

S CREEN

& cinema

Logos unveils its autumn TV programmes

By Bouli Hadjioannou
LOGOS TV, saying it was confident it would survive tough competition, announced its autumn programmes this week, featuring successful mini-series such as *China Beach*, blockbusters such as *Blade Runner* and *Lethal Weapon*, a daily TV game show (imported from Greece), more local productions, including a weekly Cypriot play, and additional news and current affairs programmes.

Logos officials told reporters and advertisers at a special presentation this week that from September 27, the Church-owned station will begin transmissions 90 minutes earlier, at 2.30 pm. On week-ends they will start at 10am.

It will have four news bulletins a day -- at 3pm, 5pm, 8pm and 10pm. The last news bulletin will take an in depth look at the main issue of the

day. Logos is promising a "new-look" main news bulletin at 8pm, but has not yet given any details.

Poet and satirist Costas Charalambides will have his own programme every Friday with news on cultural events and satire. Greek journalist Panos Panayiotopoulos will continue his high-profile series of interviews every fortnight.

Sport

Logos said it would continue to place emphasis on offering comprehensive sports coverage.

Director Elias Pantelides said Logos remained true to what he described the stations' commitment to quality programmes which contribute to Cyprus' anti-occupation struggle, help preserve the national, cultural and religious identity of Greek-Cypriots and strengthen the family.

"Many of you are parents. Logos respects the family.

You can rest assured that the programmes on Logos are suitable for children. And we have no qualms about stopping programmes which prove to be unsuitable," he said.

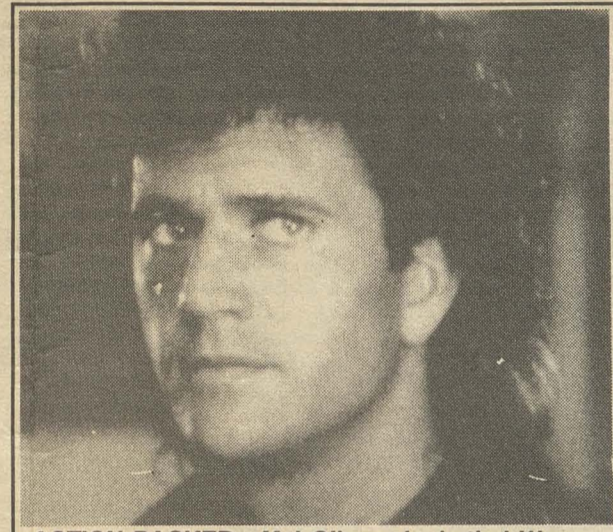
He said Logos TV is now available to 95% of viewers and efforts were underway to ensure complete coverage very soon.

Packages

Logos is offering special packages for advertisers, even though prices for individual ads are slightly up, prompting complaints from advertisers present that rates on Cypriot television are too high and medium-sized clients are being squeezed out altogether.

"All television stations have to understand that advertising rates are too high. They should get together to discuss this," Chris Savvides of Ledra Advertising said.

Logos, countering that its rates are still the cheapest,



ACTION PACKED: Mel Gibson in *Lethal Weapon* on Friday, October 8.

said its programmes were now available to a much larger audience.

It also said it was launch-

ing a teletext service and is offering companies an opportunity to use it as an advertising medium.

WHAT'S ON OFFER

LOGOS is offering viewers 26 local productions this autumn, among them documentaries on the underwater world of Cyprus and the history of Cypriot political parties, and a Cypriot play every Sunday, starting with a three part series based on Pavlos Liasides' *Agapi Nikitis*.

There will be two television game shows -- a word game co-produced in Greece and a quiz between high-schools.

Current affairs programmes include a weekly interview programme with journalists Loizos Antoniou and Manolis Kalantzis and a weekly in-depth investigation on local issues by Loucas Parpas.

There will also be a financial affairs programme sponsored by the Bank of Cyprus, a programme on computers, sponsored by the Popular Bank and a series on the Turkish-occupied north. There will be four religious affairs programmes a week.

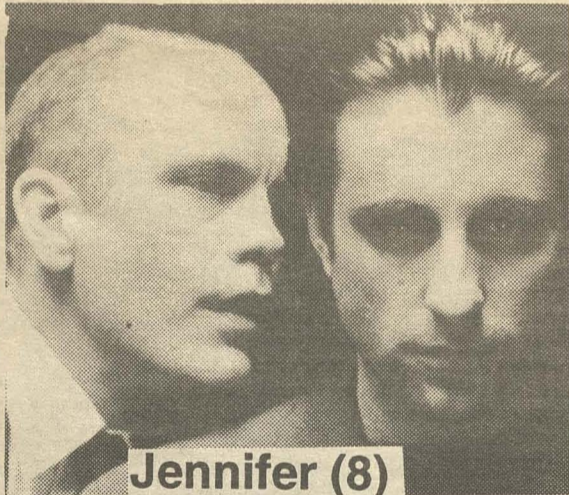
From the foreign film library there will be a series of golden oldies every Wednesday afternoon.

More recent releases are scheduled for Wednesday, Friday and Saturday evenings. They include *Blade Runner*, *Beyond the Poseidon Adventure*, *Green Berets*, *Waterloo Bridge*, *Lethal Weapon (I and II)*, *Alice Doesn't Live Here Anymore*, *Robin and the Seven Hoods*, *Mad Max*, *Around the World in 80 Days*, *Candidate* and *Hostage Flight*. Mini-series like *Star Trek*, *Cheers*, *Happy Days* and *Moonlighting* will continue. New mini-series include *China Beach*, *Be-witched*, the *Young Indiana Jones Chronicles* and *Dark Justice*.

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Telethon raises \$46m

LAS VEGAS (AP)

A TEARFUL Jerry Lewis pointed to a record \$46m on the tote to answer those who call his Muscular Dystrophy Association telethon "pity-mongering."

"Let somebody come to me and tell me what I do ain't good stuff," Lewis said on Monday at the end of the 21 1/2 hour TV marathon. "That's America talking."

The final tally from the 28th annual telethon was \$46,014,922. Corporate sponsors donated an additional \$36,849,732, telethon spokesman Jim Brown said.

Among the celebrities appearing were Wynonna, Ray Charles, Garth Brooks and Michael Bolton.

The telethon showcased muscular dystrophy victims, while doctors outlined breakthroughs against the neuromuscular diseases.

Activists accusing Lewis of using pity to get people to open their wallets held demonstrations in Philadelphia, New York and other cities.

"We're here to protest Jerry Lewis' continual degradation of people to raise money," said Marta Russel, one of 50 demonstrators outside KTLA-TV in Los Angeles. "The whole essence of telethon is about begging, but our goals are towards equality and rights."

Others defended the 67-year-old comic, who has helped raise more than \$1.3 billion for the Muscular Dystrophy Association.

"There's nothing wrong with caring," said Laurie Hinderer, a 32-year-old St. Louis businesswoman who uses a wheelchair.

Telethon is a TV programme to raise money for charity through telephoned pledges for donations.

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