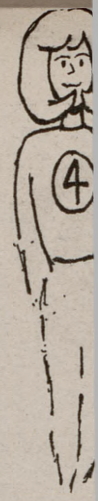


# Daytime Television

Midwest Community	2 KPRC 2 2	3 KBTX 5 5	6 KCEN 6 6	7 KTBC 7 7	8 KUHT 8 8	11 KHOU 11 11	13 KTRK 13 13	15 KAMU 12 12	24 KVUE 9 9	36 KTVV 7 4	39 KHTV 10 10	HBO 4
7:00	Today	Good Morning America	Today	Friday Morning	Sesame Street	Friday Morning Morning Show	News	Weather	Good Morning America	Today	The Flintstones Bugs Bunny	
7:15	"	"	"	"	"	"	"	"	"	"	"	"
7:30	"	"	"	"	"	"	"	"	"	"	"	"
7:45	"	"	"	"	"	"	"	"	"	"	"	"
8:00	"	"	"	Captain Kangaroo	Mister Rogers Window To The World	Captain Kangaroo	America	Sesame Street	"	"	Cartoon Show Banana Splits	
8:15	"	"	"	"	"	"	"	"	"	"	"	"
8:30	"	"	"	"	"	"	"	"	"	"	"	"
8:45	"	"	"	"	"	"	"	"	"	"	"	"
9:00	Donahue	Jeffersons	Donahue	The Jeffersons	News Math Patrol Electric Company	The Jeffersons Alice	Good Morning Houston	Mister Rogers Electric Company	Good Morn. Austin Donahue	David Letterman	700 Club	
9:15	"	Alice	"	"	"	"	"	"	"	"	"	"
9:30	"	"	"	"	"	"	"	"	"	"	"	"
9:45	"	"	"	"	"	"	"	"	"	"	"	"
10:00	Wheel Of Fortune Password Plus	Love Boat	Wheel Of Fortune Password Plus	The Price Is Right	3-2-1 Contact Window To The World	Hour Magazine	Love Boat	3-2-1 Contact Electric Company	To Tell The Truth	Wheel Of Fortune Days Of Our Lives	Leave It To Beaver Brady Bunch	
10:15	"	"	"	"	"	"	"	"	"	"	"	"
10:30	"	"	"	"	"	"	"	"	"	"	"	"
10:45	"	"	"	"	"	"	"	"	"	"	"	"
11:00	Card Sharks Richard Simmons	Family Feud Search For Tomorrow	Card Sharks News	Eleven Search For Tomorrow	News Musical Heritage News	Young And The Restless	Family Feud Ryan's Hope	Sesame Street	Family Feud Ryan's Hope	Doctors	I Love Lucy Dick Van Dyke	
11:15	"	"	"	"	"	"	"	"	"	"	"	"
11:30	"	"	"	"	"	"	"	"	"	"	"	"
11:45	"	"	"	"	"	"	"	"	"	"	"	"
12:00	The Doctors Days Of Our Lives	Midday Ryan's Hope	Days Of Our Lives	Young And The Restless	Math Patrol Musical Heritage Math Patrol	News Search For Tomorrow	All My Children	Footsteps Dick Cavett	All My Children	News Joyce And Mel	Beverly Hillsbillies Gomer Pyle	
12:15	"	"	"	"	"	"	"	"	"	"	"	"
12:30	"	"	"	"	"	"	"	"	"	"	"	"
12:45	"	"	"	"	"	"	"	"	"	"	"	"
1:00	Another World	One Life To Live	Another World	As The World Turns	News Discovering Window To The World	As The World Turns	One Life To Live	Soccer Made In Germany	One Life To Live	Another World	Guns Smoke	
1:15	"	"	"	"	"	"	"	"	"	"	"	"
1:30	"	"	"	"	"	"	"	"	"	"	"	"
1:45	"	"	"	"	"	"	"	"	"	"	"	"
2:00	Texas	General Hospital	Texas	Guiding Light	News Art Chest Villa Alegre	Guiding Light	General Hospital	Vegetable Soup Victory Garden	General Hospital	Texas	I Dream Of Jeannie Krofft Superstars	
2:15	"	"	"	"	"	"	"	"	"	"	"	"
2:30	"	"	"	"	"	"	"	"	"	"	"	"
2:45	"	"	"	"	"	"	"	"	"	"	"	"
3:00	Happy Days Again	Edge Of Night Tom & Jerry	Doctors Gilligan's Island	Merv Griffin	Sesame Street	John Davidson Show	Movie:	Sesame Street	Edge Of Night Partridge Family	Cartoons	Popeye & Friends The Flintstones	
3:15	"	"	"	"	"	"	"	"	"	"	"	"
3:30	"	"	"	"	"	"	"	"	"	"	"	"
3:45	"	"	"	"	"	"	"	"	"	"	"	"
4:00	Mary Tyler Moore World Of People	Beverly Hillsbillies Andy Griffith	Cross-Wits Joker's Wild	Sanford & Son	Mister Rogers Electric Company	M.A.S.H.	"	Mister Rogers Electric Company	Get Smart Andy Griffith	Gilligan's Island John Davidson	Bugs Bunny & Pals	Movie:
4:15	"	"	"	"	"	"	"	"	"	"	"	"
4:30	"	"	"	"	"	"	"	"	"	"	"	"
4:45	"	"	"	"	"	"	"	"	"	"	"	"
5:00	Ron Stone NBC News	ABC News CBS News	M.A.S.H. NBC News	News CBS News	3-2-1 Contact Over Easy	News	News ABC News	3-2-1 Contact Over Easy	ABC News M.A.S.H.	NBC News	What's Happening Sha Na Na	
5:15	"	"	"	"	"	"	"	"	"	"	"	"
5:30	"	"	"	"	"	"	"	"	"	"	"	"
5:45	"	"	"	"	"	"	"	"	"	"	"	"



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## Cable TV market growing

**United Press International**  
NEW YORK — Right now, 98 percent of all American homes boast television sets. The three networks — and their advertisers — capture 87 percent of that audience.

Alternative media are becoming increasingly available, and they will give viewers a chance to get away from advertising — at a price.

Pay cable, which now has 8 percent of the market, is expected

to go up to 17 percent in 1985 and reach 32 percent by 1990.

At 32 percent, pay cable could start raking in money from advertisers as well as subscribers, but the largest of the pay cable systems has no intention of doing so.

That's Home Box Office, which this year celebrated five years of national distribution by satellite. For historians, HBO's first satellite show was the Ali-Frazier

heavyweight fight from Manila on Sept. 30, 1980.

According to James O. Heyworth, president of Home Box Office Inc., there are about 4,000 cable systems operating in the United States in 1980, with nearly half of those taking HBO. Heyworth estimates the HBO audience as in excess of four million people.

HBO conducts continuing market surveys among its subscribers, asking them to list the service's assets and rank their importance. Month after month, viewers check off lack of commercials as one of the things that most contributes to the value of pay television.

HBO has been so successful that it is already putting on the market a second pay channel, Cinemax, devoted entirely to movies from current to classics.

One of the problems that confronts pay television operators in new communities is the fear of pornography.

"We will not carry X-rated programs," Heyworth said. "We do carry R-rated programs — rated 'R' usually because of nudity — scheduled for later in the evening or night. We do not carry films for which pornography is the only hook.

"We sometimes get complaints, and there will be concerns expressed when HBO is introduced into a market — even though the same motion pictures probably played in town. The consumer has the option of not taking Home Box Office, or buying a parental control device that with a turn of the key closes off the pay television channel."



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