

# Color by Number

10-8    8-6    4+0    6-4    4-2  
 2-0  
 8-4    1+3  
 10-6    3+1    5-3  
 2+0    1+3  
 9-7    4+0    2-1    2-1    2+2    10-6    6-4  
 1+1  
 3-1  
 10-6    4    4    3+1    3-1  
 5-3    9-5    5-1    3+0    4+1    7-3    3+1    5-3  
 7-5    2+0  
 1+1  
 10-8    8-6    1+3    5-1    7-5  
 2  
 1 red  
 2 yellow  
 3 green  
 4 blue

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## What Turns Kids On? What Shows Do They Watch?



Laverne and Shirley are at the top of the kids' list. But the ratings do not stay the same. Shows move up and down and off the list.

### What shows do kids from 6 to 11 watch the most? Here they are!

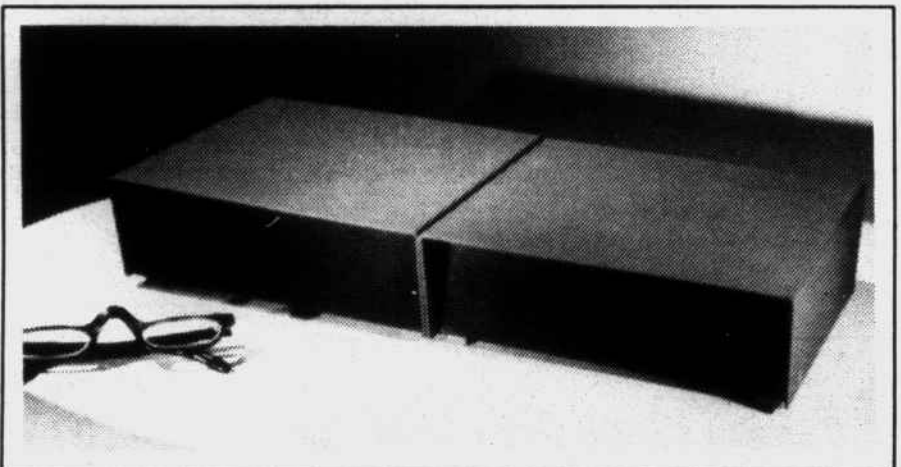
- |                         |                             |
|-------------------------|-----------------------------|
| 1. Laverne and Shirley  | 7. Brady Bunch Variety Hour |
| 2. Happy Days           | 8. NBC Monday Night Movie   |
| 3. What's Happening     | 9. Alice                    |
| 4. Welcome Back, Kotter | 10. ABC Sunday Night Movies |
| 5. Eight is Enough      |                             |
| 6. Bionic Woman         |                             |

#### Weekend Daytime\*

1. Scooby Doo/Dynomutt Hour
2. Kroft Supershow
3. Pink Panther II
4. Pink Panther III
5. Clue Club

\*(These are programs longer than five minutes)

This report was made during April 25 through May 8, 1977. We would have used a later one, but it would have included re-runs and would not have been fair.



The Nielsen Company does not put a TV rating box in every home. They have them in about 1500 homes. Even with this few a number, they can tell what most of us are watching.

The A. C. Nielsen Company tries to find out what shows we watch.

To find out, the company often puts small boxes into specially picked homes.

The boxes are hooked up to TV sets. The boxes are also hooked to special phone wires.

Everytime a member of the family turns on a TV set, the record of what he or she is watching goes into the box.

That record is then sent to the Nielsen offices over the phone wires.

Their reports are important to the networks.

Their reports are also important to sponsors who want to advertise on the most popular shows.

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## Television Try'Find

The following words remind us of television. See if you can find: area, hour, local, anchor man, cable, camera, prime time, on, film, comedy, western, cartoons, late show, channel, audio, video, portable, tube, reporter, news, NBC, CBS, ABC, color, black and white, antenna, picture, sound and dial.



L A T E S H O W A N T E N N A  
 R D S O U N D P I C T U R E W  
 E I B L A C K A N D W H I T E  
 P A C C P H P T A U D I O A S  
 O L O A O A R I C A M E R A T  
 R C L R R N I M C A B L E R E  
 T O O T T N M E B H O U R E R  
 E M R O A E E A S N E W S A N  
 R E A O B L A N C H O R M A N  
 O D B N L F I L M L O C A L B  
 N Y C S E T U B E V I D E O C

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## Mini Quiz-a-roo

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Read The Mini Page. See if you can answer these questions.

1. What fighter is going to be on a new cartoon show? (Page 1) \_\_\_\_\_
2. What is the name of the new PBS show for children? (Page 2) \_\_\_\_\_
3. What is Fonzie's real name? (Page 3) \_\_\_\_\_
4. In last spring's Nielsen ratings, what show did kids like the best? (Page 4) \_\_\_\_\_



Next Week! Read all about it! Read the behind the scenes story of your newspaper and the people who write, photograph, print and deliver it!