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The Media Report

Editor/Brian Lamb/Volume III/Number 21/January 3, 1976
1660 L Street N.W., Washington, D.C. 20036/202-466-3346

INSIDE THE MEDIA

New York City could get a new morning daily newspaper by the end of 1977. It's the project of Len Saffir—outgoing New York Republican-Conservative Senator James Buckley's top staffer for the past six years. Saffir told MR, "I think there is a market here for a different kind of newspaper . . . a philosophical balance to the New York Times." But, he says, "I don't see it as a daily trade paper for conservatives. It will be a professional newspaper with its news pages balanced. It has to be a business, first, and it has to make money."

. . . Saffir is "optimistic" that his "ten-year dream" will get off the ground and claims, "as of now, I have most of my start-up money already committed." Jim Buckley "has been helping me raise the money . . . writing letters, making phone calls, meeting some people," says Saffir, but the senator is not slated to be involved in the editorial product. How about brother Bill Buckley? "Doesn't know anything about it," we're told. The company will not be "public" and although a majority of the seed money is reportedly coming from the New York area, some financial support is being generated from "as far away as Arizona, California and Florida." Saffir says he needs "millions," is "operating now with not enough to start publishing," and "by the end of the first quarter of the new year will know if I'm in a definite go position."

. . . The 46 year-old, seven year veteran of the now defunct Hearst International News Service feels he can avoid some of the troubles facing the existing New York dailies by not operating his own printing presses. John Shaheen's much delayed start-up date for a new afternoon daily (The New York Press) has been partially due to the tremendous costs and union problems resulting from an in-house printing operation. Here are some of the other details available regarding Saffir's plans: 1) Initially, he will "act as editor and publisher, until such time that I think that should change," 2) circulation is expected to be somewhere between 300,000 and 400,000, 3) it will be a tabloid and "not a very large newspaper," 4) printing will be offset, "eliminating the need for a number of unions," and will be farmed out to "good equipment presses available within range of the city," and 5) "the paper is not going to have a huge staff compared to the *Post* and the *Times* but will have a full range of coverage using wire services, contributing editors—from news to the arts to television." Saffir will draw on his experience in putting out the New York *Standard* during the '62-'63 New York newspaper strike. The *Standard* had a staff of 250, was printed in New Jersey, grossed \$3 million, and reportedly earned one million inside of a couple of months.

Meanwhile, another new publishing venture which has been in the planning stages for over a year and a half came to light this past week. This one is being financed totally by another well known Republican conservative, Richard Mellon Scaife of Pittsburgh. It will be a monthly metropolitan magazine (fashioned after *Washingtonian* and *Philadelphia*) called *The Pittsburgher*. This will be the second publication for Scaife who has owned the Greensburg (Pa.) *Tribune-Review* since 1971. He has hired 31 year-old Pat Minarcin, formerly with AP and CBS, to be his editor. Minarcin told MR that he expects to begin publishing *The Pittsburgher* by mid-'77. He says the emphasis will be on "in-depth, blue-ribbon, investigative and sometimes irreverent journalism . . . a hard look at the institutions in the city." Initial press run will be around 20,000 with plans to "build to 70,000 over the next couple of years." Minarcin acknowledges that one of the main motives for starting the new magazine stems from "a dearth of good journalism in this city." The *Pittsburgher* will have a full staff of about 16 with four of those serving as associate editors.





The *New York Times* has increased its reporting staff responsible for covering communications issues. NYT veteran cultural reporter C. Gerald Fraser has been assigned the task of "spot news" on the communications beat which frees up Les Brown to do more "investigative stories and bigger situationers" in this field. With John J. O'Connor continuing in the role of TV-Critic, the *Times* will have three writers permanently assigned to this subject. However, the number is still a far cry from the total number of seven reporters the newspaper had covering communications in the 50's and the 60's. Brown admitted to MR that it is difficult to get the NYT's editors to see the importance of the issue. "Management still thinks TV is a frivolous thing . . . when seen in cultural terms, it has a pretty low status," he says. Discussions have been held about the possibility of assigning a member of the Washington Bureau to the subject full-time, but that is not expected to happen in the near future. For the time being, reporter David Burnham will continue to divide his time among communications and several other regulatory issues. No longer responsible for the "spot announcement stories," Brown intends to spend more time in the nation's capital during the coming year writing about reorganization and efforts to re-vamp the Communications Act.

In the wake of CBS' decision to drop its three year-old suit against Vanderbilt University, Chancellor Alexander Heard says, "Our intention is to continue the important work of the Vanderbilt Television News Archive as long as the need exists and we have the resources." Archive founder and unpaid consultant Paul Simpson is "very pleased" with the CBS action and tells MR, "We will continue what we're doing at the present level of (financial) support." Since 1968, the Archive has been videotaping the evening newscasts of the three television networks for use by interested researchers. Since the suit was brought by CBS to stop the project, Simpson admits, "We've been in a holding pattern . . . operating at the same level as we did before 1974. What will happen now is a possible expansion of the news coverage." They plan to take a look at including news from the three network morning shows in the future. In order to do this, a substantial increase in the Archive's quarter-million dollar yearly budget would be necessary. Simpson says he also will "seek funds for a duplicate collection of our tapes. If something would happen, there is no way to replace what we've got." In addition, he hopes to upgrade his technical facilities from black and white to color. CBS abandoned its suit against Vanderbilt following passage of the copyright bill in the 94th Congress which affirmed the legality of such archives. The new law also authorized the creation of a new American Radio and Television Archive in and thru the office of the Register of Copyright. Vanderbilt's future is somewhat tied to what Congress decides to do with this project.

Publishers, editors and many others working in and around the media are still talking about the two-part series on Jann Wenner and *Rolling Stone* in the Nov. 26 and Dec. 10 issues of *New Times* magazine. To some it was reminiscent of Tom Wolfe's famous expose on the *New Yorker* several years back that supposedly brought about significant change in the publication. On Wenner, *New Times* senior writer Robert Sam Anson spent three months penning 25,000 words. He called the project "difficult and excruciating." But to Anson, it was something that had to be done." He and Wenner are contemporaries, and "*Rolling Stone* certainly was the most influential magazine for my age." Anson, who was "involved in movement politics," told MR, "Things did not turn out as we thought they would in the sixties. There has been an enormous change in lifestyle; by and large, it's business as usual." His articles report the same thing has happened to Wenner, and R.S. Anson says he interviewed 100 people while gathering material. However, his number one subject wasn't very cooperative. After dodging Anson for several weeks, Wenner finally agreed to be interviewed. But he had a stipulation: the interview had to be recorded, and Wenner was given final approval before any of the quotes could be used. In the end, he withheld everything. Others were just as difficult. "One source brought along a tape recorder, some asked that quotes be read back to them . . . I guess it's endemic to reporters . . . they are always the worse people to interview," says Anson. The articles



proved to be good business for *New Times*—"the best sellers of the last ten months." Anson, a full-time producer and on-air personality at WNET, New York, "is thinking of a book" and only has one regret: "I want to give a sense of what people were like in the sixties and the seventies . . . I consider myself a social historian."

~~MEDIA DIGEST~~

get

In the December issue of *Psychology Today*, two Columbia University psychologists say they have found, in a series of experiments, that news stories reported by the media have a direct impact on the way people interact with each other. Professors Stephen Holloway and Harvey Hornstein conclude their findings "suggest not only that the media influence our daily moral actions, but more generally, that altruism in individuals probably rises and falls with the altruism, or lack of it, in social events that may not touch us directly." For the several experiments the psychologists used radio news, both good and bad stories, to judge people's reactions. Holloway and Hornstein assembled close to 70 individuals in a room. While they were supposedly waiting for the experiment to begin, a radio near the front of the room was innocuously playing music. Those in the room didn't know it, but the experiment was already underway. The music was soon interrupted with a newscast (specially prepared) that contained both good and bad news items. Several minutes later the participants were quizzed "about the moral and ethical dispositions of people in general." They were not told the radio had anything to do with the experiment. Conclusion: "The good news produces more favorable views of humanity's general moral disposition than the bad news does—despite the fact that the news deals only with certain special cases and not at all with human nature on the grand scale." From other similar experiments, the authors say, "something even more startling happens when people listen to good and bad news. Not only do their beliefs change, so does their behavior." They also conclude that bad news will likely cause people "to become more competitive and less cooperative." The professors write: "It is now clear . . . that newscasts have serious and immediate consequences that are completely unintended. Far from just imparting facts, news stories about morality or immorality in action impress us, at least temporarily, with corresponding views of human nature—views that tend to move us, quite unconsciously, to behave in ways appropriate to such views." Holloway and Hornstein feel their findings could have serious consequences: "To put the matter in the plainest terms, certain news stories can demoralize and estrange us from one another. We believe that this finding places a new and heavy burden of responsibility on the news media."

The *Texas Monthly* for January reports that Dallas *Times-Herald* Publisher Tom Johnson failed to convince his seven-member editorial board to endorse Jimmy Carter for President. Johnson, a native of Georgia, was press secretary to Lyndon Johnson in the last months of his presidency. Although the Dallas paper gave the nod to Ford on October 24, TM says, "there was a surprisingly strong sentiment among board members to endorse neither candidate, a policy which the Herald's parent paper, the *Los Angeles Times*, followed." TM also quotes Johnson as saying he is "doing exactly what I want to do." Carter aides have not contacted him about returning to Washington, according to the magazine.

Harper's January cover article, "The Myth of An Adversary Press," by Washington editor Tom Bethell, has many members of the establishment media sputtering. Bethell's thesis: ". . . the news media have now become part of the government in all but formal constitutional ratification of the fact. For all intents and purposes, the *New York Times* or CBS News can best be understood as departments of the federal bureaucracy." He says, "Much of the time what we are witnessing is the equivalent of a marathon dance, in which media and government lean on each other because they need each other to survive and prosper." Bethell suggests journalists thrive on creating the illusion of a "crisis" whenever it suits their purpose—like in "the crisis of Watergate." He suggests that both the reporters and news organizations who covered Watergate and many of the Nixon people actually came out winners; "Most of them seem to be ending up with books on the best-



seller lists, with publishing, television and movie 'deals.' Confrontations between presidents and the press are also good for business. The press loves these confrontations more than anything—while pretending to deplore them—because . . . the mechanics of confrontation tend to confirm the press in its pose as the custodian of conscience," says Bethell. The media, in his opinion, have also twisted the meaning of the First Amendment for its own convenience, "because they very largely control public opinion with the same channels of communication that they use to present the news; the news media have done a very effective job of imposing an interpretation that is congenial to them. This interpretation may be briefly summarized as follows: In the media's dealings with government, secrecy is good; but in the government's internal dealings, secrecy is bad."

GOVERNMENT AND THE MEDIA

It might be a bit premature, but there is a consensus rapidly developing in Congress, at Carter transition headquarters and among present and former Ford Administration advisors that the future of the White House Office of Telecommunications Policy does not look very bright. One of the most visible signs has come in the form of remarks attributed to Carter transition aides appearing in recent newspaper columns of the *Washington Post's* David Broder and the *New York Times's* Scotty Reston. OTP is acknowledged to be one of the early and easy targets as Carter moves to reduce the number of White House personnel.

A Carter transition official confirmed to MR that "offices like OTP and the Council on Wages are logistically more vulnerable." The President-elect has in his possession "a bunch of options" on OTP, and the feeling is "he could make a decision before the Inaugural." We're told he has been given four choices: 1) create a new assistant secretary for telecommunications in the Commerce or Transportation departments; 2) cut the size of the current office and keep it where it is; 3) place the responsibility for OTP with the President's science advisor, or 4) move the OTP function to OMB or the Domestic Council. The Carter official says, no matter what choice is made, "nothing is going to happen to OTP for months." Before any substantial change can be made, the Congress must give its approval, and communications is obviously not a high priority item for Carter at the moment.

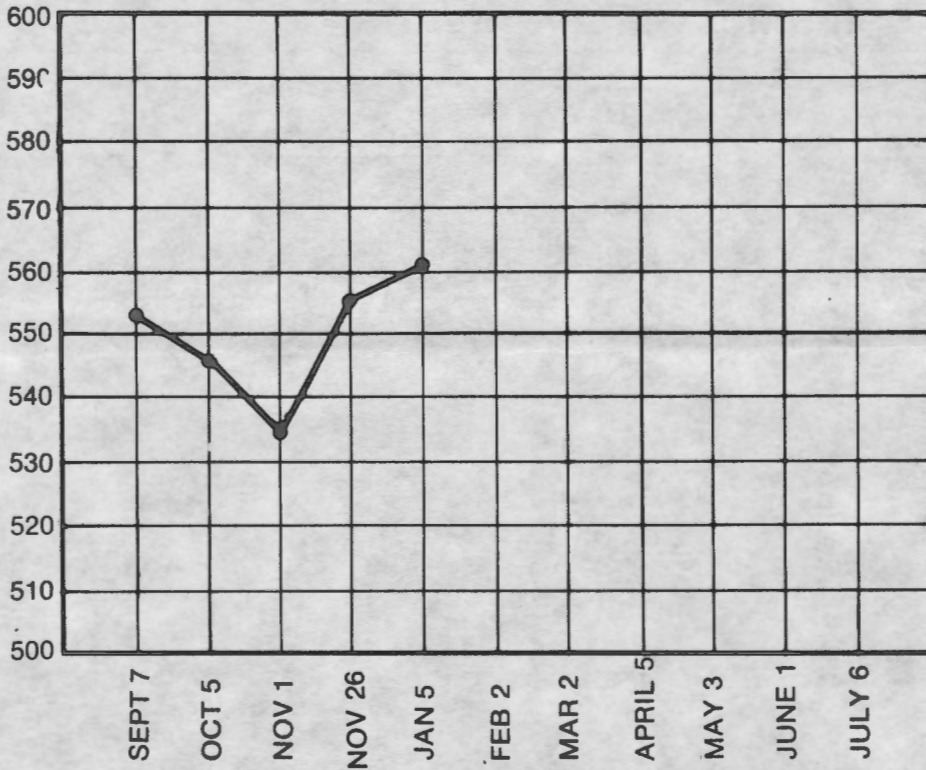
Apparently, interest in OTP's future is primarily the concern of three Carter aides: Sy Lazarus, Barry Jagoda and Rick Neustadt. For personal reasons, each individual has given those in Congress and other concerned parties with whom they have met different signals about what Carter is likely to do with the Telecommunications office. One top congressional Democrat, after meeting with a Carter aide, told MR he senses that "they seem to be in favor of abolishing OTP." If that happens, he feels "Congress would not oppose its abolition. I'm 95% certain that nothing would happen . . . can't think of anybody who would fight it." Even though House Communications Subcommittee Chairman Lionel Van Deerlin has called for the office's retention, our source says, "I don't think that Van would put himself out . . . he wouldn't want to fight for it on the House floor." On the Senate side, one official told us, "There's not much feeling for the office over here. Observers suggest this is partially the result of Senate Communications Subcommittee Chairman John Pastore's decision to retire from Congress. He was one of the early proponents of OTP, and his likely successor, Fritz Hollings of South Carolina, hasn't been active in the past with the subject of communications.

QUOTE OF THE WEEK:

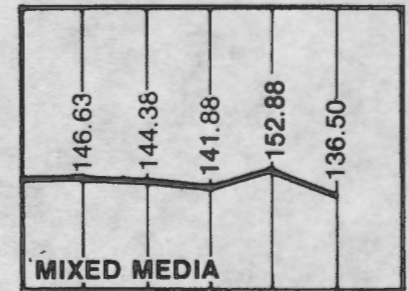
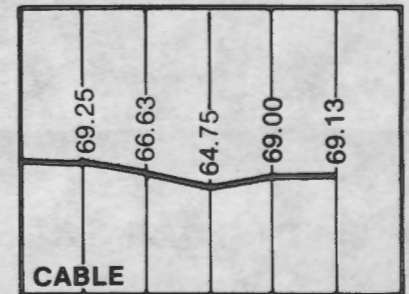
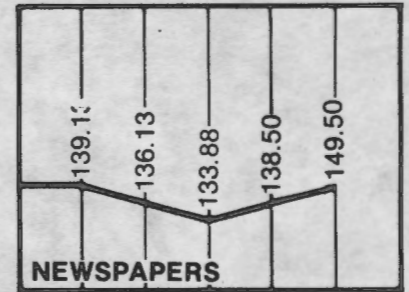
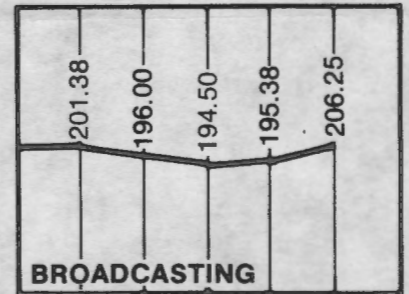
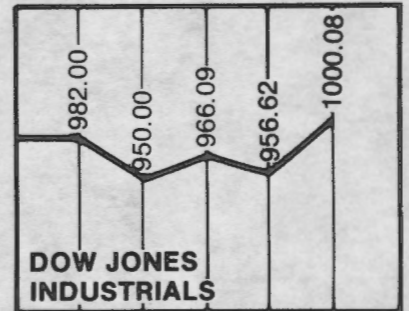
Richard Reeves in the Dec. 20 *New York* magazine following a post-election speaking tour: ". . . the press will be the next American institution to get the treatment . . . newspapers and television do their best to keep their shops, operations and people away from prying eyes. The top people in American communications—Agnew's 'Dirty Dozen'—are about as accessible as Chinese politicians . . . The Great Wall of Media, however, will probably soon be under siege."



MEDIA REPORT COMPOSITE



MEDIA REPORT INDEX



MEDIA REPORT MARKET DIARY

Shares Traded	6,366,000
Advances	16
Declines	3
Unchanged	1

	Stock	Close	Net	%
		11/26	12/2	Chg.
MAJOR BRDCSTG.	Metromedia	25¼	28½	+3¼
% Advance Leader	None			12.87
% Decline Leader	CBS	55%	58%	+3%
\$ Advance Leader	None			6.80
\$ Decline Leader				
MAJOR NEWSPAPERS	Times Mirror	20	22%	+2%
% Advance Leader	None			14.38
% Decline Leader	Gannett	37	40%	+3%
\$ Advance Leader	None			9.80
\$ Decline Leader				
MAJOR CABLE	Viacom	9%	10	+%
% Advance Leader	ATC	20	19½	-½
% Decline Leader	Viacom	9%	10	+%
\$ Advance Leader	ATC	20	19½	-½
\$ Decline Leader				2.50
MIXED MEDIA	Wash. Post	22½	24%	+2¼
% Advance Leader	Scripps/How	32½	31½	-1
% Decline Leader	Time, Inc.	34	36¾	+2%
\$ Advance Leader	Scripps/How	32½	31½	-1
\$ Decline Leader				3.08

*Media Report's exclusive data reports are compiled from a variety of industry sources. The figures are approximations only.



Impact—Media Report

	Stock Exch.	Closing Dec. 28	Closing Nov. 26	Net Change In Period	% Change In Period	1976 High	1976 Low	Closing Year End	Approx. Shares O/S (000's)	Shares Traded Last Mo. (100's)	P/E Ratio	Total Market Capitalization (000's)
Major Broadcasting												
ABC	NYS	39%	38	+1%	4.28	40%	19%	19½	17,407	14,747	9	689,752
Capital Cities	NYS	54%	53½	+%	1.64	56	42%	42½	7,688	2,345	12	418,035
CBS	NYS	58%	55%	+3%	6.80	61	46%	46%	28,370	5,539	10	1,670,284
Metromedia	NYS	28½	25¼	+3%	12.87	30%	15	15%	6,553	997	6	186,761
Storer	NYS	24%	23½	+1%	5.85	25%	12%	16%	4,877	1,084	6	121,315
Major Newspapers												
Dow Jones	NYS	32%	29%	+2%	7.53	32%	25	26	15,892	1,188	17	510,531
Gannett	NYS	40%	37	+3%	9.80	40%	32%	33½	21,584	2,020	17	876,850
Knight-Ridder	NYS	37%	36%	+%	2.38	37%	28%	29	15,602	1,698	12	587,025
NY Times	ASE	16%	14%	+1%	9.24	17%	11½	11½	11,211	1,045	10	182,179
Times Mirror	NYS	22%	20	+2%	14.38	23%	18%	18½	33,577	1,841	10	768,074
Major Cable												
ATC	OTC	19½	20	-½	2.50	22½	13%	14%	3,330	724	16	64,935
Cox	ASE	15%	16	-¼	1.56	19	13	13%	3,560	423	16	56,070
Teleprompter	NYS	8%	8%			11%	5%	6%	16,634	8,693		135,151
UA-Columbia	OTC	15%	15½	+¼	1.61	15%	9	9	1,697	181	12	26,728
Viacom	NYS	10	9%	+%	6.67	11%	7½	8½	3,643	796	9	36,430
Mixed Media												
McGraw-Hill	NYS	16%	15%	+%	4.72	17	12%	12½	23,103	2,561	10	384,087
RCA	NYS	26%	25½	+1%	5.39	30%	18%	19	74,627	14,950	11	2,005,601
Scripps-Howard	OTC	31½	32½	-1	3.08	32½	20½	20½	2,589	67	7	81,554
Time, Inc.	NYS	36%	34	+2%	8.09	36%	28%	62%	20,072	2,543	12	737,646
Washington Post	ASE	24%	22½	+2%	10.00	23%	21%	21	4,259	218	10	105,410

*Above stocks are designed to reflect relationship of impact media to the market and are not all inclusive.

INSIDER TRADING:

Sales:

Ernest Adams—700 shares of Cox Brdcastg @ \$36-36.25 on Sept. 21 & 22—holds 44,614
Robert Gordan—100 shares of Scripps-Howard Brdcastg @ \$29 on Oct. 26—holds 2,590

Letter Stock

2,580 shares of Dun & Bradstreet @ \$74,497.50 on Nov. 17. Acquired from Leonard Yaseen
10,000 shares of Multimedia @ \$190,000 on Nov. 18. Acquired from Frances Bunnelle.
5,000 shares of Multimedia @ \$95,000 on Nov. 18. Acquired from Robert Bunnelle.
10,000 shares of Multimedia @ \$190,000 on Nov. 18. Acquired from the will of Charlie Peace.
5,000 shares of Multimedia @ \$100,625 on Nov. 19. Acquired from the estate of B.H. Pearce, Jr.
25,000 shares of Multimedia @ \$503,125 on Nov. 19. Acquired from the estate of Roger C. Pearce
5,000 shares of Warner Communications @ \$100,000 on Nov. 9. Acquired from Hannah Latzen.



The Media Report

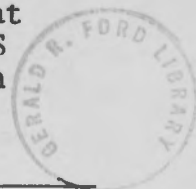
CO-PUBLISHERS: KEVIN P. PHILLIPS / ALBERT E. SINDLINGER ■ EDITOR: BRIAN P. LAMB

Volume II, Number 23
January 16, 1976

INSIDE THE MEDIA

Is the role of the media already becoming a big issue in the 1976 presidential campaign? One network official suggests "there is going to be more scrutiny of the press during this campaign than any other campaign in history". Liberal columnist Joe Kraft calls presidential aspirant Jimmy Carter "the media candidate," warns that the "press and radio and television deflate rapidly what they first inflate" and suggests members of his profession are "minor poets eager to make a name by fragging the majors." Republican challenger Ronald Reagan this past Tuesday accused the press of "deliberate distortion" in covering his \$90 billion tax cut proposal and warned that "public opinion is being molded into an anti-capitalistic mentality." We're finding that the larger news organizations are beginning to recognize the increased importance of the media issue in the current campaign. The New York Times has assigned reporter Joe Lelyveld full time to covering "how the media's coverage or concentration helps define the campaign," according to Times Washington editor Bill Kovach. "It's more than reporting on spending by the candidates on the media--it's our own impact," says Kovach. "We have an early indication that television is not quite as important as we thought. We may have to take a closer look at newspapers," he suggested. Wall Street Journal Washington bureau chief Norman Miller confirmed to MR that reporter Ron Shafer has been assigned to "keep track of the media coverage in general" during the campaign but it will not be "a full time job." "We're going at it in a more considered way than in the past," says Miller, adding his hope "that between now and the end of the campaign we'll do a half dozen to ten major features on the press and its impact on the election process." Cox newspapers have already focused on what "the networks are going to do" with the election, but according to Capital City bureau chief Dave Kraslow, "we haven't zeroed in on the print press yet." "Most of us are very sensitive to the power we may have in either helping or hurting a candidate," he acknowledged. "We're going to watch television very closely to see if it's exercising any undue influence on the election," says Kraslow. At the Los Angeles Times, we're told, covering the media during the campaign "might be a good idea", but no firm plans have been made. John Foley, assistant managing editor responsible for political coverage, says that the L. A. Times media critic David Shaw will be doing such reporting as a normal routine.

Not only has television replaced the print media as the nation's number one news source, but it appears that association with the electronic medium may also be a better merchandiser. Hammond Almanac spokesman Walter Zimmerman told MR that the decision to affiliate with CBS News in selling this year's almanac has increased sales over 100% from 1975. The Hammond Almanac, chief competitor to the World Almanac since going into business in 1969, has co-published with the New York Times ('69-'71) and the Associated Press ('72-'75). Zimmerman told us "We have to assume that the CBS Eye is having an important effect," and that "AP and New York Times just couldn't deliver the quantities we needed." A CBS news official confirmed to MR that Hammond was "most excited by the big eye on



the cover", which is reinforced in many local areas by putting the name of the CBS affiliate underneath the network logo. For CBS--"not much money being made but it's a nice prestige thing."

A recent study has confirmed conservative paranoia that the media has a heavy tilt to the left, but the underlying reason may partly be the fault of the conservatives themselves. Robert Blanchard, chairman of American University's department of communications, confirmed to MR that a survey he conducted of journalists covering Congress showed the following breakdown of political preferences: liberal-43%, independent-35%, Democrat-14%, Republican-4% and conservative-2%. This survey, included in Blanchard's book "Congress and the News Media" (published by D. C. Heath), resulted from responses of 227 congressional reporters out of a total of 772 contacted. "People who are conservatives go into business or higher paying jobs," according to Blanchard--who told MR he "wasn't surprised" at the findings. From his survey, he also found that "Capitol Hill reporters have a strong participant bent, and no matter what they call it, they get involved." "However, I really think there are strong professional norms in Washington which can overcompensate for any bias," added Blanchard. "What disturbs me the most is pack journalism. They see something on the wire, and they all flock to the same stories." If there isn't much money in the reporting business, what motivates those who take up the profession, MR asked. "You have to be idealistic or neurotic to go into journalism...and the reward comes from pushing a little muscle around," suggests Blanchard.

Neither politics nor the desire to influence the powerful residents of the Washington area have apparently played a major part in the early interest shown by potential buyers of the WMAL stations (AM-FM-TV) which Washington Star Publisher Joe Allbritton will have to sell in the next two or three years. (The final FCC report containing divestiture requirements may come as early as Wednesday, Jan. 21). We are told that interest in the buying the stations has been brisk...over two dozen "serious" inquiries have reportedly been made to Allbritton's negotiators. "I don't know anybody that we're talking to who hasn't had broadcast experience," one source told MR. Sale of the profitable AM-FM combination is priority item number one with an expected price tag of "close to twenty million dollars": And although "we'll talk to anybody who wants to talk" serious discussions about selling the TV station (it's estimated worth is \$35 million) will probably be held off until the radio properties are sold.

Pete Willett, vice president for broadcasting at UPI Audio since its inception in the early sixties, will soon be joining the New York Times News Service to be "in charge of the whole sales end." Reliable sources tell us that Willett is leaving his employer for the past 25 years after a "personality clash" with UPI President Rod Beaton. Early speculation on his replacement centers on New York Bureau Chief Frank Sciortino and Don Fulsom, longtime UPI Audio White House correspondent and Washington Bureau Chief. Willett is credited with building the successful UPI Audio radio network service which, with the recent addition of National Public Radio, reportedly has close to 1,000 stations on the line.

One White House official calls the episode "just outrageous"...a spokesman for Broadcasting magazine prefers to call it "damn good journalism"... Another Ford Administration staffer declares "It's classic Sol--Sol Taishoff, Broadcasting magazine and the Broadcasting industry--in that order." One thing is for sure -- although it's been two weeks since Broadcasting magazine published a special Bicentennial message from President Ford with an accompanying

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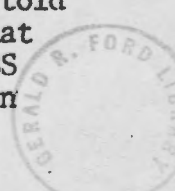
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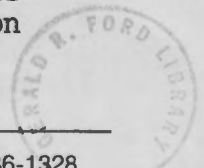
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Look for a shake up in the next few days in the Ford speechwriting staff. Editorial director Paul Theis will move to become Deputy Asst. Secretary of Agriculture for media and congressional relations. Bob Orben (of Red Skelton joke writing fame) currently on the staff, is expected to get the top job. According to our sources, Bob Hartmann, who has overall responsibility for the speechwriting team, has found himself in an embarrassing situation as these changes are made. Hartmann a former reporter with the L.A. Times, wrote a memo to his staff reportedly telling them they would be dismissed if they leaked information to the press on his office's new organization chart. The memo was naturally leaked and Hartmann is busy telling reporters why he wrote such a thing.

MR has learned that over three hundred of the nation's magazine publishers have written President Ford asking him to include what is being called 'phasing money' in his FY '77 budget to ease the pain of increased second class postage. But our contacts inside the Office of Management and Budget tell MR "the organized campaign has failed." When the budget is released to the public next Wednesday, we understand it will not contain additional 'public subsidies' for second-class postal users. Time magazine escalated the pressure on the White House in its January 19 issue when it published a letter to the President from board chairman Andrew Heiskell. He wrote that if more federal support isn't forthcoming, the result "can only have one end: bankruptcy of the Postal Service --a bankruptcy that in the process will go a long way toward making the medium of print too expensive for millions of Americans." At press time the President had not answered Heiskell's letter, but one White House aide told MR he would "get his answer when the budget is released." As they did in FY '76, the Congress is expected to add the needed money to an appropriations bill.

Public Broadcasting Briefs: 1) Another major battle could be shaping up among various factions in the public broadcasting community. One thing is clear --with new PBS President Larry Grossman indicating the need for strong central authority (translated: the network), there is going to be another struggle for power in coming months between CPB and PBS. At this past week's CPB Board meeting, PBS Chairman Ralph Rogers was not successful in getting all the money PBS requested for next year's station program cooperative. We're told his implied threat that stations would revolt at the upcoming February membership meeting in L.A. wasn't well-received by CPB board members. 2) The Ford administration has reportedly settled on Chevy Chase resident Diana Dougan to fill one of the two open seats on the CPB Board. Dougan, a Republican, received her principal support from Utah senator Jack Garn. The White House doesn't seem to be in any hurry to fill an additional five board seats that will open up in March. One member, Jack Wrather, has reportedly told the White House that he doesn't desire renomination. 3) If a resolution pending in the House of Representatives to name PBS as a part of the network pool that would eventually be responsible for coverage of chamber action should pass, some public broadcasters fear that PBS would be in conflict with the law prohibiting it from acting as a producer of programs. One official suggests that such an arrangement would put PBS, as 'the stations' lobbyist,' into "a contract with the Clerk of the House which is too close for comfort."

QUOTE OF THE WEEK

Media analyst Ernest W. Lefever, writing in the Jan. 17 TV Guide, on the excessive length of television's evening news shows: "I fear that the three networks have used their extra 15 minutes largely to increase soft news and vivid audio-visual clips that often distort understanding of controversial issues rather than enhance it."



The Media Report

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

Volume II, Number 24
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INSIDE THE MEDIA

"There is a tension around here that has never before existed...it's a mess," remarked one ABC network insider following this past week's firing of evening news and documentary producer Av Westin. MR was told that "there is great fear among the serious journalists at ABC that we're going to become part of 'happy talk' news." According to one reliable report, Howard K. Smith was so bitter over the Westin firing and the recent changes in the direction of the news that he refused to attend the annual Washington Press Club dinner this past Wednesday night. Smith was slated to sit at the same table with ABC news President Bill Sheehan and Steve Skinner (who is being blamed for bringing the "happy talk" flavor to the network from his last job as news director at KGO-TV in San Francisco). While ABC news officials were unwilling to confirm the above, we've learned that news chief Bill Sheehan stayed in Washington most of Thursday to try to smooth the ruffled feathers. "Sheehan is under pressure from the top brass to pull up those ratings", said one source. "He's trying to examine other ways to do the news, and in recent weeks has demanded loyalty". Westin was reportedly outspoken both to Sheehan and outsiders about his unhappiness with Skinner's performance. "He - Westin - had this unfortunate tendency to promote himself, and this got under Sheehan's skin", remarked an insider. ABC News is "going to have an extremely difficult job of re-building. We've always had a void on the producer side, but management has its pride on the line and it's too hard to see them throwing Skinner out--at least for awhile."

Attempts by some members of the national media to discredit Manchester (New Hampshire) Union Leader publisher William Loeb may be backfiring and in turn actually helping him sell more newspapers. One official at the newspaper told MR out-of-state sales have been "up" as a result of increased national media attention. Loeb refuses to talk about the new biography written by former employee Kevin Cash titled "Who the Hell is William Loeb?" However, a Union Leader spokesman says "I presume the timing was such to attempt to discredit the publisher during the primary." It has been reported that Jimmy Breslin and other liberal journalists bankrolled the project. The Cash anti-Loeb biography has given many in the national media an easy excuse to do a profile on the right-wing publisher. Union Leader officials tell us Loeb has been interviewed for CBS's "Sixty Minutes", and they look for it to be run along with a Cash profile "pretty close to the primary". Loeb also is scheduled to appear on an upcoming NBC "Meet the Press" program with New Hampshire Governor Meldrim Thomson. New York magazine did an extensive profile on Loeb this past week.

"The Post, The New York Times, the three television networks, the national news magazines--they all make these quasi-intellectual decisions on how they're going to cover the campaign--it's alarming--you watch the evening news on the three networks and you see the same thing on each. There are a relatively small number of people who decide what is news in this country. Agnew was right. They're all so alike they might as well put out the news together." No-not the words of a disgruntled conservative, but those of Ronald Cocome, the National Chairman of McCarthy'76, who says his candidate is being "ignored" by the national media."



The press has made the decision that McCarthy is not a viable candidate and therefore won't give him any coverage," says Cocome. He quotes McCarthy as saying he "might have to hang myself by my necktie" to get coverage. According to Cocome, McCarthy is the only serious candidate who hasn't been on Meet the Press. "Walter Cronkite interviewed him months ago, but they're still sitting on it," Cocome complains. The lack of national media coverage has apparently made it tough to raise funds, and use of the federal equal-time laws to force the networks to give McCarthy time won't be possible until after the primaries are over this summer.

Viewers of the CBS Morning News will soon be offered gratis the "Wit and Witi-cisms" of anchorman Hughes Rudd who regularly closes the program with a humorous tale. CBS has ordered the printing of some 60,000 small pamphlets titled "Hughes Rudd in the Morning". A CBS spokesman told MR that the small paperback contains 17 Rudd essays and only cost the network \$10,000 to be printed. Meanwhile, on a much more important note, the latest Nielsen ratings released this past week show that the battle for morning viewers remains unchanged from late last year as we reported. The only time when the three morning shows are rated head to head (from 7:30 to 8:00 am) breaks down the following way: NBC Today Show--4.0 rating, 31 share; CBS Morning News--2.1, 20 share; ABC Good Morning America--1.6, 13 share. For comparison purposes: The NBC Today Show in the first quarter of 1975 had a 5.5 rating and a 37 share.

Secretary of State Henry Kissinger is once again being accused of "managing the news." This time, the criticism is coming from the Chicago Tribune, whose Moscow correspondent Jim Jackson was prevented from attending briefings given by Kissinger's Undersecretary during the recent Russian trip. Tribune columnist Frank Starr, himself a former state department and Moscow correspondent, surfaced the incident this past week. We asked Starr if he thought the Chicago Tribune had been excluded from the briefings because of the newspaper's recent editorial stance critical of detente. "My own opinion is that it was not the reason," said Starr. "The Secretary has final say on who travels with him on these trips. The Tribune didn't send anyone this time. Only 12 or 14 correspondents go, and after the regulars, there are only a few slots left. There is also an unspoken knowledge of who gets access to him and there is a temptation to report the results as he gives them. That creates a pretty small intimate relationship. Outsiders are less controllable than the regulars," according to Starr. One of those reporters who made the trip called Starr's remarks "carping". "That's the complaint from somebody who's left out," our source said.

A daily syndicated television show for Julie Nixon Eisenhower is "a long way from being done," according to Ed Bleier, Warner Brothers V. P. for Television. He told MR that there is a "50-50 chance" the program will get off the ground by the fall of 1976 or early '77. Bleier, who conceived the idea for the program, believes Eisenhower could be "the most important daytime personality in years". The show is being sold to advertisers without the benefit of a pilot, which may be one reason why some are reluctant to sign on. This is the first time Warner Brothers has ventured into a daytime syndicated talk show, but Bleier had extensive experience in this area serving as ABC V. P. for daytime sales and programming in the Sixties. He says he has contacted over 100 advertisers and between 20 and 30 television station groups about the program idea...

Trouble in token-paradise? Washington Post-Newsweek's handcrafted "conservative spokesman", George Will, has come under heavy fire from the constituency he supposedly represents. The national conservative weekly Human Events reviewed Will's plugs for welfare, Rockefeller, Mathias, etc., saying that conservatives should not listen to him because he serves the interests of the liberal publications that run him. And The Right Report, stablemate of the mushrooming

Conservative Digest, noted that even the "Bill Buckley syndicated column chided Newsweek columnist George Will for the hatchet job on Ronald Reagan." The Right Report added that Will has long been "outspokenly hostile to movement conservatism."

Is it another one of those famous cases of "watch what we do, not what we say" or is it just the right hand doesn't know what the left hand is up to? Federal City media watchers were amused to find an editorial in the January 21 Washington Star suggesting that "Gossip is inevitably cruel", and that a possible upcoming book by Judith Campbell Exner detailing "John F. Kennedy's amatory history, per se, can have little value." The Star went on to proclaim "We find it eminently superfluous with whom Judith Campbell Exner slept or how often." Why the amusement? The Washington Star is the same newspaper that has been proudly suggesting to Washingtonians via radio ads for over a month, that one big reason to buy the newspaper is the introduction of a "saucy little gossip column" called the Ear. Successful enough to draw several libel suits since its inception, Ear will be syndicated beginning this month.

RALPH NADER AND THE COMMUNICATIONS INDUSTRY

MR reported in its December 19, 1975 issue that consumerist Ralph Nader, increasingly interested in the communications media, had launched a study of the television network panel show operations. Now MR has obtained an advance copy of a book soon to be published that gives further and more concrete evidence that Nader's foray into this field is serious and likely to have an important impact on the future of the communications industry. Titled "Outer Space & Inner Sanctums", the book was authored by second-year Harvard Law student (and Rhodes Scholar) Michael Kinsley. Its main target: the Communications Satellite Corporation (Comsat) and the performance of the quasi-governmental company since it was created by the Congress and White House in 1962. Kinsley, who began the four year project in 1971 under the auspices of Nader's Center for Study of Responsive Law, has some strong things to say about the FCC and the way it regulates the industries under its jurisdiction. Also important...in his foreword to the book, Nader sheds considerable light on which direction his growing interest in communications is bound to take:

"The First Amendment guarantees the right of free speech but it does not guarantee the right to 'megaphones' - even those built with the taxpayers' revenues and operating through publicly-owned resources like communications satellites."

"There is a 'decibel dimension' to free speech provided by a monopolized modern technology that has made most people second-class citizens under the First Amendment. These are the people who can speak to their neighbors but cannot speak to millions of their fellow Americans through the electronic media without paying a giant toll and obtaining permission of the giant corporations."

"Cable TV, with its relative abundance, has long been stifled by network and local broadcasting companies who were busy marketing their scarcer and consequently more remunerative channels"

Kinsley's study elicited no cooperation from the Comsat Corporation which "refused to allow any interviews with its staff." MR was told by Kinsley that "I had

to submit written questions which Comsat, in turn, answered in over 100 written pages. They made the tactical error of supplying me with news clips from the past which saved me an enormous amount of time." Kinsley's main thesis in the book is that the "cooperation" between business, the legislature, the regulatory agencies and the White House "has tended to thwart rather than nurture technological advance, and to deny the benefits of satellite technology to the taxpayers whose investment in outer space made it possible."

Further attacks on big business and government include: 1) an accusation that A. T. & T. succeeded for almost a decade in preventing use of satellites for communication purposes within the continental United States; 2) a charge that decisions reached by the FCC commissioners during this period "appear to be the products of inferior minds" and that these same commissioners are "defeated politicians or loyal party workers with little knowledge of economics or communication"; 3) a call for "some simple regulations" to prevent the insidious system whereby lawyers who are at the FCC or its staff leave after a few years to open lucrative Washington practices. He quotes Ralph Nader's description of this practice a "deferred bribe". Kinsley, who will graduate from law school in June 1977, says he "doesn't expect to become a communications gadfly," but will stand by to assist in future hearings in Congress that might result from his book. Congress has not reviewed the Communications Satellite Act since it passed in 1962.

GOVERNMENT AND THE MEDIA

Further evidence that the various factions of the public broadcasting community are on a collision course may surface when the CPB Board and the PBS membership meetings are held in L. A. next week. Board members of the Corporation for Public Broadcasting are bracing for what they consider to be a planned effort by officials of the Public Broadcasting Service to attempt a turn around of CPB's decision to cut back support money for the Station Program Co-operative. As community service grant (lump sums provided directly to the stations) money increases each year, CPB is "planning to phase out of the SPC project." PBS Chairman Ralph Rogers has reportedly had staffers contact Capitol Hill officials and the Ford Foundation asking them to pressure the CPB Board for increased funding for the SPC. We're told "CPB wants out of the SPC in order to have enough money to make pilots of new shows." One CPB official says "PBS doesn't want us making pilot decisions without their consultation, so they have acquired a half million dollars from Ford to do their own piloting." Meanwhile, some station managers are accusing both organizations of becoming "centrists". Recent movements by the regional PTY networks has a few Washington operatives nervous. The Central Educational Network has just banded together for a new tape distribution service, EEN has added Kentucky, and the Rocky Mountain network has lately taken to making conference calls.

QUOTE OF THE WEEK

From David Halberstam's upcoming book "CBS: The Power & the Profits," excerpts of which were published in February Atlantic, comes the following insight into how the late Lyndon Johnson felt the media had changed politics in his lifetime: Halberstam says CBS producer John Sharnik was told by Johnson: "All you guys in the media. All of the politics changed because of you. You've broken all the machines and the ties between us in Congress and the city machines. You've given us a new kind of people...Teddy, Tunney. They're your creations, your puppets. No machine could ever create a Teddy Kennedy. Only you guys. They're all yours. Your product."



The Media Report

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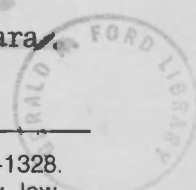
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February 13, 1976

INSIDE THE MEDIA

When former President and Mrs. Nixon journey to the People's Republic of China on February 21 "there will be no press on the plane and there will be no exception to that--not even old friends", according to a knowledgeable source. Staff officials at the San Clemente compound are tight-lipped about travel and press arrangements for the upcoming trip and will only say that "it's all up to the Chinese". But here's what MR has learned from those who have recently visited with the former President: First, there have been over 60 requests from the major U. S. news organizations to accompany the Nixons. (Even the newsweeklies are trying to get back in good graces.) Second, he plans no news conferences, formal or informal. He will grant no interviews. Friends say the only deviation from this plan may come if "some reporter runs up to him at the great wall and says what do you think." Third, the Chinese are in full control of media coverage, and at week's end, no decisions had been announced. Nixon friends expect that "the Chinese will be putting out a lot". When David and Julie recently visited China, they did a full-blown TV show. Among the television networks, NBC has reportedly been the most eager to cover the trip. We're told the network has made inquiries about providing "expensive arrangements for live coverage". Bill Corrigan, NBC's General Manager for News, told MR no final arrangements have been made because "we've had no response" from the Chinese. "We're right where we were five minutes after the announcement was made," says Corrigan. Our sources tell us that "Nixon is not out to out-publicity the President" with regard to timing of the trip. "He wants to low-key it. New Hampshire will dominate the news on the 24th and 25th, and that's the way it should be," our source remarked. And contrary to what the New York Times reported, "President Ford is not unhappy with this trip. That came from Nessen, and he has been reprimanded for it. There is a lot of residual goodwill between the two men."

Sounding somewhat shell-shocked, journalists who accompanied President Ford to New Hampshire last week found that, more often than not, they were the ones being covered, not the candidate. "It was just unbelievable. About fifty percent of the press was covering the other fifty percent," one battle-scarred reporter told MR. "Mikes and cameras were everywhere, filming us, not the President. If you saw a strange person, you had to be careful what you said around him," said this same reporter. Most of the attention being given the press in New Hampshire is coming from two sources: 1) a group of MIT college students doing a series of half-inch black and white video taped reports on press coverage of the New England primaries; and 2) Wayne Ewing, an independent film producer based in Washington, D. C., who has previously made nine films for various public television shows. The 27-year-old Ewing, contacted by MR in Manchester, New Hampshire, told us he's producing a one-hour documentary of "cinema verite about the press and the New Hampshire primary." He has not yet sold his program, but says it will "quite likely wind up on PBS." Ewing and his crew are "focusing mainly on the print media, with particular emphasis on the Washington Post and reporters David Broder and Lou Cannon." What has Ewing learned about the press to date? "Some of the people can be downright hostile. Journalists are really camera-paranoid and the television reporters seem to be more paranoid than anyone else."



Roger Mudd (of CBS) refuses to be interviewed. He just stands around on the edges watching but if looks could kill..." says Ewing. Washington Post reporter Lou Cannon acknowledges that "it caused me not to say anything when one of those guys stuck a microphone in front of me." Cannon feels "it doesn't get in the way at a mass function. I don't think where you have a cast of thousands that it makes much difference, but most of my colleagues think it does." A reporter for a large Midwestern daily worries that "it's not really good for the business with the egos. Everybody thinks they are so profound." Cox newspaper reporter Andy Glass, who accompanied Ford, sees another result coming from the press covering the press. "I think that reporters are finding out more than they ever knew before about the pressure they put politicians under. This is all to the good," says Glass. Free lance reporter Kandy Stroud, formerly with Women's Wear Daily, also made the trip to New Hampshire. Some of her colleagues were being careful what they said around her because they suspect she is writing a book about them. "She's being sneaky about asking a lot of pointed questions," said one of her traveling companions. Newsday's full time media reporter Tom Collins was also on the scene, watching the press watching the candidates.

A Mobil Oil company spokesman professes "it's not a campaign against the broadcasting industry. We're not planning anything further on this subject." Maybe so, but with one small ad in New York Times Magazine of February 1, Mobil scored a hit that is being quietly cheered by many of its competitors in the energy business. Titled "Observations", the Mobil ad offered the following: "Who's Goliath? TV commentators occasionally warn about how big and powerful oil companies are. We think it's significant that much of this self-righteous finger-pointing comes from three giant networks - NBC, CBS and ABC." Mobil then cited an editorial from a CBS-owned station that was particularly upsetting which warned that "oil is dominated by 'a small group of huge companies.' Small? CBS cited 20 companies - not three as in the networks. That's hardly a monopoly." Other oil companies have some of the same feelings about the big three, but have not used their advertising budgets to complain about it. However, one of the top seven oil companies told MR that "we'll point out in our speeches that the three networks and the other media are more concentrated than we are." The oil companies are currently concerned about legislation pending in the committees of both Houses of Congress that would force divestiture of at least two of their four functions--production, transportation, marketing or refining. The American Petroleum Institute has a "one million dollar task force" assigned to fighting the Congressional divestiture legislation, but very little if any of the money will be spent on advertising.

Conservative circles are buzzing with the news that fundraiser Richard A. Viguerie, having capitalized on the direct mail solicitation business, is now moving ambitiously into the communications field. Viguerie confirmed to MR that he is "setting up a new corporation that will concern itself with all aspects of communications." Neal B. Freeman, King Features V. P. and editor for the past nine years, will join the new corporation as its President on March 29. Viguerie told MR that the company will be made up of the following: 1) The Conservative Digest, which he expects will have a "couple of hundred thousand subscribers by the end of the year"; 2) The Right Report, a newsletter edited by Lee Edwards, which will be upgraded; 3) a newsweekly (possibly a tabloid) which will be started "before too much time" to "appeal to the new majority"; and 4) some aspects of radio and television communications. He says he's "not interested in ownership but in the syndicating of programs." Viguerie says "he intends to move boldly" into what he calls a "conservative communications vacuum". "The current media have moved so far left that they have left a great void", comments Viguerie.

The nation's largest afternoon daily, The Detroit News, is reportedly conducting a nationwide search for an editor to replace Martin Hayden who is expected to retire when he turns 65 next year. Sources tell MR that news president and publisher Peter B. Clark has had several conversations with liberal Chicago Sun-Times editor Jim Hoge (although observers believe his political point of view is too far left of center for the traditionally conservative midwestern daily.). We're told other conversations have been held with one of the top editors at the St. Petersburg (Florida) Times, but "there are no known negotiations going on at this time."

The announcement that Washington Bureau Chief Bill Lord will become V. P. for Television News at ABC in New York is "very good news to those at ABC who were concerned about a movement away from the hard news concept," according to one network insider. There also seemed to be great joy in ABC's Washington bureau that Lord would be replaced by George Watson, veteran foreign correspondent and current number two man for the network at the White House. MR was told that "Watson will make a damn fair bureau chief who will fight the 'pantyhose' approach to news."

Was it a case of CBS Board Chairman Bill Paley reaching his long arm into the news room to decide how a story was to be covered? Most insiders say no, but some are still suspicious. On Tuesday evening, Feb. 10, CBS correspondent Dan Schorr reported learning that former CBS News President Sig Mickelson had told Congressional investigators about two ex-CBS stringers who had allegedly worked for the CIA. The reporters named were Frank Kearns and Austin Goodrich, stringers during the early fifties for CBS in Cairo and Stockholm respectively. According to Schorr, Mickelson alleged that in the presence of two CIA men, Paley called Kearns and Goodrich to his office during the early fifties to discuss their intelligence work. Schorr quoted Paley as saying "he never called news personnel into his office for any discussions with CIA officials." Because of time problems (three other news organizations, including the New York Times, were reported ready to break this story). CBS News put the Schorr story on the air without having a taped comment from Mickelson. But the next day, Mickelson was invited to tape an interview--which he did in the Washington bureau at approximately 10 a.m. That interview never saw the light of day. One CBS news staffer who saw Mickelson's remarks told MR, "he didn't say anything new, and that's why we did not use it." Another disagreed: "I think it was Paley" who stopped it. Another high CBS official thinks there is a lot of flapping about nothing! "I continue to think that there are 87 of us in the whole world who care about this story." Meanwhile the controversial Dan Schorr seems to continue in good graces with his bosses. From Bill Small quoted to MR: "We believe Dan Schorr."

"We feel both are weak when you consider the growth of the market in the last 15 years." This surprising remark comes from a prestigious, top-volume advertiser in the Washington, D. C. market talking candidly about the Washington Post and the Washington Star. While requesting anonymity for competitive reasons, he agreed to provide MR with results of a study just completed for his company on the 1960-75 Washington media market. "Standard available resource data was used to compile the report with principal emphasis put on Markets in Focus, a syndicated study which shows media penetration for an area," according to our source. Note: Most newspapers do not like the Markets in Focus survey and claim that its data-gathering methodology is faulty. Be that as it may, the principal finding of the Washington-area study is this: "Newspapers aren't keeping up with the area growth." Between 1960 and 1975, the total households in the Washington metro area increased 63%, according to this survey. For the same period households receiving The Washington Post increased 43% and for the Star, 44%. But the

figures that has our source concerned--and are prompting his company to look elsewhere for wider media coverage--are the following: "In 1960, the Post went into 57% of the metro area households, but in 1975 they are in only 46% of the households. In 1960 the Star was in 44% of area households, today they are in 37%." Our source says the survey shows the Star has a two-to-one edge in percentages of the 18-to-24 age group, and is almost tied with the Post in the 25-to-34 age group. This advertiser sees a possible advantage in reaching the younger age group through the Star. "I have to wonder where these young people will be five years down the road," he said.

GOVERNMENT AND THE MEDIA

Disgruntled National Public Radio reporters have threatened management with unionization if they don't get salary boosts, MR has learned. "If we don't get results in a couple of months there will be unionization" one reporter told us. "Starting salary at NPR is \$16,200, and that's lousy compared to other news organizations in the Washington area," according to our source. In a recent meeting with NPR executives, it was suggested by one reporter that management could find the money for salary hikes in "administrative fat". NPR vice president Pres Holmes confirmed to MR that he knows some reporters "are unhappy with their salaries but we don't have a money tree." He said that management has agreed to review the salary situation but the process won't start until after their March radio conference. Another irritant to some reporters was NPR's decision "not to have gavel to gavel coverage" of the upcoming presidential nominating conventions. The cost of such coverage was estimated to run close to \$160,000. NPR's Holmes says the decision was "partially" financial because if you're going to cover the conventions gavel to gavel, "you're going to need a whole bunch of people to explain what's going on, and that kind of undertaking is beyond our resources." However NPR will provide pre-convention coverage of the platform, rules and credentials committees at both conventions. Some observers find it interesting that NPR can't find the money for full convention coverage in light of the fact that it covered the Watergate hearings from gavel to gavel.

MR understands that certain Senators and Commerce Committee staff members are already maneuvering behind the scenes to prevent Senator Vance Hartke (D., Ind.) from getting the coveted chairmanship of Senate communications subcommittee. Although Hartke may face a tough re-election contest this fall in Indiana, he has moved quickly to let his colleagues know that he wants and expects the job if the opportunity is there in January 1977. We've been told that he already has one member of his staff spending "a significant amount of his time going over communications issues." And industries which come under the jurisdiction of the subcommittee haven't wasted any time in their attempts to curry favor with the Indiana Democrat. He has been invited by and has accepted invitations from both the National Association of Broadcasters and the National Cable Television Association to participate in their annual conventions this spring. The networks are known to fear Hartke's somewhat populist views, and would expect him to be a strong advocate of cable television. Some Commerce committee staff members would rather have Utah's Senator Frank Moss in the chairmanship because they feel he is easier to work with.

QUOTE OF THE WEEK

Tom Bethell, discussing journalism's elite "status taboo" in the February Washington Monthly: "In America generally there is so much social mobility that it is not surprising to find a fairly strong status taboo, but among journalists in particular there is a good reason for the taboo to be particularly strong. They are, after all, an emerging elite."



The Media Report

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INSIDE THE MEDIA

"It's hard to imagine how stupid he was." This regarding Daniel Schorr from a Washington reporter who says "I'm one of the few people in this town who doesn't dislike him." No one in the Nation's Capital is quite sure what will eventually happen in the Schorr saga, but almost everybody agrees the chief outcome of the investigation will likely "damage the media" in the eyes of the American people. Although many in the media and Congress don't think anything will come of the investigation, New York Democratic Congressman Sam Stratton, original sponsor of the House resolution, disagrees. "I'm certain that there will be action on the floor on Schorr," he told MR. "The House got the message from the people and even though the Democratic leadership opposed this thing, we succeeded in passing it over their heads." Stratton also feels strongly that when the House ethics committee asks for subpoena powers to call Schorr and others "the full House won't fail to back the committee after it voted (269-115) for the investigation." Although members of the House ethics committee have been operating under a "gag order" in preliminary discussions, MR has learned that one of their major objectives is to hire "high-powered lawyers". We're told this is to make sure they don't have the investigation thrown out on a technicality, as happened in the case of the ethics committee investigation last year of Congressman Michael Harrington's release of classified information. Here are the principal side issues seen affecting the media. 1) Will the Congress get in the business of deciding who can cover them? Stratton says Schorr was "contemptuous of the House," and that it has "final say" of who has access to the press galleries. An informal meeting was held by the Standing Committee of the Press Gallery Thursday afternoon to discuss the issue. The committee put off until its next formal meeting in two weeks any decision to issue a statement of concern. 2) Is the public so outraged to demand action by their representatives? From a sampling of non-Washington newspapers, there appears to be rising interest. One of the strongest comments came from South Carolina Democrat Mendel J. Davis, who told the Columbia State that Schorr "ought to be tried for contempt of Congress, required to name his sources, and sent to jail." 3) Will the Reporters Committee for Freedom of the Press be severely damaged and their drive to raise two million dollars set back? There is no clear answer to this one, but one very respected reporter told MR "this has had a very negative effect and there is concern that this guy really hurt the free press." Other reporters voiced fears that the Schorr incident will adversely affect their case before the Supreme Court to over turn the Nebraska gag order decision.

Competitors are chortling that NBC Television has suffered one of the most embarrassing ratings defeats in its history -- and we're not talking about its third place nationwide position. The January Nielsen ratings just released show WGN Channel 9 in Chicago, a non-network station, beating the NBC owned-and-operated station WMAQ (Channel 5) for third place. In an average 15 minutes between 7 a.m. and 1 a.m., the Nielsen ratings show WMAQ with 324,000 viewers compared to 382,000 for WGN. During this same time period, the ABC station had 528,000 viewers and the CBS station 400,000. Sheldon Cooper, General Manager of WGN, told MR he wasn't surprised at the figures because "we've done well historically". He credits Nielsen's change to a metered system of measuring the audience, instituted in Chicago for the first time this January. "There is no bias in the metered system. The

viewers were there all along but the diaries didn't show it," says Cooper. NBC is not only having trouble with its television property in Chicago. In the most recent Arbitron survey, its local FM all-news operation WNIS had such low ratings its audiences couldn't even be measured. Because of the ratings slip, NBC officials have been badmouthing the Nielsen metered survey and as a result, our sources tell us that Nielsen is preparing a 30-page position paper which it plans to release to the public to rebut the NBC accusations.

It's a case of using taxpayers funds, a well-known novelist, and a respected national magazine to help repair a politician's badly damaged image. It was disclosed this past week that Colorado Governor Dick Lamm paid author James Michener \$2,000 in state funds to write a glowing Business Week article about the State (Feb. 23). Here's the methodology: The first-term Democrat has acknowledged that he personally reviewed Michener's manuscript three times before it was published. McGraw-Hill, publisher of Business Week, gave Michener an additional \$5,500 for the piece, and Colorado paid the corporation an additional \$9,000. In return, Business Week published a special 13-page section clearly labeled "advertisement". However, the state got an especially good deal because the amount it paid the magazine is normally what a one-page advertisement costs. According to the Rocky Mountain News, Governor Lamm said "the magazine was eager to publish an article by an author of Michener's prominence...and the state was eager." But Lamm's image repairing techniques probably went down the drain last week when he refused to address a meeting of the Colorado Associated Managing Editors until reporters in the audience showed him more respect. When the A.P. Denver bureau chief introduced the Governor, he remained seated and snapped "I want them to stand, goddamit". Several days later he wrote a letter of apology.

Behind the scenes, Washingtonians are wondering what's coming next from ex-Post Vice President James Truitt, source of National Enquirer material (first mentioned in the Aug. 15, 1975 MR) on Mary Pinchot Meyer, the artist who allegedly (per Truitt) smoked marijuana in the White House with John F. Kennedy. The late Ms. Meyer was the sister-in-law of Benjamin Bradlee, then with Newsweek, now with the Washington Post. Here's the tantalizer...Back in 1974, the weekly "Human Events" published the text of a Dec. 23, 1970 letter from Post Chairman Frederick Beebe to Truitt, saying that payment of \$35,000 employment termination money was authorized "premised upon the assurance you have given that you will not in future write anything for publication about your experience as an employee of the Post that is in any way derogatory of the company, Phil or the Graham family." Another sign of Post nerves? A few weeks ago, Washington Star Editor Jim Bellows wanted to print a Post-bought column by Mike Royko, and he telephoned Ben Bradlee. Said Bradlee: You can print it if a) you credit the Post and b) you keep my name out of the "Ear" column for a month. When the thirty days expired, the gossipy "Ear" promptly mentioned the "Fun Couple" (Bradlee and Sally Quinn) and said "Hi there again, Ben."

Is the National Enquirer, whose circulation figures show an increase of close to a million sales in the last year (up to 5.3 million in January 1976), doing the kind of hard media analysis that other national publications avoid? One indication may come from the Enquirer's February 24 edition charging that the Nielsen ratings are "biased against the rural areas and that three cities in the U. S., New York, Chicago and Los Angeles, determine what a television shows the entire country will see." The Enquirer quotes Bob Wright, manager of business information at ABC, as saying "I guess you'd have to say the big cities decide what we see on TV." In the same article Travis Whitlow, promotion manager at A. C. Nielsen Co., agreed "There is no question that there is a very strong bias toward urban or big city audiences, particularly the New York, Chicago and Los Angeles areas." Whitlow

points out that "eighteen per cent of Nielsen's 1,200 audiometers are attached to sets in the three biggest cities -- and most of the remaining audiometers record viewing preferences in the nations 47 other largest cities, further decreasing the influence of the rural areas." ABC's Wright said this was demonstrated "by the fate of the Johnny Cash Show which was dropped by ABC even though it was very popular with the small towns. The show was cancelled because it just died in New York."

CALIFORNIA: POLITICS AND THE MEDIA

A \$100,000 Ford Foundation-funded study with national political implications -- it reportedly shows that California's biggest and most influential newspapers and television stations "virtually ignored" the 1974 gubernatorial campaign -- is in the final editing stages, MR has learned. This project, originally dubbed "The Candidate/Media Interaction Study," will not be published until Sept., we're told. Its tentative title: "Jerry Brown and the Media -- The Unseen Campaign." However, "the findings, compiled by some fifteen people, may be made available before then in a magazine article," according to one source.

From talking to several people with knowledge of the study, here's what MR has pieced together: The California Center for Research and Education in Government, located in Sacramento, got a Ford Foundation grant to conduct an in-depth analysis of the media's coverage of the 1974 California gubernatorial and general election. The two principal questions asked: A) How much coverage was there?, and B) What kind of coverage resulted? Each of the major candidates were followed closely, with staffers conducting tape recorded interviews from time to time with the press, politicians and their staffs. Our sources confirm that "the Brown campaign refused to cooperate in the research project and they were the only ones." And if study findings are accurate, Brown had good reason not to be helpful. The study's principal conclusion reportedly shows that "the press chose not to cover the campaign, and because the press took a passive role and did not actively pursue the campaign, most of the candidates didn't get any coverage at all." And "until the last minute Brown was expected to win by a gigantic margin, so many in the press chose to ignore the whole thing," said one source. Various California news organizations allegedly come in for the following criticisms: 1) In a taped recorded interview, officials of the San Francisco Chronicle said they didn't think that the public was interested in politics, so they weren't going to devote much attention to the campaigns. 2) The L.A. Times (the largest West Coast daily) devoted a very small staff to reporting the elections -- principally four people. 3) Of the eight commercial television stations studied in depth, NBC-owned KNBC in Los Angeles was the only one to be given high marks for its coverage. Reportedly, at one "major news conference" called by Republican Houston Flournoy in San Francisco, KNBC was the only television station that showed up. None of the San Francisco stations were present. 4) Because the California governor controls a portion of the purse strings for the Public Broadcasting stations in the state, it is felt that the public stations "did not actively cover the campaign for fear of irritating the eventual winner". 5) Early Democratic primary dropout Jerry Waldie says "The L. A. Times told him they could not consider him to be a genuine candidate because he wasn't able to raise enough money." 6) The all-radio stations are generally given good marks for coverage of the campaigns, but some feel they were not discriminating enough and took telephone feeds from the candidates without much editing.

Other aspects of the study may prove to be just as controversial as its findings. Some of those we've talked to suggest that the report -- due last October -- is being held up because of legal difficulties resulting over the proposed

use of some of the tape-recorded sessions with political aides...especially the remarks of former Brown campaign manager Tom Quinn at a supposed off-the-record session with study officials in March 1975. Individuals present report that Quinn, who now heads up the California Air Resources Board, said that the Brown strategists "tried to make the campaign dull so television wouldn't cover the campaign." Quinn reportedly acknowledged "how pleased they were that commercial television obliged." Another potentially "explosive" section of the book deals with the issue of television coverage of several election debates between Democrat Brown and Republican Flournoy. As told to MR, a meeting was held immediately following the primaries to set a limit on campaign spending and agree to a schedule of debates. Brown was reportedly very "uncooperative" and would only agree to a series of six debates with very restricted coverage. Only one could be seen statewide, and that was on Public Television. The rest could only be shown in the immediate local area of the station carrying the debate. A hoped-for legal challenge to these unusual arrangements never materialized from either newspapers or commercial and public television stations. MR contacted Thomas H. Hoerber, President of the California Center for Research and Education in Government, for confirmation of the story and was told "I prefer not to discuss this study until we are in a position to release it." However, he did deny that legal problems have held up publication. Many of those willing to discuss the study's findings with MR expressed hope that publication would come soon and in turn have a positive impact in this year's political campaigns. One source told us "What it means as far as the country is concerned -- assuming the trend continues -- if the press does not cover the story, the candidates will have to rely solely on advertising to get their message across. Political campaigns will become strictly a contest between ad agencies."

GOVERNMENT AND THE MEDIA

Some "old liberalism" for Public Television? Ben Wattenberg, co-chairman of Scoop Jackson-"labor-liberal" Coalition for a Democratic Majority, is putting together a pilot for a 10-show proposed series "In Search of the Real America." The idea -- being produced by WGBH, Boston -- has already gotten \$65,000 from the Corporation for Public Broadcasting and \$35,000 from the JM Foundation. One theme highlighted on the proposal's front cover: rebutting the notion that "liberalism doesn't work"! Media watchers are chuckling over the probability that Wattenberg's stuff will be portrayed as "conservative balance"... the 50-60% of U. S. voters who favor Ford, Reagan or Wallace are non-people in PTV programming and demographics.

Word coming out of the White House is that the Ford Administration may try to fill Democrat Glen Robinson's FCC seat when his term expires June 30 this year. Conventional wisdom has been that a Republican President would find it next to impossible to get a new nominee confirmed in an election year with a Democratic Senate having to act on confirmation. A new name being mentioned in Capitol Hill circles is Walter Hinchman, currently head of the FCC's Common Carrier Bureau.

QUOTE OF THE WEEK

Writing about the Dan Schorr affair, Nicholas Von Hoffman commented in his Feb. 27 column: "CBS' treatment of Schorr is so quixotic it even raises a few nagging doubts about motives...The rumors persist in this city that not only individual journalists, but news organizations have had working agreements with the dark principalities of spookdom. Is the suspension of Schorr a warning to all scoop-happy reporters that henceforth they are to confine their investigations to graft in the county assessor's office and stay away from spook trails which might lead into their own boss' executive suites?"



The Media Report

Rick

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INSIDE THE MEDIA

In what could be one of the most important broadcasting policy decisions of the Seventies, the CBS television network has notified its Spokane, Washington affiliate, KXLY-TV, that as of midnight this August 19, it is terminating its station affiliation contract. Although few West Coasters have known about the CBS decision since late February, when KXLY management and other Spokane broadcasting officials were notified, MR checked for industry and government reaction and found stunned surprise. One CBS official, admitting that the network had so far kept a low profile on the situation, confirmed to MR that "the decision is irrevocable as to KXLY". This same spokesman claims CBS is dropping KXLY not because of the station's long history of pre-empting many of the CBS shows but because "we hope to gain a wider audience for our programming. We can do better with a different affiliate." Others think CBS is looking far beyond the Spokane market: "It does have the earmarks of wanting to send the other affiliates a message. It sounds sufficiently out of the ordinary to have much more behind it than trying to hit the 77th market," MR was told by a Washington attorney with a long history of representing affiliates. Moreover, Spokane has only three commercial television stations, so if CBS intends to stay in the market, the network must convince either KHQ-TV (NBC) or KREM-TV (ABC) to switch networks.

...Spokane broadcasters contacted by MR didn't want to be quoted by name but their background comments yield useful perspective. Our contacts universally feel that the CBS move is a result of the network's ratings slide in the past few months, with CBS now wanting to get its affiliates' attention. "CBS has got so much pride in being number one. This market is small, but the action will rattle a few cages," according to one KXLY competitor. "I would surmise that CBS is going to make a run at us. They have already contacted us, and it could get awful messy. ~~This kind of thing hasn't happened for a long time,~~" said a top Spokane broadcaster. From another: "Do you think it's because ABC has been beating their ass for seven weeks? Networks are constantly having confrontations with the affiliates...they don't care about the stations in this small market. We're amateurs. They've got their eye on those fellows doing all that pre-empting in the top twenty-five markets." Yet if CBS does have their focus on bigger fish, they had to pick and drop a station with enough flaws in its operation that would show up under careful examination by outsiders...and for the past several years, KXLY has routinely shuffled its network schedule to meet its own needs. They've consistently pre-empted the CBS Friday Night movie, replacing it with its own. Also, nationally top-rated shows like Mary Tyler Moore, Bob Newhart and others have been moved to early 7:30 time periods reportedly more convenient for Spokane living habits. However, it is understood that KXLY has always had CBS permission to make the changes. And some we talked to suggest that pre-emptions aren't the problem. "It has to do with where the antenna is located, what kind of picture is being received in the most densely populated area of the city, and the over-all demographics of the audience which watches the station," according to one source.



...Aware that they may have a bull by the horns, CBS network officials are bracing for an onslaught of questions at the upcoming NAB convention in Chicago the week of March 21. Our CBS contact says the decision to drop KXLY was reached after a great deal of study. "It is so rare, and the fact that it has been done so infrequently, is evidence that the network doesn't like to do it," and he admitted that he couldn't remember it happening before in his twenty years with the network. CBS may also have a rough time finding another outlet in Spokane. It is clear from talking to other station representatives in the city that they are currently happy with their NBC and ABC affiliations, and CBS will have to make a good deal to get them to change. Moreover, CBS could face an unexpected problem. MR was told by a high ranking FCC official: "If they're trying to send the affiliates a message, this is of concern to us." He suggested an investigation is possible.

Washington Star White House reporter Norm Kempster's move to become Pentagon correspondent for the Los Angeles Times is being taken by several Capital City observers as a sign that some Star employees again lack confidence that owner Joe Allbritton can save the paper. Kempster denies this to MR, and bluntly states, "I got what I considered a better offer from what I consider to be a better newspaper." However, in a town where reporters' egos are large and exposure is often key to getting good stories, a move off the front pages of the two dailies is rare. One source told us that although "Morale is fairly good at the Star, the pay isn't going up. Nobody is getting a raise and the Guild does not want to push something to a crisis. Yes, a number of people are looking around for a better bet." Musical chairs are also being played at the Cox Washington bureau. Reporter Jean Heller moves to Newsday, Joe Albright joins Cox from the San Francisco Chronicle in April, and Andrew Mollison takes on a national assignment after reporting for Cox's Dayton Daily News.

Are the big media being forced to pay serious attention to sheets like the National Enquirer hitherto dismissed as sensationalist? Judging from the time and attention given to the Enquirer in the March 7 edition of CBS' Sixty Minutes the answer must be yes. Although, reporter Mike Wallace attempted to embarrass the publication by asking editor Iain Calder on camera, to substantiate several Enquirer stories CBS labeled untrue, a spokesman at the Lantana, Florida-based newspaper described the television exposure as a "net plus". One Enquirer official told MR that "a lot of our loyal readership (estimated at 15 million weekly) were furious with the slanted story and felt the coverage was unfair". Among the earlier Enquirer stories Wallace tried to prove incorrect was a late 1975 report that Walter Cronkite's annual take at CBS was \$700,000. Wallace interviewed Cronkite, who stated that he didn't make half that amount. When Enquirer editor Calder was asked to explain why his newspaper had published such an incorrect story, he was not able to give a sufficient answer. Enquirer officials unhappy with Calder's filmed performance told MR that "We asked Mike Wallace if Walter Cronkite or Mike Wallace himself would give us their IRS returns to prove in fact our story was wrong and they were right. The producers of Sixty Minutes decided not to use that in their film version." A spokesman also told us "Mr. Wallace completed about ten hours of interviews and used only the material which showed us in an unfavorable light. He ignored the many exclusive stories that are picked up from us and used with credit by major newspapers such as the New York Times and the Chicago Tribune." Another Enquirer man said: "Look, Wallace was right in what he said about the Enquirer, but he used the same techniques to get a sensationalized story that he accuses the Enquirer of using." In the meantime, look for major newspapers to keep watching the Enquirer ...one hot item coming up will be a psychological stress evaluation of President Ford's comments in pardoning Richard Nixon.

EARLY MORNING TELEVISION: ATTITUDES AND OPINIONS

ABC's Good Morning America Executive Producer Mel Ferber will be replaced in early April by Woody Fraser who comes to the program directly from producing the nationally syndicated Mike Douglas Show. This comes as a surprise to many industry insiders who see the steadily improving ratings of the ABC morning show as good reason not to change horses in mid-stream. (ABC's morning offering has doubled its ratings in slightly over one year). Ferber, who is leaving the ABC show reportedly over "philosophical differences," wins credit from many observers for bringing about some of the important changes which have boosted its competitive position with NBC and CBS. Further evidence that the ABC morning show, drastically revamped late last year, may be catching on with viewers comes in a 45 page network survey and analysis prepared for the network by Frank N. Magid Associates, broadcasting consultants headquartered in Marion, Iowa. MR has had a look at the findings of the confidential report dated January 1976. For background, the Magid survey was compiled from a questionnaire filled out by 200 respondents between the ages of seventeen and sixty-five "who watch morning television at least once a week". In addition, all respondents were required to have seen Good Morning America at least once during the previous two weeks before being contacted by telephone between December 12 and December 29, 1975. All those questioned live in Portland, Indianapolis, Chicago, Philadelphia, San Francisco, Salt Lake City, Little Rock, Omaha, or Columbus, Georgia.

Here are the key Magid study findings. (Note: Remember, this is an ABC-commissioned study, not an independent one):

*"Prior to Good Morning America's premiere, slightly over half report that the Today Show was the morning show they watched most frequently."

*"Of those who now regard Good Morning America as the most comfortable morning program on television, 41 percent report that they used to watch the Today Show more frequently than either AM America or the CBS Morning News."

*"Good Morning America (in contrast to AM America) -- appears to be a more effective program in motivating Today Show viewers to sample the show. The reasons center mainly around one factor -- David Hartman." Roughly four Good Morning America viewers in ten say they believe the show is better because Hartman is very interesting, personable and an effective morning show host, (he replaced Bill Beutel).

*"Hartman and his co-host Nancy Dussault slightly edge out Barbara Walters and Jim Hartz as the two people viewers feel best together and make the best host team for an early morning television program." (But Dussault individually does not begin to match Walters.)

*A large majority of the viewers (close to 90 percent) of all three morning shows feel the need for a newscast to appear on the programs, but the Bell-OSmer news team draws poor marks.

*"Of the various selected features now appearing on Good Morning America, the 'Jack Anderson from Washington' segment is most likely to be considered by viewers to be a good addition to the program. Close to three in four viewers feel that it is an attractive element of the program and in fact, close to 60 percent of the Today Show viewers hold the same perception." (MR continues to hear rumors that NBC hopes to steal Anderson away from ABC ala Candice Bergen).

GOVERNMENT AND THE MEDIA

The Charleston, West Virginia-based Appalachian Educational Laboratory told readers of its February "Appalachian Educator" newsletter, that "AEL's television for effective parenthood project has completed the final editing of its one-hour TV special and is about ready to place the show for broadcast." However, managers of the federally-funded \$800,000 project think differently, at least for the time being. Office of Education Senior program officer Michael Neben told MR "What AEL finally developed didn't look like what people thought it would look like. As a result of our review, we decided that further testing is necessary before it would go to PBS or the commercial networks" for possible distribution to the general public. The program is the "pet project" of Commissioner of Education Terrell H. Bell, and according to Neben is supposed "to enable parents to be more effective as their child's first teacher." In the pilot program which is being called "an entertainment test vehicle," an attempt was made to show "love and understanding between parents and children and how it gets expressed." The AEL pilot is undergoing further testing with limited audiences to get their reactions -- being shown in theatres, PTA type settings, and to various groups assembled in television studios who receive the program via close circuit. HEW officials believe the "parenting" program will see the light of day and have close to \$1.6 million in the FY 1976 budget set aside for what could become a series of half-hour TV programs. Testing could be completed in two months.

"Public TV Comes of Age," declared Newsweek Magazine in its March 8 edition. One of the main reasons, the newsweekly says, is that public television's "traditionally uninspired leadership is finally being upgraded with such confident, highly-skilled professionals as Lawrence K. Grossman." Although this kind of publicity greatly irritates old timers in the public broadcasting industry, even the most outspoken critics of the Grossman-supported 4th network concept of PTV are saying things like "he's not one of us, but he sure has done the right things so far." Also...Grossman's diplomatic missions to visit station managers in their home territory have paid off. But while he may be soothing the frayed nerves of some, others remain frayed. References in the same Newsweek article to his interest in peppering up PTV's programming "by bringing aboard the likes of Mel Brooks and Norman Lear" don't go down well with some officials at the Corporation for Public Broadcasting. We can also report a strong feeling that real credit for all the new talk about improved programming for PTV should go to CPB's new director of Corporate Relations, Peter Lavathes, who came on board last September. CPB insiders point out that it is Lavathes (a former president of Twentieth Century Fox Television), not Grossman, who has been successful attracting producers like Norman Lear and David Dortort (Bonanza) to public television. One CPB insider put it this way: "When Lavathes first approached his old buddies about doing a program for public television, they laughed. But when he asked them if there wasn't something they always wanted to do, like their favorite novel, these guys suddenly got hyped. They trust him and he knows how to talk their language." Lear and Dortort are both working on proposals for special programs, and if their ideas are accepted, Lavathes will then try to find the money to produce the project. We're told that Lavathes is currently working on another "significant" idea to be announced soon.

QUOTE OF THE WEEK

In another of Mobil Oil's advertisements demanding access and fairness: "We would hope the press (both electronic and print) would have the enlightened self-interest to see the importance of some adequate mechanism if we are indeed to have freedom of the press and not just freedom for the press."



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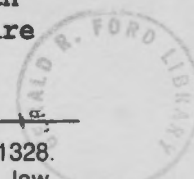
March 26, 1976

INSIDE THE MEDIA

NBC News President Richard Wald says his network is in the process of making drastic changes in the way it delivers the news to its television audience. One key reason and motivation: handling the constantly increasing pressures from special interests anxious to influence what information is provided the American people. Wald, president of NBC News since 1973, told MR that "unless we can make the news sensible and usable to an audience, we are going to be in trouble in the future". With the news continuing to be a target, "in order to fight off those who want to use us, we're going to need the people on our side." Wald says the "minute that you decide that the media is powerful, you want one, and insofar as we are independent, and if we give in, nobody will want one anymore." NBC News' most visible change came this past week as the network began a nightly feature called "Special", supposedly designed to give an in-depth look at an issue. The inaugural mini-documentary was a five-part series on the Teamsters Union and its alleged connections to organized crime.

...Also, Wald told us his network will be hiring more "experts" in the future to cover the news. "The news has gotten so complicated, we need a place to explain it. We need experts -- trained reporters in a discipline. You just can't report anymore, you have to understand it." The NBC news chief predicts that one of the most important stories of the next century will be the issue of "capital formation" and who is going to control the world's pursestrings: "Now how the hell can the average reporter know about these things?" He ticked off several other mushrooming news sectors like the armaments race and the growing need for legal specialists to explain the law. What about the media, the communications industry, and network power, MR asked? We are a little shy about covering ourselves. I do not know why," Wald says. A bit defensively, he noted that NBC has been keeping a close eye on political candidate use of the media and that the Today Show has been running features from time to time highlighting some of the "new and different publications".

...Wald, whose profile since taking the top news job at NBC has generally been low, surprised many of those attending the National Association of Broadcasters Convention in Chicago this past week when he delivered a provocative, wide-ranging speech on the future of television news. Included were several predictions that if realized will revolutionize the amount and character of electronic journalism: 1) "The era of the all-wise, all-seeing mouth like Cronkite is going to stop. The people expect the anchorman to know everything. In the future he is going to be an interlocutor for the public." 2) "There will be an all-news television station in the next ten years." 3) "Within the next five to ten years, network news will go to one hour". (He acknowledged to MR that he will be pushing for such a change at the NBC affiliates meeting in June.) 4) "There will be instantaneous polling" of the American people sometime in the near future. It now takes the network at least two days. 5) Network affiliates will be provided with more closed circuit-fed news stories from the network for local use (a la the wire services), and 6) a network will use the current unused time from sign-off to



sign-on to program news for insomniacs and people on night-time schedules. Wald told MR that these were his thoughts and not those of "NBC Corporate", but he does feel that "you may soon be seeing stations receptive" to some of his ideas. Wald bases many of his predictions on economics: "The cost of news relative to other programming is going down. What are the local stations going to do for more product? They can't run more Lucy Shows. You could put on more news at less cost. I have the suspicion that an all-news television station in New York, L. A. or Chicago will become economically an alternative," says Wald.

...Meanwhile, ABC News, which continues to lag far behind the other two networks in ratings, may beat Wald to the punch on some of his ideas. Our sources tell us that ABC News officials will be making a serious effort at the May affiliates meeting to convince stations to accept a nightly 45-minute newscast from the network. According to our source, if the stations "buy the concept," the extended newscast could begin in the fall. As MR first reported some months back, ABC continues to look for a woman to co-anchor with Harry Reasoner. One possibility...Hillary Brown, currently a reporter with the network. Some officials are talking about a try-out period on the Saturday Night news with Ted Koppel. Rumors that Bill Lord (recently moved to New York from Washington to head up the day-to-day operation of ABC news) was about to order his first big shake-up of staff personnel seem to be just that -- rumors. However MR has learned that evening news producer Bob Frye is expected to return to Washington (at his request) to replace Tom Capra as Capital City producer of the Reasoner news. Capra is scheduled to go to London.

Remember how a few months ago Alger Hiss was being portrayed by many in the media as a martyr? He was brought to Washington and glowingly received by a large number of journalists at the Washington Press Club. A day later, the Washington Post ran a large, favorable story on the front page of the Style section pointing out that Hiss was another victim of the Nixon era. But these past two weeks, a dramatic change took place. It all started on Wednesday, March 17, when the New York Times ran a front-page story by Peter Kihss with the headline "Professor Says Alger Hiss Lied About His Links With Chambers". Then the mushroom effect -- that afternoon the Washington Star placed the same story on the front page, the next day the Washington Post ran its own version, Bruce Morton did a short commentary on the CBS Morning News, and the next Monday Time magazine finished it off with the headline "A Verdict: Hiss has been Lying". The source for all these stories was a book review in the liberal New York Review of Books by Smith College historian Allen Weinstein. He used his review of John Chabot Smith's strong defense of Hiss titled "Alger Hiss: The True Story" to argue: "Hiss has been lying about his relations for nearly thirty years". Weinstein's statement was based on information contained in heretofore secret FBI files. Why the sudden turn around by the media which has made no attempt at covering up its pro-Hiss feelings in the past? Most of those contacted by MR refused to discuss the matter. However, one reporter admitting "my natural sentiments are toward Hiss," says "there may have been a little honest conscience here. What's always offended me is that the Hiss case has been a hallmark of knee-jerk liberalism. Nobody can look at the great mounds of evidence without concluding that Hiss was lying." Weinstein, who has a background in reporting for three or four years (free lance, Copley and copyboy at the N.Y. Times), feels that he has "gotten a pretty fair shake from" the media. But he admitted to MR that "one reporter said my piece made him sick, but he'd try to do a fair job." Weinstein has agreed to debate Smith at Princeton April 14, but says he doesn't intend "to engage in a dog and pony show" in the future on this subject. He feels that the media has partly accepted his thesis on Hiss because "what we have these days is a more serious scrutiny by all the media."

When Robert Redford showed a group of politicians and journalists a preview of his new movie "All The President's Men" in Boston several days ago, Mayor Kevin White was quoted by Time magazine as saying "that film is going to have an effect on the election. That film is powerful." When New York Times theatre critic Mel Gussow asked playwright Alan Jay Lerner why he was collaborating with Leonard Bernstein on the musical "1600 Pennsylvania Avenue", he said he was "depressed" after the 1972 election and wanted to express his criticism of his country as well as his patriotism. Actor Cliff Robertson, appearing on the ABC Good Morning America program this past week, said he was taking an active role in supporting Congressman Mo Udall for President because he "blames himself" for a lot of the things that happened in the last few years that he thinks have damaged the country. These are just three examples of how many people in the cultural arts field are using their highly visible and possibly influential platforms to attempt to influence the 1976 elections. Watch for this to become an issue...Washington Star columnist Crosby Noyes opined Mar. 25 that "Watergate seems to be something that voters prefer not to think about in this election." But elements of the communications industry want to revive it, and the Ford White House is bracing for what could be a difficult April. With the Redford movie premiering next month amidst publicity heralding it as one of the all-time greats, everybody expects some political fallout. Also...the new Woodward and Bernstein book "The Final Days" is sure to give many in the media the opportunity to re-hash the fall of Richard Nixon one more time. Wire stories began moving at week end on the book, detailing the horror stories of Nixon's last days as President. Rolling Stone's April 8 issue, featuring a cover story of Redford and Hoffman, tells how their movie dismantles the Presidency. Only a few in the media caution their colleagues on overreacting and getting too involved: Former actor and ABC morning show host David Hartmann, who interviewed activist Cliff Robertson, told MR "There is a great danger of misusing this power. I have purposely never gotten involved in politics. I don't think there is anything wrong with it as long as they know what they're doing."

GOVERNMENT AND THE MEDIA

For the past several months rumors have been flying throughout the Capitol that House Communications subcommittee chairman Torbert Macdonald (D.-Mass.) is in serious health trouble. Some in the media have predicted that he won't run again, which Macdonald has time and time again denied. But over the past three weeks, talk of his being seriously ill has greatly increased. He looked tired, thin and drawn to those who saw him at the recent FCC oversight hearing, and some trade publications avoided running pictures "because he looked so bad". When Radio-TV Age did publish a picture of Macdonald in its March 15 issue, that was a topic of discussion in the press room at the NAB convention. To further confuse the matter, Macdonald cancelled his scheduled appearance at the NAB, and it was announced as for health reasons. Some of the mystery finally cleared up this past Wednesday, March 24, when the Boston Herald-American published an exclusive interview with Macdonald by its Washington Correspondent Wayne Woodlief. The Mass. Congressman revealed that he had been undergoing three weeks of "painful blood and bone marrow tests" at Bethesda Naval Hospital near Washington. "Without trying to sound too medical, what it basically comes down to is that in some fashion my metabolism got screwed up and the doctors are trying to get it in balance again," Macdonald said. In reaction to a question about his apparent loss of weight, he said: "I don't know how many pounds I lost. But I'm not blind. I shave everyday. I know I'm thin...This is complicated by something I didn't know I had: My reaction to protein wasn't too good." Hearings on cable television, scheduled for this time by Macdonald's subcommittee, have been pushed back until sometime later this spring. "I think I'll be going full blast again

after Easter. I'm going to take it very slow for awhile, and then be very watchful of myself over the upcoming April vacation," Macdonald told the Herald-American. The House will recess from April 15-23, and the Congressman says he plans to spend the time in Florida. What's the prognosis for his health? Macdonald says he asked the doctors after the marrow test, "Do you know when this will clear up?" Answer: "We can't tell you that. But you're doing fine."

White House officials now say it will be five to six weeks before the President will be ready to announce his choices for the five CPB Board positions that opened up today. We're told that Board members Tom Moore (Republican) and Virginia Duncan (Democrat) are odds on favorites to be reappointed to full six-year terms. The other three slots are expected to be filled by Republicans. This would bring the political alignment of the board to eight Republicans, four independents, and three Democrats. Our Administration sources indicate the following three have the inside track for nomination: 1) Charles W. Roll, Jr. of Lawrenceville, N. J. Sponsored by Senator Howard Baker, Roll has been connected with the Gallup polling organization since 1958. He is co-author of "Polls: Their Use and Misuse in Politics." 2) Oklahoma's Senator Henry Bellmon has recommended Mrs. Walter (Peggy) Helmerich III of Tulsa, active in Theatre, The Arts, and communications. 3) Clyde Reed, Editor and Publisher of the Parsons Sun (Kansas), sponsored by Senator James Pearson (R., Ks.). Several other names have been submitted to the White House for consideration, but because the three names mentioned above have sponsors with strategic White House leverage, they are considered most likely to succeed.

Interest in the candidacy of Senate Communications Subcommittee chief counsel Joe Fogarty to fill the FCC seat held by Glen Robinson increased this past week. One White House source told MR "if the President appoints anyone to the FCC this year, Fogarty has the best chance." Robinson's term expires June 30. Two other names received mention this past week include Wayne Coy, Jr., whose father was Chairman of the FCC from 1947 to 1952, and Brian Moir, currently serving as counsel to the House Interstate and Foreign Commerce Committee. Coy, presently a lawyer with WETA-TV Channel 26 in Washington, is being pushed by Washington Star society writer Ymelda Dixon.

A big political government-and-media story? On March 18, Virginia Congressman Thomas Downing and 11 other congressmen took to the floor of the House to say that 125 representatives have co-sponsored resolutions calling for establishment of a House Select Committee to look into the JFK assassination and its investigation by the Warren Commission. Although Downing accused the House of being "shamefully unwilling" to re-open the case, the media have not covered these efforts. One expert cited by Downing -- Allegheny County (Pa.) coroner Cyril Wecht, a former President of the American Academy of Forensic Science, who argues that two assassins must have been involved in the Kennedy killing -- is bluntly accusatory. Says Wecht: "Already forgetting Watergate and all its sequelae, the Severeids, the Buckleys and the Krafts tell us that established authority alone ought to give us assurance of truth." Moreover, Wecht's two-assassin analysis supports material laid out in "Appointment in Dallas: The Final Solution to the Assassination of JFK" by former CIA and FBI contract agent and ex-Los Angeles Sheriff's Department Chief of Detectives Hugh McDonald, also ignored by the established media.

QUOTE OF THE WEEK

Newsweek editor Ed Kosner's description to National Observer of corporate boss lady Kay Graham -- "Joan of Arc in a pantssuit."



The Media Report

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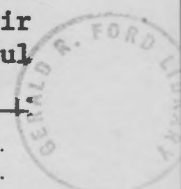
INSIDE THE MEDIA

Coming to Washington next week for their annual spring meeting, the American Society of Newspaper Editors will be hearing from President Ford, Henry Kissinger and several Democratic presidential candidates, but the topic shaping up as Number One in the corridors -- if not on the official agenda -- is the two-week old controversy swirling around the publication of the new Woodward-Bernstein book on "The Final Days" of the Nixon presidency. With Post-Newsweek giving the book a tremendous multi-media hype, it appears to be paying off where it counts -- at the cash register (see p. 3). But others in the press are less thrilled...the Washington Post Company's profits may be journalism's larger credibility loss. Even Post ombudsman Charles Seib wrote in Friday's edition that the book seems to be "hitting raw nerves", that it "may be too much too soon for many people" and that "since it is a journalistic enterprise by the country's two best-known reporters, unhappiness with it is bound to rub off on the news business generally."

MR contacted several editors from around the country to get their assessment of the impact of this new Washington-generated media controversy. Was the Washington Post Company overcommercializing the downfall of a President? Did it matter that the book did not credit any on-the-record sources? Was the publication of the book along with the nation-wide release of the movie "All The President's Men" being used to unduly influence the political process? Would the overall effect of the controversy be damaging to journalism?

Jack Nelson, Los Angeles Times Washington Bureau Chief, told MR "I respected the work they did on Watergate, but I think it's a shame that they wrote a book that's based on 394 'Deep Throats'. I began to read the book and the things that they were reporting and not a single thing was sourced, and they tell me they have got documents and they tell me they've got records and minutes and so forth, but nowhere do they cite one to back up a single episode. To me it's not journalism. You can call it pop journalism or psycho-journalism or whatever you want to call it but I think it is a corruption of journalism...Most of it was a subject for journalism but I must say that I didn't think that what Mrs. Nixon told her doctor in confidence about how long it had been since they had sex relations was anything that belonged in anything...In my case, I would not have written it and none of my editors and publishers would have published it". We asked Nelson if he worried about the effect this would have? "I talked to Woodward about this. He's contending that it is journalism and Newsweek magazine is contending it is journalism and I think it hurts journalism. The media itself ought to make it plain that it is not journalism. I don't know that it wouldn't be helpful if the American Historical Association were to get a grant from a foundation and really look into those final days and really try to document what really did happen," said Nelson.

Clayton Kirkpatrick, Editor of the Chicago Tribune, says "everybody who is involved in this business has been affected by it. We ran some early news stories on the book and got violent reaction from, I'd say, a lot of our readers who objected to the book probing into Nixon's personal life and objected -- using their phrase -- to hitting a man when he's down. Personally, I think the book is a useful



thing but I find it difficult to comment because I haven't read it". Kirkpatrick feels that it is "perfectly legitimate" for Woodward and Bernstein to go back and "question people who were involved and report what they said". But when asked if he saw bad fallout for the journalism profession, he said "Sure, I think that every-time you get the credibility of the newspapers thrown into question there is trouble." Kirkpatrick also acknowledged that he had seen a preview of the movie and "was not too impressed".

Fred Taylor, managing editor of the Wall Street Journal, points out that in matters of attribution "newspapers and books are held to different standards". He says "we couldn't have used that kind of reporting in the Journal with lack of attribution, but that isn't saying you can't use it in the book." As far as its injury to journalism, Taylor feels that "all the same people who are critical of the Post in the Watergate coverage, etc., are going to be critical, but the general public at large is not." We told Taylor that letters to the editor in the Washington Post were running 90 percent against the book. "That's a very inbred and specific kind of audience. Everybody takes in everybody else's wash in Washington and it's all very personal. But for people outside of Washington, it's kind of academic and I don't think the reaction will be anything like it is in Washington." Taylor added, "I agree with their very shrewd statement that a lot of people are going to deny it who actually said it -- that's the Washington way. People around the rest of the country don't understand that a guy can say something to somebody else and when it surfaces in public, deny he ever said it and still be considered an honest man. That's something unique to Washington, I always thought. I'm always uneasy when the press becomes the subject. I think we ought to be reporting what's going on and not making news ourselves."

Ralph Brem, managing editor of Scripps-Howard's Pittsburgh Press, says the "people around here won't get much excited about it" I think they'll read it and say we pretty much knew it all the time." He said he didn't expect to hear much about it in his area until Book of the Month Club subscribers get their copy of the book around May 1. "Right now it's way out there on the fringe of our circulation area. We're by design an extremely parochial newspaper serving just this part of the country. We really don't get much agitation going on about these kinds of things."

David Kraslow, Washington Bureau Chief for Cox Newspapers, told MR that he "has no qualms about the subject matter covered" but questions whether a "lot of the stuff" would have been acceptable if submitted to a newspaper in "bits and pieces" without "some kind of attribution". He says that "if the material down the road ever comes into question on the matter of attribution, I think that could have some negative impact on journalism as a whole. That's what bothers me. They're both good reporters, but I don't see why a lesser standard should have been employed for the book than would have been employed for daily journalism. It is not good enough for me for the Post to say that their sources are obvious. It may be obvious to a person who is highly sophisticated in Washington, but it is not obvious to the reader out there."

James Bellows, editor of the Washington Star, calls the Woodstein book a "novel" and says he'll let what is being printed in his newspaper "stand for us". "Ed Yoder, head of our editorial page wrote a column (Thursday) in which he said it was high gossip and that it wasn't history. That's the way for me to deal with this," says Bellows. Yoder wrote that he had "read the Newsweek excerpts with shameless appetite." He said he planned "to read the book, and nothing in the story told so far strikes me as implausible or 'indecent'". In pointing out that "the ethical boundaries of journalism are rather like those fuzzy political borders of Asia and Eastern Europe", Yoder says, "I do sometimes wonder whether journalists'

unbridled invasions of the privacies of the prominent may set a bad example for those forms of official snooping we find so deplorable."

MR also asked Bill Arthur of the National News Council if they had been asked to look into this mushrooming controversy. "We have had no complaints concerning it whatsoever," he said. Is there any aspect of this issue that might be of interest to the Council? "None that's brought it to the point where we would want to look into it at all. No one has suggested it in any way. We have talked from time to time in the council about the use of unattributed sources, but not in the context of this book or the news coverage of the book."

That feisty watchdog, Accuracy in Media, is once more blueprinting network ombudsman demands sure to annoy the managements of CBS, NBC and ABC at their upcoming annual shareholders' meetings. Last year, AIM 1) skipped ABC, 2) asked CBS for a blue-ribbon panel to examine defense issue coverage, and 3) pushed NBC for an ombudsman. Both motions -- at NBC and CBS -- lost. This year, AIM will be asking for similar ombudsmen from each network. They don't expect to win, of course, but they do expect to show progress and shareholder momentum. Last year, AIM's resolution drew 2.8% support at CBS; this year, they hope for 10-20%. Bear in mind that in order to keep presenting the same shareholder resolution each year, AIM will have to show successively higher levels of shareholder support...even so, the requirements shouldn't be too hard to meet, especially if (as spokesmen hint) ombudsmen advocate turn to spotlighting the banks and bank "nominees" that like to stay out of the public's eye. Some of these banks and nominees control major stock blocks. AIM told MR that they already have a private support pledge from one large ABC shareholder.

The real reason for CBS' long running campaign to shut down or greatly restrict the Vanderbilt University video tape archive project may have surfaced this past week during mark-up of the copyright bill by Rep. Robert Kastenmeier's House Judiciary Subcommittee. An amendment which, in effect would severely limit access to Vanderbilt's video tapes of the network news' shows to persons involved "private study and scholarly research" was introduced by Cong. Ed Pattison (D.-N.Y.). In the course of the debate on the amendment, Pattison, who is reportedly acting on behalf of CBS, said he feared that the material will be used for ideological purposes. One Vanderbilt supporter told MR, "the irony of the whole thing is that CBS seems to be worried about someone using their news out of context when the news itself is out of context." Final action on the amendment will be put over until the next mark-up session which could come next week.

How much of the Washington Post Company's motivation in pushing Watergate-Nixon's Final Hours is commercial? Quite a bit, we're told. New Simmons survey data shows Newsweek losing ground to Time again, with some experts suggesting that Newsweek had drawn abreast of Time (in readership although not in sales) only because of the Watergate furor. Now, via the new Final Hours-All The King's Men hype, Newsweek, told MR that sales of the last two issues have been "incredible" with many newstands running out of copies within a hour of delivery. According to Riordan, the April 5 edition was the quickest-selling issue in the magazine's history. What's more, Riordan told us "advertisers are very interested when something like this comes along. This will have influence for a long time to come." If you estimate that Watergate (via sales and advertising revenues) was worth a few million dollars that Watergate (via sales and advertising revenues) was worth a few million dollars in profits to the overall company in 1973 or 1974, that translates into many more millions in terms of increased value of Washington Post Company stock. Watergate, and everything connected with it, may have been a \$15-20 million plus for the Post and its shareholders.

NBC insiders tell MR that the network has ordered "an enormous hold down" on its primary election news coverage. We're hearing reports that cutbacks ordered

before the Wisconsin primary greatly "limited use of telephones, cars, charter airplanes and personnel". One NBC source said "it really cuts in on what we can do." Another NBCer claims there has been "poor management" at the top and that has caused the network election effort to be \$500,000 over budget. Others blame it on the strike by NABET which has forced NBC to abandon use of its mini-cam units and return almost solely to film coverage. Election Unit director Lee Hanna denies that his department is having budget problems and says they are actually going to increase their coverage. NBC has changed its plans and will now cover the Pennsylvania primary live from Philadelphia. Hanna says "If anything, the strike is saving us money in a peculiar way. We've gone back to film and that is saving us money. Operating out of affiliates like we did in Milwaukee is saving us money". Hanna feels the expenditures to date "have paid off handsomely". NBC has beat its competition in the ratings in every primary except one. Hanna also revealed one of the possible reasons NBC predicted the wrong Wisconsin Democratic primary victor: "We have been working without our computer from New Hampshire straight through to Tuesday night. We've had to make these calls by hand or by eyeball. The closeness of this one, and the aberration of the way the votes came in really threw us off and made a computer almost a necessity in this particular election", says Hanna. NBC expects to have its computer problems solved in the next few weeks.

GOVERNMENT AND THE MEDIA

Paul Greenberg, writer, producer and director of CBS' one hour documentary "Inside Public Television" scheduled to be aired April 20 says the program is "sympathetic to public television because I'm sympathetic to them". With camera crew in tow, Greenberg traveled the country from June to December of last year recording what he says is "a fascinating look" at taxpayer supported public television. "One of the problems they face is that people who get into it don't know anything about the stations" and that the national leadership often have a "savior complex". He told MR that he found himself becoming expert in the field and during some interviews "people would say something and I would have to interrupt and say it really didn't happen that way." Greenberg says he deals with PTV's notorious bureaucratic infighting "elliptically". "We don't deal with CPB and PBS and their problems of today," he said, but "we deal with the Nixon years and how they tried to kill public broadcasting." "I think anybody in public television who is intelligent will love it. They will be getting an hour on commercial television and we show a lot of their shows." However, Greenberg says he discovered that "a lot of people in the U. S. don't know what public television is, and a lot of people in public television don't know what it is either. The government didn't set up public television very intelligently. They've had to make a lot of compromises."

The Texas Monthly says "You can discount the rumor that Bill Moyers, former press secretary to Lyndon Johnson and ex-publisher of Newsday, will join the crowded field running for the seat of U. S. Senator James Buckley in New York. The April issue of TM quotes Moyers as saying "There is no chance I will run for the Senate here in New York. I have made my bed in journalism and broadcasting and I intend to stay there." He also commented "It is a recurring fantasy among Texans in New York to return to Texas, but for the foreseeable future I'm staying here." Here, of course, is his attractive public television deal.

QUOTE OF THE WEEK

In an interview in the Madison, Wisconsin Capital Times of March 29 presidential candidate Jimmy Carter was asked "What's your favorite television show?" His answer: "I don't watch television."



The Media Report

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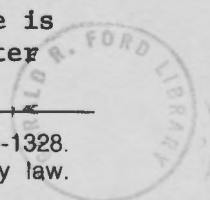
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INSIDE THE MEDIA

Presidential Press Secretary Ron Nessen's much-criticized appearance as host of "NBC's Saturday Night" has "rehabilitated the desire of many people around here to get rid of him", according to one highly placed White House staff member. Longtime Ford confidant Melvin Laird is reportedly acting as chief organizer of the "Nessen's-got-to-go-now club". Mail and phone calls to the White House in response to the program have been "running decidedly unfavorable," says a W. H. press spokesman. Some of the comments were strong. One Mailgram sent to the President and read to MR said "You should be impeached for sponsoring such a show. It is the most outlandish show I have ever seen and if I were the Eisenhower children, I would sue". (One skit on the program portrayed Julie giving husband David a lie detector test that showed their relationship to be questionable). When Nessen was asked to comment on his performance and why he got the President involved in the program, "he did his best to sluff it off," according to one W. H. reporter. Ford's Press Secretary was bombarded with questions during his Monday briefing. But the press hasn't kept after him for answers. Another reporter we talked to commented "you can't find anybody around here who will say anything about it."

...The media in general didn't give the story much coverage. The reviews in the Washington Post, Washington Star and New York Times basically reported on the program without much comment. One Washington Post columnist, Bill Gold who writes for a local audience, captured the reaction of many D. C.-area viewers Tuesday when he wrote "It included material that was in very bad taste. Somebody ought to be fired for it." He told of one viewer who called him to say "I can't imagine why President Ford permitted Ron Nessen to participate in the program, and thereby sort of gave it an unofficial blessing. I don't see how I can vote for a man who could be so dumb." CBS said that the President was supposed to be upset about the program. But we won't know for sure until someone asks him a question at a future press conference. When media critic Bruce Hershensohn tried to bring up the subject on the NBC's Monday morning Today Show, co-host Barbara Walters cut him off and suggested he was there to discuss his reaction to the Woodward and Bernstein book "The Final Days." MR asked Hershensohn what he had planned to say..."I was appalled and disgusted by what I saw on that program. The President made three brief filmed appearances during the ninety minutes. There's not one iota of dignity left to the Presidency. It does seem to me that the President was had on this. To have him integrated into a show that included sequences of men standing at urinals and talk about feminine deoderant and then a couple in bed is impossible for me to understand. And then to have him be a part of the continual harassment of the Nixons' is greatly disturbing," said Hershensohn, an ex-aide to the former President. "It doesn't surprise me about the networks doing this kind of show. There's a family hour -- and now there is the pervert's hour", he commented.

...What baffles most observers both in the press and the White House is why Nessen wanted to involve the President in such a program. One W. H. reporter



feels "he was very smart from a political point of view. By getting the President to go on Nessen was protecting himself in case there was criticism." Unbelievably, the White House has confirmed to MR that Nessen had "full knowledge of the content of the show because he had participated in a rehearsal the day before". Another embarrassment to Nessen is the outspoken remarks made about the President by the show's star, comedian Chevy Chase. He was quoted in the April 17 Washington Post as saying this about Ford: "He's never supported any legislation to help people in his life. He's a totally compassionless man. But a nice guy." Another Chase remark in the April 19 Washington Star had the same thrust. After mentioning that the President was among other things a good person, Chase said "I wouldn't vote for him in a million years. I think he is a terrible President."

...Our sources tell us that when Nessen asked for comments in his staff meeting this past Monday "there was an uncomfortable silence in the room while people tried to avoid having to answer him." MR has been told that everybody is bad mouthing him behind his back, and many of those who missed the original live version of the program have been watching re-runs on the White House video tape system. From what we're hearing, this latest Nessen gaffe may be all that's necessary to bring about an entire reorganization of the press operation which has been rumored for the last several weeks. But one former White House staffer makes this observation "I really wonder if the President really cares. He's loyal to people who work for him. I guess he'll stick by him until he goes down the tubes."

The Washington journalism community continues to take sides over whether the new Woodstein "The Final Days" is good or bad for their profession. Some senior Washington Post editors, who publicly must keep smiling about all the "show biz" attention their newspaper is receiving, are not so happy in private. MR understands that one Post editor "greatly respected in this town" has been telling friends that criticism of the latest book "has caused great feelings within the Post itself". One reporter told us "there is fear that in the long run all this will boomerang on the Post and journalism in general". And the rival Washington Star published a stinging review of the movie "All the President's Men" this past Tuesday. Michael Novak, the Star's current "writer in residence", apparently does not agree with the mostly euphoric reviews that have been written to date. "Perhaps I saw a different movie from everybody else. The praise for 'All the President's Men' is extraordinary. I hated it," wrote Novak. "It was moralistic and preachy. It was also hypocritical...In this movie, the motives for getting Nixon had a lot to do with being 'number one'. With beating the New York Times." Actor and producer Robert Redford came in for some oblique criticism for his activist role in supporting environmental causes. "The language of the film is 'macho sweet'. Men of education and class seem to have a fascination for the language of the ghetto...Is it really necessary to assault millions who hate such speech, just as other millions hate to breath pollution of cigarettes or factories or cars?" Novak wrote. He then claimed that "the Post was a worthy antagonist to Nixon's own self-interest and corruption" for the following reasons: 1) "The Post had a deep self-interest in beating the Times"; 2) "The publisher of the Post belonged to a social circle that loathed Richard Nixon" and 3) "the editor of the Post hated Nixon even longer than he loved Kennedy." Moreover, capital media observers were amused at the attempt of Woodward and Bernstein to convince watchers of this past Sunday's NBC "Meet the Press" program that their arms had to be twisted to get them to appear. For "reluctant participants," they have made many television appearances during the past three weeks. Besides "Meet the Press", they have been guests on the "Today Show", "The Tomorrow Show", "The Robert MacNeil Show", "Martin Agronsky's Evening Edition", "Kup's Show" and a local Washington afternoon program "Panorama".

ABC has exercised its option and signed a year's contract (at a 20% increase in pay) with columnist Jack Anderson to make daily appearances on the "Good Morning America" show. This was done prior to rumors that the network was in negotiation with Barbara Walters of the "Today Show". Now that she has signed on with ABC, morning show staffers expect they will be in an even better competitive position with the NBC morning offering. ABC first revealed publicly the network was interested in Walters in the May 23, 1975 MR.

All bets are off now on what NBC will do retain its morning first place ratings, but our New York sources tell us the network has not been happy with the performances of "Today Show" Washington editor Douglas Kiker. Some have suggested they're considering a change with correspondents Tom Pettit and John Hart being mentioned as possible replacements. Besides being "stunned" by Walters' million dollar decision to move to ABC, officials at NBC are becoming increasingly alarmed at the effect the three-week-old NABET strike is beginning to have on their ability to get talk show guests to cross picket lines. Presidential candidate Jimmy Carter was leaned on by the union "not to go on 'Meet the Press' this Sunday." At the last minute, he decided to accept ABC Issues and Answer's invitation to join four of his fellow candidates for a special one hour pre-Pennsylvania primary program. Many others are avoiding the Today show and union officials tell MR chances for settling the strike soon "are zilch or less".

Senators Barry Goldwater and George McGovern will take what is becoming known as their "traveling road show" to the annual American Newspaper Publishers Association's convention in New York May 3-5. The two senators, who have signed \$25,000 contracts to act as commentators at the upcoming political conventions this summer, will participate in the May 5 "Press-Conference-in-Reverse" asking questions of a panel of publishers including the Washington Post's Kay Graham and Otis Chandler of the Los Angeles Times. This year's convention also will include a speech from Defense Secretary Don Rumsfeld. The New York get-together comes at a time when the newspaper business is enjoying an up swing advertising revenues. On the strength of year-end gains, the Newspaper Advertising Bureau has just revised their predictions for total 1976 ad revenues. According to Pres. Jack Kaufman, "Our latest estimate puts newspapers' total 1976 advertising revenues at \$9.48 billion. This would be a 12.4% increase over the previous year instead of the 10.4% gain in the original forecast."

Other brief personnel notes: Washington Post's Jay Matthews and his wife Linda, legal writer for the L. A. Times, move to Hong Kong. He'll remain with the Post while she joins the Wall Street Journal Asian Edition. L. A. Times Washington Bureau increases to 24 with the addition of 26 year-old Grayson Mitchell, formerly with Johnson Publications. Times' San Francisco-based reporter Phil Hager replaces Matthews at the Supreme Court.

GOVERNMENT AND THE MEDIA

Congress is beginning to put the heat on the Corporation for Public Broadcasting and in turn the whole public broadcasting system for using taxpayers money for lobbying purposes. On April 13, Louisiana Congressman Henson Moore succeeded in getting the House of Representatives to accept an amendment to the CPB appropriations bill that would prevent the corporation from using tax dollars "to entertain themselves or us". What triggered Moore's attention was a March 24, 1975 reception he attended in the Cannon House Office Building put on for Congress and paid for by CPB. Moore says "the reception turned out to be the most lavish I have seen since I have been in Congress." When he inquired about the event he

learned that "the Corporation for Public Broadcasting expended \$9,802.75 on this reception to entertain Members of Congress and themselves at the cost rate of \$12.25 per person." Moore feels that "business could be conducted much better in the privacy of our own offices. I learned after attending that reception that I could find out little about the organization due to the good time everybody was having." Moore says he does not criticize the work the Corporation is doing. "I do criticize the spending of taxpayers' dollars to entertain us, to lobby us for more taxpayers' dollars." We understand that CPB officials are working hard to knock out the amendment in the Senate. Unless the House stands firmly by this amendment it probably won't survive a House-Senate conference.

Although there was not a consensus of opinion, most public broadcasters we talked to were relieved that the CBS television documentary "Inside Public Television" aired this past Tuesday "was not overly critical". One station manager told us "the commercial guys were actually pretty good to us." Citing what he called "part of our suicide complex", another station manager grumbled that plans for PBS to feed stations a 60-minute documentary on commercial television produced by WTTW-TV in Chicago "won't exactly return the favor." The show was run on Channel 11 this past week. Hard hitting Chicago Tribune TV Critic Gary Deeb says the documentary shows "how the giant commercial networks deliberately stuff their airwaves with mostly garbage, and specifically avoid nearly everything that doesn't fit the TV mold of violent cop shows, loud comedies, and cheap variety programs." The program is entitled "You Should See What You're Missing." In his review published April 20, Deeb wrote: "It examines the cowardly network mentality that often deprives us of stimulating programs. It pinpoints the stultifying censorship that keeps TV so bland and predictable." Unlike the cooperation given CBS by the public broadcasters in its documentary, the three television networks refused to participate in the WTTW program.

Our February 13 story that National Public Radio reporters might try to unionize if they didn't receive desired salary boosts has come true. AFTRA Washington representative Don Gainer confirmed to MR that several NPR reporters filed applications with the union at week's end. After normal processing through the National Labor Relations Board, an election could be held in the future to determine whether there are enough interested in formalizing an arrangement with AFTRA. A representative of the New York AFTRA office is scheduled to meet with the NPR reporters on May 7, we're told...and a general uneasiness has been developing between some of the news staff and NPR management during the past several months. MR has learned from one source that the disgruntled reporters hope to get more than just an increase in salary from unionization. We understand they have four goals: 1) higher salaries; 2) guaranteed severance pay; 3) very specific job security rules; and 4) a role in bargaining for equipment. One reporter told MR "We don't want them spending anymore money for satellites until they take care of us." Another sore point seems to be NPR president Lee Frischnecht's reported \$55,000 a year salary. Watch for some personnel changes before this one is settled.

QUOTE OF THE WEEK

Ultimate cockiness from the Washington Post in this April 23 full page ad? "If you liked the movie, you'll love the newspaper."

MAY 24 1976



The Media Report

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

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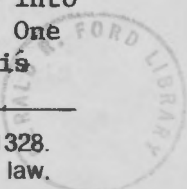
INSIDE THE MEDIA

The National Enquirer is mobilizing its nationwide cadre of vendors and salesmen in preparation for sale of upcoming issues expected to be the largest in the weekly newspaper's history. MR has learned that Enquirer officials are planning a press run of at least six million copies of future weeklies containing the serialization of former JFK girlfriend Judith Campbell Exner's book "Remembrances". (The largest previous sale was 5.3 million of the April 13 edition containing the article on Joan Kennedy supposed drinking problem). Timing of the release of the series is being planned very carefully. Democratic politicians who still hold out hope that their party's presidential nominee will be Ted Kennedy at the July convention fear that release of material in the Exner book could further damage their Chappaquidick-scarred candidate. We're told by those who have seen the finished manuscript that the book "will not be complimentary to Ted." However, Enquirer officials emphatically deny that the Exner series will be published to have impact on the Democratic convention. A spokesman at the newspaper's Lantana, Florida offices told MR "Whenever it's released, it will be an accident of timing. We have the material in hand and we will get it to our readers as soon as possible." The sole owner and publisher of the NE, Generoso Pope Jr., is described by one of his top aides as "absolutely apolitical".

...Washington journalists cringe when they hear the Exner book being compared to the revelations of their colleagues Woodward and Bernstein. Newsweek's April 24 cover story on "Gossip" pointed out the dilemma for many in media. "Hard-news journalists have begun to explore the loamy terrain of personality reporting, thus blurring the lines between what constitutes news and whispers gossip", says the article. It also suggests "the phenomenon is partly a reaction against news of the Watergate sort, it is also partly a response to appetites whetted by the Watergate scandal." Many in publishing circles are correlating the interest in the Exner book with that of Woodstein's "The Final Days".

...The Enquirer paid \$150,000 for the rights to serialize "Remembrances" and under its contract is allowed to print "up to 40,000 words". "We've got to go week to week and when we've exhausted it, they can publish the book", according to a NE official. Photographs of Exner with JFK, underworld figures, and other as yet un-named top government officials in the early sixties will be published with the series, MR was told. However, no one would confirm this on the record. To further tantalize publishers (the book doesn't have one yet) and readers, literary agent Scott Meredith held a news conference in New York last week and read excerpts from the Exner book. Sample: "After making love I don't think Jack Kennedy had enough ambition to carry him an inch beyond that bed". He gave other highlights which included Exner's descriptions of telephone calls to and from Kennedy's personal secretary Evelyn Lincoln setting up private meetings with JFK at various locations.

...It is not the sexual relations that has Kennedy politicians nervous. The book, actually written by "Green Felt Jungle" co-author Ovid Demaris, goes into some detail about Exner's relationship with former mafia leader Sam Giancana. One reporter suggested to MR "every Republican in the country will want to hold this



book for everyone to see, especially after Watergate". Enquirer officials are quick to point out that "Mrs. Exner would not have revealed her friendship with JFK unless it had been exposed in the newspapers." The original story of the Exner, Kennedy, Giancana connection was published by Scripps-Howard investigative reporters Dan Thomasson and Tim Wyngaard on November 16, 1975.

Nineteen-Seventy Five was not a good year for the newspaper business. There were declines in the number of newspapers, circulation, employment, and newsprint consumption. For one of the mainstays of the Rocky Mountain West, The Denver Post, it was one of the worst. According to the May 13 issue of "The Straight Greek Journal", a Colorado Weekly, "the earnings of the Denver Post, Inc. for 1975 totaled approximately \$360,000 on gross revenues of slightly more than \$59 million". The Denver Post stock is privately held and public reports of its financial situation are unnecessary. Attempts by MR to get a Post official to confirm or deny the story were unsuccessful. The Straight Greek Journal, which has become the nemesis of the Post in recent weeks, says the 1975 figure marks the fourth successive year that the newspaper's profits have dropped. "The 1975 total also represents the second-worst report for the Denver Post in the last fifty years. The only time since 1926 that the Post earned less money was in 1970 when the paper reported profits of \$198,000," according to SCJ. Business at the Post reportedly has been on the upswing during the first five months of 1976.

Whatever happened to the Daniel Schorr story? After an initial flurry of articles, media interest in the House Ethics Committee investigation into who leaked the CIA Report has subsided. Some Ethics Committee members think one reason the story has been put on the back burner for the moment is that "after the press realized that Schorr wasn't the main target of the investigation, and that we were going after the leaker, they lost interest." One source close to the committee told MR "there is a feeling by many members that they ought to stay away from Schorr altogether, because it gives the press the chance to get all excited about the First amendment thing." The investigation so far has revealed, we're told, that "more than one staff member was involved in leaking the report". Over 125 people have been interviewed by committee investigators and they're not finished. Some members of the committee are worried that a "technicality" may prevent the investigation from being completed. The report may have been leaked to Schorr during a ten day period between the time that the House Intelligence Committee voted on the report and the time the full House voted not to release it to the public. Some legal specialists are suggesting that because of this time gap it may be difficult to bring action against the leakers of the report.

Upheaval is continuing in the television network news departments. There has been some talk at ABC about moving Barbara Walters to Washington to do her segment of the evening news. She's reportedly reluctant to leave New York because of her young daughter's school situation. An ABC insider suggests that "it would be better for everyone if she and Harry Reasoner weren't in the same place." "I'm not too sure that New York is big enough for the two of them", our source commented. Meanwhile, the rumors are numerous regarding changes at the NBC Today Show. Some feel the new producer Paul Friedman will completely revamp the program. One new name in the pot to take over anchor duties is White House correspondent Tom Brokaw. Under this plan, Jim Hartz and Gene Shalit could go.

A sign of expansion? The Mutual radio network begins moving its headquarters from downtown Washington to the Crystal City complex near National Airport in Arlington, Virginia. One MBS official says "we just outgrew the place and cost of office space is about half as much in Crystal City." The move will not be completed until fall. The regular Mutual network now has 690 affiliates. The Mutual Black Network has slightly over one hundred.

Further evidence keeps coming in that the press may have given more attention to the Watergate story than readers wanted. In an ANPA sponsored study titled "Cloaked Attribution-What Does It Mean To News Readers?", Professors Hugh M. Culbertson (Ohio University) and Nancy Somerick (Cleveland State) surveyed residents in three Ohio communities about various attitudes toward the media. In answer to the question had the press given Watergate too much coverage, the results were as follows: 55% said too much, 26% about the right amount, and only 7% too little.

Public Information officers took it on the chin in a survey of the Washington press corps conducted by Washington Researchers, a small consultant company. Reporters were asked which person within the Federal government would provide the best information on a news story. Only 20% chose the Public Information Officer. Research Director Patrick Campbell told MR that the PIO scored low with the press "because they will always try to put the best foot forward and only give you 60% of the information needed." Campbell cited the problem of the best known PIO in government: "At the White House if Ron Nessen sneezes they don't believe him." The mid-level bureaucrat emerged as the best news source, being cited by 47% of the respondents. Eighteen percent chose the high level bureaucrat, 11% the high level political appointee and 4% the clerical support staff. Forty-seven people with an average of 13.5 years experience answered the survey.

Reed Irvine, Chairman of AIM (Accuracy in Media), is increasingly becoming a major irritant to the big media companies. His organization some time ago purchased a share of stock in the major media conglomerates in order to be able to participate in stockholder meetings. Irvine and other AIM members were loaded for bear at the Washington Post's May 12 meeting, questioning Publisher Kay Graham about several issues that had been bothering AIM. First, Irvine accused the Post of hypocrisy in its editorial policy. While The Post called for "one-man-one vote rule" in Rhodesia, he pointed out that 17% of the shares of the Post elect two-thirds of the directors of the company. Mrs. Graham said "I really don't think there is a parallel to Rhodesia...the moral position is that control exists in the A shares for various reasons of the past and that those who don't like it have the opportunity not to be in the company." 2) Mr. William Moore, using an AIM proxy, challenged the nomination of Nicholas Katzenbach as a director of the Post Co. Moore cited a press report that Frank Church's Senate Intelligence committee had discovered that Katzenbach was aware of the "snoop and smear" tactics used against Martin Luther King by the FBI, and that as Attorney General, he had approved them. Moore pointed out that Ben Bradlee, current executive editor of the Post (then with Newsweek), had told Katzenbach of the "salacious King tapes" and that the FBI was peddling them to newsmen. Mrs. Graham pushed the matter aside at the stockholders meeting saying "I do not think Mr. Katzenbach is called upon to defend himself." Mr. Katzenbach agreed. 3) Irvine criticized the Post for not responding to an AIM letter writing campaign asking the newspaper to answer charges that it did not report the story of prior knowledge of Watergate by high officials of the Democratic National Committee and columnist Jack Anderson. Mrs. Graham answered: "We try to answer every point that arises, but when somebody is trying to edit the paper from without, it gets a little bit difficult to answer every issue that you think ought to have been in the paper."

GOVERNMENT AND THE MEDIA

The U. S. Senate passed legislation this past week drafted by Senator James Pearson (R.-KA), that if enacted into law could be a severe blow to lawyers who serve on federal regulatory commissions and then go into private practice. S. 3308, a bill to "recodify rules promulgated" by federal agencies breezed through the Senate without opposition. The process is expected to take a lot longer in the House because it will have to be sent to four different committees. Current members of the FCC to be affected include Chairman Dick Wiley, Glen Robinson and Ben Hooks,

all lawyers. The legislation states: "No person who is, on or after May 11, 1976, a Commissioner shall, for a period of two years following the termination of service as a Commissioner, represent any person before the Commission in a professional capacity."

John Eger, acting director of the Office of Telecommunications Policy for the past 21 months, is making preparations for leaving government. He told MR that he feels "a tremendous sense of frustration" as he looks back at his five years of federal government experience, (including three years at the FCC). Eger fears that the U. S. is going to lose its technological advantage in the communication field, because of lack of interest in change by parochial interests in industry and government. "What we haven't got is the awareness in the country that communications is the strength of the country," Eger says. He puts part of the blame on the news media! "They've thwarted rather than encouraged competition. Nobody wants a change because everybody has a nice thing going." In a May 14 speech to representatives of the broadcast industry meeting in Huron, Ohio, he laid it out this way. "I see... a revolution being made throughout the world with the vast changes telecommunications has already brought and promises to bring to almost every aspect of our lives. It is really an enormous wave of change." He said he can see on one hand "a great upheaval in man's life, the greatest he's ever experienced -- and ongoing personal, political, moral, social, economic, emotional and intellectual revolution involving all the world." But on the other hand Eger said he can "see some very small hands being held up to hold back the wave of that enormous change or to tell it to stop." Also, government is to blame, for holding back change. "Telecommunications is still very young. But already the pace of its growth has outstripped the ability of our political institutions to deal with the socio-economic changes that its growth has brought," he suggested. Viz President Ford's interest in communications, we asked Eger if it possible given all of the competing interests for a President to be a leader in this field. "The White House is a political institution and unfortunately will never be able to take the long view. It is such an intense place, that to get the President of the United States to take the long view is very difficult", he commented. Ford is expected to nominate Tom Houser, a Chicago attorney, to the top OTP spot in the next few weeks. Meanwhile OTP General Counsel Thomas Keller will be leaving sometime in June to join the law firm of Verner, Liipfert, Bernhard, McPherson and Alexander.

In an attempt to restrict the Corporation for Public Broadcasting from spending tax dollars for lobbying purposes, the House-Senate Conference report from the supplemental appropriations bill passed this week, states that "the Corporation should not use federal funds to pay for receptions, parties, and similar forms of entertainment". A CPB official told MR "So we ain't. We will establish our own rules and regulations. Certainly a congressional reception won't be cricket". In the last issue of MR, we published the salaries of the top CPB officials for fiscal 1975. We have obtained a broad outline of salaries from public broadcasting executives throughout the system for the same year. The Public Broadcasting Service had four executive positions with salaries ranging from \$45,000 to \$65,000. General managers at the following stations: WNET-New York, \$66,000; KCET-L. A. (FY 74), \$54,000; WGBH-Boston, \$50,000; KQED-S. F., \$50,000; WTTW-Chicago, \$50,000; WUHY/WHYY-Philadelphia, \$50,400; and WETA-Washington, \$55,000. These salaries are not paid directly from federal funds. However, a high percentage of the money needed to run the PBS comes from CPB which is almost entirely funded by the federal government.

QUOTE OF THE WEEK

Society columnist Betty Beale quotes Washington Post Publisher Kay Graham as regally saying: "I have called a halt to all personal publicity."



The Media Report

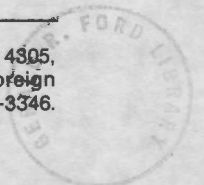
Editor/Brian Lamb/Volume III/Number 14/September 27, 1976

Inside the Media

ATLANTA, GEORGIA—What does Jimmy Carter think of the media? What were his relations with the press when he was governor of this state from 1971 to 1975? If he doesn't like what is written about him, does he retaliate against reporters? What's the origin of his remark in August that if he were President he would consider it an "obligation to express to the public displeasure or criticism of programming content" and "to shape the opinion of viewers of television programs." In a Carter administration, would media officials from his home state have influence with him on communications policy matters? What's his press operation like at campaign headquarters? MR spent a week in Georgia talking with dozens of reporters, government officials and media executives who have covered, worked for or known the man during his political career. Here's what we learned:

The press—Ironically, his biggest, most outspoken enemy and his chief apologist and friend in the press have held the same job—editor of the *Atlanta Constitution*. In addition, they co-authored a book on politics called "The Southern Strategy" which was an analysis of state elections in 1970. "The simple way to say it is this. He doesn't like the press. He doesn't believe we're very intelligent. He doesn't want anything to do with us," Reg Murphy told MR. Murphy was editor of the *Constitution* until 1972 when he moved to the top spot at Hearst's *San Francisco Examiner*. He was replaced at the Atlanta newspaper by Hal Gulliver who sees things differently: "Reg and I don't share the bottom line judgement about Carter. There's no doubt that Carter made sympathetic references toward George Wallace in 1968. Reg would make the judgement that that was a terrible appeal. He says that this was a very cynical political move. It is my feeling that this was in the general framework of a political campaign in Georgia." Gulliver also feels that Carter is "very accessible and stays cool "under fire." Murphy disagrees. "He will never let anybody in the news business close to him," he says. Murphy feels that many in the media who are supporting Carter are going to be surprised if he is elected in November." Anyone who believes that he would not use his power emphatically to get anything he wants from the media is only fooling himself," comments Murphy, who says he's enjoying watching papers like the *New York Times* "building-up" Carter. "It's the funniest thing I've ever seen," he told MR.

. . . Murphy's feud with Carter is legend in this state. One former political reporter who worked in Atlanta during the early 70's told us, "They have always hated each other's guts. The *Constitution* was really rough on him during the campaign (for governor)." Carter's disagreement with Murphy and the *Constitution* reached a peak in the 1970 campaign when he wrote a scathing letter to the newspaper which it did not publish. He later read it to a meeting of the Georgia Press Association. In his book "Why Not The Best?" Carter called his move "a mistaken and counterproductive action." "Since the newspaper strongly supported former Governor (Carl) Sanders, I presume that the editors had recognized me as his major potential opponent and wanted to destroy me early in the campaign. The attack actually backfired, because it projected me into a position of prominence among the many candidates in the race," he wrote. Carter's antipathy toward Murphy continued throughout the campaign. At one point, according to numerous sources, Carter's aides threatened to release information they said would prove that Murphy had attended a Miami golf tournament at the Doral Country Club at the expense of a friend of Carl Sanders. Murphy confirmed the incident to MR. He said he did go to the "Doral to watch the open and play golf" with Larry Lloyd and two other Sanders friends. "We used his (Lloyd's) credit cards to pay the check and settled up later. I wasn't playing any games with this . . . it's a foolish thing that lingers on." Carter's aides allegedly had copies of the credit card vouchers. How they got them has never been answered.





Another reporter who covered Carter for the four years while he was governor suggests as President he would use the Nixon technique of going over the heads of press and party officials to the people to get what he wants. "At the same time he was doing a detailed reorganization plan in Georgia, he was busy going to the public," says Prentice Palmer, Capitol Hill reporter for the *Atlanta Journal*. "He convinced legislators that there was a ground swell for his program and the man in the street wouldn't have the knowledge to know what Carter was talking about, but he conned them," suggests Selby McCash, Atlanta bureau chief of the *Macon Telegraph and News*. Both Palmer and McCash say he was accessible as governor, held weekly news conferences, but didn't get close to the press. "Our relationship was very businesslike. It was friendly . . . Carter is a tough man to warm up to," comments Palmer.

Several people we talked to asked for anonymity. One former political reporter for one of the Atlanta newspapers says, "You have to strain to give Carter a bad press . . . he's not an evil duplicitous type of candidate." Others weren't so kind. Here are some examples: "He's the most vindictive SOB you'll ever run into . . . nobody has ever gotten very close to Mr. Carter. There's a certain wall you sense when you're talking to him . . . he's as mean as a snake and if he gets to Washington, everyone's going to be surprised . . . I always got the impression that he was using me and laughing at me. He always seemed like he was manipulating the press." The current political editor for the *Constitution*, Bill Shipp, calls him "a little thin-skinned." Ship says that when he didn't like something that was written about him, he would fire off "handwritten notes criticizing the reporter." He adds, "It was really a pleasure to cover him after he was elected . . . he was very available."

On the business side of Atlanta communications, the Cox family holdings dominate the media. The two daily newspapers, the *Constitution* and *Journal*, are owned by Cox Enterprises Inc., which is privately controlled by the family. Anne Cox Chambers has been a longtime Carter supporter. Chambers, who is publisher of Atlanta Newspapers Inc. which runs the two dailies, also serves on a Carter campaign task force. Slightly over 50% of the stock in Cox Broadcasting Inc., which owns WSB-TV-AM-FM, is held by the family. This company, in turn, controls 56.2% of the stock in Cox Cable Communications Inc. The two Atlanta cable systems are owned by Cox Cable. Leonard Reinsch, the current board chairman of the cable company, has been a lifelong Democrat and broadcaster. He served as an adviser to Presidents Kennedy and Johnson. He considers Carter a friend and has counseled him in the past on communications matters.

Campaign Press Organization—Jody Powell has been Carter's press secretary since he was governor. He's known by reporters as loyal to his boss, in the tradition of Ron Ziegler. He's had no press experience. Georgia Network News reporter Richard Moore says of Powell and his staff, "There's no joking about Jimmy Carter. Any question about any controversy would get a serious response." Powell has two deputies; 26 year old former Atlanta *Constitution* reporter Rex Granum travels with the candidate; Betty Rainwater runs the base operation at Carter's headquarters in Colony Square.

Rainwater, who is 30, worked as a secretary for Powell in the governor's office. Of Rainwater, one reporter says "she has an outright unabashed dedication to the cause." She has a staff of 11 and is under budget restrictions. The office is equipped to receive only the AP wire service. Why, no UPI we asked? "That's all we can afford," she told us. Out of state newspapers are delayed for sometimes as much as 24 hours in the case of the L.A. Times and Chicago Tribune. Rainwater says that Carter "does not go for the summary route" and so actual clippings are sent to him by messenger. It is the feeling of some that Carter has purposely headquartered his staff in Atlanta partially to get out from under the atmosphere created in Washington by the East Coast media. Rainwater's support staff comes from all over the country. Walt Wurfel, on leave from Senator Richard Stone's (D-FL) office, is handling the trade press and coordinating the state press operations. Requests for interviews with Carter are the responsibility of Jerry Doolittle, a former information officer with the USIA in Vientiane, Laos.



ALBANY, GEORGIA—James Gray has been mayor of this city for the past three and a half years. He's twice been chairman of the state Democratic Party. And, he ran for governor in 1966 against Jimmy Carter. However, four years later he supported Carter in his race for the same office against Carl Sanders. Gray also publishes the city's only daily newspaper, The Albany Herald, and is the owner of WALB-TV, the sole television station in town. MR talked to Gray this past week in his newspaper office in Albany, which is located approximately 35 miles south of Plains.

MR: Many of the press people we've talked to in Georgia tell us Mr. Carter had good relations with the media during his term as governor. How do you see it and what would you expect his relations to be with the national press if he were elected President?

Gray: I think while he was governor, yes. I think he had an openhanded press. But, you've always got to remember one thing about Mr. Carter. He lives very much within himself. He's a secretive person. When you interview him, you may think you know what he says; but don't be too sure. I think he would have good relations with the press in the sense that other Presidents—at least when they came into office—all endeavored to do that.

MR: Is he likely to retaliate against the media in any way if he doesn't get what he wants?

Gray: He retaliated against me. At the time he was beginning his campaign (this spring) he had a five hour television program entitled "Georgia Loves Jimmy Carter" and he wanted to run in prime time, starting at nine o'clock and finishing at two a.m. in the morning, live broadcast out of Atlanta. I refused him the time. I told him that five hours was excessive, that I would give him an hour and I would give it to him free. He didn't like that and he went to the point that he had me cited before the FCC for misuse of my authority and he challenged my license. He said I was using my media for political purposes.

MR: Did he want to buy the time?

Gray: He wanted to buy those five hours and I refused to sell it to him because it was too long. I told him I wouldn't give five hours to President Ford. I suggested he run his primary campaign and let me run my television station. So, he cited me and I had to go before the FCC and we fought the case and we won 7-0. I felt that he was being overly aggressive. He had enough people around him to know what the rules of television were, that we had a right to refuse him at any time, that we weren't blocking him out for any policy speech and that any man who had anything to say ought to be able to say it in a good deal less than five hours; but, nonetheless, he cited me for it and tried to beat me down.

MR: What do you think he would do in the future if he thought he was getting a bad rap from the media and the media turned on him?

Gray: He'd fight like hell.

MR: In the case of television, would you expect Carter to use the tools of the office, the FCC, like Nixon allegedly did by getting his friends in Florida to challenge the licenses of the two Washington Post stations?

Gray: That would be my estimate. He would use every tool to win. That's important to him. He's a tough fighter. Don't let the smile fool you. We all hope that when someone becomes President, that will elevate him, the office will, the responsibilities will. Sometimes it does and sometimes it doesn't. Carter is a very able man. He's highnosed and doubly effective because he uses the soft approach, but the determination is there and the will is there. He's a strong activist. He believes in big government. He believes in a government ordered society in the sense that he feels that the government should have a definite say in social and economic relationships.

MR: What about his statement about using the office of the President to influence television programming? Does that worry you?

Gray: Very much so.

MR: From the broadcasting and newspaper business standpoint, would you be comfortable with Carter as President?

Gray: I would not be comfortable—no. Because he has a liking for power. He has the ability to use it and he does not easily change his mind.

MR: Do you feel he'll carry through the promises he's making during the campaign?

Gray: He's doing anything now to get elected. I would say anything he says now would be



subject to immediate change if it didn't fit what his inner ideas are. He's spoken on both sides of most issues.

MR: If he's a big government advocate, wouldn't it follow that he would be a big media man?

Gray: As President, if there was anything the media did that he didn't like, he would not be afraid to challenge it with all the power of his office, which is considerable.

MR: What kind of FCC would you expect from him?

Gray: One that would do what he wanted.

Government and the Media

The guessing game continued on who will replace John Pastore in the 95th Congress as chairman of the Senate Communications Subcommittee. Vance Hartke, the next man in line for the job, is still in trouble in his Indiana race with former Indianapolis Mayor Dick Lugar. And, to the surprise of some, so is the next man in seniority on the Subcommittee, Utah Senator Frank Moss. Two polls published a few days ago in Salt Lake City both have Moss trailing his Republican opponent Orrin Hatch by close to 9%. Part of the three term Utah senator's trouble stems from fallout from the conviction of Congressman Alan Howe for soliciting sex on a downtown Salt Lake City street. One of the polls conducted by Wasatch Opinion Research for KSL-TV shows that 4 to 6% of those voting Democratic plan to switch their vote this time because of the Howe affair. Moss has trailed his opponent in two of his previous Senate races at this time in the campaign and one political source told us "he probably will make part of that up." Hatch is a political unknown, was an underdog in the primary; but, according to an observer in the state, is "rolling now." With the polls showing 5 to 7% of the voters undecided at the moment, the race is expected to be close.

When the board of the Corporation for Public Broadcasting completed its September 21 meeting this past Tuesday, most members were relieved. With the help of Senator John Pastore, the CPB board was able to re-elect Bob Benjamin as its chairman for another term. Pastore had effectively blocked three Jerry Ford nominations to the board, which would have removed Benjamin. Most CPBers were not looking forward to selecting someone else to head up the organization. Benjamin is well liked by his fellow board members and may feel his experience will be useful in the coming months as CPB and PBS continue to wrangle over who's going to be able to do what to whom in public broadcasting. On the surface, the two national organizations are getting along well, but observers point out that the much talked about "partnership agreement" hammered out between CPB and PBS during the stormy Nixon years is up for renegotiation in about a year and a half. We sense the situation could get sticky. One insider says it this way: "CPB was flat on its ass during the Nixon years—I think CPB is recovering from that." Our sources point to the satellite interconnection plan as the best example of CPB resurgence. "Under the original plan, before we took over, PBS and the Ford Foundation had control of those earth stations in the hands of a central entity—PBS. The structure that has evolved under our direction is that the individual station licensee is the owner from the outset." Another possible conflict to watch is what results from a little noticed decision of the CPB board at its Tuesday meeting to create a million dollar "experimental revolving fund to support the production of documentary programs for public television." In effect, CPB has voted to fund the production of "one-shot" public affairs programs that would be offered directly to the stations without the prior approval of PBS. Whether or not this idea will be interest to the individual stations will have to await the results of the current CPB-PBS sponsored "round robin" meetings being held next week in five cities around the country.

Quote of the Week:

From Jimmy Carter's interview in *Playboy* magazine released this past week: "The national news media have absolutely no interest in issues at all . . . What they're looking for is a 47 second argument between me and another candidate or something like that. There's nobody in the back of this plane who would ask an issue question unless he thought he could trick me into some crazy statement."



The Media Report

Editor/Brian Lamb/Volume III/Number 16/October 22, 1976

INSIDE THE MEDIA

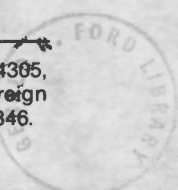
A random survey of reporters by MR shows—the press, those closest to the candidates besides their immediate staffs, are unusually confused and perplexed about the November 2 presidential election. A poll of over 300 journalists, conducted jointly by the Washington *Post* and Harvard, showed that in 1972, 61% said they voted for George McGovern and 22% voted for Richard Nixon. But, this year there is a feeling that many reporters are personally suspicious of Jimmy Carter. However, we find no love for Ford among the media. Many in the news business have never enjoyed a higher standard of living and, in the words of one reporter, “at least we know him—he’s safe.”

“A lot of reporters will vote their personal comfort . . . four more years of Vail and Palm Springs,” suggests one nationally known Washington correspondent. A political reporter for a large midwestern daily tells MR, “Personally, I’m not going to vote. Maybe it’s a cop out, but I’m more comfortable not voting.” An L. A. *Times* man predicts, “60% of the press will hold their nose and vote for Carter.” A network newsman feels that “Ford will get a bigger percentage of Washington press types than you would think.”

. . . Those most unhappy with Carter seem to be his traveling press corps. We discount a lot of what we hear because the campaign is in the final days. Reporters are exhausted—tired of listening to the same political speech for the last several months. One newsman returning to Washington from two weeks with the Democratic candidate says it this way, “all of the people traveling with Carter can barely stand him.” Another suggests: “You sense the disdain for the candidate the moment you join the campaign.” A reporter who normally covers Ford reports, “The few weeks I traveled with Carter I was horrified with the bias—the regulars hate his guts—behind his back they sneeringly call him Jim-Bob-Boy or Peanut.” In recent days, Carter has been less open with the press and not as accessible as before. Besides mistakes like the *Playboy* interview, the following incident relayed to us by a reporter on the scene may have added to his growing unhappiness with the press. “We were flying to Plains one night. Carter strolled back to the press section and one reporter asked him what he was going to do when he got home. He said he was going to harvest peanuts, and began to give an explanation on how it was done. All of a sudden, out of nowhere, came a statement from a New York *Times* reporter. ‘Governor, I don’t give a damn about your peanut crop. I want to talk about politics.’ Carter, somewhat stunned, said ‘alright, we’ll talk politics.’”

. . . Many in the media feel that the former Georgia governor, if elected President next week, will take a sour attitude toward the media into office with him. Some are quick to draw parallels to Richard Nixon and are already suggesting that there is a “bunker mentality” in the small coterie of staff members who regularly have access to Carter. Press Secretary Jody Powell generally gets high marks for the job he’s done, but there are already rumors, that in a Carter Administration, he might not serve as media spokesman. It is being mentioned that someone like L.A. *Times* Washington Bureau Chief Jack Nelson (a friend from Atlanta’s Constitution days) or Washington *Star* political reporter Jack Germond could be asked to take the position. This would leave time for Powell to continue as a close adviser and confidant to Carter.

. . . One event in Jody Powell’s past, that is sure to get more media attention in a Carter presidency than it has during the campaign, is his premature departure from the Air Force Academy for cheating in 1964. He discussed the incident with Sue O’Brien, executive editor of KOA-TV news in Denver, on a program aired October 11. Powell: “I-uh-in the midst of my senior year, I was taking an exam in the history of military thought. I left the room to take a break for a few minutes. I walked into a lounge. There was a notebook—actually a reader in that course . . . there. I picked it up, looked at it, and went back and used that information in an exam. And that’s cheating, and I think the honor code at the Academy is pretty familiar to everybody and I still don’t know if somebody saw me or whatever, but





when confronted with it after, I'll admit some deliberation and soul-searching, I finally said yes, that that's what I'd done and I resigned, since there was no alternative but to resign." O'Brien first learned of Powell's problems at the Academy when she had informal conversations with him while covering the Maine state caucuses for NBC radio in February. In the follow-up interview for KOA, Powell told her that he informed Carter about the incident at the beginning of his 1970 gubernatorial campaign. "I told him about the situation because I felt that he deserved to know . . . he listened and smiled and said don't worry about it . . . I remember, not long ago, he made a speech on ethics in politics and he quoted the Academy honor code as a standard."

. . . Another fear on the part of the establishment media in New York and Washington is that a Carter victory will have been accomplished by "outsiders." Almost all of his political and advertising expertise has come from people based in Atlanta. MR paid a last minute preelection visit to the Georgia state capitol to talk with Carter media and advertising aides. We asked Charlene Carl, v.p. and media director for Gerald Rafshoon Advertising Inc., about the ability of those outside of New York to handle a presidential campaign. "We've been able to do everything anybody else does. That's the big myth about New York City. There's not one thing mythical about New York City. The more I'm in this, the more I find that's true," says Carl, who has been in charge of all media buying for Carter's past two campaigns. She points out that Atlanta has a full complement of media reps which her agency works through. "The people here really appreciate what this all means to them. I mean most of the reps, almost, you would think they were campaign staffers. They have become so caught in this that it has almost become a personal crusade on their part," Carl suggests. Did she find that New Yorkers in the media were surprised that outsiders were able to do the job, MR asked. "I think there's been a lot of that . . . a lot of people are under the misconception that only anything good can come out of New York . . . Everyone who is working here, and we added a tremendous amount of staff both in creative and media, are all people right out of Atlanta." Carl's boss, Gerald Rafshoon, has been close to Carter since his first governor's campaign, which he lost, in 1966. Many expect him to follow Carter to the White House if he wins. Carl says "I personally don't have any interest." However, she reflects on what happened after Carter won the Democratic nomination this summer that might be helpful to those wishing to join a Carter administration. "After we got back from the convention in July, we got several letters and calls . . . many of them from New York were terribly condescending. Well, now that you've gotten into this thing, we'll be glad to come down and help you out. You know I'm big honcho vice-president of whose its, whose its, and whose its and I'll come down and show you how it's done. To people who had those attitudes, we gave a quick, forced, polite, thank you, no."

If Gerald Ford squeaks through and wins the election, White House reporters expect a change in the press office. News Secretary Ron Nessen has been the source of irritation for many of those covering the President for some time. White House newsmen have predicted, on several occasions in the past, that Ford was going to dump Nessen, but it never happened. But, not to be silenced, they are back at it again. One reporter says, "He's going—it will be just a matter of days after the election." "It is considered a foregone conclusion," suggests another. It has been the feeling for several weeks that Bill Greener, currently serving as press spokesman for the Ford campaign committee, will take over White House press operations if Nessen steps aside.

One brief note on another issue. . . MR has been told by a network insider to look for CBS to "quietly drop" its suit against Vanderbilt University, which has been pending in a U.S. District Court in Tennessee for the past couple of years. This is in light of the President's signing of the copyright bill this past week. The CBS suit was brought to stop Vanderbilt from archiving television newscasts which the network felt was a violation of the 1909 copyright law. Under the legislation just signed by Ford, Vanderbilt will have authority to continue its project.



DANIEL SCHORR AND SETTING THE RECORD STRAIGHT

In the January 31, 1975, issue of MR, we reported that former CBS newsman Dan Schorr was on the "corporate hotseat" for remarks he allegedly had made about his company and some of his colleagues at a January 17, 1975, Duke University media conference. From four separate sources, we confirmed that Schorr—"in response to a student's question—said that CBS newsmen 'went soft on Nixon' following his August resignation speech because word to do so was sent down from corporate headquarters." We quoted Duke *Chronicle* reporter Rich Melcher as saying that Schorr told the stumped group that as resignation rumors began to sweep Washington, "the executive staff of CBS was terrified that Nixon was going to attack the networks on his way out." When he (Nixon) didn't, Schorr reportedly said, CBS wanted to establish a "truce" and told commentators (Rather, Severeid and Mudd) to go easy in their post-speech remarks.

. . . At the time, CBS news vice-president Bill Small told MR that Schorr's charges were "balderdash." Then, as MR's story began to be repeated in media circles, Schorr's cohorts became increasingly irritated and demanded a retraction from him. CBS news correspondents Cronkite, Severeid and Rather wrote a letter to *New York* magazine, subsequent to its publication of a similar version of our story, in an attempt to knock down Schorr's reported allegations. They were not happy with his explanation of the Duke incident.

. . . Schorr has since resigned from CBS news following his much publicized battle with the House Ethics Committee over his handling of the House Intelligence Committee's CIA report. On September 26, Mike Wallace interviewed Schorr about his career on CBS' *Sixty Minutes*. We have just obtained a transcript of his remarks. In that interview, Wallace asked him if, in fact, he had told a Duke University audience that his colleagues "had been instructed by CBS management to go easy on Mr. Nixon on the night of his resignation." Schorr claimed the story—first reported in a "media paper"—was "not true" and said "what that is is a version, a version of remarks admittedly indiscreet in themselves, but a distorted version of those remarks . . . for purposes of trying to take a challenge to management and convert it into a feud among correspondents, which was *not* the intention." Later in the interview, he told Wallace that the account of the Duke Speech was "based on no conversation with me" and was "for some reason, accepted as gospel, without asking me what I had said."

For the record, we repeat the following from the January 31, 1975, MR: "When MR attempted to get confirmation, Schorr admitted 'it's very embarrassing. I don't want to be put in a position to confirm or deny the story. I sometimes shoot my mouth off under certain circumstances with students that I would consider disloyal in a wider forum . . . I don't want to cooperate in any way in expanding the story.'"

FCC CHAIRMAN RICHARD WILEY ON RICHARD WILEY

Since early 1974, Richard Wiley has been chairman of the FCC. Like many in Washington, his future will be in the hands of the electorate on Tuesday, November 2. In a wide ranging interview with MR, Wiley told us that "no matter who wins as president . . . I've got a term that runs to June 30, 1977, and . . . I'm going to stay to the end of my term." What Wiley will do, if and when he leaves the Commission, has been the subject of speculation for some time. He won't completely rule out someday running for political office, is "interested in public service" but says, "realistically, I have to look at the fact that I'm from Illinois, and I've been gone from the state for six years. My name is not a household word. My opportunities probably aren't there."

. . . He says that "one of the options that's certainly available to me" is practicing communications law. On this possibility, he is not pleased with legislation introduced (but not passed) in the 94th Congress that would prevent regulatory commissioners from representing clients before commissions on which they served for two years after their



terms are up. Wiley comments: "I think it's very unwise . . . I say that with some degree of objectivity. Although it obviously affects me. I think that we've got to get good people in government . . . you're not going to get the Glen Robinson's, the Dean Burch's and Ken Cox's . . . If I'm sitting in that office, trying to figure where I'm going to work next and making decisions accordingly, then I'm just not fit to serve here."

. . . Other highlights from the Wiley interview include: 1) "Perhaps someday down the line, we'll have one transmission service and many people leasing channels, and maybe programming on it . . . I don't think we're likely to see an overnight dissolution of the existing over-the-air system." 2) On the subject of a congressional rewrite of the Communications Act of '34, he feels "The Act could be revamped, selectively in a variety of different areas . . . particularly in the federal, state, local arena." 3) However, on the cable television question, he says, "Frankly, I think the Commission has the authority it needs, today, to do as much as it wants to do, and as much as it thinks is in the public interest to do, to deregulate cable." 4) On an inquiry by the FCC into the power and structure of the television networks (he voted with Dean Burch in a minority for such an inquiry in late '73), he hints he might have had a change of heart. He asks, "Do we really want the government intervening and deciding what the proper relationship should be between networks and affiliates? I think that's open to question. When you come to government for help, after all, you may get more help than you want or bargain for." 5) He wants to be remembered as "someone who was hard working; attempting to see all sides before making a decision; receptive to change; willing to continue to review what currently exists, and not simply accept the status quo; and, finally, for opportunities for the free market to function."

Complete answers to several other questions are published on pages 5 and 6 of this MR.

GOVERNMENT AND THE MEDIA

In the Oct. 11th issue of MR, we published the new salaries for CPB officers approved at the September 21 annual board meeting. In the interest of fairness and equal time, we asked CPB's sister organization, the Public Broadcasting Service, for an up-date on salary figures for its top officers. PBS information official Loretta Cubberly gave us the following breakdown: Vice Chairman Hartford Gunn, \$63,335; President Larry Grossman, \$63,335; Vice-President for engineering and technical operations, Dan Wells, \$50,162; Vice-President for corporate affairs and general counsel, Norman Sinel, \$46,652; Senior Vice-President for programming, Chloe Aaron, \$45,000; and Vice-President for public information and national affairs, Charles Lichenstein, \$37,332.

On the Senate Communications Subcommittee front, Indiana's Vance Hartke still is not expected to make it for a fourth term and, surprisingly, Utah's Frank Moss continues to trail Orrin Hatch in the latest voter survey. The Wasatch poll, commissioned by KSL-TV in Salt Lake and released to the public Thursday, showed Hatch leading Moss 53.4% to 40.4% among those most likely to vote. 4.7% are undecided with the rest going to third party candidates. However, one of the authors of the Wasatch poll says he would give the election to Moss but won't bet on it. Also adding confusion to the situation is the possibility that the Senate will completely revamp its committee structure (one estimate gives it a 50-50 chance) when it reconvenes in January. A bi-partisan special committee chaired by Illinois Senator Adlai Stevenson and Tennessee's Bill Brock is recommending to their colleagues that the current 31 standing committees be reduced to 14.

QUOTE OF THE WEEK:

"Style becomes substance. The medium is the message and the masseur gets the votes."—Joe McGinnis writing about the TV candidate in *The Selling of the President 1968*.



MORE ON WILEY INTERVIEW

The following are additional excerpts from an interview conducted by MR with FCC Chairman Richard E. Wiley:

MR: Do you personally worry about television being too influential in this country?

Wiley: I would say that television is probably the most pervasive force in our society, when you consider the fact that people spend more of their hours watching television today than any other activity, except sleep. With the late night shows and the early morning shows, then sleep will be a second class citizen, as I've said before. So, it is a pervasive force, and I think about issues like violence on television. As a father of young children, I worry about that.

MR: Do you think it would be worthwhile at all to look into this whole question of the power of the networks. An inquiry into how much control they have over their affiliates. Right now, the networks are sparring with their affiliates for longer news. A lot of people think that longer news would be a worthwhile thing. But, also, many affiliates are saying, "Hey, wait a minute. That's a half hour of our time. We're going to lose money on this deal." And the networks say, "Well, you're going to take it, whether you like it or not."

Wiley: Well, I don't know if they say that or not.

MR: Of course they don't say it, exactly that way.

Wiley: It remains to be seen, whether they're going to say that or not. I think this. The affiliates need to recognize the strength that they have. After all, they are the public trustee. They have the license to broadcast. I think they have a lot to say. And should have a lot to say, about what goes on in the whole relationship with the networks. I think they're continually asserting themselves, and they should. As to whether or not we should have an investigation or inquiry, that's always an open question, it seems. I have made no decision as far as the McGannon (Westinghouse) petition. Again, I want to say, when the government tried to intervene in some of these things, like the prime-time access rule, you have to look at the record and see whether or not it resulted in public interest service, or whether we made a hash of it. Sometimes, when the government steps into the marketplace, with all of the good intentions in the world, with all the best motivations, the result is not always one that you and I would be proud of. Now, the prime-time access rule may turn out yet. I'm hopeful in this direction. It may turn out yet to serve the public interest.

MR: Have you noticed that something as significant to the entire country as television is not covered very much by the news departments of the networks?

Wiley: Yes, I've noticed that, and I've noticed your criticisms in that regard. I think those are fairly well founded. Television is news. And, I think that it has to be recognized as such.

MR: Why is it?

Wiley: Well, I wouldn't necessarily want to ascribe it to any finality. I think that the FCC generally . . . is not very well covered by the national magazines. *Time* or *Newsweek* doesn't have a communications editor. I didn't see much about a lot of the major decisions, cross-ownership of newspapers, broadcasters, family viewing, if you will. Pay-cable, I haven't seen much about that. It may be that people are just waking up to what you and I know, and that is that communications is one of the most interesting, one of the most dynamic and one of the most significant forces in our society, and will continue to be.

MR: What do you think would happen if television covered communications as vigorously as it does, let's say, the oil companies? Or any number of issues that they cover that have also a great impact on the country. You get the feeling that what is happening is that the benign neglect of the communications business by the three networks—where 65% of the American people get most of their news every day—reinforces business as usual by the Federal Communications Commission and this town, and it's all a very intricate business that's conducted behind the scenes, and public exposure is limited. If they brought all of their attention to bear on this, do you think it would have any influence on you? If those cameras came through the door every time you had a hearing on important communications issues?



Wiley: Well, you know I'm not sure that I could contrast the network's handling of the communications business with other major industries, or endeavors in this society, and say that there is this marked distinction that you see. I think that it's in the public interest to have as much coverage of the many things that are happening in Washington. You know, it's difficult for any news editor to make a decision in a town and country as diverse as this one. What is the big news? In my little microcosm, I think prime-time access is one of the biggies around, while in a whole sphere, in a whole context of Washington government happenings, it may be really a nonevent to many people. I would say this, I'm for more coverage. I think it's going to happen. I find, to put it in another context, more and more interest, for example, in this Bell legislation, on the part of the news media and the part of the national magazines, than might have been in the past.

MR: What do you think the networks would have done if you called in the three presidents of the network news departments and said, "There's too much violence in your news. You guys gotta work this thing out."—Similar to what you did with entertainment that brought about family viewing?

Wiley: Well, of course, that's not exactly what happened. I didn't call them in, and I didn't tell them that. I invited them in to discuss the problem.

MR: What if you invited them in to discuss the problem. What do you think would happen?

Wiley: Well, I think that the question of violence of television is something we can have more discussion on.

MR: No, what I'm getting at is violence in the news programs. In other words, the feeling you get is, is that if you, as the FCC Chairman, raised any questions about the network news operations, that all of a sudden this would become a very important subject for them to cover, as news. But, if you're just talking about entertainment, that's different. It's the whole first amendment business. Some feel network news departments are not worried about the first amendment rights of the producers in Hollywood, but they really care about their first amendment rights as newscasters.

Wiley: I hate to say this, and I'm not trying to avoid your question, but . . .

MR: That's all right. Be my guest.

Wiley: I do see some distinction, myself, between entertainment and the news. And, I don't think we're trying to foreclose the family viewing, as foreclosing any of Norman Lear's first amendment rights, or anybody else's. I think it was a question of the fact that the broadcast industry has a responsibility to the public, over and above what Hollywood may want to write in those scripts. And that they have an obligation to the American people, in that regard, which they themselves have to sculpture out. But, I do think that the government involving itself in the news is a very serious issue, and perhaps of the greatest importance. I think that the less that we have the government mucking around in that area, the better. Now, that doesn't mean that I'm for the immediate abolition of the Fairness Doctrine, or what have you. But, it does mean that I think that we have to operate in that area with the greatest restraint. And, I think I would say that that's true in programming generally, but I think the news is perhaps the most paramount of all.

MR: What happens if Mr. Carter is elected president? What are you going to do next?

Wiley: Well, I've got a term that runs to June 30, 1977, and I've always said that I'm going to stay to the end of my term. That's my present intention and will be no matter who wins as president. Of course, I serve as chairman, designated as chairman among the seven commissioners, at the will of the President. If a Democrat were elected president, somebody else might have the job.

MR: What are the chances, under a Carter presidency, of Ben Hooks getting the chairmanship?

Wiley: Well, I would say that Ben Hooks would certainly be someone that a Democratic president would have to consider. He's a very able, articulate fellow.

MR: Would he carry on some of your policies as chairman?

Wiley: I think that every chairman is going to have to run the job, and do the job as he sees it. Ben and I have voted the same on many issues. We have some degree of differences, naturally, notably in the telephone area. But I think the job also has, it compels you to have, a policy that you think, overall, in the public interest.



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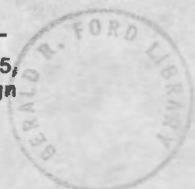
INSIDE THE MEDIA

Some of Washington's most prominent journalists have recently developed a new way to describe their feelings toward 1976—America's Bi-Centennial year. They are calling it the "Year of the Schmuck." The expression is not being used in honor of politicians, but is reserved for some of their own bosses and former bosses. In short, a dramatic shift in the personnel makeup of many of Washington's news bureaus is underway and often not to everyone's liking. Let's take a look at some of what's been happening.

At the New York Times—Managing editor Abe Rosenthal (soon to be named executive editor) immediately following the November 2 election sent deputy managing editor Hedrick Smith to Washington to take over the bureau. The man he succeeded—Clifton Daniel— was ordered back to the NYT's 14th floor to await retirement. Smith brought with him John Herbers, a former Times White House reporter, to be his deputy. Bill Kovach, Herber's predecessor, took Smith's old job in New York. MR has talked to a top official at the NYT's newly constituted Washington bureau and received confirmation on the following changes with some leaving their old jobs kicking and screaming: 1) political reporter Chris Lydon to Phil.—remains on the national staff, 2) Martin Tolchin from New York City affairs to Capitol Hill, 3) Clyde Farnsworth to D.C. from Paris, 4) Bernie Weinraub to Wash. from London, 5) John Crewdson from Wash. to Houston—remains on the national desk, 6) Jim Wooten from Phil. to the White House, 7) Charles Mohr also to the White House, 8) Harold Schmeck from the Wash. science beat to N.Y., next summer, 9) Hill reporter Dick Lyons will then report on science, 10) Bill Robbins to Chicago, next summer, 11) Phil Kilborn to London from Paris, 12) economic reporter Ed Dale to London, 13) Jim Naughton from the White House to "special projects"—"is tired of beat reporting, wants time for the big stories", 14) Nick Horrack going back to Newsweek, 15) Tony Marro to the N.Y.T. from Newsweek, 16) Seth King to Wash. from Chicago, next summer, 17) David Rosenbaum to Hill and urban social group to cover "re-organization of the departments," 18) Bob Reinhold also to "urban social cluster," 19) Diane Henry, weekend editor to the New York metro staff, 20) Joseph Lleyveld, covered media during the campaign, to "special projects," and 21) R. W. "Johnny" Apple, who is to retain title of National Political Correspondent, was slated for Capitol Hill, is reportedly unhappy, could go to London.

We're told Washington bureau could get "a couple of new people" to add to its base number of 32 reporters. The New York Times is clearly moving to more specialized reporting in the federal city. "We're loosening up our coverage. We want to get more of a feel for Washington, the city and how it operates . . . a pretty exotic place . . . unlike any other in the U.S. More people will be free to move around . . . a lot more flexibility . . . better writing," says the Smith-Herbers team. What about media coverage? We'll be getting into that area some but not on a full-time basis."

At the Chicago Sun-Times—Chicago Daily-News—the roof is caving in. The unfortunate and untimely death of CDN's Washington Bureau Chief Peter Lisagor would seem to be enough bad news for one company to endure. But Jim Hoge, newly elevated editor-in-chief of both papers, has just had four of the five members of his Sun-Times capital city bureau walk out on him. Some observers are saying this is partially what he wanted. The trouble came when Hoge tried to move reporters Tom Littlewood and Dave Murry back to Chicago. Bureau Chief Tom Ross and reporter Morton Kondracke reportedly didn't like the smell of things and resigned from the paper. Littlewood and Murry have since quit. We're told the fifth member of the bureau, science reporter Bill Hines operates independently and has been kept out of the squabble. Ross and company are keeping a low profile and are not interested in getting into a public feud with their old bosses. However, one knowledgeable





source described the situation this way: "Let's just say there has been a long standing dispute between Washington and Chicago about the type of news that is covered . . . it's a policy question." Others who have been watching the circulation battle between the Chicago papers see "bottom-line" factors causing the upheaval. Hoge must stop the "financial drain" of the *Chicago Daily News* on the Field newspapers or many suspect it will have to be folded. The circulation of the afternoon daily is hovering around 300,000 but losing customers on a steady basis. The *Sun-Times* is a money-maker with 560,000 subscribers but is still overwhelmed by the *Chicago Tribune* (750,000) which went to a 24-hour publishing cycle when its sister paper, *Chicago Today*, was shut down. Watch for Hoge to continue to move the *Sun-Times* away from serious journalism to the "tabloid-people" type of newspaper. As one bitter Washington reporter told us: "Young Marshall Field has very little interest in the substance of newspapering. He gets his kick out of going into the Chicago Club and saying 'Look, I made a big profit.'" Friends of soon-to-be ex-bureau chief Ross look for him to take a position with the Carter Administration if offered. Kondracke has already received several offers from other newspapers and is expected to accept one soon.

The *Chicago Tribune* is also making a change in Washington but on much different terms. 33-year-old Bureau Chief Jim Squires is moving to become editor of the Tribune Co.'s Florida daily, *The Orlando Star-Sentinel*. Squires told MR, "It was not something that I sought. I found it impossible to turn down, even though I was ready to leave Washington." Orlando is one of the fastest growing areas in the country and the *Star-Sentinel*, according to Squires, has "the tenth largest" advertising lineage of U.S. newspapers. He originally came "to re-build" the Tribune Washington bureau and "now they want me to re-build the *Orlando Star-Sentinel*." Insiders suggest his Washington replacement will come from outside the bureau. Names being mentioned as recruiting targets include: Scripps-Howard's Dan Thomasson and Jim Naughton and Bill Kovach of the *New York Times*.

Just as *Newsweek* magazine was readying a story on the dearth of Washington-based political columnists, the situation suddenly changed. Yet to be announced, but all set to go is potentially a PR man's dream—the first husband and wife Washington column. It will be the team effort of Robert Walters and Martha Angle. They will offer six columns a week under their joint names with three written by him and three by her. Distribution will be handled by the Scripps-Howard owned Newspaper Enterprise Association which has approximately 700 newspapers on its client list. Walters and Angle were married in 1968 when they both worked for the *Washington Star*. She is still there and has been for 13 years. In early '75, Walters left the *Star* to become assistant editor of *Parade* magazine and a contributing editor of the *National Journal*. The column will begin running in February and word from *Washington Star* editors is that they will carry it.

Another new team column was announced this past week, but apparently a little before the authors were ready. *Newsweek* magazine had scheduled a "Periscope" item for its Dec. 20 issue revealing the plans of the *Washington Post*'s Jules Witcover and the *Washington Star*'s Jack Germond to begin a joint effort in the new year. When word started to spread that the item would run in *Newsweek*, the *Star* and the *Post* quickly announced the Witcover/Germond column in their Saturday editions. *Newsweek* subsequently cancelled its mention. The situation was particularly sensitive for Witcover because the column will be published by the *Star* and he has been away from the *Post* working on his book on the 1976 political campaign. Witcover told MR that he "had talked to Ben Bradlee a week before . . . this thing was in the works . . . they (the editors) didn't read about it in the newspapers." Some observers see the Witcover/Germond column as possible stiff competition for Evans and Novak who receive good visibility almost daily in the *Washington Post*. Witcover says, "We're not looking at it that way . . . they're friends of ours and we've not been doing foreign affairs like Evans and Novak."



On other personnel changes—The Baltimore *Sun's* White House reporter Adam Clymer moves to the New York Daily News on December 27. He told us he'll "be looking at the Carter Administration where the *News* doesn't have beat reporters . . . and at re-organization." L.A. *Times* reporter Paul Houston begins covering the Hill. Ellen Hume is being brought in from the home-base to take his responsibility. ABC's Frank Reynolds will replace Sam Donaldson at the Senate. Phil Jones goes from the White House to the Hill for CBS. Look for Roger Mudd to spend less and less time on congressional coverage. John MacKensie leaves the *Washington Post* Supreme Court beat for teaching.

Our sources tell us that L.A. *Times* publisher Otis Chandler met recently with the *Post's* Kay Graham and Ben Bradlee to smooth over "friction" that has recently erupted over the management of their jointly-run news wire. Chandler is understood to feel that the *Post* has not been running enough material from the L.A. *Times*. The meeting resulted in everyone "promising more cooperation." The news wire serves over 220 newspapers domestically and in excess of a hundred internationally.

CARTER FAME MEANS MURPHY FAME

Jimmy Carter's arch enemy in the media, Reg Murphy, is currently riding a wave of a good public relations press on the West Coast. Aaron Latham reported in the November 22 *New West* magazine on "The Editor Behind the 'Born-Again' S.F. *Examiner*." Murphy has been editor and publisher of the Hearst flagship paper for slightly over a year and Latham says, "The afternoon San Francisco *Examiner* has a long way to go, but it has already overtaken and passed the San Francisco *Chronicle* in the competition to be the best newspaper in town . . . The year before Reg Murphy took over, the *Examiner* broke even. Under Murphy, it is showing a profit once again. One source says the paper makes about five percent on its investment now—'about where the Knight chain was ten years ago.' " Murphy's efforts have also resulted in a slight increase in circulation. The *Examiner* is now selling 155,000 a day, up from 145,000 a year ago. Latham reports that Hearst is paying Murphy "in excess of \$80,000 per year—a \$20,000 raise over what he was making in Atlanta."

. . . The fact that Murphy is enjoying apparent success on the West Coast is undoubtedly good news to President-elect Carter. At least for the time being, his success will keep him far away from Washington and out of Carter's backyard. Carter has tried to minimize his differences with Murphy in recent years but his foe hasn't reciprocated. Latham writes about an exchange between Carter and Lou Gordan of the *Detroit News* during the campaign: Gordan to Carter: "I know the *Atlanta Constitution* is not your favorite newspaper, but Reg Murphy, the former editor, I think, is a respected newsman, and he told me you are one of the three or four phoniest people he ever met, and shudders at the thought of your becoming the President of the United States." Carter to Gordan: "I think his opinion has changed in the past few weeks. I wish you would call him and see . . . He may or may not have changed his mind." Gordan called Murphy who told him, "I have not changed my mind."

. . . Murphy does, however, write about Carter whenever he can in the S.F. *Examiner*. In a recent column praising Bert Lance as "the best appointee . . . Carter will make regardless of who else is chosen," Murphy got in a dig. "He was the one decent administrator in a long and lackluster line of losers that Carter had about him in the Georgia government," wrote Murphy. Latham concludes his article by pointing out the irony of many media feuds. "For Carter and Murphy are so linked by an umbilical cord that the President-elect's fame means fame for the editor who hates him . . . The Carter-Murphy feud is putting the San Francisco *Examiner* on the media map."



Government and the Media

Jimmy Carter has made only a handful of announcements regarding appointments to key government jobs and some black activists are already making cynical predictions about what the President-elect will do for them in the communications field. One insider at the National Black Media Coalition knocked down published reports that the organization was compiling a list of names of blacks for possible appointment to the FCC to replace Ben Hooks, the executive secretary-designate of the NAACP. "We haven't followed up on that," one NBMC member told us, "it doesn't make any sense . . . a useless exercise . . . doesn't really matter about our recommendations." Our source says, "They (Carter transition staff) aren't accepting suggestions from anybody . . . Jimmy Carter is going to side with his political allies . . . that's the way the ballgame is played." The NBMC has only one posture: "One of the two seats must be filled by a black." In fact, the organization would "like for Hooks to stay on" and point to the fact that he hasn't resigned from the FCC yet and "is catching hell from old timers at the NAACP who feel they should of had the job." Some observers feel Hooks may still have some trouble ahead before he firmly locks up the NAACP's top slot. Simson Booker, Washington Bureau Chief for *Jet Magazine*, wrote in the December 2 issue that friends of Clarence Mitchell (NAACP's fabled Washington lobbyist) "claim he is upset because of the 'unfair and undemocratic policy followed by the board in selecting a successor to Roy Wilkins' " and might resign. The failure to boost the salaries of other NAACP top staffers while giving Hooks a \$50,000 stipend is also a sore point. "Expect a fiery board meeting in January when the matter is aired again," suggests Booker.

If attention is what public broadcasters want from their constant squabbling about who's in charge, they are going to get its attention. We're told the decision by the House Communications Subcommittee to hold "oversight hearings" possibly "as early as February" was made "largely as the result of the recently elevated feud" between CPB and PBS. The first hearings are only a "prelude to addressing the issues of the rewrite of the Communications Act" but will start with the question, "Do we need a CPB or PBS?" One official put it this way: "We are approaching this from the beginning . . . it will be zero based policy making rather than trying to become a referee." Congress was apparently not satisfied with the public broadcasters attempted show of unity resulting from the recent CPB/PBS partnership meeting in New York on December 2. "They tried to back out of it (the feud) by slapping Grossman down but people up here have been aware of the problem for years," says one Democratic source. Congressional officials aren't interested in another outside group studying the problem, either. "We don't need another Carnegie Commission. It's time for Congress to take a hard, critical look. Next year is the tenth anniversary of the Public Broadcasting Act of 1967." If the past means anything, public broadcasters better improve their Hill relations. Our source characterizes the lobbying efforts of both CPB and PBS as "disastrous" and suggests station managers, who are caught in between, don't do much better. "People up here were worrying about insulation (from government control) and they weren't able to convince individual congressmen that all they were interested in wasn't the bucks." What will be the main concerns of the Subcommittee? "Nowhere in the '67 Act was PBS even envisioned. It grew out of the dominance of WNET (New York). Now PBS has taken on a life of its own. All that PBS wants is to develop itself as a 4th network."

Quote of the Week

Critics continue to have a field day with Barbara Walters. Opinions on her December 14 ABC "Special" were strong and mixed. From former NBC colleague and current Washington Post columnist Sander Vanocur: "This special, the first of four . . . provides an opportunity to assess Walter's interviewing style. She is bad at it. . . . She seems to have forgotten that the bigger star you become in television news, the greater must be the effort not to get in the way of the news itself." Washington Star's Louise Lague says it ain't so: "As a journalist-performer-superstar, she has created a need for herself and taken the lead in a kind of television that is totally new . . . As for the million, she's worth it to the penny."



MR MEDIA DIARY—A listing of “key” interviews and news features with potential political impact covered by the networks during November.

	ABC's Good Morning America	CBS Morning News	NBC's Today Show
Nov. 1, 1976			Betsy Wright, Natl. Women's Educ. Fund: Women in the election. Mike Yorko, columnist: What Mayor Daley will do to get vote for Carter.
Nov. 2, 1976	Face off: Sen. Jacob Javits & Norman Mailer: Who would make a better president, Ford or Carter.		Hamilton Jordan, Carter campaign mgr; James Baker, Ford campaign mgr. Lawrence Longly, Lawrence U. prof. discusses electoral college. Jim Juliano, Rep. Natl. Comm.; Ralph Gerston, Dem. Natl. Comm.: Voter fraud.
Nov. 3, 1976	Face Off: William Rusher, syn. columnist & Robert Scheer, New Times mag.: Outcome of the election.		Mary Louise Smith, natl. chairperson Rep. Party: NY State ballots. John Anderson, chrmn. House GOP Conference, Rep. loss of seats. John Brademas (D-IN).
Nov. 4, 1976	Mrs. Lillian Carter.		James Barber, George F. Will: The election and future.
Nov. 5, 1976	Sen. John Glenn: Trip to China.		
Nov. 8, 1976	Sally Quinn: Changes in people in Washington with new admin.	Mayor Coleman Young—Detroit. Mayor Kevin White—Boston	
Nov. 9, 1976	Face Off: William Rusher, syn. columnist & William Kuntaler, attorney: Is there any country freer than the US. Abba Eban: America's elections. Sen. Ed Gurney: Trial for bribery and fraud.		Jerry Cohen, Morton Mints, authors of "Power, Inc., in America."
Nov. 10	Rev. Bruce Evans, pastor of Carter's church in Plains.	Benjamin Hooks—NAACP Exec. Dir. Desig.	Charles Morgan, Jr., attorney with Fund for Constitutional Gov. and Joseph Gebhart: Patronage. Mayor Gibson, Newark, NJ; Mayor Beame, NY: American cities.
Nov. 11	Robert Strauss: His leaving as Chrmn. Dem. Natl. Comm.	Sen. William Proxmire (D-WI)	Andrew Young (D-GA) Black vote, Carter admin. Michael Osenberg, U of Michigan; Rosanne Woodgar, assoc. history prof.; Karen de Gro, president, Natl. Assn. for Women: China.
Nov. 12	Face Off: Vic Gold, syn. columnist & Charles Morgan, civil liberties attorney: Should the Gary Gilmore execution proceed? Dixy Lee Ray, Wash. gov.-elect.		Dr. Harvey Brenner, psychologist: Suffering caused by joblessness.
Nov. 15	Dean Rusk, former Sec. of State: Advising Carter.	Cong. John Anderson (R-IL)	Governors of NY, NJ and PA: Problems of NE governors.
Nov. 16	Adeshir Zahedia, Iranian Ambassador to US: Opec countries. Face Off: Lydia Hearns, fin. consultant & Jill Olbricht, chrmn. of movement to stop ERA: Is the social security system unfair to women.	Jody Powell—Carter's press secretary.	Rep. Andrew Jacobs, Rep. Martha Keyes: First husband and wife team in Congress.
Nov. 17	Harrison Schmidt, New Mexico senator.	Scharik al-Hoot—PLO spokesman.	
Nov. 18	"Big Jim" Thompson: Ill. Gov.: His election.		George Ball: Israel.
Nov. 19	Rev. and Mrs. Bruce Evans: Pastor of Carter's church in Plains.	Cong. Richard Bolling (D-MO)	
Nov. 22	Face Off: Robert Scheer, New Times mag. & William Rusher, syn. columnist: Do we need more gun control legislation.	James Lynn—Director OMB.	Sen. Schweiker: His life and interests.
Nov. 23	Face Off: F. Lee Bailey, criminal lawyer & Kathy Cannon, attorney: Does mass publicity given to criminals encourage crime.		
Nov. 24	Face Off: Jack Newfield, Village Voice & William Rusher, syn. columnist: Release of Patty Hearst, different justice for the rich. William Scranton, UN Amb.: Palestinians.	Al Ullman (D-OR)	Sen. Abraham Ribicoff: Sale of nuclear reactors; Middle East peace.
Nov. 29	Felix Roatin, Big MAC: Problems of and recommendations for cities.	John Connally.	David Wise, author "The American Police State" Misuse and abuse of power.
Nov. 30	Face Off: Rep. Les Aspin & George Henricks, chief legislative counsel, Retired Officers Assn.: Is military retirement pay too high.	Gov. Jim Thompson (R-IL).	



MR MEDIA DIARY

	ABC's Issues and Answers	CBS' Face the Nation	CBS' Sixty Minutes	NBC's Meet the Press
Nov. 7	Senators-elect Donald Riegel (D-MI) & Paul Sarbanes (D-MD).	Jon Vorster, South African Prime Minister.	Jimmy Hoffa's disappearance and effort to get Chuckie O'Brian to testify.	Dixy Lee Ray, Wash. Gov.-elect
Nov. 14	Rep. Andrew Young (D-GA).	Frank Zarb, Fed. Energy Admin.	Americans in Mexican jails, their mistreatment and rampant corruption of Mexican officials. Judgement at Mineola: A report on Latvian, now U.S. citizen, accused of collaborating with Nazis during WW II.	Ben Hooks, Dir. Designate of NAACP.
Nov. 21	Senators Richard Lugar (R-IN) & John Chafee (D-RI)	Hamilton Jordan, member of Carter transition team	Segment I: Interview with Norman Casper, IRS undercover man. Segment II: Report on Persian Gulf - Abudabi Segment III: Movie industry report. Making of the new King Kong.	James R. Thompson, III. Gov.-elect.
Nov. 28	Senator Robert Dole (R-KS).	Donald Rumsfeld, Sec. of Def.	Long report on Britain's economic problems, with commentary by Professor Milton Friedman, Nobel prize winning economist.	Derek Bok, Harvard University president.

MR CARTOON by pudim



"I AIN'T PLAYIN' NO MORE, MAW. YOU PUSH 'EM 'ROUND BETTER 'N I DO."