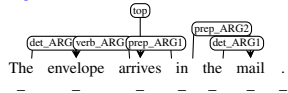


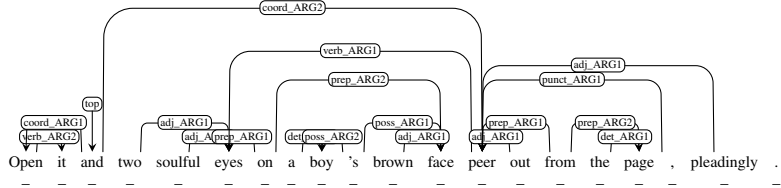
Document 0528

[20528001]



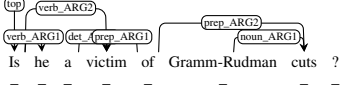
The envelope arrives in the mail .

[20528002]



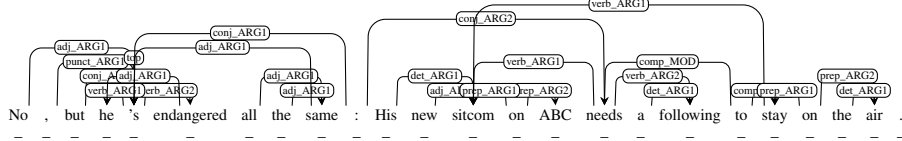
Open it and two soulful eyes on a boy's brown face peer out from the page . pleadingly .

[20528004]



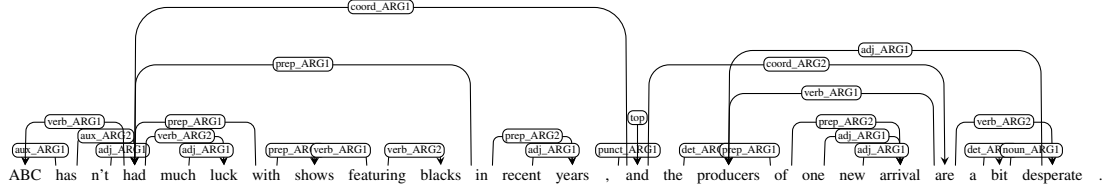
Is he a victim of Gramm-Rudman cuts ?

[20528005]



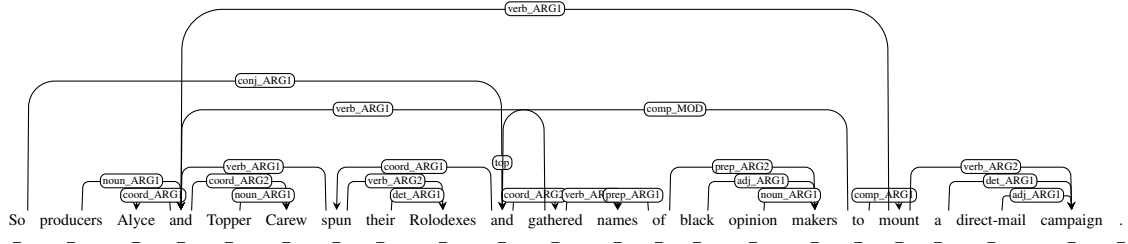
No , but he 's endangered all the same : His new sitcom on ABC needs a following to stay on the air .

[20528006]



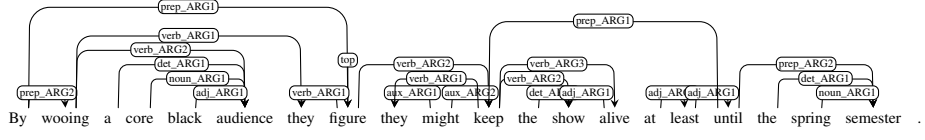
ABC has n't had much luck with shows featuring blacks in recent years , and the producers of one new arrival are a bit desperate .

[20528008]



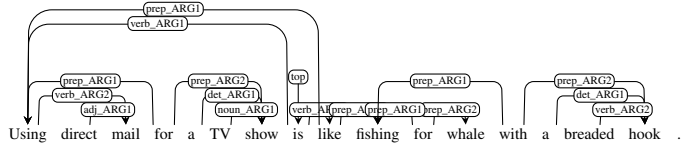
So producers Alyce and Topper Carew spun their Rolodexes and gathered names of black opinion makers to mount a direct-mail campaign .

[20528009]



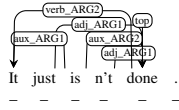
By wooing a core black audience they figure they might keep the show alive at least until the spring semester .

[20528010]



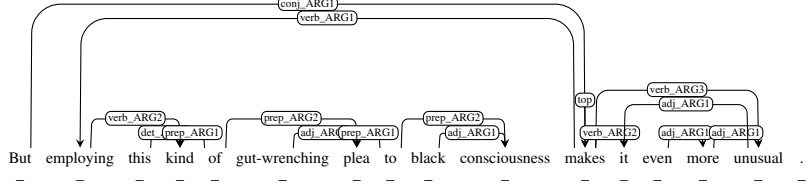
Using direct mail for a TV show is like fishing for whale with a breaded hook .

[20528011]



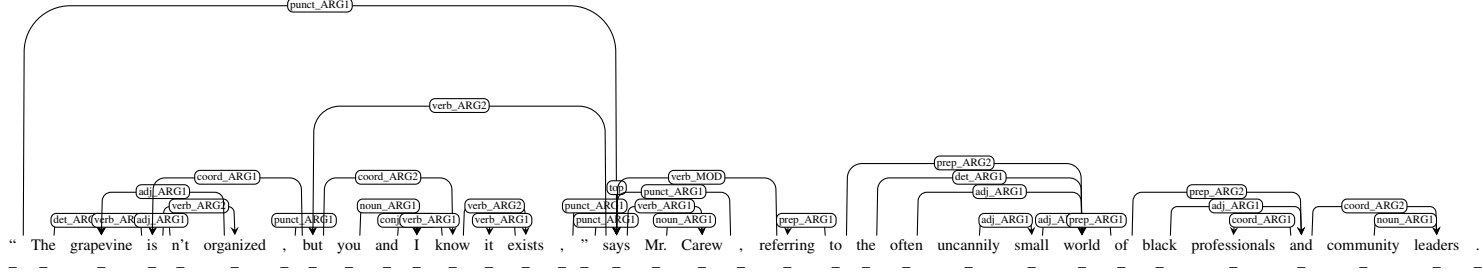
It just is n't done .

[20528012]



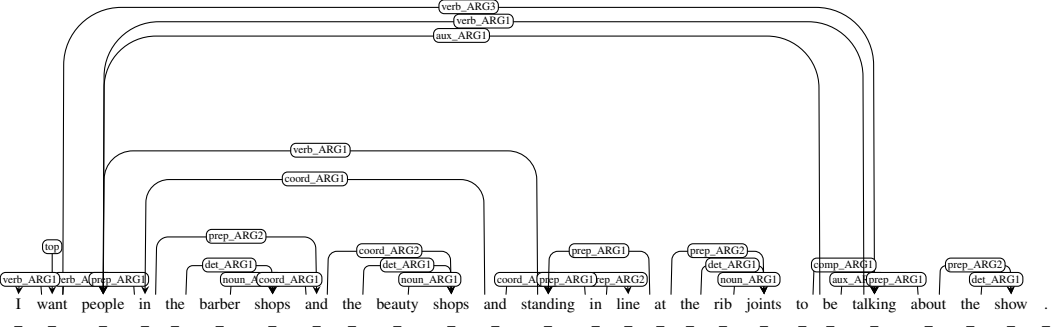
But employing this kind of gut-wrenching plea to black consciousness makes it even more unusual .

[20528014]



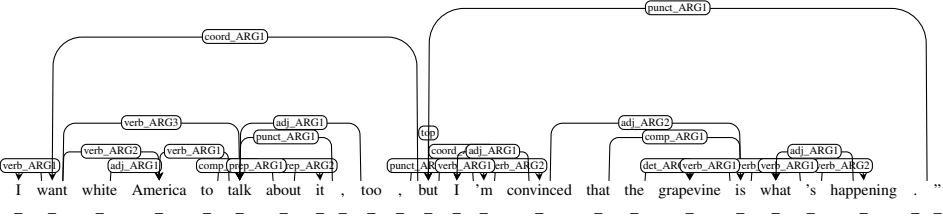
" The grapevine is n't organized , but you and I know it exists , " says Mr. Carew , referring to the often uncannily small world of black professionals and community leaders .

[20528016]



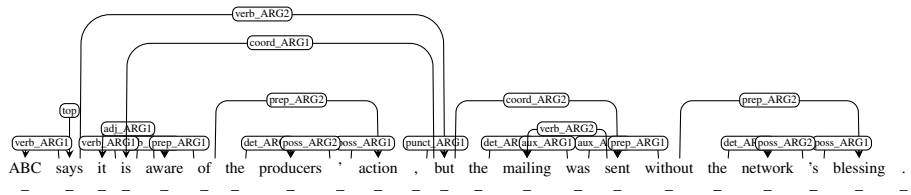
I want people in the barber shops and the beauty shops and standing in line at the rib joints to be talking about the show .

[20528017]

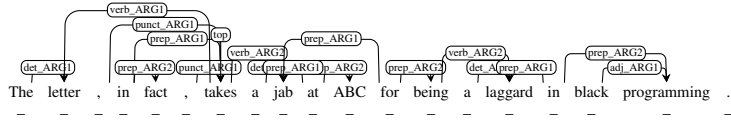


I want white America to talk about it , too , but I 'm convinced that the grapevine is what 's happening .

[20528018]



[20528019]



[20528022]

