

VIA FAX

December 7, 1990

To Sara Edwards, Jim Watkins and the staff of Evening Magazine,

I regret I cannot be with you, for your celebration of fourteen years of success with Evening Magazine.

I vividly remember the premiere party in April 1977 when the staff of the Boston Evening Magazine assembled in Marty Sender's apartment to watch the first broadcast. It was small group who had fought impossible odds and worked their hearts out to make a different kind of television show. The mini cam was a brand new concept and not very "mini". Three quarter inch tape editing was still in the prototype stage and the prototypes broke more often than they worked. The notion of doing an entire show on location every day was unheard of and seemed impossible.

However, this group of pioneers had pulled it off...somehow. Now the question was would anyone want to watch? The very first Evening Magazine had premiered in San Francisco a few months earlier to only modest ratings and no one knew if the concept would translate to Boston, or anywhere else for that matter.

However, from the first note of the theme song it was clear that the Boston edition of Evening would be a big hit and the moment would be an historic one.

The ratings were spectacular, far greater than they had been in San Francisco, which gave us the confidence we needed to expand the show to Philadelphia and the rest of the Group-W stations and ultimately to 106 stations across the country as PM Magazine.

So Boston Evening Magazine, and the people who made it, will always have a special place in broadcasting history and in my heart, for it was here that the idea was translated from a local show that might have lasted a couple of seasons to a national phenomenon that has endured for nearly fifteen years and really did change the face of broadcasting.

And everyone who worked on it then and since then should take great pride in their part in it. So on the occasion of your final show, let me extend congratulations to you all on a great run and best wishes for success and satisfaction where next you go.

Love you all,



Bill Hillier