

- Estimate OLS.
- Use the OLS estimates to estimate  $P_{mt}$  for each  $m$  and  $t$  (i.e.,  $P_{mt}$ ).
- Use  $P_{mt}$  and  $TVHH_{mt}$  to calculate  $w_{mt}$ .
- Multiply all of the original data for each observation  $_{mt}$  (both dependent and independent variables) by  $w_{mt}$ .
- Rerun OLS on the weighted data.

**APPENDIX E**

**NETWORK PROGRAMMING SCHEDULES BEFORE AND AFTER PTAR**

The  
Complete Directory  
to Prime Time Network  
TV Shows  
1946–Present  
(Fifth Edition)

Tim Brooks and Earle Marsh

Ballantine Books • New York

swinger who, though willing to help out his father, would not give up his gambling or his girl-chasing. Not only that, the elder Zorro, a traditionalist, had great difficulty adjusting to his son's use of guns, gas bombs, and other modern weapons, instead of a simple sword. The current oppressor of the people was Commandante Pico, assisted by Sgt. Sepulveda, and his human recording machine, Corp. Cassette. *Zorro and Son* was liberally laced

with bad jokes—the Franciscan monk arrested for "selling wine before its time," young Don Carlos futilely trying to rally the people in a makeshift Zorro costume when his regular one was lost, etc.—and it rarely took itself seriously, despite being produced by Walt Disney Productions, the same company responsible for the original *Zorro* TV series more than 25 years earlier.

APPENDIX 1  
PRIME TIME SCHEDULES: 1946-1991

On the following pages are complete prime time network schedules for each season from 1946-1947 through 1991-1992. Television programming changes constantly, and schedules such as these can only offer an approximation of what was on during any given week. However, the industry has long had a custom of introducing new series in September or October of each year, and it is these introductory "fall schedules" that are shown here.

During the 1950s and 1960s most of the series introduced in the fall of each year lasted for at least three months, and often for a full year, even when they were unsuccessful. Industry practice was to contract in advance for at least 13 original episodes of a series. In recent years, however, intense network competition has led to the dropping of unsuccessful series as soon as three or four weeks after their premieres, and occasionally a TV dud, like a Broadway flop, will even close on its opening night. The principal fall programs are shown here, no matter how short their actual runs.

Times given are those at which the programs were seen in most cities. Newscasts will be found in the main body of the book under *News*, feature film series under *Movies*, sports events under the name of the sport, etc. (Miscellaneous collections of film shorts, used to fill time, are included on the schedules but are not in the book.) A blank indicates that there was no network programming in the time slot. This does not necessarily mean there was nothing on TV—individual stations usually filled in with their own local or syndicated shows—although in the earliest days there sometimes was only a test pattern to watch.

Abbreviations

A = ABC

C = CBS

D = DuMont

F = Fox

N = NBC

PRIME TIME SCHEDULE: FALL 1990

|           | 7:00 PM | 7:30                     | 8:00                           | 8:30                      | 9:00                  | 9:30                  | 10:00            | 10:30           | 11:00 |
|-----------|---------|--------------------------|--------------------------------|---------------------------|-----------------------|-----------------------|------------------|-----------------|-------|
| SUNDAY    | A       | Life Goes On             | America's Funniest Home Videos | America's Funniest People | ABC Sunday Movie      |                       |                  |                 |       |
|           | C       | 60 Minutes               |                                | Murder, She Wrote         |                       | CBS Sunday Movie      |                  |                 |       |
|           | F       | True Colors              | Parker Lewis Can't Lose        | In Living Color           | Get A Life            | Married With Children | Good Grief       | Against the Law |       |
|           | N       | Hull High                |                                | Lifestories               |                       | NBC Sunday Movie      |                  |                 |       |
| MONDAY    | A       | MacGyver                 |                                |                           | Monday Night Football |                       |                  |                 |       |
|           | C       | Uncle Buck               | Major Dad                      | Murphy Brown              | Designing Women       | Trials of Rose O'Neil |                  |                 |       |
|           | T       | Fox Night at the Movies  |                                |                           |                       |                       |                  |                 |       |
|           | N       | Fresh Prince of Bel Air  | Ferris Bueller                 | NBC Monday Movie          |                       |                       |                  |                 |       |
| TUESDAY   | A       | Who's the Boss           | Head of the Class              | Roseanne                  | Coach                 | Thirtysomething       |                  |                 |       |
|           | C       | Rescue 911               |                                | CBS Tuesday Movie         |                       |                       |                  |                 |       |
|           | N       | Matlock                  |                                | In the Heat of the Night  |                       | Law & Order           |                  |                 |       |
|           | A       | Wonder Years             | Growing Pains                  | Doogie Howser, M.D.       | Married People        | Cop Rock              |                  |                 |       |
| WEDNESDAY | C       | Lenny                    | Doctor, Doctor                 | Jake and the Fatman       |                       | WIOU                  |                  |                 |       |
|           | N       | Unsolved Mysteries       |                                | Fanelli Boys              | Dear John             | Hunter                |                  |                 |       |
|           | A       | Father Dowling Mysteries |                                | Gabriel's Fire            |                       | Primetime Live        |                  |                 |       |
|           | C       | Top Cops                 | The Flash                      |                           | Doctor, Doctor        | Knots Landing         |                  |                 |       |
| THURSDAY  | T       | The Simpsons             | Babes                          | Beverly Hills 90210       |                       |                       |                  |                 |       |
|           | N       | Cosby Show               | A Different World              | Cheers                    | Grand                 | L. A. Law             |                  |                 |       |
|           | A       | Full House               | Family Matters                 | Perfect Strangers         | Going Places          | 20/20                 |                  |                 |       |
|           | C       | Evening Shade            | Bagdad Cafe                    | Over My Dead Body         |                       | Dallas                |                  |                 |       |
| FRIDAY    | F       | America's Most Wanted    |                                |                           | D.E.A.                |                       |                  |                 |       |
|           | N       | Quantum Leap             |                                | Night Court               | Wings                 | Midnight Caller       |                  |                 |       |
|           | A       | Young Riders             |                                | China Beach               |                       | Twin Peaks            |                  |                 |       |
|           | C       | Family Man               | Hogan Family                   | E.A.R.T.H. Force          |                       | 48 Hours              |                  |                 |       |
| SATURDAY  | F       | Totally Hidden Video     | Haywire                        | Cops                      | American Chronicles   |                       |                  |                 |       |
|           | N       | Parenthood               | Working It Out                 | Golden Girls              | Empty Nest            | Carol & Company       | American Dreamer |                 |       |

PRIME TIME SCHEDULE: FALL 1991

|           | 7:00 PM | 7:30                         | 8:00                           | 8:30                      | 9:00                  | 9:30                  | 10:00         | 10:30         | 11:00 |
|-----------|---------|------------------------------|--------------------------------|---------------------------|-----------------------|-----------------------|---------------|---------------|-------|
| SUNDAY    | A       | Life Goes On                 | America's Funniest Home Videos | America's Funniest People | ABC Sunday Movie      |                       |               |               |       |
|           | C       | 60 Minutes                   |                                | Murder, She Wrote         |                       | CBS Sunday Movie      |               |               |       |
|           | F       | True Colors                  | Parker Lewis Can't Lose        | In Living Color           | ROC                   | Married With Children | Herman's Head | Sunday Comics |       |
|           | N       | Adventures of Mark and Brian | Eerie, Indiana                 | Man of the People         | Pacific Station       | NBC Sunday Movie      |               |               |       |
| MONDAY    | A       | MacGyver                     |                                |                           | Monday Night Football |                       |               |               |       |
|           | C       | Evening Shade                | Major Dad                      | Murphy Brown              | Designing Women       | Northern Exposure     |               |               |       |
|           | T       | Fox Night at the Movies      |                                |                           |                       |                       |               |               |       |
|           | N       | Fresh Prince of Bel Air      | Blossom                        | NBC Monday Movie          |                       |                       |               |               |       |
| TUESDAY   | A       | Full House                   | Home Improvement               | Roseanne                  | Coach                 | Homefront             |               |               |       |
|           | C       | Rescue 911                   |                                | CBS Tuesday Movie         |                       |                       |               |               |       |
|           | N       | I'll Fly Away                |                                | In the Heat of the Night  |                       | Law & Order           |               |               |       |
|           | A       | Dinosaurs                    | Wonder Years                   | Doogie Howser, M.D.       | Sibs                  | Anything But Love     | Good & Evil   |               |       |
| WEDNESDAY | C       | Royal Family                 | Teach                          | Jake and the Fatman       |                       | 48 Hours              |               |               |       |
|           | N       | Unsolved Mysteries           |                                | Night Court               | Seinfeld              | Quantum Leap          |               |               |       |
|           | A       | Pros and Cons                |                                | FBI: The Untold Stories   | American Detective    | Primetime Live        |               |               |       |
|           | C       | Top Cops                     |                                | Trials of Rose O'Neil     |                       | Knots Landing         |               |               |       |
| THURSDAY  | F       | The Simpsons                 | Drew's Class                   | Beverly Hills 90210       |                       |                       |               |               |       |
|           | N       | Cosby Show                   | A Different World              | Cheers                    | Wings                 | L. A. Law             |               |               |       |
|           | A       | Family Matters               | Step by Step                   | Perfect Strangers         | Baby Talk             | 20/20                 |               |               |       |
|           | C       | Princesses                   | Brooklyn Bridge                | Carol Burnett Show        |                       | Palace Guard          |               |               |       |
| FRIDAY    | F       | America's Most Wanted        |                                |                           | Ultimate Challenge    |                       |               |               |       |
|           | N       | Real Life With Jane Pauley   | Exposé                         | Dear John                 | Flash 'N' Speed       | Reasonable Doubts     |               |               |       |
|           | A       | Who's the Boss               | Growing Pains                  | Young Riders              |                       | The Commish           |               |               |       |
|           | C       | CBS Saturday Movie           |                                |                           |                       |                       |               |               |       |
| SATURDAY  | F       | Cops                         |                                | Totally Hidden Video      | Best of the Worst     |                       |               |               |       |
|           | N       | Golden Girls                 | The Tortellanos                | Empty Nest                | Nurses                | Sisters               |               |               |       |

PRIME TIME SCHEDULE: FALL 1988\*

|           | 7:00 PM | 7:30                    | 8:00                     | 8:30                   | 9:00                        | 9:30          | 10:00 | 10:30 | 11:00 |  |
|-----------|---------|-------------------------|--------------------------|------------------------|-----------------------------|---------------|-------|-------|-------|--|
| SUNDAY    | A       | Incredible Sunday       | Mission: Impossible      |                        | ABC Sunday Movie            |               |       |       |       |  |
|           | C       | 60 Minutes              | Murder, She Wrote        |                        | CBS Sunday Movie            |               |       |       |       |  |
|           | F       | 21 Jump Street          | America's Most Wanted    | Marted With Children   | It's Garry Shandling's Show | Tracey Ullman | Duet  |       |       |  |
|           | N       | Magical World of Disney | Family Ties              | Day by Day             | NBC Sunday Movie            |               |       |       |       |  |
| MONDAY    | A       | MacGyver                |                          | Monday Night Football  |                             |               |       |       |       |  |
|           | C       | Newhart                 | Corning of Age           | CBS Monday Movie       |                             |               |       |       |       |  |
|           | N       | All                     | Hogan Family             | NBC Monday Movie       |                             |               |       |       |       |  |
|           | A       | Who's the Boss          | Roseanne                 | Moonlighting           | Thirtysomething             |               |       |       |       |  |
| TUESDAY   | C       | High Risk               |                          | CBS Tuesday Movie      |                             |               |       |       |       |  |
|           | N       | Matlock                 | In the Heat of the Night |                        | Midnight Caller             |               |       |       |       |  |
|           | A       | Growing Pains           | Head of the Class        | Wonder Years           | Hooperman                   | China Beach   |       |       |       |  |
|           | C       | Van Dyke Show           | Annie McGuire            | The Equalizer          |                             | Wiseguy       |       |       |       |  |
| WEDNESDAY | N       | Unsolved Mysteries      |                          | Night Court            | Baby Boom                   | Tattlers      |       |       |       |  |
|           | A       | Knightwatch             |                          | Dynasty                |                             | Speciale      |       |       |       |  |
|           | C       | 48 Hours                |                          | Paradise               |                             | Knots Landing |       |       |       |  |
|           | N       | Cosby Show              | A Different World        | Cheers                 | Dear John                   | L. A. Law     |       |       |       |  |
| THURSDAY  | A       | Perfect Strangers       | Full House               | Mr. Belvedere          | Just the Ten of Us          | 20/20         |       |       |       |  |
|           | C       | Beauty and the Beast    |                          | Dallas                 |                             | Falcon Crest  |       |       |       |  |
|           | N       | Sonny Spoon             |                          | Something is Out There |                             | Miami Vice    |       |       |       |  |
|           | A       | Murphy's Law            |                          | Police Story           |                             |               |       |       |       |  |
| FRIDAY    | C       | Dirty Dancing           | Relating Mirandas        | Simon & Simon          |                             | West 57th     |       |       |       |  |
|           | F       | The Reporters           |                          | Beyond Tomorrow        |                             |               |       |       |       |  |
|           | N       | 227                     | Amen                     | Golden Girls           | Empty Nest                  | Hunter        |       |       |       |  |

PRIME TIME SCHEDULE: FALL 1989

|           | 7:00 PM | 7:30                    | 8:00                     | 8:30                  | 9:00                  | 9:30                             | 10:00         | 10:30                       | 11:00 |
|-----------|---------|-------------------------|--------------------------|-----------------------|-----------------------|----------------------------------|---------------|-----------------------------|-------|
| SUNDAY    | A       | Life Goes On            | Free Spirit              | Homeroom              | ABC Sunday Movie      |                                  |               |                             |       |
|           | C       | 60 Minutes              | Murder, She Wrote        |                       | CBS Sunday Movie      |                                  |               |                             |       |
|           | F       | Booker                  | America's Most Wanted    | Totally Hidden Video  | Marted With Children  | Open House                       | Tracey Ullman | It's Garry Shandling's Show |       |
|           | N       | Magical World of Disney | Sister Kate              | My Two Dads           | NBC Sunday Movie      |                                  |               |                             |       |
| MONDAY    | A       | MacGyver                |                          | Monday Night Football |                       |                                  |               |                             |       |
|           | C       | Major Dad               | People Next Door         | Murphy Brown          | Famous Teddy Z        | Designing Women                  | Newhart       |                             |       |
|           | F       | 21 Jump Street          |                          | Allen Nation          |                       |                                  |               |                             |       |
|           | N       | All                     | Hogan Family             | NBC Monday Movie      |                       |                                  |               |                             |       |
| TUESDAY   | A       | Who's the Boss          | Wonder Years             | Roseanne              | Chicken Soup          | Thirtysomething                  |               |                             |       |
|           | C       | Rescue 911              |                          | Wolf                  |                       | Island Son                       |               |                             |       |
|           | N       | Matlock                 | In the Heat of the Night |                       | Midnight Caller       |                                  |               |                             |       |
|           | A       | Growing Pains           | Head of the Class        | Doogie Howser, M.D.   | Anything But Love     | China Beach                      |               |                             |       |
| WEDNESDAY | C       | Peaceable Kingdom       |                          | Jake and the Fatman   |                       | Wiseguy                          |               |                             |       |
|           | N       | Unsolved Mysteries      |                          | Night Court           | Nutt House            | Quantum Leap                     |               |                             |       |
|           | A       | Masters of Deceit       |                          | Young Riders          |                       | Primetime Live                   |               |                             |       |
|           | C       | 48 Hours                |                          | Top of the Hill       |                       | Knots Landing                    |               |                             |       |
| THURSDAY  | N       | Cosby Show              | A Different World        | Cheers                | Dear John             | L. A. Law                        |               |                             |       |
|           | A       | Perfect Strangers       | Full House               | Family Matters        | Perfect Strangers     | Just the Ten of Us               | 20/20         |                             |       |
|           | C       | Snooze                  |                          | Dallas                |                       | Falcon Crest                     |               |                             |       |
|           | N       | Baywatch                |                          | Hardball              |                       | Mancuso, F.B.I.                  |               |                             |       |
| FRIDAY    | A       | Mr. Belvedere           |                          | Living Dolls          | ABC Saturday Mystery* |                                  |               |                             |       |
|           | C       | Paradise                |                          | Tour of Duty          |                       | Saturday Night With Connie Chung |               |                             |       |
|           | F       | Cops                    | The Reporters            |                       | Beyond Tomorrow       |                                  |               |                             |       |
|           | N       | 227                     | Amen                     | Golden Girls          | Empty Nest            | Hunter                           |               |                             |       |

PRIME TIME SCHEDULE: 1986

|           | 7:00 PM | 7:30                | 8:00                  | 8:30               | 9:00                  | 9:30            | 10:00             | 10:30 | 11:00 |
|-----------|---------|---------------------|-----------------------|--------------------|-----------------------|-----------------|-------------------|-------|-------|
| SUNDAY    | A       | Disney Sunday Movie |                       |                    | ABC Sunday Movie      |                 |                   |       |       |
|           | C       | 60 Minutes          | Murder, She Wrote     |                    | CBS Sunday Movie      |                 |                   |       |       |
|           | N       | Our House           | Easy Street           | Valerie            | NBC Sunday Movie      |                 |                   |       |       |
| MONDAY    | A       | MacGyver            |                       |                    | Monday Night Football |                 |                   |       |       |
|           | C       |                     | Kate & Allie          | My Sister Sam      | Newhart               | Designing Women | Cagney & Lacey    |       |       |
|           | N       |                     | All                   | Amazing Stories    | NBC Monday Movie      |                 |                   |       |       |
| TUESDAY   | A       |                     | Who's the Boss        | Growing Pains      | Moonlighting          |                 | Jack and Mike     |       |       |
|           | C       |                     | The Wizard            |                    | CBS Tuesday Movie     |                 |                   |       |       |
|           | N       |                     | Matlock               |                    | Crime Story           | 1986            |                   |       |       |
| WEDNESDAY | A       |                     | Perfect Strangers     | Head of the Class  | Dynasty               |                 | Hotel             |       |       |
|           | C       |                     | Together We Stand     | Better Days        | Magnum, P.I.          |                 | The Equalizer     |       |       |
|           | N       |                     | Highway to Heaven     |                    | Gimme a Break         | You Again       | St. Elsewhere     |       |       |
| THURSDAY  | A       |                     | Our World             |                    | The Colbys            |                 | 20/20             |       |       |
|           | C       |                     | Simon & Simon         |                    | Knots Landing         |                 | Kay O'Brien       |       |       |
|           | N       |                     | Cosby Show            | Family Ties        | Cheers                | Night Court     | Hill Street Blues |       |       |
| FRIDAY    | A       |                     | Webster               | Mr. Belvedere      | Sidekicks             | Sledge Hammer   | Starman           |       |       |
|           | C       |                     | Scarecrow & Mrs. King |                    | Dallas                |                 | Falcon Crest      |       |       |
|           | N       |                     | The A-Team            |                    | Miami Vice            |                 | L. A. Law         |       |       |
| SATURDAY  | A       |                     | Life with Lucy        | Ellen Burstyn Show | Heart of the City     |                 | Spenser: For Hire |       |       |
|           | C       |                     | Downtown              |                    | New Mike Hammer       |                 | Twilight Zone     |       |       |
|           | N       |                     | Facts of Life         | 227                | Golden Girls          | Amen            | Hunter            |       |       |

PRIME TIME SCHEDULE: FALL 1987

|           | 7:00 PM | 7:30                | 8:00                 | 8:30                  | 9:00                           | 9:30                 | 10:00           | 10:30 | 11:00 |
|-----------|---------|---------------------|----------------------|-----------------------|--------------------------------|----------------------|-----------------|-------|-------|
| SUNDAY    | A       | Disney Sunday Movie | Spenser: For Hire    |                       | Dolly                          |                      | Buck James      |       |       |
|           | C       | 60 Minutes          | Murder, She Wrote    |                       | CBS Sunday Movie               |                      |                 |       |       |
|           | N       | 21 Jump Street      | Werewolf             | Married With Children | Tracey Ullman                  | Duett                |                 |       |       |
| MONDAY    | A       | Our House           | Family Ties          | My Two Dads           | NBC Sunday Movie               |                      |                 |       |       |
|           | C       |                     | MacGyver             |                       | Monday Night Football          |                      |                 |       |       |
|           | N       |                     | Frank's Place        | Kate & Allie          | Newhart                        | Designing Women      | Cagney & Lacey  |       |       |
| TUESDAY   | A       |                     | All                  | Valerie's Family      | NBC Monday Movie               |                      |                 |       |       |
|           | C       |                     | Who's the Boss       | Growing Pains         | Moonlighting                   |                      | Thirtysomething |       |       |
|           | N       |                     | Houston Knights      |                       | Jake and the Fatman            | Law and Harry McGraw |                 |       |       |
| WEDNESDAY | A       |                     | Matlock              | J. J. Starbuck        |                                | Crime Story          |                 |       |       |
|           | C       |                     | Perfect Strangers    | Head of the Class     | Hooperman                      | Slag Maxwell Story   | Dynasty         |       |       |
|           | N       |                     | Oldest Rookie        | Magnum, P.I.          |                                | The Equalizer        |                 |       |       |
| THURSDAY  | A       |                     | Highway to Heaven    | A Year in the Life    |                                | St. Elsewhere        |                 |       |       |
|           | C       |                     | Sledge Hammer        | The Charmings         | ABC Thursday Movie             |                      |                 |       |       |
|           | N       |                     | Tour of Duty         |                       | WeeGuy                         |                      | Knots Landing   |       |       |
| FRIDAY    | A       |                     | Cosby Show           | A Different World     | Cheers                         | Night Court          | L. A. Law       |       |       |
|           | C       |                     | Webster              | Mr. Belvedere         | Sidekicks                      | Sledge Hammer        | Starman         |       |       |
|           | N       |                     | Full House           | I Married Dora        | Max Headroom                   |                      | 20/20           |       |       |
| SATURDAY  | A       |                     | Beauty and the Beast |                       | Dallas                         |                      | Falcon Crest    |       |       |
|           | C       |                     | The A-Team           |                       | Miami Vice                     |                      | Private Eye     |       |       |
|           | N       |                     | Right to Pitches     | Miami Vice            |                                | Private Eye          |                 |       |       |
| SUNDAY    | A       |                     | Once a Hero          |                       | Ozark                          |                      | Hotel           |       |       |
|           | C       |                     | My Sister Sam        | Everything's Relative | Log Work                       |                      | West 57th       |       |       |
|           | N       |                     | Mr. President        | Women in Prison       | New Adventures of Beans Baxter | Second Chance        |                 |       |       |
| MONDAY    | A       |                     | Facts of Life        | 227                   | Golden Girls                   | Amen                 | Hunter          |       |       |

**PRIME TIME SCHEDULE: 1974**

|           | 7:00 PM | 7:30                        | 8:00               | 8:30   | 9:00                     | 9:30               | 10:00                      | 10:30 | 11:00 |
|-----------|---------|-----------------------------|--------------------|--|--------------------------|--------------------|----------------------------|-------|-------|
| SUNDAY    | A       |                             | Sonny Comedy Revue |  | ABC Sunday Night Movie   |                    |                            |       |       |
|           | C       | Apple's Way                 |                    | Kojak  | Mannix                   |                    |                            |       |       |
|           | N       | Wonderful World of Disney   |                    | NBC Sunday Mystery Movie: Colombo/McCloud/McMillan and Wife/Amy Prentiss |                          |                    |                            |       |       |
| MONDAY    | A       | Rookies                     |                    | ABC Monday Night Football  |                          |                    |                            |       |       |
|           | C       | Gunsmoke                    |                    | Maude  | Rhoda                    | Medical Center     |                            |       |       |
|           | N       | Bon Free                    |                    | NBC Monday Night Movie   |                          |                    |                            |       |       |
| TUESDAY   | A       | Happy Days                  |                    | Tuesday Movie of the Week  |                          | Marcus Welby, M.D. |                            |       |       |
|           | C       | Good Times                  |                    | M*A*S*H  | Hawaii Five-O            |                    | Barnaby Jones              |       |       |
|           | N       | Adam 12                     |                    | NBC World Premiere Movie   |                          |                    | Police Story               |       |       |
| WEDNESDAY | A       | That's My Mama              |                    | Wednesday Movie of the Week  |                          | Get Christie Love  |                            |       |       |
|           | C       | Sons & Daughters            |                    | Cannon   |                          | Manhunter          |                            |       |       |
|           | N       | Little House on the Prairie |                    | Lucas Tanner   |                          | Petrocelli         |                            |       |       |
| THURSDAY  | A       | Odd Couple                  |                    | Paper Moon   | Streets of San Francisco |                    | Harry-O                    |       |       |
|           | C       | The Waltons                 |                    | CBS Thursday Night Movie   |                          |                    |                            |       |       |
|           | N       | Sierra                      |                    | Ironside   |                          | Movin' On          |                            |       |       |
| FRIDAY    | A       | Kojak                       |                    | Six Million Dollar Man   |                          | Texas Wheelers     | Kolchak: The Night Stalker |       |       |
|           | C       | Planet of the Apes          |                    | CBS Friday Night Movie   |                          |                    |                            |       |       |
|           | N       | Sanford & Son               |                    | Chico and the Man  | Rockford Files           |                    | Police Woman               |       |       |
| SATURDAY  | A       | The New Land                |                    | Kung Fu  |                          | Nella              |                            |       |       |
|           | C       | All in the Family           |                    | Paul Sand in Friends and Lovers  | Mary Tyler Moore Show    | Bob Newhart Show   | Carol Burnett Show         |       |       |
|           | N       | Emergency                   |                    | NBC Saturday Night Movie   |                          |                    |                            |       |       |

**PRIME TIME SCHEDULE: 1975**

|           | 7:00 PM | 7:30                                   | 8:00 | 8:30                      | 9:00              | 9:30  | 10:00              | 10:30              | 11:00 |
|-----------|---------|--|------|---------------------------|-------------------|---|--------------------|--------------------|-------|
| SUNDAY    | A       | Swiss Family Robinson                  |      | Six Million Dollar Man    |                   | ABC Sunday Night Movie  |                    |                    |       |
|           | C       | Three for the Road                     |      | Char                      |                   | Kojak   |                    | Bronk              |       |
|           | N       | Wonderful World of Disney              |      | Family Hollow             |                   | NBC Sunday Mystery Movie: Colombo/McCloud/McMillan and Wife/McCoy |                    |                    |       |
| MONDAY    | A       | Barbary Coast                          |      | ABC Monday Night Football |                   |   |                    |                    |       |
|           | C       | Rhoda                                  |      | Phyllis                   | All in the Family | Maude   | Medical Center     |                    |       |
|           | N       | Invincible Man                         |      | NBC Monday Night Movie    |                   |   |                    |                    |       |
| TUESDAY   | A       | Happy Days                             |      | Wednesday Back Kottler    | The Rookies       |   | Marcus Welby, M.D. |                    |       |
|           | C       | Good Times                             |      | Joe and Sons              |                   | Switch  |                    | Beacon Hill        |       |
|           | N       | Movin' On                              |      | Police Story              |                   | Joe Forrester   |                    |                    |       |
| WEDNESDAY | A       | When Things Were Rotten                |      | That's My Mama            |                   | Barretta  |                    | Starky & Hutch     |       |
|           | C       | Tony Orlando & Dawn                    |      | Cannon                    |                   | Kate McShane  |                    |                    |       |
|           | N       | Little House on the Prairie            |      | Doctors' Hospital         |                   | Petrocelli  |                    |                    |       |
| THURSDAY  | A       | Barney Miller                          |      | On the Rocks              |                   | Streets of San Francisco  |                    | Harry-O            |       |
|           | C       | The Waltons                            |      | CBS Thursday Night Movie  |                   |   |                    |                    |       |
|           | N       | The MonteCarlo                         |      | Fay                       |                   | Elery Queen   |                    | Medical Story      |       |
| FRIDAY    | A       | Mobile One                             |      | ABC Friday Night Movie    |                   |   |                    |                    |       |
|           | C       | Big Eddie                              |      | M*A*S*H                   |                   | Hawaii Five-O   |                    | Barnaby Jones      |       |
|           | N       | Sanford & Son                          |      | Chico and the Man         |                   | Rockford Files  |                    | Police Woman       |       |
| SATURDAY  | A       | Saturday Night Live with Howard Cosell |      | S.W.A.T.                  |                   | Mett Helm   |                    |                    |       |
|           | C       | The Jeffersons                         |      | Doc                       |                   | Mary Tyler Moore Show   | Bob Newhart Show   | Carol Burnett Show |       |
|           | N       | Emergency                              |      | NBC Saturday Night Movie  |                   |   |                    |                    |       |

PRIME TIME SCHEDULE: 1972

|           | 7:00 PM | 7:30                      | 8:00  | 8:30   | 9:00                   | 9:30                 | 10:00         | 10:30 | 11:00 |
|-----------|---------|---------------------------|---|--|------------------------|----------------------|---------------|-------|-------|
| SUNDAY    | A       | The F.B.I.                |   |  | ABC Sunday Night Movie |                      |               |       |       |
|           | C       | Anna and the King         | M*A*S*H   | Sandy Duncan Show  | New Dick Van Dyke Show | Mannix               |               |       |       |
|           | N       | Wonderful World of Disney |   | NBC Sunday Mystery Movie: Columbo/McCloud/McMillan and Wife/Hec Ramsey |                        |                      | Night Gallery |       |       |
| MONDAY    | A       | The Rookies               |   | ABC Monday Night Football  |                        |                      |               |       |       |
|           | C       | Gunsmoke                  |   | Here's Lucy  | Doris Day Show         | New Bill Cosby Show  |               |       |       |
|           | N       | Rowan & Martin's Laugh-In |   | NBC Monday Night Movie   |                        |                      |               |       |       |
| TUESDAY   | A       | Temperatures Rising       | Tuesday Movie of the Week                                 |  |                        | Marcus Welby, M.D.   |               |       |       |
|           | C       | Maude                     | Hawaii Five-O   | New CBS Tuesday Night Movie  |                        |                      |               |       |       |
|           | N       | Bonanza                   |   | Bold Ones: The New Doctors   | NBC Reports            |                      |               |       |       |
| WEDNESDAY | A       | Paul Lynde Show           | Wednesday Movie of the Week                               |  |                        | Julie Andrews Hour   |               |       |       |
|           | C       | Carol Burnett Show        |   | Medical Center   | Cannon                 |                      |               |       |       |
|           | N       | Adam 12                   | NBC Wednesday Mystery Movie: Madigan/Cool Million/Banquet |  |                        | Search               |               |       |       |
| THURSDAY  | A       | Mod Squad                 |   | The Merc: Assignment Vienna/Dolph Bureau/Jigsaw                        |                        | Owen Marshall        |               |       |       |
|           | C       | The Waltons               |   | CBS Thursday Night Movie   |                        |                      |               |       |       |
|           | N       | Flip Wilson Show          |   | Ironsides  | Dean Martin Show       |                      |               |       |       |
| FRIDAY    | A       | Brady Bunch               | Partridge Family  | Room 222   | Odd Couple             | Love, American Style |               |       |       |
|           | C       | Sonny & Cher Comedy Hour  |   | CBS Friday Night Movie   |                        |                      |               |       |       |
|           | N       | Sanford & Son             | Little People   | Ghost Story  |                        | Banyon               |               |       |       |
| SATURDAY  | A       | Alias Smith & Jones       |   | Streets of San Francisco   |                        | The Sixth Sense      |               |       |       |
|           | C       | All in the Family         | Bridget Loves Bernie                                      | Mary Tyler Moore Show  | Bob Newhart Show       | Mission: Impossible  |               |       |       |
|           | N       | Emergency                 |   | NBC Saturday Night Movie   |                        |                      |               |       |       |

PRIME TIME SCHEDULE: 1973

|           | 7:00 PM | 7:30                      | 8:00  | 8:30   | 9:00                     | 9:30                 | 10:00 | 10:30 | 11:00 |
|-----------|---------|---------------------------|---|--|--------------------------|----------------------|-------|-------|-------|
| SUNDAY    | A       | The F.B.I.                |   |  | ABC Sunday Night Movie   |                      |       |       |       |
|           | C       | New Adv. of Perry Mason   |   | Mannix   | Barnaby Jones            |                      |       |       |       |
|           | N       | Wonderful World of Disney |   | NBC Sunday Mystery Movie: Columbo/McCloud/McMillan and Wife/Hec Ramsey   |                          |                      |       |       |       |
| MONDAY    | A       | The Rookies               |   | ABC Monday Night Football  |                          |                      |       |       |       |
|           | C       | Gunsmoke                  |   | Here's Lucy  | New Dick Van Dyke Show   | Medical Center       |       |       |       |
|           | N       | Lotta Luck                |   | Diana  | NBC Monday Night Movie   |                      |       |       |       |
| TUESDAY   | A       | Temperatures Rising       | Tuesday Movie of the Week   |  |                          | Marcus Welby, M.D.   |       |       |       |
|           | C       | Maude                     | Hawaii Five-O   | Tuesday Night CBS Movie: Hawthorne/Grant/The New CBS Tuesday Night Movie |                          |                      |       |       |       |
|           | N       | Chase                     |   | The Magician   | Police Story             |                      |       |       |       |
| WEDNESDAY | A       | Bob & Carol & Ted & Alice | Wednesday Movie of the Week   |  |                          | Owen Marshall        |       |       |       |
|           | C       | Sonny & Cher Comedy Hour  |   | Cannon   | Kojak                    |                      |       |       |       |
|           | N       | Adam 12                   | NBC Wednesday Mystery Movie: Madigan/Tenally/Faraday & Company/The Snop Staters |  |                          | Love Story           |       |       |       |
| THURSDAY  | A       | Toma                      |   | Kung Fu  | Streets of San Francisco |                      |       |       |       |
|           | C       | The Waltons               |   | CBS Thursday Night Movie   |                          |                      |       |       |       |
|           | N       | Flip Wilson Show          |   | Ironsides  | NBC Follies              |                      |       |       |       |
| FRIDAY    | A       | Brady Bunch               | Odd Couple  | Room 222   | Adam's Rib               | Love, American Style |       |       |       |
|           | C       | Calucci's Dept.           |   | Roll Out   | CBS Friday Night Movie   |                      |       |       |       |
|           | N       | Sanford & Son             | The Girl with Something Extra   | Needles & Pines  | Brian Keith Show         | Dean Martin Show     |       |       |       |
| SATURDAY  | A       | Partridge Family          |   | ABC Suspense Movie   |                          |                      | Griff |       |       |
|           | C       | All in the Family         | M*A*S*H   | Mary Tyler Moore Show  | Bob Newhart Show         | Carol Burnett Show   |       |       |       |
|           | N       | Emergency                 |   | NBC Saturday Night Movie   |                          |                      |       |       |       |

**PRIME TIME SCHEDULE: 1970**

|           | 7:00 PM | 7:30                        | 8:00                      | 8:30               | 9:00                     | 9:30                        | 10:00   | 10:30  | 11:00 |
|-----------|---------|-----------------------------|---------------------------|--------------------|--------------------------|-----------------------------|---|--|-------|
| SUNDAY    | A       | Young Rebels                |                           | The F.B.I.         |                          | ABC Sunday Night Movie      |   |  |       |
|           | C       | Lassie                      | Hogan's Heroes            | Ed Sullivan Show   |                          | Glen Campbell Goodtime Hour |   | Tim Conway Comedy Hour                             |       |
|           | N       | Wild Kingdom                | Wonderful World of Disney |                    | Bill Cosby Show          | Bonanza                     |   | Bold Ones: The New Doctors/The Lawyers/The Senator |       |
| MONDAY    | A       | Young Lawyers               |                           | Silent Force       |                          | ABC Monday Night Football   |   |  |       |
|           | C       | Gunsmoke                    |                           | Here's Lucy        | Mayberry R.F.D.          | Doris Day Show              | Carol Burnett Show  |  |       |
|           | N       | Red Skelton Show            | Rowan & Martin's Laugh-In |                    | NBC Monday Night Movie   |                             |   |  |       |
| TUESDAY   | A       | Mod Squad                   |                           | Movie of the Week  |                          | Marcus Welby, M.D.          |   |  |       |
|           | C       | Beverly Hillsbillies        | Green Acres               | Hee Haw            |                          | To Rome with Love           | CBS News Hour / 60 Minutes  |  |       |
|           | N       | Don Knotts Show             |                           | Julia              | NBC Tuesday Night Movie  |                             |   |  |       |
| WEDNESDAY | A       | Courtship of Eddie's Father | Make Room for Granddaddy  | Room 222           | Johnny Cash Show         |                             | Dan August  |  |       |
|           | C       | Storefront Lawyers          |                           | Governor & J.J.    | Medical Center           |                             | Hawaii Five-O   |  |       |
|           | N       | Men from Shiloh             |                           |                    | Kraft Music Hall         |                             | Four in One: McCloud/San Francisco International Airport/Night Gallery/The Psychiatrist |  |       |
| THURSDAY  | A       | Matt Lincoln                |                           | Bewitched          | Barefoot in the Park     | Odd Couple                  | The Immortal  |  |       |
|           | C       | Family Affair               | Jim Nabors Hour           |                    | CBS Thursday Night Movie |                             |   |  |       |
|           | N       | Flip Wilson Show            |                           | Ironside           |                          | Nancy                       | Dean Martin Show  |  |       |
| FRIDAY    | A       | Brady Bunch                 | Nanny and the Professor   | Partridge Family   | That Girl                | Love, American Style        | This Is Tom Jones   |  |       |
|           | C       | The Interns                 |                           | The Headmaster     | CBS Friday Night Movie   |                             |   |  |       |
|           | N       | High Chaparral              |                           | Name of the Game   |                          | Bracken's World             |   |  |       |
| SATURDAY  | A       | Let's Make a Deal           | Newlywed Game             | Lawrence Welk Show |                          | Most Deadly Game            |   |  |       |
|           | C       | Mission: Impossible         |                           | My Three Sons      | Arnie                    | Mary Tyler Moore Show       | Mannix  |  |       |
|           | N       | Andy Williams Show          |                           | Adam 12            | NBC Saturday Night Movie |                             |   |  |       |

**PRIME TIME SCHEDULE: 1971**

|           | 7:00 PM | 7:30                        | 8:00  | 8:30                        | 9:00                       | 9:30                   | 10:00                                  | 10:30 | 11:00 |  |
|-----------|---------|-----------------------------|---|-----------------------------|----------------------------|------------------------|--|-------|-------|--|
| SUNDAY    | A       |                             |   | The F.B.I.                  |                            | ABC Sunday Night Movie |  |       |       |  |
|           | C       | CBS Sunday Night Movie      |   |                             |                            |                        | Cade's County                          |       |       |  |
|           | N       | Wonderful World of Disney   |   | Jimmy Stewart Show          | Bonanza                    |                        | Bold Ones: The New Doctors/The Lawyers |       |       |  |
| MONDAY    | A       | Harry & Professor           |   | ABC Monday Night Football   |                            |                        |  |       |       |  |
|           | C       | Gunsmoke                    |   | Here's Lucy                 | Doris Day Show             | My Three Sons          | Arnie                                  |       |       |  |
|           | N       | Rowan & Martin's Laugh-In   |   | NBC Monday Night Movie      |                            |                        |  |       |       |  |
| TUESDAY   | A       | Mod Squad                   |   | Movie of the Week           |                            | Marcus Welby, M.D.     |  |       |       |  |
|           | C       | Glen Campbell Goodtime Hour |   | Hawaii Five-O               |                            | Cannon                 |  |       |       |  |
|           | N       | Ironside                    |   | Sarge                       |                            | The Funny Side         |  |       |       |  |
| WEDNESDAY | A       | Bewitched                   |   | Courtship of Eddie's Father | Smith Family               | Shirley's World        | Man and the City                       |       |       |  |
|           | C       | Carol Burnett Show          |   | Medical Center              |                            | Mannix                 |  |       |       |  |
|           | N       | Adam 12                     | NBC Mystery Movie: Columbo/McCloud/McEllison and Wife |                             |                            |                        | Night Gallery                          |       |       |  |
| THURSDAY  | A       | Alias Smith & Jones         |   | Longstreet                  |                            | Owen Marshall          |  |       |       |  |
|           | C       | Beercats                    |   | CBS Thursday Night Movie    |                            |                        |  |       |       |  |
|           | N       | Flip Wilson Show            |   | Nichols                     |                            | Dean Martin Show       |  |       |       |  |
| FRIDAY    | A       | Brady Bunch                 | Partridge Family                                      | Room 222                    | Odd Couple                 | Love, American Style   |  |       |       |  |
|           | C       | Chicago Today Bears         | O'Hara, U.S. Treasury                                 |                             | New CBS Friday Night Movie |                        |  |       |       |  |
|           | N       | The D.A.                    |   | NBC World Premiere Movie    |                            |                        |  |       |       |  |
| SATURDAY  | A       | Getting Together            | ABC Movie of the Weekend                              |                             |                            | The Persuaders         |  |       |       |  |
|           | C       | All in the Family           | Funny Face  | New Dick Van Dyke Show      | Mary Tyler Moore Show      | Mission: Impossible    |  |       |       |  |
|           | N       | The Partners                | The Good Life   | NBC Saturday Night Movie    |                            |                        |  |       |       |  |

**PRIME TIME SCHEDULE: 1968**

|           | 7:00 PM | 7:30                        | 8:00                                   | 8:30                 | 9:00                      | 9:30                          | 10:00                      | 10:30                         | 11:00 |
|-----------|---------|-----------------------------|--|----------------------|---------------------------|-------------------------------|----------------------------|-------------------------------|-------|
| SUNDAY    | A       | Land of the Giants          |  | The F.B.I.           |                           | ABC Sunday Night Movie        |                            |                               |       |
|           | C       | Lassie                      | Gentle Ben                             | Ed Sullivan Show     |                           | Snothers Brothers Comedy Hour |                            | Mission: Impossible           |       |
|           | N       | New Adventures of Huck Finn | Walt Disney's Wonderful World of Color |                      | Mothers-in-Law            | Bonanza                       |                            | Beautiful Phyllis Diller Show |       |
| MONDAY    | A       | The Avengers                |  | Peyton Place         | The Outcasts              |                               | Big Valley                 |                               |       |
|           | C       | Gunsmoke                    |  | Here's Lucy          | Mayberry R.F.D.           | Family Affair                 | Carol Burnett Show         |                               |       |
|           | N       | I Dream of Jeannie          | Rowan & Martin's Laugh-In              |                      | NBC Monday Night Movie    |                               |                            |                               |       |
| TUESDAY   | A       | Mod Squad                   |  | It Takes a Thief     |                           | N.Y.P.D.                      | That's Life                |                               |       |
|           | C       | Lancer                      |  | Red Skelton Hour     |                           | Doris Day Show                | CBS News Hour / 60 Minutes |                               |       |
|           | N       | Jerry Lewis Show            |  | Julia                | NBC Tuesday Night Movie   |                               |                            |                               |       |
| WEDNESDAY | A       | Here Comes the Brides       |  | Peyton Place         | ABC Wednesday Night Movie |                               |                            |                               |       |
|           | C       | Daktari                     |  | Good Guys            | Beverly Hillsbillies      | Green Acres                   | Jonathan Winters Show      |                               |       |
|           | N       | The Virginian               |  | Kraft Music Hall     |                           | The Outlander                 |                            |                               |       |
| THURSDAY  | A       | Ugliest Girl in Town        | Flying Nun                             | Bewitched            | That Girl                 | Journey to the Unknown        |                            |                               |       |
|           | C       | Blondie                     | Hawaii Five-O                          |                      | CBS Thursday Night Movie  |                               |                            |                               |       |
|           | N       | Daniel Boone                |  | Ironside             |                           | Dragnet                       | Dean Martin Show           |                               |       |
| FRIDAY    | A       | Operation: Entertainment    |  | Falony Squad         | Don Rickles Show          | Guns of W.R. Sonnett          | Judd, for the Defense      |                               |       |
|           | C       | Wild Wild West              |  | Gomer Pyle, U.S.M.C. | CBS Friday Night Movie    |                               |                            |                               |       |
|           | N       | High Chaparral              |  | Name of the Game     |                           | Star Trek                     |                            |                               |       |
| SATURDAY  | A       | Dating Game                 | Newlywed Game                          | Lawrence Walk Show   |                           | Hollywood Palace              |                            |                               |       |
|           | C       | Jackie Gleason Show         |  | My Three Sons        | Hogan's Heroes            | Petticoat Junction            | Mannix                     |                               |       |
|           | N       | Adam 12                     | Get Smart                              | Ghost & Mrs. Muir    | NBC Saturday Night Movie  |                               |                            |                               |       |

**PRIME TIME SCHEDULE: 1969**

|           | 7:00 PM | 7:30                        | 8:00                                   | 8:30                     | 9:00                      | 9:30                            | 10:00                                 | 10:30   | 11:00 |
|-----------|---------|-----------------------------|--|--------------------------|---------------------------|---------------------------------|---------------------------------------|---|-------|
| SUNDAY    | A       | Land of the Giants          |  | The F.B.I.               |                           | ABC Sunday Night Movie          |                                       |   |       |
|           | C       | Lassie                      | To Rome with Love                      | Ed Sullivan Show         |                           | Lennie Uggama Show              |                                       | Mission: Impossible                                   |       |
|           | N       | Wild Kingdom                | Walt Disney's Wonderful World of Color |                          | Bill Cosby Show           | Bonanza                         |                                       | Sold Ones: The New Doctors/The Lawyers/The Protectors |       |
| MONDAY    | A       | Music Scene                 |  | New People               |                           | Harold Robbins' "The Survivors" |                                       | Love, American Style                                  |       |
|           | C       | Gunsmoke                    |  | Here's Lucy              | Mayberry R.F.D.           | Doris Day Show                  | Carol Burnett Show                    |   |       |
|           | N       | My World and Welcome to It  | Rowan & Martin's Laugh-In              |                          | NBC Monday Night Movie    |                                 |                                       |   |       |
| TUESDAY   | A       | Mod Squad                   |  | Movie of the Week        |                           |                                 | Marcus Welby, M.D.                    |   |       |
|           | C       | Lancer                      |  | Red Skelton Hour         |                           | Governor & J.J.                 | CBS News Hour / 60 Minutes            |   |       |
|           | N       | I Dream of Jeannie          | Debbie Reynolds Show                   | Julia                    | NBC Tuesday Night Movie   |                                 |                                       |   |       |
| WEDNESDAY | A       | Flying Nun                  | Courtship of Eddie's Father            | Room 222                 | ABC Wednesday Night Movie |                                 |                                       |   |       |
|           | C       | Glen Campbell Goodtime Hour |  | Beverly Hillsbillies     | Medical Center            |                                 | Hawaii Five-O                         |   |       |
|           | N       | The Virginian               |  | Kraft Music Hall         |                           | Then Came Bronson               |                                       |   |       |
| THURSDAY  | A       | Ghost & Mrs. Muir           | That Girl                              | Bewitched                | This is Tom Jones         |                                 | It Takes a Thief                      |   |       |
|           | C       | Family Affair               | Jim Nabors Hour                        |                          | CBS Thursday Night Movie  |                                 |                                       |   |       |
|           | N       | Daniel Boone                |  | Ironside                 |                           | Dragnet                         | Dean Martin Show                      |   |       |
| FRIDAY    | A       | Let's Make a Deal           | Brady Bunch                            | Mr. Deeds Goes to Town   | Here Comes the Brides     |                                 | Jimmy Durante Presents Lennon Sisters |   |       |
|           | C       | Get Smart                   | Good Guys                              | Hogan's Heroes           | CBS Friday Night Movie    |                                 |                                       |   |       |
|           | N       | High Chaparral              |  | Name of the Game         |                           | Bracken's World                 |                                       |   |       |
| SATURDAY  | A       | Dating Game                 | Newlywed Game                          | Lawrence Walk Show       |                           | Hollywood Palace                |                                       |   |       |
|           | C       | Jackie Gleason Show         |  | My Three Sons            | Green Acres               | Petticoat Junction              | Mannix                                |   |       |
|           | N       | Andy Williams Show          | Adam 12                                | NBC Saturday Night Movie |                           |                                 |                                       |   |       |

**PRIME TIME SCHEDULE: 1966**

|           | 7:00 PM | 7:30                                    | 8:00                                   | 8:30                   | 9:00                                   | 9:30                   | 10:00               | 10:30              | 11:00          |
|-----------|---------|---|--|------------------------|--|------------------------|---------------------|--------------------|----------------|
| SUNDAY    | A       | Voyage to the Bottom of the Sea         |  | The F.B.I.             |  | ABC Sunday Night Movie |                     |                    |                |
|           | C       | Leslie                                  | It's About Time                        | Ed Sullivan Show       |  | Gary Moore Show        |                     | Candid Camera      | What's My Line |
|           | N       | Actuality Specials/ Bell Telephone Hour | Walt Disney's Wonderful World of Color |                        | Hey Landford                           | Bonanza                |                     | Andy Williams Show |                |
| MONDAY    | A       | Iron Horse                              |  | Ret Patrol             | Felony Squad                           | Peyton Place           | Big Valley          |                    |                |
|           | C       | Gilligan's Island                       | Run Buddy Run                          | Lucy Show              | Andy Griffith Show                     | Family Affair          | Jean Arthur Show    | I've Got a Secret  |                |
|           | N       | The Monkees                             | I Dream of Jeannie                     | Roger Miller Show      | Road West                              |                        | Run for Your Life   |                    |                |
| TUESDAY   | A       | Combat                                  |  | The Rounders           | Fruits of Southampton                  | Love on a Rooftop      | The Fugitive        |                    |                |
|           | C       | Daktari                                 |  | Red Skelton Hour       |  | Petticoat Junction     | CBS News Hour       |                    |                |
|           | N       | Girl from U.N.C.L.E.                    |  | Occasional Wife        | NBC Tuesday Night Movie                |                        |                     |                    |                |
| WEDNESDAY | A       | Batman                                  | The Monroes                            |                        | Man Who Never Was                      | Peyton Place           | ABC Stage '67       |                    |                |
|           | C       | Lost in Space                           |  | Beverly Hillsbillies   | Green Acres                            | Gomer Pyle, U.S.M.C.   | Denny Kaye Show     |                    |                |
|           | N       | The Virginian                           |  |                        | Bob Hope Presents the Chrysler Theatre |                        | I Spy               |                    |                |
| THURSDAY  | A       | Batman                                  | F Troop                                | Tammy Grimes Show      | Bewitched                              | That Girl              | Hawk                |                    |                |
|           | C       | Jericho                                 |  | My Three Sons          | CBS Thursday Night Movie               |                        |                     |                    |                |
|           | N       | Daniel Boone                            |  | Star Trek              |  | The Hero               | Dean Martin Show    |                    |                |
| FRIDAY    | A       | Green Hornet                            | Time Tunnel                            |                        | Milton Berle Show                      |                        | Twelve O'Clock High |                    |                |
|           | C       | Wild Wild West                          |  | Hogan's Heroes         | CBS Friday Night Movie                 |                        |                     |                    |                |
|           | N       | Tarzan                                  |  | Man from U.N.C.L.E.    |  | T.H.E. Cat             | Laredo              |                    |                |
| SATURDAY  | A       | Shane                                   |  | Lawrence Walk Show     |  | Hollywood Palace       |                     | ABC Scope          |                |
|           | C       | Jackie Gleason Show                     |  | Pistols 'n' Petticoats | Mission: Impossible                    |                        | Gunsmoke            |                    |                |
|           | N       | Flipper                                 | Please Don't Eat the Daisies           | Get Smart              | NBC Saturday Night Movie               |                        |                     |                    |                |

**PRIME TIME SCHEDULE: 1967**

|           | 7:00 PM | 7:30                                   | 8:00                | 8:30                 | 9:00                      | 9:30                          | 10:00                                   | 10:30               | 11:00 |
|-----------|---------|--|---------------------|----------------------|---------------------------|-------------------------------|---|---------------------|-------|
| SUNDAY    | A       | Voyage to the Bottom of the Sea        |                     | The F.B.I.           |                           | ABC Sunday Night Movie        |   |                     |       |
|           | C       | Leslie                                 | Gentle Ben          | Ed Sullivan Show     |                           | Smothers Brothers Comedy Hour |   | Mission: Impossible |       |
|           | N       | Walt Disney's Wonderful World of Color |                     | Mothers-in-Law       | Bonanza                   |                               | High Chaparral                          |                     |       |
| MONDAY    | A       | Cowboy in Africa                       |                     | Ret Patrol           | Felony Squad              | Peyton Place                  | Big Valley                              |                     |       |
|           | C       | Gunsmoke                               |                     | Lucy Show            | Andy Griffith Show        | Family Affair                 | Carol Burnett Show                      |                     |       |
|           | N       | The Monkees                            | Man from U.N.C.L.E. |                      | Denny Thomas Hour         |                               | I Spy                                   |                     |       |
| TUESDAY   | A       | Garrison's Gorillas                    |                     | The Invaders         |                           | N.Y.P.D.                      | Hollywood Palace                        |                     |       |
|           | C       | Daktari                                |                     | Red Skelton Hour     |                           | Good Morning, World           | CBS News Hour                           |                     |       |
|           | N       | I Dream of Jeannie                     | Jerry Lewis Show    |                      | NBC Tuesday Night Movie   |                               |   |                     |       |
| WEDNESDAY | A       | Legend of Custer                       |                     | Second 100 Years     | ABC Wednesday Night Movie |                               |   |                     |       |
|           | C       | Lost in Space                          |                     | Beverly Hillsbillies | Green Acres               | He & She                      | Dundee and the Cuthberts                |                     |       |
|           | N       | The Virginian                          |                     |                      | Kraft Music Hall          |                               | Run for Your Life                       |                     |       |
| THURSDAY  | A       | Batman                                 | Flying Nun          | Bewitched            | That Girl                 | Peyton Place                  | Good Company                            |                     |       |
|           | C       | Cimarron Strip                         |                     |                      | CBS Thursday Night Movie  |                               |   |                     |       |
|           | N       | Daniel Boone                           |                     | Ironside             |                           | Dragnet                       | Dean Martin Show                        |                     |       |
| FRIDAY    | A       | Off To See the Wizard                  |                     | Hondo                |                           | Guns of Will Sonnett          | Judd, for the Defense                   |                     |       |
|           | C       | Wild Wild West                         |                     | Gomer Pyle, U.S.M.C. | CBS Friday Night Movie    |                               |   |                     |       |
|           | N       | Tarzan                                 |                     | Star Trek            |                           | Accidental Family             | Actuality Specials/ Bell Telephone Hour |                     |       |
| SATURDAY  | A       | Dating Game                            | Newlywed Game       | Lawrence Walk Show   |                           | Iron Horse                    |   | ABC Scope           |       |
|           | C       | Jackie Gleason Show                    |                     | My Three Sons        | Hogan's Heroes            | Petticoat Junction            | Mannix                                  |                     |       |
|           | N       | Meyn                                   |                     | Get Smart            | NBC Saturday Night Movie  |                               |   |                     |       |

## APPENDIX F

### REPLY TO THE DISNEY POSITION PAPER ON PTAR

#### I. INTRODUCTION

In its 1994 position paper on PTAR<sup>25</sup>, The Walt Disney Studios make a number of points regarding PTAR's impact on program production and broadcasting. The thrust of these comments is that PTAR is harmful to the production of high-quality programs and to the public, that it benefits only three firms, and that repeal of PTAR would have no effect on programming.

The most important of Disney's contentions are:

- First-run syndicated programs can compete with off-network programs in the top 50 markets without PTAR, since they do so now outside the top 50 markets, not affected by PTAR.
- Three firms control 93% of the access period, effectively exercising market power by preventing others from competing and defeating the source diversity goal of PTAR.
- PTAR is squeezing the ultimate profitability of network shows by artificially depressing the prices of off-network programs in the syndication market.

In this appendix, the Disney arguments are addressed item by item and their fallacies are pointed out.

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<sup>25</sup>The Walt Disney Studios, PTAR Top 50 Market Access Position Paper, April 1994 (hereinafter The Disney Paper). Disney distributed a similar paper in 1990 in connection with the FISR proceedings.

## II. PROGRAM DIVERSITY

In its 1994 position paper on PTAR, Disney contends that PTAR is now unnecessary in the top 50 markets to "protect" first run syndicated programming from strong competition from off-network programming. The proof Disney offers is that outside the top 50 markets, where PTAR allegedly does not apply, first run programming airs in 52 percent of the available time periods while off-network programs air in 22 percent of such time periods. (The corresponding figures Disney calculates for markets 1 - 50 are: 71 percent of the total available time periods is occupied by first run programming, while only 6 percent of such time periods is occupied by off - network programs, largely off - Fox.)

There are two notable features of the Disney table "The Current Landscape" (The Disney Paper, p. 2) that call into question the above conclusion that Disney draws from the data. First, as a matter of network economics, PTAR applies not only to the top 50 markets as Disney alleges, but in practical effect to all television markets. This is noted by the FCC itself in Docket No. 19622, "In the Matter of the Operation of, and Possible Changes in, the "Prime Time Access Rule", Section 73.658(k) of the Commission's Rules", Notice of Inquiry and Notice of Proposed Rulemaking, October 26, 1972.

However, the networks decided that, as a matter of business judgment, they could not continue to present more than three hours of prime time programs for the rest of the country if barred from access to their affiliated stations in the top 50 markets for more than that amount of prime time. Therefore, network prime - time schedules have been cut back to 3 hours a night across the board, generally a half - hour less than had previously been programmed by them.

(Federal Communications Commission Reports, F.C.C. 72-957, 37 F.C.C. 2d, p. 901, footnote 1.)

The second notable feature of the Disney table is that the same ten first run syndicated programs that are strong in markets 51 - 100 are also strong in markets 1 - 50. If the networks themselves cannot, as a matter of economic

reality, clear network programs in markets 51 -100 unless they can be cleared first in a sufficient number of top 50 markets, obviously no first run syndicated product is likely to be cleared in markets 51 - 100 unless it is assured of sufficient clearances in the top 50 markets. That is the reason the same programs are listed in Disney's table.

For both these reasons, the Disney argument makes no economic sense whatsoever<sup>26</sup>. The distinction Disney draws between the top 50 and second 50 markets is a false one in light of how the Rule actually operates and in light of the sequencing of program clearances from top markets on down into lesser markets for first run programs that can attract national audiences.

In short, one cannot infer what would happen in markets 1 - 50 without PTAR by looking at what happens now in markets 51 - 100 because: (1) PTAR strongly influences markets 51 - 100; (2) programming decisions in markets 1 - 50 for highly competitive first run product largely dictate for economic reasons what is made available in markets 51 - 100.

### III. PROGRAM QUALITY

Since it restricts the market for off-network programs, Disney argues that PTAR decreases the price off-network programs can command. Because of lower prices for those programs when they enter off-network syndication, the quality and number of network programs is lower. Thus, according to Disney, a repeal of PTAR will increase the quality and number of network programs.

To illustrate the decline in off-network program prices, Disney compares the average per episode syndication prices for off-network programs entering syndication from 1989 through 1994. Disney lists the shows entering off-network syndication, their network ratings and shares two seasons prior to entering

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<sup>26</sup> It is true that the off network provision does affect just the top 50 markets. However, as demonstrated in our Economic Report, eliminating this provision effectively eliminates the entire rule, with first-run programming being displaced by off-network programming on affiliates across all markets.

syndication, and their per episode syndication prices. Average per episode prices are then calculated for each year's crop of shows. Because one Fox show entered syndication in 1991 and another entered in 1994, averages with and without the Fox programs are calculated. Since the Fox programs aren't subject to PTAR, it is the without-Fox averages that are the more relevant (see Table F.1).

Disney focuses on a comparison of 1989 to 1994. This depicts a decline of \$1.3 million per episode to only \$0.5 million. This is the "collapse of the back end" which puts the "future of high-quality broadcast programming...in jeopardy."

A more careful and unbiased examination of the facts reveals a different story. Network ratings are generally good predictors of off-network syndication success. Highly rated network programs generally fare much better in syndication than do network programs with low on-network ratings<sup>27</sup>. Disney's analysis takes advantage of the fact that over this six year period the programs entering syndication in the earlier years had higher on-network ratings than programs entering syndication later. The earlier prices are higher because stations were paying more for larger anticipated audiences for the more popular network programs entering syndication at that time. The tendency of the syndication price to vary with changing network ratings is reflected in Table F.1.

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<sup>27</sup> Furthermore, on average, the per episode syndication price per network rating point tends to be higher for highly rated network programs. This may be attributable at least in part to the fact that highly rated programs tend to stay on the network longer and go into syndication with more episodes, which reduces the frequency that any particular episode has to be repeated when stripped for syndication.

| <b>Table F.1: Price per Episode and Ratings of Off-Network Programs</b> |  |   |
|---|--|---|
| <b>Year</b>   | <b>Average Non-Fox Price per Episode</b> | <b>Average Non-Fox Rating When On Network</b> |
| 1989  | \$1,300,000                              | 18.1  |
| 1990  | \$886,000                                | 16.6  |
| 1991  | \$545,000                                | 18.3  |
| 1992  | \$820,000                                | 15.5  |
| 1993  | \$883,000                                | 15.0  |
| 1994  | \$500,000                                | 13.1  |

Source: The Walt Disney Studios, PTAR Top 50 Market Access Position Paper, April 1994, p. 14.

Disney's projection of 1995 syndication prices (on page 13) is its most serious mischaracterization of reality. It claims that "[E]xcluding Home Improvement and Seinfeld, which are financial aberrations in off-net, Blossom and Dinosaurs will average about \$500,000 per episode." This, they claim, is evidence of further decline. They do not explain why Home Improvement and Seinfeld are "aberrations". These two programs are aberrations in syndication only because they have been aberrations on the network, in that by comparison with other network programs entering syndication, they have been extremely popular (highly rated). Thus, they can be expected to fetch high syndication prices. If these programs are to be characterized as aberrations, popular shows with high syndication prices that drive the Disney trend also should be eliminated as aberrations. In particular, no other syndicated show comes close to Who's the Boss (1989) in either syndication price or price per rating point. Dropping Who's the Boss lowers the 1989 average price per episode to \$700,000 - less than in 1990, 1992, or 1993. Thus, an apples to apples comparison reveals that there is no collapsing back end in the syndication market for off-network programs.

#### IV. OFF-NETWORK PROGRAMS ARE NO THREAT TO FIRST RUN PROGRAMS

Disney argues that first run programs would be chosen by affiliates in the top 50 markets even if PTAR was repealed.

Disney uses ratings for first run and off-network programs to assess their competitive strengths in the syndication market. Disney compares access period ratings for off-network and first run shows in the Wilkes Barre and West Palm Beach television markets, which, due to relatively rapid population growth, were recently reclassified as top 50 markets and, thus, subject to the off-network provision of PTAR. Because stations in recently PTAR-reclassified markets are allowed to run out their contracts on previously licensed off-network shows, these network affiliates still show off-network programs in the access period.

Disney offers comparisons of off-network and first run ratings in the two markets (Wilkes Barre and West Palm Beach) as evidence of what would happen if the off-network provision of PTAR was dropped and off-network and first run programs were allowed to compete head to head in the top fifty markets. The Disney data (p. 12), which is repeated below in Table F.2 for the major network affiliates in the two markets, shows that in raw ratings each of the off-network programs in these markets are beaten by at least one first run competitor on another station. Additional data provided by Disney shows that all but one of these off-network programs replaced a first run program that drew a larger audience. The exception was Roseanne, which had the same rating as its first run predecessor.

On the basis of this data, Disney argues that elimination of the off-network provision of PTAR would not threaten either the viability or the vitality of first run programs. This interpretation of the data betrays a misunderstanding of the economics of first run syndication and how it differs from the syndication of off-network programs<sup>28</sup>. From an economic perspective, what is interesting in

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<sup>28</sup> The Disney data itself raise questions that can be answered only in terms of a more fundamental economic analysis that considers factors other than gross ratings. This is done in Section IV.B of the Economic Report.

the Disney data is that in three of four cases examined, affiliates willingly substituted off-network programs for first run programs that drew bigger audiences.

| <b>Table F.2: Disney First-Run vs. Off-Net Comparison</b>   |               |                              |               |
|---|---------------|------------------------------|---------------|
| <b>West Palm Beach: Monday-Friday 7:00 P.M.</b>   |               |                              |               |
| <b>Current Program</b>  | <b>Rating</b> | <b>First-Run Predecessor</b> | <b>Rating</b> |
| Cheers  | 8             | Hollywood Squares            | 10            |
| <b>Programs on Other Stations</b>   |               |                              |               |
| Wheel of Fortune  | 16            |                              |               |
| Roseanne  | 6             |                              |               |
| Current Affair  | 6             |                              |               |
| <b>West Palm Beach: Monday-Friday 7:30 P.M.</b>   |               |                              |               |
| <b>Current Program</b>  | <b>Rating</b> | <b>First-Run Predecessor</b> | <b>Rating</b> |
| Coach   | 3             | You Bet Your Life            | 5             |
| <b>Programs on Other Stations</b>   |               |                              |               |
| Jeopardy  | 15            |                              |               |
| Entertainment Tonight   | 9             |                              |               |
| Married w/ Children   | 6             |                              |               |
| Empty Nest  | 1             |                              |               |
| <b>Wilkes Barre: Monday-Friday 7:00 P.M.</b>  |               |                              |               |
| <b>Off Net Program</b>  | <b>Rating</b> | <b>First-Run Predecessor</b> | <b>Rating</b> |
| Roseanne  | 12            | Current Affair               | 12            |
| <b>Programs on Other Stations</b>   |               |                              |               |
| Wheel of Fortune  | 19            |                              |               |
| Current Affair  | 8             |                              |               |
| Coach   | 2             |                              |               |
| <b>Wilkes Barre: Monday-Friday 7:30 P.M.</b>  |               |                              |               |
| <b>Off Net Program</b>  | <b>Rating</b> | <b>First-Run Predecessor</b> | <b>Rating</b> |
| Golden Girls  | 10            | Win, Lose, or Draw           | 15            |
| <b>Programs on Other Stations</b>   |               |                              |               |
| Jeopardy  | 18            |                              |               |
| Entertainment Tonight   | 7             |                              |               |
| Cops  | 3             |                              |               |
| Source: The Walt Disney Studios, <i>PTAR Top 50 Market Access Position Paper</i> , April 1994, p. 12. |               |                              |               |

Assuming that the managers of these stations behaved rationally, ratings alone do not adequately reflect the tradeoffs they are faced with in choosing

between first run and off-network programs. The conclusion of our Economic Report is that because off-network programs can under price first-run in the syndication market, they will often appear as the more profitable choice for individual stations, even though their ratings are lower than first-run.

**V. PTAR DID NOT, ACCORDING TO DISNEY, PROMOTE THE GROWTH OF INDEPENDENT PROGRAM DISTRIBUTORS AND SOURCES**

Disney's claim is that these three first run syndicators now control 93 percent of access period programming (The Disney Paper, page 4). The basic flaw in Disney's analysis is the definition of the market (this point is discussed more fully in Section III of the Economic Report). The one-hour access period is not the correct period over which to define a market. Advertisers can readily shift their advertising from the access period to the following three hours of prime time. Thus, it is the four hours of prime time which is the relevant market and the market which should be examined.

The three syndicators do not dominate the four hours of prime time period. Instead, it is the three major networks who are dominant, controlling about 60 percent of all half hour slots of viewing in this period. The three syndicators collectively have only about 16 percent of all viewing. Each individually has a smaller market share than does the Fox emerging network.

The access period is not a market dominated by three firms. National advertisers can readily shift their prime time advertising expenditures between the access period and the remaining three hours of prime time, and vice versa. The narrowest economically meaningful market within which to compare the shares of firms is the four hour prime time period. The three major networks continue to dominate this market, though emerging networks and the most successful syndicators have succeeded in entering it as a direct result of PTAR.

Table F.3 shows that Disney's position paper grossly exaggerates the access period "dominance" of Fox, King World, and Viacom/Paramount. When these calculations are done in a comprehensive and careful way, including network-originated and local programming, the one-hour access period share of

**Table F.3**

**1993 Time Period Shares For Prime Access Broadcasts: Weekdays**

| <u>Program Distributor to Television Stations</u> | <u>Adjusted Audience*</u> | <u>Time Period Share</u> |
|---|---------------------------|--------------------------|
| <b>TOTAL AUDIENCE</b>                             | <b>417,955</b>            | <b>100%</b>              |
| <b>TOP 5 DISTRIBUTORS</b>                         | <b>367,220</b>            | <b>88%</b>               |
| <b>TOP 10 DISTRIBUTORS</b>                        | <b>405,255</b>            | <b>97%</b>               |
| <b>KING WORLD PRODUCTIONS</b>                     | <b>147,090</b>            | <b>35.2%</b>             |
| <b>PARAMOUNT TELEVISION</b>                       | <b>71,990</b>             | <b>17.2%</b>             |
| <b>LOCAL PROGRAMMING</b>                          | <b>63,690</b>             | <b>15.2%</b>             |
| <b>20TH TELEVISION</b>                            | <b>35,340</b>             | <b>8.5%</b>              |
| <b>VIACOM INTERNATIONAL</b>                       | <b>27,020</b>             | <b>6.5%</b>              |
| <b>COLUMBIA/PICTURES TELEVISION</b>               | <b>22,090</b>             | <b>5.3%</b>              |
| <b>WARNER BROS. DOMESTIC TV DIST.</b>             | <b>19,400</b>             | <b>4.6%</b>              |
| <b>MCA TV LTD</b>                                 | <b>6,400</b>              | <b>1.5%</b>              |
| <b>NBC</b>  | <b>4,170</b>              | <b>1.0%</b>              |
| <b>GENESIS ENTERTAINMENT</b>                      | <b>4,035</b>              | <b>1.0%</b>              |
| <b>ABC</b>  | <b>4,030</b>              | <b>1.0%</b>              |
| <b>CBS</b>  | <b>3,415</b>              | <b>0.8%</b>              |
| <b>MTM/IFE</b>                                    | <b>3,405</b>              | <b>0.8%</b>              |
| <b>BUENA VISTA TELEVISION</b>                     | <b>2,320</b>              | <b>0.6%</b>              |
| <b>ALL AMERICAN TELEVISION</b>                    | <b>1,890</b>              | <b>0.5%</b>              |
| <b>METRO-GOLDWYN-MAYER, INC.</b>                  | <b>1,000</b>              | <b>0.2%</b>              |
| <b>WORLDVISION ENTERPRISES, INC.</b>              | <b>250</b>                | <b>0.1%</b>              |
| <b>RYSHER TPE</b>                                 | <b>130</b>                | <b>0.0%</b>              |
| <b>REPUBLIC PICTURES</b>                          | <b>100</b>                | <b>0.0%</b>              |
| <b>COLBERT TV SALES/ORION ENTERTAINME</b>         | <b>80</b>                 | <b>0.0%</b>              |
| <b>MULTIMEDIA ENTERTAINMENT</b>                   | <b>40</b>                 | <b>0.0%</b>              |
| <b>HIT VIDEO USA</b>                              | <b>35</b>                 | <b>0.0%</b>              |
| <b>WESTERN INTERNATIONAL SYNDICATION</b>          | <b>35</b>                 | <b>0.0%</b>              |

Notes: \*The adjusted audience represents the total number of half-hours of programming watched by DMA households in a given week during the period of November 1993.

Source: Nielsen Station Index computer database, November 1993  
Underlying data were programmed by King World Research using "SNAP" software.

the three top syndicators is 67.4%, not 93%. During all of prime time, (four hours) the combined market shares of the three major networks is 59.7%. For all practical purposes there is not much difference except that the names of the three firms differ. If 60% + collective share is permissible for the networks in prime time, 60% should not be objectionable for three syndicators in prime time.

During the access period, as shown in Table F.3., local programming ranks third across all locales, just behind Paramount syndicated shows. These figures absolutely disprove Disney's contention that PTAR has not stimulated local content programming during the access period. In addition, affiliate programming during the access period is not a legitimate test of PTAR-induced diversity and local content. In the top 50 markets, PTAR created long run entry by other independent stations, providing an opportunity for additional syndicated programming. Further, profits from access period programming on each independent station have been used to subsidize programming during other dayparts.

In conclusion, none of the major points raised by Disney in its PTAR position paper holds up to scrutiny. Using an apples to apples comparison, over recent years, there is no evidence of a collapsing back-end for off-network program prices. The "market share" assertions made by Disney are not based on any definition of a market, are miscalculated for the access period, and do not factor in the important role local programming plays during the access period. Finally, the top 50/second 50 market comparison Disney attempts to use to establish the competitive strength of first-run in the absence of PTAR, while clever, is without any economic merit. It ignores the time sequencing of program choice across markets for first-run programs being sold in the prime time national video advertising market. Until these programs are established in a large number of top 50 markets, there are not many sales outside the top 50. The pattern of program choice outside the top 50 markets noted by Disney simply reflects the pattern of choices in the top 50 markets where the PTAR off-network provision corrects a systematic bias against first-run.