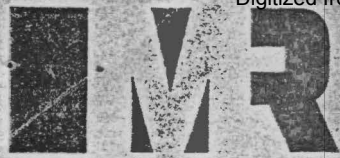


**The original documents are located in Box 14, folder “The Media Report (1)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Ron Nessen donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Vol. I, No. 17  
October 25, 1974

## INSIDE THE MEDIA

In the wake of the \$300,000 study just released by the Institute for American Strategy showing flagrant 1972-73 CBS News misrepresentation of national defense issues, MR has learned that a major CBS shareholder is looking at the study in detail and if convinced of its accuracy will go to other stockholders for action. We've been told in private that the target is not News President Dick Salant but -- in the words of one participant -- "Bill Paley, the guy who makes all the decisions." If Paley and (in turn) Salant won't do anything about hostile coverage of defense items, the Institute plans additional steps to command the network's attention. Community broadcast groups will be set up to put pressure on CBS affiliates and, if no change is forthcoming, licenses may be challenged at renewal time.

As of press time, we haven't been able to get New York Times Managing Editor Abe Rosenthal to talk about his plans to improve the paper's coverage of the media....a few weeks ago, Rosenthal told Louisville Courier-Journal press critic Bob Schulman that the Times wants "to correct a situation in which we aim for the world's finest coverage of everything from architecture to zoology but skip ourselves and the rest of the press." Meanwhile, in an October Washingtonian article, Hubert Humphrey confidante Max Kampelman analyzes the Washington Post's ombudsman operation as a travesty.

Word that Union Carbide has hired EPA information director Ann Dore to fill the newly created position of Washington press spokesman may signal increasing big business realization that the capital -- not Manhattan -- is the place to head off many types of unfavorable media coverage. MR has heard rumors that Mobil Oil will soon announce the addition of a press spokesman to its Capital City office. Standard Oil of Indiana is reportedly happy with the results of having a full-time media specialist Bill Adams in its Washington office since early 1973.

→ Rabbi Baruch Korff's announced plans to mount a vigorous anti-media campaign in the coming months may have received an unexpected setback with this week's sudden resignation of Bruce Herschensohn as executive director of the U.S. Citizens Congress (the Nixon Fairness Committee reconstituted). Herschensohn told us he harbors no ill feelings, and quit after only one month because his work was done--setting up the Nixon Defense Fund and getting the Citizen's Congress off and running. But Herschensohn friends say "Korff's ego-tripping" made working conditions impossible. In an interview with MR, Korff would not comment on the resignation but talked about his future plans for attacking the electronic media. He's developing a "congressional advisory board" which will introduce a concurrent resolution next year in the 94th Congress calling for a media "code of ethics." Optimistic about the chance for passing such a resolution, Korff said "We will raise such hell they'll have no choice. We will spend the time between now and next year in real preparation."

More on the Copley Chain's possible intentions regarding the Sacramento Union: Conservative media-watchers in the California Capital expect the paper sold or folded for estate tax reasons, and there seems to be little likelihood of assembling a conservative syndicate to buy it... approaches to some Ronald Reagan fat cats have not been productive. If the Union were to fold, it could theoretically pose a problem for the competing Sacramento Bee... the Bee would own the only newspaper, plus a TV station and AM-FM station.

Regarding Louisville, lawyers for the Courier-Journal and Times have asked us to run this correction of sale rumors: that "there have been no discussions whatsoever, direct or indirect, regarding any sale of the newspapers or other Bingham properties" and that "these properties are not for sale at the present time for any price to anyone."

Looking ahead to the 1976 presidential elections, NBC is planning additional personnel changes shortly after the new year. MR has learned that Tom Pettit, currently based in the network's L.A. bureau, will take up permanent Washington station as chief political reporter. Insiders say this move pushes aside the ambitions of Doug Kiker whose "star has been dimming in recent months due to his over-activity in Washington social circles."

News syndicator TVN Inc. continues on its bumpy roller-coaster ride towards elusive commercial success. As MR predicted several weeks ago, news director Tom Turley got his pink slip this past week and the search is on for the "right man" to fill his slot... look for an announcement in the next ten days. A spokesman for TVN told us they have been surveying their affiliate stations and finding a geographic pattern of reaction to the service: "We are finding more usage of our product the farther west you go," MR checked and found some East Coasters still unhappy... however one prominent independent said "We have no place else to go. UPI is dead. It is too expensive to start your own bureau so we'll ride it out." Although TVN is on the verge of signing a "half dozen or so" new stations in the next couple of weeks, it has just lost two important affiliates -- WBZ-Boston and KPIX San Francisco. Both dropped the service after the baseball season because they gave up a telephone loop used to televise the games. TVN acknowledges the "biggest problem we have is AT&T line charges."

More on media non-coverage of the IAS National Defense Study: CBS was the only one of the three major networks which attended the news conference and not a word about the study was uttered on the Oct. 23rd evening news programs. While TVN covered the news conference, we're told they're so concerned about offending the 13 CBS affiliates and 3 CBS-owned stations subscribing to their service that the film was sent to the New York headquarters for viewing before transmission to subscribers. If past is prologue, don't look for much discussion of the study on network talk shows. When the critical analysis of network practices "News from Nowhere" by Ed Epstein was published in 1973, Random House got a turn-down from all three networks for any discussion of the book. Another Random House book critical of the Media -- "The Boys on the Bus" by Rolling Stone reporter Tim Crouse -- received no attention from the electronic press. At week's end the only television program showing any interest in the Lefever study was the nightly East Coast public TV program hosted by Martin Agronsky, although on the print side, North American Newspaper Alliance is syndicating a five-part series of excerpts.

THE MEDIA AND PUBLIC OPINION

Sindlinger & Co. has begun its fall media issue polling, and we'll be publishing key trends as the results come in and are tabulated. Here's a first important point: shrinking consumer purchasing power, with recession-depression in the air, is boosting newspapers vs. television to shoppers in much the same way as the late winter energy crisis did (see MR polls, Mar-15, 1974): 2234 interviews for Oct. 5-12 show newspapers running farther ahead than usual as the Number One source of information for people buying groceries, meat or food produce. At the same time, magazines and TV are of less importance than usual to grocery, meat and food purchasers.

Question: "When you are looking for the best buys for groceries, meat or food produce, which of the four media do you rely upon or refer to the most for food buying?"

	Newspapers	Radio	Magazines	Television	None/No Interest
ALL	82%	9%	1%	4%	5%
Women	86	9	1	3	1
Men	78	8	1	5	8

Question: "And which one is the least important to you?"

	1%	24%	35%	34%	6%
ALL	1%	24%	35%	34%	6%
Women	1	23	43	31	2
Men	1	25	27	38	9

GOVERNMENT AND THE MEDIA

FCC Chairman Dick Wiley's ad hoc committee to improve rules and administrative procedures in the license renewal and applications process got an "ear full" this past week in a private 3-hour meeting with 10 key attorneys representing the Federal Communications Bar Association. We're told that Louise Florencourt of the Opinions and Review office, representing Wiley, called the meeting to get suggestions for rule changes and found the attorneys upset with staff inefficiency and undue delay rather than existing law. MR contacted several lawyers who attended the meeting and altho they were unwilling to be quoted, they said the following sore points were emphasized:

- A. Existing two-year delay in applications for "dropping in" new FM radio stations;
- B. Inordinate delays in designating mutually exclusive AM station applications (new stations) for hearing--at least one year;
- C. Massive backlog of renewal applications, with over 250 petitions to deny pending and unacted upon;
- D. Hundreds of conflicting applications in the common carrier field pending without designation for hearing.

Solutions suggested by attending lawyers include: giving the staff more definitive guidelines; establishing production criteria for the FCC staff to give them deadlines; and (as suggested by public interest law firm member) use of an oral argument to dispose of the petitions to deny. But MR understands that this last suggestion met with criticism from the other participants. As a result of these and other efforts, the communications legal community is taking Wiley seriously and fully expects him to act soon. One attorney says it this way -- "there

has never been a harder-worked, better organized chairman of FCC than Dick Wiley. In another six months you will see material improvement." Another veteran FCC watcher offered this comment, "There are a lot of green lawyers handling applications that should be left up to the clerical people. If anything can be done, Wiley will do it." Also cited as a definite improvement is the Wiley appointment of Roy Stewart to head the Assignments and Transfer Division. He has reportedly improved the speed of operation by 300%.



Ron Nessen continues to have trouble getting his operation moving. We've talked to several reporters inside the White House who cite his "lack of preparation and arrogance" as the biggest irritants to most regulars. One former NBC colleague is telling friends: "You ain't seen nothing yet. Wait till Ron throws his glass of water (beside him at the briefings) at one of the reporters who makes him mad." Others report the press operation itself is inefficient, allowing little time during some campaign trips for filing stories before deadline. If this trend continues, look for an unhappy press corps to eventually turn on Ford, especially if the Republicans take the expected bath in next month's elections. One veteran White House reporter told MR he can already see overall press irritation sneaking into a lot of stories.



Gerald Warren, ex-Nixon deputy press secretary, may be staying on permanently with the Ford administration. We've learned that Warren, who virtually acted as the press spokesman during the last Nixon year, has been asked to remain on the Nessen staff to coordinate information policy with the department and agencies. White House staffers have been testing the idea with a number of reporters to see if there would be any backlash from the press corps. Meanwhile, Warren is known to be considering several offers from private industry, and hasn't made up his mind.

Minneapolis PTVer John Schwarzwald, one of the handful of holdouts against PBS' centralized organization, has settled his differences for the time being with Ralph Rogers and the Public Broadcasting Service. After trading barbs back and forth during the past two years, Schwarzwald has agreed to join PBS as a paying member beginning in Fiscal Year 1975.

QUOTE OF THE WEEK

October's winner in the anti-media vitriol department is Irving Kristol, Hency Luce Professor of Urban Values at New York University, who made these observations in the Oct. 17 Wall Street Journal:

"Journalists today are extremely 'idealistic,' in the same sense that many college students in the '60s were 'idealistic': they are not much interested in money, only in power. And 'power,' for the media, means the power to discredit and destroy--it is through such successes that they acquire visible signs of grace. After Watergate, the media are in a state of mind that can only be described as manic. They feverishly seek new victims, prominent ones if possible, obscure ones if necessary. There is the smell of blood in the air, and of fire and brimstone, too."

THE WHITE HOUSE  
WASHINGTON

From Jon Hoornstra

FYI

SEE Pg. 4

~~Message has  
been seen~~  
(archive)  
file.





# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

*X = BM/H.C. / DR / RN / GW*

Volume I, No. 25  
February 14, 1975



## INSIDE THE MEDIA

Look for a big network television personnel shake-up the next few weeks. Final decisions aren't made yet, but here is what MR has learned from our sources in New York and Washington. John Hart will leave CBS on March 1, and although he has not yet signed a contract, he's expected to join either ABC or NBC to cover politics from the capital city. In late spring, Bill Monroe will move from Washington editor of the Today show to become permanent member of the Meet The Press panel. Doug Kiker is slated to take his place. At ABC, look for strengthening of congressional coverage and shifts in correspondents. One source told us the networks feel they haven't been adequately covering the legislative branch, and moves are expected to rectify the situation.

White House people are noting with interest and alarm that the newly appointed executive director of the President's Domestic Council, ex-Rockefeller aide James Cannon, is "a good friend" and former associate of Washington Post Exec. Editor Ben Bradlee. The two worked together at Newsweek in the early 60's. One source told MR that "although they formed a good friendship at Newsweek and were good buddies, they were not bosom pals." Ford loyalists will be watching for domestic policy leaks and related Rocky plugs.

As we reported a few weeks ago, Helen Copley is moving fast to streamline her publishing empire. California sources are speculating that the next move may be to merge the company's San Diego flagship papers, the Union and the Evening Tribune, currently operating with separate editorial staffs. The rumor gains credence from Copley's similar merger of its Springfield, Illinois papers, which moved Van Shumway to San Diego as Research Director. Observers look for Shumway to continue to rise in influence. Meanwhile, the Copley News Service, a separate division of the company, seems to have received a significant boost from the sales of the Ronald Reagan column (at last count sold to over 145 newspapers). Insiders tell MR that Copley is "excited about future possibilities of really making money with its syndication service."

The possibility of TVN offering its subscribers a nationally-produced evening newscast is moving a step closer to reality. MR has learned that the news syndicator has acquired the talents of film production expert Bruce Herschensohn to draw up a feasibility plan and marketing proposals. Herschensohn, confirming to MR that he is a consultant to TVN, said he was unable to discuss the details of the project at this time. Other sources with knowledge of the preliminary project discussions tell us that one of the major objectives of a TVN nightly news program would be to "avoid a personality orientation" in the news package.

Two of Washington's most sought after reporting jobs will be filled by the Los Angeles Times in the next two weeks. Insiders tell us that over 300

journalists have applied for the new positions and that a substantial number have been "top people" from the Washington Star-News. This may be the first indication that Joe Allbritton's four-day work-week will result in an exit of his best talent at the earliest possible opportunity.

New York politicians are "absolutely convinced" that former New York mayor John Lindsay is using his present position as commentator and interviewer on ABC's AM America program as a platform to launch a 1976 campaign for the Senate. One observer pointed out that his recent interviews with the Shah of Iran and the other world leaders allow him to "visibly travel the world establishing himself as a statesman." ABC officials, purportedly unconcerned about the potential conflict, will only say that if Lindsay announces for the Senate, they will immediately terminate his contract. Meanwhile, Lindsay's former press secretary Tom Morgan is reportedly writing a book about how the former mayor and presidential candidate has "been wronged by the press in the past."

Richard Goodwin has quietly left as Washington bureau chief of Rolling Stone magazine. A spokesman for the publication told MR that "He has not severed his relationship with Rolling Stone and will continue writing from time to time for us. He would rather write than run a bureau." Associate editor Joe Klein is currently running the day-to-day operations.

Once again, the Metromedia stations may be on the market. MR has been told that "a major multimedia corporation which doesn't own television stations now" is taking a hard look at the situation. We know nothing more at the moment, but will keep close watch on the rumors.

Washington Post columnist George Will is having increasing trouble maintaining his conservative National Review credentials. Following public criticism of Will's liberal tinge by National Review chief Bill Buckley, Richard Viguerie's newsletter "The Right Report" noted that "Many conservatives, particularly on Capitol Hill and in the American Conservative Union, strongly advised Buckley not to hire Will in the first place. These conservatives are now hoping Buckley will drop the other shoe and drop Will now."

Political biases and flackery are becoming a big Chicago media issue. First, WGN-TV (the Trib station) gave a half hour of free prime TV (Feb. 8) for "The Mayor's Report," described locally as a thinly veiled campaign commercial for Richard J. Daley. Outrage forced WGN to give equal time to the other mayoral candidates. Meanwhile, Daley charged the media with "reporting for political purposes" in sensationalizing fire department discrimination charges. Said Daley: "Tell the truth. The papers will learn how far they are from the thoughts of the people." At the same time, according to the Jan. 1975 Chicago Journalism Review, the Chicago papers have given strong prior backing to many recently convicted local politicians...entitled "The Dailies' Machine," the article lists the endorsements that were given out even after the various politicians had been named in suits, admitted various wrongs or were under investigation. On the federal level, the Chicago Tribune is very close to the Ford White House, witness this quote from a Feb. 9 story on Chicagoan Don Rumsfeld, the White House chief of staff: "Rumsfeld's influence with Ford could be no better illustrated than during an Oval Office interview with the President Thursday, when he deferred to Rumsfeld the decision on whether to tell Chicago Tribune reporters who his next Cabinet change will be." Rumsfeld decided not to.



Top officials of Accuracy in Media tell us they mean business in their efforts to mobilize shareholder opinion against the three TV networks. So far, the nets have rejected AIM requests to include AIM fairness resolutions in their proxy material. AIM strategists intend to request help from the SEC and to convince sympathizers to buy corporate shares so that they can support AIM resolutions at the annual meetings of CBS (Boston, April 16) and RCA (New York, May 6). CBS appears to be the principal target... AIM's CBS resolution cited a Nov., 1974 Phillips-Sindlinger poll showing public perception of that network as heavily biased, and AIM indicated that a blue-ribbon committee should be formed to investigate bias charges and "to consider what steps might be taken to remove the impression indicated by the Phillips-Sindlinger poll that CBS is the most biased of the networks." One key focus of AIM's complaint will be CBS's bias on defense-related issues. In this respect, look for them to come down hard on a startling, far-reaching admission made by Walter Cronkite to the Gannett News Service late last year. Said Cronkite: "There are always groups in Washington expressing views of alarm over the state of our defenses. We don't carry these stories. The story is that there are those who want to cut defense spending." AIM thinks that CBS affiliates and shareholders disagree.

#### THE MEDIA AND PUBLIC OPINION

MR will soon begin 1975 media polling, but in the meantime some additional amplification on late 1974 surveys of television vs. newspaper advertising effectiveness.

In past MRs, we've carried some data on the relative effectiveness of both media for reaching grocery and department store customers -- and newspapers have won hands down. Now we've got some better break-outs that differentiate the pattern in A markets, B markets and secondary markets. The A markets are those with over one million population, the B's are those with 250,000-1 mil., and the C's are those under 250,000. The data is for Nov., 1974.

Percentage of Consumers Relying Upon      Relative Medium Advertising Reliance by Types of Markets

	A Markets	B Markets	Secondary Markets
--	-----------	-----------	-------------------

For Info on Best Grocery, Meat or Food Buys

Newspapers	93%	63%	82%
Radio	0	31	7
Television	0	0	9
Magazines	3	0	0

For Info on Best Dep't Store or Shopping Center Buys

Newspapers	82%	76%	83%
Radio	5	12	11
Television	7	1	0
Magazines	4	0	1

## GOVERNMENT AND THE MEDIA

MR's early ongoing prediction that Ron Nessen's temper and personality could give him trouble in the White House press secretary's job is getting increasing, albeit belated, coverage in other trade journals and media columns. The personality clash between Nessen and his former CBS competitor, Phil Jones, focused in a venomous exchange during Ford's Vail trip, is growing; witness these comments MR found in a Yale Daily News Magazine January 29, 1975 article by Lloyd Grove about the W.H. press corps. Referring to Nessen, Jones reportedly said "Listen, I don't want to get into a p-----g match with this guy because it ain't worth it. What's Ron Nessen? He's nothing -- always was and always will be. He's a schmuck." Network officials say there are no plans to move Jones from the White House beat but it's obvious if the feelings between the two men continue to be aired in public, something's going to have to give. But don't think Nessen's problems are confined to Jones... many dailies are beginning to run stories of overall discontent throughout the W.H. press corps. Following recent critical articles in the New York Times and Variety, the Chicago Tribune's Gary Deeb wielded the sharpest hatchet in a Feb. 12 column headlined "Is Nessen the Flat Tire on Ford's Wagon?" Deeb alleges that "As White House press secretary, he is held in contempt by a whopping majority of reporters who cover Ford." Deeb, whose column met with some disfavor in the Tribune's Wash. bureau, quoted ex-NBC colleague Tom Brokaw telling Nessen "You better shape up or you're gonna be in real trouble," and quoted another White House correspondent as saying "Look, here's a little kid from Washington who grew up and never amounted to a great deal, and all of a sudden he's press secretary to the President -- and he can't believe it! He's on a phenomenal ego trip and he's not doing a very good job."

Capitol Hill observers are surprised by the active interest Senator Robert Griffin is taking in his new position as ranking Republican on the Communications Subcommittee. (Under previous arrangements Howard Baker could return to the Subcommittee from his new post on Foreign Relations if Louis Wyman isn't eventually seated from N.H., but Griffin could still assert his senior rank if he chooses.) We're told that Griffin has let his staff know that he wants to become involved in day-to-day Subcommittee activities despite his responsibilities as Senate Minority Whip. Unlike Baker, Griffin is more outspoken alleging bias in network and PTV programming. In the words of one associate, "he has never been a lover of the networks, and he has been a strong advocate of localism." Although Chairman Pastore and Griffin "get along all right," there is a "greater possibility of a confrontation" between the two men than between Baker and Pastore.

### QUOTE OF THE WEEK

In the how-to-louse-up-your-own-campaign-coverage department, The Wall Street Journal's Alan Otten recently quoted this view of the press by presidential candidate Gene McCarthy:

"The press: Reporters remind him of when his son Michael was four, and scrawled all over a piece of paper and then asked his father to read it. Mr. McCarthy told Michael, 'You read it; you wrote it.' Michael answered that while he could write, he hadn't yet learned to read."

MAR 31 1975 R. Nessen

# MR The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 2  
March 28, 1975

## INSIDE THE MEDIA

President Ford's decision to speak to the annual convention of the National Association of Broadcasters in Las Vegas next month is causing quite a behind-the-scenes flap in the Executive Branch as conflicting interests jockey to shape the speech to establish broadcast policy. So far, White House staffer (and former Memphis TV reporter) Kay Pullen, who's assembling the package, has had input from Press Sec. Nessen's office, OTP, Bill Seidman, Bob Hartmann, the Domestic Council and even an FCC commissioner. Pro-broadcasting staffers want Ford to endorse a five-year license-renewal bill...others want him to come down hard on sex and violence in network programs. The prevailing estimate -- Ford will continue his policy of coddling rather than criticizing broadcasters.

Some Administration officials privately tell us they're bewildered that a planned public relations scheme to deal with the eventual public discovery of the CIA Hughes Glomar Russian submarine expedition has not been used. Credit is being given to former Defense Dept. Public Affairs Asst. Sec. Jerry Friedheim for suggesting that video tape recordings be made of the recovery attempt and burial at sea of any dead found. These recordings exist today along with still photos, but for some unknown reason the press is not clamoring for their release. While officials would like to get these recordings on the public records, "diplomatic" reasons are expected to prevent it. One individual familiar with background circumstances suspects the video tapes have already been made available to the Russians for private viewing.

When Betty Cole Dukert becomes the producer of NBC's Meet The Press upon the retirement of Larry Spivak this fall, it will mean that all three networks' politically important Sunday interview programs will be produced by women. CBS's Face The Nation is produced by Mary Yates, and Peggy Whedon has been responsible for ABC's Issues and Answers since its inception 15 years ago. One male network insider admitted "all of the networks are a bit sexist in this area, but women are better at getting good guests on, and -- sometimes more important -- at bumping them off when a fast-breaking news event calls for a change in plans." Dukert has been an asst. to Spivak for many years, and will work closely with Bill Monroe, who is to become permanent moderator.

The odds are growing that Washington Star publisher Joe Allbritton will succeed in his powerful bid to get an FCC cross-ownership waiver on his purchase of major interests in both the Star and its broadcast properties. Allbritton's aides are saying that everything is under control, and that there won't be any problem with the Commission. Meanwhile, both the Star and the Washington Post (which is friendly to the liberal-tilting Allbritton) have flagrantly downplayed or ignored a Jan. 1967 Star story that could damage Allbritton with the FCC...his 1962 involvement in contributing \$10,000 to the \$100,000 fund that ex-LBJ aide Bobby Baker raised purportedly to give to key Senators (but which wound up financing Baker's Ocean City motel). In a similar vein, little has been done to follow up on the Allbritton-controlled Pierce Leasing Corporation deal whereby Pierce was organized

to lease a campaign plane to 1972 Democratic presidential hopeful Ed Muskie. The Watergate Prosecutor's office took no interest, but one newspaper article described Leon Jaworski as "Allbritton's friend and lawyer of many years." Nebraska Senator Carl Curtis (a 1964 Baker case stalwart) and several other conservatives have privately protested to the White House about alleged favorable White House signals to the FCC, but we discount that...Allbritton appears headed for his waiver because of FCC rather than White House attitudes.

Supreme Court spokesman Barrett McGurn says it's "not true" that reporter Nina Totenberg was excluded this past week from a Justice William O. Douglas news conference because of her latest New York Times Magazine (March 16, 1975) cover story on the Court. Totenberg has written several "insider" stories in various publications during the past few years which have displeased the Court, and the latest (like the others) got a stern "no comment" when MR asked for confirmation of some of the personal tidbits about justices' closed-door performances. Totenberg's judicial reporter colleagues give her high but partly critical marks. One reporter admitted "she goes off on stuff that some of us may back away from," and acknowledged "there ought to be more of her kind of reporting, but we're worried about our relationships with the justices." Another regular court reporter for a major daily characterized Totenberg as "aggressive, abrasive at times, steps on people's toes, sometimes legitimately, sometimes not." One of the more surprising comments came from a conservative Washington government lawyer who said that "because the Court has become so politicized in the past few years, her kind of reporting is good and we should have more of it."

Washington media circles are buzzing about an unusual performance by New York Times reporter David Binder at a March 21 news conference held by Senator James Buckley discussing the recent leftist takeover of Portugal. One reporter present told MR that Binder's performance was "embarrassing" and that "Dave became part of the story by constantly challenging Buckley's account of the situation." After eliciting that Buckley's last visit to Portugal was six years ago, Binder then said "How do you have the effrontery to deliver us these unsourced statements without any background." Next, querying Buckley's view that a Communist Portugal would have to leave NATO, Binder said, "I'm not living in a dream world. I think you are. Suppose they just don't leave; they can stay in NATA and there is nothing against that." At the end of the briefing, Times photographer Mike Lien was overheard saying "Binder, what the hell got into you or did the managing editor put you up to it?" Binder's five-paragraph story of the news conference followed a Lisbon dateline story the next day in the Times. Three days later, on March 25, the Times carried a page three lengthy interview by Binder with a member of Portugal's ruling Armed Forces Movement proclaiming that his country would not go Communist but would be outwardly Western-oriented and inwardly socialistic. Since then, the Communist Daily World has come to Binder's defense regarding his Buckley news conference performance.

Mutual Radio Network officials say they are quite pleased with "quality and price" of the satellite feed they are now using from Western Union to service six Western states (Washington, Oregon, Arizona, Nevada, Idaho and California). One insider told us "we're getting studio quality, and you're supposed to get that from A.T.T., but their service is getting worse." According to our Mutual source, there are no plans at this time to expand the use of the satellite... but it's understood that other radio networks are closely watching MBS Westar project results.

THE MEDIA AND PUBLIC OPINION

According to national post-1974 election data just released to MR by Decision Making Information of Santa Ana, California, ABC News has the most conservative, Republican-tilted audience while CBS News has the most liberal, Democratic-inclined viewership.

The DMI survey, conducted immediately after the 1974 elections, rested upon a national probability sample of 1531 registered respondents asked to state their network evening news preference as well as their vote preference. The question was: "And, which television newscast in the evening do you usually watch -- Walter Cronkite on CBS, John Chancellor on NBC, or Howard K. Smith on ABC?" The preferences were as follows:

Cronkite (CBS).....45%	Smith (ABC).....22%	No particular choice...8%
Chancellor (NBC)...23%	Other..... 3%	

Crosstabulations

	<u>National Aggregate</u>	<u>CBS News Viewers</u>	<u>NBC News Viewers</u>	<u>ABC News Viewers</u>
1. Here is the political comparison of audiences...				
<u>How voted in 1974</u>				
Republican	37%	32%	40%	44%
Democrat	54	57	53	49
Don't Remember	10	10	7	8
2. These are the comparative attitudes towards Ford...				
<u>Ford Campaign Image</u>				
Negative to Ford	47%	47%	49%	43%
Neutral	18	17	20	19
Positive to Ford	35	36	31	38
3. ABC has the less active rural element and CBS the inert minorities...				
<u>Political Apathy Level</u>				
Very Active	27%	28%	32%	25%
Somewhat Active	30	30	33	31
Apathetic	42	42	35	44
4. Each network has a cynical audience...				
<u>Cynicism Levels</u>				
Very Cynical	27%	28%	27%	22%
Somewhat Cynical	40	38	40	44
Somewhat Supportive	24	23	24	28
Very Supportive	9	11	9	7

## GOVERNMENT AND THE MEDIA

As if Ron Nessen doesn't already have enough problems, MR understands that relations between his office and Mrs. Ford's press office in the East Wing -- headed by former Nessen NBC colleague Sheila Weidenfeld -- are "cool." Although Weidenfeld is invited to attend Nessen's morning staff meetings, insiders say she rarely does. Relations supposedly suffered following her recent request to Nessen for a "briefing box" (an intercom hookup to the briefing room in the West Wing) in her office so she could listen to the morning briefings. After she was turned down, she went to Mrs. Ford who interceded and got her a briefing box.

The imminent departure of Ted Kennedy's press secretary, Dick Drayne, has Capitol reporters hedging their speculation about EMK's role in the presidential sweepstakes. Drayne has been with Kennedy through 9 and 1/2 years and multiple crises, so observers don't feel he would leave if he thought there was a chance that the Senator would make a run for it. Drayne told MR he will leave when he finds something he wants to do -- hopefully in Washington. Formerly with WBZ-TV in Boston, Drayne said "he wouldn't rule out" returning to journalism. To replace Drayne, Kennedy will hire a Massachusetts-oriented press aide (EMK is up for re-election in 1976). Even so, most bets are that Drayne will be in a position enabling him to jump back in if Kennedy is the presidential candidate next year.

If the five-year long-range funding bill for the Corporation for Public Broadcasting aborts its Congressional passage this year, insiders are getting ready to finger PBS Board Chairman Ralph Rogers. Our sources tells us Rogers insists on doing everything himself and that he's unable to work with a prescribed "game plan" to get the bill through the legislative process. One source close to the congressional committees responsible for the bill says that House Appropriations Chairman George Mahon's lack of interest in a five-year bill resulted from a meeting he had with Rogers in Texas where he "somehow got turned off" on the idea. According to another observer, as public broadcasters prepare for their April 8 hearing on long-range financing legislation before the House Communications Subcommittee, one House official told MR, "Trying to keep these people from committing hari-kari is the toughest problem we have."

MR's recent prediction that Cong. Torbert Macdonald's House Communications Subcommittee would have a busy year took on further credence with the full House approval this past week of a \$223,000 budget for the coming session. In a couple of weeks, Macdonald's support staff will increase from one to seven. Besides chief counsel Chip Shooshan, he intends to hire 3 attorneys, 1 economist, 1 technical aide with an engineering background and 1 legislative aide...he also has \$60,000 available for consultants. As soon as the new staff is assembled, we're told they'll begin a one year study on common carriers, a six month study of cable-TV, and a six month study of the satellite industry.

### QUOTE OF THE WEEK

From Ad Age of March 24th giving the results of an Opinion Research Corp. survey -- ignored by the major media -- on public attitudes toward a new consumer protection agency:

"The survey found that the public is generally satisfied with the consumer protection efforts of existing government agencies and that a majority feels that it is 'generally being treated fairly by business.'"

Name	Date
<i>Connie Leonard</i>	<i>7/11/25</i>

EXECUTIVE  
SP 2-3-36  
FG 11  
PR 16

3



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

*Jan*  
*see 2nd*  
*page c.g.*

Volume II, No. 3  
April 11, 1975

## INSIDE THE MEDIA

Notwithstanding the blackout imposed, MR has learned the names of most participants in the WashPost-Ford Foundation hush-hush, all-expenses-paid conference held the weekend of March 9, 1975 at Virginia's exclusive Homestead resort hotel. Attendees were flown in a chartered aircraft from Washington to discuss government-media-legal relations. Among those wine and dined were judges whose rulings may be critical to future expansion of media power under the First Amendment. But even though WashPost Editor Ben Bradlee was quoted in his own newspaper this week saying "If we're going to support the people's right to know, then we're going to have to support the people's right to know about us," MR was able to gather a nearly complete list of those attending the conference only after we promised our scared sources complete anonymity. The nearly complete list included WashPost Toasties Kay Graham, Ben Bradlee, Sally Quinn, Howard Simons, and Charles Seib. Art Buchwald was the featured dinner speaker. Also, the Ford Foundation's Fred Friendly and Stuart Sucherman; CBS's Fred Graham and Dan Schorr; New York Timesmen Anthony Lewis, James Goodale and Lesley Oelsner; Jack Landau of Newhouse; Allan Otten from the Wall Street Journal; Lyle Denniston of the WashStar; Balt. Sun's Adam Clymer; Frank Reynolds from ABC; Linda Matthews of the L.A. Times; A.P.'s Margaret Gentry; UPI's Charlotte Moulton; Clayton Kirkpatrick from the Chicago Tribune; Marvin Stone of U.S. News and World Report; and Jim Lehrer of NPACT. From the government and the judiciary: CIA Director William Colby, former Watergate prosecutor Seymour Glazer, outgoing Md. U.S. Attorney George Beall, Supreme Court Justice Potter Stewart, Federal Judges Clement Haynsworth, Harold Leventhal, Robert Merhige, Charles Wyzansky, and Malcolm Wilkey. Others attending included Wash. lawyers Joe Califano, Richard Schmidt, Herbert Miller, and Floyd Adams. Two Harvard professors, who acted as moderators, were Arthur Miller and Charles Nessen. Irony-of-the-week: press honchos at the clandestine confab argued that not even grand jury room secrecy should withstand the people's right to know.

Insiders at ABC report that the situation is tense in the newsroom with the return of Av Weston to the stewardship of the Reasoner-Smith evening news. We're told "he will ride close herd on the evening news until it pulls up" and "some of the top people are in trouble" and will be replaced by September to get ready for the fall ratings push. Observers give Weston credit for pushing the news show to a respectable third-place rating a few years back. But it took a slide when he left two years ago to produce ABC Close-up. MR has learned from sources close to top management that no thought is being given to replacing Howard K. Smith and Harry Reasoner.

Although an otherwise authoritative report in the March edition of the printers trade journal Inland Printer has the New York Press start-up time as "late summer," MR has been informed by sources at the NYP that "we are aiming for sometime before year's end." According to insiders, "normal construction delays" are causing

MAY 1 1975  
CENTRAL FILES



the constant changes in start-up time. Execs are sensitive about criticizing the construction trades for fear that the slightest provocation will lead to a "walk-out" or "strike" by labor. The NYP is completely renovating the old Morning Telegraph building on the west side of Manhattan and the Inland Printer quotes production manager John T. Keane as saying "Before our first copy hits the street...we will have spent upwards of 20 million for our plant and equipment." Keane stressed the NYP will be a full-size newspaper -- "definitely not a tabloid." Further evidence that owner John Shaheen is serious about plans to publish...the oil-millionaire plans an April 23rd P.R. cruise for potential advertisers aboard the Q.E.II.

NBC News correspondent Robert Goralski is leaving the network after 15 years to become the director of public affairs for a major oil company. Goralski, 47, confirmed to MR that he had resigned from NBC effective the end of April, but would not comment further. We understand that Goralski will remain in Washington for the time being and will be responsible for national and international corporate media relations.

Chicago Daily News Columnist Mike Royko told MR "we're taking a look at it," when asked to verify rumors that he will join the WashStar soon. "I'm not sure I want to go to Washington." Royko has been an employee of the News for the past 16 years -- 12 of those spent writing his column about the windy city. If he does come to Washington, he will not write "a city-type column" but will be syndicated as a national commentator. One arrangement being considered is for Royko to join the Star for a few months...if he doesn't like it, he can go back home.

Media and film specialist Bruce Herschensohn has signed a contract with Arlington House to write a book regarding "liberal bias in the media focusing on the TV networks' coverage of the Vietnam war, the Nixon administration, and the early days of Jerry Ford's Presidency." His book, to be titled "The Camera Is A Liar," will be out in Feb., 1976, to coincide with the beginning of next year's Presidential campaign.

Investigative reporters still have their work cut out for them, but we understand from government insider sources that "one of the biggest stories since Watergate" is about to be blown open by N.Y. Sen. James Buckley following an extensive investigation by his staff. We're told it involves 1972 political contributions, cover-up in the Executive Branch, obstruction of justice, French connection-type major drug trafficking, murder, and possibly much more. Buckley spokesman Len Saffir refused comment when asked by MR to verify the story, but confirmed that there was a major investigation being conducted by his office.

Robert F. Hurleigh, former Mutual Network President turned commentator, will reinstitute his "Reporters Roundup" weekly news interview program on May 3. Insiders tell MR that close to two hundred stations are expected to be signed up by airtime. The program will be fed to the network at 9:05 p.m. Saturday nights (re-fed 9:05 a.m. Sunday) in order to be picked up by the Sunday papers for wider coverage. Sources familiar with the planning say Hurleigh will use two or three reporters each week who represent other than "East Coast" media companies to question guests who aren't otherwise getting exposure.

White House reporters tell us they're chagrined at falling for the tactics of some West Wing Ford aides who tried but failed to put some distance between the President and Henry Kissinger when the former made his State of the World speech to Congress this week. They will be less likely to take the bait from the Rumsfeld-Hartmann anti-Kissinger crowd in the future.

## NEWSPAPER PROFITABILITY AND CORPORATE ACQUISITION POTENTIAL

Most newspaper chains chalked up substantial pre-tax profit margins in 1974, increasing their per share earnings over 1973. Even so, stock prices remain too low -- especially for a few big companies -- to promote another major round of acquisitions in the near future.

### Newspaper Profitability and Stock P-E Ratios

	Per Share Earnings Increase or Decrease 1973-74*	Pre-Tax Profit Margin 1974*	1974-75 Stock High-Low**	Present Stock Price (Apr.10)**	Price Earnings Ratio**
Booth	+13%	15.9%	13.75-19.75	19.25	8
Dow-Jones	- 6	22.1	15.00-29.00	29.00	20
Gannett	+14	19.5	19.50-38.25	33.25	21
Harte-Hanks	+19	16.8	5.88-13.88	12.63	8
Knight-Ridder	- 5	12.2	13.38-37.00	24.63	11
Lee	+16	17.7	10.75-16.50	16.00	9
Media General	-12	12.0	14.75-26.50	24.75	10
Multimedia	+15	24.3	8.75-13.75	13.75	9
New York Times	+14	6.6	6.88-13.75	11.13	6
Speidel	+25	35.0	9.00-15.00	15.00	12
Times-Mirror	+ 6	13.8	8.75-18.25	16.88	10
Washington Post	+ 9	9.1	14.75-25.25	22.50	7

\* Barron's (Lee Dirks)

\*\* Wall Street Journal, Barron's

1. Barron's Financial Weekly found a general pattern (March 31) of small-city chains doing well -- Speidel, Harte-Hanks, Gannett, Lee -- and big city newspaper operations faring less well (NYTimes, WashPost, Knight-Ridder viz Philadelphia). In both New York and Washington, the Times Co. and Post Co. newspapers performed less well than other company properties.

2. Canadian and other newsprint/forest product subsidiaries were the key to major print media company profits last year. The NYTimes surged based on equities in 3 Canadian newsprint companies; the WashPost Co. was helped by its Canadian newsprint affiliate. Media General, off in 1974, expects a big 1975 rebound via profits from its fully-owned newspaper recycling subsidiary, Garden State Printing Co.. Time Inc.'s 1974 Annual Report notes that "forest products operations (Temple-Eastex) accounted for approximately 59% of Time Inc.'s 1970 income before taxes."

3. As shown above, most printmedia company stocks have made 50-100% advances from their 1974 lows, in the process surpassing most other industries (including those criticized by major media for excess profits). Even so, media analysts generally feel that the present price-earning ratios are still well below the levels at which key companies can begin using stock to buy up a lot of additional smaller newspaper properties. Insiders suggest that the Washington Post, for example, would like to increase its holdings from 2 newspapers to 10 or 12 as soon as its stock price climbs high enough.

## GOVERNMENT AND THE MEDIA

"Big Bird" and his creators, the federally-funded Children's Television Workshop, may be in trouble with the federal government for what is being described as "excessive" use of federal funds for salaries of company officers and for the Public Affairs Division. For some months, H.E.W.'s audit bureau has been combing the FY '73 books at CTW, and inside sources tell us they don't like some of what they see. Federal auditors are particularly upset that CTW President Joan Gantz Cooney's salary jumped from \$30,000 in 1968 to \$70,000 by June 1, 1973 (CTW officials would not reveal her current salary), and that the V.P. for production jumped from \$40,000 to \$63,000. There is also a contention that CTW may have violated the wage-price guidelines during that period. HEW auditors reportedly also feel that the close to \$600,000 spent on public affairs should be excluded. MR asked Ray Beaudet, Asst. Dir. of the HEW Audit Bureau, to verify our information, but he would only comment "until the report comes out, I wouldn't want to say anything." He told us a draft audit has been written, made available to CTW for comment, and a final draft should be made public by June 30. Per Beaudet, CTW has received \$20 million federal help since 1970. CTW spokesman Bob Hatch told MR they have made a detailed response to the (Oct. '74) HEW audit, and are disturbed that details of the draft have been leaked to the press. Hatch pointed out that the Office of Education provides only "a quarter of our total money, and half for our childrens programs," and that "this is not part of the HEW officers' perview as all corporation officers' salaries are excluded from OE grants as are salaries of professional and executive staff in excess of \$30,000." Hatch continued, "CTW attempts to pay its executives salaries competitive with the commercial industry from which it must draw its...talent." As for the public affairs money, Hatch said that "less than 10% goes for information and promotion (of the total budget), and the results have set audience records." CTW, obviously irritated that the information was out, accused the HEW auditors of straying beyond their competence and not taking into account early arrangements made between the government and the Workshop.

A new lobby is gaining muscle. Broadcasters at this week's NAB convention in Las Vegas had the special touch put on them by their Television and Radio Political Action Committee (TARPAC) as they checked in. Registration counters saw distribution of TARPAC flyers stating: "We think we've done pretty well for being just three years old. Congressional campaigns require a lot of money these days. Our job is to take contributions from hundreds of broadcasters and channel them to candidates for the Senate and House who are friends of our industry. Nearly a thousand broadcasters contributed to TARPAC in 1974. TARPAC made modest donations to 85 candidates, and there were more than 100 others who asked for contributions to this committee."

Word coming from inside the White House... Abbott Washburn will be reappointed to a full 7-year term at the FCC by President Ford when his present term expires in June. Washburn has considerable political support from both sides of the aisle on Capitol Hill and has enjoyed longtime friendships with many of Ford's closest friends dating back to the early 50's. Earlier rumors that he was in trouble never had any serious foundation.

### QUOTE OF THE WEEK

Seymour Hersh, answering a "How does it feel to be an American folk hero?" question in the April 10th, 1975 edition of Rolling Stone: "I don't get any sense that I'm a great American folk hero at all. I think Woodward and Bernstein have a lot to do with the fact that reporters are suddenly seen as great folk heroes. In fact, we should be looked upon as maybe super-schlemiels."



# The Media Report

4720 MONTGOMERY AVENUE  
BETHESDA, MARYLAND 20014

(4/11/75 SPECIAL REPORT: CABLE TV AND THE FORD ADMINISTRATION)

This past week, MR interviewed outgoing OTP General Counsel Henry Goldberg regarding the long-awaited cable legislation promised Congress by the Ford and Nixon Administrations.

MR When do you expect a bill will be sent to Congress by the Administration?

HG I don't foresee any substantial delay from this point. We've gone through a second draft which was put into the OMB clearance process so that the FCC and the Department of Justice would have the opportunity to comment on it. The FCC got their comments in about four weeks ago. Both the anti-trust division and the Office of Legal Counsel at the Dept. of Justice have had a crack at it, and it is taking them a very long time to determine what position they are going to take on a number of the key issues.

MR What is the difference between the cable bill that will eventually come out of the Administration and the Cabinet Committee Report released by the President in early 1974?

HG There is no real substantive difference between the two. The Cabinet Committee recommended that most of the long-term recommendations that follow logically from adoptions of a separations principle (control of cable distribution facilities would be separated from control of programming) would be inappropriate for cable at the present state of its growth, or lack of growth. So the Cabinet Committee recommended a transition period in which the regulatory framework for cable would be set up, that is, a division of jurisdiction among the states, the municipalities, and the federal government. The basic thrust of cable regulation would be established now at the beginning of the transition period.

MR Is there anyone inside the White House who is working against the bill or are you getting cooperation from the Domestic Counsel and OMB?

HG Right now I'm finding cooperation and help from both OMB and the Domestic Counsel. In the Nixon Administration I think it is fair to say that when we were going through the process of getting the Cabinet Committee Report itself released, there were some people in the W.H. who were opposed to some of the recommendations and I think there were people working against the release of the report, so all I'm saying is that we've been through an experience before that has made us kind of sensitive.

MR Why is the FCC opposed to the bill and why are they going to introduce their own piece of legislation?

HG I think the reason they oppose it is very simple. The legislation would cut back substantially on FCC regulation of cable as a new medium of communication. The plan of the legislation is to retain FCC jurisdiction and authority over those aspects of cable that directly relate to the Commission's responsibilities for broadcast media so that with respect to signal retransmission and program exclusivity, non-duplication, sports blackouts, all things like that in which cable is using the broadcaster's product, the FCC's jurisdiction and authority is undiminished; but for those aspects of cable that do not relate, the FCC's regulation would be virtually nil, and that's why I believe the FCC opposed it, because it cuts back substantially on their regulation over what I foresee is the real future of cable. That is a real future, not as a retransmission of broadcast signals, but as a new means of communication.

MR Under your proposed bill would the Fairness Doctrine and the equal-time law apply to cable?

HG No. There is a specific section that says there shall be no regulation governing the content of program originations on cable communications. The same laws regarding obscenity, libel, and illegal activities such as gambling would apply to cable channels too, just as they apply to films or the newspapers. There is one additional thing the bill would do. It would require that the cable operator and channel programmer give the cable subscriber actual notice of the content of cable programming. I foresee this as being something like the rating system that we have for theatrical films, so that the cable subscribers would know in advance the kind of programming. For example, an R-rated movie coming into his home. The legislation would also require that that cable operator make available to the subscriber a means of keeping out programming through locked channel or coded channel material that he doesn't think appropriate for his family to receive in the home.

- MR If your legislation passes the Congress, will the cable operator feel any financial effect from the passage of the legislation?
- HG For both the existing systems and future systems it's very difficult to see how the bill would add to their expenses. I would suspect as even compared to present FCC regulations, this legislation would cut back on the costs imposed on cable systems by federal regulations.
- MR In your bill do you deal at all with sports and the availability of sports to cable operators that are now being carried over broadcast stations?
- HG The bill doesn't touch this at all. That is left to the regulatory jurisdiction of the FCC ... not posed as an issue for the Congress.
- MR Will the local system be required to originate programming?
- HG No. There is a prohibition on government imposing such a requirement. There is a prohibition on all kinds of content regulation on cable.
- MR With the current hue and cry over sex and violence in programming coming from the Congress and the FCC, how do you expect a hands-off policy could be voted on favorably by a Congress which is now very worried about content?
- HG I think the passions of the day may make it very difficult to get legislation passed that does take a hands-off policy with respect to media content. But I'm confident, once the issue is explored by the Congress, that they will see that there is very little legal basis or constitutional basis under the First Amendment to impose content controls on cable. Unlike broadcasting, it is not a medium of scarcity; it is a medium of abundance. For legal purposes or constitutional purposes, it is not much different from the film industry or the print media, and there are minimal controls on the media in terms of obscenity laws, libel laws and the like; those same controls would apply to cable but not additional controls such as family viewing or special new requirements on indecency in programming. It is to be the choice of the channel programmer and the subscriber.
- MR Will broadcasters be allowed to own cable?
- HG Broadcasters in their own markets and television networks nationwide could own cable systems as long as they agreed in advance to abide by the separations principle, which means that they could not control the programming. They couldn't program the channels of that cable system. They would have to run a system in which the transmission medium is separate from the program content. Incidentally, it's on cross-media owners, broadcasters, newspapers, publishers, and the like that the bill imposes the separations principle. In all other respects, the separations principle is not imposed by this legislation. That is a long-range recommendation of the Cabinet Committee, not a transition recommendation.
- MR When do you feel that Congress will pass legislation, whether it is yours or somebody else's?
- HG I think we won't see it this session of Congress; it may not even be in this Congress, but in two to three years I foresee cable legislation coming out of the Congress. I think there is a movement building. The more that independent and objective groups study cable, the more they come out the same way, and that way is remarkably consistent with the way the Cabinet Committee came out. The bill deals with policy, and people can criticize us all they want for residing in an ivory tower, but if we don't take on the policy issues, no one else will. The reason that the bill doesn't deal with distant signal retransmission or pay-TV questions or other questions that relate to the day-to-day regulations of cable is that these are questions that are appropriate for the FCC as a regulatory body and for the courts in reviewing the action of a regulatory body. They are not policy questions in the short-run that the Congress ought to be asked to resolve. The Congress has no more means of deciding whether there should be two or three distant signals allowed into the top fifty markets than the FCC. There is no particular competence in the Congress for deciding those kinds of questions.
- MR When would you expect Congress to deal with the long-range aspects?
- HG What the Cabinet Committee said was that separations is the way that cable ought to be regulated when it is a mature industry and they give a bench mark of 50% subscribership nationwide. That may be a long time in the future. As the Congress and as the FCC and OTP and the Justice Department see how cable is progressing as an industry, those agencies would make recommendations as to adoption and implementation of the separations principle, and it may be ten years or maybe less or maybe more.

Mr. Goldberg announced this past week that he will be leaving OTP in May to become a partner in the Washington law firm of Verner, Lipfert, Bernhardt and McPherson where he will practice communications law.



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

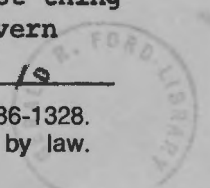
Volume II, No. 5  
May 9, 1975

## INSIDE THE MEDIA

MR has learned from a reliable insider at ABC that veteran anchorman Howard K. Smith may be leaving the evening news "possibly by mid-summer." It is understood that high company officials feel that "there is too much gray hair in the Smith-Reasoner Report and something has to give." One ABC source reminded us that the network's top gun, Leonard Goldenson, has always felt "his network should appeal to the youth audience." We tried to contact Smith for comment several times, but he was unavailable. Speculators look for one of four men to be chosen for the anchor spot when Smith eventually leaves -- Steve Bell, Bill Beutel, Peter Jennings or Tom Jarriel.

Lone Star State print media movement...local media observers tell MR that the L.A. Times-owned Dallas Times-Herald, with former LBJ aide Tom Johnson and ex-WashPoster Ken Johnson at the helm, is beginning to make a "delicate shift to the left." We're told that conservative columnist Bill Murchison's move to the Dallas Morning News several months ago was primarily because he began to feel pressures from on high to review his copy. Also in Dallas, the new monthly magazine D, now about six months old, is beginning to take hold (with some help from Dallas's mayor, who is suing the magazine for its coverage prior to the recent election). Meanwhile, Texas media observers continue to be perplexed at the lack of interest being shown by homestaters in purchasing the Houston Chronicle (largest circulation in the state) which has quietly been on the market for some time. As one source put it, "people will wait until an East or West Coaster buys the paper, like with the Times-Herald, and then complain about an ideological shift."

A few media biggies are beginning to wonder if George McGovern's recent Cuban jaunt isn't one of the cutest hustles of recent memory...and if this turns out to be the case, it could cast a new pall over McGovern's brightening media relations. The whole "Open up Cuba" theme flowing from a) October's CBS Dan Rather interview with Fidel Castro (packaged by McGovernites Frank Mankiewicz and Kirby Jones) and b) the lavishly-covered McGovern trip to Cuba seems to be coincidentally giving an enormous boost to Jones' new business venture, Alamar Associates. Magazine reports have Jones and Mankiewicz approaching U.S. tobacco firms to offer Jones' services in arranging meetings with Cuban trade officials. Hundreds of thousands of dollars are said to be involved, plus possible royalty deals on all Cuban cigars sold in the U.S. Meanwhile, MR understands that George McGovern has made personal calls to many members of the media drumming up interest in his Cuban trip and peddling himself for Sunday interview shows. McGovern's theme...that Castro insists on the U.S. trade embargo being lifted as a prelude to negotiations. Moreover, Kirby Jones helped McGovern in Cuba...The Senator's office admits that 1) Jones delivered Castro's invitation; 2) he was "logistically helpful," and 3) he sat in on meetings. One source told us that the net effect of the trip, with McGovern, Mankiewicz and Jones getting Cuba and Castro massively favorable media coverage (including billing and cooing from Barbara Walters), is to make the McGovernite duo of Mankiewicz and Jones the hottest thing in Cuban-American commercial and public relations. Not only was this McGovern



trip to Cuba virtually a private one (no other Senate Foreign Relations Committee members went along), but the South Dakotan interested the media in heavy enough coverage to pick up much of the tab...with the press paying a pro rata fee for their seats on the chartered aircraft, the overall trip costs to McGovern were minimal. ABC, CBS and NBC all sent camera crews and correspondents.

New York Magazine's May 12th edition cover story on the salaries of over 300 Fun City dwellers, including many from the media world, had some rather suspicious omissions -- officials and staffers of (you guessed it) New York Magazine. We asked NYM publicity man Tony Irving why publisher Clay Felker's salary wasn't listed. He told us "That's the very question I asked before the article was published, and was told 'he's not about to tell anybody.'" Irving also said that "personally, I think it seems rather hypocritical not to have his salary in there." Senior Editor Elizabeth Crow admitted "We get this question every year we run this story" and went on to say that the subject of someone's salary "is a dirty little question." She suggested that MR could probably find Felker's in the company's proxy report" and concluded "We like eavesdropping on other people, but don't like to do it on ourselves."

Although TVN officials profess minimal concern with the fallout of the recent Washington Post series on the political empire of TVN owner Joe Coors, there may be further clouds on the horizon. First, the L.A. Times/Wash Post wire service plans to feed a condensed story to its 350-plus client newspapers, with possible local station impact. Secondly, with White House remaining resolute in its commitment to send Coors' already-announced Corporation for Public Broadcasting nomination to the Senate (the 8 names have not yet been officially submitted), skeptics feel they are counting on Coors drawing more fire -- the idea being that nomination-based attacks on Coors' varied enterprises hurt the Ford Administration very little but sow division and confusion within rightwing ranks where a Reaganite primary challenge to Ford is taking shape.

#### THE MEDIA AND PUBLIC OPINION

We now have another wave of media polling from Sindlinger & Company, with a base of 2252 interviews taken between Mar. 20 and April 8. For our first recap this week, we've focused on media advertising -- its influence, credibility and poor imagery.

To begin with, we found that a plurality of Americans are convinced that advertisers call the shots regarding the type of programs we see on television. Here is the breakdown when people were asked "Who do you think has the most to say about what type of programs are on the air -- who really decides?"

	Total Sample	Men	Women
Advertisers	35%	37%	33%
Television Industry/Execs	23	25	20
Program Managers	15	14	17
Public	14	13	15
Government	6	7	5
Nielsen Ratings (Negatives)	2	1	3
Polls	2	1/2	4
Don't Know	3	2	4

In *Mediacracy*, Phillips focuses a kaleidoscope of American political portraits... the rise of the Knowledge Sector of the U.S. economy; the make-up of the new liberal elite (the first time elite interests have rested on promoting change rather than resisting it); the economic basis of Great Society liberalism; the dynamics of the traditionalist-nationalist counter-revolution; the obsolescence of conservative vs. liberal terminology; the shape of Post-Industrial Era political conflict; the reversal of Civil War geopolitics; the disintegration of ethnic liberalism; the new "conservative" thrust of Southern, Western and ethnic "populism"; the Communications Revolution and the rise of ticket-splitting; the historical dynamics and significance of third-party movements (and the importance of the present third-party thrust on the Right); the political party (and the Republican-Democratic two-party system) as an Industrial Revolution creature likely to change in the Communications Revolution; the institutionalization of the Executive and Legislative branches and the erosion of party; Post-Industrial parties and Post-Industrial ideologies; the political demography of the future; changing sources of Communications Era political power.

*National Review*, in its review of *Mediacracy*, had this to say: "An expert jeweler, after patiently studying the conformation of a gem, can, with the lightest of taps, break it into its component crystals. In a comparable way, Kevin Phillips has discerned the new fault lines in American politics. It only remains for the appropriate 'tap' to be given. Phillips supplies the informed contemplation. What we must now await is the action. Never has a book been more timely."

Author Kevin Phillips is a nationally syndicated columnist, editor-publisher of *The American Political Report*, publisher of *The Media Report*, co-author of the weekly Phillips-Sindlinger Poll (Survey) and a regular News Watch columnist for *TV Guide*.

## Kevin P. Phillips

"The most controversial political analyst of the Right."

The New York Times

"The resulting (McGovern) disaster was clearly foreseen by Kevin Phillips... In a remarkably prescient assessment, he wrote that 'the Democratic Party is going to pay heavily for having become the party of affluent professionals, knowledge industry executives, social cause activists and minorities.'" Time

"Writing books on voting behavior is an activity which used to be limited mainly to liberal intellectuals. Kevin Phillips (1940- ) is a conservative intellectual, and it appears that he has beaten the liberals at their own game. In the mid-sixties, seemingly the darkest period for conservative Republicans, he conceived the idea for a book which would predict, on the basis of Presidential voting trends, the emergence of a Republican majority by the end of the decade. A first draft was completed by October of 1967, but Phillips delayed publication until after the 1968 election..."

George McKenna, American Populism

"His credentials as a young Eastern intellectual are impeccable, but the quality of his research is what dismays the liberals."

Chicago Tribune

"Phillips...made an uncannily accurate forecast (in April, 1972) that Nixon would carry every state except Massachusetts and the District of Columbia. On all counts, the Republican seer was right."

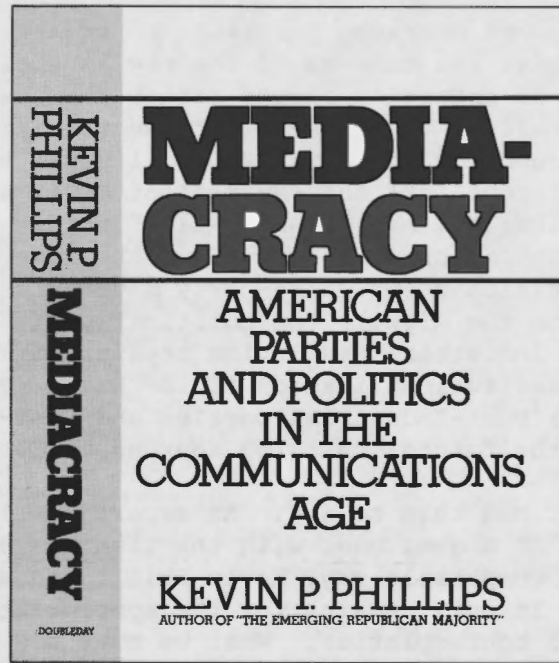
Gus Tyler in The New Leader

"Brutally realistic -- but as neutral as Kinsey giving the facts on fornication."

Philadelphia Bulletin

"(Phillips' analysis) remains the foundation of organized thought on the subject of American politics in the foreseeable future. Subsequent analyses by others -- notably Scammon and Wattenberg -- tend to be mere pallid rewrites of Phillips, fleshed out with imaginary scenarios in which the Democratic Party somehow manages to recapture all or most of the voters Phillips prophecies it must lose. They are significant largely as testimonials to the impact of the Phillips thesis."

William A. Rusher, The Making of the New Majority Party, (1975)



Publishers Weekly

"...in our 'post-industrial, or communications' era the media have turned the country into a 'mediacracy' divided on ideological lines rather than political party lines. The ideas flow thick and fast here, clarified and reinforced by dozens of charts, maps and graphs. Phillips steps on toes in both parties and has many unkind cuts for the proliferating 'knowledge industry,' so the book should generate lots of wounded outcries."

National Review

"The appearance of this book will be a major political event, and will provide a focus for serious strategic discussion: Phillips sets forth an analysis of American politics that could provide the basis for a new majority coalition between now and 1976, and, of course, beyond."

Jeffrey Hart, King Features

"A brilliant economic analysis of the new battle line in American politics. 'Mediacracy' is the economic supplement to his previous demographic work...Kevin Phillips may well be the Karl Marx of the counter-revolution."

Kirkus Reviews

"...an interesting view of American political configurations. Drawing on the ideas of Herman Kahn, Daniel Bell, Daniel P. Moynihan, et al., he depicts the present as a 'post-industrial society' where knowledge-oriented services have usurped the earlier industrial role of capital and goods...Unlike any previous elite, the 'knowledge sector' stands to profit not from stability but from change...In the classic geopolitical pattern of American history, elitist New Englanders and other northerners have again squared off against the South, the southern Midwest, and the Southwest...Even those who mistrust Phillips' procedures can be grateful for his solid historical analysis and provocative statement of issues."

Kevin P. Phillips, *Mediacracy* (Doubleday & Co., Garden City, N.Y., 1975), 264 pp., \$8.95 (publication date: April 18).

Not many books qualify as "a major political event," but *Mediacracy* may...

The book paints a vivid and timely portrait of the new configuration of U.S. politics. In the last 15 years, America's Communications Revolution has shaped a new elite -- liberal communications executives, researchers, think-tankers and professionals resident in the same Manhattan-to-suburban-San Francisco affluent citadels that once housed the conservative elite of the Industrial Era. As a result, the old U.S. party system -- based not just on the Civil War but on Industrial Era socio-economic polarities -- is becoming obsolete just as the old landed aristocratic system did when overtaken by the railroads and steam engines of the early 19th Century Industrial Revolution.

The publication of *Mediacracy* is an event because it makes sense of the entire spectrum of contemporary political paradoxes -- the reversal of tradition that saw 1960-72 Democratic presidential candidates strongest in once-Republican New England while Republicans fared best in the old Bryanesque South and West; the transition of "conservatism" from an elite to an anti-elite political culture; the grasping by the media of national power levers first held by landed aristocracy, then by industry; the obsolescence of French-and Industrial Revolution-based "conservative" versus "liberal" nomenclature; and the increasing inability of the existing party system to handle these changing relationships.

This is not the first time Kevin Phillips has triggered a vital new awareness of changing U.S. political patterns. The first draft (1967) of his book, *The Emerging Republican Majority*, served as a major base for 1968 Nixon campaign strategy. So controversial did it become that in September, 1969, Richard Nixon -- at one of his White House press conferences -- disclaimed having ever read the book. But the book's projections came true in 1972, and commentators described Phillips's analyses as prescient.

Second, we asked "which medium has the most truthful ads, the least truthful ads?" On this question, newspapers were labeled the most truthful, with television the least. Here are the figures:

Most Truthful		Least Truthful	
Newspapers	36%	Television	47%
Television	34	Newspapers	26
Radio	8	Magazines	12
Magazines	8	Radio	4
Don't Know/No Change	15	Don't Know/No Change	10

Third, we asked people what types of ads they found personally objectionable after a rather large group (42%) said they were offended by some kind or other of advertisement. Here are the categories of offensiveness rank-ordered:

Type of Ad	Total Sample	Men	Women
Feminine Ads/Personal Hygiene/Intimate Care of One's Body	15%	6%	23%
Childish Ads/Those below a Person's Intelligence	13	16	11
Alcoholic Beverage Ads/Beer/Parties	9	8	9
False and Misleading Ads	8	10	6
Soap and Household Detergents (including Ring-Around-the-Collar and Mr. Wizard)	8	10	6
Sex/Violence/Crime	8	3	11
Drug Ads	6	9	4
Repetitive Commercials	5	5	5
Toy Ads (Unsafe Toys)	4	3	5
Cigarette Ads	4	4	4
Medical/Hygiene Ads	4	6	2
Dog and Cat Food	2	4	1
Cereal	2	1	3
Toothpaste	2	1	2
Car Ads/Tires	2	3	1
Political Ads	1	1	2
Airline Commercials (including "Fly Me")	1	1	1
Racial Program Ads	1	0	1
Singing Commercials	1	0	1
Movie Ads	1	1	1
Kids Prizes	1	1/2	1
Newspaper Ads	1/2	1/2	1/2
Insect Spray Ads	1/2	0	1
Mail Order Ads	1/2	1/2	1/2
Food Ads	1/2	1	0
Uninteresting Ads	1/2	1	0
Furniture Ads	1/2	1/2	0
Burglar Alarm Ads	1/2	0	1/2
Can't recall specifics	1	2	0

## GOVERNMENT AND THE MEDIA

Now that it looks like public broadcasters are going to substantially boost their financial intake from the federal government, a new drive is on by advocates of increased public affairs programming to have the PBS network carry a nightly news show which would complement the commercial networks. At a May 2nd meeting closed to the press, various interested parties -- including representatives of the three commercial networks, CPB, PBS, NPACT, and the ever-present Ford Foundation -- assembled in New York to attempt to reach a "general consensus" on boosting the project. We're told by one source who attended that the meeting was inconclusive and that "everybody was interested in their own thing." Another source indicated "they didn't come within ten miles of deciding whether they should do a show." The meeting was dominated by former employees of the three commercial networks who are now working for PTV. Among those attending were: for PBS -- former CBSers Prentiss Child and Jerry Slater; for NPACT -- former NBCer Paul Duke and Jim Karyan; for WNET New York -- former NBC reporter George Page; for KCPT Kansas City -- former NBC reporter John Masterman; and for the Ford Foundation -- Dave Davis and Stu Sucherman. Watch for a drumbeat of support for a nightly news project to start coming from the big city daily newspaper critics who have never been pleased with network TV news.

Rumors began flying fast and furiously on the Wash. cocktail party circuit this past week that an important article is being written about the behind-the-scenes workings of the Senate Communications Subcommittee for an upcoming edition of The Washington Monthly magazine. MR contacted WM and was told the June issue will contain a profile of Communication Committee Counsel Nick Zapple, focusing on the longtime Pastore aide as an "unknown but important staff member." WM told us the article is being written by Tom Redburn, who has been on the story for eight weeks.

The Office of Telecommunications Policy is having trouble completing its survey (begun in early Feb. of this year) of government agency use of commercial and public broadcasting to "subtly" sell their messages to the American people. Insiders at OTP tell us that the "layers of the bureaucracy" make it impossible in some cases to track down where the money is being spent for these "big brother" messages that are coming from the many agencies. One source told us he hopes House Communications Subcommittee Chairman Torby Macdonald takes renewed interest in the subject like he did a few years ago. Macdonald was successful in putting pressure on the Executive Branch, for a short period, but we're told that in most agencies "it's back to business as usual."

Although decision on the new OTP Director is a week to ten days away from being made, according to White House insiders, announcement of Ford's choice "will probably not be made for a month to six weeks" because of the necessary security clearances. Look for heavy industry and public interest group flak if either former FCC commissioner Bob Wells (currently a broadcaster), or John Evans (ATC cable company employee) are chosen for the job.

### QUOTE OF THE WEEK

Asked at the New York Times annual stockholders meeting on April 22 about the future prospects of the NYT adopting an ombudsman, publisher Punch Sulzberger replied, "We have looked into the question...We just don't feel it would fit into our lifestyle or method of doing business."





# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB  
Volume II, No. 6  
May 23, 1975

## INSIDE THE MEDIA

ABC News is contemplating a new twist in its bid to catch up with CBS and NBC -- hiring a woman correspondent to take a major role in the changed Evening News format scheduled for August. Executive producer Av Westin told MR they "would like to be the first network to have a woman in that kind of senior role." Under the new format, ABC plans heavy use of the mini-cam plus a new technical device that will allow correspondents to report directly to anchorman Harry Reasoner in New York from either the field or the studios in Washington. Westin said he expects a senior correspondent will emerge out of this arrangement-sum-competition. We've also heard rumors that CBS correspondent Leslie Stahl has been talking to ABC about this new highly-paid position. Stahl had "no comment" for MR, but Westin indicated to us that several well-known female reporters were being studied: Stahl and Connie Chung from CBS; Barbara Walters and Cassie Mackin from NBC; and Hilary Brown from ABC. Westin also told us that "no decision has been made on who to approach" and pointed out that existing contract arrangements of the people mentioned make future contacts a touchy thing.

Washington Post Co. President Larry Israel's announcement that he is bringing on Bowman Cutter as his assistant is signalling media business-watchers to look for a Post Co. increase in mergers and acquisitions. Cutter goes to the Post Co. following 3 1/2 years as director of the Cable Television Information Center, a Ford Foundation-funded resource center for municipalities needing information on how to establish a franchise for cable television. But it is our understanding that Cutter was picked by lifelong broadcaster Israel because of his knowledge of economics and holding companies, not cable television (which Israel has always vigorously opposed). Cutter, 32, with economics degrees from both Oxford and Princeton, prior to his CTIC job learned the holding company ropes under Ben Heineman at Northwest Industries.

MR's April 11th story revealing the list of participants in the WashPost-Ford Foundation hush-hush, all-expenses-paid conference in March at the Homestead resort has some news organizations re-examining their policies toward similar future conferences. Showing great concern that readers would misinterpret our earlier report, the Associated Press has subsequently told MR that before reporter Margaret Gentry accepted the Kay Graham-Fred Friendly invitation to attend the conference, AP advised "that she would attend only if we paid all of her expenses." We're told the seminar officials agreed to the request. Will AP attend similar seminars in the future? An AP spokesman told MR "as a matter of fact, if we had known that they were going to have such ground rules (off the record -- participants and substance), we wouldn't have attended."

Washington media observers were surprised at the blast leveled by political columnists Evans and Novak at their longtime source Mel Laird this past week. Calling him "that inveterate political gamesman," EN wrote that Laird's "spectacularly unsuccessful ploy" calling for an open GOP convention for the V.P. slot has further alienated conservatives and liberals alike. Insiders feel that the Laird-

EN relationship will continue, and that this was just a warning to the ex-Defense Secretary.

As the Washington Star continues to tilt left under the leadership of Joe Allbritton and Jim Bellows, conservatives are becoming increasingly irritated at rumors circulating that a Wiley-led FCC is preparing to grant the new Star owner a waiver -- without a hearing -- to the cross-ownership rules requiring separate owners for newspaper and television properties in the same market. Frustrated Congressmen and Senators have considered circulating a petition urging the FCC to hold hearings so that Michigan newspaper publisher John McGoff can tell the Commission why he is willing to buy the Star without the television station (WMAL). As political pressure begins to mount, conservatives are unsure what effect personal friendships and GOP politics will have on Wiley. Allbritton is being represented at the FCC by the communications law firm of Pierson, Ball, and Dowd, where Ford campaign chief (and ex-FCC chairman) Dean Burch is a partner. Senior partner Ted Pierson has served as counsel to the Republican National Committee in the past.

Radio and Television Correspondents Assoc. President Bill Greenwood (Mutual Network V.P.) seems to have annoyed some colleagues with these May 15th words to the New England Broadcasters convention in Keene, New Hampshire: "I'm afraid we (journalists) have to accept some of the blame for the nation's mood. Every day, radio and television and the newspapers keep pounding away with stories on how much worse the economic crisis is becoming." Greenwood suggested "If we allow corporations or local companies to go down the chute, it won't be long before we broadcasters take the slide too." He went on to say "We pride ourselves on imagination in the ways we promote our advertisers. We push cars and airlines...restaurants and grocery stores. I think it's time we used that same imagination to sell a dose of optimism...to sell Americans on America." Greenwood also said "what concerns me more is a growing cynicism on the part of many national correspondents. Indeed, in some cases, displays of raw arrogance...It's my judgment that the job of a reporter is to ask questions...not to engage in a debate, or attempt to deliberately embarrass the newsmaker. And yet, it appears that many journalists are allowing their personal views to influence their reporting."

THE MEDIA AND THE NEW POPULISM

Major metropolitan media people, especially cosmopolitan liberals, had better start paying attention to the strong anti-media implications of mayoral primary results and other trends in big cities like Chicago, Philadelphia and Boston. The results were scarcely tabulated in Chicago Mayor Daley's record mayoral primary triumph -- scored over major media endorsement of his opponent, elite liberal William Singer -- before the Mayor escalated his recurring diatribe against the media, calling them scavengers, etc., and saying that a newspaper is the lowest thing there is. Daley played some of these themes during the primary, and they helped him overcome a media-blazoned image of large-scale graft and corruption in Daley's machine. In Philadelphia, anti-media Mayor Frank Rizzo, who has been feuding with the city's three newspapers (and who was prominently pictured by all three after he failed a lie-detector test on graft accusations), won a strong victory over another elitist, upper-middle class liberal Louis Hill. And in busing-torn Boston -- where the pro-busing Boston Globe has had to install bullet-proof glass -- the stage may be set for another populist clash. Again, the media will be an issue... several key Boston anti-busing politicians have been reported using the term "media maggots." In MR's opinion, the class and sociological gap between the values of the elite metropolitan media and the lower-middle class white urban community is

becoming strong enough that the media may increasingly emerge as a major focal point and target of Communications Age neo-populism. George Wallace plans on using anti-media themes in his 1976 primary campaigns. (A footnote: the media are giving him fuel for growing bitterness. As MR understands it, Wallace is mad that the media have told the country that he was wrong in saying Sweden allowed the Germans to march through in World War Two...the Alabaman supposedly feels that it's hopeless to expect the media to acknowledge that their put-down was wrong, but MR has confirmed that in spring, 1940, Sweden did violate its neutrality by allowing the Germans to use the Swedish Railway to reinforce their troops in Narvik, Norway.)

THE MEDIA AND PUBLIC OPINION

Here is another set of new Sindlinger media polls based on a sample of 2252 persons taken between Mar. 20 and April 8. This data shows the sharp division in the type of media people rely on for different types of news...TV wins big on international news, where most Americans only want the superficial story, and TV wins almost as strongly on national news. Social and local news are clearly the bailiwick of newspapers, and business news also falls into the newspaper field.

Which medium do you rely on for business news		For international news	
Newspapers	45.2%	TV	62.6%
TV	26.1	Newspapers	23.3
Radio	13.4	Radio	7.0
Magazines	10.1	Magazines	5.0
Don't know	4.3	Don't know	1.5
For national news		For local news	For social news
TV	59.1%	Newspapers	56.6%
Newspapers	26.8	TV	24.6
Radio	7.7	Radio	16.9
Magazines	4.6	Magazines	0.4
Don't know	1.3	Don't know	0.9
		Newspapers	57.7%
		TV	22.4
		Radio	11.4
		Magazines	2.8
		Don't know	4.4

Then if you list the different media by the bases of their news reliance, you get the following:

TV	Newspapers	Magazines	Radio
Int'l News 62.6%	Social News 57.7%	Bus. News 10.1%	Local News 16.9%
Nat'l News 59.1	Local News 56.6	Int'l News 5.0	Bus. News 13.4
Bus. News 26.1	Bus. News 45.2	Nat'l News 4.6	Social News 11.4
Local News 24.6	Nat'l News 26.8	Social News 2.8	Nat'l News 7.7
Social News 22.4	Int'l News 23.3	Local News 0.4	Int'l News 7.0

There are some important differences between the sexes. But the most significant is greater female than male reliance on television for national news (62.7% versus 55.3%), business news (31.7% versus 20%) and international news (68.3% versus 56.4%). The flip side of this is that men are more likely to rely on newspapers for this information. Men are also slightly more likely than women to rely on magazines for national, international and business news. There is no important difference between the sexes in radio news listening patterns, or in sources of local news.

## GOVERNMENT AND THE MEDIA

Washington communications observers are trying to make sense of the mid-May Administration decision to name HEW official Albert Horley -- since 1970, director of HEW's Office of Telecommunications Policy -- as permanent director of the larger White House Office of Telecommunications Policy. Although Horley was tabbed by MR as a possible appointee back in February, most insiders thought he lacked the necessary political support. Not so. Although his appointment is still subject to FBI clearance, the backstage political crunch appears to have worked in his favor: 1) technician Horley is not expected to get in the FCC's hair; 2) his regime at OTP should help lower the agency's profile per the desires of many Fordists -- including Don Rumsfeld -- that it eventually be eliminated altogether. The 38-year-old Horley, a Ph.D. from Stanford, has been pre-occupied with satellites... Said one friend: "He's long advocated direct satellite to home broadcasting using high-powered satellites and low-cost earth stations, but his principal focus has not been broadcasting per se. He thinks satellites can do it all. During his days at HEW, he worked closely with OTP trying to move the satellite production to the private sector. He's not pro-regulation -- not the regulated industry type of thing." Although there's considerable talk that the Horley appointment is a Rumsfeld ploy to downgrade OTP to purely technical functions, MR understands that Horley, at least, was re-assured this is not the case. Also, some broadcasters and telephone executives fear that Horley may be another Clay Whitehead in philosophy, and they see potential trouble for their industries. If the Horley nomination becomes official, look for Acting Director John Eger to resign his permanent Deputy Director's position and return to the private sector.

The decision on the part of Public TV stations to purchase the Martin Agronsky Evening Edition from Washington through program buying cooperative may make it more difficult for advocates of a nightly news program to get their project off the ground. After a four-year effort, Agronsky and his producer John Larkin convinced some 73 stations across the country to carry the 30 minute nightly interview program via PBS network at a cost of \$434,000 a year -- a lot cheaper than a nightly news show would be. Rumors persist that WNET-TV in New York will start a new local nightly news program this September with former NPACT reporter Robert McNeil as anchorman. McNeil is currently with the NBC.

### QUOTE OF THE WEEK:

An interesting observation on double standard applied to terrorism from Father Andrew Greeley in the May 15 Chicago Tribune:

"...Speaking of hypocrisy, right under its editorial welcoming the Viet Cong into Saigon, the New York Times denounced New York City Council President Paul O'Dwyer for supporting the I.R.A., who the Times tells us are terrorists and killers. Apparently, its editors don't see any inconsistency in the support their reporters have given Viet Cong terrorists for years.

"A patriot apparently becomes a terrorist when he's Irish. The Times neglects to mention that the I.R.A. has maintained a cease-fire for four months -- under great pressure -- and is willing to negotiate.

"Incidentally, at this writing, the Times has yet to speak a single word denouncing the nativist opposition to the refugees or the hypocritical liberal politicians who fan its flame."

# MR The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB  
Volume II, No. 6  
May 23, 1975

## INSIDE THE MEDIA

ABC News is contemplating a new twist in its bid to catch up with CBS and NBC -- hiring a woman correspondent to take a major role in the changed Evening News format scheduled for August. Executive producer Av Westin told MR they "would like to be the first network to have a woman in that kind of senior role." Under the new format, ABC plans heavy use of the mini-cam plus a new technical device that will allow correspondents to report directly to anchorman Harry Reasoner in New York from either the field or the studios in Washington. Westin said he expects a senior correspondent will emerge out of this arrangement-cum-competition. We've also heard rumors that CBS correspondent Leslie Stahl has been talking to ABC about this new highly-paid position. Stahl had "no comment" for MR, but Westin indicated to us that several well-known female reporters were being studied: Stahl and Connie Chung from CBS; Barbara Walters and Cassie Mackin from NBC; and Hilary Brown from ABC. Westin also told us that "no decision has been made on who to approach" and pointed out that existing contract arrangements of the people mentioned make future contacts a touchy thing.

Washington Post Co. President Larry Israel's announcement that he is bringing on Bowman Cutter as his assistant is signalling media business-watchers to look for a Post Co. increase in mergers and acquisitions. Cutter goes to the Post Co. following 3 1/2 years as director of the Cable Television Information Center, a Ford Foundation-funded resource center for municipalities needing information on how to establish a franchise for cable television. But it is our understanding that Cutter was picked by lifelong broadcaster Israel because of his knowledge of economics and holding companies, not cable television (which Israel has always vigorously opposed). Cutter, 32, with economics degrees from both Oxford and Princeton, prior to his CTIC job learned the holding company ropes under Ben Heineman at Northwest Industries.

MR's April 11th story revealing the list of participants in the WashPost-Ford Foundation hush-hush, all-expenses-paid conference in March at the Homestead resort has some news organizations re-examining their policies toward similar future conferences. Showing great concern that readers would misinterpret our earlier report, the Associated Press has subsequently told MR that before reporter Margaret Gentry accepted the Kay Graham-Fred Friendly invitation to attend the conference, AP advised "that she would attend only if we paid all of her expenses." We're told the seminar officials agreed to the request. Will AP attend similar seminars in the future? An AP spokesman told MR "as a matter of fact, if we had known that they were going to have such ground rules (off the record -- participants and substance), we wouldn't have attended."

Washington media observers were surprised at the blast leveled by political columnists Evans and Novak at their longtime source Mel Laird this past week. Calling him "that inveterate political gamesman," EN wrote that Laird's "spectacularly unsuccessful play" calling for an open GOP convention for the V.P. slot has further alienated conservatives and liberals alike. Insiders feel that the Laird-

EN relationship will continue, and that this was just a warning to the ex-Defense Secretary.

As the Washington Star continues to tilt left under the leadership of Joe Allbritton and Jim Bellows, conservatives are becoming increasingly irritated at rumors circulating that a Wiley-led FCC is preparing to grant the new Star owner a waiver -- without a hearing -- to the cross-ownership rules requiring separate owners for newspaper and television properties in the same market. Frustrated Congressmen and Senators have considered circulating a petition urging the FCC to hold hearings so that Michigan newspaper publisher John McGoff can tell the Commission why he is willing to buy the Star without the television station (WMAL). As political pressure begins to mount, conservatives are unsure what effect personal friendships and GOP politics will have on Wiley. Allbritton is being represented at the FCC by the communications law firm of Pierson, Ball, and Dowd, where Ford campaign chief (and ex-FCC chairman) Dean Burch is a partner. Senior partner Ted Pierson has served as counsel to the Republican National Committee in the past.

Radio and Television Correspondents Assoc. President Bill Greenwood (Mutual Network V.P.) seems to have annoyed some colleagues with these May 15th words to the New England Broadcasters convention in Keene, New Hampshire: "I'm afraid we (journalists) have to accept some of the blame for the nation's mood. Every day, radio and television and the newspapers keep pounding away with stories on how much worse the economic crisis is becoming." Greenwood suggested "If we allow corporations or local companies to go down the chute, it won't be long before we broadcasters take the slide too." He went on to say "We pride ourselves on imagination in the ways we promote our advertisers. We push cars and airlines...restaurants and grocery stores. I think it's time we used that same imagination to sell a dose of optimism...to sell Americans on America." Greenwood also said "what concerns me more is a growing cynicism on the part of many national correspondents. Indeed, in some cases, displays of raw arrogance...It's my judgment that the job of a reporter is to ask questions...not to engage in a debate, or attempt to deliberately embarrass the newsmaker. And yet, it appears that many journalists are allowing their personal views to influence their reporting."

#### THE MEDIA AND THE NEW POPULISM

Major metropolitan media people, especially cosmopolitan liberals, had better start paying attention to the strong anti-media implications of mayoral primary results and other trends in big cities like Chicago, Philadelphia and Boston. The results were scarcely tabulated in Chicago Mayor Daley's record mayoral primary triumph -- scored over major media endorsement of his opponent, elite liberal William Singer -- before the Mayor escalated his recurring diatribe against the media, calling them scavengers, etc., and saying that a newspaper is the lowest thing there is. Daley played some of these themes during the primary, and they helped him overcome a media-blazoned image of large-scale graft and corruption in Daley's machine. In Philadelphia, anti-media Mayor Frank Rizzo, who has been feuding with the city's three newspapers (and who was prominently pictured by all three after he failed a lie-detector test on graft accusations), won a strong victory over another elitist, upper-middle class liberal Louis Hill. And in busing-torn Boston -- where the pro-busing Boston Globe has had to install bullet-proof glass -- the stage may be set for another populist clash. Again, the media will be an issue... several key Boston anti-busing politicians have been reported using the term "media maggots." In MR's opinion, the class and sociological gap between the values of the elite metropolitan media and the lower-middle class white urban community is

becoming strong enough that the media may increasingly emerge as a major focal point and target of Communications Age neo-populism. George Wallace plans on using anti-media themes in his 1976 primary campaigns. (A footnote: the media are giving him fuel for growing bitterness. As MR understands it, Wallace is mad that the media have told the country that he was wrong in saying Sweden allowed the Germans to march through in World War Two...the Alabaman supposedly feels that it's hopeless to expect the media to acknowledge that their put-down was wrong, but MR has confirmed that in spring, 1940, Sweden did violate its neutrality by allowing the Germans to use the Swedish Railway to reinforce their troops in Narvik, Norway.)

#### THE MEDIA AND PUBLIC OPINION

Here is another set of new Sindlinger media polls based on a sample of 2252 persons taken between Mar. 20 and April 8. This data shows the sharp division in the type of media people rely on for different types of news...TV wins big on international news, where most Americans only want the superficial story, and TV wins almost as strongly on national news. Social and local news are clearly the bailiwick of newspapers, and business news also falls into the newspaper field.

Which medium do you rely on for business news		For international news			
Newspapers	45.2%	TV	62.6%		
TV	26.1	Newspapers	23.3		
Radio	13.4	Radio	7.0		
Magazines	10.1	Magazines	5.0		
Don't know	4.3	Don't know	1.5		
For national news		For local news		For social news	
TV	59.1%	Newspapers	56.6%	Newspapers	57.7%
Newspapers	26.8	TV	24.6	TV	22.4
Radio	7.7	Radio	16.9	Radio	11.4
Magazines	4.6	Magazines	0.4	Magazines	2.8
Don't know	1.3	Don't know	0.9	Don't know	4.4

Then if you list the different media by the bases of their news reliance, you get the following:

TV	Newspapers	Magazines	Radio
Int'l News 62.6%	Social News 57.7%	Bus. News 10.1%	Local News 16.9%
Nat'l News 59.1	Local News 56.6	Int'l News 5.0	Bus. News 13.4
Bus. News 26.1	Bus. News 45.2	Nat'l News 4.6	Social News 11.4
Local News 24.6	Nat'l News 26.8	Social News 2.8	Nat'l News 7.7
Social News 22.4	Int'l News 23.3	Local News 0.4	Int'l News 7.0

There are some important differences between the sexes. But the most significant is greater female than male reliance on television for national news (62.7% versus 55.3%), business news (31.7% versus 20%) and international news (68.3% versus 56.4%). The flip side of this is that men are more likely to rely on newspapers for this information. Men are also slightly more likely than women to rely on magazines for national, international and business news. There is no important difference between the sexes in radio news listening patterns, or in sources of local news.

## GOVERNMENT AND THE MEDIA

Washington communications observers are trying to make sense of the mid-May Administration decision to name HEW official Albert Horley -- since 1970, director of HEW's Office of Telecommunications Policy -- as permanent director of the larger White House Office of Telecommunications Policy. Although Horley was tabbed by MR as a possible appointee back in February, most insiders thought he lacked the necessary political support. Not so. Although his appointment is still subject to FBI clearance, the backstage political crunch appears to have worked in his favor: 1) technician Horley is not expected to get in the FCC's hair; 2) his regime at OTP should help lower the agency's profile per the desires of many Fordists -- including Don Rumsfeld -- that it eventually be eliminated altogether. The 38-year-old Horley, a Ph.D. from Stanford, has been pre-occupied with satellites...Said one friend: "He's long advocated direct satellite to home broadcasting using high-powered satellites and low-cost earth stations, but his principal focus has not been broadcasting per se. He thinks satellites can do it all. During his days at HEW, he worked closely with OTP trying to move the satellite production to the private sector. He's not pro-regulation -- not the regulated industry type of thing." Although there's considerable talk that the Horley appointment is a Rumsfeld ploy to downgrade OTP to purely technical functions, MR understands that Horley, at least, was re-assured this is not the case. Also, some broadcasters and telephone executives fear that Horley may be another Clay Whitehead in philosophy, and they see potential trouble for their industries. If the Horley nomination becomes official, look for Acting Director John Eger to resign his permanent Deputy Director's position and return to the private sector.

The decision on the part of Public TV stations to purchase the Martin Agronsky Evening Edition from Washington through program buying cooperative may make it more difficult for advocates of a nightly news program to get their project off the ground. After a four-year effort, Agronsky and his producer John Larkin convinced some 73 stations across the country to carry the 30 minute nightly interview program via PBS network at a cost of \$434,000 a year -- a lot cheaper than a nightly news show would be. Rumors persist that WNET-TV in New York will start a new local nightly news program this September with former NFACT reporter Robert McNeil as anchorman. McNeil is currently with the NBC.

### QUOTE OF THE WEEK:

An interesting observation on double standard applied to terrorism from Father Andrew Greeley in the May 15 Chicago Tribune:

"...Speaking of hypocrisy, right under its editorial welcoming the Viet Cong into Saigon, the New York Times denounced New York City Council President Paul O'Dwyer for supporting the I.R.A., who the Times tells us are terrorists and killers. Apparently, its editors don't see any inconsistency in the support their reporters have given Viet Cong terrorists for years.

"A patriot apparently becomes a terrorist when he's Irish. The Times neglects to mention that the I.R.A. has maintained a cease-fire for four months -- under great pressure -- and is willing to negotiate.

"Incidentally, at this writing, the Times has yet to speak a single word denouncing the nativist opposition to the refugees or the hypocritical liberal politicians who fan its flame."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 7  
June 6, 1975

## INSIDE THE MEDIA

After nearly four years absence from a national media platform, Sander Vanocur's return to active journalism via his impending job as TV critic and syndicated columnist for The Washington Post is being viewed as another example of the "mediacracy" taking care of its own. The former NBC and NPACT correspondent, who has often shown public bitterness during recent years over the loss of his two previous jobs, acknowledged in a Feb. 1975 MORE magazine interview that he had been talking to "my friend" Ben Bradlee (Washington Post Exec. Ed.) since 1973 about doing a column. It is uncertain what approach former Kennedy intimate Vanocur will take regarding the television industry, but look for plenty of grudgemanship. In Feb., Vanocur told MORE "I'm keeping a long list of people who haven't returned my phone calls. And one day I'll chop them off. Sander Vanocur isn't finished yet...I'll be back." Vanocur has always blamed others for his troubles, and as recently as the last week in April he proclaimed that access to TV was more important than any other form of expression. He told a Boston University conference that he had been on a "two-and-a-half year sabbatical arranged by some of Richard Nixon's white-collar brownshirts" and that "if you're not on TV, you have no access -- that's the way the system works." Besides the potential Vanocur flap, the Post is taking heat for its calculated distortion of George Wallace's March foreign policy remarks (criticized in a June 5 analysis by Post Ombudsman Charles Seib) and its woefully inaccurate May 31 editorial hatchet job on rightwing CPB nominee Joe Coors (see p.2).

A major shake-up is underway at the Mutual Broadcasting Network. Public announcements are expected soon, but one veteran correspondent has been fired (chief diplomatic corres. James Hall) and other reporters have been told that if they don't change their ways "they'll get the boot". Insiders tell MR that "severe warnings were issued to old hands" at week's end "to either shape-up, pull together, join the team, or you're out". Look for the following changes to be announced in the next day or two: John Deignan - chief diplomatic correspondent; Duff Thomas - MBS daily political commentator; John Bascom - congressional correspondent; Peter Gamble - morning editor; and Candy Crowley - weekend editor. One source told MR that these changes "represent a new effort to goose the network and get rid of the attitudes dulled by the old folks."

Come autumn, New Yorkers may get some new comic features from -- of all sources -- the stodgy New York Times. MR understands that the Times decision to add some kind of comics is pretty firm. But just what form they'll take is still iffy.

Insiders tell MR that it may take The New Republic "a year or two to stabilize" in the wake of the bloodletting since new owner Martin Peretz took over in January. Here's the story we get on the resignation of Stanley Karnow as Foreign Editor and the firing of Executive Editor Walter Pincus. Sources close to the situation say that constant leaks by Pincus and Karnow to The Washington Post and The Village Voice left the new owner "no other choice". Our source said that "Stanley and Walter couldn't stop gossiping and Marty traced it back. Walter was upset that he didn't get to buy the magazine and couldn't live with that." Another source with strong feelings on the situation said that "Ann and Walter Pincus are social climbers, and

they wanted the magazine for their own." This same individual found irony in the fact that while Pincus was maneuvering to get TNM, Ann Pincus was doing a piece in the May 26th Village Voice on the ego-maniac side of CBS Newsman Dan Schorr.

Frustrated correspondents in Westinghouse Broadcasting's Washington bureau are moving to unionize in order to establish a "structure" for the news operation seen necessary by most bureau employees. MR has learned that a recent petition calling for the election (now set for June 18) of AFTRA as their union representative was signed by all but one of the bureau's working staffers. Reporters from Group W were reluctant to talk with MR about the upcoming vote, indicating that anything said could be misconstrued and possibly jeopardize future negotiations with the company. Our sources at Westinghouse denied that the move to unionize was a slap at bureau manager Sid Davis who has been known to drive his staff hard from time to time without paying overtime. However, one well-respected Group W reporter told MR "Gripes are not the main issue. It would be wrong to suggest that there is anger, confrontation, and politics in it." All Westinghouse stations have union shops, with the exception of Ft. Wayne's WOWO.

If former television news correspondent Bill Gill's \$3 million suit against the ABC network (which recently fired him) ever gets a hearing it may provide an interesting insight into the behind the scenes workings of a major television network news operation. Most of the allegations of the suit concern financial arrangements between Gill and ABC. However, the three allegations that speak to the question of damage to Gill's credibility as a newsman could be far more damaging to the network's image if the suit moves to deposition or trial. In brief those allegations include 1) the order by ABC for Gill to collaborate with the New York Times on a Watergate-related story. (After he objected, ABC forced him to turn over the information to the Times); 2) the assignment by ABC for Gill to intercede with Teamster's Counsel Charles Colson relating to an ABC Documentary on the union which was subsequently edited and broadcast in a biased fashion; 3) a request by ABC that Gill, while working on a documentary about the C.I.A., be the "bad guy" while a second correspondent would be assigned the "good guy" role to "romance" the C.I.A. until the network had the film necessary for the documentary. Gill says he refused.

#### THE CPB NOMINATION FIGHT

Look for numerous ramifications -- journalistic, economic and political -- to follow The Washington Post's crude effort to scuttle the nomination of Colorado brewer Joseph Coors to be one of the 15 board members of the Corporation for Public Broadcasting. The Post's May four-part front-page series detailing the commercial and political enterprises of Coors was viewed by Washington observers as a carefully planned attempt by Post editors to lay the groundwork for Senate liberals to oppose the nomination. However, the topper to the series -- a May 31 editorial -- is being laughed at by both liberals and conservatives.

One source told MR "Phil Geyelin proved beyond a reasonable doubt he didn't know anything about CPB, the '67 Act or the overall structure of public broadcasting." In the editorial headlined "A Bad Choice for PBS" (Coors is a nominee to CPB) the Post said "the very fact that Mr. Coors is already in the television business (He owns TVN, an independent fledgling news syndication service) is in itself sufficient to disqualify him on grounds of a manifest conflict of interest." The Post continued "His duty, in other words, would be to make the public system more competitive with commercial television. How he can be expected to do this without colliding with his own interests as the owner of a commercial network is beyond our ken". The editorial made a special effort to say that his "devotion to right-wing causes" is not

"necessarily disqualifying" but pointed out that "PBS is a largely tax-supported endeavor. It is supposed to represent the aspirations and interests of all Americans. To nominate an avowed ideologue of any stripe to its board is an invitation to trouble". Those in Congress and the Public Broadcasting community familiar with the 1967 Act creating CPB suggested "the Post would have never written what they did if only they had read the qualifications for board members." MR checked the act which reads "The members of the board shall be selected from among citizens of the United States...who are eminent in such fields as education, cultural and civic affairs or the arts including radio and television; b) shall be selected so as to provide as nearly practicable a broad representations of various regions of the country, various professions and occupations and various kinds of talent and experience appropriate to the functions and responsibilities of the corporation." In order to put the issue of conflict of interest into some kind of perspective MR researched the history of CPB board nominations since its '68 beginning and found the following board members past, present and future with direct conflicts of interest (using the Post's standards):

Robert Benjamin--currently Chairman of the Board of CPB. In private life Chr. of the Board of the United Artists Corp. finance committee and former Chr. of the Board of the United Artists Corp. (which produces commercial films shown on TV), appointed to CPB 3/31/68; recently renominated by GF to a term expiring 3/26/76, Democrat.

Thomas Moore--currently Pres. of Thomas Moore Productions (independent TV producer), former Pres. of the ABC-TV network and Tomorrow Entertainment, formerly with CBS Programming and Sales. Orig. appt. 9/9/70, term expires 3/26/76, Republican.

Virginia Duncan--TV producer and director for public station KQED-TV San Francisco, nominated by GF for the present board (awaiting confirmation), Democrat.

Amos B. Hostteter--Exec. V.P. Continental Cablevision Inc. (Large MSO located in Boston), past Pres. National Cable Television Association, nominated by GF to present board (awaiting confirmation), Independent.

Frank Schooley--recently retired Director of Broadcasting for University of Illinois and general Manager of WILL-TV-AM-FM (Public Station). Orig. appt. 3/13/68, term expires 3/26/76, Republican.

Jack Valenti--President of the Motion Picture Assoc. of America, until last month rented office space to house the CPB in MPAA-owned building at 888 16th St., Wash. D. C.; former A.A. to Lyndon Johnson, orig. appt. 3/13/68, term expires as soon as he is replaced by current nominee, Democrat.

Jack Wrather--Pres. and Board Chr. of Wrather Corp., former Pres. Wrather TV Productions Inc. (Lassie, Lone Ranger, Sky King), formerly affiliated or part owner with following--Independent TV Corp., WNEW, New York, Capital Records; and major stockholder Teleprompter Corp. (largest cable company in U.S.), orig. appt. 9/70, term expires 3/26/76, Republican.

Saul Haas--former Board Chr. KIRO-TV-AM-FM Seattle, originally appt. 9/9/70, died 10/15/72, Democrat with strong support from Commerce Committee Chr. Warren Magnuson (D.Wash.)

Thomas B. Curtis--While Chr. and member of CPB Board (3/72 to 4/73) was V.P. and General Counsel of Encyclopedia Britannica Inc. and the Educational Corp. (which is in the business of selling audio visual materials to educators), Repub.

Joseph Beirne--former Pres. of the Comm. Workers of Am., orig. appt. 3/13/68, term expired 3/26/72, deceased, Democrat.



Oveta Culp Hobby--Editor and Board Chr. Houston Post, former director KPRC-TV AM-FM Houston, orig. appt. 3/13/68, term expired 3/26/72, Independent.

Neal B. Freeman--V.P. and Editor of King Features Syndicate, formerly associate producer of Bill Buckley's Firing Line and consultant to the PTV program The Advocates, (King Features is owned by the Hearst Corp. which has substantial interests in the film and television industries), orig. appt. 3/26/72, term expires 3/26/78., Republican.

John Hay Whitney--while serving as a member of the board from 9/9/70 to 5/1/72 was Board Chr. of Whitney Communications (owner of large television properties), Republican.

#### GOVERNMENT AND THE MEDIA

White House Press Secretary Ron Nessen has been rebuffed by the W.H. legal office in his attempt to let Robert Redford and crew film inside the White House for the upcoming Watergate film "All the President's Men". Such filming for commercial purposes is not allowed, with the actual responsibility coming under the Interior Department's National Park Service. Earlier in the Ford term, two other requests were turned down--one by Linda Lovelace for the movie "Linda Lovelace for President" and another by the Republican National Committee for a spot advertising film. Redford is still seeking permission to film the W.H. exterior. Nessen has been courting Redford--and irritating Ford staffers--since he arranged a private meeting for Redford with Ford in the Oval Office several weeks ago.

It is MR's understanding that the White House is letting the decision regarding a new OTP Director "sort itself out". Translated, that means that they know they've got a problem and aren't sure which way to go. After word leaked out, two weeks ago that HEW's Al Horley was the Ford choice, substantial opposition was voiced to the W.H. by Senators, government executives and broadcasting and telephone company leaders, which caused the administration to withdraw Horley's name from the clearance process. With Sen. Bob Dole's strong backing, former FCC member and broadcaster Bob Wells then became the most oft mentioned front runner. During this past week, MR was told that considerable opposition to Wells was beginning to build from the cable industry, the United Church of Christ and Nick Johnson's NCCB. Meanwhile Horley has not given up and this past week was reportedly soliciting a letter of support from the Republican senators on the communication subcommittee with the help of Sen. Ted Stevens (R-Alaska).

BRIEF NOTES: Former Watergate prosecutor Jill Vollner will not be joining ABC; she wanted to work part-time for the network and part-time for a law firm and the network said no...former W.H. asst. press aide Louis Thompson returns to the American Enterprise Institute as asst. to the Pres. for communications...in copyright hearings June 12 CBS will reportedly try once again to knock out language permitting the continuation of the Vanderbilt U. archive project...Henry Goldberg former OTP General Counsel is increasingly talked about as possible NCTA President.

#### QUOTE OF THE WEEK:

Outgoing NCTA Pres. David Foster to Stephen Aug in the June 6th Wash Star: "Unless you happen to be one of the few individuals who never spray themselves, or ride on tires, or shaves, or feeds his dog, or cat, you are not getting free television. You are paying for it one way or the other."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 8

June 20, 1975

## INSIDE THE MEDIA

Are NBC news correspondents being graded by their network bosses on their performances, with anything below a B average meaning pink slip time? NBC news executive Dick Fischer denies it: "We don't have a panel that grade spots. There is no formal grading system." Nevertheless, rumors were spreading this past week, with many NBC reporters under the nervous impression that such a grading system is already being administered by a triumvirate in New York. Fischer did acknowledge that the network is in the process of trying to "upgrade" its reporting staff and is looking to fill some of the correspondents' jobs recently vacated because of assignment shifts and resignations.

Michigan publisher John McGoff, more anxious than ever to get The Washington Star, is stepping up his costly effort to acquire the paper if Joe Allbritton decides to abandon ship because of continuing money losses (recently estimated to have climbed to an annual rate of 10 million). Sources close to McGoff tell MR that "as of this moment, we will be going to court" if the FCC doesn't grant a hearing to discuss Allbritton's request for a cross-ownership rule waiver. (It is believed the Texas millionaire needs The Evening Star broadcast properties to sustain the newspaper's losses.) Meanwhile, MR has learned that McGoff, using the expensive p.r. services of Washington's Hill and Knowlton (Bob Gray), has been spending many hours on Capitol Hill telling lawmakers his story. This month, he has reportedly met with V.P. Rockefeller in his Senate office, lunched with several congressmen (including House minority leader John Rhodes), and attended a reception in his honor sponsored by home-state Sen. Bob Griffin.

Like his colleague Dan Rather, CBS correspondent Dan Schorr is rapidly becoming a political liability for his network...and in recent days has himself been the target of news stories. This may explain why NBC and ABC filed a protest with the Executive Committee of the Radio and Television Correspondents Association for an alleged violation of Senate rules governing reporters conduct outside committee hearing rooms. According to our sources, Schorr approached a witness leaving a recent CIA Investigation Subcommittee hearing and tried to interview him in the corridor using a cordless lapel microphone. (The confusion came when other reporters thought Schorr was trying to get an exclusive interview with a hidden mike.) The rules require all microphones outside committee rooms to be mounted on a stand to prevent "stopping of witnesses and Senators" as they are walking down the hallways... The Correspondents Association feels this would lead to chaos. Our sources indicate that the complaint against Schorr was verbal, that CBS gave a verbal apology, and unless they receive a written protest no further action will be taken. Schorr was also recently criticized in the June 16 issue of New York magazine: "The curious thing is that Daniel Schorr is in the tradition not so much of the great muckrakers as of the great abrasives", wrote William Barry Furlong. "He tends to treat his colleagues in TV as he treats his adversaries in government, which is to say the way cats treat dogs."

Furlong then quoted a competitor from NBC as saying: "He tries to make us feel that he's a lot smarter and works much harder than the rest of us. Which is not the case".

Our West Coast contacts tell MR that the announcement by Helen Copley that Ford-Nixon press spokesman Jerry Warren will become Editor of her flagship paper, The San Diego Union, on September 1 means the end of military rule at the Copley publishing empire. Specifically, look for the early departure of Editorial Director Lt. Gen. Vic Krulak (USMC-Ret.). In her June 13 open letter to all Union-Tribune employees, Mrs. Copley said "Jerry will be responsible directly to me", and announced the creation of a publisher's "operations committee" including the Editors of the Union and Tribune, and the General Manager of the combined papers. "Gen. Krulak will also continue as a member of this group to assist in transition", she explained. Copley staffers contacted by MR sounded pleased by the Warren appointment, and say the "atmosphere is already picking up". One reporter told us "all this talk that she is going to sell is obviously not true". No dramatic transformation in editorial policy is likely, but Warren is expected to be somewhat less conservative.

Chicago Daily News radio-tv critic Norman Mark has been pounding away at Chicago radio stations the past few months for allegedly using new sound techniques to attract young audiences...if proven, these practices could lead to trouble at the FCC. Mark says he has caught WCFL-AM speeding up on-the-air versions of hit records by as much as ten seconds. His technique: to air-check actual broadcasts of WCFL records by comparing them with a 45 rpm record spinning on a turntable that moved at exactly 45 revolutions per minute. Mark says "The results were very interesting. The WCFL version often sounded higher in tone. It also quickly outdistanced the turntable version; by the end of the three minutes, many WCFL records had finished about 10 seconds sooner". Although Mark reports that WCFL officials strenuously deny that their turntables are fast, he says sources tell him that there would be several advantages to the technique including, "Its sound would be livelier than its competitors--If WCFL saves 10 seconds per record, this could add up to 40 minutes in a 24-hour day".

Broadcasting industry trade publications are miffed at the favoritism shown by the White House to Broadcasting Magazine editor Sol Taishoff, the only trade press representative allowed to attend President Ford's mid-June reception for board members of the National Association of Broadcasters. Variety's Paul Harris told MR that when he asked the NAB for permission to attend he was told "No press allowed". Dawson B. "Tack" Nail, Executive Editor of Television Digest was originally told by the W.H. press office that Taishoff was attending as a V.P. of the NAB. Later, we understand, he was told that Assistant Press Secretary Margita White had invited Taishoff by mistake.

The Ford Foundation sponsored "Ad Hoc Committee on TV Preservation" is fast moving toward making recommendations on a National Archive for television. This past week, Prof. Erik Barnouw of the Columbia University School of the Arts submitted the report of his subcommittee on selection criteria for programs that would be retained by an archive or a library. Subcommittee suggestions include: 1) Complete audio tracts of all programs shown on the three networks and PBS. 2) Video tapes of all network and PBS news programs, news specials and talk shows. 3) All network and PBS specials including drama and entertainment. 4) Three programs selected at random from

each series, each year. 5) A cross section of commercials. Sources close to the committee indicate that in order for the recommendations of the Ad Hoc group to be realized, "legislation will probably be required". A general meeting of the full committee is expected soon.

Veteran CBS reporter John Meyer will join the Mutual Broadcasting System as an anchorman on July 7. Meyer will also have other outside reporting assignments.

#### THE MEDIA AND 1976 POLITICS

We'll update this one as it takes shape, but even now, MR has no hesitation in saying that the media are going to be one of the big issues in 1976. Needless to say, this kind of politics won't be coming from Gerald Ford who is emerging as putty in the hands of the broadcasting industry (see p. 4). Nor will it come from any of the candidates likely to be nominated by the Democrats.

But among Populist Conservatives -- George Wallace and John Connally are the two leading examples -- the New York-Washington media are a symbol of unrestrained power just as railroads and banks were in bygone populist eras. Speaking to the 5th Annual Convention of Associated Press Broadcasters earlier this month, Connally said: "It is not an overstatement to say that television today wields power and influence in this country second only to that of the President. A John Chancellor, a Walter Cronkite, a Harry Reasoner, a Howard K. Smith are regularly heard -- and heard with the great advantage of being presumed objective -- by millions of people. Any one of them has more direct impact and potential influence on the public than the Speaker of the House, the majority leaders, and the minority leaders of both houses of Congress combined." Connally is expected to continue developing this theme -- and to suggest solutions -- in his planned autumn speaking tours. As for George Wallace, he has made several recent, off-the-cuff (and mostly unreported) references to breaking up the TV networks. Wallace is also likely to be developing this and other media themes in coming months.

Both men -- Connally and Wallace -- are widely mentioned as possible 1976 candidates, or even runningmates, on a third-party presidential ticket, and any such new party would be bound to make media power, economic concentration and New York-Washington parochialism a major campaign issue. Here are some possible focal points:

1) The Television Networks -- As the principal unregulated and not-responsible-to-the-people power centers in U.S. commerce and politics, the networks (as opposed to FCC-licensed stations) will be the subject of considerable discussion. Proposals will probably include breaking up the networks or major changes in anti-trust doctrine. Not only Populist Conservatives but traditional conservatives are moving in this direction...the theme of tougher regulation of the Knowledge/Communications sector (including anti-trust shifts) is pushed by National Review publisher William Rusher in his new book, The Making of the New Majority Party.

2) The Major Media Conglomerates -- Here there is likely to be focus on cross-ownership and quasi-vertical monopolies where a company owns three or four types of media properties in the same city, especially communications capitals like New York and Washington. Wallace-watchers expect the Alabama Governor, who regularly attacks the New York Times and Washington Post -- and whose animosity towards both is growing -- to expand his critical scope.

3) The Mediocracy -- Even Republicans who balk at the hardboiled themes of Populist Conservatives are picking up on the theme of spotlighting

elite media power and bias. The Ohio Republican News, official publication of the state GOP, has just launched a "Mediacracy" column to monitor the media.

#### GOVERNMENT AND THE MEDIA

Cable television executives are becoming increasingly concerned that the Ford White House is not very interested in creating a better regulatory atmosphere in which their industry can grow. A close examination of the attitudes, personnel appointments and the general approach to communications issues by Ford in his first eleven months seem to bear this out. Consider the following:

1) Ford held a reception for the joint board of the NAB this past week at the W.H. -- since last August he has lunched with network chiefs, received heads of group broadcasting companies and briefed the RTNDA, but has not met with cable operators.

2) After initially choosing HEW's Al Horley to be Director of OTP, Ford has apparently reversed himself and selected broadcaster Bob Wells. MR understands from W.H. sources that Ford changed his mind after a visit from former FCC Chairman Dean Burch and Sen. Bob Dole (R-Kansas). In addition, broadcasters vigorously opposed Horley.

3) Earlier this year, Ford spoke to the Las Vegas convention of the NAB and turned down a similar request from the cablers to speak in New Orleans.

4) W.H. cable legislation is currently stalled due to a bureaucratic hangup at OMB, the Domestic Council and the Justice Department.

5) Ford is surrounded on his W.H. staff by people who have come from the broadcasting industry -- Press Sec. Ron Nessen (NBC), Asst. Press Sec. Bill Roberts (former Wash. Bureau Chief for Time-Life and McGraw-Hill Broadcasting), Pres. Asst. William Seidman (former owner of a Grand Rapids TV station), TV Adviser Bob Mead (CBS), Speech Writer Jack Casserly (formerly of ABC and CBS), Speech Writer Kay Pullen (formerly with a Memphis TV station), and Mrs. Ford's Press Sec. Sheila Weidenfeld (former NBC producer).

6) Cable representatives have tried to get the President's attention and were shunted off to group liaison man Bill Baroody. They have yet to see any action.

Acknowledging that the cable industry's relations with the Ford W.H. have reached "a point of concern", an NCTA source told MR: "We don't know how much of it is our fault and how much of it is their fault". The Cable Association has been without an active president for some months, and as one NCTAer put it "No matter how you cut it, if you don't have a top guy, you don't have a clear focus".

PTV'ers are anxious to see who gets the Exec. V.P. slot at PBS if Jerry Slater moves to the number two job at Washington's WETA. Look for a power struggle between the Ralph Rogers run board and PBS President Hartford Gunn who has pretty much had things his way, up to now, in the personnel area. Observers are following with interest the early housecleaning moves of new WETA topper Ward Chamberlain, who knowledgeable public broadcasters feel was sent in by the Ford Foundation to tighten up the Washington flagship operation which has always had financial problems.

#### QUOTE OF THE WEEK

The Washington Post's journalistic ombudsman, enjoying the protection of a five-year contract with his employers, told Newsweek in the June 23rd issue -- "I buy the fourth-estate idea, but the press is secretive, self-righteous, arrogant, defensive and sensitive to both internal and outside criticism."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

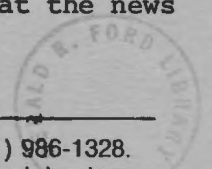
## INSIDE THE MEDIA

ABC network people are a little miffed that Washington social butterfly Barbara Howar has suddenly become the focus of many newspaper and magazine articles speculating that she'll probably be selected to co-host AM America. ABC sources tell MR that although Howar is getting good marks on her performance so far, there is a strong feeling that "she is calling every p.r. type in town" pushing the ~~speculation stories. We're told that the situation at the badly-rated morning show is "fluid", and one source advised that no final decision on the co-host spot is likely until new ABC entertainment czar Fred Silverman gets his feet on the ground.~~

Still suffering from a lack of station interest in its product, TVN Inc. is launching another nationwide sales campaign, this time to sell prospective affiliates a program package they hope to make available by satellite in late fall. The big hang-ups will be: construction of ground stations, plus interested enough customers. So far, the principal sales vehicle is a seven-minute film featuring FCC Chairman Dick Wiley praising the launching of the first domestic satellite. But possible clients are told the ultimate package may include: 1) sports from TVS (a regional sports network); 2) new programming opportunities from NFL Films; 3) prime-time access programming and weekend movies from Paramount pictures; and 4) plans for Bristol-Myers to be a part of advertiser-supported new programming.

There's more than meets the eye in the ruckus over the seeming interest of old family Washington Star directors in selling the paper out from under Joe Allbritton. Washington media circles are buzzing with reports that Star editor Jim Bellows' decision to publish a (New York Times) story on the Star directors' unhappiness was an Allbritton-Bellows ploy designed to (a) focus public and media establishment pressure on the directors who want to sell, and (b) pressure the FCC into granting a broadcast-newspaper property cross-ownership waiver. The situation is now critical because it looks like the FCC won't grant the waiver but will hold public hearings, and this threat -- with all its attendant delays -- is adding to the fear of the Star's old family (Noyes, Kauffman and Adams) directors. They see the newspaper, with its \$10 million a year loss, as a siphon into the profitability of the parent Star Company (which makes its money from broadcast properties). If Allbritton had pulled things together at the paper, they would have hung on, but that hasn't happened, and now -- with cross-ownership problems taking on new meaning at the FCC -- the old family directors want to sell. We hear they're serious, and there are rumors that contacts have been made with some potential purchasers. One rumor focuses on the Atlanta-based Cox chain, where Washington interest has been growing. Even the old family directors don't seem to want to sell to Allbritton's No. 1 nemesis - Michigan publisher John McGoff. But McGoff may be the only potential buyer now, given the Star's worsening losses.

Feeling the sting of increasing criticism for being too elitest in their news and entertainment programs, the television networks appear to be moving to correct their image problems. CBS officials acknowledged to MR this past week that the news



department has stepped up its effort to hire ethnic and other minority reporters, while ABC's AM America began running a series of special reports on different ethnic groups living in the U.S.

THE GRAVY IN CITY MONTHLY MAGAZINES

Figures compiled this past week by MR show that big city monthlies are becoming increasingly popular vehicles for advertisers and profit centers for publishers. One of the most successful city monthlies is The Washingtonian, expected to reach the \$2 million mark in ad revenues during 1975, its tenth year of operation. If The Washingtonian - which has the best per capita regional sales profile - is crowing (as they do in their July issue), so are others. MR talked to editors and publishers across the country, and found reports of higher renewal rates from advertisers, increased newsstand sales, and a top-dollar, educated readership. Here's the profile of recent circulation figures and ad revenues for five of the biggest city monthlies.

City (1970 Metro Pop)	Circulation		Advertising Revenues	Ad Pages
Washington (2,861 mil.)	1975	63,000	1975 (est) \$2 million	(est) 2500
	1970	32,700	1974 \$1.3 million	2300
	1965	18,000	1970 \$496,000	
			1966 \$225,000	
Philadelphia* (4,818 mil.)	1975	110,000	1975 (est) \$2 million	NA
	1974	97,000	1974 \$1.9 million	
	1970	70,000	1970 \$1 million	
	1965	25,000	1965 \$510,000	
Chicago ** (6,979 mil.)	1975	140,000+		(est) 1400
	1974	125,000		1051
	1973	100,000		732
	1972	70,000	expected '75 revenues	519
	1970	45,000	well over \$2 million	367
Los Angeles (7,032 mil.)	1975	68,000	1975 (est) \$1 million	NA
	1974	59,000	1974 \$750,000	
	1970	20,000	1970 \$348,800	
	1965	17,000	1965 \$229,100	
Boston* (2,754 mil.)	1975	40,000	1975 NA	329 (Jan-Jun)
	1974	34,000	1974	751
	1973	30,000	1973	614
	1972	22,000		
	1971	16,000		
	1970	12,000		

\* Common Ownership

\*\* Began as local TV-radio program guide

MEDIA POLITICAL BIAS

As the 1976 presidential campaign begins to gather shape, renewed attention is focussing on media bias. Probing this situation, the July issue of Human Behavior quoted from a study by Dru Evarts and Guido H. Stempel III of the Ohio Univ. School of Journalism which examined the bias of newspapers, newsmagazines and television newscasts during the 1972 campaign. Evarts and Stempel found, in a nutshell, no bias.

MR went back to the actual Evarts-Stempel article -- which appeared in the winter issue of Journalism Quarterly -- and looked at the actual data. The technique was as follows: to count the number of sentences (for 25 random days in Sep, Oct & Nov, 1972) in which the names of the major parties and their national candidates were favorably mentioned. These were then profiled medium by medium. Here is the key data:

	Percentage of Sentences Favorable to Democrats and Republicans in Coverage of the 1972 Presidential Campaign	
	Democrats	Republicans
CBS News	51.3%	48.7%
NBC News	57.2	42.8
ABC News	55.7	44.3
Newsweek	42.4	57.6
Time	47.7	52.3
U.S. News	43.1	56.9
Louisville Courier-Journal	56.6	43.4
New York Times	58.1	41.9
Christian Science Monitor	51.3	48.7
Washington Post	57.3	42.7
Chicago Tribune	62.9	37.1
Los Angeles Times	51.7	48.3

These figures suggest that the TV news programs favored the Democrats by a bit, the newspapers by somewhat more, while the newsmagazines tilted towards the GOP. But as Stempel and Evarts note, "while television and the newspapers dealt with the day-to-day activity of the campaign, the newsmagazines assessed the campaign over a period of a week. They focused on the trends, and most of the trends were pro-Republican." This latter part is the key -- much of the favorable mention of Nixon or the GOP related to trends and leads, an unavoidable fact of political life since McGovern was trailing two-to-one in the polls and hadn't a chance. It would have been interesting to see the figures without inclusion of sentences on who was ahead or behind...what would the count have been on non-trend related references?

Even so, the newspaper figures are striking. Each of these newspapers gave more favorable coverage to the national Democrats. The case of the Chicago Tribune is especially striking -- despite a still-Republican editorial policy the Tribune's attempt to be "with it" and to win a place for its top brass in the liberal media world has resulted in the sharpest liberal coverage bias of all.

Figures on "attributed statements" are also interesting. Virtually all of the media ran a much higher ratio of attributed statements favorable to the Democrats than to the GOP. For CBS News, 71% of the attributed statements about the Democrats were favorable, in contrast to only 56% of those about the GOP. NBC News was least balanced, using attributed statements about the Democrats which were favorable 82.7% of the time, while attributed statements about the GOP were favorable just 50.7% of the time. At the New York Times, attributed statements about the Democrats were 67.6% favorable, about the GOP 49.3% favorable; at the Washington Post, 45.7% favorable for the Democrats, 39.2% favorable for the GOP. But here again, the newsweeklies were different. The balance of favorable attributed statements for Time was close: 58.5% favorable about the Democrats, 60% about the GOP: at U.S. News, 61.9% favorable for the Democrats, 64.8% favorable for the GOP. Only Newsweek clearly tilted towards the GOP -- 50.5% of its attributed statements about the Democrats were favorable, while 73.3% of its attributions about the GOP were positive.

#### GOVERNMENT AND THE MEDIA

In the wake of Ron Nessen's blow-up with his former colleagues in the White House Press Corps, Jerry Ford's 1976 campaign organizers and kitchen cabinet members are talking about trying to scuttle him before next year's election festivities begin. Sources tell us that many of Ford's sidekicks consider Nessen one of the President's biggest liabilities, but because of GRF's penchant for loyalty, ousting Nessen won't be easy. Nor does anybody expect Chief of Staff Rumsfeld to give Nessen the ax because as one knowledgeable observer put it, "Ron's been doing his dirty work." A caveat: Although Capital reporters are less than enthusiastic with former NBCer Nessen, they are also becoming increasingly critical of the few W.H. correspondents who keep baiting him during the daily briefings. Some mediamen tell us they fear a "press backlash" from the public if their cohorts carry the "get Nessen game" too far... Industry lobbyists tell MR that FCC Chairman Dick Wiley seems to be getting restless in his present post, and we're hearing increasing speculation that he's thinking about his next move. With Wiley known to be politically ambitious, some feel he's looking towards an Illinois Senate race. But time is running out for any challenge to Adlai Stevenson, who's up next year. And in 1978, Chuck Percy is expected to run again... Other Wiley-watchers say he'll mark time in his present job to see if Ford wins election in 1976, and then angle for a cabinet spot. Washington observers feel his recent deregulation moves (loosening of the sports blackout for cable and lifting of the AM radio freeze) will boost him with President Ford in this week's regulatory reform discussions.

#### QUOTE OF THE WEEK

Michael Novak, writing in the July Commentary on the irresponsibility of foreign correspondents: "Besides the traditional foreign-policy elite, however, there is an even more influential American foreign-policy elite: the upwardly mobile foreign correspondents of American newsweeklies and television, and the commentators...Increasingly, these correspondents have become, since World War II, a caste apart: well-paid; borne up by the power of the institutions they serve; marked by ambition...The product of universities, sometimes of elite universities, they transparently view themselves as smarter than and morally superior to the generals, ambassadors, and foreign officials they interview...Without cultural background, as ignorant of native languages as the worst ambassadors they pillory, untrained and unpracticed in international economics, military affairs, or international politics, the journalists have vastly expanded power, if not to act, at least to skewer those who act or try to act."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 10  
July 18, 1975

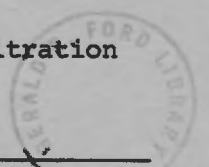
## INSIDE THE MEDIA

John Scali, immediate past U.S. Ambassador to the U.N., is close to signing a contract with his former employer, the ABC network. "He would come back to us as a senior correspondent based in Washington", newschief Bill Sheehan told MR cautioning that negotiations aren't final. At week's end, rumors began to fly that Scali's return would be "one reason for squeezing" Av Westin out of his Vice Presidency (as announced by the network on Tuesday). However, Sheehan discounted all negative talk about Westin, indicating that the vacated V.P. slot may go unfilled for some time. Westin remains as executive director of documentaries and overseer of the major news shows, but some of his colleagues tell us "Av's magic wand hasn't worked this time," and that the fast-pace news technique he pioneered has been picked up by the other networks and is obsolete today. A footnote: if Scali comes back to television, observers look for him to use his access to the airwaves to subtly get back at his ex-boss Kissinger for pushing him from his U.N. post before he was ready to go.

Knight-Ridder Newspapers, Inc. is quietly trying to find a buyer for two of its biggest properties, the morning Philadelphia Inquirer and the afternoon Daily News, according to MR sources close to the situation. A spokesman for company President Alvah H. Chapman, Jr. flatly denied our story, saying the Philadelphia papers are "absolutely not for sale", but did acknowledge "we don't expect to have an operating profit this year". Here's the key: Philadelphia losses are hurting earnings and share prices, inhibiting Knight-Ridder from expanding its number of properties, and company officials allowed to MR that "by next year we probably will get into acquisitions" including an equity position in a newsprint mill (K-R expects to invest 200 million). Apparently the burden of the Philadelphia papers is generating some heat inside the K-R board, and could explain Board Chairman Lee Hills' comment to the New York Society of Security Analysts on June 26, 1975. "In the current business slump, for example, the original Ridder newspapers, located in small to medium-sized markets, are doing better than the larger Knight newspapers, which use proportionately more newsprint and usually carry a higher percentage of classified advertising -- the hardest hit kind of advertising in a recession."

NBC News in Washington is in the process of revamping its bureau, preparing for the 1976 Bicentennial and presidential election year. NBC V.P. Don Meaney indicates to MR that it's tough to fill the three correspondents' jobs he has "open" because he is "trying to find people with specific interests" to give particular instead of general assignments. Meanwhile, NBC and ABC confirm they are both recruiting Maureen Bunyan, currently a Washington anchorperson for WTOP-TV. What's all the fuss? In the words of one network executive: "She's attractive, competent, female and black".

Don't look for a full-fledged investigation of the CIA's media infiltration





by the cautious Senate subcommittee headed by Idaho Senator Frank Church. Our committee sources say, there is considerable interest from some senators for such a look-see but "everybody's so afraid of it"...they worry about the backlash from reporters bound to call it a witch-hunt. Even so, MR was told that the number of reporters who have worked as informers or agents for the CIA is large, with one source indicating there could be "dozens". Some of those with known previous CIA employment or ties include columnists Tom Braden and Bill Buckley, plus Ms. Magazine editor Gloria Steinem.

Apparently "Big Oil" isn't the only industry being hit up by foreign governments to pay a premium for the privilege of doing business in their countries. MR has learned that ABC News was told it would cost one million dollars for the U.S.S.R. rights to film last Sunday's "Union in Space" special. Program producer Phil Lewis confirmed the Russian million-dollar demand, but said "we paid them only for out of pocket expenses which came to \$1,719". Lewis told us the Russians felt that because ABC had earlier signed a \$25-million agreement for future sports coverage rights (including the Olympics) "they think our streets are paved with gold." "The Russians don't know what things are worth", Lewis added. "They are learning -- it's part cultural, part suspicion, and it's part ignorance." Meanwhile, ABC Science Editor Jules Bergman has called the use of former Astronauts Alan Shepard and Wally Schirra as space-shot commentators for NBC and CBS, respectively, "somewhat deplorable". The controversial Bergman made his remarks in an interview with Cincinnati Enquirer reporter Steve Hoffman. "Neither have any expertise about this mission and this is a very difficult flight", said Bergman.

Joe Allbritton's troubles at the Washington Star continue to mount...the paper's losses for the first quarter of 1975 exceeded \$3 million (the level at which Allbritton has the option of cutting and running) and insiders expect second quarter losses to be worse. Star lawyers have been in touch with potential conservative purchasers, as shareholders begin to feel that the paper can only make it by tilting right. But there's no great rush of enthusiasm...potential purchasers are more interested in buying the plant at a fire sale than getting the name. Meanwhile, the odds continue to grow that the FCC will hold public hearings on Allbritton's request for a cross-ownership (broadcasting-newspaper) waiver. All of this spells trouble for Allbritton, and if no purchaser can be found, the paper is expected to shut down. In this connection, attorneys are already beginning to discuss what legal moves could take place against the Washington Post Company should the Post become the city's only newspaper. But most feel that the Post can easily avoid any cross-ownership problems by swapping Washington's WTOP-TV for another station (like Chicago's WGN).

It is looking more and more like 1976 politics will also be media politics. Gerald Ford's early candidacy announcement may raise equal time problems with respect to presidential press conferences. But at the same time, questions are being asked about the status of Ronald Reagan's weekly radio show. Sponsors are already nervous or fading, and there could be an equal time problem here. To dilute sponsors' apprehensions and to reduce focus on the show as his own personal vehicle, Reagan has brought on some guest commentators -- his daughter Maureen, John Connally and columnist Pat Buchanan. There are new twists here, too...a columnist pinch-hitting in a presidential candidate's broadcast show. We have a feeling that media lawyers, like every other kind of lawyer, will find gold in the 1976 campaign. On another front, the American Newspaper Publishers Association, anxious to become more of a force in Washington, has hired ex-Pentagon press spokesman Jerry Friedheim as their capital-based Executive Vice-

President. White House press people privately expect the well-regarded Friedheim, who served four years as the voice of Defense Secretary Melvin Laird (now masterminding Ford's re-election campaign), to be a useful 1976 ally.

We tend to discount rumors that CBS News does not plan to renew Dan Schorr's contract when it expires because of the controversy created by his Jan. 17 remarks to a Duke University media conference alleging that CBS corporate officers ordered correspondents Rather, Sevareid and Mudd "to go soft on Nixon" the night he resigned (first reported in MR Jan. 31, 1975). As the story spread, Schorr's colleagues got hotter and hotter because he refused to make a public apology...and recent publicity calling Schorr a gutsy reporter pushed Rather and Sevareid and their unassailed colleague Walter Cronkite to write a letter to New York magazine attempting to set the record straight. Schorr refuses to talk about the incident...as he told us in January "I sometimes shoot my mouth off under certain circumstances with students that I would consider disloyal in a wider forum." But Schorr is also hinting that when -- and if -- he no longer has a job with CBS, he could get talkative.

#### BIG OIL AND BIG MEDIA

The oil company executives we talked to at week's end were ecstatic over the favorable treatment they received in TV network coverage of Senator Henry Jackson's gasoline price-hike hearings. But don't look for any decrease in the amount of money to be spent in the remaining months of 1975 on "image building" advertising and public relations. A recent confidential study prepared for one of the "Big Six" (Shell, Exxon, Mobil, Gulf, Texaco, and Standard of Indiana) reveals that these companies will spend close to 100 million dollars this year to put their message across. We're told 75% of the money will go for "imagery", and the rest for product advertising. This particular study shows an increasing Big Six trend toward using network TV (in 1971, 40% of the ad budget went for network TV and in 1975, the figure will be close to 60%). Magazines have also increased their share -- from 6.3% in 1971 to an expected 22% this year. However, the biggest benefactor appears to be the public television community, slated to receive close to 10 million dollars from Exxon, Mobil, and Gulf alone for various programs. With announcement by Gulf that it will sponsor the National Geographic series for the upcoming season, the trade publication Variety has started referring to PBS as the Petroleum Broadcasting Network. "There is concern that we not go overboard", one industry spokesman told us. Meanwhile, oilmen feel that money won't change the attitude of the media toward the oil industry. And some companies are going out of their way "through patient education" to give more background information to previously hostile columnists and reporters. Recent favorable columns by liberals like Joe Kraft and Charles Bartlett indicate the industry is having some success. Widespread feeling persists among conservatives that some of the oil companies are trying to buy off the liberal media by sponsoring their pet projects (like public broadcasting), but most industry executives insist this isn't the case. But it's interesting to note that the V.P. behind Mobil's carefully-laid plans is former Kennedy advance-man Herbert Schmetz! Gulf feels it is getting its money's worth from new Washington V.P., Bob Goralski, who recently joined them after 15 years with NBC. Standard Oil of Indiana continues to be the most conservative of the Big Six, choosing to spend over 2/3rds of its ad budget for product advertising and services. Of all the oil majors, Standard of Indiana seems to be the most closely tied to political conservatism -- and the least disposed to playing the liberal game with PTV and ads in the New Republic.

## GOVERNMENT AND THE MEDIA

White House reporters are spreading the word...not only does Press Secretary Ron Nessen have troubles with the press, but it appears that one of his own staff members is after his job. Pressroomers tell us that Deputy Press Secretary Bill Greener "never misses an opportunity to tell the press what he is doing for them. He draws too many distinctions between himself and Nessen, always explaining how he was in there fighting for them while Nessen was against them." Observers suspect that because Greener is an old Rumsfeld hand, he is keeping an open line to the Chief of Staff's office, feeding reports on Nessen's performance and 1976 re-election albatross qualities. MR understands that in the wake of recent altercations, Nessen has been going out of his way to visit the basement press room (below the main briefing room), apparently in an attempt to patch up relations with many of the "dissident" reporters whose offices are located there. One of his chief baiters, Sarah McClendon, is a basement-dweller, along with UPI Audio, AP Radio, Westinghouse Broadcasting, the Boston Globe, National Public Radio and others. Even so, criticism from former colleagues is increasing, with one especially strong blast coming this week from Newsweek columnist Meg Greenfield who said "Nessen isn't up to the job," telling how the former NBC reporter had been dressed down by LBJ in 1965 for asking a particularly prickly question about the Vietnam war.

If CPB President Henry Loomis has his way, former Pennsylvania Democratic party official and well-known author James Michener will get the board seat recently vacated by King Features V.P. Neal Freeman. Our sources say "don't count on it." Their explanation: the Administration is frantically looking for a Spanish-surnamed individual to fill the opening in hopes of mollifying the left-leaning "public interest" groups leading the effort to keep Colorado brewer Joe Coors from being confirmed to the Board. Sources close to Coors indicate that if and when a hearing is held on his nomination (most expect Pastore to get to it in September), thirty people qualified to speak on his behalf will be waiting in the wings. Conservatives continue to watch the Ford W.H. for any signal that the Coors nomination will be abandoned.

Allan Woods, deputy chief of the W.H. recruiting office, is leaving government on August 1 to go back to business and will be replaced by Peter McPherson. One of Woods' major tasks during the past nine months has been to find a permanent director for the Office of Telecommunications Policy. He refuses to talk about the decisional delays and changes, but those who know him are sure that he's not pleased by the way the project has been handled. Meanwhile, opposition has been growing to Ford's current choice, broadcaster Bob Wells, but from what we can learn his nomination is still on track and should be announced sometime in the next week or two. MR has learned Senate Commerce committee chief counsel Mike Pertschuk has indicated to the W.H. that Wells will receive some stiff opposition from several members, and the committee has a pretty good track record of being able to stop a nomination when it so desires.

### QUOTE OF THE WEEK

The Brookings Institution's Stephen Hess commenting on media elitism in the Columbia Journalism Review: "At the Watergate trials in Washington, for example, the best-educated and best-paid persons in the courtroom probably were not the judges or even the lawyers but the network correspondents."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No.11  
August 1, 1975

## INSIDE THE MEDIA

Don't look for the Washington Post Company to be in the acquisition business for the rest of this year...at least. Company officials say they're letting the dust settle from last years' purchases of a Hartford TV Station and the Trenton Times, but insiders take "Newspaper Division" Chief John Prescott's departure to mean that the Post's newspaper acquisition plans are crumbling. Meanwhile, look for Post Company officials to keep busy fighting off a petition to deny the license of their Washington broadcast properties (WTOP-TV-AM) this fall. MR has learned that lawyers for Michigan publisher John McGoff intend to file the petition to deny against the Post stations as a result of the July 30 Post editorial blasting the FCC for what it called "regulatory lethargy" in its decision not to grant a waiver of the cross-ownership rule to Texas millionaire Joe Allbritton, would-be purchaser of Washington Star newspaper and broadcast properties (see p.3). The Post editorial at issue said "We believe a waiver is appropriate in this case" and that "if this city is deprived of one of its two remaining newspapers in the near future...much of the responsibility for the outcome will rest not on affirmative action by the FCC but on its decision to treat this as a routine case." A spokesman for McGoff called the editorial an "inappropriate act by a licensee to influence an administrative agency" and "an arrogant use of their power." The petition to deny will be filed at the FCC by Sept. 1, prior to WTOP license expiration on Oct. 1.

Although ABC officials tell MR "it will be another month" before final format decisions are made on the rock-bottom-rated AM America morning program, we understand a "Merv Griffin-like show" is being recommended. Successful "Wide World of Entertainment" late-night V.P. Bob Shanks, the new man in charge, formerly produced the Griffin show, and apparently feels that a fast paced talk and entertainment format has a chance to make it in the early hours. If current plans materialize, we see the following taking place: 1) news and political interviews will be kept to an absolute minimum; 2) Peter Jennings will return to Washington sometime in October, being responsible only for news on the hour and half-hour (news executives are unhappy with the current format, which this past week had Jennings seated at the desk with co-hosts Bill Beutel and Jessica Walters); 3) Beutel is likely to be replaced by an entertainment personality. Insiders say he's considered to be "too plastic" for his role.

The Detroit News, the nation's largest afternoon daily, has serious morale problems, and Motor City sources tell MR that the newspaper's Knight-owned morning competitor, The Detroit Free Press, is pushing hard to take advantage of the News' current troubles. Recent firings, resignations, strike negotiations and the ever-present rumor mill has observers in Washington and Detroit calling the situation "somewhat chaotic." First, veteran newsman Wally Mears is returning to the political beat of the Associated Press after serving as Washington bureau chief of the DN for the past year. Mears, described as "bored" with the job, is reportedly interested in returning to a bigger audience. National Editor Al Blanchard will be the replacement after Labor Day. Also, the sudden departure of managing editor Paul Poorman has knowledgeable Detroiters speculating that he

left because Publisher Peter Clark was rumored searching for an executive editor to bring in over him (signalling that Poorman was not in line for the top editor's job when Martin Hayden retires in the next few years). March circulation figures show the Detroit Free Press closing the gap on the News (daily - DFP 615,7745; DN, 635,669).

MR continues to hear that network television reporters are increasingly frustrated in their work and are looking to get out of what they consider to be "a straight jacket" profession...not the old-time reporters, whose retirement is near, but some of the big names in their thirties and forties (they're frustrated by tight formats allowing them only a minute and a half on the evening news shows to explain their assigned story). On the other hand -- in the grass-is-always-greener department -- NBC is getting a lot of applicants for its open correspondent slots (and many of them are bored print journalists).

Gerald Ford's be-nice-to-the-networks approach is paying off...his European swing this week was heavily covered, and marked the first time networks used minicams and videotape entirely (instead of film) to cover the events. Persons familiar with previous presidential jaunts are becoming increasingly concerned that these trips are more and more being shaped around the television networks and their concerns. To confirm, MR checked the W.H. manifest list for the current Helsinki trip...we found that of 143 W.H. accredited press members, close to half work for the three television networks (NBC-30, CBS-23, ABC-12). In addition, each network picks up help from its European bureaus. Network executives expressed pleasure with the minicams and predict that most film coverage of news events will be dropped in the near future.

Mutual News V.P. Bill Greenwood, cleaning house at the radio network for the past few months, is catching flak from discharged employees and from some of those still on the staff who fear they may be next. MR was contacted anonymously by letter this past week, complaining about our June 6 report regarding "a major shakeup at Mutual Broadcasting." It was suggested that "we failed to advise our readers of the further change expected." Greenwood is being accused of bringing people on the staff who have a "liberal political persuasion" to replace conservatives who have been there for a number of years. After checking with present and former employees of MBS, MR found grumbling about personnel changes, but found real concern (albeit minimal documentation) that the news content has been altered. Telling MR he wouldn't dignify the charges with a comment, Greenwood pointed to a series of memos regarding bias and reporting he has issued to reporters since taking control in March of '74. His July 21 memo to all newscasters states "newscasts are not to be slanted in any direction...violation is grounds for one's immediate dismissal for cause." But network conservatives believe Greenwood's memos are only pro forma responses to pressure from network President Ed Little.

According to reports coming to MR from public broadcasting quarters, Martin Agronsky is maneuvering for the major role in PBS's 1976 presidential election coverage. Now that Agronsky's Evening Edition is being provided to PTV stations nationwide, his program and staff are organizationally part of the Ford-Foundation-created National Public Affairs Center for Television (an arm of WETA-TV, Washington). We understand meetings have been held under Agronsky's aegis to determine the scope of PTV election coverage, and decisions are expected by the end of August. Observers point out that with Jerry Slater now occupying the number two spot at WETA (with responsibilities for overseeing NPACT), a new axis is taking shape. Agronsky and Slater both worked for CBS News, and their former

boss at CBS, Fred Friendly, is top TV adviser of the Ford Foundation (which pulls a lot of weight at WETA and had a hand in picking new WETA President Ward Chamberlain). Also, our sources report that sometimes controversial NPACT correspondent Carolyn Lewis abruptly quit her job two weeks ago. The nature of her disagreement with management could not be determined. At present NPACT does not plan to fill the vacancy.

Former WGN-Chicago broadcaster Ward Quaal has joined TVN as a marketing consultant in New York, according to a company spokesman. TVN officials are perplexed by Washington Post station WTOP-TV's termination of the news syndication contract as of Aug. 1. MR was told "it was a top management decision," but speculation has it that when Post officers heard rumors that TVN-owner Coors may be a part of John McGoff's attempt to purchase the Washington Star, they thought it was a good time to drop the service.

#### WATCHING THE WASHINGTON STAR

With the Capital City humming about the FCC's bombshell 6-1 decision not to give Joe Allbritton an immediate waiver of cross-ownership rules (to let him buy into both the Washington Star newspaper and affiliated broadcast properties), the consensus is that the tough little Texan will have trouble holding on through the lengthy hearing process. At press time, an announcement from Allbritton on his future plans was imminent. Here are the key factors involved.

1) The FCC -- Chairman Dick Wiley bit the bullet, and will have trouble acceding to any request for a reconsideration. This is especially true after Treasury Secretary Bill Simon's monumental blunder in urging the President to put pressure on the FCC. Michigan publisher John McGoff, Allbritton's rival for purchasing the Star, fired off a telegram to President Ford on July 31 demanding that he disavow Simon and keep hands off the independent regulatory agency process. McGoff says that he'll take legal action to block or reverse any substantial shift in FCC policy or procedure that follows Simon's improper behavior.

2) The Kauffman, Noyes and Adams families -- Still the principal owners of the overall Star Company, they want to sell, and their lawyers are making overtures to potential buyers, including McGoff. One rumor: the families were happy the FCC acted in a way that will make it hard for Allbritton to hold on. They feel that the new, left-leaning Star is no longer the same paper they put out. In response to feelers, McGoff is reportedly willing to change his offer a bit so that the old-family representatives can walk away with a bit of cash despite the debt Allbritton has added to Star books.

3) Allbritton -- He's involved emotionally, intellectually and financially. His friends expect him to hang in there as long as there is the slightest chance, but the drawn out hearing process offers little hope. His aides are bitter. They have nothing good to say about the FCC or the old Star families. If the paper has to be shut down, the costs will be huge. There are 16 different union contracts, and they'll all be expensive to close out.

4) John McGoff -- The controversial Panax publisher, who just wants the newspaper, not the broadcast properties, smells a big victory. If he gets the paper, he intends to lock horns with The Washington Post. McGoff, who dislikes the Post and everything they stand for, says he'll publish a morning edition and take a tough, fighting conservative editorial posture. In trying to support Allbritton and block McGoff, the Post is trying to block direct competition, which is one reason why McGoff in turn intends to go after the Post on all fronts.

## GOVERNMENT AND THE MEDIA

The White House is once again making plans to move the Office of Telecommunications Policy out of the Executive Office...possibly into the Commerce Department under the Assistant Secretary for Science and Technology, Betsy Ancker-Johnson. In contrast to their last OTP scuttle attempt, W.H. operatives are talking to Congress before they move. Insiders tell MR that Ford wants to get rid of the office before the '76 campaign to avoid any possibility of communications becoming an issue in the election. At week's end, the nomination of Kansas radio station owner Bob Wells to be permanent OTP director continued to be stalled in the "pipeline". MR understands that Wells has not been told of any plans on the part of the W.H. to move the office or possibly even abolish it. His chief sponsor for the OTP slot, Senator Bob Dole, has not been informed of any upcoming status change for the office...and look for Dole to blow up if his old friend and former campaign manager finds himself in the embarrassing position of being nominated to a position soon to be abolished. Administration officials contacted expressed strong reservations about switching OTP to the Commerce Department, but they admit another fight to save the office might not be as successful as last year's because the make-up of the key Congressional committees changed significantly after the '74 elections. One knowledgeable government communications official told us that "a move to Commerce would bury the office," making it ineffective and bureaucratized.

Working through Bill Baroody Jr's public liaison office, Public Broadcasters may get their long-desired meeting with the President on Sept. 15 if present plans stay on track. As usual, behind-the-scenes maneuvers by the different factions of the government-funded industry have made it difficult for the W.H. to handle. PBS Chairman Ralph Rogers has been out in front, trying to arrange the meeting with the help of former W.H. aide Charles Lichenstein, presently on the PBS payroll. We're told Rogers hopes to get Ford's support for the patched-up funding bill eventually expected from Congress. Some administration aides feel it's a bad bill, and they don't want the President put in a position of endorsing it before having a chance to study it. Because the much-sought-after insulation didn't survive the House Appropriations Committee, some officials hope Ford will not support it.

Although Senator Howard Baker's verbal agreement still stands allowing him to return to the Commerce Committee and the Communications Subcommittee if the Republicans lose New Hampshire Senate seat (the Wyman-Durkin runoff is scheduled for September), it is becoming more and more likely that he will stay on the Foreign Relations Committee no matter what the N.H. outcome. Insiders say his recent shift of Communications minority counsel Ward White to his personal staff to work on Foreign Relations Committee matters is an indication that he can work out an arrangement with Chairman John Sparkman to stay on that committee.

### QUOTE OF THE WEEK

Congressman John Murphy (D., N.Y.), a Communications Subcommittee member, on network refusal to run the Jack Anderson interview of Gerald Ford:

"It is a sad commentary for free speech when six men, who run the nation's giant networks, can dictate what 220 million Americans see and hear on American television."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 12  
August 15, 1975

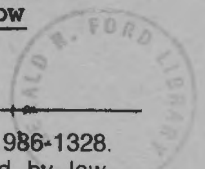
## INSIDE THE MEDIA

Watch for CBS News to seek ways to increase airtime for its attractive young female reporter Connie Chung. She's not seen very often these days -- a low profile V. P. Rockefeller is her assignment -- but we understand from those who have seen CBS's biweekly mail/telephone/picture request tabulation sheet that Chung is (proportionate to her appearances) the favorite of viewers going away. One news official told us "Nobody else is even close." While Chung is popular with her male colleagues, any substantial increase in visibility would properly stir up the well-known reporters' egos. Network officials will have a hard time giving Chung the exposure that her popularity suggests.

Reg Murphy -- the newly named Editor and Publisher of the Hearst flagship paper The San Francisco Examiner -- tells MR that contrary to some pop psychologists, "kidnapping was not one of the categories" used by the Hearst family to select him as their new man in charge. Murphy who became a national figure in 1974 when he was kidnapped while editor of the Atlanta Constitution, said he was told by Examiner owner William Randolph Hearst: "If I was going to hire someone to get Patty back, I would hire a detective." We understand the 41 year-old Murphy was selected after a nationwide search of several months and will make his move Sept. 1. The Examiner (afternoon) trails its morning competitor the Chronicle by more than 200,000 daily circulation. One of Murphy's first tasks is to stop the squeeze being put on the Examiner by rapidly growing suburban dailies. "We're going to create a better newspaper with some reasonably good investigative reporting," he says.

MR has learned that the Mutual Broadcasting System plans to go 24 hours a day beginning November 3rd with a Salt Lake City-based all night talk program called "The Herb Jepko Show." Originally called "Nitecap" the two way nationwide call-in talk-show has been on the air via clear channel radio station KSL in Salt Lake City for the past 12 years. The program has expanded in recent years to five other stations in Louisville, Baltimore, Seattle, Denver and Los Angeles. Mutual will offer news on the hour all night but only to stations who sign up for the entire package. MBS officials tell MR their interest in going all night was boosted by a 1974 RADAR survey sponsored by NBC, CBS, ABC and Mutual showing approximately 41% of Americans over 18 years old listen to radio between the hours of midnight and six a.m. at least once a week. At present, the Jepko Show has an estimated listening audience of six million, and over 250,000 of them are members of the Nitecap International Association. Callers each night are not permitted to talk about controversial matters and must confine their conversation to five minutes. In the first week, Mutual has signed twelve stations, two of them in the top ten markets.

The Washington Star won't comment, but our sources report the troubled afternoon daily (looking to capture some of the commuter WashPost market) is actively considering an earlier street-sale time (their first edition is now



available downtown between 9:30 a.m. and 10 a.m.). But there is one big obstacle -- if the Star publishes before 9 a.m., the Associated Press would consider it a twenty-four hour newspaper and kick the weekly AP rates up several thousand dollars. One solution we're told is to exclude AP copy from the first edition which is easier said than done. Apparently Star management is buying the attitude -- also held by would-be purchaser John McGoff -- that the Star must go head-to-head with the Washington Post in order to give it real credibility.

CBS reporter Dan Schorr continues to catch flak for what some say is the "double standard" he has been applying to his on-going feud with some of his colleagues (Severeid, Rather, Cronkite) regarding his celebrated remarks at Duke University. At the Aspen Institute's Forum on Foundations this past week, Schorr once again "was not able to respond" to criticism of seminar attendees that he refuses to explain what he meant by charges that CBS told its reporters to "go soft on Nixon" the night of his resignation a year ago. Schorr "curled up into a ball" when confronted with criticism, one conference source told MR.

Washington Post editor Ben Bradlee, himself now a celebrity and fat target may shortly be on the receiving end of the rough investigative journalism his paper has practiced so successfully against others. Post newsroom reporters -- who recently saw an angry Bradlee refuse comment and order free lancer J. Gourley out of the building -- are buzzing about what's up. Gourley, famous as the reporter who recently went through Henry Kissinger's garbage, is working on a possible National Enquirer story on aspects of Bradlee's relationship with the after-hours life of the Kennedy White House. MR contacted N.E. editor Edward G. Martin who said the story may not run. "We try to back up our stories for libel reasons, we've had confirmation of the story from one source but Kennedy friends are all clammed up about this one," Martin said. Some Post company officials are known to believe that Bradlee's celebrity status and Kennedy ties may be his journalistic Achilles heel.

What a difference a year makes when it comes to Chicago newspaper TV Critics. The network P.R. departments -- we are told -- are "jumping for joy." With Chicago Daily News TV columnist Norman Mark returning to general assignment (after being angered by alleged heavy-handed editing), this leaves Tribune critic Gary Deeb as the only one of the "bastard quartet" on the scene. Pulitzer Prize winner Ron Powers dropped his column in February, and Dorothy Storck's column vanished when Chicago Today folded in Sept. '74. We asked Deeb how it feels to be the one remaining: "The fun has gone out of it as to competition. I don't like winning by default. I felt a certain amount of brotherhood with my colleagues," he told MR. Deeb -- whose \$32,000 a year salary makes him one of the highest paid TV critics in the country -- is anxious to see who his new competition will be but is afraid that the old days when the Chicago newspapers had the networks on the run are over. "The networks are hoping for soft balls," he commented.

After killing the CBS "Spectrum" commentaries on the Morning News a few months ago, the network has been bringing back opinion to the program in the form of a "Guest Comment" twice a week. It features a new set of personalities (National Review publisher William Rusher, Congresswoman Barbara Jordan, former Senator Bill Fullbright, Yale President Kingman Brewster, Economist Milton Friedman and others). We're told commentaries soon will go to thrice weekly -- are not edited in any way -- and are sole product of the guest. What's the reaction to Sally Quinn's book "We're Going to Make You a Star" we asked a Morning

News source? "A great big yawn," he said. "She made zero contribution and made no offerings for stories that made any sense. People here look at her as a joke and if CBS corporate would quit fighting it -- it would go away." our source said.

There's increasing talk that Bill Kovach is the odds-on-favorite to replace Clifton Daniel as Washington bureau chief of the New York Times. Kovach -- currently with the Times federal city bureau -- made his first mark in journalism at the Nashville Tennessean. MR sources say his chief competition, if Kovach wants the job, may come from former Times W. H. reporters John Herbers or Bob Semple. Both are well-liked by corporate higher ups.

Unless Bill Moyers changes his mind, he plans to quit writing his column for Newsweek magazine in September. Friends advised him that with his ambitions, he should keep the platform. Moyers, who has been vacationing in Aspen, Hawaii and Texas, will devote most of his time next year to his public television show. We understand that Moyers, along with some of the top people at Newsweek, favors expanding Washington Poster Meg Greenfield's once-a-month column to weekly.

Former New York Mayor -- turned television star -- John Lindsay has been telling visitors lately that he's not very interested in running for the Senate from New York next year. Observers watching him co-host ABC's AM America Monday August 11th were treated to his inside thoughts on the subject of politics and the media. Killing time -- Peter Jennings asked Lindsay -- "How do you like TV, John?", to which Lindsay replied "I like it. I like it." Then Jennings proclaimed "In Washington, where I live, everytime you come on the screen, the women's eyes are absolutely riveted." Lindsay went on to say "I tried every form of communications and this is the most -- one of the most fascinating to me. You know you can make speeches galore around the country. I used to in the days when I was a politician. You can do this, that and the other thing, and you can write articles, and yet you walk down the street and somebody says, 'Hey, I've seen you on AM America' or something of that kind, or 'I see you on the Carson show', whatever it happens to be...but how do you get a message through, how do you make it stick to the ribs. That's what distresses me...You can see TV news over and over again and you're not sure it's sticking to the ribs and read the good, regular morning newspaper and something makes it stick to the ribs."

Boston Magazine reports in its August edition and our sources confirm that the owners of the Boston Globe are actively considering expanding and adding other newspapers to their company. Basking in the glow of winning its fourth Pulitzer Prize in nine years last May, Scott Kaufer reports in Boston Magazine that "the atmosphere is very heady at the Globe these days." Kaufer says editor Tom Winship has changed his sights a bit and rather than wanting to make his paper "one of the half dozen great ones in the country" as he said eight years ago, he now says, "I think I'd like to see us become the second or third best." The Globe enjoys a healthy edge over the Hearst-owned Herald American (475,346 to 338,000 on weekdays, 583,787 to 496,000 on Sunday). Some observers see the Globe becoming "a fat complacent institution." Kaufer hit the liberal Winship and his editors hard for living in the suburbs and not in Boston. He asked rhetorically "What can Winship and his top editors possibly know of people in the city who each year seem to have a worse life, privately and professionally -- because they can't afford decent housing, or because they can't get work, or because they resent seeing their children bussed (while the Globe preaches full compliance with the court order)?"

## GOVERNMENT AND THE MEDIA

Aides to Joe Coors say the betting is that "the liberals are going to the wire and then pull back" regarding Coors' nomination to the CPB Board which Sen. Pastore has agreed to hear on Sept. 8 and 9. In order to mollify Pastore and the Democrats, the W.H. is being encouraged to nominate a Spanish sur-named individual to fill the remaining vacant seat on the board. Senator Barry Goldwater has sent the President two names to consider. Both are Republican women of Mexican-American descent with backgrounds in radio and television. In a letter to Pastore, Coors has petitioned "for the right to bring his counsel" in view of the fact that the Senator feels his nomination is "controversial." Those, hoping that public pressure would force Coors to withdraw his name from consideration, have been unsuccessful. He has been telling friends recently that if he doesn't make it, he "will go down fighting and take a few with me."

On the surface there's less public antipathy among W.H. reporters to Press Secretary Ron Nessen, but MR contacts in the pressroom are still calling the W.H. press operation "rudderless-leaderless." Aside from favored treatment given the three television networks during the Helsinki trip, reporters are grumbling that Nessen was too busy "playing junior ambassador on the cocktail circuit" to keep them briefed throughout the European swing. MR detects a "never-pleased" syndrome taking place regarding Nessen. During the Zeigler-Warren days, the W.H. press corps complained that the spokesmen were excluded from important meetings with the President. Now that Nessen is very close to the Chief Executive, reporters are unhappy that he is too busy attending luncheons and meetings to keep them briefed. Nessen insiders shrug off the new attitude saying the press will always find something to gripe about.

Nick Johnson -- former FCC commissioner -- plans to fire salvo number two this week in his public campaign to discourage the W.H. from nominating Bob Wells to be Director of OTP. Salvo number one came this week in the form of an article in his ACCESS magazine, detailing Wells' financial involvement in the broadcast industry. ACCESS editor, Chuck Shepard, confirmed to MR that they are going to issue a special report on Tuesday or Wednesday which will contain "an analysis of his voting record," while an FCC commissioner. Following our report in the Aug. 1 MR that the W.H. was looking to move or abolish OTP, the W.H. assured Wells' sponsor Senator Bob Dole that the nomination was on track and would be announced on schedule in September. MR cautions that the waters continue to be muddy on this situation and -- not until the various factions at the W.H., OMB and Congress get together -- will the picture be cleared up.

### QUOTE OF THE WEEK

In his conversation with Jack Anderson, televised Saturday, Aug. 9, President Ford made the following statement that went unreported by the mass media: "Now we have a strong government. We have a strong industrial capability. Now the third century, as I've said before -- I'd like to reiterate it here. We should concentrate in the third century on the protection of the rights of the individual citizens. We have 214 million now. We are increasing, if I recall correctly, at the rate of approximately 3 million a year, maybe a little more and what we do here is to make certain that the millions and millions of Americans are protected against big government, big industry, mass education, the mass media, (ah) big labor. The individuals in our society need to be strengthened and given the opportunity for the diversity that has been the strength of America."





# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 13  
August 29, 1975

## INSIDE THE MEDIA

Julie Nixon Eisenhower may have her own nationally-syndicated television show "sometime next year" according to Ed Blier, Warner Brothers V.P. for Television. "It's very early, very preliminary. We're in the development and feasibility stage," Blier told MR. If the five-day a week half-hour program gets off the ground, it will be taped in New York and Washington. Blier says no audition tape has been made but Warner Brothers is aiming to combine "the best of the Barbara Walters and Dinah Shore shows," and it'll be "apolitical". Why Ms. Eisenhower? "She's spontaneous, interested in people, smart as hell and still shockable," Blier said.

The Los Angeles Times is the latest big city newspaper to incur the wrath of a prominent local public official. L.A. Police Chief Edward M. Davis, more than mildly irritated at what he's been reading in his hometown newspaper, fired off a letter to the Times on August 20 cancelling his subscription and ending what Davis said was a family reading habit extending back to 1890. In the letter, which the Times printed, the Chief complained that the paper has evolved from "one of the finest newspapers in the world" into "a journal which apparently has as its objective being the leading journal of moral revisionism in the United States." The Chief, who also quit the Democratic party this week, ticked off a number of complaints: 1) "You are constantly attempting to condition us to a dramatic new set of moral values." 2) "You are the Paul Revere of the oncoming avalanche of libertine behavior." 3) "You are the masters of selective reporting, impressionistic journalism, direct misquotes." 4) "You have mastered the technology necessary to put out a great newspaper, but the soul of your paper is sick."

Perils of the slow season...nobody ever expects publications to credit competitors for important stories, and the communications industry media are no exception. One forty-year veteran of the news business, Broadcasting Magazine owner and editor Sol Taishoff, reportedly still sees red when some of his fellow trade publicists beat him on a big story. Industry trade press readers are chuckling over the latest example of Broadcasting trying to play catch-up ball on a big story without crediting the original source. Following the annual exclusive Television Digest story in its August 18 edition detailing confidential network profits, Broadcasting wrote a week later in the lead story "...unchallenged figures circulated last week indicated network pretax profits were divided as follows..."

Longtime grumbling in some media circles about Washington Post Editor Ben Bradlee is beginning to spill over into hostile news stories and coverage of Bradlee and his close friend, Post reporter Sally Quinn. Not only is the National Enquirer considering a controversial Bradlee story, but the Wall Street Journal took a potshot in its "Washington Wire," describing how the Post was becoming



dull. The July-August Washington Monthly attacked Bradlee for using his newspaper to merchandize his book "Conversations with Kennedy," pointing out that Bradlee received a favorable full-page review in the Post-owned Newsweek, and a serialization in the Style Section of the Post (which rarely serializes books). In addition, Bradlee held a reception for Post subordinates to allow them to buy his book at a discount. Local radio commentator Les Kinsolving suggested that Post publisher Kay Graham ought to "take a look at this guy." So far, MR is not buying the speculation that Bradlee is in real trouble with Mrs. G. (there have been plenty such rumors before, never quite coming true), but she may indeed be down on the Bradlee-Quinn relationship...some Washington observers think that only Mrs. Graham could have okayed Anne Chamberlain's malicious August Washington Post review of Sally Quinn's new book. The anti-Bradlee Washingtonian Magazine has weighed in with a vicious September Quinn book review dripping phrases like "Humbert Humbert" and "child molestation." There's no doubt that all of this is heating the cauldron of internal politics at The Post.

Persistent rumors that the television arm of the Capitol Hill News Service is about to fold its tent are "not true," according to news chief Peter Gruenstein. CHNS was founded two years ago with seed money from the Stern Foundation and the Nader-backed Public Citizen. At first it only serviced mostly small community newspapers, providing special Washington reports on issues and politicians that affected their areas -- now there are between 55 and 60 newspapers on its client list. Moreover, per Gruenstein, "because there is much more competition in television, we started a television news service about a year ago." (CHNS has approximately 12 television stations in seven states, and business has leveled off for the time being.) Gruenstein feels that they have "an innovative way of covering the news" because of the interaction of print and television reporters in one office. Subscribing stations pay \$40-65 for each news spot depending on the size of the market. Some of the cities currently on the client list include Dallas, Indianapolis, Louisville, Scranton and Wichita. CHNS has 12 people on a payroll that runs between \$120-130,000 a year. Those predicting the operation's demise say it has never really caught on.

Although the Washington Star's new gossip column "The Ear" is getting a lot of attention in the nation's capital, the trouble it's causing for the paper's owners and editors may be more than it's worth. Media observers point out that the idea is similar to the "Eye" column started by Fairchild Publications' Women's Wear Daily several years ago (and they resent not getting some credit for it). The Star has already been sued for libel by an unhappy Ear target, and now a more direct threat to company revenues may be developing. MR has learned that the daughter of K-B theatre owners Marvin and Ruth Goldman, outraged by what she considered to be false reporting in a recent "Ear" column, told Star Portfolio section editors that if they didn't stop printing inaccurate information about her, advertising for the 24 Washington area theatres would be pulled -- and they reportedly agreed to check with her before mentioning her again. Another Star practice that has media followers chuckling is the daily spread of massage parlor ads, leading some to term that feature "The Groin." Meanwhile, the Washington Post, which is enjoying better than 70% of the newspaper advertising dollar in the city, refuses massage parlor ads according to V.P. Tom McCartin. "I don't want to be a part of that," he told MR. McCartin says the chief reason the Post won't take the ads "as a reader service to subscribers there is some degree of doubt" about the product and "we are in no position to judge them."

#### GOVERNMENT AND THE MEDIA

A new cabal is taking shape among PTVers: If Bill Moyers (now looking for cash to keep his show afloat) and Fred Friendly have their way, the Ford Foundation will set up and fund to the tune of 2 million dollars a special production unit to cover the 1976 political campaigns. MR has learned of an August 18 mailgram sent by Moyers to PTV executives including WNET's Jay Iselin, WETA's Ward Chamberlain, CPB President Henry Loomis and PBS President Hartford Gunn. Said Moyers: "Fred Friendly told me that I could quote him in saying that the Ford Foundation has two million dollars for Public Television coverage of politics in 1976, *once we have organized ourselves for the purpose.*" Moyers adds that "while I've kept my distance" from "political and bureaucratic interests" in the past, he would be willing to "coordinate the effort." Insiders say Moyers' sudden interest in shaping a new unit stems from his own money-raising problems, and he admits in the mailgram that "money available for 'Bill Moyers' Journal' is insufficient for a credible series. My efforts in the last few months to raise funds including approaches to four corporations have not been successful. It is apparent to me that the private sector is resistant to underwriting public affairs of any consequence." In addition to himself, Moyers suggests using these people for the series: NPACT reporters Paul Duke and Jim Lehrer, WNET's Robert MacNeil and Dallas newsroom reporter Lee Clark. MR asked station representatives about the idea of a Ford-funded political campaign unit. One manager, who asked for anonymity, told MR: "We love their money and we always have, but as usual we will read about our future in the newspapers." A Washington PTV official, when asked about the possibilities of everyone eventually clubbing together, said "Ford's going to get their way -- they've been getting it for years."

The meeting Public Broadcasters were hoping to get with President Ford on September 15 is off, according to White House press aide Margita White. Moreover, it doesn't look like there's much chance for another date being set in the near future. White told MR "specifically that kind of meeting" will not be held, but something else may take shape.

No surprises are expected to come out of the CPB annual board meeting on September 8. Election of officers will be held, and current chairman Bob Benjamin should be re-elected to serve until his term ends next March. We're told that Board member Joe Hughes, who has aspired to be Chairman for the last few years, doesn't have much support on the board. He continues to irritate his former employers, Pittsburgh's Mellon family, by telling his colleagues that he enjoys their blessing. Our sources say that's not the case.

Look for a big shake-up soon at PBS. Our sources indicate the two leading candidates to fill the newly created Executive V.P. slot are the Ford Foundation's Dave Davis and PBS General Counsel Norman Sinel. We're told the PBS Board will make the decision, and that Chairman Ralph Rogers has issued orders to get someone in there to clean up the administrative mess. Two other PBS staffers, Programming V.P. John Montgomery and PR Director Jeane Young, are reportedly on their way out.

Acting for the three commercial television networks and the Public Broadcasting Service, NBC this past week tested the feasibility of putting television cameras on a full time basis in the House of Representatives...Congress has been trying to make up its mind for over a year on whether it wants to open chamber

proceedings to live television. NBC V.P. Don Meaney told MR that the tests were conducted "purely for the Industry's own purposes." A tape was made using three new cameras (RCA, Philips, and Thomson) with various degrees of lighting. "We found with the new cameras we need half the footcandles normally used for past State of the Union telecasts," Meaney said. When Congress returns, NBC will submit its findings on behalf of the network pool to the appropriate committees. Adds Meaney: If Congress decides to let the electronic media in, "they may do it (run the cameras) themselves."

Capitol Hill sources tell MR that Democratic leaders on the House side are being pressed to "appoint a full time press spokesman for the party." Most of the pressure comes from the freshman class which has been looking for new ways to put the House of Representatives on stronger footing relative to the Senate and the Executive branch. Meanwhile, reporters who stayed around town during the last two muggy hot weeks in August are amazed that more presidential hopefuls didn't take advantage of the slack news period to get some nationwide exposure.

Justice Department officials, concerned with the pounding they received from journalists upset with certain provisions in Senate Bill 1 (omnibus crime legislation), have been trying to convince reporters that their fears of government censorship are unfounded. "Some very thoughtful people in the department have spent many hours with reporters trying to explain what is in the bill," one JD official told MR. Our source felt that the press "doesn't understand how toothy current law is." The most vocal opposition has come from the National News Council, and "much of their concern was misguided, and they have cooled down," MR's JD source said. Observers were amused this past week when media-conscious presidential aspirant Birch Bayh took a hasty retreat from co-sponsoring the bill, saying that "the heat he'd been taking from the left" was decisive. As Senate hearings begin in September, look for continuing media attention to this issue. As one Justice official commented, "the press has not focused on anything else in this 700-page bill besides their own area of interest -- but you can't expect anything else."

Two interesting items from the last August 18 and 25 issues of Ad Age:

- 1) In 1974 the U.S. Government was the tenth largest advertiser in the country, spending over 110 million dollars to sell the military, Amtrak, postal services, etc;
- 2) The Children's Television Workshop, which has enjoyed a twenty million dollar federal subsidy during the past few years, is negotiating to buy KSDO radio station in San Diego. They now own a cable system in Hawaii.

#### QUOTE OF THE WEEK

In the September issue of the *Detroit Magazine*, *Detroit News* editor Martin S. Hayden offered this trenchant analysis of the impact of TV war coverage: "You take the Vietnam war, for example. I would raise a serious question if this country is in a position to ever fight another war if the same news coverage follows. For instance, I was at Omaha Beach at D-Day landing and if they had television cameras there -- really this is the key to it -- if you ever had TV cameras on Omaha Beach so everybody in America could have sat in their living room and watched, Eisenhower would have been known as 'Butcher Eisenhower.' He never would have been elected dog-catcher and I think our enthusiasm and therefore our ability to fight the war would have been very restricted."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 14  
September 12, 1975

## INSIDE THE MEDIA

The Ford Foundation-sponsored "Ad Hoc Committee on TV Preservation" was made permanent this past Monday at a meeting of interested parties at Foundation headquarters in New York. Tentatively established earlier this year for the purpose of investigating the need for a National Archive for television, the now-permanent committee will come under the joint auspices of the Ford Foundation, the National Archives, the Library of Congress and the American Film Institute. Stuart Sucherman of the Ford Foundation will be the overall coordinator. Sources close to the committee tell MR that the first order of business "will be to establish general policy objectives and then go to people who hold the rights to the material." We understand that a general consensus was reached at the Monday meeting "that news and entertainment programs should be dealt with in different ways." First, "there should be more access to news than to entertainment programs because of the well established copyright situation," according to one participant. Some of the committee still feel "legislation eventually will be necessary before the archive can be fully developed." A caveat: although the three television networks have been cooperating throughout the early meetings, they've sent low-level staffers as representatives, allowing top executives an easy out if they don't like what's happening.

Another ABC evening news format shift is becoming inevitable. Washington media observers familiar with the operation say "there isn't anybody around who thinks Harry Reasoner can carry the evening news show alone." Early reviews of Reasoner's first week soloing include comments like "it's a fancy set with a bit more of an effort to use new faces -- that's all." ABC insiders tell MR that "unless the ratings pick up substantially, we just can't ride into '76 with Reasoner alone." We'll keep watching for a first network anchorwoman to rescue the evening news show. Meanwhile, former U. N. Ambassador John Scali returned to his old network the day after Labor Day, as did Barry Dunsmore, back after a stint with Canadian television. ABC is now overloaded with diplomatic reporters, and Scali will spend much of the next few months working on a U.S.-European foreign policy documentary scheduled for airtime early next year. .

Broadcasting notes...Gene Autry-owned Golden West Broadcasting abruptly shut down its Capital City bureau last month, ordering correspondent Jeff Skov back to his home town of San Francisco to serve as news director of KSFO. (Golden West has additional broadcast stations in Seattle, Portland, Oregon, and Los Angeles.) Other Washington news bureaus shut down in the last eighteen months include General Electric, Storer and McGraw-Hill broadcasting companies...Westinghouse broadcasting radio newsmen completed their fourth bargaining session this past week with company officials since the correspondents elected to join AFTRA back in June. A Westinghouse source told MR that "we haven't gotten down to the real nuts and bolts yet." As we understand it, no serious disagreements have

arisen to date, but the next two weeks will be critical...Former WGN Continental broadcasting chief operating officer Ward Quaal, serving as a consultant to Television News Inc. for the past few months, is no longer with the company. TVN company officials had "no comment" regarding his departure and only would say the reasons are personal.

Network officials are pleasantly surprised that Norman Lear's recent campaign to find a "viable alternative to three television networks" to distribute his programs hasn't received much press attention. Lear, who in recent years has had as many as five top-rated network shows at one time (All in the Family, Sanford and Son, Maude, Good Times and The Jeffersons), apparently doesn't like having his shows rejected by anybody. In launching his campaign late last month to sell a new soap opera directly to 25 television executives representing 100 independent and affiliated stations, he had some sharp words to say about his friends from the Big Three: "If there are indeed excesses, it is usually because the networks ask for it. As program practices say 'stop', programming is saying to us 'where is the action?'" All this according to Christian Science Monitor reporter Arthur Unger, present during Lear's presentation at his plush Beverly Hills home. In addition to the soap opera, Lear said: "We have other projects in our attempt to establish a fourth way because three networks, having a lock on the entire country, feeding their own idea of proper programming to the entire country, is dangerous. It does not make for truly competitive free-enterprise opportunity."

Maureen Bunyan, the attractive female black anchorperson for Washington television station WTOP, has told ABC and NBC that she's decided to stay in her present job at least for another year. Both networks have actively recruited her for the past few months, with NBC providing an all-expense paid trip to Paris to see how she liked the territory. One network source speculated, "I guess she wasn't charmed by the idea of being sent to Paris or joining the ranks of the street reporters." Others think the explanation was money. Our same network source (who still hopes to sign her up next September when her extended WTOP contract expires) said, "I hope she doesn't get overused by agents."

Former ABC television news correspondent Bill Gill's \$3 million suit against his former network could be getting interesting. We're told depositions taken from New York Times Washington Bureau Chief Clifton Daniel verify that there was an agreement between ABC and the New York Times to collaborate on Watergate-related Bebe Rebozo stories. Daniel reportedly has a memo for the record which speaks to the ABC/Times agreement. Other depositions to date have been taken from ABC news exec. Kevin Delaney, William Kovach of the N.Y. T.'s Washington bureau, Special Prosecutor Henry Ruth, and this past Friday, Frank Fitzsimmons. ABC has moved for partial summary judgment on seven claims and U.S. District Judge Oliver Gasch has set a hearing for Tuesday to hear the arguments. Gill was also successful in getting an unusual emergency order allowing his representatives to immediately inspect ABC assignment logs which allegedly had been altered to show that Gill was not working when he said he was.

Is America turning into "A Nation of Videots?" That's the theme of novelist Jerzy Kosinski in an interview in the April issue of Media and Methods magazine. He lays on the idea that human conduct is primarily determined by human

intercourse...and that many people use television to opt away from that intercourse and reality, with the result that Americans are becoming "videots...they find it easier to watch televised portrayals of human experiences -- violence, love, adventure, sex -- than to gain the experience for themselves." Kosinski goes a lot further than this, overdoing his point. But MR recommends Kosinski's article for two reasons: 1) amplification of the term "videot" and 2) the bio-cultural analysis of the way in which television operates on society in a way that print media simply cannot. This latter is what we think will make deregulation of TV so implausible.

In many ways, the media -- as well as the cities of Boston and Louisville -- were being watched closely this past week as school desegregation via busing got under way for another year. Washington Star reporter John Mathews surprised some of his fellow journalists by filing an article scathingly critical of his profession in the Star's Sept. 10 edition under the headline "The Media Pack Stalks Boston." Reporting from Boston, Mathews said "As usual, much of the media has exhibited its often criticized trait of 'pack journalism', in this instance descending on Charlestown, the colorful, low-income white section of Boston where resistance to busing -- and violence -- was easily predictable and has occurred." He pointed out that of the 500 holding press cards, "few reporters bother to go elsewhere in the city, where most schools are operating normally with a low profile of police but reduced student attendance." In Louisville, Bob Schulman, the media watchdog for Barry Bingham Jr.'s Times, reminded his colleagues that "careless or scoop-happy reporting that balloons minor scrapes into major fracas can manufacture trouble." It is interesting to note that the Louisville papers' written guidelines drew on the experiences of the Boston Globe (whose editors subsequently admitted they didn't know much about the inner workings of the city because they live in the suburbs.)

#### THE MEDIA AND CONSUMER CONFIDENCE

Back last winter, a number of businessmen and economists took the media to task for giving too much attention to bad economic news...job lay-offs, bank failures and the like. During this period, consumer confidence -- as measured by Sindlinger & Co. -- was plummeting, and the media were charged with playing a role in the nosedive.

Now some are saying the problem goes the other way. Some top financial writers privately complain that (until mid-August, at least) it was difficult to get the media to carry pessimistic stories or analyses that the recovery could be illusory. This charge has also been made by consumer pollster Albert Sindlinger. Back in July, he started telling his clients that people were complaining that the much-touted recovery wasn't apparent to them, despite all the trumpeting by the media and the politicians. Since that time, Sindlinger has bluntly said that the media have been exaggerating the recovery, albeit often for good motives.

Here is what Sindlinger's data actually shows: From January 1975 through June, there was definite upward momentum, and Consumer Confidence rallied from a January lowpoint of 22.5% of households to roughly 54% of households. The peak came in mid-July 1975 when Sindlinger interviewers reported 56.3% of U.S. households having Consumer Confidence. But since that time, Consumer Confidence has been deteriorating because of public fear that inflation was pushing the economy back into another 1974-style bind. Now the media face a very different risk than they faced in late 1974: Instead of being blamed for helping drag confidence down, the media could be blamed -- if recovery should fall apart per Sindlinger data -- for trying to peddle rose-colored glasses.

## GOVERNMENT AND THE MEDIA

Is there a Department of Communications in our future? This suggestion, most recently offered by former Senate Commerce Counsel Nick Zapple in a Television Digest retirement interview, is gaining ground. The idea for a "Carnegie-type of commission" to study the proposal to set up a cabinet-level communications department was well received by those attending the Aspen Institute's August Forum on Foundations. In addition to the Ford and Markle Foundations, we're told backstopping came from a wide variety of people including: Wally Bear of the Rand Corp., Al Horley, Director of HEW's OTP, Henry Keller (former FCC General Counsel and consultant to the House Communications subcommittee and the Lily Endowment). Another important forum attendee reportedly enthused by the idea...Ford Foundation President McGeorge Bundy. Early speculation is that OTP Assistant Director Robin Homet may get the nod as Executive Director of any such study commission.

In the next few weeks, the Office of Telecommunications Policy may ask the FCC "to quit horsing around and exercise their prerogative" regarding a de-regulatory experiment in a major radio market. OTP is taking its cue from House Communications Subcommittee Chairman Torbert MacDonald whom OTPers report believing that the Commission has the authority to experiment with the de-regulation of radio without coming to the Congress for permission. We understand that OTP will suggest to Chairman Wiley and the FCC that "a test be set up in a major market outside the Commission." "Tell the radio stations you're not going to do anything for three years and see what happens," an OTP source said. Some feel Wiley's reluctance to conduct a no-holds barred experiment might be due to Senate Communications Subcommittee Chairman John Pastore's well-known fondness for the fairness doctrine.

MR continues to hear reporters around town praise the quiet, efficient efforts of White House press assistant Larry Speakes. One comment from a reporter for a major metropolitan daily: "As far as politics is concerned, he knows more than anyone else." Speakes is a former press secretary to Senator James Eastland of Mississippi.

Now that the Corporation for Public Broadcasting Board of Directors has voted to open up future meetings to the public, they still must resolve the problem of how many days notice an interested visitor must give CPB. Current thinking is five days, but CPB officials say that "if the press shows up at the last minute and hasn't reserved a seat, we're in trouble."

PBS has told program underwriters that it will no longer be able to give public relations support to their programs. According to a PTV source, future PBS p.r. money will be devoted to "promotion of PBS as an entity." However, PBS will continue to give 50% matching funds for use in p.r. support for programs in the Station Program Cooperative. In another development, MR has learned that PBS is asking stations to support another program cooperative to buy new programs. As we hear it, the SPC has not shown much success in bring new innovative programs to the system. One PTV official opined, "All this is just one more step for promoting the network."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, No. 14  
September 12, 1975

## INSIDE THE MEDIA

The Ford Foundation-sponsored "Ad Hoc Committee on TV Preservation" was made permanent this past Monday at a meeting of interested parties at Foundation headquarters in New York. Tentatively established earlier this year for the purpose of investigating the need for a National Archive for television, the now-permanent committee will come under the joint auspices of the Ford Foundation, the National Archives, the Library of Congress and the American Film Institute. Stuart Sucherman of the Ford Foundation will be the overall coordinator. Sources close to the committee tell MR that the first order of business "will be to establish general policy objectives and then go to people who hold the rights to the material." We understand that a general consensus was reached at the Monday meeting "that news and entertainment programs should be dealt with in different ways." First, "there should be more access to news than to entertainment programs because of the well established copyright situation," according to one participant. Some of the committee still feel "legislation eventually will be necessary before the archive can be fully developed." A caveat: although the three television networks have been cooperating throughout the early meetings, they've sent low-level staffers as representatives, allowing top executives an easy out if they don't like what's happening.

Another ABC evening news format shift is becoming inevitable. Washington media observers familiar with the operation say "there isn't anybody around who thinks Harry Reasoner can carry the evening news show alone." Early reviews of Reasoner's first week soloing include comments like "it's a fancy set with a bit more of an effort to use new faces -- that's all." ABC insiders tell MR that "unless the ratings pick up substantially, we just can't ride into '76 with Reasoner alone." We'll keep watching for a first network anchorwoman to rescue the evening news show. Meanwhile, former U. N. Ambassador John Scali returned to his old network the day after Labor Day, as did Barry Dunsmore, back after a stint with Canadian television. ABC is now overloaded with diplomatic reporters, and Scali will spend much of the next few months working on a U.S.-European foreign policy documentary scheduled for airtime early next year.

Broadcasting notes... Gene Autry-owned Golden West Broadcasting abruptly shut down its Capital City bureau last month, ordering correspondent Jeff Skov back to his home town of San Francisco to serve as news director of KSFO. (Golden West has additional broadcast stations in Seattle, Portland, Oregon and Los Angeles.) Other Washington news bureaus shut down in the last eighteen months include General Electric, Storer and McGraw-Hill broadcasting companies... Westinghouse broadcasting radio newsmen completed their fourth bargaining session this past week with company officials since the correspondents elected to join AFTRA back in June. A Westinghouse source told MR that "we haven't gotten down to the real nuts and bolts yet." As we understand it, no serious disagreements have

arisen to date, but the next two weeks will be critical...Former WGN Continental broadcasting chief operating officer Ward Quaal, serving as a consultant to Television News Inc. for the past few months, is no longer with the company. TVN company officials had "no comment" regarding his departure and only would say the reasons are personal.

Network officials are pleasantly surprised that Norman Lear's recent campaign to find a "viable alternative to three television networks" to distribute his programs hasn't received much press attention. Lear, who in recent years has had as many as five top-rated network shows at one time (All in the Family, Sanford and Son, Maude, Good Times and The Jeffersons), apparently doesn't like having his shows rejected by anybody. In launching his campaign late last month to sell a new soap opera directly to 25 television executives representing 100 independent and affiliated stations, he had some sharp words to say about his friends from the Big Three: "If there are indeed excesses, it is usually because the networks ask for it. As a program practices say 'stop', programming is saying to us 'where is the action?'" All this according to Christian Science Monitor reporter Arthur Unger, present during Lear's presentation at his plush Beverly Hills home. In addition to the soap opera, Lear said: "We have other projects in our attempt to establish a fourth way because three networks, having a lock on the entire country, feeding their own idea of proper programming to the entire country, is dangerous. It does not make for truly competitive free-enterprise opportunity."

Maureen Bunyan, the attractive female black anchorperson for Washington television station WTOP, has told ABC and NBC that she's decided to stay in her present job at least for another year. Both networks have actively recruited her for the past few months, with NBC providing an all-expense paid trip to Paris to see how she liked the territory. One network source speculated, "I guess she wasn't charmed by the idea of being sent to Paris or joining the ranks of the street reporters." Others think the explanation was money. Our same network source (who still hopes to sign her up next September when her extended WTOP contract expires) said, "I hope she doesn't get overused by agents."

Former ABC television news correspondent Bill Gill's \$3 million suit against his former network could be getting interesting. We're told depositions taken from New York Times Washington Bureau Chief Clifton Daniel verify that there was an agreement between ABC and the New York Times to collaborate on Watergate-related Bebe Rebozo stories. Daniel reportedly has a memo for the record which speaks to the ABC/Times agreement. Other depositions to date have been taken from ABC news exec. Kevin Delaney, William Kovach of the N.Y. T.'s Washington bureau, Special Prosecutor Henry Ruth, and this past Friday, Frank Fitzsimmons. ABC has moved for partial summary judgment on seven claims and U.S. District Judge Oliver Gasch has set a hearing for Tuesday to hear the arguments. Gill was also successful in getting an unusual emergency order allowing his representatives to immediately inspect ABC assignment logs which allegedly had been altered to show that Gill was not working when he said he was.

Is America turning into "A Nation of Videots?" That's the theme of novelist Jerzy Kosinski in an interview in the April issue of Media and Methods magazine. He lays on the idea that human conduct is primarily determined by human



intercourse...and that many people use television to opt away from that intercourse and reality, with the result that Americans are becoming "videots...they find it easier to watch televised portrayals of human experiences -- violence, love, adventure, sex -- than to gain the experience for themselves." Kosinski goes a lot further than this, overdoing his point. But MR recommends Kosinski's article for two reasons: 1) amplification of the term "videot" and 2) the bio-cultural analysis of the way in which television operates on society in a way that print media simply cannot. This latter is what we think will make deregulation of TV so implausible.

In many ways, the media -- as well as the cities of Boston and Louisville -- were being watched closely this past week as school desegregation via busing got under way for another year. Washington Star reporter John Mathews surprised some of his fellow journalists by filing an article scathingly critical of his profession in the Star's Sept. 10 edition under the headline "The Media Pack Stalks Boston." Reporting from Boston, Mathews said "As usual, much of the media has exhibited its often criticized trait of 'pack journalism', in this instance descending on Charlestown, the colorful, low-income white section of Boston where resistance to busing -- and violence -- was easily predictable and has occurred." He pointed out that of the 500 holding press cards, "few reporters bother to go elsewhere in the city, where most schools are operating normally with a low profile of police but reduced student attendance." In Louisville, Bob Schulman, the media watchdog for Barry Bingham Jr.'s Times, reminded his colleagues that "careless or scoop-happy reporting that balloons minor scrapes into major fracas can manufacture trouble." It is interesting to note that the Louisville papers' written guidelines drew on the experiences of the Boston Globe (whose editors subsequently admitted they didn't know much about the inner workings of the city because they live in the suburbs.)

#### THE MEDIA AND CONSUMER CONFIDENCE

Back last winter, a number of businessmen and economists took the media to task for giving too much attention to bad economic news...job lay-offs, bank failures and the like. During this period, consumer confidence -- as measured by Sindlinger & Co. -- was plummeting, and the media were charged with playing a role in the nosedive.

Now some are saying the problem goes the other way. Some top financial writers privately complain that (until mid-August, at least) it was difficult to get the media to carry pessimistic stories or analyses that the recovery could be illusory. This charge has also been made by consumer pollster Albert Sindlinger. Back in July, he started telling his clients that people were complaining that the much-touted recovery wasn't apparent to them, despite all the trumpeting by the media and the politicians. Since that time, Sindlinger has bluntly said that the media have been exaggerating the recovery, albeit often for good motives.

Here is what Sindlinger's data actually shows: From January 1975 through June, there was definite upward momentum, and Consumer Confidence rallied from a January lowpoint of 22.5% of households to roughly 54% of households. The peak came in mid-July 1975 when Sindlinger interviewers reported 56.3% of U.S. households having Consumer Confidence. But since that time, Consumer Confidence has been deteriorating because of public fear that inflation was pushing the economy back into another 1974-style bind. Now the media face a very different risk than they faced in late 1974: Instead of being blamed for helping drag confidence down, the media could be blamed -- if recovery should fall apart per Sindlinger data -- for trying to peddle rose-colored glasses.

## GOVERNMENT AND THE MEDIA

Is there a Department of Communications in our future? This suggestion, most recently offered by former Senate Commerce Counsel Nick Zapple in a Television Digest retirement interview, is gaining ground. The idea for a "Carnegie-type of commission" to study the proposal to set up a cabinet-level communications department was well received by those attending the Aspen Institute's August Forum on Foundations. In addition to the Ford and Markle Foundations, we're told backstopping came from a wide variety of people including: Wally Bear of the Rand Corp., Al Horley, Director of HEW's OTP, Henry Keller (former FCC General Counsel and consultant to the House Communications subcommittee and the Lily Endowment). Another important forum attendee reportedly enthused by the idea. Ford Foundation President McGeorge Bundy. Early speculation is that OTP Assistant Director Robin Homet may get the nod as Executive Director of any such study commission.

In the next few weeks, the Office of Telecommunications Policy may ask the FCC "to quit horsing around and exercise their prerogative" regarding a de-regulatory experiment in a major radio market. OTP is taking its cue from House Communications Subcommittee Chairman Torbert MacDonald whom OTPers report believing that the Commission has the authority to experiment with the de-regulation of radio without coming to the Congress for permission. We understand that OTP will suggest to Chairman Wiley and the FCC that "a test be set up in a major market outside the Commission." "Tell the radio stations you're not going to do anything for three years and see what happens," an OTP source said. Some feel Wiley's reluctance to conduct a no-holds barred experiment might be due to Senate Communications Subcommittee Chairman John Pastore's well-known fondness for the fairness doctrine.

MR continues to hear reporters around town praise the quiet, efficient efforts of White House press assistant Larry Speakes. One comment from a reporter for a major metropolitan daily: "As far as politics is concerned, he knows more than anyone else." Speakes is a former press secretary to Senator James Eastland of Mississippi.

Now that the Corporation for Public Broadcasting Board of Directors has voted to open up future meetings to the public, they still must resolve the problem of how many days notice an interested visitor must give CPB. Current thinking is five days, but CPB officials say that "if the press shows up at the last minute and hasn't reserved a seat, we're in trouble."

PBS has told program underwriters that it will no longer be able to give public relations support to their programs. According to a PTV source, future PBS p.r. money will be devoted to "promotion of PBS as an entity." However, PBS will continue to give 50% matching funds for use in p.r. support for programs in the Station Program Cooperative. In another development, MR has learned that PBS is asking stations to support another program cooperative to buy new programs. As we hear it, the SPC has not shown much success in bring new innovative programs to the system. One PTV official opined, "All this is just one more step for promoting the network."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 16  
October 10, 1975

## INSIDE THE MEDIA

Columnist Jack Anderson's decision to sign a five-day-a-week contract with ABC's morning show AM America carries with it the resignation of one of this country's more powerful news directors and corporate news Vice Presidents. Stan Berk, Metromedia's V.P. for News and news director of their Washington independent television outlet, is resigning to devote full time to his production company, News Group Inc. His chief client - Anderson. Contacted for comment about his future plans, Berk would only say "This will give me a great chance to do what I've always wanted to do." He's not expected to leave the company for at least two months. In his new capacity, Berk will function as a producer-at-large, and besides syndicating news commentary, he'll be involved in full length program production...More on AM America: Peter Jennings has resigned as anchor-man for the news portion. Although his departure was friendly, he reportedly has not been happy about the way the overall show has been or will be operating. An ABC Washington news official told MR that a decision has not been reached on where they will put Jennings after the first of November, but it will be a "plum" assignment. One suggestion -- that Frank Reynolds take his place -- was seen as unfeasible because of his upcoming heavy campaign schedule. Former "Beacon Hill" producer Mel Ferber, currently in charge of New York operations for the impending AM format changes, is holding final decisions close. Even the staff doesn't know what he is up to. However our inside sources confirm earlier reports that Puerto Rican poor-boy turned high-liver Geraldo Rivera and Hollywood glamour hen Rona Barrett will become regulars on the new lineup. This would dovetail nicely with Rivera's former late evening responsibilities -- "Good Evening America". Those who want to preserve some kind of dignity for the program contrive to kid MR that the new show will be more informational than entertainment-oriented.

On the Washington Star front...never-say-die Michigan publisher John McGoff is getting ready to file in opposition to Star purchaser Joe Allbritton's FCC petitions for the granting of immediate emergency relief (viz broadcast-news-paper crossownership). McGoff plans to argue that Allbritton isn't dealing with the issues. There is also a possibility, MR hears, that McGoff -- who plans a press conference on Oct. 20 -- could make a surprise announcement. It is thought that McGoff is interested in buying one or more of the Star broadcast properties...Meanwhile, the Star newspaper, getting a much needed boost from the Washington Post strike, is continuing to convince local observers that it's on a sharp left course. They've signed up for the Naderite Capitol Hill News Service and begun attacking conservative politicians. American Conservative Union Chairman M. Stanton Evans, misrepresented and misquoted, writes that he couldn't even get a reply to an angry letter. But the most vicious Star sandbag was delivered to Virginia GOP Senator William Scott...Under the byline "Linda Myers", not a Star staffer but a stringer at the "Bureau of National Affairs", Scott was attacked for taking a mideast junket using a military Boeing 707 for just four people and making statements confusing the Suez Canal with the Persian Gulf. Passenger manifests



show that numerous other members of Congress and their wives were on the plane; the Suez quote has been disproved; and no confirmation has been provided for anonymous "State Department" criticisms.

Corporate advertisers -- as well as the media and advertising industry in general -- may get a major boost in the near future from research being planned by Washington's American Enterprise Institute for Public Policy Research. AEI has just set up a new Center for Research on Advertising, to be headed by David G. Tuerck, former research director at the Center for International Business at Pepperdine University in Los Angeles. The new Center's thrust, we're told, will be in presenting the side of the argument that doesn't usually get told...research material and economic arguments to show the utility of advertising in many circumstances, as well as its non-utility in other contexts. Among the Center's first projects is a study by Univ. of Chicago Prof. Yale Brozen discussing advertising's role for firms entering existing markets. Future projects will deal with gasoline, toy and prescription drug advertising. In addition, Tuerck says he plans to publish a survey of the literature in various advertising fields.

Wall Street and financial analysts see the angry, violent labor situation at The Washington Post as adding to exactly the cost squeeze problem profiled as the company's Achilles Heel. Post stock is now quoted at 21, down 25% from mid-July. Before the strike, the Sep. 29 Business Week noted "first-half earnings plunged 22%, and it is almost certain that the company will show its first year-to-year profits decline since it went public...The Post's decline was almost double the 13% decline in profits for the publishing industry as a whole." Post General Manager Mark Meagher "has been told to work toward a goal of 15% pretax profit margin at the Post, which last year made only \$10.7 million on revenues of \$125 million, a 9% margin." Very little cutback was to come from editorial...craft union employee cutbacks were to produce much of the profit gain. Insiders say that the atmosphere has been inflammatory for years... editors were hated to the point of being cursed when they went downstairs to make late editorial changes, and obscenities against management were slipped into the classified ads. Remember that violence isn't new...this situation is the worst, but the Post has had minor outbreaks before. Part of the hate rests on an upstairs-downstairs cultural-political gap...striking manual workers hate the rich liberal superstar milieu upstairs. The strike is expected to last several months, during which the Post will print only 50-60 page editions -- and suffer a severe financial hemorrhage. Other labor relations prospects must be rated as poor. First, the Guild is caught up in a leadership fight, and could also wind up going out on strike. If so, a number of the well-paid big-name correspondents are thinking of bolting the union...Another item on The Washington Post company: MR hears that Mrs. Graham is interested in buying the (London) Sunday Observer, which purveys a kindred brand of fashionable liberalism to Britain.

Post-mortems continue to flow in regarding TVN's announcement that they'll cease feeding nightly news... Persons close to the operation give the following reasons for the service's failure: 1) When the Coors Colorado operation had to go public, the nature of the news company changed; 2) The strong political views of company President Joe Coors caused him to be viewed as an outsider by the cliquish television and journalism profession; 3) Too much money was spent up front trying to get a full news service functioning nationwide; 4) Union demands were overwhelming, and the \$1 million suit against them was costing

the company more than it was worth; and 5) a "revolving door" personnel situation hurt their image in the trade. Discount reports that Coors wanted to scuttle the news service quickly in order to satisfy demands by Senate Communications Subcommittee Chairman John Pastore that he get off the TVN board as a prerequisite to CPB board confirmation. Our analysis doesn't seem to verify that contention. On October 2nd, Coors wrote the Subcommittee that his 88-employee company was costing thousands per day with little return. A skeleton crew of 15 will continue to operate for the immediate future, cleaning up and running TVN Enterprises.

A decision is imminent on whether or not to continue a nationwide independent television news service. Everyone is watching Metromedia, with independent stations in New York, Los Angeles, Washington and Minneapolis. MR has been told "come hell or high water" there will be a news service, probably satellite via WESTAR delivered and headquartered in Washington. Negotiations have been underway with UPI-TN and Vis News to provide international coverage. Metromedia's L.A.-based operations chief Al Kriven will make the decision in time for a Nov. 1 turn-on. We're told he will have two options: 1) an internal company proposal based on the premise that use of Metromedia current facilities would help cut costs (WNEW's Mike Monsky has the responsibilities for putting the figures together) and 2) a TVN-connected deal -- former UPI and TVN employee Reece Schoenfeld has been scurrying about since the demise of the Coors news service "trying to put the numbers together." Our sources indicate Kriven will make the decision soon, based on the lowest figure he can get. In any event, the "bare-bones" service will operate as a non-profit association featuring both national and international news. Look for an increased use of Electronic News Gathering techniques (ENG).

#### GOVERNMENT AND THE MEDIA

What a perplexing week for public broadcasting aficionados...first it was the resignation of PTV "patron saint" Senator John Pastore, and then PBS Chairman Ralph Rogers nudged longtime President Hartford Gunn up to Vice Chairman of the Board ostensibly to free him from the day-to-day responsibilities. MR has it on good authority that some of the more active PBS system station managers are "seething" with contempt for the Board's attempt to quickly name a successor to Gunn...possibly from outside the system. In a confrontation this past week between the Board of Governors (controlled by Ralph Rogers) and the Board of Station Managers, a decision was reached to put off for a month any selection of a new PBS President. Station managers feel very strongly that one of their own should be chosen. Here are some of the names that station managers hope will get consideration: Buffalo's WNED station manager Mike Collins, current Chairman of the Board of Managers; Robert Shenkin, station manager of KLRN (Austin, Texas) and former industrial leader; Dr. Frederick Breitenfeld, chief operating officer at the Maryland Center for Public Broadcasting; and L.A.'s Jim Loper, KCET manager. Speculation on Bob Wilson of KERA (Dallas) was regarded unfavorably by many of the managers. He is felt to be too close to PBS Chairman Ralph Rogers, and in the words of one source "he's not one of the boys." Another chief concern of some station managers...that the Ford Foundation's "hammerlock" on the PTV structure should be broken. Look for an almost insurmountable hurdle in this battle.

Speaking of control...have you noticed the Bill Moyers, Sarge Shriver, EMK, Public Broadcasting, Ford Foundation and 1976 Presidential Election committee? Here's what Washington media observers see happening: Bill Moyers gets a promise from Fred Friendly that Ford will offer \$2 million for '76 PTV election coverage. Moyers denies reports he's working for Shriver, but lets it be known

3  
in public that he has urged him to run for President -- "admires him...considers him imminently qualified to run." Veteran EMK press aide Dick Drayne moves to become coordinator of the Shriver campaign. His assistant? Ed Cubberly. Cubberly's wife Loretta leaves the Kennedy staff to take over the PBS top spokesman's job. We hear public broadcasting community is a bit nervous. Consideration: what if it were Reagan, Nofziger, Ziegler, Sawyer and the Heritage Foundation?

Republicans on the scene say the net result of Jerry Ford's trip to Knoxville, Tenn., this past week was negative. Besides W.H. attempts to remove Senator Howard Baker from a meeting of the Appalachian Regional Commission (he serves as ranking member of the oversight committee), plus the Secret Service faux pas in mistaking him for a member of the press, we are getting reports of Nessen press office mishandling some of the media in the area. The major source of the unhappiness stems from the exclusion of 50,000 watt radio station WVIK from participating in a Ford live interview with the four local television stations and the two daily newspapers. W.H. press aide Randy Woods was the man on the spot, and didn't have many answers. Tennessee Republicans tell MR that the fact that WVIK radio station owner Jim Dick runs a bigger news operation than two Knoxville TV stations, covers a six-state area, and reaches over 240,000 people a day, made W.H. press arrangements difficult to understand. WVIK news director Mike Hammond related to MR that he had gotten the runaround from the W.H. for days, and "two of the letters written to Nessen and Ford requesting an interview were never answered -- radio got the shaft." Tennessee Senate and congressional sources are even more outraged. One said, "Professionally it was dumb, politically it was insensitive, especially after all of us had tried so hard to help these people." White House communications director Margita White apologized for the mix-up and promised to give WVIK first shot on the next visit to Knoxville.

The executive committee of the Congressional Radio and TV Correspondents association, scheduled to meet on Friday, Oct. 17, will be debating a decision -- whether or not to keep handling accreditation arrangements for the 1976 party national conventions -- that could cost both parties a healthy chunk of cash. Although the two parties pick up some of the tab (travel, hotel rooms and sometimes per diems), gallery staff services during the year prior to the conventions are estimated to cost the taxpayers about \$100,000. The committee may ask to drop this service as improper involvement in party politics.

#### QUOTE OF THE WEEK

New York Times editorial board member Fred M. Hechinger in the N.Y.T.'s Wednesday October 8th edition discussing freedom of the press and media coverage of presidential assassination attempts:

"What further distorts the debate is that it is being carried on with the misleading implication that media freedom is at stake. No serious voices have been raised demanding any censorship of reports about either the events or the persons involved in them. Had such demands been made, the media would, of course, have been duty-bound to fight them with all their might. For the moment, less danger-mongering on that hypothetical risk might help the media to approach these troubling and difficult questions less defensively."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 20  
December 5, 1975

## INSIDE THE MEDIA

Two of the nation's leading liberal publications -- the Washington Post and the New Republic -- are on the brink of open warfare. New Republic owner Martin Peretz, his large ego still smarting from an unfavorable profile several months ago in the Post's Sunday Potomac Magazine, has given TNR Assoc. Editor Eliot Marshall the green light to "take on the Post." And Marshall is doing just that. The first salvo was fired on Oct. 25 when TNR published a Marshall article defending Washington Star publisher Joe Allbritton in the brouhaha surrounding Post Publisher Kay Graham's efforts to get the Star to print Post editions during the strike. TNR struck a nerve, because whereas Marshall's pre-article phone attempts to reach Mrs. Graham or Post Exec. Editor Ben Bradlee went unanswered, publication of the article spurred Mrs. Graham to phone Marshall and complain that he "was unfair and made her out to be a witch." Undeterred, TNR followed up with a Dec. 6 story attacking the Post for monopolistic practices, including a trade journal boast of quasi-monopolistic ad lineage. The guts of what Peretz and Marshall are doing rests, we're told, in this quote: "The Post and other companies that owned newspaper-broadcast combinations before 1975 should be asked to divest themselves of all but one outlet per market, just as the Star has agreed to do." Insiders say part of the bitterness flows from Peretz's bad relations -- and parting of the ways -- with ex-TNR editor Walter Pincus, who quickly parlayed his close Post connections into a job there. Most Washingtonians seem amused by the sniping: Asked if he was getting flak from liberals unhappy with his criticisms, Marshall told MR: "Mrs. Graham was the only person who said it was unfair." Marshall said he plans to continue following the Post story, and also plans to increase TNR's coverage of the FCC.

Is the magic of NBC's Today show and Barbara Walters on the decline? The answer could be yes if the latest published Nielsen ratings for the week of Nov. 17 thru 22 hold up. And to the surprise of many, the challenger is not ABC's heavily promoted, revamped and struggling "Good Morning America". Between 7 a.m. and 8 a.m., CBS Morning News is right on the heels of Today, and for the past ten months has been constantly closing the gap. These recent Nielsen ratings, as reported to MR, show the share of nationwide audience in that time slot to be as follows: The Today Show - 27, CBS Morning News - 23, and ABC's Good Morning America - 11. Because CBS has a stated policy of "not talking about its winners or its losers in the news operation," we were unable to get official comment. But our sources inside the network say that a lot of executives who have long doubted that the one-hour news show would ever capture a significant audience are obviously pleased...and as one said "even many in the news department are surprised."

What television networks have feared for years, a nationwide boycott by advertisers of certain programs, is becoming more and more a possibility...Arch Knowlton, media services director for General Foods, told MR he has been deluged by "favorable mail" from "an awful lot of advertisers" following his well-publicized

late November speech calling on his fellow advertisers to join his company in not sponsoring network television programs that contain excessive sex and violence. In addition we understand that many other advertisers have contacted their agencies and instructed them to steer clear of questionable programs in the future. MR asked Knowlton to give specific examples of how General Foods avoids violent television shows, and he said "we monitor everything that we're going to be in." He told us that the only way this problem can be solved "is to get enough advertisers" to let the networks "know how we feel." Otherwise, "they really aren't getting any signals to know what we want," said Knowlton. Ironically, the speech that has brought all this reaction was not intended for publication. Knowlton was addressing a closed session of the Eastern regional conference of the American Association of Advertising Agencies when word leaked out about what he said, and he later released a copy of the text to reporters. Broadcasting magazine jumped to the aid of the networks by editorializing that "it won't work. All advertisers want ratings, and not many have shown any inclination to buy fewer if more could be had." However, when we talked to Knowlton he reported that he had a meeting on his schedule the next day to talk to a fellow major advertiser who had asked to stop by his office to discuss how his company could become a part of buying programs without excessive sex and violence.

Had New York Times Manhattan headquarters been struck by its employees last month, one relatively small department of the company had attempted to quietly make contingency plans to clandestinely operate out of the way of angry pickets. On the same day successful negotiations were concluded, knowledgeable sources in Washington tell us that officials of the New York Times News Service were in the Capital City trying to hire non-union technicians needed to keep the rather small service to foreign customers operating despite a strike. According to our sources, two officials of the NYT News Service, using the Presidential Hotel as home base (which was a surprise to some), made calls to individuals in the area who could operate the complicated typesetting machines in case their plan had to be activated. One individual who was contacted about doing the job was reportedly assured that "he wouldn't have to worry about picket lines" because his whereabouts would be kept secret. Reporters would have filed their copy by telephone to the operation's headquarters, and from there the news would have been telegraphed to the Times' foreign customers' Washington bureaus.

In the take-it-with-a-grain-of-salt category, the U.S. Postal Service is not outwardly concerned that some of the nation's biggest publishers are looking to private delivery systems to distribute magazine and newspapers to their customers. Time, Newsweek, and The Wall Street Journal are currently experimenting in various parts of the country with using both daily carriers and independent delivery agencies as an alternative to mail delivery. Although at present it's more expensive than the U.S.P.S., rates for second class mail are scheduled to go up over the next few years with the next increase coming on Dec. 28th. A spokesman for the Postal Service told MR that the new rates are expected to add an additional \$81.8 million to the U.S.P.S. treasury next year, but second class mail is still a big loser. Is the U.S.P.S. concerned that publishers are going elsewhere with their business? "I don't know whether there is anything that we can do in the Service -- it's strictly a function of rates," he said with apparent disinterest. Is there a task force set up to study the problem and make suggestions for improvements? "No, I don't think there has been," he guessed. However, Robert Goshorn of the Magazine Publishers Association told us that "a small task force of six people -- three from the magazine industry and three from the postal service -- had been established," but added "if you were losing money on second class mail, you would want to get rid of it wouldn't you?" Goshorn told MR that at the end of the month, the average cost of mailing by second class will be around 5.1 cents per copy, and

within the next three or four years, it's programmed to reach around 12 cents a copy. The MPA has also been undertaking a study of the feasibility of private delivery systems -- mostly through wholesalers -- and has found the major stumbling block to be the "development of the needed wide coverage" outside the heavily populated areas.

CBS p.r. men are trying to sell the line that television network President Bob Wood, at a recent session with editors and reporters of the New York Times, told his hosts "he was fed up with the coverage" the Times had been giving his network and television in general. The impression being left is that Wood really told the Times where to get off. Not so, says the New York Times. One of those present at the meeting told us "they rather liked" Wood. "He was very skillful in unburdening himself and put the New York Times people on the defensive." As we understand it, Wood's real beef is with the Sunday Times, which is run separately from the daily. The meeting was called at the suggestion of daily metro editor Artie Gelb, and no one from the Sunday paper was present. The tough rhetoric used by John Leonard in some of his Sunday Cyclops columns is cited as particularly hard to take, especially when Leonard referred to network officials as insulting meatheads.

Power of the press...a statement in the December 1 issue of Television Digest caused a minor furor at the FCC this past week. In its lead story, the Digest reported a heavy schedule of December meetings at the FCC and wrote "starting with Dec. 2 oral argument on character qualifications of WHBI (FM) Newark -- we're told station is sure to lose license." Lawyers for the station immediately filed a motion at the commission that the argument be postponed to investigate the base of the source of the story. Chairman Wiley denied the request. One of the lawyers for the station told MR "we felt strongly about the situation. If the case was already decided why go through with the oral argument."

More news on what television is doing to the American family...A college psychologist's survey of kids in Farmville, Virginia showed that nearly half preferred watching television to having their fathers around. Asked "Which do you like better, TV or Daddy?", 44% picked TV. And the December issue of Human Behavior magazine has an article entitled "Throwaway husbands, wives and lovers" analyzing the impact of the 37-1/2 daytime broadcast hours each week that are turned over to soap operas. Because these market teenage pregnancy, abortion, do-it-yourself "marriage", bigamy and shack-ups, author Rose K. Goldsen, Assoc. Prof. of Sociology at Columbia, sums up by saying that "the analysis of major soap opera themes and soap opera families reported in this article suggests it might be appropriate to call them antifamily dramas."

Personality notes...TV star Carroll O'Connor (Archie Bunker) campaigns for liberal candidates, and so does Bunker creator Norman Lear. Lear and his activist wife Frances (Chairperson of Womer's Lobby, Inc." and founder of "Another Mother for Peace") are spending Dec. 6 and 7 in Iowa campaigning for presidential candidate Fred Harris. Does Walter Cronkite know a lot about politics? This analysis from Prof. Richard Fenno of the Univ. of Rochester in a just-published TIME symposium on Congress: "Some national television commentators do not pay members of Congress the barest courtesy of learning their names or where they come from. Walter Cronkite pronounces the name of CBS's own Manhattan Congressman Edward Koch as 'Kock'. He calls New York Congressman James Scheuer 'Shuwer'. He identifies the leader of the congressional fact-finding mission to Viet Nam as Congressman John Flynt of Florida, instead of Georgia. Apparently, a lot less effort goes into pronouncing and locating United States Congressmen than goes into pronouncing and locating hamlets in Indochina."

## GOVERNMENT AND THE MEDIA

The Corporation for Public Broadcasting has been told by the Ford Administration that as of now the President's FY '77 budget will have only \$70 million in it for public broadcasters instead of the expected \$80 million. CPB President Henry Loomis, considering the lesser amount to be a breach of faith, has fired off a four-page letter to the Office of Management and Budget appealing the decision. We asked one of our sources close to the budget situation if CPB's appeal had a chance. "They don't know when they are ahead," he suggested.

The Democrats are continuing to have considerable difficulties with members of the print media in making preparations for the '76 convention in New York's Madison Square Garden. Lee Bandy, Washington correspondent for the Columbia (S.C.) State and chairman of the Standing committee of Correspondents, which is in charge of making press arrangements for the conventions, told MR: "It's a bitter fight. We asked for 10,000 sq. ft. in the rotunda (near the convention floor) and they haven't given us any space. The facilities at the Democratic convention in 1964 were poor and a lot of stories about the horrible conditions came out of there. I can see the same kind of reports coming out of New York City." The press is particularly unhappy with the fact that the television networks have gotten virtually everything they need in the way of space. "Let's face it: the networks have the money. They wine and dine these party people and it pays off." The press has been relegated to space four floors below the main level, which has been termed "really unworkable". Demo. chief Bob Strauss has created a special media subcommittee chaired by former S.C. Governor Robert McNair. Press representatives have been invited to attend the first meeting in Washington on Dec. 17th.

Without much fanfare and publicity, the Eastern Educational Network (formed in 1962 by the current President of PBS, Hartford Gunn, when he was with Boston's WGBH) is contemplating a move westward into Ohio, and sometime thereafter, into Kentucky. EEN, with a yearly budget of roughly 2 million, is presently a program service operated by 28 public broadcast licensees on the East Coast from Maine to Washington, D. C., all interconnected by microwave. In addition, 19 other PTV stations outside of the northeast subscribe to the program service which is made available to them on videotape. Some station managers are becoming increasingly disturbed with the performance of PBS Chairman Ralph Rodgers. One told us "if PBS becomes further weakened with the tyranny of Ralph Rodgers," EEN may be the only organization which is truly being run by the stations and could eventually go nationwide. Rodgers has continued to miff some PTVers with the way he has handled the search for a new PBS president, which has dragged on much longer than expected. Word leaked out this past week that Rodgers had narrowed the list to three, and would be conducting private interviews in Dallas without a representative of the managers present. Still, it is doubtful that many station managers would actually stand up to Rodgers in a showdown. As one told me: "We are great guys to stand at bars and complain, but never do anything about it."

### QUOTE OF THE WEEK

Chicago Tribune TV Critic Gary Deeb recently asked screenwriter David Rintels to rate the networks' respective commitments to contemporary society: "Without question, NBC is the absolute worst. They couldn't care less about social responsibility. ABC? We've grown to expect schlock from them. CBS? They try on occasion. But NBC is just a garbage dump. They are the blandest of them all."





# The Media Report

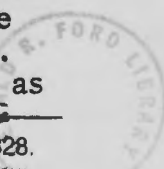
CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 21  
December 19, 1975

## INSIDE THE MEDIA

Will Watergate lead to Mediagate? Although one knowledgeable lawyer says it may be "legal light years" before the material is available to the public, MR has learned that the locked-up files of former White House aide Charles Colson contain bombshell tapes and memoranda showing that during the Nixon years many of the nation's most important and powerful media officials and personalities approached the White House offering to be "cooperative". MR has information from three different individuals aware of Colson's operation, and they all confirm one thing for certain -- "He taped every telephone conversation he had with the television network officials, and there were many." A tape of each conversation is contained in some 40 boxes locked up under congressional and court order in the basement of Washington's Executive Office Building. One of our sources -- who didn't work for Colson but who has listened to some of the tapes -- told us "my hair stood on end" after hearing what was on them. Variety's Paul Harris originally sent a scare through many network offices when he reported November 26th on an alleged deal made between Colson and former CBS President Frank Stanton. According to Harris, CBS news offered to be more "cooperative" if the Nixon White House would drop its support of a 1971 contempt citation of the House of Representatives against Stanton originating in opposition to the network's controversial documentary "The Selling of the Pentagon". MR has re-confirmed this story. Colson taped a conversation with Stanton in his office, using a device he had hooked up to his speaker-phone. We're told that this was the only office conversation that Colson taped with network officials. However, if our information is correct, Colson also taped telephone conversations with NBC's Chairman of the Board Julian Goodman, ABC's Leonard Goldenson, Jim Hagerly, Howard K. Smith and other media representatives. "These guys offered cooperation, and if tapes of these conversations ever become public, they'll shake up a few people," one reliable source said. Another had a more pungent observation: "It might all come back and bite them on the ass." "The heads of the three networks, and many other well-known reporters, privately offered their support for Nixon," one source told us. Will the public ever have access to the Colson files? It is "a tangled legal web," according to expert opinion. By Congressional edict and court order, the entire Nixon White House files have been confiscated awaiting trial to determine what should be done with them. They may never be made public, but ironically, if they are, the media will be partially responsible. Suits are pending by the Reporters' Freedom of the Press Committee and the three television networks who want to get access to the Watergate tapes in order to sell them commercially.

Consumerist Ralph Nader may be preparing to bite the media hand that's fed him over the years. Nader has been telling some of our sources that he has been keeping a close eye on television network news programs. Specifically, we're told he has been "watching all of the network television panel shows" to see what kind of news comes out of them. A staffer is studying how politicians use these forums "as a device to duck the tough questions" and propagandize the audiences. Also involved...looking at the conduct of the correspondents to see if they are as



probing as they should be. Television is a 'matter of growing concern' to Nader. And it may come as a surprise to some to know that he feels his movement is 'not getting enough national attention.' To many observers, Nader's lack of interest in the so-called monopoly of three television networks has seemed conspicuous. Will this change? 'He's a shrewd and sophisticated fellow and he will have to use kid gloves with the networks in order not to cut off his avenue to the people,' one network reporter told MR. Nader himself confirmed the above investigative directions to MR, but declined further amplification at this time.

Television network news officials are keeping a close watch on the stepped-up interest of their print brethren in reporting 'the more personal characteristics' of public officials and candidates in the 1976 Presidential campaign. Recent reporting on the alleged imbibing habits of Gerald Ford, plus 67-year-old House Speaker Carl Albert's interest in some of his female staff members, has spurred increased discussion about this kind of journalism in media circles. With the American people receiving over 60% of their news from television, network attitudes toward this issue may become important to a candidate. MR checked with ABC, NBC and CBS to see if any policy had been developed in this area. 'The White House is a special case,' one top NBC political reporter told us. 'If you find out that somebody is a lush, that relates to his button-pushing responsibilities and we'll cover it, but we have not done any stories to date dealing with the private lives of candidates.' Also, our NBC source said 'the whole man is fair game, if he says 'I am a candidate'. For instance, his health: Is Hubert totally cured of cancer? That is a legitimate question.' ABC hasn't thought the 'personal thing' through, but one high political planner indicated 'we'll take 'em as they come.' Also a CBS news executive says 'you have to deal with it on a case-by-case basis.' However, some irritation was shown by this same CBS executive over their print colleagues' interest in this subject.

The print media's public criticism of the Democrats for not giving them enough floor space at next year's presidential nominating convention at New York's Madison Square Garden appears to have paid off. Following a meeting of the Democratic special media subcommittee held in Washington on Dec. 17th, Harrison Humphries, next year's chairman of the reporters' standing committee, told MR, 'In my view, the flavor of the meeting was such they seem to be prepared to treat the print media equally with the electronic media. We'll probably come out all right overall.' The dispute between the two factions of media arose when the three networks were awarded approximately 21,000 sq. ft. of space on the convention floor, and the writers were told they had to work four floors below. When the committee asked the networks if they could cut back on space, CBS said it could possibly operate with only 5,000 sq. ft. If the other networks follow suit, there would then be some space available for the print media. Network officials took offense at a charge made in the Dec. 5 MR by Lee Bandy, outgoing chairman of the reporters' standing committee. Bandy accused the network officials of wining and dining party people in order to get favorable treatment. NBC's Bob Asman, serving as the pool representative for the networks, told MR 'that's just not true. I've never bought a drink for any of those guys, and neither has anybody at CBS or ABC.'

As if they didn't already have enough trouble, top Washington Posters Kay Graham and Ben Bradlee have been receiving considerable criticism for the way their newspaper handled the story of former President Kennedy and his friendship with Mafia leader Sam Giancana's girlfriend Judy Campbell. In addition, Scripps-Howard people are miffed at what they see as an attempt by the Post to squelch their story of the whole sordid incident just prior to publication on Nov. 17, 1975.

Two S-H investigative reporters, Dan Thomasson and Tim Wyngaard, had been putting the pieces of the story together since August after receiving a tip that the Senate Intelligence Subcommittee was interested in tracking down a girl who had been friendly with former President Kennedy and Mafia figures Sam Giancana and John Roselli. And they heard there might be some connection between these Mafia figures and the CIA plot to kill Castro. Thomasson and Wyngaard located the girl after two and one half months; but she wouldn't talk to them until her lawyer gave the O.K. On Wednesday, Nov. 12, they contacted the girl's lawyer, who (ironically) was Mr. Henry A. Hubschman of Kennedy-in-law Sarge Shriver's law firm. The reporters were told that Hubschman was out of town, but would get back to them. After receiving no word by Friday the 14th, they told Hubschman's office they couldn't wait any longer. They were then promised that Hubschman would clear the way for them to talk with the former Kennedy girlfriend on Monday. Reluctantly, Scripps-Howard held the story. On Sunday, Nov. 16th, the Washington Post -- in somebody's pre-emption play -- ran the broad outlines of the story by Larry Stern on page nine under the headline 'Probers Doubt Kennedy Knew of Poison Plot Against Castro.' In the words of one observer, the Stern piece 'made this girl look like a campaign worker.' Scripps-Howard got its much more detailed story into print on Tuesday Nov. 18th. For the next month, while other major news organizations picked up on the story and began to give it wide coverage, the Post ignored it. No further word was published by the paper until the Kennedy girlfriend held a news conference this past week (Dec. 17) to acknowledge her friendship with the former President and Mafia leaders. Meanwhile, talk began to increase as to why the Post was ignoring the story. One respected Washington editor suggested 'I guess Bradlee got himself too close to the Kennedys, and he couldn't take a look at this thing clearly.' We're told that Bradlee had 'gotten angry' because he was taking so much heat on the Washington cocktail circuit, and only then did he put his own team of reporters on the story. At week's end, MR learned that Washington Post ombudsman Charles Seib was calling around looking into the situation to see if the Post had mishandled the story.

#### GOVERNMENT AND THE MEDIA

Behind-the-scenes maneuvering continues by the various special interest groups in the public broadcasting community to reach an early decision on the 'proper plan' to build a \$40 million domestic satellite system to serve public radio and television stations in all fifty states. As we reported in the Nov. 21 MR, even though some public broadcasters are looking for quick action with this project, there may be unforeseen 'trouble' ahead. The Satellite Working Group representing CPB, PBS, NPR and the Ford Foundation has indicated publicly that Western Union has been targeted as the probable carrier. MR asked FCC Common Carrier Bureau Chief Walter Hinchman if there was any precedent for a quasi-governmental organization like CPB, PBS et al independently making this big a decision regarding what carrier will be used. 'I don't know what the Public Broadcast Service means when they say they have targeted Western Union. Whatever carrier offers this service will have to file a tariff to make the offering and that will be subject to whatever challenges are put to it, and presumably the other carriers may offer similar service under similar tariff or different rates, and I would think that the Public Broadcast Service as a customer their primary interest would be getting the lowest cost service,' Hinchman said.

Another point...with respect to targeting Western Union, he said 'I don't know that that necessarily implies any prior commitment on their part, and it certainly can't imply any prior commitment on Western Union's part because until they have a tariff on file with the Commission to offer a service they can't be making that kind of commitment.' A spokesman for RCA told MR 'we think we still

have a chance at the business. It's an evolving situation." Another important question as yet undecided by the working group is whether the system will operate as a common carrier (making the excess transmission time available to outsiders) or will it function as a private system used solely by Public Broadcasters. FCC's Hinchman indicates resolving this question might take time: "If they are operating as a common carrier, as opposed to operating as a private network obtaining services from a common carrier, then we would have to determine that they're authorized to be a common carrier, and that their own rates would be reasonable and just." "You're talking about several months from the time a tariff is filed," Hinchman told us. In addition, "Congress is taking a very active interest in the common carrier field these days, so I wouldn't be too surprised at some Congressional interest in this, particularly since it involves both the common carrier and broadcast fields, and Public Broadcasting and Federal funds. I wouldn't be at all surprised to see Congressional interest in it," he predicted.

One of the principal objectives behind intense public broadcaster desire to have their own satellite system is the ability to program more than one network. MR has obtained a copy of a Dec. 4, 1975 memo from PBS President Hartford Gunn to the CPB and PBS Technology committees in which he spells out the advantages of more than one nationwide network. He points out that there are already 15 communities in the United States (including over 35% of the PTV audience -- or 24 million households) that are operating a second PTV channel. Some of the cities include: New York, L.A., Chicago, Boston, Phila., San Francisco, Miami, Pittsburgh and Atlanta. Gunn suggests one of the first things PTV could do with a second network is provide "proceedings of the House of Representatives this coming year." He pointed out that many of these second stations currently carry "duplicate" programming from the primary station. At the moment, programming second stations is prohibitive in cost -- "an additional 20 hours of alternate programming by tape would be 5.4 million to 5.6 million." A second network would give Washington PBS honchos a lot of added power...

The Public Broadcasting Service has all but finalized plans for networks election year coverage. And as MR reported in the Aug. 29 issue, the Bill Moyers-Fred Friendly arrangement will prevail. Word was supposed to go out to member stations today informing them that \$2.2 million would be spent for 37 one-hour specials on politics during 1976. As we understand it, the Ford Foundation will, directly or indirectly, be responsible for a million dollars of the cost. Bill Moyers will head the team despite early December revelations that he was one of the LBJ aides who passed orders and received the reports on the FBI's illegal political wiretapping and bugging of the Republican and Democratic national conventions in 1964. Meanwhile reports this week in the Washington Post that Ford Foundation favorite Larry Grossman has been selected to be the new PBS President may be premature. We're told station managers are so unhappy about the choice that PBS Chairman Ralph Rogers is planning to reinterview some of the candidates.

#### QUOTE OF THE WEEK

The New Republic's John Osborne on the China trip and "the overblown media corps' overblown habits of shopping and shipping the proceeds home in inspection-free press plane cargo holds": "On the flight from Peking to Jakarta White House transportation director Ray Zook begged his friends in the press corps not to dump any more stuff upon him for free and uninspected transport home. He said the cargo holds of two press planes were already crammed to the doors."



# The Media Report

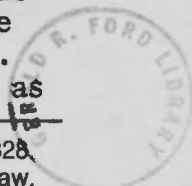
CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 21  
December 19, 1975

## INSIDE THE MEDIA

Will Watergate lead to Mediagate? Although one knowledgeable lawyer says it may be "legal light years" before the material is available to the public, MR has learned that the locked-up files of former White House aide Charles Colson contain bombshell tapes and memoranda showing that during the Nixon years many of the nation's most important and powerful media officials and personalities approached the White House offering to be "cooperative". MR has information from three different individuals aware of Colson's operation, and they all confirm one thing for certain -- "He taped every telephone conversation he had with the television network officials, and there were many." A tape of each conversation is contained in some 40 boxes locked up under congressional and court order in the basement of Washington's Executive Office Building. One of our sources -- who didn't work for Colson but who has listened to some of the tapes -- told us "my hair stood on end" after hearing what was on them. Variety's Paul Harris originally sent a scare through many network offices when he reported November 26th on an alleged deal made between Colson and former CBS President Frank Stanton. According to Harris, CBS news offered to be more "cooperative" if the Nixon White House would drop its support of a 1971 contempt citation of the House of Representatives against Stanton originating in opposition to the network's controversial documentary "The Selling of the Pentagon". MR has re-confirmed this story. Colson taped a conversation with Stanton in his office, using a device he had hooked up to his speaker-phone. We're told that this was the only office conversation that Colson taped with network officials. However, if our information is correct, Colson also taped telephone conversations with NBC's Chairman of the Board Julian Goodman, ABC's Leonard Goldenson, Jim Hagerty, Howard K. Smith and other media representatives. "These guys offered cooperation, and if tapes of these conversations ever become public, they'll shake up a few people," one reliable source said. Another had a more pungent observation: "It might all come back and bite them on the ass." "The heads of the three networks, and many other well-known reporters, privately offered their support for Nixon," one source told us. Will the public ever have access to the Colson files? It is "a tangled legal web," according to expert opinion. By Congressional edict and court order, the entire Nixon White House files have been confiscated awaiting trial to determine what should be done with them. They may never be made public, but ironically, if they are, the media will be partially responsible. Suits are pending by the Reporters' Freedom of the Press Committee and the three television networks who want to get access to the Watergate tapes in order to sell them commercially.

Consumerist Ralph Nader may be preparing to bite the media hand that's fed him over the years. Nader has been telling some of our sources that he has been keeping a close eye on television network news programs. Specifically, we're told he has been "watching all of the network television panel shows" to see what kind of news comes out of them. A staffer is studying how politicians use these forums "as a device to duck the tough questions" and propagandize the audiences. Also involved...looking at the conduct of the correspondents to see if they are as



probing as they should be. Television is a 'matter of growing concern' to Nader. And it may come as a surprise to some to know that he feels his movement is 'not getting enough national attention.' To many observers, Nader's lack of interest in the so-called monopoly of three television networks has seemed conspicuous. Will this change? 'He's a shrewd and sophisticated fellow and he will have to use kid gloves with the networks in order not to cut off his avenue to the people,' one network reporter told MR. Nader himself confirmed the above investigative directions to MR, but declined further amplification at this time.

Television network news officials are keeping a close watch on the stepped-up interest of their print brethren in reporting 'the more personal characteristics' of public officials and candidates in the 1976 Presidential campaign. Recent reporting on the alleged imbibing habits of Gerald Ford, plus 67-year-old House Speaker Carl Albert's interest in some of his female staff members, has spurred increased discussion about this kind of journalism in media circles. With the American people receiving over 60% of their news from television, network attitudes toward this issue may become important to a candidate. MR checked with ABC, NBC and CBS to see if any policy had been developed in this area. 'The White House is a special case,' one top NBC political reporter told us. 'If you find out that somebody is a lush, that relates to his button-pushing responsibilities and we'll cover it, but we have not done any stories to date dealing with the private lives of candidates.' Also, our NBC source said 'the whole man is fair game, if he says 'I am a candidate'. For instance, his health: Is Hubert totally cured of cancer? That is a legitimate question.' ABC hasn't thought the 'personal thing' through, but one high political planner indicated 'we'll take 'em as they come.' Also a CBS news executive says 'you have to deal with it on a case-by-case basis.' However, some irritation was shown by this same CBS executive over their print colleagues' interest in this subject.

The print media's public criticism of the Democrats for not giving them enough floor space at next year's presidential nominating convention at New York's Madison Square Garden appears to have paid off. Following a meeting of the Democratic special media subcommittee held in Washington on Dec. 17th, Harrison Humphries, next year's chairman of the reporters' standing committee, told MR, 'In my view, the flavor of the meeting was such they seem to be prepared to treat the print media equally with the electronic media. We'll probably come out all right overall.' The dispute between the two factions of media arose when the three networks were awarded approximately 21,000 sq. ft. of space on the convention floor, and the writers were told they had to work four floors below. When the committee asked the networks if they could cut back on space, CBS said it could possibly operate with only 5,000 sq. ft. If the other networks follow suit, there would then be some space available for the print media. Network officials took offense at a charge made in the Dec. 5 MR by Lee Bandy, outgoing chairman of the reporters' standing committee. Bandy accused the network officials of wining and dining party people in order to get favorable treatment. NBC's Bob Asman, serving as the pool representative for the networks, told MR 'that's just not true. I've never bought a drink for any of those guys, and neither has anybody at CBS or ABC.'

As if they didn't already have enough trouble, top Washington Posters Kay Graham and Ben Bradlee have been receiving considerable criticism for the way their newspaper handled the story of former President Kennedy and his friendship with Mafia leader Sam Giancana's girlfriend Judy Campbell. In addition, Scripps-Howard people are miffed at what they see as an attempt by the Post to squelch their story of the whole sordid incident just prior to publication on Nov. 17, 1975.

Two S-H investigative reporters, Dan Thomasson and Tim Wyngaard, had been putting the pieces of the story together since August after receiving a tip that the Senate Intelligence Subcommittee was interested in tracking down a girl who had been friendly with former President Kennedy and Mafia figures Sam Giancana and John Roselli. And they heard there might be some connection between these Mafia figures and the CIA plot to kill Castro. Thomasson and Wyngaard located the girl after two and one half months; but she wouldn't talk to them until her lawyer gave the O.K. On Wednesday, Nov. 12, they contacted the girl's lawyer, who (ironically) was Mr. Henry A. Hubschman of Kennedy-in-law Sarge Shriver's law firm. The reporters were told that Hubschman was out of town, but would get back to them. After receiving no word by Friday the 14th, they told Hubschman's office they couldn't wait any longer. They were then promised that Hubschman would clear the way for them to talk with the former Kennedy girlfriend on Monday. Reluctantly, Scripps-Howard held the story. On Sunday, Nov. 16th, the Washington Post -- in somebody's pre-emption play -- ran the broad outlines of the story by Larry Stern on page nine under the headline 'Probers Doubt Kennedy Knew of Poison Plot Against Castro.' In the words of one observer, the Stern piece 'made this girl look like a campaign worker.' Scripps-Howard got its much more detailed story into print on Tuesday Nov. 18th. For the next month, while other major news organizations picked up on the story and began to give it wide coverage, the Post ignored it. No further word was published by the paper until the Kennedy girlfriend held a news conference this past week (Dec. 17) to acknowledge her friendship with the former President and Mafia leaders. Meanwhile, talk began to increase as to why the Post was ignoring the story. One respected Washington editor suggested 'I guess Bradlee got himself too close to the Kennedys, and he couldn't take a look at this thing clearly.' We're told that Bradlee had 'gotten angry' because he was taking so much heat on the Washington cocktail circuit, and only then did he put his own team of reporters on the story. At week's end, MR learned that Washington Post ombudsman Charles Seib was calling around looking into the situation to see if the Post had mishandled the story.

#### GOVERNMENT AND THE MEDIA

Behind-the-scenes maneuvering continues by the various special interest groups in the public broadcasting community to reach an early decision on the 'proper plan' to build a \$40 million domestic satellite system to serve public radio and television stations in all fifty states. As we reported in the Nov. 21 MR, even though some public broadcasters are looking for quick action with this project, there may be unforeseen 'trouble' ahead. The Satellite Working Group representing CPB, PBS, NPR and the Ford Foundation has indicated publicly that Western Union has been targeted as the probable carrier. MR asked FCC Common Carrier Bureau Chief Walter Hinchman if there was any precedent for a quasi-governmental organization like CPB, PBS et al independently making this big a decision regarding what carrier will be used. 'I don't know what the Public Broadcast Service means when they say they have targeted Western Union. Whatever carrier offers this service will have to file a tariff to make the offering and that will be subject to whatever challenges are put to it, and presumably the other carriers may offer similar service under similar tariff or different rates, and I would think that the Public Broadcast Service as a customer their primary interest would be getting the lowest cost service,' Hinchman said.

Another point...with respect to targeting Western Union, he said 'I don't know that that necessarily implies any prior commitment on their part, and it certainly can't imply any prior commitment on Western Union's part because until they have a tariff on file with the Commission to offer a service they can't be making that kind of commitment.' A spokesman for RCA told MR 'we think we still

have a chance at the business. It's an evolving situation." Another important question as yet undecided by the working group is whether the system will operate as a common carrier (making the excess transmission time available to outsiders) or will it function as a private system used solely by Public Broadcasters. FCC's Hinchman indicates resolving this question might take time: "If they are operating as a common carrier, as opposed to operating as a private network obtaining services from a common carrier, then we would have to determine that they're authorized to be a common carrier, and that their own rates would be reasonable and just." "You're talking about several months from the time a tariff is filed," Hinchman told us. In addition, "Congress is taking a very active interest in the common carrier field these days, so I wouldn't be too surprised at some Congressional interest in this, particularly since it involves both the common carrier and broadcast fields, and Public Broadcasting and Federal funds. I wouldn't be at all surprised to see Congressional interest in it," he predicted.

One of the principal objectives behind intense public broadcaster desire to have their own satellite system is the ability to program more than one network. MR has obtained a copy of a Dec. 4, 1975 memo from PBS President Hartford Gunn to the CPB and PBS Technology committees in which he spells out the advantages of more than one nationwide network. He points out that there are already 15 communities in the United States (including over 35% of the PTV audience -- or 24 million households) that are operating a second PTV channel. Some of the cities include: New York, L.A., Chicago, Boston, Phila., San Francisco, Miami, Pittsburgh and Atlanta. Gunn suggests one of the first things PTV could do with a second network is provide "proceedings of the House of Representatives this coming year." He pointed out that many of these second stations currently carry "duplicate" programming from the primary station. At the moment, programming second stations is prohibitive in cost -- "an additional 20 hours of alternate programming by tape would be 5.4 million -- to 5.6 million." A second network would give Washington PBS honchos a lot of added power...

The Public Broadcasting Service has all but finalized plans for networks election year coverage. And as MR reported in the Aug. 29 issue, the Bill Moyers-Fred Friendly arrangement will prevail. Word was supposed to go out to member stations today informing them that \$2.2 million would be spent for 37 one-hour specials on politics during 1976. As we understand it, the Ford Foundation will, directly or indirectly, be responsible for a million dollars of the cost. Bill Moyers will head the team despite early December revelations that he was one of the LBJ aides who passed orders and received the reports on the FBI's illegal political wiretapping and bugging of the Republican and Democratic national conventions in 1964. Meanwhile reports this week in the Washington Post that Ford Foundation favorite Larry Grossman has been selected to be the new PBS President may be premature. We're told station managers are so unhappy about the choice that PBS Chairman Ralph Rogers is planning to reinterview some of the candidates.

#### QUOTE OF THE WEEK

The New Republic's John Osborne on the China trip and "the overblown media corps' overblown habits of shopping and shipping the proceeds home in inspection-free press plane cargo holds": "On the flight from Peking to Jakarta White House transportation director Ray Zook begged his friends in the press corps not to dump any more stuff upon him for free and uninspected transport home. He said the cargo holds of two press planes were already crammed to the doors."



# The Media Report

CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 22

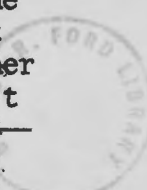
January 2, 1976

## INSIDE THE MEDIA

Bill Paley and CBS could change the rules, but if they don't 1976 will be Eric Sevareid's last full year in what some observers believe to be the most powerful platform in the news media business--nightly access to over 20 million Americans. According to company policy, he must retire in 1977 when he turns 65. CBS news personnel are speculating on his replacement, but if our sources are correct, top network executives are concerned that some stockholders may pressure them to let that influential position go vacant. One Washington political writer not enamored of Sevareid's point of view quipped "that spot ought to be on the ballot in 1976". From talking to several CBS news sources, MR hears the following options being discussed: 1) Dan Rather or Bruce Morton, who have been doing regular commentary on the Morning News, could try their hand on the evening show, however, this move is rated as unlikely; 2) controversial gadfly reporter Dan Schorr is mentioned as a possibility, but he would regularly cause even more heartburn for network higher ups than Sevareid; and 3) the odds-on-choice of those we talked to is for Walter Cronkite to use Sevareid's departure as an excuse to shift from the anchor job into commentary where, as one observer suggested, "he can do something that is saintly". Cronkite will face mandatory retirement four years after Sevareid. A high CBS news official told MR that as the time for Sevareid's departure approaches, "there is less and less talk" about his replacement. Even his most outspoken critics will miss him. Former Nixon administration staffer Bruce Hershensohn in his just published book, "The Gods of Antenna", wrote of Sevareid "we were scared because he looked and dressed exactly like God, except for his neckties... They both combed their hair back the same way... All we knew about Eric Sevareid was that the camera found him when it was the right moment and left him at the proper time."

Access magazine, the year-old product of Nick Johnson and company, and a constant thorn in the side of the broadcasting industry, narrowly escaped extinction this past fall, MR has learned. Access editor Chuck Shepard told us that they had a "touchy period around the end of August where foundation money was drying up". But now things "look good for another year", he said. Last minute bail-out money came from four foundations providing \$105,000. The funds were given to former FCCer Johnson's National Citizen's Committee for Broadcasting, which is the principal supporter of Access. (The foundations include: Rockefeller Family Fund, -- \$25,000, ARCA -- \$10,000, Levinson -- \$30,000, and Veatch -- \$40,000). Magazine business manager Ted Carpenter told MR "we're not at the break even point yet", but indicated the renewal rate is "good".

Word coming out of San Clemente from recent visitors is that former President Nixon feels he was "duped" by ex-Wamsutta Mills executive William Fine who authored -- in the Dec. Ladies Home Journal--what was alleged to be the first interview given by Nixon since leaving office. Washington Star columnist Betty Beale (on Dec. 21, 1975) quoted Julie Nixon Eisenhower as saying her father "was talking to him off the record. To the best of my knowledge, the man didn't



even have a notebook.... of course, daddy's first interview would not be given to a womens' magazine." Nixon staffers in San Clemente had 'no comment' for MR about the subject. However, we contacted Fine, who has since moved to the magazine division of Hearst Corp., to get his side of the story. He told MR the following: "I was asked down there (May, 1975) on a social-business basis, and I told the President that I was an ex-journalist and would like to ask some questions. Three days later, I sent the President and Ron Ziegler the complete text of my story and they suggested some changes." Dick Kaplan, executive editor of Ladies Home Journal, confirmed Fine's story but said "we have no comment at all to make" on the allegations made by Mrs. Eisenhower. Kaplan acknowledged that Fine "did not have a tape recorder, and that's the reason it (Mr. Nixon's remarks) was not put in quotes". Fine told us he feels "it was a positive story" and that he's 'not so sure the Journal didn't pick quotes out of context' for the press releases announcing the story. However, one Nixon friend familiar with the episode suggested that Fine "knew what he was doing". Fine blames the press for overreacting to some of the Nixon statements. "I think the U. S. press has a remarkable kind of revenge attitude against the President", he said. The 49-year-old Fine says he is a Republican and "a friend" of former Nixon press secretary Ron Ziegler.

The Washington Post's handling of the JFK/Judith Campbell Fxner story is still topic number one in Washington media circles. (MR-Dec. 19, 1975) Our sources tell us that Post editors have been on the phone trying to convince doubting competitors that they did not partake in a "cover-up" of the story, and - in addition - were not shilling for the Church Committee in their Dec. 14 publication of a carefully written version of Kennedy's social escapades while President. Specifically, we've learned that Post assist. managing editor Harry Rosenfeld called New York Times columnist Bill Safire "to request a correction" to his published claim that Scripps-Howard reporters Dan Thomasson and Tim Wynaard broke the original story. Safire confirmed this to MR, and told us he "didn't feel called upon to make a correction". He also wrote Rosenfeld further explaining his position. Although Safire would not release the letter, calling it a 'private' communication, MR obtained a copy from other sources. Safire wrote: "In my opinion... I think the Post allowed itself to be used by Church Committee sources who wanted favorable treatment before a really tough story came out of the Scripps-Howard reporters who were getting too close." Safire also professed concern that "the startling and profoundly disturbing fact that the President was sharing a girl with the two men hired to kill Castro was described in the Post as a 'bizarre White House episode'." Scripps-Howard officials feel it's strange that the Post is bragging about breaking the story, but don't intend to get into a public battle with the paper. We asked Post ombudsman Charles Seib if he thought his newspaper's exec. editor and former Kennedy friend Ben Bradlee had been involved in a cover-up of the whole affair. "I haven't found any evidence of that at all", he said. In his role as press critic had he written anything on it? "I did something on it a couple of weeks ago, it went out to the papers that take the column ... but the Post has been sluggish about printing it", he acknowledged. Seib indicated he didn't know what all the fuss was about and said, "I was treating it as a kind of an interesting news business phenomenon... I have no evidence that Bradlee sat on it." He also noted, "Usually you can sense that more is going on than meets the eye. Many around here were troubled by the story."

On MR's Dec. 19 story relating how Chuck Colson taped his telephone calls with network bigshots -- calls that Nixon insiders alleged could embarrass those taped -- NBC Chairman Julian Goodman (to whom we apologize for any inaccuracy) says the story "is incorrect in fact and implication". MR will be happy to print any major media executive's version of any "Conversations with Chuck".

#### THE MEDIA DIGEST

Capsules on the media tagged for further reference....1) "Publishers of newspapers, news magazines and other publications which contain investment advice" are targeted for examination under a special study proposed by the Securities & Exchange Commission. In mid-December, the SEC asked Congress to authorize the study in tandem with amending the Investment Advisers Act of 1940 "to provide substantial additional protection to investment advisory clients". According to Barron's (Dec. 22), the proposed study "looks like the first step in an exercise baldly aimed at compelling magazines and newspapers to register with the SEC..." Barron's -- they'd be especially affected -- quotes nervously from the 1968 U.S. Court of Appeals finding in the Wall Street Transcript case that the SEC has the right to investigate or study a newspaper or magazine at will. 2) Per Harrison Salisbury on CBS's Guest Opinion on the Press (Dec.17), some 14-16 CIA agents are using the guize of U.S. foreign correspondents, and the press is covering up this professionally embarrassing side of CIA activities. 3) TV has a new scholarly critic in Yale Prof. David Thorburn whose course on "Literature and Popular Culture" is applauding the tube -- "I am trying to counter a certain elite snobbism that tends to ignore television and dismiss its fans as stupid and vulgar" (Chicago Tribune, Dec. 24 has further detail). 4) Now that Cox Newspapers have bought the Fentress Papers (Austin, Waco, Port Arthur, Lufkin), these have nowhere to go but up. The Texas Observer (Dec. 12) interviewed Cox reporters elsewhere, and found them so-so on Cox management. But anything, per The Observer, would improve Fentress's approach -- "extraordinary stinginess with reporters and... exceptionally high advertising revenues". Estimates of the value of the (not yet complete) sale range from \$30-60 million. 5) In the media, substance is making a comeback. Chicago's WBBM (Channel 2) -- "Ours is a harder newscast, with a little more emphasis on substance" -- has won out over WMAQ (Channel 5), the happy talk station that hired pretty face Jane Pauley and dealt out chit-chat. November Arbitron ratings show a sweep for WBBM, with WMAQ way down (more detail in Dec. 18 Chicago Tribune). Intellect magazines are also said to be making a comeback per the success of Smithsonian and Natural History. Natural History's circulation will reach 400,000 in 1976, up from 130,000 in 1966 (Chicago Daily News, Dec. 22). 6) But anti-intellect magazines are doing even better. Hustler magazine -- with crude contents and explicit girlie photos tailored to a blue-collar audience -- is up to a 1.3 million January circulation, third behind Playboy and Penthouse. Hustler owner Larry Flynt thinks his magazine will be first in two or three years. His philosophy: "We're irreverent. We're also tasteless as hell, but then so's the average guy." (See cover article, Dec. 26 Wall Street Journal). 7) With toy makers increasingly reliant on TV as a showcase, toymakers and the TV industry are setting rigid restrictions on advertising. But Abraham Kent of the Toy Manufacturers of America says "television gives us the only true demonstration of our products; it's the only way we can show the public how the toy works." Toy advertising on TV is now over \$100 million annually (see Christian Science Monitor, Dec. 23). 8) Seattle Dr. Michael Rothenberg, writing in the December issue of the Journal of the American Medical Association, says 25 years' research have produced hard data on TV causing aggressive behavior in children. He said that 146 articles in scientific journals, from 50 studies involving 10,000 children of every background, showed viewing violence produces increased aggressive behavior in the young. In an attack on "the national disgrace of TV violence", Chicago Mayor Richard Daley has called for mass public organization to get "pornography, crime and violence off the public airwaves". 9) Advertising agencies, pleased with 1975's better-than-expected revenues (\$28.32 billion), look for advertising outlays to hit \$31 billion in 1976. Newspaper ad revenues, up a projected 4% in 1975, should climb 10% in 1976 (see detail, Wall Street Journal, Dec. 24).



## GOVERNMENT AND THE MEDIA

"I didn't come here to work 24 hours a day to make Dick Wiley's record", was the angry reaction MR got from an FCC staffer responding to the December 29 Television Digest suggestion that Wiley was going to "push staff for greater efficiency" in 1976. FCC Chairman Wiley's term expires in June 1977, and many expect him to be especially active in his final full year to allow him an "upbeat" exit.

MR has learned from Capitol Hill sources that the New Technology Committee of the Corporation for Public Broadcasting will recommend to its full board at the January 14 meeting that individual public stations be responsible for ownership and licensing of satellite ground stations. In addition, the committee is understood to feel that CPB should not commit any more money to a future domestic satellite project than is currently allocated for land line interconnection. If the committee's recommendation stands, it would be a blow to those in public broadcasting who advocate centralized control of the nationwide satellite interconnection.

Public broadcasters irritated at what they call Chairman Ralph Rogers "tyrannical" leadership of PBS will attempt in the coming weeks to knock down two proposed changes to their organization's by-laws. The two measures have successfully but narrowly cleared the first hurdle--approval by two-thirds of the members of the Board of Governors voting. If finally adopted, the by-law changes would 1) create the position of Vice Chairman and 2) extend the length of terms of the Board of Governors. The vote of the PBS Membership will be conducted by mail, and one station manager told MR "if we can get enough votes to turn these changes down, it will be a vote of no confidence in Rogers". But we've found few public broadcasters who expect the dissident managers to be successful.

Congressional sources tell MR they are pleased with recent indications from FCC Chairman Dick Wiley that the commission will issue a proposed rule making by June or July of this year to deal with the controversial issue of whether new VHF television stations can be added to some of the major U. S. broadcast markets. "Wiley recognizes the importance of the issue and has promised us that he will move", one Capitol Hill source commented to MR.

Is 1984 here already? Your friendly federal government first brought you Sesame Street for the toddlers, and then came "The Electric Company" for those a bit older. And now, if everything goes well, Uncle Sam has a \$3 million a year project strictly for parents on the drawing board slated for fall of 1977. According to Dr. Robert Weatherford, special assistant to the U. S. Commissioner of Education, HEW is developing "a TV program for parents with pre-school children on how they can better rear their children." The agency has already contracted with the Appalachian Educational Laboratory in Charleston, W. Va., to produce an \$800,000 pilot film of one hour in length. Weatherford told MR the first program should be completed by this June and if it proves successful, we'll ask for between two and three million a year to start a daily half hour program. He said talks have not been held yet with either the Children's Television Workshop, which would be expected to produce the series, or the public broadcasting network.

### QUOTE OF THE WEEK

Washington Star columnist Crosby Noyes (Dec. 30): "Frankly, it seems to me that we are paying a fearful price today for a principle of freedom of the press that produces such abominations as Counter Spy and results in the brutal murder of our public servants."