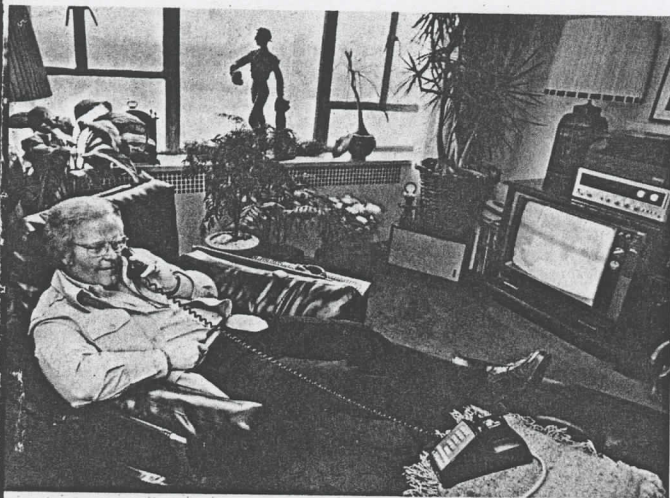


NEW YORK



ROONE ARLEDGE: President, ABC Sports

"I used to enjoy going to a Knicks game at the Garden," says the man who brought "ABC's Wide World of Sports," the Winter Olympics, and Howard Cosell to your screens. "Now I'd rather sit here and watch it." "Here" is a squasy black-leather armchair with matching ottoman in Roone Arledge's living room high above Central Park South. It faces an RCA TV: "It's a pretty dull set; I got it from ABC." In the bedroom there is a Sony and in his Sagaponack beach house there are two more Sonys. Arledge depends on a steady supply of tapes from ABC to keep him up to date on shows he's missed. In addition to sports, Arledge likes watching "Baretta" and "Saturday Night." "I quit watching old movies when they started screwing up my sex life."



DORIS LILLY: WPIX-TV Gossip Columnist

Robert Sarnoff gave her the silver pedestal stand for her ten-year-old RCA color set. "Someone else gave me the set. He wasn't very memorable, but the set is!" cracks the Beautiful People's mouthpiece. Sitting on her king-sized bed with its tufted headboard, talking on one of her telephones—the gold one with the monogrammed phone cover—she pulls out her extra-thick personal phone book. Under "Television" she has more than a dozen numbers listed—"secret ones in case anything goes wrong with my set. I'll call them in the middle of the night, I get so desperate. I feel like I've lost a lover if anything goes wrong with my TV!" Lilly is hooked on Home Box Office movies and "The Pallisers," as well as documentaries and news, but she never watches her rival, Rona Barrett. "I don't get up that early."



ANTON PERICH: Director/Producer

His devotion to television could kill him. Anton Perich likes to collect old TV sets, take them apart, and expose their guts, high-voltage wires and all. "Yes, they could explode. You have to turn them on very carefully, but they're more interesting this way, like sculpture. Most sets are so ugly." Producer of his own "After Hours" show on Channel J at midnight every Saturday, Perich was an early cable pioneer with his "Invasion of Privacy," which had every hang-up hanging out, along with nudity and blue language long before they became fashionable and legit. In his First Avenue walk-up, Perich keeps his color set and an exposed Zenith running ten to sixteen hours a day. "They're mainly on as background. Television is not something to watch. It's just part of one's life."



HARVEY L. SCHEIN: President, Sony of America

When Harvey Schein joined Sony four years ago, he got rid of his Panasonic and now "my home has become like a Sony showroom." His ten-room Park Avenue co-op holds four portable Sony Trinitrons, one of which is hooked up with a Betamax color videocassette recorder. Another has the new KP-4000 curved-screen home-video projection system. "A seven-year-old can work this thing," says Schein, and in fact, one does. Justin Schein, age seven, with the help of his nine-year-old brother, Mark, works the \$2,500 projection system whenever he can get at it. "They have been taping Laurel and Hardy all week," says proud Papa Schein. He himself is addicted to sports. Recently, when he played host to 25 visiting Tokyo businessmen, the evening's entertainment was basketball on his curved screen.