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A Historical Study of Mental Health Programming in Commercial and Public Television from 1975 to 1980

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A HISTORICAL STUDY OF MENTAL HEALTH PROGRAMMING
IN COMMERCIAL AND PUBLIC TELEVISION
FROM 1975 TO 1980

by

Jan Jones Sarpa

A Dissertation Submitted to the Faculty of the Graduate
School of Loyola University of Chicago in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Education

January

1985

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Loyola University of Chicago

A HISTORICAL STUDY OF MENTAL HEALTH PROGRAMMING
IN COMMERCIAL AND PUBLIC TELEVISION
FROM 1975 TO 1980

There has been little to no research on the subject of mental health programming on television. This dissertation was undertaken to help alleviate this void and to discover trends and answer questions about such programming.

The medium of television was researched specifically due to its access (98 percent of all U.S. households have at least one TV set) and its popularity (it is the leading leisure activity in the U.S.; the only activities Americans spend more time doing are working and sleeping).

This study covers a six-year period, from 1975 to 1980. The three national networks (NBC, CBS, and ABC) were researched as well as the public network (PBS). Hopefully, all of the programming that was considered "mental health" in orientation during this period was covered and included in the statistics of this dissertation.

There are synopses of all of the mental health programs (or portions of programs) that appeared on these four networks during the researched time period. (These programs are collated chronologically by network.)

The following questions were addressed concerning the

mental health programming: What was (were) the audience size, popularity, subjects covered, demographics, programming form, and criteria employed for categorization?

In answer to these questions, there was one television program (or portion of a program) on the subject of mental health aired every two and one-half days in the United States during the researched time period. The National Broadcasting Company (NBC) had the greatest amount of such programming with 339 programs, CBS was second with 334, whereas the third national network, ABC, only indicated 116 programs and the only public television network in the U.S., PBS, had 105 excerpts. According to the A. C. Nielsen ratings, the most popular subject covered on these top-rated programs was the subject of violence ("the mentally person as killer") and "sex and the mentally ill" had the second-highest audience rating.

The programming form employed most often by the national networks (i.e., NBC, CBS, and ABC) were news shows, whereas PBS more often employed documentaries to cover the subject of mental health. Documentaries, it was discovered by a research study, "can change public attitudes towards mental health" and they also can "improve audience information levels," and were assessed to be the superior form of mental health programming.

The implications for future mental health programming are many. First, the networks need to agree upon a shared

criterion. That is, what constitutes a "mental health" television program? Improved mental health programming could aim at helping to remove the stigma in seeking mental health care. It could also become a moving force in the prevention of mental illness. The psychology profession should also put pressure on the FCC to require that a certain amount of "community service" air time be spent on the subject of mental health.

ACKNOWLEDGMENTS

I would like to express my gratitude to all of the extremely helpful people in the programming, research, and public relations departments of ABC, CBS, NBC, and PBS. Also, the numerous professionals in the mental health field who gave me much information and direction all deserve my heartfelt thanks.

I would like to take this opportunity also to express my appreciation to the Director of my dissertation, Dr. John Wellington, and the members of my committee, Dr. Gloria Lewis and Dr. Manuel Silverman, for their assistance with my professional metamorphosis.

Lastly, this acknowledgement would not be complete without the recognition of my dear parents and husband, whose love and guidance have sustained me throughout this arduous process..

VITA

The author, Jan Jones Sarpa, is the daughter of the late Robert R. Jones and Frances Bryant Jones. She was born March 29, 1949, in Fort Wayne, Indiana.

Her elementary education was in the public schools of Fort Wayne, Indiana. Her secondary education also was obtained in Fort Wayne, at South Side High School. During her secondary education, in 1966, she studied one semester abroad at Queens College, Dundee, Scotland. She graduated from high school in 1967.

In September 1967, she entered Indiana University, Bloomington, Indiana, and in June 1971 received the degree of Bachelor of Arts with a major in English. She also received a secondary education certificate. While attending Indiana University, she was elected to Enonome, a scholastic honorary, Alpha Lambda Delta, and the Indiana University Foundation, both of which are scholastic and activities honoraries. She also held offices in Kappa Kappa Gamma social sorority.

In September 1971, she entered graduate school in education at Indiana University. In June of 1973, she received a Master of Education degree, with a major in emotional disturbance. She began her studies for a doctorate in education from Loyala University of Chicago in 1977.

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CHAPTER I

INTRODUCTION

Television viewing has become America's number one pastime. The only activities that consume more time for the average American are working and sleeping (Nielsen Report, 1975). For the 1983 calendar year, the average daily record was 7 hours and 2 minutes of TV viewing per U.S. household, and this was an increase of 14 more minutes of viewing than 1982. Also in 1983, there were 176,500,000 television sets in use and the percentage of U.S. households with at least one television was 98% (National Association of Broadcasters, 1984).

It is estimated that children under the age of five watch television an average of 54 hours a week. By the time a child in the United States reaches the age of six, he or she has been exposed to 3,000 or 4,000 hours of television viewing (Kahn, 1980). Adolescents by high school graduation have seen 15,000 to 20,000 hours of television. The significance of this amount of time is accentuated by the fact that the average amount of time spent in the classroom through high school is only 11,000 hours (Kahn, 1980). Thus, the average American young person spends from 4,000 to 9,000 more hours watching television than attending school.

As television viewing by all age groups has been growing at such a frantic pace, so too has the preponderance of mental disorders in the United States. The number of inpatient and outpatient care episodes in mental facilities in 1977 (6.4 million) was almost four times greater than it was in 1955 (approximately 1.7 million, see Table 1; Witkin, 1980).

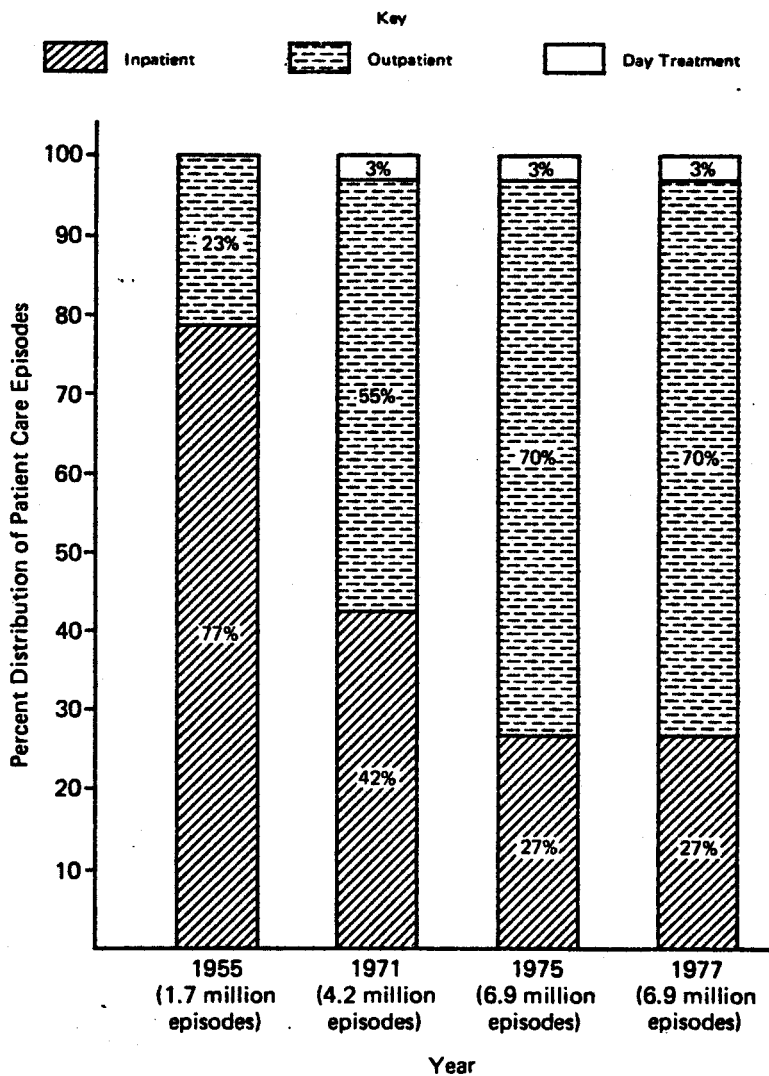
Mental illness accounts for more hospital admissions and causes more days of hospitalization than any other disorder (Long, 1980). Excluded in these numbers and various statistics are the more common and pervasive problems of day-to-day living. These problems have been translating into emotional symptoms that seem to be affecting the majority of the American population. At the beginning of our research in 1975, these symptoms became treatable mental disorders for over 15% of all the population (or 32 million people) who sought help in that year (U.S. Department of Health and Human Services, 1980).

Dissertation Purpose and Relevance

The purpose of this dissertation is to research mental health programming presented to the American people from 1975 to 1980 on the three commercial television networks (i.e., ABC, CBS, and NBC) as well as the national Public Broadcasting Service (PBS). Specifically, the following questions will be addressed:

With what frequency were programs on the subject of

Figure 1



Percent Distribution of Patient Care Episodes
in Mental Health Facilities by Modality:
United States, 1955, 1971, 1975, 1977

Source: Michael J. Witkin, Trends in Patient Care Episodes in Mental Health Facilities, 1955-1977, Mental Health Statistical Note, No. 154 (Department of Health and Human Services, September 1980), p. 1.

mental health aired during the researched time period?

How large were the audiences for these programs?

Did the networks consider them popular?

What was the scope of subjects covered?

What was the programming form of these shows (i.e., documentaries, TV movies, talk shows, public service announcements, etc.)?

In filing the past programming, what criteria did the networks use to categorize the program as "psychological" or "mental health" in subject matter?

There has been a great deal of research about certain aspects of television's effects on mental health. Later in this chapter, a brief background is set forth on the recent profusion of investigations concerning the media and mental health (Review of TV and Mental Health Literature, p. 6). As will be seen, the subject matter of these investigations has often been duplicated.

However, in researching this study, it became obvious that analyses of mental health programming are lacking in quantity and depth, as well as preciseness of criteria for subject topic placement of programs. Because of the relative paucity of literature on this subject matter, as well as the need for improved and shared criteria among the networks, this study has been undertaken.

CHAPTER II

REVIEW OF LITERATURE RELATED TO MENTAL HEALTH AND TELEVISION

Television has been in existence in the United States for approximately 30 years. Media research has both strong and weak areas of study. The topic of mental health coverage on television has been rarely covered by scientific studies. An exhaustive search of the research for such studies generated the following literature survey.

Also included in the survey is the not as direct topic area of television and its effect on the viewing audience's mental health. This later, more generalized area will be reviewed first, followed by the more specific literature studies connected to the research.

Television violence and the preponderance of aggression in this country is one area very heavily researched by the mental health professional. Concern about violence on television and its possible effects on aggressive and violent behavior in society was a major motivation for this form of research. One of the most extensive earlier in-depth studies was a result of the National Commission on the Causes and Prevention of Violence, appointed by President Johnson in response to the tragic assassinations in the

spring of 1968. From this a Task Force on Mass Media and Violence was formed and a chapter was added to the Commission's report in 1969 (Murray, 1980).

This attention to television and violence was soon focused on children and the impact of televised violence on children's aggression. Several important bibliographies that highlighted this issue were those produced in the early 1970s by the Surgeon General's Scientific Advisory Committee on Television and Social Behavior (Atkin, Murray, & Nayman, 1971) and in the mid-1970s by the Rand Corporation (Comstock & Fisher, 1975). However, since these two bibliographies were published, the rate and scope of the publication concerning television and youth have expanded exponentially. For example, when the Surgeon General's bibliography was prepared, there were only 285 core citations (Atkin et al., 1971). The Rand bibliography added approximately 900 new citations (Comstock & Fisher, 1975). In contrast, the current bibliography contains 2,886 new citations. Sixty percent of this material has been published during the five years since 1975 (Murray, 1980).

Numerous specialists have conducted studies on television and violence: Bandura (1977), Belson (1978), Cáter and Strickland (1975), Eron and Huesmann (1980), and Gerbner, Gross, Morgan, and Signarielli (1980), to name just a few examples. The various studies and papers represent not only laboratory experiments but also correlational field studies

and natural experiments involving more than ten thousand children and adolescents from every conceivable background. The evidence of those studies is "that TV violence viewing is tending to produce an increase in aggressive behavior of the young" (Kahn, 1980, pp. 105-106).

Many educational leaders of the country are concerned that the message the viewer often receives from all of this television violence is that violence is the most successful method for attaining one's goals. Not only are the villains employing violence as a means to their end, but often the heroes of television such as Kojac, Superman, and Robin Hood are depicted using violence (Kahn, 1980).

The preceding was just a brief overview of the extensively researched area of "TV and Violence." For further information on this subject, the National Institute of Mental Health in Bethesda, Maryland, in conjunction with the U.S. Department of Health and Human Services, has published a mass of studies, of which one of the most recent and extensive reports now in press is titled Television Behavior: Ten Years of Scientific Progress and Implications for the Eighties (1982).

Another area in which research has become sensitive and thorough is the depiction of the mentally ill on television. Almost 3% of the major TV characters have some sort of mental illness, and in the later evening programming the percentage doubles. The mentally ill are likely to be

either violent characters or the victims. Of prime time characters, 73% of the mentally ill are portrayed as violent, as compared with 40% of the "normal" characters; and 81% of the mentally ill are victims compared with 44% of the "normals." Of the normal characters, 10% are killers and 5% are killed. But of the mentally ill characters, 23% are killers and 23% are killed. Although 24% of the entire female television character population are violent, of the "mentally ill" females, 71% are violent. Also, mental illness for a woman television character makes her as violent as the "normal" men (Television and Behavior, 1982).

After reading these statistics, the general knowledge that public attitudes toward persons with mental health problems are relatively negative should not be very surprising. In comparing public attitudes toward the mentally ill with public attitudes toward "normal" persons, the mentally ill were reportedly regarded as "worthless, dirty, dangerous, cold, unpredictable, and insincere." The key signs of mental disorder, as discovered in one study, were "erratic behavior and anxiety" (Nunally, 1961).

When all the media (i.e., newspapers and radio, as well as television) are examined to discover how the mentally ill are presented, a disturbing fact is revealed. They consistently emphasize the bizarre symptoms of the mentally ill (Nunally, 1961).

However, television network executives cite their

standards of taste and propriety for entertainment programs and commercial messages that deal specifically with the disadvantaged. An example is NBC's Code of Broadcast Standards, which states: "Special precautions must be taken to avoid demeaning or ridiculing members of the audience who suffer from physical or mental afflictions or deformities" (Travieses, 1980).

Mr. Herminio Travieses, Vice President of NBC's Broadcast Standards Policy Department, avowed that for years the department's editors had been ruling references such as "looney," "idiot," "nut," and "crazy" (Travieses, 1980).

Even though the "standards" departments of the various television networks are taking these steps, many scholars continue insisting that the mentally ill are portrayed in the media most commonly as dangerous and menacing. They continue to be shown as strange and different, as unemployed and unemployable, as erratic and unreliable, as silly or stupid, and generally without friends or family (Wahl, 1980). Oftentimes also, the mentally ill are depicted as incurables, with story lines suggesting that former treated mental patients remain prone to violent actions (Scheff, 1963).

Other commonly held "myths" about mental illness also are portrayed in television programming. Quite often, contends psychologist and researcher Dr. Otto Wahl, one is led to believe in "psychiatric omnipotence" if one credits

the plots in many of the present-day shows. He also asserts that confrontation in television programs is often depicted as the same as a cure. Moreover, schizophrenia is usually defined simply as a "split personality," and people who kill many times or without seeming cause are probably "psychopathic killers" (Wahl, 1978). Many professionals are critical of the television networks for continuing these negative stylized pictures of the mentally ill and mental health problems. They urge them instead to use their influence to promote a healthy set of public attitudes about the mentally ill and improve public understanding of mental health phenomena (Nunally, 1961). It is their hope that the emotionally disturbed will become as predictable and as understandable as possible to the general public. They hypothesize that the more understandable the mentally ill are to the general television audience, the more the public will react to these people as sincere, clean, valuable, and safe (Nunally, 1961).

The preceding was a brief overview of the literature pertaining to the mental health field as it relates to television programming. In future chapters, mental health television programming in the United States from 1975 to 1980 will be addressed.

CHAPTER III

THE NATIONAL BROADCASTING COMPANY AND ITS MENTAL HEALTH PROGRAMMING (1975-1980)

The following chapter is comprised of all the mental health programming that was carried and recorded by NBC's program analysis department from 1975 to 1980. NBC has all of its past programming collated by subject matter. The three headings under which mental health programs could be located were either "Psychiatry," "Psychology," or "Health." All of the information about the programs on these subjects had been typed by the program analysis staff on 8" x 5" cards. To collate the mental health programming, all of these cards had to be manually sorted. The three subject headings had to be cross-checked to ensure that every applicable program had been included and also to guarantee that no television program or segment had been duplicated.

In researching the subjects covered in the "Health" program file, the first entry that could be considered a "Mental Health" related program was a segment of the morning news show, the Today program, which had aired on February 12, 1975. H. F. L. Reznik, M.D., and Harvey Rubin, M.D., were interviewed regarding their book, Emergency Psychiatric Intervention, a how-to book, which they said they had

written for the layman. An example from the book, "how to deal with potential suicide," was discussed and the psychiatrists described what their book suggested to do in such a circumstance.

When such programs within the "Health" segment were cross-checked with the programs listed under "Psychology" and "Psychiatry" it was discovered that all the applicable programs were covered under the two topics of psychiatry and psychology. Because of this fact, only the "Psychology" and "Psychiatry" program files were used as references.

The criteria for entering a program under either the psychology or psychiatry subject matter was executed on rather loose criteria. Six program analysts were entering programs at one time during this period and if the program had a psychiatrist as a guest, or mentioned "psychiatric" in its subject matter or title, then the program was put into the "psychiatry" program file. However, if the show was psychologically based, or the professionals appearing were psychologists, then the program was placed under the psychology file. As the NBC administrator of research analysis, Sharon Samson, explained, the criteria were such as described above, but ultimately relied heavily on the analysts' "subjective, personal judgment."

The number of mental health programs or entities thereof from 1975 to 1980 on NBC totaled 250.

To explicate the research, the programming was

separated into five categories: Morning News Shows, Television Series Shows, TV Movies, Talk Shows, and Documentaries. The number of programs (or portions thereof) that appeared from 1975 to 1980 within the "Psychological" heading was 67 Morning News segments (i.e., NBC's Today program); 19 Television Series Shows (for example, NBC's Lucas Tanner); 1 TV Movie (NBC's Secret Night Caller); 46 Evening Talk Shows (for instance, the main contributor, The Tonight Show); 30 Late Evening Talk Shows (the Tomorrow Show was the only contributor); and 6 Documentaries (for example, NBC Reports).

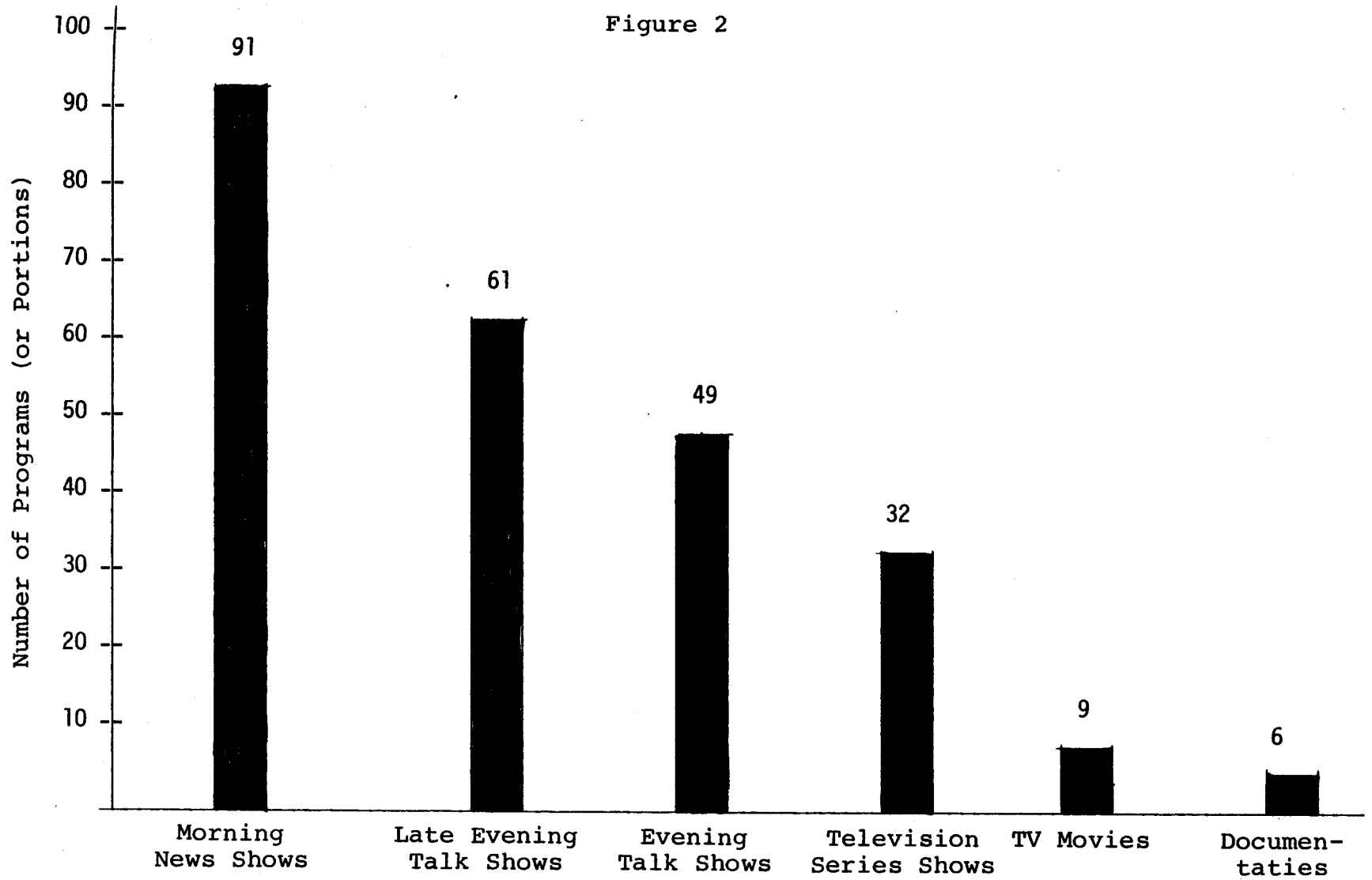
Of the psychiatric programs shown from 1975 to 1980, there were 24 Morning News segments applicable, 13 Television Series Shows, 8 Movies, 3 Evening Talk Shows, 15 Late Evening Talk Show programs or segments, and no Documentaries.

With both the Psychological and Psychiatric program listings combined, Mental Health programming from 1975 to 1980 was comprised of the following (see Figure 2):

- 91 Morning News segments
- 61 Late Evening Talk Shows
- 49 Evening Talk Shows
- 32 Television Series Shows
- 9 TV Movies
- 6 Documentaries

The following section is a compilation of all the NBC

Figure 2



NBC's Mental Health Programs 1975-1980

programs (or portions thereof) aired from 1975 to 1980 that dealt with the subject of Mental Health. To the author's knowledge, this is the first time such classification has been undertaken. Each program listing will include date of airing, time (if available), title, interviewers' names and guests' names (if applicable). There will also be a short summary of the show synopsis by this writer from program archives. At the end of this chapter, a table of some programs, chosen by NBC, and their Nielsen ratings can be found.

1975

1. January 9 - NBC News Presents: "Of Women and Men." This was a documentary examining the basic and revolutionary changes underway in the relationship between men and women in all aspects of contemporary society. The program included a sexual personality quiz called an "Androgyny" test, designed by a Stanford University psychologist. The test was said to determine male-female aspects of individual personalities. (8-11 p.m.)

The special also included an interview with Dr. Eugene Levitt, Director of Psychology at Indiana University Medical School. He disclosed results of a recent study on public attitudes regarding sexual behavior. Tom Snyder and Barbara Walters were the co-anchors.

2. February 11 - Today: "On High Steel." This was the second part (Part II) of a series on iron workers, based

on a book by Mike Cherry titled On High Steel: The Education of an Iron Worker. How iron workers cope with the fear of working at such heights was discussed. Several iron workers contributed. (8:45-8:56 a.m.)

3. February 12 - Today. Jim Hartz interviewed Drs. H. F. L. Reznik and Harvey Ruben regarding their book, Emergency Psychiatric Intervention, a how-to book for laymen about what to do in the event of an emergency.

4. February 18 - NBC World Premier Movie: "Secret Night Caller." An obscene phone caller sought psychiatric help on this TV movie.

5. February 19 - Lucas Tanner: "Shattered." This television series story line concerned a young biology teacher who was having an affair with one of her students. When the student broke it off, she had a nervous breakdown.

6. March 4 - Today. Barbara Walters interviewed Percy Knauth regarding his book, A Season in Hell. He related his experience with a depression that almost led to suicide.

7. March 7 - Today. Gene Shalit interviewed Bob Douglas regarding his special program for treating emotionally disturbed ghetto children through riding and caring for horses. (8:16-8:24 a.m.)

8. March 11 - The Tonight Show Starring Johnny Carson. Dr. David Viscott, a psychiatrist, discussed how people relate by respecting each other.

9. March 18 - Tomorrow. Psychiatrists discussed multiple personalities on a segment of this program.

10. April 2 - Today. Jim Hartz and Gene Shalit interviewed Dr. Theodore Rubin, psychiatrist and author of Compassion and Self-Hate, regarding self-hatred, its symptoms, and how to overcome.

11. April 15 - Today. Jim Hartz interviewed Dr. John Colamosca regarding his research into bystander psychology. The doctor shared his findings regarding helping behavior in urban environments and pointed out how to increase one's odds on being helped if one is in need of assistance. (8:14-8:24 and 8:25-8:29 a.m.)

12. April 16 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers gave the panel a quiz on friendship.

13. April 17 - NBC Sunday Mystery-Movie: "A Deadly State of Mind." A psychiatrist murdered his patient's husband.

14. May 2 - The Tonight Show Starring Johnny Carson. Dr. David Viscott, a psychiatrist, talked about sensitivity and how people can communicate. He expressed opposition to government legislation of people's sexual morals and expressed his opinion that Nixon was not mentally well.

15. May 8 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about Mother's Day as well as research done on massage parlors.

16. May 20 - Tomorrow. Janet Godkin, a mental patient, detailed her personal experiences and her negative attitudes concerning psychiatric care in this country. (13 minutes)

Mark Vonnegut, author of The Eden Express, a book about his recovery from schizophrenia, discussed his illness and improved health. (15 minutes)

Dr. Humphrey Osmond responded to criticisms directed at the psychiatric profession. (12 minutes)

17. May 21 - Today. Barbara Walters and Jim Hartz interviewed Dr. Harvey Brenner, a medical sociologist, regarding his new book, Mental Illness and the Economy. They discussed the relationship between unemployment and mental breakdowns. (8:15-8:24 and 8:25-8:29 a.m.)

18. May 28 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about receiving compliments, the psychology behind the possessions people carry, and of separate vacations for husband and wife.

19. July 3 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed disaster films and observed that they make people feel better when they compare their problems with those on the screen. She also talked about male/female nudity. She also conjectured that the value of the Bicentennial was a picture of the past and future that made people feel better about our country's basic values.

20. July 24 - Today. Barbara Walters interviewed Dr.

Jerome Singer, Yale University professor and author of The Inner World of Daydreaming. The physical and psychological benefits that are gained with the use of daydreaming were discussed.

21. August 8 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about kissing and showing affection, women's lib and its connection to runaway wives, and sex movies.

22. August 20 - Today. Bill White with Chicago White Sox players Bucky Dent and Rich Gossage and mind control teacher Richard Herro, discussed the improvement of sports performance with mind control.

23. August 27 - Today. Katherine Mackin interviewed Drs. Harold Cook and Joel Davitz, psychologists, regarding their new book, 60 Seconds to Mind Expansion. (8:15-8:29 a.m.)

24. September 1 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about changes in family life since pioneer days, differences between city and country children, and lefthandedness.

25. September 12 - The Tonight Show Starring Johnny Carson. Ray Johnson, an ex-convict who wrote Too Dangerous to Be at Large, discussed his book and his escape from Folsom Prison and his subsequent capture.

26. September 22 - Today. Barbara Walters interviewed Dr. Herbert Hendin, psychologist and author of The

Age of Sensationalism regarding modern trends toward sexual freedoms and its connection with sexual maladies among the young. He also discussed the harmfulness of bisexuality and homosexuality to society. (7:15-7:29 a.m.)

27. September 30 - The Tonight Show Starring Johnny Carson. Actor Robert Blake talked about his anxiety from success, his early depression that nearly led to suicide, and the value of group therapy.

28. October 6 - Today. Jim Hartz and Frank Field interviewed Dr. Herbert Benson, cardiologist, regarding his book, The Relaxation Response, on meditation. (8:40-8:49 a.m.)

29. October 6 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about women's lib influence on crime and asked a panel questions regarding changing male/female relationships.

30. October 30 - Today. Barbara Walters and Adam Smith, author of Powers of Mind, discussed meditation and its validity.

31. November 20 - Today. Jim Hartz and Gene Shalit interviewed Dr. Rollo May, a psychotherapist. They discuss his latest book, The Courage of Creativity. He defined what he believed creativity to entail and stated he believed that everyone possesses creative potential.

32. December 8 - Today. Jim Hartz interviewed Dr. Caroline Thomas, Professor Emeritus from Johns Hopkins

School of Medicine, whose 30 years of research has linked cancer and heart disease susceptibility to certain personality traits. (8:39-8:46 a.m.)

1976

33. January 5 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about faults in the educational system, boys' and girls' self-images, and, lastly, animals.

34. January 22 - Today. Gene Shalit and Barbara Walters interviewed Dr. Joyce Brothers, psychologist, regarding her new book Better Than Ever, regarding how women over 40 can have an exciting life. Self-improvement techniques were also discussed. (7:15-7:29 a.m.)

35. February 6 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about life improving as one grows older, dreams, and, once again, animals.

36. February 10 - Today. Barbara Walters interviewed Otto Friedrich, author of Going Crazy. He asserted that craziness is a large "border area" we all travel in and out of at different states of our lives. (8:39-8:50 a.m.)

37. February 12 - The Tonight Show Starring Johnny Carson. Dr. Michael Fox talked about research with animals.

38. February 19 - Today. Barbara Walters interviewed Werner Erhard, creator of EST. His program was discussed. (7:46-7:57 a.m.)

39. February 26 - Today. Jim Hartz and Gene Shalit interviewed Renise Carcel and David Markoff, memory experts and authors of How to Remember Anything. They discussed their book and gave examples by demonstrating how to remember a sequence of numbers and a sequence of objects. (8:50-8:57 a.m.)

40. March 15 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed hypnosis, experiments on monkeys, short men, mind and health, and male/female relationships.

41. April 23 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed differences between men and women, how the sexes tell lies, and the adverse effects of drinking just before bed.

42. April 29 - Today. Jim Hartz interviewed Ted Patrick, author of Let Our Children Go, regarding how and why he deprograms youth brainwashed by religious cults and sects. (8:16-8:24 and 8:25-8:29 a.m.)

43. May 5 - The Tonight Show Starring Johnny Carson. Dr. Thomas Tutko discussed his book, Sports Psyching.

44. May 24 - Today. Commentator Jim Hartz, NBC sports editor Dick Schaap, free-lance sports writer Robert Lipsyte, and Dr. Arnold Mandell, author of the The Nightmare Season, discussed the doctor's season with the San Diego Chargers and his role as psychiatrist for the team.

45. May 26 - Today. Jim Hartz interviewed Dr. N. J.

Block, of MIT, and co-editor of The IQ Controversy. They discussed how IQ estimates discriminate against blacks.

46. June 7 - Tomorrow. Chris Sizemore discussed the movie, Three Faces of Eve, which was based on her life as a multiple personality. She felt the movie only scratched the surface of her experience. She had been mentally healthy, she stated, for over two years. She visits a psychiatrist once a month and has written a book, I'm Me, which tells more about her experience. (A 25-minute interview.)

47. June 16 - Today. Gene Shalit interviewed Dr. Bruno Bettelheim, child psychologist, regarding his book The Uses of Enchantment: The Meaning and Importance of Fairy Tales. (8:39-8:50 a.m.)

48. June 16 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed sex scandals.

49. June 22 - Today. Commentators Jim Hartz, Gene Shalit, and Betty Furness interviewed Dr. Lucille Forer, psychologist, regarding her book, The Birth Order Factor, and how place in one's family helps determine a child's personality. (7:15-7:29 a.m.)

50. June 22 - The Search for Something Else. This news documentary studied how millions of Americans are searching for peace of mind through various therapies and spiritual systems. EST, Yoga, TM, Feeling Therapy, and others were examined. (10-11 p.m.)

51. August 9 - The Tonight Show Starring Johnny

Carson. Dr. Joyce Brothers discussed "singles bar" psychology.

52. August 27 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed the psychology of parties.

53. August 30-31 and September 1-2 - Tomorrow. All four evenings were devoted to the subject of mental illness. The first two of these shows originated from Rockland State Center, a mental health facility in Orangeburg, N.Y., where Tom Snyder interviewed several "clients" and members of the staff. The final two shows originated in the studio, where Tom Snyder interviewed guests who had received treatment for mental illness and he interviewed experts in the psychiatric field.

54. September 13 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about premarital sex, marriage, and other topics.

55. September 15 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer, author of the book, Your Erroneous Zones, gave opinions on guilt and anxiety.

56. September 27 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer returned to discuss his new book, Your Erroneous Zones, further.

57. October 5 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed living together, birth control methods, and the erotic quality of odors.

58. October 19 - Today. Gene Shalit interviewed Dr. Wayne Dyer, a psychologist and author of Your Erroneous Zones, a new "improve yourself" book of the time, which encouraged people to stop worrying about things they have no control over. (7:15-7:24 and 7:25-7:29 a.m.)

59. October 27 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer discussed self-worth and personality traits.

60. November 10 - The Quest: "Prairie Women." The Baudines dealt with two forms of mental disturbance in this show. Morgan tracked down a fanatical killer, while Quentin comforted a distraught mother whose baby has died.

61. November 14 - The Big Event: "Sybil" (Part I). In the first part of this two-part movie, the TV audience saw a young woman taking refuge in sixteen personalities as the result of vicious childhood treatment from her mother.

62. November 15 - The Big Event: "Sybil" (Part II). A young woman comes face to face with the long-buried memories of her mother's brutality in this part of the movie. She is shown coping with her emotions of hatred and anger which generated the various personalities manufactured by her mind.

63. November 19 - Today. Tom Brokaw and Jane Pauley interviewed Pat Walters, author of The Angry Middle-Aged Man, regarding frustrations of being middle-aged. (7:18-7:29 a.m.)

64. November 22 - Today. Tom Brokaw interviewed Dr. Pamela Cantor, psychologist, and Francine Klagsbrun, authors of Too Young to Die, regarding suicide among the young. (7:45-7:56 a.m.)

65. November 24 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed two topics: the virility of bald men and living together without marriage.

66. November 24 - Tomorrow. Clinical hypnotist Ralph Grossi claims to have cured overweight or chronically ill people by regressing them back to an incident in their former lives which might explain the affliction. He demonstrated the technique on patient Georgie Reisner, who regressed back to the former life as a saloon girl who was shot in the head, thereby curing her of migraines. (22 minutes)

Composer Dory Preven discussed her nervous breakdown. (17 minutes)

67. November 26 - The Tonight Show Starring Johnny Carson. Dr. Lindon Smith discussed sex education for children and holiday psychology for families.

68. December 13 - Today. Tom Brokaw interviewed Dr. Calvin Frederick, of the National Institute of Mental Health, regarding repression and loneliness at Christmas time. (7:49-7:56 a.m.)

69. December 15 - Tomorrow. Dr. Rene Mastrovito, a psychiatrist at Memorial Sloane Kettering Hospital,

discussed mental health problems attendant to cancer victims. (13 minutes)

70. December 16 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about Christmas depression.

71. December 21 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer talked about people taking life too seriously.

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72. February 3 - Tomorrow. Dr. Claire Weekes, an Australian expert on agoraphobia, and Dr. Manuel Lane, director of the White Plains Hospital phobia center, discussed the case of Dede Eckstein. She explained her agoraphobia, or fear of leaving the house. (39 minutes)

73. February 9 - Tomorrow. Dr. Leo Sprinkle, a University of Wyoming professor, hypnotized Louise Smith and verified the truth of her claim that she was taken aboard a UFO. (10 minutes)

74. March 1 - Police Story: "One of Our Cops Is Crazy." An off-beat narcotics officer is forced to undergo psychiatric tests by a vengeful superior.

75. March 2 - Today. Gene Shalit interviewed Dr. Nicholas Zill, a child psychologist, regarding a study conducted by the Foundation for Child Development of Temple University. According to their findings, children are influenced by violence in their lives, including that from

the media. Children should be properly disciplined, he reported, when it comes to television viewing. Three children who participated in the study were also interviewed. (8:47-8:56 a.m.)

76. March 3 - Tomorrow. Dr. Wayne Dyer, author of Your Erroneous Zones, discussed overanalysis by psychiatrists and stated that long-term analysis is a mere luxury for the lonely rich. (17 minutes)

77. March 10 - The Tonight Show Starring Johnny Carson. Dr. Thomas Tutko talked about the psychology of athletes and winning at sports.

78. March 21 - Today. Jane Pauley interviewed Dr. Samuel Dunkell, author of Sleep Positions, regarding how positions in which you sleep can tell you much about your waking self. (7:16-7:24 a.m.)

79. March 30 - Today. Tom Brokaw and Jane Pauley interviewed Dr. Eli Shapiro of the Boston University Medical School. They discussed cults like the Moonies and Hari Krishna. Dr. Shapiro explained that religion is not the issue in a destructive cult, it is that the individual is psychologically kidnapped. (7:15-7:24 and 7:25-7:29 a.m.)

80. March 30 - The Tonight Show Starring Johnny Carson. Dr. Samuel Dunkell discussed the psychology of dreams and sleeping positions.

81. April 11 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer talked about the power of positive

thinking and common sense therapy.

82. April 12 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer returned this second evening in a row and gave anecdotes about psychologists.

83. April 13 - Tomorrow. Dr. Lawrence LeShan, experimental psychologist, discussed how psychological patterns of hopelessness can affect the body's resistance to cancer. (18 minutes)

84. May 2 - Tomorrow. Dr. Sam Dunkell theorized how one's sleep position reflects one's mental stability in everyday life. (11 minutes)

85. May 3 - Today. Tom Brokaw interviewed Dr. Arthur B. Hardy, a psychologist specializing in treatment of phobias or neurotic fears. He discussed the various causes, types, and treatment. (7:47-7:56 a.m.)

86. May 5 - Tomorrow. Dr. David Abrahamsen, psychoanalyst and author of Nixon vs. Nixon...An Emotional Tragedy, discussed his 31-year psychiatric study of the actions of the former president.

87. May 10 - Today. Jane Pauley interviewed Dr. Phillip G. Zimbardo, author of the book Shyness and head of the Stanford University's "Shyness" Clinic. He discussed reasons for shyness and how the clinic teaches building self-esteem. (7:47-7:54 a.m.)

88. May 16 - Today. Tom Brokaw interviewed Dr. Carl Sagan, author of Dragons of Eden. The book deals with the

human mind, the future, and how the mind will cope with the future. (7:16-7:24 a.m.)

89. May 16 - Tomorrow. Richard Corriere and Joseph Hart, authors of Going Sane and The Dream Makers, discussed their clinical work on "feeling therapy," in which one verbalizes his feelings and thus experiences them. (25 minutes)

90. May 19 - Today. Jane Pauley interviewed Dr. Morton Bard, psychologist, regarding "emotional first aid." A film clip depicted correct and incorrect ways of delivering bad news. (8:41-8:48 a.m.)

91. May 26 - Today. Jane Pauley interviewed Max Gunther, author of The Luck Factor, regarding how he thinks people make their own luck. (8:44-8:52 a.m.)

92. May 31 - Tomorrow. Dr. Joyce Brothers discussed trust, living together, studies on homosexuality, X-ray radiation, and "sex drive." (20 minutes)

93. June 13 - Today. Jane Pauley interviewed Dr. Ernest Dichter, author of Motivating Human Behavior, regarding motivation research and influences on behavior related to consumer buying habits. (7:15-7:24 and 7:25-7:29 a.m.)

94. June 13 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed retirement at 65, humor, and Freudian fears.

95. June 16 - Tomorrow. Dr. Phil Zimbardo, author of Shyness and How to Overcome It, discussed his methods used

to help people develop social skills and combat subconscious fears. (12 minutes)

96. June 28 - The Tonight Show Starring Johnny Carson. The guest, Dr. Thomas Tutko, talked about the psychology of athletic competition.

97. June 30 - Tomorrow. Henry Hawksworth discussed his 40 years as a multiple personality (Henry, Dana, Johnny, Peter, and Phil) and the anguish it had generated. (12 minutes)

98. July 1 - Today. Jane Pauley interviewed Jack Perkins regarding the subject of transcendental meditation. Some people have claimed they can levitate themselves, so Mr. Perkins went to find out. The segment shows a tape from Switzerland at TM instruction classes. The interviewer spoke with the instructors regarding their feelings when levitated. A tape from the University of Southern California gym is similar to the preceding tape, showing gymnasts while in the lotus position. (8:16-8:24 and 8:25-8:29 a.m.)

99. July 1 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer talked about sense of humor and wife beating.

100. July 7 - Tomorrow. Robert Ringer discussed his new book, Looking Out for Number One, which dealt with neurotic people: what they are, and how to deal with them. (15 minutes)

101. July 8 - The Tonight Show Starring Johnny Carson. Dr. Art Ulene talked about how to avoid stress.

102. July 27 - Tomorrow. Psychiatrists Dr. Robert Shepherd and Dr. Lee Coleman debated the issue of psychotherapy. James Kidd, who has undergone the procedure, describes its effects. (39 minutes)

103. July 28 - Tomorrow. Arthur Ellen, hypnotist, explained how he used hypnotism to stop smoking and feelings of insecurity. (11 minutes)

104. August 4 - Tomorrow. Jose Silva, founder of the "Silva Mind Control Method," discussed the benefits of brain-wave transmission and receivers. (13 minutes)

105. August 5 - Today. Tom Brokaw and Jane Pauley interviewed Bernard Gittelson, author of the books Biorhythm and Biorhythm Sports Forecasting, regarding the research the books cover. (8:47-8:55 a.m.)

106. August 8 - Today. Dr. Art Ulene discussed psychotherapy. (8:38-8:45 a.m.)

107. August 9 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers talked about sibling rivalry and women in business and society.

108. August 12 - Today. Tom Brokaw interviewed Dr. Art Ulene regarding "primal therapy." A film of Dr. Arthur Janov, who developed the theory of primal therapy, was shown. His therapy takes patients back in memory to their birth experience, to see how that may have affected their behavior patterns. (8:38-8:46 a.m.)

109. August 15 - Today. Dr. Art Ulene discussed

Gestalt therapy. A film of Dr. Miriam Polster, psychologist, was shown. The theory behind this therapy is to bring the patient's attention and involvement into the present, not into past guilts or future fears. (8:40-8:46 a.m.)

110. August 17 - Tomorrow. Psychiatrist Dr. Russell Banks discussed Scientology, which he calls brainwashing, dishonest, and responsible for making its members psychotic. (12 minutes)

111. August 22 - Today. Tom Brokaw interviewed Dr. Art Ulene regarding Behavior Therapy. A film clip showed a behavior therapist with a patient. (8:39-8:45 a.m.)

112. August 22 - Today. Tom Brokaw interviewed Dr. Robert M. Hecht, a consulting psychologist, on how he helps companies fire executives they no longer want. (8:46-8:55 a.m.)

113. August 23 - Today. Tom Brokaw interviewed Harold Morowitz, a Harvard professor and author of the Ego Niches. He discussed his categorization of human behavioral traits which are similar in some animals. He compared types of people to octopus, beaver, frog, pufferfish, cobra, and chicken. (7:43-7:50 a.m.)

114. August 26 - The Tonight Show Starring Johnny Carson. Dr. Richard Corriere and Joseph Hart discussed their work analyzing dreams.

115. August 31 - Today. Tom Brokaw interviewed Dr. Alan Dershowitz of the Harvard Law School, and Dr. Jay Katz

of the Yale Law School. They discussed who is and is not mentally competent to stand trial.

116. September 1 - Comedy Time: "A Brand New Penny." This situation comedy pilot was about women who join a group therapy session.

117. September 5 - Tomorrow. This was Part II of the Scientology debate (Part I took place August 17, 1977). Dr. Russell Barton, director of Rochester Mental Hospital, spoke against Scientology. Heber Jentsch, a minister in the Church of Scientology, and Ken Whitman, head of the California Church of Scientology, defended it.

118. September 8 - Today. Tom Brokaw interviewed Sidney Block, a British psychiatrist and author of Psychiatric Terror, regarding the treatment of dissidents in Russia.

119. September 19 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer warned against thinking "I should have" and instead suggested enjoying one's present life.

120. September 22 - Tomorrow. Dr. Arthur Janov, psychologist and founder of Primal Scream Therapy, discussed his treatment.

121. October 3 - Today. Tom Brokaw interviewed Dr. Wayne Dyer, author of Your Erroneous Zones, a best-selling book on self-help techniques with the message that we can make our lives anything we choose to be. (7:17-7:29 a.m.)

122. October 3 - The Tonight Show Starring Johnny Carson. Dr. John Lilly discussed his work with the

psychology of solitude.

123. October 11 - Today. Tom Brokaw interviewed Dr. Rollo May, author of The Meaning of Anxiety, who informed the audience that anxiety is not a totally negative thing. Some of it is "creative tension." The key to anxiety, he stated, is control.

124. October 13 - Today. A discussion of the book Adoption to Life, by Dr. George Vaillant, a blind study of 100 men who graduated from what was believed to be Harvard, and how they've adjusted since graduation in the mid-'40s. (8:12-8:14 a.m.)

125. October 14 - Today. Jane Pauley interviewed Richard Rosen, a journalist, regarding his book Psychobabble. He described the new craze of "finding it" or of getting the whole person together through various psychological programs like EST, Primal Screaming, Rebirthing, etc. (8:18-8:24 and 8:25-8:29 a.m.)

126. October 21 - Today. Jane Pauley interviewed Michael Korda, author of Success! Now Every Man and Woman Can Achieve It, regarding his book's subject. (7:50-7:56 a.m.)

127. October 21 - Rockford Files: "The Dog and Pony Show." Rockford agreed to help a frightened young woman overcome a marital problem and in the process touches off a bizarre intelligence agency investigation centering on an underworld figure.

128. October 25 - Today. Jane Pauley interviewed Dr. Frederic Flack, a psychiatrist and author of Choices: Coping Creatively with Personal Change, regarding how to cope when we reach changes and choices in life. (7:39-7:45 a.m.)

129. October 28 - Today. Gene Shalit told jokes designed to give people in a depressed state a laugh. (7:46-7:47 a.m.)

Gene Shalit also interviewed Maria Schell, an actress, regarding her role in an hour-long film on depression called A House in the Woods. (8:38-8:47 a.m.)

130. October 30 - The Big Event: "Psychic Phenomena: Exploring the Unknown." This show was an exploration of many facets of psychic phenomena, including parapsychology.

131. October 31 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed the effects of music, helping kids with homework, and living together before marriage.

132. November 28 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed word meanings and the psychology of communication and learning.

133. December 7 - Today. Tom Brokaw interviewed Dr. Everett Dulit, psychiatrist, regarding depression in adolescents and how they cope. (7:41-7:47 a.m.)

134. December 8 - What Really Happened to the Class of '69: "Everybody's Girl." A newly married woman, who had

the reputation as the class tramp, undergoes psychiatric care when her promiscuous ways come to the surface once more.

135. December 9 - Today. Tom Brokaw interviewed Dr. Mel Roman, psychiatrist with the Albert Einstein Medical Center, regarding depression at holiday time. (7:39-7:44 a.m.)

136. December 23 - The Rockford Files: "A Deadly Maze." An eccentric mental scientist, under the guise of searching for his missing wife, put Rockford through an elaborate stress exercise.

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137. January 5 - Tomorrow. Tom Snyder interviewed Reinhold Aman, editor of "Maledicta, the International Journal of Verbal Aggression." They discussed the art of verbal abuse, putdowns, and insults as practiced in 200 different languages. Aman explained that many means are employed to drain emotional steam, such as crying and laughing, but cursing is the most effective.

138. January 12 - Tomorrow. Tom Snyder discussed building self-esteem with psychologist Nathaniel Brandon. He also covered self-help through hypnosis with hypnotist Pat Collins. (1:08-1:54 a.m.)

139. January 31 - Today. Jane Pauley discussed ads in magazines and newspapers for various types of therapies available to cure all types of neuroses.

140. February 2 - Today. Tom Brokaw interviewed Dr. Richard Evans, a child psychiatrist, regarding school phobias. (7:40-7:46 a.m.)

141. February 9 - Today. Tom Brokaw interviewed Dr. Mitchell Rosenthal, child psychologist, on his book, Living: Kids. They discussed how to handle children's requests to break rules of behavior "because all the other kids do it." (7:41-7:46 a.m.)

142. February 23 - Today. The Jackson Bain Clinic in Temple, Texas, treats hypochondriacs. A related film was shown. (8:17-8:24 a.m.)

143. February 27 - Today. Jane Pauley interviewed Dr. Jonas Robitscher, a psychiatrist and lawyer who said psychiatrists now play too big a part in the criminal justice system. (8:16-8:24 and 8:25-8:29 a.m.)

144. February 28 - Today. Dr. Niel Roman, a psychologist, criticized self-help books. He stated that frustration and unhappiness are inevitable and can be constructive. (7:39-7:41 a.m.)

145. March 3 - Today. Jane Pauley introduced a segment of the show "Weekend" on the topic of schizophrenia, which was aired the following Saturday. Floyd Dobins narrated. (7:50-7:56 a.m.)

146. March 6 - Today. Jane Pauley interviewed Susie Orbach, a psychotherapist and author of Fat Is a Feminist Issue. She reviewed her theory that compulsive eating is

overwhelmingly a woman's problem and it has something to do with the experience of being female. (8:17-8:24 and 8:25-8:29 a.m.)

147. March 8 - Tomorrow. Tom Snyder interviewed Dr. David Viscott, a psychiatrist, regarding the need for taking risks.

148. March 9 - What Really Happened to the Class of '65: "The Misfit." A young woman having difficulty with focusing her goals in life must deal with the feeling that she is letting down her family of super-achievers.

149. March 14 - Today. Dr. Arnold Mandell, author of The Coming of Middle Age, discussed his belief that man enters a second stage, during the middle years, which makes the personality less aggressive and competitive. He feels that these attributes should be fostered by meditation. Failure to adjust to less pressure results in a high number of deaths in middle age. (8:17-8:25 a.m.)

150. March 22 - Today. Gene Shalit introduced a tape from Boulder, Colorado, on which Jack Perkins reported on a new, comfortable, and easy way to relax. This new mode was an isolation tank with salt water, in which one floats in total darkness and isolation. (7:41-7:46 a.m.)

151. April 5 - Today. Tom Brokaw interviewed Daniel Levinson, psychologist and author of The Seasons of a Man's Life, regarding the seasons or cycles of life for men. Specific patterns linked to various ages were discussed.

(7:17-7:24 and 7:25-7:29 a.m.)

152. April 12 - The NBC Movie of the Week: "Who Is Harry Kellerman and Why Is He Saying Those Terrible Things About Me?" A successful rock composer searched for a mysterious figure who was spreading lies about him, only to learn that the mystery man came from another part of his psyche.

153. April 27 through May 18 - Operation: Runaway. In this dramatic series, a psychologist tracked down teenage and other runaways.

154. May 5 - Today. Jane Pauley interviewed Dr. Wayne Dyer, author of Pulling Your Own Strings, regarding people who are always trying to manipulate others. He stated that one must take charge of one's life.

155. May 22 - Today. Tom Brokaw interviewed Dr. Robert Ornstein, associated professor of medical psychology at the University of California. The doctor stated that people are being taught to use only one-half of their brains. They are using the left side, which controls logical progression, not the right side, which controls creative functions. (7:41-7:48 a.m.)

156. May 23 - Today. Part II of a film segment titled "Split Brain." This film was from a medical school in Greenwich, Connecticut. Jane Pauley reported on classes in art which help develop the right side of the brain. (7:41-7:46 a.m.)

157. May 25 - What Really Happened to the Class of '65. A special two-hour presentation. Carol Ryzicki and Lee Kellerman, two loners in high school, become a psychiatrist and a criminal, thrown together in a series of murder cases.

158. May 25 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed the topics of the need for exercise and different aspects of sex.

159. May 29 - Today. Jane Pauley interviewed Dr. Elliot Weitzman, a sleep expert, regarding sleep disorders. (7:42-7:48 a.m.)

160. May 31 - Today. Jane Pauley interviewed Tim Philen (pen name of Dr. Julian Meeker) regarding his book, You Can Run Away from It All, which is a spoof on the current rash of self-help books. (7:42-7:48 a.m.)

161. June 3 - Weekend: "The Lost Genius." This was a study on Ervin Nyiregyhazi, a 75-year-old one-time child prodigy who became a concert pianist and then disappeared for half a century. During that time, he'd been broke, slept on subways, had nine wives, drank a great deal, and did not own a piano for 40 years. Finally, at this time, his music was just being recorded.

162. June 6 - Today. Jane Pauley reported on a taped report from New York regarding a shyness clinic. Dr. Barbara Powell, a psychologist, discussed techniques used to overcome shyness. (7:39-7:44 a.m.)

163. June 7 - Today. A tape from the Los Angeles police Department with Frank Bourghatzer concerning their investigative hypnosis unit was aired. (8:38-8:44 a.m.)

164. June 22 - Today. A tape from Beverly Hills with reporter Jack Perkins regarding compulsive shoppers was shown. These patients were compared to compulsive gamblers or drinkers. (8:18-8:24 a.m.)

165. June 26 - Today. Jane Pauley interviewed Mitchell Rosenthal, a child psychologist, regarding children competing.

166. June 27 - Tomorrow. Tom Snyder interviewed Dr. Alayne Yates, psychiatrist and author of Sex Without Shame, and Dr. Karen Shana, clinical psychiatrist and author of Sensitivity and the American Male, regarding sexual roles, habits, and their social implications.

167. June 28 - NBC Reports: "Escape from Madness." This was an examination of the progress and success in the treatment of several forms of mental illness by drugs and psycho-social rehabilitation.

168. July 5 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers discussed attitudes toward living together, sex, and women's attitudes toward men.

169. July 14 - Chico and the Man: "The Peeping Tom." Ed sought psychiatric help when he became convinced that he was a "peeping Tom."

170. July 20 - NBC Reports: "I Want It All Now."

This was a look at the unusual life styles and curious values of people who live in Marin County, California. This is one of the country's ten wealthiest counties. It is described as a "golden ghetto" and "an earthly paradise." It examined the abuse of drugs and alcohol, the search for self through various means of therapies, the self-love, and the effect of the fast-paced life on the children. (10-11 p.m.)

171. July 21 - Today. Jane Pauley interviewed Dr. Carolyn Goodman, psychologist and mother of murdered civil rights worker Andrew Goodman, regarding PACE (Parent and Child Education). She developed this program to teach women that "mothering" must be learned. (7:46-7:52 a.m.)

172. July 24 - Today. Jane Pauley interviewed Dr. Arnold Lieber, a psychiatrist and author of The Lunar Effect. He discussed the psychological effects on humans of the waxing and waning of the moon.

173. July 24 - America Alive! Maria Weber, patient, and Dr. Manuel Zone, psychiatrist, discussed overcoming phobias. (12:35-12:47 p.m.)

174. July 25 - Today. Tom Brokaw interviewed Dr. Mitchell Rosenthal, child psychologist, regarding the problems of overweight children. (7:45-7:51 a.m.)

175. July 28 - Today. Jane Pauley interviewed Dr. Frederic Flack, a Cornell University professor and author of A New Marriage, a New Life regarding how depression often

causes divorce needlessly. (7:41-7:47 a.m.)

176. August 15 - Today. Jane Pauley interviewed Dr. Jonathan Freedman, a psychologist and author of Happy People. He related the finding of a national survey of what makes people happy. These things are love, sex, friends, jobs, success, and personal growth. (7:39-7:45 a.m.)

177. August 21 - The Tonight Show Starring Johnny Carson. Dr. Joyce Brothers, psychologist, discussed humor, home remedies, and exercise.

178. August 24 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer discussed victimization and controls over daily life and the tendencies to blame others for our misfortunes.

179. August 29 - America Alive! Dr. Neil Olshan, PhD, discussed childhood problems and how parents can help children overcome their fears.

180. September 20 - America Alive! Psychotherapists Muriel Goldfarb and Mara Gleckel discussed mother/daughter relationships. The audience participated. (12:30-12:54 p.m.)

181. September 28 - America Alive! Dr. Elizabeth Thorne, psychoanalyst, and six women who are compulsive shoppers discussed the why's of compulsive shopping. (12:30-12:54 p.m.)

182. October 9 - Today. Jane Pauley interviewed Dr. Debora Phillips, a psychiatrist, professor at Temple

University Medical Center, and author of How to Fall Out of Love. (7:42-7:48 a.m.)

183. October 10 - Today. Jane Pauley interviewed Dr. Dan Kiley, a clinical psychologist and author of Nobody Said It Would Be Easy, regarding disciplining children. (8:49-8:57 a.m.)

184. October 11 - Today. A film from northern Minnesota regarding the management training program run by Outward Bound was shown. The philosophy of the program is that qualities that best help you succeed in the office can be cultivated in the wilderness. (8:38-8:45 a.m.)

185. October 17 - Today. A report was aired from Chicago on the results of a housewife who took an assertive training course and then started her own business. (7:13-7:15 a.m.)

186. October 18 - Tomorrow. Dr. Toni Grant, psychotherapist, talked about treating patients over the phone during her call-in radio show.

187. October 19 - Quincy: "A Test for Living." Quincy helped correct an incorrect diagnosis of a child previously labeled retarded in this episode. The correct diagnosis was autism and the program attempted to explain autistic children. (9-10 p.m.)

188. October 25 - America Alive! Dr. Nathaniel Brandon, psychologist, discussed ideas about improving relationships by raising self-esteem. A session was conducted

for a married couple to develop the art of communication.

(12:30-1:00 p.m.)

189. October 26 - America Alive! The guests consisted of Christine Sizemore, the woman with twenty-two personalities upon whose life the book and the movie The Three Faces of Eve were based; Dr. Cornelia Wilbur, the psychiatrist who treated Sybil's multiple personalities; and other people who had also exhibited multiple personalities.

(12:13-1:00 p.m.)

190. October 27 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer, author of Pulling Your Own Strings, discussed how to enjoy life to the fullest and how to avoid being victimized by pedantic, irrational behavior. He stated that all must learn to fail and that winning in sports in the U.S. is too overemphasized for the young.

191. October 31 - Today. In this segment, psychiatrist Dr. T. A. Lincoln recommends daydreaming as an effective means of diffusing anger, tension, and hostility.

(8:13-8:15 a.m.)

192. November 1 - Tomorrow. T. W. "Slim" Cummings, a retired Pan Am pilot, conducted "Fear of Flying" workshops to help people with their fears through psychological and physical means.

193. November 7- Tomorrow. Dr. Jerry Jampolsky, a San Francisco psychiatrist, discussed his method of healing life/death victims (cancer, etc.) by helping them to regain

their spiritual health.

194. November 9 - Tomorrow. David Izenson, therapist and founder of "Pot Smokers Anonymous," discussed his therapy techniques, which were meant to raise consciousness about smoking in order to find why one smokes, so one can ultimately stop.

195. November 10 - Today. Jane Pauley interviewed Jerry Rubin, a former antiwar activist, regarding his planned "You, Me, Mind, Body Day," the first "awareness" extravaganza, which was held November 12, 1978. (8:17-8:24 a.m.)

196. November 10 - Tomorrow. Dorothy Sarnoff, chairman of Speech Dynamics, discussed her therapy to help people get rid of nervousness about public speaking.

197. November 13 - Today. Jane Pauley interviewed Dr. Frederick Jones, professor of psychiatry and psychology at the University of Rochester Medical Center, regarding teachers using body language to cope with unruly classroom behavior (8:16-8:24 a.m.)

198. November 13 - NBC Monday Night at the Movies: "Betrayal." A fact-based drama of a young woman who sues her psychiatrist, who, under the pretense of therapy, took sexual advantage of her.

199. November 14 - America Alive! The topic of the program is "risk-taking," the fears that hamper people from making changes in their lives for self-improvement and how

to overcome them. The guests were Dr. David Viscott, psychiatrist; Katherine Random; and two women who have been hesitating about starting a family and changing jobs.

200. November 14 - Tomorrow. Alma Menn, co-founder of Soteria House, a unique new treatment center for schizophrenics, discussed the methods and treatments and how they differ from the conventional methods.

201. November 22 - Today. Jane Pauley interviewed Dr. Ari Kiev, psychiatrist, regarding what makes people join cults and how to prevent that from happening in light of the disaster in Guyana. (8:38-8:45 a.m.)

202. November 24 - The Rockford Files: "Black Mirror." This episode concerned a blind psychologist with whom Jim had been romantically involved. The doctor was terrorized by one of her patients who had multiple personalities.

203. November 27 Tomorrow. Dr. Marsh Gain, a psychiatrist who works with men and women before and after cosmetic surgery, discussed the apprehensions that people have and the methods of treatment for some people.

204. November 28 - Tomorrow. Rena Le Blanc, co-author of Suddenly Rich, discussed the psychological effects on those people who make a large quantity of money virtually overnight.

205. November 29 - Today. Tom Brokaw reported on an article that appeared in Science Digest linking eye color to

personality types.

206. November 30 - Tomorrow. Paul Krassner, founder and editor of this country's first counterculture magazine, discussed the psychological similarities between Charles Manson and Jim Jones (of the People's Temple).

207. December 1 - The Eddie Capra Mysteries: "Breakout to Murder." This story is about a group of psychology students studying behavior patterns. They stage a mock prison break, and during the exercise, one student is mortally wounded, causing a distraught young woman to suffer a guilt complex when she thinks she was responsible for his death by hitting him with her car.

208. December 4 - The Tonight Show Starring Johnny Carson. Guest host Bill Cosby interviewed Dr. Wayne Dyer regarding teaching mental health to children.

209. December 6 - Today. Jane Pauley interviewed Pepper Schwartz, PhD (sociologist) and Dr. Phillip Blumstein regarding the study they conducted on the dynamics of relationships. (7:42-7:48 a.m.)

210. December 15 - America Alive! The topic of the program was "Depression in Women." The guests discussed the ways women can overcome depression and the use of and dependency on drugs and tranquilizers.

211. December 19 - Today. Dr. Mitchell Rosenthal, psychologist, was interviewed regarding preventing disappointment in children from Christmas gift giving.

212. December 19 - America Alive! Midlife crisis in males was discussed by guests Dr. Edmund Halberg and William Schatz.

213. December 19 - Tomorrow. Judy Hagedurn and Janet Kizzian, identical twin psychologists, talked about the psychology behind multiple births.

214. December 22 - America Alive! The topic of this program was "sleep disorders." The guest, Dr. David Kupfer, is a specialist in sleep disorders, that is: patients with insomnia and narcolepsy.

215. December 27 - America Alive! Dr. Arthur Wassmer and "shy" guests Holly Howard and Bruce Harnstein discussed overcoming shyness and remedies for the shy person who wants to become assertive.

216. December 28 - Tomorrow. Dr. Morris Netherton, author of Past Lives Therapy, and Jason Levine, whose private practice implements the book's techniques, both discussed the therapy and how the theory of reincarnation helps people with their problems.

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217. January 8 - Tomorrow. An attorney, Mark Lane, talked about the late Jim Jones' "People's Temple" as having a "fortress" mentality.

218. January 23 - Tomorrow. The Doctors Elmer and Alyce Green talked about their co-authored book Beyond

Feedback, its advantages and the process followed.

219. February 2 - Today. Tom Brokaw talked with John Marks, author of The Search for the Manchurian Candidate, regarding the CIA program of mind control. (7:17-7:24 a.m.)

220. February 5 - The Tonight Show Starring Johnny Carson. Dr. David Viscott, psychiatrist, talked with the guest host, Don Rickles. They discussed stress and how people have to learn to trust their own feelings and manage them.

221. February 7 - Today. From Chicago, Eric Burns reported on the "Territorial Imperative." There was so much snow in the city that people treated their cleared parking spaces like their territory and some even killed for it. (8:13-8:14 a.m.)

222. February 9 - Different Strokes: "The Tutor." In this episode, an observant tutor recognized the mental block that prevented his student from remembering any event that took place the year his father died.

223. February 11 - The Big Event: "One Flew over the Cuckoo's Nest." This film was a rerun of a movie about a mental institution and its patients.

224. February 12 - Today. The host, Tom Brokaw, interviewed Herbert Kohl, educator and author of Growing with Your Children. He related tips on raising children. (8:17-8:24 and 8:25-8:29 a.m.)

225. February 14 - Supertrain: "And a Cup of

Kindness, Too." In this episode, a well-meaning stranger used "psychology" to show a separated married couple that they really loved each other when he posed as a psychotic killer pretending to kill the wife.

226. February 19 - Today. From Chicago, Eric Burns interviewed Dr. James Cavanaugh, a psychiatrist, about how the harsh winter affected people psychologically. (8:42-8:47 a.m.)

227. February 20 - Tomorrow. John Marks, who authored The Search for the Manchurian Candidate, talked about the CIA's effort to use LSD in mind control experiments. He also discussed two other types of mind control: (a) from TV and society and (b) the CIA's efforts on an individual basis.

Dr. Thelma Moss elaborated on the discussion of the CIA's efforts concerning mind control.

228. February 21 - Tomorrow. Dr. Martin Shephar, author of The Defrocked Psychiatrist, talked about his book and his license being revoked because of it.

229. March 1 - The Tonight Show Starring Johnny Carson. Psychiatrist Dr. Wayne Dyer discussed with the guest host, Steve Martin, the definitions and symptoms of "psychiatric" and "neurotic."

230. March 15 - Mrs. Columbo: "A Riddle for Puppets." This program was about a psychotic ventriloquist who believed his stage dummy was controlling his actions,

causing him to commit murder.

231. March 22 - Tomorrow. Marian and Robert Bailey, owners and operators of "Animal Behavior Enterprises," discussed their psychological work with animals and their research goals.

232. March 23 - Today. Dr. Mitchell Rosenthal, a child psychologist, discussed childhood terror of the dark. (8:41-8:45 a.m.)

233. March 28 - Tomorrow. W. Clement Stone, a millionaire philanthropist, discussed the psychology behind making money and his books on the subject.

234. April 12 - Today. Eric Burns reported from Canon City, Colorado, on that city's maximum security prison. The prison's program of psychological testing revealed prisoners' traits, which enabled prison officials to provide the prisoners positive help for the future.

235. April 16 - NBC Monday Night at the Movies: "The Prisoner of Second Avenue." A rerun of a movie about the pressures of urban life.

236. April 17 - Tomorrow. Author Max Lerner discussed "psychology" and how people get where they are through destiny and character.

237. April 20 - Today. Host Tom Brokaw discussed with child psychologist Dr. Mitchell Rosenthal the actions to take when children use the phrase "it isn't fair." (8:42-8:47 a.m.)

238. April 20 - The Tonight Show Starring Johnny Carson. Guest host Richard Dawson discussed how to handle people with Dr. Wayne Dyer.

239. April 23 - Today. Mike Barnicle reported on an article that appeared in The New England Journal of Medicine about sexual intercourse causing the loss of memory. (7:13-7:15 a.m.)

240. April 26 - Today. Jane Pauley and Dr. Mel Roman, psychotherapist and author of Family Secrets, discussed family therapy and the practice of treating the entire family when an individual member has a problem.

241. May 3 - Tomorrow. Dr. Joe Pursch, director of the Alcohol Rehabilitation Unit at the Long Beach Naval Hospital, talked regarding the psychology of how the program worked.

242. May 9 - Real People. A meeting of Neurotics Anonymous was shown. The members discussed their problems, similar to Alcoholics Anonymous groups. They also told how this particular therapy helped them to cope with life.

243. May 14 - NBC Theatre: "Son Rise, a Miracle of Love." This was a fact-based drama of a young couple who, after being told by psychologists that their autistic child would never communicate with others, set out by themselves to penetrate their son's silent stares.

244. May 15 - Tomorrow. Dr. David Viscott, a well-known psychiatrist, talked about psychiatry in general and

how to tell the quacks from the competent doctors.

245. May 17 - Today. Jane Pauley and Dr. Alvin Poussaint, a Harvard psychiatrist, discussed the effects that the 1954 Supreme Court decision that outlawed the "separate but equal doctrine" had on blacks. (8:42-8:50 a.m.)

246. Today. Eric Burns reported on Zig Zigler, an inspirational speaker who travels throughout the country speaking to groups. His message is that people are great. He fashions himself an instiller of self-confidence. (8:51-8:56 a.m.)

247. May 28 - The Tonight Show Starring Johnny Carson. Animal analyst Beatrice Lydecker discussed reading animals' minds, as well as the way animals think.

248. May 29 - The Runaways: "Dark Side of the Road." This episode was about a young girl who suffered from kleptomaniac and ran away when falsely accused of stealing.

249. May 30 - Today. Dr. Art Ulene reported on prevention of suicide. A tape from the LA Suicide Prevention Center hotline was aired. (7:44-7:50 a.m.)

250. June 4 - Today. Jane Pauley interviewed Dr. Judith Campbell, a child psychologist at Indiana University School of Medicine, concerning the psychological problems created for children with the present changing nature of the family. Also discussed were the social pressures on the process of "growing up." (8:20-8:21 and 8:25-8:29 a.m.)

251. June 8 - Today. Phil Donahue and psychologist John Valusek discussed corporal punishment in the home. Dr. Valusek believes that "hitting breeds hitters." (8:37-8:45 a.m.)

252. June 22 - Today. Phil Donahue interviewed Dr. Arthur Hardy, psychiatrist, and Marge Hart, an agoraphobic, regarding her illness, which is a fear of being in open spaces. (8:38-8:46 a.m.)

253. June 25 - Tomorrow. Werner Erhard, founder of "EST," discussed his current role in the therapy and argued that those who are helped by EST sensitivity sessions are not changed by him, but instead, by themselves. (40 minutes)

254. July 3 - The Runaways: "The Breaking Point." A teenage boy was pushed to the brink of an emotional breakdown by his father, who pressured him beyond his ability.

255. July 6 - Today. Dr. Mitchell Rosenthal, a child psychiatrist, was interviewed regarding bullying and aggressive behavior in toddlers. (7:44-7:49 a.m.)

256. August 1 - Today. Dr. Florence Denmark, a psychologist, was interviewed by Richard Valeriani on how men and women evaluate one another professionally. (7:45-7:48 a.m.)

257. August 6 - Today. Phil Donahue interviewed Claudia Black from Parkwood Community Hospital of Canoga Park, California, regarding a therapy program for children

of alcoholics. Also several of the children in therapy were guests of the show. (8:37-8:45 a.m.)

258. August 15 - The Tonight Show Starring Johnny Carson. Dr. Edward Gross discussed what causes embarrassment and blushing.

259. August 17 - Today. Phil Donahue interviewed Dr. Domeena Renshaw, a psychiatrist, concerning the problem of loneliness.

260. September 8 - Today. Psychologist Mark Held discussed male over-achievers with Jane Pauley. (8:12-8:21 a.m.)

261. September 18 - NBC Tuesday Night at the Movies: "Semi-Tough." This was a movie rerun about the "me" decade of the '70s.

262. October 22 - Today. Dr. David Bresler, director of the UCLA Pain Control Unit and author of the book Free Yourself from Pain, discussed living with pain with host Donahue. (8:37-8:45 a.m.)

263. November 1 - Quincy: "Mode of Death." Quincy, in this episode, ordered a psychological autopsy of a dead evangelist.

264. November 10 - Hot Hero Sandwich. In this segment of this instructional series, psychologist Dr. Thomas Cottle interviewed celebrities who recalled their own adolescence.

265. November 27 - Today. Dr. Herbert Terrace was

interviewed and tapes on the raising and educating of chimpanzees were viewed. The doctor concluded that chimps can be taught a vocabulary of a few hundred words, but cannot be taught to form sentences. (7:52-7:56 a.m.)

266. December 4 - Tomorrow. Margaret Barbeau explained how she counseled survivors of fatal airline disasters, relieving their guilt that they survived. (16 minutes)

267. December 6 - Kate Loves a Mystery: "Feelings Can Be Murder." In this episode, a sex therapy group involved in psychotherapy becomes involved in a murder investigation of one of its members. At first, the doctor is implicated, but later the guilty party proves to be the husband of one of its members.

268. December 11 - Tomorrow. Zig Zigler, noted as one of the country's top motivational speakers, discussed how he encourages people to reject negative thinking. (11 minutes)

269. December 14 - Today. Dr. Charles Figley, a psychologist from Purdue University, discussed the effects of being held hostage in the U.S. Embassy in Tehran, and the effect on the hostage families here in the U.S. (8:14-8:21 and 8:25-8:29 a.m.)

270. December 16 - Prime Time Sunday. Dr. Louis West, an expert on psychological warfare, said he thought the U.S. hostages in Iran were being subjected to "coercive

persuasion" and he described it.

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271. January 15 - Tomorrow. Dream psychologist Gayle Delang and Dr. Milton Framer of the Dream Sleep Lab discussed how, why, and when we dream. (27 minutes)

272. January 18 - Today. Phil Donahue interviewed Gary Taylor, an environmental consultant and a self-confessed workaholic, and Dr. Frederic Framer, a psychiatrist. They discussed what causes and how to cure workaholics. (7:37-7:45 a.m.)

273. January 22 - NBC Theatre: "Death Penalty." A dedicated psychologist risks community outrage in this episode, when she dared to help a Puerto Rican teenager accused of killing two white students.

274. February 11 - Today. A week-long focus on love titled "Love American Style" today featured Dr. Dorothy Tennor, a behavioral psychologist and author of Love and Limerence. "Limerence" is discussed and was explained as the wonderful feeling you feel when you are "in love." (8:08-8:09 and 8:12-8:21 a.m.)

275. February 12 - Today. Dr. Joyce Brothers, author of How to Get Whatever You Want Out of Life, discussed how important motivation is. (7:45-7:50 a.m.)

276. February 16 - Prime Time Saturday. Jack Perkins presented tapes of victims of incorrect eyewitness identification. University of Washington professor Elizabeth

Loftus, an expert on eyewitness identification, is interviewed.

277. February 19 - Today. The DeSisto private school is profiled. It is a school for the mentally disabled child in West Stockbridge, Massachusetts. The director, Michael DeSisto, is interviewed, as well as one of the clients, 17-year-old Michael Eidelman. The school's philosophy of therapy being available 24 hours a day along with a basic education is covered. (8:14-8:22 and 8:25-8:29 a.m.)

278. February 28 - NBC Reports: "For the Child's Own Good." This was a rerun about treatment centers (for troubled youth) which are being investigated. (10-11 p.m.)

279. March 14 - Today. Doctors David and Herbert Spiegel, and father and son psychiatric team, discussed the use of hypnotism in treating mental and physical problems. (7:47-7:56 a.m.)

280. March 18 - Tomorrow. Julie Evans and Susan Kennedy discussed people who make obscene phone calls and the callers' need to be recognized as sexual beings. (2:18-2:31 a.m.)

281. April 14 - Today. Dr. Julian B. Farhold of Yale discussed psychosocial dwarfism, or hostile feelings from parents that can affect a child's growth. Dr. Virginia Weldon, a pediatrician, also participated. (7:49-7:56 a.m.)

282. April 21 - Today. Dr. Art Ulene discussed stress. Air traffic controllers at a stress course at Good

Samaritan Hospital were interviewed. Also, a Phoenix-based biofeedback program to control stress was shown. (7:41-7:47 a.m.)

283. April 24 - Today. The first part of this section was a report on psychologist Robert Gatchel, who helped people learn to relax and cope with visits to the dentist. The second half of this "mental health" portion of the program was a report on the "Story Lady," Carol Baras, who helps young people with self-image and self-esteem by a series of tapes. Children, Shauna Dibos and Tris Walls, commented, as well as second-grade teacher Josephine Pedersen. (8:09-8:13 and 8:50-8:55 a.m.)

284. May 15 - Today. This segment was titled "Fighting Fat" and it concerned behavior modification as a mode for changing the patient's way of thinking about eating and food. Leslie Jane Maynard, an eating disorder specialist, and four group members demonstrated how group therapy helped them control eating and helped them get rid of excess weight. (7:41-7:47 a.m.)

285. May 21 - Tomorrow. Guest Dr. Michael McGill talked about midlife crisis in men and his book on the subject, titled The 40 to 60 Year Old Male.

286. May 22 - Today. Psychology Today magazine did a survey on vacations and Dr. Carin Rubenstein, a social psychologist, reported on the findings. How people feel about vacations, the different attitudes about them by men

and women, and "vacation fantasies" were all covered.

(8:15-8:22 and 8:25-8:29 a.m.)

287. May 31 - Major League Baseball: An Inside Look.

This was a report on pitcher Mark Fidrych, who was using hypnotist Lee Silen to overcome his physical injuries.

288. June 3 - Today. Management consultant Robert

Bramson was interviewed about different types of office

"trouble makers" and how to deal with them. (7:48-7:54

a.m.)

289. June 7 - Prime Time Saturday. This show was a

report on a Houston psychiatrist who was researching

people's fear of heavy traffic, called "traffic phobia."

(10-11 p.m.)

290. June 27 - Today. Dr. Burton White, psychiatrist

and author of The First Three Years of Life, was interviewed

along with Dr. Mary Howell, pediatrician and author of

Healing at Home. The problems of adequate child care for

the very young children of working mothers was discussed.

(8:37-8:43 a.m.)

291. July 1 - Tomorrow. Dr. Robert Liebert, director

of a clinic that treats the "nebbish syndrome," talked about

his treatment and the types of people who seek his help.

292. July 2 - Today. Dr. Robert R. Rynearson,

psychiatrist, of the Scott and Whote Clinic of Temple,

Texas, discussed hypochondriacs. Forest Gist, a hypochon-

driac, talked about his symptoms. The doctor stated that

the hypochondriac cannot be cured, but he can be protected from overmedication and surgery. (7:49-7:56 a.m.)

293. July 7 - The David Letterman Show. Dr. Robert Van de Castle, director of Sleep and Dream Labs at the University of Virginia Medical School, discussed the labs around the country. Also covered was why we sleep, differences between sleep and hibernation, sensory deprivation, dreaming, reasons for dreaming, and dream recall. (11:01-11:17 a.m.)

294. July 10 - The David Letterman Show. Dr. Karen Blaker discussed the discipline of children, as well as the fragility of a child's psyche, and differences between parents. (11 minutes)

295. July 11 - The David Letterman Show. Theodore Timm, polygraph examiner, discussed polygraph tests, how they work, when they are used, etc. The test was demonstrated on Mr. Letterman. (7 minutes)

296. July 16 - The David Letterman Show. Dr. Fredric Neuman, director of the phobia clinic at White Plains New York Hospital, discussed common phobias and their effects on people.

297. July 21 - Today. Therapists Ellen Kimball and Barry Greenwald discussed whether women with sexual and marital problems should go to a male therapist. The female doctor felt they should be seeing a female. (7:49-7:56 a.m.)

298. July 23 - Today. Daniel Cox, assistant professor of psychology at the University of Virginia, was a guest along with an exhibitionist named Joseph and a woman, Linda, who had been victimized twice by exhibitionists. The nature of the problem was discussed, as well as how to seek help. (7:49-7:56 a.m.)

299. July 24 - The David Letterman Show. Dr. Karen Blaker discussed the phenomenon that some couples choose fighting instead of having sexual relationships because they are afraid of intimacy. Questions one should ask oneself about marital fighting were discussed.

300. July 28 - Today. Professor of psychology Harold Takooshian was interviewed about his study of why passers-by do not intervene when they see crimes being committed on the street in broad daylight. (8:19-8:24 and 8:25-8:29 a.m.)

301. July 30 - Today. Dr. Harvey Rubens, a psychiatrist, discussed his book, Competing, which is about sibling rivalry between Jimmy and Billy Carter. He explained why he felt it exists between them and that he also felt it was the basis of the problems between the two brothers at the present time. (8:14-8:21 and 8:25-8:29 a.m.)

302. August 11 - Today. Dr. Bernie Zilbergeld, a sex therapist, was interviewed concerning his recent article in Psychology Today calling into question the research of Masters and Johnson. He called their research "slipshod." He also talked about sex therapy, what it can do, and what

it cannot do. (8:44-8:49 a.m.)

303. August 12 - The David Letterman Show. A former baseball player from the Boston Red Sox discussed his highly publicized mental breakdown as a player.

304. August 13 - Tomorrow. Dr. Stuart Berger, psychiatrist, talked regarding his work in trying to change psychiatric treatment. He believes it should turn away from drug therapy and toward talking through one's problems.

305. August 18 - Today. Art Ulene interviewed aeronautical engineer David Evanson, who had been hospitalized several times for mental illness. He credited his recovery to the support system known as "Recovery Inc." (8:45-8:50 a.m.)

306. August 20 - The David Letterman Show. Werner Erhard, founder of EST, discussed how he developed the ideas that surround EST, and described what happens on an "EST weekend."

307. August 25 - The Tonight Show Starring Johnny Carson. Dr. Wayne Dyer talked about his new book, The Sky's the Limit, and insisted that people should not settle for "less" in life. He stated he felt the healthiest people in the world are the ones most childlike.

308. August 25 - The David Letterman Show. Dr. Lawrence J. Hatterer discussed his new book, The Pleasure Addicts. It deals with the countless number of addictions we suffer from; the three major ones are food, smoking, and

alcohol. He also mentioned that 55% of auto deaths in the U.S. are from driving while under the influence of alcohol.

309. August 26 - Today. Dr. Art Ulene aired a tape of the "Recovery from Anxiety" program at Karen Horney Clinic in New York city. The program teaches women to use anxiety as a signal to effect change.

310. August 27 -Today. This portion of the show was about compulsive spenders. A group of spenders and Nancy Bellew, director of Big Spenders Anonymous, talked about the "debt control service" and how the help is similar to the group support of Weight Watchers. (7:48-7:56 a.m.)

311. August 29 Today. Phil Donahue interviewed two sex offenders and their therapist. The clients discussed feelings of inferiority and the fact that they both had no friends. A tape of their therapy was reviewed.

312. September 2 - The David Letterman Show. Maggie Scarf, author of Unfinished Business, talked regarding her book, which dealt with depression in women. The number of women who suffer depression is a 3 to 1 ratio over men. She stated that she felt women should be educated regarding the problem and learn its symptoms.

313. September 9 - Today. Phil Donahue discussed the topic of children suffering from depression. He spoke with Allison Jacobs, a 10-year-old girl, and her mother. Dr. Miriam Gofseyeff, psychologist, talked about the causes and the manifestations of children's depression.

In the case of Allison, the girl was upset over her parents' separation. (8:14-8:22 a.m.)

314. September 14 - The David Letterman Show. Clinical psychologist Dr. Carol Lindemann discussed the problems of compulsive and obsessive behavior in women.

315. September 16 - Tomorrow. Human relations expert Nancy Friday joined the show with an appointment to appear regularly to discuss the ever-changing roles and relationships of men and women in society.

316. September 19 - Today. Jane Pauley interviewed professor Harry Reis, from the University of Rochester, regarding his study showing that beautiful women do not have as active a social life as usually thought. (7:45-7:49 a.m.)

317. September 23 - Tomorrow. Nancy Friday, in an excerpt from her report, attempted to describe "the Woman of the '80s" and the double standard men impose on women.

318. September 25 - Tomorrow. Former American hostage in Iran, Richard Queen, discussed the psychological damage that comes with the expectation of being released.

319. September 26 - Today. Jane Pauley interviewed Dr. Leo Buscaglia, of the University of Southern California, regarding his course on "Love." The course stressed understanding yourself first so you can share yourself and your love with others. He stated he believes love is a learned process. (8:19-8:24 and 8:25-8:29 a.m.)

320. October 1 - Tomorrow. Marie Valenta, founder of East-West Center for Holistic Health, discussed holistic medicine and how it is based upon the power of positive thinking. (17 minutes)

321. October 3 - Today. Lawyer Robert Cohen and professor of psychiatry Robert Gould discussed therapists who take sexual advantage of their female clients. (8:43-8:48 a.m.)

322. October 8 - Today. In Phil Donahue's segment, he interviewed identical twins Steven Leventhal and Lyle Rosenbaum, who were reared apart. Similar patterns and coincidences in their lives were discussed. Also on the program was Dr. Thomas Bouchard, professor of psychology at the University of Minnesota. He specialized in research on the characteristic of twins and genetic influences. (8:16-8:24 a.m.)

323. October 10 - NBC News Magazine. Douglas Kiker interviewed a Texas psychiatrist who is used by the state to sentence guilty criminals to death by declaring that the criminals will remain dangerous.

324. October 22 - Today. According to Instructor magazine, praise for children can be as addicting as drug addiction.

325. October 30 - Tomorrow. Guest Sandra McNeil talked about tuning into your "psychic self." (11 minutes)

326. Today. Jane Pauley interviewed consultant

Lawrence Schwimmer regarding his book, How to Ask for a Raise Without Getting Fired. The book outlines psychological strategies to employ on one's boss in order to get a raise. (7:47-7:52 a.m.)

327. November 7 - Today. Phil Donahue interviewed psychologist Meredith Titus, secretary Kathy Purchase, and EPA co-coordinator Vanessa Musgrove. The subject was why certain women always pick "jerks" for their male relationships. (8:16-8:24 a.m.)

328. November 10 - Today. Gene Shalit interviewed Dr. Albert Forgione (a psychiatrist) regarding his book, Fearless Flying, a self-help book for people afraid to fly.

Tom Brokaw interviewed Dr. Tessa Warschaw, a psychotherapist, regarding her new book, Winning by Negotiation, which deals with interpersonal disagreements through negotiations.

Phil Donahue interviewed professor Rubin Fox, from the anthropology department of Rutgers University, about his book, Red Lamp of Incest. His philosophy, as purported in his book, disputes the Freudian view that incest is natural and that what makes us human is the ability to repress incest. (7:45-7:49, 8:09-8:14, and 8:16-8:24 a.m.)

329. November 10 - Tomorrow. Camille Bell, mother of a murdered black child in Atlanta, talked about the feelings and the methodology involved in the rash of brutal child murders. (9 minutes)

330. November 12 - Today. Jane Pauley interviewed Jack and Judy Carter (President Carter's son and daughter-in-law) regarding their experiences with "Marriage Encounter," a counseling weekend they found very productive. (7:47-7:52 a.m.)

331. Today. This "Donahue on Today" segment dealt with the controversial use of the "isolation box" for disciplinary purposes with problem children in the Southern Illinois school district. Ann Lewellan, project director of the "Treatment and Learning Center," and Sharon Petty, of the National Association of School Psychologists, commented pro and con on its use. (8:17-8:24 a.m.)

332. November 18 Today. Susan Petersen interviewed Chris Sizemore, who was the person that the story "Three Faces of Eve" was based on. Sizemore talked about her multiple personalities (22 in number) and how she came to be cured. (8:11-8:14 a.m.)

333. November 26 - Today. Jane Pauley interviewed Dr. Martha Friedman regarding her book, Overcoming Fear of Success. (7:44-7:49 a.m.)

334. November 26 - Quincy: "The Night Killer." A grief-stricken husband and wife attempt to reconcile the psychological pressures arising from the "crib death" of their twin son.

335. December 1 - Today. Dr. Art Ulene reviewed a taped report from California regarding a paraprofessional

counseling center. The report traced the activity of counselor Betty Greenberg at the "Southern California Counseling Center" to illustrate how the program works. (8:44-8:49 a.m.)

336. December 2 - Today. Jane Pauley interviewed Dr. Martin Lipp regarding his new book on why doctors, especially psychiatrists, commit suicide and are alcoholics and drug abusers at higher than the national average. (7:49-7:53 a.m.)

337. December 5 - NBC Magazine: "Not Guilty by Reason of War." Betsy Aaron reviewed tape of the new defense for Viet Nam vets who commit violent crimes. The syndrome is termed "Delayed Stress Syndrome." With the syndrome, latent fears cause vets to lose control years later.

338. December 15 - Today. Bryant Gumbel, live in Central Park, interviewed a doctor concerning "runaholics." (7:38-7:42 a.m.)

339. December 22 - Today. Dr. Art Ulene discussed treatment of phobias with behavior modification, therapy, and drugs. Several books were suggested. (8:44-8:48 a.m.)

Summary

In summary, the NBC Mental Health programming from 1975 to 1980 relied heavily on its morning news show, Today. The time allotted to these programs ran from as little as 2-3

minutes in duration to as long as 15-20 minutes, with the average running time of approximately 7 minutes. Oftentimes, a psychiatrist or psychologist would be interviewed in relation to his or her recently published book. Of lesser frequency, the health reporter, Dr. Art Ulene, would do a segment on a mental health subject.

The second most employed program for such broadcasting was the late evening talk show Tomorrow, which was hosted by Tom Snyder. This program aired after The Tonight Show Starring Johnny Carson and obtained a good share of the Nielsen ratings by being the most watched program at this time slot.

The format of the show was one of information gleaned from interviews with "experts." Therefore, the more innovative practices in the field of mental health were chosen for subject matter.

The most time allotted by any one show on NBC on the topic of mental health was executed by the Tomorrow show. The four consecutive evenings of August 30 through September 2 of 1976 were chosen for the broadcasting. The first two shows were filmed from a state mental hospital and the following two evenings were dedicated to the various treatments and therapies available for treatment for the mentally or emotionally ill.

The show on the National Broadcasting Company that had the third highest number of excerpts about the subject of

mental health was The Tonight Show Starring Johnny Carson, with 49 segments in all. Because this program is meant to be a talk show exclusively, the subject matter was not as comprehensive as the Tomorrow or Today programs. Interviews with psychologists Dr. Joyce Brothers and Dr. Wayne Dyer contributed heavily to the mental health programming of the Carson show.

Thirty-two "Television Series" shows aired on the subject of mental health. Oftentimes, however, the mentally ill were depicted as psychotic killers, or wrongdoers. The story plots almost always depicted the mentally ill in a negative light, such as one program portraying a patient with multiple personalities who terrorized his doctor (The Rockford Files, November 24, 1978, "The Black Mirror"). Only rarely would one of these series devote an episode with subject matter presented in a more realistic and informative manner. One Quincy show, "A Test for Living," concerned a child who had been inaccurately diagnosed as mentally retarded when he was instead autistic. The bulk of the program was spent explaining autism (Quincy, October 19, 1979, "A Test for Living").

The only series that attempted to deal almost solely with the topic of mental health was the America Alive! series, which ran for a brief period in 1978 (August through December). Art Linkletter was the host of the program, and different doctors who were experts in various areas of

mental illness appeared as the guests. The topics covered were childhood phobias, mother/daughter relationships, compulsive shopping, depression in women, midlife crisis in males, sleep disorders, and shyness.

There were nine television movies that covered mental health during this six-year period. Various mental health topics such as autism, schizophrenia, the consciousness-raising movement, and mental hospitals were used as the story line for these dramas. With some of the movies, once again mental illness was portrayed in overly dramatic and negative scenarios, such as the diabolical head nurse in the award-winning movie "One Flew Over the Cuckoo's Nest" and in the "Secret Night Caller" drama, where an obscene phone caller is shown seeking psychiatric help. The movie "Sybil" depicted a patient who was exhibiting schizophrenia and hiding from childhood brutality from her mother through escaping into multiple personalities.

Also of educational worth was the program titled "Son Rise, a Miracle of Love," which was a drama based on a true story about an autistic child who was eventually able to verbalize after concerted work and love from his parents.

There were six documentaries shown from 1975 to 1980 covering such topics as controversial treatment methods for mentally disturbed youths ("For the Child's Own Good"); hypnotism used by major league baseball players in an attempt to overcome various physical and mental blocks

("Major League Baseball: An Inside Look"); psychiatrists used by the state in attempt to get the death penalty for unsafe, criminally insane prisoners (NBC News Magazine); Viet Nam veterans who suffered from "delayed stress syndrome" and as a result commit violent crimes (NBC News Magazine, "Not Guilty by Reason of War"); running as a therapy mode ("Run, America"); and psychologists who tracked down runaway teenagers ("Operation: Runaway").

The aforementioned programs comprised the mental health programming for NBC from 1975 to 1980.

Table 1

NBC Nielsen Ratings for Selected Programs

Program	Date	AA Rating	Homes (000)	Share	Total	Women		Men		Teens	Children
						Total	18-49	Total	18-49		
NBC News Presents: "Of Women and Men"	1/9/75	16.2	11,100	26	1.78	.86	.52	.69	.39	.14	.09
NBC World Premiere Movie: "Secret Night Caller"	2/18/75	18.9	12,950	29	Data Not Available						
NBC Sunday Mystery Movie: "A Deadly State of Mind"	4/27/75	27.9	19,110	43	Data Not Available						
NBC Celebrates America: "The Pursuit of Happiness"	5/29/76	2.6	1,810	15	Data Not Available						
"The Search for Something Else"	6/22/76	8.9	6,190	17	Data Not Available						
The Big Event: "Sybil" - Part I	11/14/76	26.9	19,150	40	Data Not Available						
Monday Night at the Movies: "Sybil" - Part II	11/15/76	28.7	20,430	43	Data Not Available						
The Big Event: "Psychic Phenomena: Exploring the Unknown"	10/30/77	16.4	11,960	29	1.89	.78	.54	.76	.61	.22	.13
NBC Movie of the Week: "Who Is Harry Kellerman and Why Is He Saying Those Terrible Things About Me?"	4/12/78	6.7	4,880	12	1.80	.79	.56	.72	.52	.18	.11
Weekend: "The Lost Genius"	6/3/78	6.3	4,590	23	Data Not Available						
NBC Reports: "Escape from Madness"	6/28/78	9.3	6,780	19	Data Not Available						

Table 1 (cont.)

Program	Date	AA Rating	Homes (000)	Share	Total	Women		Men		Teens	Children
						Total	18-49	Total	18-49		
<u>NBC Reports:</u> "I Want It All Now"	7/20/78	12.5	9,110	23	1.54	.71	.40	.55	.35	.18	.10
<u>Monday Night at the Movies:</u> "Betrayal"	11/13/78	9.9	14,830	31	1.59	.94	.55	.46	.23	.13	.06
<u>The Big Event:</u> "One Flew Over the Cuckoo's Nest"	2/11/79	22.5	16,760	32	2.02	.88	.34	.84	.58	.16	.14
<u>Monday Night at the Movies:</u> "The Prisoner of Second Avenue"	4/16/79	15.3	11,400	25	1.83	.76	.40	.65	.0	.14	.28
<u>NBC Theatre:</u> "Son Rise, A Miracle of Love"	5/14/79	18.1	13,480	30	1.70	1.00	.59	.51	.30	.13	.06
<u>Tuesday Night at the Movies:</u> "Semi-Tough"	9/18/79	19.7	15,030	32	.84	.76	.60	.79	.61	.19	.10
<u>NBC Theatre:</u> "Death Penalty"	1/22/80	13.5	10,300	21	1.80	.84	.49	.74	.40	.19	.03
<u>NBC Reports:</u> "For the Child's Own Good"	2/28/80	9.0	6,870	15	1.57	.69	.36	.62	.38	.22	.04
<u>Prime Time Saturday:</u> (about traffic phobia)	6/7/80	10.8	8,240	22	Data Not Available						

CHAPTER IV

THE AMERICAN BROADCASTING COMPANY AND ITS MENTAL HEALTH PROGRAMMING (1975-1980)

The American Broadcasting Company (ABC) houses all of its past programming in its "press" and/or "public relations" departments at 1330 Avenue of the Americas, New York, New York. In the spring of 1982, when all of the following research and information was collated, the network had yet to separate any of its past programming by subject area or main topic of interest. ABC does, however, have extensive synopses of many of its past programs.

Most of the information contained in this chapter was compiled through the cooperation of Barbara Rockefeller, director of ABC's public relations department. "Mental health" program selection was based on key topics in ABC's program synopses, such as psychology, psychiatry, human relationships and emotions, mental illness, insanity, and preventive mental health.

Six program categories covered the research topic of "mental health." These programs included (a) evening movies, (b) documentaries, (c) after-school specials, (d) public affairs programs (one-minute reports), and (e) a smattering of different programs that we shall refer to as

"other programs." The most obvious program deletion by ABC's record-keeping Program and Public Relations Department was its popular morning talk show, Good Morning America. Program topics for this particular television program were not contained in the files, so, therefore, are not included in the ABC mental health programs listing.

Evening Movies

ABC's Sunday Night at the Movies broadcast 21 movies that could be termed as "mental health programming." The following are short synopses of the brief critiques obtained from program files.

The Nielsen ratings for these shows are located at the end of this synopsis section.

1. February 2, 1975 - Crazy Joe. The protagonist in this movie, Joe, was assumed insane until proven otherwise.

2. June 1, 1975 - My Father's House. This movie dealt with human necessities in comparison to business demands.

3. October 19, 1975 - They Shoot Horses Don't They? In this drama the movie's audience experiences the personal and psychological ramifications of what it means to be poor.

4. October 3, 1976 - The Way We Were. This movie dealt with how some people who, after marrying too young, oftentimes grow up, change, and grow apart.

5. October 17, 1976 - Having Babies. The audience saw the physical as well as the psychological aspects of

natural childbirth in this movie.

6. January 16, 1977 - Little Ladies of the Night. Teenage runaways, depicted as unloved in this movie, eventually turn to prostitution as a means to obtain love and attention.
7. February 27, 1977 - Survive. This drama exemplified the strength of spiritual persistence.
8. May 22, 1977 - Lucan. This movie portrayed a young man who was reared by wolves the first 10 years of his life.
9. June 19, 1977 - I Never Sang for My Father. This drama depicted a father and son who were unable to communicate with one another.
10. December 11, 1977 - It Happened One Christmas. This movie delivered the message that no life is without meaning.
11. May 14, 1978 - Leave Yesterday Behind. This story dramatizes the struggle of a college athlete who became paralyzed, but who learned to live and love again in spite of his handicap.
12. January 29, 1979 - Night Cries. This movie concerning a baby's death depicts the mother's disbelief and eventual acceptance of the reality.
13. May 20, 1979 - Love's Savage Fury. This story centers upon a woman and a civil war prisoner and the physical and emotional abuse they both endured.

14. November 11, 1979 - Love for Rent. This movie was about forced realizations of what small-town living had done to its inhabitants.

15. November 25, 1979 - When She Was Bad. This movie's subject was a mother who abused her child.

16. March 9, 1980 - Amber Waves. This drama depicted "rebirth of feelings" in its leading men and women.

17. March 30, 1980 - City in Fear. People who are already panic stricken in this movie are shown becoming even more fearful.

18. May 18, 1980 - Looking for Mr. Goodbar. This popular movie depicted a young woman's loneliness and what single life can be like for some.

19. September 14, 1980 - The Women's Room. A movie's depiction of a popular book about what it means to be a woman in today's world.

20. September 21, 1980 - Midnight Express. This movie was based on a true story about an American youth's imprisonment for drugs in Turkey and what he went through psychologically.

21. December 7, 1980 - Fighting Back. This movie's subject matter dealt with overcoming handicaps and the use of mind control in doing so.

Table 2ABC Sunday Nite Movie - Nielsen Ratings List

			<u>Ratings</u>	<u>Share</u>
1.	2/2/75	<u>Crazy Joe</u>	16.8	25
2.	6/1/75	<u>My Father's House</u>	14.7	27
3.	10/19/75	<u>They Shoot Horses Don't They?</u>	18.6	32
4.	10/3/76	<u>The Way We Were</u>	24.6	40
5.	10/17/76	<u>Having Babies</u>	24.8	36
6.	1/16/77	<u>Little Ladies of the Night</u>	36.9	53
7.	2/27/77	<u>Survive</u>	28.6	44
8.	5/22/77	<u>Lucan</u>	22.2	41
9.	12/11/77	<u>It Happened One Christmas</u>	27.4	42
10.	1/29/78	<u>Night Cries</u>	21.0	32
11.	5/14/78	<u>Leave Yesterday Behind</u>	17.6	29
12.	5/20/79	<u>Love's Savage Fury</u>	23.2	38
13.	11/11/79	<u>Love for Rent</u>	21.0	31
14.	11/25/79	<u>When She Was Bad</u>	14.8	21
15.	3/9/80	<u>Amber Waves</u>	19.1	30
16.	3/30/80	<u>City in Fear</u>	20.4	36
17.	5/18/80	<u>Looking for Mr. Goodbar</u>	19.5	33
18.	9/14/80	<u>The Women's Room</u>	28.2	45
19.	9/21/80	<u>Midnight Express</u>	21.0	35
20.	12/7/80	<u>Fighting Back</u>	24.6	37

During the six-year span between 1975 and 1980, ABC also ran movies on Friday evenings as well as Sunday nights. The following list is a compilation of those movies that could be termed "mental health" in subject matter. The author has also written short synopses of the brief explanations that were found in the ABC program files.

The Nielsen ratings for all of the following Friday Night Movie programs can also be found at the end of this synopsis section.

1. October 3, 1975 - The Night That Panicked America. This movie was based on true events from H. G. Wells's fictional radio broadcast titled "The War of the Worlds." It was about the psychology of mass panic.
2. November 21, 1975 - Murder on Flight 502. A maniacal murderer was the subject of this movie.
3. May 21, 1975 - You'll Like My Mother. A senile mother and her retarded daughter were the focus of interest in this movie.
4. August 6, 1975 - John and Mary. Fear of personal involvement was the theme of this compelling movie.
5. October 8, 1976 - The Great Houdini. Obsession with the occult was the theme of this evening's program.
6. November 5, 1976 - Nightmare in Badham County. This movie's focus was a woman's prison farm and all of its negative psychological aspects.
7. November 12, 1976 - The Boy in the Plastic Bubble.

This movie was about an adolescent young man who had an immunity deficiency and, as a result, had to live in a plastic "bubble" and "suit." The emotional ramifications of such a life are touched upon.

8. December 3, 1976 - Smash Up on Interstate 5. This movie dramatized how a disastrous car crash changed lives.

9. December 17, 1976 - Young Pioneer's Christmas. How grief and friendship were both handled in these olden times was the subject and focus of this show.

10. March 11, 1977 - Let's Scare Jessica to Death. This movie dramatized how a person suffered a mental breakdown and how her recovery was impaired.

11. April 8, 1977 - Bang the Drum Slowly. The psychology of death and dying was featured in this movie about a baseball player who who dying.

12. June 24, 1977 - Hands of the Ripper. This movie depicted the daughter of the famous mass murderer "Jack the Ripper" and how it appeared that she too had inherited or had been influenced by his aberrant behavior.

13. October 28, 1977 - Having Babies II. How various couples dealt with personal crisis was the subject of this movie.

14. November 11, 1977 - Intimate Strangers. Love and emotions are shown to be far stronger than just the sex act alone.

15. March 3, 1978 - Having Babies III. Emotional

crises are faced by various families and their doctors in this part of a three-part movie.

16. March 17, 1978 - Buster and Billie. A romance between two very dissimilar people is crushed in this movie, which concentrated on the uniqueness and nuances of both personalities.

17. April 21, 1978 - Secrets. An unhappily married person turned to others for emotional fulfillment in this movie.

18. April 28, 1978 - Play Misty for Me. A mentally ill woman fell in love with a disc jockey in this movie. Her aberrant behavior is the focal point here, as well as everything she does in trying to ruin his life.

19. May 5, 1978 - With This Ring. All the emotional crises of a wedding was the main subject of this movie.

20. October 13, 1978 - A Guide for the Married Woman. The subject matter in this featured movie was married women and their unhappiness.

21. October 27, 1978 - Obsession. This was a story that involved the emotional and psychological ramifications, as well as the underlying memories, of a man whose wife dies.

22. December 8, 1978 - The Gift of Love. Emotional love was deemed the best gift of all in this program.

23. December 15, 1978 - Long Journey Back. The subject of this movie was the psychological difficulty of

recuperation and life after a terrible accident.

24. January 19, 1979 - A Last Cry for Help. This TV movie was about a girl and her extreme loneliness.

25. March 16, 1979 - The Cracker Factory. An alcoholic woman entered a mental hospital for treatment in this movie starring Natalie Wood and Shelley Long.

26. March 30, 1979 - You Light Up My Life. This movie traced the emotional ramifications of a broken romance.

27. October 5, 1979 - Before and After. This movie's subject matter concerned the mental illness anorexia nervosa and how it was treated in this case.

28. January 25, 1979 - Mother and Daughter--The Loving War. The love/hate relationship between mothers and daughters was explored in this movie.

29. February 1, 1980 - An Unmarried Woman. The emotional/psychological ramifications of life for a woman after her husband left her was the subject covered in this movie.

30. November 28, 1980 - The Babysitter. People's needs and vulnerabilities were the focus in this last Friday evening movie of 1980.

Table 3ABC Friday Nite Movie - Nielsen Ratings List

			<u>Ratings</u>	<u>Share</u>
1.	10/31/75	<u>The Night That Panicked America</u>	21.1	38
2.	11/21/75	<u>Murder on Flight 502</u>	24.7	41
3.	5/21/75	<u>You'll Like My Mother</u>	13.7	26
4.	8/6/75	<u>John and Mary</u>	10.3	22
5.	10/8/76	<u>The Great Houdini</u>	21.4	37
6.	11/5/76	<u>Nightmare in Badham County</u>	25.3	42
7.	11/12/76	<u>The Boy in the Plastic Bubble</u>	24.5	41
8.	12/3/76	<u>Smash Up on Interstate 5</u>	27.3	45
9.	12/17/76	<u>Young Pioneer's Christmas</u>	18.2	32
10.	3/11/77	<u>Let's Scare Jessica to Death</u>	16.0	28
11.	4/8/77	<u>Bang the Drum Slowly</u>	16.7	31
12.	6/24/77	<u>Hands of the Ripper</u>	12.0	24*
13.	10/28/77	<u>Having Babies II</u>	19.2	33
14.	11/11/77	<u>Intimate Strangers</u>	24.5	42
15.	3/3/78	<u>Having Babies III</u>	16.4	27
16.	3/17/78	<u>Buster and Billie</u>	13.9	24
17.	4/21/78	<u>Secrets</u>	13.4	24
18.	4/28/78	<u>Play Misty for Me</u>	13.3	24
19.	5/5/78	<u>With This Ring</u>	18.8	33
20.	10/13/78	<u>A Guide for the Married Woman</u>	15.5	25
21.	10/27/78	<u>Obsession</u>	13.7	25
22.	12/8/78	<u>The Gift of Love</u>	18.6	31
23.	12/15/78	<u>Long Journey Back</u>	21.1	37
24.	1/19/79	<u>A Last Cry for Help</u>	21.1	34

Documentaries

ABC programming also included a weekly documentary-type series titled ABC News Closeup. The weekly programs were subtitled with the title of the specific special for that week (for example, "Madness and Medicine"). These documentaries were usually aired every Thursday evening from 10:00 until 11:00 p.m.; Eastern Daylight Time.

The first of these weekly programs, which had "mental health" as its subject matter, aired Thursday, December 16, 1976. The show was titled "Divorce: For Better or for Worse."

In making the announcement about the program to the press, Marlene Sanders, ABC News Vice President and Director of Television Documentaries at the time, commented:

One out of three marriages are breaking up each year in the United States. When the couples involved look for help, either to hold their marriage together or to divorce as painlessly as possible, they are often victimized. Our report examines the growing abuses in the field of marriage and sex counseling. We will also show the need, through actual cases, for legal reforms to lessen the financial and emotional toll. The impact is widespread: An estimated 20 million Americans were directly affected by divorce over the last decade. (ABC News Press Relations File, November 23, 1976).

James Benjamin was the producer-writer of this documentary special. He also explained to the press that at the time of the filming, there were no state or federal laws regulating sex therapists. In 57 cities surveyed that year, the Family Service Association of America found that half of the three to five thousand sex therapists were frauds. Also

shown on the program and through the research for it, is that only six states required marriage counselors to be licensed (ABC, 1976).

The next ABC News Closeup that did an extensive job of examining mental health was the program "Madness and Medicine," which aired Thursday, May 26, 1977. The "press relations" division released the following explanation of the documentary and the relevant research which was released on the program:

Ten million Americans have spent time in a mental institution where life is a grim web of loneliness, despair and isolation. For the 200,000 currently in the nation's 495 mental institutions, treatment and possible recovery are mired in a mass of contradiction; psychiatrists can't agree on what mental illness is, let alone how to treat it. ABC News will examine three key modes of treatment of the mentally ill: drugs, electric shock and psychosurgery [on this special].

The medical profession, though not thoroughly knowledgeable about the brain and human behavior, has been prescribing powerful drugs, electric shock treatments and psychosurgery to help alleviate the symptoms of mental illness. Some say that psychiatry should not be a branch of medicine. Dr. Peter Breggin, a psychiatrist in Washington, D.C., says: "Mental illness is a myth, a fraud, a bad metaphor, an excuse, a rationalization; it's a religious viewpoint held by psychiatry which says that human troubles are somehow medical in origin and medical in solution. Now, just how poverty, unemployment, unhappiness, fights between husbands and wives, beatings of children, anxiety, alienation, relate to medicine and illness is never stated."

Many psychiatrists disagree. Dr. Seymour Kety, a psychobiologist and prominent researcher, is one of them: "It is my belief, which I think I can justify, that in schizophrenia and the affective disorders, there is quite compelling evidence that defects in the . . . brain do exist."

"ABC News Closeup: Madness and Medicine" will

focus on moral and ethical aspects of drug treatment, in which the side effects are often serious and sometimes deadly; electric shock, in which the most consistent complaint is loss of memory; and psychosurgery, today's answer to the frontal lobotomy of the 1930s.

According to Phil Lewis, producer of the special telecast, "The program will explore how these modes of modifying anti-social behavior, how prevalent they are, who is for them, who is against them, how valid the research is, and how we must balance society's needs against the individual's rights, not only his civil rights but his right to reasonable medical and mental care if he can't provide it for himself."

"The mental health system really plays a role of social control in society," [states] a former mental patient [on the program]. "It is not really for treatment. It is not to help people who are supposedly sick. Instead, what we really do in this society is lock people up who act in ways that we don't understand." (ABC News Press Relations File, May 5, 1977)

The next documentary related to mental health also occurred in 1977 on Thursday, October 27. It was titled "Teenage Turn-On: Drinking and Drugs." The following ABC press relations department synopsis has been edited by the author where indicated:

This documentary investigated the widespread problem of drinking and drug abuse among today's teenagers. . . .

ABC News Correspondent Tom Jarriel was the host of the special, which was produced, written and directed by Tom Bywaters. . . . [Also to be noted,] the program had been recommended for viewing by the National Education Association and McGraw-Hill was hired to distribute it later to nontheatrical, educational markets.

A portion of this program was filmed at the adolescent drug treatment center at St. Mary's Hospital in Minneapolis, where young people suffering from severe alcohol addiction were sent by their parents or authorities. Patients are shown undergoing painful detoxification treatments, followed by weeks of counseling and therapy. . . .

Christine Yapuncich, drug unit coordinator at St. Mary's, explained that "the patient develops a very sophisticated system of defenses so that he doesn't realize he is really developing a relationship with chemicals that becomes more important to him than anything else in his life."

Also visited on the program is the New Connections Halfway House in St. Paul, Minnesota, where teenagers who have left St. Mary's slowly prepare to rejoin their families. Here the young people described how and why they began using drugs and alcohol, and discussed their private fears for the future.

Also visited was the inner-city "John Muir Junior High School" in Los Angeles and a typical small American town (Bethel, Connecticut) to illustrate that alcohol and drug addiction cuts across all social and economic lines. . . .

The documentary concluded with a test which was intended to help parents determine if their child had a drinking and drug problem. (ABC News Press Relations File, October 5, 1977).

The thrust of this Closeup was different from the other documentaries examined here in that it is told through the adolescents themselves (aged 12-18), rather than an expert, who merely sits and tells the audience the facts (i.e., "the talking head approach"). From the test audiences questioned, this approach was more helpful in developing more care and concern for the subjects than a strictly didactic or intellectual approach (ABC, 1977).

On Tuesday, July 10, 1979, ABC aired its shocking documentary, "Mission: Mind Control."

ABC's press relations department released the following synopsis (here edited by the author) of what the show uncovered for the viewer:

Thirty years ago, Stanley Lovell of the OSS, the forerunner of the CIA, was known as "Dr. Moriarty" after the fiendish professor who plagued Sherlock Holmes. Lovell was the sort of man who described his job as a way "to stimulate the 'Peck's Bad Boy' beneath the surface of every American scientist . . . to say to him, 'Throw out all your normal, law-abiding concepts out the window. Here's a chance to raise . . . hell.'"

It was in an atmosphere like this, that the U.S. intelligence community began a generation-long search for mind control. . . .

Among those who agreed to discuss the subject for the record for the first time are former officials and consultants to the CIA and other U.S. intelligence agencies involved in mind control research and the unwitting victims of that research, who describe their "treatment" and its lingering consequences.

Describing one mind control program, that was CIA-financed, Producer-Correspondent Paul Altmyer notes, "This CIA experimentation comes closer to an American attempt at brainwashing than anything else revealed to date. . . ."

The officials interviewed acknowledge that extensive illicit experimentation with LSD and other drugs was conducted in hospitals and prisons initially, but that ultimately, the experimenters took to the streets for their subjects. "Mission: Mind Control" explores two cases that resulted in death. . . .

The report also examines what has been done to guarantee that these activities will not recur.

During its research, ABC News obtained 5,000 previously classified Army documents on the much-publicized death of tennis pro Harold Blauer, who was given mescaline on at least four occasions by the Army Chemical Corps. These documents shed much new light on the Blauer case and on other Army activities. . . .

John Marks, author of the recently published book, "The Search for the Manchurian Candidate: The CIA and Mind Control," was a consultant for this documentary. (ABC News, Press Relations File, June 26, 1979)

The reactions to this particular program were mainly a hostility toward the government for such inhuman experiments

rather than an interest as to what effect such drug therapy has on the human mind. It seemed to add to the paranoia about the "Big Brother" influence in the United States, for many calls and letters were received on this matter (ABC, 1979).

ABC had only four documentaries during the time period of 1975-1980 that dealt with mental health. However, the ABC News Closeup series was at that time the most watched documentary programming on U.S. television and it also had won every major award in broadcast journalism. By the 1979-1980 season it was in its eighth year of broadcasting. The program "Mission: Mind Control" won the National Academy of Television Arts and Sciences Emmy Awards (ABC Public Relations File, overview--79-80).

After-School Specials

The third category in which mental health topics were covered in the ABC programming were the ABC Afterschool Specials.

When our research begins, in 1975, the series was returning for its fourth season with several new presentations as well as rerun showings of a number of the preceding season's more highly acclaimed shows. The hour-long entertainment specials for children were telecast on Wednesdays from 4:30 to 5:30 p.m., Eastern Daylight Time.

The special had consistently dealt with themes that encouraged children to understand more about themselves and

others, and the problems of living in today's world (ABC Program Information, Press Relations File, Afterschool Specials, 1975).

From 1975 to 1980 there were 21 Afterschool Specials that dealt with mental health. Some of the programs were more subtle in subject matter than others, but most were concerned with the formation in young people of good mental health.

The following is a compilation of these programs, presented in chronological order, with a short synopsis of each from the various research files at ABC. The author has edited some excerpts to improve clarity and length.

1. October 8, 1975 (original air date) - "It Must Be Love ('Cause I Feel So Dumb!)." This special was about a young adolescent boy named Erik, who had to learn through a most depressing experience of the accidental death of his dog. Through this occurrence he discovered the value of "true friendship" after a disappointing brush with "puppy love." He realized from this also that appearances can be deceiving and that one must look beyond the surface to find the true character and worth of one's peers. "It Must Be Love" was written, directed, and co-produced by Arthur Barron (ABC Program Information, Press Relations File, Rerun Summary, December 15, 1976).

2. November 19, 1975 - "The Shaman's Last Raid." This story was about Apache youngsters who were struggling

with their self-images and negative feelings about their heritage when they were able to help their community by leading a successful "raid" because of the past training of their ancestors (ABC Program Information, Press Relations, Overview File; ABC Afterschool Specials, 1975).

3. February 4, 1976 - "The Amazing Cosmic Awareness of Duffy Moon." During this program, we witnessed a youngster eventually attaining a feeling of self-worth after overcoming many negative feelings about himself (ABC, Overview File, 1975).

4. October 6, 1976 - "Francesca, Baby." This season premiere was a poignant story of a 15-year-old girl attempting to cope with the problems created by her mother's alcoholism. As the condition of her mother deteriorated, the young girl assumed more and more responsibilities as head of the household, caring for her 10-year-old sister in the absence of her traveling father. We saw how Francesca eventually discovered hope from "Alateen," an organization designed to aid teenagers from families with alcoholic problems.

"Francesca, Baby" was produced by Martin Tahse, whose firm, Martin Tahse Productions, was responsible for other outstanding "Afterschool Specials" (ABC Premiere, Press Relations File, September 7, 1976).

5. December 15, 1976 - "Me and Dad's New Wife." This presentation was about a 12-year-old girl who learned to

cope with the remarriage of her divorced father. What added to her depression and embarrassment over her parents' divorce was that when she entered junior high school, she discovered that her math teacher was the woman her father married during the summer. The audience followed her progress in reconciliation.

Emmy Award-winning producer Danny Wilson was the producer and Larry Elikann was the director of the episode. The writers were Pat Nardo and Gloria Banta (ABC Program Information, Press Relations File, December 6, 1976).

6. April 6, 1977 - "Very Good Friends." In this special, a 13-year-old girl was faced with coping with the anger and depression she experienced over the sudden accidental death of her 11-year-old sister and best friend. The support and understanding she received from friends and family members eventually help her put her feelings into perspective (ABC Program Information, Press Relations File, March 22, 1977).

7. March 8, 1978 - "It Isn't Easy Being a Teenage Millionaire." A young adolescent had to learn the difficult lesson of what true friendship is, compared to the friendships that are accrued by merely monetary means (ABC Program Information, Press Relations File, 1978).

8. December 6, 1978 - "Mom and Dad Can't Hear Me." This story was about the difficulties a young person had to face because his parents were both handicapped by deafness.

Coping with others' attitudes, peer pressures, and a family's handicap are all examined (ABC Program Information, Press Relations File, ABC Afterschool Special, 1978).

9. February 14, 1979 - "Make Believe Marriage." This program was about a true high school "Modern Marriage Course" in which ten high school seniors "got married." They experienced many of the psychological implications of "coupling" (ABC Program Information, Press Relations File, Overview File, ABC Afterschool Special, 1979).

10. March 7, 1979 - "The Terrible Secret." The subject of this special was guilt: how it came into being, what transpired because of it, and how the protagonist eventually came to terms with and coped with it (ABC Program Information, Press Relations File, Overview File, ABC Afterschool Special, 1979).

11. May 9, 1979 - "The Seven Wishes of a Rich Kid." In this special the loneliness and confusion of a young person are examined. Trust is difficult to obtain and how the protagonist reached this point with his friends is pinpointed (ABC Program Information, Press Relations File, ABC Afterschool Special, 1979).

12. September 26, 1979 - "Which Mother Is Mine." In this season premiere, the psychological attachments of both the natural mother and the adoptive mother were examined. The confusion of the child in determining which mother to attach his allegiance was also a theme of this program (ABC

Program Information, Press Relations File, ABC Afternoon Special, 1979).

13. November 14, 1979 - "The Late Great Me: Story of a Teenage Alcoholic." This program won a total of five Emmys and also received a Christopher Award and a Golden Gate Award in the San Francisco Film Festival.

The central character of this program was a 15-year-old girl, and her story detailed all the painful signs along the road of alcoholic behavior, signs that the sufferer could not see. As Marilyn Olin, vice president of "Children's Programs" for ABC, put it in her press release:

It is not a story of weakness or failure, however: alcoholism is a disease, not a crime or a personal flaw, and an understanding adult (here a teacher who is also an alcoholic) was there to show Geri that the disease can be controlled, and most importantly, that she was worth saving. The movie depicted, unfortunately, that it is only after a near tragedy that Geri realized that the insecurities that led her to drink must be dealt with directly, because they could only grow under the influence of alcohol.

Tony Loner directed this program and the Teenage Rehabilitation Center and Alcoholics Anonymous were the technical consultants (ABC Program Information, Public Relations File, November 10, 1982).

15. February 13, 1980 - "Heartbreak Winner." A young adolescent girl must learn to cope with her depression and great disappointment when her dreams of qualifying for the Olympics as a figure skater were shattered when she became afflicted with juvenile arthritis (ABC Program Information,

Press Relations File, Overview File, ABC Afterschool Special, 1980).

16. March 5, 1980 - "Where Do Teenagers Come From." This program was about all the difficulties and the hurdles of adolescence as well as how they were dealt with (ABC Program Information, Press Relations File, Overview File, ABC Afterschool Special, 1980).

17. March 19, 1980 - "What Are Friends For?" Eternal friendship vows can be as changeable as some marriages. How experiences and time change people are examined in this program (ABC Program Information, Press Relations File, Overview File, ABC Afterschool Special, 1980).

18. September 24, 1980 - "Family of Strangers." In this special, a shy and sensitive girl felt her world was crumbling when she was expected to call her embarrassingly boisterous stepfather "Dad" and love his not-so-friendly daughters as though they were her sisters when her mother remarried. How she dealt with her feelings and this situation was examined (For Your Information, ABC Public Relations, September 16, 1980).

19. October 19, 1980 - "Schoolboy Father." This story pointed to the psychological difficulties a 16-year-old boy encountered when his fantasy of rearing his baby by himself demanded more than he anticipated. As Marilyn Olin, vice president of ABC's Children's Programs, put it:

Many teenagers have a fantasy that having a baby gives you something to love and to be loved by, without

fear of rejection--ignoring the reality that a child cannot take care of a child and sixteen is not the age for that kind of responsibility.

The teleplay was directed by Arthur Allan Seidelman and was produced by Martin Tahse Productions (ABC Program Information, Public Relations, September 30, 1980).

20. October 29, 1980 - "The Gymnast." This story was about a 16-year-old girl named Ginny Colser and her dramatic search for self-confidence. It was also about learning to live with competition and recognizing the victory of pursuing one's own best effort on one's own terms. Ginny's fear was first exhibited by her running away from it, but eventually, through counseling, she regained her confidence and became a world-class competitive gymnast.

Bob Johnson was the producer of this special and Larry Elikann was the director (ABC Program Information, Public Relations, October 14, 1980).

21. November 12, 1980 - "Stoned." John Herzfeld, the screenwriter who wrote this special, did months of research in a cross-section of the high schools of the United States. He focused on the drug abuse by teenagers and attempted to show how it evolves through peer pressure. He also espoused logical reasons to quit, as well as the psychologically damaging effects it has on one's intellectual capacity and one's self-concept (ABC Feature, Public Relations, October 28, 1980).

The ABC Afterschool Specials garnered an impressive

number of honors in the eight seasons that they had been on the ABC Television Network, including the Peabody, the Emmy, the Ohio State Award, the Christopher Award, plus two awards from Action for Children's Television (ACT) and a special honor at the Prix Jeunesse World's Children's Television competition in Munich.

Even though much of the programming perhaps is not about "mental illness" per se, it has, perhaps even more importantly, been about mental health. The programs have been structured so as to encourage the children to have better insight into themselves and others. They have also been intended to stress self-confidence as well as coping techniques. The depiction of young people seeking professional counseling as the most helpful option in many situations was also one of the major themes of this series.

Overall, the ABC Afterschool Specials, in this time period, have done a reputable job of portraying mental health and mental illness in a way that young adolescents understand and from which they can learn.

Public Affairs Programs

ABC also had a program category termed "Public Affairs Programming." The recording of this series began in July 1975, and ran through December 1977.

Public Affairs Programming usually has a plethora of mental health programs. However, in this grouping, just the opposite was the case. In 1975 from July through December

there were 21 airings of what the network termed as "Public Affairs Programming." Only one of these programs could be termed "mental health" in nature and this was a Wild World Special titled "Rape: The Unspeakable Crime." It aired Tuesday, May 11, from 11:30 p.m. to 1:00 a.m. and was hosted by David Frost. The format of the program was first interviewing many authorities "in the field," augmented by special film reports of rapists undergoing prison therapy and counseling (ABC Public Affairs Programming, General File, 1975).

The year 1976 yielded only one entry out of the 46 Public Affairs Programming entries. The title was ABC News Closeup, "Divorce: For Better or for Worse." It aired Thursday, December 16, 1976, from 10:00 to 11:00 p.m. This show focused on actual case histories and showed why there is a desperate need for legal reform, such as stricter regulations of counselors and therapists, along with greater public awareness regarding the financial and especially the emotional problems facing divorcing persons (ABC Public Affairs Programming, General File, 1976).

Also, 1977, as well as 1976 and 1975 (both previously mentioned), had only one contribution to lend to the "mental health" category out of its "Public Affairs Programming" file. Nineteen such "public affairs" shows were telecast that year, and on Thursday, October 27, 1977, the ABC News Closeup titled "Teenage Turn-On: Drinking and Drugs," which

aired from 10:00 to 11:00 p.m., was the one show that projected a mental health slant.

This special took a look at the massive and mostly ignored problems of teenage drinking and drug abuse. It included a film of the encounter sessions in which these young people were helped to overcome their chemical dependencies (ABC Public Affairs Programming, General File, 1977).

One-Minute Reports

Beginning at the end of the year in 1979, ABC began a series of program "spots" (less than one minute in length), which were titled FYI (an abbreviation for "For Your Information"). The program spots were presented each week by Hal Linden along with repeat airings of existing spots on a regular schedule three times every afternoon, Monday through Friday. The short informational programs focused on such subjects as health, interpersonal relationships, sexuality, family, child-rearing, new careers, and how to save money. The spots aired weekdays following such shows as Ryan's Hope (12:58 p.m., EST), One Life to Live (2:58 p.m., EST), and General Hospital (3:58 p.m., EST).

FYI was a production of the ABC Entertainment Division and was produced by Donna Kroyt Brandt. It was directed by Mike Gargiulo, and written by Betty Cornfield, May Ann Donahue, and their staff (ABC Program Info, Public

Relations, FYI General File, 1979).

The following are the FYI programs that were aired beginning on December 29, 1979, and ran through December of 1980 and had mental health as the subject orientation:

1. December 29, 1979 - "Pet Therapy." This program pointed out that pets can aid people in recovering from serious illnesses (especially heart attacks). The "therapy" was labeled "good" in that it diverts the patient's attentions from himself (ABC Program Info, Public Relations, Next Week on "FYI," December 23, 1980).

2. January 5, 1980 - "Dyslexia." This program stated that if one's child reverses letters when reading or writing and confuses such words as "saw" for "was," or if he has trouble distinguishing between squares and circles, he may have a learning disorder known as "dyslexia," which affects some 12 million children. It went on to say that he should be treated and get the help he needs to overcome the problem right in the classroom, under a new, free federal program (ABC Program Info, Public Relations, Next Week on "FYI," December 31, 1980).

3. January 21, 1980 - "Sex and Headaches." The real meaning behind what a woman is saying when she says, "Not tonight, dear, I have a headache" was discussed on this spot (ABC Program Info, Public Relations, Next Week on "FYI," January 15, 1980).

4. February 4, 1980 - "Sex Is Play, Not Work." The

plethora of sex surveys appear to be having negative and dangerous results on the population reading them. The healthy way to approach sexual activity was discussed (ABC Program Info, Public Relations, Next Week on "FYI," January 30, 1980).

5. February 18, 1980 - "Be Wacky, Relieve Stress." The play children engage in can be as good for adults (reinterpreted in their own manner) in relieving stress and anxiety (ABC Program Info, Public Relations, Next Week on "FYI," February 11, 1980).

6. February 25, 1980 - "Crying Is Good for You." This program pointed out how relieving a crying bout can be. Crying aids in releasing pent-up emotions and was noted to be a good elixir (ABC Program Info, Public Relations, Next Week on "FYI," February 14, 1980).

7. February 29, 1980 - "Sex and the Single Parent." This show discussed how to go about having an active social life without emotionally upsetting one's child (ABC Program Info, Public Relations, Next Week on "FYI," February 14, 1980).

8. March 10, 1980 - "Parental Discipline." We were informed on this segment that teenagers may complain, but they appreciate and are happy to have guidelines when parents set up rules for them to follow (ABC Program Info, Public Relations, Next Week on "FYI," March 3, 1980).

9. April 8, 1980 - "Exercise Alleviates Depression."

We are told how science has discovered that exercise can make one physically fit and can aid emotionally as well (ABC Program Info, Public Relations, Next Week on "FYI," April 3, 1980).

10. May 12, 1980 - "Single Parents." This program reported that studies show successful single parents think positively and give their children a sense of well-being. Participation in family responsibilities also adds to such feelings (ABC Program Info, Public Relations, Next Week on "FYI," May 8, 1980).

11. May 20, 1980 - "Step Parenting." Step parents are warned in this segment not to get too impatient with their step children because there is "no such thing as instant love." Studies show that it takes at least a year and a half for children to accept their new parents (ABC Program Info, Public Relations, Next Week on "FYI," May 15, 1980).

12. May 26, 1980 - "Twelve-Year-Old Girls and Self-Esteem." This segment reported that 12-year-old girls need more emotional support and help than 12-year-old boys. Being on the brink of puberty and beginning junior high school, all put added pressures on these young ladies (ABC Program Info, Public Relations, Next Week on "FYI," May 22, 1980).

13. June 13, 1980 - "Coping with Parents." The suggestion presented here from the "experts" for teenagers

wondering how to handle their parents is a common-sensical one. That is, treat your parents the way you would like them to treat you (ABC Program Info, Public Relations, Next Week on "FYI," June 5, 1980).

14. June 25, 1980 - "Successful Aging." A survey among people aged 75 and over who felt they had aged "successfully" found the combination of laughter and a happy social life to be the clue (ABC Program Info, Public Relations, Next Week on "FYI," June 19, 1980).

15. August 1, 1980 - "Children's Misbehavior." This show revealed the information from a new study that shows that when your child misbehaves, you should show how angry you really are at his behavior. The anger in your voice will impress on him the importance of what you are saying (ABC Program Info, Public Relations, Next Week on "FYI," July 24, 1980).

16. August 4, 1980 - "Math Anxiety." "Math anxiety" (phobia) clinics now exist for those who have such fears of math. Teenage girls are usually the population that is the hardest hit when it comes to math studies (ABC Program Info, Public Relations, Next Week on "FYI," July 31, 1980).

17. August 27, 1980 - "Goal Setting for Teenagers." It has been discovered that teenagers can obtain more from themselves, both personally and academically, if they set and form their own goals (ABC Program Info, Public Relations, Next Week on "FYI," August 20, 1980).

18. September 10, 1980 - "Mending a Broken Heart."

The research says, so this program reported, that when one is trying to get over a broken heart, time should be taken for time is needed to restore the body's biochemical balance and to reevaluate why one's former relationship ended (ABC Program Info, Public Relations, Next Week on "FYI," September 4, 1980).

19. September 15, 1980 - "Hugging." This program

stated that psychologists report that hugging helps to make adults, as well as children, more friendly, more secure about themselves, and more effective at their work (ABC Program Info, Public Relations, Next Week on "FYI," September 10, 1980).

20. September 23, 1980 - "Leaving Your Child with a

Babysitter." A word was presented here about child psychology, and an aspect of it that will help your child trust you better: introduce your child to the babysitter and say a cheerful goodbye. It is not healthy for your child for you to sneak off. This could generate fear and a loss of trusts (ABC Program Info, Public Relations, Next Week on "FYI," September 16, 1980).

21. September 30, 1980 - "Imaginary Playmate." This

segment revealed that psychologists used to think young children with imaginary companions were "removed from reality." However, a new study has shown that preschoolers with imaginary playmates are highly intelligent, cooperative, and

verbally superior (ABC Program Info, Public Relations, Next Week on "FYI," September 25, 1980).

22. October 17, 1980 - "Music and Mood Change." It was reported here that one can eventually change one's mood to match that of the music being listened to. Begin by listening to music that fits your present mood and gradually change to music that suits the mood you seek to achieve (ABC Program Info, Public Relations, Next Week on "FYI," October 8, 1980).

23. October 20, 1980 - "Hospitalizing Children." A child can be well prepared psychologically for surgery or hospitalization by a few preparations beforehand, this program showed. First, give him a tour of the hospital, and then explain what lies ahead. Try to choose a hospital that will allow the parent(s) to sleep in their child's room (ABC Program Info, Public Relations, Next Week on "FYI," October 16, 1980).

24. October 31, 1980 - "Daydreaming." The reporter stated here that many psychologists believe daydreaming to be helpful as a relaxing diversion that can help adults, as well as children, solve problems and develop creativity (ABC Program Info, Public Relations, Next Week on "FYI," October 23, 1980).

25. November 4, 1980 - "Male Impotence." This reported study revealed that as many as one-third of the males whose impotence had been attributed to psychological

problems were instead suffering from hormonal disorders. After medical treatment, 90% regained potency (ABC Program Info, Public Relations, Next Week on "FYI," October 30, 1980).

26. November 7, 1980 - "Teens and Unemployed Parents." This report informed teenagers how they could assist their parents if their mother or father happened to be one of the millions of people who were presently out of work. Communication was suggested as the means to relieve the stress, tension, and worry such a situation breeds (ABC Program Info, Public Relations, Next Week on "FYI," October 30, 1980).

27. November 27, 1980 - "Raising a Good Playmate." One of the keys, it was reported, for helping a child to be a fair playmate now and a happier and better adjusted adult later, is to teach him to share, to take turns, and to help others (ABC Program Info, Public Relations, Next Week on "FYI," November 13, 1980).

28. November 25, 1980 - "Spoiling Your Baby." On this program, child specialists were said to agree on a philosophy that suggested that until the age of one, it is not possible to spoil a child. In fact, too little attention can hurt your baby--not too much (ABC Program Info, Public Relations, Next Week on "FYI," November 19, 1980).

29. December 2, 1980 - "Talking to Your Son." Researchers have discovered a surprising finding. That is,

teenage boys would rather talk to their mothers, not their fathers, about girls, dating, and sex and receive advice from their mothers' experiences as teenage girls (ABC Program Info, Public Relations, Next Week on "FYI," November 26, 1980).

30. December 24, 1980 - "Toys." It was reported on this segment that psychologists say the best toys allow children to play "let's pretend." They can be playthings like blocks or empty boxes that can serve as supermarkets, or clothes-pins that can become football players. When it comes to toys for your children, reach into your imagination, not necessarily your wallet (ABC Program Info, Public Relations, Next Week on "FYI," December 16, 1980).

This last excerpt concluded the programming that had mental health subject matter as the main topic. Thirty of these programs were aired from the end of 1975, when FYI was first shown, to the end of 1980, which is the end of the research period.

The following two scripts are examples of mental health programming for this series. They are on file, and were intended to be used for future programming (i.e., after December 1980).

TITLE: DIVORCE AND KIDS

Maybe you've seen the cartoon ... One little kid asks another little kid, "Are you divorced, too?" A fair answer might well be, "Yes, and it sure beats living with two

parents constantly at war." The fact is, divorce does not necessarily turn children into basket cases. Actually, constant marital strife is more likely to injure kids emotionally. Experts now agree that society should lay off single-parent families and give them time to cope. With a chance to adjust, most of these families seem to do just fine.

TITLE: THE EMPTY NEST

Fathers ... don't wait till the kids are off to college or a life of their own to wish you'd spent more time with them. For your information ... research shows that it's Dad ... not Mother ... who has trouble adjusting when the nest is empty and the children are gone. For many fathers, it's a time for deep regret. Include your kids now in your leisure activity. Take an involved interest in their schoolwork and friends. They won't be at home ... why not enjoy them while they are?

For Your Information was honored with certificates of recognition from the American Council for Better Broadcasts and at this time (the fall of 1980), they were also awarded funding monies to research and develop a curriculum for youngsters in grades 3-5. This was a \$100,000 research grant, in which the Drs. Singer, codirectors of the Yale Family Television Research and Consultation Center,

developed the special curriculum, which included a series of videotapes titled "Getting the Most Out of T.V.," plus lesson plans for teachers, as well as student workbooks and guidebooks.

Other Programs

After the initial grant was awarded, a follow-up grant of an additional \$50,000 was also donated, to develop a similar curriculum, but this time for youngsters in kindergarten through grade 2 (ABC AWARDS, Corporate Relations, For Your Information, General File, October 27, 1980).

The final grouping of programs that dealt with the subject matter being examined included a few different shows that have been placed together under the heading of "Other Programming." These shows appeared on Directions, 20/20, and one ABC "Special."

The theme of ABC's Directions (a show that began January of 1978 and was examined for this research through December of 1980) dealt with a series of continuing changes that affect and influence today's religious and ethical thoughts. The programs ranged from discussions with the world's top theologians and cultural leaders, to documentaries dealing with the involvement of major faiths in contemporary social problems along with the examination of various forms of worship.

The show aired weekly on Sundays from 12:30 to 1:00

p.m. (Directions, ABC General File, January-June 1978).

1. The first program from the Directions series that could be termed "mental health" in nature was "Choose Life: A Conversation with Morris Abram," which aired January 15, 1978. This story was about attorney Morris B. Abram, one of the country's leading human rights advocates, who shared with the audience the experiences of his four-and-a-half-year battle against cancer. He explored his deepest spiritual and emotional responses to the effects of the illness (Directions, ABC General File,, January-June 1978).

2. The next applicable program aired on July 17, 1978, and was titled "A Cry of Pain." This show focused on the need to counsel both the abused child and the abusive parents (Directions, ABC General File, July-December 1978).

3. The third program of consideration was "Children of the Holocaust," which appeared on July 27, 1980. Guests: Helen Epstein, author; Dr. Bruno Bettelheim, psychologist; and Elie Wiesel, chairman of President Carter's Commission on the Holocaust. They discussed the psychological and emotional problems encountered by the children of parents who survived the Nazi concentration camps (Directions, ABC General File, July-December 1980).

4. The program "The Retarded: Picket Fence or Iron Gate," shown August 31, 1980, centered on the controversy over the proper care of the retarded, with a discussion of the best place for an emotionally healthy person. The pros

and cons of large institutions and the aspects of small facilities in local neighborhoods were considered (Directions, ABC General File, July-December 1980).

5. The program "The Space Between Us: The Family in Transition" was the fifth and last of the Directions series that was applicable to this research. The show, which aired on December 14, 1980, depicted the Cohen family of Berkeley, California, remaining together throughout difficult inflationary times. How family cohesion and equilibrium is maintained during such trying times was discussed. Rabbi David Teitelbaum and Phil Cushman, a family therapist, also discussed how families were changing and coping with today's problems (Directions, ABC General File, July-December 1980).

ABC's program 20/20 generated a news magazine format continuing throughout the season in 1980. It included a weekly program of investigative reports, personality profiles, and feature stories. Each broadcast edition was hosted by Hugh Downs, and comprised story segments that, as the ABC News and Public Relations Department put it, "had immediate and wide-ranging impact and interest in the American newsmagazine tradition." The program aired Thursdays from 10:00 to 11:00 p.m., Eastern Daylight Time (ABC News, Public Relations, 20/20 File, 1980-81 season).

1. The first 20/20 edition applicable to the research was a Monday special in which Barbara Walters reported on the troublesome interpersonal relationships that some U.S.

presidents have had with their brothers. The air date was August 11, 1980 (ABC News, 20/20 General File, July-December 1980).

2. October 30, 1980. 20/20 reporter Geraldo Rivera reported on a controversial self-awareness program called "Lifespring," which was supposed to help people with their emotional and psychological problems, but was alleged to have contributed to the injuries and deaths of a number of participants through its use of mind-altering techniques (ABC News, 20/20 General File, July-December 1980).

3. November 6, 1980. On this segment of 20/20, Geraldo Rivera continued his examination of the "Lifespring" courses and how the nation's military, government, and law enforcement communities had also used their program (ABC News, 20/20 General File, July-December 1980).

4. November 13, 1980. Steve Fox reported on the use of hypnosis as a self-help and medical tool on this last applicable episode of 20/20 (ABC News, 20/20 General File, July-December 1980).

The final program in the diverse group of "other programs" that had a mental health theme was the ABC News Television Special titled "The Fragile Mind." This program appeared in February of 1975. It spotlighted five representative cases of "nervous breakdown" in which the individuals and their families had been aided to the road of recovery by appropriate professional help. This program also was given

a "Christopher Award" on February 27, 1980, in New York. (These awards are presented annually to the directors, producers, and writers whose works are representative of the best network television specials, feature-length motion pictures and books of the year.) (ABC Television Network, Press Relations, "Five ABC Television Network Programs to Receive Christopher Awards," January 23, 1975).

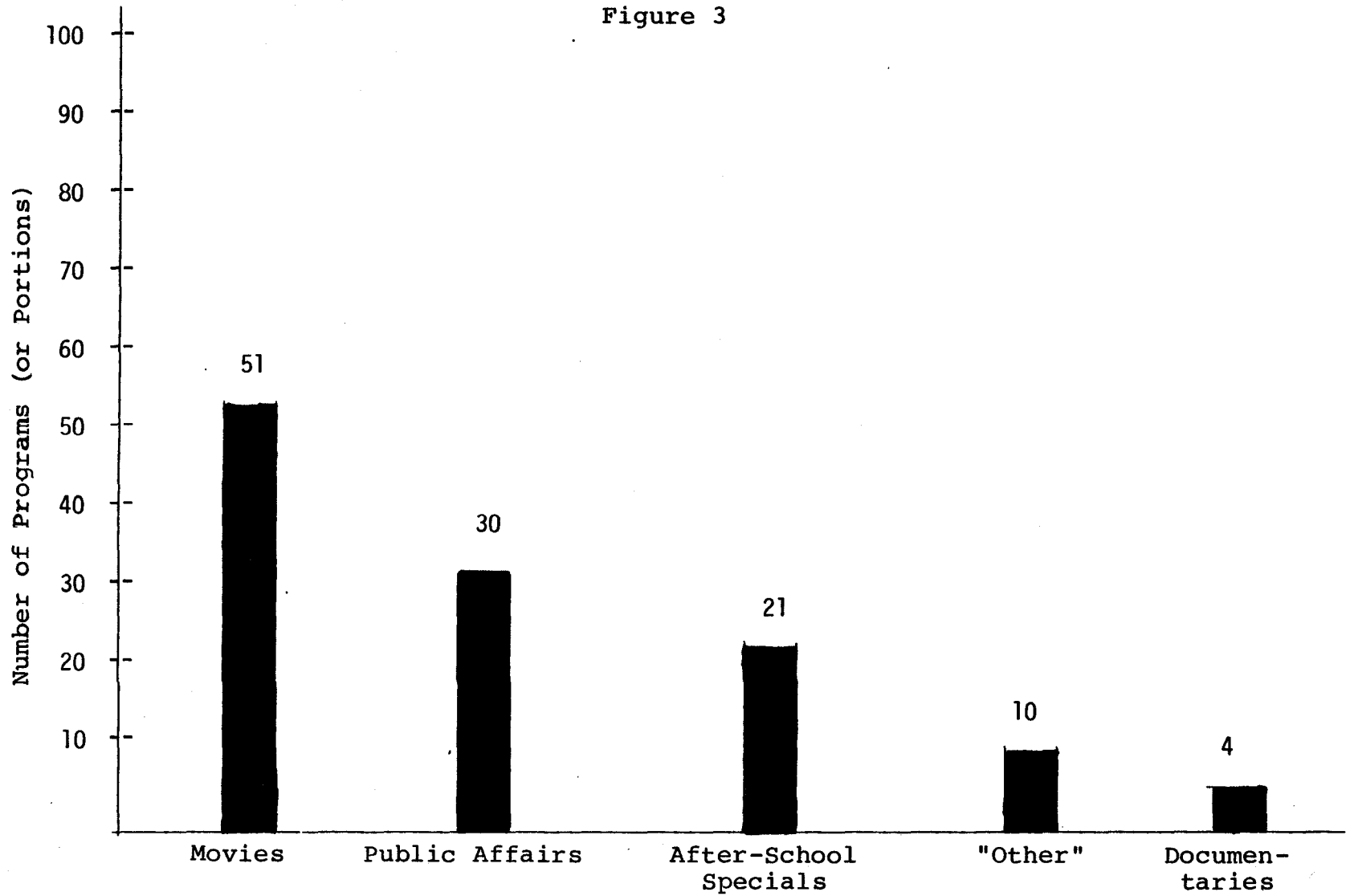
Summary

Of the movies that were aired in the research time span of January 1, 1975, to December 31, 1980, on both Friday and Sunday evenings, 51 contained themes about mental health. (See Figure 3 for comparison of categories.)

The ABC weekly documentary series ABC News Closeup in this time span also provided four programs that were representative of the researched subject matter. Given the documentary format of these shows, they were more informative than the "entertainment" format programs. They were also allotted a set weekly time and an hour each of program time.

For the younger set, the Afterschool Specials were also aired weekly during the research period and also had an hour format. These programs included topics covering mental health or, more specifically, healthy personality information. There were 21 of these programs that were applicable to the research and they were well received, according to the Nielsen ratings as well as the many awards that were bestowed upon them.

Figure 3



ABC's Mental Health Programs 1975-1980

The For Your Information series, which ran just a little over a year within the research period (December 1979 to December 1980), had many spots that could be considered "mental health" in orientation. Since the spots ran daily instead of once a week, 30 presentations were aired in that short time span. Even though short in length (one minute in duration), these airings were informational and directly educational.

The ABC Directions series had five programs that were concerned with mental health. This series first aired in January of 1978 and was studied up to the end of the research time of December of 1980. It had more of a religious focus than the other ABC programming; however, several excerpts contributed well to the researched programming.

The 20/20 show had a news magazine format, and during our research period, contributed four programs to the study. These shows were usually just excerpts or portions of the hour-long format.

There was a singular ABC News Television Special that aired concerning mental health during the aforementioned research time span. This final entry brought the total of ABC programs, or portions thereof, on the subject of mental health to 111 during our research period.

CHAPTER V

THE COLUMBIA BROADCASTING SYSTEM AND ITS MENTAL HEALTH PROGRAMMING (1975-1980)

The Columbia Broadcasting System (CBS) network is the third and final national network to be examined for mental health programming from 1975 to 1980.

CBS's indexing of past programming is the most thorough documentation of all the national networks, including the Public Broadcasting System (PBS). However, CBS has included only the total subject matter that has appeared on all of its news-related programs. The programs in the index were CBS Morning News, CBS Midday News, CBS Evening News, CBS Weekend News, Face the Nation, 60 Minutes, Magazine, CBS News Special, CBS Reports, CBS News Special Report, and CBS Special Report for Young People. The dates, times, and synopses of these programs all appear in the highly acclaimed CBS News Index, which has kept statistics on all of its news-related past programming from 1975 to the present. The added benefit to CBS's indexing is that all of these programs have been recorded on videotape and are available for viewing by the public. They are housed in several "TV News Archives" around the United States, such as the Library of Congress and the library of Vanderbilt

University. The availability of the tapes may explain the brevity of the synopses.

The subject, mental health, was well covered in the CBS News Index under the topic areas of "Mental Health," "Mental Institutions," "Psychology," and "Psychiatry." The criteria for how the programs for each topic area were chosen were never explained, but are solely that of the CBS staff that were responsible for the compilation and editing of the CBS News Index. The programs under these three topic areas were cross-checked by the author to ensure that there were no duplications. This chapter will consist mainly of synopses of these programs, along with a handful of other "mental health" type programs aired during the five-year research period.

Mr. John Behrens, manager of CBS's Program Information Department, said during a telephone interview with the author in June 1982 that "so much time and effort was spent in collating material for the News Index that the remainder of the programming files of nonnews items were sporadic at best." He related that the television programs (past as well as current programs) each have a file on the shows that have been aired. However, there usually was no separation for specific subject matter as exists for the News Index. Therefore, looking for programming on a specific subject became a very difficult task, so Mr. Behrens, through his memory of subject matter and by checking the existing past

program files, was able to compile as comprehensive a list as possible of television programs that aired on CBS between 1975 and 1980 that had, as CBS defined it, "mental health" as their subject matter.

1. July 27, 1975 - Camera 3: "The Limits of Psychiatry." The subject of this program was psychiatry and what it can and cannot do for various mental illnesses.

2. October 17, 1976 - Lamp Unto My Feet. This documentary explored what is termed "burnout" psychology.

3. February 1978 - Fifty Minutes. It was revealed in this documentary that some psychologists/psychiatrists are sexually exploiting their patients during their therapy sessions.

4. April 30, 1978 - Camera 3. Fairy tales were the subject of this docu-drama. It pointed out the human psychology that exists behind the so-called "tales."

5. January 26, 1978 - Anyplace But Here. This documentary gave the audience a "close-up" of a few psychiatric hospital wards in the United States.

6. December 3 and 10, 1979 - Lou Grant. In this two-part television series, a mentally unstable person turned into a killer.

The remainder of the programs Mr. Behrens cited as outstanding examples of mental health past programming on the network were covered in the News Index, which will be cited next.

The Nielsen ratings of the twelve programs that Mr. Behrens cited as good examples can be found at the end of this chapter.

CBS movies that dealt with the research topic of mental health will be reviewed next. Obtaining this programming was a difficult task because the source of all past nonnews programming (the CBS Program Information Department) has all of its former nonnews programming placed under just one topic. This topic heading is "Entertainment," and there is no delineation made for specific topics. All of the previously aired movies are listed only by title and include a short synopsis of the plot. Also, no one other than the network personnel is permitted to research the past programming files contained in the Program Information Department. CBS's News Index, which has been previously mentioned, covers only news-related past programming. This index is the sole compilation of research data on former programming that is made available to the public.

Therefore, it was suggested by CBS's assistant manager of the Program Information Department, Mr. Kevin Murphy, during a telephone conversation on March 7, 1984, that the most accurate and thorough reference source to consult for past movies aired by the network during the research period would be the TV Guide Index. This reference was employed to obtain appropriate movies aired by CBS from January 1975 to December 1980 that dealt with the topic of "mental health."

The following movies were obtained from the issues of TV Guide that covered the aforementioned research period. The synopses are also those of TV Guide. The criteria employed for choosing the programs as representing "mental health" subject matter were an attempted duplication of the same criteria used by the network in designating a news program as a "mental health" subject topic. The researcher, in using the network's criteria, was hoping to approximate what movies the network would have in such a subject topic filing, if such a filing did exist. During the research time period, the author found 51 movies that appeared to fulfill the criteria of "mental health" programming. The following CBS movies are those compiled for the research.

CBS - Movies

1. March 11, 1975 - Cage Without a Key. A teenage girl faced the psychological horrors of a penal institution as well as being mistakenly convicted of murder in this movie (TV Guide, 1975).

2. April 2, 1975 - Mr. and Mrs. Cop. The plot of this movie was about a newlywed couple's adjustments to marriage. It was made even more difficult by their demanding, stressful roles as police officers, which placed an added burden on the couple's marriage (TV Guide, 1975).

3. April 3, 1975 - The Other. This drama was about identical twins who would change identities with one another. It also focused on the psychological trauma this

closeness caused them (TV Guide, 1975).

4. May 2, 1975 - From Here to Eternity. This was a story about life on an army post in Honolulu just before the bombing of Pearl Harbor. It was a study in human loneliness and frustration (TV Guide, 1975).

5. May 13, 1975 - Larry. This special was a true-life drama. It was the case history of a man who was mistakenly confined to a mental institution for 26 years of his life.

After a psychologist discovered that the man was not mentally ill or retarded, the hospital staff was faced with the task of making him well physically and emotionally self-sufficient. But teaching Larry to comb his hair and eat with a fork led the staff to confront a greater issue: can such an innocent person be prepared for life in the world outside the hospital? (TV Guide, 1975).

6. May 21, 1975 - It's Good to Be Alive. This was the story of baseball great Roy Campanella, who was a great catcher for the Brooklyn Dodgers. However, a car accident left him a quadriplegic. The drama focused on his emotional struggle to rebuild his life (TV Guide, 1975).

7. June 6, 1975 - Svengali. This movie was about how a hypnotist used his power to change an artist's model into a great singer, and it raised the question, "Could such mind control ever be possible?" (TV Guide, 1975).

8. June 13, 1975 - The People Next Door. This 1970

movie, which was aired this evening on TV, took a grim look at teenage drug addiction in suburbia. Here, middle-class parents discovered that their daughter was an addict. How the family handled the problem was part of the plot focus (TV Guide, 1975),

9. August 7, 1975 - Generation. A straitlaced Denver adman was shown learning how to cope with his teenage daughter and their great differences in morals and ideals (TV Guide, 1975).

10. August 21, 1975 - Adventures of the Queen. This TV movie was about a "psychotic" who had threatened to blow up a passenger liner unless he was paid \$20 million. A portion of the story line dealt with how the insane man was handled (TV Guide, 1975).

11. January 28, 1976 - A Little Game. This TV movie focused on an emotionally disturbed 13-year-old boy who was obsessed with guns and death. The boy openly talked about his intent to kill his stepfather (TV Guide, 1976).

12. February 9, 1976 - One Is a Lonely Number. This movie followed a young divorcee and her problems and emotional readjustment to the new single life as well as coping with her divorce (TV Guide, 1976).

13. February 18, 1976 - Unwed Father. This TV movie was about not only a teenage father's battle to gain custody of his illegitimate baby, but also about the emotional problems faced by the unwed father that are often not taken

into account (TV Guide, 1976).

14. April 1, 1976 - Helter Skelter, Part I. This TV movie was about the cult murders of five people by the followers of Charles Manson. How Manson gained such mental control was also highlighted (TV Guide, 1976).

15. April 2, 1976 - Helter Skelter, Part II. This episode probed deeper into the psychotic minds of the cultists who murdered for their "leader," Charles Manson (TV Guide, 1976).

16. September 3, 1976 - The Culpepper Cattle Co. In this movie, a young 16-year-old gained lessons in emotional maturity during a long cattle drive (TV Guide, 1976).

17. October 29, 1976 - Badlands. This movie focused on "psychotic action and reaction and fathomless impulse and surface sincerity." A young couple (15 and 25 years old) are shown psychotically killing five people. How they reached this point and how they reacted to these crimes was also highlighted (TV Guide, 1976).

18. November 19, 1976 - I Want to Keep My Baby. This movie was a dramatic study of what it means to be an unwed 15-year-old mother who is quite emotionally immature yet wants to keep her child. The feelings of abandonment, stress, and ridicule are all dealt with. A psychiatric social worker helps by counseling the young mother (TV Guide, 1976).

19. February 23, 1977 - The Parallax View. A

psychopath was sought as a political assassin in this movie. His personality as well as the whys and wherefores of his desire to kill are also outlined (TV Guide, 1977).

20. March 10, 1977 - A Circle of Children. This drama was about emotionally disturbed children. It was based on a real-life story about a woman who volunteered at a school for autistic children. It was also designated by a TV Guide editor as "one of the major dramatic events of the season" (TV Guide, 1977).

21. April 6, 1977 - Something for Joey. This TV movie was based on a true-life story about the relationship between Heisman Trophy-winner John Cappelletti and his young brother, who was suffering from leukemia. How they both dealt with the fatal illness and the resulting emotions and grief was a major portion of the story line (TV Guide, 1977).

22. May 16, 1977 - Cold Turkey. Intended as a comedy, but having many psychological insights, this movie's story line was about a community that gave up cigarette smoking for 30 days. The physical/psychological addiction to smoking was also dealt with in this movie (TV Guide, 1977).

23. July 10, 1977 - Made for Each Other. A couple met in an "encounter group" run by their analyst. The relationship grew but at times the couple returned to counseling to help them deal with some difficult moments in

their marriage (TV Guide, 1977).

24. October 5, 1977 - Mary Jane Harper Cried Last Night. This movie was a study of child abuse. An emotionally disturbed woman's cruel treatment of her 3-year-old daughter was shown as having roots in her traumatic childhood and her broken marriage. A dedicated social worker and doctor were credited here with helping the mother and daughter (TV Guide, 1977).

25. October 12, 1977 - The Girl Called Heather Fox. This TV movie was about the psychological repercussions experienced by a young Indian girl growing up as an "unwanted orphan" in New Mexico (TV Guide, 1977).

26. December 20, 1977 - Tell Me My Name. This plot was about an illegitimate, adopted girl who, in searching for her natural mother, was in reality searching for her own identity. This search also threatened her adoptive parents. The main thrust of the story line was how all these problems were dealt with (TV Guide, 1977).

27. April 5, 1978 - Race with the Devil. This movie was about religious cultists who were pushed to group hysteria and madness by their leader (TV Guide, 1978).

28. May 2, 1978 - Home to Stay. Henry Fonda starred in this TV movie about a farmer suffering from "senile dementia." Family relationships were also examined in this movie. How the family handles the illness and stress was the crux of the plot (TV Guide, 1978).

29. June 12, 1978 - Vanishing Point. A Viet Nam vet who was breaking mentally from his war experiences was the character interest of this plot. Back in the U.S. the veteran acted out and abused drugs due to his psychological problems (TV Guide, 1978).

30. July 12, 1978 - Daddy, I Don't Like It Like This. This TV movie was about nonphysical or emotional child abuse from parents who take out their frustrations on their child (TV Guide, 1978).

31. August 2, 1978 - The Conversation. This movie was a study of the psychological life of the eavesdropper (rather than his victim). It was intended to be a thriller, as well as a psychological study (TV Guide, 1978).

32. September 6, 1978 - Dr. Strange. This movie was about a psychiatrist who was always encountering "evil" personalities in his business (TV Guide, 1978).

33. September 20, 1978 - Are You in the House Alone? A psychopath's pursuit of a teenager was the main theme of this movie. It also was a study of high school sexual mores, family relations, and the psychological effect of rape (TV Guide, 1978).

34. December 13, 1978 - Lovey: A Circle of Children, Part 2. This movie was a sequel to the 1977 movie A Circle of Children. This movie dealt more with Mary MacCracken's work with one emotionally disturbed child she called "Lovey" (TV Guide, 1978).

35. January 28, 1979 - And Your Name Is Jonah. A small boy was misdiagnosed as mentally ill, when years later it was discovered that he was merely deaf (TV Guide, 1979).

36. April 7, 1979 - The Seeding of Sarah Burns. A movie before its time about a woman who was hired to carry another woman's baby in her womb. The plot dealt with the psychological aspects of carrying another woman's child (TV Guide, 1979).

37. April 28, 1979 - I Know Why the Caged Bird Sings. A child survived crisis and cruelty in this movie with the emotional support of several adults who aided her through the psychological repercussions of the trauma (TV Guide, 1979).

38. May 13, 1979 - Strangers: The Story of a Mother and Daughter. The emotionally revealing communication between mother and daughter finally occurs, but only after an understanding about how the parent/child relationships they had had affected them both (TV Guide, 1979).

39. July 10, 1979 - Tell Me That You Love Me, Junie Moon. This was a psychological study of three people, handicapped in one way or another, who had erected emotional barriers to protect themselves from others. Through the help and love they share with one another, they finally overcome their emotional problems and move out of the institution they had been in for years (TV Guide, 1979).

40. July 18, 1979 - A Question of Guilt. A psychotic

policeman, who disapproved of the life-style of a woman, launched an obsessive investigation into her past (TV Guide, 1979).

41. September 11, 1979 - Can You Hear the Laughter? The Story of Freddie Prinze. This biographical drama outlined the psychological problems and drug dependency that led the young comic star Freddie Prinze to kill himself (TV Guide, 1979).

42. October 9, 1979 - The Solitary Man. This movie was a psychological profile of a man whose marriage was breaking up (TV Guide, 1979).

43. November 7, 1979 - The Suicide's Wife. This was a study of a woman who had to deal with all the emotions a suicide of a loved one brings forth: despair and especially guilt (TV Guide, 1979).

44. January 16, 1980 - If Things Were Different. A woman's husband had been "a complete vegetable" for a year in a mental hospital. It leaves the wife and children with emotional problems of their own (TV Guide, 1980).

45. February 6, 1980 - The Boy Who Drank Too Much. This film dealt with a number of issues, especially teenage alcoholism. It also focused on parental neglect and adult alcoholism (TV Guide, 1980).

46. March 5, 1980 - White Mama. A young juvenile delinquent is put into the custody of a lonely older white woman. Through their relationship, they both overcome their

emotional shortcomings (TV Guide, 1980).

47. April 9, 1980 - Nurse. This was a dual story of a widow returning to work after an 18-year absence. She must learn to handle all new feelings and experiences as a widow, while trying to deal with the demanding emotional needs of her patients, especially the terminally ill (TV Guide, 1980).

48. April 14-15, 1980 - Guyana Tragedy: The Story of Jim Jones (Parts I and II). This two-part movie psychologically outlined the personality of Jim Jones and how he obtained the power over so many to cause such a mass following to death (TV Guide, 1980).

49. May 14, 1980 - Haywire. This movie was based on the true-life story of the tragic family life of actress Margaret Sullivan. Here, the parents had no idea "how to parent" and the children later suffered from emotional problems (TV Guide, 1980).

50. November 6, 1980 - Scared Straight! Another Story. This was a true-life story made into a movie. It concerned juvenile delinquents and the convicts of a prison who try to "psych" them out (TV Guide, 1980).

51. November 19, 1980 - Homeward Bound. It took a young boy and his greater understanding of human emotions to bring his father and grandfather back to a reconciliation (TV Guide, 1980).

1975

The following programs were obtained from CBS News Index, 1975, Vol. 1, published in 1976 by CBS News, Inc.

The programs cited below were compiled under the "Mental Health" subject heading on page 333 of the above reference.

1. January 29 - CBS Morning News. This excerpt was about Mrs. Hearst's recovery from depression.
2. January 31 - CBS Evening News. The phenomenon of a woman living 99 years in a mental institution was discussed at her death.
3. March 26 - CBS Morning News and CBS Evening News. King Faisal's assassin was described on both news programs as kind, religious, and quiet.
4. March 26 - CBS Evening News. It was reported that a man killed his wife, but what made the occurrence so different was that demonism was blamed as the catalyst.
5. April 3 - CBS Morning News. An Ohio town was shown rebuilding after a tornado, but anxieties among the townspeople remained quite high.
6. May 11 - 60 Minutes. This report was about Northern Ireland and how the conflict had brought devastation as well as mental anguish to the town.
7. May 16 - CBS Morning News. This segment was about an Illinois mental patient who was on a 100-foot tower and who could not be persuaded to come down.

8. May 27 - CBS Evening News. The psychological aftereffects of abortion have been decreased, it was reported on this portion of the news. This had occurred after abortion had become legalized.

9. June 11 - Magazine. Margaret Trudeau discussed all the psychological aspects of being Canada's First Lady.

10. June 26 - CBS Evening News. This report was on the aspects of the Supreme Court's restricting confinement of patients in mental institutions.

11. June 27 - CBS Morning News. In reference to the aforementioned Supreme Court ruling, the Supreme Court ruled that a mental patient, Kenneth Donaldson, was unconstitutionally confined.

12. July 22 - CBS Evening News. A Mr. Hathaway, then secretary of the interior, was hospitalized for depression following his confirmation.

13. July 25 - CBS Evening News. Following the reference to Mr. Hathaway on July 22, it was reported in this segment that he resigned after his hospitalization for his depression.

14. August 3 - 60 Minutes. Judy Garland's life and personality, as well as her psychological and drug abuse problems, were discussed by family and friends.

15. August 10 - 60 Minutes. Here, Betty Ford discussed premarital sex, abortion, drugs, as well as political life.

16. August 24 - News Special. Leo Rosten, psychologist and author, was a guest on CBS's "Conversations with Eric Sevareid."

17. August 25 - CBS Morning News. An Oregon man discussed his simple remedy for emotional problems.

18. September 22 - Special Report. This report was on "Squeaky" Fromm, who attempted to assassinate President Ford. It was a psychological outline of her character, as well as future implications for protection of presidents.

19. September 23 - CBS Morning and Midday News. Lynette "Squeaky" Fromm was declared mentally competent to stand trial.

20. September 23 - CBS Morning, Midday, and Evening News. Patricia Hearst's life and psychological attachment to the Symbionese Liberation Army was revealed at a court hearing.

21. September 23 - CBS Morning News. Sara Jane Moore was reported having a "sanity hearing" and SLA as well as FBI involvements were revealed.

22. September 24 - CBS Morning and Evening News. Sara Jane Moore was reported undergoing psychiatric examinations.

23. September 24 - CBS Morning and Evening News. Patricia Hearst's image as an innocent hostage was being contradicted by developing evidence in her case.

24. September 25 - CBS Morning News. Psychiatrists

were quoted as saying that they believed the publicity the SLA received increased the aberrant behavior of this group as well as others.

25. September 27 - CBS Weekend News. Sara Jane Moore was seen here entering prison for psychiatric examinations. This fact was discussed.

26. September 27 - CBS Weekend News. Patricia Hearst's psychological testing was discussed.

27. September 29 - CBS Morning and Evening News. Patricia Hearst's mental health was reported to be the basis of her defense.

28. September 29 - CBS Evening News. Justice Douglas was reported planning to remain on the Supreme Court even though his mental state was being questioned.

29. September 30 - CBS Evening News. Defense and prosecution lawyers discussed Patricia Hearst's case and her state of mental health as the defense.

30. September 30 - CBS Morning News. Patricia Hearst's mental state was said questioned before the start of her trial.

31. October 1 - CBS Morning News. Patricia Hearst's trial and bail were reported pending further psychological/medical examinations.

32. October 6 - CBS Morning News. A mental health expert examined the "nature of an assassin" on this excerpt of the news.

33. October 7 - CBS Morning and Evening News.

Patricia Hearst's attorney's requested her transfer to a mental institution.

34. October 8 - CBS Morning News. The mental competence ruling was reported delayed in Patricia Hearst's trial.

35. October 11 - CBS Weekend News. Massachusetts spending cutbacks were reported hurting the institutionalized mentally ill.

36. October 14 - CBS Evening News. Disagreements were reported existing about Patricia Hearst's emotional state.

37. October 30 - CBS Morning and Evening News. Both the judge and the lawyers were reported agreeing that Patricia Hearst was mentally competent.

38. November 3 - CBS Morning News. A hearing took place to review Patricia Hearst's mental competency to testify.

39. November 4 - CBS Morning, Midday, and Evening News. Competency hearings on Patty Hearst's mental competency were conducted.

40. November 5 - CBS Morning News. Patricia Hearst's mental competency to stand trial was reportedly argued over.

41. November 7 - CBS Morning and Evening News. Patricia Hearst was finally ruled competent to stand trial.

42. November 10 - CBS Morning and Evening News.

Patricia Hearst was reported undergoing psychiatric testing and pleaded "not guilty."

43. November 17 - CBS Evening News. Sara Jane Moore was ruled "mentally competent" to stand trial in her case.

44. November 21 - CBS Evening News. Mental tests were ordered for a man who accosted President Ford.

45. November 26 - CBS Morning News. Prosecutors were reported seeking psychiatric examinations for Patricia Hearst.

46. November 28 - CBS Morning News. Bartenders, beauticians, and barbers were reported studying counseling techniques for their clients.

47. November 30 - CBS Weekend News. Patricia Hearst's lawyers would not use insanity as a defense, it was reported here.

48. December 1 - CBS Morning News. The lawyers, it was reported, would notify Patricia Hearst's judge on the insanity plea.

49. December 1 - CBS Evening News. This excerpt discussed the epidemic proportions of child abuse in the United States.

50. December 9 - CBS Morning News. Sara Jane Moore's defense was based on her "mental conditions."

51. December 11 - CBS Morning and Evening News. Patricia Hearst's lawyer outlines the defense strategy (using psychological aspects) at her hearing.

52. December 15 - CBS Morning and Evening News. It was reported in this segment that psychiatrists found Sara Jane Moore mentally competent to plead guilty.

Under the topic of "Mental Institutions" in the 1975 CBS News Index were the following contributions. (They appeared on page 333 of the News Index.)

53. July 15 - CBS Morning News. This report stated that the dangerously insane should remain institutionalized.

54. July 25 - CBS Morning News. Federal judges, it was stated, ruled that institutionalized children may question their commitment to mental institutions.

55. August 18 - CBS Evening News. It was revealed in this excerpt of the news that many mental patients are drugged.

56. September 26 - CBS News Special. It was reported that an entertainer was released after 44 years in a mental institution.

The third topic for the 1975 research, that of "Psychiatry," added six more new program excerpts for the year. These were found on page 420 of the Index.

57. January 5 - 60 Minutes. A psychiatrist reported on stereotyped personality traits of most football players.

58. July 31 - CBS Evening News. It was reported that some doctors were using LSD experimentally with some psychiatric and cancer patients.

59. October 7 - CBS Evening News. Publicity may

encourage violence and assassination attempts, it was revealed here.

60. December 8 - CBS Morning News. A children's psychiatrist called for an end to TV violence.

61. December 18 - CBS Morning News. A West German psychotherapist stated that it had been found that TV watching kills sexual desire.

62. December 29 - CBS Morning News. A psychiatrist discussed the emotional disorder called "anorexia nervosa," or self-starvation.

The fourth and final subject topic that contained mental health programming for CBS for the year was the heading "Psychology," which was found also on page 420 of the 1975 Index.

63. February 16 - 60 Minutes. This program was about the "American backache" and how it is caused by diet, little exercise, and, most importantly, tension.

64. February 17 - CBS Morning News. A psychologist reported on the research of the failure of dieters to lose weight.

65. March 12 - CBS Morning News. Senator Proxmire questioned romance research using federal money.

66. April 7 - CBS Evening News. A psychologist on this portion of the news questioned the motivation of some adopting parents.

67. April 15 - CBS Morning News. The National

Observer reported on its published letters about happiness.

68. April 22 - CBS Reports. This report was about the IQ test, its meaning and usage.

69. June 13 - CBS Morning News. It was pointed out that businesses lose money over Friday the 13th absences.

70. June 16 - CBS Morning News. Here dream analysis was recommended for mental health.

71. July 13 - 60 Minutes. Baseball teams, it was noted here, have been using psychological techniques to improve the team members' playing.

72. August 24 - 60 Minutes. Psychologists at a California clinic were shown helping children of divorced parents.

73. September 11 - CBS Morning News. A sports psychologist suggested in this section of the news report that most sports psychologists recommend cooperative games over competitive ones.

74. September 18 - CBS Evening News. A psychologist stated here that Sgt. Matlovich's homosexuality would not interfere with his duty in the service.

1976

The following synopses for the year 1976 have been collated and paraphrased from the CBS News Index, Volume 2, 1976, by CBS News, Inc.

The heading "National Institute of Mental Health"

provided the following one contribution from an applicable television program. This excerpt was on page 436 of the aforementioned News Index.

1. January 26 - CBS Midday News. It was reported here that the economy was found to affect mental health.

For the purpose of this research, the category of "Mental Health" contributed to much of the programming for 1976. The following programs also appeared on page 436 of the above CBS News Index reference. These programs were:

2. January 21 - CBS Morning News. Patricia Hearst's attorneys were reported attempting to disqualify the psychiatrist in her case.

3. January 26 - CBS Midday News. The economy, it was reported, had been found to affect mental health.

4. February 17 - CBS Morning News. A New Jersey prison, it was revealed here, had been using unique therapy techniques for sex offenders.

5. February 19 - CBS Morning News. The program that teaches parents behavior modification for handicapped children was explained.

6. February 25 - CBS Morning and Evening News. It was reported that the prosecution in the Hearst trial cross-examined the defense psychiatrist.

7. February 26 - CBS Morning and Evening News. Hearst's defense psychiatrist claimed that she was brain-washed and the prosecution was using damaging tapes.

8. February 29 - 60 Minutes. This program revealed how therapy helps grieving victims accept their loved ones' death.

9. March 15 - CBS Morning and Evening News. The Hearst trial resumed and a psychiatric expert testified.

10. April 4 - 60 Minutes. Researchers reported a follow-up study of Haight-Ashbury hippies.

11. July 5 - CBS Morning News. A National Institute of Mental Health study showed an increase in mental health insurance for the blue-collar worker.

12. September 5 - 60 Minutes. The female schizophrenic about whom the movie "Three Faces of Eve" was made told her real-life story in this program.

13. October 10 - 60 Minutes. 10, 1976. This show explained how sleep research had explored insomnia and other sleep problems.

14. November 4 - CBS Morning News. An experimental mental health program was shown making patients more self-responsible in this excerpt.

15. November 16 - CBS Morning News. It was reported in this news excerpt that a bus passenger was arrested because of wrestling with an imaginary friend.

16. November 17 - CBS Morning News. An osteopath, during a news interview, blamed modern noise and stress for illness.

17. December 8 - CBS Morning News. It was reported

that researchers were surveying methods of relieving tension.

Located under the topic area of "Psychiatry," there were six news programs (or portions thereof) that contributed to our research for the program year of 1976. They were located on page 540 of the previously mentioned News Index reference for this year.

18. March 9 - CBS Morning and Evening News. A behavioral expert testified for the Hearst prosecution.

19. March 10 - CBS Morning and Evening News. Psychiatrists were reported believing that Patricia Hearst willingly joined the SLA.

20. April 12 - CBS Morning, Midday, and Evening News. A judge ordered psychiatric examinations for Patricia Hearst before her sentencing.

21. May 14 - CBS Morning News. Psychiatrists reported the frequency of politicians' using prostitutes.

22. December 9 - CBS Morning News. The movie "Seven Percent Solution" was critiqued.

23. December 12 - 60 Minutes. Compulsive gambling was compared to alcoholism in this program.

"Psychology" was the final topic heading in the 1976 CBS News Index. There were ten applicable contributions to the mental health program research. They were also located on page 540 of the Index.

24. February 26 - CBS Morning News. Public school

violence was reported taking its toll psychologically on students.

25. March 8 - CBS Morning News. It was reported that a psychologist's sexual behavior caused the cancellation of his malpractice insurance.

26. May 14 - CBS Morning and Evening News. This portion of the news stated that it was believed that an African boy was supposedly raised by monkeys and was therefore being prepared to undergo studies.

27. June 3 - CBS Evening News. In a follow-up to the aforementioned report, this report stated that doctors found the "monkey boy" to be retarded.

28. June 28 - CBS Morning News. The teenage suicide rate was reported climbing.

29. September 17 - CBS Morning News. A psychologist suggested replacing coffee breaks with naps.

30. October 27 - CBS Morning News. A synopsis of the examination of politicians reasons for name-calling was presented.

31. November 5 - CBS Morning News. A university professor offered communication advice to married couples in this segment.

32. November 11 - CBS Morning News. A psychologist described a new dieting technique.

33. December 13 - CBS Morning News. A journalism professor discovered a technique to identify lying and

explained it on this news program.

1977

The "Mental Health" topic area was examined first for applicable programming for the research conducted for the broadcast year of 1977 on CBS. All of the following 1977 excerpts are from the CBS News Index, Volume 3, CBS News, Inc. The following synopses appeared on page 403 of the Index.

1. February 17 - CBS Evening News. Rosalyn Carter was reported to be the honorary chairperson of the Mental Health Commission.
2. February 20 - 60 Minutes. New theories postulated on the criminal mind were revealed here.
3. February 27 - CBS Evening News. A California center used a "Monopoly" based program to aid the emotionally disturbed.
4. February 27 - CBS Evening News. It was pointed out that survivors of the 1972 flood suffered psychological damage.
5. March 1 - CBS Evening News. A study concluded that American children are fearful and TV viewing was implicated as the culprit.
6. March 31 - CBS Evening News. An insane pilot was reported to have killed 8 and injured 14 of his passengers aboard a Philippine flight.
7. April 6 - CBS Morning News. The First Lady,

Rosalyn Carter, received the "woman of the year" award for her work with the mentally ill.

8. April 21 - Magazine. This excerpt related how parents reacted to a homosexual child.

9. April 26 - Who's Who. First Lady Rosalyn Carter was interviewed. She discussed her concern and work with the mentally ill.

10. May 25 - CBS Morning News. First Lady Rosalyn Carter opened public hearings on mental health needs.

11. May 31 - CBS Morning News. A study revealed that mental patients preferred Republican presidential candidates.

12. June 9 - Magazine. This report was the response to the report on the family of the homosexual child.

13. June 9 - CBS Morning News. Here psychiatrists gave their views on Florida's anti-gay vote.

14. June 27 - CBS Morning News. Rosalyn Carter was reported attending mental health meetings.

15. July 3 - CBS Evening News. A mental patient's legal rights were defined. It was discovered that the social stigma still remains.

16. July 3 - CBS Evening News. It was discussed that more community rehabilitation facilities are needed for mental patients.

17. July 4 - CBS Evening News. Indochina refugees in a Thai camp were reported suffering severe depression.

18. August 10 - CBS Morning News. It was reported that "quasi-science" could be bad for one's mental health.

19. August 12 - CBS Morning and Evening News. Accused killer David Berkowitz underwent psychiatric testing in a New York City hospital.

20. August 30 - CBS Morning News. David Berkowitz was found "mentally incompetent" to stand trial.

21. August 31 - CBS Midday and Evening News. David Berkowitz underwent further psychiatric testing, it was reported.

22. September 2 - CBS Morning News. The arguments over the interpretation of David Berkowitz's psychiatric report were revealed.

23. October 5 - CBS Morning News. A woman was reported suing the police after an insanity accusation.

24. October 9 - 60 Minutes. A school for autistic children bought a race horse.

25. October 18 - CBS Morning News. A Texas "worry clinic" opened its doors to help those who were afflicted by too much worrying.

26. October 20 - CBS Morning News. A study reported that a viral infection may trigger some cases of schizophrenia.

27. November 22 - CBS Morning News. A government study ranked jobs according to stress factors.

28. November 23 - CBS Morning News. Depression and

its relation to the holidays was viewed.

All of the programs covered under the "Mental Institutions" topic heading for the year 1977 were previously mentioned in the "Mental Health" segment of the Index. Therefore, the second area researched for applicable programming was the area of "Psychiatry," which appeared on page 510 of the Index.

29. February 20 - 60 Minutes. The new theories that were postulated about the criminal mind were reviewed and studied here.

30. March 22 - CBS Morning News. The meaning of positions taken while sleeping was outlined.

31. June 3 - CBS Morning News. A Dutch psychiatrist planned the rehabilitation of hijacking victims.

32. June 9 - CBS Morning News. A psychiatrist gave his views on Florida's anti-gay vote.

The subject area of "Psychology" was the third and last area to be researched for possible contributions to the mental health programming for the year of 1977 on CBS. These excerpts were also found on page 510 of the CBS News Index.

33. February 24 - CBS Morning News. Gossip as a psychological factor was a focus of this report.

34. April 7 - CBS Morning News. Fairy tales carry hidden psychological messages, a study reported.

35. May 30 - CBS Evening News. Psychological effects

on Dutch hostages and the Moluccan terrorists were discussed on this excerpt of the news.

36. June 26 - 60 Minutes. Theories on inherited intelligence were argued.

37. August 10 - CBS Morning News. The CIA employed magicians in the 1950s and 1960s mind-bending experiments, it was reported here.

38. December 8 - CBS Morning News. West Point women cadets face psychological pressure, it was revealed on this segment of the morning news.

1978

Mental health programming was abundant during the 1978 television season on CBS. The following excerpts were obtained from the CBS News Index, Volume 4, 1978, CBS News, Inc.

"Mental Health," "Psychiatry," and "Psychology" were the three topics under which all the applicable programming fell in the research.

The heading of "Mental Health" will be reviewed first. The synopses were found on pages 372 and 373 in the Index.

1. February 5 - 60 Minutes. Some methods of overcoming phobias were described in this excerpt of 60 Minutes.

2. February 19 - 60 Minutes. This excerpt revealed the fact that some psychotherapists were found to have sex with their patients.

3. February 23 - CBS Morning News. A study of "cabin fever" advised talking to trees as a method of self-help to aid one out of the crisis.

4. March 30 - CBS Evening News. The new drug craze, "Angel Dust," was found to be psychologically dangerous.

5. April 1 - CBS Morning News. The value of the research that was being conducted on Peruvian brothels was being questioned.

6. April 27 - CBS Morning and Evening News. The Commission on Mental Health found that 25% of all Americans have mental problems.

7. April 27 - CBS Evening News. Programs for discharged mental patients were found lacking.

8. May 2 - CBS Morning News. Some colleges revealed that they were concerned about the mental health of their students.

9. May 9 - CBS Morning News. A study showed a jump in marijuana use by high schoolers.

10. May 26 - CBS Morning News. A follow-up study on the first anniversary of the terrible Kentucky supper-club fire and its psychological ramifications was revealed here.

11. May 27 - CBS Evening News. It was reported on this portion of the news that many Mexico City bus drivers were found to be in poor mental health.

12. May 28 - 60 Minutes. Grief therapy was commented on as helping to ease one's pain of loss.

13. July 4 - CBS Morning News. A survey showed that many nursing-home elderly were depressed.
14. July 12 - CBS Evening News. "Vehicular assault," or using one's car as a weapon to act out feelings and frustrations, was said to be on the increase.
15. October 6 - CBS Morning News. It was reported this evening that a man accused of rape was discovered to have had seventeen personalities.
16. October 12 - CBS Morning News. An update of an old device may aid with the diagnosis of brain-related maladies.
17. November 12 - 60 Minutes. Author Josh Greenfield and his family are shown coping with their autistic son.
18. November 14 - CBS Morning News. Jerry Rubin, former college radical, hosted a "self-awareness" event.
19. November 15 - CBS Evening News. Califano was noted here as the one who was helping to pave the way for federal financing of brain surgery to alter aberrant behavior.
20. November 18 - 30 Minutes. This program was a profile of a teenager who was suffering from anorexia nervosa.
21. December 4 - CBS Evening News. An excerpt of the evening news divulged that a man with ten conflicting personalities was discovered by a psychiatrist.
22. December 26 - CBS Reports. In this special

report, we are shown patients coping with life in and out of a psychiatric center.

The topics of "Psychiatry" and "Psychology" were also reviewed for their potential contributions to the research, but all the listings under "Psychiatry" were repeats of the programs just referred to under the "Mental Health" topic umbrella. There were, however, a number of appropriate programs not as yet mentioned, which appeared under the "Psychology" subject listing. The following excerpts were on page 478 of the 1978 CBS News Index.

23. January 5 - Magazine. Suicide among the young was explored here in conjunction with the report that the rate had tripled since the 1950s.

24. January 5 - Magazine. On this excerpt of the program, scientists explored the ESP phenomenon.

25. January 13 - CBS Morning News. Biorhythms were reported here to perhaps explain personal ups and downs.

26. May 21 - CBS Evening News. The unhappily married who were staying wed "for the children" found that it was not so good for their children after all.

27. May 23 - CBS Morning News. A new study revealed the finding that at least 15% of Americans bite their toenails.

28. June 1 - Magazine. New research revealed that infants communicate immediately after birth.

29. August 4 - CBS Morning News. An anti-stress

seminar for businessmen was described.

30. August 6 - CBS Evening News. Wealthy children, it was reported, have more emotional problems than their not-so-wealthy contemporaries.

31. August 15 - CBS Morning News. The real and psychological value of gold was analyzed.

32. August 23 - Special Report. The reasons were debated for the void in U.S. public education on the subject of mental health.

33. November 15 - CBS Morning News. The experts at Johns Hopkins were reportedly testing intuition from nonverbal cues.

34. November 21 - CBS Morning and Evening News. Both cult behavior and mind control were examined.

35. November 24 - Special Report. The life and death of the People's Temple cult members of Jonestown was discussed.

36. November 30 - CBS Morning News. A psychiatrist discussed the psyche of some bank robbers.

37. November 30 - CBS Morning News. The city of Miami, Florida, was reported employing psychologists to teach their police how to cope with job-related stress.

38. December 6 - CBS Evening News. Russian doctors were said to be using psychology as a mode of treatment for victims suffering from paralysis. A U.S. football player flew to the USSR in hope of a cure.

1979

The CBS News Index, 1979, Volume 5, CBS News, Inc., was the reference for the following excerpts for the 1979 viewing year. The first category to be examined was "Mental Health," and the references for it appeared on pages 398-399 of the Index.

1. January 4 - CBS Morning News. A California doctor linked protein with mental depression.

2. January 9 - CBS Morning News. Ohioans were noted as being more stress prone due to the extremely bad winters they must endure.

3. February 2 - CBS Evening News. Rosalyn Carter testified on mental health to the Congress.

4. February 7 - CBS Morning, Mid-Morning, and Evening News. Rosalyn Carter testified before the Senate committee on mental health.

5. March 14 - Your Turn: Letters to CBS News. Two former mental patients discussed the television program on the Creedmoor Psychiatric Center.

6. March 15 - CBS Evening News. A man who spent his life in a Michigan mental home was said to be a "victim of the times."

7. March 18 - 60 Minutes. Teachers who have been threatened by their pupils suffer from psychological problems similar to combat fatigue.

8. March 24 - 30 Minutes. This episode was about a

teenager who was suffering from anorexia nervosa.

9. March 25 - 60 Minutes. The U.S. Army gave a soldier mind-altering LSD to note its results, but it was given without the soldier's consent.

10. April 5 - CBS Morning News. It was surprisingly predicted that no long-term mental health problems would be expected from a nuclear accident.

11. May 11 - CBS Morning News. It was reported that swearing helps relieve pent-up angers.

12. May 15 - CBS Evening News. The president asked Congress for \$100 million for mental health programs.

13. May 30 - CBS Evening News. Many presently imprisoned Viet Nam veterans were reported to be victims of delayed stress.

14. August 7 - CBS Reports. Patients were shown coping with life in and out of Creedmoor Psychiatric Center.

15. August 10 - CBS Evening News. People's Temple survivors were reported having difficulty readjusting to life outside the cult.

16. December 25 - CBS Morning News. This report was about Christmas-related depression.

17. December 27 - CBS Morning News. A confessed murderer claimed he had multiple personalities.

All of the references listed in the "Mental Institutions" section were either repeat references of the shows already covered under the topic of "Mental Health," or the

subject matter was inappropriate. (That is, the remaining topics in the "Mental Institutions" section referred to the mentally retarded, not the mentally ill.)

Under the topic "Psychiatry," there were two references applicable to the research. They were located on page 507 of the CBS News Index.

18. September 9 - Sunday Morning. This section of the program was about reflections on solitude.

19. December 26 - CBS Evening News. The Los Angeles, California, "Hillside Strangler" was purported to be four persons in one, or a schizophrenic with multiple personalities.

The last topic to be researched for applicable programs for the 1979 CBS television news year was "Psychology," which was located on page 507 of the 1979 CBS News Index. Even though there were some repeat references in this topic area, there were also many new programs that could be added.

20. January 1 - CBS Morning News. A psychologist spoke about New Year's resolutions.

21. January 4 - Magazine. This program profiled the personality of a "wife beater."

22. January 6 - 30 Minutes. The plight of runaways and why they leave home was highlighted.

23. January 28 - Sunday Morning. This was a review of a psychiatrist's book on human emotions.

24. February 1 - Magazine. A new court program that helps couples cope with divorce was described.
25. February 4 - Sunday Morning. Kathy Crampton and her cult affiliation was profiled.
26. March 1 - Magazine. Incest cases were shown being treated through family therapy.
27. March 2 - CBS Evening News. A behaviorist researcher was shown training farm animals.
28. March 4 - CBS Evening News. Students were shown enrolling in a psychologically based smoking prevention course.
29. March 18 - Sunday Morning. This program looked at experts in sports medicine techniques who have been pushing athletes to their limits, psychologically as well as physically.
30. April 5 - Magazine. An ex-Unification Church member described the cult.
31. April 14 - 30 Minutes. The plight of runaways and why they leave home was discussed.
32. April 17 - CBS Morning News. Masters and Johnson report that their research has found that "homosexual problems" respond to therapy.
33. April 23 - CBS Morning News. A study reportedly found violent behavior in children related to TV viewing.
34. May 3 - Magazine. Eyewitnesses to the San Diego plane crash suffered emotional traumas.

35. May 28 - CBS Morning, Mid-Morning, and Evening News. An analysis of psychological problems facing Viet Nam veterans was given.

36. July 4 - Your Turn: Letters to CBS News. A viewer responded to the story of the emotional ramifications for plane crash victims. The coverage of such topics on U.S. and Soviet TV was compared.

37. July 5 - CBS Morning News. A psychologist reported that gasoline lines are providing new sources of stress for people.

38. August 6 - CBS Morning News. It was disclosed that Soviet businessmen had been studying Dale Carnegie's book about the psychology of winning friends.

39. September 15 - 30 Minutes. Teenagers talked about suicide at a California suicide-prevention center.

40. September 22 - 30 Minutes. This show addressed the psychology of plastic surgery of the nose.

41. September 24 - CBS Evening News. An industrial psychologist who had probed the Three Mile Island mishap reported on his findings.

42. October 13 - 30 Minutes. During this program, teenagers were shown trying to come to terms with their homosexuality.

43. November 1 - Magazine. The effect of the film "Scared Straight" on juvenile offenders was disputed during this program.

44. November 16 - CBS Evening News. The State Department reviewed the status of the hostages' mental health.

45. November 22 - CBS Morning News. Jody Powell condemned Iran on the emotional abuse of U.S. hostages.

46. November 28 - CBS Evening News. Experts warned of psychological damage to the hostages.

47. December 6 - Magazine. It was reported here that the identity crisis can be more complex when siblings are twins.

48. December 9 - 60 Minutes. Children afflicted with cancer are shown helping one another overcome psychological strain.

49. December 23 - 60 Minutes. The fact that hypnosis may not cure all ills, but has been proven to alleviate many is demonstrated in this report.

50. December 28 - News Special (Part I). A retrospective of U.S. events that had psychological repercussions for the 1970s was presented.

51. December 31 - Special Report. Militant-controlled films of the psychological game-playing with our hostages in Iran were aired.

1980

Nineteen-eighty, the final year of the study, also had many applicable programs with mental health as the subject

matter. Once again, the topics of "Mental Health," "Mental Institutions," "Psychiatry," and "Psychology" were all examined and cross-checked for entries for the research. The 1980 program listings were tabulated from the same source, but within a different year and volume: CBS News Index, 1980, Volume 6, CBS News, Inc.

"Mental Health" was the first subtopic examined. (It refers the researcher to "see also: Psychiatry and Psychology.") The following excerpts from the "Mental Health" listing appeared on page 413 of the 1980 CBS News Index.

1. February 9 - 30 Minutes. A teen clinic that dealt with the problems of adolescence was examined in this episode of 30 Minutes.

2. February 20 - CBS Reports. This program was a look at the new psychological problems that women face.

3. March 30 - Sunday Morning. Residents of Pennsylvania are purportedly under psychological stress due to the Three Mile Island mishap.

4. March 30 - 60 Minutes. It was reported that a psychotic killer might have been prevented from stabbing his wife.

5. June 11 - CBS Morning News. President Carter presented the mental health award won by his wife.

6. July 20 - 60 Minutes. Methods of overcoming phobias were described.

7. August 2 - CBS Reports. This was a look at how

society cares for the elderly.

8. September 2 - CBS Morning News. The psychological effects of exposure to Agent Orange on Viet Nam vets was examined.

9. September 7 - Sunday Morning. Viet Nam veterans were shown trying to act out their fears on stage.

10. December 7 - 60 Minutes. The Rastafarian religious cult was profiled.

11. December 23 - CBS Morning News. The State Department voiced concern over the mental health of the hostages.

"Mental Institutions" was the topic examined next for applicable programming dealing with the research. However, only one topic was appropriate; it was found on page 413 of the 1980 CBS News Index.

12. February 22 - CBS Evening News. A mentally ill Virginia woman who had been hospitalized found she had been sterilized by the state.

The topic of "Psychiatry" donated very few applicable references. Some had already been covered under the "Mental Health" subject area. These topics were on page 528 of the 1980 CBS News Index.

13. January 8 - CBS Morning News. On this excerpt, a psychiatrist diagnosed "fear of traffic" and also suggested appropriate treatment for it.

14. May 21 - CBS Evening News. Dutch studies

revealed the psychological wounds suffered by the freed Iranian hostages.

The "Psychology" topic heading had listings on pages 528 and 529 of the 1980 CBS News Index, and it also contributed the most mental health programming for the 1980 viewing year for CBS.

15. January 3 - Magazine. This program emphasized that parents of murdered children suffer not only loss, but anger as well about the justice system.

16. January 3 - Magazine. On this episode of the television show, black male/female relationships were examined.

17. February 7 - Magazine. An intellectually gifted child was reportedly kept in a box at the school he attended.

18. February 11 - Special Report. This was a retrospective study of the siege of the U.S. Embassy in Iran and all of its psychological ramifications.

19. February 17 - Sunday Morning. This was a report on how parents cope with a child who has cancer.

20. February 20 - CBS Evening News. J. B. Rhine, the researcher of the phenomenon of ESP, died at 84, it was reported.

21. February 27 - CBS Report. A program called "Vision Quest" was reported using psychology to rehabilitate delinquent youth.

22. February 29 - CBS Morning News. The defense for the Gacy murder trial ended with the defense pleading insanity.
23. March 1 - CBS Evening News. The psychological ramifications of using Nobel scientists' sperm in artificial insemination was discussed.
24. March 2 - Sunday Morning. Viet Nam veterans were reportedly indignant over the government's neglect of their psychological problems.
25. March 18 - CBS Mid-Morning and Evening News. It was reported that psychoanalyst Erich Fromm died at age 79.
26. March 29 - 30 Minutes. Teenagers discussed death in this episode.
27. April 17 - CBS Evening News. People neighboring the Three Mile Island nuclear plant were showing signs of high mental stress.
28. April 27 - 60 Minutes. This portion of the program concentrated on panhandlers and the psychology they employ in doing business.
29. May 1 - Magazine. The report emphasized that nurses who work with burn patients endure stress and pain.
30. July 12 - Universe. That an autistic child had exchanged his artistic genius for languages was revealed.
31. July 12 - Universe. Tears were reported providing a valuable outlet for relieving stress.
32. August 27 - CBS Reports. This was an examination

of the McDuffie murder trial and the psychological ramifications that appeared to elicit the ensuing Miami riots.

33. September 16 - CBS Evening News. Jean Piaget, the Swiss psychologist, was reported dead at the age of 84.

34. October 11 - 30 Minutes. This was a story of two teenagers who had artificial legs and how they both coped with their handicaps.

35. October 23 - CBS Morning News. A psychologist noted that running can become an obsession.

35. November 6 - Magazine. The treatment used on chronic gamblers was described.

36. December 4 - Magazine. The organization that helps parents cope with their children's cancer deaths was discussed.

37. December 7 - Sunday Morning. It was revealed that an experimental new therapy may cure agoraphobia.

38. December 7 - 60 Minutes. A business that concentrates on "self-help" was profiled here. The business is located in Dallas, Texas, and was reported to be highly successful.

39. December 18 - CBS Morning News. A psychiatrist reported that Garwood was insane during collaboration with the enemy.

40. December 19 - CBS Evening News. A severely handicapped man was shown to have an extraordinary musical talent.

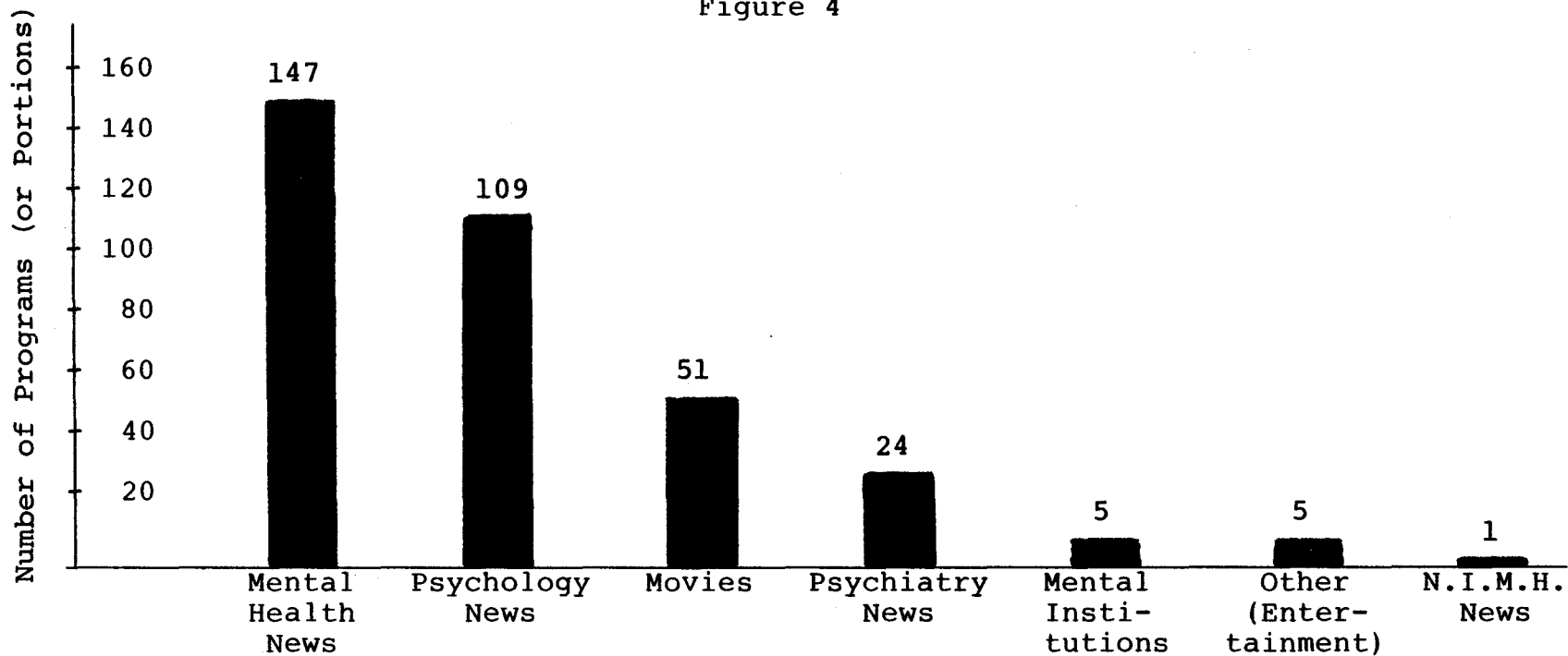
41. December 26 - CBS Evening News. Psychiatrists discussed the effects of captivity on U.S. hostages in Iran.

Summary

In the six-year research period, from 1975 to 1980, CBS aired 283 excerpts about mental health. As was mentioned previously, these were items extracted from the topics of "Mental Health," "The National Institute of Health," "Mental Institutions," "Psychiatry," and "Psychology" that appeared in the news index kept by CBS titled CBS News Index. Excerpts that did not appear on news programs but that also contributed to this tabulation appeared in the indexing of "Other Programs/Mental Health," which were filed in the CBS Program Department. (See Figure 4 for a comparison of the categories.)

From the 1975 CBS News Index, the television network had 52 excerpts located under the "Mental Health" topic area. (This was to be the largest number that appeared in the Index in this topic area for any year, as well as any topic.) Four programs that year dealt with appropriate excerpts about "Mental Institutions," 6 concerned "Psychiatry," and 12 were located under the subject area of "Psychology." For the year of 1975 only one program other than those tabulated in the News Index appeared in the "Other Programs/Mental Health" indexing, and dealt with our area of research, for a grand total of 75 program excerpts about mental health in 1975.

Figure 4



CBS's Mental Health Programs 1975-1980

None of our research years after 1975 contributed as many excerpts of mental health programming as did 1975. The following year, 1976, had less than half of the previous year, or 35 portions of programming in all.

The CBS News Index for 1976 had one contribution in the area of "The National Institute of Mental Health" and this was the only year that this topic area appeared. Of the 17 excerpts listed on "Mental Health," none existed that were not "repeats" or that were applicable under the area of "Mental Institutions," 6 portions of programming dealt with "Psychiatry" in 1976, whereas 10 dealt with "Psychology." The other area of "Other Programming/Mental Health" had just one program that could be termed "mental health" in nature. The programming year of 1976 for CBS had the most dismal showing, quantity-wise, for the area of mental health.

The year of 1977 did not fair much better, with a total of 38 programs or portions thereof that dealt with the research area. Here, all of the contributing programs were found in the 1977 CBS News Index. Twenty-eight dealt with the subject of "Mental Health," 4 were in the area of "Psychiatry," and 6 concerned "Psychology."

In 1978, most of the applicable excerpts were tabulated from the news, with 3 contributions that were not news oriented. Twenty-two excerpts appeared under the "Mental Health" topic area in the 1978 News Index. The subject of "Psychiatry," surprisingly, had no contributions to the

research for the year. However, "Psychology" had 16 excerpts, which gave the year a total of 41 programs or "mini" programs dealing with mental health for the year of 1978.

Fifty-two programs (or portions thereof) were added to the research for the CBS program year of 1979. Seventeen excerpts appeared in that year's News Index under the topic of "Mental Health," as well as 2 contributions within the subject area of "Psychiatry," and 32 references about "Psychology" appeared that year to add to the total number (32 was the largest number of excerpts for the topic of "Psychology" for any year during the research period of 1975 to 1980). During this year, there was also one "Other" program that dealt with the research topic, which did not appear in the Index, but which will be included in the year's count of 52 programs.

The final year of the research, 1980, provided 42 separate contributions to the research on mental health programming. Eleven shows (or portions thereof) dealt with "Mental Health" in the News Index that year. One contribution was in the area of "Mental Institutions," 2 were in the area of "Psychiatry," and 28 program excerpts dealt with the subject of "Psychology." All of these programs added to the total umbrella of mental health programming.

Table 4

CBS Nielsen Ratings

<u>Program</u>	<u>Date</u>	<u>Rating</u>	<u>Homes (000)</u>	<u>Share</u>	<u>Men (000)</u>	<u>Women (000)</u>	<u>Teens (000)</u>	<u>Children (000)</u>
<u>Magazine</u>	1/29/75	5.6	3,840	26	870	3,820	LT	590
<u>Magazine</u>	12/10/75	4.2	2,920	24	520	2,570	100	760
<u>60 Minutes</u>	9/5/76	14.2	10,110	32	DNA	DNA	DNA	DNA
<u>60 Minutes</u>	2/20/77	22.0	15,660	36	13,220	13,200	990	2,320
<u>60 Minutes</u>	2/19/78	25.6	18,660	42	15,670	15,410	1,600	590
<u>Any Place But Here</u>	12/26/78	12.0	8,940	20	DNA	DNA	DNA	DNA
<u>Lou Grant</u>	12/3/79	18.8	14,340	30	8,130	12,710	1,610	790
<u>Lou Grant</u>	12/10/79	18.6	14,190	30	7,450	12,330	1,830	820
<u>60 Minutes</u>	3/30/80	29.1	22,200	47	17,520	19,360	2,240	1,240

DNA = Data Not Available

LT = Too Light for Reporting

CHAPTER VI

THE PUBLIC BROADCASTING SERVICE AND ITS MENTAL HEALTH BROADCASTING (1975-1980)

The Public Broadcasting Service (PBS) will comprise our last chapter on mental health broadcasting. It is the only "public" television network in the nation and therefore differs from the commercial TV networks, which were examined for appropriate research programming in Chapters 3, 4, and 5.

Because of its uniqueness among the TV networks (that is, it receives funding not from business advertising as commercial TV does, but from grants from companies, the public, and the government), its programming differs in presentation and content from that of the commercial networks.

Most unfortunately, past programming on PBS was not collated by the network until January of 1977. Therefore, the years of 1975 and 1976 are unable to be researched by using the PBS file. Therefore, the periodical TV Guide, published by Triangle Publications, Inc., was used as a reference for the missing past programming of 1975 and 1976 and as a means to round out the existing files from 1977 to 1980.

Another difference in PBS's program files and those of the national networks is that the files of PBS from 1977 on are organized by title only, rather than by topic, adding to the difficulty of extricating the existing mental health programming, and adding somewhat to the discrepancy in the research between PBS and the commercial networks--NBC, ABC, and CBS.

In spite of these factors, a treatise on television's mental health programming would not be complete without covering PBS's offerings.

Also, some of the most thoroughly researched documentaries on the air during this time period concerning mental health were aired by PBS (see From the Back Wards to the Back Streets, for an example).

There also was a series, presented during the research time period, specifically on psychology. It was titled The Thin Edge and debuted March 31, 1975, with biweekly presentations. Five episodes in all were aired and later in the year were shown as reruns.

The following excerpts of mental health programming are those which aired between January 1977 and December 1980 on PBS. Ms. Judy Braune, director of Public Information for PBS of Washington, D.C., collated all of the applicable programming that she and her department colleagues deemed to have "mental health" as its subject matter. The public is not permitted to go through the past programming files at

PBS, but instead, most work through one of the Public Information employees.

As Ms. Braune explained, the criteria used by her and her staff in the screening of appropriate programs usually was a brief analysis of the topic covered in the TV program synopsis. If the programming contained subjects that mentioned mental health, patients or institutions, and/or psychiatrists, psychologists, and/or emotional problems or obvious mental health maladies, cures, or preventions, then it was included in the list of PBS mental health programming.

The following are these aforementioned programs, collated by the Public Information Department of PBS. Also included are programs researched from the TV Guide periodicals of the time. In cross-checking what the PBS researchers had chosen as "mental health" programming for the time period, it was discovered by the author that some applicable programs had been omitted.

With the combination of the PBS staff's researched programming in addition to the author's research of applicable "mental health" programs, a thorough search of the subject matter was achieved.

Also, at the end of this section can be found the Nielsen ratings on a cross-section of some mental health programs chosen by PBS.

Programs from PBS Files

The following programs are those chosen by the PBS staff as "mental health" programming. They will be followed by the author's selections of additional appropriate programming presented by PBS during the research period.

1977

1. January 4 - The MacNeil/Lehrer Report. This program was about orthomolecular psychiatry.
2. February 11 - Documentary Showcase: "Two Stones." These were case studies of handicapped Pennsylvanians, one of which was an alcoholic schizophrenic. This program was also a rerun.
3. March 25 - Black Perspective on the News. Dr. Alvin Poussaint was the guest speaker and topics included the effect of busing on the mental health of black children.
4. April 29 - Americana: "Bethlehem." This was a rerun about life in an institution for troubled boys.
5. September 8 - "Inside the Cuckoo's Nest." Public image and realities of institutional mental health care was the subject matter of this encore program.
6. October 20 - "Hurry Tomorrow." This encore program was about the use and overuse of drugs on mental patients in state institutions.
7. November 8 - Dick Cavett Show: "Werner Erhard." The father of the innovative therapy mode EST was Mr. Cavett's guest.

8. November 26 - Daniel Foster, M.D.: "Responses to stress." This was a repeat program about different psychological ways to cope with stress.

9. December 20 - Dick Cavett Show: "Julian Jaynes," a psychiatrist, was the guest on this show.

10. December 28 - Dick Cavett Show: "Maharishi Mahesh Yogi," the father of Yogi, discussed its benefits.

1978

1. January 6 - Dick Cavett Show: Guests Dr. Nathan Kline and Dr. Heinz Lehmann, psychiatrists, discussed schizophrenia.

2. January 20 - Over Easy #2022. Dr. Ronald May, a psychiatrist and author, discussed anxiety.

3. February 14 - Dick Cavett Show: "Nathan Kline/Ethel Person." Kline and Person, both psychiatrists, discussed depression.

4. February 24 - Over Easy #1075. This episode contained consumer advice on mental health.

5. February 24 - Consumer Survival Kit: "Mental Health." This repeat program was about detecting symptoms of impending emotional trouble, finding a therapist, choosing a specific kind of treatment, etc.

6. March 6 - Dick Cavett Show: "Allan Ginsburg." Psychology was the topic of conversation between Ginsburg and Cavett.

7. March 8 - Dick Cavett Show: "Robert Coles."

This social psychiatrist talked about his studies.

8. March 13 - Turnabout: "How to Survive Your Job."

This episode discussed job stress.

9. March 16 - Over Easy #1089: "Vivian Vance."

Vance discussed her involvement in the field of mental health after she experienced a nervous breakdown.

10. April 27 - The MacNeil/Lehrer Report: "Mental Health Commission Report." This was a synopsis of the Mental Health Commission Report.

11. May 18 - In Search of the Real America: "The Bomb That Fizzled." This was an examination of the population explosion and its relationship to several problems, including mental health.

12. June 9 - Firing Line: "The Psychological Society." Many people seem to be turning to psychological help to handle the pressures of modern society.

13. June 13 - Daniel Foster, M.D.: "Sexual Function and Dysfunction." Dr. Kenneth Altshuler, recognized authority on sexual dysfunction and professor and chairman of the Department of Psychiatry at the University of Texas Health Science Center at Dallas, hosted this encore program on sexuality.

14. June 27 - "College Can Be Killing." This encore program was about college suicides and ways in which universities deal with student stress, anxiety, and potential

suicides.

15. July 10 - Turnabout: "Choices." This program examined issues surrounding birth control and abortion. It also included the emotional conflicts, fears, and pressures of abortion.

16. July 13 - Dick Cavett Show: "Paul Weiss." The guest, Paul Weiss, discussed happiness, psychoanalysis, and other related topics.

17. September 17 - "The Maze: The Story of William Kurelek." This program was about the recovery of a mental patient.

18. October 26 - The MacNeil/Lehrer Report: "Children's Rights." This was a report on those children being committed to mental institutions.

19. November 14 - Over Easy #2022. Dr. Gene Cohen, Chief of the Center for Studies of the Mental Health of the Aging at the National Institute of Mental Health, was the guest speaker.

20. November 21 - Over Easy #1006. Dr. Eric Pheifer, a psychiatrist specializing in the field of aging, was the guest speaker.

21. November 24 - Over Easy #1009. Dr. Karl Eisendorfer discussed stress and planning for the stress of widowhood and retirement.

22. November 30 - Over Easy #1013. This show was advice on emotional problems and local mental health

associations.

1979

1. (Date not available) - Bill Moyers' Journal: "France: Wallace LaBaw." Hypnosis was the topic of discussion during this program.
2. January 4 - Nova: "A World of Difference: B. F. Skinner and the Good Life." The behavioral psychologist Skinner and his philosophy were covered during this program.
3. February 1 - Over Easy #2059. Dr. Gene Cohen of the National Institute of Mental Health discussed senility.
4. February 14 - The MacNeil/Lehrer Report: "Happiness." How to get into the state of happiness and how to stay there was the focus of interest.
5. February 15 - Over Easy #2069. Dr. Gene Cohen discussed reestablishing social contact with the opposite sex.
6. March 12 - Over Easy #2086. The subject of coping with stress was discussed.
7. March 30 - "Tattooed Tears." The life inside a correctional institution for youthful offenders was examined.
8. April 13 - Dick Cavett Show: "Stanley Milgram." This sociopsychologist discussed his profession.
9. April 29 - - Global Paper: "Waging Peace." This show examined "conflict resolution." It also explained the establishment of in-house psychologists working full-time in

several law enforcement agencies throughout the country (rerun).

10. May 17 - Dick Cavett Show: "Bruno Bettelheim." Dr. Bettelheim was the guest and discussed his theories of therapy (rerun).

11. July 7 - Here's to Your Health: "Depression." The topic was examined and how to cope was also pointed out.

12. July 21 - Here's to Your Health: "Why Do We Get Sick?" Psychological reasons for becoming ill were explained.

13. December 12 - Over Easy #2022. Dr. Gene Cohen discussed common causes of depression in older people.

1980

1. January 23 - Over Easy #3085. This program dealt with the effects of retirement.

2. January 30 - Nova: "The Keys of Paradise." This program examined endorphins, a substance that would revolutionize the treatment of pain, depression, and even schizophrenia.

3. February 4 - National Geographic Special: "Mysteries of the Mind." This program examined the human mind and the increasing interest scientists are taking in brain research to explain the mystery of how it works. It looked at intriguing questions about the brain's activity during sleep and the causes of sleep irregularity, noting an

enigmatic disorder called "narcolepsy," which causes its victims to be overcome by sleep and muscle paralysis during routine daily activities. The program probed the role of the brain in human health through acupuncture and use of hypnosis to control pain, and examined experiments with Zen monks and Indian yogas who are mentally able to regulate basic bodily functions. The program also looked at the case of a young woman, paralyzed from the neck down, who has learned to mentally control her blood pressure so that she can sit up in a wheel chair and free herself from the confinement of a life in bed.

4. February 23 - Here's to Your Health. Dr. A. John Rush, an international authority on psychological depression, joined co-hosts Dr. Al Roberts and Dr. Anne Race and talked about the physiology of depression and its ultimate symptom--suicide. He also distinguished between depression and sadness, which is a normal healthy emotional response. Actor John Houseman was the guest host and narrator.

5. March 8 - Here's to Your Health: "Why Do We Get Sick?" Noted psychiatrist Dr. George Engel joined co-hosts Dr. Al Roberts and Dr. Anne Race for a discussion of the variety of reasons that we get sick. Engel noted that such things as marriage, divorce, the loss of a job or a quarrel with a friend can make one sick and discussed how and why these and other life events make us more vulnerable to disease. Actor John Houseman was the guest host and

narrator.

6. April 10 - Nova: "The Keys of Paradise." This program examined the amazing properties of substances known as "endorphins"--drugs which have been discovered in the 20th century, and are manufactured in our own brains. The program featured interviews with scientists in the U.S., Britain, and Sweden, and showed how endorphins (meaning "morphine within") and their component enkephalins (from the Greek word for "in the head"), which were discovered almost by accident during research into the mechanism of morphine addiction, could revolutionize the treatment of pain, depression, and even schizophrenia. The program emphasized that the discovery of these endorphins means much more than finding a new drug, or creating a chemical formula; it is a key that unlocks a door to the human brain that may lead to a deeper understanding of our own minds.

7. May 21 - "Back Wards to Back Streets." This program examined the successes and failures of efforts to deinstitutionalize the mentally ill and care for them through a network of mental health services in the community instead of in institutions. It noted that deinstitutionalization was begun in 1955 when mental hospitals were exceedingly crowded and had hoped to achieve three things: (1) keep people out of the hospital who didn't really need to be there, (2) release those who could live in the community, and (3) shorten the length of time patients stayed in the

hospital. The program explored the lives of deinstitutionalized mental patients who have wound up on the streets as wandering "street people" or in jails, and those who are managing to return to their communities with the help of government-sponsored rehabilitation programs or local mental associations. It noted particularly the success of two programs in Montana and Wisconsin and contrasted this progress with the fact that over half of the men on New York City's Bowery are believed to be former mental patients.

8. June 2 - Over Easy: "Dr. Gene Cohen." Host Hugh Downs interviewed Dr. Gene Cohen, Chief of the Center for Studies of the Mental Health of the Aging at the National Institute of Mental Health, who discussed common causes of depression in older people. Walter Mack, 83, former Pepsi Cola president, explained how he organized a group of retired executives to start a new cola company. Idaho's rancher and fiddler of 60 years, Manny Show, 71, told how he recovered from stroke paralysis and disproved doctors' diagnosis that he would never fiddle again.

9. August 5 - Over Easy: "Millie Pedro." Dr. Gene Cohen of the National Institute of Mental Health discussed senility.

10. September 4 - Over Easy: "Mary Martin and Larry Hagman, Part 1." Hugh Downs hosted this first of a two-part interview with actress Mary Martin and her son, actor Larry Hagman, who discussed their reconciliation after years of

tension. Dr. Richard Lazarus explained how to cope with stress.

11. December 9 - Nova: "A Touch of Sensitivity."

This program examined the physiology of the highly complex touch system. Scientists do not yet understand what makes touch signals so significant. The program described the great emphasis placed on physical expression in work with disturbed adolescents in the St. Albans psychiatric unit of the National Health Service in England, pointing out that there they believe the use of tactile contact therapies is effective because touch is one of the basic means of communication between people. The program also explored the effect of touch in our daily lives and pointed out that recent studies show survival rates for heart attack victims are better if the victim is a pet owner--believed to be because of the peace and calm that stroking a pet can bring.

Programs from TV Guide

The following additional programs also have "mental health" as a topic focus. They are intended to supplement the aforementioned programs selected by the PBS staff. These television programs were obtained from the TV Guide periodicals dating from January of 1975 to December of 1980. The synopses of these programs were reviewed to determine if they met the appropriate criteria. Those programs selected as "mental health" in focus are presented here.

1975

1. January 6 - Documentary: "What Makes a Good Father." This cinema-verite portrait of three fathers illustrated positive approaches of childrearing: (a) fatherhood takes on special meaning for a young man who is present during his wife's natural childbirth; (b) a man whose father died when he was a boy says he is now "trying to give my kids what I never had"--companionship that includes bicycle outings together; (c) a professor formulates decisions with his children at the dinner table. After each segment, pediatrician Barry Brazelton led a discussion panel of parents (TV Guide, 1975).

2. January 30 - "When to Say When." This documentary, shown on many PBS channels nationwide, was about alcoholism. Both Gov. Milton Shapp and Richard Harmon appeared and viewers phoned in questions to their local stations about alcoholism (TV Guide, 1975).

3. March 31 - Thin Edge: "Depression--the Shadowed Valley." This was the first show in the beginning of a new miniseries of documentaries that delved into psychology. It was a biweekly presentation of five reports on mental health. According to the producer-host David Prowitt, "depression afflicts some 19 million Americans both young and old. Everyday stresses, bereavement and even heredity may trigger the condition when, in its most serious form, often leads to suicide."

Among those interviewed was a woman who recalled her three bouts with depression and a 9-year-old boy who was filmed during a therapy session.

The report compared such methods of curing patients as the use of antidepressant drugs and convulsive (or shock) therapy. Also covered was how the behavior of laboratory animals provides clues to understanding depression (TV Guide, 1975).

4. April 14 - Thin Edge: "Aggression: The Explosive Emotion." This episode surveyed scientific research into the occurrence and causes of aggression in humans as well as animals. Included was a film study of Eskimos in a Canadian tribe whose outward tranquility was belied by subtle displays of hostility. The effect of violent television programs on children's behavior also was covered, as well as how pent-up anger can result in such physical ailments as high blood pressure, headaches, ulcers, and arthritis. The use of force by monkeys to assert dominance was also explained. It also was shown how "constructive" aggression helped an insurance executive succeed in business.

The critique of this program, which appeared on page A-7 of this same issue of TV Guide, said that "it's mostly old-fashioned 'talking-heads' television, but that the debate was informative" (TV Guide, 1975).

5. April 22 - Woman. This was the first of three programs examining motherhood. The guest, psychiatric nurse

Angela McBride, said that she believed the way that society defines the role of mother "guarantees that a woman is going to fail" (TV Guide, 1975).

6. April 28 - Thin Edge: "Guilt: The Psychic Senser." This program relied on interviews with psychiatrists and laymen to describe the situations that can trigger a person's sense of guilt. Those clients who expressed a sense of guilt included a survivor of a Nazi concentration camp where his family died, a middle-aged salesman who felt pressured to earn more income, and a woman who anguished over her elderly mother's decision to enter a nursing home.

The report also examined the self-destructive effects of suppressed or unconscious guilt, as discussed in one segment by convicts who were repeat offenders (TV Guide, 1975).

7. May 12 - Thin Edge: "Anxiety: The Endless Crisis." On this program, college students, as well as athletes and expectant mothers, are all shown to be susceptible to anxiety.

In various film segments, goalie Tony Esposito of the Chicago Black Hawks described his pregame tension; students at a Florida university told how they have been taught to cope with examination jitters; and women pregnant for the first time are briefed on the various phases of labor.

Also on this program, physiological reactions to stress were demonstrated in a polygraph test and analyzed by

producer-host David Prowitt, who discussed the "fight or flight" response to danger (TV Guide, 1975).

8. March 12 - Nova: "Sleep Research." A businessman who liked to sleep only 15 minutes a night was among the unusual insomniacs interviewed in this report on sleep research. How factors such as drugs and extended periods of isolation affect a person's sleeping habits were shown in experiments. Also discussed was the interpretation of dream imagery (TV Guide, 1975).

9. May 26 - Thin Edge: "Sexuality: The Human Heritage." This program focused on the biological factors and social pressures that can shape a person's sexual identity. One theory examined in this program stated that children learned about male and female roles from peers, parents, and the mass media. Researchers were reported studying the extent to which hormones and prenatal stress may determine an adult's sexual preferences. The impact of society's moral standards was discussed by teenagers and by homosexuals.

Other segments of the program dealt with the effects of menopause and old age on sexuality. This show was the last of the series (TV Guide, 1975).

10. November 24 - Documentary: "Why Me." This was a candid report on breast cancer, and it also dealt with the ensuing psychological issues that often accompany it, such as the emotional ramifications of the operation and the

disease that must be handled (TV Guide, 1975).

1976

1. January 11 - Special: "Death and Dying." Psychiatrist Elisabeth Kubler-Ross, who counsels the terminally ill and those who deal with them, talked with host Bill Varney about her work (TV Guide, 1976).
2. February 4 - Report: "Images of Aging." How the elderly feel about old age was examined in profiles of two couples in their 80s. The emotional difficulties that accompany aging were also dealt with (TV Guide, 1976).
3. February 25 - Report: "Images of Aging." This drama was about a 90-year-old woman who rebelled against the emotional and physical abuse she was receiving in a nursing home (TV Guide, 1976).
4. February 28 - Discussion: "Is That Right." This was a discussion with Dr. Albert Kurland, director of the Maryland Psychiatric Research Center (TV Guide, 1976).
5. March 22 - Bill Moyers' Journal: "Why Work." The psychology behind why people work was examined and the viewing audience found out that it is much more than money as the motivating factor. It was also discovered that the more control the employees feel they have, the more they seem to accomplish (TV Guide, 1976).
6. April 26 - Documentary: "Dying." Portraits of three terminally ill people made up this 1976 documentary. Its aim, explained the writer/producer, Professor Maynard

Mack, was to offer "insight into dying as it is felt by the dying person."

Sally, a victim of untreatable brain cancer, was seen leaving the hospital to spend her last days at home. There, she came to accept her condition.

The second excerpt was about how a couple was dealing with the husband's imminent cancer death. They were both in the "denial" stage of his illness at the time of the taping of the program.

In contrast, a Rev. Bryant, an elderly minister suffering from inoperable liver cancer, had come to terms with his soon-to-be ultimate death. "The time I do have left," he stated, "I'm going to live it out the best I know how" (TV Guide, 1976).

7. July 27 - Discussion: "Children Are People Too." Helping children to better understand themselves and their feelings was the focus of this panel discussion aimed at parents. Educators examined common childhood emotions (TV Guide, 1976).

8. August 2 - Nova: "Meditation and the Mind." This was a clinical examination of Transcendental Meditation (TV Guide, 1976).

9. August 6 - Documentary: "To Die, To Live." This documentary was about the survivors of the atomic bomb in Japan, and what they experienced physically as well as mentally (TV Guide, 1976).

10. September 30 - Human Sexuality. The physical as well as the emotional aspects of sexuality were discussed (TV Guide, 1976).

1977

1. March 9 - Drama: "Scenes from a Marriage, Part I: Innocence and Panic." Ingmar Bergman's Swedish series telecast, which won acclaim in 1973, made its debut on American television this evening. Shown in six parts, the psychodrama was "an acute, deeply affecting portrait" of a relationship coming apart. The emotions and psychological ramifications are witnessed by the viewing audience (TV Guide, 1977).

2. March 28 - Drama: "Scenes from a Marriage." In this episode, the married couple were using emotional ploys in an attempt to remain together (TV Guide, 1977).

3. April 6 - Drama: "Scenes from a Marriage." In this episode, the couple met amicably to sign divorce papers, but instead they ended up "giving vent to all the hate . . . and all the rage that they had been suppressing for years" (TV Guide, 1977).

4. June 3 - Documentary Showcase: "Guess Who's Pregnant?" This documentary discussed the problem of unwed teenager mothers in the U.S. and the fact that most aren't psychologically prepared to become parents (TV Guide, 1977).

5. September 8 - Special: "Inside the Cuckoo's

Nest." "One Flew over the Cuckoo's Nest," the Best Film of 1976, dramatized life at a fictitious mental hospital. This program documented life at a real one, the Oregon State Hospital, which also provided the setting for the movie.

Using cinema-verite techniques, the documentary explored the relationships between doctors and patients, and movingly recorded both group and individual therapy sessions. In a low-key sequence, a schizophrenic's two personalities emerged as she recounted her life's history to her doctor.

However, the program's most unusual aspect was its juxtaposition of scenes from "Cuckoo's Nest" with those of actual hospital life. In one excerpt, the character Mac Murphy (played by Jack Nicholson) underwent electric-shock therapy. As compelling as the scene was, it lacked the sheer force of its real-life counterpart, shown here (TV Guide, 1977).

6. October 27 - Documentary: "Hurry Tomorrow." this special raised a controversial question--are drugs overused in combating mental illness? The documentary showed life inside the men's ward of a Los Angeles mental hospital. Filmed in cinema-verite, this special explored the use of powerful drugs as medication through conversations between patients, interviews with a staff psychiatrist, and some graphic scenes of patients tied to their beds while shots were administered (TV Guide, 1977).

1978

1. February 21 - Documentary: "Reach for Tomorrow." This was a story of a young boy who was born with deformed arms and how he struggled to cope emotionally, as well as physically, with his handicap (TV Guide, 1978).

2. June 27 - Report: "College Can Be Killing." This was an examination of suicide on college campuses, and what was being done to prevent it.

The report looked into the pressures that the undergraduates of today were facing and compared how two colleges, Northwestern University in Illinois and the University of Wisconsin, dealt with their students' emotional problems (TV Guide, 1978).

3. August 8 - Special: "People vs. Inez Garcia." This real-life courtroom drama was a first-hand study of the psychological repercussions of rape. The emotional trauma of the rape led to the murder of the rapist by the woman, who said she was driven by shame and rage (TV Guide, 1978).

4. October 29 - Documentary: "Bad Boys." This was a report on teenage crime and why and what is being done to rehabilitate these boys so they don't "graduate" to bigger crimes (TV Guide, 1978).

1979

1. January 11 - Special: "Raised in Anger." Ed Asner was the host for this program, which aimed at

persuading abusive, and potentially abusive, parents to seek help.

This study reported that each year, estimates from the Department of Health, Education and Welfare are more than a million cases of physical mistreatment of children. At one Pittsburgh hospital, cited in this hour, nearly 25% of the accident cases involving infants under 13 months are actually incidents of abuse. Although the physical wounds may heal, the emotional stress can very well last a lifetime.

The parents and experts in the field were interviewed (TV Guide, 1979).

2. April 2 - Nova. This was a report on substances manufactured in the brain that someday may be used to treat depression and schizophrenia (TV Guide, 1979).

3. June 12 - Documentary: "Inside San Quentin." Prisoners inside this men's prison talked about the psychology of being behind bars and especially the hopelessness. A staff psychiatrist was also interviewed (TV Guide, 1979).

4. August 13 - Bill Moyers' Journal. An 18-year-old murderer is depicted as a psychological victim. He was emotionally abused within his family, as well as by his peers and classmates (TV Guide, 1979).

5. September 29 - Special: "Miles to Go Before We Sleep." This program was on mandatory retirement, which, according to the American Medical Association's Committee on

living among them, as seen in a segment about "adult homes" in Long Beach, New York.

The documentary also surveyed other alternatives to institutional care in California and concluded by studying successful community programs in Montana and Madison, Wisconsin (TV Guide, 1980).

3. June 16 - Documentary: "Choosing Suicide." A terminally ill 62-year-old artist decided to take her own life. Her decision was at first emotionally denied by friends and family until they could all come to accept it (TV Guide, 1980).

Movies and Theater on PBS

The following are the movies aired (or filmed theater productions shown) during the research period, which dealt with the subject of mental health. PBS had made no compilation of such movies; therefore, the author has done so in order to keep the research consistent. The aforementioned criteria were employed in making the topic selections.

1975

1. January 23 - "Harp of Burma." This Japanese film, with English subtitles, was about a soldier's obsession with war guilt and his quest for inner peace. He eventually became a Buddhist as an answer to his problems (TV Guide, 1975).

2. February 19 - Theatre in America: "Brother to

Dragons." This was a psychological portrait of a character from one of Robert Penn Warren's books. It was based on fact about a psychotic killer's case study and the background that led to the motivation for the murder (TV Guide, 1975).

3. March 6 - "When a Woman Ascends the Stairs."

This was a Japanese movie about a contemporary story about a widow and what options were open for her morally and personally after her husband died (TV Guide, 1975).

4. March 12 - Theatre in America: "Forget-Me-Not

Lane." This play was described as a "memory" play of the life of a college professor. The protagonist traverses the memories of his period of sexual awakening and his vague ambitions and anxieties stemming from the "battle of regret and recrimination" between his father and mother. He finally came to grips with his life and realized he grew up while his family drifted apart (TV Guide, 1975).

5. April 10 - Hollywood Television Theatre: "The

Ladies of the Corridor." This play was a psychological character study of the various lonely women who lived in the same residential hotel. One was overanxious for romance, a second was an invalid with an apron-string hold on her middle-aged son. And a third was an alcoholic who was contemptuous of men (TV Guide, 1975).

6. May 13 - "The Men." This movie was about a

bitter paraplegic veteran and his attempts to

psychologically readjust to life (TV Guide, 1975).

7. August 14 - Hollywood Television Theatre:

"Requiem for a Nun." "The psychological insights in this complex adult drama made it well worthwhile," the critic for TV Guide wrote of this movie. The plot was about the events and motives that precipitated a murder (TV Guide, 1975).

8. September 18 - Hollywood Television Theatre:

"Incident at Vichy." This drama focused on a group of men whom the Nazis had rounded up. The movie became a forum for questions about humanity, guilt, responsibility, and the human psyche (TV Guide, 1975).

1976

1. January 22 - "Widow." This 1976 TV movie was about a woman slowly learning to deal with her own grief, along with her children's traumas, and all the other new stresses after suffering the death of her husband (TV Guide, 1976).

2. March 15 - "Moon for the Misbegotten." This was a psychological study of an alcoholic's guilt over his mother's death. Through dream allegory and talk with a compassionate farm woman, he finally copes with this issue (TV Guide, 1976).

3. April 3 - "Lord of the Flies." This was a dramatic study of the mind and the psychology of survival among British schoolboys on an uninhabited tropical island

(TV Guide, 1976).

4. November 11 - "Gold Watch." The psychological ramifications of a Japanese-American family being placed in an internment camp in the U.S. during World War II was the subject of this movie (TV Guide, 1976).

5. December 30 - "Visions." This movie contained two portraits of black women. The first, a young woman who was cramming for her bar exams, was haunted by memories of her girlhood and appeared to be stifled by these thoughts (TV Guide, 1976). (The second contribution was not related to the research.)

1977

1. January 25 - "Two Brothers." This was a psychological drama about a disturbed doctor who was suffering from depression. His understanding older brother tried to help him through his emotional problems (TV Guide, 1977).

2. February 8 - "Piccadilly Circus." This drama was about an eminent author, in conflict with his resentful wife over their young son's affections. TV Guide's programming editor called it "rich in psychological insight" (TV Guide, 1977).

3. June 16 - "End of Summer." One of the characters in this drama was a "cynical" psychoanalyst who expounded his theories to the other members of the cast (TV Guide, 1977).

1979

1. April 19 - "One of the Missing." This movie was a psychological study of a cowardly Confederate soldier (TV Guide, 1979).

2. October 31 - Great Performances: "O Youth and Beauty." In this performance we observed how middle age and vanity affected one man so that he experienced a traumatic "middle-age crisis" or breakdown (TV Guide, 1979).

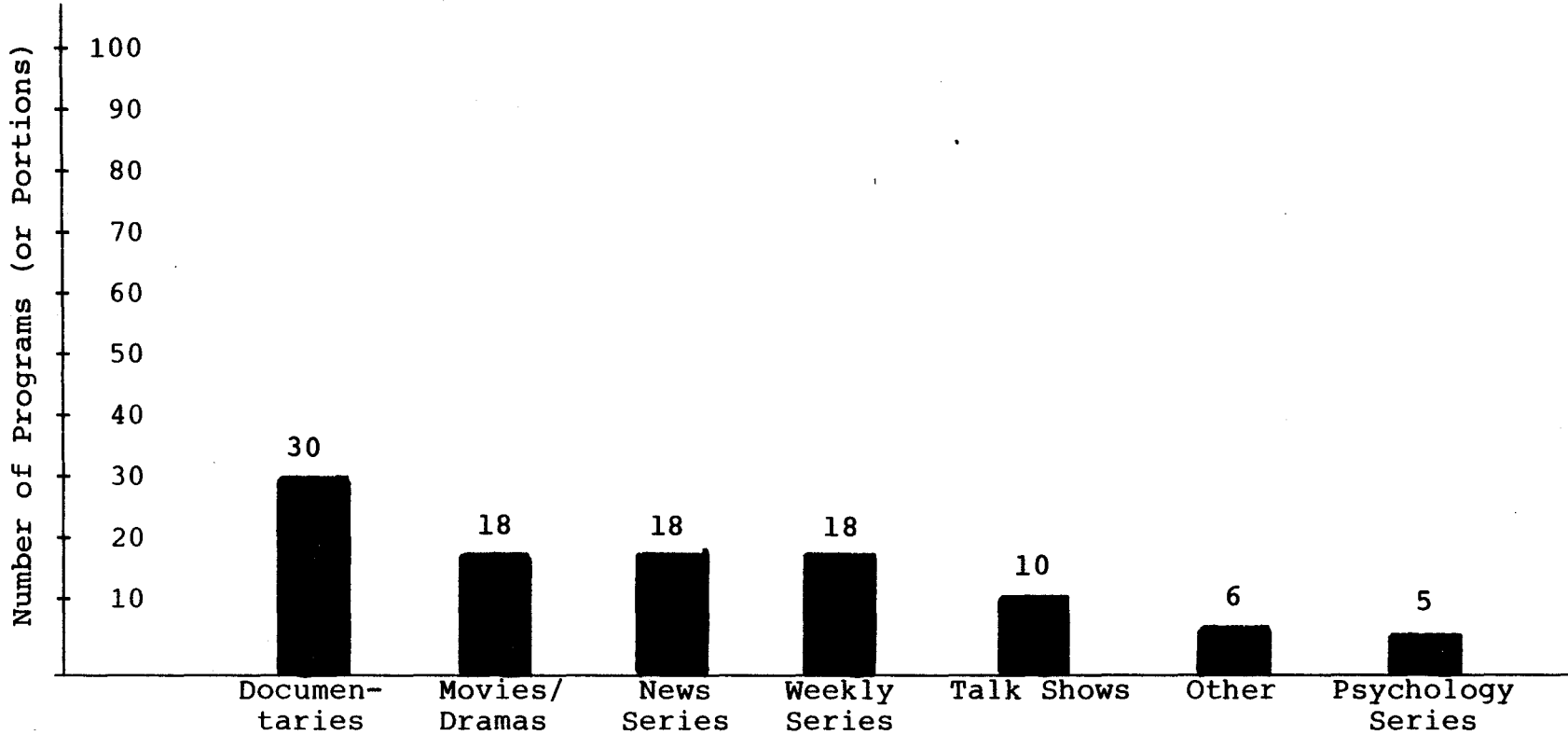
Summary

During the researched time span on PBS, according to the PBS files that began in January of 1977, the television program with the most references to mental health was the one on aging titled Over Easy. There were 14 such programs on the researched subject during the time period. Next, the Dick Cavett Show had 10 programs on which he interviewed psychiatrists or psychologists about their work. The Documentaries recorded on the subject of mental health numbered 9 from 1977 to 1980. The award-winning MacNeil/Lehrer Report contributed 4 entries to the field of research, as did the Here's to Your Health series. Also, Nova series donated 3 shows to the researched topic. There were 2 programs on the Turnabout series that dealt with mental health. All of the other applicable programming was placed in the "other" category (indicating just one showing of the program), and there were 6 such shows that fell into this category. Therefore, the total number of entire programs on

the subject of mental health was 52 by the count of the PBS Program Information Department.

When referring to the television program periodical TV Guide for the researched time period, there were a large number of Documentaries, 21 in all. Five reports specifically on the subject of psychology were featured on the program called The Thin Edge. Nova had 3 presentations, Bill Moyers' Journal had 2 shows about mental health, and a program called Women had the topic as their subject on one of their shows. The programs that were separate entities and that couldn't be placed into any one area were termed "other programming," and of these, there were 3 of which could be termed mental health in orientation. All together, according to the count from the TV Guide reference, there were 35 different contributions other than those recorded by PBS staff for the entire researched time period. The total from both references places programming on the researched subject at 83 separate presentations for this time span. This count doesn't include the movies presented at this time or the "theatre" presentations. The number of Movies/Dramas for the time span on the subject of mental health was 18, making the total of all mental health programming for PBS from January 1, 1975, to December 30, 1980, to be 105 in all. (For a comparison of all the categories during the research period, see Figure 5.)

Figure 5



PBS's Mental Health Programs 1975-1980

Table 5PBS National Nielsen Ratings for Selected Programs

Program	Date	No. of Stations	Cume %	Hhlds. (000)
Consumer Survival Kit	5/78	224	1.9	1,390
Global Papers "Waging Peace"	5/79	215	3.3	2,460
Nova "B. F. Skinner"	6/79	238	3.6	2,680
Feelings	12/79	196	1.5	1,140
Footsteps	3/80	208	1.9	1,450
Over Easy	3/80	248	1.2	920
Speaking of Love	3/80	203	2.6	1,980
Look at Me	6/80	233	1.6	1,220
Here's to Your Health	9/80	203	1.4	1,090

EXPLANATION: A PBS file Nielsen ratings list for the mental health programs rated during the research period. First column: the air date of the first telecast. Second column: the number of local PBS stations that aired the telecast. Third column: the cumulative percentage of the households watching the presentation. Fourth column: the number of households actually watching the presentation for six minutes or more.

CHAPTER VII

CONCLUSION

This historical survey of U.S. national television's mental health programming has identified all such programs on NBC, ABC, CBS, and PBS from 1975 to 1980.

In this concluding chapter, the following questions, as noted in the Introduction chapter of this study, are addressed: What was the frequency of the programs? What was the size of the audience (popularity), as well as the audience demographics? What was the subject matter covered? What form did these programs take--documentaries, series, movies, talk shows, etc.? Which format was the most informative or educational? What criteria did the networks use to label the shows, and using scientific criteria to label, was there a differentiation in applicable programming for the research topic? Lastly, what are the implications for improved future mental health programming?

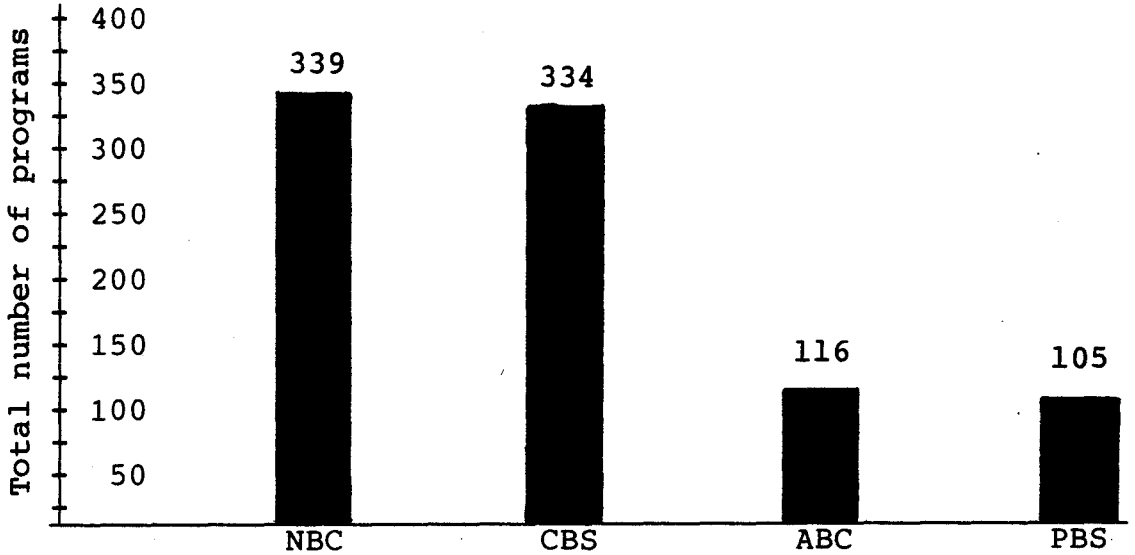
Frequency

With what frequency were programs on the subject of mental health aired during the researched time period? All complete programs as well as portions of applicable programs were included in the calculation of this statistic. For NBC the total number of programs or excerpts was 339, CBS showed

334, ABC had 116, and PBS aired 105. The total for all these networks was 894 programs (see Figure 6). Therefore, considering the total number of days or "air" time during the six-year research period of January 1975 to December 1980, a mental health program (or excerpt) aired approximately every two and a half days on one of the networks in the United States.

Looking at the networks separately, the frequency of such broadcasting diminishes greatly. For NBC, which had the greatest number of airings (339), the network averaged a mental health program once a week during the research period. CBS, which had 334, it was about every 8 days. However, for ABC, with only a total of 116 programs, the average airing was approximately every 20 and a half days. PBS, with 105 programs, the least amount of shows (or portions of programs) on the topic, had presentations every 22 and a half days. (See Figure 7 for a comparison of the networks' mental health programming frequency). However, programs of any length, whether one minute or 3 hours in duration, were considered for these statistics. Thus, the quantity of programs should not be confused with the quality of the presentations by the networks. Appropriate programming and other contributing factors for quality mental health programming will be considered later in this chapter.

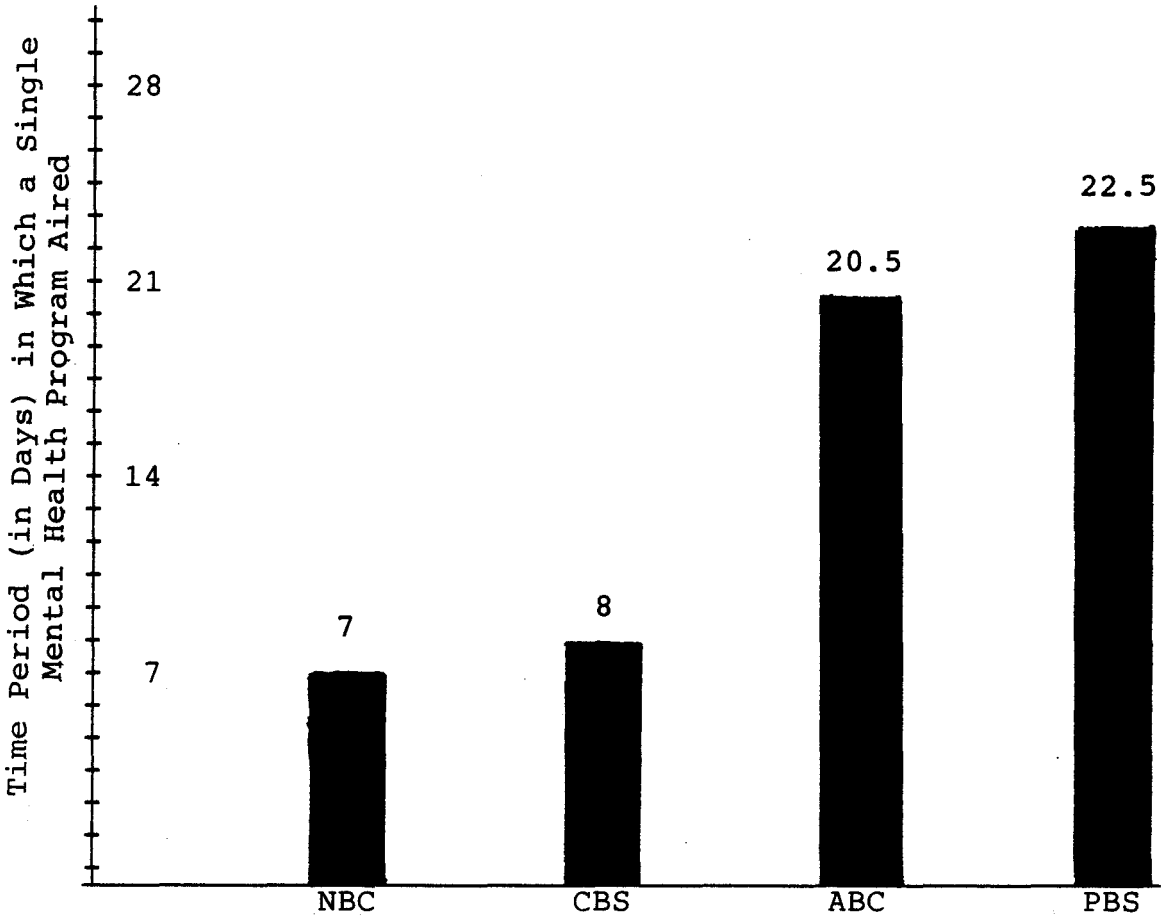
Figure 6



Total Number of Airings of Mental
Health Programs 1975-1980

Explanation: This table represents the total number of mental health programs or portions of programs aired by the various networks. As can be seen, ABC had the largest quantity, with 339; CBS was second with 334; followed by ABC with 116 such programs; and PBS was last with 105 mental health programs during this research period.

Figure 7



Frequency of Mental Health Programming 1976-1980

Explanation: This mental health programs frequency graph replicates that on NBC, one such program aired on the average of once every seven days during the researched time period. On CBS, it was one airing every eight days. ABC aired a mental health program every twenty and a half days, and on PBS, such programs aired every twenty-two and a half days between the time span of 1976 to 1980.

Audience Size, Program Popularity,
Subjects, and Demographics

One of the main methods of measuring a program's success in the United States is a survey that is conducted by the A. C. Nielsen Company.

Audience ratings of the national networks' programs are measured by a meter panel connected to selected television sets throughout the United States. These "readings" are recorded by Nielsen and supplemented by separate diary measurements of individual viewers' behavior (Goodhardt, Ehrenberg, & Collins, 1975).

Most often, audience size is referred to when rating the "success" or "worth" of a show. However, several sources point out that this can be misleading. Goodhardt et al. (1975) found that audience size by itself is an incomplete index of viewers' reaction to the programs. Results from more attitudinal measurements such as "audience appreciation" panels operated by the IBA (Independent Broadcasting Authority) need to be taken into consideration. With the diaries, the panel members report in alternate weeks with "mail diaries," in which they assess the programs they have viewed in terms of an overall "Appreciation Index." This index runs from "not at all interesting or enjoyable" to "extremely interesting or enjoyable," with other qualitative selections in between.

Therefore, the size of a program's audience should be but one of the ways to assess a television program's

popularity or success. For example, many programs below the top 15 shows are "successful" because they appeal to a specific targeted audience that the producers and advertisers wish to reach (1982 Nielsen Report on Television, 1982).

This point should be kept in mind when reviewing the Nielsen statistics tables of some of the mental health programming that appeared during the research period and when assessing the programming that was not included on the various tables.

First, it is helpful to know what the Nielsen "rating" and "share" terms indicate when assessing the commercial networks' tables. A "rating" is the "total of all U.S. TV households that watch a program," and "share" is the percentage of U.S. households in which the TV is actually turned on (in the industry, the latter is referred to as "HUT" or "households using television") (Schulte, 1984).

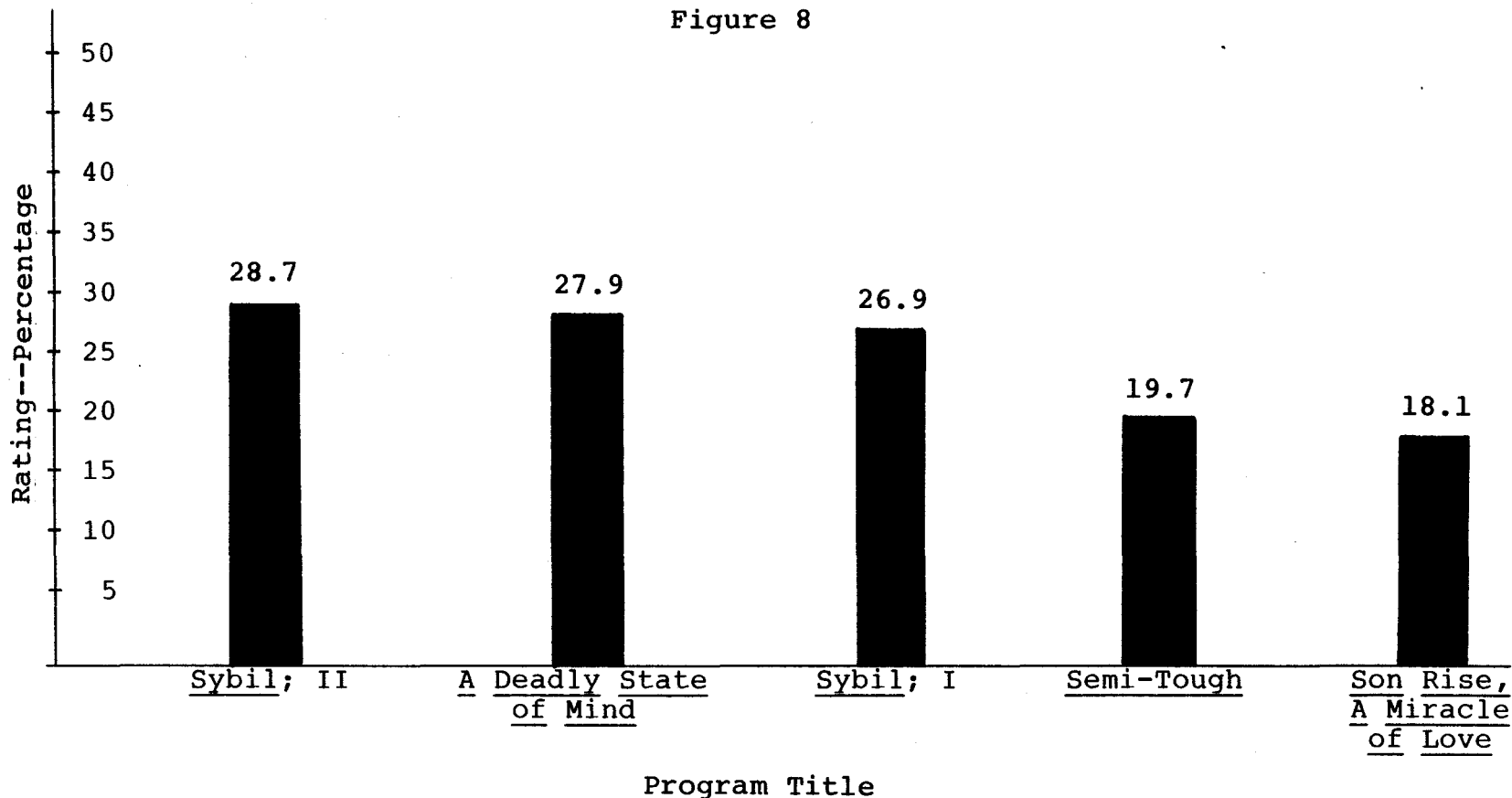
It is very time-consuming for the networks to obtain the Nielsen ratings on specific past programming. Moreover, for PBS, the Nielsen surveys are taken at intervals throughout the year--only 10 weeks in all. This means that most PBS single-run programs are never measured (Fuller, 1982). For these various reasons, the number of Nielsen rated programs found by the networks is limited.

In this chapter, the top five rated mental health programs by Nielsen for each network are examined. This provides a better understanding of which program subjects

attracted the larger audiences.

NBC's highest rated program during the research period was a Monday Night at the Movies, "Sybil" (Part II), concerning a woman with multiple personalities (see Figure 8). This movie aired on November 15, 1976, with a 43 share and a rating of 28.7 (see Table 1). Next highest was a Sunday Mystery Movie, "A Deadly State of Mind." It had a 43 share also, and a 27.9 rating. This movie was about a psychiatrist who becomes insane and eventually murders the spouse of one of his patients. The third highest drawing program for NBC was Part I of "Sybil," which had a 40 share and 26.9 rating. (It is interesting to note that Part II fared better than Part I, perhaps due to positive word of mouth after the first evening's airing.) The fourth television show with the highest rating on NBC's table was Tuesday Night at the Movies, "Semi-Tough." It had a 32 share and obtained 19.7 rating. This movie aired on September 18, 1979, and was about the "me" decade of the '70s and the ramifications of inward, self-indulgent thoughts. The fifth program with the highest audience pull was NBC Theatre's "Son Rise, a Miracle of Love." It had a 30 share and an 18.1 rating. This movie also aired in 1979, but on May 14, and it focused on the true story of a young couple who had been told by psychologists that their autistic child would never communicate with others. However, they were able to penetrate their son's silent stares after much

Figure 8



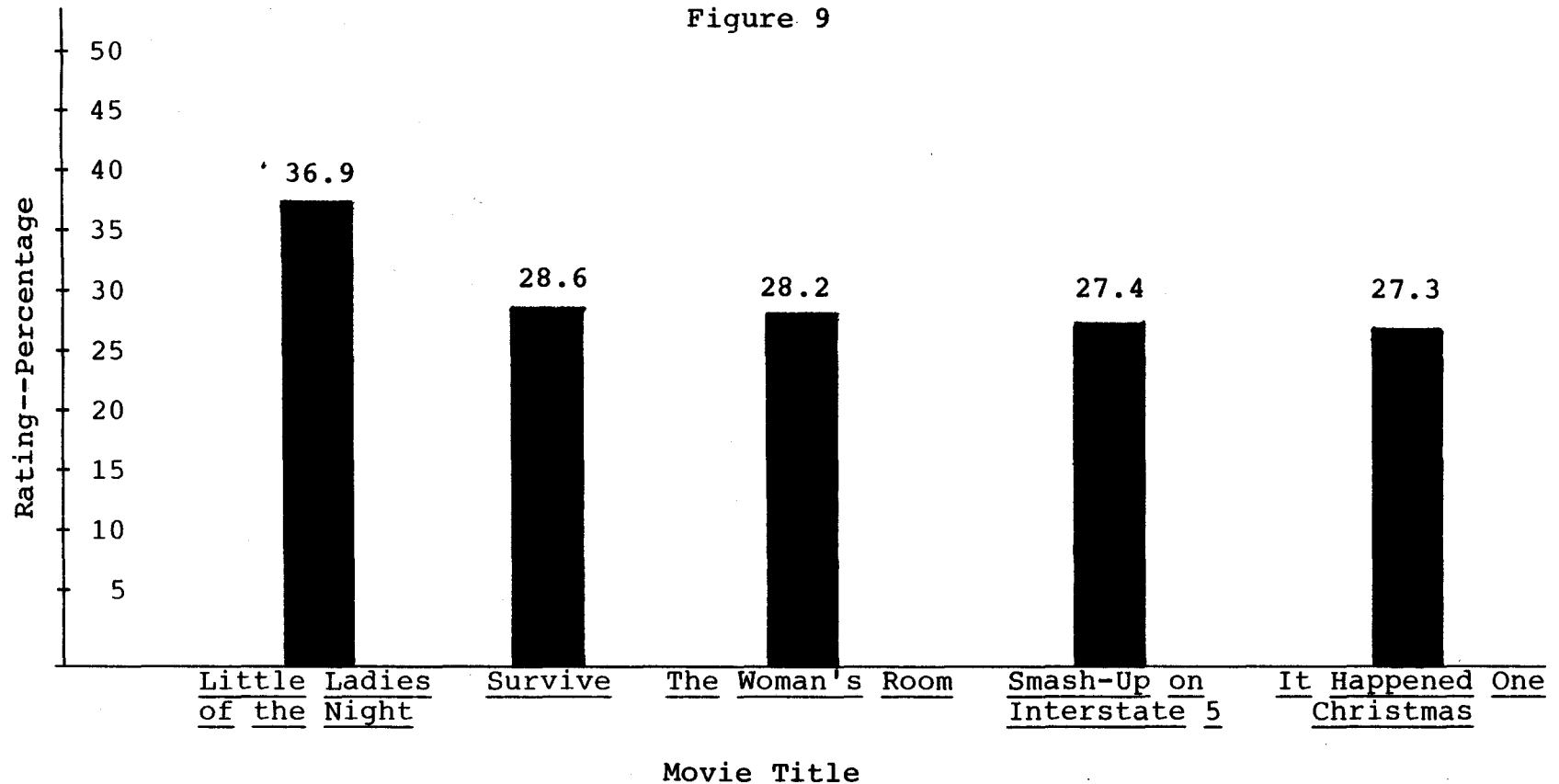
NBC's Highest Nielsen Rated Mental Health Programs 1975-1980

Explanation: Figure 8 shows NBC's highest-rated movies for the research period. Sybil II had the highest rating of 28.7, A Deadly State of Mind rated 27.9, whereas Sybil I came in third with a rating of 26.9, Semi-Tough scored a fourth place with a 19.7 rating, and in fifth place was Son Rise, A Miracle of Love with an 18.1 rating.

diligent work and an abundance of love.

ABC was able to locate only the Nielsens for the applicable movies of this time period. However, they did obtain Nielsens for all of the movies on the subject, or 44 in all. (See Figure 9 for a comparison of the highest-rated movies.) The movies appeared on both Friday and Sunday evenings during the researched time period. The ABC Sunday Night Movie "Little Ladies of the Night," which aired January 16, 1977, drew the largest audience for both evenings or a 53 share and a rating of 36.9. This story line was about teenage runaways, who eventually turned to prostitution as a means to obtain love and attention that they had never received from their families. The movie "Survive," also a Sunday evening movie, was the second strongest showing of the "tabled" movies, receiving a 28.6 rating and a 44 share. It aired February 27, 1977, and exemplified how some people can use mind control with the help of their spiritual beliefs to assist them in extreme times of need. The third largest draw was "The Woman's Room," a September 8, 1980, ABC Sunday Nite Movie that received a 45 share and a rating of 28.2. This movie was based on the popular book by the same title and it focused on the psychological ramifications of being a woman in today's world. The movie with the fourth-highest rating was "It Happened One Christmas," which also was a Sunday night showing that appeared on December 11, 1977. It had a 42 share with a 27.4 rating. It

Figure 9



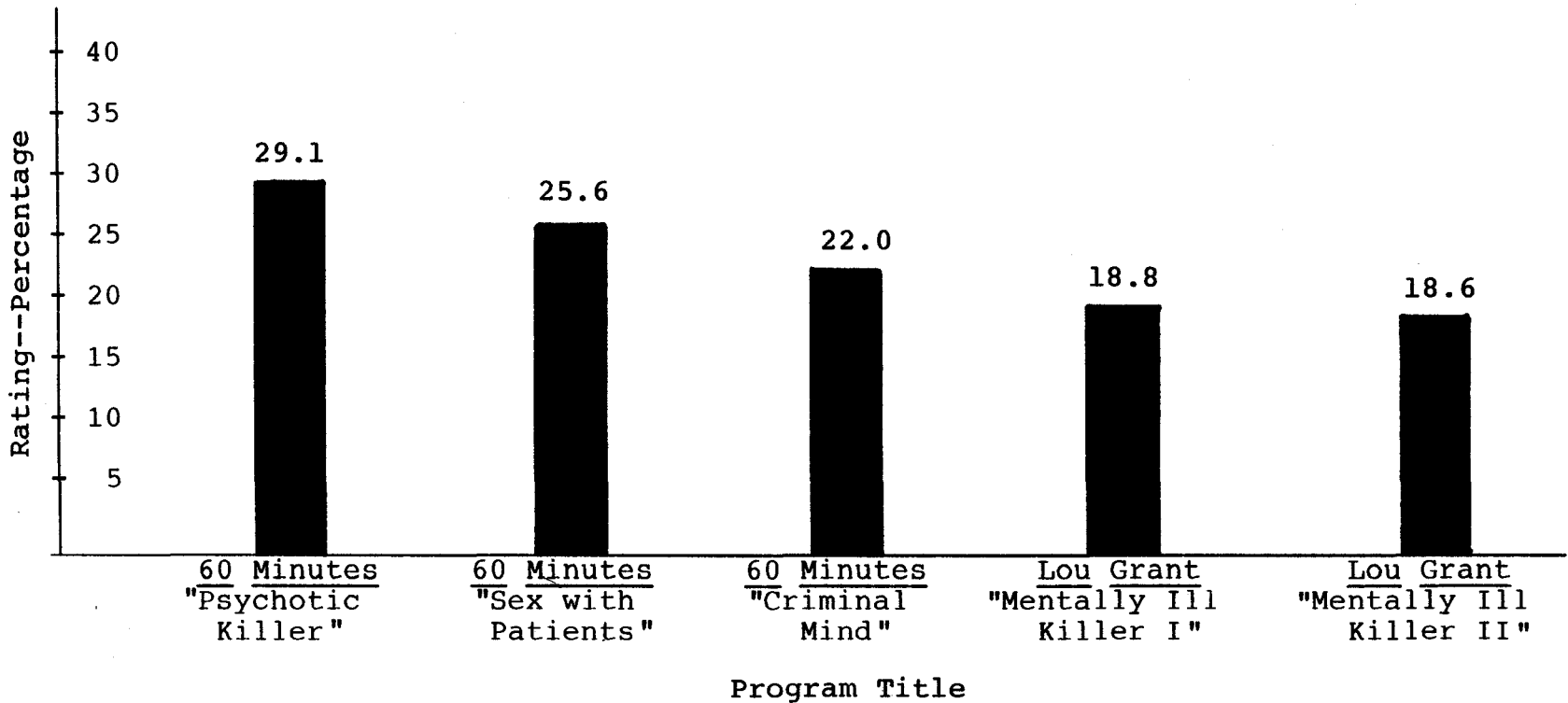
ABC's Highest Nielsen Rated Movies with
Mental Health Subject 1975-1980

Explanation: The highest-rated movies on ABC were Little Ladies of the Night with a rating of 36.9, Survive was second with a 28.6 rating, The Woman's Room came in third with a 28.2 rating, Smash-Up on Interstate 5 with a 27.4 rating was the fourth-highest rated movie, and It Happened One Christmas came in fifth with a 27.3 rating.

attempted to show, by using a type of psychological character study, that every person's life has meaning. The fifth highest rated program on the ABC tables was the ABC Friday Nite Movie "Smash-Up on Interstate 5." December 3, 1976, was the original air date of this movie, and it received a 45 share and a rating of 27.3. This movie dramatized how a disastrous car crash psychologically changed many lives.

The third national network, CBS, identified 10 past programs on the researched topic that had Nielsen ratings (see Figure 10 for a comparison of the top-rated programs). The top three rated television programs were 60 Minutes, and the fourth and fifth were both from the Lou Grant series. The top rated 60 Minutes program appeared on March 30, 1980, and drew a 29.1 rating and a 47 share. This episode dealt with the news that a psychotic killer might have been prevented from stabbing his wife. The next highest rated program, also 60 Minutes, as was previously mentioned, was aired February 20, 1977. It obtained a 25.6 rating and a 42 share. The main story that drew this audience was the revelation that some psychotherapists have had sex with their patients. The third 60 Minute presentation (which was also third highest in viewers) was presented on February 20, 1977. It had a 22 rating and a 36 share. New theories postulated about the criminal mind were revealed in this segment. The fourth highest draw, Lou Grant, which appeared December 3, 1979, had an 18.8 rating and a 30 share. This

Figure 10



CBS's Highest Nielsen Rated Mental Health Programs 1975-1980

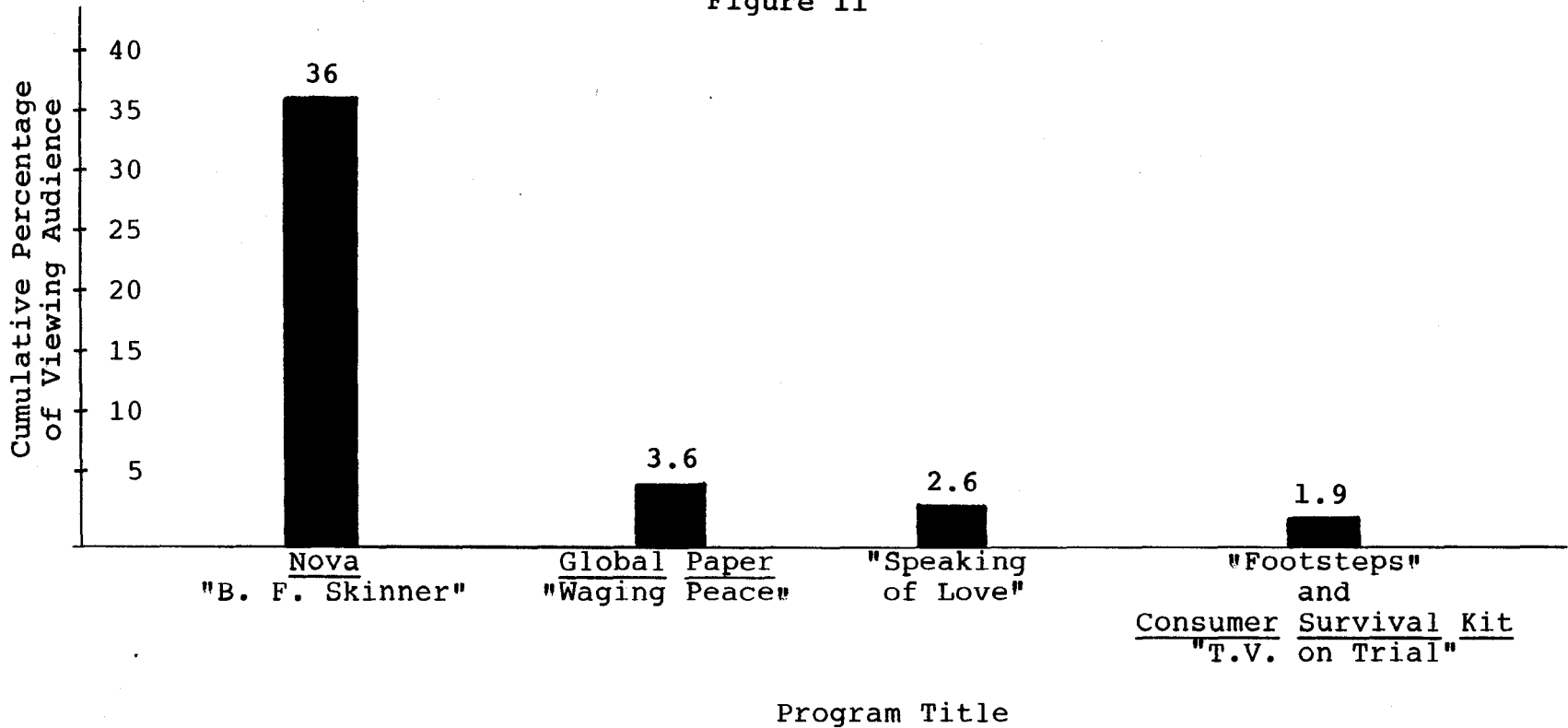
Explanation: The subject of "psychotic killers" on 60 Minutes was the number one rated Nielsen program during the research period with a 29.1 rating, whereas the subject of "sex with patients" on 60 Minutes came in second with a rating of 25.6, and in third place was the subject of "criminal mind" on the same program (60 Minutes), rating of 22. Lou Grant's show about a mentally ill killer came in fourth and fifth with 18.8 and 18.6 ratings.

was the first part of a two-part series. The subject of the series was a mentally ill person who eventually turns into a killer. The fifth highest rated viewership for the CBS Nielsen table was the second part of this two-part showing of Lou Grant, which appeared on the following week, December 10, 1979. It obtained an 18.6 rating and a 30 share of the television audience for that evening.

The public network, PBS, had a Nova program on "B. F. Skinner" as its top rated show for the research period. It first appeared in June of 1979 and drew a 36 "cumulative percentage."

As previously mentioned, PBS's Nielsen ratings differ somewhat from the national networks' in that they are only taken for 10 weeks out of the year (see Figure 11 for a comparison). Also, they note the number of PBS stations that aired the program (second column of the table) and this number can differ greatly. The "cumulative percentage" is the percentage of all U.S. households that viewed the given program for at least 6 minutes, while the last column on the table, "households," is the projection of the number of U.S. households viewing the program. For example, in 1983 the total number of households capable of viewing television on any one evening was 83,000,000 (Schulte, 1984). The second highest rated show was Global Paper's "Waging Peace," which appeared in May 1979. It drew a 3.6 cumulative percentage with the number of households viewing at 2,460. This

Figure 11



PBS's Highest Nielsen Rated Mental Health Programs 1975-1980

Explanation: The Nova program on "B. F. Skinner" came in number one with a rating of 36, whereas the second-highest rated program during the period was Global Paper, "Waging Peace," with a 3.6, the next-highest was "Speaking of Love," 2.6 rating. The last two programs tied with a 1.9. The titles were "Footsteps" and "T.V. on Trial."

program explained the establishment of in-house psychologists working full-time in several law-enforcement agencies throughout the country. It also examined "conflict resolution." The third highest drawing television show was "Speaking of Love," which appeared in March 1980. It had a 2.6 cumulative percentage and 1,980 households viewing the program for 16 minutes or more. The show was about the psychological ramifications of love. The fourth highest rated program from the PBS Nielsen table was titled "Footsteps." It was aired in March 1980 and had a cumulative percentage of 1.9 and drew viewership of 1,450 U.S. households. PBS could not supply the exact topic of discussion on this program, but knew that the main topic was "mental health." The final entry of the top 5 rated programs on the PBS Nielsen table was the Consumer Survival Kit, "TV on Trial," which aired in May 1978. It drew a 1.9 cumulative percentage and 1,390 viewing households. This documentary raised the question of whether television violence triggers real-life crime. Shown were excerpts from the 1977 murder trial of Ronney Zamora, a Miami teenager, who pleaded "not guilty" because TV allegedly "conditioned" him to kill (TV Guide, Vol. 26, No. 20, May 20, 1978, issue #1312, p. A-5).

What type of programming was rated the highest on these various networks? Were there repeats or common themes that pulled a higher audience viewership than other topics?

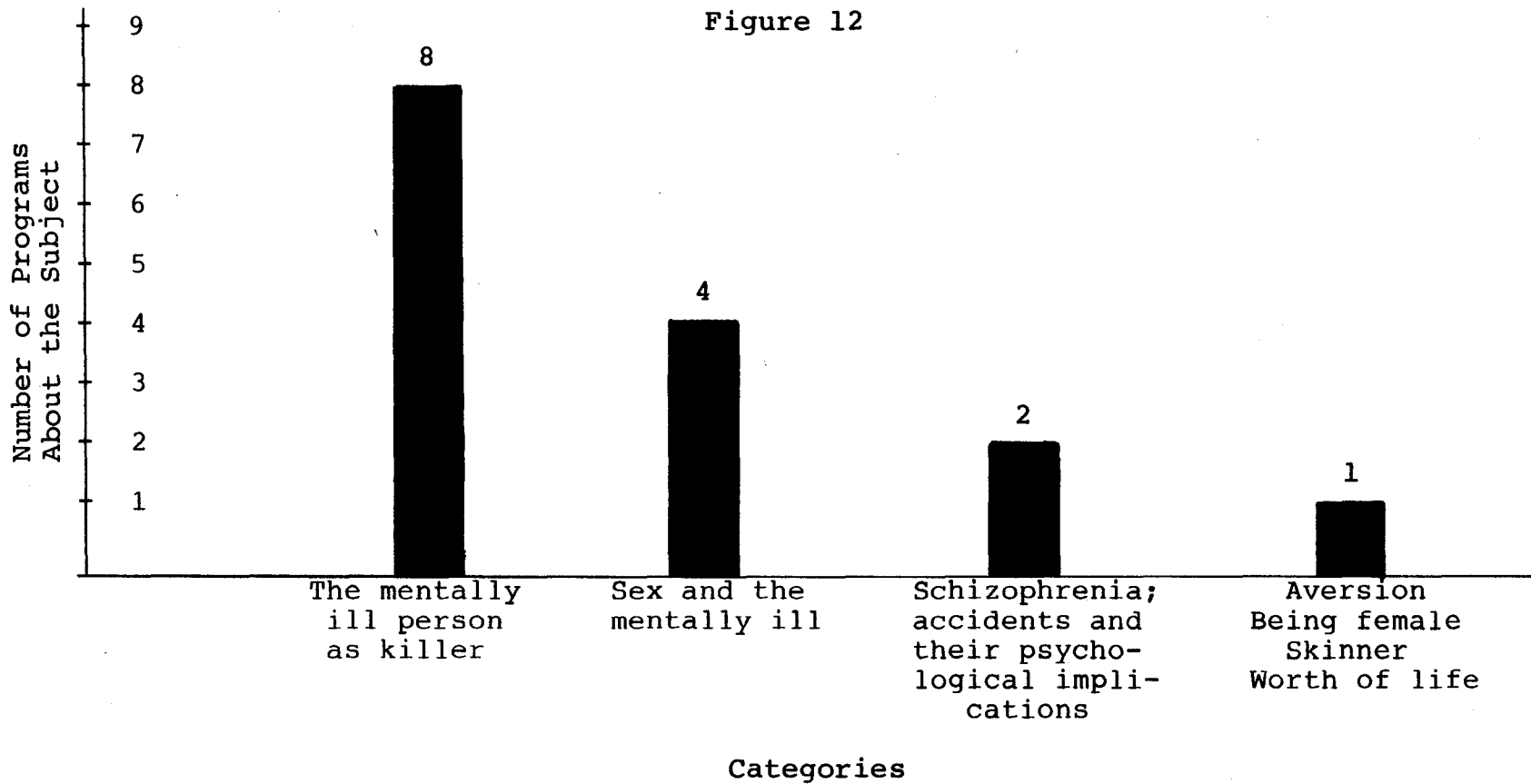
There were seven programs that rated in the top five of three of the four networks (see Figure 12 for graph of subject matter most often covered on top Nielsen rated programs). They shared the same theme of a mentally ill person as a killer:

- NBC: (1) a psychiatrist becomes insane and murders
- PBS: (1) killers are interviewed on the subject that television violence triggers real-life crime
 (2) psychologists working in law-enforcement and corrections agencies
- CBS: (1) study of a psychotic killer
 (2) the criminal mind
 (3) a mentally ill person becomes a killer (2-part program)

The number of people in the American population who suffer from mental or emotional problems at one time or other in their lives is quite a large portion of the general population (see Ch. I), yet the population of "mentally ill or psychotic killers" is very small. However, it was the subject of this later group that was presented most frequently and that drew the largest audience ratings on television. This could be construed as television's form of "sensational journalism" or even a method to mask violent programming in a respectable "clinical" cloak.

The mental health subject with the second largest draw according to these Nielsen tables was sex. ABC had a show

Figure 12



Subject Matter Most Often Covered on Mental Health Programming
(Top Nielsen Rated Programs) 1975-1980

Explanation: The "Top 10" rated Nielsen programs had repeat subject matter. Eight programs shared the most popular topic, which was "the mentally ill person as killer." The subject of "sex and the mentally ill" was the second most popular subject with four separate television programs on the subject. The topic of "schizophrenia" pulled in a large viewing audience to place it in third place in audience pull. The subjects "aversion," "being female," "Skinner" and "worth of life" made fourth place in the top rated Nielsens.

on teenage runaways who turned to prostitution for "love." CBS aired a program about psychologists' having sex with their clients, and PBS had a special on "love," which focused on the physical aspects of relationships. NBC's "me decade" movie also pinpointed hedonism and sexual self-indulgence. Although many mental health experts would agree that healthy sexual functioning helps the formulation of a totally integrated psyche, it is hardly the second most demanding problem in the mental health field. However, observing the above statistics, one could believe it to be so.

Sensational accidents that had to be overcome psychologically were the third highest pull. Both of these programs appeared on CBS. Multiple personalities, brought about by physical and emotional abuse, also rated quite high in audience pull and had two programs in the top five (see Arienti, 1974). Schizophrenics (or multiple personalities), because of the peculiarity of their illness, have drawn a number of television producers to attempt to replicate their lives, the "discovery" of the illness and its subsequent "cure." Even though this disorder may play well on television, it is only one disorder out of myriad emotional disorders from which people suffer.

Another mental illness, childhood autism, obtained a top rating, as did a show based on B. F. Skinner's theories. The psychological ramifications of being female in today's

society also was one of the networks' top five, as was a show on the meaning and worth of life.

Only the two national networks NBC and CBS included demographics in their tables (demography is the study of the characteristics of the human population). In this case, "men," "women," "teens," and "children" are all rated separately with regard to viewership.

On NBC, women from the age of 18 to 49 watched the most mental health programming, with a mean average of .48. The men in the same age group were a close second with a .43 mean average of statistics from the 12 applicable programs. Using this same calculation, teens' viewership came in a distant third with .15. Children averaged .9 of the viewing audience.

The second and only other network that broke their audiences down to sex and age groups was CBS. Once again, the statistics are similar to NBC's mental health programs viewing audience. That is, "women" were the largest viewing audience with a 7,940 average, whereas "men" came in second with a total of 6,808 males in the viewing audience. Again, teenagers averaged third with 1,195 and children came in fourth with an average of 1,015.

The statistics should be more extensive for drawing inferences. However, from the existing demographics on the programs aired, it was more or less a given that the adult population would be the majority of viewers because the

subject matter was almost exclusively adult oriented. More women than men watch television on the whole (Nielsen, 1980); therefore, this demographic was expected. None of ABC's Afterschool Specials was included in the Nielsen statistics. Nor were any of PBS's programs specializing in the children's market included in the story.

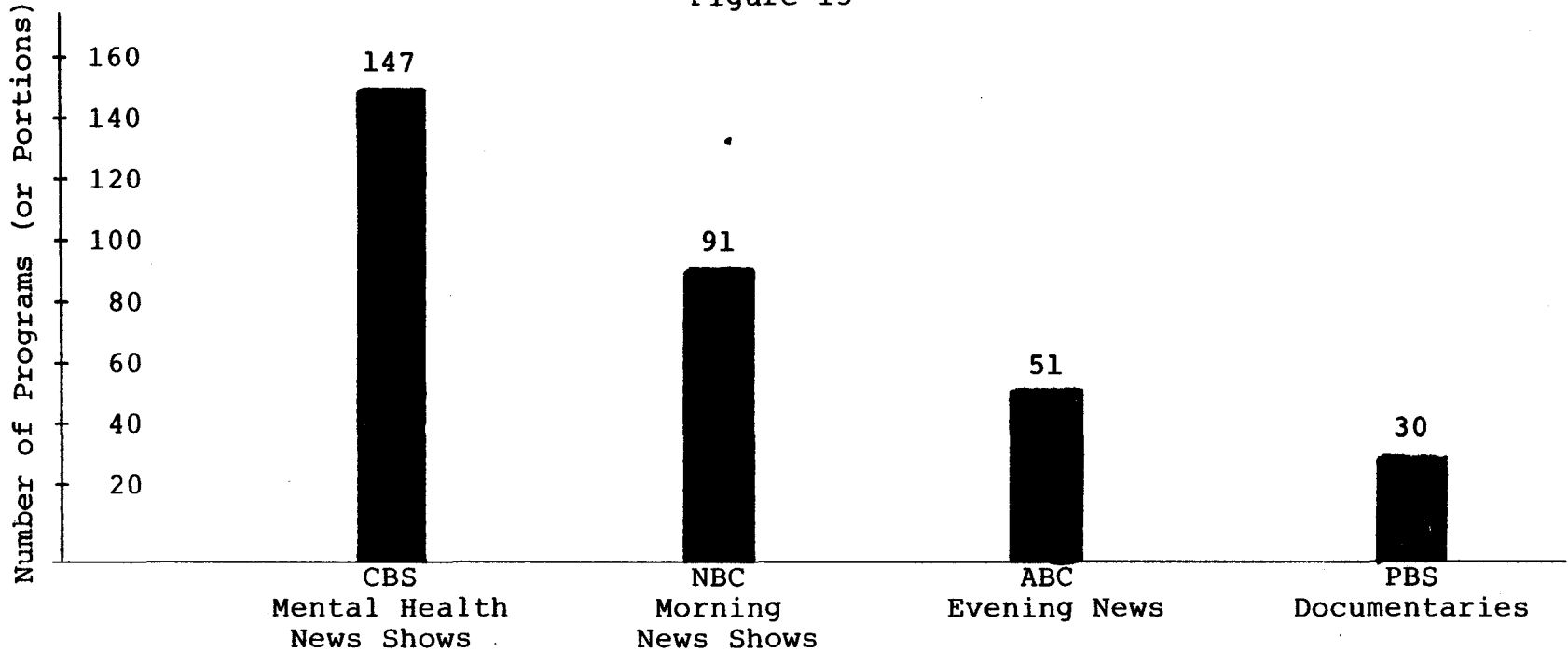
Program Format and Educational Programs

What program format appeared to be the most successful form for presenting mental health programming during this time period? Was it the much-used news program (be it morning, noon, evening, or late evening)? Or were movies, talk shows, public service announcements, television series, or documentaries more successful formats for presenting mental health programming? (See Figure 13 for a comparison of the networks' most popular program formats.)

There was only one "series" that was completely about the subject of mental health. It was The Thin Edge, which was a PBS offering that appeared biweekly from March to May in 1975. PBS labeled it a "miniseries of documentaries." The subjects of depression, aggression, guilt, anxiety, and sexuality were covered in separate presentations. A critique of the presentations was that it was mainly old-fashioned "talking heads" television, but the information level was said to be quite high (TV Guide, April 12, 1975).

A second series that dealt with mental health on every show, albeit on only a portion of the air time, was NBC's

Figure 13



Most Popular Program Format per Network 1975-1980

Explanation: As can be seen by this comparison of the four networks' most popular formats for mental health programming, the national networks chose news shows to air segments on the subject, whereas the public television network (PBS) employed entire programs (documentaries) on the subject.

America Alive. The series dealt with sexual mores and behavior, as well as other nonrelated entertainment topics. It appeared from July 24, 1978, to January 5, 1979. The highest Nielsen share it received was 16 and the lowest was 12. Both competing networks at that time were receiving shares in the 30s. Thus, it was dropped for lack of audience draw or interest (Salkin, 1983).

The ABC Afterschool Specials were among ABC's more highly acclaimed shows. They were termed "entertainment specials for children" and appeared after school from 4:30 to 5:30 EDT. Many of these programs had excellent presentations, with themes such as parental alcoholism, parental divorce and remarriage, death of a sibling, physically handicapped parents, guilt, an adopted child's confusion over who his mother was (i.e., the natural or adoptive), teenage alcoholism, compulsive eating, unwed parents, and drug abuse. Although these programs were quite informative, this series could have been a better showcase for even more directly informative programming. It exemplifies how well-written scripts on some programs of interest and good actors can draw an audience of interested children. It also points to the great potential of the distribution of informative and educational material for children through television.

The format that appeared to have the most informative television programs about the topic of mental health were documentaries on both ABC and CBS.

The ABC documentaries were a series titled ABC News Closeup. During the research period, there were four such applicable programs. The subjects of these four documentaries were divorce, mental illness and treatment, teenage drinking and drugs, and the use of drug therapy on the mind.

The CBS network ran three separate programs that had the documentary format at this time: CBS News Special Report, CBS Reports, and 60 Minutes. Such mental health topics as drug abuse, psychiatric hospital wards in the U.S., psychologists/psychiatrists sexually exploiting patients during therapy, the limits of psychiatry, and the "burnout" that occurs in psychology were featured.

Thus the most effective format for mental health presentation in terms of communicating information has appeared to be the documentary on NBC, ABC, as well as CBS. The documentary was also the chosen form of programming for 20 complete shows about mental health and psychology that appeared on PBS. Many applicable topics were covered during the six-year research period, including the use and overuse of drugs on mental patients in state institutions, institutional mental health care, schizophrenia, college suicides, finding a therapist and choosing treatment, deinstitutionalization, sexual function and dysfunction, job stress, psychologists for the criminally insane, the human mind, physical touch as a therapy mode, what makes a good father, death and dying, aging, and childhood emotions.

The only known study that scientifically reviewed the impact of a mental health documentary found that "television documentaries can change public attitudes towards mental health" (Bridge & Medvene, 1980).

This study was quite helpful to the field of mental health programming, not only because it is the only known one of its kind, but also because the experimental design appeared to be scientifically correct, making the results of the experiment pertinent.

The evaluative study found that the analyzed film "improved audiences' information levels and attitudes." It was also discovered that the film "changed beliefs about the behavior of the mentally ill and attitudes about the importance of several factors in adjustment to community life." The main criticism of the film was that it tended to "oversimplify the phenomena of mental illness and didn't differentiate groups of patients in terms of the severity of illness." Overall, though, the changes it initiated in people's attitudes and information level were quite impressive. Therefore, its style, content, and format rate among the best mental health programming during the research period.

Criteria

What criteria did the various networks employ for their assessment of whether a program should be categorized as pertaining to mental health? Also, how did they define

"mental health"?

As has already been discussed, NBC placed its past programming under various topic headings. The ones reviewed for this research were "Psychology" and "Psychiatry." NBC had no specific topic of "Mental Health." The criteria for placing a program by the NBC program analysis staff either under the topic of psychology or psychiatry were obvious references in the programming title or subject matter. If a program was psychologically based, or the professionals appearing were psychologists, then the program was placed under the psychology file. However, if the show had a psychiatrist as a guest or mentioned "psychiatric" in its subject matter or title, it then would be placed in the "Psychiatry" subject matter file. As Sharon Samson, the NBC administrator for research analysis at that time, explained, there were six different program analysts entering programs into the file system during the research period of 1975 to 1980. The criteria employed were those described above, but ultimately the final judgment as to where a program should be filed relied heavily on the analyst's "subjective, personal judgment."

Prior to this research, ABC had not separated any of its past programming by subject area or topic. Instead, it had collated the past programming by specific program titles alone, such as ABC's Sunday Night at the Movies, ABC Afterschool Special, "FYI," etc. When researching this

topic, ABC's public relations director, Barbara Rockefeller, and her staff assisted the author by identifying the past programming they deemed to be "mental health" in nature. Not only did they consider subjects on psychologists and psychology, as well as psychiatrists and psychiatry, as appropriate for categorizing, they also included subjects on "emotions" and "feelings" in the assessment. Therefore, the criteria they followed were ones they set up and not necessarily criteria proposed by the network itself.

The third national network, CBS, has done a most thorough job of indexing its past news-related programs. These programs have been categorized and indexed from 1975 to the present in a hard-bound text titled CBS News Index. The topic areas used for this research were "Mental Health," "Mental Institutions," "Psychology," and "Psychiatry." The criteria for how the programs for each topic area were chosen were not explained in the index. However, the broader topic of "Mental Health" contained the greatest amount of excerpts for the research. This umbrella category covered a wide variety of related subjects such as "the mentally ill," "insanity," "emotionally disturbed," "mental patients," etc. When excerpts from the "Psychiatry" topic were included, they usually would have references to a specific psychiatrist or "psychiatric" research or theory. When a subject was placed in the "Psychology" topic it too usually employed a derivative of this word in its synopsis,

such as "psychological. . .," "psychologist," etc.

Even though CBS's indexing and filing of topics of its news programs is very complete, its other programming (which CBS labels "Entertainment") is not categorized by any specific topics. Moreover, the "Entertainment" programming is not made available for public research as their news programs or index is.

Thus the criteria for choosing the remainder of the CBS programs were developed by the manager of the Program Information Department, Mr. John Behrens. He chose past programs that he felt were about the subject of "mental health." All of the synopses he included contained key words such as "psychology," "psychiatric/psychiatrist," "mentally unstable," etc.

Not included in his choice of past programming are any movies CBS aired in this time period. The network said it would be an impossible feat for them to obtain movies on the subject of mental health. They suggested that instead, the TV Guide periodical should be consulted as the reference for the movies. Therefore, the criteria, as well as the movies themselves, included in this research are not those of the networks, but of the author.

The criteria the author employed in deciding which CBS movies could be termed "mental health" in subject matter were a definition of "mental health" as well as one of "psychology" (when a more specific definition was needed to

aid in the selections). Both definitions appear in Webster's Third New International Dictionary (1976). Mental is defined as "relating to the mind . . . and the emotional . . . response of an organism to its environment. Health is defined as "the function of an organism . . . which performs its vital functions normally." Putting the definition more succinctly then, "mental health" is a normal mind or normal emotions. As far as the study of an abnormal mind or emotions, the term "psychology" was used as a more specific criterion for making the selections. Psychology is defined as "the science of the mind or of mental phenomena and activities." Therefore, the movies selected often referred to "abnormal," "psychological," "psychotic," etc. The author followed the definitions or criteria mentioned when making the selections.

Similarly, PBS did not have any of its programs separated by subject matter on a national level. However, all of the local PBS stations have been publishing what they call a "Monthly Program Topic Report." This has been done to ensure that they (being "public" stations) meet all FCC programming requirements for the pinpointed needs of their particular communities. All programs that have appeared on PBS since January 1977 have been placed into a topic area for these reports. The report on the topics covered in each month's PBS airings in the different cities is mailed to all the managers of all the various TV stations in the U.S.

every month.

According to Glenn Clatworthy (1984), the program assistant who researches and writes these reports for PBS in Washington, D.C., there are three topic headings that would be applicable to this research from these reports: "Mental Health," "Psychology," and "Therapy." (He then divides the topic of therapy into mental and physical.) When asked what criteria were employed in placing programs under the various headings, Mr. Clatworthy responded that it was the discretion of the staff of six persons to decide where a program would be filed. Key words in the synopses were again employed as the main criterion, often making the decisions in a rather subjective manner. Therefore, there is no overall outline employed by the various stations of PBS to aid in sorting their program topics. Each station has its own method of deciding about how to categorize its particular programming. These various stations all work as separate entities in that they do not gather all of this information on a national level. Instead, programs are rated by title only, and again the staff uses its own judgment as to which programs were about the topic of "mental health" when making selections for the research.

Implications

The implications for further mental health programming from this research are many.

The criteria that the various networks employ to designate a program as either psychological, psychiatric, or mental health in subject matter differ from network to network and are also very subjective within the networks themselves. Each of the networks has separate criteria for placing programs into different categories. PBS even differs from city to city, leaving the differentiation up to the individual stations. A scientifically shared criterion among the networks as to what constitutes a "mental health" television program would be very helpful when it comes to assessing the past programs and is necessary for those who would like to do future research. With a universal criterion for all producers of mental health programs, regulation of the television productions could also be incorporated. Television shows aimed at care and prevention could be aired and then be tested to decipher their impact and usefulness.

Improved mental health programming may assist in prevention and access. Only in this way could television become less of a "passive" creation for our mental well-being. Indeed, it could become a helpful and active tool in the field of mental health.

Dr. Eugene D. Glynn, a psychiatrist, believes that television can and should "activate":

It [TV] must find ways to encourage active audience participation, programs which will not satiate but stimulate its viewers. . . . With this orientation, television can overcome the dangers pointed out and find its way to being highly growth-promoting. (U.S. Congress, 1965, pp. 177-178)

Not only could the populace be educated by strong mental health programming, but such programming could also help deal with the large number of Americans who do not have access to mental health care or information. This access problem was noted by the chairperson of the President's Commission on Mental Health, Dr. Thomas E. Bryant, in a letter to President Carter (Report to the President, 1978).

Summarizing the Commission's year-long study, Bryant expressed concern for the "substantial number of Americans [who] do not have access to mental health care . . . at [a] reasonable cost." He goes on to note that most mental health services in the U.S. "are located predominantly in urban areas. For those who live in rural areas, small towns, and many of the poorer sections of the Nation's cities, . . . mental health facilities and personnel are frequently nonexistent." He explains that the entire Commission was convinced about the need of the nation to devote "greater human and fiscal resources to mental health." He remarks, at that time (1977) the United States was devoting only 12% of general health expenditures to mental health (Report to the President, 1978). That amounted to less than 6% of the total federal health dollars that were allocated for mental health, alcohol, and drug problems in 1977. The 12% figure cited above is misleading in several ways because it excludes the cases in which an emotional disturbance was either misdiagnosed or mislabeled

as a physical problem. Also, it does not include statistics on physical disorders that are the result of psychological stress. Additionally, over one-half (54%) of those who received care for mental/emotional problems did so from primary-care physicians and were not included in the identifiable (12%) direct costs. Therefore, these identifiable direct costs are only "the tip of the iceberg." "When realistic figures are used, the mental health costs to this country are overwhelming" (Long, 1980, forward page).

All of these factors above indicate the desirability and need for improved mental health TV programming. Access is one of the most serious detriments in mental health care. What better access do we have in U.S. households than television sets at almost 100% saturation (Nielsen Report on Television, 1981)? There appears to be no portion of the populace that is not reached by television programming. Inasmuch as almost every American home contains a TV, there is not economic differentiation being made among television owners, whereas, as Bryant mentions, there is an economic bias in mental health care services. Moreover, added to all of these factors are the recent budget cuts, especially in mental health care, which, according to the National Institute of Mental Health, plunged from the Carter administration's proposal of a \$650.6 million budget to Reagan's proposed 1982 fiscal year budget of only \$234.8 (1982 Presidential Budget, 1982). The Congress and the Reagan adminis-

tration further compromised on this figure and cut the allocations for mental health further to \$226.1 million. Many areas in the mental health care field were negatively affected, but service programs and clinical training were hit especially hard (Report of the House and Senate Appropriations Committees, 1982).

With these immense cuts and the resulting lack of care, we have even more impetus to turn to mental health TV programming as the answer to some of our budgetary short-fall.

Therefore, it makes good sense for the government (the Federal Communications Commission), or perhaps the National Association of Broadcasters, to require a definite amount of time weekly to be spent on such broadcasting. The FCC already requires television and radio licenses to fill a certain amount of air time with community service programming. This programming could be defined more specifically as "mental health programming" among other definite worthwhile topics that need to be dealt with.

Another aspect to be taken into consideration is the Nielsen ratings, which are employed by the networks to obtain statistics on the audience viewership of a particular program. These ratings can possibly be misleading to the researcher of mental health programming. Most mental health programs are usually one-time airings, not a program series. The only mental health series which ran during the research

period was The Thin Edge, and it ran only four months. When programs are run only once, it is difficult to get a "repeat" audience, which the Nielsens judge best.

It should be emphasized that although the Nielsens may indicate the highest audience draw, they do not answer the more important questions about the extent to which the programs serve a useful educational or more constructive purpose.

According to the research undertaken in this dissertation, the type of programming which appeared to be the most effective, in regard to helpful information and impact, was the documentary. Since this form of programming is, by design, only aired one time, getting Nielsen ratings that could be compared to other series programming was difficult and inappropriate at best. Nonetheless, considering the audience "appreciation level," the documentary scored the highest of any form of mental health programming. Likewise, "docu-dramas" made into movies did quite well with the Nielsen ratings. Examples are Sybil (Parts I & II), a true story about a woman with multiple personalities; "Son Rise, A Miracle of Love," a real-life rendering of a family's life with their autistic child; and "B. F. Skinner," a story about this doctor's theories and practices.

One program not covered in this research merits special review: The Phil Donahue Show. Since it was aired only on an independent network, it was not included in the

main text of this analysis, which covers the national networks and PBS. However, one cannot ignore the popularity, audience pull, and huge success of this program, as well as its "staying power" or longevity. It has been on the air since 1967 and it continues to have a strong viewership. It appears daily for one hour from 9 a.m. to 10 a.m. EST and covers a different subject each day. Experts in a specific field of discussion are that day's panel guests. Lay people to whom the subject applies are also members of this guest panel. There is a large, live viewing audience, who enter into a lively question and answer session during each program. There has been no record keeping of subject topics (P. Rotheiser, 1984), but it is obvious to even the casual viewer that many of the programs deal with mental health topics.

This is meaningful evidence that, when mental health subject matter is presented in a lively manner by experts (unlike the "talking heads" approach of the Thin Edge series), it does in fact attract a responsive viewing audience, and offers useful information for the viewers. It also shows that such programming offers an opportunity for good audience participation.

It has been cited that audience participation has also been an attraction of the radio call-in talk shows which purport to be "psychologically" based (Foltz, 1980). This format for members of the listening audience to call the

psychologist with various "mental health" questions has been extremely popular throughout the United States. Research in this area of mental health programming would be most useful to those creating successful programming for television. Even though some of these programs have been criticized as "pop psychology" by various mental health professionals, it is the first time psychological programming has been so widely popular in the United States. For example, psychologist Toni Grant reaches about 93,100 homes in an average hour during show time. Another psychologist in Detroit, Sonya Friedman, reaches an average of 36,000 households in an hour (Foltz, 1984, p. 4). Therefore, there is an obvious need for research to assess radio talk show strengths and weaknesses, and usefulness.

When looking into the future in order to project as to what form mental health programming will take, it seems that cable television will be the "showplace" for most of the specific interest areas, such as mental health. The positive side of cable TV is the extremely narrowed viewing audience. For instance, if the viewer turns on the cable channel relating to "health issues," one expects information on a certain topic in that field. Therefore, the creators of mental health programming would be much more certain of a receptive audience in such circumstances. It is also common knowledge among those familiar with cable companies that these companies are on a constant search for informative

programming. Cable channels air for such a great number of hours a week that they also are in need of quantitative as well as qualitative programming.

The Public Broadcasting System (PBS), in that it is "public television," will presumably continue to air programming that is applicable to its viewing audience. Therefore, with all the current interest in coping with life, mental health programming, and related documentaries, especially mental health concerns, appear to always have a place in the PBS programming.

However, the future of the preponderance and popularity of mental health programming on the national networks (i.e., NBC, CBS, and ABC) appears to be less assured. Because the national networks must rely on commercials for their income, the need to resort to what will get the highest audience attraction, and therefore obtain the highest commercial dollar, will always be an important programming factor. Therefore, the tendency toward what one may refer to as "sensationalism" among the program creators is higher here than anywhere else in the creation of television programming. Reviewing the research statistics, we see that "the mentally ill person as killer" was the number-one rated subject which was repeated most often in the Nielsen ratings during the researched time period. Sex and the mentally ill client was the second highest rated and repeated theme. Obviously, these subjects of violence and sex are

sensational subjects and it appears that the networks will continue the programming that gives them the highest Nielsen ratings, even if they are neither ethically or educationally strong. Also, some documentaries or "docu-dramas" have fared quite well on the national networks according to the Nielsens. The positive side for improved mental health programming is that they also fit the definition of "psychological subject matter" much better than the other aforementioned programming.

In summation, the media of television reaches almost 100% of all U.S. households as well as boasting the highest audience of any media. Psychologists, with the aid of television programmers, have virtually left this area untouched. As the resident psychologist on ABC's "Good Morning, America," Dr. Lee Salk, has said: "There's a tremendous demand for responsible professionals to use the media. If they don't, other people will." Therefore, the gauntlet has been thrown down for those in the mental health profession to rise to the challenge of creating educationally interesting programming in the field of mental health, as well as initiating change in the past modes of deciphering, collating, and assessing mental health programming.

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The dissertation is therefore accepted in partial fulfillment of the requirements for the degree of Doctor of Education.

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