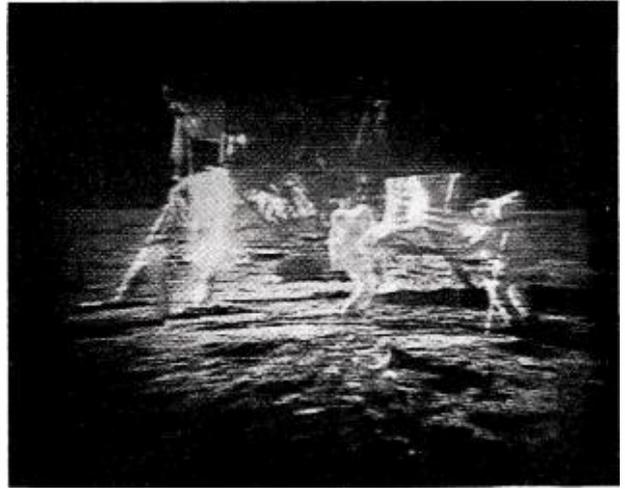


CBS News photo

*Man first steps upon the moon, and television is there to deliver history as it happens. Neil Armstrong, the first astronaut out of the lunar module, placed the camera in position to take live pictures of his descent.*



ABC-TV photo

*The ultimate (so far) in remote television pickups shows Astronauts Armstrong and Edwin Aldrin working on the moon's surface. The camera had been moved to a position from which it could cover the LM and immediate area.*

## A remote that broke all the records

**Camera follows astronauts to lunar landing;  
next challenge is color pickup from the moon**

Television went live to the moon and back last week, in its most improbable feat of actuality coverage, and then began preparing to top itself on the next lunar voyage a few months off.

The word from a jubilant Houston space center was that a color camera may accompany the next astronauts to visit the moon. The pictures last week were in black and white, but that there were any pictures at all must be counted a feat of incomparable difficulty.

The lunar origination lasted five hours and six minutes, with two and a quarter hours showing Astronauts Neil Armstrong and Edwin E. Aldrin Jr., in their science-fiction space suits, collecting rocks and in slow motion bouncing weightlessly across the bleak landscape. That was on the night of July 20-21. By 2 p.m. last Thursday (July 24) they and the third member of the crew, Michael Collins, were safely aboard the aircraft carrier Hornet in the mid Pacific, and eight days of grueling television coverage were ended.

It took a minimum of \$11 million in expenditures and in revenue loss and an estimated 1,000 personnel for the networks to produce what had to be the biggest show in broadcast history.

"It was the greatest event I've covered in my 36 years in the business," declared Elmer Lower, president of ABC News. His sentiments were echoed in one word—"wow"—from CBS-TV's anchorman, Walter Cronkite, who duplicated his election-night marathon with over 17 hours of broadcasting the night of the moon walk. Mr. Cronkite and his broadcasting partner, former astronaut Walter Schirra, remained speechless for several minutes after the module was down safely on the moon.

The televised moon walk attracted an audience of 125 million in the U.S., almost twice the projections made by the networks when the walk was originally scheduled for 2 a.m. EDT on July 21. (It started at 10:52 p.m. July 20.)

When astronauts Armstrong and Aldrin on the moon talked to President Nixon in Washington by telephone, each network used a different technique to present the principals on screen. ABC superimposed a head shot of the President in a circle over the picture from the camera placed by the astronauts on the moon. CBS used a split-screen technique, and NBC used a highlight form.

The astronauts themselves demon-

strated a mastery of television techniques. In the last of six color broadcasts from the command capsule, shortly after 7 p.m. Wednesday (July 23), each astronaut delivered a short message to earthbound viewers. In earlier broadcasts they showed how and what they ate, how they transferred from the command capsule, Columbia, to the lunar landing module, Eagle, and how the earth and moon looked in space.

Throughout the Apollo coverage, Europe, Latin America and Japan received three network feeds from the international pool coordinator, ABC International, through the satellites over the Atlantic, Pacific and Indian oceans. The Communications Satellite Corp. reported that from launch to splashdown, more than 230 hours of satellite time, involving some 200 programs, were transmitted, exceeding the previous record of 225 hours during the Summer Olympic Games in Mexico City during an 18-day period last October.

A network of 20 earth stations, interconnected with satellites, carried the TV programs to viewers in the U.S., Latin America, Europe, North Africa, Asia and Australia.

Alaska received the coverage, said to