

topics. These include the Dinah Shore Show, the Merv Griffin Show, the Phil Donohue Show, the Mike Douglas Show, etc.

"These programs reach millions of viewers daily. Each has a range of 75 to 200 television stations.

"The approach is similar to that for the network producers. However, because these shows are "lighter" in tone, they are usually seeking the more unusual event, the more innovative visual opportunity, the more unique demonstration, etc. Advance work should begin five to seven weeks before the intended guest interview or feature coverage."

Other opportunities also exist for television exposure. Some stations originate regular public affairs programs. They might be local versions of "Meet the Press," interview shows, or audience participation formats. Monitoring local issues as well as maintaining contact with the shows' production coordinators are both advisable.

Public Television

The 250 television stations which comprise the Public Broadcasting Service and the hundreds of radio outlets of National Public Radio are supported partially by federal funds, by institutional and corporate grants, and by public donations.

Operations are supervised by a 14-member board of directors in Washington, D. C. The Educational Broadcasting Corporation, which owns WNET in New York, produces a large majority of programming for the network. The National Public Affairs Center for Television in Washington and all local affiliates produce additional broadcast material.

Public broadcasting outlets tend to air programs of interest to particular