



EXTENSIVE DAYTIME COLOR SCHEDULE

NEW DIMENSIONS IN COLOR

For the Housewife

THE NBC COLOR SCHEDULE

1962 - 1963

color shows every day - Daily distributed during

*

Compliments of WESH-TV

Popular continuing color shows like Play

WESH-TV



Florida's
Channel 2

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NBC, not content to rest on past laurels, has planned a vast expansion of color programming for the 1962-1963 seasons -- top-rated returning shows plus exciting new shows -- adding up to a powerful schedule of regularly scheduled programs.

EXTENSIVE DAYTIME COLOR SCHEDULE CONTINUES...

For the Housewife.....

4 color shows every day -- ideally distributed during the day...

Popular continuing color shows like Play Your Hunch, Price Is Right and Your First Impression and a brand new color series starting October 1, 2:00-2:55 PM New York Time... The Merv Griffin Show -- a variety show offering a wide range of entertainment -- conversation, music and a measure of the unusual and the unexpected. The addition of this program increases NBC daytime color schedule 25% over the 1961-62 season.

For the Younger Set...

Saturday mornings, among the most popular children's shows in network television:

Shari Lewis 10:00-10:30 AM* and King Leonardo 10:30-11:00 AM continue to delight the small fry (and their parents).

... Joined by a returning favorite, Ruff 'N Reddy to start in the fall, Saturday 9:30-10:00 AM.

For the well-informed...

Meet The Press, Sunday 6:00-6:30 PM... the consistent headline-maker -- required viewing for opinion-leaders all over the country.

* All times shown are New York Time

NBC NIGHTTIME COLOR SCHEDULE

1962-1963

	SUN	MON	TUES	WED	THURS	FRI	SAT
	Disney	Price Is Right	Laramie	The Virginian	Hazel	Sing Along With Mitch	Joey Bishop
	Bonanza	Brinkley's Journal	Empire	Perry Como	Andy Williams	Jack Paar	Saturday Night At The Movies**
	DuPont*						
		Tonight	Tonight	Tonight	Tonight	Tonight	
TOTAL HRS	3	2 3/4	3 3/4	4 1/4	3 1/4	3 3/4	2 1/2
% COLOR	86%	58%	71%	81%	62%	71%	71%

A fabulous color lineup in terms of
spread, diversity and total hours...

* Most in Color
Dinah Shore Specials
in same time period
on once-a-month basis

** The majority of
movies in color

THE ADDED DIMENSION OF THE
COMING SEASON'S COLOR SCHEDULE....

Sunday will have three hours of color -- 50% more than this season -- Disney, Bonanza, DuPont -- out of the entire evening schedule, beginning at 7:30, 86% will be colorized.

On Monday, two hours and forty-five minutes -- Price Is Right, Brinkley, Tonight -- twice as much prime time color as this season, 58% of all of NBC's scheduled nighttime programs.

On Tuesday, three hours and forty-five minutes -- Laramie, Empire, Tonight -- double the amount of prime time color -- making this night's color add up to 71% of NBC's evening schedule.

On Wednesday, four hours and fifteen minutes -- The Virginian, Como, Tonight -- representing 81% of NBC's schedule this night.

And on Thursday, three and a quarter hours of color -- Hazel, Andy Williams, Tonight -- 50% more prime time color or 62% of the evening schedule.

On Friday nights, three hours and forty-five minutes -- Sing Along, Jack Paar, Tonight -- twice as much prime time color -- 71% of NBC's nighttime programming.

Finally, Saturday, Joey Bishop -- and on most Saturday nights when a color movie is shown, two and a half hours of color, or 71% of the schedule.

Adding up to an average of 68% of the nighttime schedule in color, week in and week out starting this fall.

SPORTS AND SPECIALS

NBC's schedule of sports and specials in color is not yet complete, but early indications are it will be greater than ever... and in most cases color was the deciding factor for coming to or staying with NBC...

Hallmark - 6 dramatic specials
starting with Teahouse
of the August Moon with
members of the original
Broadway cast.

Bell Telephone - 10 big musical specials.

The 44th National Automobile Show --
October 21 -- the exciting television debut of
the 1963 automobiles.

NBC News Specials: The Story of the Nile, A
Portrait of William Shakespeare and many others,
still in the planning stage.

All Star Baseball - July 10th from Washington
and July 30th from Chicago.

World Series - October 3-11 -- the number
one sports event.

Tournament of Roses Parade - January 1

All Star Golf, Saturdays 5:00-6:00 PM starting
in January for 13 weeks.

Shell's Wonderful World of Golf, Sundays,
4:00-5:00 PM, starting in January for 11 weeks.

And when the final schedules are set, many,
many more.