



A loser still thinks TV debates essential

Richard M. Nixon has endorsed the principle of television debates by candidates for President of the U. S., though he admits that his TV appearances in the 1960 campaign cost him the election.

The former Vice President, in an article in the June 27-July 4 issue of the *Saturday Evening Post*, calls for President Lyndon B. Johnson to debate his Republican opponent in the coming campaign. Mr. Johnson so far has not publicly stated whether he will participate in TV confrontations with his Republican opponent.

Mr. Nixon quotes a campaign aide as saying that the late President Kennedy started the 1960 campaign as the "less well-known candidate." By participating in the "Great Debates," the aide wrote in a confidential memo, Mr. Nixon gave Mr. Kennedy "the opportunity to remove that liability and to fight the campaign out on even terms."

In his article, Mr. Nixon states that the issue of TV debates this year is

"bigger than whether they help the Democratic or Republican nominee." The debates, were designed, he writes, to serve the public, not the candidate. He cites four major objectives to which the TV debates "contribute significantly: . . . a bigger vote, better informed voters, lower campaign costs, and, in the end a better President."

Mr. Nixon comments in the article on his poor physical appearance in the first TV debate. He says that he "always detested makeup," but after the first debate, "I changed my attitude." TV makeup's purpose, he comments, "is not to make a person look better than he really does but to correct for unnatural effects produced by the TV cameras."

Corrective measures were taken for the remainder of the TV appearances. But, Mr. Nixon states, "even if I hadn't been able to correct my televised appearance, I still think it wouldn't have made a crucial difference. It is the man himself and what he says that ultimately affect people."

mission to review the language in the form to eliminate any implication of antinetwork bias.

ABC's Comments ■ ABC said the proposed form was an improvement over the one now in use, but recommended a number of revisions. Joseph Kittner, Washington attorney representing the network, recommended a relaxation of the requirements for surveying and evaluating community needs and elimination of a detailed question on news, public affairs and other programs, exclusive of entertainment and sports. He said the latter question projects the

commission into an "evaluative" role which should be avoided.

NBC and CBS, which were not represented at the hearing, submitted written statements in which they also commented on questions dealing with news. NBC said it supports the proposed form "insofar as it places the emphasis, and the responsibility, on the licensee" to describe the manner in which he has determined and met community needs.

NBC objected to questions that may "imply" that some program types are more desirable than others. NBC referred to questions seeking information

on news and public affairs but specifically excluding data on entertainment and sports programs. The network said the implication is that the commission is more interested in the first two types.

CBS on News ■ CBS also raised questions about the proposed form's section on news broadcasts from a different point of view. It said it is "inappropriate" for the commission to single out news programs for special attention. Since news is "the most sensitive area of a station's programing," the network said, "government should take every precaution to reassure licensees of its neutrality."

CBS expressed concern that the proposed form might be used to influence programing. But, as in its comments on the proposed TV form, the network said it's relying on the commission's assurance, given in its 1960 statement on program policy, that it would not seek to exert such influence.

The three church groups expressing general support for the commission's proposal are the National Council of Churches, the United Churches of Christ and the United Presbyterian Church, U.S.A.

William Fore, executive director of the National Council of Churches' Broadcasting and Film Commission, said the council wants the "commission to avoid censorship but to require assiduous program planning." He said the question on determining community needs is "vital."

The Rev. Silas Franklin Mack, of the United Church of Christ, said the commission has and should use its authority to inquire fully into programing.

The Rev. Charles Brackbill Jr., associate executive director, Division of Radio and Television, of the United Presbyterian Church, also endorsed the idea of a survey but said he wasn't too concerned about its form.

Dozier-Fox enter co-production deal

William Dozier will move his Greenway Production offices onto 20th Century-Fox's Westwood, Calif., lot within the next two weeks in the first step of a long-term exclusive co-production and distribution deal for TV series and features.

The two firms agreed to the pact last week. Greenway's first work on the Fox lot will be pilot production on several co-production deals Greenway has concluded with the networks. Two feature properties are expected to be ready for filming by early next year.

Pilot scripts on five Greenway series aimed for the 1965-66 season are near completion.