



CBS TELEVISION NETWORK PRESS INFORMATION, 51 WEST 52 STREET, NEW YORK, N.Y. 10019

July 1977

M*A*S*H

Begins its sixth season on the CBS
Television Network in September

ON AIR: Tuesdays, 9:00-9:30 PM, ET

ORIGINATION: Hollywood (film)

FORMAT: Half-hour comedy series

ORIGINAL PREMIERE: September 17, 1972

STARS: Alan Alda (Capt. Benjamin Franklin
"Hawkeye" Pierce)
Mike Farrell (Capt. B.J. Hunnicutt)
Harry Morgan (Col. Sherman Potter)

CO-STARS: Loretta Swit (Maj. Margaret "Hot Lips"
Penobscott)
David Ogden Stiers (Maj. Charles Emerson
Winchester)
Gary Burghoff (Corp. Radar O'Reilly)
Jamie Farr (Corp. Klinger)
William Christopher (Father Mulcahy)

PRODUCED BY: Twentieth Century-Fox Studios

PRODUCER: Burt Metcalfe

EXECUTIVE STORY
CONSULTANT: Jay Folb

STORY EDITORS: Ken Levine and David Isaacs

DIRECTORS: Various

WRITERS: Various

DIRECTOR OF PHOTOGRAPHY: William Cline

FILM EDITOR: Stanford Tischler

ART DIRECTOR: Rodger Maus

SET DECORATOR: Norman Rockett

MUSIC SUPERVISOR: Lionel Newman

THEME: "Song from 'M*A*S*H'" by Johnny Mandel



NEWS

FRANK NEILL, DIRECTOR OF PUBLICITY · BOX 900, BEVERLY HILLS, CALIFORNIA 90213 (213) 277-2211

"M*A*S*H"

FACT SHEET

Begins Its Sixth Season In The Fall of 1977 -- Tuesdays 9:00 to 9:30 P.M.

Network: CBS

Concept: Comedy relating the antics of a Mobile Army Surgical Hospital crew during the Korean War; basically dedicated surgeons who turn to humor as relief from front-line operating room.

Cast:	Hawkeye	ALAN ALDA
	B.J. Hunnicutt.	MIKE FARRELL
	Col. Sherman Potter	HARRY MORGAN
	Hot Lips.	LORETTA SWIT
	Maj. Charles Emerson	
	Winchester	DAVID OGDEN STIERS
	Radar.	GARY BURGHOFF
	Klinger	JAMIE FARR
	Father Mulcahy.	WILLIAM CHRISTOPHER

Producer: Burt Metcalfe

Executive Story Consultant: Jay Folb

Story Editors: Ken Levine and David Isaacs

Directors: Various

Writers: Various

Executive Production Manager: Mark Evans

Post Production Supervisor: Joseph Silver

Unit Production Manager: Ted Butcher

First Assistant Director: David Hawks

Cinematographer: William Cline

Creative Consultants: Gene Reynolds and Alan Alda

Program Consultant: Ronny Graham

Production Company: 20th Century-Fox Television

June, 1977



NEWS

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"M*A*S*H"
1977-78 SEASON

ABOUT THE PRODUCTION:

"M*A*S*H" rolled into its sixth season on the CBS Television Network with the reputation of being probably the most honored series on the air.

The consistently high-rated show itself, during its five years of exciting existence, has garnered a multitude of prizes and awards of various genre, including an Emmy Award and three other nominations as the Outstanding Comedy Series, and the coveted George F. Peabody Award for broadcasting excellence, the only primetime series ever to be so honored.

The artists, craftsmen and technicians engaged in the various and often memorable episodes of "M*A*S*H" have collected enough kudos to fill an Army ambulance or at least a brace of Korean War jeeps.

Alan Alda certainly is the most distinguished comedian in television today if his long list of awards and accumulated honors mean anything. He has copped a couple of Emmys including the Super Emmy Award and another one for Actor Of The Year. He has walked home with such assorted trophies as The People's Choice Award as Comedy Actor; two Golden Globes from the Hollywood Foreign Press as Best Comedy Actor; the Golden Apple Award of the Hollywood Women's Press Club; the American Academy of Humor's Comedy Award, and a nod from Family Weekly Magazine as the Most Popular Actor of the Year, among numerous other national citations for his work in "M*A*S*H".

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The 20th Century-Fox Television hit series received a total of 46 Emmy nominations in its first five seasons, which also is some sort of highwater mark in the annals of the video.

And, in its sixth time around the tube, "M*A*S*H" finds itself in the same time-slot -- 9:00-9:30 P.M. on Tuesday nights over CBS-TV. It had been moved around the log listings to five different time-slots during its first four semesters.

The series' action still derives from the grim work which the Mobile Army Surgical Hospital (MASH) staff tries to forget by unpredictable after-hours antics which somehow help them to remain sane in an insane environment. The characters basically are serious people who turn to humor as a relief from the oppressive atmosphere of the operating rooms where they perform temporary "meatball" surgery on battle casualties. Their humor is a defense against misery.

Operating on the 38th Parallel within sound of the guns and the roar of planes, characters involved in "M*A*S*H" are the heroes and the hell-raisers, the bureaucrats and the bums, the demons and the dedicated who fight in every war.

That they get away with it is a tribute to their ingenuity and to their CO's high regard for their surgical prowess. That it comes to television in all its wonderful wackiness is due to an unusual blending of seasoned skill and fresh, glistening talent, all dedicated to the proposition that the late Civil War General Sherman didn't know the half of it.

In these racy vignettes of men and women caught up in history and hanky-panky are Alda, who plays Capt. Benjamin Franklin ("Hawkeye") Pierce, a top Army surgeon whose off-hours activities pulverize military decorum, and Mike Farrell as Capt. B.J. Hunnicutt, a newer nominee for the title of the Army's best and wackiest surgeon.

A superior actor, Harry Morgan is cast as Col. Sherman Potter, the harassed Regular Army commanding officer torn between pride and panic as his top medicos shatter military etiquette.

Loretta Swit portrays Major Margaret ("Hot Lips") Houlihan, a stickler for military protocol. As the ambivalent nurse, she is torn between devotion to her new husband, Lt. Col. Donald Penobscott (Beeson Carroll) and her desire to be an example of sterile efficiency to her fellow nurses.

There is a new member of the cast this semester--David Ogden Stiers. He replaces Larry Linville, who played the role of Major Frank Burns. Stiers portrays "Major Charles Emerson Winchester," a pompous and ultra-wealthy Back Bay Boston sophisticate but nonetheless an eminent surgeon. Typical of his attitude is a line of his dialogue in one of the new "M*A*S*H" scripts: "Dad owned a piece of property like that once. Out on the cape. Hyannisport. Then this family moved next door. Nouveau riche. The...Kennedys. We sold it."

Gary Burghoff is "Radar" O'Reilly, the diminutive corporal whose weird gifts include ESP, 30-30 vision and long-range hearing.

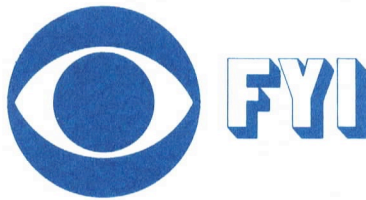
Jamie Farr plays Klinger, the corporal who finagles for a Section 8 medical discharge by dressing in women's clothes.

William Christopher portrays Father Mulcahy, the priest who knows what's going on even while looking the other way.

There has been a reorganization in the production staff. Gene Reynolds has left "M*A*S*H" after serving as executive producer and winning awards for directing a number of the episodes. Reynolds will continue, however, as a consultant. Burt Metcalfe, a production executive on the series since its inception in 1972, has taken over reins as producer. Stanford Tischler, who won Emmy nominations for film editing in each of the five previous seasons of the hit comedy, joins the troupe as associate producer. Ken Levine and David Isaacs are story editors. Jay Folb continues as executive story consultant.

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July, 1977



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 PRESS INFORMATION
 51 WEST 52 STREET
 NEWYORK, N.Y. 10019

August 24, 1977

Following are cast and production credits for the special one-hour sixth-season premiere of "M*A*S*H," Tuesday, Sept. 20 on the CBS Television Network:

ON AIR: 9:00-10:00 PM, ET

ORIGINATION: Hollywood (film)

FORMAT: One-Hour Comedy

STARS: Alan Alda (Hawkeye)
 Mike Farrell (B.J. Hunnicutt)
 Harry Morgan (Col. Sherman Potter)

CO-STARS: Loretta Swit (Margaret "Hot Lips" Houlihan Penobscott)
 David Ogden Stiers (Maj. Charles Emerson Winchester)
 Gary Burghoff (Radar O'Reilly)
 Jamie Farr (Corporal Klinger)
 William Christopher (Father Mulcahy)

PRODUCED BY: Twentieth Century-Fox Television

PRODUCER: Burt Metcalfe

ASSOCIATE PRODUCER: Stanford Tischler

EXECUTIVE STORY CONSULTANT: Jay Folb

STORY EDITORS: Ken Levine and David Isaacs

WRITERS: Jim Fritzell and Everett Greenbaum

DIRECTOR: Hy Averback

THEME BY: Johnny Mandel

DIRECTOR OF PHOTOGRAPHY: William Cline

FILM EDITORS: Stanford Tischler and Larry Mills

ART DIRECTOR: Rodger Maus

SET DECORATOR: Bert Allen

MUSIC SUPERVISOR: Lionel Newman

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