

https://www.youtube.com/watch?v=9CaFp-E7cLQ&ab_channel=Barney%27sArmy

This was the first time TV Powww was played on the air (KABC-TV with Regis Philbin and Sarah Purcell, April, 1978)

Asked Barney's Army YouTube channel host if this was video was from 1978:

"Yes, it was April, 1978, but I don't have an exact date. This is based on Marvin Kempner's (creator of TV Powww) autobiography. He wrote, "Early in March, we received the news from Fairchild that they were running a little late, but they assured us they would be ready prior to the April start date of the NATPE convention. Normally, this convention, held annually, would start on a Thursday or Friday, go through the weekend and one or two days into the following week. I wanted to be on the air the Monday prior to the start of the convention so that we could get any bugs out of the equipment and have the A.M. Los Angeles show with Regis rolling by the time the general managers and program directors registered.

On the planned Monday morning, at 7:00 a.m., engineers from Fairchild and I entered the studios at KABC to set up our spanking new "TV POWWW" equipment. With everything ready to go by 8:30, Regis and Sarah having integrated the contest into the show, things looked great-until we discovered the equipment didn't work! Getting on line through the system was beautiful, but the voice activation was not operational. At 8:45, "TV POWWW" was cancelled for the show, and the engineers flew back to Santa Clara to continue working.

Tuesday, they were back with several changes only to discover once again it still wasn't operational. By Wednesday morning, when we were still having trouble I was almost at my wit's end. Still, the engineers assured me it was only a simple bug, and they once again returned to Santa Clara.

By Thursday morning, with Fairchild's engineers once again hooking up the system, I had visions of never making it for the convention, but lo and behold, everything worked. Regis, with his unusual ego, didn't make our life easier, but Sara Purcell, a tall sinewy blonde, was just precious. She was delightful to work with and had a wonderful sense of humor, even screaming out "POWWW" at the wrong time to see if she could make the equipment work from the studios. We went on the air, and Regis asked viewers to pick up the phone and call to play from home.

On Friday morning, again we had no problems. For two hours after the show went on the air, the Los Angeles telephone system was badly taxed with people calling trying to be first to play "TV POWWW" on KABC-TV and asking all kinds of questions."