

CLIENT: POST-NEWSWEEK PRODUCTIONS
TALENT: LARRY KING
SHOW: THE LARRY KING SHOW Generic Premiere Promo for WPIX, New York

Larry: HI, I'M LARRY KING... CHANCES ARE THAT IF YOU'RE LIKE A LOT OF NEW YORKERS, YOU'VE BECOME A "KINGAHOLIC." ON MY RADIO SHOW, I KEEP MILLIONS OF AMERICANS UP ALL NIGHT, SIX NIGHTS A WEEK... AND ON SUNDAYS, YOU'VE HAD A DAY OF REST... BUT NO MORE!

"THE LARRY KING SHOW" IS NOW A T.V. EVENT YOU CAN'T AFFORD TO MISS, RIGHT HERE ON "11-ALIVE." IT'S UNPREDICTABLE, IT'S SPONTANEOUS, IT'S EXPLOSIVE... AND YOU'LL MEET THE PEOPLE WHO SHAPE OUR LIVES AND CAPTURE OUR HEARTS.

"THE LARRY KING SHOW" SUNDAYS AT MIDNIGHT ON "11-ALIVE!"

CLIENT: POST-NEWSWEEK PRODUCTIONS
TALENT: LARRY KING
SHOW: THE LARRY KING SHOW Specific Promo for Ashley/T/Klarsfelds Show

Larry: IS THE C.I.A. HIDING NAZI WAR CRIMINALS? FIND OUT ON MY NEXT SHOW WHEN I TALK TO THE KLARSFELDS, THE NAZI-HUNTERS WHO BROUGHT KLAUS BARBIE TO JUSTICE. YOU'ALSO MEET ONE OF BROADWAY'S LEADING LADIES, THE FIERY ELIZABETH ASHLEY. BUT I PITY THE FOOL WHO MISSES MISTER T. WHEN HE DROPS BY ON LEAVE FROM "THE A TEAM." ALL THIS AND "OPEN PHONE AMERICA" TOO, ON THE NEXT "LARRY KING SHOW!"

CLIENT: MULTIMEDIA ENTERTAINMENT
TALENT: PHIL DONAHUE
SHOW: DONAHUE Daily Promo

Phil: PRAYER OR MEDICINE...

WHICH WOULD YOU CHOOSE IF YOUR LIFE DEPENDED ON IT?

MEET SOME PARENTS WHO TRIED "SPIRITUAL HEALING" WHEN
THEIR SON GOT MENINGITIS.

NOW HE'S DEAD...

AND THEY'RE TAKING ON THE CHURCH OF CHRISTIAN SCIENCE.

MARY BAKER EDDY STARTED IT ALL OVER A HUNDRED YEARS AGO,
BUT IT'S STILL A HOT CONTROVERSY TO THIS DAY.

MODERN SCIENCE OR OLD-TIME RELIGION...

NEXT DONAHUE.

CLIENT: INDEPENDENT NETWORK NEWS
TALENT: JOHN CORPORON
SHOW: "N.A.T.P.E. CONVENTION"

John: WHETHER IT'S TV, RADIO OR PRINT, THE NEWS COMES TOGETHER IN ROOMS LIKE THIS ALL OVER THE WORLD. BUT IT'S THE SPECIFICS OF HOW... AND WHEN... YOU GET THAT NEWS TO YOUR AUDIENCE THAT GIVES YOU THE COMPETITIVE EDGE IN THE MARKEPLACE.

OVER AND OVER AGAIN, EVENTS OUTGROW THE OLDER AND LESS FLEXIBLE NEWS FORMS. IN THE FORTIES, RADIO CHANGED THE FACE OF JOURNALISM. THEN IN THE FIFTIES CAME TELEVISION. BUT NOW THE TRADITIONAL "NETWORKS" HAVE EXHAUSTED THEIR ABILITY TO ANSWER THE NEEDS OF THE AUDIENCE, AND THEIR PLACE IS BEING TAKEN BY THE GRASS-ROOTS GROWTH OF THE INDEPENDENTS.

THESE DAYS, VIEWERS WANT THE NEWS AT THEIR OWN CONVENIENCE, DURING THEIR OWN "PRIME-TIME", WHENEVER THAT HAPPENS TO BE. THAT'S WHERE THE INDEPENDENT NEWS COMES IN...

GIVING INDEPENDENT BROADCASTERS A CHOICE, A CHANCE TO OFFER VIEWERS NETWORK-QUALITY AT FLEXIBLE HOURS.

SATELLITE TECHNOLOGY MADE THE DREAM A REALITY.

IT'S A REALITY THAT'S GROWN OVER THE LAST FOUR YEARS TO INCLUDE 144 MEMBER-STATIONS AROUND THE COUNTRY.

THE INDEPENDENT NEWS... IT'S THE NEXT STEP IN THE EVOLUTION OF BROADCAST JOURNALISM.

(and so forth)