

Sept. 28-Oct. 4



PARENTS' GUIDE TO THE NEW KIDS' SHOWS

SPECIAL
REPORT

— with an introduction by
First Lady Barbara Bush

■ Best of
the new:
Fall's 10
most
promising
shows

■ The 10 top
audio-video
releases
for kids

PLUS

■ TV shows
that can help
you be a better
parent

Interviews with
"Pinky and the Dinosaur"
and "The New Kids in the Hood"



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INSIDER CHEERS 'N' JEERS

CHEERS

To Narrative Television Network, an innovative programming service for the visually impaired, which begins its third season this fall on cable's Nostalgia Television. NTN, which adds voice-over narration to selected feature films, serves an audience of some 11 million by unobtrusively describing between existing dialogue the on-screen action, settings and costumes. The service enhances TV enjoyment for people who might otherwise be denied it and, as such, is an especially welcome presence on the TV scene.

CHEERS

To a clever and irreverent set of "mother-and-son" cereal commercials that makes delightful use of television and movie lore. One of the spots features *Leave It to Beaver's* **Barbara Billingsley**, serving breakfast to an obviously middle-aged **Jerry Mathers** and pointedly observing that the "Beav" still hasn't gotten a place of his own. But the real killer, so to speak, is a commercial starring **Anthony Perkins**, shot on what looks like the original set of **Alfred Hitch-**

cock's "Psycho" and featuring Norman Bates' mother in the shadows in her rocking chair. "I always do what Mother tells me," says Perkins ominously, letting his hand hover over the butcher knife before picking up his cereal spoon. We almost died — laughing.

JEERS

To the monkey-see, monkey-do programming mentality that makes TV so infuriating sometimes, specifically CBS's announcement of a new late-night game show entitled *Night Games*. Its premise: three women and three men rate each other on such superficialities as first impressions and sensuality. The person with the highest score wins a dream date with the player of his (or her) choice. A quickie knock-off of *Studs*? Sure seems like one. We just wonder why. Surely, one version of *Studs* should be enough. And while we're on the subject of late night . . .

JEERS

To the Emmy Awards, for a selection that a month after the fact still has us scratching our heads. The category in question: Outstanding Individual Performance

in a Variety or Music Program. And the winner: **Billy Crystal**, for his one-night stand as the host of one overlong and typically long-winded awards show (last March's Oscars). Taking nothing away from Crystal, we still can't figure out how he won and *Late Night* star **David Letterman**, who is not only every bit as funny but also on every weeknight, was not even nominated. While we'll grant you that variety has become a lost art on TV, there's little doubt that a result like this only lowers the stature of the Emmys.

"Psycho" star Anthony Perkins: using his Norman Bates persona to sell cereal.

