

TV Week
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Sewee to Offer Martin Luther King Concert

By **Tom Gilbert**

Sewee Entertainment has teamed with the Boston Children's Chorus and Hearst-Argyle-owned WCVB-TV, the ABC affiliate in Boston, to produce and distribute "Raising the Roof!," an hourlong tribute concert in memory of Dr. Martin Luther King Jr.

The concert will be taped by WCVB before a live audience at the New England Conservatory of Music in Boston, where Dr. King and his wife, Coretta Scott, first met. It also will feature the Young People's Chorus of New York City.

Advertising sales and syndication for the concert will be handled by Charleston, S.C.-based Sewee Entertainment, the company formed last year by longtime Litton Entertainment sales exec Tim Voit.

"Raising the Roof!" will be available to stations on a barter basis for airing between Jan. 19 and Feb. 15.