

monday

| | 2 KPRC | 3 KBTX | 6 KCEN | 7 KTBC | 8 KUHT | 11 KHOU | 13 KTRK | 15 KAMU | 20 KTXH | 24 KVUE | 36 KTVV | 39 KHTV | WTBS | WGN | CBN | TMC |
|-----------|-----------------------------------|-------------------------|-----------------------------------|-------------------------|--|-------------------------|---------------------------------|--|---------------------------|---------------------------------|-----------------------------------|-----------------------------------|---------------------------|------------------------------|------------------------------|-------------------------------|
| Midwest | 2 | 5 | 6 | 17 | 8 | 11 | 13 | 12 | 7 | 16 | — | 10 | 24 | 27 | 9 | 20 |
| Community | R | 5 | 6 | L | M | 11 | 13 | 12 | | N | K | 10 | P | T | 4 | E |
| 6:00 | News | News | News | News | MacNeil Lehrer | News | News | MacNeil Lehrer | Love Boat | News | News | One Day At A Time Soap | Carol Burnett Good News | Barney Miller The Jeffersons | Alias Smith And Jones | Pork Pie |
| 6:30 | Family Feud | Three's Company | M.A.S.H. | The Jeffersons | " | Entertainment | " | " | " | M.A.S.H. | People's Court | " | " | " | " | " |
| 7:00 | Boone | Scarecrow And Mrs. King | Boone | Scarecrow And Mrs. King | Business Report Green-room | Scarecrow And Mrs. King | That's Incredible! | The Oil Kingdoms | Hawaii Five-O | That's Incredible! | Boone | PM Magazine Laugh-In | Boomerang Part 1 | Solid Gold | I Spy | Movie: "Topper Returns" |
| 7:30 | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " |
| 8:00 | NBC Movie: "The Haunting Passion" | AfterMASH Newhart | NBC Movie: "The Haunting Passion" | AfterMASH Newhart | Great Performances "The Life Of Verdi" | AfterMASH Newhart | NFL Football New York Giants At | Great Performances "The Life Of Verdi" | Movie: "Mrs. Miniver" | NFL Football New York Giants At | NBC Movie: "The Haunting Passion" | Movie: "Seven Brides For Seven" | " | Salute | 700 Club | " |
| 8:30 | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " | Movie: "The Exorcist" |
| 9:00 | " | Emerald Point N.A.S. | " | Emerald Point N.A.S. | " | Emerald Point N.A.S. | St. Louis Cardinals | " | " | St. Louis Cardinals | " | Brothers | " | News | Blondie | " |
| 9:30 | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " | " |
| 10:00 | News | News | News | News | To Be Announced Latenight America | News | " | To Be Announced Latenight America | " | " | News | Benny Hill Rockford Files | News | Soap | Another Life Dobie Gillis | " |
| 10:30 | The Best Of Carson | Barney Miller | The Best Of Carson | All In The Family | " | Hart To Hart | " | " | Bob Newhart | " | The Best Of Carson | " | The Catlins | Love Boat | " | Movie: "Five Days One Summer" |
| 11:00 | " | Hart To Hart | " | Hart To Hart | " | " | News | " | Mary Tyler Moore CNN News | News | " | " | Portrait Of America | " | Burns And Allen Jack Benny | " |
| 11:30 | David Letterman | " | David Letterman | " | Business Report | Columbo | ABC News Nightline | News | " | ABC News Nightline | David Letterman | INN News | " | Movie: "David" | " | " |
| 12:00 | " | Columbo | " | Columbo | " | " | " | " | Wild, Wild West | " | " | Movie: "A Killer In Every Corner" | Movie: "Come Next Spring" | And Bath-sheba | I Married Joan Love That Bob | " |
| 12:30 | NBC News Overnight | " | NBC News Overnight | " | " | " | " | " | " | " | NBC News Overnight | " | " | " | " | Movie |

Tip-sheets influence radio programming

United Press International

CHERRY HILL, N.J. — Even the most fanatic radio listener probably has never heard of Kal Rudman, but the workaholic publisher has considerable influence on what music is played by your local radio station.

Rudman is publisher of the Friday Morning Quarterback and the Friday Morning Quarterback Album Report, two of the most important of radio "tip sheets" in the country. Programmers follow the statistic-packed weekly like bookies comb the racing sheets.

The stakes are high. One single ratings point in the New York market can mean \$1 million or more a year for a radio station — the difference between a gold mine and bankruptcy. A program director who picks the wrong songs to air on his station will lose his job very quickly.

"I am the communications link between two major industries: the broadcast music stations of this country and the multibillion-dollar record industry," the talkative native Philadelphian said during an interview in his newsletter's offices. "I have the confidence and the credibility of both sides. They all trust me. It comes down to somebody has to sort all this mass of information down."

But he does more. Rudman listens to a mind-bending amount of music every week — there are "stacks of wax" on desks all over the place — and personally talks to the program directors at the most important stations. He combines his experience with phoned-in reports from radio stations and his own gut feelings to develop an amazingly accurate projection of what will draw the most reaction from the listening public.

Record selection "is a critical decision for their radio station, which is all they really care about," Rudman says of the programmers. "Because if you're a program director and you make a wrong choice and they start rotating that (song) three, four, six, seven times a day seven days a week, it's awesome. It's serious, that's all I can say."

It would be an exaggeration to say that Rudman can manufacture a hit out of a bad song. But a good writeup in the Quarterbacks and a little jawboning in the right places might be push a marginal song onto enough stations to make a difference.

"Kal can pick a hit single better than anybody else," said Ralph Totoro, music director of WBAB, in Babylon, N.Y. "The things he can help out is the 50-50 things, the things I'm not really sure about. If I don't hear it (in

a record), I'll wait to see what kind of reaction there is in the industry. If I don't hear it, but 75 stations add (the record to their programming), I would listen a lot more."

Monday and Tuesday are report days in Cherry Hill, when about 250 radio stations phone in and tell Rudman's staff what is playing on their air. The last reports trickle in on Wednesday, when the calculations and writing start. Thursday is intensive writing, editing and typing onto legal size masters. The printer gets it Thursday evening, and the Quarterbacks are in the mail by 7 a.m. Friday.

Rudman refuses to say how many copies are printed each week, but says he has "25,000 readers," including pass-alongs and photocopying, a practice he finds on a par with grand larceny.

Rudman charges \$250 a year for a subscription and \$2,650 upwards per page for ads.

The bottom line is that even Rudman, with his 15 years of Quarterbacking, doesn't really know what makes a hit. Sometimes it's money behind an act or an aggressive promoter. But he says a hit won't be a hit unless the music is good.

"It's still in the music," he says, still a fan at heart. "Like the old cliché, it's all in the grooves."



Holly Palance is the supporting host/narrator of ABC's "Ripley's Believe It or Not!," airing Sunday, Oct. 23. She is the daughter of the show's host Jack Palance.



Stella Stevens guest stars as a famous actress who considers Dick (Bob Newhart) as a candidate to write her personal autobiography on "Newhart," Monday, Oct. 24 on CBS.

Halloween trends change

KANSAS CITY, Mo. — Cute witches, playful black kittens and happy goblins are losing out to horror film characters on Halloween cards for children, says a former elementary school teacher.

Lois Hochhausen, now product manager for the Halloween line at Hallmark Cards, says the

trend reflects the influence and popularity of horror films in theaters and on television.

Hochhausen says typical designs this year will be more animated and a little scarier than in the past. They'll feature such all-time favorites as Dracula, Frankenstein's monster and even a werewolf.