

D	People in the news	D2
	Movies	D3
	Comics	D4
	Television	D6

Postage due

Use microwave to peel stamps.

PAGE D5

ACCENT

Tribune

MONDAY

DECEMBER 1, 1997

Behind the scenes at **Good Morning Arizona**



Ready for show: Good Morning Arizona host Tara Hitchcock applies makeup minutes before the show starts.

Rating the morning shows

The Valley has five locally produced morning news shows, making it one of the most competitive markets in the country. *Tribune* media critic Bruce Christian looks at each early-morning offering:

KTVK-TV (Channel 3)

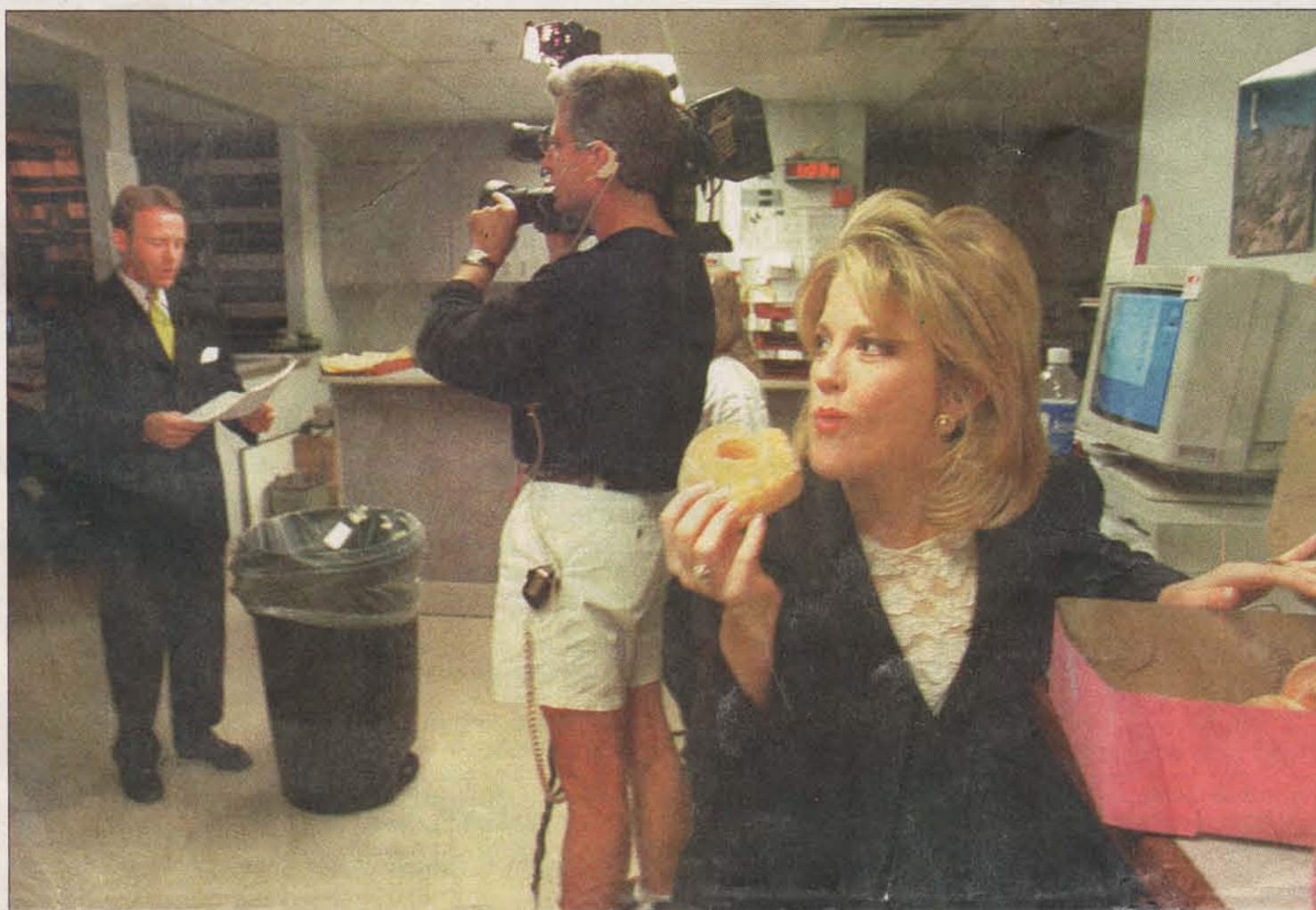
Host: Tara Hitchcock.
Format: News with fun on the side, directed like a sporting event.
Chemistry: Very tight. On-air and off-air crew work closely together. They know they have something special and work to keep it that way.

Set: Hitchcock sits at a traditional anchor desk, but the show makes good use of remotes outside the studio, as well as any corner of Channel 3's building.

Content: International, national and state news reports are presented by Scott Pasmore. Lighter features and interviews are conducted by the rest of the morning show team.

Slogan: "Good Morning Arizona."

Biggest coup: First news program to have Gov. Jane Hull in studio for an interview. Hull appeared on the show the day after she assumed her new position after former Gov. Fife Symington resigned.



Food on the run: Tara Hitchcock grabs a quick bite during a break, while Scott Pasmore, left, delivers the news.

PHOTOS BY BOB DUNN/FOR THE TRIBUNE

KPHO-TV (Channel 5)

Hosts: Brent Cannon and Laurie Raymond.
Format: Straight-forward news approach with co-anchors sharing stories. More serious international and national stories are presented by Roger Downey.
Chemistry: For two people working only three

months together, the anchors are warm, witty and relaxed with each other. Nothing seems forced.

Set: Regular news desk setting, with a lighter backdrop for entertainment or softer stories.

Content: Concentration on overnight news and information people need as they prepare for their day.

Slogan: None.

Biggest coup: Got Eddie Matney of Eddie's Grill to appear regularly. Matney had been appearing often on KSAZ-TV (Channel 10).

KSAZ-TV (Channel 10)

Hosts: Rick D'Amico, Kathleen Bade (Ron Hoon will join the mix in March).

Format: News with some fun. Designed to be very flexible.

Chemistry: Improving, but not stellar. The hosts still are learning each other's nuances, as well as how best to use other people in the show, such as roving comic Skippy.

Set: Designed to look like a comfortable cafe or coffeehouse. It is an open look that provides a sort of built-in waiting room for guests, as well as plenty of opportunities to do a variety of things, such as cooking segments.

Content: News and information people can use, along with some silliness provided by Skippy.

Slogan: None.

Biggest coup: Getting Ron Hoon to return to Channel 10. While he can't appear on the air until March, his defection from KPNX-TV (Channel 12) caused that station to hire an entirely new anchor team.



Sense of fun helps make Channel 3 tops in the a.m.

BY BRUCE CHRISTIAN
THE TRIBUNE

Scott Pasmore, an anchor for KTVK-TV's (Channel 3) *Good Morning Arizona*, sat hunched over a pile of coins dumped onto the newsroom floor.

As Pasmore pulled the quarters, dimes and nickels from the pennies, a writer for the show burst into the control room to pass on the information.

Within seconds, a photographer took a hand-held camera into the newsroom and caught Pasmore in the act. As Pasmore explained he was contributing the pennies to a school penny drive, a special graphic appeared on screen labeling him "Cheapskate."

The control room erupted with high-five hand slapping. Another successful segment for the Valley's top-rated morning show.

"Usually it is the stuff we don't plan that becomes the most fun," said Dan Davis, the on-air talent who provides an offbeat sense of humor and delivers weather. "If you plan too much, the show lacks spontaneity."

The formula works. At a time when the Valley has more morning news shows than ever before, the fast-paced program is No. 1 in the Phoenix market according to A.C. Nielsen Co. ratings surveys. And, nationally, no locally produced morning TV news broadcast receives as large a share of its audience as Channel 3 does

here.

Good Morning Arizona's success isn't against local competition only. When network shows — *CBS This Morning*, *Today* and *Good Morning America* — begin at 7 a.m., the ratings increase.

"I think we provide a good alternative," said Phil Alvidrez, vice president of news operations for MAC Communications Inc., owner of Channel 3.

But what is it that makes the show that good alternative?

To Alvidrez, it is having strong, talented personalities and giving them the freedom to be themselves. Each morning, host Tara Hitchcock, Davis, reporters Terri Ouellette and Vielka Atherton, helicopter pilot Bruce Hafner, KEZ (99.9 FM) morning personalities Beth and Bill and news segment anchor Pasmore set the stage for the Valley's day.

"We have three hours to fill every morning. In a half-hour news program, or even an hour, you can show people as much or as little of the talent as you want. But in three hours, every day, viewers are going to see the good, the bad and the ugly, as far as talent is concerned," Alvidrez said.

To executive producer Margaret Beardsley, the success is due to the "family attitude" that is nurtured in front of the camera and behind the scenes.

"We all know *Good Morning Arizona* is a special program and we work hard to keep it that



Mission control: KTVK-TV's control room is *Good Morning Arizona's* nerve center.

Channel 3 is morning ratings champ

The average overnight ratings collected during the first three weeks of November by the A.C. Nielsen Co. show *Good Morning Arizona* remains the No. 1 morning news show by a wide margin.

6 to 7 a.m.	
<i>Good Morning Arizona</i> (Channel 3)	4.8 rating; 25 share
<i>12 News Today</i>	3.0 rating; 16 share
<i>News 15 at 6</i>	2.1 rating; 11 share
<i>Arizona Daybreak</i> (Channel 5)	0.9 rating; 5 share
<i>Fox Arizona Morning</i> (Channel 10)	0.7 rating; 4 share

7 to 9 a.m.	
<i>Good Morning Arizona</i>	5.6 rating; 22 share
<i>Today Show</i> (NBC)	4.2 rating; 17 share
<i>Good Morning America</i> (ABC)	2.3 rating; 9 share
<i>Fox Arizona Morning</i>	1.5 rating; 6 share
<i>This Morning</i> (CBS)	0.9 rating; 4 share

A ratings point equals 12,891 homes with TV; a share is the percentage of sets in use. For example, *Good Morning Arizona's* 6 a.m. rating means the show is being watched in nearly 62,000 Valley homes, representing one-fourth of that hour's TV audience.

way," Beardsley said.

Writers work around the clock writing and rewriting news scripts. Beardsley explained every effort is made to ensure any story repeated from the 10 p.m.

broadcast is presented in a different way with new information.

"There is a ton of news on our show," Beardsley said. "With all

Please see TV, Page D3



KPNX-TV (Channel 12)

Hosts: Dan Plante and Jill Miles.

Format: Latest news and information in a relaxed, friendly mood.

Chemistry: For two people working together for only two months, the anchors seem to genuinely like each other.

Set: Very traditional Channel 12 set with anchors seated at a desk.

Content: Concentration on news, weather, traffic and sports, with the kinds of stories people will discuss throughout the day.

Slogan: "Must-see mornings."

Biggest coup: "Every time we beat someone on the air by 20 minutes, that is a coup," said Joan Barrett, Channel 12 news director.

KNXV-TV (Channel 15)

Host: Kathleen Reilly.

Format: Solo anchor, overnight news and headlines.

Chemistry: Not a factor. Her only studio interaction is briefly with morning weather reporter Mike Woods.

Set: Same set used in all Channel 15 broadcasts.

Content: News, weather and traffic.

Slogan: "We won't waste your time."

Biggest coup: "Great job on breaking hard news," said Jeff Klotzman, Channel 15 news director.



CHANDLER

EAST VALLEY MALL (UA)

2140 N. Arizona Ave. 732-0888.

FLUBBER (PG) 2:45, 5:00, 7:15, 9:30... ANASTASIA (G) 2:50, 4:55, 7:00, 9:05...

LAGUNA VILLAGE 10 (AMC)

West Ray Road and Kyrene 956-4AMC.

FLUBBER (PG) (5:50) 8:05, 10:25... THE JACKAL (R) (5:10) 7:45, 10:15...

MESA

FIESTA 5 (HARKINS)

1520 S. Longmore 222-HARKINS #023.

FLUBBER (PG) 12:35, 2:55, 5:15, 7:45, 10:15... ANASTASIA (G) 11, 1, 3:10, 5:25, 7:30...

FIESTA VILLAGE (AMC)

1316 W. Southern Ave. 956-4AMC.

ALIEN RESURRECTION (R) 2:00, 2:30... EVE'S BAYOU (R) 2:10 (5:35) 8:00, 10:20...

MESA 6 THEATRES DISCOUNT

Country Club between Southern and

HERCULES (PG) 3, 7, plus GEORGE OF THE JUNGLE (PG) 5, 9... AIR BUD (PG) 3:25, 5:25, 7:25, 9:25...

POCA FIESTA (HARKINS)

1020 W. Southern Ave. 222-HARKINS #025.

THE RAINMAKER (PG-13) 1, 4, 7, 10... MORTAL KOMBAT: ANNIHILATION (PG-13) 12:15, 3:45, 7:20, 10:30...

SUNVALLEY PLAZA 10 (AMC)

7420 E. Main St. 956-4AMC.

ALIEN RESURRECTION (R) On 3... THE RAINMAKER (PG-13) 1:30 (4:40) 7:40, 10:20...

SUPERSTITIION CINEMAS (SUPER SAVER)

6555 E. Southern (at Power) 222-FILM #030.

MY BEST FRIEND'S WEDDING (PG-13) (1:20, 3:20, 5:20) 7:20, 9:20... AIR BUD (PG) (1:00, 3:00, 5:00) 7:00, 9:25...

SUPERSTITIION SPRINGS 25 (HARKINS)

6950 E. Superstition Springs Blvd. 222-HARKINS #048.

FLUBBER (PG) 12:45, 3:15, 5:45, 8:30... FLUBBER (PG) 10:45, 1:15, 3:45, 6:30, 9:15...

7:45, 10:15... ANASTASIA (G) 12:50, 3:10, 5:50, 8:30... ANASTASIA (G) 11:20, 1:50, 4:20, 7, 9:30...

THREE FOUNTAINS 4 (AMC)

1350 S. Longmore 956-4AMC.

STARSHIP TROOPERS (R) (5:30) 8:10... THE DEVIL'S ADVOCATE (R) (5:15) 8:05...

TRI-CITY DISCOUNT (HARKINS)

Main Street and Dobson Road 222-HARKINS #027.

GEORGE OF THE JUNGLE (PG) 4:40, 8:50; plus HERCULES (PG) 2:40, 6:45... PEACEMAKER (R) 5:20, 10:10; plus THE EDGE (R) 2:50, 7:25...

VAL VISTA CROSSING (UA)

3707 E. Southern Ave. 641-0006.

FLUBBER (PG) 2:35, 5:05, 7:20, 9:15... ANASTASIA (G) 2:25, 4:55, 7:15, 9:10...

PHOENIX

CINE CAPRI (HARKINS)

2323 E. Camelback Road 222-HARKINS #020.

THE FULL MONTY (R) 3, 5:30, 8... BEAN (PG-13) 2:30, 4:45, 7:15... THE MAN WHO KNEW TOO LITTLE (PG) 2:45, 5:10, 7:45

SCOTTSDALE

CAMELBACK (HARKINS)

7033 E. Camelback Road 222-HARKINS #017.

THE RAINMAKER (PG-13) 11:45, 3:30, 7, 9:50... THE JACKAL (R) 12:15, 3:45, 6:45, 9:30...

IMAX THEATRE

Civic Center Drive and Fifth Avenue 945-IMAX.

MISSION TO MIR: noon, 2, 4, 8, 10... MEXICO: 1, 3, 7, 9

PAVILIONS (UA)

9090 E. Indian Bend Road 991-4200.

FLUBBER (PG) 11:15, 1:45, 4:25, 7:20, 9:50... ANASTASIA (G) 11:10, 2:00, 4:30, 7:10, 9:40...

SCOTTSDALE DISCOUNT CINEMA (UA)

Scottsdale Civic Center Plaza 947-7593.

THE GAME (R) 2:45, 5:10, 7:40... AIR BUD (PG) 2:30, 4:50...

MEN IN BLACK (PG-13) 3:30, 5:30, 8:00... G.I. JANE (R) 7:20

SHEA 14 (HARKINS)

74th Steet and Shea Boulevard 222-HARKINS #040.

ALIEN RESURRECTION (R) 11:45, 2:15, 5, 8... ANASTASIA (G) 9:50, 12:20, 2:50, 5:20, 7:20, 10:05...

SONORA VILLAGE 10 (UA)

Southeast corner of Frank Lloyd Wright Boulevard and Hayden Road 998-1300.

FLUBBER (PG) 12:30, 3:00, 5:20, 7:50, 10:20... ANASTASIA (G) 11:30, 2:10, 4:45, 7:05, 9:35...

TEMPE

ARIZONA MILLS (HARKINS)

5000 Arizona Mills Circle 222-HARKINS #049

ALIEN RESURRECTION (R) 1:10, 4:10, 6:50, 9:40... ANASTASIA (G) 1:35, 3:55, 6:15, 8:35... ANASTASIA (G) 11:45, 2:05, 4:25, 9:35...

CENTERPOINT 11 (HARKINS)

730 S. Mill Ave. 222-HARKINS #018.

ALIEN RESURRECTION (R) 11:30, 2, 4:35, 7:15, 10... FLUBBER (PG) 12:20, 2:45, 5:15, 7:40, 10:10...

CORNERSTONE 6 (HARKINS)

970 E. University Drive 222-HARKINS #021.

THE MAN WHO KNEW TOO LITTLE (PG) 5:30, 8, 10:15... BEAN (PG-13) 4:40, 7, 9:40...

LAKES 6 (AMC)

1090 E. Baseline Road 956-4AMC.

THE MAN WHO KNEW TOO LITTLE (PG) (5:55) 8:15... STARSHIP TROOPERS (R) (5:40) 8:20...

TV: Hard work shows in top ratings

From Page D1

the other things going on, you might not realize it, but every 15 minutes we are doing news. And unless it is a major story, there are different stories during each segment."

Along with writers, camera crews are out all night gathering video. When the tape is returned to the station, the writers go to the editors' booths.

"Every script we write, we write to the video," Beardsley explained.

The first producer normally gets in each day at 12:30 a.m. to begin collecting overnight news, including pulling stories from four satellites.

The on-air talent begins to arrive about 4 a.m. Because of a post-show meeting the previous day, Davis and Atherton already

know where they will be going. Pasmore and Ouellette are the first to arrive, because they co-anchor the station's 5 a.m. broadcast.

None of this explains the feeling viewers might get that these people are flying by the seat of their pants, which they often are.

From day one, the goal was to experiment, take chances and "have fun with it," Alvidrez said. That is why Channel 3 went on the air with Good Morning Arizona before a set was built.

"It was a work in progress," Alvidrez said. "A morning show ought not take itself too seriously. Viewers are pretty smart. They know every day is not life and

death." That first day set the tone for improvisation. It gave everyone a green light to have fun with themselves and with the news format.

For example, when the Tap Dogs were late for an appearance on Nov. 19, director Dennis DeWorth cued up the camera from the studio where the tap dancers were scheduled to perform.

As Hitchcock ad-libbed about the dancers being late, a technical worker leaped onto the wood slabs on the floor and pretended to be a dancer. No one knew he would do it, but Dilworth stayed with the pretend dancer.

Another flub-turned-fabulous. "I think viewers want to see real people instead of polished people," Davis surmised. "A lot of what people like to watch is how we overcome our mistakes. "And we make a lot of them."

COMPLETE DENTAL CARE. Dr. Paul Sandstrom - Dentist. 7528 E. Main Street. Sun Valley Plaza • 1 mile east of Power Rd. (Behind Shoney's). WALK-INS WELCOME. 396-8684. FULL SERVICE DENTURE LAB.

WEAR-DATED CARPET. IT'S ALL YOU NEED TO KNOW. HOLIDAYS ARE BETTER on WEAR-DATED Carpet from TEMPE DECORATOR CENTER. Mohawk Carpet. Mohawk Bronze 5 Year Texture Warranty. Starting at \$169 s.f. Mohawk Silver 7 Year Texture Warranty. Starting at \$199 s.f. Mohawk Gold 10 Year Texture Warranty. Starting at \$249 s.f. NO DOWN, NO PAYMENT, NO INTEREST for 6 full months (O.A.C.). Lifetime installation warranty on all WEAR-DATED Carpet! Take A 30 Day "Test Walk". If You Like Your WEAR-DATED Carpet For Any Reason, TEMPE DECORATOR CENTER Will Replace It With Another WEAR-DATED Carpet of Equal Value...No Questions Asked. (labor excluded). NEW COLORS, NEW STYLES, NEW TEXTURES.