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Folder Title:
Prime Time to End Hunger Campaign 10/25/89 [OA 6270] [1]

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10/10/10

**PRIME TIME TO END HUNGER CAMPAIGN / THE ROSE GARDEN
OCTOBER 25, 1989 / 2:05 P.M.**

**[THANK YOU, POLLY.] GOOD AFTERNOON AND WELCOME TO
THE WHITE HOUSE. AS POLLY SAID, WE'VE GOT STARS FROM
SOME OF THE MOST POPULAR SHOWS ON TELEVISION HERE
TODAY: THIRTYSOMETHING, ROSEANNE, HEAD OF THE CLASS,
MR. BELVEDERE AND KNOT'S LANDING. /// YOU REPRESENT A
COMBINED MARKET SHARE ANY PRESIDENT WOULD ENVY.**

- 2 -

**AND THERE ARE PLENTY OF CHIEF EXECUTIVES HERE, TOO.
WARREN LITTLEFIELD, NBC. PHILIP BEUTH [BOOTH], ABC.
PETER TORTORICCI [TOR-TOR-REECH-EE], CBS. //// I'M
GEORGE BUSH, USA. ////**

**THE SERIOUS FACT IS THAT -- THROUGH YOUR SHOWS --
ALL OF YOU REACH MILLIONS OF AMERICANS. THERE'S
TREMENDOUS POWER IN THAT. THINK ABOUT THE COMMERCIALS
THAT STICK IN OUR MINDS.**

THE SHOWS WE WATCH EVERY WEEK AND WILL NEVER FORGET --
AND THE WAY WHAT HAPPENS ON THE SCREEN CAN SOMETIMES
CHANGE OUR LIVES.

LET ME SHARE ONE STORY -- YOU MAY HAVE HEARD IT --
ABOUT THE HIT SHOW "HAPPY DAYS." THE STAR OF THAT SHOW
-- THE FONZ -- WAS CERTAINLY NOT A FELLOW WHO LED THE
LIFE OF THE MIND.

BUT IN ONE EPISODE, IN ORDER TO IMPRESS A POTENTIAL
GIRLFRIEND, THE FONZ HIT ON A WAY TO CULTIVATE A MORE
INTELLECTUAL IMAGE: HE TOOK OUT A LIBRARY CARD.

WELL, THERE WERE QUITE A FEW FONZ WATCHERS OUT
THERE. IN THE FIRST FEW WEEKS AFTER THAT SHOW, THERE
WAS A 500% INCREASE IN THE NUMBER OF YOUNG PEOPLE
TAKING OUT LIBRARY CARDS ACROSS THE COUNTRY. THAT'S
THE POWER OF TV.

IT'S TIME -- PRIME TIME -- TO END HUNGER, DRUG ABUSE AND HOMELESSNESS, AND THAT'S WHY THIS NEW EFFORT IS SO FULL OF POTENTIAL. FOR THE FIRST TIME EVER, NBC, CBS AND ABC HAVE JOINED FORCES -- AND YOU COULDN'T HAVE CHOSEN A WORTHIER PROJECT THAN A CAMPAIGN PROMOTING COMMUNITY SERVICE.

THIS PAST SUMMER, WHEN I ANNOUNCED MY POINTS OF LIGHT COMMUNITY SERVICE INITIATIVE, I SAID THAT MY AIM WAS TO MAKE COMMUNITY SERVICE CENTRAL TO THE LIFE AND WORK OF EVERY INDIVIDUAL AND EVERY INSTITUTION IN AMERICA -- FROM THE LARGEST CORPORATIONS RIGHT DOWN TO THE NEIGHBORHOOD SOFTBALL TEAM.

LET ME SAY TODAY THAT NETWORK TELEVISION IS ONE INSTITUTION THAT IS TAKING THIS CHALLENGE TO HEART.

THE DAYS WHEN TV AND THE MOVIES GLORIFIED VIOLENCE, DRUGS, AND CRIME ARE FADING. IN PLACE OF THESE NEGATIVE IMAGES, WE ARE SEEING A MORE POSITIVE MESSAGE OF CARING. OF COMPASSION. OF HOPE.

"PRIME TIME TO END HUNGER" IS JUST THE KIND OF MEDIA INITIATIVE I'M TALKING ABOUT. WHETHER IT'S HUNGER, OR ONE OF THE MANY OTHER CHALLENGES THAT FACE US TODAY -- YOU'RE REACHING OUT TO HELP OTHER PEOPLE IN NEED.

IN THE FIRST THREE WEEKS OF DECEMBER, YOU'RE GOING TO TACKLE SOME OF OUR NATION'S MOST SERIOUS PROBLEMS -- HUNGER, HOMELESSNESS, ILLITERACY, DRUG ABUSE. WE ALL KNOW TELEVISION CAN DO MORE THAN ENTERTAIN. IT CAN EDUCATE. YOUR PROGRAMS CAN HELP SHAPE THE WAY EACH OF US THINKS ABOUT THE LEAST FORTUNATE AMONG US.

TELEVISION PROVIDES A WINDOW INTO THE HOMES OF MILLIONS OF AMERICANS EVERY NIGHT -- AND ALL OF YOU ARE PART OF THIS FORCE THAT'S SHAPING A NEW GENERATION.

FROM THE COMFORT OF OUR HOMES -- IN THE COMPANY OF OUR FAMILIES -- YOUR SHOWS ARE GOING TO MAKE US THINK -- AND THINK HARD -- ABOUT PEOPLE WHO ARE HUNGRY, HOMELESS, AND WITHOUT HOPE -- AND HOW WE CAN HELP THEM.

THAT'S A SERVICE TO EVERY COMMUNITY ACROSS AMERICA -- A SERVICE OF THE HIGHEST KIND. I KNOW YOU'VE HEARD ME SAY MANY TIMES BEFORE THAT -- FROM NOW ON IN AMERICA -- ANY DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS.

WELL, YOUR SHOWS CAN BE CATALYSTS TO GREATER COMMUNITY INVOLVEMENT -- SHOWS THAT CONVINCE EACH PERSON WHO IS WATCHING -- EVERY ONE -- THAT THEY'VE GOT WHAT IT TAKES TO REACH OUT TO HELP SOMEONE IN NEED. I KNOW THIS IS ONE TIME WE ALL HOPE THAT LIFE WILL IMITATE ART.

TODAY, I WANT TO THANK YOU, AND EVERYONE ASSOCIATED WITH YOUR PROGRAMS AND THE "PRIME TIME TO END HUNGER" NETWORK.

YOU'VE GOT A MESSAGE THAT WE'VE GOT TO GET OUT TO ALL AMERICANS. I WISH YOU THE BEST -- AND I HOPE THAT EVERY TV SET IN AMERICA IS TUNED IN TO YOUR SHOWS THE FIRST THREE WEEKS OF DECEMBER.

THANK YOU FOR YOUR COMMITMENT, AND GOD BLESS YOU.

#



viewers to become new and active volunteers. Americans. Our goal is to motivate at least 175,000 of these "Murder She Wrote" and other top shows is about 290 million "Cosby Show," "Cheers," "thirtysomething," "Head of the Class." The combined viewership of these shows, which include "The and exciting ways to get involved in their communities.

Volunteer Handbook and will be assisted in finding imaginative Audience members will be invited to phone in for a special destruction of the environment, drug abuse, and others. other issues that are of great concern to us all -- the series focusing on the problems of hunger, homelessness and broadcast special episodes of their top primetime television From December 1-20, the three major television networks will

Prime Time to End Hunger is an educational project which uses the power and entertainment appeal of primetime television to motivate Americans to take action on problems that can be impacted by volunteerism.

an unprecedented media campaign to provide community service
impressed.

never been to the White House before... I have to admit, I'm announcement of Prime Time to End Hunger. I tell you, I've

I want to thank you for coming here today and being part of the Good afternoon, my name is Polly Draper from thirtysomething.

Today's ceremony is a special occasion for the many people who have worked for more than two years to make this project a reality, and it's a special occasion for all of us who believe that making the world a better place is everyone's responsibility.

We can no longer consider hunger and homelessness, or drug abuse or the ~~destruction of the environment~~ as somebody else's problem. These problems affect us all and all of us have to be involved in finding and implementing solutions.

The 1980's was the "me" generation, but the 1990's is going to have to be the "we" generation.

At today's ceremony, the "we" is very much in evidence. There are representatives of the three major TV networks -- ABC, NBC, and CBS,

And from the primetime shows there are a number of actors and actresses. Even though some of them are in shows that could not participate in Prime Time to End Hunger, they have traveled here to show their support for this fabulous event and represent shows, actors, and actresses that are in

the computer

Kristyne
production and couldn't travel to Washington. *Kristyne* Haje
from "Head of the Class," Joan Van Ark from "Knott's Landing,"
Christopher Hewitt from "Mr. Belvedere," and Sara Gilbert from
"Roseanne,"

corporate supporters -- Archer Daniels Midland, Polaroid, A&M
Records and Sony Corporation of America,

and volunteer organizations -- United Way of America,
Volunteer: The National Center and The Emergency Food and
Shelter National Board.

Together, they are committing their time, their expertise and
their resources to give millions of Americans a chance to get
involved in improving the quality of life in our communities
and in the world.

We want to thank President Bush and the Office of National
Service for lending their support to this incredibly exciting
and extremely important project.

his
by

In addition, President Bush ~~is going to do what he can to make~~
~~the Prime Time to End Hunger campaign a success~~ by appearing in
special public service announcements that will be aired during
the three-week campaign period.

Now, it's my pleasure to introduce the President of the United
States, George Bush.

*will lead his personal commitment to
thursfont*

the
Baroff updates the list

of showre /celebration in attendance.

activities from the
Golden Girls are not attending.

Added students on card #2:

✓

Estimates of U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

	000	%
Total U.S.	92,100	100
Territory		
Northeast	20,430	22
East Central	12,760	14
West Central	14,890	16
South	27,510	30
Pacific	16,510	18
(including Alaska & Hawaii)		
County Size		
A	38,360	42
B	28,010	30
C & D	25,730	28
Household Size		
1	21,620	23
2	29,950	33
3+	40,530	44
4+	24,040	26
H/Hold Size 1-2 with		
HOH Under 50	22,110	24
HOH 50+	29,460	32
Cable Subscriber		
Total Cable	51,900	56
Pay	27,120	29
Basic	24,780	27
No Cable	40,200	44
[Cable % as of 789 applied to 1-190 TV h/holds]		
Lady of House 18+		
18-34 Yrs.	23,760	26
35-54 Yrs.	30,480	33
55 Yrs. & Over	26,510	29

†Including Alaska & Hawaii

*Includes all persons under 18, whether children of household head or not.

Estimates of U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

	000	%
Presence of Non-Adults		
None under 18	57,510	62
Any Under 18*	34,590	38
Any Under 12	25,980	28
Any Under 6	16,300	18
Any Under 3	9,660	10
Any Aged 6-11	16,070	17
Any Aged 12-17	15,580	17
Household Income		
Under \$15,000	23,820	26
\$15,000-\$19,999	8,520	9
\$20,000 and Over	59,760	65
\$20,000-\$29,999	15,190	17
\$30,000 and Over	44,570	48
\$30,000-\$39,999	13,790	15
\$40,000 and Over	30,780	33
\$50,000 and Over	20,330	22
\$60,000 and Over	13,200	14
Selected Upper Demographics		
\$30,000+ and...		
Any Non-Adults	19,730	21
HOH Prof/Own/Mgr	16,050	17
HOH 1+ Yrs. College	24,390	26
\$40,000+ and...		
Any Non-Adults	13,720	15
HOH Prof/Own/Mgr	12,780	14
HOH 1+ Yrs. College	18,510	20
Education of Head of House		
0-8 Yrs. Grade School	10,830	12
0-3 Yrs. High School	21,990	24
1-3 Yrs. High School	11,160	12
4 Yrs. High School	33,650	37
1+ Yrs. College	36,460	39
4+ Yrs. College	20,470	22

Estimates of Persons in U.S. TV Households†
January 1, 1990
(Effective August 28, 1989)

	(000)	%	Per 1,000 H/Holds
Total 2 & Over	235,230	100	2,554
Women By Age			
15-24	17,450	7	189
18-24	12,640	5	137
18-34	33,890	14	368
18-49	59,990	26	651
21+	89,390	38	971
21-49	54,780	23	595
21-54	60,690	26	659
25-49	47,350	20	514
25-54	53,260	23	578
35-64	43,220	18	469
65+	17,490	7	190
Total 18+	94,600	40	1,027
Men By Age			
15-24	17,490	7	190
18-24	12,530	5	136
18-34	33,680	14	366
18-49	58,700	25	637
21+	80,420	34	873
21-49	53,550	23	581
21-54	59,050	25	641
25-49	46,170	20	501
25-54	51,670	22	561
35-64	40,330	17	438
65+	11,560	5	126
Total 18+	85,570	37	929
Teens (12-17)			
Male	9,980	4	108
Female	9,610	4	104
Total 12-14	9,600	4	106
Total 15-17	9,770	4	106
Total Teens	19,570	8	212

Estimates of Persons in U.S. TV Household†
January 1, 1980
(Effective August 28, 1989)

	(000)	%	Per 1,000 H'holds
Children (2-11)			
Male 2-11	18,100	8	197
Male 6-11	10,720	5	118
Female 2-11	17,390	7	189
Female 6-11	10,300	4	112
Children 2-5	14,470	6	157
Children 6-8	10,630	5	115
Children 6-11	21,020	9	228
Children 9-11	10,390	4	113
Total Children	35,490	15	385
Working Women**			
18+	41,670	18	452
18-49	33,970	14	369
LOH 18-49 in H'holds with Child Under 3	9,170	4	100

†Including Alaska & Hawaii

**Women 18+ working 30 or more hours/week away from home.

Nielsen Media Research

a company of
The Nielsen Company

NIELSEN TELEVISION INDEX

1290 Avenue of the Americas
 New York, New York 10104
 Telephone: 212-708-7500

205 North Michigan Avenue
 Chicago, Illinois 60601
 Telephone: 312-819-5500

2201 Walnut Avenue
 Fremont, California 94538
 Telephone: 415-745-7200

NIELSEN STATION INDEX

NIELSEN SYNDICATION SERVICE

NIELSEN HOMEVIDEO INDEX

085629-8916000/AFMFI

Nielsen Television Index

NTI Household and Persons
 Estimates 1989-1990

Nielsen

Who Is Viewing TV

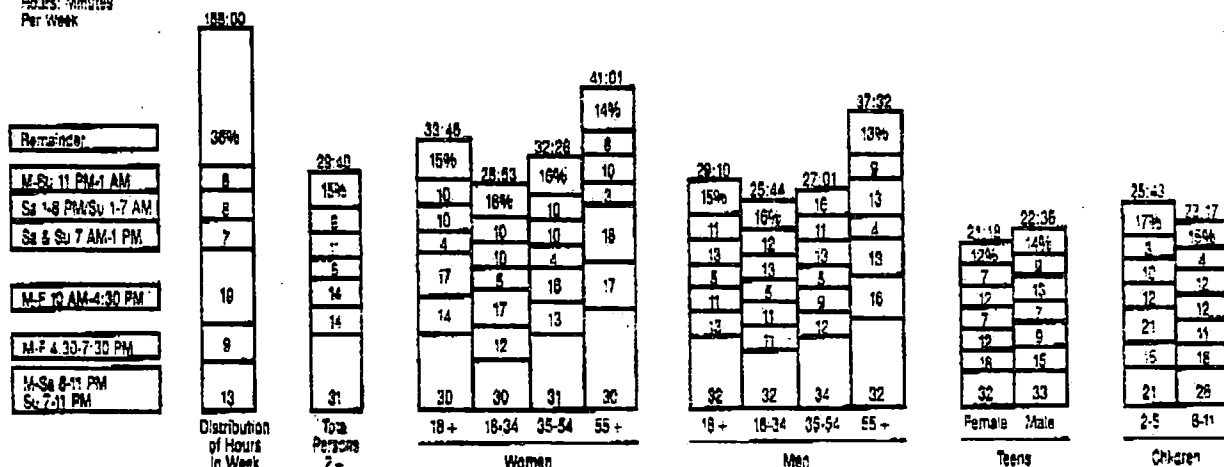
As a rule, younger children view television more than do older children, women more than men... and older adults more than younger men and women. Most spend the greatest amount of viewing time during the primetime evening hours. Younger children, however, spend as much time viewing daytime TV as they do watching primetime TV.



Weekly Viewing Activity for Women, Men, Teens and Children

November 1988 (Figures in Bars are Shares)

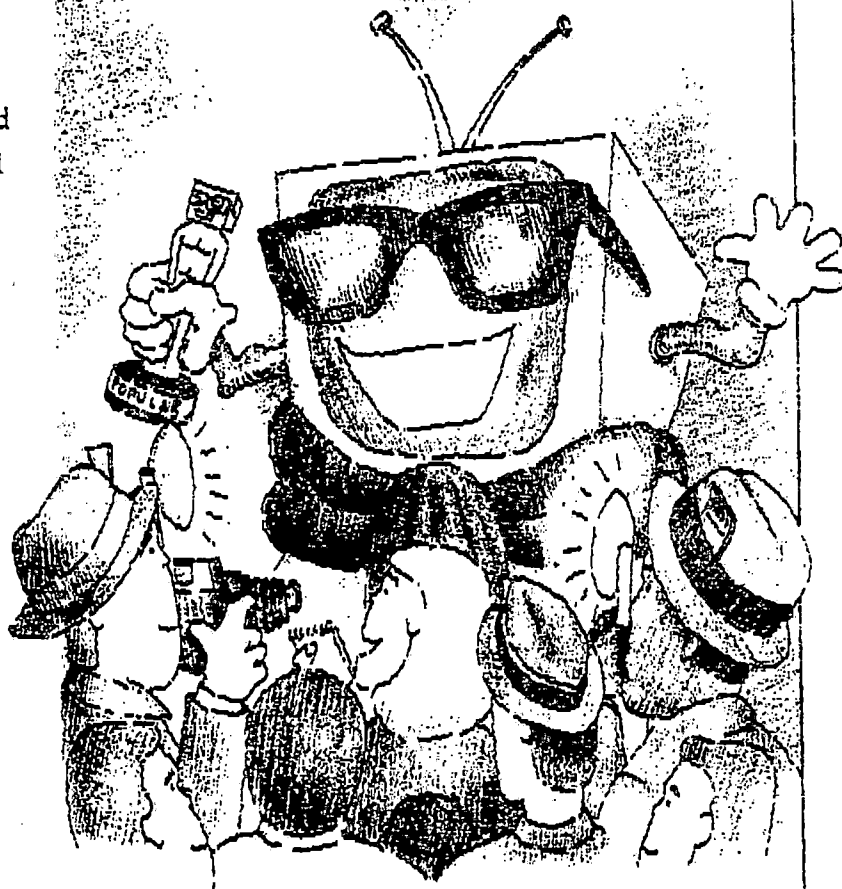
Hours: Minutes
Per Week



Nielsen Estimates: National Audience Demographics Report—November 1988

8:30-9:00 PM And Sunday Evenings, The Most Popular Viewing Times

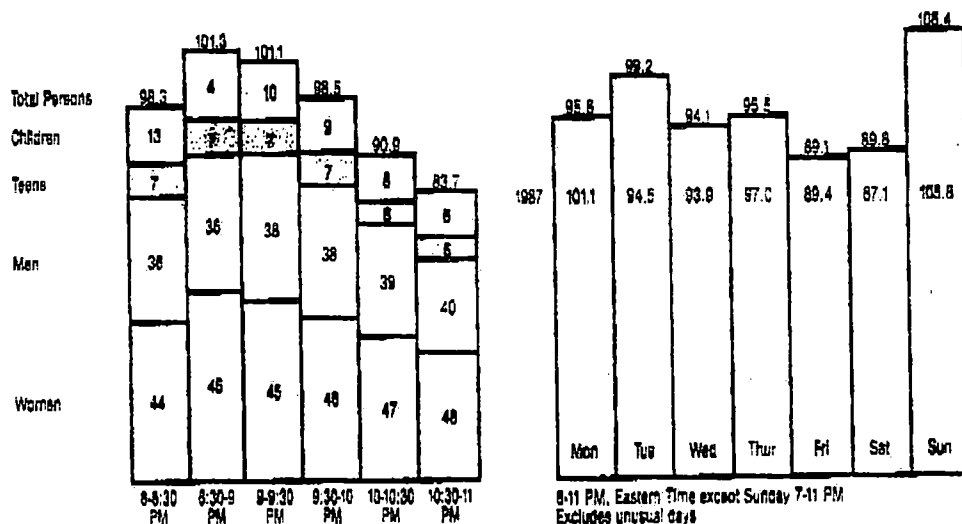
The most popular viewing time of the day continues to be 8:30 to 9:00 PM and during that one-half hour time spot and all other primetime hours, women account for the greatest number of viewers. Again, as in preceding years, the most popular evening for television viewing remains Sunday night.



Persons Viewing Primetime (Average Minute)

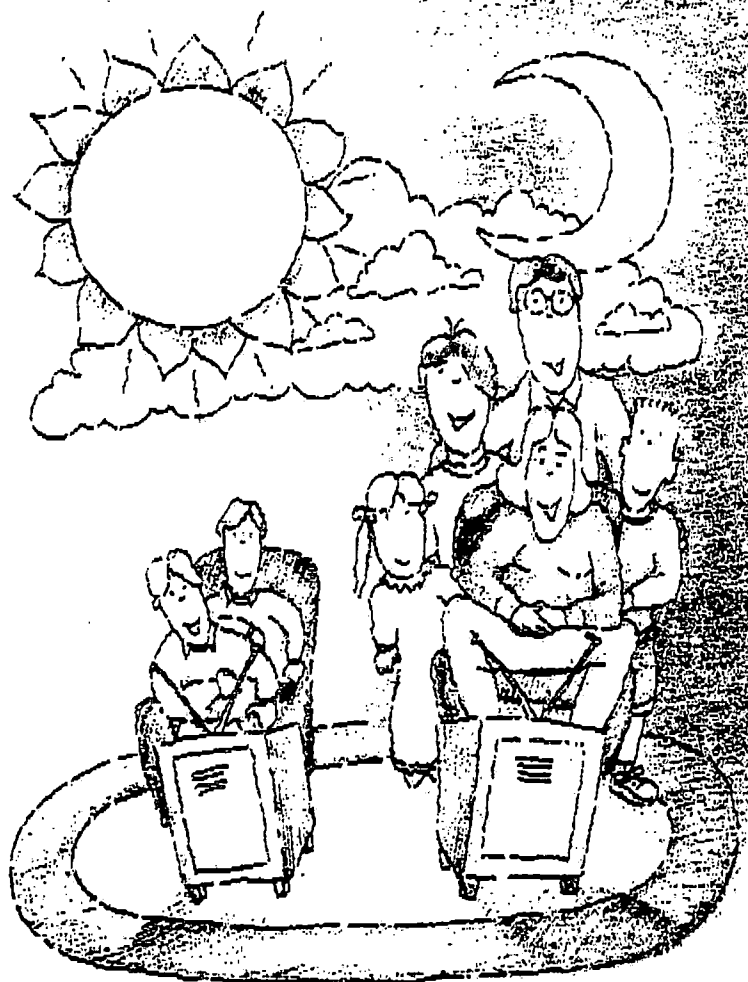
By Half Hour
% Share—November 1988

By Night of the Week
Total Persons 2+ (Millions)
November 1988

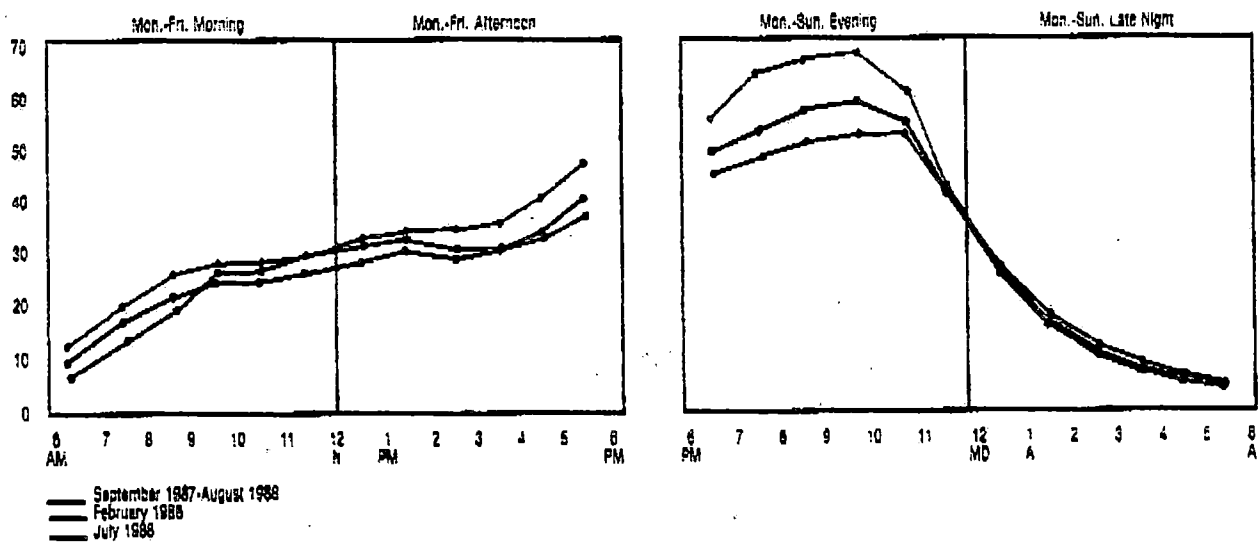


Audience Peaks In Mid-Evening

The television audience increases throughout the day, reaching a peak between 8 and 10 PM. Late afternoon and early evening audiences are lower in summer than in winter. Early morning and late night audience levels do not show much change from season to season.



Percent of Households Using Television



Transmittal
Nielsen Media Research
Communications Department
Nielsen Plaza
Northbrook, IL 60062
Phone: (312) 498-6300
FAX: (312) 498-7657

*Peggy:
has call
with questions.*

DATE: 10/18/89

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PRESS FACT SHEET

On Wednesday, October 25, 1989 President Bush will announce an historic undertaking by the nation's three major television networks, ABC, NBC and CBS, top prime time television producers, telecommunications companies, corporate sponsors and private volunteer organizations to promote community service. During the month of December, each of these networks will air at least two episodes of major prime time television shows on subjects such as illiteracy, hunger, homelessness, drug abuse, AIDS and other social problems and the role that each American can play in addressing them.

The shows involved, including "The Cosby Show", "thirtysomething", "Jake and the Fat Man", "Cheers", "Designing Women", "Head of the Class" and others have a combined potential to reach 290 million viewers.

At the end of each show, viewers will be encouraged to call a special 900 hotline telephone number to receive information as to how they can volunteer to help others in need in their own communities. Viewers who call the telephone number will receive a handbook prepared by VOLUNTEER and United Way further detailing how one can engage in community service.

As part of this campaign to promote community service, the President will appear on televised Public Service Announcements to urge viewers to respond to this call to service.

The Rose Garden ceremony, commencing at 2:00p.m., will be attended by top executives from each of the three networks, producers, telecommunications representatives, volunteer organization representatives, corporate sponsors and a number of stars who are supportive of this effort, including:

Rue McClanahan	- The Golden Girls
Estelle Getty	- The Golden Girls
Polly Draper	- thirtysomething
Christopher Hewitt	- Mr. Belvedere
Kristyne Haje	- Head of The Class
Sheree Wilson	- Dallas
Joan Van Ark	- Knot's Landing
Sara Gilbert	- Roseanne

TUESDAY, SEPTEMBER 5

BROADCAST

	4 NBC WRC	5 WTTG	7 ABC WJLA	9 CBS WUSA	20 WDCA	50 WFTY	22 & 67 WMPT	26 PBS WETA	32 PBS WHMM	2 NBC WMAR	11 CBS WBAL	13 ABC WJZ
6:00	NBC News	Business	ABC News	News	J. Swaggart					NBC News	At Home	News
6:30	News	Headline News	News		K. Copeland	Workout	College			2 News	CBS News	
7:00	Today	Tom & Jerry	Good	This	Scooby Doo	Product	Management	Sesame		Today	This	Good
7:30		Flintstones	Morning	Morning	G.I. Joe	Living	Sesame	Street			Morning	Morning
8:00		Woody	America		Jem	Success 'n	Street	Zoobilee Zoo	Mister Rogers			America
8:30		Little Pony			C.O.P.S.	Life	Sesame	Mister Rogers	Reading			
9:00	Superior Court	I Love Lucy	Geraldo	Donahue	Success 'n Life	James Robison	Street	Sesame Street	Homestretch	Donahue	Live — Regis & Kathie Lee	Couch Potatoes
9:30	Family Medical	I Love Lucy				Fletcher Brothers	Captain Kangaroo		Body Electric			Sweethearts
10:00	Scrabble	Bewitched	Joan Rivers	Sally Jessy Raphael	700 Club	Morris Cerullo	Reading Rainbow	Sesame Street	Tony Brown's Journal	Sally Jessy Raphael	Superior Court	Dating Game
10:30	Classic Concentration	Rhoda				Product Showcase	Zoobilee Zoo		City Line	Classic Concentration	People's Court	Newlywed Game
11:00	Golden Girls	I Dream of Jeannie	Home	Price Is Right	Celebrity Shopping	McCloud	Painting with Jackie Shaw	Mister Rogers	Evening Exchange	Golden Girls	Price Is Right	Divorce Court
11:30	227	Three's a Crowd					GED	Zoobilee Zoo		227		Judge
12:00	Love Connection	Current Affair	Judge	News	Wonder Woman		Ramona	Body Electric	Computer Chronicles	News	News	News
12:30	Generations	City Under Siege	Loving	Young and Restless		Product Showcase	Instructional Programming	Lilias!	Bookmark	Generations	Young and Restless	Loving
1:00	Days of Our Lives	Archie Bunker	All My Children		Dukes of Hazzard	Movie: "The Ring"		This Old House	Life Matters	Days of Our Lives		All My Children
1:30		One Day at a Time		Bold & the Beautiful				Masterpiece Theatre	Innovation		Bold & the Beautiful	
2:00	Another World	Alice	One Life To Live	As the World Turns	Gidget			Nova		Another World	As the World Turns	One Life To Live
2:30		Leave It to Beaver			Gumby	Breakthrough Look Younger	We're Cooking Now	All About TV				
3:00	Santa Barbara	Dennis the Menace	General Hospital	Guiding Light	Smurfs	Movie: "Adventures of the Queen"	Dinner at Julia's	OWL / TV	Joy of Floral Painting	Santa Barbara	Guiding Light	General Hospital
3:30		Ghostbusters			Jetsons		Mister Rogers	Sesame Street	Gourmet Cooking			
4:00	Inside Edition	Alvin & the Chipmunks	Oprah Winfrey	News	Fun House		Sesame Street		Voyage of The Mimi	Oprah Winfrey	Geraldo	Family Ties
4:30	People's Court	DuckTales			Pictionary			Captain Kangaroo	Mister Rogers			Gimme a Break!
5:00	Live at Five	Batman	News	News	Webster	Dating Game	Reading Rainbow	Reading Rainbow	Reading Rainbow	News	Live at Five	Cosby Show
5:30		Silver Spoons	News	News	Diff'rent Strokes	Hollywood Squares	Wild World of Animals	3-2-1 Contact	3-2-1 Contact			Night Court
6:00	News	Family Ties			Jeffersons	Wrestling	MacNeil / Lehrer Newshour	World of Survival	MacNeil / Lehrer Newshour	News	News	News
6:30		Too Close for Comfort	ABC News	CBS News	Night Court			Business Report		NBC News	CBS News	
7:00	NBC News	Cosby Show	Jeopardy!	USA Today	Taxi	Untouchables	Business Report	MacNeil / Lehrer Newshour	Evening Exchange	Wheel of Fortune	Inside Edition	ABC News
7:30	Family Feud	Current Affair	Entertainment Tonight	Wheel of Fortune	Cheers		Woodwright's Shop	Newshour		Jeopardy!	Family Feud	Evening Magazine
8:00	Matlock	Wonderful World of Disney	Who's the Boss?	Rescue 911	Movie: "Rock 'n Roll High School"	Movie: "The Rocking Horse Winner"	President & Mrs. Bush Talking with David Frost	President & Mrs. Bush Talking with David Frost	For the People	Matlock	Rescue 911	Who's the Boss?
8:30			Wonder Years				Arab & Jew: Wounded Spirits in A Promised Land	Arab & Jew: Wounded Spirits in A Promised Land	Another View			Wonder Years
9:00	Presidential Address	Billy Graham Crusade	Presidential Address	Presidential Address				Presidential Address	P.O.V.	Presidential Address	Presidential Address	Presidential Address
9:30	In the Heat of the Night		Roseanne	CBS News Analysis				Struggle for Democracy	Moyers: A Second Look	In the Heat of the Night	CBS News Analysis	Roseanne
10:00		News	thirty-something	Candid Camera "Eat! Eat! Eat!"	Taxi	Morton Downey Jr.				NBC News Special "The R.A.C.E."	Candid Camera "Eat! Eat! Eat!"	thirty-something
10:30	NBC News Special "The R.A.C.E."	City Under Siege	News	News	Jeffersons						News	News
11:00	News	M*A*S*H	Nightline	U.S. Open Highlights	Arsenio Hall	Today's MD Racing	America: A History by Alistair Cooke	Working Together	Addicted Brain	News	Entertainment Tonight	Nightline
11:30				Divorce Court	Sanford & Son	McMillan & Wife		EastEnders	Business Report			
12:00	Tonight Show	Hill Street Blues	Magnum, P.I.	Pat Sajak	Movie: "Raid on Rommel"			MacNeil / Lehrer		Tonight Show	U.S. Open	Hawaii Five-O
12:30	Late Night	News						Today's Japan		Cheers	Pat Sajak	USA Today
1:00			Movie: "Pancho"	Night Heat						Late Night	Medical	News
2:00	Bob Costas	Saint										

Produc-
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Beverly Hills CA 90210
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TO END HUNGER

Contact: Stacy Hatch
(213) 201-8886

FOR IMMEDIATE
RELEASE
October 25, 1989

Co-Chairs

Keith Addis
Keith Addis & Associates
Monte Factor
Chairman, End Hunger Network
David Goldsmith
Executive Producer
Lortmar Television
Jerry Michaud
Executive Director
End Hunger Network

Sponsors

Jeff Bridges
Actor
Willie Campbell
President, OEF International
Jay Chiat
Chairman/CEO
Chiat/Day Inc. Advertising
Barbara Corday
Executive Vice President
CBS Entertainment
Bill Cosby
Actor
Warren Cowan
Chairman
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Actor
Peter Davies
President, InterAction
American Council of
Voluntary International Action
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Head of Worldwide Television
William Morris, Inc.
Senator Edward Kennedy
United States Senate
Congressman Mickey Leland
Chairman, U.S. House
Select Committee on Hunger
Brandon Tartikoff
President, NBC Entertainment
Tony Thomas
President
Witt-Thomas-Harris Productions
Jack Valenti
President, Motion Picture
Association of America

Historic Three-Network Accord

**"PRIME TIME TO END HUNGER" CAMPAIGN
TO DEBUT ON PRIMETIME TV IN DECEMBER**

**Top-Rated Series on ABC, NBC and CBS
to Broadcast Episodes on Key Social Issues;
Volunteerism, Not Money, is Project's Goal**

HOLLYWOOD -- The three major American television networks and six of their top-rated programs will participate in "Prime Time to End Hunger," an unprecedented cooperative humanitarian effort by the media, volunteer organizations, corporations and telecommunications companies.

The campaign will focus the nation's attention on hunger, homelessness, poverty and other social issues that can be dramatically changed by increased volunteerism.

ABC, CBS and NBC have agreed to air episodes specifically written for this event, which is scheduled for the first three weeks in December. Spokespersons say one of the campaign's major goals is to encourage a minimum of 175,000 Americans to become active participants in existing volunteer efforts or to create their own activities.

This is the first time all three TV networks have agreed to mutually back a single social initiative with the strength of their primetime broadcasting.

The campaign has been developed by the End Hunger Network, a national nonprofit organization that focuses the power of the media on ending hunger. The United Way of America, VOLUNTEER: The National Center, and The Emergency Food and Shelter National Board are actively joining the End Hunger Network in this effort.

From December 1 through 20, "The Cosby Show" and "Cheers" (NBC), "Murder She Wrote" and "Designing Women" (CBS), and "thirtysomething" and "Head of the Class" (ABC) will each air single episodes dealing with

**An Initiative of the End Hunger Network
In Cooperation with the Three Major Television Networks**

Prime Time to End Hunger (cont.)

aspects of these issues. Audience members will be invited to phone a special (900) number to receive information about these issues and how they can help solve these problems in their communities, in the nation and around the world.

More than three million people are expected to phone and receive guides to volunteering with existing organizations, as well as information on how they might initiate their own social action programs.

Based on average weekly ratings, an estimated 290 million viewers in the U.S. could collectively watch these episodes during the campaign's three-week run. "This is an unprecedented event in the history of social action," said Jerry Michaud, executive director of the End Hunger Network. "We'll reach the largest U.S. television audience ever assembled for an event of this kind.

"If just one-tenth of one percent of all the people who regularly watch these shows were to become active volunteers, hunger, homelessness and other needless social problems could significantly be reduced."

Prime Time to End Hunger is also unique for an event of its magnitude because no funds are being solicited. "This is not a telethon," said Michaud. "Instead, it's using the unparalleled power of television's primetime broadcasting to stimulate people to help solve our mutual social problems by making a personal commitment to take action in whatever way they choose -- so long as they take action."

In addition to coordinating the involvement of the three television networks and individual program producers, the End Hunger Network will work with United Way, VOLUNTEER and the Emergency Food and Shelter National Board to refer what is anticipated to be an unprecedented number of new volunteers to local agencies, as well as national and international organizations working on these issues.

From December 1-20, the programs will air during primetime hours. (Scheduling will be announced shortly.) Each show's social issue will be fully integrated with its regular entertainment format and characters that have made the show successful.

The (900) calls are each expected to cost approximately \$2.00, and will be charged to the caller's regular telephone bill. All money collected through these calls will pay for the cost of providing the service, including phone line charges, printing and mailing of materials to prospective volunteers, and administrative expenses.

Within several days of their call, a Volunteer Handbook, jointly prepared by United Way, VOLUNTEER and the End Hunger Network, will be mailed to each caller. "We look on this booklet as a consumer's guide to volunteerism," said Michaud. "The

Prime Time to End Hunger (cont.)

pamphlet will outline ways in which volunteering can be a personally enriching experience, as well as useful to those being helped. We want volunteers to discover how they can make a difference in other peoples' lives, so they'll want to get involved with existing organizations or even start their own initiatives where they see a need."

Through special computer printing technology, each Volunteer Handbook will also identify the phone number of the individual caller's local Volunteer Center or United Way, where they can call to be referred to local, national or international organizations seeking volunteer assistance.

The event will be supported by an extensive public relations and advertising campaign in the electronic and print media to amplify the message of the network TV effort. A variety of corporate sponsors have already come forward to support this event, including Archer-Daniels-Midland, Polaroid, Webcraft Industries, Sony Corporation of America and A&M Records.

The Polaroid Education Program will distribute specialized learning materials to more than 120,000 elementary and high school teachers nationwide in conjunction with the shows.

Prime Time to End Hunger is an initiative of the End Hunger Network, a Los Angeles-based nonprofit organization founded in 1983. Its purpose is to focus the power of the communications media and the entertainment community on helping to create the popular will to end hunger and deaths due to hunger-related causes.

Some of the End Hunger Network's previous activities include producing the educational and fundraising segments during the 1985 Live Aid Concert, and producing the annual U.S. Presidential End Hunger Awards, which honor citizens who have made outstanding contributions toward ending hunger.

#



TO END HUNGER

FOR IMMEDIATE
RELEASE
October 25, 1989

Co-Chairs

Keith Addis
Keith Addis & Associates
Monte Factor
Chairman, End Hunger Network
David Goldsmith
Executive Producer
Lorimar Television
Jerry Michaud
Executive Director
End Hunger Network

Contact: Stacy Hatch
(213) 201-8886

**TV NETWORKS JOIN IN "PRIME TIME" EFFORT
TO STIMULATE VOLUNTEERISM**

Sponsors

Jeff Bridges
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Willie Campbell
President, OEF International
Jay Chiat
Chairman/CEO
Chiat/Day Inc. Advertising
Barbara Corday
Executive Vice President
CBS Entertainment
Bill Cosby
Actor
Warren Cowan
Chairman
Rogers & Cowan Public Relations
Ted Danson
Actor
Peter Davies
President, InterAction
American Council of
Voluntary International Action
Elizabeth Dole
U.S. Secretary of Labor
James Grant
Executive Director, UNICEF
Ralph Hoofstad
Former President and CEO
Land O'Lakes, Inc.
Robert A. Iger
President, ABC Entertainment
Philip Johnston
Executive Director, CARE
Jerry Katzman
Executive Vice President &
Head of Worldwide Television
William Morris, Inc.
Senator Edward Kennedy
United States Senate
Congressman Mickey Leland
Chairman, U.S. House
Select Committee on Hunger
Brandon Tartikoff
President, NBC Entertainment
Tony Thomas
President
WTH Thomas-Harris Productions
Jack Valenti
President, Motion Picture
Association of America

HOLLYWOOD -- The three major television networks, ABC, NBC and CBS, are joining forces to raise public awareness and promote volunteerism. The Prime Time to End Hunger campaign is designed to help make ending hunger, homelessness and other social problems a national priority by encouraging volunteerism nationwide.

Commitments have been made by the three major television networks, top primetime producers, telecommunications companies, corporate sponsors and private voluntary organizations to work together in a campaign to encourage at least 175,000 Americans to volunteer an hour per week in improving their communities.

During the month of December, each network will present two primetime television series with episodes dealing with hunger, homelessness, poverty or other issues which can be impacted by volunteerism.

The shows currently involved are "The Cosby Show," "thirtysomething," "Golden Girls," "Cheers," "Murder She Wrote," "Head of the Class," as well as other hit series. These shows have the combined potential of reaching 290 million viewers.

Audience members will be invited to call a special (900) number to receive information that will help them become involved as a volunteer.

Ted Danson, star of NBC's "Cheers," said, "We're inviting viewers to join us in making the world a better place, however they can. Hunger and homelessness are two issues that we can do something about, but they're not the only ones. Every individual can make a difference, even if it's only touching one other person's life. The point is: do something."

AT&T, U.S. Sprint and MCI are working to create a phone network system to handle the projected 3-5 million calls. Viewers who call the (900) number

An Initiative of the End Hunger Network
in Cooperation with the Three Major Television Networks

will receive information that will link them with local volunteer agencies. The United Way of America and VOLUNTEER: The National Center are coordinating the volunteer response system and have assisted in preparing the Volunteer Handbook. The Handbook is designed as a "consumer's guide" to volunteering, and will facilitate viewers in selecting appropriate activities.

Keith Addis, one of the organizers of the campaign, said, "Problems such as hunger, homelessness, drug abuse and destruction of the environment are everyone's problems. Solving them will require everyone's participation. That's why leaders in the entertainment community have given their enthusiastic support to this innovative and far-reaching campaign."

The co-chairs of this event are Keith Addis, president of Keith Addis & Associates; Monte Factor, chairman of the End Hunger Network; David Goldsmith, senior vice president of creative affairs, Grant Tribune Productions; and Jerry Michaud, executive director of the End Hunger Network.

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222 N. Beverly Drive
Beverly Hills CA 90210
Telephone 213 273 3179
Telecopier 818 906 0157



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Chairman, End Hunger Network
David Goldsmith
Executive Producer
Former Television
Jerry Michaud
Executive Director
End Hunger Network

From: Skip Ferderber
HartFerd Communications
(213) 460-6807

To: All Editors

**HISTORY'S LARGEST PHONE
NETWORK BEING ASSEMBLED FOR
"PRIME TIME TO END HUNGER"**

**Prime Time TV Campaign Also Marks Coming of Age
of (900) Service as a National Response Medium**

Washington D.C. -- The largest ad hoc telephone network in history is being assembled to support the Prime Time to End Hunger private initiative, airing on the NBC, ABC and CBS television networks during prime time hours in December. The phone network will handle the millions of callers expected to respond to the appeal for heightened public awareness about hunger and other issues, and the promotion of volunteerism.

The announcement was made today (10/25) at a White House kickoff for the Prime Time to End Hunger campaign, hosted by President and Mrs. Bush in the Rose Garden.

The campaign marks the first time that the major TV networks have together supported a single social initiative with the strength of their prime time programming.

It is also the debut of a nationwide (900) number service during the potent 8 p.m. to 11 p.m. TV viewing hours, invariably the time period that attracts most of the nation's viewers. In (900) services, the caller pays for each call.

The Prime Time project, created by The End Hunger Network, a Hollywood-based nonprofit agency, has enlisted top TV series, including "The Cosby Show," "thirtysomething," "Designing Women," and at least three additional shows to address various social issues within each show's regular show format. During the December broadcasts, each show concludes with an appeal for viewers to become involved and to call for information on how they might help end hunger, homelessness and other critical problems by becoming volunteers.

**An Initiative of the End Hunger Network
in Cooperation with the Three Major Television Networks**

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Chiat/Day Inc. Advertising
Barbara Corday
Executive Vice President
CBS Entertainment
Bill Cosby
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Warren Cowan
Chairman
Rogers & Cowan Public Relations
Ted Danson
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American Council of
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Jack Valenti
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Association of America*

FAX TRANSMISSION

Please forward to: PERRY DOOLEY

of: _____

Sent by: JERRY MICHAUD

Date: 10/23 Time: 10:24

This transmission consists of ____ pages, not including this cover sheet.

FOR YOUR USE, I GOT TALK
ON THE OTHER FAX

An Initiative of the End Hunger Network
in Collaboration with the Three Major Television Networks

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TO END HUNGER

Contact: Stacy Hatch
(213) 201-8886

FOR IMMEDIATE
RELEASE
October 25, 1989

TV NETWORKS JOIN IN "PRIME TIME" EFFORT TO STIMULATE VOLUNTEERISM

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222 N. Beverly Drive
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Telecopier 818 906 0157

**PRIME
TIME**

TO END HUNGER

**FOR IMMEDIATE
RELEASE
October 25, 1989**

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From: Skip Ferderber
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(213) 460-6807

To: All Editors

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FAX TRANSMISSION

Please forward to: PERRY DOOLEY

of: _____

Sent by: Jerry Michaud

Date: 10/27 Time: 10:20

This transmission consists of _____ pages, not including this cover sheet.

FOR YOUR USE, I GOT THEM
ON THE OTHER FAX

An Initiative of the End Hunger Network
in Collaboration with the Three Major Television Networks

**NEWS
RELEASE**

ROGERS & COWAN, INC.

10000 SANTA MONICA BOULEVARD, LOS ANGELES, CALIFORNIA 90067-7007 (213) 201-8800

MEDIA ALERT

WHO

President George Bush
Rue McClanahan - The Golden Girls
Estelle Getty - The Golden Girls
Polly Draper - thirtysomething
Christopher Hewitt - Mr. Belvedere
Kristine Haje - Head Of The Class
Sheree Wilson - Dallas
Joan Van Ark - Knott's Landing
Sarah Gilbert - Roseanne

WHAT:

Announcement of unprecedented unification of three top broadcast networks, top-rated series and corporate sponsorship in an all-new effort to enlist volunteers across the country to help solve the problems of hunger, homelessness and poverty under the banner of "Prime Time to End Hunger"

Photo Opportunity with President Bush, top network officials and celebrities.

WHERE:

The White House
Rose Garden
Washington, D.C.

WHEN:

Wednesday, October 25 2:05 pm

FOR FURTHER INFORMATION PLEASE CONTACT:

Stacy Hatch
Rogers & Cowan
213/201-8886

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. List	Re: Historic Three Network Accord; personal information. (1 pp.)	n.d.	P-6, (b)(6)	

Collection:

Record Group: Bush Presidential Records
Office: Speechwriting, White House Office of
Series: Speech File, Backup
Subseries:
WHORM Cat.:
File Location: Prime Time to End Hunger Campaign 10/25/89 [1]

Date Closed: 10/12/2004
FOIA/SYS Case #:
Re-review Case #: 2004-2265-S
P-2/P-5 Review Case #:

OA/ID Number: 06270

MR Case #:
MR Disposition:
Disposition Date:

Appeal Case #:
Appeal Disposition:
Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
(b)(9) Release would disclose geological or geophysical information

Dec. 1-20

IV

David Kessler

McGroarty/Dooley
October 19, 1989
4:30 pm
[TV]

Michael
203-3000

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

reps of other shows
Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: The Cosby Show, thirtysomething, Cheers, Head of the Class, Chicken Soup, Designing Women and Golden Girls, Murder She Wrote. /// You represent a combined market share any president would envy.

top executives?
And there are plenty of Presidents here, too. Branden Tartikoff, NBC. Bob Iger, ABC. Kim LeMasters, CBS. ///// I'm George Bush, USA. =>

YES
[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

And before I go any further, I want to issue an apology -- to Bill Cosby. don't think so Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just thought it would be convenient to make my prime time debut at a

Am February Assoc
312/944-6780

RIF ~~2~~
287-3220

ABC Philip Beuth (Booth)
VP + Exec Prod ABC Morning TV
NBC Warren Littlefield
Exec VP of Prime Time Programming
CBS Peter Tortorici
VP Planning + Scheduling

Michael
Sadowski
~~213~~ Pub Info
x222

time when I knew every TV in America was **already** sure to be on.

////

The serious fact is -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. [Think about the commercials that stick in our minds.] The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

X Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was ^{about} a 500% increase in the number of young people taking out library cards across the country. I can't think of any better example of the power of TV's influence.

X X It's time -- prime time ⁻⁻⁻ to end hunger, drug abuse and homelessness, and that's why this new effort ~~that we kick off today~~ is so full of potential. For the first time ever, the three major networks have joined forces -- and you couldn't have

chosen a worthier project than a campaign promoting community service.

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

NY Partnership
6/22/89

Let me say today that **the media** is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of responsibility. Of compassion. Of hope.

Prime Time to End Hunger is just the kind of media initiative I'm talking about. In a single ^{month} week, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television does more than entertain. It can educate. ~~In that one week in December,~~ your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes -**

- in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be **catalysts to greater community involvement** -- shows that convince each person who is watching -- **every one** -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that **life imitates art**.

Today, I want to thank you, and everyone associated with your programs and Prime Time to End Hunger. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the week of December 22-23.

*resp ent comm at
large, represented by
many of people here
supporters,
the corp
that R
going to
assist these new
role to find
apps to help
out in the
comm
United Way,
Vol; The Natl Ctr.*

Thank you. God bless you, and God bless the United States of America.

#

2ND STORY of Level 1 printed in FULL format.

The Associated Press

The materials in the AP file were compiled by The Associated Press. These materials may not be republished without the express written consent of The Associated Press.

October 22, 1984, Monday, PM cycle

ADVANCED-DATE: October 19, 1984, Friday, PM cycle

LENGTH: 635 words

HEADLINE: Henry Winkler Is Producer and Star of Videocassette on Child Abuse

BYLINE: By FRED ROTHENBERG, AP Television Writer

DATELINE: NEW YORK

KEYWORD: AP on TV

500%

BODY:

Henry Winkler, whose famous character, the Fonz, told kids it was cool to go to the library, wear glasses and even cry now and then, has created an honest, entertaining and non-threatening videocassette designed to teach young children basic skills for preventing sexual abuse and abduction.

The enormous behavioral influence TV's heroes exert on America's youth is beyond dispute. In the weeks after the Fonz took out a library card on "Happy Days," for instance, educational officials said applications for the cards shot up 500 percent around the country.

Only once before has Winkler given the popular Fonzie a forum outside the "Happy Days" set. That was when the tough-talking biker, who sported a leather jacket but had the right stuff inside, appeared on "Sesame Street" for a lesson in the art of tooth brushing.

"Children love TV, and the Fonz is a direct communicator to these young people," said Winkler, adding that he produced and starred in the home video "Strong Kids, Safe Kids" for his daughter and millions of children like her.

"If we can teach children not to play in traffic, why can't we present information about the possibility of abduction and how to respond if an adult tries to use kids in a sexual way?" he asked.

One of the cassette's best segments details the tricks that child abductors sometimes use. "We hope kids will know something is up if they've heard it before," said Winkler.

One ruse is that someone with an official-looking badge or identification card asks a child to help crack a police case. "We say that that could never happen, and that kids have the right to say 'no,'" said Winkler. "There was a case in Los Angeles where four kids were abducted, and three were raped. When the guy was asked why, he said the fourth girl said 'no.'"

The Associated Press, October 22, 1984

The need for the video came to Winkler when he was playing a puppet game with his then 3-year-old daughter. Winkler's puppet told Zoe if she came to the car, she'd get a kitten. She agreed, which was contrary to everything the Winklers had taught her.

"She thought she could get the cat and then get out of the car," said Winkler. "Kids figure they have that kind of control."

Winkler said he's not concerned that all this precautionary education might create a generation of kids suspicious of adults. "After (Zoe) spends time with them, she warms up," he said. "I'd rather take away a little innocence than see what Kee MacFarlane has seen."

Ms. MacFarlane, director of the Child Sexual Abuse Diagnostic Center in Los Angeles, and Dr. Sol Gordon, director of the Institute for Family Research and Education, served as consultants with on-camera roles on the cassette.

To convey its messages, the cassette also uses actors John Ritter and Mariette Hartley, concerned parents in their own right, as well as such animated characters as the Smurfs, Pac-Man and the Flintstones.

Winkler, who has three children, said he decided to do a cassette rather than a TV program because "this needs to be seen at home with parents. I think every home should have a dictionary, thesaurus and this tape."

The reality, though, is most families don't have videocassette recorders, and this may turn out to be an elitist cassette. Winkler said "Strong Kids, Safe Kids" would be available to schools and music libraries.

Even without a VCR, TV audiences can still see Winkler in syndicated reruns of "Happy Days." ABC canceled the show last spring. Winkler said he had been approached to star in several projected series, but nothing appealing enough to return him to the grind of daily TV production.

"With a 30-minute sitcom, I was able to go home and have dinner with my family every night," he said.

And sleep well, too.

"Some 'Happy Days' shows were silly," he said, "but I never thought we did a bad role-model show."

GRAPHIC: With Laserphoto

The Associated Press, October 22, 1984

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And sleep well, too.

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GRAPHIC: With Laserphoto

ROGERS & COWAN, INC.
PUBLIC RELATIONS

1000 SANTA MONICA BOULEVARD
LOS ANGELES, CALIFORNIA 90067-0001
TELEX 687442 FAX (213) 552-0412

FACSIMILE TRANSMISSION SHEET

DATE: 10/23/99

202 / 456 - 2461

FAX TELEPHONE NUMBER:
COMPANY/OFFICE PHONE #

TO:

NAME:

FIRM:

DIVISION:

CITY/STATE:

FROM:

NAME:

DIVISION:

TELEPHONE NO:

Stacy Hata

Perry Liles

ROGERS & COWAN, INC. FAX NUMBER: (213) 201-0363

COMMENTS:

The Golden Girls will not
be confirmed until 2:00
our time.

CLIENT:

PrimeTime

TOTAL # OF PAGES: 2

ACCOUNTING USE / AMOUNT:

New York Office: 122 East 42nd Street, New York, New York 10017-2298 (212) 633-1000 FAX (212) 633-1001
Washington, D.C. Office: 1100 Massachusetts Ave. N.W., Suite 400, Washington, D.C. 20004 (202) 462-1000 FAX (202) 462-1001
London Office: Livingstone House, 15 Abchurch Lane, London EC4N 3AH, England (011) 44 20 7523 1333 FAX (011) 44 20 7523 1334

**NEWS
RELEASE****ROGERS & COWAN, INC.**

10000 SANTA MONICA BOULEVARD, LOS ANGELES, CALIFORNIA 90067-7007 (213) 201-8800

MEDIA ALERT**WHO**

President George Bush
Rue McClanahan - The Golden Girls
Estelle Getty - The Golden Girls
Folly Draper - thirtysomething
Christopher Hewitt - Mr. Belvedere
Kristina Haje - Head Of The Class
Sheree Wilson - Dallas
Joan Van Ark - Knott's Landing
Sarah Gilbert - Roseanne

WHAT:

Announcement of unprecedented unification of three top broadcast networks, top-rated series and corporate sponsorship in an all-new effort to enlist volunteers across the country to help solve the problems of hunger, homelessness and poverty under the banner of "Prime Time to End Hunger"

Photo Opportunity with President Bush, top network officials and celebrities.

WHERE:

The White House
Rose Garden
Washington, D.C.

WHEN:

Wednesday, October 25 2:05 pm

FOR FURTHER INFORMATION PLEASE CONTACT:

Stacy Hatch
Rogers & Cowan
213/201-8886

June 8
8 p.m.

- The media have often been criticized for accentuating the negative. For so long our television and movie screens have been filled with blood and gore, violence and crime, calamity and despair.

- That is why I am especially pleased to announce today a new initiative that will focus the enormous resources of the media as never before on perhaps the most positive message there is, the message that each one of us must engage in the life of someone in need.

first time ever
- "Prime Time to End Hunger", a coalition of ABC, NBC and CBS, has agreed to launch an unprecedented campaign to promote community service.

- From December _____ to December _____, each of the following television shows, _____, will weave into their plot lines the theme of helping others.

- Following each show, I will appear to urge Americans to respond to the show's message by finding a way to help meet needs in their own community.

- For those who wish to respond, a telephone number will be flashed on the screen, directing them to service opportunities where they live.

- I want to thank each star, network executive, producer, sponsor and volunteer organization involved in this worthy project.

- I am reminded of an anecdote that I heard recently which illustrates about as well as any the enormous power of the media.

- We all remember that wonderful television show, "Happy Days" and its hilarious macho star, "The Fonz".

- It seems that on one episode the Fonz fell in love with a beautiful bookish young woman and he wanted desperately to impress her with his brain as much as his brawn.

- After agonizing over it a while, he decided to shed his macho image and apply for a library card.

- I'm told that local libraries all across America reported a 500% increase in the number of young people applying for library cards in the weeks that followed that show.

- I hope and believe that this initiative will have a similar impact.

- No people on earth are more generous, more giving and caring than we Americans.

- I believe that if only they are called to do so Americans will respond in historic numbers to the call to serve those in need in their communities.

- In short, I believe that every American has the potential to be a "point of light" and I hope that as a result of this initiative there will be more and brighter points of light all across the nation.

- When I launched my "Points of Light" community service initiative last summer, I said that my aim was to make community service central to the life and work of every individual and institution in America, from the largest corporation to a neighborhood bowling club.

- By helping to shine the media spotlight on the importance of community service, you are helping our Administration make community service national policy.

- Since the Inauguration, I have often said, "From now on in America, any definition of a successful life must include serving others."

- By devoting the power of your medium to the message of helping others, you are helping all of us to redefine "success".

- Thank you and God bless you all.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

10/13/89

TO: GREG PETERSMEYER/SIG ROGICH

FROM: JOSEPH W. HAGIN

SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

EVENT: Ceremony honoring TV Network Community Service

DATE: October 25, 1989 - Wednesday

TIME: 2:05 pm

DURATION: 15 minutes

LOCATION: Rose Garden

ATTIRE: Business Suit

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Open

FIRST LADY
PARTICIPATION: TBD

ADDITIONAL
INFORMATION:

CONTACT: _____

TELEPHONE: OFFICE _____ HOME _____

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

Ed Rogers
James Cicconi
Fred McClure
Susan Porter Rose
Patty Presock
Chriss Winston
Laurie Firestone
William Kristol
Jackie Kennedy

Marlin Fitzwater
David Demarest
Jean Lamb
Sig Rogich
John Keller
Tim McBride
J. Bonnie Newman
Paul Bateman

David Bates
David Valdez
USSS - PPD
Gary Walters
WHCA Audio/Visual
WHCA Operations
C. Boyden Gray
Bruce Zanca

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

TO: *Sig Rogich / Gregg Petersmeyer*
FROM: JOSEPH W. HAGIN
SUBJECT: APPROVED PRESIDENTIAL ACTIVITY
EVENT: *Attend ~~Rose Garden~~ Ceremony*
honoring IV Network Community Service
DATE: *Oct. 25, 1989 -- Wednesday*
TIME: *2:05 pm*
DURATION: *15 Minutes*
LOCATION: *Rose Garden*
ATTIRE: *B.G.*
REMARKS REQUIRED: *Yes*
MEDIA COVERAGE: *Open*
FIRST LADY PARTICIPATION: *TBO*
ADDITIONAL INFORMATION:
CONTACT: _____
TELEPHONE: OFFICE _____ HOME _____

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

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James Cicconi
Fred McClure
Susan Porter Rose
Patty Presock
Chriss Winston
Laurie Firestone
William Kristol
Jackie Kennedy

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John Keller
Tim McBride
J. Bonnie Newman
Paul Bateman

David Bates
David Valdez
USSS - PPD
Gary Walters
WHCA Audio/Visual
WHCA Operations
C. Boyden Gray
Bruce Zanca

THE WHITE HOUSE
WASHINGTON

Gov. said no
but we need
DRUG News

OK

SCHEDULE PROPOSAL

October 5, 1989

TO: JOSEPH W. HAGIN II
Deputy Assistant to the President
for Appointments and Scheduling

THROUGH: SIG ROGICH
Assistant to the President
for Special Activities and Initiatives

FROM: C. GREGG PETERSMEYER
Deputy Assistant to the President
and Director, Office of National Service

REQUEST: For the President to host a Rose Garden
reception for the producers, program owners,
directors and celebrities of certain of the
top network television programs.

PURPOSE: To thank the networks, producers, program
owners, directors and celebrities for weaving
into their story lines the message of
community service.

BACKGROUND: ABC, NBC and CBS have agreed to incorporate
the President's community service message in
the story lines of certain of television's
top programs. "Prime Time to End Hunger"
represents this collective effort and the
concept has been reviewed and approved by
Counsel's Office. The Office of National
Service proposes that the President videotape
a message which would be shown at the end of
each program exhorting the public to get
involved in community service to help attack
hunger, illiteracy, crime, drugs,
homelessness and other social problems.

DATE: October 18, 24 or 25 1989
Duration: 15 Minutes

LOCATION: The Rose Garden

PARTICIPANTS: The President

OUTLINE OF EVENTS: President enters the Rose Garden; makes brief
remarks and departs

MEDIA COVERAGE: Open Press

PROJECT OFFICER: C. Gregg Petersmeyer

COPIES TO: Andy Card
David Demarest

10/25
2:05
Rose G.
15 min

SIR 10/5/89

SP

ROGERS & COWAN, INC.
PUBLIC RELATIONS

10000 SANTA MONICA BOULEVARD
LOS ANGELES, CALIFORNIA 90067-7007
(213) 201-8800 TELEX 607-442
FAX (813) 592-0412

KIMBERLY WELLS
Senior Vice President
Television Division

201-8800

818/981-1050

MEMORANDUM

TO: Clark Ervin
FROM: Kimberley Wells
DATE: October 5, 1989
RE: "Prime Time To End Hunger"

Perry Lisle

Stacey Hatch
Jerry Michaud

Kim LeMasters - CBS
Branden Tartikoff - NBC
Bob Iger - ABC
Pres - Entertainment

As a follow up to the previous memo concerning the "Prime Time to End Hunger" presentation with President Bush, the following is a list of possible celebrities who will be attending:

Bill Cosby - The Cosby Show
Ken Olin - thirtysomething
★ Patricia Wettig - thirtysomething
Ted Danson - Cheers
Kirstie Alley - Cheers
Kristina Haje - Head of the Class
Dixie Carter - Designing Women
Annie Potts - Designing Women
Jackie Mason - Chicken Soup
Lynn Redgrave - Chicken Soup
Rue McClanahan - Golden Girls
Bea Arthur - Golden Girls
Angela Lansbury - Murder She Wrote

In addition, the network heads of NBC, CBS and ABC will also be present if scheduling permits.

It is impossible to confirm all of the celebrities without a firm date from The White House. Please contact me at 213/201-8846 as soon as a date has been decided to assure the best turnout possible. Thank You.

222 N. Beverly Drive
Beverly Hills CA 90210
Telephone 213 273 2179
Telecopier 213 273 2476

**PRIME
TIME**

Co-Chairs

Keith Addis
Keith Addis & Associates
Monte Factor
Chairman, End Hunger Network
David Goldsmith
*Executive Producer
Lorimar Television*
Jerry Michaud
*Executive Director
End Hunger Network*

Sponsors

Jeff Bridges
Actor
Willie Campbell
President, OEP International
Jay Chiat
*Chairman, CO
Chiat/Day Inc. Advertising*
Barbara Corday
*Executive Vice President
CBS Entertainment*
Bill Cosby
Actor
Warren Cowan
*Chairman
Rogers & Cowan Public Relations*
Ted Danson
Actor
Peter Davies
*President, InterAction
American Council of
Voluntary International Action*
Elizabeth Dole
U.S. Secretary of Labor
James Grant
Executive Director, UNICEF
Ralph Hoftstad
*President and CEO
Land O'Lakes, Inc.*
Philip Johnston
Executive Director, CARE
Jerry Katzman
*Executive Vice President &
Head of Worldwide Television
William Morris, Inc.*
Senator Edward Kennedy
United States Senate
Congressman Mickey Leland
*Chairman, U.S. House
Select Committee on Hunger*
Loret Ruppe
*Former Executive Director
The Peace Corps*
Brandon Roddard
President, ABC Entertainment
Brandon Tartikoff
President, NBC Entertainment
Tony Thomas
*President
Witt-Thomas-Harris Productions*
Jack Valenti
*President, Motion Picture
Association of America*

September 27, 1989

TO END HUNGER

Mr. Clark Kent Ervin
Office of National Service
The White House
Room 100
Washington DC 20500

Dear Clark:

This is to clarify our understanding of your proposal for White House participation in Prime Time to End Hunger.

1. President Bush will be asked to host a Rose Garden event in which he will introduce major participants of the Prime Time to End Hunger campaign (TV network officials, primetime program producers, stars of the shows, representatives of telecommunications companies, nonprofit organization officials and corporate sponsors) and congratulate them on their efforts.

He will make short remarks on the importance of this private initiative effort to encourage volunteerism -- that the media participation, cooperation among competitors and involvement of many sectors of society are outstanding models for the Administration's "Thousand Points of Light" direction. He will be available for photo opportunities.

2. The participants will then move (without the President) to the White House Briefing Room for a detailed Press Conference on Prime Time to End Hunger.

A celebrity participant such as Bill Cosby will be master of ceremonies, giving a short overview of the program and introducing key participants for short remarks and fielding questions from the press. We expect some kind of White House message included in the proceedings (delivered by Gregg Petersmeyer?). Press kits will be distributed at the Press Conference.

An October 12 date for this event is being sought, with a confirmation by this Friday latest. Securing this date quickly is critical. Our public relations agency, Rogers & Cowan, will be handling logistics, coordination and liaison on our end. Please identify a counterpart from the White House.

3. President and/or Mrs. Bush will be asked to appear in a television public service announcement encouraging Americans to become involved in volunteer action to combat hunger, homelessness and other issues through the Prime Time to End Hunger campaign.

These spots will either be placed by the networks at the end of the specific Prime Time to End Hunger shows, separated from the (900) number-based invitation to participate, or spread out throughout the planned broadcast period (December 1-20).

Again, Rogers & Cowan will be our contact on this portion of the project.

4. Other suggestions:

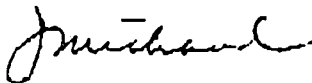
- o Include a photograph of President and Mrs. Bush and a short message from the President within the Volunteer Handbook that will be distributed to each caller.
- o Some kind of acknowledgement reception, dinner, award ceremony, etc. at the White House for the major participants in the project after the campaign is over (January 1990).

PR Contact:

Kimberly Wells
Senior Vice President
Television Division
Rogers & Cowan PR
10000 Santa Monica Blvd.
Los Angeles CA 90067
(213) 201-8846
(213) 552-0412 FAX

Please call me if any of these points are unclear or differ from your understanding. We would also appreciate a written statement from your office detailing your proposal to assist us in arranging participation. A personal invitation from President Bush would be particularly important in securing the attendance of top TV network officials.

Sincerely,



Jerry Michaud
Executive Director

cc: Keith Addis, Warren Cowan, Kimberly Wells, Monte Factor

10/13	55
10/12	71
10/6	66
10/4	1-2, 43-4
9/29	44-5
9/26	46
9/19	50-1
9/14	51-2
9/12	35-6
9/11	30-1
9/7	41-2

Mosbacher!

9/4	38 ~~44~~
9/5	35-6
9/1	57
8/31	35-37
8/29	33
8/28	31
8/25	42-3
8/24	1

8/18	35-6
8/16	19-20

222 N. Beverly Drive
Beverly Hills CA 90210
Telephone 213 273 3179
Telecopier 213 273 2476

**PRIME
TIME**

TO END HUNGER

202 456 6218

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Chairman, End Hunger Network

David Goldsmith
Executive Producer
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Barbara Corday
Executive Vice President
CBS Entertainment

Bill Cosby
Actor

Warren Cowan
Chairman
Rogers & Cowan Public Relations

Ted Danson
Actor

Peter Davies
President, InterAction
American Council of
Voluntary International Action

Elizabeth Dole
U.S. Secretary of Labor

James Grant
Executive Director, UNICEF

Ralph Hofstad
President and CEO
Land O'Lakes, Inc.

Philip Johnston
Executive Director, CARE

Jerry Katzman
Executive Vice President &
Head of Worldwide Television
William Morris, Inc.

Senator Edward Kennedy
United States Senate

Congressman Mickey Leland
Chairman, U.S. House
Select Committee on Hunger

Loret Ruppe
Former Executive Director
The Peace Corps

Brandon Stoddard
President, ABC Entertainment

Brandon Tartikoff
President, NBC Entertainment

Tony Thomas
President
Will-Thomas-Harris Productions

Jack Valenti
President, Motion Picture
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FAX TRANSMISSION

Please forward to: PEGGY DOOLEY

of: THE WHITE HOUSE

Sent by: JERRY MICHAUD

Date: 10/19/89 Time: 1:56 PM PST

This transmission consists of 12 pages, not including this cover sheet.

PLEASE CALL IF THERE ARE
QUESTIONS —

(818) 981-1050.

An Initiative of the End Hunger Network
in Collaboration with the Three Major Television Networks

Prime Time to End Hunger

"America is never wholly herself unless she is engaged in high moral principle. We as a people have such a purpose today. It is to make kinder the face of the nation and gentler the face of the world."

"We will make the hard choices, looking at what we have and perhaps allocating it differently, making our decisions based on honest need and prudent safety. And then we will do the wisest thing of all. We will turn to the only resource we have that in times of need always grows: the goodness and the courage of the American people."

-- President George Bush, January 20, 1989

"After years of apathy, Americans are volunteering more than ever. According to a 1987-88 survey by the Independent Sector, an umbrella organization for most of the major charitable groups in the country, 45% of those surveyed said they regularly volunteered -- and more than a third of them reported spending more time on volunteer work in the last three years."

"In all, it is estimated that 80 million adults gave a total of 19.5 billion hours in 1987; at a value of about \$150 billion."

-- Newsweek, July 10, 1989

What Are the Issues?

Even with the increased media attention given to such problems as hunger and homelessness, we often underestimate how pressing these problems are:

In the United States, the number of people who don't have enough to eat is on the increase:

- 8 million Americans depended on emergency food in 1988, a 20% increase over the previous year.
- Nearly 12 million American children do not receive adequate nutrition.
- 32.5 million Americans live below the poverty line; one in five American children live in poverty.

Never before have there been so many homeless people in the United States:

- An estimated 3 million Americans (18% increase over last year) spend their nights in shelters, emergency lodging houses, welfare hotels, on the streets, or in other public places.
- One-fourth of all homeless Americans are children.

Even beyond U.S. borders, hunger continues to be the most serious international problems facing us:

- Every year, 18 million men, women and children die needlessly as a result of hunger.
- Every day, 26,000 children under the age of five die from hunger-related causes.

We may think that hungry and homeless people are somehow different from us and our children, but they are not. In reality, they are people just like us, and are trying desperately to escape from a web of poverty and despair.

It is vital that we recognize that hunger and homelessness are related to other critical problems.

We can't find long-term solutions without also considering such inter-related issues as inadequate health care, the fragile environment, illiteracy, war and civil unrest, drug abuse and lack of economic opportunity.

For example:

- **Malnutrition can make a simple childhood disease into a deadly killer because hungry and homeless families often do not have access to adequate health care.**
- **The degradation of the environment, which we previously considered a local problem, has now taken on global proportions and threatens our survival on the planet.**
- **Because of inadequate education and job training, hungry and homeless people are not able to improve their lives.**
- **Political and social unrest is closely tied with world hunger. World peace is threatened by the persistence of poverty and injustice, especially in less developed countries.**
- **Substance abuse affects practically every family in the United States and is particularly devastating to those families living on the edge of survival.**

We know how hunger, homelessness and poverty can dominate a family's life and hamper its future. They have the same effect on our own world's family.

A new national volunteer effort is critical to meet the needs of the poor in shelters, soup kitchens, hospitals, food banks, housing projects, job training and education. We have the resources and ability to build a world in which no one is denied basic human opportunities to live and thrive. What is missing is the public will that this happen.

The Prime Time to End Hunger initiative is designed to help make ending hunger, homelessness and poverty become a major national priority and increase

volunteerism for these and other causes, using the power of primetime television to alert Americans and assist them in taking significant action that can save lives and insure our common futures.

What Is Prime Time to End Hunger?

The Prime Time to End Hunger campaign intends to bring increased public awareness to the issues of hunger, homelessness and poverty so that Americans can take volunteer actions needed to end these conditions.

The End Hunger Network has invited the involvement and received the commitments of the three major television networks, top primetime television producers, telecommunications executives, voluntary action centers around the country and private voluntary organizations that are involved with these issues -- to participate in a landmark national event.

During a three-week period in early December 1989 -- between Thanksgiving and Christmas, a time when most people are attuned to the plight of those less fortunate -- the following top primetime television shows are currently committed to broadcast specific episodes about hunger, homelessness or poverty, as well as the value of personal involvement in the form of volunteering to improve the world:

The Cosby Show

Cheers

Designing Women

Golden Girls

thirtysomething

Head of the Class

Our goal: At least 100,000 viewers will be linked with meaningful volunteer opportunities to improve human conditions in their communities and around the world.

Prime Time to End Hunger is not a telethon to raise money; it is using the best of primetime television to

increase awareness and volunteerism. While primarily focused on hunger, homelessness and poverty, both in the U.S. and internationally, it will certainly heat up the total volunteerism movement, and expand citizen participation in other agendas, as well.

How Will This Be Done?

If all the regular viewers were to watch these shows during the Prime Time to End Hunger period, we would reach a potential audience of 292 million viewers (based on February 6-12, 1989 A.C. Nielsen rating points, 90.4 million viewing U.S. households with 2.59 persons per household).

Each show will use their regular characters and plotlines, integrating the issues into their shows without being dogmatic, preachy or heavy-handed. The End Hunger Network will not dictate how the shows will be written, but staff experts are available to the writers and producers of the shows for consultation on the issues they will be covering.

At the end of each show, one of the stars will invite viewers to get involved and find out how they can volunteer by calling a 900 number for more information. Viewers will be told that this call will cost them \$2.00, which will be added to their regular phone bill.

How Will the Viewers Become Involved?

When a viewer calls the 900 number, through computer technology a celebrity voice will answer the call, thank the caller and ask for the caller's name, address and zipcode.

That information will be recorded on audiotape for later data capture. The callers will be told that information will be sent immediately to enable them to volunteer in activities that will make a difference.

be sent to each caller from that celebrity which will:

- thank them again for being willing to get involved,
- list the phone number of a local voluntary action center which can facilitate them in connecting with an appropriate activity or organization in their own communities,
- encourage the viewer to consider volunteering in existing programs in their own churches, schools and community organizations.

In addition, a specially-written Volunteer Handbook will be mailed to each caller which will:

- offer suggestions about how to volunteer and make it a rewarding experience,
- suggest questions to be asked of organizations (financial integrity, policies, etc.),
- list opportunities that are available for action (national organizations, international organizations, letters to the editor, creating their own initiatives, build coalitions, etc.),
- personalize the volunteering experience, with suggestions specific to teachers, students, attorneys, executives, mothers, accountants, clergy, seniors, etc. -- using their particular talents most effectively.

This handbook is intended to become a "volunteer's consumer guide," which will also be a resource listing of various national and international organizations linked together by the End Hunger Network, The United Way and VOLUNTEER: The National Center, where individuals can meaningfully volunteer their time, energy, talents and resources.

In addition to receiving these materials, callers who give us permission by leaving their phone numbers will be contacted by their local Volunteer Centers. The national Volunteer Center network already exists, under the coordination of VOLUNTEER, featuring more than 300 local centers around the country that

currently act as clearinghouses between interested volunteers and recognized nonprofit organizations.

Specially trained persons at these local Volunteer Centers will interview callers to enable them to discover the appropriate organization, based on their skills, time availability and interests.

Will We Ask for Money from the Viewers?

No, the Prime Time to End Hunger campaign is not a telethon to raise money. Its purpose is to mobilize hundreds of thousands of concerned citizens to get involved.

The callers will be charged a nominal fee for the cost of the phone call and materials. This fee will be noted every time the number is displayed on television or printed advertising, currently estimated at about \$2.00 per phone call. The callers will be paying for the costs of the phone call and materials sent to them, through direct billing on their regular telephone bill.

Viewers will not be solicited for funds during the shows or the phone calls.

How Will the Prime Time to End Hunger Campaign Be Financed?

The callers themselves will be paying for the mechanical part of the communication and fulfillment process, so the costs and income of that part of the campaign will be self-liquidating.

However, there are administrative costs for the End Hunger Network and the Volunteer Centers. In order to insure that the campaign becomes more than a broadcast of six television shows and takes advantage of the opportunity, support is needed to develop publicity, educational and community outreach programs.

Corporations, individuals, service organizations, foundations and others who see the value of this

opportunity to reach the largest television viewing audience in history over a two-week period with an invitation to become involved in community volunteerism.

They have never cooperated to this extent -- scheduling their most popular shows during the same time period around a common theme.

This has to be one of the largest contributions ever made by any group of corporations. But it has just opened the door to the opportunity...and the need for more support.

The organizers of Prime Time to End Hunger are continuing to develop partnerships with media professionals, publicity people, corporate sponsors, foundation executives, education officials, government leaders and others, offering them the challenge of creatively connecting their energies with the incredible opportunity opened up by the television networks...to motivate Americans to get involved in action that will make a difference, so that no child is left out of the picture and denied a healthy and productive future.

Volunteer Opportunity Network

In preparation for the broadcast period and the expected response, the End Hunger Network is working closely with VOLUNTEER and The United Way to prepare organizations to receive a new influx of volunteers generated by the shows.

Each local Volunteer Center will receive an orientation and help in gearing up for the volume of calls expected. Current plans include a satellite

teleconference, distribution of video copies for those who miss the teleconference and printed materials that will assist organizations in preparing their volunteer programs.

More than 300 Volunteer Centers already exist throughout the United States that serve as clearinghouses for both volunteers and nonprofit organizations serving local communities. Presently, both volunteers looking for opportunities and qualified nonprofit organizations seeking volunteers call the local Volunteer Centers, which link the two parties.

Prime Time to End Hunger will utilize and enhance the national Volunteer Center structure already in place by providing thousands more volunteers who have been inspired to action by the Prime Time to End Hunger shows.

The End Hunger Network is developing a working relationship with VOLUNTEER: The National Center, creating strategies that will work around the country to bridge the new volunteers and qualified nonprofit organizations through the local Centers. There have been several precedents for this kind of process.

Because not all local Volunteer Centers are of equal capacity and organizational level, nor are all communities within the U.S. covered by the VOLUNTEER network, we are also working with the United Way's 2,300 local offices to help handle the anticipated volunteer volume.

Design of Telephone System to Handle the Calls

At the end of each Prime Time to End Hunger show, viewers will be encouraged by one of the stars to call a 900 number, to find out how they can effectively volunteer their time and energy.

The calls on the 900 number will be charged to the callers on their regular phone bills and the technology of interactive inbound calling will be utilized to handle the high volume of calls expected.

Current plans are that twelve telephone service bureaus will be identified -- each with about 3000 computers that can handle 24 incoming calls simultaneously. All three phone networks -- AT&T, US Sprint and MCI -- will cooperate in the routing of the incoming calls to cut down on blockage.

When the viewer calls, the voice of one of the stars of the shows will answer, thanking the caller and asking for the caller's name, address and zip code.

Callers will be told that they will receive information in the mail within the next few days about how they can immediately get involved in solutions to community problems such as hunger, homelessness and poverty. They will be thanked for being willing to get involved.

The caller information (name, address and zip code) will be recorded and transcribed to a computer database. This information will be used to send out an initial personalized letter signed by one of the stars of the shows and identifying several actions an individual can immediately take, including the local Volunteer Center's phone number. This mailing will occur within hours of the phone call. It will be sent via first class mail to keep the response immediate.

A Volunteer Handbook will also be mailed to each caller. This easy-to-read "volunteer consumer's guide" will give the "how-to's" of volunteering, what viewers should consider before selecting an organization and how to make the volunteer experience more satisfying. Viewers will be encouraged to also consider their own churches, schools and social organizations as places to volunteer, or to explore new and creative arenas for involvement.

The Handbook will include information on the issues of hunger, homelessness and poverty, both in the United States and in the Third World. It will show our economic, environmental and cultural connections with the Third World, as well as the value of "acting locally, thinking globally."

The caller information captured from the phone call will be sorted by Volunteer Center area, and printouts of callers within their areas will be sent to the Centers. Shortly after Prime Time to End Hunger, the Volunteer Centers will contact callers who have given their phone numbers and further help them find ways in which they can get involved in community action.

Therefore, there is a three-pronged communication to the potential volunteer that is generated by that person's initial phone call:

- An immediate personalized and localized letter.
- A more general volunteer consumer handbook.
- A follow-up phone call and interview from the caller's local Volunteer Center.

Evaluation Process

It is important for any project, but especially a project of this size, scope and national visibility, to adequately and accurately judge and report on its reach and effectiveness.

Through the 900 numbers, we will know how many viewers actually called for more information. The Volunteer Centers will send reports to the End Hunger Network on the number of viewers who were interviewed by the Centers and were connected with nonprofit organizations.

A random sampling of the callers will be made within two months after the shows to receive feedback on the process, if they are volunteering and what specifically they are doing.

in addition, a sampling of the nonprofit organizations will be polled to determine the degree of success they are having with the process, how many volunteers got in contact with them and how long they remained involved.

The End Hunger Network will then release regular reports on the Prime Time to End Hunger campaign to the TV networks, the media, sponsors and other stakeholders on the continuing results of the initiative, with recommendations for further action.

Prime Time to End Hunger is an important opportunity to reach a large audience of Americans with the invitation to join a national constituency working toward ending hunger. The organizers of Prime Time to End Hunger feel that, when people get off their couches and involved in taking responsibility for their world, ending hunger will become a natural end result.

3RD STORY of Level 1 printed in FULL format.

The Associated Press

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October 17, 1989, Tuesday, AM cycle

SECTION: Domestic News

LENGTH: 688 words

HEADLINE: List of Week's TV Shows Ratings

DATELINE: NEW YORK

KEYWORD: Nielsens List

BODY:

Here are the prime-time television ratings as compiled by the A.C. Nielsen Co. for the week of Oct. 9-15. Top 20 listings include the week's ranking, with full season-to-date ranking in parentheses, rating for the week, and total homes.

An "X" in parentheses denotes one-time-only presentation. A rating measures the percentage of the nation's 90.4 million TV homes.

1. (1) "Roseanne," ABC, 26.1, 23.6 million homes.
2. (2) "The Cosby Show," NBC, 23.5, 21.2 million homes.
3. (3) "Cheers," NBC, 22.4, 20.2 million homes.
4. (4) "A Different World," NBC, 21.7, 19.6 million homes.
5. (5) "Wonder Years" ABC, 21.3, 19.3 million homes.
6. (9) "Who's the Boss?", ABC, 19.9, 18.0 million homes.
7. (6) "Golden Girls," NBC, 19.5, 17.6 million homes.
8. (7) "Murder, She Wrote," CBS, 19.0, 17.2 million homes.
9. (10) "Chicken Soup," ABC, 18.7, 17.0 million homes.
10. (11) "Dear John," NBC, 18.4, 16.6 million homes.
11. (7) "Empty Nest," NBC, 18.3, 16.5 million homes.
12. (12) "60 Minutes," CBS, 18.2, 16.4 million homes.
13. (X) "Country Music Awards," CBS, 17.9, 16.2 million homes.
14. (13) "Growing Pains," ABC, 17.8, 16.1 million homes.

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14. (14) "Head of the Class," ABC, 17.8, 16.1 million homes.
16. (X) "World Series," Game 2, ABC, 17.4, 15.7 million homes.
17. (19) "Hunter," NBC, 16.7, 15.1 million homes.
18. (X) "World Series," Game 1, ABC, 16.2, 14.6 million homes.
18. (20) "Doogie Howser," ABC, 16.2, 14.6 million homes.
20. (16) "NFL Monday Night Football: L.A. Raiders vs N.Y. Jets," ABC, 16.0, 14.5 million homes.
21. (17) "Unsolved Mysteries," NBC, 15.5.
22. (35) "The Big Easy" - "CBS Sunday Movie," 15.4.
23. (31) "An Eight Is Enough Wedding" - "NBC Sunday Night Movie," 15.3.
24. (17) "Dream Date" - "NBC Monday Night Movies," 15.1.
25. (22) "Knots Landing," CBS, 15.0.
26. (24) "Full House," ABC, 14.8.
26. (26) "Jake and The Fatman," CBS, 14.8.
28. (27) "The Hogan Family," NBC, 14.7.
29. (15) "Matlock," NBC, 14.5.
30. (30) "ALF," NBC, 14.4.
31. (37) "Anything But Love," ABC, 14.2.
32. (23) "Major Dad," CBS, 14.1.
33. (35) "thirtysomething," ABC, 14.0.
34. (37) "China Beach," ABC, 13.9.
35. (29) "Amen," NBC, 13.5.
36. (42) "Family Matters," ABC, 13.1.
36. (40) "Perfect Strangers," ABC, 13.1.
38. (39) "20-20," ABC, 13.0.
39. (27) "Night Court," NBC, 12.8.
40. (46) "L.A. Law," NBC, 12.7.
41. (48) "Dallas," CBS, 12.6.

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- 42. (X) "Desperado: Outlaw Wars," "NBC Tuesday Night Movie," 12.5.
- 43. (45) "Just the Ten of Us," ABC, 12.4.
- 44. (48) "48 Hours: Marijuana," CBS, 12.2.
- 45. (52) "Rescue 911," CBS, 11.9.
- 46. (50) "227," NBC, 11.8.
- 47. (43) "Island Son," CBS, 11.6.
- 48. (53) "Wiseguy," CBS, 11.5.
- 49. (57) "MacGyver," ABC, 11.4.
- 49. (55) "My Two Dads," NBC, 11.4.
- 51. (54) "Married...With Children," FOX, 11.2.
- 52. (46) "The People Next Door," CBS, 11.1.
- 53. (60) "Falcon Crest," CBS, 11.0.
- 53. (X) "World Series Pre-Game," ABC, 11.0.
- 55. (55) "The Young Riders," ABC, 10.7.
- 56. (60) "Mancuso, FBI," NBC, 10.6.
- 57. (X) "World Series Pre-Game," ABC, 10.4.
- 58. (40) "The Nutt House," NBC, 10.3.
- 59. (66) "Life Goes On," ABC, 10.1.
- 60. (64) "Hardball," NBC, 10.0.
- 61. (58) "Baywatch," NBC, 9.9.
- 61. (67) "Quantum Leap," NBC, 9.9.
- 61. (62) "Wolf," CBS, 9.9.
- 61. (72) "Sister Kate," NBC, 9.9.
- 65. (59) "Top of the Hill," CBS, 9.8.
- 66. (64) "PrimeTime Live," ABC, 9.6.
- 67. (71) "America's Most Wanted," FOX, 9.2.
- 68. (72) "Mission: Impossible," ABC, 8.7.

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- 68. (67) "Paradise," CBS, 8.7.
- 70. (78) "Brand New Life: I Fought The Law" - "Magical World of Disney," NBC, 8.6.
- 71. (69) "Totally Hidden Video," FOX, 8.4.
- 72. (69) "Peaceable Kingdom," CBS, 8.0.
- 73. (72) "Snoops," CBS, 7.9.
- 74. (77) "Tour of Duty," CBS, 6.9.
- 75. (81) "Saturday Night with Connie Chung," CBS, 6.0.
- 75. (81) "Open House," FOX, 6.0.
- 77. (83) "Alien Nation," FOX, 5.7.
- 78. (85) "21 Jump Street," FOX, 5.4.
- 79. (X) "21 Jump Street Special," FOX, 4.9.
- 80. (87) "COPS," FOX, 4.5.
- 81. (89) "Tracey Ullman Show," FOX, 4.3.
- 82. (88) "The Reporters," FOX, 3.6.
- 83. (90) "Garry Shandling Show," FOX, 3.1.
- 84. (91) "Beyond Tomorrow," FOX, 2.5.

55TH STORY of Level 1 printed in FULL format.

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October 2, 1989

SECTION: SEASON-TO-DATE RATINGS; Pg. 37

LENGTH: 89 words

HEADLINE: IN THE SPOTLIGHT

BODY:

TV household estimates

Top 10 markets January 1989 vs. January 1990

		1989	1990
1.	New York	6,921,240	7,020,030
2.	Los Angeles	4,800,200	4,931,560
3.	Chicago	3,106,690	3,119,920
4.	Philadelphia	2,610,400	2,669,210
5.	San Francisco/Oakland	2,166,970	2,209,770
6.	Boston	2,062,500	2,131,780
7.	Washington	1,665,470	1,727,830
8.	Detroit	1,694,670	1,720,420
9.	Dallas/Fort Worth	1,664,820	1,716,160
10.	Cleveland	1,438,180	1,458,520

Source: Nielsen Media Research