

'Paper Chase' ...

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Paper Chase is on Tuesday nights at 7 p.m. Based on a hit movie, it stars James Stephens as John Hart, a first year law student trying to succeed in a contractual law class dominated by Professor Kingfield (John Houseman).

The show has suffered from bad ratings because of the time slot it's in, opposite ABC's *Happy Days*.

In a 13th hour effort to save the show, Strautman said, he mailed a letter to friends and media asking for support in organizing a campaign to save the show.

In the letter, he described the show as "the only one aired on Tuesday night which requires more than an eighth-grade mentality and stimulates more than carnal thoughts."

Sabotage hour

He blamed the bad ratings on the time slot, calling that hour the "sabotage hour."

The ratings for the show increased when it was switched from 7 to 9 p.m. on Tuesday nights for three weeks, but then they dropped again when CBS returned the show to its original hour in order to present the CBS Tuesday night movie.

The ratings increase demonstrated the show had an audience at a different time period, he said.

He said he sent the letter to the program managers and media critics such as Peter Citron, an *Omaha World-Herald* columnist, and Dave Wingert, a WOW radio announcer.

Criteria criticized

He said he probably will bring his campaign to the PTA, which is committed to promoting educational shows such as *Paper Chase*.

"Because of the time element involved and my limited resources, I don't have much choice but to contact the PTA," he said. "I will be contacting the Lincoln PTA leaders soon with my plan."

He criticized the network's use of ratings as a basis for determining the life of a show. He said ratings are based on the same families selected for three or four years by the Nielsen Co. in their television surveys.

The problem here, he said was that the same families who watched *Happy Days* last year will watch it again this year and therefore a new show has a hard time establishing an audience.

Optimistic

Even though the show is losing millions of dollars in advertising revenues for the network, Strautman said he is optimistic about his chances of saving the show.


"I'm an optimist. I think I can accomplish any goal I want to," he said.

Strautman said the networks are more susceptible to audience response after NBC's *Star Trek* error, where they canceled a show with poor ratings that returned as a hit in syndication.

If CBS knows viewers are disgruntled over their canceling an educational show, the show might be spared, he said.

He linked his struggles of one man gathering support against a major network with that of Howard Jarvis, the man who initiated the tax Proposition 13 in California.

"He was one man taking on a massive government and gaining support," he said. "I think I can do the same against CBS with a little support."



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