

A PLAN FOR PUTTING THE GOP ON TV NEWS

For 200 years the newspaper front page dominated public thinking. In the last 20 years that picture has changed. Today television news is watched more often

than people read newspapers.  
than people listen to radio.  
than people read or gather any other form of communication.

The reason: People are lazy. With television you just sit--watch--listen. The thinking is done for you. *29% rely only on TV.*

As a result more than half the people now say they rely on television for their news. Eight out of 10 say they tune in radio or TV news at least once daily. *59% rely primarily on TV.*

Network television news is only half the story. People are also concerned about their localities. As a result, TV news is one-half network, one-half local. *44% say TV is more believable than any other medium.*

To make network TV news from Washington you must have a story with national priority. Otherwise, you don't get on network and, therefore, you are not seen in any locality.

To date, local stations have not been able to carry Washington news unless it made the network because, literally, they haven't been able to get it there from here.

This is a plan that places news of importance to localities (Senators and Representatives are newsmakers of importance to their localities) on local television news programs while it is still news. It avoids the censorship, the priorities and the prejudices of network news selectors and disseminators.

It will work because television is basically a local medium. People think local. Local news shows like to identify with figures of local importance -- such as Senators and Representatives.

— Basically a very good idea. It should be expanded to include other members of the administration such as Cabinet involved in activity with regional or local interest.

— Also could involve GOP Governors when in D.C.

Who would purchase equipment and run operation?

White House?

RNC?

Congressional Comm?

Will get some flap about news management.

THE PLAN -- Purpose, Cost

1. Purpose - To provide pro-Administration, videotape, hard news actualities to the major cities of the United States.

A. In the top 40 population centers, \* the two highest rated late evening TV Newscasts provide access to 51% of the total, adult population of the United States.

(See attached market list of top 40 centers.)

B. To furnish these 80 stations daily will take the following:

- (1). Equipment
- (2). Technical & Professional help.
- (3). Processing & Delivery.

2. Cost - Equipment, (Mobile Videotape Truck) \$375,000.

*high band?*

- Contains 2 Videotape Machines
- Electronic Editor
- Two-Way Radio (Connected to Base)
- Color Camera with Electronic Zoom
- Independent Electric Power Supply

Technical & Professional Help (Annual)

- 1. Newscaster, Directs and Edits product; Sells 25,000.
- 2. Broadcast Technician, Operates & Maintains all equipment 17,000.

Processing & Delivery

- 1. Supplies, Raw Tape 18,000.
- 2. Technique 17,000.
  - (a). Long Distance alert to News Director
  - (b). Matching feeds to all radio stations in area applicable

*I believe top reach over 75% → 50 markets*

*may need more flexibility than 1 camera. a) Interviews b) super titles or names on screen c) backup camera d) special program*

THE PLAN

2. Cost - Processing & Delivery (Continued)

3. Air Freight

40 Markets, Daily  
10 Months Annually \$ 50,000.

Balance of Nation  
and Weekend Features  
at Random Markets 20,000.

4. Start-up Costs

60 Day rental of  
equipment during  
construction period  
of customized truck 20,000.

*Would not begin  
construction  
until sure  
idea works.*

Total Cost, with equipment \$542,000.  
less equipment \$375,000.

First Year Operating Cost \$167,000.

*I'm not sure a newscaster is  
needed. Most stations don't want some  
other newscaster seen since they are  
trying to build up their own guys.  
Need a producer-director and  
a production assistant besides  
the technician engineer.*

- Producer-Director and PA must
- a) line up ~~the~~ scheduled shooting of guests (booking and scheduling takes time)
  - b) direct and edit tape
  - c) write "in cue" (suggested copy explaining insert) and "out cue"

THE PLAN -- TV NEWS OPERATION

- Videotape Truck
- d) stop watch cue & timing sheet must be typed and included with each tape. - (title and copy)
  - e) packaging and labeling of tapes
  - f) who drives truck while this is going on?
1. Shoots a Senator Talking (Departs)
  2. Edits what he says
  3. Duplicates several copies
  4. Delivers to airport

All of this is done enroute.

1. Shoots a Senator Talking

Time is news. If an issue is hot in Washington, then it is hot at home. But -- if your Senator says something on that issue, the people at home should know about it while the issue is hot.

Most GOP Senators represent geographical areas not just a state. Their word is good in their area. Most areas are connected by a common news base. They all share a major center of commerce.

Usually 8 to 15 television markets comprise that "constituency." While he may not directly represent all of the people -- they know his word and respect it. One GOP Senator can be authoritative in as many as 15 markets. Of course, depending on the Senator and the issue, some will make news nationally.

2. Edits what he says

Television news is crammed. Politics, economy, tragedy, human interest and weather are jammed into a half hour. Week-days -- one minute is the average length of time Washington news gets. The host of the local television program is the anchor man. He must appear informed and be attractive to be successful. Attracting more viewers than his competition means higher ratings for him, longevity in the job and the station can charge more per announcement within the news segment. The key is speed, pace, completeness.

agree -

The producer - director would also be responsible for creating ideas for segments.

Up to now, the local commentator has only been able to read wire copy of what happened. With Videotape Insert, he will be able to read the lead paragraph of wire copy -- and say, "In Washington, our Senator XXXXX told WXYZ-TV. . . ." and the next thing you see is Senator talking. . . . IF HE HAS BEEN EDITED DOWN TO THE REMAINING 40 SECONDS. This plan includes this kind of editing.

The P-D would be in touch with stations and get feedback.

3. Duplicates several copies

Up to today, local television could not afford to hire a reporter, send him to Washington, hire a film cameraman, process the film and ship it home.

It was not only the money the station could not afford, it was also the time factor. Days were needed.

Through Videotape and duplication and distribution by airfreight -- the system works.

While the Videotape Truck is en route to the airport, the statement is edited and duplicated. When it reaches the airport, preaddressed Airfreight weighbills attached to the box of tape minimize delay.

Editing takes time & all equipment must be working perfectly.

4. Delivers to airport

Due to strategic Washington location, three major airports serve enough major trunk airlines that a single Videotape statement can be immediately dispatched. Most of the major cities now receive non-stop or one-stop service from Washington.

Through a unique service arranged with Emery Air Freight Corporation of Wilton, Connecticut -- the Videotape would be handled at National Airport. At the receiving end it would be picked up and driven to the television station.

This entire process can be accomplished in four to eight hours.

Preplanning is key here to eliminate unnecessary editing.

PROPOSED TV NEWS DAILY SCHEDULE

*A little unrealistic - not allowing for any delay*

		<u>Production</u>
8:00 AM	Begins Videotaping, <u>On Hill</u>	60 Minutes
9:00	Departs Hill for National	
9:30	Arrives National, Dumps Shipments	
10:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
12:00	Departs Hill for National	
12:30	Arrives National, Dumps Shipments	
1:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
3:00	Departs Hill for National	
3:30	Arrives National, Dumps Shipments	
4:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
6:00	Cease Operation; Dump Shipments	-----
	<i>-quest not on time -equipment failure -lining up camera</i>	6 1/2 Hours

THREE SAME-DAY DEPARTURES

Top 40 Markets

*If he is union  
allow for lunch  
break  
and  
hourly  
breaks.*

*is technician union or non-union?*

<u>Example</u>	<u>Senator Records Statement Between</u>	<u>Sample Arrival Time Home Market</u>	<u>Makes The TV News Program At</u>
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Dole	8 - 9 AM	Kansas City	4 PM	6 PM
	10 - Noon		8 PM	10 PM
	1 - 3 PM		11 PM	No
Tower	8 - 9 AM	Dallas - FW	3 PM	6 PM
	10 - Noon		6 PM	6 PM
	1 - 3 PM		10 PM	10 PM
Murphy	8 - 9 AM	Los Angeles	4 PM	6 PM
	10 - Noon		8 PM	10 PM
	1 - 3 PM		11 PM	11 PM
Griffin	8 - 9 AM	Detroit	2 PM	5 PM
	10 - Noon		4 PM	6 PM
	1 - 3 PM		6 PM	6 - 10 PM

Other markets would also be serviced in this same time period; i.e., Dole tapes to Wichita, St. Louis, etc.

TV NEWS COVERAGE BY MARKET

Market Center	% of USA Population	Number of Stations	Number of Homes	Videotape Departure from Capitol		
				9 AM Arrival time (PM) at Destination	Noon	3 PM
New York	9.64	8	5.682	2	4	6
Los Angeles	5.34	7	3.182	4	8	11
Chicago	4.22	6	2.466	3	6	10
Philadelphia	3.52	6	2.070	2	4	6
Boston	2.45	5	1.432	2	4	6
(Sub-Total	25.17)					
San Francisco	2.35	7	1.372	4	8	11
Detroit	2.34	6	1.368	2	4	6
Cleveland	2.11	5	1.227	3	6	10
Washington	1.67	5	.978	1	5	10
Pittsburgh	1.65	4	.959	3	6	10
(ST	35.29)					
St. Louis	1.47	5	.834	3	6	10
Dallas - FW	1.37	6	.798	3	6	10
Minneapolis	1.22	4	.702	4	8	11
Seattle	1.14	5	.634	6	10	*
Indianapolis	1.12	4	.642	4	8	11
(ST	41.61)					
Houston	1.10	5	.633	4	8	11
Baltimore	1.08	4	.638	1	5	10
Atlanta	1.06	4	.615	4	8	11
Cincinnati	.97	4	.560	3	6	10
Miami	.97	5	.567	3	6	10
(ST	48.79)					
Hartford	.93	3	.546	3	6	10
Buffalo	.93	3	.553	2	4	6
Milwaukee	.92	4	.545	3	6	10
Kansas City	.90	3	.514	4	8	11
Memphis	.89	3	.481	4	8	11
(ST	53.36)					
Sacramento	.86	4	.504	5	10	*
Portland	.86	4	.473	5	10	*
Tampa - SP	.84	4	.488	4	10	11
Nashville	.80	4	.441	3	6	10
Providence	.79	3	.470	3	6	10
(ST	57.51)					
Charleston	.75	3	.405	4	8	11
Birmingham	.73	3	.400	2	4	6
Denver	.73	4	.422	4	8	11
Columbus	.71	3	.412	5	10	*
New Orleans	.71	4	.398	5	10	*
(ST	61.14)					
Charlotte	.70	4	.386	3	10	*
Grand Rapids	.68	3	.390	4	10	*
Albany S-T	.66	3	.387	3	10	*
Syracuse	.66	3	.388	5	10	*
Louisville	.65	3	.369	3	6	10
(Total	64.49)					

\* No delivery available at this time.



TRUCK  
2 VTR MACHINES  
1 CAMERA  
1 EDITOR

Videotape Truck

Costs: Ampex Corporation Proposal  
(Revised) #9423-0409B  
17 June, 1970 \$375,000

Mobile Unit:

Two Ampex VR-1200 B  
Color Videotape Recorders

One Ampex RA-4000  
Random Access Programmer  
(Editor)

One Ampex BC-230 Color  
(Camera)

Switching, Mixing, Intercom,  
Monitoring, Connecting  
System.

Built from Chassis in 60 Days:

Ford, GMC, or IHC Chassis  
V8 Engine; 5 speed  
transmission; air  
conditioning.  
Weight: 22,000GVW

Van Body; 18 ft-length,  
3 ton air conditioning,  
8 KW power system;  
30 EK Series generator  
with 25 KW capability.

FOB, Redwood City, California

(\$37,500 with order 7-21-70 would deliver 10-15-70).

*Although this is an excellent idea  
there is always the possibility that  
too many stations will reject the  
idea to make it pay off.*

What about radio feeds  
to key radio stations  
of audio portion?

Videotape Truck

Production - Operations

Management Personnel

A - Operations, Technical

Videotape

Operates Machines

1. Videotape Recording
2. Audio Recording
3. Drives Vehicle

Can Maintain

1. All Technical Gear
2. Tear down while operating
3. Repair on spot on demand

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary.

B - Editorial Content

Videotape

Operates Camera & Electronics

1. Helps Senator Record words.
2. Then edits electronically final Video actuality.
3. Duplicates Video actuality and inserts final product in shipment box (while enroute)

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary

- Extra  
Equipment  
- time to  
dub.  
- many all  
news radio  
stations  
which need  
this material  
however.

Possible rejection  
reasons:

a) don't believe  
it will work

b) afraid of outcry  
from local  
democrats or  
overbalancing  
news problem.

c) station mgt.  
democratic

d) News dept ego  
Feel they can  
do it better  
themselves.  
especially network  
O & O's or Westinghouse

e) lack of support by  
GOP?

Videotape Truck

Maintenance - Cost Operation

Annual

Electronic

Videotape Machines

Head Replacement  
@1000 hours/dual  
(Daily, 10 hrs)  
(Monthly, 43)  
860 Annual /dual 1,500

Routine 500

Audio Systems; Solid State 300

Vehicular

Fuel; 239 Miles Daily  
Weekly: 1195  
Monthly: 5138  
Annually/10 Months  
51,380 @ 40¢  
10 mpg = 2,050

Lubrication/Associated  
Twice Monthly 300

Insurance Package 3,500

Mobile Telephone 600

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8,750

*What are the guarantees on this equipment for parts? time to replace parts? availability of parts?*

- System will require at least one day per wk of maintenance
- Producer will need day in office for scheduling
- Cost - office, phones, secretary at base to relay changes & additions to schedule.

Related Production Costs

Videotape

*Can't evaluate don't know length of each reel of tape.*

Raw Tape Stock      Weekly      Monthly      Annually

Master Editing	--	167.	1,670.
Dubbed Product	320.	1,376.	13,760.
Weekend Special	80.	344.	<u>3,440.</u>
			18,870.

Air Express

\$16 per market  
1 Box, reel

---  
@17

	Daily:	Per		
10 Markets	170.	850.	3,655.	36,550.
15	255.	1275.	5,482.	54,825.
20	340.	1700.	7,310.	73,100.
25	425.	2125.	9,137.	91,375.
30	510.	2550.	10,964.	109,640.
40	680.	3400.	14,620.	146,200.
50	850.	4250.	18,274.	182,700.
60	1020.	5100.	21,928.	219,260.
80	1360.	6800.	28,240.	282,400.
100	1700.	8500.	36,548.	365,480.

*Should be some :30 sec clips  
1:00 clips  
3:00 clips  
wholesale or retail  
initial buy in what quantity to reduce cost?*

Raw Tape Stock

Master Editing	--	100	1,200.
Mat Surface Units	--	--	700.
Weekend Summary	100.	430.	5,200.
Library Recall	25.	125.	<u>1,250.</u>
			8,350

Long Lines Cost (Down Month)

Dual Watts System	--	800.	8,800.
Overload Domestic	--	200.	2,200.
Standard Incoming	30.	120.	1,320.
Single Mobile	10.	43.	470.
Multiplex Service	---	25.	<u>275.</u>
			13,065.

*Consider  
- tape storage of masters  
- system to return tape for reuse?*

Videotape Operations Only  
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MINIMUM CASH PLAN  
(First of 5 Years)

Because of possible idea rejection or failure I suggest the following

a) limited market survey of news directors to determine reaction, use, ideas for improvement and negative thinking.

b) rental of equipment initially for 2 months to

a) measure success of idea  
b) determine actual equipment needed.  
c) test personnel & procedures

<u>Cash Out</u>	Ampex Corporation	
	Down Payment 7/70	75,000
<u>Management</u>	A - Tech Coordinator	17,000
	B - Edit Coordinator	25,000
<u>Production</u>	Raw Tape Stock	18,870
	Air Freight	73,100
	20 Markets Daily	
	100 Markets Weekly	
<u>Debt</u>	5 Year Note	93,000
	\$7,750 Monthly	
	11% Simple	
<u>Maintainance</u>	Fuel-Insurance	8,750
	Equipment Routine	
	Mobile Communications	

FIRST YEAR CASH	310,720
	-( 75,000 )
SUBSEQUENT ANNUAL OPERATION	235,720

Audio Addition to Package  
-----

Total Market Group, Nationally Lines 9,600

cost of audio tape stock ?

Every GOP Senator on every Radio News Broadcast in his state applicable -----

Basically an excellent idea,  
Needs refinement and good organization.  
See a need for 4 people.

Videotape Operations Only

MAXIMUM CASH PLAN

*and time*  
Cost/Of  
making service  
Known an  
understood  
by stations  
and GOP  
people !!

Cash Out	Ampex Corporation	375,000
<u>Management</u>	A - Tech Coordinator	17,000
	B - Edit Coordinator	25,000
<u>Production</u>	Raw Tape Stock	18,870
	Air Freight	73,100
	20 Markets Daily	
	100 Markets Weekly	
<u>Maintainance</u>	Fuel-Insurance	8,750
	Equipment Routine	
	Mobile Communications	

SINGLE YEAR CASH	527,720
	<u>-(375,000)</u>
SUBSEQUENT ANNUAL OPERATION	152,720

Audio Addition to Package

Total Market Group Nationally (Lines) 9,600

Bob - ~~if~~ if you decide to go ahead we would as a production company like to bid on packaging the entire project. I know what has to be done and we could test the feasibility for 90 days without you making a commitment beyond that point (over)

162,320

Interest Cost Allow 35%

production

Then people could be my existing staff so you wouldn't have the problem of hiring or firing. Only exception is the engineers but I know ~~is~~ a few good ones out of work right now because of general industry slow down.

If you are interested I'll have my N.Y. office put together

a) 90 day pilot costs

b) cost to continue on annual basis.

Best regards,

Roger