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THE WHITE HOUSE

WASHINGTON

July 9, 1976

MEMORANDUM FOR:                   RON NESSEN

FROM:                               DAVE GERGEN

SUBJECT:                           Run-down on TV Coverage  
                                    of Democratic Convention

Attached please find a run-down on TV coverage  
of the Democratic National Convention schedule.

(CONVENTION SCHEDULE)

NEW YORK (UPI) -- HERE IS THE TENTATIVE TIMETABLE FOR THE DEMOCRATIC NATIONAL CONVENTION:

MONDAY, JULY 12:

8 P.M. -- CHAIRMAN ROBERT S. STRAUSS OPENS CONVENTION.

INVOCATION.

PRESENTATION OF COLORS.

WELCOME BY ANDY SHEA, CONVENTION MANAGER.

REMARKS, CAROLINE WILKINS, VICE CHAIRMAN, DEMOCRATIC NATIONAL COMMITTEE.

REMARKS, BASIL PATERSON, VICE CHAIRMAN, DNC.

APPOINTMENT OF TEMPORARY OFFICERS.

WELCOME, NEW YORK GOV. HUGH L. CAREY.

WELCOME, NEW YORK CITY MAYOR ABRAHAM D. BEAME.

9 P.M. -- TREASURER'S REPORT, EDWARD BENNETT WILLIAMS.

FINANCE REPORT, S. LEE KLING.

REMARKS, LT. GOV. MARY ANN KRUPSAK OF NEW YORK.

9:30 P.M. -- CONVENTION FILM.

10 P.M. -- ADDRESS BY NATIONAL CHAIRMAN ROBERT S. STRAUSS.

10:30 P.M. -- KEYNOTE -- SEN. JOHN GLENN OF OHIO.

11:15 P.M. -- KEYNOTE -- REP. BARBARA JORDAN OF TEXAS.

11:50 P.M. -- BENEDICTION.

MIDNIGHT -- RECESS.

-----  
TUESDAY, JULY 13:

3:30 P.M. -- SECOND SESSION OPENS.

INVOCATION.

PRESENTATION OF COLORS.

4 P.M. -- CREDENTIALS COMMITTEE REPORT, SEN. ALAN CRANSTON OF CALIFORNIA.

5 P.M. -- REMARKS BY DWAYNE HOLMAN, YOUNG DEMOCRATS.

REMARKS BY MAYOR MOON LANDRIEU OF NEW ORLEANS.

REMARKS BY MAYOR KENNETH GIBSON OF NEWARK.

REPORT ON 1976 CAMPAIGN COMMITTEE, SEN. WENDELL H. FORD OF KENTUCKY.

5:45 P.M. -- RULES COMMITTEE RECOMMENDATIONS FOR CONVENTION OFFICERS, FOLLOWED BY ELECTION OF CHAIRWOMAN, MARTHA GRIFFITHS OF MICHIGAN.

6:30 P.M. -- RULES COMMITTEE REPORT ON PERMANENT PROCEDURES FOR CONVENTION.

8 P.M. -- SPEECH BY REP. PETER RODINO.

----- SPEECH BY SEN. GEORGE MCGOVERN OF SOUTH DAKOTA.

----- SPEECH BY SEN. HUBERT H. HUMPHREY OF MINNESOTA.

9:15 P.M. -- REPORT OF PLATFORM COMMITTEE, GOV. WENDELL ANDERSON OF MINNESOTA.

BENEDICTION.

11 P.M. -- RECESS.

-----  
WEDNESDAY, JULY 14:

8 P.M. -- THIRD SESSION OPENS.

INVOCATION.

PRESENTATION OF COLORS.

SPEECH BY MAYOR HENRY MAIER OF MILWAUKEE.

SPEECH BY GOV. PHILIP NOEL OF RHODE ISLAND.

SPEECH BY GOV. REUBIN ASKEW OF FLORIDA.

9 P.M. -- NOMINATIONS OF PRESIDENTIAL CANDIDATES AND ROLL CALL.

11:30 P.M. -- CHAIR ANNOUNCES NOMINEE.

BENEDICTION.

MIDNIGHT -- RECESS.

-----  
THURSDAY, JULY 15:

1 P.M. -- FOURTH SESSION OPENS.

INVOCATION.

PRESENTATION OF COLORS.

1:30 P.M. -- REPORT OF RULES COMMITTEE ON PARTY RULES.

5:30 P.M. -- NOMINATIONS OF VICE PRESIDENTIAL CANDIDATES AND ROLL CALL.

8:30 P.M. -- REMARKS BY HARRISON J. GOLDIN, NEW YORK CITY COMPTROLLER.

RESOLUTIONS.

9:30 P.M. -- VICE PRESIDENTIAL CANDIDATE ACCEPTANCE SPEECH.

10:30 P.M. -- PRESIDENTIAL CANDIDATE ACCEPTANCE SPEECH.

ADJOURNMENT.

UPI 07-06 01:05 PED



# IT'S POLITICS' GREATEST SHOW ON EARTH

'Amid spectacle and speeches, hoopla and hokum, the parties assemble to nominate their Presidential candidates

By Neil Hickey

Political conventions have two main goals: to nominate a Presidential candidate and to fill four nights of prime-time television with enough engrossing material that the 100 million TV watchers who see it will harbor kind thoughts about the party all the way to Election Day.

The Democrats will be thus employed at New York's Madison Square Garden starting on Monday night, and the Republicans will do the same at Kan-

sas City's Crosby Kemper Memorial Arena in mid-August. All the ritualized spectacle, speeches, hoopla and hokum will be in evidence as both parties preen for the Nation—as well as get down to the serious business (not all of which will be visible on the two convention floors) of choosing their standard-bearers.

As usual (or at least what has passed for "usual" since 1952), television will cover not only the (often ceremonial)



business of the rostrum, but will also be interviewing party chieftains, delegation heads, campaign managers and the aspirants themselves to discover who is doing what to whom behind the scenes and why.

Two networks (CBS and NBC) will offer their customary wall-to-wall coverage, and ABC will provide a mix of live and taped highlights. Among the three, they'll pay out \$25 million to report on both conventions, and will

dispatch more than 1500 reporters, technicians, producers, cameramen and backup troops to each of the conclaves.

Both meetings this year are being held in sports arenas rather than convention halls, a fact that has aggravated the TV people's logistical problems, especially at Madison Square Garden. "If the Democrats had taken a nationwide survey to find the worst possible convention site in the country, they →

continued

would have ended up with Madison Square Garden," says Robert Chandler, CBS's man in charge of convention preparations.

The fabled Garden—nifty for basketball, rodeos and rock concerts—is only minimal work space for the legions of press (about 6000) and party officials. (The networks are renting space in nearby office buildings.) The new Garden is perched atop Pennsylvania Station, through which cascade 400,000 train travelers and commuters every day. Ringling Bros.' circus moved out a few weeks ago after an extended stay, and the atmosphere is still redolent of elephants, apes and dancing bears.

In addition, New York City has produced some of the best and most imaginatively organized protest demonstrations, and so police and press must stay alert. And ABC convention planner Wally Pfister points out, "It's a tough town in which to stay on top of the story. The great quantity of hotel rooms, bars and corridors will make it harder to track down the kingmakers. There are a lot of rocks in New York City to hide under."

Kansas City and its Kemper Arena present different kinds of problems. There's enough work space for the press, all right, but it's a football field's length away from the hall in a separate building. (ABC has rented a fleet of golf carts.) And hotel rooms are in such short supply that some conventioners will sleep in Topeka and commute the 60 miles to Kansas City. The town hasn't had much practice at playing host to political conventions: Herbert Hoover got the nod from the Republicans there in 1928, but neither party has been back since.

New York's last crack at a convention was in 1924, when the Democrats agonized through 103 ballots before nominating one John W. Davis of West Virginia, who promptly lost the election to Calvin Coolidge.

No such marathon battle is expected next week. Georgia's Jimmy Carter seems to have the votes. Besides, political parties are loath to allow disunity to be dramatized before the eyes of the whole Nation. (The last nomination to go more than one ballot was Adlai Stevenson's in 1952.)

The Democrats have, however, pored over old photographs of that earlier convention and have designed this one to resemble it. You'll see a slightly updated version of an old-fashioned convention hall, with a balustraded podium that looks like a Midwestern front porch or gazebo, complete with potted plants and red-white-and-blue bunting.

And the schedule itself will have a new look, as a remedy to the disarray of the 1972 Democratic convention, which saw Sen. George McGovern delivering his acceptance speech at 3 A.M. This time, the convention schedulers' top priority is getting their nominee before the Nation in prime time.

Monday's session will be mostly ceremonial, and will end with the keynote addresses by Sen. John Glenn of Ohio and Rep. Barbara Jordan of Texas. Tuesday will be given over to credentials, rules and platform issues. Nominating speeches and balloting will take up Wednesday, and the newly minted nominee will come before the convention on Thursday night (barring hitches) for his acceptance speech. (Also on Thursday night, the delegates will select a Vice Presidential candidate.)

So determined are the Democrats that there be no repeat of the 1972 acceptance-speech debacle that they plan to bring the nominee before the convention at precisely 10:30 P.M. no matter what business is before the delegates at that moment. "Even if we're in the middle of the Vice Presidential nominating process, it will be interrupted for the acceptance speech," says a party official, "because viewers are still awake in the East, and work- →

# Cigarette Flavor Decoded.

Scientists isolate tobacco ingredients most essential to taste — 'Enriched Flavor,' packed into new low tar MERIT.

By "cracking" cigarette smoke down into separate ingredients, researchers at Philip Morris discovered very special "key" flavor units that deliver taste way out of proportion to tar.

The discovery is called 'Enriched Flavor.'

The cigarette packed with 'Enriched Flavor' is MERIT. At 9 mg., one of the lowest tar levels in smoking today.

Yet, MERIT actually packs the taste of cigarettes having more tar.

Up to 60% more tar. If you smoke, you'll be interested.

Tests Verify Taste  
9 mg. tar MERIT was taste-tested



MERIT and MERIT MENTHOL © Philip Morris Inc. 1976

cigarettes ranging from 11 mg. to 15 mg. tar.

Thousands of smokers were tested. The majority reported that even if the cigarette tested had up to 60% more tar than MERIT, MERIT delivered as much—or more—taste.

You've been smoking "low tar, good taste" claims long enough.

Now smoke the cigarette. MERIT.

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

continued

ers are home from their jobs in the West."

Your line-ups for this week's event look like this: Walter Cronkite on the mound for CBS, backed by Eric Sevareid Theodore White ("The Making of the President") and Charles Kuralt, with Roger Mudd, Dan Rather, Morton Down and Bob Schieffer acting as floormen. Bill Moyers will occupy a station near the rostrum to nab speakers for quick interviews. (This year for the first time, CBS will also have a full second-string back-up team of floor reporters who'll spell the starters when necessary.) John Chancellor and David Brinkley will be the anchormen for NBC, with Catherine Mackin, John Hart, Tom Pettit and Tom Brokaw on the floor. Harry Reasoner and Howard K. Smith will be ABC's star tandem (Barbara Walters is still under contract to NBC), with Frank Reynolds, Sam Donaldson, Ann Compton and Herb Kaplow bird-dogging the delegates.

ABC has two added starters: Sen. Barry Goldwater will be present to observe the Democrats' deliberations and to enunciate his impressions of them. (Sen. George McGovern will return the favor for Republicans next month in Kansas City.) And pollster Lou Harris will be visible at least once each night for a few putative insights into what's on the country's mind.

ABC, by the way, will have no convention coverage at all on Tuesday night (except for a few brief bulletins) because it's committed to broadcast the All-Star baseball game.

PBS this year will have no convention coverage as such, having been refused by the three commercial networks free access to their "pool." Still, PBS president Lawrence Grossman said that his network's ongoing public-affairs programs would be doing some special reporting on convention affairs.

The pool, by the way, is being run by NBC at Madison Square Garden and by ABC in Kansas City, and is funded as

usual by all three networks. (CBS will handle the pool coverage at both conventions of any activities that might take place outside the immediate meeting areas.) Five pool cameras will follow the action at the podium and on the floor, and send a single picture to all three networks to do with as they wish. This system allows the networks more freedom to develop their own supplemental reporting.

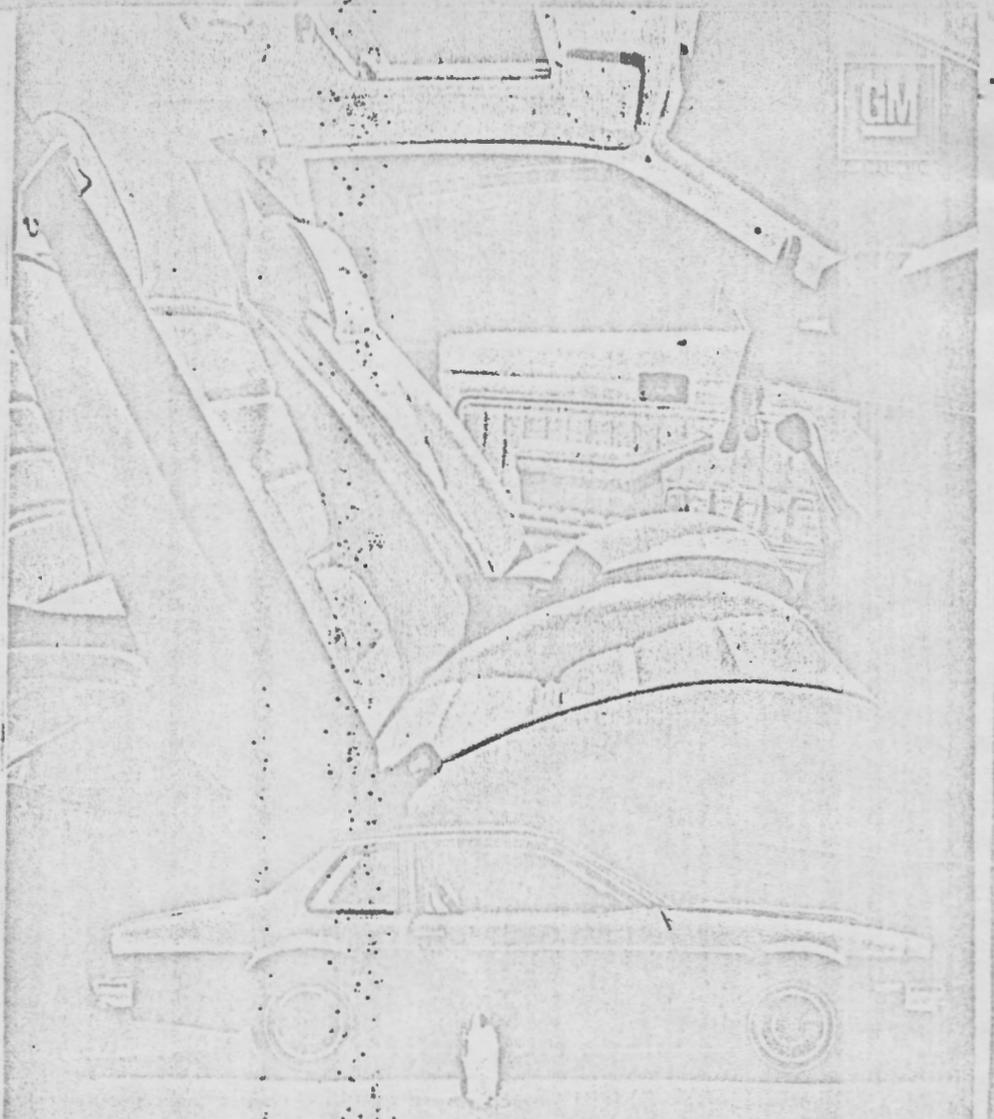
A few politicians (and viewers as well) doubtless will complain that TV's anchormen and reporters are getting in the way of the story—by talking too much, by interviewing party bosses, and by covering placard-carrying demonstrators—when they ought to be focussing on the podium speechmakers.

It's a sentiment that TV's newsmen are at pains to refute. Says CBS's Bob Chandler: "Our job is to report on the issues underlying the convention, and their meaning. You don't get that kind of information by staying with the rostrum." NBC News executive Gordon Manning says: "Demonstrations outside the hall will be reported on to the degree we think they merit."

Robert S. Strauss, chairman of the Democratic National Committee, has his own thoughts on the coverage:

"I think the television networks themselves realize that they sometimes jump too quickly at events and circumstances that are not central to the business of the convention. The networks have every right to do that. They not only should have but they *must* have their own independent editorial judgment. But I think they have been wrong often enough that they would be cautious about pursuing minimal leads and perhaps try to follow the main theme of the convention. But we're not going to try to call their shots."

The elephants, apes and dancing bears may have departed Madison Square Garden, but who's to say that a Presidential nominating convention isn't the Greatest Show on Earth? (E)



### Dressy and City Towne Coupe

...the... heavy...  
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...heavy...  
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# Democratic Convention Guide



"[A national convention] is ... a show so gaudy and hilarious ... so unimaginably exhilarating and preposterous that one lives a gorgeous year in an hour."—H.L. Mencken

The 37th Democratic National Convention opens Monday in New York City, and is scheduled to run through Thursday.

Mencken notwithstanding, this convention, says its broadcasting adviser Al Vecchione, "will try to maintain a low-key atmosphere; we're striving to make the event more interesting—and comprehensive—for viewers."

The sessions on Monday and Wednesday are scheduled to begin at 8 P.M.; Tuesday's and Thursday's between 1 and 4 P.M. With Jimmy Carter's nomination regarded as a near certainty, few credentials challenges anticipated and party factions apparently united on platform, the convention's catchword has become "harmony." As such, marathon floor debates are unlikely and, as a Democratic National Committee staff member put it, "we'll try to get viewers off to bed at a reasonable hour." No session, he adds, is expected to run past midnight.

Besides official proceedings, the agenda calls for film profiles of keynote speakers John Glenn of Ohio and Barbara Jordan of Texas, and guest speakers (House Majority Leader Thomas P. O'Neill Jr., Kentucky senator Wendell Ford, Florida governor Reubin Askew, former New York City mayor Robert Wagner and attorney Edward Bennett Williams are among those scheduled). Additional details on the convention are in an article beginning on page 4 of this issue and in the Close-ups Monday through Thursday.

## TV COVERAGE

ABC offers live-and-tape highlights on Monday (9:30-12 mid.), Tuesday (7:30-8 P.M. and following the All-Star Game), Wednesday (9 P.M.-12 mid.) and Thursday (8-11:30 P.M.) Harry Reasoner and Howard K. Smith are the anchormen; Arizona senator Barry Goldwater and pollster Lou Harris provide analysis.

CBS has gavel-to-gavel coverage, anchored by Walter Cronkite. Commentary: Eric Sevareid and Theodore S. White ("The Making of the President").

NSC also goes gavel-to-gavel, with David Brinkley and John Chancellor as anchormen. "Tomorrow" (1-2 A.M.) is scheduled to have a week of live programs with a convention theme.

Other announced programs ...

### SATURDAY

1:30 P.M. (2, 9, 16)

What's It All About?—the Democratic and Republican conventions. Walter Cronkite with a primer for youngsters.

### SUNDAY

11:30 A.M. (2, 9)

Face the Nation: A pre-convention show.

12 noon (7, 13)

Issues and Answers: Texas representative Barbara Jordan, South Dakota senator George McGovern and Minnesota governor Wendell Anderson are interviewed in an expanded program.

12:30 P.M. (4, 8, 25)

Meet the Press: Jimmy Carter, the front run-

ner for the Presidential nomination, is interviewed in an expanded, one-hour edition.

7 P.M. (2, 9, 16)

Campaign '76: A convention preview with Walter Cronkite.

7 P.M. (13), 12:15 A.M. (7)

A convention preview with Harry Reasoner and Howard K. Smith.

10 P.M. (4, 8, 11, 25)

Decision '76: Convention-eve activities; a report on "The Carter Phenomenon." David Brinkley and John Chancellor are the hosts.

### MONDAY

7 A.M. (2, 9)

CBS Morning News: Convention preview.

7 A.M. (4, 8, 11, 16, 25)

Today: Convention preview: William F. Buckley Jr., John Kenneth Galbraith and humorist Mort Sahl comment on the convention throughout the week.

7 P.M. (4, 8, 11, 25), 7:30 P.M. (2, 9, 16), 9:30 P.M. (7, 13)

First session coverage: Keynote speeches.

### TUESDAY

7 A.M. (2, 9)

CBS Morning News: Convention reports.

7 A.M. (4, 8, 11, 16, 25)

Today: Convention reports.

Between 1 and 4 P.M. (2, 4, 8, 9, 11, 16, 25), 7:30 P.M. (7, 13, 16)

Second session coverage: Credentials, rules and platform reports.

### WEDNESDAY

7 A.M. (2, 9)

CBS Morning News: Convention reports.

7 A.M. (4, 8, 11, 16, 25)

Today: Convention reports.

7 P.M. (4, 8, 11, 25).

7:30 P.M. (2, 9, 16), 9 P.M. (13)

Third session coverage: Balloting for the Presidential candidate.

### THURSDAY

7 A.M. (2, 9)

CBS Morning News: Convention reports.

7 A.M. (4, 8, 11, 16, 25)

Today: Convention reports.

Between 1 and 4 P.M. (2, 4, 8, 9, 11, 16, 25), 8 P.M. (7, 13)

Fourth session coverage. Balloting for the Vice Presidential candidate; acceptance speeches.

10 P.M. (26, 53)

Black Perspective on the News: A scheduled interview with the Democratic Presidential nominee.

### FRIDAY

7 A.M. (2, 9)

CBS Morning News: Convention wrapup.

7 A.M. (4, 8, 11, 16, 25)

Today: Convention wrapup.

9 P.M. (22, 26, 67)

U.S.A.: People and Politics: A review of the convention.

with an encyclopaedia.

Sound crazy? Maybe it is. But a short time ago, I had an opportunity to get a sneak preview of Britannica's brand-new encyclopaedia and believe me, it's nothing like the old one that my family cherished for years. In fact, this one is in three parts.

If you or your children need to have at your fingertips a way to find out about anything at all, the new Britannica 3 may get to you, too. There's no better family encyclopaedia around.

*Lucille Ball*

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JULY 12, 1976

Monday  
AFTERNOON

45 LONE RANGER—Western (BW)

The masked man sets out to rescue a kidnaped rancher. Clayton Moore.

53 SESAME STREET

5:00 4 MIKE DOUGLAS

Jackie Gleason is the co-host for a week of shows from Miami Beach. Ben Vereen is a guest. The entertainment includes a piano duet and an acrobatic act. (60 min.)

5 FLINTSTONES—Cartoon

13 GUNSMOKE—Western

An ailing preacher (David Wayne) resolves to build a church for the Comanches despite strong opposition from both whites and Indians. Festus: Ken Curtis. (60 min.)

20 GILLIGAN'S ISLAND

Who's sending Mrs. Howell unsigned love notes? Howell: Jim Backus.

22 67 ELECTRIC COMPANY  
—Children

close up

DEMOCRATIC CONVENTION  
ABC, CBS, NBC

"With the Republicans, politics is a business; with the Democrats, it is emotional... a combination of Christmas and the Fourth of July."  
—U.S. journalist George Creel

Special: The 37th Democratic National Convention gets underway in New York City's Madison Square Garden. Welcoming speeches by Mayor Abraham Beame, New York governor Hugh Carey and lieutenant governor Mary Anne Krupsak open tonight's ceremonies.

Then, a seriocomic film about voter skepticism and apathy. Edward Asner narrates and appears as Mr. Dooley, a philosophical Chicago saloonkeeper created by turn-of-the-century satirist Finley Peter Dunne.

A report by Democratic National Chairman Robert Strauss is followed by short film profiles of Ohio senator John Glenn and Texas representative Barbara Jordan, who close the evening with keynote addresses.

NBC's live coverage begins at 7 P.M., CBS's at 7:30 P.M. ABC's live-and-tape digest starts at 9:30 P.M.

Watch an "Unconventional" Comedy Political Feature

PETER SELLERS  
ASTOR HOTEL 7PM  
MOMENTUM SEVEN 9PM  
IDEA TV 20

TV GUIDE A-53

**MOVIE—Comedy (BW)**  
 "As You Like It." (English; 1936) Elisabeth Bergner and Laurence Olivier in a charming, faithful adaptation of Shakespeare's play. (2 hrs.)

**MOVIE—Drama (BW)**  
 "Ride the High Iron." (1958) A boy with social aspirations meets an unhappy rich girl and the two fall in love. Don Taylor, Sally Forrest, Raymond Burr. (90 min.)

1:30 **AS THE WORLD TURNS**

—Serial  
**DAYS OF OUR LIVES**

—Serial  
**FAMILY FEUD—Game**  
**JUST GENERATION**

2:00 **MOVIE—Comedy (BW)**  
 "Little Giant." (1933) A tough guy (Edward G. Robinson) turns to slapstick as an ex-gangster who crashes high society. Mary Astor. Polly: Helen Vinson. (90 min.)

**\$20,000 PYRAMID—Game**  
 Barbara Feldon, Bill Cullen.

**LASSIE—Drama**  
 "Tempest," conclusion. Huddled to-

gether in a disabled boat, Lassie and injured Jake Peterson ride out a tumultuous storm at sea.

**MOTIVATING YOUR CHILDREN TO LEARN**

2:30 **GUIDING LIGHT—Serial**

**DOCTORS—Serial**  
**BREAK THE BANK—Game**  
 Robert Hegyes, Jaye P. Morgan, Jan Murray, Barbara Sharma, Lonnie Shorr, Liz Torres, Jimmie Walker.

**BOZO—Cartoon**  
**COURSE OF OUR TIMES**

—History  
**CAPTAIN CHESAPEAKE**

3:00 **DEMOCRATIC CONVENTION**

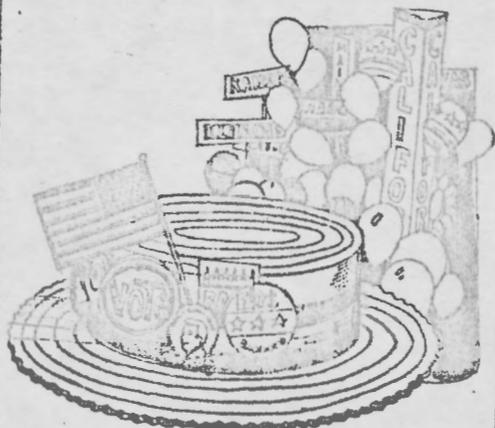
Special: Scheduled gavel-to-gavel coverage of the report of the Platform Committee begins. For details, see the Close-up below. (Live)

**GENERAL HOSPITAL—Serial**  
**ROBERT YOUNG, FAMILY DOCTOR—Drama**

A highly idealistic, unconventional doctor fights reality when his clinic faces ruin. Welby: Robert

close  
up

DEMOCRATIC  
CONVENTION.  
ABC, CBS, NBC



Special: The party tackles an all-day agenda.

The **Credentials Report** precedes the traditional floor debate during which challenges to the legitimacy of some delegates are raised and resolved. Few challenges, however, are expected this year.

The **Rules Report** nominates a woman as permanent chairman, fulfilling a mandate from the '72 convention. Rep. Lindy Boggs of Louisiana is expected to win unanimously.

The **Platform Report** lists the Democratic position on national issues. This year's planks are expected to provoke far less debate than 1972's (when discussion lasted 13 hours) because differences were ironed out in last month's open hearings. Among the goals: "a complete overhaul" of the tax system; enactment of a national health-insurance plan; and a \$5 billion cut in defense spending.

CBS and NBC begin live coverage between 1 and 4 P.M. ABC presents a live-and-tape digest at 7:30 P.M. and following the All-Star Game.

A-62 TV GUIDE

# Our sport vs. their sports



Steve Bassett remembers those springtimes in Washington when the Senators came out to play. They didn't win much, he fondly recalls, but it really didn't matter. Because when the President threw out the first ball, winter was officially over. And everyone who cared about Washington went wild... and then went to bat for our team.

Came fall, Steve and Washington went on the line for the Skins. Followed by the Maryland Terps. He's loved and lived sports since the day he was born. And though he didn't quite make the Redskins, he was good enough to make the attempt.

You won't find a more dedicated sports fan than Steve.

Or more sports fans as dedicated as his.

Find out why... twice a night.

News 7 at 6 & 11 p.m.



- man Harry Bodino (James Gregory).  
Nick Peter Breck. (60 min.)
- 12:30 (2) (3) (4) (5) **SEARCH FOR TOMORROW**—Serial  
(4) (5) (6) (7) **GONG SHOW**—Game  
(7) (8) (9) (10) **ALL MY CHILDREN**—Serial  
(11) **NOONDAY ON 8**
- 12:55 (4) (5) (6) **NBC NEWS**
- 1:00 (4) (5) (6) **WOMAN'S ANGLE**—Sylvia Scott  
(4) (5) (6) **SOMERSET**—Serial  
(7) **RYAN'S HOPE**—Serial  
(8) **YO TELL THE TRUTH**  
Nipsy Russell, Peggy Cass, Bill Cutler and Kitty Carlisle.  
(9) (10) **NEWS**  
(11) **MARY HARTMAN, MARY HARTMAN**—Serial  
Mary acts as a go-between between Davey and the police. Davey: Will Seltzer. Mary: Louise Lasser.  
(12) **MOVIE**—Drama (EW)  
"The Seventh Seal." (Swedish; 1957)  
Ingmar Bergman's brilliant medieval allegory about a chance meeting between a knight and Death. Knight: Max von Sydow. Squire: Gunnar Bjornstrand. (2 hrs.)  
(13) **MOVIE**—Musical  
"Bring Your Smile Along." (1955)  
A teacher (Constance Towers) arrives in the big city to become a songwriter. Good warbling by Frankie Laine. (90 min.)
- 1:30 (4) (5) (6) (7) **AS THE WORLD TURNS**—Serial  
(4) (5) (6) (7) **DAYS OF OUR LIVES**—Serial  
(7) (8) **FAMILY FEUD**—Game  
(9) (10) **JUST GENERATION**
- 2:00 (5) **MOVIE**—Drama (EW)  
"The Woman on the Beach." (1947)  
Jean Renoir's moody piece about a triangle involving a Coast Guardsman (Robert Ryan), a blind painter (Charles Bickford) and his wife (Joan Bennett). Eve: Nan Leslie. Otto: Walter Sande. (90 min.)  
(7) (8) **\$20,000 PYRAMID**—Game  
Barbara Feldon, Bill Cullen, Dick Clark is the host.  
(9) **LASSIE**—Drama  
Danger for Lassie on a construction site. Bob: Jack DeMavo.  
(10) (11) **MOTIVATING YOUR CHILDREN TO LEARN**
- 2:30 (4) (5) (6) (7) **GUIDING LIGHT**—Serial  
(4) (5) (6) (7) **DOCTORS**—Serial

- (7) (8) **BREAK THE BANK**—Game  
Jan Murray, Barbara Sharma, Lonnie Shorr, Liz Torres, Jimmie Walker.  
(9) **BOZO**—Cartoon  
(10) (11) **COURSE OF OUR TIMES**—History  
(12) **CAPTAIN CHESAPEAKE**
- 3:00 (4) (5) (6) (7) **ALL IN THE FAMILY**  
Women's lib is the issue as Gloria gets into a blazing fight with her mother.  
(4) (5) (6) (7) **ANOTHER WORLD**—Serial  
(7) **GENERAL HOSPITAL**—Serial  
(8) **ROBERT YOUNG, FAMILY DOCTOR**—Drama  
Venereal disease among teen-agers is the theme. Cathy Cullen: Lee Purcell. Welby: Robert Young. (60 min.)  
(9) **FUN WORLD**—Cartoons  
(10) (11) **BLACK EXPERIENCE**—Report  
(12) **VILLA ALEGRE**—Children
- 3:30 (7) (8) (9) **MATCH GAME**  
Brett Somers, Bill Daily.  
(5) **I DREAM OF JEANNIE**—Comedy  
A decorator turns Tony's home into a fuchsia nightmare. Jeannie: Barbara Eden. Tony: Larry Hagman.  
(7) **ONE LIFE TO LIVE**—Serial  
(9) **BUGS BUNNY**—Cartoons  
(10) (11) **MISTER ROGERS**  
(12) **HODGEPODGE LODGE**—Children  
(13) **LASSIE**—Drama  
Cory and Lassie visit a retired forest ranger who is caring for an injured seagull—in the desert.  
(14) **LILIAS, YOGA AND YOU**
- 4:00 (4) **FLINT STONES**—Cartoon  
(4) **ROBERT YOUNG, FAMILY DOCTOR**—Drama  
A young woman's horror of leprosy is the subject of this drama. Ellen Nielsen: Tiffany Bolling. (60 min.)  
(5) **MICKEY MOUSE CLUB** (EW)  
The cartoon "Egyptian Melodies" follows a spider's journey through the inside of an ancient Sphinx.  
(7) **MOVIE**—Thriller  
"The Frozen Dead." (English; 1967)  
Gruesome horror film about a German scientist (Dana Andrews) conducting experiments to resuscitate 1500 Nazis who were frozen alive. Anna Palk. Roberts: Philip Gilbert. (2 hrs.)  
(8) **SOMERSET**—Serial  
(9) **DINAH!**  
Hal Holbrook, Valerie Perrine, author

- Barbara Howard, singers Joe & Bing, and Granat and Garrozo comedy duo. Music: "Barnstormer," "You Can Dance to My Song" (Joe & Bing); "Solitaire," "Oh, Babe, What Would You Say?" (Dinah). John Rodby orchestra (90 min.)  
(5) **BEWITCHED**—Comedy  
Darrin must rescue Samantha, who's trapped in 17th-century Salem.  
(6) (7) **EDGE OF NIGHT**—Serial  
(8) **BATMAN-SUPERMAN-AQUAMAN**—Children  
(9) (10) (11) **SESAME STREET**  
(12) **MAVERICK**—Western (EW)  
Searching for a lost gold mine, Beau and his saloon partner (Mala Powers) have company: a harmless Mexican bandito and a tribe of Apaches. (60 min.)  
(13) **SPEED RACER**—Cartoon  
(14) **MISTER ROGERS**  
4:30 (4) **DINAH!**  
See 4 P.M. Ch. 9 for details.  
(5) (6) **FLINT STONES**—Cartoon  
(7) **MEVY GRIFFIN**  
Mel Tillis, Robert Clary; comic Milt Ka-

- men, author Michael Druzman and 25-year-old skateboard champion Tom Sims are guests. (90 min.)  
(8) **FBI—Crime Drama**  
Richard Kiley as a traitor in turmoil, caught between the Communists and a driving urge to find his runaway wife. Karole Schumann: Hurd Hatfield. Erskine: Etem Zimbalist Jr. (60 min.)  
(9) **MIKE DOUGLAS**  
From Miami Beach: Co-host Jackie Gleason; Barry Newman; Jo Anne Worley; the Hudson Brothers; and rock group Hamilton, Joe Frank and Reynolds are guests. Also: demonstrations by 4rampoliners. (90 min.)  
(10) **BATMAN**—Adventure  
Part 1. The Joker (Cesar Romero) wreaks havoc with Gotham's vending machines. Batman: Adam West.  
(11) **LONE RANGER**—Western (EW)  
The Lone Ranger investigates the attempted murder of an engineer.  
(12) **SESAME STREET**  
5:00 (4) **MIKE DOUGLAS**  
From Miami Beach: Joining co-host Jackie Gleason are Barry Newman;



close up

**DEMOCRATIC CONVENTION**  
ABC, CBS, NBC

**Special:** The Democratic Party chooses its Presidential candidate tonight.

"Alabama... Alaska... Arizona..." The traditional alphabetical roll call of states, absent from the last convention, returns. (The 1972 roll, determined by draw, "made for much confusion and took twice as much time," says a convention spokesman.) A total of 15 minutes is allotted for nominating and seconding speeches; and, as in '72, there will be no "spontaneous" demonstrations after the nominations.

Balloting for the Presidential candidate is scheduled to begin at about 10:15 P.M. The Democrats have not needed more than one ballot to select their standard-bearer since nominating Adlai Stevenson in 1952—and tonight is expected to be no exception. Former Georgia governor Jimmy Carter is heavily favored to win the 1505 delegates necessary for nomination on the first ballot.

NBC's live coverage begins at 7 P.M., CBS's at 7:30 P.M. ABC's live-and-tape digest begins at 9 P.M.

**MOVIE—Adventure**  
 "Son of El Cid." (Italian; 1956) Fernando (Mark Damon) leads the Spaniards against domination by the Moors. Antonella Lualdi, Gastone Moschin. (2 hrs.)

**NOVA**  
 "Why Do Birds Sing?" The reasons, according to scientists in this report, include warning other birds of impending danger and asserting territorial rights. (Repeat; 60 min.)

**BIG VALLEY—Western**  
 Jarrod (Richard Long) acts as arbiter when bigots harass the Barkleys' tenant—a stubborn Mormon farmer with two wives. Hebron: Fritz Weaver. Emilena: Donna Bacala. Victoria: Barbara Stanwyck. Eliza: Olive Dunbar. (60 min.)

12:30 **SEARCH FOR TOMORROW—Serial**

**GONG SHOW—Game**

**ALL MY CHILDREN—Serial**

**NOONDAY ON 8**

12:55 **NBC NEWS**

1:00 **WOMAN'S ANGLE— Sylvia Scott**



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 TALL-IN-THE-SADDLE  
 DILLON.

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Weekdays at 5pm

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SALISBURY

**TO BE ANNOUNCED**

**RYAN'S HOPE—Serial**

**TO TELL THE TRUTH**

Nipsey Russell, Peggy Cass, Bill Cullen and Kitty Carlisle. Garry Moore is the host of the series.

**NEWS**

**MARY HARTMAN, MARY HARTMAN**

**FILM**

**MOVIE—Drama**

"The Silence." (Swedish; 1963) Ingmar Bergman uses a stark photographic technique to observe the tragic relationship between two sisters. Ingrid Thulin, Gunnel Lindblom. Johan: Jorgen Lindstrom. Complex, symbol-scattered work. The Best Film winner. (2 hrs.)

**MOVIE—Drama**

"The Big Punch." (1948) A young boxer (Gordon MacRae) framed for murder takes refuge with a minister friend (Wayne Morris). Lois Maxwell. Midge: Mary Stuart. Festig: Anthony Ward. (90 min.)

1:30 **DEMOCRATIC CONVENTION**

Special: Scheduled gavel-to-gavel coverage of the balloting for the Vice Presidential nominee begins. See the Close-up opposite. (Live)

**FAMILY FEUD—Game**

**JUST GENERATION**

2:00 **MOVIE—Drama**

"East of the River." (1940) The story of two brothers from the New York slums, one of whom becomes a gangster. Joe: John Garfield. Laurie: Brenda Marshall. Nick: William Lundigan. Teresa: Marjorie Rambeau. Tony: George Tobias. Davis: Moroni Olsen. Cy: Douglas Fowley. (90 min.)

**\$20,000 PYRAMID—Game**

Barbara Feldon, Bill Cullen. Dick Clark is the host.

**LASSIE—Drama**

Lassie tries to save a lost kitten from treacherous tides and an angry hawk. Ericson: Jack De Mave.

**MOTIVATING YOUR CHILDREN TO LEARN**

2:30 **BREAK THE BANK—Game**

Lonnie Shorr, Liz Torres, Jimmie Walker, Elaine Boosler, Wolfman Jack, Robert Hegyes, Jaye P. Morgan, Jan Murray and Barbara Sharma.

**DOZO—Cartoon**

**COURSE OF OUR TIMES**

**History**

**CAPTAIN CHESAPEAKE**

3:00 **GENERAL HOSPITAL—Serial**

**ROBERT YOUNG, FAMILY DOCTOR—Drama**

Gary Merrill as a brilliant trial lawyer who refuses to interrupt a landmark case for cancer treatment. John Christopher. Kaz Garas. Welby: Robert Young. (60 min.)

**FUN WORLD—Cartoons**

**BLACK EXPERIENCE—Report**

**CARRASCOLENDAS—Children**

3:30 **DREAM OF JEANNIE—Comedy**

House guests at the Nelsons': Jeannie's two inquisitive uncles. Tony: Larry Hagman. Jeannie: Barbara Eden. Azmir: Ronald Long. Vasmire: Arthur Maat. Roger: Bill Daily.

**ONE LIFE TO LIVE—Serial**

**BUGS BUNNY—Cartoons**

**MISTER ROGERS**

**HODDGEPODGE LODGE—Children**

**LASSIE—Drama**

Lassie trails a deer that has been

struck by a car. Corey: Robert Bray. Doc Shelby: Hugh Lawrence.

**LILIAS, YOGA AND YOU**

**DEMOCRATIC CONVENTION**

At press time, there was a possibility that today's session would convene later than scheduled.

4:00 **MICKEY MOUSE CLUB**

Pluto teaches a baby bird to fly in the cartoon "Pluto's Fledgling." Also: an episode from the "Hawaiian Adventure" series.

**MOVIE—Thriller**

"Blood Mania." (1971) Melodramatic, slow-moving mixture of blackmail, seduction and murder. Cooper: Peter Carpenter. Victoria: Maria de Aragon. Gail: Vicki Peters. Cheryl: Reagan Wilson. Kate: Jacqueline Dalya. Nurse Turner: Leslie Simms. Waterman: Eric Allison. Blackmailer: Arell Blanton. Lawyer: Alex Rocco. (2 hrs.)

**EDGE OF NIGHT—Serial**

**BATMAN-SUPERMAN-AQUAMAN—Children**

**DEMOCRATIC CONVENTION ABC, CBS, NBC**

close up



Special: The convention's final day.

The Rules Committee delivers the second half of its report, and may be in for a floor fight on one issue: mandatory equal representation of women delegates at the 1980 convention.

Nominations and Balloting for the Vice Presidential candidate usually hinge on the Presidential nominee's recommendation of a running mate. Although front runner Jimmy Carter has said he won't divulge his choices until after the confirmation of his own nomination, names being mentioned at press time include Senators Frank Church (Idaho) and Walter Mondale (Minn.), and Representatives Barbara Jordan (Texas), Peter Rodino (N.J.) and Morris Udall (Ariz.).

Acceptance Speeches by the Presidential standard-bearer (scheduled for 10:30 P.M.) and by the Vice Presidential nominee (scheduled for 9:30 P.M.) are the opening salvos of the '76 campaign.

NBC and CBS begin live coverage between 1 and 4 P.M. ABC's live-and-tape digest begins at 8 P.M.

on the themes shaping his movies. Included: clips from his first talkie "The Dawn Patrol" (1930) and "Air Force" (1942); the Westerns "Red River" (1948) and "Rio Bravo" (1959), both with John Wayne; Humphrey Bogart in "To Have and Have Not" (1944) and "The Big Sleep" (1946); and the comedies "Twentieth Century" (1934) and "His Girl Friday." (Repeat; 60 min.)

**25 STRAUSS FAMILY**

Austria's musical Strauss family is profiled in a seven-part series. Part 1: Johann I forsakes his wife Anna, who in turn occupies herself with young Johann's career. Johann I: Eric Wolfe. Anna: Anne Stallybrass. Johann II: Stuart Wilson. (90 min.)

**45 MOVIE—Drama** **BW**

"Run Silent, Run Deep." (1958) Robert Wise directed this taut account of a clash of wills aboard an American sub on a search-and-destroy mission. Clark Gable, Burt Lancaster, Jack Warden, Brad Dexter. Ruby: Don Rickles. (2 hrs., 15 min.)

**10:00 5 NEWS**

**22 67 CROCKETT'S VICTORY GARDEN—Instruction**

Thinning out crops is Jim Crockett's horticultural lesson. He shows how on patches of corn and kohlrabi.

**63 BLACK PERSPECTIVE ON THE NEWS**

The Democratic Presidential nominee is scheduled to be interviewed. Moderator: Reginald Bryant. (60 min.)

[This expanded one-hour edition begins one-half hour earlier, pre-empting regular programming.]

**10:20 22 67 TOURISTS ARE COMING**

**—Travel**

Scheduled: A trip up New Hampshire's Mount Washington on the cog-railway; views of vintage locomotive and railroad cars in a Baltimore museum; a visit to Cape May, N.J., one of America's oldest seashore resorts; glimpses of the Folklife Pavilion near the Philadelphia Museum of Art. Polly Adams is the series hostess.

**63 BLACK PERSPECTIVE ON THE NEWS**

The Democratic Presidential nominee is scheduled to be interviewed. Reginald Bryant is the moderator. (60 min.)

**11:00 4 13 25 NEWS**

**5 LOVE, AMERICAN STYLE**

A plot to snare a lovely nurse; a burglar is mistaken for a practical joker by his pretty victim (Marlyn Mason). Larry Storch, Christopher George.

**20 MARY HARTMAN, MARY HARTMAN**

**22 67 BASICALLY BASEBALL**

Basics of good batting are demonstrated, including the swing, stance, bunting and watching the ball. Players discuss their individual methods.

**11:15 13 NEWS**

**11:25 45 PAUL HARVEY—Commentary**

**DEMOCRATIC CONVENTION**

If the convention runs overtime, network coverage may pre-empt or delay the start of scheduled programming.

**11:30 2 7 9 13 15 NEWS**

**4 13 25 JOHNNY CARSON**

**5 PERRY MASON**

Mason's client: a young sailor accused of murdering his captain. Chapman: Jack Ging. Page: Hugh Marlowe. Mason: Raymond Burr. Russell: Robert H. Harris. Vivian: Ann Robinson. Boldon: Robert F. Simon. (60 min.)

**20 HONEYMOONERS—Comedy** **BW**

Norton (Art Carney) tries to win a promotion. Ralph: Jackie Gleason. Alice: Audrey Meadows. Trixie: Joyce Randolph.

**22 67 GOVERNOR'S PRESS CONFERENCE—Marvin Mandel**

**25 ABC NEWS—Harry Reasoner** Captioned for the hearing-impaired.

**63 MERV GRIFFIN**

Ray Bolger, Margot Fonteyn, TV programming executive Bob Shanks and the Mugglestons singing group are the guests. Mort Lindsey conducts the orchestra. (90 min.)

**12:00 2 9 MOVIE—Comedy-Drama**

"Ginger in the Morning" (1973) concerns a young Southwestern hitchhiker who becomes romantically involved with an older man. Joe: Monte Markham. Ginger: Sissy Spacek. Sugar: Susan Oliver. Charlie: Mark Miller. Sheriff: Slim Pickens. (1 hr., 55 min.)

**7 13 MANNIX—Crime Drama**

A man presumed dead in a private-plane crash turns up at Mannix's place, claiming the crash was no accident. Mannix: Mike Connors. Brad:

Paul Richards. Christina: Susan Howard. Diana: Yvonne Craig. Peggy: Gail Fisher. King: Anthony Eisley. (70 min.)

**13 JOHNNY CARSON**

**20 UNTOUCHABLES** **BW**

Ness (Robert Stack) seeks leads to a narcotics-stealing operation—but the gang's strong-arm methods discourage possible tipsters. Patron: Frank Silvera. Hall: John McIntire. Bardo: Joseph Anthony. Dasher: Gene Lyons. Rossi: Nicholas Georgiade. (60 min.)

**12:30 5 MOVIE—Western** **BW**

"Arizona" (1940) A frontier hellcat (Jean Arthur), who hopes to own the biggest ranch in Arizona, finds that being as tough as the man (William Holden) she wants is no way to land him. Carteret: Warren William. Ward: Porter Hall. Warner: Paul Harvey. Haley: George Chandler. Oury: Rogis Toomey. Kitchen: Byron Foulger. Estevan: Paul Lopez. Massey: Colin Tapley. Judge Bogardus: Edgar Buchanan. (2 hrs., 25 min.)

**1:00 4 13 11 25 TOMORROW—Snyder**

**20 GREATEST SPORTS LEGENDS** + A tribute to Yogi Berra, one of the most popular figures in baseball history. Known for his clutch hitting, Berra helped lead the New York Yankees to 10 world championships and was voted the American League's Most Valuable Player three times. After his playing career ended, Berra became the second manager to win pennants in both leagues.

**45 NEWS**

**1:10 7 13 MAGICIAN—Crime Drama**

A toyshop owner is the unlikely black-mailer of a rich businessman. Tony: Bill Bixby. Wyndham: Simon Scott. Tiltonson: Louis Hayward. (70 min.)

**45 PAUL HARVEY—Commentary**

**2:00 13 NEWS**

**2:20 13 NEWS**

**2:30 13 MOVIE—Western**

"Passion." (1954) In early California, a man (Cornel Wilde) seeks vengeance on the killers of his family. Yvonne DeCarlo, Raymond Burr, Lon Chaney, John Qualen, Rodolfo Acosta. Munoz: Anthony Caruso. (1 hr., 40 min.)

How the English keep dry.

Largest seller in England, America, the world. Gordon's Gin.



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From  
Ron's  
outbox

8/10/76

|

THE WHITE HOUSE

WASHINGTON

July 22, 1976

*file*

MEMORANDUM FOR:

RON NESSEN

FROM:

DAVE GERGEN

SUBJECT:

TV Coverage of the  
Democratic Convention

George Van Cleve monitored the entire Democratic Convention and has come up with some very worthwhile material. Please call George directly for any follow-up.

Attachment

July 20, 1976

MEMORANDUM FOR:           DAVE GERGEN

FROM:                       GEORGE VAN CLEVE

SUBJECT: NATIONAL TELEVISION NETWORK COVERAGE OF  
          THE DEMOCRATIC NATIONAL CONVENTION

The Democratic National Convention was held July 12 through July 15, 1976. Two of the three national television networks -- NBC and CBS -- covered the Convention from gavel to gavel. This meant that each did approximately 30 hours of programming. ABC decided to confine its coverage to the "highlights," which meant that it did about 10-12 hours of programming.

In this memorandum, I will first discuss network treatment of the convention, and then discuss what I thought were important features of the convention and their implications for the GOP convention.

#### I. MEDIA COVERAGE OF THE CONVENTION

First. The coverage of major convention events which reached American viewers was reasonably uniform no matter which channel they watched. For example, CBS spent 114 minutes at the podium on July 12 (i. e., the sound and camera action were on the podium speaker), while NBC spent 120. And both channels made roughly the same choices about what to cover and not to cover. This was a pattern which persisted throughout the convention. Table I gives the convention podium event (by day) and shows how much coverage each of the networks gave it. The Table indicates that there were some coverage differences. Table II presents a day-by-day breakdown of time devoted to various types of network activities by each network.

Second. The pattern with regard to podium events coverage repeated itself as far as the amount of commentary and floor reporting

CBS and NBC did were concerned. ABC's planned coverage necessarily meant it did a good deal less interviewing.

Neither Bill Moyers nor Eric Sevareid (CBS) had particularly nice things to say about Carter. Cronkite, on the other hand, is clearly backing Carter all the way. Goldwater spent a good deal of his ABC time defending the party. The Brinkley and Channellor commentary on NBC was not particularly favorable to the Democrats either.

Third. The convention had 2 afternoon sessions and 4 evening sessions. The afternoon sessions were held Tuesday the 13th and Thursday the 15th. By and large, the networks ignored podium events which took place during the afternoon sessions, using the time before 7:30 or 8 p. m. for interviews and commentary. Table III gives a breakdown of the amount of podium time played by CBS/NBC in the afternoon and evenings. The networks did follow some of the floor speeches and voting in the working (as opposed to the nominating) sessions, but not very much. Even if they had followed it, there probably wouldn't have been much of an audience for it.

Fourth. On an overall basis, the networks did not differ greatly in their floor interviewing patterns, though the sequence of the interviews was different. Rather predictably, both networks spent a great deal of time trying to track four things:

- (1) Each and every member of the Carter family;
- (2) Members of Carter's command staff;
- (3) Rumours about the VP nomination;
- (4) Major political leaders, for their reactions to the Carter and Mondale candidacies and their assessments of the Fall election.

Fifth. The networks did the Democrats some favors, but not as many as they could have done. They did the Democrats a major favor by keeping the cameras on the podium during the evening as much as they did, because the Garden's acoustics are very poor and many delegates wandered around a lot as a result. If the cameras had followed this more than they did, it would have conveyed more accurately the widespread boredom the delegates obviously exhibited. The networks also did very little in the way of analysis of the platform, which wasn't really presented or debated as a platform (more on this below). On the other hand,

the networks did broadcast all of the speeches attacking Carter's abortion position, and also broadcast most of Ron Dellums' speech.

Sixth. It seems likely to me that both NBC and CBS gave coverage to certain podium events either because everything else happening was even duller than the speaker or because they felt a certain amount of liberal guilt. In the first category falls CBS's coverage of all of Bess Meyerson's speech on Tuesday night. In the second category falls the coverage both networks gave to Coretta King and Mary Ann Krupsak, neither of whom had anything to say. Cesar Chavez's speech might also fall in that category. It seems to me to be most unlikely that in our convention, where there will generally be lots of off-podium controversy, this pattern will repeat itself.

Seventh. In terms of timing, the DNC planned a schedule in which nothing significant was done until prime time began, and really stuck to it. This probably lessened the impact of McGovern's speech (which began at 7:30 EDT) and the Dellums speech as well as the antibusing speeches. But the amnesty speeches and the attacks on Carter and the platform position on abortion were broadcast after 8 p. m. On the two days when evening sessions only were held, the convention was programmed not to move into gear until 9 p. m., and the podium coverage prior to 9 p. m. reflected this.

The Carter people clearly had their way throughout the entire show, and the media coverage reflected this. There was almost nothing, with the exception of the speeches mentioned above, that the Carter people didn't want shown that got shown. There was, in fact, so little for the network people to do that they came close to looking ridiculous, and so I suspect that next month their questions and their actions and reactions are going to be tougher as they make an effort to redeem themselves. News coverage always focusses on the extreme and the unusual -- but next month we're going to get that in spades. We can expect the press to focus on every sign of division and every event we'd rather not have them cover unless we do a very good job.

## II. IMPRESSIONS OF THE CONVENTION

During the four days of the convention, you not only nominate a candidate, you also either elect or don't elect the next president, because the impact of the media is so overpowering.

When you blanket the air waves, you cast an almost indelible impression that sticks with voters all the way through election day. There is a direct correlation between successful conventions and presidents being elected.

Al Vecchione, 1976 DNC TV consultant

Al Vecchione was hired by Robert Strauss to produce the 1976 convention and, all things considered, he did a pretty fair job. The guideline Strauss probably gave Vecchione was a simple one: build an image of the Democratic party which puts it back in the great Democratic tradition, back in the American mainstream. This Vecchione proceeded to try to do. His major contributions beside the hall design were the three convention films, but other smaller touches will be mentioned below. Here are my impressions:

### Monday

The opening ceremony was terrific. Not only was it patriotic, but the music and lighting were extremely well done. This opening provided a good kickoff for the rest of the evening. The invocation, on the other hand, was lousy -- too long and rambling. It cut against the effect produced by the opening.

Strauss's speech was not very good, and he is no orator. The speech lasted more than 20 minutes, and the networks both cut away from it about half way through.

Glenn's speech was not very good, and Glenn is no great orator either. The speech lasted 20 minutes, and it would not have received the coverage it got if Glenn had not been a national hero of sorts and a prominent candidate for VP.

Jordan's speech, on the other hand, was very nearly the emotional highpoint of the entire convention. It was given at a time of day when it was most likely to be heard nationwide, and it was given on a day which was probably the second largest audience day (Thursday was probably the largest).

The use of Jordan as a keynoter in this position was a stroke of genius. I strongly suggest that we try very hard to equal this if it's at all possible.

Neilsen ratings indicate that the opening night of the convention got 58% of all TV viewers nationally during the hours that all 3 networks covered it, compared with 66% in 1972.

### THE FILMS

The "convention" film was not very good, but it did use a very popular actor (Edward Asner, "Lou Grant" on the Mary Tyler Moore show) to make two important points to a national TV audience: first, Democrats have their differences, but the Republicans are worse; second, the Democratic delegates in 1976 are average people -- not crazies. With regard to the second point, Vecchione apparently felt that he could trust the networks to go out and look for the crazies (what few of them there were), but that the networks would be unlikely to show the non-political side of the middle-of-the-road delegates. His instincts were completely correct on this point.

The Glenn and Jordan films were far better. Both of them were devoted to showing their subjects as "mainstream" Americans -- patriots, believers in the system, hard workers, people who had achieved eminence on their own. I happen to think the techniques used in these films are effective.

The film approach may not survive, but I think it was effective here, particularly in using Glenn and Jordan as stereotypes of the new "responsible", centrist Democratic party.

### Tuesday

Tuesday saw the Democrats' only real failure -- the platform "presentation" ceremony. It was preceded by two well-received speeches -- Humphrey's in particular got very good applause -- but it was nonetheless lifeless. Perhaps something was added to the ceremony by the obvious "unity" inherent in having Mayor Daley follow Coretta Scott King on the podium, but even though the "presentations" were really partisan speeches on each of the issue areas given by widely known party leaders, it was still generally very dull, since none

of the people who "presented" the platform could speak at all well.

This "presentation" ceremony obviously was an attempt to solve a difficult problem. The platform is, next to the rules, the least sexy material in the convention program -- and yet, to banish it to an afternoon session would be to tell people that you really don't care much about it. So the planners decided to make a show of unity "on the issues" and pay some political debts at the same time. They might have been better off if they had attempted to do some sort of a film dramatization of the problems to which the platform speaks, and of their "solutions."

The Nielsen ratings indicate that 60 million viewers watched the All-Star game while 13 million watched the convention. Clearly, Tuesday night was a perfect night to get the dull platform work done.

### Wednesday

The Presidential nominating process was handled well. Udall made a generous and well-received concession speech, and the party got a chance to parade Archibald Cox, the symbol of Watergate morality, in the bargain. Several of Carter's nominating and seconding speeches were quite effective (particularly Andy Young's). It is certainly no accident that the speeches were given by 2 Italian Catholics from the Northeast (Carter is Scotch-Irish) and a black Southern Congressman, but note that the speakers were also effective.

As one might have expected, the roll call got full coverage. The network I watched also had some very effective footage of Carter and his daughter Amy watching the vote in his Americana suite.

Wednesday evening network coverage (when all three networks were covering) got 63% of the audience (CBS 23, NBC 23, ABC 17) compared to 70% in 1972.

### Thursday

The convention closed its business on Thursday on a relatively positive note. The speakers supporting total amnesty were listened to politely and then, after a quick vote, Mondale gave an acceptance speech which nearly upstaged Carter. Since Mondale was already a favorite with many in the crowd, his speech, which was well delivered, really woke the delegates up.

The Mondale speech was followed by Carter's PR film, about which I have mixed emotions. Tom Brokaw thought it was slick, and that is a reaction I have heard around here as well. Several people I talked to about it thought it was quite effective. Rafshoon made it, and it's probably a good sample of his work. Since Rafshoon is going to have control of an \$8-10 million advertising budget in the Fall campaign, it is probably worth reviewing rather carefully.

I personally felt that the film failed to convey any of the sense of "grandeur" or history that I have always associated with Kennedy PR at its best, and that it was positively amateurish at points. But perhaps I missed the point, and perhaps I know too much about Carter to be hit the way Rafshoon wanted to hit those who don't know anything about Carter. At any rate, one thing is clear -- Carter's people are true believers when it comes to <sup>heavy use of</sup> the media as far as campaign technique is concerned. And they will have access to a lot of very good people who have done Presidential campaign media before.

Carter's entrance through the crowd was very effective. I understand that this is the first time that sort of thing has been done, and it had ~~ix~~ the intended effect, which was to show Carter being "mobbed" by an enthusiastic crowd.

I will try to do an analysis of the thematic content of the Carter and Mondale speeches at a later time.

Many people also thought that the closing benediction, given by Rev. Martin Luther King, Sr. and the singing of "We Shall Overcome" which surrounded the benediction were quite moving.

## CONCLUSION AND SUGGESTIONS

1. Our major "controllable" problem is our lack of strong personality symbols to play with. Clearly there is no way we can use Nixon in the manner that the Democrats used Truman, Kennedy, Johnson, etc. I suppose that we can use Eisenhower, but this will have power only for the older voters. Even this symbol has some associations with Nixon. I think that the use of Lincoln would probably be quite effective.

But more generally, we ought not to forget that the 50-60% (perhaps

more, since this convention does not promise to be a dull one) of the American public who watch this event will be waiting to see one thing: how the party goes about exorcising the ghost of Richard Nixon.

I personally would prefer to see a good keynote speech on political corruption which attacks the problem head on. The speech ought to point to Democratic corruption -- the 100 Democratic officials indicted and convicted by Jim Thompson in Chicago, the indictment and conviction of Jack Chestnut, Hays, Cunningham, etc. -- and then argue that corruption knows no party. The point ought to be that it is honorable men that our party is interested in sponsoring for office. Perhaps the speaker ought to express a sense of betrayal, and then to express relief at Nixon's replacement by honorable men.

The important point, however, is not how this is done, but that it is done.

2. Vecchione said that he wanted to give the impression of movement, vigourousness, etc. Note that many of the speakers at the convention (the candidates included) were relatively young. I think that we want to try hard to give the impression that we are not the "tired, worn-out" party that Humphrey suggested we are.

3. The first night opening can be a real plus if it is well staged. It will get coverage, and it will set a mood for the viewer (if not for the delegates).

4. A good first night keynoter is essential. Oratorical ability is critical.

5. If we cannot avoid a platform fight, then let's show the American people some real democracy in action. We ought to show them that we can conduct a rational, civilized debate ( a "clean fight.")

I would suggest, therefore, that the person who controls these proceedings be a neutral so that his rulings will not create controversy. Furthermore, each of the speakers for various platform positions should be coached so that he makes his points quickly and clearly. We can expect a lot of movement by the cameras during the debate. If it is possible, the platform debate should begin in the afternoon, with the least explosive sections left for the evening. ~~QWERTY~~

6. Since, for a variety of reasons, the President cannot be counted on to give a dynamic acceptance speech, his nominating and seconding speeches had better be good. It would be a serious mistake to choose as a participant in this event someone whose only claim to participation is his political eminence.

7. Every single speech at the Democratic National Convention except Carter's acceptance speech was 25 minutes or less long (only a few exceeded 20 minutes). This was a very good idea, and if we can follow this format we should do so.

TABLE I - Network Coverage of Democratic National Convention Events

<u>Podium Event</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
Opening	Full (11)	Full	2 Minutes
Welcome (Andy Shea)	None	None	None
R <sup>1</sup> - Caroline Wilkins DNC Vice Chairperson	None	None	None
R - Basil Patterson DNC Vice Chairperson	None	None	None
Appointment of Temporary Officers	None	None	None
W - Hugh Carey, New York Governor	Full (10)	Full	1/2
W - Abe Beame, New York Mayor	Full (8)	Full	1/2
Treasurer's Report	None	None	None
Finance Report	None	None	None
R - Mary Ann Krupsak, New York Lieutenant Governor	Full (7)	Full	None
Convention Film	Full (15)	Full	1/3
S - Robert Strauss DNC Chairman	8/22	11/22	15/22
John Glenn Film	Full (4)	Full	1/2
K - John Glenn	Full	Full	Full
Barbara Jordan Film	Full (4)	Full	Full
K - Barbara Jordan	Full (23)	Full	Full

<sup>1</sup>R=Remarks; K=Keynotes; W=Welcome; S=Speech; N=Nominating Speech;  
SS=Seconding Speech.

B.  
TUESDAY, JULY 13

<u>Podium Event</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
Credentials Report (Alan Cranston)	None	None	
R - Dwayne Holman Young Democrats	None	None	
R - Moon Landrieu, New Orleans	None	None	
R - Kenneth Gibson, Newark	None	2 Minutes	
Campaign Committee Report, Wendell Ford	None	None	
Rules Committee Recommendations	None	None	
Rules Committee Report	None	None	
S - George McGovern	Full	Full	
S - Hubert Humphrey	Full	Full	
<u>Platform Presentation</u>			
Muskie	Full	Full	
Wallace	Full	Full	
Meyerson	Full	1 Minute	
C.S. King	Full	Full	
Daley	Full	Full	
Church	Full	?	
Zumwalt	8 Min.	?	

WEDNESDAY, JULY 14

<u>Podium Event</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
S - Henry Maier	None	None	None
S - Philip Noel	None	None	None
S - Reubin Askew	None	3 min.	None
N - Peter Rodino	Full(12)	Full	Full
SS - Midge Constanza	Full(6)	Full	2 min.
SS - Andrew Young	4 min.	3 min.	6 min.
N - Killilea (McCormack)	Full(12)	Full	10 min.
SS - E. Craven (McCormack)	1 min.(7)	5 min.	None
N - Archibald Cox	Full(6)	Full	Full
SS - Morris Udall	Full(15)	Full	Full
N - Caesar Chavez	Full(8)	Full	Full
SS - Burke	7 min.	2 min.	2 min.
Rollcall for Presidential Nominee	Full*	Full*	Full

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\*Cut-aways to Carter at Americana.

D.  
THURSDAY, JULY 15

<u>Podium Event</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
Busing Candidate Nominating and Seconding Speeches	8/20	?	None
N - Conyers, Michigan	Full(6)	?	None
SS - Dallums, California	Full(9)	?	None
N - Humphrey	Full(16)	?	4 min.
SS - Pryor, Arkansas	Full(5)	?	1 min.
SS - Burke, California	Full(6)	?	1 min.
N - Kovic (Draft Evaders)	Full(5)	Full	1 min.
SS - Ranson (Draft Evaders)	Full(3)	Full	None
SS - Efav (Draft Evaders)	Full(6)	Full	None
Rollcall	Full(30)	Full	Cuts
Acceptance - Mondale	Full(23)	Full	Full
Carter Film	Full(15)	Full	Full
Acceptance - Carter	Full(39)	Full	Full

TABLE II - Network Convention Coverage by Network Activity (By Day)

<u>Day</u>	<u>ADS</u>	<u>Podium Events</u>	<u>Interviews/ Correspondents</u>	<u>Booth</u>	<u>Misc. Film</u> <sup>2</sup>
<u>July 12</u>					
NBC	16	120 <sup>1</sup>	28	25	12
CBS	18	114	27	37	9
ABC	10 <sup>3</sup>	80	22	21	13
<u>July 13</u>					
NBC	45	128	116	87	26
CBS	65	170	118	90	6
ABC	All- Star Game		.		
<u>July 14</u>					
NBC	14	137	37	25	4
CBS	20	148	34	46	21
ABC	15 <sup>3</sup>	113	24	19	9
<u>July 15</u>					
NBC	66	131*	213	132	40
CBS	55 <sup>3</sup>	110*	130 <sup>3</sup>	125 <sup>3</sup>	56
ABC	20 <sup>3</sup>	100*	49	50	9

1. Figures are in minutes.

2. Misc. Film includes cuts to non-convention activities, old videotape, film bios., etc.

3. Estimated because of differences in log format and length of coverage.

\* After 8:00 p.m.

A.

PERCENTAGE OF TOTAL PODIUM COVERAGE BROADCAST IN EVENING

Table III - Percentage of Podium Coverage Time by Time Period

<u>Day</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
July 12 (after 8:50)	90%	89%	100%
July 13 (after 7:30)	78%	88%	--
July 14 (after 9:00)	90%	94%	97%
July 15 (after 8:00)	70%	65%	100%

B.

PODIUM COVERAGE AS PERCENTAGE OF EVENING BROADCAST TIME

<u>Day</u>	<u>NBC</u>	<u>CBS</u>	<u>ABC</u>
July 12 (after 8:50)	67%	62%	50%
July 13 (after 7:30)	45%	47%	--
July 14 (after 9:00)	80%	66% <sup>1</sup>	70%
July 15 (after 8:00)	60%	65%	45%

1. CBS on air 40 minutes longer in log, bringing down percentage.