

Reliving January 28, 1977

Roots was one of the most popular and influential programs in American television history. Millions of Americans (60% of the population or more) watched at least part of the miniseries in 1977, and seven of the eight episodes were among the ten highest rated programs ever broadcast to that date. (The last episode was so popular that it is unlikely ever to be bumped from the top-ten list.) The show was significant by other measures, too. Pollsters found that half of the people watching *Roots* thought it was “one of the best” shows they’d ever seen, and it was a topic of conversation wherever people gathered.

Episode Six

Episode Six begins eighteen years later (in 1824) as Sam arrives at the Moore plantation and sees Kizzy for the first time; it runs for 99 minutes.

Almost 46% of American households watched this episode.

The cast includes

Olivia Cole (Mathilda)
Chuck Connors (Tom Moore)
Scatman Crothers (Mingo)
Sandy Duncan (Anne Reynolds)
Caroline Jones (Mrs. Moore)
Richard Rountree (Sam)
Leslie Uggams (Kizzy)
Ben Vereen (Chicken George)

Production

ABC executives did not anticipate how popular *Roots* would be. They were initially concerned that advertisers would not underwrite a show they did not expect white viewers to watch. Then, once they agreed to produce the show, they cast white actors whom “viewers had seen a hundred times before so that they would feel comfortable.” When the show was ready to broadcast, they took steps to “put a lot of white people in the promos. Otherwise we felt the show would be a turnoff.” Apparently determined to protect the network’s overall ratings, they scheduled *Roots* to air before “sweeps week” (when viewing data determined advertising rates and local station programming).

Sources: Lance Morrow, “Why ‘Roots’ Hit Home,” *Time*, 14 Feb. 1977, pp. 69-77; Kenneth K. Hur and John P. Robinson, “The Social Impact of ‘Roots,’” *Journalism Quarterly* 55 (Spring 1978), 19-24, 83; *The World Almanac & Book of Facts* (New York: Press Pub. Co., 2017); Jerry Buck, “People Everywhere Talking about TV’s ‘Roots,’” (Associated Press, 29 Jan. 1977); *The World Almanac & Book of Facts* (New York: Newspaper Enterprise Assoc., 1978); Lauren R. Tucker and Hemant Shah, “Race and the Transformation of Culture: The Making of the Television Miniseries *Roots*,” *Critical Studies in Mass Communication* 9 (1992), 327-28; *Roots*, 40th anniv. ed., (1977; Warner Home Video, 2016).

The following pages give you a taste of life at Hanover in 1977. Included are articles, television listings, and cartoons from the local paper and the student newspaper. Clippings from the *Madison Courier* are reproduced by permission (<http://madisoncourier.com/>).

Schools remain closed, basketball games off

Courierarea temperatures plunge as blizzard strikes

By GREG HOARD

From 5 a.m. today to noon, thermometers in the Courierarea had dropped 37 degrees.

The 5 a.m. reading showed a mild 42 degrees, there was a 10 degree drop in the next hour and as 20 mile per hour winds began to whip the area sending drifts across roads the temperature fell another 10 degrees by 7 a.m.

As winds increased and traffic conditions worsened from 7 to 8 a.m., the mercury registered only a four degree loss but by noon it had huddled to five degrees.

"We were doing fine," said Charlie Keller, Madison Utilities Superintendent, "and then at seven this morning, BOOM! She hit us."

Powerful and chilling winds created a major visibility

problem and Madison's street department found the battle against drifts almost impossible.

Just into the morning "rush hour" police issued an "emergency travel only" statement. Conditions became critical in the span of three hours of wind and dropping temperatures.

The Switzerland County Sheriff's Department alone reported accidents. But those were reported to be "minor."

One Madison policemen commented, "It's bad and it's going to get worse."

With schools already closed for a record 19 days and the nation in the midst of an energy crisis, the forecast of a winter storm watch with raging winds of 40 miles per hour and a wind chill factor that might drop as low as 90 degrees below zero, a bevy of cancellations flooded in.

Every basketball game in the area was cancelled and coaches, though they are aware of the loss of revenue, began to think about shearing games from the schedule.

Madison versus Silver Creek: CANCELED. Southwestern versus Jac-Cen-Del: CANCELED. Shawe versus Dillsboro: CANCELED. Switzerland County versus Rising Sun: CANCELED. Trimble County versus Taylorsville: CANCELED.

Southwestern Coach Max Perry said this morning that the Jac-Cen-Del game is rescheduled for Feb. 5. Madison and Silver Creek will try again Feb. 9.

The forecast looks so threatening that Trimble County, on the other hand, canceled their Saturday night game with Henry County.

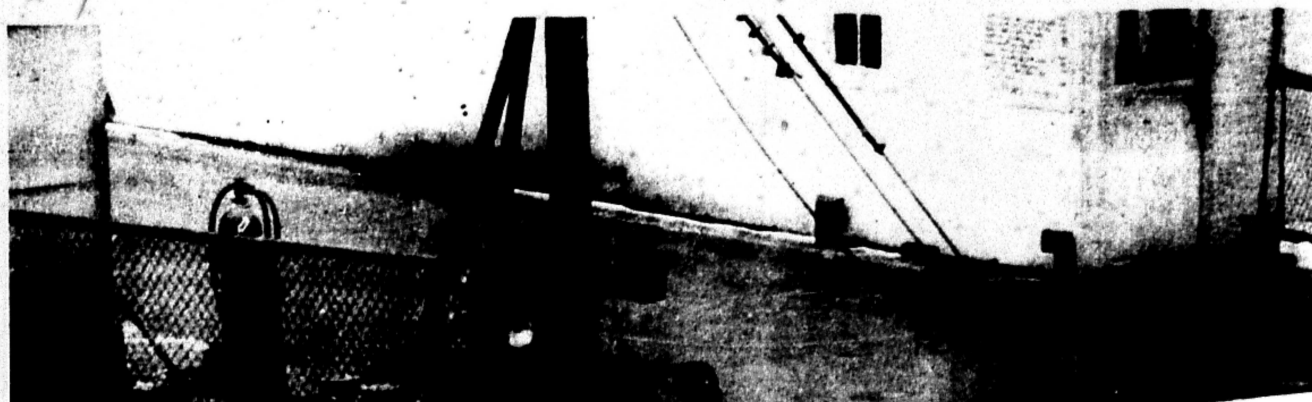
How much worse can the situation get. With arctic tem-

peratures on the way, City Utilities Superintendent Keller says that he is most concerned about water pipes, sewer lines and the waste treatment plant. "We stood the first run of below zero weather but I don't know if we can take another 20 below night."

Lou Mize of Indiana Telephone Corporation says that phone lines are in an overloaded condition now and is asking customers to only use their phones when necessary.

Mize continued to say that ITC didn't anticipate service problems but added, "Something could happen. We're in the same fix as everyone else."

Public Service Indiana anticipates no outages during the oncoming winter storm. Herman Yater, manager of the Madison office, said PSI had enough electricity to supply the community. "We don't anticipate any difficulties."



THE MADISON COURIER

Volume 129, No. 180

Madison, Indiana, Friday, January 28, 1977

Fifteen cents

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Due to natural gas shortage in Madison

Plan is devised to avert further economic hardship

A news conference was held this morning in Madison Mayor Warren Rucker's office in cooperation with the city, Madison Area Chamber of Commerce, Madison Business & Professional Association, and the Madison Hilltop Business & Professional Association asking for the community's cooperation during the natural gas crisis.

"We have called this media conference this morning to discuss with the entire community the natural gas crisis that is becoming apparent in the midwest and, more particularly, here in Indiana and in Madison.

"Local industries still operating with natural gas have been ordered to reduce their use of gas drastically and have been informed of greatly reduced allocations for the rest of the winter. I think it is apparent from watching television, listening to the radio and from reading newspapers locally and from other areas that the shortage to the consumer is real. Whether there are long-term or short-term supplies of gas stored elsewhere is not our problem today—the problem is the shortage to the Madison consumer, which includes industrial, business and residential users, Mayor Rucker said.

"In many areas of the midwest, industries are being forced to close, thereby putting people out of work. In a few instances, even governmental outlets have had to close. There are several large industries in other communities dependent on our industry here in Madison for supplies and materials that would be forced to shut down if local industry cannot work to produce those supplies.

"In an attempt to aggressively meet the issue, last week we urged commercial and residential users to conserve natural and propane gas by setting their thermostats at the levels recommended by Indiana Gas Company. Since then industrial supplies have been further curtailed. In that setting, we met yesterday afternoon with Harold Gossman, executive vice president of the Madison Area Chamber of Commerce, Mrs. Dotti Reindollar, president of the Madison Business & Professional Association, and Joe Zelony, representing the Madison Hilltop Business & Professional Association, and with plant officials of local industry. From this meeting a spirit of cooperation was evident and genuine concern was expressed. There are hundreds of business workers in this community and all of these jobs are interdependent, each being somewhat dependent on the other for their livelihood," Mayor Rucker said.

"Therefore, in an attempt to try to avert further economic hardship in our community and, hopefully, to achieve an economic balance, we have developed the following plan in consultation with business and industry:

1. Most commercial enterprises, regardless of their source of energy supply, should curtail their hours by opening no earlier than 10 a.m. and closing not later than 6 p.m. Monday through Saturday, except on Friday when the closing hour would be extended to 8 p.m. Most of these businesses should also close on

See back page, column 4

'Good Neighbor'

Let us know of good deeds in Courier area

The Madison Courier, during the first 21 days of this year, has heard numerous heart-warming stories — many, many stories about the efforts of kindness and consideration shown during the sub-zero cold, heavy snow and bad weather.

We think "Good Neighbor Awards" are in order for those who have shown they care about their neighbors and friends by doing a good deed or deeds. We suggest you call in your nomination for a Good Neighbor Award listing in The Madison Courier.

Please feel free to call in your nomination. Call 265-3641 and ask for "The Courier Good Neighbor Girl." Then be prepared to give her your own name and address, and your telephone number so we can call you back if necessary. Sorry, but we cannot accept long lists of names. This is a special mention award and we want to keep it special.

As special, for example, for a man who stopped his car and offered a ride to one of our business office girls on her way to work. And the special fellows who offer, without pay, their machines to clear away the snow from sidewalks and driveways.

The Madison Courier will print the "Good Neighbor Award" lists on the Editorial Page as long as the interest continues.

If you know of someone who is worthy of a "Good Neighbor Award" for a kind deed, call 265-3641 and tell us. The Courier's Good Neighbor Girl can be reached from 8 a.m. to 6 p.m. weekdays and from 8 a.m. to 2:30 p.m. on Saturday.

Blizzard drops mercury in state

Plan is devised to avert hardship

Continued from page 1

Sunday. Whether open or closed, the thermostat adjustments recommended by Indiana Gas Company should be observed.

2. We recognize that the recommended opening and closing hours are not feasible for several business groups, such as drug stores, grocery stores, restaurants and taverns. However, we urge these groups to shorten their business hours also. In particular, we urge drug stores and grocery stores in the downtown and hilltop areas to work together to alternate evening hours for the sale of drugs and groceries.

3. We again urge all residential users of natural gas to continue conservation efforts by setting their thermostats to the recommended levels and seek other means of conserving heat by keeping draperies and curtains drawn, sealing doors, closing garage doors, and other methods of which persons may think.

4. At this point it should be noted that the Madison Consolidated School System and the Parochial School System are utilizing energy sources other than natural gas. Those schools using natural gas had to change to alternate energy sources on Dec. 20.

5. We are going to seek the same cooperative efforts in our fellow cities in southeastern Indiana by discussing this plan with their municipal governments and Chambers of Commerce.

"We realize this plan involves much hardship and sacrifice, but we feel strongly there is an energy crisis that warrants such steps, as the severe winter is projected to persist for several more weeks.

"We have asked Indiana Gas Company to monitor gas usage in this area to see if this plan of conservation produces results which would warrant its continuation," Mayor Rucker added.

"Should industry be forced to cease its operations because of a lack of energy source, there will be no paychecks for a large segment of our community. Thus, retail business would decline. Through relatives, friends and neighbors, everyone in our community would be affected. We cannot ignore such a possibly severe hardship, but must join together to keep Madison from suffering as some other cities already are."

Gossman added that the Chamber will have new signs printed that stores can put in their windows saying they are cooperating with the above plans. The stores that are not cooperating will not be given the signs.

Television Programs

Friday Night January 28

EVENING
6:00
 ●●●●● NEWS
 ● DICK VAN DYKE
 ● ZOOM
 ● METRO REPORT
 ● ANDY GRIFFITH
 ● I LOVE LUCY
6:30
 ●●●●● NEWS
 ● ANDY GRIFFITH
 ● PARTRIDGE FAMILY
 ● LILIAS, YOGA & YOU
 ● ODD COUPLE
 ● ROOM 222
 ● GILLIGAN'S ISLAND
7:00
 ● THAT GOOD OLE NASHVILLE
 MUSIC
 ● EMERGENCY
 Dr. Brackett tries to persuade a mother to keep her deformed baby.
 ● TO TELL THE TRUTH
 ● NEWS
 ● TRUTH OR CONSEQUENCES
 ● LIAR'S CLUB
 ● MIKE DOUGLAS
 David Brenner is co-host with guests Max Yon Sydow, comedian Pat Henry and Dr. Buzzard's Original Savannah Band.
 ● HORIZONS
 ● BEVERLY HILLBILLIES

●●● MY THREE SONS
 ● CONCENTRATION
7:30
 ● MUSIC PLACE
 ● EMERGENCY (Cont.)
 ● HOLLYWOOD SQUARES
 ● BREAK THE BANK
 ● PRICE IS RIGHT
 ● BUGS BUNNY
 ● MIKE DOUGLAS (Cont.)
 ● MacNEIL-LEHRER REPORT
 ● BUCK OWENS
 ● BRADY BUNCH
 ● ODD COUPLE
8:00
 ●●● SANFORD & SON
 After a minor hearing problem is easily remedied by a physician, Fred decides to keep the cure a secret, and milk the ailment for more attention from Donna.
 ● TO TELL THE TRUTH
 ● CODER
 A rash of rescue calls hampers preparations by the Code R team to enter the island's annual boat race.
 ● TEN WHO DARED
 How Francisco Pizarro, with just 180 soldiers, conquered the vast Inca empire for Spain in 1532-22.
 ● DONNY & MARIE
 Milton Berle and Connie Stevens are the guests.

● WASHINGTON WEEK REVIEW
 ● STAR TREK
 ● GUNSMOKE
8:30
 ●●● CHICO & THE MAN
 A fretful Ed envisions a punchy, cauliflower-eared assistant when Chico announces his plans to pursue a boxing career.
 ● CROSSWITS
 ● CODE R (Cont.)
 ● TEN WHO DARED (Cont.)
 ● DONNY & MARIE (Cont.)
 ● WALL STREET WEEK
 ● STAR TREK (Cont.)
 ● GUNSMOKE (Cont.)
9:00
 ●●● ROCKFORD FILES
 Rockford springs an aging friend of Rocky's from a senior-citizen hospital to give him a chance to disprove charges that he is senile.
 ●●● MERV GRIFFIN
 Rita Moreno, Abbe Lane, James Darren, actor Larry Storch, singer Joe Williams, comic-magician Tomsoni and four Las Vegas showgirls.
 ●●● SONNY & CHER
 William Conrad, Ruth Buzzi, Barbi Benton and Englebert Humperdinck are guests.
 ●●● ROOTS

Part 6. Rumors of slave rebellion pervade. Kizzy, now 36, kindles a romance with a slave called Sam. Meanwhile, Sam's gambler-owner seeks to buy Kizzy's son. (1111 11 p.m.)
 ● DOCUMENTARY SHOWCASE
 "The Appalshop Show." The traditions of mountain life in Appalachia are captured in this documentary which features excerpts from 12 documentaries done by filmmakers from that area. (1111 10:30 p.m.)
9:30
 ●●● ROCKFORD (Cont.)
 ●●● MERV GRIFFIN (Cont.)
 ●●● SONNY & CHER (Cont.)
 ●●● ROOTS (Cont.)
 ● DOCUMENTARY SHOWCASE (Cont.)
10:00
 ●●● SERPICO
 The bloodthirsty kingpin of a youth gang orders the death of an 11-year-old boy who witnessed his murder of a middle-aged woman.
 ●●● MERV GRIFFIN (Cont.)
 ●●● EXECUTIVE SUITE
 ●●● MUSIC HALL AMERICA
 ●●● ROOTS (Cont.)
 ● DOCUMENTARY SHOWCASE (Cont.)
10:30
 ●●● SERPICO (Cont.)
 ●●● NEWS

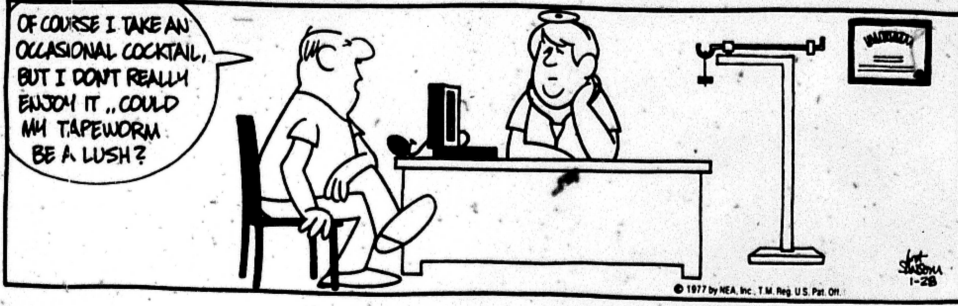
●●● EXECUTIVE SUITE (Cont.)
 ●●● MUSIC HALL (Cont.)
 ●●● ROOTS (Cont.)
 ●●● AGRONSKY AT LARGE
 ●●● CROSSWITS
 ●●● LOVE AMERICAN STYLE
11:00
 ●●●●● NEWS
 ● NOSTALGIA THEATRE
 "Beach Ball." College musical group trying for show business fame, is threatened with repossession of its instruments. Edd Byrnes, Chris Noel, Robert Logan. 1965. (1111 12:45 a.m.)
 ●●● BLACK PERSPECTIVE ON NEWS
 ●●● MARY HARTMAN
 ●●● HONEYMOONERS
11:30
 ●●● JOHNNY CARSON
 ●●● MOVIE (Cont.)
 ●●● LATE MOVIE
 "Willard," a 1972 box-office sleeper, concerns an introverted young man who trains an army of rats to attack his bullying employer. Bruce Davison, Ernest Borgnine. (1111 1:25 a.m.)
 ●●● GROUCHO
 ●●● S.W.A.T.
 ●●● CAPTIONED NEWS
 ●●● MARY HARTMAN
1:00
 ●●● JOHNNY CARSON (Cont.)

●●●● MOVIE (Cont.)
 ●●● WILD WILD WEST
 ●●● S.W.A.T. (Cont.)
 ●●● LATE MOVIE
 "Things to Come." Spectacular version of the imaginative H.G. Wells novel about a future civilization in the year 2036. English; 1936. (1111 1:30 a.m.)
 ●●● IRONSIDE
 ●●● S.W.A.T.
12:30
 ●●● JOHNNY CARSON (Cont.)
 ●●● MOVIE (Cont.)
 ●●● WILD WEST (Cont.)
 ●●● S.W.A.T. (Cont.)
 ●●● IRONSIDE (Cont.)
12:40
 ●●● LATE MOVIE
 "Yankee Doodle Dandy." Siam-bang story of songwriter showman George M. Cohan, with his tunes wonderfully orchestrated by Ray Heinforf, James Cagney, Joan Leslie. 1942. (1111 2:40 a.m.)
12:45
 ●●● SHOCK THEATRE
 "Revenge of the Creature." John Agar, Lori Nelson. 1955. (1111 2:30 a.m.)
1:00
 ●●● MIDNIGHT SPECIAL
 Fourth anniversary show featuring David Bowie; the Bee Gees; Neil Sedaka; the Captain & Tennille; Linda Ronstadt; Alice

Cooper; Earth, Wind & Fire; Aretha Franklin; George Carlin; and Monty Python.
 ●●●●● MOVIE (Cont.)
 ●●● NEWS
 ●●● MISSION IMPOSSIBLE
 ●●● S.W.A.T. (Cont.)
1:10
 ●●● LATE MOVIE
 "Sorry, Wrong Number." Barbara Stanwyck gives a high-powered performance as an invalid who overhears her own murder being plotted on the telephone. Burt Lancaster, Ann Ricards. 1948. (1111 2:30 a.m.)
1:25
 ●●● SACRED HEART
 ●●● LATE MOVIE
 "Suicide Mission." The heroic exploits of Norwegian fishermen during World War II. Leif Larsen, Michael Aldridge, Ailie Larsen. English; 1956.
1:30
 ●●● MIDNITE SPEC (Cont.)
 ●●● MOVIE (Cont.)
 ●●● SACRED HEART (Cont.)
 ●●● MISSION IMPOSSIBLE (Cont.)
1:55
 ●●● NEWS
2:00
 ●●● MIDNITE SPEC (Cont.)
 ●●● MOVIE (Cont.)

●●● NEWS (Cont.)
2:30
 ●●● NEWS
 ●●● LIGHT TOUCH
 ●●● MOVIE (Cont.)
 ●●● LATE MOVIE
 "Terrified." A hooded murderer terrorizes a Western town. 1963. (1111 4 a.m.)
2:35
 ●●● PEYTON PLACE
2:40
 ●●● FAITH FOR TODAY
3:00
 ●●● PEYTON PLACE (Cont.)
 ●●● MOVIE (Cont.)
4:00
 ●●● LATE MOVIE
 "Escape from Hell Island." Fishing-boat captain tries to smuggle a young woman out of Cuba and gets plenty of trouble. Mark Stevens, Linda Scott. 1963. (1111 5:30 a.m.)
5:30
 ●●● LATE MOVIE
 "Man in a Cocked Hat." The writer-director team of John and Roy Boulting poke irreverent fun at the British diplomatic corps, aided by Terry Thomas and Peter Sellers.

THE BORN LOSER



BLONDIE



WINTHROP



PRISCILLA'S POP



PEANUTS

