

N E W S R E L E A S E

ONE GATEWAY CENTER  
PITTSBURGH, PA 15222FOR IMMEDIATE RELEASEContact: Arthur Greenwald  
Carolyn McClair  
(412)392-2213**KDKA-TV AND ACTION FOR CHILDREN'S TELEVISION  
CREATE 10 SPECIAL PSA'S "FOR KIDS' SAKE"**

KDKA-TV and Action for Children's Television announced today that they will jointly create a series of public service messages to help children and parents make better use of television. Five "TV Smart Tips" will be produced for parents, and five for children. KDKA-TV is the Group W television station in Pittsburgh, Pennsylvania.

The "TV Smart Tips," will feature such well-known television personalities as Diahann Carroll and David Birney. They will be seen on KDKA-TV'S five sister Westinghouse television stations and the 46 other stations participating in Group W's national For Kids' Sake project. (A list of participating stations is attached.)

Each participating station will schedule the "TV Smart Tips" to air frequently in prime time and other viewing periods. After one year's exclusivity on each "For Kids' Sake" station, Group W will make the PSA's available free of charge to every television station in the country.

[ MORE ]

"We are delighted to join forces with Action for Children's Television," said Joe Berwanger, Vice-President and General Manager of KDKA-TV. "We're encouraging parents and children to discuss what they will watch on television and to talk about the things they see there."

"We think this is a terrific use of television," said A.C.T. President Peggy Charren. "KDKA-TV and Group W are using the power of the medium to help families use television more responsibly."

The ten "TV Smart Tips" are based on Action for Children's Television's "The TV Smart Book for Kids" by Peggy Charren and Carol Hulsizer, published this fall by Dutton. The "TV Smart Tips" are written and produced by Arthur Greenwald, Creative Services Director of KDKA-TV.

The five Group W Television Stations are KDKA-TV/Pittsburgh, KYW-TV/Philadelphia, WBZ-TV/Boston, WJZ/Baltimore and KPIX/San Fransisco.

# # #

**FOR KIDS' SAKE STATIONS**  
**51 STATIONS, 38% OF ALL TV HOMES**  
as of 9-22-86

<b><u>CITY</u></b>	<b><u>CALL LETTERS</u></b>	<b><u>NETWORK AFFILIATION</u></b>
PHILADELPHIA.....	KYW.....	NBC
SAN FRANCISCO.....	KPIX.....	CBS
BOSTON.....	WBZ.....	NBC
DETROIT.....	WJBK.....	CBS
HOUSTON.....	KRIV.....	IND
ATLANTA.....	WXIA.....	NBC
PITTSBURGH.....	KDKA.....	CBS
MINNEAPOLIS.....	KARE.....	NBC
ST LOUIS.....	KMOV.....	CBS
DENVER.....	KWGN.....	IND
SACRTEMENTO.....	KTXL.....	IND
PHOENIX.....	KPNX.....	NBC
BALTIMORE.....	WJZ.....	ABC
HARTFORD.....	WFSB.....	CBS
PORTLAND, OR.....	KPTV.....	IND
NASHVILLE.....	WSMV.....	NBC
CHARLOTTE.....	WBTV.....	CBS
NEW ORLEANS.....	WDSU.....	NBC
GREENVILLE, SC.....	WYSF.....	NBC
BUFFALO.....	WGRZ.....	NBC
OKLAHOMA CITY.....	KOCO.....	ABC
RALEIGH, NC.....	WKFT.....	IND
GRAND RAPIDS.....	WOTV.....	NBC
SAN ANTONIO.....	KMOL.....	NBC
HARRISBURG.....	WGAL.....	NBC
NORFOLK.....	WAVY.....	NBC
LOUISVILLE, KY.....	WAVE.....	NBC
GREENBORO/WINSTON SALEM...	WXII.....	NBC
ALBANY.....	WNYT.....	NBC
TULSA.....	KJRH.....	NBC
LITTLE ROCK.....	KATV.....	ABC
SHREVEPORT.....	KSLA.....	CBS
WEST PALM BEACH.....	WPTV.....	NBC
KNOXVILLE, TN.....	WBIR.....	CBS

[ CONTINUED ]

**FOR KIDS' SAKE STATIONS**  
CONTINUED

SYRACUSE.....	WSTM.....	NBC
ROCHESTER.....	WHEC.....	CBS
AUSTIN.....	KTVV.....	NBC
PORTLAND, ME.....	WCSH.....	NBC
BATON ROUGE.....	WBRZ.....	ABC
EVANSVILLE.....	WFIE.....	NBC
EL PASO.....	KVIA.....	ABC
FORT MEYERS.....	WINK.....	CBS
AUGUSTA, GA.....	WRDW.....	CBS
CHARLESTON, SC.....	WCSC.....	CBS
MONTGOMERY, AL.....	WSFA.....	NBC
RENO.....	KAME.....	IND
BANGOR, ME.....	WLBV.....	NBC
BILLINGS, MONTANA.....	KTVQ.....	CBS
MISSOULA, MONTANA.....	KPAX.....	CBS
GREAT FALLS, MONTANA.....	KRTV.....	CBS
BUTTE, MONTANA.....	KXLF.....	CBS