



The cast of "George M!" turned in a rousing performance.

Benefit Telethon Raises \$41,000

Santa Cruz' devastating "Storm Of '82" returned to the TV screen Tuesday night — but this time it had a happy ending.

A nine-hour "Disaster Relief Telethon" broadcast live from the Cocoanut Grove Ballroom on KSBW Channel 8 raised more than \$41,000 for the Santa Cruz Countywide Disaster Relief Committee, according to Telethon coordinator Maggie Henderson.

"We were delighted, absolutely delighted," said Henderson of the live broadcast hosted by KSBW's news team. The program began at 5 p.m. and continued until 2 this morning.

Being "good neighbors" was a constant refrain through the evening and viewers also had the opportunity to watch their neighbors become TV stars for the evening.

More than 50 acts — including Santa Cruz' Joe Sharino, Joe Richie, Gloria Stockton, Greg Franks, Bob Reid and the Children's Chorus, the West Abbey Theatre cast of "George M," Bob Brozman and the new Cocoanut Grove Orchestra — performed during the program, which also featured news videotape from the storm itself.

A number of other civic and political leaders also appeared before the cameras to solicit donations for victims of the disaster.

"I thought our staff did a stupendous job," said KSBW general manager Keith Moon, calling the Telethon, "my proudest moment."

Although the show fell short of raising its goal of \$110,000 — the amount needed to bring local fundraising to \$1 million — Moon admitted that the goal figure had been "pretty much of an impossibility."

He said the money raised — reported this morning as \$41,319 — compared favorably to local contributions to the annual 24-hour Jerry Lewis Muscular Dystrophy Telethon, which of course is a major national production.

"It was a tremendous job — something very few stations would even undertake," said Moon of KSBW's four-camera remote broadcast, which was relayed back to the station in Salinas before being broadcast through the Tri-County area.

"It was an overwhelming task going into it," agreed Henderson, adding she was "thrilled" with viewers' responses, especially considering the length of time since the disaster.

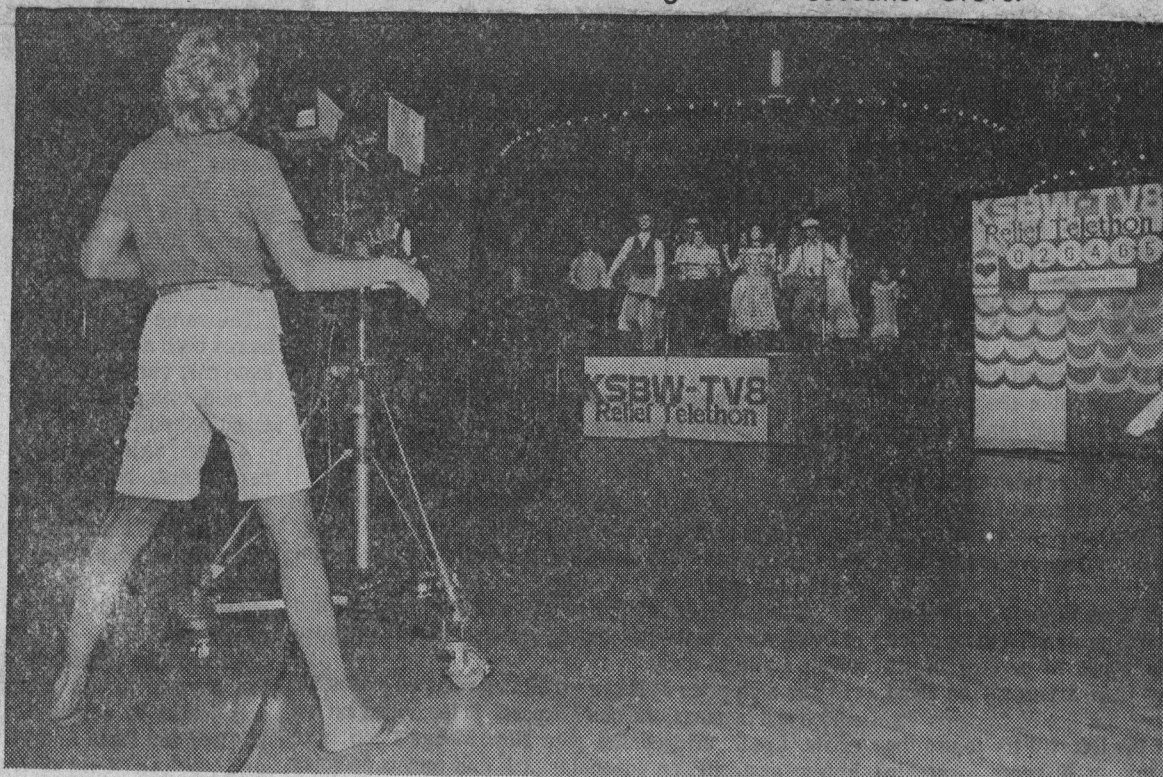
KSBW produced the program in cooperation with the Santa Cruz Beach Boardwalk and the Santa Cruz Countywide Disaster Relief Committee.

— RICK CHATENEVER

Photos By Dan Coyro



Performers readied themselves backstage at the Cocoanut Grove.



KSBW camera operator trains her camera on the Grove stage.