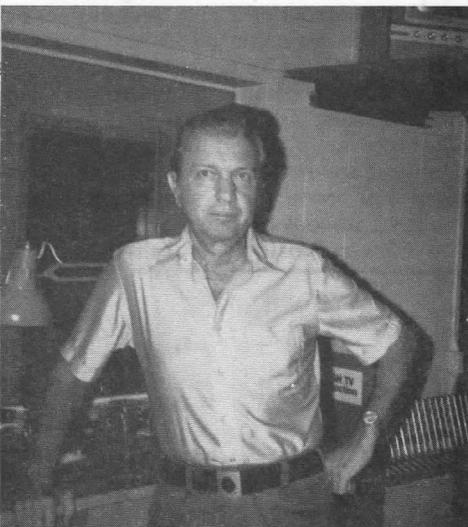
Lou Nessler
Arts & Facilities
5 years - September 17



Lucille Rasmussen
Administration
10 years - September 18



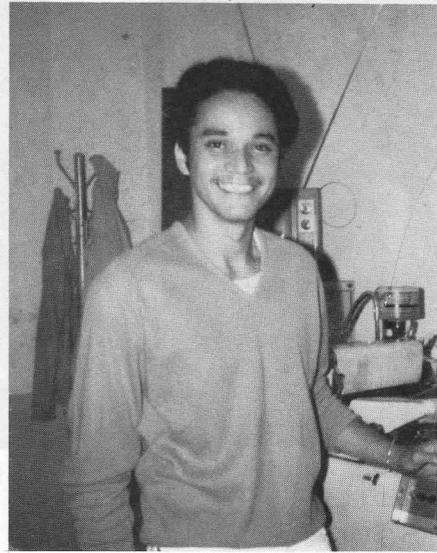
Jim Wirth
Engineer
10 years - September 22



Frank Jurjovec
Projectionist
25 years - September 27



Kathy McEleney
Public Relations/Bozo



Victor (Rick) Figueroa
(Duplicating)

RECIPE OF THE WEEK

Cream Cheese Frosting

Ingredients: ½ cup butter or margarine; 1 package (8 ounces) cream cheese; 1 teaspoon vanilla; 1 pound sifted confectioners' sugar; milk, optional.

Method: Cream together butter, cream cheese and vanilla. Gradually add confectioners' sugar, beating thoroughly. If too thick for spreading, add a little milk to thin to desired consistency.

Carrot Cake

Ingredients: 3 cups all-purpose flour; 2 cups sugar; 1 teaspoon salt; 3 teaspoons baking powder; 1 teaspoon baking soda; 2 teaspoons cinnamon; 2 cups grated raw carrots or 2 jars (junior-size) baby food carrots; 4 eggs, unbeaten; 1¼ cups vegetable oil; ¼ cup chopped nuts, optional; Cream Cheese Frosting (recipe follows), optional.

Method: Sift flour once, measure and resift with sugar, salt, baking powder, soda and cinnamon. Add carrots, eggs and oil. Beat at medium speed of electric mixer or by hand until batter is smooth and well blended. Fold in nuts. Turn batter into a greased 10-inch tube pan and bake in a preheated 350° oven for 1 hour or until cake tests done. Let stand 5 minutes in pan to cool. Remove to cake rack to finish cooling. Frost with Cream Cheese Frosting, if desired.

WGN RADIO SUBSCRIBES TO BURKE BROADCAST RESEARCH

WGN Radio will subscribe to Burke Broadcast Research as a supplement to the standard rating services, Ray Sheehy, Research Supervisor, announced. The new service replaces The Source, a system which discontinued business recently.

According to Sheehy, Burke Broadcast Research, the largest practitioner of telephone research in America, offers the most sophisticated sampling techniques in the industry.

Among the advantages of the Burke system are a continuous interviewing procedure based on 12 week quarters; the use of a single telephone interview to obtain information; a larger, more representative sample; and a more substantial financial base from which to work. According to Sheehy, the 48 week continuous measurement was "the key to the decision to subscribe to the Burke system."

The new Burke system will begin measuring the top 10 markets in October with sample sizes of 20,000 in New York and Los Angeles, 18,000 in Chicago and 13,000 in the other seven markets. The service will expand to 10 additional markets by January 1979, and will be in the top 50 markets shortly thereafter.

"We chose Burke Broadcast Research because we feel it offers a superior product and because its continuous interviewing technique will greatly reduce the effects of hypoing," Sheehy stated.

BELATED BIRTHDAY WISHES TO:

Rick Rosenthal -- September 19
Gloria Wells -- September 20
Peter Nuno -- September 20
George Albrecht -- September 21
Ed Newman -- September 21

Cheryl Grodecki --September 21
Dick Sandefur --September 22
Stuart Swansen --September 22
Al Hall --September 23

HAPPY BIRTHDAY TO:

George Washbusch -- September 24
Joe Mucek -- September 25
Chuck Beesley -- September 26
Paul Hummel -- September 27
Dean Whitefish -- September 27
Ginny Adrig -- September 29
Jim Cavanaugh -- October 1
Bob Seid -- October 1
Fred Hoffman -- October 1

Dick Garofalo --October 2
Dan Kowalec --October 3
Chuck Seatsema --October 4
Bill Rockar --October 7
George Brogan --October 7
William Woller --October 7
Earl Whitman --October 8
Robert Janney --October 8
Marlene Wells --October 8

Send GET WELL WISHES TO:

EMIL JUNG --- Ravenswood Hospital
4550 N. Winchester
(cards only please) Chicago, Ill. 60640 (Room 5207)

Dolores Koltz -- Lutheran General Hospital
1775 Dempster
Park Ridge, Ill. 60068

Also to Floyd Brown, Dick Jungers, Vince Guerucci and GLORIA BROWN at home.

WEDDING BELLS

CONGRATULATIONS to CYNTHIA PATRASSO (On-Air Promotion Manager), who became the bride of DAVID KENYON on Sunday, September 17, in St. Anne's Church in Barrington. A delightful reception was held at The Barn and the happy couple are honeymooning in Bermuda.

FOR SALE: '77 Kawasaki KE100 Street & Dirt motorcycle. Very good condition. \$450 or best offer. Dave Kearns 543-1240 after 2:30 p.m.

FOR SALE: Honda CB360T in mint condition --- just over 425 miles old. Jane -ext. 343.

FOR SALE: Puma Popup Camper ---- Like new - w/extras. Sleeps 6. Stove, refrigerator, carpeted. \$850.00 Dan Seltzer - ext. 233 or evenings 965-2574

FOR RENT: 5 room apartment - \$250.00 - adults only. 3700 North Sawyer
2nd floor heated. Brand new stove and refrigerator - 2 bedrooms
588-3311.

FOR SALE: 1976 Fiat --- 131 4-door sedan, stick shift, AM-FM stereo radio w/cassette player. Dick Sutliff - news ext. 285.

HARRY KASKEY- fomer WGN employee now living in Sarasota Florida was here visiting the station and would like to say "Hello" to his friends that he missed seeing. Harry is playing golf and enjoys playing first violin in the Symphony Orchestra in Sarasota.

RAY RAYNER says "The movies is the place where people talk behind your back."

MENU FOR WEEK OF 9/25/78 Subject to slight change

MONDAY

Breakfast: Western Omelet
Lunch: Cream of Celery Soup
Broiled Tourbot
Beef Stew
Foot Long Hot Dog

TUESDAY

Breakfast: Lox & Bagles
Lunch: Vegetable Soup
Baked Ham
Chicken Chow Mein on Noodles

WEDNESDAY

Breakfast: Pancakes & Eggs
Lunch: Split Pea Soup
London Broil
Stuffed Green Peppers

THURSDAY

Breakfast: Tomato Rice Soup
Lunch: Veal Cutlet
Franks & Beans

FRIDAY

Breakfast: French Toast
Lunch: Clam Chowder Soup
Baked Halibut
Chopped Steak

WEEK OF 10/2/78

MONDAY

Breakfast: Eggs Benedict
Lunch: B.B.Q. Short Ribs of Beef
Smoked Sausage
Chicken Gumbo Soup

TUESDAY

Breakfast: Steak & Eggs
Lunch: Chicken Noodle Soup
Roast Round of Beef
B.B.Q. Chicken

WEDNESDAY

Breakfast: Ham & Cheese Omelet
Lunch: Chicken Noodle Soup
Savory Meat Loaf
Bakes Snapper

THURSDAY

Breakfast: Waffles & Sausage
Lunch: Beef Barley Soup
Hot Tomales
Liver & Onions

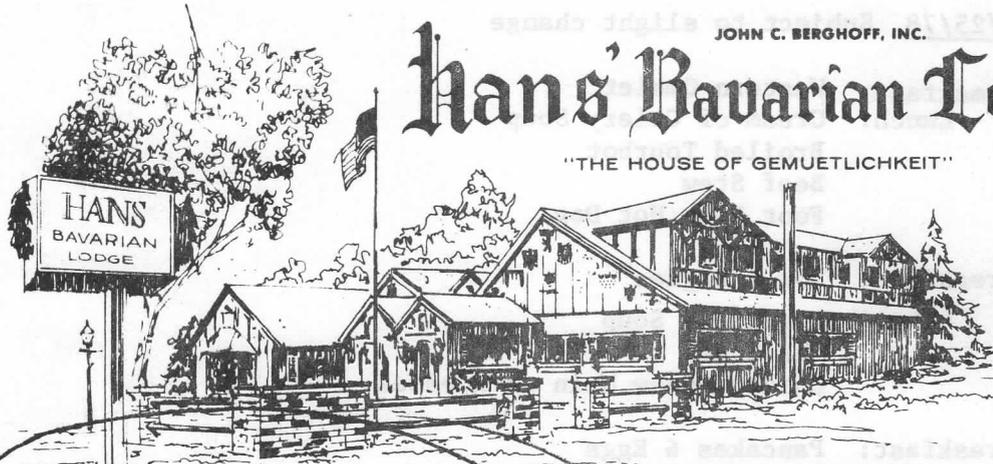
FRIDAY

Breakfast: Onion Omelet
Lunch: Minestrone Soup
Shrimp Rolls
Corned Beef & Cabbage

JOHN C. BERGHOFF, INC.

Hans' Bavarian Lodge

"THE HOUSE OF GEMUETLICHKEIT"



Your Master of Ceremonies
Steve Schickel WGN-NEWS

**931 N. Milwaukee Avenue
 Wheeling, Ill. 60090
 (312) 537-4141**

Oktoberfest

In An All-Weather Tent

1776 Happy Anniversary, America 1978

THE ENTERTAINERS

Li'l Richard and his Polka All Stars

Sunday, Sept. 17 3:30 p.m.
 Friday, Sept. 22 6:30 p.m.
 Sunday, Oct. 8 3:30 p.m.

Donauschwaebische Blaskapelle

Fri, Sept. 15 Sat., Sept. 16,
 Fri, Oct. 6, Sat. Oct 7,
 Mon. Oct. 9

Chicago Deutschmeister Brass Band

September 23, 24, 29, 30
 ...October 1

The Epics

Sunday, Sept. 17
 Sat., Oct. 9

Your Hosts:

Jane Berghoff and Hans Ammelounx

CONTINUOUS ENTERTAINMENT

BY THE

Tradesmen Band...

Dancers...

AND

FRED KAYE & HIS BAND

Bring Your Friends
 Have The Time of
 Your Life



PLENTY OF FREE PARKING
 and plenty of delicious food and drinks

4 Gala Weekends

SEPTEMBER

THUR	FRI	SAT	SUN	MON
	15	16	17	
	22	23	24	
28	29	30		

TENT OPENING SUN. 3 P.M.
 all other days 6 P.M.

OCTOBER

			1	
	6	7	8	9

ADMISSION

THURS	FRI	SAT	SUN	MON
\$4.00	\$4.00	\$5.00	\$3.00	\$4.00

CHILDREN (6-12) \$1.00 CHILDREN (Under 6) FREE

FOOD AND DRINKS EXTRA



Hans' Bavarian Lodge

For Reservations (for 20 and up) Call Hans (312) 537-4141



"You'll Like What You See" on WGN-TV Chicago

By HARRY TRIGG
Station Manager
WGN TV, Chicago



It has been customary, at about this time of year, for TV programmers to issue their new fall schedules, undergo the agonies of late summer promotion—and then wait for the other shoe to drop. But at WGN-TV, Chicago, the entire process will be accelerated this season as it never has before.

Though the Chicago market has, for some time, been an area metered by A.C. Nielsen, the forthcoming season will—for the first time—be measured by two metered services. Joining Nielsen this fall, Arbitron unveils its metered service to the Chicago market. And dual overnights will, in a matter of days, be a fact of the programmer's daily regimen.

At the outset of metered overnight service, some programmers regarded the 'new way of life' with a wary eye, uncertain as to how the programming process might be affected by an instantaneous infusion of data. But after nearly two years of experience with "overnights," the WGN-TV programmers are looking forward to the addition of Arbitron returns, for it is felt that the more complete information available to them will provide the opportunity for a faster reading of audience receptivity.

Partly because the means will not exist for a total immediate measurement of audience reception, and for a similarly immediate reaction by the programmers, the tenor at WGN-TV is one of enthusiasm. But the enthusiasm is by no means merely the result of having more extensive tools. Rather, it may be said that WGN's optimism stems from the rich programming fare the WGN schedule will bring to the Windy City audience. One WGN programmer likened his outlook to sitting down to a game of seven-card stud, knowing you have "two aces in the hole."

Sports and feature films continue to be twin keystones to the WGN schedule. The WGN coverage of Cubs' baseball, this year presenting 142 games, has proven extremely popular with Chicago TV audiences. The Cubs' performance throughout the season has resulted in WGN audience shares frequently exceeding the 40% mark. Last season's successful Chicago Bulls' basketball schedule of 20 games, returns to the Channel 9 screen for the 1978-79 season, and WGN will again bolster its sports schedule with Illinois high school sports, including State boys' football and basketball championship tournaments, plus the Illinois State girls' basketball tournament and the girls' gymnastic championships.

And as feature films continue to win audience favor, WGN-TV goes into the 1978 fall season with its feature film library replenished with a number of feature acquisitions. Purchases of top films in the past year, from distributors such as Twentieth Century-Fox, ITC, United Artists, MCA and—more recently—Allied Artists have brought top titles of recent release to a library in excess of two thousand films. The long-running feature series, WGN Presents, seen nightly at 10:30 PM, now shares prominence with WGN's prime time offering, The Eight O'Clock Movie. In addition to regularly scheduled feature slots, WGN's library affords advertisers the opportunity to ally themselves with "special" film offerings, as was the case over the past summer when IBM undertook exclusive sponsorship of 13 classic film titles on Monday evenings at 8 PM. This series, Movies to Remember, marked the second such venture IBM had undertaken with WGN-TV.

Besides sports and feature films, WGN-TV has added to its schedule this season a number of first-run half-hour properties, primarily on the weekends. Among those properties: Mutual of Omaha's "Wild Kingdom"; "The Next Step Beyond"; and "Hee Haw Honeys."

The role of an independent VHF in one of the country's urban centers has been altered perceptibly over the last several years. The FCC's Prime Time Access Rule has resulted in a greater variety of programming fare available to the programmer of an independent station. With a firm base of sports and feature films on which to build, WGN-TV has been able to take advantage of this appealing variety to provide a well-rounded, balanced schedule to Chicago-area viewers. Moreover, as one of the founding stations of Operation Prime Time, WGN has received unprecedented success as the Chicago outlet for the three Operation Prime Time offerings in the past year-and-a-half. The first offering, "A Testimony of Two Men," enjoyed excellent audience and critical reception throughout the country, and Chicago was no exception. The same success was even more pronounced with the OPT dramatization of John Jakes' "The Bastard." Most recent offering, Irwin Shaw's "Evening In Byzantium," maintained that level of success. Channel 9's telecast of this powerful production garnered an average rating of 17.7 for two nights, representing a share of 32%—topping the prime time offerings of the three network-owned stations.

Continuing to play an active role in the OPT Steering Committee, WGN-TV looks forward to additional major productions from OPT during the coming years. Though the OPT project is an expensive proposition, WGN-TV regards its support of Operation Prime Time as having been worthwhile. For virtually the first time in the history of TV, stations not aligned with major networks have been able to bring to their screens quality first-run productions starring top names of the entertainment world with a systematized regularity.

It is such high-quality entertainment, like being the originating station for the Emmy-winning (Phil) "Donahue" show—added to a rich mixture of sports, news, feature film fare, children's programming, and localized service to the community, that confirms WGN's label as "Chicago's Own" TV station, and which brings home this year's promotional promise from WGN: "You'll Like What You See."

VARIETY

Wednesday, September 6, 1978

... John Ravencroft named news director of WGN-TV-AM. He had been assistant to former news director Wayne Vriesman who was upped to station manager ... Brooke Bailey, an associate producer of WLS-TV's "A.M. Chicago," promoter to producer of "Friday Night" latenight talkshow. His old spot on "A.M." has been taken by Bonnie Kaplan, ex-production assistant on "Fri. Night."



BOZO TURNED 17 Monday, entertaining the good wishes of luminaries like Chicago Mayor Michael Bilandic, Gov. James Thompson and talk show host Phil Donahue. As usual, there were lots of pratfalls and pies in the face with the politicians ducking on cue

Bozo gets the center ring

by DIANE MERMIGAS
Daily Herald TV Critic

Bozo's Circus celebrated its 17th anniversary on television Monday, but it was Chicago Mayor Michael Bilandic who was all smiles after he avoided the traditional pie-in-the-face guests usually receive.

The anniversary might have gone unnoticed by the media and public had it not become a political football.

Last week, Gov. James R. Thompson proclaimed Monday "Bozo Circus Day" in the state "in honor of the child in all of us."

That prompted Bilandic to go one better by hand delivering his proclamation of "Bozo Day in Chicago" on the noontime show, risking the chance of being hit with

one of the jester's notorious cream pies.

WHEN BILANDIC was instead presented with a Bozo doll for the baby he and his wife, Heather, are expecting in November, he breathed a sigh of relief, saying "I'm very grateful for this, because I know what you usually give your guests."

As if on cue and to the delight of his young giggling audience, Bozo brought out a lemon cream pie, grinning from ear to ear and pondering the question, "Should I or shouldn't I."

"Bozo, if you'd like to be invited to Chicagofest, you shouldn't," the mayor jokingly warned, backing off a few feet just to stay on the safe side.

BILANDIC HELPED get the show's daily grand prize Bozo buckets game under way before hurrying off, with Bozo doll in hand, to his luncheon appointments.

The brouhaha over Bozo's 17th year on the air at Channel 9 merely might have been the result of the state's two most prominent politicians having recently discovered the joys of fatherhood, and looking to ensure themselves a vote with Chicago area moms as well.

But, Bob Bell, the WGN-TV announcer who has been sporting the bright red hair and nose of Bozo since the clown's first appearance in 1961, likes to think the appeal is universal and not political.

"I think the show, with all of its band playing, game playing, pie throwing, cartoons, acts and clowns is infectious. People see other people having a good time," Bell said. "We're childlike in our own characters, and it makes children fantasize about being clowns and doing things they don't normally do."

Whatever Bozo's magic appeal, there is a seven-year waiting list for free audience tickets. Bilandic added his name to the list during Monday's show.

More than 850,000 children and their parents have attended the live telecasts, delighting in some 13,000 skits, 5,500 circus acts and guests that have included Muhammad Ali and Lawrence Welk.