MONDAY

People in the news D2 Movies Comics

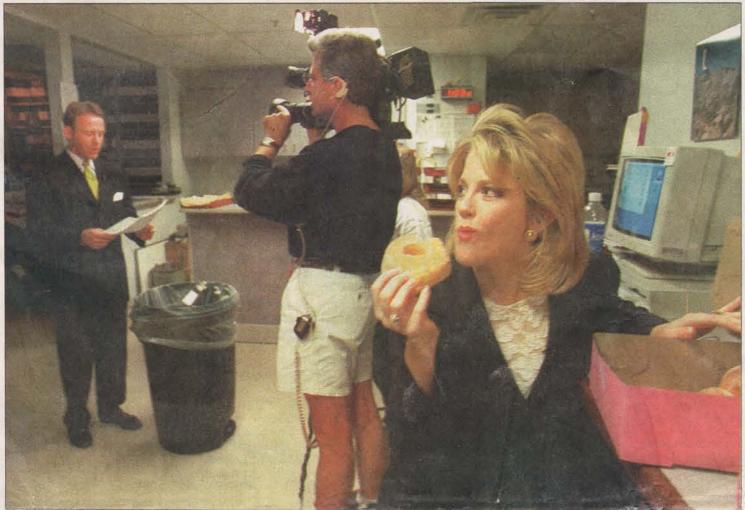
DECEMBER 1, 1997

D6

Behind the scenes at Good Morning Arizona



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



PHOTOS BY BOB DUNN/FOR THE TRIBUNE

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

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 "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 onair talent who provides an offbeat sense of humor and delivers

weather. "If you plan too much,

for SRP.

In the can: "Cannie Oakley"

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 we work hard to keep it that

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 personali-ties and giving them the freedom to be themselves. Each morning, host Tara Hitchcock, Davis, reporters Terri Ouellette and Vielka Atherton, helicopter pilot Bruce Haffner, 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 halfhour news prowaits in the studio to pro- gram, or even an mote a holiday food drive on hour, you can show Good Morning Arizona. Jenni- people as much or fer Martyn did the promotion 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



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. Good Morning Arizona (Channel 3) 12 News Today News 15 at 6 Arizona Daybreak (Channel 5) Fox Arizona Morning (Channel 10)

7 to 9 a.m. Good Morning Arizona Today Show (NBC) Good Morning America (ABC)

5.6 rating; 22 share 4.2 rating; 17 share 2.3 rating; 9 share Fox Arizona Morning 1.5 rating; 6 share 0.9 rating; 4 share This Morning (CBS)

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 differ-

ent way with new information. "There is a ton of news on our show," Beardsley said. "With all

Please see TV, Page D3

4.8 rating; 25 share

3.0 rating; 16 share

2.1 rating; 11 share

0.9 rating; 5 share

0.7 rating; 4 share

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. Onand 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.



KPHO-TV (Channel 5)

Hosts: Brent Cannon and Laurie Raymond. Format: Straight-forward news approach with coanchors sharing stories. More serious international and national stories are presented by Roger Downey. Chemistry: For two peo-

ple 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 enter-

tainment or softer stories. Content: Concentration on overnight news and information people

need as they prepare for their day.

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



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.

FLUBBER (PG) 2:45, 5:00, 7:15, 9:30 ALIEN RESURRECTION (R) 2:15, 4:45,

ANASTASIA (G) 2:50, 4:55, 7:00, 9:05 MORTAL KOMBAT: ANNIHILATION (PG-13) 3:40, 5:35, 7:40, 9:45 THE RAINMAKER (PG-13) 1:50, 4:30, STARSHIP TROOPERS (R) 2:00, 4:40,

THE JACKAL (R) 2:30, 5:05, 7:30,

BEAN (PG-13) 2:00, 3:55, 5:50, 7:45,

THE MAN WHO KNEW TOO LITTLE (PG) I KNOW WHAT YOU DID LAST SUMMER KISS THE GIRLS (R) 2:35, 5:00, 7:25,

LAGUNA VILLAGE 10 (AMC) West Ray Road and Kyrene

FLUBBER (PG) (5:50) 8:05, 10:25 ALIEN RESURRECTION (R) (5:20) 7:50, THE JACKAL (R) (5:10) 7:45, 10:15 EVE'S BAYOU (R) (5:30) 8:10, 10:30 STARSHIP TROOPERS (R) (5:40) 8:10,

BEAN (PG-13) (5:45) 8:00, 10:15 L.A. CONFIDENTIAL (R) 7:30, 10:15 FAIRYTALE — A TRUE STORY (PG)

ANASTASIA (G) (6:00) 8:15, 10:20 THE RAINMAKER (PG-13) (5:00) 7:50,

MORTAL KOMBAT: ANNIHILATION (PG-13) (5:40) 7:55, 10:00

MESA

FIESTA 5 (HARKINS)

1520 S. Longmore 222-HARKINS #023.

FLUBBER (PG) 12:35, 2:55, 5:15, 7:45, FLUBBER (PG) noon, 2:10, 4:30, 7,

ANASTASIA (G) 11, 1, 3:10, 5:25, 7:30,

THE JACKAL (R) 1:15, 4:15, 7:15, 10 THE JACKAL (R) 11:15, 2, 5, 8

FIESTA VILLAGE (AMC) 1316 W. Southern Ave.

956-4AMC.

ALIEN RESURRECTION (R) 2:00, 2:30 (5:10, 5:50) 7:40, 8:20, 10:05 EVE'S BAYOU (R) 2:10 (5:35) 8:00,

I KNOW WHAT YOU DID LAST SUMMER (R) 2:20 (5:55) 8:10, 10:25 MORTAL KOMBAT: ANNIHILATION (PG-13) 1:45, 2:15, 3:45 (5:00, 6:00)

MESA 6 THEATRES DISCOUNT Gountry 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

G.I. JANE (R) 4:55, 7:25, 9:50 THE GAME (R) 5, 9:45; plus PEACEMAKER (R) 2:30, 7:20 GOOD BURGER (PG) 3:20, 5:30 THE EDGE (R) 7:35, 9:50 MEN IN BLACK (PG-13) 3:15, 5:15,

POCA FIESTA (HARKINS)

222-HARKINS #025.

THE RAINMAKER (PG-13) 1, 4, 7, 10 THE RAINMAKER (PG-13) 11:15, 2, 5,

MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 12:15, 3:45, 7:20, 10:30 BEAN (PG-13) noon, 2:30, 5:15, 7:40.

SUNVALLEY PLAZA 10 (AMC) 7420 E. Main St.

ALIEN RESURRECTION (R) On 3 Screens 1:30, 2, 4:45, 5:15, 5:45, 7:30, 8, 8:30, 10:05, 10:30 THE RAINMAKER (PG-13) 1:30 (4:40)

MORTAL KOMBAT: ANNIHILATION

THE MAN WHO KNEW TOO LITTLE (PG) SEVEN YEARS IN TIBET (PG-13) 1:35

KISS THE GIRLS (R) 1:40 (5:35) 8:05, RED CORNER (R) 1:45, 5:30, 8, 10:25

MAD CITY (PG-13) 1:50, 5:25, 7:45,

SUPERSTITION 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) THE EDGE (R) 7:00, 9:25
HERCULES (G) (1:25, 3:30, 5:30)
MOST WANTED (R) 7:30, 9:30
THE GAME (R) (1:35, 4:00) 7:05, 9:35
THE PEACEMAKER (R) (1:30, 3:50)

G.L. JANE (R) (1:45, 4:10) 7:15, 9:45 MEN IN BLACK (PG-13) (1:40, 3:40,

GEORGE OF THE JUNGLE (PG) (1:10, 3:10, 5:10) 7:10, 9:10

SUPERSTITION SPRINGS 25

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,

FLUBBER (PG) 11:45, 2:15, 4:45, 7:30,

ANASTASIA (G) 1:05, 3:35, 6:15, 8:45 ANASTASIA (G) 12:05, 2:35, 5:05,

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

MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 10:50, 2:15, 6, 9:30 MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 11:45, 3:15, 7, 10:30 GHT IN THE GARDEN OF GOOD MIDNIGHT IN THE GARDEN OF GOOD

THE JACKAL (R) 1, 4, 7:10, 10:20 THE JACKAL (R) 11, 2, 4:55, 8:05 BEAN (PG-13) noon, 2:25, 4:50, 7:30,

BEAN (PG-13) 11:15, 1:40, 4:05, 6:45,

EVE'S BAYOU (R) 10:55, 1:45, 4:25, STARSHIP TROOPERS (R) 12:25, 3:30,

STARSHIP TROOPERS (R) 10:25, 1:25, **DEVIL'S ADVOCATE (R) 11:35, 2:55,**

I KNOW WHAT YOU DID LAST SUMMER (R) 11:25, 2, 4:35, 7:20, 10

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 L.A. CONFIDENTIAL (R) (5:20) 8:15 THE MAN WHO KNEW TOO LITTLE (PG)

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 AIR BUD (PG) 5:05, 9:10; plus MEN IN BLACK (PG-13) 3:05, 7:10 EVENT HORIZON (R) 5:15, 10; plus G.I. JANE (R) 2:45, 7:30 CONTACT (PG) 7: plus CONSPIRACY THEORY (R) 3:50, 9:40

VAL VISTA CROSSING (UA) 3707 E. Southern Ave.

FLUBBER (PG) 2:35, 5:05, 7:20, 9:15 ALIEN RESURRECTION (R) 2:15, 4:45,

ANASTASIA (G) 2:25, 4:55, 7:15, 9:10 MORTAL KOMBAT: ANNIHILATION (PG-13) 2:30, 5:00, 7:15, 9:10 THE RAINMAKER (PG-13) 3:00, 7:00,

THE JACKAL (R) 2:05, 4:35, 7:05, 9:30 STARSHIP TROOPERS (R) 2:00, 4:30, THE MAN WHO KNEW TOO LITTLE (PG)

2:20, 4:50, 7:10, 9:05 BEAN (PG-13) 2:40, 5:10, 7:20, 9:25 RED CORNER (R) 2:10, 4:40, 7:05,

PHOENIX

CINE CAPRI (HARKINS)

222-HARKINS #020.

SCOTTSDALE

CAMELBACK (HARKINS)

7033 E. Camelback Road 222-HARKINS #017.

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

FASHION SQUARE (HARKINS)

cottsdale and Camelback roads 222-HARKINS #022.

MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 12:45, 4, 7:15, 10:15 MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) noon, 3:15, 6:30, 9:40 THE RAINMAKER (PG-13) 1, 4:15,

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

FLUBBER (PG) 12:30, 3, 5:30, 8, 10:10 ALIEN RESURRECTION (R) 11:30, 2, 4:30, 7:30, 10

IMAX THEATRE

Civic Center Drive and Fifth Avenue

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

PAVILIONS (UA)

9090 E. Indian Bend Road

FLUBBER (PG) 11:15, 1:45, 4:25, ALIEN RESURRECTION (R) 11:45, ANASTASIA (G) 11:10, 2:00, 4:30,

MORTAL KOMBAT: ANNIHILATION (PG-13) 11:00, 1:50, 4:10, 7:30, 9:45 THE RAINMAKER (PG-13) 11:30, 4:00, 7:15, 10:20 MIDNIGHT IN THE GARDEN OF GOOD &

EVIL (R) 11:20, 3:10, 7:05, 10:15 THE JACKAL (R) 11:25, 2:05, 4:50, STARSHIP TROOPERS (R) 11:35, 2:10,

THE LITTLE MERMAID (G) 11:40, 1:40, THE MAN WHO KNEW TOO LITTLE (PG)

12:05, 2:15, 4:25, 7:20, 9:30 BEAN (PG-13) 12:00, 2:30, 4:55 RED CORNER (R) 7:30, 10:10 BOOGIE NIGHTS (R) 11:55, 3:00, 7:00,

SCOTTSDALE DISCOUNT CINEMA (UA)

Scottsdale Civic Center Plaza

THE GAME (R) 2:45, 5:10, 7:40 AIR BUD (PG) 2:30, 4:50 THE PEACEMAKER (R) 2:30, 5:00, 7:30 THE EDGE (R) 3:30, 5:20, 7:50

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

SHEA 14 (HARKINS)

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

ALIEN RESURRECTION (R) 11:45, 2:15, ALIEN RESURRECTION (R) 12:45, 3:45,

FLUBBER (PG) 11:55, 2:15, 4:40, 7,

FLUBBER (PG) 1:40, 3:50, 6:20, 8:55

ANASTASIA (G) 9:50, 12:20, 2:50,

MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 12:30, 4, 7:45
MIDNIGHT IN THE GARDEN OF GOOD
AND EVIL (R) 11:40, 2:55, 6:40, 10:15
THE RAINMAKER (PG-13) 1, 4:10, 7:30
THE RAINMAKER (PG-13) noon, 3:30,

THE MAN WHO KNEW TOO LITTLE (PG) 11:40, 1:55, 4:05, 6:25, 9 THE JACKAL (R) 11:35, 3:15, 6:35,

BEAN (PG-13) 1:10, 3:35, 6:15, 8:45 STARSHIP TROOPERS (R) 1:35, 4:35, THE DEVIL'S ADVOCATE (R) 12:15.

SONORA VILLAGE 10 (UA)

Southeast comer of Frank Lloyd Wright Boulevard and Hayden Road

FLUBBER (PG) 12:30, 3:00, 5:20, ALIEN RESURRECTION (R) (11:00,

ANASTASIA (G) 11:30, 2:10, 4:45, MORTAL KOMBAT: ANNIHILATION (PG-13) 12:15, 2:45, 5:25, 8:00, 10:35 THE RAINMAKER (PG-13) 11:10, 2:00.

STARSHIP TROOPERS (R) 11:05, 1:45, THE MAN WHO KNEW TOO LITTLE (PG) BEAN (PG-13) 2:30, 7:15

BOOGIE NIGHTS (R) 12:00, 3:30, 7:00, THE DEVIL'S ADVOCATE (R) 12:30, 3:45, 7:00, 10:10

TEMPE

ARIZONA MILLS (HARKINS) 5000 Arizona Mills Circle

222-HARKINS #049

ALIEN RESURRECTION (R) 1:10, 4:10, ALIEN RESURRECTION (R) 1:40, 4:40,

ALIEN RESURRECTION (R) 11:35, 2:10, ALIEN RESURRECTION (R) 12:05, 2:40,

FLUBBER (PG) 1:20, 3:45, 6:30, 8:55 FLUBBER (PG) 1:50, 4:15, 7, 9:25 FLUBBER (PG) 11:55, 2:20, 4:45, 7:30,

FLUBBER (PG) 12:25, 2:50, 5:15, 8,

ANASTASIA (G) 1:35, 3:55, 6:15, 8:35 ANASTASIA (G) 11:45, 2:05, 4:25,

ANASTASIA (G) 12:45, 3:05, 5:25, MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 1:05, 4:30, 7:55
MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) noon, 3:30, 6:55, 10:20
MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 12:30, 4, 7:25 THE RAINMAKER (PG-13) 11:40, 2:30,

THE RAINMAKER (PG-13) 1, 3:50, 6:40,

THE RAINMAKER (PG-13) 2, 4:50,

THE JACKAL (R) 12:20, 3:25, 6:20, THE JACKAL (R) 1:45, 4:35, 7:35,

THE JACKAL (R) 2:15, 5:05, 8:15
I KNOW WHAT YOU DID LAST SUMMER
(R) 1:25, 4:05, 7:05, 9:45
KISS THE GIRLS (R) 3:40, 9
IN AND OUT (PG-13) 12:55, 6:35

CENTERPOINT 11 (HARKINS)

222-HARKINS #018.

ALIEN RESURRECTION (R) 11:30, 2,

ALIEN RESURRECTION (R) 12:20, 2:55, FLUBBER (PG) 11:20, 1:40, 4:15, 6:40,

FLUBBER (PG) 12:30, 2:45, 5:15, 7:40,

ANASTASIA (G) 11, 1:20, 4, 6:20, 9 MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) noon, 3:35, 7, 10:35 MIDNIGHT IN THE GARDEN OF GOOD AND EVIL (R) 1, 4:25, 8 THE RAINMAKER (PG-13) 12:50, 3:50,

THE RAINMAKER (PG-13) 10:50, 1:30,

THE JACKAL (R) 11:10, 1:50, 4:40, STARSHIP TROOPERS (R) 12:10, 3:20,

CORNERSTONE 6 (HARKINS) 222-HARKINS #021.

THE MAN WHO KNEW TOO LITTLE (PG) BEAN (PG-13) 4:40, 7, 9:40 EVE'S BAYOU (R) 4:50, 7:30, 9:55 DEVIL'S ADVOCATE (R) 5:10, 8:15 I KNOW WHAT YOU DID LAST SUMMER SEVEN YEARS IN TIBET (PG-13) 4:30,

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

BEAN (PG-13) (6:00) 8:10

RED CORNER (R) (5:35) 8:00

BOOGIE NIGHTS (R) (5:30) 8:30

MORTAL KOMBAT: ANNIHILATION (PG-13) (5:45) 8:25

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.

post-show meeting the previous

know where they will be going. Pasmore and Ouellette are the first to arrive, because they coanchor 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. Original host Jodi Applegate sat behind a couple of sawhorses with plywood laid across them. A handscribbled sign hung in front that read: "Under Construction."

"It was a work in progress," The on-air talent begins to Alvidrez said. "A morning show arrive about 4 a.m. Because of a ought not take itself too seriously. Viewers are pretty smart. They day, Davis and Atherton already know every day is not life and

death."

That first day set the tone fo improvisation. It gave everyone 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 Dire worth cued up the camera from the studio where the tap dancer; were scheduled to perform.

As Hitchcock ad-libbed abou: the dancers being late, a technical worker leaped onto the wood slab on the floor and pretended to be 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 o what people like to watch is hov we overcome our mistakes.

"And we make a lot of them."

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