

BITS AND PIECES

Burt pitches football; silver anniversary for Phil

Handing the ball to a seasoned veteran, *The NFL Today* on CBS has enlisted Burt Reynolds to tape a series of on-air promotions for the show with its host, Greg Gumbel, and studio analyst, Terry Bradshaw. Reynolds, who plays a high-school football coach on CBS' *Evening Shade*, is no stranger to the game. He received a football scholarship from Florida State University before launching his acting career, which included roles as football players in the films *Semi-Tough* and *The Longest Yard*.

TV ads during golf telecasts may be a candidate's link to more voters. This year's presidential candidates may be too busy campaigning for support from white-collar and blue-collar groups when they should be concentrating on the lime-green-collar group — golfers.



Burt Reynolds

According to the trade journal *Electronic Media*, a recent study by the Television Bureau of Advertising on the viewing habits of voters revealed golf tournaments were the most-viewed programs among ballot-casters. That means "adults who voted last year are 43 percent more likely to watch golf than the average adult."

Following golf on the list of voter favorites were: college football and basketball, professional baseball and basketball and *L.A. Law*.

After all these years, his hair looks the same. Phil Donahue, whose take-the-mike-to-the-audience style forever changed the format of talk shows, celebrates 25 years on the air with an NBC prime-time special on Nov. 16. *Donahue: The 25th Anniversary* features a guest list including fellow chat-meisters Sally Jessy Raphael, Oprah Winfrey, Joan Rivers, Gerald

October 5-October 11, 1992.

Rivera, Barbara Walters, David Letterman and Maury Povich. Feminist Gloria Steinem and Phil Hartman, who does a Donahue parody on *Saturday Night Live*, will also attend.

TIME OUT

Major League playoffs begin Oct. 6 on CBS

By Chris Neal

Armed with a pair of veteran play-by-play announcers and an all-star battery of color commentators, CBS Sports, for the third consecutive year, provides exclusive coverage of Major League Baseball's League Championship Series. CBS will also broadcast the 1992 World Series.

Sean McDonough provides the play-by-play as the playoffs begin with a prime-time broadcast on Tuesday, Oct. 6, from the stadium of the National League Western Division champion, former St. Louis Cardinals catcher Tim Lincecum, a two-time all-star, will offer up his expert color commentary. Game two airs during the afternoon on Wednesday, Oct. 7.

The American League begins its best-of-seven series Wednesday with a prime-time broadcast from the ballpark of the Eastern Division champions, with game two airing Thursday, Oct. 8. In the broadcast booth will be veteran play-by-play announcer Dick Stockton, one of CBS' most versatile announcers. Former all-star pitcher Jim Kaat will be alongside Stockton providing color commentary.

After a day off, the National League series continues Friday evening, Oct. 9. Saturday brings afternoon and evening games, with the American League playing in the afternoon and the National League under the lights in prime time.

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