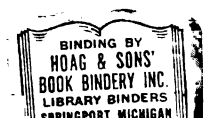
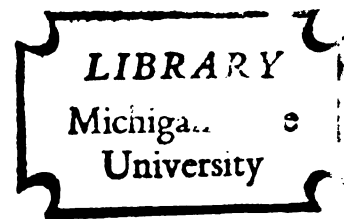


DIRECT AND INDIRECT RELATIONSHIPS  
BETWEEN NETWORK CORPORATE GROWTH  
AND DOCUMENTARY PROGRAMS

Thesis for the Degree of M. A.  
MICHIGAN STATE UNIVERSITY  
PHILIP ROBERT BANDY  
1972



## ABSTRACT

### DIRECT AND INDIRECT RELATIONSHIPS BETWEEN NETWORK CORPORATE GROWTH AND DOCUMENTARY PROGRAMS

By

Philip Robert Bandy

Within the past fifty years, there has been a tremendous upswing in the number of conglomerate corporations. This has been a factor in all industries, but seems to be especially prevelant in national television. Critics of the medium have suggested that there are numerous problems associated with this type of a corporation. Broadcasting station ownership by only a few, disservice to the public, concentration of news and information outlets, and focalization on profit instead of "the public, interest, convenience and necessity" are just a few of the problems cited. One of the most serious is the possibility that the network corporations may encourage their news operations to report favorably on specific subjects, so that network subsidiaries could reap economic rewards.

Since the newscasts of ABC, CBS and NBC would be impossible to survey, due to their volume, the survey was done on network news documentaries over a fifteen year period. The results from this study were then compared to the growth of the network corporations in the same fifteen year period. The information concerning the networks' corporate growth was relatively easy to acquire. The only enigma was in attempting to obtain a list of their subsidiaries. However, partial lists were acquired. A complete listing of the documentary programs for ABC, CBS and NBC was a problem. The only available source

200

• • •

• • •

FC:

2.

...

• • •

..

...

...

•

•

.

1

1



material was TV Guide magazine, and though it has its limitations, it was used. The documentaries were categorized into one of thirteen categories and divided yearly. All years and categories were compared as to the number of programs and hours broadcast. Finally, comparisons were drawn between the networks themselves.

No cause-effect relationship could be established between the television documentaries and the networks, but the results of the research proved interesting. RCA (the parent corporation of NBC) had the greatest amount of income. CBS was second. ABC had the third highest amount. NBC produced the most documentary material, before repeated programs were subtracted. CBS produced the second largest amount and ABC broadcast the third. Even though the networks performed in the economic sphere in the same order as they did in the documentary, the proportions were far from equal. NBC, CBS and ABC were very close to each other in documentary output. The networks tended to specialize in certain categories.

The results of the specialization by the networks was particularly interesting. A possible danger was found in this specialization. NBC dominated the less controversial categories while CBS controlled most of the controversial classifications and ABC mastered the category concerned with science, technology and nature. ABC seemed to be more consistent in its documentary coverage than the other networks. Finally, the networks had economic interests in many of the fields covered by the categories. Some of the programming done by the networks could have affected the network's corporation. Because of the specialization trend

on the part of the networks and the conglomerate shape of the network corporations, documentaries produced may have covered corporate holdings of the individual corporations. Due to the specialization by ABC, CBS, and NBC, statistics point to the possibility of a conflict-of-interests on the part of all three networks, but especially NBC.

DIRECT AND INDIRECT RELATIONSHIPS BETWEEN  
NETWORK CORPORATE GROWTH AND DOCUMENTARY PROGRAMS

By

Philip Robert Bandy

A THESIS

Submitted to

Michigan State University

in partial fulfillment of the requirements

for the degree of

MASTER OF ARTS

Department of Television and Radio

1972

6-10-17

Accepted by the faculty of the Department of Television  
and Radio, College of Communication Arts, Michigan State  
University, in partial fulfillment of the requirements for  
the Master of Arts degree.

Robert E. Baker  
Director of Thesis

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

## ACKNOWLEDGMENTS

Grateful appreciation is extended to Dr. Robert Babe, who served as the advisor for this thesis. His constant attention to detail and meticulous standards are appreciated now more than ever.

Thanks are rendered to the kind people at the TV Guide office in Chicago and to the helpful employees at the Detroit Public Library.

Sincere gratitude is extended to my typist, editor, research consultant and constant companion--my wife. Without her encouragement, help and creativity, this paper would never have been written.



## TABLE OF CONTENTS

|  | Page |
|--|------|
| <br>CHAPTER I  |      |
| INTRODUCTION TO THE PROBLEM                          | 1    |
| The Need to Study the Problem                        | 12   |
| Purpose of the Study                                 | 15   |
| The Hypotheses to be Tested                          | 15   |
| Limitations of the Study                             | 18   |
| Definition of Terms                                  | 20   |
| The Study Design                                     | 21   |
| Description of the Population                        | 21   |
| Sources of Data                                      | 22   |
| Treatment of Data                                    | 23   |
| <br>CHAPTER II                                       |      |
| RELATED LITERATURE                                   | 26   |
| Review of Previous Research                          | 26   |
| Review of Related Theories                           | 27   |
| <br>CHAPTER III                                      |      |
| NETWORK CORPORATION RESEARCH                         | 34   |
| The RCA Corporation                                  | 35   |
| Corporate Structure                                  | 35   |
| Corporate Growth                                     | 42   |
| The Columbia Broadcasting System                     | 47   |
| Corporate Structure                                  | 47   |
| Corporate Growth                                     | 56   |
| The American Broadcasting Companies,<br>Incorporated | 60   |
| Corporate Structure                                  | 60   |
| Corporate Growth                                     | 65   |
| <br>CHAPTER IV                                       |      |
| DOCUMENTARY PROGRAM RESEARCH                         | 73   |
| 1957   | 73   |
| 1958   | 74   |
| 1959   | 74   |
| 1960   | 75   |
| 1961   | 75   |
| 1962   | 76   |





## TABLE OF CONTENTS--Continued

|  | Page |
|--|------|
| 1963   | 77   |
| 1964   | 78   |
| 1965   | 79   |
| 1966   | 79   |
| 1967   | 80   |
| 1968   | 81   |
| 1969   | 82   |
| 1970   | 82   |
| 1971   | 83   |
| Overview                                     | 84   |
| CHAPTER V                                    |      |
| COMPARISON OF CORPORATE AND DOCUMENTARY DATA | 97   |
| Corporate Growth and Documentary Growth      | 98   |
| General Tendencies                           | 100  |
| Specialization                               | 103  |
| Subhypothesis                                | 111  |
| Overview                                     | 113  |
| BIBLIOGRAPHY                                 | 114  |
| APPENDIX A                                   | 116  |
| APPENDIX B                                   | 119  |

Pa

Pa

Pa

Pa

Pa

Pa

Pa

Pa

Pa

Pa

Pa

## LIST OF TABLES

|  | Page |
|--|------|
| Table 1--Financial Picture of RCA Corporation                                    | 45   |
| Table 2--Financial Picture of Columbia Broad-<br>casting System                  | 57   |
| Table 3--Financial Picture of American Broad-<br>casting Companies, Incorporated | 70   |
| Table 4--Category 1; Category 2  | 90   |
| Table 5--Category 3; Category 4  | 91   |
| Table 6--Category 5; Category 6  | 92   |
| Table 7--Category 7; Category 8  | 93   |
| Table 8--Category 9; Category 10   | 94   |
| Table 9--Category 11; Category 12  | 95   |
| Table 10--Category 13  | 96   |
| Table 11--Comparison of Documentary and Corporate<br>Growth                      | 99   |

## LIST OF CHARTS

|   | Page |
|---|------|
| RCA Corporation                                   |      |
| Organizational Chart 1                            | 37   |
| Organizational Chart 2                            | 39   |
| Organizational Chart 3                            | 41   |
| Organizational Chart 4                            | 43   |
| The Columbia Broadcasting System                  |      |
| Organizational Chart 5                            | 48   |
| Organizational Chart 6                            | 50   |
| Organizational Chart 7                            | 52   |
| Organizational Chart 8                            | 54   |
| Organizational Chart 9                            | 55   |
| The American Broadcasting Companies, Incorporated |      |
| Organizational Chart 10                           | 62   |
| Organizational Chart 11                           | 64   |
| Organizational Chart 12                           | 66   |
| Organizational Chart 13                           | 67   |
| Organizational Chart 14                           | 68   |

# CHAPTER I

## INTRODUCTION TO THE PROBLEM

Everything seen on commercial television networks is produced by companies whose main business is to make a profit. The Congress of the United States has encouraged this system of broadcasting. In the Communications Act of 1934, Congress has also placed certain responsibilities on the shoulders of the broadcasters.<sup>1</sup> Commercial television networks have been profitable business enterprises; their profits run in the millions of dollars and increase annually. The networks have augmented their profits by maintaining an audience of great proportions. Using this audience to entice advertisers, the networks generate revenue. The free enterprise system is not being questioned here. This is a limited investigation of the performance of the television networks. It is a study of networks' corporate growth and its relationship to network documentaries.

In order to successfully comprehend the growth of networks, financial growth in an institution must be studied. There are two types of growth, internal and external. Internal growth in an institution is achieved by expanding facilities, operations and products within the company. External growth

---

<sup>1</sup>Whether or not the broadcasters and networks have met these responsibilities is a matter of great debate. It is not going to be covered in any great depth in this paper.

18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
841  
842  
843  
844  
845  
846  
847  
848  
849  
850  
851  
852  
8

is achieved when facilities, products and operations indigenous to an independent institution are added to the growing corporation.

A corporation desiring to expand in a certain direction has two choices. One, it can grow internally, a process that may waste years before the manufacturing of products begins. Internal growth also lengthens the time period needed for return on investment. Two, the corporation can grow externally. Normally this would be done by merging with another corporation. External growth via mergers is very rapid, because the merged company is already tooled up for the product and probably has an established position in the marketplace.

Mergers tend to make the stock of corporations grow quickly. Companies do not have to wait as long for the investors' reactions when they grow through mergers. On the other hand, internal growth is slower. The stock price of the corporation may rise when investors learn the company is growing, but it will be a slow rise. Internal growth is not as secure as external growth. When two companies merge, normally they both have a reputation or position in the market. A corporation that grows internally does not have an established position in its new market; it must prove itself.

Quick growth, security and established positions are some reasons why mergers have grown in popularity recently. Many people have expressed concern over this method of growth.



30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100

Some people contend that when networks and other television companies merge and grow, they are undermining the rights of the people. Many of these people express fear that media owners will use their holdings to their own advantage.

There is debate as to whether it is better for the networks and others to increase their holdings within the media or whether they should grow outside the media. In the past, CBS and ABC have tended to stay within the media. Their growth was internal, to a large extent. NBC, on the other hand, is an arm of a huge corporation, RCA. RCA is the manufacturer of many items other than television programs. Many critics of the media point to corporations like RCA and accuse them of using their media holdings to increase the profits of other holdings. These people have expressed fear that when a corporation, developed via mergers, is faced with the decision to support their corporate growth or the public, they too often support their corporation. Many critics contend that this is a flagrant disregard of their responsibilities as broadcasters.

On the other hand, proponents of centralized ownership feel that the size of the corporation allows it to serve the public better. They contend that only networks with large financial holdings in other businesses can absorb the losses incurred by the networks in news and public affairs programming. They also note that stations who receive the majority of the rewards for news and public affairs programs

are owned by multi-media owners. They reason that the size of the corporation gives the station the extra money needed to do a better job.

Opponents of the small company stations say that the conglomerate is the answer to a lot of the problems American business is facing. Media conglomerates, they assert, are beneficial for the nation because they serve as a unifying force. Corporate diversification supposedly helps the conglomerate overcome financial disasters that may strike the media as a whole.<sup>2</sup>

In order to completely comprehend what both sides are saying, it is necessary to look at the three types of media conglomerates: the national, the regional and the local. The national conglomerate can best be described by example. In 1927, the company currently known as the Columbia Broadcasting System, was founded. At that time it owned only a handful of radio stations, yet by 1938 it had acquired both a radio network and a major record company. Between 1945 and 1965 the corporation was constantly searching for new properties. By 1971, CBS had increased its number of national and international subsidiaries to 134. CBS has

---

<sup>2</sup>See Paul W. Cherington, Leon V. Hirsch and Robert Brandwein, eds., Television Station Ownership (New York: Hastings House Publishers, 1971), Kenneth R. Andrews, "Product Diversification and the Public Interest," The Harvard Business Review, (July, 1951), James A. Anderson, "The Alliance of Broadcast Stations and Newspapers: The Problem of Information Control," The Journal of Broadcasting, (XVI, Winter 1971-72), Corwin D. Edwards, "Conglomerate Bigness as a Source of Power," Bigness as a Source of Power (Princeton University Press, 1955).

holdings in 20 foreign countries and 13 states. CBS produces millions of records each year, thousands of books, hundreds of films, dozens of television series and with one subsidiary, the New York Yankees, scores of baseball games.

The RCA Corporation, owner of the NBC television network is much larger. While CBS had net revenues and sales of \$1,230,534,000 for 1970, RCA had \$3,291,888,000 for the same fiscal period. Although CBS owns numerous corporations, it seems to stay near the communications industry, RCA, however, manufactures records, TV sets, computers, electronic components, books, music, prepared foods, carpets, furniture, wall coverings and even rents cars and trucks.

The American Broadcasting Companies, Incorporated, is a media conglomerate. It owns five TV stations, seven AM and seven FM radio stations, a major television network and four radio networks. ABC was formed when NBC was ordered by the FCC to divest itself of one of the two networks it owned. This new network became the American Broadcasting Company. In 1949, ABC merged with a corporation that was formed when Paramount Pictures was ordered to divest itself of its motion picture theatres. Presently ABC owns approximately 450 theatres. Because of its merger with Paramount's theatres, ABC had an interest in motion picture production; hence it has been producing pictures since 1967. ABC has also been a major force in the recording industry with such labels as ABC, Dunhill, Impulse and Command.

The network corporations are nationally known conglomerates. Almost everyone who watches television and most people who listen to radio in the United States realize the presence of the networks. But there are many other conglomerates within the media who reach out to millions of people and are not readily recognized. The Cowles family companies stand as testimony to that. Cowles Communications' main economic base was Look magazine. When the publication folded, many media specialists were expecting Cowles to face economic troubles. But the experts did not count on Cowles' other support such as Family Circle and Fortune.

The Cowles family has interests in numerous other branches of the media. The Minneapolis Star and Tribune Company is owned by members of the Cowles family. It owns Minneapolis' morning and evening papers, papers in Montana and South Dakota, Harper's magazine, a CATV outlet, a TV station in Kansas and 47 per cent of Minneapolis-St. Paul's CBS-TV affiliate. The other 53 per cent is owned by the publisher of St. Paul's two daily newspapers, the Ridder family. The Ridder family owns its share in the Minneapolis-St. Paul CBS affiliate through another company, which owns another company, which in turn is a non-Cowles stockholder in the Minneapolis Star and Tribune Company.<sup>3</sup>

---

<sup>3</sup>"Travels in Medialand," The Atlantic Monthly, July, 1969, pp. 90-94.

The Des Moines Register and Tribune Company, a Cowles company, publishes both of Des Moines' daily newspapers and a Sunday paper. At the same time, Cowles Communications owns the CBS radio and TV affiliate in Des Moines. The Cowles family insists that the family holdings are separate; however, they do admit to a certain amount of overlap in the upper echelons of the companies. Gardner Cowles is president of the Des Moines Register and Tribune Company, his brother John Cowles, Sr. is the chairman of the board of that company and the Minneapolis Star and Tribune Company, while John's son, John, Jr. is president of the Minneapolis company.<sup>4</sup>

In addition to the national and regional media conglomerates, there are the local owners who many times have a virtual monopoly on the media. Niles, Michigan is the home of the Plym family, a family that, like the Cowles, has many media holdings. Although the Plym's are not as diversified as the Cowles, they are much more valuable to Niles. The Plym family owns the only AM station and the town's sole daily newspaper. Since there is no local television outlet, the Plyms have control of all local news outlets.<sup>5</sup> Much of the regional and national news is obtained in Niles from the South Bend, Indiana and Chicago, Illinois TV stations.

---

<sup>4</sup>Ibid.

<sup>5</sup>Ibid.

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

Opponents of this multi-media, conglomerate ownership voice a concern for the potential monopoly. Fred Friendly, former president of CBS News wrote:<sup>6</sup>

It's like the game of Monopoly, in which you sell off lesser properties and buy 'Boardwalk' or 'Park Place' to put up rent producing houses or hotels. For example, Capital Cities might be prepared to sell off Albany or Providence in order to buy a station in Cleveland or Los Angeles. And Corinthian might want to give up Houston to obtain a franchise in New York or Chicago.<sup>7</sup>

Statistics bear out what Fred Friendly has said. But, the trend toward concentration is not limited to television stations.

According to FCC Commissioner Nicholas Johnson, of 1500 cities with daily newspapers, 96 per cent of those cities were, in 1970, served by single owner monopolies. He stated "there were nearly 72 cities where the only broadcasting station is owned by the only local newspaper." But even though the broadcasting outlets are owned by the same people who own the local newspaper they probably are not owned by a local citizen. Commissioner Johnson goes on to say, "In 1967, 81.3 per cent of the commercial VHF television stations were either owned by a group broadcaster or a newspaper." In the top ten markets of the United States, thirty-seven of the

---

<sup>6</sup>It should be noted that Fred Friendly's book was published by Random House, a subsidiary of RCA, instead of Holt, Rinehart & Winston, a subsidiary of CBS.

<sup>7</sup>Fred W. Friendly, Due to Circumstances Beyond Our Control... (New York: Random House, 1967), p. 277.



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100

forty VHF television stations are licensed to either group owners or daily papers.<sup>8</sup>

In the 50 largest markets of the United States 526 of the 715 AM and FM radio stations are owned by multiple-media owners.<sup>9</sup> The radio networks themselves are reflecting the trend. The American Broadcasting Corporation owns four radio networks--out of seven national radio networks.

Cable television--in many eyes the savior of the future--is no exception to the rule of concentration. In 1968, 255 newspapers owned at least part of a cable television system, and in 1970, 32 per cent of the systems were owned by broadcasters, including the networks.

In some eyes, the worst possible consequence of local concentration is the diminishing number of independent news and information sources available to the public. Allowing only one editorial voice in a community, no matter how small is, in their opinion, dangerous and undemocratic. They argue that since the United States is a participatory democracy, citizens need correct, unbiased information for their decision making. If the citizen lived in a community where the local newspaper, radio station and television station were owned by a single person or corporation, he would have

---

<sup>8</sup>Proceeding of the Special Senate Committee on the Mass Media, Senate of Canada, Document No. 32, p. 32:15 (1970).

<sup>9</sup>Ibid., p. 32:15.

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
84

a difficult time determining all the facts in local issues. Unless the owner of the media allowed each separate medium a free editorial voice, there would be little opportunity for the effective operation of the "marketplace of ideas". In the small community, with a concentration of news dissemination, there is little chance that the news the audience hears will be comprehensive. The proponents of single-media ownership contend that if the same community had separate owners for the media, the chances are that every story would have a slightly different interpretation.<sup>10</sup>

Consequently, a study conducted for the National Association of Broadcasters hints that newspaper-allied radio and television stations have fewer stories in common with the local newspaper than those radio and television stations not affiliated with the local paper. It also shows that the electronic media's stories are longer when allied with a newspaper. The study points out that more of the stories carried on radio and television stations affiliated with newspapers are locally written than those not affiliated with papers. The proponents of multi-media ownership are quick to point out that this study concludes non-newspaper-

---

<sup>10</sup> See Nicholas Johnson, How to Talk Back to Your Television Set (Boston: Little, Brown, 1970), Morton Mintz and Jerry S. Cohen, America, Inc. (New York: Dial Press, 1971), Mark J. Green, Beverly C. Moore, Jr. and Bruce Wasserstein, The Closed Enterprise System (New York: Grossmann Publishers, 1972), Fred W. Friendly, Due to Circumstances Beyond Our Control... (New York: Random House, 1967).

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

allied stations show greater interrelationships with the local newspaper than those stations affiliated with local papers.<sup>11</sup>

Other defendants of the conglomerate owner maintain that manipulation of public opinion by large owners is virtually impossible because: the viewer is selective in his viewing; the industry itself is not structurally able to mold opinion; and stations are dependant on wire services and networks for news. Finally, they cite psychologists who contend that non-media forces are more important in the molding of individual opinion than are the media.<sup>12</sup>

There have been arguments pro and con since the early 1900's concerning ownership of broadcasting stations. Some people felt the government should be the sole broadcaster; however, they were not able to convince Congress. The private-enterprise system of broadcasting has prevailed. There are advantages and disadvantages to this system, many of which have previously been stated. Some potential problems that have not occurred or may not ever occur are also a concern to some people and should be studied.

One of the most interesting problems is the possibility of a direct correlation between the growth of a company and its

---

<sup>11</sup>James A. Anderson, "The Alliance of Broadcast Stations and Newspapers: The Problem of Information Control," Journal of Broadcasting, XVI (Winter, 1971-72), p. 61.

<sup>12</sup>Paul W. Cherington, Leon V. Hirsch and Robert Brandwein, eds., Television Station Ownership (New York: Hastings House Publishers, 1971), pp. 75-78.

product performance. This paper concerns such a correlation. Networks and other media corporations have grown to immense size, but whether or not their product (programs) has increased in performance at a corresponding rate is not known.

Have the network corporations grown to such proportions that they no longer care about their television programs? Or have they realized their "civic duty" as they have grown and thus increased their efforts?

Have the network parent corporations been careful not to investigate their own holdings or types of businesses in documentaries? Or have they made a conscious effort to look at themselves long and hard before anyone else?

Have the networks, due to some bureaucratic manipulation, lost their interest in public affairs programs (particularly documentaries)? Or have they increased the number of documentaries produced proportionate to their growth?

### The Need to Study the Problem

To date there have been no studies establishing a relationship between the economics of television broadcasting and the performance of the medium. This work is an attempt to draw together information on both economics and documentary programs so that some inferences might possibly be drawn. Because of the potential for both good and evil in our broadcasting system, the governing force of the system must be studied. Since the increase in monetary reward is the basis of television broadcasting, its effects should be noted.

This increases the understanding of the system and allows people in key decision-making positions in government and the networks more knowledge.

The few studies that have been conducted relate more to the program performance than the economic effects on those programs. One notable study was done by Peter Steiner.<sup>13</sup> It was basically an attempt to prove his theory of program preferences and performance. John McGowan went into some detail in his analysis of the same subject and his conclusions are quite similar to Steiner's.<sup>14</sup> Finally, Rolla Park conducted a study of cable television's impact on broadcasting.<sup>15</sup> Many of his conclusions and theories can easily be applied to other areas without losing validity. Most of these studies involve the performance of the medium, viewer preferences, and their relation to the economics of the company that is broadcasting (or cablecasting) the programs.

There have been a few studies on the concentration and growth of businesses. Many of those dealing with growth and concentration appear to only view the negative aspects

---

<sup>13</sup>Peter Steiner, "Program Patterns and Preferences and the Workability of Competition in Radio Broadcasting," Quarterly Journal of Economics, May, 1952.

<sup>14</sup>John J. McGowan, "Competition, Regulation and Performance in Television Broadcasting," in The Radio Spectrum: Its Use and Regulation, reprinted from the Washington University Law Quarterly, Vol. 1967, No. 4 and Vol. 1968, No. 1.

<sup>15</sup>Rolla Park, Potential Impact of Cable Growth on Television Broadcasting (Santa Monica: Rand, 1970).



of business. Ralph Nader, the well-known consumer advocate, has frequently commissioned studies that have attacked corporations whose size and profits give the company autonomy from consumers. The most recent published study his "raiders" have completed was on the "closed enterprise system".<sup>16</sup> Morton Mintz and Jerry Cohen wrote a book entitled, America, Inc., in which they claim to investigate "who owns and operates the United States".<sup>17</sup> Their basic research method was the compilation of data from numerous sources. They deal with many of the practices of big business that irritate concerned citizens, for example the "buying" of politicians, the regulatory agencies, "crime in the suites" and the corporations' tendency to play God. Nicholas Johnson has published a few articles and a book expounding his theory of concentration and growth.<sup>18</sup> FCC data reinforces his view.

The biggest fault with these studies, theories and writings is that none of the authors have collaborated and combined their information. This is the first study attempting to link corporate growth with economic performance. If this study, or any other were able to establish a direct link

---

<sup>16</sup>Mark J. Green, Beverly C. Moore, Jr. and Bruce Wasserstein, The Closed Enterprise System (New York: Grossmann Publishers, 1972).

<sup>17</sup>Morton Mintz and Jerry S. Cohen, America, Inc. (New York: Dial Press, 1971).

<sup>18</sup>Nicholas Johnson, How to Talk Back to Your Television Set (Boston: Little, Brown, 1970).

between program performance and corporate growth it could act as a warning (if the results were negative) or as a "how to" manual (if the results were positive). Either of these functions would serve the public good.

### Purpose of the Study

Instead of speculating on the outcome of theoretical problems that may occur and that possibly could have potential side effects, this study is intended to offer conclusions based on vigorous analysis as to the effects of corporate growth in certain aspects of television broadcast performance. This study could serve as an input to the decision-making process in determining whether or not new legislation limiting ownership of media should be approved by the FCC. It should serve as a useful reference to people in legislative positions. The basic purpose of this study is to allow those people who govern the country access to analysis, so that any decision that they make will be based on as much factual information and analysis as possible.

### The Hypotheses to be Tested

Today's television networks are not completely autonomous business units. They are parts of larger corporations. These corporations' main purposes are to make money. The Michigan Supreme Court has declared that: "A business corporation is organized and carried on primarily for the profit of the

stockholders. The powers of the directors are to be employed for that end."<sup>19</sup> Since corporations are required to act in that prescribed manner, how is television to act? The broadcasting industry is required by Congress to act in the "public interest, convenience and necessity". These two requirements appear to be diametrically opposed. How can a corporation program public affairs (thereby generally suffering a loss in potential revenue) when it is supposed to make a profit?

Since industry as a whole has been instructed by the courts to obtain profits for the stockholders and the broadcasting industry is required by law to act in the public interest, which rule does the broadcasting industry follow or is there a constant? Chances are most media corporations cannot satisfy both without doing a disservice to each one. The network corporations have generally followed the will of the courts; they have continually made a profit for their stockholders. But have the network affiliated stations and the networks themselves performed in the "public interest"? Though corporations are instructed by the courts to make a profit for the stockholders, they are not told to abandon all else in favor of profits. In a speech before the Radio-Television News Directors Association Edward R. Murrow, a CBS television journalist, said:

---

<sup>19</sup>Ibid., p. 18.

There is no suggestion here that networks or individual stations should operate as philanthropies. But I can find nothing in the Bill of Rights or the Communications Act which says they must increase their net profits each year, lest the Republic collapse.<sup>20</sup>

The focal point in this study is the growth of the networks' corporations and that growth's effect on performance of the media. The area of particular concern is documentary programs. Have the ownings of the networks' affected their performance in the production of documentaries? Have the networks increased the number of documentaries as they have grown? Or has the network corporation's growth encouraged strong statements or documentary positions?

There is a second hypothesis that will be tested. It is independent of the first, but utilizes the same fundamental data. Since a chronological development pattern was formed, it will be elementary to establish whether or not there was a peak period of network documentary performance. The peak period is defined as that point where the network produces the maximum number of documentaries. This chronological outline shows the periods in time that proceeded to encourage the maximum number of documentaries. When this period is compared to the size of the network corporation, it may be hypothesized that network holdings were: too large, too little, or were about the right size to encourage the

---

<sup>20</sup>Friendly, p. 252.

production of the maximum number of documentaries. (Other exogenous factors affecting network programming cannot be taken into account in this study).

### Limitations of the Study

The ideal way to research this study would be to view each documentary program in the study and for each documentary write a content analysis and score each program on its merits. This is not possible, because of time limitations, the inaccessibility of many of the programs, and monetary restrictions. If this procedure were possible, control would be maximized; however, some of the programs were not preserved and have been all but forgotten. Even if all other limitations were removed and each documentary could be viewed, it would still be an impossible task.

Content analyses cannot be performed on every program. Therefore, a feasible substitute was found. Instead of viewing each program and then judging it via a set of criteria, each program was categorized into one of thirteen groups:

1. History
2. Science/Space/Nature
3. U.S. Government/Politics
4. Business/Economics/Labor
5. Fine Arts/Media
6. Civil Rights
7. Crime/Police/Justice
8. Religion/Medicine/Education
9. Sports
10. Biography
11. Life/Leisure/Entertainment
12. U.S. Foreign Affairs
13. Foreign Countries

The basis for the decision made on categorizing each program was the title of the program and the summation printed in TV Guide. The inherent problem in this is that TV Guide is a magazine devoted to the medium's status quo and its entries are written basically by the networks. A secondary limitation encountered by using TV Guide is the fact that all documentaries listed in the magazine were listed three weeks before they were scheduled to air. That is the current deadline set for listings by TV Guide (in limited instances, a program entry can be amended two weeks before air).

Documentaries that were not aired during the prime-time viewing period have not been included. There were only a few programs in this category and the majority of those were aired in the "Sunday-afternoon ghetto". Since this time period has one of the lowest number of viewers per hour (except on football days), it would appear that little is lost by not including such programs in this study. Those time periods that have the largest number of viewers and are readily accessible to the majority of the potential audience were included in the study. Consequently the study is measuring those documentaries that had the potential for the greatest amount of impact.

The documentaries studied were from January 1, 1957 to December 31, 1971. It is a period of fifteen years. This time period is useful because it contains: "the golden age of television", the quiz scandals, the Kennedy years, the Beverly

Hillbillies, the Beatles, Johnson's Great Society, Bonanza, and Richard Nixon. Within this fifteen-year period industry growth was the largest on record. It encompasses a large period of time, but not so large that it is hard to comprehend or retain the details.

### Definitions of Terms

To be able to understand and correctly comprehend the methodology, analysis, conclusions and policy propositions found in this paper, it is first necessary to define some terms.

Documentary--the term is used in a limited sense here. It includes the depiction of "things as they are", a journalistic report on events of the world (past or present) but does not include debate or discussion programs (which may or may not have a documentary flair), nor news programs. It is an in depth look at a single event--conditions leading to the event, its consequences and the event itself--presented in a journalistic style. A dramatic recreation of the event is not qualified under this definition of documentary.

Prime Time--is defined as the period of time in a day in which the number of people in the audience is the largest for that twenty-four hour period. During the study period this was between 7 p.m. and 11 p.m. Eastern Standard Time. For the purposes of clarity, this study will use the seven to eleven time period exclusively.

Regularly Scheduled--a program that is assigned a particular time period on a particular day for at least a three month period of time.

### The Study Design

Between January 1, 1957 and December 31, 1971 ABC, CBS and NBC produced numerous television documentaries. The data compiled on those documentaries were culled from the TV Guide magazine. Although this method does have its limitations, it is by far the best practical method.

This study compares two sets of figures--data on the growth of network corporations and data on documentaries. Comparisons are made for each year as a whole. They will also be compared to the previous and following years so changes can be detected. Comparisons will be made between first year and the final year. With these comparisons, charts can be made that show the growth in both corporations and documentaries. After all of the data are compiled and comparisons made, the results will be subjected to the hypothesis.

### Description of the Population

In the category of documentary programs all are network, prime-time documentaries dealing with one subject. Each program that meets this criteria will be included in the study. Only prime-time documentaries were included because they had the greatest possible impact, due to their large audience.



Documentaries that dealt with more than one topic per program were impossible to categorize in this paper due to time limitations. It was not feasible to give each segment of a program equal credit when they were of differing lengths, therefore, those documentaries dealing with more than one topic were excluded from this study.

### Sources of Data

Most of the information necessary for judging the documentary programs was gathered from TV Guide magazine, as was the basic list of programs. On programs where insufficient information was available through TV Guide, other sources were consulted. Those sources were: the New York Times, which assisted in establishing the subject of the program and the general reaction to it; Documentary in American Television, which also assisted in establishing the subject. The networks were asked to contribute lists of documentaries produced during that time period. The final source of data was Fred Friendly's book Due to Circumstances Beyond Our Control..., since this book is probably more biased than the others, it was used merely to ascertain the subject matter and production methods used in some documentaries.

Information on the growth of the network corporations was available from many sources. The two most widely used in the charting of corporate growth were: Standard and Poor's

Industrial Index and Moody's Industrial Index. These reference books provided the data necessary for judging: the number of acquisitions, the cost and expenses, the net income, gross income and profit for every year at each network corporation. They also established a rough estimate of what percentage of profit the networks gave their parent corporations. All three network corporations and the Securities Exchange Commission were asked to provide lists of network subsidiaries. Other sources that were consulted were: the Atlantic Monthly, July, 1969; Nicholas Johnson's How to Talk Back to Your Television Set; Fred Friendly's book--again--; Broadcasting magazine and finally information published by the FCC. Although most of this additional data was not used directly in this paper, it was necessary for a better understanding of corporate growth and to assure that the facts and figures cited were correct.

#### Treatment of Data

All of the information compiled that concerned the documentary programs studied was put into one of thirteen categories. Each of these categories was chosen because it was (or is) a current problem in America. Some of the categories are combinations of related subjects, all of them are self-explanatory. They are:

1. History
2. Science/Space/Nature
3. U.S. Government/Politics
4. Business/Economics/Labor
5. Fine Arts/Media

6. Civil Rights
7. Crime/Police/Justice
8. Religion/Medicine/Education
9. Sports
10. Biography
11. Life/Leisure/Entertainment
12. U.S. Foreign Affairs
13. Foreign Countries

From the reference material referred to previously, each documentary program was assigned one category. On documentaries that seemed to fit into more than one category the program was credited to the category that was the documentary's chief concern.

All of the programs were listed chronologically in a table to show their relationship to one another. Each year involved in the study was illustrated in a like manner, thus facilitating comparisons between the different years.

The graphs illustrate the number of documentaries and the number of hours of documentaries programmed by the networks. This allows the total number of hours of this program type to be compared network by network, year by year. It also enables the number of documentaries produced by a network in one year to be compared with the number produced in a different year. Finally, the total number of hours over the fifteen year study period and the total number of programs produced by each network were compared to the corresponding data of the other networks.

The information compiled on the network corporations is just as important as that of the documentary programs. The

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
84

data concerns itself basically with the growth of the corporation, but also mentions the corporate structure, the corporate divisions and the products produced by the companies. The data collected were: the net revenues, the gross revenues, the corporate costs and expenses, corporate profit and the number of acquisitions. This was done for each network corporation, each year of the study. The data was chronologically arranged so that comparisons could be made. Finally, the data concerning the documentaries and the data concerning the corporate growth were compared. This was the true test of the study. It answered the hypothesis' question and hopefully will contribute to the knowledge of corporations.

## CHAPTER II

### RELATED LITERATURE

For the most part, attempting to find literature dealing with conglomerates, business or economics is not difficult. Nor is it very hard to find literature on television documentaries. Some articles and books have been written on the effects the number of channels have on television programming, but little has yet been written on the significance of ownership on programming. This paper investigates this latter question.

#### Review of Previous Research

In 1966, a study was conducted by a group of broadcasting executives in answer to the FCC proposed rule of "one to a customer". The report, entitled Television Station Ownership, concluded that multiple ownership was not as terrible a curse as some people had supposed. Since many of the hypothesized implications of multiple owners are similar to those hypothesized for the networks, some conclusions can possibly be extended to the networks. For example, the effects of multiple ownership with regard to serving community needs may find a parallel to the question examined here.<sup>21</sup>

With regard to local programming, the authors based their conclusions on only 476 stations. They contend that in the top fifty markets, group-owned stations presented more "local

---

<sup>21</sup>Paul W. Cherington, Leon V. Hirsch and Robert Brandwein, eds., Television Station Ownership (New York: Hastings House Publishers, 1971).

programming" than single-owner stations. The authors' results were presented as proof of the superiority of multiple owners' programming in the community interest.<sup>22</sup>

### Review of Related Theories

There have been a number of people who have attempted to investigate the problem of television programming. Some have attempted to relate the parent corporation's economic welfare to the corporation's product performance. Dr. Peter Steiner, a noted economist from the University of Michigan and Dr. John McGowan, economist from Yale University, for example, have tried to analyze programming in this light. Both men established economic models that, when applied to television, answer some basic questions about programs and the lack of television diversity.

According to Steiner's theory, each station attempts to maximize its audience in order to maximize revenues.<sup>23</sup> To do this the first station in the market would schedule a certain program type (e.g. a Western). This station would not change its programming practices for fear of losing audience. He assumed that the total audience is composed of a number of groups and that these groups are fixed in size. During the program period, the audience in mass, views what

---

<sup>22</sup>Ibid., p. 105.

<sup>23</sup>Peter Steiner, "Program Patterns and Preferences and the Workability of Competition in Radio Broadcasting," Quarterly Journal of Economics, May, 1952, p. 183.

is presented. He hypothesized that if two stations programmed the same program type, the audience would divide equally between them. Therefore, when one station enters a market, it will have all of the viewers who are the audience for that program type. If a second station enters the market and programs the same program type, both stations will split the audience. In all probability both stations, in attempting to get the largest audience will broadcast the same program type.

When a third station enters the market the situation may change. The new station may be forced to counter-program in order to maximize the audience. This third station may be forced into non-duplication because, by imitating the programming of the other two stations the entire audience would split three ways, and it may be possible to secure a larger audience by offering a new program type. Neither of the two stations programming the first type would be induced to emulate the third station, because then they would be splitting the third station's share of the audience.<sup>24</sup>

John McGowan's theoretical conclusions are similar in many ways to Steiner's. Both men concluded that competition

---

<sup>24</sup>Steiner, p. 185.



breeds more program diversity, but only slowly.<sup>25</sup> McGowan differed from Steiner only in his methodology.

Edward Greenberg and Harold J. Barnett both of Washington University collaborated on research attempting to show a relationship between diversity and the number of television channels available. They found that if the number of channels are increased without duplication of program types, the diversity increases in a linear fashion. They also found that program type diversity is not dependant solely on stations numbers, because programs of the same type do not increase diversity.<sup>26</sup>

Other writers have investigated conglomerates, but have not incorporated economic studies of the industry in their works--see for example Ralph Nader's task force report on anti-trust enforcement entitled The Closed Enterprise System.<sup>27</sup>

The authors of the Nader report, Mark Green, Beverly Moore, Jr. and Bruce Wasserstein investigated the political

---

<sup>25</sup>John J. McGowan, "Competition, Regulation, and Performance in Television Broadcasting," in The Radio Spectrum: Its Use and Regulation, reprinted from the Washington University Law Quarterly, Vol. 1967, No. 4 and Vol. 1968, No. 1, p. 505.

<sup>26</sup>Edward Greenberg and Harold J. Barnett, "TV Program Diversity--New Evidence and Old Theories," The American Economic Review, May, 1961, pp. 89-93.

<sup>27</sup>Mark J. Green, Beverly C. Moore, Jr., and Bruce Wasserstein, The Closed Enterprise System (New York: Grossmann Publishers, 1972), p. 15.

force of the huge corporation and found it to be relatively important. As was brought out in other Nader reports, the control regulated industries have over their regulatory agencies is, supposedly, so complete that one can look at both of them "and be unable to distinguish them". The authors proposed that the number of business advisory councils in the Executive Branch (approximately 1500) help to shape the opinions and decisions made by various agencies. The third basic political power they see used by corporations is the army of lobbyists who cover the Senate and House. While the single most powerful lever exerted by business on Congress is the campaign contribution.<sup>28</sup>

A misconception they attempt to disprove concerns the argument that the larger the business, the more efficient because of the company's ability to utilize all available resources. The authors disagreed with this logic.

Competition is the whip of efficiency, driving firms to produce better goods at lower costs to maximize profits. Monopoly and oligopoly lead to...a state of mind and economy where there is no need to seek efficiency since the targeted return is fixed and market percentage is predictable.<sup>29</sup>

As a matter of fact, they state that the larger the corporation the more bureaucratic and wasteful. Some noted economists

---

<sup>28</sup>Ibid., p. 17.

<sup>29</sup>Ibid., pp. 21, 22.

agree, "most studies show that within their range of observations, size adds little to research intensity and may actually detract from it."<sup>30</sup>

On the whole, the authors were extremely critical of conglomerates and the Justice Department. They felt that conglomerate business poses a threat to effective competition. For example, conglomerate ownership may result in reciprocity, (where firms buy materials from other firms owned by them, effectively foreclosing market competition). Furthermore, conglomerates with numerous diversified interests have frequent contacts with competitors, suppliers, retailers, etc.<sup>31</sup> Such contacts may result in the diminishing of competition in any one field, but "aggregate" concentration is affected.

The United States Attorney General's Committee on Anti-trust Laws contends that their hands are tied. They cannot prosecute firms under anti-trust laws unless proof is offered that an acquisition "may tend to reduce competition". Unless this is proved, corporations are exempt from monopoly legislation.<sup>32</sup> Many large conglomerates, therefore, have not

---

<sup>30</sup>Green, Moore, Wasserstein, The Closed Enterprise System, p. 23, quoting; Weiss, "Econometric Studies of Industrial Organization," (a paper done while resident economist at the Justice Department, Anti-trust Division).

<sup>31</sup>Ibid., p. 27.

<sup>32</sup>The Attorney General's National Committee to Study Anti-trust Laws, "Workable Competition," in Monopoly and Competition, ed. by Alex Hunter (Baltimore: Penguin Books, 1969), pp. 77-89.

been prosecuted under the anti-trust laws. The government is not empowered to judge the efficiency of a private corporation, nor is it empowered to judge the effect the corporation's size may have on the public.

Jerry Cohen, former staff director of the Senate Anti-trust Subcommittee and Morton Mintz, a Washington Post reporter, have written a book entitled America, Inc.<sup>33</sup> In the book, they chastise conglomerates and big business for their unrelentless search for increasing profit, at the cost of many people especially consumers. Their basic argument throughout the book, including the chapter devoted exclusively to the media, is that conglomerates do not do any real good for the country. The conglomerates' only worth is to the stockholder.

In his book, How to Talk Back to Your Television Set, Nicholas Johnson, an FCC Commissioner contends that the news portion of the medium is more susceptible to business pressures than other branches of the medium.

Commissioner Johnson feels that there is a danger of censorship from within the industry more than from within the government. The Commissioner recommends that the government, the people and business should not interfere with the work that professional newsmen are doing--except to protect them

---

<sup>33</sup>Morton Mintz and Jerry S. Cohen, America, Inc. (New York: Dial Press, 1971).

from physical assault. He stated, however, that if the facts could be opened up to the news media and more newsmen or women were interested in specific areas, then news programs could be serving all of the people better.<sup>34</sup>

In the book, Due to Circumstances Beyond Our Control..., Fred Friendly, an ex-President of CBS News, refused to limit himself to explaining the network's position. He found the only reason for news and public affairs inaction by the networks was, "because the corporate money making machine has no input for such a command. Maximum profit is the only input it hears loud and clear." He felt it is a sad state of affairs when decisions of this magnitude are relegated to people who are only concerned with corporate profit.<sup>35</sup>

Through the writings of Fred Friendly the story of the documentary television program is told. Through the theories of Steiner, McGowan, Greenberg, and Barnett insight into the economics of television and diversity is gained. Through the writings of Commissioner Johnson the holdings and inner workings of the media are exposed to light. Hopefully, these can be brought together to build a basis of opinion concerning the economics of television and its documentary program performance.

---

<sup>34</sup>Johnson, pp. 34-36, 83.

<sup>35</sup>Friendly, p. 189.

### CHAPTER III

#### NETWORK CORPORATION RESEARCH

Conclusions cannot be reached on program performance until the company that produces the program is examined. The size, growth and structure of the three network corporations must be known if any knowledge of their performance is to be acquired. This study will investigate whether or not the holdings and growth of these corporations have influenced the documentaries' subject matter. Many renowned educators have stated that as corporations grow, their preoccupation with corporate profit takes a dominant role, while their product many times diminishes in importance. If this is the case in television, action could be taken to help alleviate the problem.

There are other people, however, who contend that corporate growth encourages corporate responsibility and product-company identification. They state that this identification forces the company to insure positive product performance. If this is the case in television, action could be taken to encourage this activity. This study will examine the three television network corporations, NBC, CBS and ABC from January 1, 1957 to December 31, 1971. (Much of the information in this chapter has been acquired from Moody's Industrial Manual, 1972).<sup>36</sup>

---

<sup>36</sup>George H. Parsons, ed. Moody's Industrial Manual (New York: Moody's Investors Service, 1972), pp. 3139-3143.

### The RCA Corporation

Corporate Structure. RCA is an extremely diverse conglomerate. It owns companies that produce everything from television programs to frozen foods and electronic equipment. There are eleven major subsidiaries in RCA: Banquet Foods, Coronet Industries, Cushman and Wakefield, Hertz Corporation, National Broadcasting Company, Random House, RCA Distributing Corporation, RCA Global Communications, RCA Institutes, RCA International Service and RCA Sales Corporation.

Four of RCA's eleven subsidiaries are not related to the media, and have all been recently acquired. Banquet Foods Corporation purchased in 1970 produces a nationally known brand of frozen prepared foods. Coronet Industries, Incorporated, acquired in 1971, is a manufacturer of carpets, rugs, carpet tiles, furniture and vinyl wall coverings. Cushman and Wakefield, Incorporated is a real estate broker that was acquired in 1970, and provides services such as property management and project consulting.

The fourth subsidiary not related to media is Hertz Corporation. Hertz is a well-known renting agency dealing with cars and trucks. It is a world-wide organization acquired in 1967 and operates in about 20,000 cities. A subsidiary of Hertz, Hertz System, Incorporated, is a franchise agent for the parent corporation and allows dealers to use the Hertz system of operation and the Hertz name.

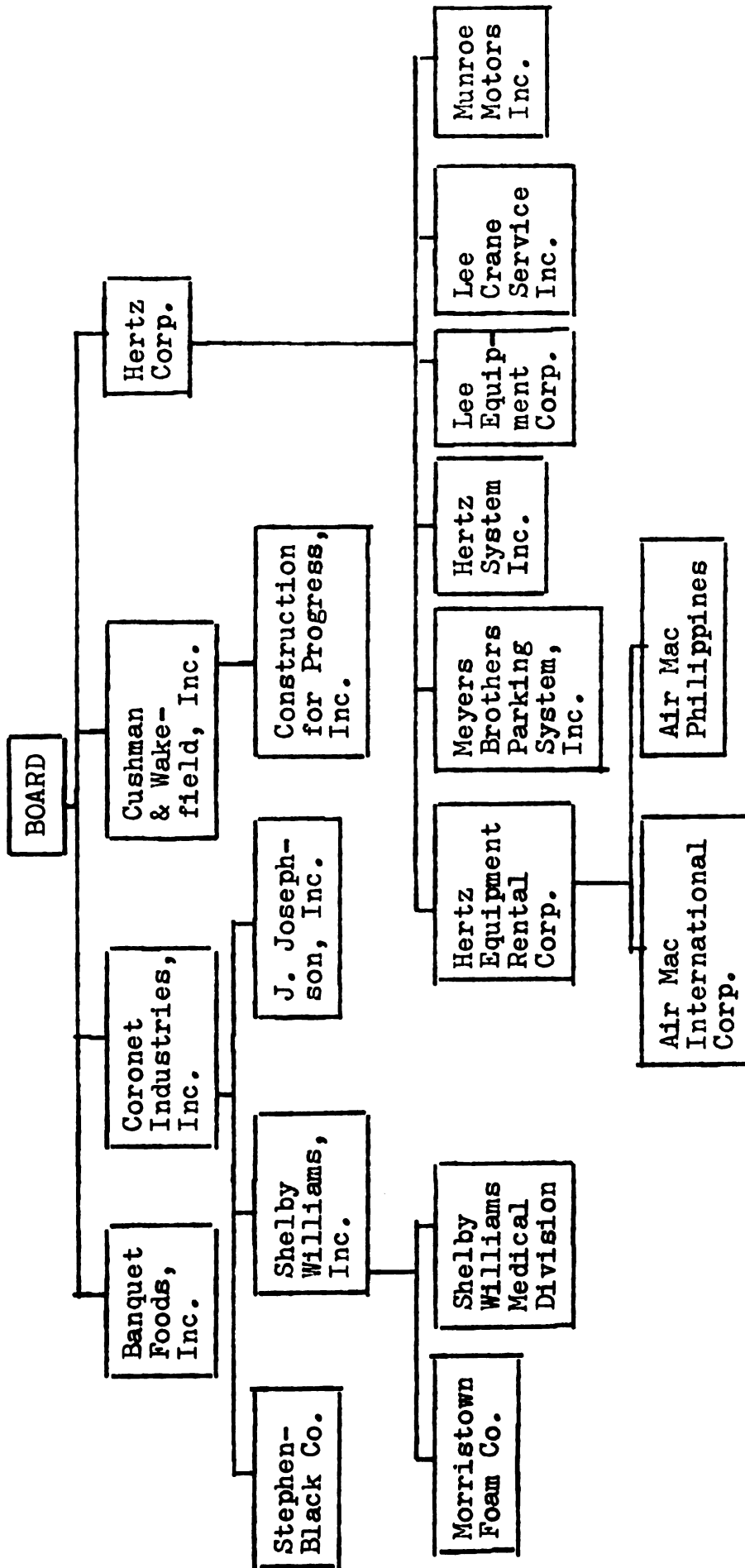
Another subsidiary of Hertz is Meyer Brothers Parking System, Incorporated, which operates parking garages in twenty cities in the country. Through other wholly owned subsidiaries, Hertz rents equipment used in shows, conventions, construction work, and business offices. It is expanding into hotels and lodging services at airports (refer to Organizational Chart 1).

The National Broadcasting Company, Incorporated owns and operates five television stations, six AM radio stations, six FM radio stations, one television network and a radio network. As a major subsidiary of RCA, it is responsible for international distribution of programs and licensing of materials and rights. The NBC television network has 215 regularly affiliated stations throughout the major cities of the United States. The NBC radio network has 230 affiliated stations. Those stations owned by NBC are situated in the largest cities of the nation.

A division of NBC is RCA Records, one of the largest producers and distributors of recorded music in the world. RCA Records produces records, reel-to-reel, eight-track and cassette stereo tapes. Through other subsidiaries, the RCA Record Club and the RCA Tape Club, many of these stereo recordings are retailed to the public. RCA Records has other distributing companies that it uses and allows competing record and tape producers to use. Some of these distribution companies are affiliated with RCA Music Services, a subsidiary of another division of RCA.



Organizational Chart 1

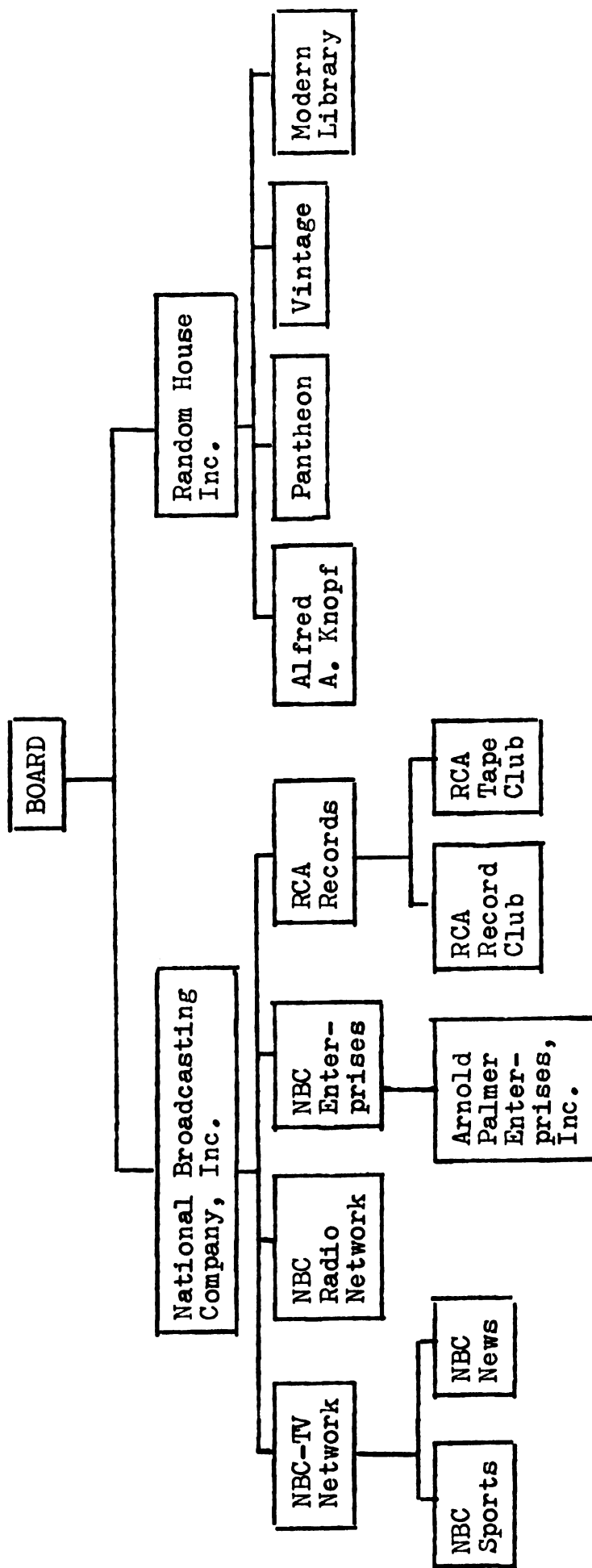


Random House, purchased in 1966, is a well-known publisher of books and is a major subsidiary of RCA, Incorporated. It publishes hard cover and paper backs of a broad variety, including children's books, trade books, professional and reference books. Random House has four well-known subsidiaries of its own. Alfred A. Knopf, Pantheon, Vintage and Modern Library are some of the imprints used by Random House and its subsidiaries (refer to Organizational Chart 2).

The RCA Corporation is one of the world's largest manufacturers of electronic components, equipment and tubes. It holds many of the patents basic for broadcasting and has been a forerunner in the development of many new inventions. The company produces electronic equipment for home and commercial use, including radios, televisions, stereo units, television cameras, videotape recorders and audio equipment. Through RCA Distributing Corporation, many of these products are distributed throughout the United States. Most of the consumer products are handled through subsidiaries of RCA Distributing. RCA Music Services is the direct retail outlet used by RCA Records and is one of the subsidiaries used by RCA Distributing.

RCA Global Communications, Incorporated, unlike NBC, is an international communications common carrier service with more than 2,600 cable, radio and satellite channels available. Global Communications links the United States

Organizational Chart 2



1

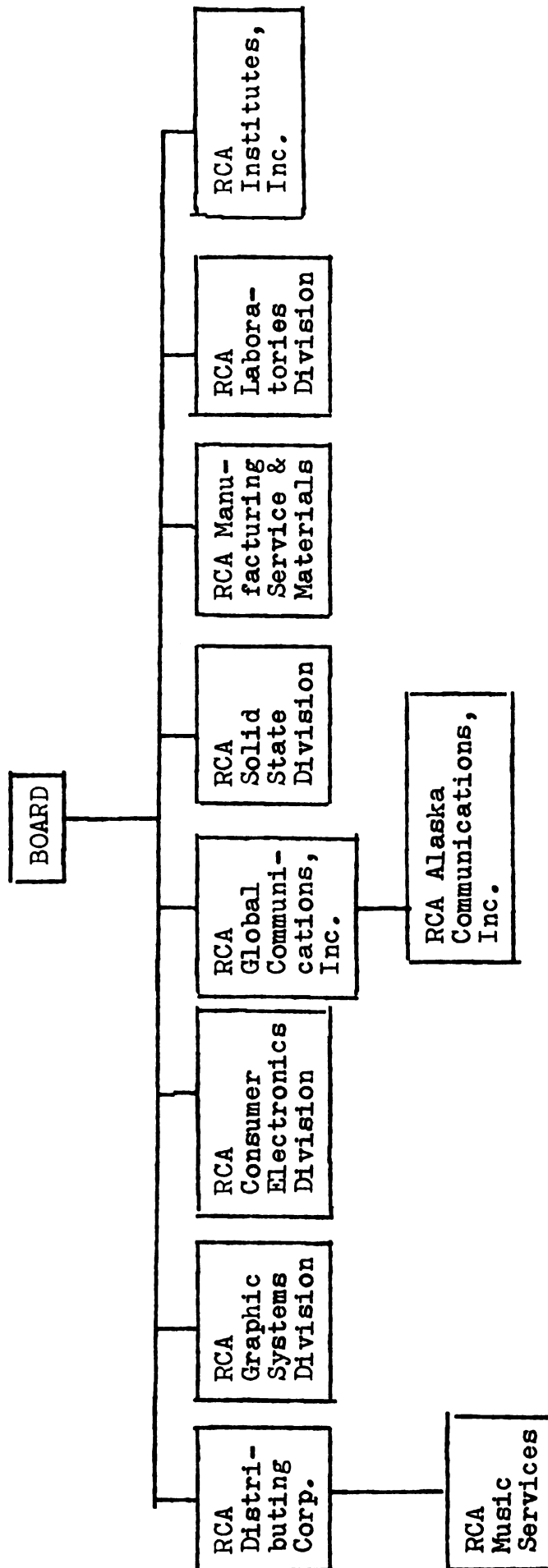
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
841  
842  
843  
844  
845  
846  
847  
848  
849  
850  
851  
852  
853  
854  
855  
856  
857  
858  
859  
860  
861  
862  
863  
864  
865  
866  
867  
868  
869  
870  
871  
872  
873  
874  
875  
876  
877  
878  
879  
880  
881  
882  
883  
884  
885  
886  
887  
888  
889  
890  
891  
892  
893  
894  
895  
896  
897  
898  
899  
900  
901  
902  
903  
904  
905  
906  
907  
908  
909  
910  
911  
912  
913  
914  
915  
916  
917  
918  
919  
920  
921  
922  
923  
924  
925  
926  
927  
928  
929  
930  
931  
932  
933  
934  
935  
936  
937  
938  
939  
940  
941  
942  
943  
944  
945  
946  
947  
948  
949  
950  
951  
952  
953  
954  
955  
956  
957  
958  
959  
960  
961  
962  
963  
964  
965  
966  
967  
968  
969  
970  
971  
972  
973  
974  
975  
976  
977  
978  
979  
980  
981  
982  
983  
984  
985  
986  
987  
988  
989  
990  
991  
992  
993  
994  
995  
996  
997  
998  
999  
1000

with 200 foreign countries via: telex, telegraph, television, facsimile and data transmission and leases circuits for simultaneous voice and/or non-voice use. RCA Global Communications and a subsidiary, RCA Alaska Communications, are attempting to obtain FCC permission to operate domestic communications satellites. Alaska Communications provides longline telephone and telegraph service in Alaska.

Coupled with Random House and its electronic manufacturing is RCA Corporation's RCA Institutes, Incorporated. This subsidiary trains individuals in electronics and related fields. RCA Institute also develops and tests learning devices and educational programs to be used in technological fields (refer to Organizational Chart 3).

The operations of RCA International Service Corporation are closely related to those of the RCA Distributing Corporation, RCA Institutes, Incorporated and RCA's consumer services branches. RCA International Service is involved in the overseas installation and maintenance service of electronic products. International Service shares some of its duties with RCA, Limited, a wholly-owned subsidiary of RCA based in Canada. RCA, Limited sells most of the products used, installed and maintained by RCA International Service. RCA, Limited is also engaged in the design, manufacture and distribution of electronic products. In addition to these

Organizational Chart 3



internationally involved corporations, RCA has other subsidiaries in Argentina, Australia, Belgium, Brazil, England, France, Germany, Italy, Mexico, Puerto Rico, Spain and Taiwan.

RCA Sales Corporation is the main agency to handle consumer electronics. The Sales Corporation sells these products to domestic independent distributors who in turn sell the products to independent retail outlets. RCA Sales works closely with RCA Distributing many times, but neither subsidiary is dependent upon the other.

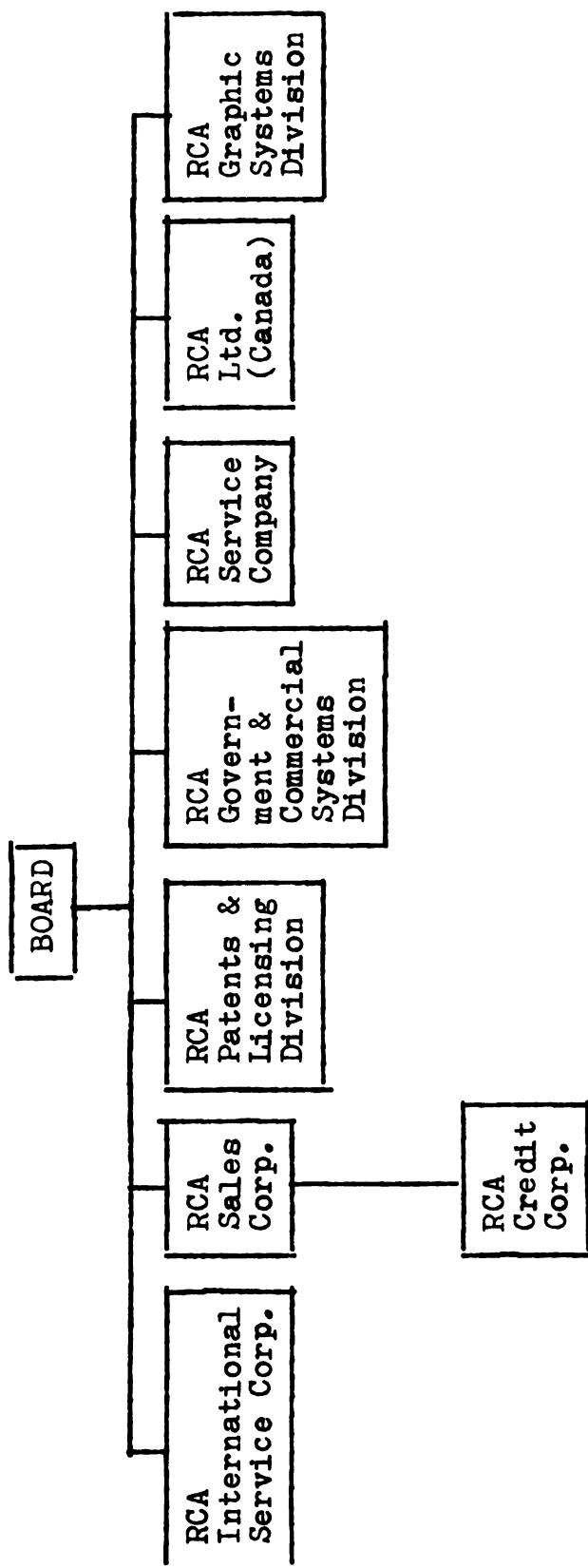
The RCA parent corporation is heavily involved in research and development of new patents, inventions, processes, etc. that will help maintain RCA's corporate position. Concurrently, this research is used as a product and sold to the government for use in military and space contracts. Presently, RCA is involved in the ITOS environment satellites, the Explorer series of satellites, the ERTS (Earth Resources Tracking Satellite), communications systems for astronauts, radar, command and control systems, navigational systems for the Navy, lasers, low-light television, development of Navy's Aegis surface missile system and a defensive missile system for ships (refer to Organizational Chart 4).

Corporate Growth. In the time period studied, RCA Corporation has had only two setbacks in revenues generated by the sale of products and services. For the most part, their sales revenue has increased annually. As their





Organizational Chart 4



revenues increase, so have their costs (due to the fact production is increased). Net income and operating profits have experienced a few declining years also--profits have decreased five times, net income, four times. On the whole, RCA Corporation has had a very profitable fifteen year period. Between January 1, 1957 and December 31, 1971 the operating profit for the corporation has increased 201 per cent. In 1957 operating profit was \$80,011,291, by 1971, it had increased to \$260,884,000. Gross revenue is similar in its growth. In 1957, it was \$1,170,905,478 but by 1971, it had increased to \$3,529,771,000. This is an increase of 193 per cent (see Table 1).

In six of the years studied there was a decrease in profits. Those six years were 1957, 1958, 1960, 1961, 1969 and 1970. The years that showed increasing profit were much more interesting, however. Those years had a 27 per cent average increase in profits. The period studied had an average increase of 12.3 per cent for each year.

In 1970, RCA's broadcasting interests contributed \$754,000,000 to the gross revenues of the corporation. This was 22 per cent of RCA's gross revenues. In 1971, broadcasting interests accounted for \$753,000,000 of the corporation's gross revenues. This was 21 per cent of the revenues of RCA. In these two years broadcasting contributed more to RCA's coffers than any other single division. The only accounting division that produced more was the combination

Table 1  
FINANCIAL PICTURE OF RCA CORPORATION

| Year | Gross Revenues | Cost & Expenses | Net Income  | Operating Profit | Profit Change |
|------|----------------|-----------------|-------------|------------------|---------------|
| 1957 | 1,170,905,478  | 1,090,894,187   | 38,548,794  | 80,011,291       | - 4%          |
| 1958 | 1,170,686,553  | 1,107,322,765   | 30,941,749  | 63,363,788       | -25%          |
| 1959 | 1,388,412,000  | 1,308,756,000   | 40,142,000  | 79,656,000       | +25%          |
| 1960 | 1,486,200,000  | 1,421,400,000   | 35,117,000  | 64,800,000       | -22%          |
| 1961 | 1,537,880,000  | 1,473,817,000   | 35,511,000  | 64,063,000       | - 1%          |
| 1962 | 1,742,740,000  | 1,633,615,000   | 51,535,000  | 109,125,000      | +70%          |
| 1963 | 1,779,064,000  | 1,643,195,000   | 66,033,000  | 135,869,000      | +24%          |
| 1964 | 1,796,951,000  | 1,649,320,000   | 82,495,000  | 147,631,000      | + 9%          |
| 1965 | 2,042,001,000  | 1,862,718,000   | 101,161,000 | 179,283,000      | +21%          |
| 1966 | 2,548,814,000  | 2,301,489,000   | 132,407,000 | 247,125,000      | +38%          |
| 1967 | 3,244,596,000  | 2,900,368,000   | 151,893,000 | 344,228,000      | +39%          |
| 1968 | 3,311,163,000  | 2,837,947,000   | 165,553,000 | 373,216,000      | + 8%          |
| 1969 | 3,405,583,000  | 3,037,580,000   | 161,246,000 | 367,993,000      | - 1%          |
| 1970 | 3,317,271,000  | 3,090,946,000   | 91,349,000  | 226,325,000      | -39%          |
| 1971 | 3,529,771,000  | 3,268,887,000   | 155,850,000 | 260,884,000      | +15%          |

62

59

61

61

60

61

61

1/23/61  
1/23/61  
1/23/61

of "home products, computer systems and other products and services." Broadcasting was the division that produced the highest income for the two years information is available.

The following is a partial list of the national subsidiaries owned by the RCA Corporation. This was the most complete list available and was compiled from numerous sources. All numerals in parentheses behind the names of the corporations are the years in which the corporations were acquired.<sup>37</sup>

Banquet Foods, Incorporated (1970)  
 Coronet Industries, Incorporated (1971)  
     J. Josephson, Incorporated  
     Shelby Williams, Incorporated  
         Morristown Foam Company  
         Shelby Williams Medical Company  
     Stephen-Black Company  
 Cushman and Wakefield, Incorporated (1971)  
     Construction for Progress, Incorporated (1971)  
 Hertz Corporation (1967)  
     Hertz Equipmental Rental Corporation  
         Air Mac International Corporation  
         Air Mac Philippines, Incorporated  
     Hertz System, Incorporated  
     Lee Crane Service, Incorporated  
     Lee Equipment Corporation  
     Meyers Brothers Parking System, Incorporated  
     Munroe Motors, Incorporated  
 National Broadcasting Company, Incorporated (1926)  
     Arnold Palmer Enterprises, Incorporated (1927)  
     RCA Records Company (1932)  
 Random House, Incorporated (1966)  
     Alfred A. Knopf, Incorporated  
     L.W. Singer, Incorporated  
 RCA Credit Corporation  
 RCA Distributing Company  
     RCA Music Services, Incorporated  
 RCA Global Communications  
     RCA Alaska Communications (1969)  
 RCA Institutes, Incorporated  
 RCA International Service Corporation  
 RCA Sales Corporation  
 RCA Service Company

---

<sup>37</sup>Subsidiary list was compiled from three sources: Moody's Industrial Manual; RCA Board of Directors, RCA Annual Report, 1971 (New York: RCA Corporation, 1971), and Standard Corporation Descriptions, (New York: Standard & Poor's Corporation, 1969).

### The Columbia Broadcasting System

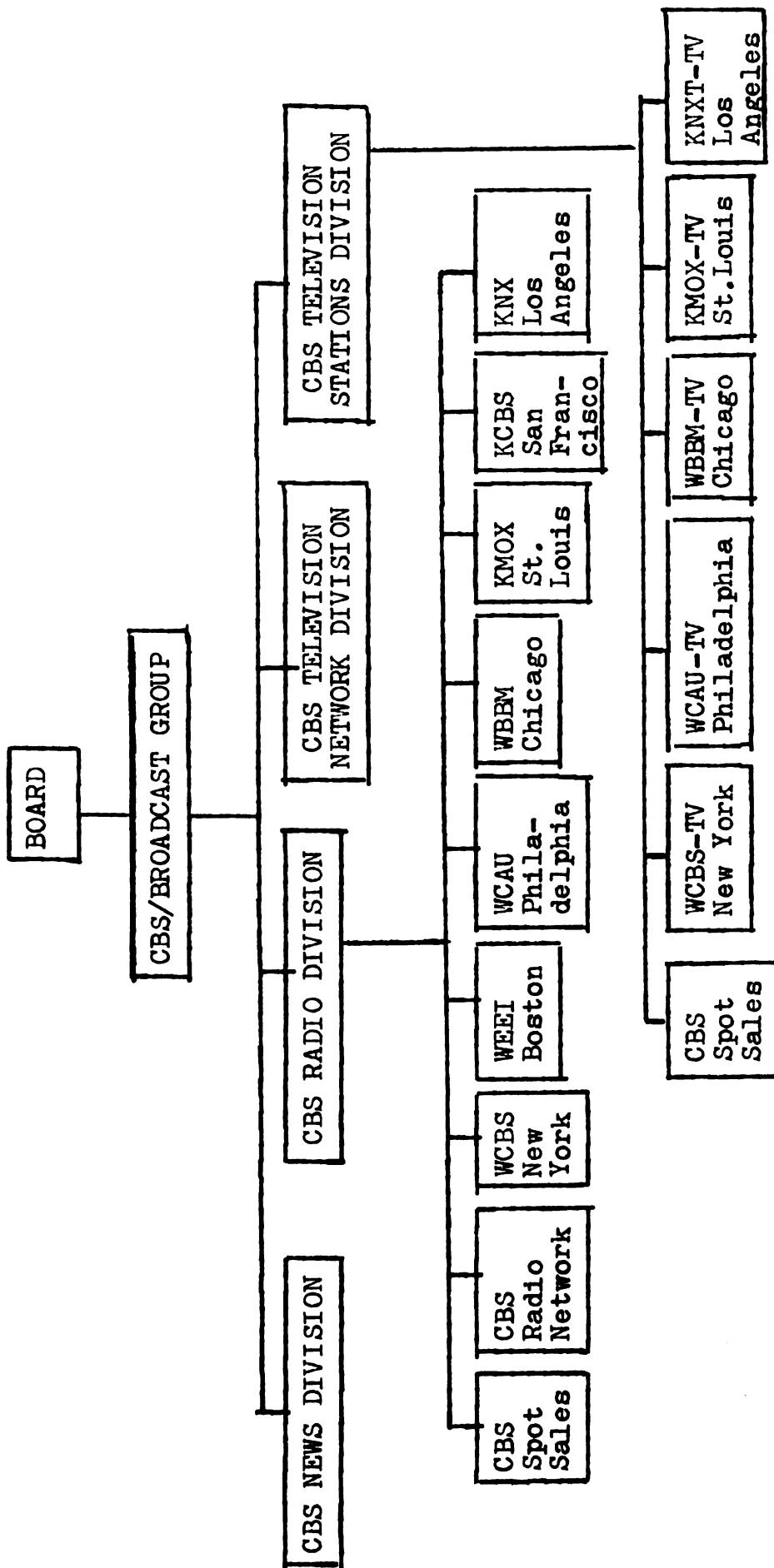
Corporate Structure. In 1927, CBS was formed into a radio network of sixteen radio stations. Today it is an internationally known company operating in numerous fields: radio, television, phonograph records, motion pictures, book and magazine publishing, musical instruments, educational services, toy manufacturing, electronic research and electronic development. CBS is divided into five basic operational groups: the CBS/Broadcast Group, the CBS Columbia Group, the CBS/Education and Publishing Group, the CBS/Comtec Group and the CBS/Records Group. The descriptions of the CBS Divisions were obtained from Moody's Industrial Manual and from CBS's The Company You Keep, a handbook for CBS employees.<sup>38</sup>

The CBS/Broadcast Group is divided into five divisions: CBS News, CBS Radio, CBS Television Network and CBS Television Stations. This group is responsible for the majority of the broadcasting efforts of the CBS System. Each area of responsibility is clearly defined for each division (refer to Organizational Chart 5).

The CBS News Division is a worldwide news organization which produces news and documentary programs for the CBS radio and television networks and for 55 foreign countries. The CBS Radio Division operates a radio network of 240

---

<sup>38</sup>Robert F. Hyland and J. Leon Drew, "CBS, The Company You Keep," St. Louis, 1968, pp. 2-7. (Mimeographed)



Organizational Chart 5

in

or

an

st

we

Fr

te

an

has

th

co

an

re

re

the

co

rec

lat

rec

an

str

Pla

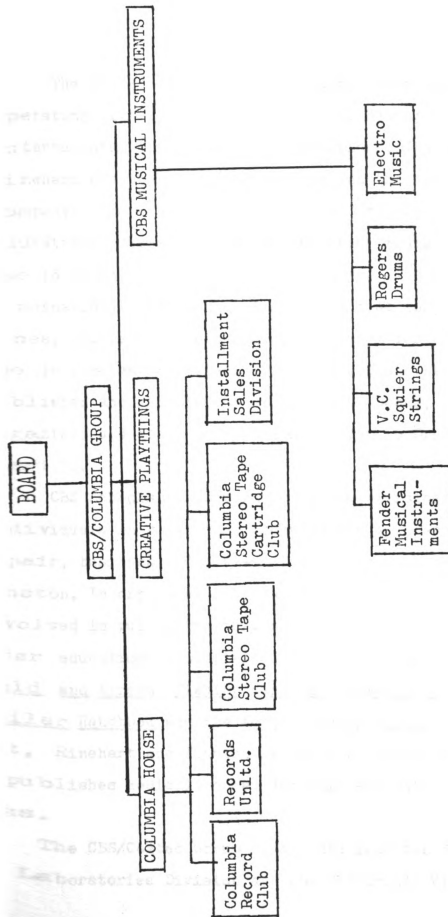
bas



independently owned radio stations, a national spot sales organization and the fourteen CBS owned radio stations--seven AM stations and seven FM stations. The seven CBS owned stations are; WCBS New York, KNXT Los Angeles, WBBM Chicago, WCAU Philadelphia, KMOX St. Louis, WEET Boston, and KCBS San Francisco.

The CBS Television Network Division operates the CBS television network through 190 independently owned stations and the five CBS owned television stations. The network has an agreement with the Canadian Broadcasting Corporation, thus allowing CBS network news programming in Canada. The CBS Television Stations Division contains the five CBS owned and operated stations WCBS-TV New York, KNXT-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, and KMOX-TV St. Louis. This division includes a national spot sales organization that services them.

The CBS/Columbia Group has three basic divisions: the Columbia House Division is a combination of the Columbia Record Club and other distributors of Columbia, Epic, Harmony, Date, Okeh, Odyssey, Crossroads and other CBS-produced records. The CBS Musical Instrument Division manufactures and distributes Fender Musical Instruments, V.C. Squier strings, Rogers Drums and Electro Music speakers. Creative Playthings is a division that produces and distributes toys based on educational concepts (refer to Organizational Chart 6).



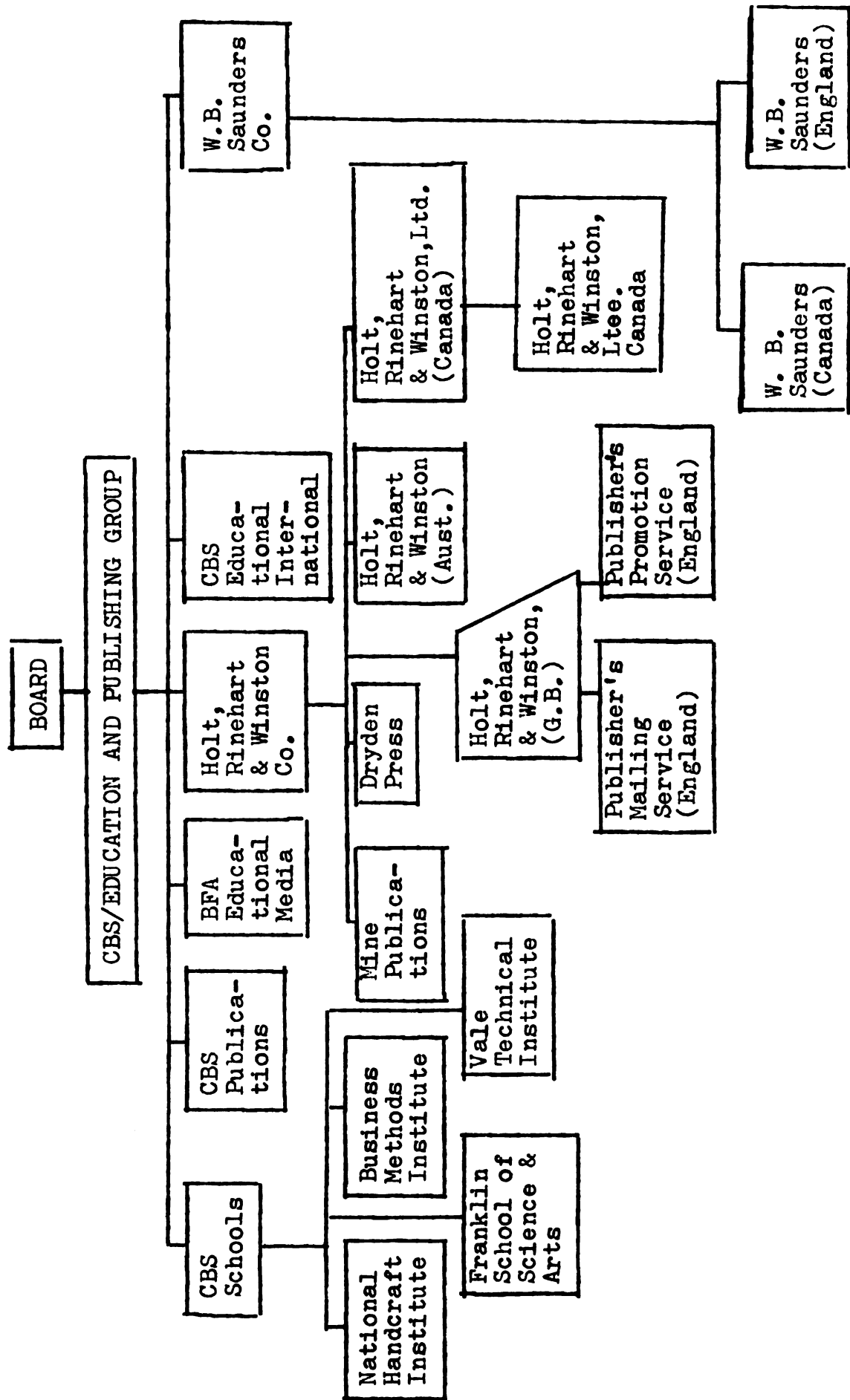
Organizational Chart 6

The CBS/Education and Publishing Group consists of six operating divisions: BFA Educational Media; CBS Educational International Division; CBS Publications; CBS Schools; Holt, Rinehart and Winston, Incorporated and the W.B. Saunders Company. The BFA Educational Media Division produces educational films, filmstrips and other media material for use in schools, colleges and libraries. The CBS Educational International Division publishes and distributes books, magazines, journals and other media material for educational use in foreign countries. CBS Publications Division is the publisher and distributor of paperback books, hardbound books, magazines and other publications (refer to Organizational Chart 7).

CBS Schools, Incorporated is the division that trains individuals in vocational technologies such as electronics repair, business and para-medicine. Holt, Rinehart and Winston, Incorporated is a nationally known division of CBS involved in publishing textbooks, trade books, magazine and other educational materials. Some of the magazines include Field and Stream, Fishing Handbook, Company on Wheels, The Trailer Handbook and the World Fishing Guide. Competing with Holt, Rinehart and Winston is the W.B. Saunders Division. It publishes medical books, journals and other professional books.

The CBS/Comtec Group is divided into two joint divisions, CBS Laboratories Division and CBS Electronic Video Recording

Organizational Chart 7

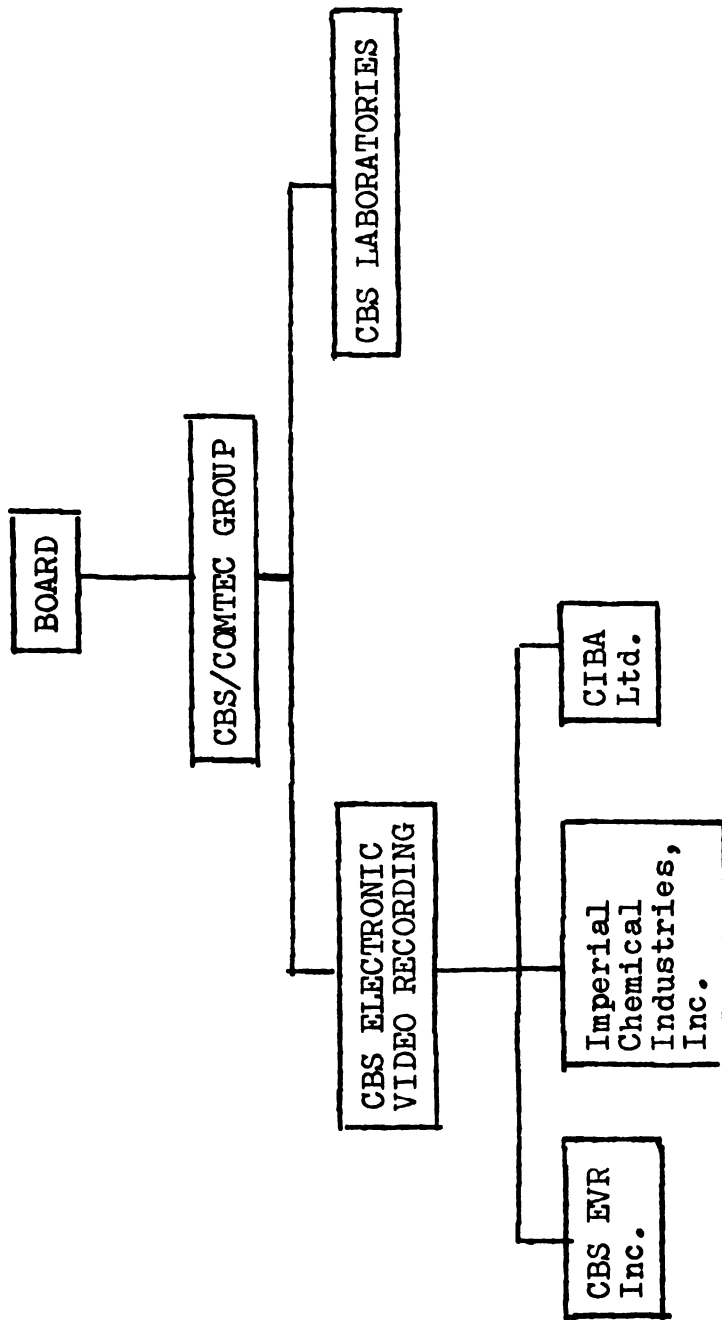


2  
C  
6  
S  
C  
t  
i  
S  
C  
C  
H  
F  
C  
t  
F  
A  
t  
A  
C

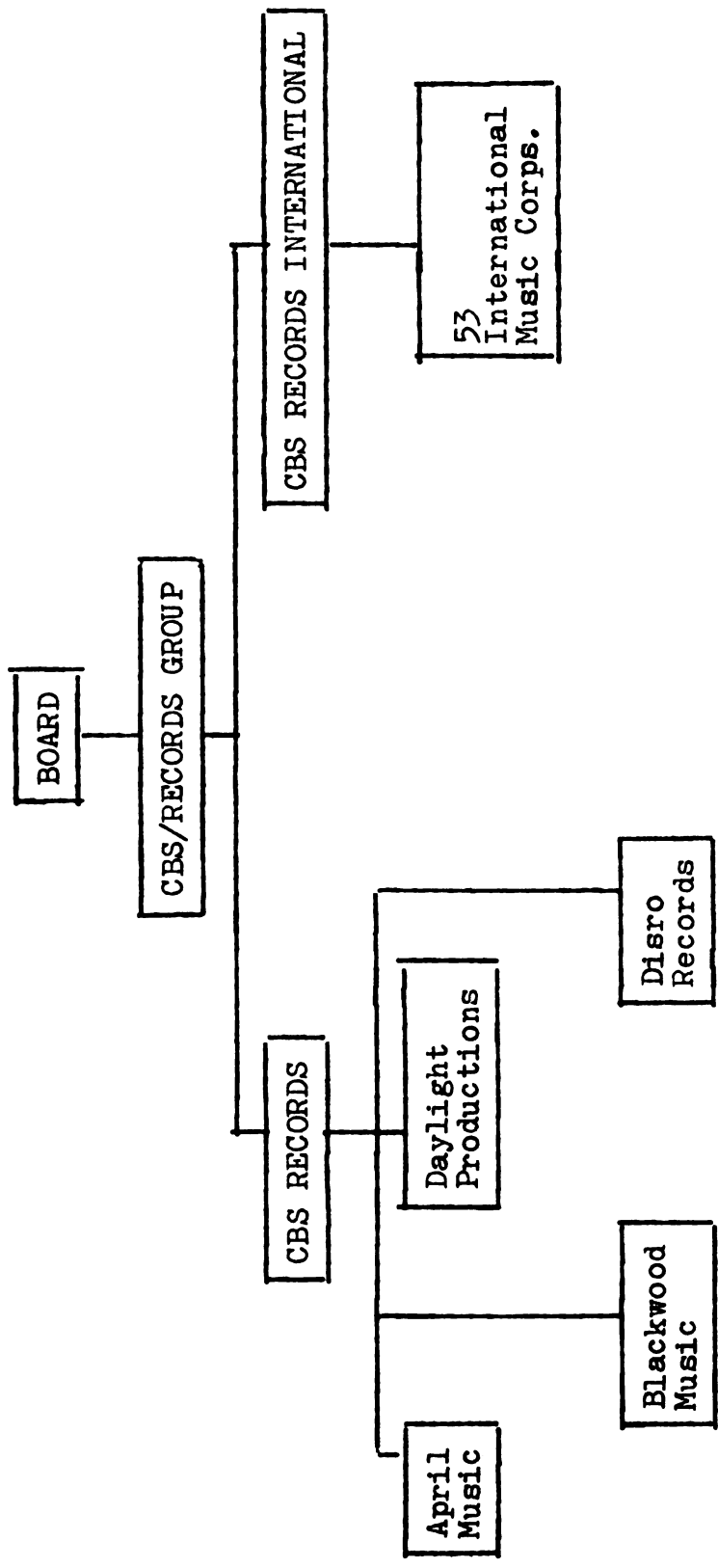
Division. CBS Laboratories is the major branch of the company's research and development. They experiment in electronic developments in medicine, holography, ultra-high speed photocomposition, space and underwater exploration. One of the CBS Laboratories' inventions is now a CBS division, the CBS Electronic Video Recording (EVR) Division. The EVR is a unique visual-audio system that is being distributed to schools and businesses through this division (refer to Organizational Chart 8).

The final CBS group is the CBS/Records Group which consists of two divisions, the CBS Records Division and CBS Records International. Both of these corporate units produce, manufacture, distribute and retail records and relate products (refer to Organizational Chart 9).

There are two other divisions that are not formally connected with any group in the CBS organization, one is the New York Yankees, an American League baseball team. The second independent division is Cinema Center Films. It is a producer and distributor of feature-length films for the United States and foreign markets. Both of these divisions are subsidiaries of the Columbia Broadcasting System, Incorporated; they are under no other corporation.



Organizational Chart 8



Organizational Chart 9



Corporate Growth. CBS as a corporation is rather small when compared to the corporate giant, RCA. The gross revenues of RCA are three times those of CBS, however, CBS seems to be catching up. RCA's growth in revenues was 193 per cent during the study period. Growth of CBS was 250 per cent. In 1957, CBS's gross revenues were \$385,409,018, yet by December of 1971 they had increased to \$1,247,969,000 (see Table 2).

In that same time period, the operating profits for CBS rose from \$48,052,970 in 1957 to \$113,622,000. This is an increase of 137 per cent. RCA, however, had operating profits rise by 201 per cent. On the whole, for both corporations, it was an extremely profitable fifteen year period.

Both CBS and RCA had corporate fluctuations in their profits. Both corporations had a decline in operating profit for six years. RCA had six years of decreasing revenues at the same time its operating profits declined. RCA's six lean years were 1957, 1958, 1960, 1961, 1969 and 1970. CBS's years of decreasing profits were 1960, 1961, 1965, 1967, 1970 and 1971. CBS did not have any loss in gross revenues, for fifteen years they have consistently grown. The net income for CBS has declined five times in comparison to RCA's four times.

The years of prosperity for CBS were not quite as dramatic as those of RCA. RCA's largest increase in profit was 70 per cent. CBS's largest increase was 36 per cent. RCA had the largest loss, 39 per cent in comparison to CBS's 28 per cent. Over the study period, CBS averaged an increase

Table 2

FINANCIAL PICTURE OF  
COLUMBIA BROADCASTING SYSTEM

| Year | Gross Revenues | Cost & Expenses | Net Income | Operating Profit | Profit Change |
|------|----------------|-----------------|------------|------------------|---------------|
| 1957 | 385,409,018    | 337,356,048     | 22,199,367 | 48,052,970       | +34%          |
| 1958 | 411,800,203    | 360,097,182     | 24,428,812 | 51,703,021       | + 8%          |
| 1959 | 444,311,357    | 390,147,809     | 25,267,187 | 54,163,548       | + 5%          |
| 1960 | 464,598,318    | 415,771,488     | 23,235,074 | 48,826,830       | -10%          |
| 1961 | 473,843,835    | 429,141,368     | 22,037,828 | 44,702,467       | - 9%          |
| 1962 | 509,269,813    | 448,048,302     | 29,053,734 | 61,221,511       | +36%          |
| 1963 | 564,818,039    | 481,114,659     | 44,809,504 | 83,703,380       | +34%          |
| 1964 | 638,076,567    | 543,656,920     | 52,152,391 | 94,419,647       | +13%          |
| 1965 | 699,732,488    | 605,318,725     | 49,050,762 | 94,413,763       | - .06%        |
| 1966 | 814,533,621    | 714,576,909     | 64,115,649 | 115,245,522      | +22%          |
| 1967 | 904,181,000    | 831,933,000     | 52,952,000 | 93,010,000       | -24%          |
| 1968 | 988,124,000    | 892,784,000     | 57,935,000 | 116,251,000      | +26%          |
| 1969 | 1,158,912,000  | 1,016,572,000   | 71,944,000 | 142,340,000      | +22%          |
| 1970 | 1,210,755,000  | 1,120,604,000   | 61,246,000 | 118,975,000      | -28%          |
| 1971 | 1,247,969,000  | 1,167,370,000   | 63,792,000 | 113,622,000      | - 5%          |

of

for

year

11

St

For

that

and

of 9.8 per cent per year. The average increase in profit for those years that showed no loss was 24 per cent. Those years in which the profit declined had an average loss of 11 per cent.

The following is a partial list of all national subsidiaries owned by the Columbia Broadcasting Company. The numerals in parentheses are the acquisition dates of the various companies.<sup>39</sup>

- April Music, Incorporated
- Bailey Films, Incorporated (1967)
- Blackwood Music, Incorporated
- Business College, Incorporated (1970)
- Business Methods Institute (1970)
- CBS/EVR, Incorporated
- CBS Schoves, Incorporated
- Cinema Center Films, Incorporated
- Clearview Cable Systems, Incorporated (1969)
- Colfax, Incorporated
- Creative Playthings, Incorporated (1966)
- Daylight Productions, Incorporated
- Disco Records, Incorporated
- Discount Records, Incorporated (1968)
- Electro Music, Incorporated (1965)
- Fender Music, Incorporated (1964)
- 5152 Ground Floor, Incorporated
- Film Associates, Incorporated (1967)
- Franklin School of Science and Arts (1970)
- Holt, Rinehart & Winston, Incorporated (1966)
- Mine Publications, Incorporated
- The Dryden Press Company
- Importa, Incorporated
- Klingbeil Company (1967)
- Klingbeil Management Company
- Cambridge Properties, Incorporated
- Cambridge Property Sales, Incorporated
- Diversified Property Services, Incorporated

---

<sup>39</sup>Moody's Industrial Manual; CBS, The Company You Keep,  
and Standard Corporation Descriptions.

The Dirt Company  
     Yanktis Construction Company  
 Foundational Housing, Incorporated  
 Land First, Incorporated  
 Khempco Building Supply Company  
 Khempco Property Sales Company (Ohio)  
 Khempco Property Sales Company (Florida)  
 Klingbeil Construction Company  
 Klingbeil Financial Company  
 Klingbeil Investment Company  
     Galtrand Corporation  
 Klingbeil Management Company of California  
 North Pennsylvannia Street Realty Company  
 Stratford Leasing Company  
     Tuna Fish Music, Incorporated (1971)  
 Marin Cable Television, Incorporated  
 National Handcraft Institute, Incorporated  
 New York Yankees, Incorporated (1964)  
     River Operating Company, Incorporated  
 Ravidal, Incorporated  
 Riverfront Redevelopment Corporation  
 Steinway & Sons, Incorporated (1972)  
 Tele-Vue Systems, Incorporated (1969)  
 Vale Technical Institute, Incorporated (1970)  
 V. C. Squier, Incorporated (1964)  
 W. B. Saunders, Company (1968)

The American Broadcasting Companies, Incorporated

Corporate Structure. ABC is the smallest and youngest national network. It was formed in 1943 when NBC consented to sell its Blue Network. In 1953 it merged with United Paramount Theatres, Incorporated and assumed a new title. Presently the ABC television network has 171 primary affiliates compared to CBS's 190 and NBC's 215. Of the three network corporations, ABC has the largest percentage investment in the media. Presently, ABC owns 431 theatres in 32 states. ABC produces phonograph records, tapes and publishes music. Through other subsidiaries, ABC produces motion pictures and distributes them both to television stations and theatres. Subsidiaries of ABC also publish three well-known agricultural newspapers. From information obtained in Moody's Industrial Manual and Standard Corporation Descriptions, the only non-media interests ABC has are two scenic attraction centers in Florida and a real estate firm. The American Broadcasting Companies can be divided into five areas of interest: broadcasting, records, newspapers, films and recreation.

ABC's broadcasting interests center around the American Broadcasting Company. The company's main concerns are with the television network and ABC's four different radio networks. This company is also in direct control of three of ABC's five owned and operated television stations. Those three stations are WABC-TV New York, KGO-TV San Francisco and KABC-TV Los

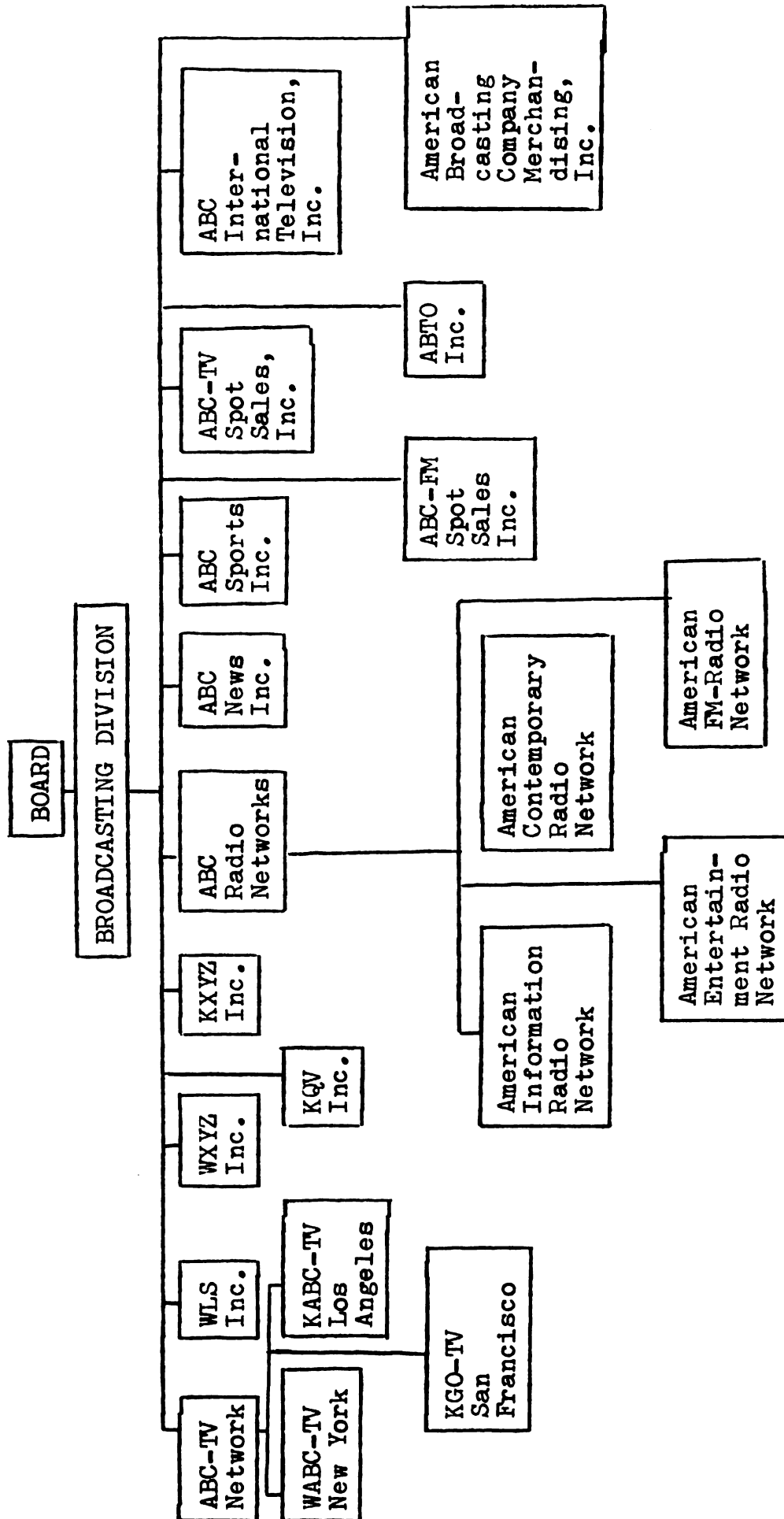
Angeles. The corresponding AM and FM radio stations are owned by the American Broadcasting Company division (refer to Organizational Chart 10).

The two other "owned" stations serve as subsidiaries of the parent corporation. WLS, Incorporated is a Delaware licensed corporation broadcasting from Chicago, Illinois. WXYZ, Incorporated operates the television and radio facilities of ABC in Detroit, Michigan. Four of ABC's owned radio facilities are under two separate corporations. KQV, Incorporated controls KQV-AM and WDVE-FM, radio stations in Pittsburgh. KXYZ, Incorporated is the operator of ABC's KXYZ-AM and KAUM-FM in Houston, Texas.

ABC News is a separate corporate entity within the ABC network corporation. Its main function is to gather, report and write news that is carried over the television and radio networks. The separate quality of ABC News, Incorporated is unusual, neither CBS nor NBC have allowed their news departments the same independence. ABC Sports, Incorporated is similar to ABC News in its independence from the parent company. ABC Sports has a different function than ABC News, yet they do work together often.

ABC has interests in foreign broadcasting concerns, also. Through a major subsidiary, ABC International Television, Incorporated, ABC has monies invested in broadcasting throughout the world. ABC has minority interests in television stations in 18 foreign countries. ABC International

Organizational Chart 10





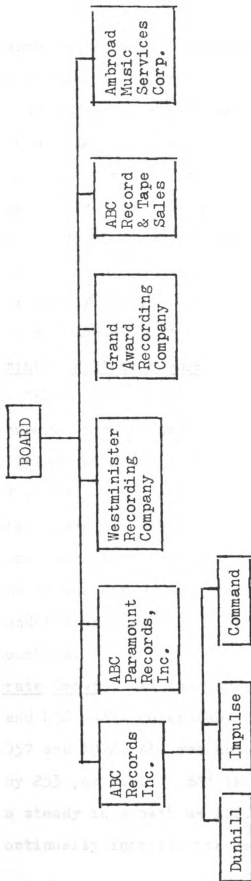
Television acts as a purchasing and sales agent for 60 broadcasting stations in 26 foreign countries.

ABC sells the network and station airtime through either ABC Television Spot Sales, Incorporated or ABC-FM Spot Sales, Incorporated. All of the ABC owned television and FM radio stations use these companies to sell commercial airtime. Both of these organizations aid in the sale of network airtime, but they are not the main network sales representatives.

In the record industry, ABC and its associated labels are well known. The major company in this division is ABC Records, Incorporated. ABC Records manufactures, produces, distributes and, in some areas, even retails the records or tapes. Through its subsidiaries, ABC Records probes the popular, rock, jazz and classical music fields. The other subsidiaries in this division are: ABC-Paramount Records, Incorporated; Westminster Recording Company; Grand Award Music Company and Ambroad Music Services Corporation. Through ABC Record and Tape Sales Corporation, ABC retails some of its own recordings along with others. Some of ABC's most popular labels are: ABC, Dunhill, Impulse, Command and Westminster (refer to Organizational Chart 11).

The largest division at ABC deals with films. ABC produces motion pictures through: ABC Pictures Corporation, Incorporated; 1330 Features Corporation; Riverside Pictures Corporation; Selmur Pictures Corporation; ABC Picture Holdings, Incorporated; and Liberty Pictures Corporation. Through

Organizational Chart 11  
(Records)



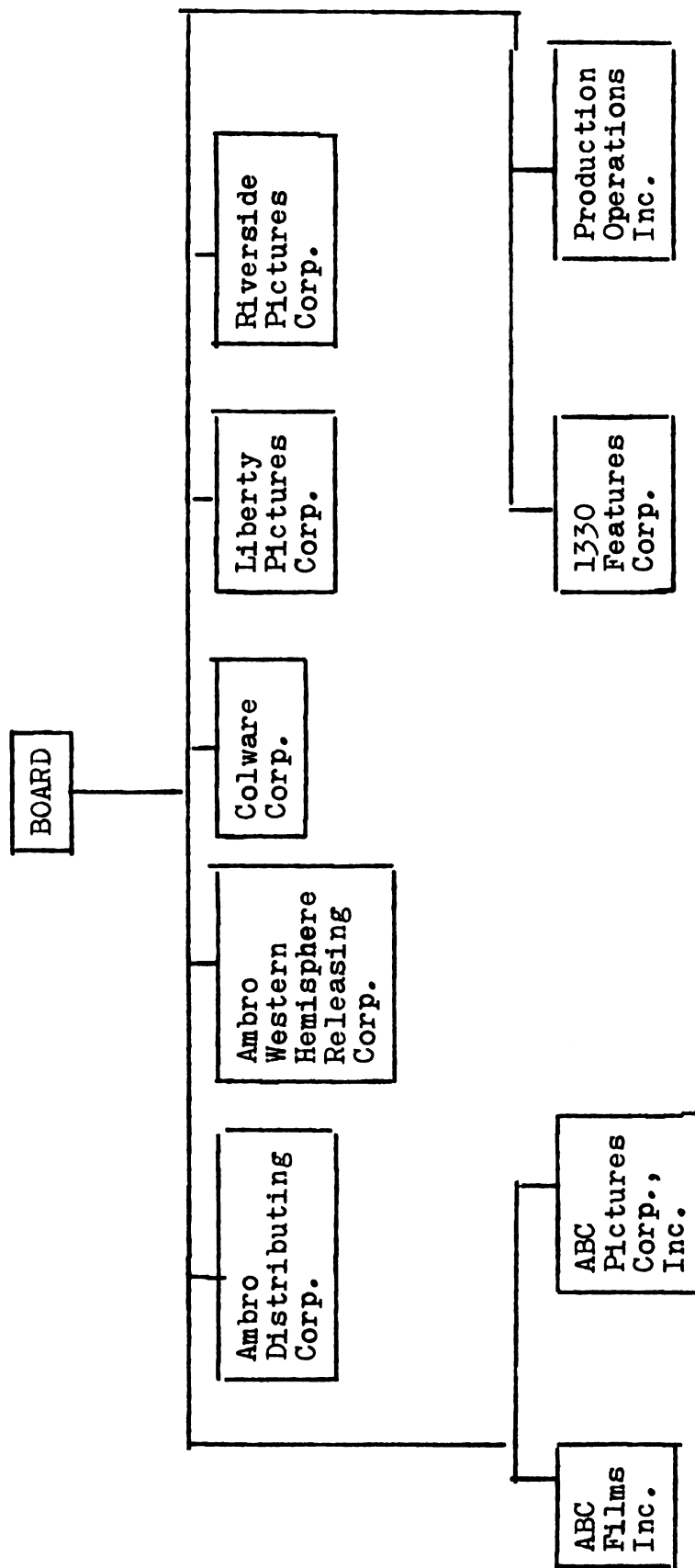
Through Ambro Distributing Corporation and Ambro Western Hemisphere Releasing Corporation, ABC is able to distribute pictures that they and others have produced (refer to Organizational Chart 12). Finally, ABC shows motion pictures in theatres that it owns in 32 states. The sixteen companies who own the theatres are all decentralized subsidiaries of ABC (refer to Organizational Chart 13).

ABC publishes three newspapers. The only corporation ABC owns in this field is the Prairie Farmer Publishing Company. This company publishes the three farm papers: Prairie Farmer, Wallace's Farmer, and Wisconsin Agriculturalist. Their combined circulation is approximately 700,000 throughout the midwestern section of the country (refer to Organizational Chart 14).

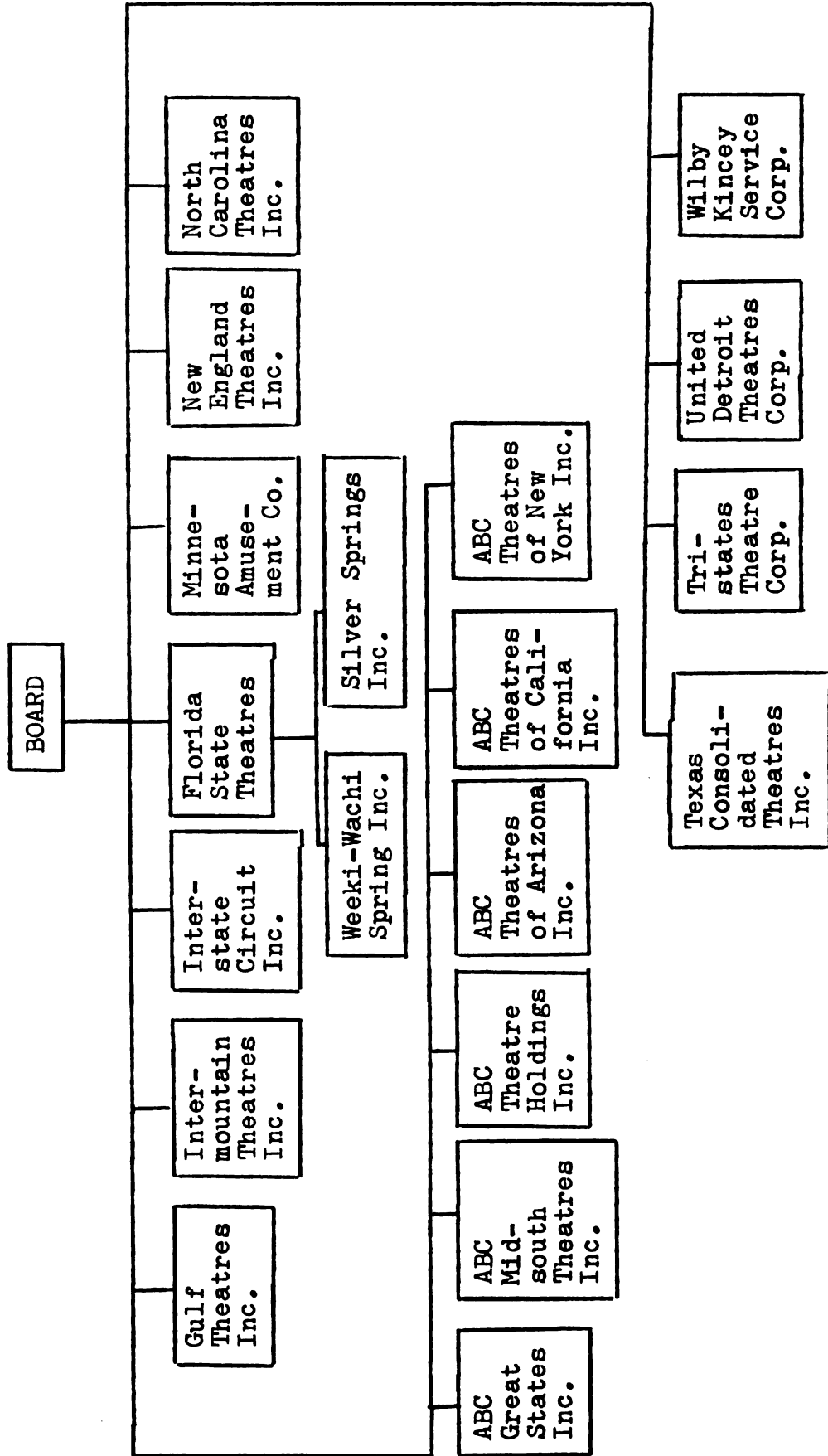
One of ABC's theatre subsidiaries, Florida State Theatres, Incorporated, owns two other subsidiaries that are tourist attractions. Weeki-Watchee Spring near St. Petersburg, Florida and Silver Spring near Ocala, Florida offer natural springs, underwater shows and glass-bottom boat rides to attract tourists.

Corporate Growth. Of the three network corporations, only ABC and CBS had a consistent growth in gross revenues. Between 1957 and 1972, ABC was able to increase gross revenues by 253 per cent. CBS' increase was 250 per cent and was as steady in growth as ABC. RCA, however, was not able to continually increase its revenues. In 1958 and 1970,

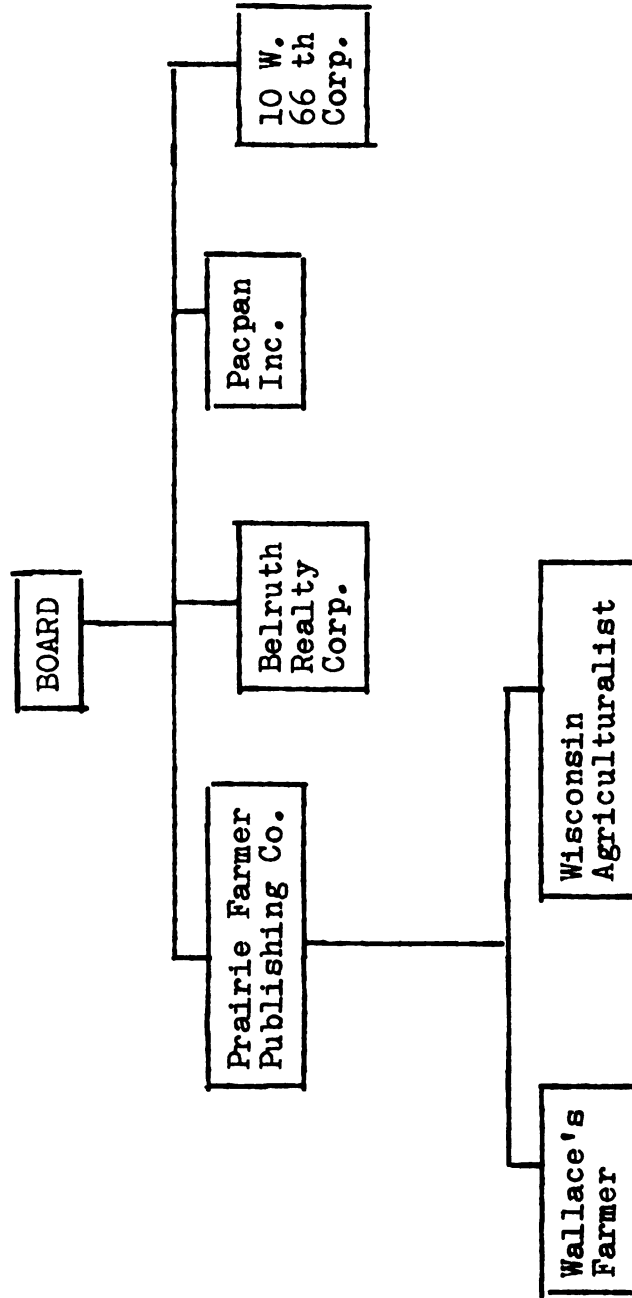
Organizational Chart 12  
(Film Production & Distribution)



Organizational Chart 13  
(Theatres)



Organizational Chart 14



RCA's revenues decreased. The overall increase for RCA was 193 per cent. In 1957, ABC's gross revenues were \$214,469,486; by 1971 they had increased to \$756,495,000. ABC is the smallest of the three corporations studied, yet it had the largest percentage growth in gross revenues (see Table 3).

The column that has grown the slowest is ABC's cost and expense column. The growth has been 202 per cent in the study period. Not once in that time did the amount expended in costs and expenses decrease. The second slowest growing item for ABC was ABC's net income. The increase was 204 per cent over the fifteen year study.

The fastest growing item in the survey was ABC's operating profit. The profit increased 283 per cent which is the largest gain of the three corporations. RCA's profit increase was 201 per cent while CBS's was 137 per cent. Any hypothesis that may be suggested concerning the fact that the smallest corporation had the largest percentage increase in profit will not be covered. As was the case with CBS and RCA, ABC had six years in which the operating profit of the corporation declined. However, only two years, 1961 and 1970, saw depressions in the profits of all three corporations. ABC and RCA shared diminishing profits in 1957. CBS and ABC had a decline in their profits in 1967 and 1971.

ABC had a dramatic increase in operating profit in 1959, a 59 per cent increase. Two years before, 1957, ABC had a

Table 3

FINANCIAL PICTURE OF  
AMERICAN BROADCASTING COMPANIES, INCORPORATED

| Year | Gross Revenues | Cost & Expenses | Net Income | Operating Profit | Profit Change |
|------|----------------|-----------------|------------|------------------|---------------|
| 1957 | 214,469,486    | 203,882,742     | 4,900,241  | 10,586,744       | -33%          |
| 1958 | 243,429,122    | 231,102,160     | 5,344,010  | 12,326,962       | +16%          |
| 1959 | 286,613,264    | 266,644,294     | 7,967,371  | 19,968,970       | +59%          |
| 1960 | 330,258,000    | 309,076,000     | 10,475,000 | 21,182,000       | + 6%          |
| 1961 | 358,344,000    | 339,341,000     | 9,906,000  | 19,003,000       | -11%          |
| 1962 | 374,554,000    | 354,583,000     | 10,757,000 | 19,971,000       | + 5%          |
| 1963 | 386,729,000    | 368,009,000     | 7,385,000  | 18,720,000       | - 7%          |
| 1964 | 420,915,000    | 396,586,000     | 11,019,000 | 24,329,000       | +29%          |
| 1965 | 476,465,000    | 445,149,000     | 15,721,000 | 31,316,000       | +28%          |
| 1966 | 539,972,000    | 503,576,000     | 17,860,000 | 36,396,000       | +16%          |
| 1967 | 574,952,000    | 547,597,000     | 11,759,000 | 27,355,000       | -33%          |
| 1968 | 633,994,000    | 600,080,000     | 12,679,000 | 33,864,000       | +23%          |
| 1969 | 720,924,000    | 673,582,000     | 17,639,000 | 47,342,000       | +39%          |
| 1970 | 748,262,000    | 705,324,000     | 15,979,000 | 42,938,000       | -10%          |
| 1971 | 756,495,000    | 715,871,000     | 14,940,000 | 40,624,000       | - 6%          |



large loss in profit, 33 per cent. The average percentage growth in profit for ABC was 7.8 per cent. Those years in which profits declined had an average loss of 16 per cent per year. On the other hand, those years that had an increase in operating profit averaged 23 per cent per year. CBS had a lower average increase while RCA had a higher increase in profitable years.

The following is as complete a list of the subsidiaries of the American Broadcasting Company, Incorporated as is possible to find in Moody's Industrial Manual and Standard Corporation Descriptions.

- ABC-FM Spot Sales
- ABC Films, Incorporated
- ABC Great States, Incorporated
- ABC International Television, Incorporated
- ABC Mid-South Theatres, Incorporated
- ABC News, Incorporated
- ABC Paramount Records, Incorporated
- ABC Picture Holding Corporation
- ABC Pictures Corporation, Incorporated
- ABC Record and Tape Sales Corporation
- ABC Records, Incorporated
- ABC Sports, Incorporated
- ABC Television Spot Sales, Incorporated
- ABC Theatre Holdings, Incorporated
- ABC Theatres of Arizona, Incorporated
- ABC Theatres of California, Incorporated
- ABC Theatres of New York, Incorporated
- ABTO, Incorporated
- Ambro Distributing Corporation
- Ambro Western Hemisphere Releasing Corporation
- Ambroad Music Services Corporation
- American Broadcasting Company Merchandising, Incorporated
- Belruth Realty Company
- Colware Corporation
- Florida State Theatres, Incorporated
  - Silver Springs, Incorporated
  - Weeki-Wachi Spring, Incorporated
- Grand Award Record Company
- Gulf Theatres, Incorporated

Intermountain Theatres, Incorporated  
Interstate Circuit, Incorporated  
Liberty Pictures Corporation  
Minnesota Amusement Company  
New England Theatres, Incorporated  
Pacpar, Incorporated  
Prairie Farmer Publishing Company  
    Wallace's Farmer  
    Wisconsin Agriculturalist  
Riverside Pictures Corporation  
Selmur Pictures Corporation  
10 W. 66th Corporation  
Texas Consolidated Theatres, Incorporated  
1336 Features Corporation  
Tri States Theatre Corporation  
United Detroit Theatres Corporation  
Westminister Recording Company  
Wilby-Kincey Service Corporation  
WLS, Incorporated  
WXYZ, Incorporated

Before  
their perfor  
produced by  
documentary  
primarily b  
are assigne  
information  
will be det  
American Br  
System has  
network do  
relationships  
toward cor

In th  
questions.  
production  
the network  
How many do

1957.

documentarie  
and the larg  
Assoc. NBC ha  
minutes. Fiv  
because no ti  
programs were

## CHAPTER IV

### DOCUMENTARY PROGRAM RESEARCH

Before any study of television network corporations and their performance can be concluded, the programs that are produced by the networks must be thoroughly researched. The documentary programs studied in this chapter are measured primarily by their number, their length and the category they are assigned. That information will then be compared to the information concerning the growth of network corporations. It will be determined whether the growth of RCA, Incorporated, the American Broadcasting Companies and the Columbia Broadcasting System has influenced the subject matter in the different network documentary programs. Probably no cause-effect relationship can be established either way, but a tendency toward corporate influence may or may not be found.

In this chapter an attempt is made to answer three questions. Have the networks increased documentary program production or have they maintained a constant level? Have the networks placed different emphases on documentary programs? How many documentaries are repeated from previous years?

1957. This was a sparse year for prime time network documentaries. CBS had only one for the entire year. ABC had the largest number, 9, but they were all one-half hour long. NBC had, 5, all an hour long except one which ran 90 minutes. Five of the ABC programs could not be categorized, because no title was given by TV Guide, but the other 4 programs were easily put into separate categories. NBC

had 2 programs in the History category, both were "Project 20" productions. NBC's 3 remaining programs were spread in different categories. CBS's lone "See It Now" program was only an hour long and shared the Life/Leisure/Entertainment category with a NBC documentary.\*

1958. This again was a sparse year for network documentaries. No programs were produced in 8 of the 13 categories. Only Religion/Medicine/Education and Foreign Countries had 2 documentaries, the other categories used had only 1. There were no programs left untitled. In 1958, CBS doubled the number of programs and the number of hours over the year to 2. ABC fell from its lead position of 9 documentaries in 1957 to 2 programs in 1958. NBC fell from 5 programs to 3. Both ABC and NBC also fell in their total number of hours broadcast from 4 and one-half to 1 and one-half for ABC and from 5 and one-half to 2 for NBC. The yearly total for all programs was 7 broadcasts in 5 and one-half broadcast hours, down 114 per cent from the previous year.

1959. In this year the total number of programs and hours increased from the 1958 level, but did not reach the 1957 level. The year had 2 programs in 2 hours for ABC; 5 programs in 5 hours, CBS; 4 programs in 3 and one-half hours, NBC. Combined totals were 11 programs in 10 and one-half hours. CBS Reports, a new series of documentaries, was started in 1959. This year also used more categories than previous years. NBC returned to the "Project 20" series and

---

\*A complete list of programs in study period is in Appendix B.

dominated the History category. Only 1 program, a NBC "Project 20", was a half hour long, all others were 60 minutes.

1960. The number of programs produced in this year increased 391 per cent from 1959. NBC had 25 programs in 20 hours, CBS had 17 programs in 17 hours, and ABC had 12 programs in 9 and one-half hours for a total of 54 programs in 46 and one-half hours. Only 3 of the 13 categories were not used by the networks; all others were used heavily. NBC had the most dramatic figures. In the History category NBC took all 10 hours of programming with "Project 20" productions. But 3 of the 10 documentaries were repeated from previous years. CBS and ABC spread their programs over more areas. CBS dominated four categories: Science/Space/Nature, U. S. Government/Politics, Life/Leisure/Entertainment, and Foreign Countries. ABC programmed the largest amount in 3 categories: Business/Economics/Labor, Civil Rights, and U. S. Foreign Affairs. Each network had increased its prime time documentary programming, but NBC had the largest increase.

1961. Again there was an increase in programs and hours though not quite as dramatic--only 67 per cent. NBC increased production to 38 programs in 35 and one-half hours; CBS went to 25 programs in 25 hours; ABC had 25 programs in 17 and one-half hours. The year end totals were 91 programs in 80 and one-half hours. In 1961, TV Guide did not list the title or description for 3 "CBS Reports", thus they were not categorized but they were added to the final total.

NBC again led the total number of programs and hours in the History category with 9 and one-half of the 14 total hours. However, 6 programs, each 60 minutes long, were repeats from previous years. NBC repeated 2 other programs, one "Project 20" in Religion/Medicine/Education and one Sports documentary. CBS also repeated a program, a "CBS Reports" in U. S. Government/Politics. CBS dominated 5 categories: U. S. Government/Politics, Business/Economics/Labor, Fine Arts/Media, Crime/Police/Justice and U. S. Foreign Affairs. CBS and NBC tied for Science/Space/Nature. NBC besides leading in History also lead in Religion/Medicine/Education, Biography and Sports. ABC produced more programs in Civil Rights, Life/Leisure/Entertainment, and Foreign Countries than did the other networks.

1962. The total number of programs and the hours of programming remained about the same in 1962 as they were in 1961. CBS had the largest increase in documentaries, it rose from 25 programs in 25 hours to 31 programs in 30 and one-half hours. ABC added 4 programs in 2 and one-half hours. While NBC added one program but lost a half hour. CBS had 12 documentary programs, all hour long "CBS Reports", that could not be categorized because no information on them was given by TV Guide.

For the fifth year, NBC dominated both the History and Religion/Medicine/Education categories. It also programmed more in Business/Economics/Labor, Biography, and U. S. Foreign Affairs. NBC and ABC shared 2 categories: Science/Space/

Nature and Foreign Countries. CBS lead the programming in U. S. Government/Politics and Civil Rights and Sports. ABC shared with NBC but dominated Life/Leisure/Entertainment, Crime/Police/Justice and Fine Arts/Media also. Only one program was a repeat, a CBS program in U. S. Government/Politics.

1963. Again the total number of programs for the year jumped, they increased in 1963 from 99 to 141, a gain of 43 per cent. The number of hours broadcast increased from 84 and one-half to 115 and one-half. In 1963, only 3 "CBS Reports" were untitled, they totaled 2 and one-half hours and were credited to CBS even though they were not classified. NBC had the largest increase in programs and in broadcast hours, 66 programs in 55 and one-half hours. However, 7 NBC programs totaling 7 hours were repeated from previous years. ABC had the second largest increase. ABC increased by 10 programs and by 7 hours to 39 documentaries in 26 and one-half hours. CBS had the smallest increase, up from 31 programs in 30 and one-half hours to 36 documentaries in 33 and one-half hours.

NBC completely dominated ten of the thirteen categories and shared top honors in Crime/Police/Justice with CBS. CBS for the fourth year had the majority of hours in U. S. Government/Politics and for the second time led in Fine Arts/Media. A pattern has emerged in these categories. NBC tends to concentrate its efforts on History and Religion/Medicine/Education with secondary concentrations in Sports and Biography. CBS has



shown a propensity to dominate the U. S. Government/Politics category, it tends to concentrate secondly in U. S. Foreign Affairs with all other categories spread. ABC was very consistent in its development of specialities, no one category has emerged--all are within one year of each other.

1964. This year experienced a drop in the number of programs and the number of hours broadcast in documentaries. It was the first drop since 1958. Over all the number of programs fell from 141 to 102 in 87 hours instead of 115 and one-half hours. ABC was the network that lowered its programming the most, from 39 programs in 26 hours 30 minutes to 8 programs in 6 hours 30 minutes. NBC fell from 66 programs in 55 and one-half hours to 61 programs in 49 and one-half hours. Again, NBC repeated programs; this year 12 programs for 9 hours 30 minutes. CBS fell the least amount, from 36 programs to 33 and from 33 and one-half hours to 31 hours.

In the separate categories, NBC continued to outnumber the other two networks in History, Religion/Medicine/Education, Sports and Biography. NBC also dominated Life/Leisure/Entertainment, Fine Arts/Media and Foreign Countries. CBS and NBC shared the top spot in U. S. Foreign Affairs and Religion/Medicine/Education but CBS continued to produce the largest number of documentaries in U. S. Government/Politics and Science/Space/Nature. CBS also had the largest number of programs in Civil Rights and Crime/Police/Justice.

1965. The overall number of programs increased in 1965 from 102 to 112 in 105 hours instead of 87 hours. ABC rose the most, from 8 programs in 6 and a half hours to 43 programs in 38 hours. CBS was very close in the number of programs with 42 yet it had 40 hours of programming while ABC had 38. NBC fell from 61 programs to 27 and from 49 hours 30 minutes to 27 hours. Even then, NBC repeated an hour program. ABC also repeated a program, but one only 30 minutes long.

For the first year since 1958, NBC did not dominate the History category, ABC did. ABC also had the most programs in Business/Economics/Labor, Sports and Life/Leisure/Entertainment. ABC and CBS had the same amount of programming time in Science/Space/Nature. CBS led in U. S. Government/Politics for the sixth year and led in Biography, Crime/Police/Justice, Fine Arts/Media and Foreign Countries. CBS and NBC had the same number of documentary hours in Civil Rights. NBC for the seventh year had the most documentaries in Religion/Medicine/Education and led U. S. Foreign Affairs.

1966. CBS dominated 7 categories in 1966 including History, one of which was a repeated program. The other categories CBS had the most documentaries in were Science/Space/Nature, Business/Economics/Labor, Biography, Life/Leisure/Entertainment, U. S. Foreign Affairs and Foreign Countries. CBS and NBC had the same number of hours of documentaries in Civil Rights. NBC for the first time led in U. S. Government/Politics, normally CBS's forte. NBC also led in Crime/Police/Justice.

ABC had the most programs in Fine Arts/Media, Religion/Medicine/Education and Sports.

On the whole, the total number of programs and hours broadcast were reduced by approximately 40 per cent. NBC lost the most, it went from 27 programs to 8 and from 27 hours to 10 hours 30 minutes. ABC fell from 43 programs in 38 hours to 19 programs in 18 and a half hours. CBS almost stayed the same, but it did fall from 42 programs to 38 and from 40 hours to 35 hours 30 minutes. CBS had two "CBS Reports" that were not categorized but were credited to the network for 90 minutes of programming.

1967. This year the production of documentary programs increased from 65 to 99 and from 64 hours 30 minutes to 96 hours 30 minutes. NBC rose from 8 programs in 10 and a half hours to 28 programs in 28 hours. One hour program on NBC was repeated from the previous year. ABC had the next largest increase, from 19 programs to 31 in 32 and a half hours, while in 1966 ABC programmed 18 and a half hours. ABC repeated a number of programs in all categories, a total of 6 programs in 6 hours. CBS remained about the same as it had in the two preceeding years, 40 programs in 36 hours. CBS repeated one program from the preceeding year and had another half hour program that could not be categorized.

ABC dominated 4 categories and shared 3 classifications with the other networks. In Crime/Police/Justice, Sports, Biography and Foreign Countries, ABC had the most programming.

In History and Religion/Medicine/Education, ABC shared the spotlight with CBS. NBC and ABC had the same number of hours of programming in Fine Arts/Media. CBS and NBC had identical scores in U. S. Foreign Affairs. CBS, however, led in Science/Space/Nature for the sixth year, U. S. Government/Politics for the seventh year and Life/Leisure/Entertainment. NBC did more programming in Civil Rights than the other networks.

1968. The number of documentary programs and the amount of prime time network time they occupied in 1968 was less than in 1967. For the whole year, there were only 85 programs in 82 hours 30 minutes while 1967 had 99 programs in 96 and a half hours. The largest decrease was in CBS. The network fell from 40 documentaries in 36 hours to 29 documentaries in 24 and a half hours. ABC dropped from 31 programs to 29 and from 32 and a half hours to 29 hours. Within the same time period, they repeated 2 programs totaling 2 hours. NBC repeated a 60 minute documentary also, but was able to remain at almost a constant level from the previous year. In 1968, NBC had 27 programs in 29 hours while in 1967, NBC had 28 programs in 28 hours. NBC had one program that could not be categorized, but it was totaled with NBC.

CBS and NBC both led in 4 separate categories. CBS's categories were Civil Rights, Sports, Crime/Police/Justice, and Foreign Countries. NBC and CBS shared U. S. Government/Politics. NBC's domination was in Religion/Medicine/Education, Life/Leisure/Entertainment and Biography. ABC exceeded the

number of hours broadcast by CBS and NBC in documentary programming in three categories, History, Science/Space/Nature and Fine Arts/Media.

1969. In 1969, CBS remained dominant in U. S. Government/Politics, the eighth year CBS did that. CBS also had more programming in Business/Economics/Labor, Sports, Life/Leisure/Entertainment and Foreign Countries. ABC had 4 categories to its credit, Science/Space/Nature, Civil Rights, Religion/Medicine/Education and Biography. NBC programmed more hours in History, for the eighth time, than the other networks. NBC also dominated Fine Arts/Media and U. S. Foreign Affairs.

In 1969, the total number of programs and hours decreased from 85 programs to 76 and from 82 hours 30 minutes to 76 hours. The largest decrease was experienced by NBC. NBC fell from 27 to 16 programs and from 29 hours to 18 hours. ABC fell only 4 programs and 3 and one-half hours. CBS, however, was able to increase its documentary program production from 29 to 35 and its broadcasting time for documentaries from 24 hours 30 minutes to 32 and a half hours.

1970. ABC led the networks in the number of hours programmed, the number of programs and the number of categories that it dominated. ABC had 34 programs in 29 hours, the previous year it had 25 programs in 25 hours 30 minutes. CBS dropped from 35 programs to 28 and from 32 and a half hours to 26 and one quarter hours. CBS also had 2 specials that could not be categorized but were put in CBS's total. NBC increased from 16 programs to 25 and from 18 hours to 25 hours.

On

14

14

For

Sp

has

Me

CE

and

PR

But

in

Let

Co

Ma

an

65

14

on

to

on

to

On the whole, the yearly totals were up 11 programs to 87 and up 4 and a quarter hours to 80 and one quarter.

In the individual categories, ABC led in four classifications and shared the same number of programs with CBS in U. S. Foreign Affairs. The categories ABC led were History, Science/Space/Nature, U. S. Government/Politics and Civil Rights. NBC had more documentaries in Business/Economics/Labor, Fine Arts/Media, Crime/Police/Justice and Life/Leisure/Entertainment. CBS led in only two categories, Religion/Medicine/Education and Foreign Countries.

1971. In 1971, CBS, NBC and ABC had the same number of programs in two categories. They each had 1 program in Business/Economics/Labor. They also had 2 programs a piece in Religion/Medicine/Education. CBS and NBC also shared the lead in three classifications, History, Sports, and Foreign Countries. ABC dominated only one category, Science/Space/Nature.

The year 1971 experienced a drop in the number of programs and the hours broadcast. The yearly total dropped from 87 to 65 programs and from 80 hours, 15 minutes to 60 hours 30 minutes. ABC dropped exactly 50 per cent of its programs but only 13 and a half hours. NBC fell from 25 programs in 25 hours to 16 programs in 15 hours 30 minutes. CBS was the only network to witness a rise in production, from 28 programs to 32 and from 26 and a quarter hours to 29 and a half hours.

The

was

the

has

but

and

for

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the



There were 9 CBS News Specials for a total of 8 hours that were not titled, thus not able to be categorized.

Overview. Over the entire study period, a specialization trend was noted in the networks. NBC tended to emphasize History, Religion/Medicine/Education, Sports, Life/Leisure/Entertainment and Biography. CBS on the other hand tended to emphasize categories of a different nature, U. S. Government/Politics, Civil Rights, Crime/Police/Justice and U. S. Foreign Affairs. ABC seemed to try to spread its attention evenly over all of the categories but still dominated one, Science/Space/Nature. On the following tables it can be seen that the networks have followed through in their specializations by having the highest totals for that category over the fifteen year period. On a year by year basis some categories, especially Business/Economics/Labor were extremely close. The yearly figures were also deceiving in two cases. Both the Foreign Countries and Fine Arts/Media categories were dominated yearly by networks other than NBC, yet NBC had more programming in the study period as a whole.

In the tables there are a few drastic changes some of which can be explained. In the History category, ABC rose from 2 in 1964 to a 1965 total of 14 programs, and fell back to 2 again in 1966. This was because in 1965, ABC had a regularly scheduled series entitled "FDR", but it was not continued in 1966. NBC rose in History from 2 programs in 1959 to 10 in 1960. This change was partially due to the

preponderance of "Project 20" programs. In 1967, CBS had no programs dealing with Civil Rights, but in 1968 CBS introduced the "Of Black America" series. In 1963, both NBC and ABC saw a huge jump in documentaries in the Biography category. ABC introduced the series "Biography" while NBC had an irregular series entitled "The World of ...". Also in 1963, NBC started the "Hollywood and the Stars" series. It continued through 1964 and is the reason for the increase from 2 programs to 14 in 1963 and the decrease from 23 to 3 between 1964 and 1965.

Over the study period, the number of programs and the number of hours broadcast in the documentary vein changed quite a bit between the networks. NBC maintained a higher number than the other networks in more categories, thus it is not surprising that it produced more programs (390) and had more hours (352 hours, 30 minutes) than the other networks. CBS had 357 programs in 341 hours and 15 minutes. ABC had 317 programs in 260 and a half hours. However, these are not all new programs. Many of the documentaries were repeated numerous times.

When the repeated programs and hours are subtracted, the final totals are much different. NBC with 36 repeated programs and consequently falls to 354 documentaries. In the hours allotted for documentaries, NBC falls from 362 and a half to 329 hours. CBS had 6 repeated programs for 6 hours. The total for CBS then changes to 351 programs in 335 and a quarter hours. ABC had 11 hour-long, repeated programs that changed

the

the

CEB

pro

pro

for

ABC

Bob

His

his

had

Set

now

the

1977

1977

a

the

in

1980

1980

1980

1980

the total to 306 programs in 249 hours 30 minutes. The network that produced the largest amount of documentary programming is CBS, due to the fact that it had more hours on documentary programming than NBC or ABC.

There has been a definite increase in documentary programming since 1957. In that first year, ABC and CBS were devoid of programs in the History category, but by 1965 ABC had reached a peak and by 1962, CBS reached its peak. Both networks, however, produced no programs for 1971 in History. NBC produced 2 programs in 1957 and maximized its historical documentaries during 1960 and 1961. By 1971 NBC had limited its production to 1 program.

In Science/Space/Nature only ABC had a program in 1957. Between 1970 and 1971 all three networks had the largest number of programs during the study period. This was partially due to the concern over pollution. ABC had 12 programs in 1970, while NBC had 8. CBS had its maximum of 6 programs in 1971. In U. S. Government/Politics, no network programmed a documentary in 1957. CBS had the largest amount of programming and three peaks, one in 1961 with 8 programs, the second in 1965 with 9 programs, and the third in 1967 with 8 programs. NBC also had three peaks, all equal. In 1960, 1961 and 1964, NBC had 5 programs. ABC reached 5 programs in 1967, the highest number it produced in this category.

In 1957, only ABC had programming in Business/Economics/Labor. CBS and NBC were to get into that category later. ABC

reached its most programs in 1960 with 3. CBS peaked in 1966 with 4 and NBC had 3 programs in 1970. Between the peaks, there were a great many years when the networks were devoid in this classification. By 1971, all three networks had only 1 program. In the first year of the study, ABC had one program in Fine Arts/Media. CBS and NBC were without programs. In 1971, only CBS had documentaries in this classification. The peaks for the networks came at different times, but were equal. ABC's was in 1968 with 3 documentaries. CBS had two equal peaks in 1963 and 1965. NBC had 3 years with 3 programs, 1964, 1969 and 1970.

In the category of Civil Rights, there was very little change between 1957 and 1971. In 1957, no programs were produced by the networks in that category. By 1971 only ABC and CBS had programs and they only had one each. In 1963 ABC had 6 half hour programs--their largest year. NBC's largest year was 1963 also with 4 programs in 6 hours. CBS had 7 documentaries in 1968, even though it was the first to have Civil Rights programming. In Crime/Police/Justice, NBC was the first to have a documentary, in 1958. CBS did not have one until 1961; ABC's first was in 1962. Each network had one program in 1971, except CBS, which had 2. The peak programs were equal for the three networks. ABC had 3 in 1965 and 1967. NBC produced 3 documentaries in this category in 1963. CBS had 3 documentaries in 1963, 1964, 1965 and 1968.

ABC and NBC each had 1 program in Religion/Medicine/Education the first year while all three networks had 2 programs

in 1971. ABC had a maximum of these programs in 1967, with 4. CBS maximized its Religion/Medicine/Education programming in 1970 with 6 documentaries. NBC had 7 programs in this classification in 1962. Sports documentary programs were very sparse. No network had Sports documentary programming in 1957 and only NBC had a sports documentary in 1971. ABC had 2 in 1965 and 1967. CBS had 2 Sports documentaries in 1969, while NBC's peak was 2 programs in both 1963 and 1964.

No biographical programs were presented in 1957 and only one was presented in 1971, by CBS. ABC had 13 Biography documentaries in 1963. NBC used the same year to produce 15 programs. CBS peaked in 1965 and 1966 with 4 programs. In the category of Life/Leisure/Entertainment, both CBS and NBC had 1 program in 1957. All 3 networks had programs in 1971; ABC had 1, CBS had 2, as did NBC. ABC reached its maximum Life/Leisure/Entertainment programming in 1965 and 1970, each year had 6 documentaries. CBS had 8 programs in 1967 and 1969. NBC had 23 programs in 1964, the most of any network in any category.

No U. S. Foreign Affairs documentaries were produced in 1957; however, 2 were broadcast in 1971, 1 by CBS and the other by NBC. ABC had the smallest amount in the study period, but reached 3 programs in 1960. The following year, CBS had 6 U. S. Foreign Affairs documentaries. In 1961 and in 1965, NBC had 4 programs, its maximum in this classification. NBC had a documentary dealing with Foreign Countries in 1957, no other

network had programming in that category that year. In 1971, only ABC, which had 1 program and NBC, which had 2, produced programs in that classification. In 1962, ABC broadcast 7 programs. In 1969, CBS broadcast 6 documentaries about Foreign Countries. NBC had 12 documentaries dealing with that classification in 1963.





Table 4

Category 2  
Science/Space/Nature

| Year  | ABC             |           | CBS            |           | Year  | ABC             |           | CBS             |           | NBC            |           |
|-------|-----------------|-----------|----------------|-----------|-------|-----------------|-----------|-----------------|-----------|----------------|-----------|
|       | Hours           | Pro-grams | Hours          | Pro-grams |       | Hours           | Pro-grams | Hours           | Pro-grams | Hours          | Pro-grams |
| 1957  | --              | --        | --             | --        | 1957  | $\frac{1}{2}$   | 1         | --              | --        | --             | --        |
| 1958  | --              | --        | --             | --        | 1958  | --              | --        | --              | --        | --             | --        |
| 1959  | --              | --        | 1              | 1         | 1959  | --              | --        | 2               | 2         | --             | --        |
| 1960  | --              | --        | --             | --        | 1960  | $1\frac{1}{2}$  | 2         | 2               | 2         | 1              | 2         |
| 1961  | $1\frac{1}{2}$  | 3         | 3              | 3         | 1961  | 1               | 2         | 2               | 2         | 2              | 2         |
| 1962  | $\frac{1}{2}$   | 1         | 2              | 2         | 1962  | $2\frac{1}{2}$  | 4         | 1               | 1         | $2\frac{1}{2}$ | 3         |
| 1963  | 3               | 5         | $4\frac{1}{2}$ | 5         | 1963  | 2               | 4         | 2               | 2         | 3              | 3         |
| 1964  | 2               | 2         | $2\frac{1}{2}$ | 2         | 1964  | 1               | 1         | $1\frac{1}{2}$  | 2         | 1              | 1         |
| 1965  | $7\frac{1}{2}$  | 14        | 4              | 4         | 1965  | 5               | 5         | 5               | 5         | $2\frac{1}{2}$ | 3         |
| 1966  | 2               | 2         | 3              | 3         | 1966  | 2               | 2         | 6               | 6         | 1              | 1         |
| 1967  | 4               | 4         | 4              | 4         | 1967  | --              | --        | 3               | 3         | 1              | 1         |
| 1968  | 8               | 8         | 1              | 1         | 1968  | 7               | 7         | 2               | 2         | 6              | 6         |
| 1969  | 2               | 2         | $1\frac{1}{2}$ | 2         | 1969  | 5               | 5         | 3               | 4         | 3              | 3         |
| 1970  | 4               | 4         | $2\frac{1}{2}$ | 3         | 1970  | $10\frac{1}{2}$ | 12        | $3\frac{1}{2}$  | 4         | 8              | 8         |
| 1971  | --              | --        | --             | --        | 1971  | $6\frac{1}{2}$  | 7         | $5\frac{1}{2}$  | 6         | 4              | 4         |
| TOTAL | $35\frac{1}{2}$ | 45        | 29             | 30        | TOTAL | $44\frac{1}{2}$ | 52        | $38\frac{1}{2}$ | 41        | 35             | 37        |

Category 1  
History



Table 5

Category 3  
U.S. Government/Politics

Category 4  
Business/Economics/Labor

| Year  | ABC             |           | CBS              |           | NBC              |           | Year  | ABC             |           | CBS   |           | NBC             |           |
|-------|-----------------|-----------|------------------|-----------|------------------|-----------|-------|-----------------|-----------|-------|-----------|-----------------|-----------|
|       | Hours           | Pro-grams | Hours            | Pro-grams | Hours            | Pro-grams |       | Hours           | Pro-grams | Hours | Pro-grams | Hours           | Pro-grams |
| 1957  | --              | --        | --               | --        | --               | --        | 1957  | $\frac{1}{2}$   | 1         | --    | --        | --              | --        |
| 1958  | $\frac{1}{2}$   | 1         | --               | --        | --               | --        | 1958  | --              | --        | --    | --        | --              | --        |
| 1959  | 1               | 1         | --               | --        | --               | --        | 1959  | --              | --        | --    | --        | --              | --        |
| 1960  | $\frac{1}{2}$   | 1         | 3                | 3         | 1                | 1         | 1960  | 2               | 3         | 1     | 1         | --              | --        |
| 1961  | 2               | 2         | 8                | 8         | 4 $\frac{1}{2}$  | 5         | 1961  | --              | --        | 1     | 1         | --              | --        |
| 1962  | 1 $\frac{1}{2}$ | 3         | 6                | 6         | 4 $\frac{1}{2}$  | 5         | 1962  | $\frac{1}{2}$   | 1         | --    | --        | 2               | 2         |
| 1963  | 2               | 2         | 5                | 5         | 2                | 3         | 1963  | 1               | 2         | 1     | 1         | 1 $\frac{1}{2}$ | 2         |
| 1964  | 2 $\frac{1}{2}$ | 3         | 7                | 7         | 5                | 5         | 1964  | --              | --        | --    | --        | --              | --        |
| 1965  | $\frac{1}{2}$   | 1         | 9                | 9         | 3                | 3         | 1965  | $\frac{1}{2}$   | 1         | --    | --        | --              | --        |
| 1966  | 2               | 2         | 1                | 2         | 3                | 3         | 1966  | --              | --        | 4     | 4         | --              | --        |
| 1967  | 5               | 5         | 7                | 8         | 4                | 4         | 1967  | --              | --        | --    | --        | --              | --        |
| 1968  | 1               | 1         | 3 $\frac{1}{2}$  | 5         | 3 $\frac{1}{2}$  | 4         | 1968  | --              | --        | --    | --        | --              | --        |
| 1969  | 1               | 1         | 6 $\frac{1}{2}$  | 6         | 1                | 1         | 1969  | 1               | 1         | 2     | 3         | --              | --        |
| 1970  | 2 $\frac{1}{2}$ | 4         | 1                | 1         | --               | --        | 1970  | 1 $\frac{1}{2}$ | 2         | 2     | 2         | 3               | 3         |
| 1971  | 3               | 3         | 4 $\frac{1}{2}$  | 5         | 1                | 1         | 1971  | 1               | 1         | 1     | 1         | 1               | 1         |
| TOTAL | 25              | 30        | 61 $\frac{1}{2}$ | 64        | 32 $\frac{1}{2}$ | 35        | TOTAL | 8               | 12        | 12    | 13        | 7 $\frac{1}{2}$ | 8         |



Table 6

| Category 5<br>Fine Arts/Media |       |           |  |       |           |  |       |       |           | Category 6<br>Civil Rights |        |           |  |       |       |           |  |        |           |  |           |
|-------------------------------|-------|-----------|--|-------|-----------|--|-------|-------|-----------|----------------------------|--------|-----------|--|-------|-------|-----------|--|--------|-----------|--|-----------|
| Year                          | ABC   |           |  | CBS   |           |  | Year  | ABC   |           |                            | CBS    |           |  | Year  | ABC   |           |  | CBS    |           |  | NBC       |
|                               | Hours | Pro-grams |  | Hours | Pro-grams |  |       | Hours | Pro-grams |                            | Hours  | Pro-grams |  |       | Hours | Pro-grams |  | Hours  | Pro-grams |  |           |
| 1957                          | 1 1/2 | 1         |  | --    | --        |  | 1957  | --    | --        |                            | --     | --        |  | 1957  | --    | --        |  | --     | --        |  | Pro-grams |
| 1958                          | --    | --        |  | --    | --        |  | 1958  | --    | --        |                            | --     | --        |  | 1958  | --    | --        |  | --     | --        |  | Pro-grams |
| 1959                          | --    | --        |  | --    | --        |  | 1959  | --    | --        |                            | --     | --        |  | 1959  | --    | --        |  | --     | --        |  | Pro-grams |
| 1960                          | --    | --        |  | --    | --        |  | 1960  | 2     | 2         |                            | 1      | 1         |  | 1960  | 2     | 2         |  | 1      | 1         |  | Pro-grams |
| 1961                          | --    | --        |  | 1     | 1         |  | 1961  | 1 1/2 | 2         |                            | --     | --        |  | 1961  | 1 1/2 | 2         |  | --     | --        |  | Pro-grams |
| 1962                          | 1     | 2         |  | --    | --        |  | 1962  | --    | --        |                            | 1      | 1         |  | 1962  | --    | --        |  | --     | --        |  | Pro-grams |
| 1963                          | 1     | 1         |  | 3     | 3         |  | 1963  | 3     | 6         |                            | 2      | 2         |  | 1963  | 3     | 6         |  | 2      | 2         |  | Pro-grams |
| 1964                          | --    | --        |  | 1     | 1         |  | 1964  | 1     | 1         |                            | 3      | 3         |  | 1964  | 1     | 1         |  | 3      | 3         |  | Pro-grams |
| 1965                          | --    | --        |  | 3     | 3         |  | 1965  | --    | --        |                            | --     | --        |  | 1965  | --    | --        |  | 1      | 1         |  | Pro-grams |
| 1966                          | 1 1/2 | 2         |  | 1     | 1         |  | 1966  | --    | --        |                            | 1      | 1         |  | 1966  | --    | --        |  | 1      | 1         |  | Pro-grams |
| 1967                          | 2     | 2         |  | 1 1/2 | 2         |  | 1967  | 1     | 1         |                            | --     | --        |  | 1967  | 1     | 1         |  | --     | --        |  | Pro-grams |
| 1968                          | 3     | 3         |  | --    | --        |  | 1968  | 2     | 2         |                            | 6 1/2  | 7         |  | 1968  | 2     | 2         |  | 7      | 7         |  | Pro-grams |
| 1969                          | 2     | 2         |  | --    | --        |  | 1969  | 3     | 3         |                            | 1      | 1         |  | 1969  | 3     | 3         |  | 1      | 1         |  | Pro-grams |
| 1970                          | --    | --        |  | 1 1/2 | 2         |  | 1970  | 2     | 4         |                            | --     | --        |  | 1970  | 2     | 4         |  | --     | --        |  | Pro-grams |
| 1971                          | --    | --        |  | 2     | 2         |  | 1971  | 1 1/2 | 1         |                            | 1      | 1         |  | 1971  | 1 1/2 | 1         |  | 1      | 1         |  | Pro-grams |
| TOTAL                         | 11    | 13        |  | 14    | 15        |  | TOTAL | 16    | 22        |                            | 18 1/2 | 19        |  | TOTAL | 16    | 22        |  | 18 1/2 | 19        |  | Pro-grams |

[illegible]

Table 7

Category 7  
Crime/Police/Justice

Category 8  
Religion/Medicine/Education

| Year  | ABC           |           | CBS              |           | NBC             |           | Year  | ABC              |           | CBS              |           | NBC              |           |
|-------|---------------|-----------|------------------|-----------|-----------------|-----------|-------|------------------|-----------|------------------|-----------|------------------|-----------|
|       | Hours         | Pro-grams | Hours            | Pro-grams | Hours           | Pro-grams |       | Hours            | Pro-grams | Hours            | Pro-grams | Hours            | Pro-grams |
| 1957  | --            | --        | --               | --        | --              | --        | 1957  | $\frac{1}{2}$    | 1         | --               | --        | 1                | 1         |
| 1958  | --            | --        | --               | 1         | $\frac{1}{2}$   | 1         | 1958  | 1                | 1         | --               | --        | 1                | 1         |
| 1959  | --            | --        | --               | --        | --              | --        | 1959  | --               | --        | --               | --        | --               | --        |
| 1960  | --            | --        | --               | --        | --              | --        | 1960  | --               | --        | 2                | 2         | 2 $\frac{1}{2}$  | 3         |
| 1961  | --            | --        | 1                | 1         | --              | --        | 1961  | 2 $\frac{1}{2}$  | 3         | 1                | 1         | 4 $\frac{1}{2}$  | 5         |
| 1962  | $\frac{1}{2}$ | 1         | --               | --        | --              | --        | 1962  | 2 $\frac{1}{2}$  | 3         | 1 $\frac{1}{2}$  | 2         | 6                | 7         |
| 1963  | 1             | 2         | 3                | 3         | 3               | 3         | 1963  | 1                | 2         | 1                | 1         | 3                | 3         |
| 1964  | --            | --        | 3                | 3         | --              | --        | 1964  | --               | --        | 4                | 4         | 4                | 4         |
| 1965  | 2             | 3         | 2 $\frac{1}{2}$  | 3         | 2               | 2         | 1965  | 1                | 2         | 1                | 1         | 2                | 2         |
| 1966  | 1             | 1         | 2                | 2         | 3 $\frac{1}{2}$ | 1         | 1966  | 2                | 2         | 1                | 1         | --               | --        |
| 1967  | 3             | 3         | --               | --        | 1               | 1         | 1967  | 3 $\frac{1}{2}$  | 4         | 3 $\frac{1}{2}$  | 4         | 3                | 3         |
| 1968  | 1             | 1         | 3                | 3         | 1               | 1         | 1968  | 1                | 1         | 1                | 1         | 3                | 3         |
| 1969  | --            | --        | --               | --        | --              | --        | 1969  | 3                | 3         | 1                | 1         | --               | --        |
| 1970  | $\frac{1}{2}$ | 1         | --               | --        | 1               | 1         | 1970  | $\frac{1}{2}$    | 1         | 5 $\frac{1}{2}$  | 6         | 1 $\frac{1}{2}$  | 1         |
| 1971  | 1             | 1         | 2                | 2         | 1               | 1         | 1971  | 2                | 2         | 2                | 2         | 2                | 2         |
| TOTAL | 11            | 13        | 16 $\frac{1}{2}$ | 17        | 13              | 11        | TOTAL | 20 $\frac{1}{2}$ | 25        | 24 $\frac{1}{2}$ | 25        | 33 $\frac{1}{2}$ | 35        |





Table 8

Category 9  
Sports

Category 10  
Biography

| Year  | ABC             |           | CBS   |           | NBC             |           | Year  | ABC             |           | CBS             |           | NBC              |           |
|-------|-----------------|-----------|-------|-----------|-----------------|-----------|-------|-----------------|-----------|-----------------|-----------|------------------|-----------|
|       | Hours           | Pro-grams | Hours | Pro-grams | Hours           | Pro-grams |       | Hours           | Pro-grams | Hours           | Pro-grams | Hours            | Pro-grams |
| 1957  | --              | --        | --    | --        | --              | --        | 1957  | --              | --        | --              | --        | --               | --        |
| 1958  | --              | --        | --    | --        | --              | --        | 1958  | --              | --        | --              | --        | --               | --        |
| 1959  | --              | --        | --    | --        | --              | --        | 1959  | 1               | 1         | --              | --        | --               | --        |
| 1960  | --              | --        | --    | --        | $\frac{1}{2}$   | 1         | 1960  | --              | --        | --              | --        | --               | --        |
| 1961  | --              | --        | --    | --        | 1               | 1         | 1961  | $\frac{1}{2}$   | 1         | --              | --        | 6                | 6         |
| 1962  | --              | --        | 1     | 1         | --              | --        | 1962  | --              | --        | --              | --        | 5                | 5         |
| 1963  | $\frac{1}{2}$   | 1         | --    | --        | 2               | 2         | 1963  | 7               | 13        | 2 $\frac{1}{2}$ | 3         | 13 $\frac{1}{2}$ | 15        |
| 1964  | --              | --        | --    | --        | 2               | 2         | 1964  | --              | --        | 2 $\frac{1}{2}$ | 3         | 3 $\frac{1}{2}$  | 6         |
| 1965  | 1 $\frac{1}{2}$ | 2         | --    | --        | --              | --        | 1965  | 3 $\frac{1}{2}$ | 5         | 4               | 4         | 1                | 1         |
| 1966  | 1               | 1         | --    | --        | --              | --        | 1966  | 3               | 3         | 4               | 4         | 1                | 1         |
| 1967  | 2               | 2         | --    | --        | --              | --        | 1967  | 4               | 4         | 2               | 2         | 1                | 1         |
| 1968  | --              | --        | 1     | 1         | --              | --        | 1968  | 2               | 2         | --              | --        | 3                | 3         |
| 1969  | 1               | 1         | 2     | 2         | --              | --        | 1969  | 1               | 1         | $\frac{1}{2}$   | 1         | --               | --        |
| 1970  | --              | --        | --    | --        | --              | --        | 1970  | --              | --        | --              | --        | --               | --        |
| 1971  | --              | --        | --    | --        | 1               | 1         | 1971  | --              | --        | $\frac{1}{2}$   | 1         | --               | --        |
| TOTAL | 6               | 7         | 4     | 4         | 6 $\frac{1}{2}$ | 7         | TOTAL | 22              | 30        | 16              | 18        | 34               | 38        |



Table 9

Category 11  
Life/Leisure/Entertainment

Category 12  
U.S. Foreign Affairs

| Year  | ABC              |           | CBS              |                 | NBC              |           | Year  | ABC             |           | CBS             |           | NBC              |           |
|-------|------------------|-----------|------------------|-----------------|------------------|-----------|-------|-----------------|-----------|-----------------|-----------|------------------|-----------|
|       | Hours            | Pro-grams | Hours            | Pro-grams       | Hours            | Pro-grams |       | Hours           | Pro-grams | Hours           | Pro-grams | Hours            | Pro-grams |
| 1957  | --               | --        | 1                | 1               | 1                | 1         | 1957  | --              | --        | --              | --        | --               | --        |
| 1958  | --               | --        | --               | --              | --               | --        | 1958  | --              | --        | 1               | 1         | --               | --        |
| 1959  | --               | --        | --               | 1               | 1                | 1         | 1959  | --              | --        | 1               | 1         | 1                | 1         |
| 1960  | --               | --        | 2                | 1 $\frac{1}{2}$ | 1 $\frac{1}{2}$  | 2         | 1960  | 3               | 3         | 1               | 1         | $\frac{1}{2}$    | 1         |
| 1961  | 2                | 3         | 1                | --              | --               | --        | 1961  | $\frac{1}{2}$   | 1         | 6               | 6         | 3                | 4         |
| 1962  | 4                | 7         | 3                | 3               | 3                | 4         | 1962  | --              | --        | --              | --        | 1                | 1         |
| 1963  | 2 $\frac{1}{2}$  | 4         | 3                | 4               | 7 $\frac{1}{2}$  | 12        | 1963  | --              | --        | --              | --        | --               | --        |
| 1964  | --               | --        | 1 $\frac{1}{2}$  | 2               | 14 $\frac{1}{2}$ | 23        | 1964  | --              | --        | 2               | 2         | 2                | 2         |
| 1965  | 4 $\frac{1}{2}$  | 6         | 3 $\frac{1}{2}$  | 4               | 3                | 3         | 1965  | --              | --        | 1               | 1         | 4 $\frac{1}{2}$  | 4         |
| 1966  | 2                | 2         | 6                | 6               | --               | --        | 1966  | --              | --        | 3 $\frac{1}{2}$ | 4         | 1                | 1         |
| 1967  | 2                | 3         | 7                | 8               | 3                | 3         | 1967  | --              | --        | 3               | 4         | 3                | 3         |
| 1968  | 3                | 3         | 5                | 6               | 7                | 6         | 1968  | --              | --        | --              | --        | --               | --        |
| 1969  | 4 $\frac{1}{2}$  | 4         | 8                | 8               | 3 $\frac{1}{2}$  | 3         | 1969  | 1               | 1         | $\frac{1}{2}$   | 1         | 2                | 2         |
| 1970  | 4                | 6         | 3 $\frac{3}{4}$  | 3               | 7                | 7         | 1970  | 1               | 1         | 1               | 1         | --               | --        |
| 1971  | 1                | 1         | 2                | 2               | 2                | 2         | 1971  | --              | --        | 1               | 1         | $\frac{1}{2}$    | 1         |
| TOTAL | 30 $\frac{1}{2}$ | 34        | 47 $\frac{3}{4}$ | 50              | 54               | 67        | TOTAL | 5 $\frac{1}{2}$ | 6         | 21              | 22        | 18 $\frac{1}{2}$ | 20        |



Table 10  
Category 13  
Foreign Countries

| Year  | ABC            |           | CBS            |           | NBC             |           |
|-------|----------------|-----------|----------------|-----------|-----------------|-----------|
|       | Hours          | Pro-grams | Hours          | Pro-grams | Hours           | Pro-grams |
| 1957  | --             | --        | --             | --        | 1               | 1         |
| 1958  | --             | --        | 1              | 1         | $\frac{1}{2}$   | 1         |
| 1959  | --             | --        | --             | --        | --              | --        |
| 1960  | $\frac{1}{2}$  | 1         | 5              | 5         | 2               | 3         |
| 1961  | 6              | 8         | 1              | 1         | 5               | 5         |
| 1962  | $5\frac{1}{2}$ | 7         | 3              | 3         | $5\frac{1}{2}$  | 6         |
| 1963  | $2\frac{1}{2}$ | 3         | 4              | 4         | 8               | 12        |
| 1964  | --             | --        | $1\frac{1}{2}$ | 2         | 6               | 6         |
| 1965  | $\frac{1}{2}$  | 1         | 3              | 3         | --              | --        |
| 1966  | 1              | 1         | $1\frac{1}{2}$ | 2         | 1               | 1         |
| 1967  | 6              | 3         | 5              | 5         | $5\frac{1}{2}$  | 5         |
| 1968  | 1              | 1         | $2\frac{1}{2}$ | 3         | --              | --        |
| 1969  | 1              | 1         | $6\frac{1}{2}$ | 6         | 1               | 1         |
| 1970  | $\frac{1}{2}$  | 1         | 4              | 4         | 1               | 1         |
| 1971  | $\frac{1}{2}$  | 1         | --             | --        | 2               | 2         |
| TOTAL | 25             | 28        | 38             | 39        | $38\frac{1}{2}$ | 44        |

## CHAPTER V

### COMPARISON OF CORPORATE AND DOCUMENTARY DATA

The network corporations have grown to become huge multinational corporations, but have the networks allowed their documentary programming to grow at the same pace? This study does not attempt to investigate the minute details of corporations, nor does it attempt to delve into all of the networks' products. The limited area researched is documentary programming divided into their number, hours and subject areas. No attempt is made to ascertain if one documentary is produced better than another, or if one documentary takes a positive stance instead of a negative stance in the subject area. Only those items that pertain to the corporate growth's relationship to documentaries produced by the networks are examined here.

Some questions need to be asked about the networks and their documentary program performance. Hopefully, these questions will be answered in this chapter. Has the growth of the network corporations coincided with the growth of the network documentaries? Have the corporations' growth and vested interests affected the specialization trend in the networks? Can correlations be drawn between the corporations' interests and the networks emergence on areas such as the Vietnam war or pollution? Is there a peak period of documentary performance? If so, what is its relationship to the size of the corporation? Cause-effect relationships probably cannot be drawn between the corporations studied and their documentaries, but some tendencies may be noted.

1

1

5

1

0

1

1

a

0

9

i

1

A

0

2

i

3

a

1

1

0

Corporate Growth and Documentary Growth. No statistics have been compiled on the number of documentary programs in 1956. Thus, the percentage increase or decrease in programs between 1956 and 1957 is impossible to determine. A detailed listing of all documentary programs by year, is in Appendix B. Only those years that had an unusual increase or decrease are mentioned in Table 11.

The early years of the study period showed a phenomenal percentage increase in documentary programs. In 1958, CBS had an increase of 100 percent. The network did this by adding one program. In the same year, ABC fell 78 per cent, from 9 programs to 2. In 1959, CBS had another large percentage increase. By adding 3 programs, CBS increased 150 per cent in documentary programming.

In 1960, each network increased the documentary programming. ABC had a 500 per cent increase with the addition of 10 programs. CBS added 12 programs for a 240 per cent increase. By adding 21 programs--including 3 repeats--NBC had a 525 per cent increase in documentary broadcasts. In 1961 there was another dramatic increase in documentaries. ABC grew by 13 programs and 108 per cent. CBS had 9 new programs for a rise of 74 per cent even though 2 programs were repeated from previous years. NBC added 18 programs and had an increase of 90 per cent; however, 8 of the programs were repeats.



Table 11  
Comparison of Documentary  
And Corporate Growth

| Year | ABC                 |                       | CBS                 |                       | RCA                 |                       |
|------|---------------------|-----------------------|---------------------|-----------------------|---------------------|-----------------------|
|      | Corporate<br>Growth | Documentary<br>Growth | Corporate<br>Growth | Documentary<br>Growth | Corporate<br>Growth | Documentary<br>Growth |
| 1957 | - 33%               | N.A.*                 | + 34%               | N.A.*                 | - 4%                | N.A.*                 |
| 1958 | + 16%               | - 78%                 | + 8%                | +100%                 | - 25%               | - 40%                 |
| 1959 | + 59%               | 0%                    | + 5%                | +150%                 | + 25%               | - 33%                 |
| 1960 | + 6%                | +500%                 | - 10%               | +240%                 | - 22%               | +525%**               |
| 1961 | - 11%               | +108%                 | - 9%                | + 74%**               | - 1%                | + 90%**               |
| 1962 | + 5%                | + 16%                 | + 36%               | + 11%**               | + 70%               | + 3%**                |
| 1963 | - 7%                | + 64%                 | + 34%               | + 16%                 | + 24%               | + 69%**               |
| 1964 | + 29%               | - 79%                 | + 13%               | + 9%                  | + 9%                | + 8%**                |
| 1965 | + 28%               | +400%**               | - 0.06%             | + 27%                 | + 21%               | - 55%**               |
| 1966 | + 16%               | - 56%                 | + 22%               | - 9%**                | + 38%               | - 70%                 |
| 1967 | - 33%               | + 63%**               | - 24%               | + 5%                  | + 39%               | +250%**               |
| 1968 | + 23%               | - 6%**                | + 26%               | - 28%                 | + 8%                | + 4%**                |
| 1969 | + 39%               | - 13%**               | + 22%               | + 21%**               | - 1%                | - 45%**               |
| 1970 | - 10%               | + 36%                 | - 28%               | - 20%                 | - 39%               | + 56%                 |
| 1971 | - 6%                | - 50%                 | - 5%                | + 14%**               | + 15%               | - 36%**               |

---

\*Figures not available

\*\*Years that had repeated documentary programs

1  
1  
1  
1  
A  
t  
C  
H  
H  
A  
C  
3  
3  
b  
r  
O  
l  
t.

ABC had a large increase in 1965, an increase of 400 per cent. ABC added 32 programs that year. The year before ABC had a 79 per cent drop. The network fell from 39 documentaries to 8. Also in 1965, NBC fell by 55 per cent in documentary programming. NBC dropped 34 programs in 1965, yet the network still repeated 1 program. In 1966, NBC dropped 70 per cent in documentary programs. NBC had 19 fewer broadcasts than it had in 1965. ABC also fell in 1966. By deleting 24 programs, ABC lost 56 per cent of its documentary broadcasts.

The next year to have a large change was 1967, RCA increased documentary programs by 250 per cent that year. ABC had an increase of 63 per cent while CBS remained about the same. In 1969, NBC dropped 13 programs and lost 45 per cent of its documentary programming--and still had a repeated program. CBS had a 21 per cent increase while ABC had a 13 per cent loss in documentary programming.

In 1970, NBC increased 56 per cent in documentary production. ABC rose 36 per cent. CBS, however, lost 20 per cent of its documentaries. The final year of the study, 1971, was unusual. ABC realized a 50 per cent loss in documentaries. RCA had a 36 per cent loss, while CBS rose 14 per cent in documentary broadcasts.

General Tendencies. In a number of the years immediately following a corporate loss, the networks many times cut back on documentary production. In 1957, ABC and NBC both suffered losses in corporate profit. In 1958, the two networks lowered their documentary production, ABC fell 78 per cent, NBC fell



40 per cent. The lowering in documentaries' growth was much more extreme than the corporate loss. However, this did not apply to all documentary programs or years. In 1961, ABC suffered a loss in corporate profits, but in 1962 the network did not react or compensate by cutting documentary production. In both 1960 and 1961, CBS fell a total of 19 per cent but in the years immediately following CBS documentary broadcasts did not decline. The decrease in documentary programming seemed to be very arbitrary on the part of the network.

ABC had 6 years of economic loss; 1957, 1961, 1963, 1967, 1970 and 1971. ABC also had declines in documentary programming in 6 years; 1958, 1964, 1966, 1968, 1969 and 1971. Some years of documentary broadcast decrease are immediately following years of economic decline but not all years are like that. CBS, like ABC, had six years of economic decline; 1960, 1961, 1965, 1967, 1970 and 1971. Only three receding years of documentaries were experienced by CBS; 1966, 1968 and 1970. NBC had six years of sinking profits; 1957, 1958, 1960, 1961, 1969 and 1970. However, NBC had only five years of receding documentaries; 1958, 1965, 1966, 1969 and 1971. There were no obvious purposes in the cutbacks the networks had instituted. The cuts cannot all be explained by any data here, so it must be assumed that they were not all due to declining profits.

Between January 1, 1957 and December 31, 1971 ABC had an increase of 89 per cent in its documentary programming.

However, in the same period, the corporate profits for the corporation increased 283 per cent. CBS had a very dramatic rise in documentary broadcasts, a 3500 per cent rise. In that time period, CBS's documentaries expanded from 1 to 32 programs. CBS's corporate operating profit rose by 137 per cent in the study period. NBC enlarged its documentary programming by 220 per cent in the 15 year period. RCA, NBC's parent corporation expanded its corporate profit by 201 per cent.

Although the CBS conglomerate had a gigantic growth rate, it must be noted that CBS had an extremely poor performance in 1957. With only one documentary broadcast for the entire year any increase would be at least a 100 per cent increase. RCA maintained an equitable growth record between the conglomerate's corporate operating profits and the number of documentary growth rate as impressive as its corporate growth in operating profit.

If the study period is divided into two equal parts, more insight is gained as to the performance of the television networks. RCA had a growth in its operating profit of 84 per cent between 1957 and 1963 while expanding its documentary programming by 1120 per cent. In the last half of the study period, 1964 to 1971, RCA realized a gain of 77 per cent in its operating profit, however, in that same period, NBC lost 74 per cent of its documentaries.

CBS had a tremendous increase in documentary production in the first half of the study period. CBS's 3200 per cent growth in documentary broadcasts dwarfed CBS's operating profit increase of 65 per cent. In the second half of the

study period, CBS increased its operating profit by 94 per cent. In the same period, CBS cut back on documentary program production by 3 per cent.

In the first seven years of the study period (1957-1963), ABC dropped 11 per cent in documentary program production while ABC's corporate operating profit grew by 97 per cent. In the second half of the study period, ABC's profits grew by a smaller per cent, 79. However, the network enlarged its documentary program broadcasts by 112 per cent.

Specialization. There is no way that the material gathered in this study can prove any definite relationship between the network corporations and their documentary program performance. However, the figures do point to certain tendencies on the part of the networks to specialize in certain areas. The reasons for this specialization will not be speculated, only the networks can say why they tended to produce more programs in one category than another. The statistics do raise some questions that should be answered. Whether a network specialized in a certain area in order to protect its vested interests or to keep them secret is not known. Instead of protecting or maintaining the secrecy of vested interests, there is the possibility that the networks did not program in a certain category because of journalistic ethics, which would not approve of a network news organization "selling" the corporate position.

Because of the vast size of the network corporations, which has already been established, no definite relationship

on documentary performance can be drawn. However, questions are raised that the figures and statistics cannot answer. The research many times points to the fact that if a subject is popular with the public and the networks have interests in it, the network corporations capitalize on it by programming heavily in that area. The research also notes that if an area has negative public opinion and the network has interests in it, then the network down plays its role.

Has the tendency on the part of CBS and NBC to specialize been affected by their corporate holdings? No definite answers have arisen from this research but a pattern has formed. While NBC dominated the History, Religion/Medicine/Education, Sports, Biography, Life/Leisure/Entertainment and Foreign Countries categories, CBS emphasized U. S. Government/Politics, Civil Rights, Crime/Police/Justice and U. S. Foreign Affairs. ABC was very careful not to emphasize any one category too much, even though the network did program more in Science/Space/Nature than the other networks.

No economic ties can be found between RCA and industries or people involved in History, Religion, Medicine, Sports or Biography. RCA does, however, own a number of educational institutions, it has business operations in numerous foreign countries, and many of RCA's other ownings could fit into the category of Life/Leisure/Entertainment. The questions must be asked, why did NBC specialize in those categories previously mentioned and why did NBC not specialize in U. S. Government/Politics, Civil Rights, Crime/Police/Justice, U. S. Foreign



Affairs or Science/Space/Nature? Many answers could be given but some would be based on pure speculation not concrete facts. Only those that have a basis in fact are covered here.

One of the main areas of concern in the U. S. Government/Politics classification was the Vietnam war. RCA had numerous defense contracts with the United States government. RCA manufactured: tactical communications equipment, radar systems, command and control systems, navigational aids, laser systems, low-light level television systems, military instrumentation and specialized computers many used in Vietnam.<sup>40</sup> NBC, RCA's television network, did only 7 programs dealing with the Vietnam conflict. This averages to 1 out of every 55 television documentaries aired on NBC. CBS, which has only a few military contracts, produced 20 documentaries on the Vietnam war. This averages out to 1 out of every 18 programs broadcast by CBS. ABC had no military contracts and had an average of 1 program out of every 62 that dealt with Vietnam.

Why did the networks program Vietnam the way they did? CBS had the most programming and only a few minor military contracts. Why did it concentrate on Vietnam? Could it have been because it wanted to shape the public's opinion, or to serve the public by exposing facts or to maximize its military holdings by expounding a positive public stance? RCA, on the other hand, had numerous military ties, yet it had a low average

---

<sup>40</sup>Moody's Industrial Manual, p. 3140.

1  
 2  
 3  
 4  
 5  
 6  
 7  
 8  
 9  
 10  
 11  
 12  
 13  
 14  
 15  
 16  
 17  
 18  
 19  
 20  
 21  
 22  
 23  
 24  
 25  
 26  
 27  
 28  
 29  
 30  
 31  
 32  
 33  
 34  
 35  
 36  
 37  
 38  
 39  
 40  
 41  
 42  
 43  
 44  
 45  
 46  
 47  
 48  
 49  
 50  
 51  
 52  
 53  
 54  
 55  
 56  
 57  
 58  
 59  
 60  
 61  
 62  
 63  
 64  
 65  
 66  
 67  
 68  
 69  
 70  
 71  
 72  
 73  
 74  
 75  
 76  
 77  
 78  
 79  
 80  
 81  
 82  
 83  
 84  
 85  
 86  
 87  
 88  
 89  
 90  
 91  
 92  
 93  
 94  
 95  
 96  
 97  
 98  
 99  
 100  
 101  
 102  
 103  
 104  
 105  
 106  
 107  
 108  
 109  
 110  
 111  
 112  
 113  
 114  
 115  
 116  
 117  
 118  
 119  
 120  
 121  
 122  
 123  
 124  
 125  
 126  
 127  
 128  
 129  
 130  
 131  
 132  
 133  
 134  
 135  
 136  
 137  
 138  
 139  
 140  
 141  
 142  
 143  
 144  
 145  
 146  
 147  
 148  
 149  
 150  
 151  
 152  
 153  
 154  
 155  
 156  
 157  
 158  
 159  
 160  
 161  
 162  
 163  
 164  
 165  
 166  
 167  
 168  
 169  
 170  
 171  
 172  
 173  
 174  
 175  
 176  
 177  
 178  
 179  
 180  
 181  
 182  
 183  
 184  
 185  
 186  
 187  
 188  
 189  
 190  
 191  
 192  
 193  
 194  
 195  
 196  
 197  
 198  
 199  
 200  
 201  
 202  
 203  
 204  
 205  
 206  
 207  
 208  
 209  
 210  
 211  
 212  
 213  
 214  
 215  
 216  
 217  
 218  
 219  
 220  
 221  
 222  
 223  
 224  
 225  
 226  
 227  
 228  
 229  
 230  
 231  
 232  
 233  
 234  
 235  
 236  
 237  
 238  
 239  
 240  
 241  
 242  
 243  
 244  
 245  
 246  
 247  
 248  
 249  
 250  
 251  
 252  
 253  
 254  
 255  
 256  
 257  
 258  
 259  
 260  
 261  
 262  
 263  
 264  
 265  
 266  
 267  
 268  
 269  
 270  
 271  
 272  
 273  
 274  
 275  
 276  
 277  
 278  
 279  
 280  
 281  
 282  
 283  
 284  
 285  
 286  
 287  
 288  
 289  
 290  
 291  
 292  
 293  
 294  
 295  
 296  
 297  
 298  
 299  
 300  
 301  
 302  
 303  
 304  
 305  
 306  
 307  
 308  
 309  
 310  
 311  
 312  
 313  
 314  
 315  
 316  
 317  
 318  
 319  
 320  
 321  
 322  
 323  
 324  
 325  
 326  
 327  
 328  
 329  
 330  
 331  
 332  
 333  
 334  
 335  
 336  
 337  
 338  
 339  
 340  
 341  
 342  
 343  
 344  
 345  
 346  
 347  
 348  
 349  
 350  
 351  
 352  
 353  
 354  
 355  
 356  
 357  
 358  
 359  
 360  
 361  
 362  
 363  
 364  
 365  
 366  
 367  
 368  
 369  
 370  
 371  
 372  
 373  
 374  
 375  
 376  
 377  
 378  
 379  
 380  
 381  
 382  
 383  
 384  
 385  
 386  
 387  
 388  
 389  
 390  
 391  
 392  
 393  
 394  
 395  
 396  
 397  
 398  
 399  
 400  
 401  
 402  
 403  
 404  
 405  
 406  
 407  
 408  
 409  
 410  
 411  
 412  
 413  
 414  
 415  
 416  
 417  
 418  
 419  
 420  
 421  
 422  
 423  
 424  
 425  
 426  
 427  
 428  
 429  
 430  
 431  
 432  
 433  
 434  
 435  
 436  
 437  
 438  
 439  
 440  
 441  
 442  
 443  
 444  
 445  
 446  
 447  
 448  
 449  
 450  
 451  
 452  
 453  
 454  
 455  
 456  
 457  
 458  
 459  
 460  
 461  
 462  
 463  
 464  
 465  
 466  
 467  
 468  
 469  
 470  
 471  
 472  
 473  
 474  
 475  
 476  
 477  
 478  
 479  
 480  
 481  
 482  
 483  
 484  
 485  
 486  
 487  
 488  
 489  
 490  
 491  
 492  
 493  
 494  
 495  
 496  
 497  
 498  
 499  
 500  
 501  
 502  
 503  
 504  
 505  
 506  
 507  
 508  
 509  
 510  
 511  
 512  
 513  
 514  
 515  
 516  
 517  
 518  
 519  
 520  
 521  
 522  
 523  
 524  
 525

number of programs on Vietnam. Was NBC attempting to maintain journalistic ethics by avoiding the vested interests of RCA, or was NBC afraid of conflict of interest charges, or was NBC attempting to downgrade RCA's role in a very unpopular war, thus maintaining a positive corporate image? ABC probably had the easiest role to follow. ABC may have merely continued its practice of equal distribution of programs in all categories. ABC could also have been afraid to approach such a volatile subject, or the network may have felt it would serve the public best by avoiding the subject. The answers are not known. The figures presented here point to certain tendencies, but do not prove anything.

In the study period, both CBS and NBC produced 11 documentaries concerned with space exploration and development in the category of Science/Space/Nature. This works out to 1 program out of every 32 for CBS and 1 documentary in every 35 shown on NBC. Both of these figures are high when compared to ABC. ABC, which had no contracts concerning space exploration or space development, had an average of 1 program dealing with space in every 52 documentaries broadcast. Both RCA and CBS had government contracts with the space program. RCA has manufactured the ITOS environmental satellites, computer systems for ERTS satellites, communications systems for the Apollo astronauts, electronic systems for Viking satellites and has helped develop the Navy's new Aegis surface missile system.<sup>41</sup> CBS has had, through CBS Laboratories, government

---

<sup>41</sup>Ibid., p. 3140.

contracts concerning research and development of space technology especially in the communications and electronic fields.

Why did CBS and NBC do so many documentaries on space? It could be that they thought it was an area that deserved attention. They could both have been making a conscious effort to educate the public concerning the government's plans for space. Another possible answer is that both networks were attempting to sell the space program to the public, thus possibly increasing their contracts and revenues. ABC most probably was maintaining its consistent profile. However, it could also have been de-emphasizing the space program because the network thought it was a waste of money, or because the network did not have the manpower to cover it correctly.

In the area of pollution, there has been a great deal of public concern. All three networks have produced documentaries on the subject, but ABC has produced more than the other networks. In this category of Science/Space/Nature, ABC has predominated largely due to the 11 documentaries concerned with pollution. CBS and NBC produced only 6 programs on pollution. Yet, both CBS and NBC produced many more documentaries over the study period than did ABC. ABC had an average of 1 documentary dealing with pollution for every 28 programs broadcast. CBS had 1 pollution documentary in every 59 documentaries. NBC produced 1 program dealing with pollution out of every 65 documentary programs.

RCA has 18 major manufacturing facilities throughout the United States. Factories dealing with electronic equipment, food processing, furniture manufacturing, and produce a great deal of waste. CBS has 9 major manufacturing plants. Manufacturing toys, printing books, pressing records and making musical instruments can pollute. ABC has only 2 operations that could pollute. It is not known whether or not any of the corporations do pollute the water or air but they may. Since RCA has the most manufacturing facilities and the least proportionate number of documentaries, the argument is strengthened. CBS has the second largest number of factories and the second fewest documentaries (proportionately) that deal with pollution. ABC has few manufacturing factories and a great many documentaries on pollution; thus the possibility is distinct.

Why did ABC do so many documentaries on pollution while NBC and CBS did only a few? Could it be that ABC had nothing to hide, therefore, they concentrated on pollution documentaries? Maybe ABC saw the public's concern sooner. It also might have been that ABC was trying to convince the public that pollution control is necessary. But why did CBS and NBC do proportionately so few documentaries? It could have been that both network corporations wished to avoid an unpopular subject in which they were partially at fault. They also could have thought pollution was not as important as other issues. However, the networks may not have seen the popularity of the subject as ABC had. The reasons are unknown to the public, only the networks themselves can answer the questions.

RCA has a huge number of foreign subsidiaries in numerous countries that deal in everything from the manufacturing of electronic equipment to the distribution of television programs. CBS has 89 foreign subsidiaries in many countries. ABC has only a few foreign subsidiaries and these deal mainly in record and film distribution and television production.

ABC produced 34 documentaries on U. S. Foreign Affairs and Foreign Countries for an average of 1 out of every 9 programs. CBS broadcast a total of 61 programs, averaging 1 out of every 6 documentaries. NBC had the greatest number of programs on U. S. Foreign Affairs and Foreign Countries, 64, or 1 out of every 6 programs on the NBC television network. RCA has the largest amount of foreign holdings and the most documentaries. CBS has the second highest number of foreign subsidiaries and the second largest number of documentaries. ABC brings up the last place with the smallest total in Foreign Countries and U. S. Foreign Affairs programs and foreign companies.

Why did NBC and CBS produce so many documentaries on Foreign Countries and U. S. Foreign Affairs? Could it have been that the networks thought the public should know the facts? Possibly the networks thought those areas to be of special importance. But could it have been that both NBC and CBS were attempting to persuade the American public to take a certain position on foreign countries in which the networks had vested interests? ABC may have produced the

fewest overseas interests. It could also have been because ABC did not deem it as important a concern, or because ABC had no position to "sell" the American people. The exact reason is not known, but the data indicates a certain tendency.

The remaining categories are not going to be pursued here because adequate information is not available. Speculation as to why CBS dominated Civil Rights and Business/Economics/Labor or why it did not specialize in Biography, Crime/Police/Justice, Fine Arts/Media, Religion/Medicine/Education, or Life/Leisure/Entertainment is useless. The same holds true for the other networks and their programming. Since Life/Leisure/Entertainment is such an all encompassing area, it would be impossible to attempt to establish an economic link between that category and any network. Business/Economics/Labor would embody the same problems.

No economic ties can be drawn from information in this study between the networks and civil rights organizations. Since the employment records of the corporations are not readily available, network performance cannot be judged. The category, Crime/Police/Justice, had no visible ties to the networks' documentaries nor did the documentaries in that category have economic ties to the networks themselves. No economic links could be found between the three corporations and persons studied in the Biography category.

In two remaining areas, however, there are questions. ABC, which is heavily involved in record production and distribution produced six documentaries dealing with singers, pop music and

song writers. CBS and NBC both are involved in recordings of this nature, yet they produced only one documentary apiece. With the higher study totals of CBS and NBC, ABC has a much higher average per program. The question arises, is ABC attempting to promote record sales for subsidiary companies by broadcasting documentaries investigating this part of the entertainment industry? No answer can be given because the available information is incomplete. For instance, are the singers or song writers who took part in the ABC broadcasts contracted to ABC for their singing or songs? The information to answer the question is not available; however, the question remains.

The second area that is in question involves CBS, its subsidiary the New York Yankees and the category of Sports. CBS produced no documentaries on the New York Yankees or even on the subject of baseball. NBC produced 2 programs on baseball and ABC produced one. Yet, neither of these networks have economic ties with the baseball teams or players they investigated. Did CBS purposely neglect baseball because of its direct economic ties? Possibly CBS felt the pressure of journalistic ethics. Whether professional ethics prevented CBS from pursuing the subject or not is not known.

Subhypothesis. Another fact to be noted is that there has been no common "peak period" of program production among the network corporations. In 1963, NBC maximized its documentary programming with 66 broadcasts. At that time, RCA had gross revenues of \$1,779,064,000. CBS, however, reached a



peak number of programs in 1965, the same year ABC did. CBS had 42 programs that year while ABC had 43 broadcasts. CBS had gross revenues of \$699,737,488 in 1965. ABC had revenues of \$476,465,000.

When the corporate income is compared in comparable periods, the possibility of a common peak period is proved non-existent in the study period. When CBS's peak in documentary programs is compared, economically, to the same point on ABC's corporate income, the result is discouraging. In 1969, ABC had gross revenues of \$720,924,000. That is the ABC year-end total closest to CBS's peak year. However, in 1969, ABC had only 25 programs, down from its highest point of 42 broadcasts.

Conversely, when the ABC peak documentary period's gross revenues are compared to a comparable CBS revenue year, the results disprove the subhypothesis. ABC produced 42 programs in 1965 and earned \$476,465,000 in gross revenues. CBS, in 1961, made \$473,843,835 in gross revenues, however, CBS produced only 25 programs.

RCA's record of 66 documentaries and \$1,779,064,000 cannot be compared to either CBS or ABC because neither network has reached that point in gross revenues or programs. The last year studied for CBS can be compared to a similar economic year for RCA. In 1971, CBS had \$1,247,969,000 in gross receipts and 32 documentaries. RCA had gross revenues closest to that figure in 1959, but NBC had only 3 documentary broadcasts.

Overview. While no definite relationship can be established in this research between network documentary performance and network corporate growth, some interesting tendencies have been noted. First, nothing could be established in the study, as to why some years had a decline in the number of programs broadcast by the networks. [All periods of growth or decline in documentary programming seemed to have no relationship to the operating profit of that year or the previous year.] Second, regarding the volume of documentary programming, the networks performed in the same order as they did economically. However, the proportions were not the same, the documentary programs were much closer in number. The hours broadcast kept the order the same, until they were adjusted for repeated programs, then the order changed with CBS leading and ABC at the end. Three, the CBS and NBC networks tended to specialize, but ABC seemed to be broader in its documentary coverage. Four, the networks had economic ties in some of the fields they investigated. Statistics point to the possibility of a conflict-of-interests on the part of all three networks, but especially NBC.

## BIBLIOGRAPHY

## BIBLIOGRAPHY

- "The American Media Baronies and Atlas." The Atlantic, July, 1969.
- Anderson, James A. "The Alliance of Broadcast Stations and Newspapers: The Problem of Information Control." The Journal of Broadcasting, Winter, 1971-72.
- Andrews, Kenneth R. "Product Diversification and the Public Interest." The Harvard Business Review, July, 1951.
- Attorney General's National Committee to Study Anti-Trust Laws. "Workable Competition." Monopoly and Competition. Edited by Alex Hunter. Baltimore: Penguin Books, 1969.
- Barmash, Isadore. Welcome to Our Conglomerate--You're Fired. New York: Delcore Press, Inc., 1971.
- Bluem, William A. Documentary in American Television. New York: Hastings House, 1969.
- Cherington, Paul W.; Hirsch, Leon V.; and Brandwein, Robert. Editors. Television Station Ownership. New York: Hastings House, 1971.
- Edwards, Corwin D. "Conglomerate Business as a Source of Power." Bigness as a Source of Power. Princeton, New Jersey: Princeton University Press, 1955.
- Friendly, Fred W. Due to Circumstances Beyond Our Control.... New York: Random House, 1967.
- Green, Mark J.; Moore, Beverly C.; and Wasserstein, Bruce. The Closed Enterprise System. New York: Grossman Publishers, 1972.
- Greenberg, Edward, and Barnett, Harold J. "TV Program Diversity--New Evidence and Old Theories." The American Economic Review, May, 1961.
- Goldin, Hyman H. "The Television Overlords." The Atlantic, July, 1969.
- Hyland, Robert F., and Drew, Leon J. "CBS, The Company You Keep." St. Louis, 1968. (Mimeographed.)
- Johnson, Nicholas. How to Talk Back to Your Television Set. Boston: Little, Brown and Co., 1970.
- Mintz, Morton, and Cohen, Jerry S. America, Inc. New York: Dial Press, 1971.

- McGowan, John J. "Competition, Regulation and Performance in Television Broadcasting." The Radio Spectrum: Its Use and Regulation. Reprinted from Washington University Law Quarterly, Vol. 1967, No. 4 and Vol. 1968, No. 1.
- Park, Rolla. Potential Impact of Cable Growth on Television Broadcasting. Santa Monica, Calif.: Rand Corp., 1970.
- Parsons, George H., ed. Moody's Industrial Manual. New York: Moody's Investors Service, 1972.
- RCA Board of Directors. RCA Annual Report, 1971. New York: RCA Corporation, 1971.
- Special Senate Committee on the Mass Media. Mass Media. Proceeding of the Special Senate Committee on the Mass Media, Document No. 32, 1970.
- Singer, Eugene M. Antitrust Economics: Selected Legal Cases and Economic Models. Engelwood Cliffs, New Jersey: Prentice-Hall, Inc., 1968.
- Standard Corporation Descriptions. New York: Standard and Poor's Corporation, 1969.
- Steiner, Peter J. "Program Patterns and Preferences and the Workability of Competition in Radio Broadcasting." Quarterly Journal of Economics, May, 1952.
- "Travels in Medialand." The Atlantic Monthly, July, 1969.

## APPENDICES

## APPENDIX A

## APPENDIX A

### Sample Letter 1

The following letter was sent to ABC, CBS, RCA and the National Securities Commission.

Gentlemen:

Presently I am attempting to finish my Master's thesis at Michigan State University. To facilitate this goal, it is necessary for me to obtain certain information concerning three corporations.

The information needed is a complete list of subsidiaries of the RCA Corporation, the Columbia Broadcasting System, Incorporated and the American Broadcasting Companies, Incorporated. I am attempting to ascertain a schedule of their growth from January 1, 1957 to December 31, 1971. To do this I need a list of their subsidiaries and the dates these companies were acquired by the corporations.

This data is urgently needed because of the approaching deadline of my thesis. I hope that you will be able to respond favorably and quickly. Thank you for your assistance in this matter.

Sincerely,

Philip R. Bandy

Replies were received from RCA and the National Securities Commission.



## APPENDIX A

### Sample Letter 2

The following letter was sent to the presidents of ABC, CBS and NBC news operations.

As a graduate student studying television, I have decided to do a survey of television documentaries televised by the networks. The survey period runs from January 1, 1957 to December 31, 1971. I am limiting the survey to prime time documentaries and excluding all documentaries repeated within a year's time.

The statistics gathered to date show a definite increase in the number of documentaries over the survey period. In 1957, there were only five documentaries for all three networks. This can't be right! Since I am getting my material from TV Guide I am not sure whether or not these statistics are completely accurate.

To assure the validity of any judgment made in my study, I am writing all three networks hoping that they will help me in my research. Since I will be comparing the amount of time and the number of documentaries over a calendar year, I feel that this is the only fair method. I would like to ask you to reinforce the figures obtained from TV Guide.

1. Would you send me a complete list of all prime time documentaries between 1957 and 1971. This could include:
  - a) The title of the series and program.
  - b) The length of the program.
  - c) A brief synopsis of the documentary itself.
2. If you cannot send a complete list, I hope that you will send a list of those documentaries for the first few years of the study (1957 to 1959).

Since a copy of this thesis will be sent to the FCC I feel obligated to be as accurate as possible.

I hope that this study will increase the knowledge of the networks and their documentaries.

## APPENDIX A

### Sample Letter 2--Continued

I appreciate all the help that you can lend and hope that someday I may be able to reciprocate. Thank you for your assistance.

Sincerely,

Philip R. Bandy

Replies were received from ABC and NBC.

## APPENDIX B

## DOCUMENTARIES 1957

| Category | Title                           | Length | Network |
|----------|---------------------------------|--------|---------|
| History  | Project 20 "Call to Freedom"    | 90     | NBC     |
|          | Project 20 "The Innocent Years" | 60     | NBC     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 0 Hours         |
| CBS            | 0 Hours         |
| NBC            | 2½ Hours        |
| Category Total | <u>2½ Hours</u> |

---

|                              |                         |    |     |
|------------------------------|-------------------------|----|-----|
| Science/<br>Space/<br>Nature | Focus "Hail the Hearty" | 30 | ABC |
|------------------------------|-------------------------|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | ½ Hour        |
| CBS            | 0 Hours       |
| NBC            | 0 Hours       |
| Category Total | <u>½ Hour</u> |

---

|                                       |             |    |     |
|---------------------------------------|-------------|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | NO PROGRAMS | -- | --- |
|---------------------------------------|-------------|----|-----|

---

|                                  |   |    |     |
|----------------------------------|---|----|-----|
| Business/<br>Labor/<br>Economics | ABC Presents "Credit, Man's<br>Confidence in Man" | 30 | ABC |
|----------------------------------|---|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | ½ Hour        |
| CBS            | 0 Hours       |
| NBC            | 0 Hours       |
| Category Total | <u>½ Hour</u> |

---

|                        |  |    |     |
|------------------------|--|----|-----|
| Fine<br>Arts/<br>Media | Open Hearing "What's with the<br>Movies" | 30 | ABC |
|------------------------|--|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | ½ Hour        |
| CBS            | 0 Hours       |
| NBC            | 0 Hours       |
| Category Total | <u>½ Hour</u> |

---

## DOCUMENTARIES 1957--Continued

| Category                                | Title                                   | Length                                 | Network |
|---|---|--|---------|
| Civil Rights                            | NO PROGRAMS                             | --                                     | ---     |
| -----                                   |   |  |         |
| Crime/<br>Police/<br>Justice            | NO PROGRAMS                             | --                                     | ---     |
| -----                                   |   |  |         |
| Religion/<br>Medicine/<br>Education     | March of Medicine "Monganga"            | 60                                     | NBC     |
|   | ABC Presents "To Young to Burn"         | 30                                     | ABC     |
| Network Totals                          |   |  |         |
|   | ABC                                     | $\frac{1}{2}$ Hour                     |         |
|   | CBS                                     | 0 Hours                                |         |
|   | NBC                                     | 1 Hour                                 |         |
|   | Category Total                          | <u>1<math>\frac{1}{2}</math> Hours</u> |         |
| -----                                   |   |  |         |
| Sports                                  | NO PROGRAMS                             | --                                     | ---     |
| -----                                   |   |  |         |
| Biography                               | NO PROGRAMS                             | --                                     | ---     |
| -----                                   |   |  |         |
| Life/<br>Leisure/<br>Enter-<br>tainment | "Eleven Against the Ice"                | 60                                     | NBC     |
|   | See It Now "The Lady from Philadelphia" | 60                                     | CBS     |
| Network Totals                          |   |  |         |
|   | ABC                                     | 0 Hours                                |         |
|   | CBS                                     | 1 Hour                                 |         |
|   | NBC                                     | 1 Hour                                 |         |
|   | Category Total                          | <u>2 Hours</u>                         |         |
| -----                                   |   |  |         |
| U. S.<br>Foreign<br>Affairs             | NO PROGRAMS                             | --                                     | ---     |
| -----                                   |   |  |         |

DOCUMENTARIES 1957--Continued

| Category             | Title                       | Length | Network |
|----------------------|-----------------------------|--------|---------|
| Foreign<br>Countries | "Maurice Chevalier's Paris" | 60     | NBC     |

Network Totals

|                |          |             |
|----------------|----------|-------------|
| ABC            | 0        | Hours       |
| CBS            | 0        | Hours       |
| NBC            | <u>1</u> | <u>Hour</u> |
| Category Total | 1        | Hour        |

# DOCUMENTARIES 1958

| Category                              | Title   | Length             | Network    |
|---------------------------------------|---|--------------------|------------|
| History                               | NO PROGRAMS   | --                 | ---        |
| -----                                 |   |                    |            |
| Science/<br>Space/<br>Nature          | NO PROGRAMS   | --                 | ---        |
| -----                                 |   |                    |            |
| U. S.<br>Govern-<br>ment/<br>Politics | "DEW Line"  | 30                 | ABC        |
| Network Totals                        |   |                    |            |
| ABC                                   |   | $\frac{1}{2}$ Hour |            |
| CBS                                   |   | 0 Hours            |            |
| NBC                                   |   | 0 Hours            |            |
| Category Total                        |   | $\frac{1}{2}$ Hour |            |
| -----                                 |   |                    |            |
| Business/<br>Economics/<br>Labor      | NO PROGRAMS   | --                 | ---        |
| -----                                 |   |                    |            |
| Fine<br>Arts/<br>Media                | NO PROGRAMS   | --                 | ---        |
| -----                                 |   |                    |            |
| Civil<br>Rights                       | NO PROGRAMS   | --                 | ---        |
| -----                                 |   |                    |            |
| Crime/<br>Police/<br>Justice          | "Paper Saints"  | 30                 | NBC        |
| Network Totals                        |   |                    |            |
| ABC                                   |   | 0 Hours            |            |
| CBS                                   |   | 0 Hours            |            |
| NBC                                   |   | $\frac{1}{2}$ Hour |            |
| Category Total                        |   | $\frac{1}{2}$ Hour |            |
| -----                                 |   |                    |            |
| Religion/<br>Medicine/<br>Education   | March of Medicine "M.D. Inter-<br>national"<br>Report Card 1958 | 60<br>60           | NBC<br>ABC |
| Network Totals                        |   |                    |            |
| ABC                                   |   | 1 Hour             |            |
| CBS                                   |   | 0 Hours            |            |
| NBC                                   |   | 1 Hour             |            |
| Category Total                        |   | 2 Hours            |            |
| -----                                 |   |                    |            |

## DOCUMENTARIES 1958--Continued

| Category                                | Title                          | Length                                 | Network |
|---|--------------------------------|--|---------|
| Sports                                  | NO PROGRAMS                    | --                                     | ---     |
| Biography                               | NO PROGRAMS                    | --                                     | ---     |
| Life/<br>Leisure/<br>Enter-<br>tainment | NO PROGRAMS                    | --                                     | ---     |
| U. S.<br>Foreign<br>Affairs             | "Where We Stand"               | 60                                     | CBS     |
|   | Network Totals                 |  |         |
|   | ABC                            | 0 Hours                                |         |
|   | CBS                            | 1 Hour                                 |         |
|   | NBC                            | 0 Hours                                |         |
|   | Category Total                 | <u>1 Hour</u>                          |         |
| Foreign<br>Countries                    | See it Now "Watch on the Ruhr" | 60                                     | CBS     |
|   | "Fifth French Republic"        | 30                                     | NBC     |
|   | Network Total                  |  |         |
|   | ABC                            | 0 Hours                                |         |
|   | CBS                            | 1 Hour                                 |         |
|   | NBC                            | $\frac{1}{2}$ Hour                     |         |
|   | Category Total                 | <u>1<math>\frac{1}{2}</math> Hours</u> |         |



## DOCUMENTARIES 1959

| Category | Title                             | Length | Network |
|----------|-----------------------------------|--------|---------|
| History  | Project 20 "Meet Mr. Lincoln"     | 30     | NBC     |
|          | Project 20 "Life in the Thirties" | 60     | NBC     |
|          | "Mussolini"                       | 60     | CBS     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 0 Hours         |
| CBS            | 1 Hour          |
| NBC            | 1½ Hours        |
| Category Total | <u>2½ Hours</u> |

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | CBS Reports "Biography of a Missile"   | 60 | CBS |
|                              | CBS Reports "The Population Explosion" | 60 | CBS |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 0 Hours        |
| CBS            | 2 Hours        |
| NBC            | 0 Hours        |
| Category Total | <u>2 Hours</u> |

---

|                                       |                              |    |     |
|---------------------------------------|------------------------------|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | "Investigations and the Law" | 60 | ABC |
|---------------------------------------|------------------------------|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | 1 Hour        |
| CBS            | 0 Hours       |
| NBC            | 0 Hours       |
| Category Total | <u>1 Hour</u> |

---

|                                  |             |    |     |
|----------------------------------|-------------|----|-----|
| Business/<br>Economics/<br>Labor | NO PROGRAMS | -- | --- |
|----------------------------------|-------------|----|-----|

---

|                        |             |    |     |
|------------------------|-------------|----|-----|
| Fine<br>Arts/<br>Media | NO PROGRAMS | -- | --- |
|------------------------|-------------|----|-----|

---

## DOCUMENTARIES 1959--Continued

| Category     | Title                   | Length | Network |
|--------------|-------------------------|--------|---------|
| Civil Rights | "The Lost Class of '59" | 60     | CBS     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

|                              |             |    |     |
|------------------------------|-------------|----|-----|
| Crime/<br>Police/<br>Justice | NO PROGRAMS | -- | --- |
|------------------------------|-------------|----|-----|

---

|                                     |             |    |     |
|-------------------------------------|-------------|----|-----|
| Religion/<br>Medicine/<br>Education | NO PROGRAMS | -- | --- |
|-------------------------------------|-------------|----|-----|

---

|        |             |    |     |
|--------|-------------|----|-----|
| Sports | NO PROGRAMS | -- | --- |
|--------|-------------|----|-----|

---

|           |                         |    |     |
|-----------|-------------------------|----|-----|
| Biography | "The Splendid American" | 60 | ABC |
|-----------|-------------------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 0 Hours |
| NBC | 0 Hours |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

|   |               |    |     |
|---|---------------|----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | "I Take Thee" | 60 | NBC |
|---|---------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 0 Hours |
| NBC | 1 Hour  |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

# DOCUMENTARIES 1959--Continued

| Category          | Title                            | Length         | Network |
|-------------------|----------------------------------|----------------|---------|
| U.S.              | "Why Berlin?"                    | 60             | NBC     |
| Foreign Affairs   | CBS Reports "Iran: Brittle Ally" | 60             | CBS     |
| Network Totals    |                                  |                |         |
|                   | ABC                              | 0 Hours        |         |
|                   | CBS                              | 1 Hour         |         |
|                   | NBC                              | 1 Hour         |         |
|                   | Category Total                   | <u>2 Hours</u> |         |
| -----             |                                  |                |         |
| Foreign Countries | NO PROGRAMS                      | --             | ---     |

## DOCUMENTARIES 1960

| Category | Title                              | Length | Network |
|----------|------------------------------------|--------|---------|
| History  | Project 20 "The Twisted Cross"     | 60     | NBC     |
|          | *Project 20 "Meet Mr. Lincoln"     | 30     | NBC     |
|          | Project 20 "Not So Long Ago"       | 60     | NBC     |
|          | *Project 20 "Life in the Thirties" | 60     | NBC     |
|          | Project 20 "Mark Twain's America"  | 60     | NBC     |
|          | *Project 20 "The Innocent Years"   | 60     | NBC     |
|          | Project 20 "The Jazz Age"          | 60     | NBC     |
|          | Project 20 "The Great War"         | 60     | NBC     |
|          | Project 20 "Those Ragtime Years"   | 60     | NBC     |
|          | Project 20 "Victory at Sea"        | 60     | NBC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 0 Hours  |
| CBS | 0 Hours  |
| NBC | 9½ Hours |

|                |          |
|----------------|----------|
| Category Total | 9½ Hours |
|----------------|----------|

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | CBS Reports "The Space Lag:<br>Can Democracy Compete?" | 60 | CBS |
|                              | World Wide '60 "Assault on<br>Antartica"               | 30 | NBC |
|                              | World Wide '60 "The Immense<br>Design"                 | 30 | NBC |
|                              | "Race for Space"                                       | 60 | CBS |
|                              | "Inside Argonne"                                       | 30 | ABC |
|                              | Expedition! "The Frozen<br>Continent"                  | 60 | ABC |

## Network Totals

|     |          |
|-----|----------|
| ABC | 1½ Hours |
| CBS | 2 Hours  |
| NBC | 1 Hour   |

|                |          |
|----------------|----------|
| Category Total | 4½ Hours |
|----------------|----------|

---

## DOCUMENTARIES 1960--Continued

| Category                              | Title   | Length | Network |
|---------------------------------------|---|--------|---------|
| U. S.<br>Govern-<br>ment/<br>Politics | CBS Reports "Lippmann on<br>Leadership"       | 60     | CBS     |
|                                       | CBS Reports "The Year of<br>the Polaris"      | 60     | CBS     |
|                                       | CBS Reports "Money and the<br>Next President" | 60     | CBS     |
|                                       | Closeup! "What's the Pro-<br>position?"       | 30     | ABC     |
|                                       | NBC White Paper "The U-2<br>Affair"           | 60     | NBC     |

## Network Totals

|                |  |
|----------------|--|
| ABC            | $\frac{1}{2}$ Hour                     |
| CBS            | 3 Hours                                |
| NBC            | 1 Hour                                 |
| Category Total | <u><math>4\frac{1}{2}</math> Hours</u> |

---

|                                  |                                |    |     |
|----------------------------------|--------------------------------|----|-----|
| Business/<br>Economics/<br>Labor | Providers "The Big Squeeze"    | 60 | ABC |
|                                  | Closeup! "The Money Raisers"   | 30 | ABC |
|                                  | CBS Reports "Harvest of Shame" | 60 | CBS |
|                                  | Closeup! "Featherbedding"      | 30 | ABC |

## Network Totals

|                |  |
|----------------|--|
| ABC            | 3 Hours                                |
| CBS            | 1 Hour                                 |
| NBC            | $\frac{1}{2}$ Hour                     |
| Category Total | <u><math>4\frac{1}{2}</math> Hours</u> |

---

|                        |             |    |     |
|------------------------|-------------|----|-----|
| Fine<br>Arts/<br>Media | NO PROGRAMS | -- | --- |
|------------------------|-------------|----|-----|

---

## DOCUMENTARIES 1960--Continued

| Category     | Title                                   | Length | Network |
|--------------|---|--------|---------|
| Civil Rights | "Not by Bread Alone"                    | 60     | ABC     |
|              | CBS Reports "Who Speaks for the South?" | 60     | CBS     |
|              | Closeup! "Cast the First Stone"         | 60     | ABC     |
|              | NBC White Paper "Sit-In"                | 60     | NBC     |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 2 Hours        |
| CBS            | 1 Hour         |
| NBC            | 1 Hour         |
| Category Total | <u>4 Hours</u> |

---

|                              |             |    |     |
|------------------------------|-------------|----|-----|
| Crime/<br>Police/<br>Justice | NO PROGRAMS | -- | --- |
|------------------------------|-------------|----|-----|

---

|                                     |                                     |    |     |
|-------------------------------------|-------------------------------------|----|-----|
| Religion/<br>Medicine/<br>Education | World Wide '60 "Requim for Mary Jo" | 30 | NBC |
|                                     | CBS Reports "Biography of Cancer"   | 60 | CBS |
|                                     | March of Medicine "M.D. U.S.A."     | 60 | NBC |
|                                     | Project 20 "The Coming of Christ"   | 60 | NBC |
|                                     | "Influential Americans"             | 60 | CBS |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 0 Hours         |
| CBS            | 2 Hours         |
| NBC            | 2½ Hours        |
| Category Total | <u>4½ Hours</u> |

---

|        |                       |    |     |
|--------|-----------------------|----|-----|
| Sports | "How Tall is a Giant" | 30 | NBC |
|--------|-----------------------|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | 0 Hours       |
| CBS            | 0 Hours       |
| NBC            | ½ Hour        |
| Category Total | <u>½ Hour</u> |

---

## DOCUMENTARIES 1960--Continued

| Category  | Title       | Length | Network |
|-----------|-------------|--------|---------|
| Biography | NO PROGRAMS | --     | ---     |

---

|   |   |    |     |
|---|---|----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | World Wide '60 "The Shape of<br>Things"     | 30 | NBC |
|   | "Story of a Family"                         | 60 | NBC |
|   | Tomorrow "Big City--1980"                   | 60 | CBS |
|   | CBS Reports "The Great Holiday<br>Massacre" | 60 | CBS |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 0 Hours         |
| CBS            | 2 Hours         |
| NBC            | 1½ Hours        |
| Category Total | <u>3½ Hours</u> |

---

|                            |                                   |    |     |
|----------------------------|-----------------------------------|----|-----|
| U.S.<br>Foreign<br>Affairs | World Wide '60 "The Missile Race" | 30 | NBC |
|                            | "Korea: No Parellel"              | 60 | ABC |
|                            | "Listening Post East"             | 60 | ABC |
|                            | "What Can We Do About Cuba?"      | 60 | CBS |
|                            | Closeup! "Yanguì, No!"            | 60 | ABC |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 3 Hours         |
| CBS            | 1 Hour          |
| NBC            | ½ Hour          |
| Category Total | <u>4½ Hours</u> |

---

|                           |   |    |     |
|---------------------------|---|----|-----|
| Foreign<br>Coun-<br>tries | CBS Reports "Population"                          | 60 | CBS |
|                           | World Wide '60 "Freedom is Sweet<br>and Bitter"   | 30 | NBC |
|                           | CBS Reports "The Freedom<br>Explosion"            | 60 | CBS |
|                           | CBS Reports "Trujillo: Portrait<br>of a Dictator" | 60 | CBS |
|                           | World Wide '60 "Where is Abel,<br>Your Brother"   | 30 | NBC |

## DOCUMENTARIES 1960--Continued

| Category | Title                         | Length | Network |
|----------|-------------------------------|--------|---------|
| Foreign  | CBS Reports "Berlin: End of   |        |         |
| Coun-    | the Line"                     | 60     | CBS     |
| tries    | "Japan--Anchor in the East"   | 30     | ABC     |
| (Cont.)  | Project 20 "Nightmare in Red" | 60     | NBC     |
|          | CBS Reports "Rescue--with Yul |        |         |
|          | Brenner"                      | 60     | CBS     |

## Network Totals

|                |  |
|----------------|--|
| ABC            | $\frac{1}{2}$ Hour                     |
| CBS            | 5 Hours                                |
| NBC            | 2 Hours                                |
| Category Total | <u>7<math>\frac{1}{2}</math> Hours</u> |



## DOCUMENTARIES 1961

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | "Will to Victory"   | 30     | ABC     |
|          | *Project 20 "The Twisted Cross"                           | 60     | NBC     |
|          | *Project 20 "Life in the Thirties"                        | 60     | NBC     |
|          | Project 20 "The Real West"                                | 60     | NBC     |
|          | *Project 20 "The Innocent Years"                          | 60     | NBC     |
|          | "Trial of Adolf Eichmann"                                 | 30     | NBC     |
|          | Closeup! "I Remember"                                     | 30     | ABC     |
|          | NBC White Paper "Railroads--End of the Line?"             | 60     | NBC     |
|          | *Project 20 "Not So Long Ago"                             | 60     | NBC     |
|          | *Project 20 "The Great War"                               | 60     | NBC     |
|          | "Return of General MacArthur"                             | 60     | NBC     |
|          | CBS Reports "The Trials of Charles DeGaulle"              | 60     | CBS     |
|          | CBS Reports "Britain: Blood, Sweat & Tears Plus 20 Years" | 60     | CBS     |
|          | Focus on America "Clipper Ships & Paddle Wheels"          | 30     | ABC     |
|          | CBS Reports "Carl Sandburg at Gettysburg"                 | 60     | CBS     |
|          | *Project 20 "Those Ragtime Years"                         | 60     | NBC     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 1½ Hours        |
| CBS            | 3 Hours         |
| NBC            | 9½ Hours        |
| Category Total | <u>14 Hours</u> |

---

|          |  |    |     |
|----------|--|----|-----|
| Science/ | Closeup! "X Pilot"                     | 30 | ABC |
| Space/   | CBS Reports "Why Man in Space?"        | 60 | CBS |
| Nature   | "Astronauts"                           | 60 | NBC |
|          | Focus on America "The Tullahoma Story" | 30 | ABC |
|          | CBS Reports "The Water Famine"         | 60 | CBS |
|          | "Crossing the Threshold"               | 60 | NBC |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 1 Hour         |
| CBS            | 2 Hours        |
| NBC            | 2 Hours        |
| Category Total | <u>5 Hours</u> |

---

## DOCUMENTARIES 1961--Continued

| Category                              | Title   | Length | Network |
|---------------------------------------|---|--------|---------|
| U. S.<br>Govern-<br>ment/<br>Politics | CBS Reports "Our Election Day<br>Illusions: The Beat Majority"                    | 60     | CBS     |
|                                       | CBS Reports "The Keeper of the<br>Rules: Congressman Smith & the<br>New Frontier" | 60     | CBS     |
|                                       | CBS Reports "The Business of<br>Health, Medicine, Money &<br>Politics"            | 60     | CBS     |
|                                       | CBS Reports "The Case of the<br>Boston Electra"                                   | 60     | CBS     |
|                                       | JFK Report Number One   | 60     | NBC     |
|                                       | NBC White Paper "The Man in the<br>Middle: The State Legislator"                  | 60     | NBC     |
|                                       | Closeup! "Adventures on the New<br>Frontier"                                      | 60     | ABC     |
|                                       | Closeup! "Kennedy's New Frontier"   | 60     | ABC     |
|                                       | JFK Report Number Two   | 60     | NBC     |
|                                       | CBS Reports "Walter Lippmann,<br>1961"  | 60     | CBS     |
|                                       | JFK Report Number Nine  | 60     | NBC     |
|                                       | *CBS Reports "The Year of the<br>Polaris"   | 60     | CBS     |
|                                       | JFK Report  | 30     | NBC     |
|                                       | CBS Reports "Eisenhower on the<br>Presidency"                                     | 60     | CBS     |
|                                       | CBS Reports "Walter Lippmann, Year<br>End"  | 60     | CBS     |

## Network Totals

|                |                  |
|----------------|------------------|
| ABC            | 2 Hours          |
| CBS            | 8 Hours          |
| NBC            | 4½ Hours         |
| Category Total | <u>14½ Hours</u> |

---

|                                  |  |    |     |
|----------------------------------|--|----|-----|
| Business/<br>Economics/<br>Labor | At the Source "Interview with<br>Walter Reuther" | 60 | CBS |
|----------------------------------|--|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | 0 Hours       |
| CBS            | 1 Hour        |
| NBC            | 0 Hours       |
| Category Total | <u>1 Hour</u> |

---

## DOCUMENTARIES 1961--Continued

| Category                            | Title                                    | Length          | Network |
|-------------------------------------|--|-----------------|---------|
| Fine Arts/<br>Media                 | CBS Reports "Censorship & the Movies"    | 60              | CBS     |
| Network Totals                      |  |                 |         |
|                                     | ABC                                      | 0 Hours         |         |
|                                     | CBS                                      | 1 Hour          |         |
|                                     | NBC                                      | 0 Hours         |         |
|                                     | Category Total                           | <u>1 Hour</u>   |         |
| -----                               |  |                 |         |
| Civil Rights                        | Closeup! "The Children Were Watching"    | 30              | ABC     |
|                                     | Closeup! "Walk in My Shoes"              | 60              | ABC     |
| Network Totals                      |  |                 |         |
|                                     | ABC                                      | 1½ Hours        |         |
|                                     | CBS                                      | 0 Hours         |         |
|                                     | NBC                                      | 0 Hours         |         |
|                                     | Category Total                           | <u>1½ Hours</u> |         |
| -----                               |  |                 |         |
| Crime/<br>Police/<br>Justice        | CBS Reports "A Real Case of Murder"      | 60              | CBS     |
| Network Totals                      |  |                 |         |
|                                     | ABC                                      | 0 Hours         |         |
|                                     | CBS                                      | 1 Hour          |         |
|                                     | NBC                                      | 0 Hours         |         |
|                                     | Category Total                           | <u>1 Hour</u>   |         |
| -----                               |  |                 |         |
| Religion/<br>Medicine/<br>Education | Circle Theatre "Minerva's Children"      | 60              | CBS     |
|                                     | "Way of the Cross"                       | 60              | NBC     |
|                                     | NBC White Paper "Anatomy of a Hospital"  | 60              | NBC     |
|                                     | Closeup! "The Flabby American"           | 60              | ABC     |
|                                     | "Doctor B"                               | 60              | NBC     |
|                                     | Focus on America "Education Tailor-Made" | 60              | ABC     |
|                                     | Now...In Our Time "The Good Ship Hope"   | 30              | NBC     |

## DOCUMENTARIES 1961--Continued

| Category  | Title                              | Length | Network |
|-----------|------------------------------------|--------|---------|
| Religion/ | Closeup! "It's a Small World"      | 30     | ABC     |
| Medicine/ | *Project 20 "The Coming of Christ" | 60     | NBC     |
| Education |                                    |        |         |

(Cont.)

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 2½ Hours       |
| CBS            | 1 Hour         |
| NBC            | 4½ Hours       |
| Category Total | <u>8 Hours</u> |

---

|        |                         |    |     |
|--------|-------------------------|----|-----|
| Sports | *"How Tall is a Giant?" | 60 | NBC |
|--------|-------------------------|----|-----|

## Network Totals

|                |               |
|----------------|---------------|
| ABC            | 0 Hours       |
| CBS            | 0 Hours       |
| NBC            | 1 Hour        |
| Category Total | <u>1 Hour</u> |

---

|           |   |    |     |
|-----------|---|----|-----|
| Biography | Project 20 "The Story of Will Rogers"       | 60 | NBC |
|           | Focus on America "The General Palmer Story" | 30 | ABC |
|           | DuPont Show of the Month "Hemingway"        | 60 | NBC |
|           | "World of Bob Hope"                         | 60 | NBC |
|           | "Vincent Van Gogh"                          | 60 | NBC |
|           | "U.S. Grant, an Improbable Hero"            | 60 | NBC |
|           | "The World of Billy Graham"                 | 60 | NBC |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | ½ Hour          |
| CBS            | 0 Hours         |
| NBC            | 6 Hours         |
| Category Total | <u>6½ Hours</u> |

---

|          |  |    |     |
|----------|--|----|-----|
| Life/    | Focus on America "Cows, Cowboys & Cow Country"     | 30 | ABC |
| Leisure/ | Focus on America "Rundown on a Gang Ranch Roundup" | 30 | ABC |
| Enter-   | *CBS Reports "The Great Holiday Massacre"          | 60 | CBS |
| tainment | Closeup! "The Awesome Servant"                     | 60 | ABC |

## DOCUMENTARIES 1961--Continued

Life/Leisure/Entertainment Category  
Network Totals

|                |          |       |
|----------------|----------|-------|
| ABC            | 2        | Hours |
| CBS            | 1        | Hour  |
| NBC            | 0        | Hour  |
| Category Total | <u>3</u> | Hours |

---

|                            |  |    |     |
|----------------------------|--|----|-----|
| U.S.<br>Foreign<br>Affairs | NBC White Paper "Panama--Danger Zone"                      | 60 | NBC |
|                            | CBS Reports "Crossroads Africa--Pilot for the Peace Corps" | 60 | CBS |
|                            | Closeup! Our Durable Diplomats                             | 30 | ABC |
|                            | "Berlin--Act of War?"                                      | 60 | CBS |
|                            | CBS Reports "The Balance of Terror, Part I"                | 60 | CBS |
|                            | CBS Reports "Eisenhower on Foreign Affairs"                | 60 | CBS |
|                            | CBS Reports "The Balance of Terror, Part II"               | 60 | CBS |
|                            | Now...In Our Time "Sentry Abroad"                          | 30 | NBC |
|                            | CBS Reports "The Balance of Terror, Part III"              | 60 | CBS |
|                            | Now...In Our Time "The Peace Corps in Tanganyika"          | 30 | NBC |
|                            | NBC White Paper "Kruschev & Berlin"                        | 60 | NBC |

## Network Totals

|                |                                  |       |
|----------------|----------------------------------|-------|
| ABC            | $\frac{1}{2}$                    | Hour  |
| CBS            | 6                                | Hours |
| NBC            | 3                                | Hours |
| Category Total | <u>9<math>\frac{1}{2}</math></u> | Hours |

---

|                           |  |    |     |
|---------------------------|--|----|-----|
| Foreign<br>Coun-<br>tries | Closeup! "The Red & the Black"             | 30 | ABC |
|                           | "Our Man in Hong Kong"                     | 60 | NBC |
|                           | Closeup! "Ninety Miles to Communism"       | 60 | ABC |
|                           | "May Day in Moscow"                        | 60 | NBC |
|                           | Closeup! "Kenya: Land of the White Chost"  | 60 | ABC |
|                           | Closeup! "The Troubled Land"               | 60 | ABC |
|                           | At the Source "U.A.R. President Nasser"    | 60 | CBS |
|                           | Belgrade Conference "The Uncommitted"      | 60 | NBC |
|                           | NBC White Paper "Angola: Journey to a War" | 60 | NBC |
|                           | "The Many Faces of Spain"                  | 60 | NBC |
|                           | Closeup! "Behind the Wall"                 | 30 | ABC |

# DOCUMENTARIES 1961--Continued

| Category | Title                              | Length | Network |
|----------|------------------------------------|--------|---------|
| Foreign  | Closeup! "West of the Wall--       |        |         |
| Coun-    | Behind the Wall, Part II"          | 30     | ABC     |
| tries    | Closeup! "Heresy in Red"           | 30     | ABC     |
| (Cont.)  | Closeup! "The Remarkable Comrades" | 60     | ABC     |

## Network Totals

|                |           |              |
|----------------|-----------|--------------|
| ABC            | 6         | Hours        |
| CBS            | 1         | Hour         |
| NBC            | 5         | Hours        |
| Category Total | <u>12</u> | <u>Hours</u> |

## DOCUMENTARIES 1962

| Category | Title  | Length | Network |
|----------|--|--------|---------|
| History  | CBS Reports "Carl Sandburg--<br>Lincoln's Prairie Years" | 60     | CBS     |
|          | *Project 20 "The Real West"                              | 60     | NBC     |
|          | "U.S. Number 1, American Profile"                        | 60     | NBC     |
|          | "River Nile"   | 60     | NBC     |
|          | "Pearl Harbor Unforgotten"                               | 60     | CBS     |
|          | Focus on America "Old Hand & the<br>Weevil"              | 30     | ABC     |
|          | "Riddle of the Lusitania"                                | 60     | NBC     |
|          | "Hollywood: The Golden Years"                            | 60     | NBC     |
|          | "The Ordeal of Woodrow Wilson"                           | 30     | NBC     |

## Network Totals

|     |                      |
|-----|----------------------|
| ABC | $\frac{1}{2}$ Hour   |
| CBS | 2 Hours              |
| NBC | $5\frac{1}{2}$ Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>8 Hours</u> |
|----------------|----------------|

---

|          |  |    |     |
|----------|--|----|-----|
| Science/ | "Beyond the Threshold"                     | 60 | NBC |
| Space/   | "Stars--Halfway to Space"                  | 60 | ABC |
| Nature   | "American in Orbit"                        | 30 | NBC |
|          | "60 Hours to the Moon"                     | 30 | ABC |
|          | Closeup! "The Vanishing Oasis"             | 30 | ABC |
|          | CBS Reports "109 Days to Venus"            | 60 | CBS |
|          | "Thresholds for Tomorrow"                  | 60 | NBC |
|          | Focus on America "The Vanishing<br>Ozarks" | 30 | ABC |

## Network Totals

|     |                      |
|-----|----------------------|
| ABC | $2\frac{1}{2}$ Hours |
| CBS | 1 Hour               |
| NBC | $2\frac{1}{2}$ Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>6 Hours</u> |
|----------------|----------------|

---

|          |  |    |     |
|----------|--|----|-----|
| U. S.    | "JFK Report"   | 30 | NBC |
| Govern-  | White Paper "The Battle of Newburg"                  | 60 | NBC |
| ment/    | CBS Reports "Thunder on the Right"                   | 60 | CBS |
| Politics | CBS Reports "The Phenominon of<br>Barry Goldwater"   | 60 | CBS |
|          | White Paper "Arms and the State"                     | 60 | NBC |
|          | CBS Reports "The Taxed American"                     | 60 | CBS |
|          | "Fifty Faces of '62"                                 | 60 | CBS |
|          | CBS Reports "The Seventh Crisis<br>of Richard Nixon" | 60 | CBS |
|          | Closeup! "The Unpaid & the Unsung"                   | 30 | ABC |
|          | "Polaris Submarine"                                  | 60 | NBC |

## DOCUMENTARIES 1962--Continued

| Category                                      | Title   | Length | Network |
|---|---|--------|---------|
| U. S. Govern-<br>ment/<br>Politics<br>(Cont.) | Focus on America "Designed<br>for Deterrence"   | 30     | ABC     |
|   | Focus on America "The Sailing<br>of the Coates" | 30     | ABC     |
|   | "Sentry Abroad"                                 | 60     | NBC     |
|   | *CBS Reports "The Year of the<br>Polaris"       | 60     | CBS     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 1½ Hours |
| CBS | 6 Hours  |
| NBC | 4½ Hours |

|                |          |
|----------------|----------|
| Category Total | 12 Hours |
|----------------|----------|

---

|                                  |                                |    |     |
|----------------------------------|--------------------------------|----|-----|
| Business/<br>Economics/<br>Labor | "The Land"                     | 60 | NBC |
|                                  | White Paper "The Inferno"      | 60 | NBC |
|                                  | Focus on America "Crop Duster" | 30 | ABC |

## Network Totals

|     |         |
|-----|---------|
| ABC | ½ Hour  |
| CBS | 0 Hours |
| NBC | 2 Hours |

|                |          |
|----------------|----------|
| Category Total | 2½ Hours |
|----------------|----------|

---

|                        |                                       |    |     |
|------------------------|---------------------------------------|----|-----|
| Fine<br>Arts/<br>Media | Close-up! "Gamble at the<br>Keyboard" | 30 | ABC |
|                        | Focus on America "Within my Walls"    | 30 | ABC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 0 Hours |
| NBC | 0 Hours |

|                |        |
|----------------|--------|
| Category Total | 1 Hour |
|----------------|--------|

---

|                 |  |    |     |
|-----------------|--|----|-----|
| Civil<br>Rights | CBS Reports "The Other Face of<br>Dixie" | 60 | CBS |
|-----------------|--|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |        |
|----------------|--------|
| Category Total | 1 Hour |
|----------------|--------|

---



## DOCUMENTARIES 1962--Continued

| Category                     | Title                              | Length | Network |
|------------------------------|------------------------------------|--------|---------|
| Crime/<br>Police/<br>Justice | Close-up! "The Big Revolving Door" | 30     | ABC     |

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | $\frac{1}{2}$ Hour |
| CBS | 0 Hours            |
| NBC | 0 Hours            |

|                |                    |
|----------------|--------------------|
| Category Total | $\frac{1}{2}$ Hour |
|----------------|--------------------|

|           |   |    |     |
|-----------|---|----|-----|
| Religion/ | CBS Reports "The Fat American"  | 60 | CBS |
| Medicine/ | Close-up! "The Great Conversation"  | 60 | ABC |
| Education | "The Bridge"  | 60 | ABC |
|           | Project 20 "He is Risen"  | 60 | NBC |
|           | Breakthrough! "Heart and Artery Surgery"  | 60 | NBC |
|           | Your Doctor Reports "The Physician Speaks Out on the Question of Medical Care for the Aged" | 60 | NBC |
|           | Breakthrough! "Suspect Cancer Virus"  | 30 | NBC |
|           | Breakthrough! "Causes & Cures of Mental Illness"  | 30 | NBC |
|           | DuPont Show "Emergency Ward"  | 60 | NBC |
|           | Focus on America "Heart Attack"   | 30 | ABC |
|           | "Good Ship Hope"  | 60 | NBC |
|           | "Birth by Appointment"  | 30 | CBS |

## Network Totals

|     |                      |
|-----|----------------------|
| ABC | $2\frac{1}{2}$ Hours |
| CBS | $1\frac{1}{2}$ Hours |
| NBC | 6 Hours              |

|                |          |
|----------------|----------|
| Category Total | 10 Hours |
|----------------|----------|

|        |                          |    |     |
|--------|--------------------------|----|-----|
| Sports | "Pro Football Explosion" | 60 | CBS |
|--------|--------------------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |        |
|----------------|--------|
| Category Total | 1 Hour |
|----------------|--------|

## DOCUMENTARIES 1962--Continued

| Category  | Title                                 | Length | Network |
|-----------|---------------------------------------|--------|---------|
| Biography | "Lee, The Virginian"                  | 60     | NBC     |
|           | "World of Jimmy Doolittle"            | 60     | NBC     |
|           | "World of Sophia Loren"               | 60     | NBC     |
|           | "Self-Portrait--Vincent Van Gogh"     | 60     | NBC     |
|           | Project 20 "The Story of Will Rogers" | 60     | NBC     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 0 | Hours |
| CBS | 0 | Hours |
| NBC | 5 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 5 | Hours |
|----------------|---|-------|

---

|          |  |    |     |
|----------|--|----|-----|
| Life/    | "Debutant '62"                                 | 30 | NBC |
| Leisure/ | "Vanishing 400"                                | 30 | NBC |
| Enter-   | Close-up! "Do Not Enter"                       | 30 | ABC |
| tainment | CBS Reports "Birth Control and the Law"        | 60 | CBS |
|          | Close-up! "Comedy"                             | 60 | ABC |
|          | Dupont Show "Fire Rescue"                      | 60 | NBC |
|          | Close-up! "The Lost Neighborhood"              | 30 | ABC |
|          | "Chosen Child"                                 | 60 | NBC |
|          | Close-up! "The Wonderful World of Seven"       | 30 | ABC |
|          | Focus on America "Hudson--Portrait of a River" | 30 | ABC |
|          | Focus on America "While the City Sleeps"       | 30 | ABC |
|          | Focus on America "Canton West"                 | 30 | ABC |
|          | CBS Reports "The Teenage Smoker"               | 60 | CBS |
|          | "Road to Button Bay"                           | 60 | CBS |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 4 | Hours |
| CBS | 3 | Hours |
| NBC | 3 | Hours |

|                |    |       |
|----------------|----|-------|
| Category Total | 10 | Hours |
|----------------|----|-------|

---

|         |                             |    |     |
|---------|-----------------------------|----|-----|
| U. S.   | "Peace Corps in Tanganyika" | 60 | NBC |
| Foreign |                             |    |     |
| Affairs |                             |    |     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 0 | Hours |
| CBS | 0 | Hours |
| NBC | 1 | Hour  |

|                |   |      |
|----------------|---|------|
| Category Total | 1 | Hour |
|----------------|---|------|

---

## DOCUMENTARIES 1962--Continued

| Category             | Title  | Length | Network |
|----------------------|--|--------|---------|
| Foreign<br>Countries | CBS Reports "The Land Beyond<br>the Wall--Three Weeks in an<br>East German City" | 60     | CBS     |
|                      | "Our Man in Vienna"  | 30     | NBC     |
|                      | White Paper "Red China"  | 60     | NBC     |
|                      | CBS Reports "Mr. Europe and the<br>Common Market"                                | 60     | CBS     |
|                      | Close-up! "Cambodia--The Peaceful<br>Paradox"                                    | 60     | ABC     |
|                      | Close-up! "Back to Bhowani"  | 30     | ABC     |
|                      | Close-up! "Britain--Ally on the<br>Verge"  | 60     | ABC     |
|                      | Close-up! "The Overseas Chinese"   | 30     | ABC     |
|                      | Robert Ruark's Africa  | 60     | NBC     |
|                      | CBS Reports "Showdown in the<br>Congo"   | 60     | CBS     |
|                      | Close-up! "The Turbulant Jordan"   | 60     | ABC     |
|                      | Close-up! "India: The Troubled<br>Grant"   | 30     | ABC     |
|                      | "The Tunnel"   | 60     | NBC     |
|                      | "Japan: East is West"  | 60     | NBC     |
|                      | "Germany: Fathers and Sons"  | 60     | NBC     |
|                      | Close-up! "Meet Comrade Student"   | 60     | ABC     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 5½ Hours        |
| CBS            | 3 Hours         |
| NBC            | 5½ Hours        |
| Category Total | <u>14 Hours</u> |

## DOCUMENTARIES 1963

| Category | Title  | Length | Network |
|----------|--|--------|---------|
| History  | "Hollywood: The Fabulous Era"                        | 30     | ABC     |
|          | White Paper "The Death of Stalin"                    | 60     | NBC     |
|          | White Paper "The Rise of Krushchev"                  | 60     | NBC     |
|          | CBS Reports "Germany Since Hitler: Adenauer Sums Up" | 30     | CBS     |
|          | "Lincoln--the Commander-in Chief"                    | 30     | NBC     |
|          | "Where We Stand: Ten Years After Stalin"             | 60     | CBS     |
|          | "The Vice Presidency"                                | 30     | ABC     |
|          | "American Landmark--Lexington-Concord"               | 60     | NBC     |
|          | Close-up! "I Remember"                               | 30     | ABC     |
|          | Focus on America "Flight to Yesterday"               | 30     | ABC     |
|          | Roots of Freedom "Athens Where the Theatre Began"    | 60     | CBS     |
|          | *Summer Special "The Real West"                      | 60     | NBC     |
|          | "World's Girls"                                      | 60     | ABC     |
|          | "The Yanks are Coming"                               | 60     | CBS     |
|          | Project 20 "That War in Korea"                       | 90     | NBC     |
|          | "Pearl Harbor--December 7th: The Day of Infamy"      | 60     | CBS     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 3 Hours  |
| CBS | 4½ Hours |
| NBC | 6 Hours  |

|                |                  |
|----------------|------------------|
| Category Total | <u>13½ Hours</u> |
|----------------|------------------|

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | "The Problem With Water is People"               | 60 | NBC |
|                              | Close-up! "The Irreplaceables"                   | 30 | ABC |
|                              | CBS Reports "The Silent Spring of Rachel Carson" | 60 | CBS |
|                              | Close-up! "Smog: The Silent Killer"              | 30 | ABC |
|                              | CBS Reports "Reflections of a Soviet Scientist"  | 60 | CBS |
|                              | Close-up! "The Troubled Land"                    | 30 | ABC |
|                              | Summer Special "The Voice of the Desert"         | 60 | NBC |
|                              | Focus on America "To the Moon and Beyond"        | 30 | ABC |
|                              | "Apollo: A Journey to the Moon"                  | 60 | NBC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 2 Hours |
| CBS | 2 Hours |
| NBC | 3 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>7 Hours</u> |
|----------------|----------------|

## DOCUMENTARIES 1963--Continued

| Category | Title                                   | Length | Network |
|----------|---|--------|---------|
| U. S.    | "First Lady"                            | 60     | CBS     |
| Govern-  | CBS Reports "Eisenhower, 1963"          | 60     | CBS     |
| ment/    | "Big Bomber Battle"                     | 30     | ABC     |
| Politics | Who Goes There? "A Primer on Communism" | 60     | NBC     |
|          | CBS Reports "The Great Farm Vote '63"   | 60     | CBS     |
|          | "Report from Washington"                | 30     | NBC     |
|          | "The Loyal Opposition"                  | 30     | NBC     |
|          | CBS Reports "McNamara and the Pentagon" | 60     | CBS     |
|          | CBS Reports "Case History of a Rumor"   | 60     | CBS     |
|          | "Making of the President--1960"         | 90     | ABC     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 2 Hours |
| CBS | 5 Hours |
| NBC | 2 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>9 Hours</u> |
|----------------|----------------|

---

|            |  |    |     |
|------------|--|----|-----|
| Business/  | Close-up! "The Miner's Lament"               | 30 | ABC |
| Economics/ | CBS Reports "Deadlock: the Railroad Dispute" | 60 | CBS |
| Labor      | Dupont Show "Fire Rescue"                    | 60 | NBC |
|            | Focus on America "Reported Missing--D.D.13"  | 30 | ABC |
|            | Chet Huntley "A Chance to Achieve"           | 30 | NBC |

## Network Totals

|     |          |
|-----|----------|
| ABC | 1 Hour   |
| CBS | 1 Hour   |
| NBC | 1½ Hours |

|                |                 |
|----------------|-----------------|
| Category Total | <u>3½ Hours</u> |
|----------------|-----------------|

---

|            |  |    |     |
|------------|--|----|-----|
| Fine Arts/ | "Leonard Bernstein and the New York Philharmonic in Japan" | 60 | CBS |
| Media      | "In the Mouth of the Youth--Parma, Italy"                  | 60 | CBS |
|            | "The Vatican"  | 60 | ABC |
|            | DuPont Show "Opening Night"                                | 60 | NBC |
|            | CBS Reports "The Flight from Hollywood"                    | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 3 Hours |

## DOCUMENTARIES 1963--Continued

| Category | Title | Length | Network |
|----------|-------|--------|---------|
|----------|-------|--------|---------|

| Fine<br>Arts/<br>Media<br>(Cont.) | Network Totals<br>(Cont.) |         |  |
|-----------------------------------|---------------------------|---------|--|
|                                   | NBC                       | 1 Hour  |  |
|                                   | Category Total            | 5 Hours |  |

|                 |   |     |     |
|-----------------|---|-----|-----|
| Civil<br>Rights | David Brinkley's Journal                              | 60  | NBC |
|                 | David Brinkley's Journal                              | 60  | NBC |
|                 | Crutial Summer "The 1963 Civil Rights Crisis"         | 30  | ABC |
|                 | Focus on America "Mark on Man"                        | 30  | ABC |
|                 | Crutial Summer "Means & Methods"                      | 30  | ABC |
|                 | American Revolution of '63                            | 180 | NBC |
|                 | Crutial Summer "The Issues of Civil Rights"           | 30  | ABC |
|                 | Crutial Summer "The 1963 Civil Rights Crisis" Part IV | 30  | ABC |
|                 | Crutial Summer "The 1963 Civil Rights Crisis" Part V  | 30  | ABC |
|                 | CBS Reports "The Priest and the Politician"           | 60  | CBS |
|                 | "Washington Negro"                                    | 60  | NBC |
|                 | CBS Reports "The Harlem Temper"                       | 60  | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 3 Hours |
| CBS | 2 Hours |
| NBC | 6 Hours |

|                |          |
|----------------|----------|
| Category Total | 11 Hours |
|----------------|----------|

|                              |   |    |     |
|------------------------------|---|----|-----|
| Crime/<br>Police/<br>Justice | CBS Reports "Storm Over the Supreme Court"          | 60 | CBS |
|                              | CBS Reports "Storm Over the Supreme Court, Part II" | 60 | CBS |
|                              | White Paper "The Business of Gambling"              | 60 | NBC |
|                              | Close-up! "Money for Burning"                       | 30 | ABC |
|                              | Close-up! "23 Precinct"                             | 30 | ABC |
|                              | DuPont Show "San Francisco Detective"               | 60 | NBC |
|                              | CBS Reports "Bible Reading in the Public Schools"   | 60 | CBS |

## DOCUMENTARIES 1963--Continued

| Category                                | Title  | Length                | Network |
|---|--|-----------------------|---------|
| Crime/<br>Police/<br>Justice<br>(Cont.) | Dupont Show "Manhattan Battle-ground"          | 60                    | NBC     |
|   | Network Totals                                 |                       |         |
|   | ABC  | 1 Hour                |         |
|   | CBS  | 3 Hours               |         |
|   | NBC  | 3 Hours               |         |
|   | Category Total                                 | 7 Hours               |         |
| -----                                   |  |                       |         |
| Religion/<br>Medicine/<br>Education     | White Paper "British Socialized Medicine"      | 60                    | NBC     |
|   | Close-up! "The Vatican"                        | 30                    | ABC     |
|   | "Quiet Revolution"                             | 60                    | NBC     |
|   | Focus on America "Emergency Room"              | 30                    | ABC     |
|   | "Education: Latin America"                     | 60                    | CBS     |
|   | *Project 20 "The Coming of Christ"             | 60                    | NBC     |
|   | Network Totals                                 |                       |         |
|   | ABC  | 1 Hour                |         |
|   | CBS  | 1 Hour                |         |
|   | NBC  | 3 Hours               |         |
|   | Category Total                                 | 5 Hours               |         |
| -----                                   |  |                       |         |
| Sports                                  | Focus on America "Synanon--So Fair a House"    | 30                    | ABC     |
|   | "A Man Named Mays"                             | 60                    | NBC     |
|   | "The Making of a Pro"                          | 60                    | NBC     |
|   | Network Totals                                 |                       |         |
|   | ABC  | $\frac{1}{2}$ Hour    |         |
|   | CBS  | 0 Hours               |         |
|   | NBC  | 2 Hours               |         |
|   | Category Total                                 | 2 $\frac{1}{2}$ Hours |         |
| -----                                   |  |                       |         |
| Biography                               | "World of Maurice Chevalier"                   | 60                    | NBC     |
|   | "Marilyn Monroe"                               | 60                    | ABC     |
|   | Project 20 "Gary Cooper-Tall American"         | 60                    | NBC     |
|   | Portrait "Winthrop Rockefeller"                | 60                    | CBS     |
|   | "World of Darryl F. Zanuck"                    | 60                    | NBC     |
|   | Portrait "Eileen Farrell"                      | 60                    | CBS     |
|   | *Summer Special "The World of Jimmy Doolittle" | 60                    | NBC     |
|   | Summer Special "The World of Jackie Kennedy"   | 60                    | NBC     |

## DOCUMENTARIES 1963--Continued

| Category             | Title  | Length | Network |
|----------------------|--|--------|---------|
| Biography<br>(Cont.) | Portrait "Senator Richard Brevard Russell"           | 30     | CBS     |
|                      | *"The World of Bob Hope"                             | 60     | NBC     |
|                      | *Summer Special "World of Sophis Loren"              | 60     | NBC     |
|                      | *Summer Special "World of Billy Graham"              | 60     | NBC     |
|                      | *Summer Special "The Story of Will Rogers"           | 60     | NBC     |
|                      | Hollywood and the Stars "Bogart"                     | 30     | NBC     |
|                      | Hollywood and the Stars "Birth of a Star"            | 30     | NBC     |
|                      | Hollywood and the Stars "The Unsinkable Betty Davis" | 30     | NBC     |
|                      | "World's Greatest Showman"                           | 90     | NBC     |
|                      | Hollywood and the Stars "The One and Only--Bing"     | 30     | NBC     |
|                      | Biography "General George Patton"                    | 30     | ABC     |
|                      | Biography "David Ben-Gurion"                         | 30     | ABC     |
|                      | Biography "Charles Lindberg"                         | 30     | ABC     |
|                      | Biography "Pope Pius VII"                            | 30     | ABC     |
|                      | Biography "General George Marshall"                  | 30     | ABC     |
|                      | Biography "John Barrymore"                           | 30     | ABC     |
|                      | Biography "Nikita Krushchev"                         | 30     | ABC     |
|                      | Biography "Mark Twain"                               | 30     | ABC     |
|                      | Biography "John Glenn"                               | 30     | ABC     |
|                      | Biography "Admiral William F. 'Bull' Halsey"         | 30     | ABC     |
|                      | Biography "Grace Kelly"                              | 30     | ABC     |
|                      | Biography "Charles de Gaulle"                        | 30     | ABC     |

## Network Totals

|     |           |
|-----|-----------|
| ABC | 7 Hours   |
| CBS | 2½ Hours  |
| NBC | 13½ Hours |

|                |          |
|----------------|----------|
| Category Total | 23 Hours |
|----------------|----------|

---

|          |                                       |    |     |
|----------|---------------------------------------|----|-----|
| Life/    | "California...the Most"               | 60 | NBC |
| Leisure/ | Close-up! "Return from Darkness"      | 30 | ABC |
| Enter-   | Focus on America "To Climb the        |    |     |
| tainment | Summit"                               | 30 | ABC |
|          | Focus on America "Picture of a Cuban" | 30 | ABC |
|          | "Hollywood: the Great Stars"          | 60 | CBS |
|          | Summer Special "The Circus"           | 60 | NBC |



## DOCUMENTARIES 1963--Continued

| Category   | Title  | Length | Network |
|--|--|--------|---------|
| Life/<br>Leisure/<br>Enter-<br>tainment<br>(Cont.) | Hollywood and the Stars "Sirens,<br>Symbols & Glamor Girls, Part I"  | 30     | NBC     |
|  | Hollywood and the Stars "Sirens,<br>Symbols & Glamor Girls, Part II" | 30     | NBC     |
|  | Chronicle "American Tap Roots:<br>Finkley, Dickens, and Merry"       | 30     | CBS     |
|  | CBS Reports "The Great American<br>Funeral"                          | 60     | CBS     |
|  | Hollywood and the Stars "They<br>Went Thataway"                      | 30     | NBC     |
|  | DuPont Show "Miss America, Behind<br>the Scenes"                     | 60     | NBC     |
|  | Hollywood and the Stars "The Great<br>Lovers"                        | 30     | NBC     |
|  | Hollywood and the Stars "The<br>Fabulous Musicals"                   | 30     | NBC     |
|  | Chronicle "An American Jester"                                       | 30     | CBS     |
|  | Hollywood and the Stars "The<br>Funny Men, Part I"                   | 30     | NBC     |
|  | Hollywood and the Stars "The<br>Funny Men, Part II"                  | 30     | NBC     |
|  | Hollywood and the Stars "Holly-<br>wood U.S.A."                      | 30     | NBC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 2½ Hours |
| CBS | 3 Hours  |
| NBC | 7½ Hours |

|                |          |
|----------------|----------|
| Category Total | 13 Hours |
|----------------|----------|

|                    |             |    |     |
|--------------------|-------------|----|-----|
| U. S.              | NO PROGRAMS | -- | --- |
| Foreign<br>Affairs |             |    |     |

|                      |                              |    |     |
|----------------------|------------------------------|----|-----|
| Foreign<br>Countries | "Russians: Self Impressions" | 60 | CBS |
|                      | "A Country Called Europe"    | 60 | NBC |
|                      | "Encyclopedia of Communism"  | 60 | NBC |
|                      | "Israel--It is No Fable"     | 60 | CBS |
|                      | "Kremlin"                    | 60 | NBC |
|                      | "Monaco"                     | 60 | CBS |
|                      | "The Festival Frenzy"        | 60 | ABC |
|                      | Report from...Tokyo          | 30 | NBC |
|                      | Report from...Paris          | 30 | NBC |
|                      | Report from...London         | 30 | NBC |
|                      | Report from...Warsaw         | 30 | NBC |
|                      | Report from...               | 30 | NBC |
|                      | David Brinkley's Journal     | 30 | NBC |

## DOCUMENTARIES 1963--Continued

| Category                     | Title                                | Length | Network |
|------------------------------|--------------------------------------|--------|---------|
| Foreign Countries<br>(Cont.) | Focus on America "Amigo on the Move" | 30     | ABC     |
|                              | Report from...Beirut                 | 30     | NBC     |
|                              | Report from...Munich                 | 30     | NBC     |
|                              | "Whatever Happened to Royalty"       | 60     | ABC     |
|                              | Chronicle "Oh Be Joyful"             | 60     | CBS     |
|                              | "Greece: The Golden Age"             | 60     | NBC     |

## Network Totals

|                |                  |
|----------------|------------------|
| ABC            | 2½ Hours         |
| CBS            | 4 Hours          |
| NBC            | 8 Hours          |
| Category Total | <u>14½ Hours</u> |

## DOCUMENTARIES 1964

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | Chronicle "Tomorrow Was Yesterday"                                | 60     | NBC     |
|          | Saga of Western Man "1898"  | 60     | ABC     |
|          | Saga of Western Man "1964"  | 60     | ABC     |
|          | Hollywood and the Stars "The Wild and Wonderful '30's"            | 30     | NBC     |
|          | Primer on Communism "Who Goes There"                              | 60     | NBC     |
|          | *White Paper "The Death of Stalin"                                | 60     | NBC     |
|          | *White Paper "The Rise of Krushchev"                              | 60     | NBC     |
|          | *Project 20 "The Real West"                                       | 60     | NBC     |
|          | Roots of Freedom "In Defense of Rome"                             | 60     | CBS     |
|          | CBS Reports "D-Day Plus 20 Years: Eisenhower Returns to Normandy" | 90     | CBS     |
|          | "The French Army"   | 60     | NBC     |
|          | "Civil War Portraits"   | 60     | NBC     |
|          | "Battle of the Bulge"   | 60     | NBC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 2 Hours  |
| CBS | 2½ Hours |
| NBC | 8½ Hours |

|                |                 |
|----------------|-----------------|
| Category Total | <u>13 Hours</u> |
|----------------|-----------------|

---

|                              |                                   |    |     |
|------------------------------|-----------------------------------|----|-----|
| Science/<br>Space/<br>Nature | Science Series "The Restless Sea" | 60 | NBC |
|                              | Chronicle "The Best is Yet to Be" | 30 | CBS |
|                              | "Race for the Moon"               | 60 | CBS |
|                              | "Nobel Prize Awards"              | 60 | ABC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 1½ Hour |
| NBC | 1 Hour  |

|                |                 |
|----------------|-----------------|
| Category Total | <u>3½ Hours</u> |
|----------------|-----------------|

---

|                                       |  |    |     |
|---------------------------------------|--|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | "Our Man in Washington"                  | 60 | NBC |
|                                       | CBS Reports "The Legacy of the Thresher" | 60 | CBS |
|                                       | CBS Reports "Walter Lippman, 1964"       | 60 | CBS |
|                                       | "Big Brother is Listening"               | 30 | ABC |
|                                       | "Great Conventions--GOP"                 | 60 | CBS |
|                                       | "Great Conventions--Democrat"            | 60 | CBS |
|                                       | "Letters from Vietnam"                   | 60 | ABC |
|                                       | Project 20 "The Red, White & Blue Flag"  | 60 | NBC |

## DOCUMENTARIES 1964--Continued

| Category | Title                                       | Length | Network |
|----------|---|--------|---------|
| U. S.    | "Election Year in Averagetown"              | 60     | NBC     |
| Govern-  | "Showdown Over the White House"             | 30     | ABC     |
| ment/    | * "Polaris Submarine"                       | 60     | NBC     |
| Politics | "The Missleman"                             | 30     | ABC     |
| (Cont.)  | DuPont Show "Flight Deck"                   | 60     | NBC     |
|          | "The Presidency: A Splendid Mystery"        | 60     | CBS     |
|          | CBS Reports "Kennedy vs. Keating"           | 60     | CBS     |
|          | "The Burden & the Glory of John F. Kennedy" | 60     | CBS     |

## Network Totals

|     |                       |
|-----|-----------------------|
| ABC | 2 $\frac{1}{2}$ Hours |
| CBS | 7 Hours               |
| NBC | 5 Hours               |

|                |   |
|----------------|---|
| Category Total | <u>14<math>\frac{1}{2}</math> Hours</u> |
|----------------|---|

Business/ NO PROGRAMS  
Economics/  
Labor

|            |                     |    |     |
|------------|---------------------|----|-----|
| Fine Arts/ | "Art of Collecting" | 60 | NBC |
| Media      | "Soul of an Age"    | 60 | NBC |
|            | "The Louvre"        | 60 | NBC |
|            | "Casals at 88"      | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 1 Hour  |
| NBC | 3 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>4 Hours</u> |
|----------------|----------------|

|              |  |    |     |
|--------------|--|----|-----|
| Civil Rights | CBS Reports "Birth Struggle of a Law"      | 60 | CBS |
|              | "After Ten Years--the Court & the Schools" | 60 | CBS |
|              | "The Great Divide"                         | 60 | ABC |
|              | CBS Reports "Segregation: Northern Style"  | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 3 Hours |
| NBC | 0 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>4 Hours</u> |
|----------------|----------------|

## DOCUMENTARIES 1964--Continued

| Category                     | Title  | Length | Network |
|------------------------------|--|--------|---------|
| Crime/<br>Police/<br>Justice | CBS Reports "The Business of Heroin"                   | 60     | CBS     |
|                              | CBS Reports "Murder & the Right to Bear Arms"          | 60     | CBS     |
|                              | CBS Reports "Gideon's Trumpet: The Poor Man & the Law" | 60     | CBS     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 0 | Hours |
| CBS | 3 | Hours |
| NBC | 0 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 3 | Hours |
|----------------|---|-------|

---

|                                     |  |    |     |
|-------------------------------------|--|----|-----|
| Religion/<br>Medicine/<br>Education | "Birth Control: How?"                              | 60 | NBC |
|                                     | CBS Reports "The Catholics and the Schools"        | 60 | CBS |
|                                     | "The Thousand Mile Campus"                         | 60 | NBC |
|                                     | Breakthrough "Medicine--Shape of the Future"       | 60 | NBC |
|                                     | CBS Reports "Cigarettes: A Collision of Interests" | 60 | CBS |
|                                     | CBS Reports "The Education of George Waruhiu"      | 60 | CBS |
|                                     | "Great Stars"                                      | 60 | CBS |
|                                     | *Project 20 "The Coming of Christ"                 | 60 | NBC |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 0 | Hours |
| CBS | 4 | Hours |
| NBC | 4 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 8 | Hours |
|----------------|---|-------|

---

|        |                       |    |     |
|--------|-----------------------|----|-----|
| Sports | "Boxing's Last Round" | 60 | NBC |
|        | *"A Man Named Mays"   | 60 | NBC |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 0 | Hours |
| CBS | 0 | Hours |
| NBC | 2 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 2 | Hours |
|----------------|---|-------|

---

|           |   |    |     |
|-----------|---|----|-----|
| Biography | White Paper "Adam Clayton Powell"                         | 60 | NBC |
|           | Hollywood and the Stars "Paul Newman: Actor in a Hurry"   | 30 | NBC |
|           | Hollywood and the Stars "Natalie Wood: Hollywood's Child" | 30 | NBC |

## DOCUMENTARIES 1964--Continued

| Category             | Title  | Length | Network |
|----------------------|--|--------|---------|
| Biography<br>(Cont.) | Hollywood and the Stars "The<br>Odyssey of Rita Hayworth"  | 30     | NBC     |
|                      | Chronicle "Huntington Hartford:<br>The Reluctant Militant" | 30     | CBS     |
|                      | CBS Reports "De Gaulle: Roots of<br>Power"                 | 60     | CBS     |
|                      | Hollywood and the Stars "The<br>Immortal Al Jolson"        | 30     | NBC     |
|                      | CBS Reports "De Gaulle: The<br>Challenge"                  | 60     | CBS     |
|                      | Hollywood and the Stars "The<br>One and Only--Bing"        | 30     | NBC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 0 Hours  |
| CBS | 2½ Hours |
| NBC | 3½ Hours |

|                |         |
|----------------|---------|
| Category Total | 6 Hours |
|----------------|---------|

---

|   |   |    |     |
|---|---|----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | Hollywood and the Stars "Monsters<br>We've Known and Loved"   | 30 | NBC |
|   | Hollywood and the Stars "Teenage<br>Idols, Part I"            | 30 | NBC |
|   | Hollywood and the Stars "Tennage<br>Idols, Part II"           | 30 | NBC |
|   | Hollywood and the Stars "Holly-<br>wood Goes to War"          | 30 | NBC |
|   | "Our Man Brinkley Surveys the<br>Mississippi"                 | 60 | NBC |
|   | Hollywood and the Stars "Anatomy<br>of a Movie"               | 30 | NBC |
|   | *Hollywood and the Stars "The<br>Great Lovers"                | 30 | NBC |
|   | Hollywood and the Stars "The<br>Angry Screen"                 | 30 | NBC |
|   | CBS Reports "The Flight from<br>Hollywood"                    | 60 | CBS |
|   | Hollywood and the Stars "The<br>Swashbucklers"                | 30 | NBC |
|   | Hollywood and the Stars "On<br>Location: Night of the Iguana" | 30 | NBC |
|   | Hollywood and the Stars "In<br>Search of Kim Novak"           | 30 | NBC |
|   | DuPont Show "High Wire Wallendas"                             | 60 | NBC |
|   | Hollywood and the Stars "The<br>Oscars: Moments of Greatness" | 30 | NBC |

## DOCUMENTARIES 1964--Continued

| Category | Title                             | Length | Network |
|----------|-----------------------------------|--------|---------|
| Life/    | "Carney"                          | 60     | NBC     |
| Leisure/ | Hollywood and the Stars "Whata    |        |         |
| Enter-   | Way to Go"                        | 30     | NBC     |
| tainment | Hollywood and the Stars "The      |        |         |
| (cont.)  | Great Dictators"                  | 30     | NBC     |
|          | *Hollywood and the Stars "Sirens, |        |         |
|          | Symbols & Glamor Girls, Part I"   | 30     | NBC     |
|          | *Hollywood and the Stars "Sirens, |        |         |
|          | Symbols & Glamor Girls, Part II"  | 30     | NBC     |
|          | *Hollywood and the Stars "They    |        |         |
|          | Went That-a-Way"                  | 30     | NBC     |
|          | "The Chosen Child"                | 60     | NBC     |
|          | "Small Town U.S.A."               | 60     | NBC     |
|          | "U.S.Route #1"                    | 60     | NBC     |
|          | *Hollywood and the Stars "How to  |        |         |
|          | Succeed as a Gangster"            | 30     | NBC     |
|          | "The Unwed Father"                | 30     | CBS     |

## Network Totals

|     |           |
|-----|-----------|
| ABC | 0 Hours   |
| CBS | 1½ Hours  |
| NBC | 14½ Hours |

|                |          |
|----------------|----------|
| Category Total | 16 Hours |
|----------------|----------|

---

|         |                                 |    |     |
|---------|---------------------------------|----|-----|
| U. S.   | White Paper "Cuba: The Bay of   |    |     |
| Foreign | Pigs"                           | 60 | NBC |
| Affairs | "Vietnam: The Deadly Decision"  | 60 | CBS |
|         | CBS Reports "The U.S. & the Two |    |     |
|         | Chinas"                         | 60 | CBS |
|         | "Vietnam: It's a Mad War"       | 60 | NBC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 2 Hours |
| NBC | 2 Hours |

|                |         |
|----------------|---------|
| Category Total | 4 Hours |
|----------------|---------|

---

|           |                                    |    |     |
|-----------|------------------------------------|----|-----|
| Foreign   | "Orient Express"                   | 60 | NBC |
| Countries | *"Kremlin"                         | 60 | NBC |
|           | Chronicle "Les Holles: A Farewell" | 30 | CBS |
|           | "Britain: Changing Guard"          | 60 | NBC |
|           | "Changing Matilda: The New         |    |     |
|           | Australia"                         | 60 | NBC |
|           | "Jawan: Defense of India"          | 60 | NBC |

# DOCUMENTARIES 1964--Continued

| Category  | Title                  | Length | Network |
|-----------|------------------------|--------|---------|
| Foreign   | "Ganges: Sacred River" | 60     | NBC     |
| Countries | "Five Faces of Tokyo"  | 60     | CBS     |
| (Cont.)   |                        |        |         |

## Network Totals

|                |           |       |
|----------------|-----------|-------|
| ABC            | 0         | Hours |
| CBS            | 1½        | Hours |
| NBC            | 6         | Hours |
| Category Total | <u>7½</u> | Hours |



## DOCUMENTARIES 1965

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | Chronicle of Freedom "The Capitol"                  | 60     | NBC     |
|          | "French Revolution"                                 | 60     | NBC     |
|          | "The Mystery of Stonehedge"                         | 60     | CBS     |
|          | FDR "Nothing to Fear but Fear"                      | 30     | ABC     |
|          | FDR "Forgotten Man"                                 | 30     | ABC     |
|          | "Trial at Nuremberg"                                | 60     | NBC     |
|          | "The Journals of Lewis & Clark"                     | 60     | NBC     |
|          | FDR "The Stricken Land"                             | 30     | ABC     |
|          | FDR "Strife"  | 30     | ABC     |
|          | FDR "The Blue Eagle"                                | 30     | ABC     |
|          | ABC Scope "The Children of Death"                   | 30     | ABC     |
|          | "France: Conquest & Liberation"                     | 60     | NBC     |
|          | FDR "That Man in the White House"                   | 30     | ABC     |
|          | FDR "Rendevous with Destiny"                        | 30     | ABC     |
|          | FDR "Distant Trumpet"                               | 30     | ABC     |
|          | Saga of Western Man "Custer to the Little Big Horn" | 60     | ABC     |
|          | CBS Reports "United Nations: Beleagured Fortress"   | 60     | CBS     |
|          | "The Aftereffects of 1945"                          | 60     | CBS     |
|          | "Victory in Europe; 20 Years After"                 | 60     | CBS     |
|          | "The Middle Ages"                                   | 60     | NBC     |
|          | FDR "The Good Neighbor"                             | 30     | ABC     |
|          | FDR "Mr. & Mrs. Roosevelt"                          | 30     | ABC     |
|          | FDR "Going Home"                                    | 30     | ABC     |
|          | FDR "The Hundred Days"                              | 30     | ABC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 7½ Hours |
| CBS | 4 Hours  |
| NBC | 6 Hours  |

Category Total      17½ Hours

---

|                              |   |    |     |
|------------------------------|---|----|-----|
| Science/<br>Space/<br>Nature | "Way Out Men"                                   | 60 | ABC |
|                              | "T-Minus Four Years, Nine Months & Thirty Days" | 60 | CBS |
|                              | "Man Invades the Sea"                           | 60 | ABC |
|                              | "Gemini: Two Men in Space"                      | 60 | CBS |
|                              | "The Man Who Walked in Space"                   | 60 | NBC |
|                              | "A Journey with Joseph Wood Krutch"             | 60 | NBC |
|                              | "Mission to Mars: the Search for Life"          | 60 | CBS |
|                              | ABC Scope "Mars Closeup: Are We Alone?"         | 60 | ABC |

## DOCUMENTARIES 1965--Continued

| Category                                | Title  | Length | Network |
|---|--|--------|---------|
| Science/<br>Space/<br>Nature<br>(Cont.) | National Geographic "Americans<br>on Everest"                  | 60     | CBS     |
|   | "America the Beautiful"  | 30     | NBC     |
|   | This Proud Land "Wild, Wild East"                              | 60     | ABC     |
|   | This Proud Land "The Big Sky<br>Country"                       | 60     | ABC     |
|   | National Geographic "Miss Goodall<br>and the Wild Chimpanzees" | 60     | CBS     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 5 Hours  |
| CBS | 5 Hours  |
| NBC | 2½ Hours |

|                |                  |
|----------------|------------------|
| Category Total | <u>12½ Hours</u> |
|----------------|------------------|

---

|                                       |                                       |    |     |
|---------------------------------------|---------------------------------------|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | CBS Reports "Walter Lippman,<br>1965" | 60 | CBS |
|                                       | ABC Scope "The Dilemma in<br>Vietnam" | 30 | ABC |
|                                       | "Humphrey and the Vice-Presidency"    | 30 | CBS |
|                                       | Vietnam "Winning the War"             | 60 | CBS |
|                                       | "The Making of the President 1964"    | 90 | CBS |
|                                       | Vietnam "Winning the Peace"           | 60 | CBS |
|                                       | "The Big Ear"                         | 60 | NBC |
|                                       | Vietnam "The Agony of Vietnam"        | 60 | CBS |
|                                       | "Congress Needs Help"                 | 60 | NBC |
|                                       | Vietnam "The Day of War"              | 60 | CBS |
|                                       | "Where We Stand on Vietnam"           | 60 | CBS |
|                                       | "Vietnam, December 1965"              | 60 | NBC |
|                                       | "Christmas in Vietnam"                | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | ½ Hour  |
| CBS | 9 Hours |
| NBC | 3 Hours |

|                |                  |
|----------------|------------------|
| Category Total | <u>12½ Hours</u> |
|----------------|------------------|

---

|                                  |                           |    |     |
|----------------------------------|---------------------------|----|-----|
| Business/<br>Economics/<br>Labor | ABC Scope "Instant Money" | 30 | ABC |
|----------------------------------|---------------------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | ½ Hour  |
| CBS | 0 Hours |
| NBC | 0 Hours |

|                |               |
|----------------|---------------|
| Category Total | <u>½ Hour</u> |
|----------------|---------------|

---

## DOCUMENTARIES 1965--Continued

| Category            | Title                             | Length | Network |
|---------------------|-----------------------------------|--------|---------|
| Fine Arts/<br>Media | * "The Louve"                     | 60     | NBC     |
|                     | CBS Reports "The Rating Game"     | 60     | CBS     |
|                     | CBS Reports "The 150 Lira Escape" | 60     | CBS     |
|                     | "Henry Moore: Man of Form"        | 60     | CBS     |
|                     | "Michelangelo: The Last Giant"    | 60     | NBC     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 3 Hours |
| NBC | 2 Hours |

|                |         |
|----------------|---------|
| Category Total | 5 Hours |
|----------------|---------|

|              |  |    |     |
|--------------|--|----|-----|
| Civil Rights | "Who Can Vote?"                        | 60 | NBC |
|              | CBS Reports "KKK-The Invisible Empire" | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 1 Hour  |
| NBC | 1 Hour  |

|                |         |
|----------------|---------|
| Category Total | 2 Hours |
|----------------|---------|

|                              |  |    |     |
|------------------------------|--|----|-----|
| Crime/<br>Police/<br>Justice | ABC Scope "Life? or Death?"                                      | 30 | ABC |
|                              | "The Press and the Law"  | 30 | CBS |
|                              | White Paper "Oswald and the Law:<br>A Study of Criminal Justice" | 60 | NBC |
|                              | CBS Reports "Abortion and the Law"                               | 60 | CBS |
|                              | White Paper "Terror in the Streets"                              | 60 | NBC |
|                              | ABC Scope "Thorn of Plenty"                                      | 30 | ABC |
|                              | "Everybody's Got a System"                                       | 60 | ABC |
|                              | CBS Reports "Watts: Riot or<br>Revolt?"                          | 60 | CBS |

## Network Totals

|     |          |
|-----|----------|
| ABC | 2 Hours  |
| CBS | 2½ Hours |
| NBC | 2 Hours  |

|                |          |
|----------------|----------|
| Category Total | 6½ Hours |
|----------------|----------|

|                                     |                                 |    |     |
|-------------------------------------|---------------------------------|----|-----|
| Religion/<br>Medicine/<br>Education | *ABC Scope "Heart Attack"       | 30 | ABC |
|                                     | "The Pope & the Vatican"        | 60 | NBC |
|                                     | "The Berkley Rebels"            | 60 | CBS |
|                                     | "Health Care at the Crossroads" | 30 | ABC |

## DOCUMENTARIES 1965--Continued

| Category                                       | Title                                | Length   | Network |
|--|--------------------------------------|----------|---------|
| Religion/<br>Medicine/<br>Education<br>(Cont.) | "Who Shall Live?"                    | 60       | NBC     |
|  | Network Totals                       |          |         |
|  | ABC                                  | 1 Hour   |         |
|  | CBS                                  | 1 Hour   |         |
|  | NBC                                  | 2 Hours  |         |
|  | Category Total                       | 4 Hours  |         |
| <hr/>  |                                      |          |         |
| Sports   | "Assault on LeMans"                  | 30       | ABC     |
|  | "Mayhem on a Sunday Afternoon"       | 60       | ABC     |
|  | Network Totals                       |          |         |
|  | ABC                                  | 1½ Hours |         |
|  | CBS                                  | 0 Hours  |         |
|  | NBC                                  | 0 Hours  |         |
|  | Category Total                       | 1½ Hours |         |
| <hr/>  |                                      |          |         |
| Biography                                      | FDR "The Making of a Man, Part I"    | 30       | ABC     |
|  | FDR "The Making of a Man, Part II"   | 30       | ABC     |
|  | FDR "I Like to Win"                  | 30       | ABC     |
|  | "I, Leonardo da Vinci"               | 60       | ABC     |
|  | "Casals at 88"                       | 60       | CBS     |
|  | "The General"                        | 60       | ABC     |
|  | "Finlandia"                          | 60       | CBS     |
|  | "Tall American"                      | 60       | NBC     |
|  | "Frank Sinatra"                      | 60       | CBS     |
|  | "Salute to Stan Laurel"              | 60       | CBS     |
|  | Network Totals                       |          |         |
|  | ABC                                  | 4 Hours  |         |
|  | CBS                                  | 4 Hours  |         |
|  | NBC                                  | 1 Hour   |         |
|  | Category Total                       | 9 Hours  |         |
| <hr/>  |                                      |          |         |
| Life/<br>Leisure/<br>Enter-<br>tainment        | ABC Scope "An Age to Drink"          | 30       | ABC     |
|  | "Stately Ghosts of England"          | 60       | NBC     |
|  | "An Essay on Bridges"                | 30       | CBS     |
|  | ABC Scope "Out with the Old"         | 30       | ABC     |
|  | "Bold Men"                           | 60       | ABC     |
|  | "Let's Go to the Fair"               | 60       | CBS     |
|  | "Jazz on a Summer Day"               | 60       | CBS     |
|  | ABC Scope "Westerns, European Style" | 30       | ABC     |

## DOCUMENTARIES 1965--Continued

| Category | Title                   | Length | Network |
|----------|-------------------------|--------|---------|
| Life/    | "The Great Love Affair" | 60     | CBS     |
| Leisure/ | "Teen Age Revolution"   | 60     | ABC     |
| Enter-   | "Circus!"               | 60     | NBC     |
| tainment | "World of James Bond"   | 60     | NBC     |
| (Cont.)  | "In Search of Man"      | 60     | ABC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 4½ Hours |
| CBS | 3½ Hours |
| NBC | 3 Hours  |

|                |          |
|----------------|----------|
| Category Total | 11 Hours |
|----------------|----------|

---

|         |                                    |    |     |
|---------|------------------------------------|----|-----|
| U. S.   | White Paper "The Decision to       |    |     |
| Foreign | Drop the Bomb"                     | 90 | NBC |
| Affairs | "The Inter-American Highway"       | 60 | NBC |
|         | "The Science of Spying"            | 60 | NBC |
|         | "What Went Wrong in Santa Domingo" | 60 | CBS |
|         | White Paper "U.S. Foreign Policy"  | 60 | NBC |

## Network Totals

|     |          |
|-----|----------|
| ABC | 0 Hours  |
| CBS | 1 Hour   |
| NBC | 4½ Hours |

|                |          |
|----------------|----------|
| Category Total | 5½ Hours |
|----------------|----------|

---

|           |                                |    |     |
|-----------|--------------------------------|----|-----|
| Foreign   | CBS Reports "East Europe:      |    |     |
| Countries | Satelittes Out of Orbit"       | 60 | CBS |
|           | ABC Scope "Television, Moscow- |    |     |
|           | style"                         | 30 | ABC |
|           | "Hollow Crown"                 | 60 | CBS |
|           | "Time Bomb in Rhodesia"        | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | ½ Hour  |
| CBS | 3 Hours |
| NBC | 0 Hours |

|                |          |
|----------------|----------|
| Category Total | 3½ Hours |
|----------------|----------|

# DOCUMENTARIES 1966

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | "The Search for Ulysses"                              | 60     | CBS     |
|          | National Geographic "Voyage on the Brigantine Yankee" | 60     | CBS     |
|          | * "Mystery of Stonehedge"                             | 60     | CBS     |
|          | Saga of Western Man "The Legacy of Rome"              | 60     | ABC     |
|          | ABC Stage '67 "The Brave Rifles"                      | 60     | ABC     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 2 | Hours |
| CBS | 3 | Hours |
| NBC | 0 | Hours |

Category Total 5 Hours

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | National Geographic "Dr. Leakey & the Dawn of Man" | 60 | CBS |
|                              | CBS Reports "Friend, Foe or Fantasy"               | 60 | CBS |
|                              | "The Baffling World of ESP"                        | 60 | ABC |
|                              | CBS Reports "The Poisoned Air"                     | 60 | CBS |
|                              | "We Are Not Alone"                                 | 60 | ABC |
|                              | "The Aviation Revolution"                          | 60 | NBC |
|                              | National Geographic "The Hidden World"             | 60 | CBS |
|                              | CBS Reports "The SST"                              | 60 | CBS |
|                              | CBS Reports "Harvest of Mercy"                     | 60 | CBS |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 2 | Hours |
| CBS | 6 | Hours |
| NBC | 1 | Hour  |

Category Total 9 Hours

---

|                                       |  |    |     |
|---------------------------------------|--|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | "Vietnam: The Home Front"                  | 60 | NBC |
|                                       | Saga of Western Man "I Am a Soldier"       | 60 | ABC |
|                                       | "Anatomy of Defense"                       | 60 | NBC |
|                                       | "Vietnam, Eric Severaid's Personal Report" | 30 | CBS |
|                                       | "To Save a Soldier"                        | 60 | ABC |
|                                       | "General Westmoreland on Vietnam"          | 30 | CBS |

## DOCUMENTARIES 1966--Continued

| Category                         | Title                                     | Length   | Network |
|----------------------------------|---|----------|---------|
| U.S. Government/Politics (Cont.) | "The Undeclared War"                      | 60       | NBC     |
| Network Totals                   |   |          |         |
|                                  | ABC                                       | 2 Hours  |         |
|                                  | CBS                                       | 1 Hour   |         |
|                                  | NBC                                       | 3 Hours  |         |
|                                  | Category Total                            | 6 Hours  |         |
| -----                            |   |          |         |
| Business/Economics/Labor         | CBS Reports "IOU \$315,000, 000,000.00"   | 60       | CBS     |
|                                  | "Wall Street: Where the Money Is"         | 60       | CBS     |
|                                  | "The American Economy"                    | 60       | CBS     |
|                                  | CBS Reports "The State of the Unions"     | 60       | CBS     |
| Network Totals                   |   |          |         |
|                                  | ABC                                       | 0 Hours  |         |
|                                  | CBS                                       | 4 Hours  |         |
|                                  | NBC                                       | 0 Hours  |         |
|                                  | Category Total                            | 4 Hours  |         |
| -----                            |   |          |         |
| Fine Arts/Media                  | Anatomy of Pop "The Music Explosion"      | 60       | ABC     |
|                                  | "Matisse Retrospective"                   | 30       | ABC     |
|                                  | "Cappella Paolino"                        | 60       | CBS     |
| Network Totals                   |   |          |         |
|                                  | ABC                                       | 1½ Hours |         |
|                                  | CBS                                       | 1 Hour   |         |
|                                  | NBC                                       | 0 Hours  |         |
|                                  | Category Total                            | 2½ Hours |         |
| -----                            |   |          |         |
| Civil Rights                     | "The Angry Voices of Watts"               | 60       | NBC     |
|                                  | CBS Reports "Black Power--White Backlash" | 60       | CBS     |
| Network Totals                   |   |          |         |
|                                  | ABC                                       | 0 Hours  |         |
|                                  | CBS                                       | 1 Hour   |         |
|                                  | NBC                                       | 1 Hour   |         |
|                                  | Category Total                            | 2 Hours  |         |
| -----                            |   |          |         |

## DOCUMENTARIES 1966--Continued

| Category | Title                                    | Length | Network |
|----------|--|--------|---------|
| Crime/   | "Thin Blue Line"                         | 60     | ABC     |
| Police/  | CBS Reports "The Policeman's Lot"        | 60     | CBS     |
| Justice  | White Paper "Organized Crime in America" | 210    | NBC     |
|          | CBS Reports "Men in Cages"               | 60     | CBS     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 1 Hour   |
| CBS | 2 Hours  |
| NBC | 3½ Hours |

|                |                 |
|----------------|-----------------|
| Category Total | <u>6½ Hours</u> |
|----------------|-----------------|

---

|           |                               |    |     |
|-----------|-------------------------------|----|-----|
| Religion/ | "Revolution in the Three R's" | 60 | ABC |
| Medicine/ | CBS Reports "The Spring Grove |    |     |
| Education | Experiment"                   | 60 | CBS |
|           | "The Long Childhood of Timmy" | 60 | ABC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 2 Hours |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>3 Hours</u> |
|----------------|----------------|

---

|        |               |    |     |
|--------|---------------|----|-----|
| Sports | "The Big Guy" | 60 | ABC |
|--------|---------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 0 Hours |
| NBC | 0 Hours |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

|           |  |    |     |
|-----------|--|----|-----|
| Biography | Saga of Western Man "Beethoven: Ordeal & Triumph"        | 60 | ABC |
|           | U.S.A. Land of Color "The Lincoln People"                | 60 | CBS |
|           | National Geographic "The World of Jacques Yves Cousteau" | 60 | CBS |
|           | "Stravinsky"   | 60 | CBS |
|           | "Young Man from Boston"                                  | 60 | ABC |
|           | "Young Mr. Eisenhower"                                   | 60 | CBS |
|           | Michelangelo "The Last Giant"                            | 60 | NBC |



## DOCUMENTARIES 1966--Continued

| Category             | Title  | Length | Network |
|----------------------|--|--------|---------|
| Biography<br>(Cont.) | ABC Stage '67 "The Life & Legend<br>of Marilyn Monroe" | 60     | ABC     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 3 Hours |
| CBS | 4 Hours |
| NBC | 1 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>8 Hours</u> |
|----------------|----------------|

---

|   |  |    |     |
|---|--|----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | CBS Reports "The Divorce Dilemma"          | 60 | CBS |
|   | "16 in Webster Groves"                     | 60 | CBS |
|   | "Webster Groves Revisited"                 | 60 | CBS |
|   | "In Search of Man"                         | 60 | ABC |
|   | "An Essay on Hotels"                       | 60 | CBS |
|   | *"An Essay on Bridges"                     | 60 | CBS |
|   | "If It's Tuesday, This Must Be<br>Belgium" | 60 | CBS |
|   | ABC Stage '67 "The Kennedy Wit"            | 60 | ABC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 2 Hours |
| CBS | 6 Hours |
| NBC | 0 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>8 Hours</u> |
|----------------|----------------|

---

|                             |  |    |     |
|-----------------------------|--|----|-----|
| U. S.<br>Foreign<br>Affairs | "Our Friends, The French"                    | 60 | CBS |
|                             | "One of Our H-Bombs is Missing"              | 30 | CBS |
|                             | CBS Reports "The Other War in the<br>U.N."   | 60 | CBS |
|                             | "The Anti-Americans"                         | 60 | CBS |
|                             | Battle for Asia "Thailand, the New<br>Front" | 60 | NBC |

## Network Totals

|     |          |
|-----|----------|
| ABC | 0 Hours  |
| CBS | 3½ Hours |
| NBC | 1 Hour   |

|                |                 |
|----------------|-----------------|
| Category Total | <u>4½ Hours</u> |
|----------------|-----------------|

---

# DOCUMENTARIES 1966--Continued

| Category  | Title                          | Length | Network |
|-----------|--------------------------------|--------|---------|
| Foreign   | "Communist China"              | 60     | ABC     |
| Countries | "Siberia: A Day in Irkutsk"    | 60     | NBC     |
|           | "Birds eye View of Scotland"   | 30     | CBS     |
|           | CBS Reports "Inside Red China" | 60     | CBS     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 1 Hour          |
| CBS            | 1½ Hours        |
| NBC            | 1 Hour          |
| Category Total | <u>3½ Hours</u> |

## DOCUMENTARIES 1967

| Category | Title  | Length | Network |
|----------|--|--------|---------|
| History  | Project 20 "End of the Trial"  | 60     | NBC     |
|          | "Our Time in Hell"   | 60     | ABC     |
|          | Saga of Western Man "Robert Scott & the Race for the South Pole"       | 60     | ABC     |
|          | Smithsonian "The Flight of the Spirit of St. Louis & the Friendship 7" | 30     | NBC     |
|          | "Warren Report"  | 60     | CBS     |
|          | "Warren Report--Was There a Conspiracy?"                               | 60     | CBS     |
|          | "Warren Report--Was There a Conspiracy?"                               | 60     | CBS     |
|          | "Warren Report--Why Doesn't America Believe Warren Report?"            | 60     | CBS     |
|          | Summer Focus "1776"  | 60     | ABC     |
|          | *Summer Focus "The Legacy of Rome"                                     | 60     | ABC     |
|          | "El Alahein"   | 60     | NBC     |

## Network Totals

|                |                  |
|----------------|------------------|
| ABC            | 4 Hours          |
| CBS            | 4 Hours          |
| NBC            | 2½ Hours         |
| Category Total | <u>10½ Hours</u> |

---

|                              |   |    |     |
|------------------------------|---|----|-----|
| Science/<br>Space/<br>Nature | *CBS Reports "The Poisoned Air"             | 60 | CBS |
|                              | "Crossroads in Space"                       | 60 | NBC |
|                              | National Geographic "Grizzly"               | 60 | CBS |
|                              | National Geographic "Winged World of Birds" | 60 | CBS |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 0 Hours        |
| CBS            | 3 Hours        |
| NBC            | 1 Hour         |
| Category Total | <u>4 Hours</u> |

---

|                                       |   |    |     |
|---------------------------------------|---|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | * "To Save A Soldier"                     | 60 | ABC |
|                                       | CBS Special Report "The CIA & Students"   | 60 | CBS |
|                                       | CBS News Special "Morley Safer's Vietnam" | 60 | CBS |
|                                       | "War in the Skies"                        | 60 | ABC |
|                                       | Summer Focus "Dissent or Treason"         | 60 | ABC |
|                                       | CBS Reports "The Anderson Platoon"        | 60 | CBS |
|                                       | "The Loyal Opposition"                    | 60 | NBC |

## DOCUMENTARIES 1967--Continued

| Category | Title                               | Length | Network |
|----------|-------------------------------------|--------|---------|
| U. S.    | "GOP Perspective: The Governors"    | 30     | CBS     |
| Govern-  | *Summer Focus "I Am a Soldier"      | 60     | ABC     |
| ment/    | Summer Focus "Who in '68"           | 60     | ABC     |
| Politics | "The New Left"                      | 60     | CBS     |
| (Cont.)  | "Raymond Burr Visits Vietnam"       | 60     | NBC     |
|          | "Where We Stand in Vietnam"         |        |         |
|          | Part I                              | 60     | CBS     |
|          | "Where We Stand in Vietnam"         |        |         |
|          | Part II                             | 60     | CBS     |
|          | "Report on the Upcoming Presiden-   |        |         |
|          | tial Election"                      | 60     | NBC     |
|          | Harry Reasoner "Vietnam Interviews" | 30     | CBS     |
|          | "Same Mud, Same Blood"              | 60     | NBC     |

## Network Totals

|                |    |       |
|----------------|----|-------|
| ABC            | 5  | Hours |
| CBS            | 7  | Hours |
| NBC            | 4  | Hours |
| Category Total | 16 | Hours |

Business/ NO PROGRAMS  
Economics/  
Labor

|       |                                |    |     |
|-------|--------------------------------|----|-----|
| Fine  | CBS News Special "Inside Pop-- |    |     |
| Arts/ | The Rock Revolution"           | 60 | CBS |
| Media | "American Image"               | 60 | NBC |
|       | *Summer Focus "Anatomy of Pop" | 60 | ABC |
|       | Summer Focus "The Songmakers"  | 60 | ABC |
|       | Harry Reasoner "The Wyeth      |    |     |
|       | Phenomenon"                    | 30 | CBS |
|       | American Profile "The National |    |     |
|       | Gallery of Art"                | 60 | NBC |

## Network Totals

|                |    |       |
|----------------|----|-------|
| ABC            | 2  | Hours |
| CBS            | 1½ | Hours |
| NBC            | 2  | Hours |
| Category Total | 5½ | Hours |

|        |                                    |    |     |
|--------|------------------------------------|----|-----|
| Civil  | "After Civil Rights...Black Power" | 60 | NBC |
| Rights | Summer Focus "Southern Accents"    | 60 | ABC |
|        | "The Summer Riots"                 | 60 | NBC |

# DOCUMENTARIES 1967--Continued

## Civil Rights Category Network Totals

|                |                |
|----------------|----------------|
| ABC            | 1 Hour         |
| CBS            | 0 Hours        |
| NBC            | 2 Hours        |
| Category Total | <u>3 Hours</u> |

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Crime/<br>Police/<br>Justice | Summer Focus "Free Press, Fair Trial"                      | 60 | ABC |
|                              | Summer Focus "Report on the 'New' Addict"                  | 60 | ABC |
|                              | Summer Focus "Marathon: The Story of the Young Drug Users" | 60 | ABC |
|                              | "Justice for All"  | 60 | NBC |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 3 Hours        |
| CBS            | 0 Hours        |
| NBC            | 1 Hour         |
| Category Total | <u>4 Hours</u> |

---

|                                     |   |    |     |
|-------------------------------------|---|----|-----|
| Religion/<br>Medicine/<br>Education | CBS Reports "The Farthest Frontier"         | 60 | CBS |
|                                     | CBS Reports "The Homosexuals"               | 60 | CBS |
|                                     | Project 20 "The Law & the Prophets"         | 60 | NBC |
|                                     | NBC News Special "The Pill"                 | 60 | NBC |
|                                     | "The Old College Try"                       | 60 | CBS |
|                                     | "Nurses: Crisis in Medicine"                | 60 | ABC |
|                                     | "The Learning Process"                      | 60 | NBC |
|                                     | Summer Focus "Take a Deep, Deadly Breath"   | 60 | ABC |
|                                     | *"The Long Childhood of Timmy"              | 60 | ABC |
|                                     | "Can You Hear Me?"                          | 30 | ABC |
|                                     | Harry Reasoner "Christmas in the Holy Land" | 30 | CBS |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 3½ Hours        |
| CBS            | 3½ Hours        |
| NBC            | 3 Hours         |
| Category Total | <u>10 Hours</u> |

---

## DOCUMENTARIES 1967--Continued

| Category | Title                     | Length | Network |
|----------|---------------------------|--------|---------|
| Sports   | "Portrait of Willie Mays" | 60     | ABC     |
|          | "Bear Bryant"             | 60     | ABC     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 2 | Hours |
| CBS | 0 | Hours |
| NBC | 0 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 2 | Hours |
|----------------|---|-------|

---

|           |   |    |     |
|-----------|---|----|-----|
| Biography | * ABC Stage 67 "The Legend of Marilyn Monroe" | 60 | ABC |
|           | "Bogart"                                      | 60 | ABC |
|           | "Mark Twain"                                  | 60 | ABC |
|           | * Summer Focus "I, Leonardo da Vinci"         | 60 | ABC |
|           | "Gowghin in Tahiti"                           | 60 | CBS |
|           | CBS Reports "Profile: Robert F. Kennedy"      | 60 | CBS |
|           | * "Michelangelo, the Last Giant"              | 60 | NBC |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 4 | Hours |
| CBS | 2 | Hours |
| NBC | 1 | Hour  |

|                |   |       |
|----------------|---|-------|
| Category Total | 7 | Hours |
|----------------|---|-------|

---

|   |  |    |     |
|---|--|----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | National Geographic "Alaska"                                     | 60 | CBS |
|   | "The Mini-Skirt Rebellion"                                       | 30 | ABC |
|   | "The Tenement"   | 60 | CBS |
|   | "If You're Appalled by My Texas, I'm Bewildered by Your England" | 60 | CBS |
|   | "Pursuit of Pleasure"  | 60 | NBC |
|   | "Hippies"  | 30 | CBS |
|   | "The Aviation Revolution"  | 60 | NBC |
|   | "Hit the Surf"   | 30 | ABC |
|   | "The Hippie Temptation"  | 60 | CBS |
|   | "Do Blondes Have More Fun?"                                      | 60 | ABC |
|   | "Eric Hoffer: The Passionate Mind"                               | 60 | CBS |
|   | "Barry Goldwater's Arizona"                                      | 60 | CBS |
|   | Harry Reasoner "Tour of the Kennedy House"                       | 30 | CBS |
|   | "America & Americans"  | 60 | NBC |

## DOCUMENTARIES 1967--Continued

Life/Leisure/Entertainment Category  
Network Totals

|                |           |       |
|----------------|-----------|-------|
| ABC            | 2         | Hours |
| CBS            | 7         | Hours |
| NBC            | 3         | Hours |
| Category Total | <u>12</u> | Hours |

---

|         |                                     |    |     |
|---------|-------------------------------------|----|-----|
| U.S.    | Battle For Asia "Laos, the          |    |     |
| Foreign | Forgotten War"                      | 60 | NBC |
| Affairs | CBS Special "Distrust of Americans" | 60 | CBS |
|         | CBS News Special "South Vietnamese  |    |     |
|         | Survey"                             | 30 | CBS |
|         | NBC News Special "The View from     |    |     |
|         | Europe"                             | 60 | NBC |
|         | "Khrushchev in Exile"               | 60 | NBC |
|         | Harry Reasoner "South Vietnamese    |    |     |
|         | Elections"                          | 30 | CBS |
|         | "A Conversation with Rusk and       |    |     |
|         | McNamara"                           | 60 | CBS |

## Network Totals

|                |          |       |
|----------------|----------|-------|
| ABC            | 0        | Hours |
| CBS            | 3        | Hours |
| NBC            | 3        | Hours |
| Category Total | <u>6</u> | Hours |

---

|           |                                     |     |     |
|-----------|-------------------------------------|-----|-----|
| Foreign   | "China: The Roots of Madness"       | 90  | NBC |
| Countries | Battle for Asia "Indonesia: The     |     |     |
|           | Troubled Victory"                   | 60  | NBC |
|           | "Ivan Ivanovich"                    | 60  | ABC |
|           | "Leningrad"                         | 60  | NBC |
|           | "The Beautiful Red & Blue Danube"   | 60  | ABC |
|           | National Geographic "Sailing Across |     |     |
|           | Europe"                             | 60  | CBS |
|           | "How Israel Won the War"            | 60  | CBS |
|           | "Morley Safer's Red China Diary"    | 60  | CBS |
|           | "Can Peace Break Out?"              | 60  | CBS |
|           | "Africa: Study of a Continent"      | 240 | ABC |
|           | "The Germans"                       | 60  | CBS |
|           | American Profile "Report on Canada" | 60  | NBC |
|           | "Forgotten Peninsula"               | 60  | NBC |

## Network Totals

|                |            |       |
|----------------|------------|-------|
| ABC            | 6          | Hours |
| CBS            | 5          | Hours |
| NBC            | 5½         | Hours |
| Category Total | <u>16½</u> | Hours |

# DOCUMENTARIES 1968

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | "Great Explorations"                                  | 60     | NBC     |
|          | "Rise and Fall of the Third Reich"<br>Part I          | 60     | ABC     |
|          | "Rise and Fall of the Third Reich"<br>Part II         | 60     | ABC     |
|          | Rise and Fall of the Third Reich<br>"Gotterdammerung" | 60     | ABC     |
|          | "The Confrontation: Army-McCarthy<br>Hearings"        | 60     | ABC     |
|          | "Our Time in Hell"                                    | 60     | ABC     |
|          | *"Robert Scott and the Race for the<br>South Pole"    | 60     | ABC     |
|          | Dieppe "Rehearsal for D-Day"                          | 60     | ABC     |
|          | Project 20 "Down to the Sea in<br>Ships"              | 60     | NBC     |
|          | "The View from the White House"                       | 60     | ABC     |
|          | National Geographic "Amazon"                          | 60     | CBS     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 8 | Hours |
| CBS | 1 | Hour  |
| NBC | 2 | Hours |

Category Total 11 Hours

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | "Beyond the Sky"   | 60 | NBC |
|                              | Jacques Cousteau "Sharks"  | 60 | ABC |
|                              | Tomorrow's World: Feeding the<br>Billions"                         | 60 | NBC |
|                              | "The Soviets in Space"   | 60 | NBC |
|                              | Jacques Cousteau "The Savage<br>World of the Coral Jungle"         | 60 | ABC |
|                              | "How Life Begins"  | 60 | ABC |
|                              | Jacques Cousteau "Search in the<br>Deep"                           | 60 | ABC |
|                              | Tomorrow's World "Man and the Sea"                                 | 60 | NBC |
|                              | World of Animals "Big Cats, Little<br>Cats"                        | 60 | NBC |
|                              | "Man, Beast and the Land"  | 60 | NBC |
|                              | National Geographic "America's<br>Wonderlands--The National Parks" | 60 | CBS |
|                              | "Sense of Wonder"  | 60 | ABC |



## DOCUMENTARIES 1968--Continued

| Category | Title                             | Length | Network |
|----------|-----------------------------------|--------|---------|
| Science/ | Jacques Cousteau "Whales"         | 60     | ABC     |
| Space/   | National Geographic "Reptiles and |        |         |
| Nature   | Amphibians"                       | 60     | CBS     |
| (Cont.)  |                                   |        |         |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 6 | Hours |
| CBS | 2 | Hours |
| NBC | 6 | Hours |

|                |    |       |
|----------------|----|-------|
| Category Total | 14 | Hours |
|----------------|----|-------|

|          |                                     |    |     |
|----------|-------------------------------------|----|-----|
| U.S.     | "Everett Dirksen's Washington"      | 60 | ABC |
| Govern-  | "The Loyal Opposition"              | 30 | NBC |
| ment/    | "Walter Cronkite in Vietnam"        | 30 | CBS |
| Politics | Riot Report "What Happened to the   |    |     |
|          | Riot Report?"                       | 30 | CBS |
|          | "We Won't Go!"                      | 60 | NBC |
|          | American Profile "Somehow It Works" | 60 | NBC |
|          | CBS Reports "Campaign American      |    |     |
|          | Style"                              | 60 | CBS |
|          | CBS News Special "Hill 943"         | 60 | CBS |
|          | "Youth in Politics"                 | 30 | CBS |
|          | *"Same Mud, Same Blood"             | 60 | NBC |

## Network Totals

|     |    |       |
|-----|----|-------|
| ABC | 1  | Hour  |
| CBS | 3½ | Hours |
| NBC | 4  | Hours |

|                |    |       |
|----------------|----|-------|
| Category Total | 8½ | Hours |
|----------------|----|-------|

|            |             |    |     |
|------------|-------------|----|-----|
| Business/  | NO PROGRAMS | -- | --- |
| Economics/ |             |    |     |
| Labor      |             |    |     |

|       |                              |    |     |
|-------|------------------------------|----|-----|
| Fine  | "Vienna Boys Choir"          | 60 | ABC |
| Arts/ | "The Singers"                | 60 | ABC |
| Media | "The Art Game"               | 60 | NBC |
|       | "The Secret of Michelangelo: |    |     |
|       | Every Man's Dream"           | 60 | ABC |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 3 | Hours |
| CBS | 0 | Hours |
| NBC | 1 | Hour  |

|                |   |       |
|----------------|---|-------|
| Category Total | 4 | Hours |
|----------------|---|-------|

## DOCUMENTARIES 1968--Continued

| Category | Title  | Length | Network |
|----------|--|--------|---------|
| Civil    | "Dilemma in Black & White"                                 | 60     | CBS     |
| Rights   | "Bias & the Media"   | 60     | ABC     |
|          | Of Black America "The Black Soldier"                       | 30     | CBS     |
|          | Of Black America "Black History: Lost, Stolen or Strayed?" | 60     | CBS     |
|          | Of Black America "Blacks in Music & Sports"                | 60     | CBS     |
|          | Time for Americans "Can White Suburbia Think Black?"       | 60     | ABC     |
|          | Of Black America "Examination of Slavery"                  | 60     | CBS     |
|          | Of Black America "In Search of a Past"                     | 60     | CBS     |
|          | Of Black America "Portrait in Black and White"             | 60     | CBS     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 2 Hours  |
| CBS | 6½ Hours |
| NBC | 0 Hours  |

|                |                 |
|----------------|-----------------|
| Category Total | <u>8½ Hours</u> |
|----------------|-----------------|

---

|         |   |    |     |
|---------|---|----|-----|
| Crime/  | "The Trial Lawyers"                         | 60 | CBS |
| Police/ | "Justice for All?"                          | 60 | NBC |
| Justice | Time for Americans "Prejudice & the Police" | 60 | ABC |
|         | "Marajuana"                                 | 60 | CBS |
|         | "Justice Black and the Bill of Rights"      | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 3 Hours |
| NBC | 1 Hour  |

|                |                |
|----------------|----------------|
| Category Total | <u>5 Hours</u> |
|----------------|----------------|

---

|           |  |    |     |
|-----------|--|----|-----|
| Religion/ | "The American Alcoholic"                 | 60 | NBC |
| Medicine/ | Saga of Western Man "In the Name of God" | 60 | ABC |
| Education | Tomorrow's World "A New Era in Medicine" | 60 | NBC |

## DOCUMENTARIES 1968--Continued

| Category                                       | Title                                    | Length  | Network |
|--|--|---------|---------|
| Religion/<br>Medicine/<br>Education<br>(Cont.) | "The Business of Religion"               | 60      | CBS     |
|  | "The New American Catholic"              | 60      | NBC     |
|  | Network Totals                           |         |         |
|  | ABC                                      | 1 Hour  |         |
|  | CBS                                      | 1 Hour  |         |
|  | NBC                                      | 3 Hours |         |
|  | Category Total                           | 5 Hours |         |
| -----  |  |         |         |
| Sports   | "The Football Scholars"                  | 60      | CBS     |
| Network Totals                                 |  |         |         |
|  | ABC                                      | 0 Hours |         |
|  | CBS                                      | 1 Hour  |         |
|  | NBC                                      | 0 Hours |         |
|  | Category Total                           | 1 Hour  |         |
| -----  |  |         |         |
| Biography                                      | "Dear Mr. Gable"                         | 60      | NBC     |
|  | "The Big Little World of Roman Vishniac" | 60      | NBC     |
|  | "Around the World of Mike Todd"          | 60      | ABC     |
|  | "Lombardi"                               | 60      | NBC     |
|  | "Sophia"                                 |         | ABC     |
|  | Network Totals                           |         |         |
|  | ABC                                      | 2 Hours |         |
|  | CBS                                      | 0 Hours |         |
|  | NBC                                      | 3 Hours |         |
|  | Category Total                           | 5 Hours |         |
| -----  |  |         |         |
| Life/<br>Leisure/<br>Enter-<br>tainment        | "World of Horses"                        | 60      | NBC     |
|  | "An Essay on Chairs"                     | 30      | CBS     |
|  | "Destination North Pole"                 | 60      | CBS     |
|  | "The Actor"                              | 60      | ABC     |
|  | "Don't Count the Candles"                | 60      | CBS     |
|  | "California Girl"                        | 60      | ABC     |
|  | American Profile "Home Country U.S.A."   | 60      | NBC     |

## DOCUMENTARIES 1968--Continued

| Category | Title                           | Length | Network |
|----------|---------------------------------|--------|---------|
| Life/    | "Discover America with Jose     |        |         |
| Leisure/ | Jimenez"                        | 60     | NBC     |
| Enter-   | CBS Reports "Hunger in America" | 60     | CBS     |
| tainment | World of Animals "It's a Dog's  |        |         |
| (cont.)  | World"                          | 60     | NBC     |
|          | "The Cities"                    | 60     | CBS     |
|          | "Mexico Special"                | 60     | ABC     |
|          | "On the Road...With Charles     |        |         |
|          | Kuralt"                         | 30     | CBS     |
|          | NBC White Paper "The People are |        |         |
|          | the City"                       | 120    | NBC     |
|          | NBC White Paper "Ordeal of the  |        |         |
|          | City"                           | 60     | NBC     |

## Network Totals

|                |    |       |
|----------------|----|-------|
| ABC            | 3  | Hours |
| CBS            | 5  | Hours |
| NBC            | 7  | Hours |
| Category Total | 15 | Hours |

U.S. NO PROGRAMS

Foreign

Affairs

|           |                                  |    |     |
|-----------|----------------------------------|----|-----|
| Foreign   | "Ho Chi Minh's Viet Cong"        | 60 | CBS |
| Countries | National Geographic "The Lonely  |    |     |
|           | Dorymen--Portugal's Men of the   |    |     |
|           | Sea"                             | 60 | CBS |
|           | *"Along the Beautiful Red & Blue |    |     |
|           | Danube"                          | 60 | ABC |
|           | "Cuba"                           | 30 | CBS |

## Network Totals

|                |    |       |
|----------------|----|-------|
| ABC            | 1  | Hour  |
| CBS            | 2½ | Hours |
| NBC            | 0  | Hours |
| Category Total | 3½ | Hours |

## DOCUMENTARIES 1969

| Category | Title   | Length | Network |
|----------|---|--------|---------|
| History  | "The First Americans"   | 60     | NBC     |
|          | "The Ship That Wouldn't Die"                                  | 60     | NBC     |
|          | Project 20 "Meet George Washington"                           | 60     | NBC     |
|          | Saga of Western Man "Kitty Hawk to Paris: the Historic Years" | 60     | ABC     |
|          | Project 20 "Mirror of America"                                | 60     | NBC     |
|          | "D-Day Revisited"   | 60     | ABC     |
|          | "Battle of Britain"   | 60     | NBC     |
|          | "From Here to the Seventies"                                  | 150    | NBC     |
|          | "Dean Achison Remembers"                                      | 30     | CBS     |
|          | "End of a Decade"   | 60     | CBS     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 2 Hours         |
| CBS            | 1½ Hours        |
| NBC            | 7½ Hours        |
| Category Total | <u>11 Hours</u> |

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | Jacques Cousteau "The Unexpected Voyage of Pepito & Cristobal" | 60 | ABC |
|                              | Man & His Universe "The View from Space"                       | 60 | ABC |
|                              | "Volcano: Birth of an Island"                                  | 30 | CBS |
|                              | Jacques Cousteau "The Legend of Lake Titicaca"                 | 60 | ABC |
|                              | *"Big Cats, Little Cats"                                       | 60 | NBC |
|                              | "The Heritage of Apollo"                                       | 30 | CBS |
|                              | "Who Killed Lake Erie"   | 60 | NBC |
|                              | "The Time of Man"  | 60 | CBS |
|                              | National Geographic "The Mystery of Animal Behavior"           | 60 | CBS |
|                              | Jacques Cousteau "The Desert Whales"                           | 60 | CBS |
|                              | "The Wolf Men"   | 60 | NBC |
|                              | *"How Life Begins"   | 60 | ABC |

## Network Totals

|     |                 |
|-----|-----------------|
| ABC | 5 Hours         |
| CBS | 3 Hours         |
| NBC | 3 Hours         |
|     | <u>11 Hours</u> |

## DOCUMENTARIES 1969--Continued

| Category                     | Title  | Length | Network |
|------------------------------|--|--------|---------|
| U.S. Government/<br>Politics | CBS Reports "The Embattled ABM"                              | 60     | CBS     |
|                              | Correspondent's Report "The First 100 Days of Richard Nixon" | 60     | CBS     |
|                              | "Making of the President: 1968"                              | 90     | CBS     |
|                              | "Ethics in Congress"   | 60     | ABC     |
|                              | CBS Reports "A Timetable for Vietnam"                        | 60     | CBS     |
|                              | "Interview with Secretary of State Rogers"                   | 60     | CBS     |
|                              | "Lyndon B. Johnson: Why I Chose Not to Run"                  | 60     | CBS     |
|                              | NBC White Paper "The Year of the Mayors"                     | 60     | NBC     |

## Network Totals

|                |                 |
|----------------|-----------------|
| ABC            | 1 Hour          |
| CBS            | 6½ Hours        |
| NBC            | 1 Hour          |
| Category Total | <u>8½ Hours</u> |

---

|            |  |    |     |
|------------|--|----|-----|
| Business/  | "Danger! Mines"                                      | 60 | CBS |
| Economics/ | "Who, What, When, Where, Why?"                       | 30 | CBS |
| Labor      | "Miners in Revolt"                                   | 30 | CBS |
|            | "The Great Dollar Robbery: Can We Arrest Inflation?" | 60 | ABC |

## Network Totals

|                |                |
|----------------|----------------|
| ABC            | 1 Hour         |
| CBS            | 2 Hours        |
| NBC            | 0 Hours        |
| Category Total | <u>3 Hours</u> |

---

|                     |   |    |     |
|---------------------|---|----|-----|
| Fine Arts/<br>Media | Bell Telephone Hour "Hollywood: The Selznick Years"       | 60 | NBC |
|                     | "The Secret of Michelangelo"                              | 60 | ABC |
|                     | Experiment in Television "Fellini: A Director's Notebook" | 60 | NBC |
|                     | *"The Singers"  | 60 | ABC |
|                     | "A Profile of Arthur Rubenstein"                          | 90 | NBC |

## Network Totals

|                 |                 |
|-----------------|-----------------|
| ABC             | 2 Hours         |
| CBS             | 0 Hours         |
| NBC             | 3½ Hours        |
| Category Totals | <u>5½ Hours</u> |

---

## DOCUMENTARIES 1969--Continued

| Category | Title  | Length | Network |
|----------|--|--------|---------|
| Civil    | Summer Focus "It Can Be Done"                          | 60     | ABC     |
| Rights   | "Operation Breadbasket"                                | 60     | ABC     |
|          | Summer Focus "Black Fiddler:<br>Prejudice & the Negro" | 60     | ABC     |
|          | CBS Reports "The Battle of East<br>St. Louis"          | 60     | CBS     |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 3 | Hours |
| CBS | 1 | Hour  |
| NBC | 0 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 4 | Hours |
|----------------|---|-------|

---

|                              |             |    |     |
|------------------------------|-------------|----|-----|
| Crime/<br>Police/<br>Justice | NO PROGRAMS | -- | --- |
|------------------------------|-------------|----|-----|

---

|           |   |    |     |
|-----------|---|----|-----|
| Religion/ | "Heart Attack"                                    | 60 | ABC |
| Medicine/ | "The College Turmoil"                             | 60 | CBS |
| Education | Summer Focus "The Right to Live"                  | 60 | ABC |
|           | Summer Focus "Problems in the<br>Catholic Church" | 60 | ABC |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 3 | Hours |
| CBS | 1 | Hour  |
| NBC | 0 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 4 | Hours |
|----------------|---|-------|

---

|        |                                 |    |     |
|--------|---------------------------------|----|-----|
| Sports | "Football Special"              | 60 | ABC |
|        | "Football Special"              | 60 | CBS |
|        | "100 Years Old & Still Kicking" | 60 | CBS |

## Network Totals

|     |   |       |
|-----|---|-------|
| ABC | 1 | Hour  |
| CBS | 2 | Hours |
| NBC | 0 | Hours |

|                |   |       |
|----------------|---|-------|
| Category Total | 3 | Hours |
|----------------|---|-------|

---

## DOCUMENTARIES 1969--Continued

| Category  | Title                                      | Length | Network |
|-----------|--|--------|---------|
| Biography | "Jean Claude-Killy"                        | 60     | ABC     |
|           | "Charles Schults--Profile of a Cartoonist" | 30     | CBS     |

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | 1 Hour             |
| CBS | $\frac{1}{2}$ Hour |
| NBC | 0 Hours            |

|                |  |
|----------------|--|
| Category Total | <u>1<math>\frac{1}{2}</math> Hours</u> |
|----------------|--|

---

|   |  |     |     |
|---|--|-----|-----|
| Life/<br>Leisure/<br>Enter-<br>tainment | "To Love a Child"  | 30  | ABC |
|   | "Down on the Farm"   | 60  | NBC |
|   | "Artic Odyssey"  | 60  | NBC |
|   | "The Savage Heart--A Conversation with Eric Hoffer"                      | 60  | CBS |
|   | Man & His Universe "Cosmopolis"  | 60  | ABC |
|   | Jacques Cousteau "Sunken Treasure"                                       | 60  | ABC |
|   | "Three Young Americans in Search of Survival"                            | 120 | ABC |
|   | "Moby Dick"  | 60  | CBS |
|   | National Geographic "Polynesian Adventures"                              | 60  | CBS |
|   | NBC White Paper "Ordeal of the American City"                            | 90  | NBC |
|   | Generations Apart "A Question of Values"                                 | 60  | CBS |
|   | Generations Apart "A Profile of Dissent"                                 | 60  | CBS |
|   | Generations Apart "The Youth International Campus Demonstrations Abroad" | 60  | CBS |
|   | "Mothers and Daughters"  | 60  | CBS |
|   | *"Don't Count the Candles"   | 60  | CBS |

## Network Totals

|     |                       |
|-----|-----------------------|
| ABC | 4 $\frac{1}{2}$ Hours |
| CBS | 8 Hours               |
| NBC | 3 $\frac{1}{2}$ Hours |

|                |                 |
|----------------|-----------------|
| Category Total | <u>16 Hours</u> |
|----------------|-----------------|

---

|                            |                                      |    |     |
|----------------------------|--------------------------------------|----|-----|
| U.S.<br>Foreign<br>Affairs | "Mediterranean Trouble Spots"        | 60 | NBC |
|                            | Summer Focus "War in the Mideast"    | 60 | ABC |
|                            | "Pueblo: A Question of Intelligence" | 60 | NBC |
|                            | "Which Way Red China?"               | 30 | CBS |



DOCUMENTARIES 1969--Continued

U.S. Foreign Affairs  
Network Totals

|                |  |
|----------------|--|
| ABC            | 1 Hour                                 |
| CBS            | $\frac{1}{2}$ Hour                     |
| NBC            | 2 Hours                                |
| Category Total | <u><math>3\frac{1}{2}</math> Hours</u> |

---

|                   |  |    |     |
|-------------------|--|----|-----|
| Foreign Countries | National Geographic "Australia: the Timeless Land" | 60 | CBS |
|                   | "Voyage to the Enchanted Isles"                    | 60 | CBS |
|                   | "Adventures at the Jade Sea"                       | 60 | CBS |
|                   | "The Japanese"                                     | 60 | CBS |
|                   | "Comrade Soldier"                                  | 60 | ABC |
|                   | "The Royal Family"                                 | 90 | CBS |
|                   | National Geographic "Siberia: The Endless Horizon" | 60 | CBS |
|                   | "The Sahara"                                       | 60 | NBC |

Network Totals

|                |  |
|----------------|--|
| ABC            | 1 Hour                                 |
| CBS            | $6\frac{1}{2}$ Hours                   |
| NBC            | 1 Hour                                 |
| Category Total | <u><math>8\frac{1}{2}</math> Hours</u> |

## DOCUMENTARIES 1970

| Category | Title                                   | Length | Network |
|----------|---|--------|---------|
| History  | "The Last of the Westerners"            | 30     | ABC     |
|          | "LBJ: The Decision to Halt the Bombing" | 60     | CBS     |
|          | Now "Alaska"                            | 30     | ABC     |
|          | "The Ballad of the Iron Horse"          | 60     | ABC     |
|          | "LBJ: Tragedy & Transition"             | 60     | CBS     |
|          | "Hitler & His Henchmen"                 | 30     | CBS     |
|          | "The American Adventure"                | 120    | ABC     |

## Network Totals

|     |          |
|-----|----------|
| ABC | 4 Hours  |
| CBS | 2½ Hours |
| NBC | 0 Hours  |

|                |                 |
|----------------|-----------------|
| Category Total | <u>6½ Hours</u> |
|----------------|-----------------|

---

|                              |   |    |     |
|------------------------------|---|----|-----|
| Science/<br>Space/<br>Nature | Jacques Cousteau "The Night of the Squid"           | 60 | ABC |
|                              | "Lowell Thomas in New Guinea"                       | 60 | NBC |
|                              | "The World of Beaver"                               | 60 | NBC |
|                              | "The Man Hunters"                                   | 60 | NBC |
|                              | "The Environment Crusade"                           | 30 | CBS |
|                              | Jacques Cousteau "Those Incredible Diving Machines" | 60 | ABC |
|                              | "Mission Possible: They Care for a City"            | 60 | ABC |
|                              | Jacques Cousteau "The Water Planet"                 | 60 | ABC |
|                              | "The Unexplained"                                   | 60 | NBC |
|                              | White Paper "Pollution is a Matter of Choice"       | 60 | NBC |
|                              | Now "No Deposit, No Return"                         | 30 | ABC |
|                              | Jacques Cousteau "The Return of the Water Elephant" | 60 | ABC |
|                              | "Mission Possible: They Care for the Land"          | 60 | ABC |
|                              | "Arthur Godfrey's America--The Ocean Frontier"      | 60 | CBS |
|                              | "Mission Possible: They Care for a Nation"          | 60 | ABC |
|                              | "The Great Barrier Reef"                            | 60 | NBC |
|                              | Project 20 "The Shining Mountains"                  | 60 | NBC |
|                              | Now "The Poisoned Planet"                           | 30 | ABC |
|                              | Now "We Have Met the Enemy & He is Us!"             | 30 | ABC |
|                              | "Operation Elephant"                                | 60 | CBS |
|                              | "The Unseen World"                                  | 60 | ABC |
|                              | National Geographic "Zoos of the World"             | 60 | CBS |
|                              | "Kifaru-the Black Rhinoceros"                       | 60 | NBC |

## DOCUMENTARIES 1970--Continued

| Category                                | Title  | Length    | Network |
|---|--|-----------|---------|
| Science/<br>Space/<br>Nature<br>(Cont.) | Jacques Cousteau "The Tragedy<br>of the Red Salmon"  | 60        | ABC     |
|   | Network Totals                                       |           |         |
|   | ABC  | 10½ Hours |         |
|   | CBS  | 3½ Hours  |         |
|   | NBC  | 8 Hours   |         |
|   | Category Total                                       | 22 Hours  |         |
| -----                                   |  |           |         |
| U.S.<br>Govern-<br>ment/<br>Politics    | Now "Report on Income Tax, Part I"                   | 30        | ABC     |
|   | Now "Report on Income Tax, Part<br>II"               | 30        | ABC     |
|   | Now "Report on Income Tax, Part<br>III"              | 30        | ABC     |
|   | "The Draft: Who Serves?"                             | 60        | ABC     |
|   | "The World of Charlie Company"                       | 60        | CBS     |
|   | Network Totals                                       |           |         |
|   | ABC  | 2½ Hours  |         |
|   | CBS  | 1 Hour    |         |
|   | NBC  | 0 Hours   |         |
|   | Category Total                                       | 3½ Hours  |         |
| -----                                   |  |           |         |
| Business/<br>Economics/<br>Labor        | "Recuiter"   | 60        | CBS     |
|   | "Cowboy!"  | 60        | NBC     |
|   | "The Whale Hunters of Fayal"                         | 60        | NBC     |
|   | "With These Hands"                                   | 60        | ABC     |
|   | White Paper "Migrant"                                | 60        | NBC     |
|   | Now "Unions and the Blacks"                          | 30        | ABC     |
|   | "Blue Christmas, Or the State of<br>the Economy"     | 60        | CBS     |
|   | Network Totals                                       |           |         |
|   | ABC  | 1½ Hours  |         |
|   | CBS  | 2 Hours   |         |
|   | NBC  | 3 Hours   |         |
|   | Category Total                                       | 6½ Hours  |         |
| -----                                   |  |           |         |
| Fine<br>Arts/<br>Media                  | Project 20 "The West of Charles<br>Russell"          | 60        | NBC     |
|   | "California Impressions of Henri<br>Cartier-Bresson" | 30        | CBS     |
|   | "New Communicators, Part I"                          | 60        | NBC     |
|   | "New Communicators, Part II"                         | 60        | NBC     |

## DOCUMENTARIES 1970--Continued

| Category                            | Title   | Length   | Network |
|-------------------------------------|---|----------|---------|
| Fine Arts/<br>Media<br>(Cont.)      | "Television and Politics"                           | 60       | CBS     |
|                                     | Network Totals                                      |          |         |
|                                     | ABC   | 0 Hours  |         |
|                                     | CBS   | 1½ Hours |         |
|                                     | NBC   | 3 Hours  |         |
|                                     | Category Total                                      | 4½ Hours |         |
| -----                               |   |          |         |
| Civil Rights                        | Now "Black Panthers in Black America"               | 30       | ABC     |
|                                     | Now "The Eye of the Storm"                          | 30       | ABC     |
|                                     | Now "Women's Liberation"                            | 30       | ABC     |
|                                     | Now "Help"  | 30       | ABC     |
|                                     | "Stranger in His Homeland"                          | 30       | NBC     |
|                                     | Network Totals                                      |          |         |
|                                     | ABC   | 2 Hours  |         |
|                                     | CBS   | 0 Hours  |         |
|                                     | NBC   | ½ Hour   |         |
|                                     | Category Total                                      | 2½ Hours |         |
| -----                               |   |          |         |
| Crime/<br>Police/<br>Justice        | Now "The Kid Next Door Smokes Pot"                  | 30       | ABC     |
|                                     | White Paper "Trip to Nowhere"                       | 60       | NBC     |
|                                     | Network Totals                                      |          |         |
|                                     | ABC   | ½ Hour   |         |
|                                     | CBS   | 0 Hours  |         |
|                                     | NBC   | 1 Hour   |         |
|                                     | Category Total                                      | 1½ Hours |         |
| -----                               |   |          |         |
| Religion/<br>Medicine/<br>Education | CBS Reports "The Day They Had to Close the Schools" | 60       | CBS     |
|                                     | "The Mystery of Pain"                               | 30       | CBS     |
|                                     | "The Promise and the Practice"                      | 60       | CBS     |
|                                     | "Don't Get Sick in America"                         | 60       | CBS     |
|                                     | "A Question of Survival"                            | 60       | CBS     |
|                                     | White Paper "Cry Help!"                             | 90       | NBC     |
|                                     | Now "The Precious Years"                            | 30       | ABC     |

## DOCUMENTARIES 1970--Continued

| Category                                       | Title   | Length                | Network |
|--|---|-----------------------|---------|
| Religion/<br>Medicine/<br>Education<br>(Cont.) | "The Catholic Dilemma"                                | 60                    | CBS     |
|  | Network Totals  |                       |         |
|  | ABC   | $\frac{1}{2}$ Hour    |         |
|  | CBS   | $5\frac{1}{2}$ Hours  |         |
|  | NBC   | $1\frac{1}{2}$ Hours  |         |
|  | Category Total  | $7\frac{1}{2}$ Hours  |         |
| -----  |   |                       |         |
| Sports   | NO PROGRAMS   | --                    | ---     |
| -----  |   |                       |         |
| Biography                                      | NO PROGRAMS   | --                    | ---     |
| -----  |   |                       |         |
| Life/<br>Leisure/<br>Enter-<br>tainment        | "The Golden Age of the Automobile"                    | 60                    | ABC     |
|  | "Three Boys on Safari"                                | 60                    | NBC     |
|  | "The Eskimos' Fight for Life"                         | 60                    | CBS     |
|  | "It Couldn't Be Done"                                 | 60                    | CBS     |
|  | "This Land is Mine"                                   | 60                    | ABC     |
|  | "It's a Man's World"                                  | 60                    | NBC     |
|  | Now "Age of Aquarius"                                 | 30                    | ABC     |
|  | "Once Before I Die"                                   | 60                    | NBC     |
|  | Now "Missing in Randolph"                             | 30                    | ABC     |
|  | Now "Straight from the Heartland"                     | 30                    | ABC     |
|  | Now "An Analysis of Today's<br>Youth"                 | 30                    | ABC     |
|  | "The Making of Butch Cassidy and<br>the Sundance Kid" | 60                    | NBC     |
|  | "A Day in the Life of the United<br>States"           | 105                   | CBS     |
|  | "The Ice People"                                      | 60                    | NBC     |
|  | "Rescue...The Search for Billy"                       | 60                    | NBC     |
|  | White Paper "The Beseiged<br>Majority"                | 60                    | NBC     |
|  | Network Totals  |                       |         |
|  | ABC   | 4 Hours               |         |
|  | CBS   | $3\frac{3}{4}$ Hours  |         |
|  | NBC   | 7 Hours               |         |
|  | Category Total  | $14\frac{3}{4}$ Hours |         |
| -----  |   |                       |         |

## DOCUMENTARIES 1970--Continued

| Category        | Title                         | Length | Network |
|-----------------|-------------------------------|--------|---------|
| U.S.            | "The Stakes in Asia"          | 60     | ABC     |
| Foreign Affairs | "Where We Stand in Indochina" | 60     | CBS     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>2 Hours</u> |
|----------------|----------------|

---

|                   |   |    |     |
|-------------------|---|----|-----|
| Foreign Countries | "Expo '70"  | 60 | NBC |
|                   | "Expo '70"  | 60 | CBS |
|                   | National Geographic "Holland Against the Sea"     | 60 | CBS |
|                   | "Voices from the Russian Underground"             | 60 | CBS |
|                   | Now "Palestinian Arabs"                           | 30 | ABC |
|                   | National Geographic "Ethiopia: The Hidden Empire" | 60 | CBS |

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | $\frac{1}{2}$ Hour |
| CBS | 4 Hours            |
| NBC | 1 Hour             |

|                |  |
|----------------|--|
| Category Total | <u>5<math>\frac{1}{2}</math> Hours</u> |
|----------------|--|

## DOCUMENTARIES 1971

| Category | Title                                  | Length | Network |
|----------|--|--------|---------|
| History  | *Project 20 "Down to the Sea in Ships" | 60     | NBC     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 0 Hours |
| NBC | 1 Hour  |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

|                              |  |    |     |
|------------------------------|--|----|-----|
| Science/<br>Space/<br>Nature | "Man's Thumb on Nature's Balance"                | 60 | NBC |
|                              | National Geographic "The Great Mojave Desert"    | 60 | CBS |
|                              | "Everglades"                                     | 60 | NBC |
|                              | "SST...Super Sound and Fury"                     | 30 | ABC |
|                              | Jacques Cousteau "The Dragons of Galapagos"      | 60 | ABC |
|                              | Jacques Cousteau "Secrets of the Sunken Caves"   | 60 | ABC |
|                              | "What Happened to Earth Day?"                    | 30 | CBS |
|                              | National Geographic "Journey to the High Arctic" | 60 | CBS |
|                              | Jacques Cousteau "Sockeye Salmon"                | 60 | ABC |
|                              | "Polar Seas"                                     | 60 | CBS |
|                              | Jacques Cousteau "Lagoon of Lost Ships"          | 60 | ABC |
|                              | *"Kifaru, The Black Rhinoceros"                  | 60 | NBC |
|                              | "Penguin City"                                   | 60 | CBS |
|                              | *"The Great Barrier Reef"                        | 60 | NBC |
|                              | "Monkeys, Apes and Man"                          | 60 | CBS |
|                              | Jacques Cousteau "Octopus, Octopus"              | 60 | ABC |
|                              | "Eagle and the Hawk"                             | 60 | ABC |

## Network Totals

|     |          |
|-----|----------|
| ABC | 6½ Hours |
| CBS | 5½ Hours |
| NBC | 4 Hours  |

|                |                 |
|----------------|-----------------|
| Category Total | <u>16 Hours</u> |
|----------------|-----------------|

---

|                                       |  |    |     |
|---------------------------------------|--|----|-----|
| U. S.<br>Govern-<br>ment/<br>Politics | "The Waning War in South Vietnam"                | 60 | CBS |
|                                       | "New Voices in the South"                        | 30 | CBS |
|                                       | "A Different Welfare Story"                      | 60 | ABC |
|                                       | "National Polling Day: The Surprising Americans" | 60 | ABC |
|                                       | "Report on American POW's"                       | 60 | CBS |

## DOCUMENTARIES 1971--Continued

| Category | Title                           | Length | Network |
|----------|---------------------------------|--------|---------|
| U.S.     | "When Johnny Comes Marching     |        |         |
| Govern-  | Home"                           | 60     | ABC     |
| ment/    | "What's Happened to the Army?"  | 60     | CBS     |
| Politics | White Paper "The Death of Diem" | 60     | NBC     |
| (Cont.)  |                                 |        |         |

## Network Totals

|     |          |
|-----|----------|
| ABC | 3 Hours  |
| CBS | 4½ Hours |
| NBC | 1 Hour   |

|                |                 |
|----------------|-----------------|
| Category Total | <u>8½ Hours</u> |
|----------------|-----------------|

---

|            |                                   |    |     |
|------------|-----------------------------------|----|-----|
| Business/  | "The Cherokee Shaft: The Story of |    |     |
| Economics/ | Mines and Men"                    | 60 | ABC |
| Labor      | "Wildfire!"                       | 60 | NBC |
|            | CBS Reports "...But What if the   |    |     |
|            | Dream Comes True"                 | 60 | CBS |

## Network Totals

|     |        |
|-----|--------|
| ABC | 1 Hour |
| CBS | 1 Hour |
| NBC | 1 Hour |

|                |                |
|----------------|----------------|
| Category Total | <u>3 Hours</u> |
|----------------|----------------|

---

|       |                            |    |     |
|-------|----------------------------|----|-----|
| Fine  | "Search for the Goddess of |    |     |
| Arts/ | Love"                      | 60 | CBS |
| Media | "Picasso is 90"            | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 2 Hours |
| NBC | 0 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>2 Hours</u> |
|----------------|----------------|

---

|        |                         |    |     |
|--------|-------------------------|----|-----|
| Civil  | "Strangers in Their Own |    |     |
| Rights | Land"                   | 30 | ABC |
|        | "Chicano"               | 60 | CBS |

## Network Totals

|     |         |
|-----|---------|
| ABC | ½ Hour  |
| CBS | 1 Hour  |
| NBC | 0 Hours |

|                |                 |
|----------------|-----------------|
| Category Total | <u>1½ Hours</u> |
|----------------|-----------------|

---



## DOCUMENTARIES 1971--Continued

| Category                     | Title   | Length | Network |
|------------------------------|---|--------|---------|
| Crime/<br>Police/<br>Justice | White Paper "Children Imprisoned"                       | 60     | NBC     |
|                              | Justice In America "Justice<br>Delayed, Justice Denied" | 60     | CBS     |
|                              | Justice In America "Crime and<br>the Courts"            | 60     | CBS     |
|                              | "Heroes and Heroin"                                     | 60     | ABC     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 2 Hours |
| NBC | 1 Hour  |

|                |                |
|----------------|----------------|
| Category Total | <u>4 Hours</u> |
|----------------|----------------|

---

|                                     |  |    |     |
|-------------------------------------|--|----|-----|
| Religion/<br>Medicine/<br>Education | "Kids!--53 Things to Know about<br>Health, Sex and Growing Up" | 60 | CBS |
|                                     | "How to Stay Alive"  | 60 | ABC |
|                                     | "Lure of the Tall Ships"                                       | 60 | CBS |
|                                     | "Alcoholism Out of the Shadows"                                | 60 | ABC |
|                                     | "Cancer is the Next Frontier"                                  | 60 | NBC |
|                                     | *Project 20 "The Coming of Christ"                             | 60 | NBC |

## Network Totals

|     |         |
|-----|---------|
| ABC | 2 Hours |
| CBS | 2 Hours |
| NBC | 2 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>6 Hours</u> |
|----------------|----------------|

---

|        |                     |    |     |
|--------|---------------------|----|-----|
| Sports | "The Hard Chargers" | 60 | NBC |
|--------|---------------------|----|-----|

## Network Totals

|     |         |
|-----|---------|
| ABC | 0 Hours |
| CBS | 0 Hours |
| NBC | 1 Hour  |

|                |               |
|----------------|---------------|
| Category Total | <u>1 Hour</u> |
|----------------|---------------|

---

|           |                      |    |     |
|-----------|----------------------|----|-----|
| Biography | "Southern Exposures" | 30 | CBS |
|-----------|----------------------|----|-----|

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | 0 Hours            |
| CBS | $\frac{1}{2}$ Hour |
| NBC | 0 Hours            |

|                |                                      |
|----------------|--------------------------------------|
| Category Total | <u><math>\frac{1}{2}</math> Hour</u> |
|----------------|--------------------------------------|

---

## DOCUMENTARIES 1971--Continued

| Category | Title                            | Length | Network |
|----------|----------------------------------|--------|---------|
| Life/    | "Childhood--The Enchanted Years" | 60     | NBC     |
| Leisure/ | *"Eskimos' Fight For Life"       | 60     | CBS     |
| Enter-   | "Leaving Home Blues"             | 60     | NBC     |
| tainment | "Land of the Small"              | 60     | NBC     |
|          | "To the Top of Everest"          | 60     | CBS     |

## Network Totals

|     |         |
|-----|---------|
| ABC | 1 Hour  |
| CBS | 2 Hours |
| NBC | 2 Hours |

|                |                |
|----------------|----------------|
| Category Total | <u>5 Hours</u> |
|----------------|----------------|

---

|         |                             |    |     |
|---------|-----------------------------|----|-----|
| U.S.    | "Changing War in Indochina" | 60 | CBS |
| Foreign | "The Seven Summits"         | 30 | NBC |
| Affairs |                             |    |     |

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | 0 Hours            |
| CBS | 1 Hour             |
| NBC | $\frac{1}{2}$ Hour |

|                |  |
|----------------|--|
| Category Total | <u>1<math>\frac{1}{2}</math> Hours</u> |
|----------------|--|

---

|           |                              |    |     |
|-----------|------------------------------|----|-----|
| Foreign   | "Inside Scotland Yard"       | 60 | NBC |
| Countries | "Venice Be Damned"           | 60 | NBC |
|           | "Terror in Northern Ireland" | 30 | ABC |

## Network Totals

|     |                    |
|-----|--------------------|
| ABC | $\frac{1}{2}$ Hour |
| CBS | 0 Hours            |
| NBC | 2 Hours            |

|                |  |
|----------------|--|
| Category Total | <u>2<math>\frac{1}{2}</math> Hours</u> |
|----------------|--|

MICHIGAN STATE UNIVERSITY LIBRARIES



3 1293 03061 6324