

KOMO Radio and Television
1985

ALCOHOL ACTION CAMPAIGN

THE NEED

Alcoholism is one of the most serious public health problems in America today. An estimated 10 million adults over the age of 18 suffer from alcoholism and alcohol-related diseases. It is estimated that for every alcoholic, four people are directly affected.

The disease plays no favorites. Alcoholism can affect anybody, regardless of sex, age, ethnicity, religion, geographic location or socio-economic background.

Alcoholism is a family disease. This illness affects one family in three. More than 28 million children (including adult children) are affected by parental alcoholism. In fact, children of alcoholics develop alcoholism more often than children of non-alcoholics. Statistics also draw a correlation between battered wives, child neglect/abuse and alcohol abuse.

Alcoholism is in the workplace. Between 5% and 10% of employees have alcoholism. The cost is estimated at nearly \$50 billion a year, including lost production, health care expenditures, motor vehicle accidents, violent crimes and fire losses.

Fetal Alcohol Syndrome is one of the three leading causes of mental retardation due to birth defects in the U.S.

Alcohol is involved in over two million motor vehicle crashes per year. Alcohol is also involved in 50-55% of all traffic accidents, and the cost of drunk driving has been estimated to be as high as \$25 billion, not to mention the personal pain and suffering it brings.

THE GOOD NEWS is that alcoholism is a very treatable, some say preventable disease. Unfortunately, only 15% of the 10 million alcoholics are getting treatment. However, progress is being made in many ways.

1. Society's attitude towards this disease has changed drastically in the last 30 years.
2. There's increasing evidence that bio-chemistry may be a factor in alcohol abuse. Many used to see alcoholism as a disease of the weak and mentally sick.
3. Teens are joining together to help develop programs to help deal with the high percentage of teen alcohol use and abuse.
4. Business is booming at alcohol treatment centers.

However, there is still a long way to go with this incredibly widespread disease. The goal of KOMO's "UNDER THE INFLUENCE" campaign was to provide people with as much information as possible about alcohol use and abuse. Sharing our goal, the Washington State Council on Alcoholism moved their Alcoholism Awareness Month campaign, which is normally scheduled in November to January to coincide with KOMO's. We believe the combined effort resulted in the desired impact on the community.

KOMO'S ALCOHOL ACTION CAMPAIGN: "UNDER THE INFLUENCE"

"UNDER THE INFLUENCE" - KOMO Radio and Television's Alcohol Action Campaign addressed alcohol, its use and abuse during an intensive month-long campaign that began on December 16, 1984 and continued through Friday, January 11, 1985.

DURING THIS PERIOD:

- 63 reports were aired in KOMO-TV NEWS programs;
- 15 reports were aired in KOMO-TV DAILY non-news programs;
- 8½ hours of KOMO-TV SPECIAL PROGRAMMING aired;
- 66 reports were aired in KOMO Radio News programs;
- 7 reports were aired in KOMO Radio Public Affairs programs;
- 183 Public Service Announcements were aired on KOMO-TV;
- 111 Public Service Announcements were aired on KOMO Radio;
- 10 editorials aired in KOMO-TV NEWS programs; and
- 5 editorials aired on KOMO Radio.

All KOMO Radio and Television programming was tagged with the Alcohol/Drug 24-Hour Help Line phone number. This is consistent with KOMO's policy of not discussing a problem without offering some measure of help.

Included in SPECIAL PROGRAMMING was the television program, "ALL ALONE TOGETHER," the centerpiece of the campaign. The program dramatized the lives of a suburban, middle-class family that was at the point of disintegration due to alcohol abuse. The program also included a quiz to help people determine if they or people close to them have a problem with alcohol or drugs. The program was aired five times on KOMO-TV.

DAILY TELEVISION PROGRAMMINGNORTHWEST AFTERNOON - Monday through Friday, 3-4 pm

- 12/18 - The facts on Fetal Alcohol Syndrome presented by doctors and researchers
- 12/18 - Dr. Bill Crouse offered a doctor's perspective on alcoholism
- 12/21 - Teens and drunk driving
- 12/24 - Recovering alcoholics discussed pre-treatment holidays
- 12/28 - Victims, families and drivers who bear the consequences of the tragic accidents caused by driving while intoxicated
- 12/31 - Tips for holding a "safe" party, Washington's drinking and driving laws, and risks that people take drinking and driving
- 1/3 - Spouses who used intervention to get the alcoholic into treatment
- 1/7 - Women and alcohol

WEEKNIGHT - Monday through Friday, 7:30-8 pm

- 12/19 - Alcohol: Myths and Facts
- 12/20 - Youth and Alcohol - Kent Meridian High School "Drop In Center"
- 12/27 - Friday Night Live
- 1/3 - The warning signs of alcohol abuse and the possibilities of prevention
- 1/8 - Alcohol: Myths and Facts
- 1/9 - Interview with Marion Hutton Schoen, Director of Residence XII, an alcohol treatment center for women
- 1/10 - A look at a unique program for convicted DWI drivers in Redmond

5:00 REPORT (News) - Monday through Friday, 5-6 pm

- 12/17 - History of alcohol, cost to society, and personal cost
- 12/18 - Alcohol and its physiological effects on the body
- 12/19 - Youth and alcohol, sports and alcohol
- 12/20 - Ethnic groups and alcohol
- 12/21 - Responsibilities of party goers
- 12/24 - Family celebrating Christmas and daughter's recovery
- 12/26 - DWI overview
- 12/27 - Laws and recent trends regarding alcohol use and abuse
- 12/28 - DWI arrest procedure
- 12/31 - A live report from a local restaurant's alcohol-free celebration
- 1/1 - Hangovers: what they mean and why we get them
- 1/2 - What is alcoholism? What causes it?
- 1/3 - Breaking the cycle: getting to young children
- 1/4 - Intervention: On the job
- 1/7 - The history of Alcoholics Anonymous and a profile of a meeting
- 1/8 - The costs of treatment: Who pays?
- 1/9 - A ride in the detox wagon
- 1/10 - Recovery: There is fun in life without alcohol
- 1/11 - The Redmond Victims Panel: A unique way of dealing with convicted DWI drivers

6:30 UPDATE - Monday through Friday, 6:30-7 pm

- 12/17 - The myths and facts about alcohol

6:30 UPDATE (continued)

- 12/18 - The merchandising of alcohol
- 12/19 - How do kids get alcohol?
- 12/20 - Seniors and alcohol
- 12/21 - Responsibilities of party givers
- 12/24 - The effect of alcohol on food consumption and weight control
- 12/25 - Alcohol comparison: How much in wine? Beer?
- 12/26 - Profile on a DWI victim
- 12/27 - Profile of a DWI driver
- 12/31 - How to drink responsibly and a bartender profile
- 1/2 - Fetal Alcohol Syndrome
- 1/3 - School prevention programs
- 1/4 - Adult children of alcoholics
- 1/7 - Aversion therapy
- 1/8 - Group therapy
- 1/9 - Out-patient treatment
- 1/10 - Adjusting to the recovered alcoholic
- 1/11 - Debbie Armstrong: Celebrities for responsible drinking

NIGHTCAST - Monday through Friday, 11-11:30 pm

- 12/17 - Legal overview
- 12/18 - State sales/monopoly
- 12/19 - Non-alcohol clubs
- 12/20 - Women and alcohol
- 12/21 - Getting home after the party

NIGHTCAST (continued)

- 12/25 - Prevention - technology of the future
- 12/26 - Profile of a family coping with death of one of their family members at the hands of a drunk driver
- 12/27 - Mothers Against Drunk Driving - overview impact
- 12/28 - Profile of a judge
- 12/31 - New Year's Eve - breaking stories
- 1/1 - Are there benefits to alcohol?
- 1/2 - The medical profession and alcoholism
- 1/3 - The warning signs for parents to look for in their children
- 1/4 - Marriage to an alcoholic
- 1/7 - In-patient treatment
- 1/8 - State programs dealing with the use and abuse of alcohol
- 1/9 - A visit to the Fremont Club, an alcohol-free nightclub
- 1/10 - A visit with a recovered family
- 1/11 - A look at people who manned the phones at the Alcohol/Drug 24-Hour Help Line to see what kind of response KOMO's "UNDER THE INFLUENCE" campaign generated

KOMO 4 NEWS SATURDAY - 6:30-7pm

- 12/22 - Restaurants: their responsibility
- 12/29 - The Designated Driver program
- 1/5 - How to intervene: a dramatization

KOMO 4 NEWS SUNDAY - 5-5:30pm

- 12/23 - Domestic violence and alcohol
- 12/30 - Alcohol in the armed forces
- 1/6 - What is treatment?

TOWN MEETING - Sunday, 6-7 pm

12/16 - An overall look at the most neglected health problem in the U.S. today with expert Paul Ohliger, M.D.

12/28 - Alcoholism and the family

VIEWPOINT ON THE NEWS - Sunday, 11-11:30 am

12/30 - A look at the sale and distribution of liquor in Washington state where the state has a profitable monopoly.

"ALL ALONE TOGETHER" - centerpiece program for the campaign aired five times

Friday, December 28, 8:45 - 9:45 pm

Sunday, December 30, 4:00 - 5:00 pm

Thursday, January 3, 12:30 - 1:30 am

Saturday, January 5, 12:30 - 1:30 am

Friday, January 11, 12:30 - 1:30 am

STATION EDITORIALS

Station editorials air as part of news in the 5:00 REPORT, the 6:30 UPDATE and Monday through Friday during the NOON REPORT on KOMO Radio. During the first week of "UNDER THE INFLUENCE: all station editorials focused on alcohol. An editorial on January 14, reflected back on the four-week focus.

12/17 - UNDER THE INFLUENCE

12/18 - Alcohol Sales

12/19 - Happy Hours

12/20 - DWI - State LAW

12/21 - Care Cab

1/14 - UNDER THE INFLUENCE

PUBLIC SERVICE ANNOUNCEMENTS

Twenty public service announcements featuring individuals whose lives were affected by alcohol use or abuse were produced in conjunction with the campaign.

The participants included recovering alcoholics and victims and family members of drunk driving accidents/deaths, who told their own stories. All of the spots tied into the campaign and carried the "UNDER THE INFLUENCE" tag and were sponsored by the Washington State Council on Alcoholism, Mothers Against Drunk Drivers and the Alcohol/Drug 24-Hour Help Line in cooperation with KOMO. We are continuing to air the spots throughout 1985.

KOMO RADIO

KOMO RADIO also played a big role in our alcohol focus. They too, offered the Alcohol/Drug 24-Hour Help Line at the end of all of their reports and segments. Mini-documentaries and OF SPECIAL INTEREST reports ran approximately two-three minutes in length.

DAILY RADIO PROGRAMMING

MINI-DOCUMENTARIES - Monday through Friday, during Noon Report

- 12/14 - Promotion for the upcoming focus
- 12/17 - Teenage alcohol abuse and the Seattle/King County Detox van program
- 12/18 - Alcohol addiction and results of alcohol abuse
- 12/19 - The effects of alcohol on pregnant women and unborns
- 12/20 - The costs to business community of alcohol abuse

MINI-DOCUMENTARIES (continued)

- 12/21 - Alcohol commercials
- 12/24 - Reports on non-alcoholic drink recipes
- 12/26 - Drinking women, stereotypes and discrimination
- 12/27 - Myths and facts about alcohol
- 12/28 - Efforts to keep drunk drivers off the road
- 12/31 - The ramifications of drinking and driving
- 1/1 - Straight facts about alcohol use
- 1/3 - Efforts of the State Liquor Control Board to encourage responsible use of alcohol
- 1/4 - Seniors and alcohol
- 1/7 - How has the state geared up to crackdown on DWI's?
- 1/8 - Kids affected by alcohol and drugs
- 1/9 - Binge drinking and seasonal drinking
- 1/10 - Alcoholics Anonymous
- 1/11 - Preventing alcoholism
- 1/14 - A look at an intervention program
- 1/15 - A look at a local priest trying to get people off alcohol
- 1/16 - Young adults who have had friends or family killed in drunk driving incidents

OF SPECIAL INTEREST - Daily, 3am, 5am, 9am, Noon, 3pm, 7pm, 10pm, Midnight

- 12/26 - Tips for safe and successful holiday partying
- 12/27 - How alcohol is absorbed and what can slow down the absorption rate
- 12/28 - Driving while intoxicated laws in Washington state

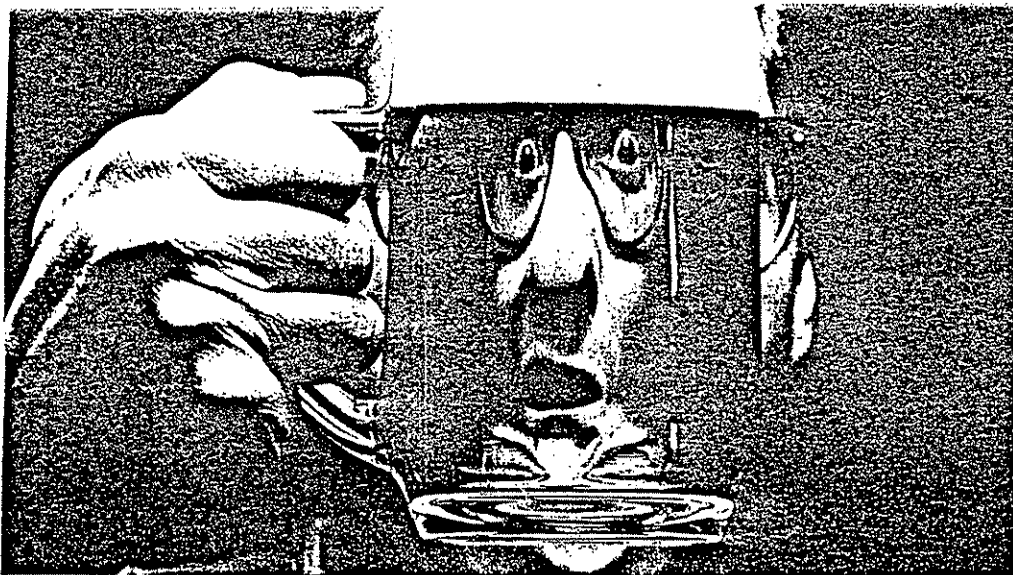
OF SPECIAL INTEREST (continued)

- 12/31 - How to resolve to stop drinking for the New year
- 1/1 - A drinker from an early age who found help in Alcoholics Anonymous
- 1/2 - A look at the Alcohol/Drug 24-Hour Help Line
- 1/17 - A mother whose children turned into alcoholics and whose family attends A.A. meetings

PROMOTIONPrint

A full-page advertisement appeared in The Seattle Times Sunday, December 16, to kick off the campaign. The ad featured a coupon for people to send for a booklet entitled "An Alcoholic in the Family." Other ads placed in The Seattle Times and TV Guide were as follows (see attached):

<u>Publication and Size</u>	<u>Issue</u>
Under the Influence TV Guide, full page, 1X	Dec. 15
Under the Influence Seattle Times, 6 col X 22½"	Dec. 16
Under the Influence TV Guide, ½ page, 1X	Dec. 22
Under the Influence TV Guide, ½ page, 1X	Dec. 29
All Alone Together TV Guide, ½ page, 2X Sun. 12/30, 4-5 pm Thurs. 1/3, 12:30-1:30 am	Dec. 29
Under the Influence TV Guide, ½ page, 1X	Jan. 5
All Alone Together TV Guide, ½ page, 2X Sat. 1/5, 12:30-1:30 am Fri. 1/11, 12:30-1:30 am	Jan. 5
All Alone Together 2 col X 5", 1X	Seattle Times Dec. 28
All Alone Together 2 col X 5", 1X	" Dec. 30
All Alone Together 2 col X 5", 1X	" Jan. 3
All Alone Together 2 col X 5", 1X	" Jan. 5
All Alone Together 2 col X 5", 1X	" Jan. 11



KNOW ANYBODY WITH A DRINKING PROBLEM?

PROBABLY.

In fact, the odds are one in three that someone in your own family has an alcohol problem — nearly one in ten that it's you.

Alcohol is the number one threat to this country's public health — our third leading killer after heart disease and cancer. Over 14 million Americans are alcoholics — suffering from a chronic, progressive, ultimately terminal disease.

You don't have to be an alcoholic to have a problem with alcohol.

Countless millions more are the innocent victims of alcohol abuse: 80% of all fire deaths, 50% of all fatal vehicle accidents, 65% of all murders, 60% of all child-abuse incidents are alcohol related.

Because it is so critically important to put this badly neglected public health problem into sharper perspective, KOMO

Radio and Television are presenting a month-long campaign entitled, "Under the Influence."



Under the
INFLUENCE

KOMO TV4 / AM RADIO 1000

Beginning with TOWN MEETING on December 16th, "Under the Influence" will include a probing series of special features on NORTHWEST AFTERNOON, WEEKNIGHT and KOMO 4 News — all devoted to alcohol use and abuse, intervention, treatment and recovery.

Highlighting the four-week campaign is a revealing documentary, "All Alone Together," which recounts the devastating effects of alcohol abuse on one suburban, middle-class family. KOMO 4 Newscaster Kathi Goertzen hosts. The hour-long special which concludes with a brief quiz that, if answered honestly, can help you identify alcohol and drug-abuse problems. Premiering December 28th, from 8:45-9:45 p.m., "All Alone

Together" will air five different times during the campaign.

It's everybody's problem.

There's no turning your back on alcohol abuse. All of us need to be informed and concerned, or the problem will get progressively worse. Join KOMO in understanding the issue better, during our month-long "Under the Influence" Campaign. You'll find specific program listings in your newspaper and TV-Guide.

For additional information, send the attached coupon for the booklet, "An Alcoholic In The Family."

Yes, please send me the free booklet, "An Alcoholic In The Family!"

Name _____
Address _____
City _____ State _____ Zip _____
Organization _____

Send to: KOMO Radio and Television
Community Relations Department
100 Fourth Avenue North
Seattle, WA 98109

KOMO TV4

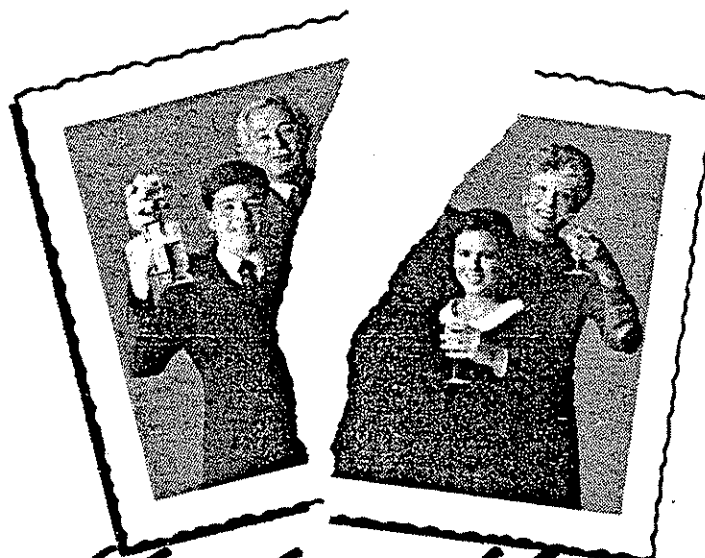


"All Alone Together" Premieres December 28th.

Sponsored by
MILAM RECOVERY CENTERS
823-3116

"UNDER THE INFLUENCE," DECEMBER 16- JANUARY 11.

**STARTING TONIGHT,
WHAT YOU DON'T KNOW
CAN KILL YOU.**



Under the
INFLUENCE

KOMO TV4 / AM RADIO 1000

**KOMO begins a month-long focus on alcohol,
tonight on TOWN MEETING at 6p.m.**

12/16/84
TV GUIDE

dridge), police s...endent Merrick (Tim Pigott-Smit... at the home of Hari Kumar (Ar... in Part 2 of "The Jewel in the Crown." Lili: Zohra Segal. Sister Ludmila: Mayteok Griggs. Dr. Klaus: Renee Goddard. White: Jeremy Child. Mrs. White: Rowena Cooper. Aunt Shalini: Kamini Kaushal. (60 min.)

15 23 BALLAD OF AN UNSUNG HERO—Profile

A profile of 88-year-old Pedro J. Gonzalez, who tells of his experiences as Pancho Villa's telegraph operator, his pioneering radio career and his unjust imprisonment in San Quentin. Illustrated by archival films and stills.

21 MOVIE—Drama

"The Shadow Box." (1980) Paul Newman directed Michael Cristofer's TV-adaptation of his award-winning play about terminal illness. Joanne Woodward, Christopher Plummer, Valerie Harper, James Broderick, Sylvia Sidney. (2 hrs.)

4&5 A CHRISTMAS CAROL—Drama

The Guthrie Theater Repertory Company of Minneapolis presents the Charles Dickens classic, embellished with special effects. (1 hr., 45 min.)

6&7 LARRY JONES—Religion

6&7 NEWS—Sasha Foo

6&7 WOMEN'S VOLLEYBALL

Competition in the NCAA Division I championship, taped Dec. 16 at Los Angeles. (90 min.)

11&12 LIFESTYLES—Regis Philbin

Guest: B.B. King. (60 min.)

13&14 MOVIE—Western

"The Old Corral." (1937) Gene Autry, Smiley Burnette. (90 min.)

9:05 15&16 OPEN UP—Discussion

9:30 17 ALICE (CC)

Mel (Vic Tayback) 86es a group of "hoodlums," unaware that they're the break dancers expected to perform at the diner as part of an arts festival. Danny: Jonathan Prince. Bobo: Fred Berry. J.T.: Steven "Super Pop" DeSilva. Elf: Jason "Elf" DeSilva. Dono-D: Donovan Leitch.

["Alice" moves to Tuesday on Jan. 8.]

15 23 DOOMSDAY SCENARIO:

BAKING AT THE BRINK—Report

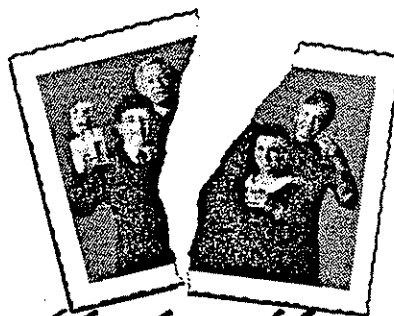
A...3 evaluation of the worldwide bank... situation, which says host... is "seriously threatened... and international loan... (Repeat)

6&7 JOHN OSTEEN—Religion

6&7 STYLE WITH ELSA KLENSCH

West. Washington State Edition

WHO'S GOT A BOOZE PROBLEM?



Under the
INFLUENCE

KOMO TV 4 / AM RADIO 1000

All this week,
Northwest Afternoon,
Weeknight and
KOMO 4 News continue
their focus on
America's number one
health problem.

4
KOMO TV

12/22/84
TV GUIDE

Jackpot: Brian Mitchell. Gonzo: Gregory Harrison. (60 min.)

Guest Cast

Nicholas Lukas Haas
Wilson Albert Salmi
Dotey Aalberg Nancy Bond

9 GREAT PERFORMANCES—Music

The conclusion of Johann Sebastian Bach's joyous "Christmas Oratorio" is offered in a 1982 performance taped at the Cloister Church in Waldhausen, Austria. Conductor Nikolaus Harnoncourt leads the Concentus Musicus of Vienna (playing authentic baroque instruments) in the final three cantatas, sung in German. (90 min.)

[S] Simulcast on KUOW-FM (94.9.)

11 MOVIE—Drama [R]

"Watch on the Rhine." (1943) Well-acted version of Lillian Hellman's play about a refugee battling fascism in the U.S. Paul Lukas. (60 min.)

12 60 MINUTES

**13 NEW GENERATION HAIR CARE
[CN] MAGNIFICENT GOSPEL MUSIC
MACHINE**

Andrae Crouch, the Imperials and Gloria Loring are among those performing in this musical celebration. The program includes a vignette featuring Marion Ross. (60 min.)

[CN] NEWS—Sasha Foo

[HD] MOVIE—Comedy

"Zapped." (1 hr., 40 min.)

[L] GOOD SEX—Ruth Westheimer

[SH] BROTHERS (CC)—Comedy

The governor's death during a secret visit to Joe's restaurant involves the Waters brothers in a cover-up.

[SP] JOE BURTON JAZZ

[SA] TENNIS MAGAZINE REPORTS

10:10 [CN] HEALTHWEEK

10:20 [TS] MOVIE—Biography [R]

"The Helen Morgan Story." (1957) The life story of the Twenties torch singer. More fiction than fact, but good tunes and performances. Paul Newman, Ann Blyth, Richard Carlson. (2 hrs., 30 min.)

10:30 [2] PREVIEW '85

Host Lally Cadeau introduces upcoming CBC series and specials, including "Seeing Things," "For the Record," "Anne Murray in London," "The Tin Flute," "A Planet for the Taking," "Gentle Sinners," "Charlie Grant's War," "The Other Kingdom."

[13] NEW FACES IN COUNTRY MUSIC

Eddie Rabbitt, Janie Fricke and T.G. Sheppard host this showcase for up-and-coming performers, taped in 1984

West. Washington State Edition

THE PARTY'S OVER.



Under the
INFLUENCE

KOMO TV 4 / AM RADIO 1000

All this week,
Northwest Afternoon,
Weeknight and
KOMO 4 News continue
their focus on
America's number one
health problem.

4
KOMO TV

12/29/84
TV GUIDE

TV GUIDE A-51

1:30 **9** WALL STREET WEEK—Rukeyser
12 SUNDAY LINE—Bernice Gerard
15 **23** AMERICAN INTEREST
21 100 HUNTLEY STREET—Religion
CNN EVANS & NOVAK—Interview
LTP OVER EASY
SPN AMERICAN BABY—Health
 Included: the developmental abilities
 of 14- to 24-month-old children.

2 PM **2** 1984: CHANGE AND CHALLENGE

A year-end review of the major events
 of the past year. On the domestic
 front, the federal election, the Pope's
 tour of Canada, the Queen's visit,
 Marc Garneau's space flight and
 Canada's performance at the Olym-
 pics are reviewed. Among internation-
 al affairs assessed are the assassina-
 tion of Indira Gandhi, the U.S. election
 and the famine in Ethiopia. (90 min.)

4 AVENGERS—Adventure

9 GREAT PERFORMANCES—Music
 Part 1 of Johann Sebastian Bach's
 jubilant "Christmas Oratorio" is of-
 fered in a 1982 performance taped at
 the Cloister Church in Waldhausen,
 Austria. Conductor Nikolaus Harnon-
 court leads the Concentus Musicus of
 Vienna (playing authentic baroque in-
 struments) in the first three of six can-
 tatas. (90 min.)

11 MOVIE—Fantasy

"Hawk the Slayer." (English; 1980)
 Medieval adventure with two brothers
 (Jack Palance, John Terry) vying for a
 magic sword. (2 hrs.)

15 **23** NEWTON'S APPLE (CC)

CNN MOVIE—Western **89**

"Jesse James at Bay." (1941) Roy
 Rogers. (60 min.)

CNN NEWS—Rick Moore

ESPN SPORTSPAGE '84

A look at the year in sports. (90 min.)

HBO MOVIE—Drama

"Defiance." (1 hr., 45 min.)

LTP LIFESTYLES—Regis Philbin

RTX YOU CAN'T DO THAT ON TELE-
 VISION—Children

NSD WRAP AROUND NASHVILLE

Guests: the Speers, the Kingsmen, the
 Chuckwagon Gang, and Amy Grant.

SPN HELLO JERUSALEM—Magazine

USA SEEING STARS—Interview

Interviews with actors Gregory Hines,
 Anne Reinking and Janet Jones.

2:05 **TBS** SARA'S SUMMER OF THE

SWANS—Children

2:30 **12** 12 DIGEST

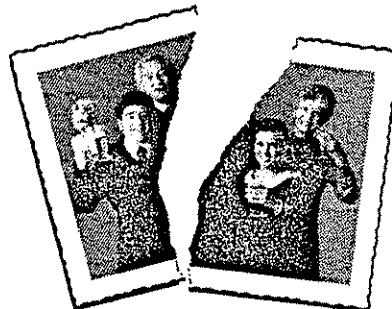
15 **23** HINTZ ON TRAVEL

A visit to Hawaii. (Repeat)

21 WRESTLING

West. Washington State Edition

ALL ALONE TOGETHER



The devastating
 effects of alcohol
 abuse on one
 suburban,
 middle-class family.

Tonight 4p.m.

4
KOMO-TV

Sponsored by



**MILAM
RECOVERY
CENTERS**

Effective, Affordable Treatment.

823-3116

TV GUIDE A-41

12/30/84 TV GUIDE

ALL ALONE TOGETHER



The devastating effects of alcohol abuse on one suburban, middle-class family.

8:45p.m. Tonight

KOMO TV4

Sponsored by

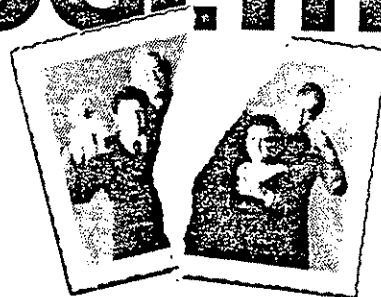


MILAM RECOVERY CENTERS

Effective, Affordable Treatment. 823-3116

Seattle Times 12/28/84

ALL ALONE TOGETHER



The devastating effects of alcohol abuse on one suburban, middle-class family.

4p.m. Tonight

KOMO TV4

Sponsored by



MILAM RECOVERY CENTERS

Effective, Affordable Treatment. 823-3116

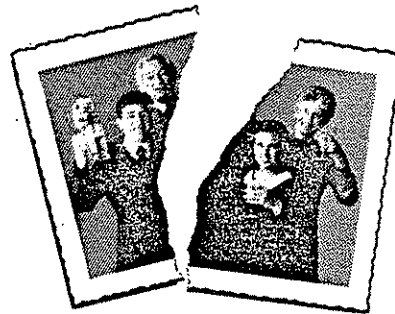
P1 12/30/84

- Judas Priest, Motley Crue, Ozzy Osbourne, Def Leppard.
- 2:05 **(8) FANTASY ISLAND**
- 2:15 **(7) NEWS**
- 2:30 **(1) NEWS**
- (CBN) ANOTHER LIFE**—Serial
- (CNN) MONEYLENE**—Lou Dobbs
- (LIP) AMERICAN ADVENTURE**
- (USA) NIGHT FLIGHT**
Firesign Theatre's video sleuth Nick Danger solves "The Case of the Missing Yolk." (90 min.)
- 3 AM **(CBN) BLACKWOOD BROTHERS**
—Gospel Music
- (CNN) NEWS**—Sasha Foo
- (ESPN) SPEEDWEEK**—Auto Racing
- (LIP) STRETCH WITH PRISCILLA**
—Exercise
- (SPN) MOVIE**—Western **(BW)**
"Raiders of the Border." (1944)
Raymond Hatton, Johnny Mack Brown, Ellen Hall. (60 min.)
- (TBS) CNN HEADLINE NEWS**
- 3:05 **(8) WALTONS**—Drama
- (HBO) MOVIE**—Drama
"Hank Williams: 'The Show He Never Gave'." (90 min.)
- 3:30 **(CBN) NEWSIGHT '84**—Religion
- (CNN) INVESTIGATIVE REPORT**
- (ESPN) COLLEGE BASKETBALL**
Kansas at South Alabama, taped earlier tonight. (2 hrs.)
- (LIP) IT FIGURES**—Exercise
- (SHD) MOVIE**—Thriller
"The Osterman Weekend." (1 hr., 45 min.)
- (TBS) BETWEEN THE LINES**
—Discussion
- 3:50 **(8) FANTASY ISLAND**
- 4 AM **(CBN) JEWISH VOICE**—Religion
- (CNN) NEWS**—Steve Schatz
- (LIP) HEALTH**—Discussion
- (NFK) PINWHEEL**—Children
- (SPN) MOVIE**—Thriller **(BW)**
"Bride of the Gorilla." (1951) Love, murder and jealousy on a jungle plantation. Barbara Payton, Raymond Burr. (60 min.)
- (USA) JIMMY SWAGGART**—Religion
- 4:05 **(TBS) STARCADE**—Game
- 4:30 **(8) HONEYMOONERS**—Comedy **(BW)**
- (CBN) ZOLA LEVITT**—Religion
- (CNN) SPORTS**—Bob Richards
- (LIP) HI-TECH COOKOLOGY**
- 4:35 **(TBS) GET SMART**—Comedy
- 4:40 **(HBO) MOVIE**—Thriller
"Children of the Corn." (90 min.)
- 4:45 **(LIP) REFLECTIONS**

Channels and networks reserve the right to make last-minute changes.

West. Washington State Edition

ALL ALONE TOGETHER



The devastating
effects of alcohol
abuse on one
suburban,
middle-class family.

Tonight 12:30 a.m.

4
KOMO-TV

Sponsored by



**MILAM
RECOVERY
CENTERS**

Effective, Affordable Treatment.

823-3116

1/11/85 TVGUIDE

Special Print Ad

The Washington State Council on Alcoholism gave us public support and thanks by placing the following ad in the Seattle Times on December 22, 1984.

THANK YOU KOMO

On Dec. 16 KOMO Radio & TV launched a major campaign to educate the public about alcoholism, drunk driving, and alcohol abuse. This month long campaign involves every aspect of programming, including news, specials, public service announcements and special emphasis during regular programming.

Alcoholism is our community's #1 drug problem. It is the third leading cause of death, the major cause of auto accidents, and often results in the disease of alcoholism — an individual & family tragedy. KOMO's campaign is a commitment on the part of the management and staff to attack this enormous human problem. We thank them for their concern and their action.

This ad is gratefully paid for by the many volunteers of the Washington State Council on Alcoholism.

1882-136th Pl. NE
Bellevue, WA 98005

643-2244

Broadcast

KOMO TV produced and aired two generic promotion announcements for the entire focus along with episode specific spots for "TOWN MEETING," "NORTHWEST AFTERNOON," and "WEEKNIGHT." KOMO also aired twenty public service announcements for the campaign on a heavy rotation basis.

KOMO COMMUNITY RELATIONS OUTREACH ACTIVITIES

Community Relations made three different publications available to viewers.

1. 730 copies of "Alcoholic in the Family," offered at the conclusion of "ALL ALONE TOGETHER" broadcasts, were mailed out during the campaign.
2. 10,000 copies of "What Every Kid Should Know About Alcohol" and "What Every Teenager Should Know About Alcohol" were supplied to counselors, teachers, and nurses at elementary and junior high schools.

In addition, 300 flyers (see attached) were sent to the alcohol agencies in the state by the Washington State Council on Alcoholism. Five hundred of the flyers were supplied to the Archdiocese of Seattle for distribution. The Washington State Council on Alcoholism also used the "UNDER THE INFLUENCE" logo in conjunction with their Alcohol Awareness Focus month which was in January.

ALCOHOL ADVISORY COMMITTEE

Twenty local professionals in the field of alcoholism served as KOMO's Alcohol Advisory Committee. They were the architects of the superstructure of the campaign; they defined the parameters and identified those areas most critically in need of exposure. They supplied names of qualified spokespeople for our programs, provided story ideas and overall background information. Their leadership was invaluable.

PREVIEW RECEPTION

Community leaders and others in the field of alcoholism were invited to a preview screening of "ALL ALONE TOGETHER" on Tuesday, December 11, at 5:30 pm in Studio G.

CAMPAIGN RESULTS

There is no doubt that our "UNDER THE INFLUENCE" campaign touched many lives. Throughout the focus, we received calls and letters of support and thanks for what we were doing. We also heard from many viewers who offered their services to be a part of this undertaking.

- THE ALCOHOL/DRUG 24-HOUR HELP LINE was our most accurate gauge of reaching people. Their statewide WATS line saw an eighty percent increase in calls during December of 1984 over December of 1983, and a one hundred percent increase in calls in January 1985 over last year.

- THE WASHINGTON STATE COUNCIL ON ALCOHOLISM attributes increased awareness by the general public regarding alcoholism and alcohol related problems and increased interest in alcohol related community events to the "UNDER THE INFLUENCE" campaign. Many people professed to have seen some portion of the campaign and to have learned something they didn't know before.

- REQUESTS FOR "ALL ALONE TOGETHER" are still coming in from viewers, as well as teachers, health professionals and alcohol counselors.

- NO TRAFFIC FATALITIES occurred due to drunken driving in the entire state over Christmas and New Year's weekends. If "UNDER THE INFLUENCE" caused one person to think before drinking and driving, we were successful.

- GOVERNMENT PROCLAMATIONS were issued by both the Governor of the state and the Mayor of Seattle declaring January 1985 as Alcohol Awareness Month. Both officials recognized KOMO Radio and Television for their campaign to increase the public's awareness of alcohol abuse and the disease of alcoholism.

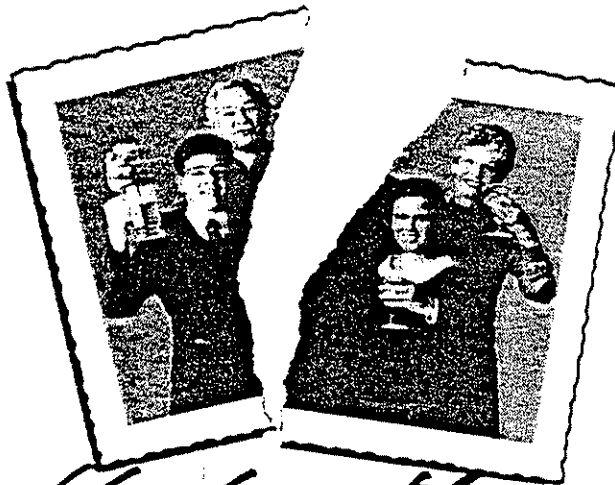
- THE WASHINGTON STATE TRAFFIC SAFETY COMMISSION presented KOMO a Certificate of Appreciation for our participation in the Holiday Drunk Driving Campaign.

Despite the fact our intensive month long focus is over, KOMO is committed to continuing this campaign throughout 1985. Besides news stories and local programming features, we are looking into involvement in non-broadcast activities as well. We will continue to air the public service announcements, and we will continue to do what we can to help keep the public awareness of this widespread problem at a significant level. We are still mailing out booklets and receiving loan requests for showings of "ALL ALONE TOGETHER."

The campaign is a real stationwide effort. We have just touched the tip of the iceberg in helping people to become aware of and deal with the use and abuse of alcohol. Society has a long way to go in dealing with this problem in a responsible manner. We want to help that happen. We see strong indications that our campaign is helping people take those steps. From positive statistics to the fact that four people sought treatment in a single treatment center as a direct result of our programming, we know we have made a difference.

Our goal is to provide people with as much information as we can about the use and abuse of alcohol. In doing so, perhaps we can aid in the recovery of those whose lives have been damaged by alcohol and assist in the prevention of alcoholism in those who have yet to suffer the ravages of this disease.

WHAT YOU DON'T KNOW CAN KILL YOU.



Under the **INFLUENCE**

KOMO TV4 / AM RADIO 1000

An intensive month-long campaign on alcohol use and abuse, "UNDER THE INFLUENCE," will be conducted by KOMO Radio and Television starting December 16. Theme weeks: Alcohol Overview, Social Responsibility, Drinking & Driving; Prevention & Intervention; and Treatment & Recovery are the topic areas for segments on television's NORTHWEST AFTERNOON (weekdays, 3:00-4:00 pm), WEEKNIGHT (7:30-8:00 pm), the 5:00 REPORT, 6:30 UPDATE and NIGHTCAST at 11:00. Listen to KOMO Radio AM 1000 for a series of reports on OF SPECIAL INTEREST along with mini-documentaries and additional stories on regularly scheduled news broadcasts.

As centerpiece for the campaign, "ALL ALONE TOGETHER" dramatizes a suburban, middle-class family that had come to the point of disintegration due to alcohol abuse. This hour-long television special, including a brief quiz, airs:

Friday, December 28, 8:45-9:45 pm
Sunday, December 30, 4:00-5:00 pm
Thursday, January 3, 12:30-1:30 am
Saturday, January 5, 12:30-1:30 am
Friday, January 11, 12:30-1:30 am

To kick-off the campaign on Sunday, December 16, TOWN MEETING (6:00-7:00 pm) explores holiday drinking in addition to facts and myths concerning this treatable disease. Immediately following the premiere of "ALL ALONE TOGETHER" on Friday, December 28, a Special Edition of TOWN MEETING (9:45-11:00 pm) will focus on alcoholism and the family.

"ALL ALONE TOGETHER" will be lent to schools and community groups for showing; also, a brochure containing information for families dealing with alcoholism is available. For more information on the program, or to request the brochure, please write:

KOMO Radio and Television
Community Relations
100 Fourth Avenue North
Seattle, Washington 98109