

# The Longest Night



The Longest Night

BY  
NBC

## Foreword

The single largest supplier of programs to American television is not located in Hollywood. It does not produce light entertainment, has no studios of its own and has no glamorous stars under contract. Instead its headquarters is in New York City. Its staff of 800 men and women are posted all over the world—in virtually every major capital on both sides of the Iron Curtain. The source of its programs is reality. Its name is NBC News.

More than one-quarter of all the hours broadcast on the NBC Television Network and more than three-quarters of all the hours broadcast on the NBC Radio Network are produced by NBC News. Its daily schedule of newscasts is the largest in broadcasting. The “hard news” schedule, however, is only a part of the NBC News service. It presents daily and weekly programs of news background and analysis, panel discussion and interviews, coverage of great events such as conventions and elections, documentaries months in preparation, and special programs covering fast-breaking stories.

In the succeeding pages, a single reporting event of this vast news operation is described—NBC’s television coverage of the mid-term Election Night returns on Tuesday night, November 6, 1962—the longest night of the year for NBC News and its nationwide audience.





**A**nyone who walked into studio 8-H on Wednesday morning, November 7, would have found it a shambles. Littering the floor, like an accountant's nightmare, were reams of paper covered with numbers, scrawls and calculations. Around the cavernous room under spotlights, behind cameras, above catwalks, were huge electronic billboards lined with a jumble of figures.

This was the aftermath of one of the most complex feats of organization, one of the most delicate and skilled jobs of coordination in television history. It was the day after the night that NBC News had reported the votes in hundreds of election contests to millions of viewers with what the critics called "uncanny accuracy and speed." It had been a massive effort, and perhaps the oddest thing about it was that NBC News had been reporting what historians normally write off as "an off-year election."

The White House is not at stake in an off-year election. There are no nationwide political contests at that time and national and international issues usually are intertwined with local problems. So in reporting the 1962 election returns, the first job of a national news medium is to sort out what is of nationwide interest from what is of primarily local or regional concern.

Last November NBC focused on such national issues as Gubernatorial or Senate races that would test the strength of Presidential prospects, on the Party make-up of the House and Senate, and on election trends that

would demonstrate a vote of confidence in – or rejection of – the President’s leadership. Provision was made for reports on local elections by the news departments of the local stations, with broadcasts originating from their own news rooms every half-hour.

The story of how NBC News assembled a clear, fast picture of the election returns for a nationwide audience last November offers a far contrast with television’s first election night 22 years ago. On November 2, 1940, a handful of people gathered to watch an experimental NBC television channel (W2XBS) broadcast the Roosevelt-Willkie election returns by flashing press association figures on the screen. An electronic marvel in 1940, perhaps, but in 22 years television has revolutionized election reporting.

**NBC Election News Service** Much has been made of television’s sophisticated electronic equipment—the cameras that absorb and transmit instantaneous pictures; the television receivers that pull these pictures out of the air; the computers that seem to some to disclose the results even before the votes are counted.

NBC’s election coverage starts with the most sophisticated machines ever devised: *people*, the more than 2,000 men and women organized into NBC’s Election News Service. On Election Night, this service reported from every one of the fifty states, supplying the voting returns and election trends that the nation saw and heard



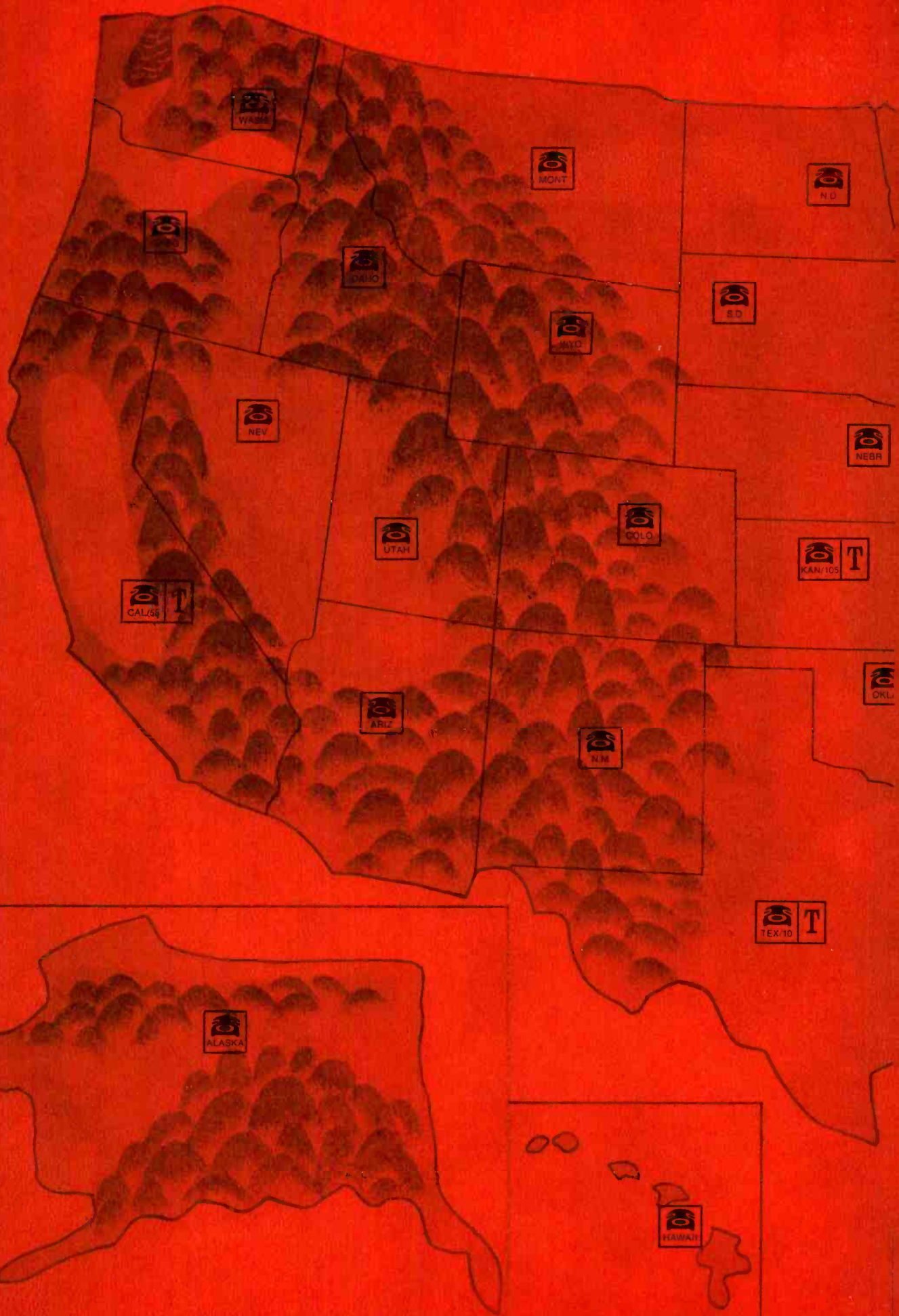
ABC NEWS SERVICE



throughout the night both on NBC Television and Radio.

**Fifteen Key States** NBC News identified elections in 15 states as battlegrounds of particular national interest. The states were New York, Pennsylvania, Maryland, Ohio, Indiana, Illinois, Michigan, Wisconsin, Kentucky, Kansas, Missouri, California, Texas, Connecticut and Massachusetts. Early in the summer preceding the election, each of these states was surveyed by an NBC Newsman who had been appointed Election Manager for that state. He talked with the campaigners, tested the political winds, and then went to work. In twelve of the states, "stringers" were hired to report the votes for every single county. (Three states were broken down by other geographical subdivisions such as cities, townships, and precincts.) In each of the fifteen states, an NBC Tabulating Center was established, equipped with adding machines, report forms and an open line telephone to NBC News Election Central, New York.

The whole system worked, not unlike the "House That Jack Built." There was NBC's county stringer. The county stringer fed the returns to the NBC Tabulating Center in that state. Each state Tabulating Center called NBC's Election Central operator in New York. The Election Central operator informed the appropriate "posting sergeant." The "posting sergeant" told the scoreboard operator, and the scoreboard operator punched up the



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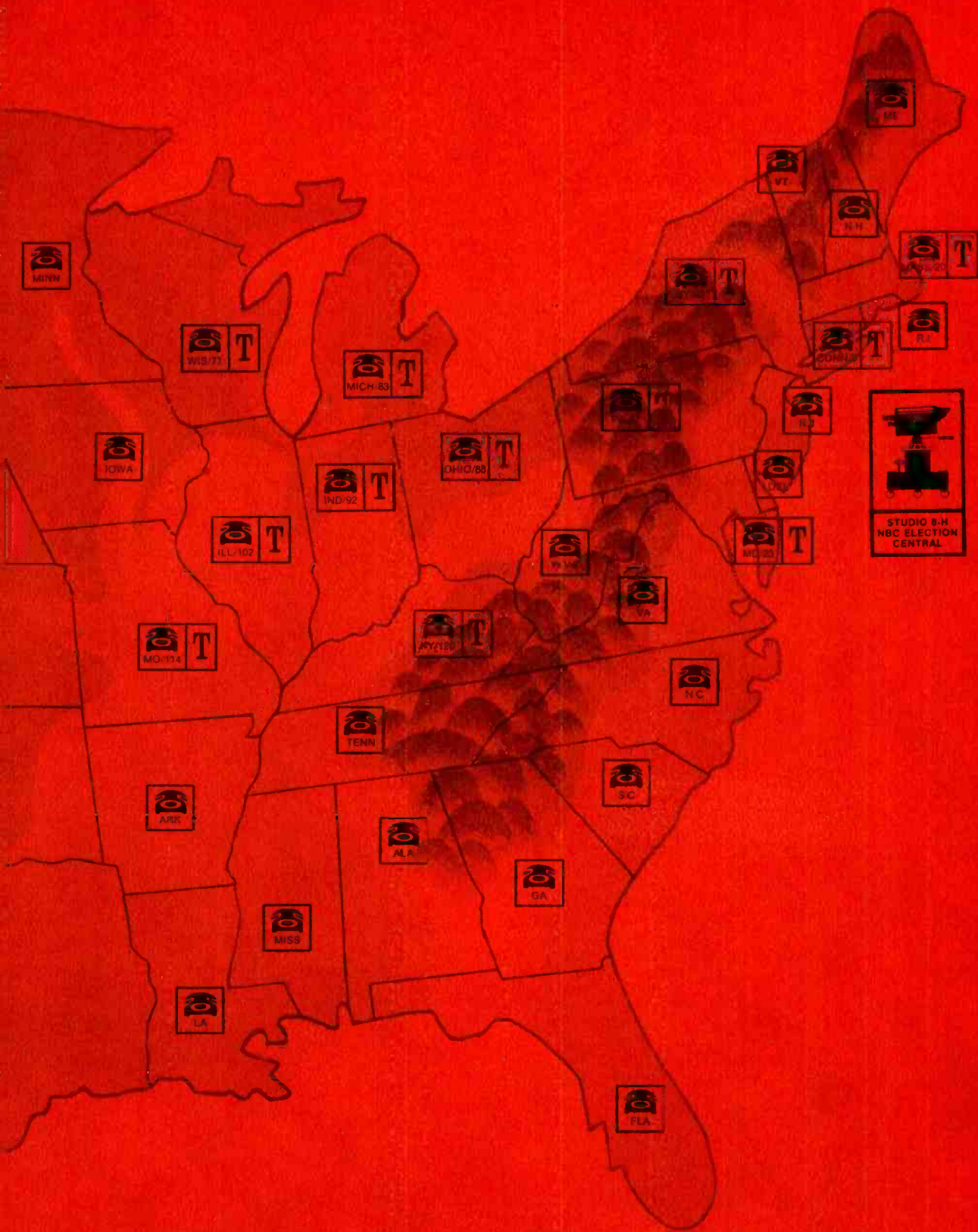
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 35 State stringers' open line to Studio 8-H in New York

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 County stringers with lines to State Tabulating Centers

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total. The figure then was transmitted into the millions of television receivers at home with lightning speed.

**State Reports** In the remaining 35 states, NBC stationed a veteran political reporter at the source of the statewide election returns. Their posts ran the gamut from a bank building to a high school cafeteria, and were determined by one obvious test—where were the states' votes being tallied? At hand, in each case, a direct telephone line with which to call in the latest returns directly to NBC Election Central in studio 8-H, New York.

Did it work? The NBC returns came into the nation's homes so fast that newspaper notices the next day reported, "NBC consistently ran ahead in the tallies" and, "NBC was earliest with the returns."

**Precinct Reports** NBC News was not content simply to devise the fastest possible system for gathering returns alone. It sought out ways to inform its viewers at the earliest possible moment of voting trends and patterns. Thus, the "Dewline" came into existence.

"The idea for Dewline came to us at the discussions we held the day after the national elections in '60," says Elmer W. Lower, NBC News Vice President whose responsibility includes election coverage organization. "A young stringer who'd covered some New York-New Jersey races innocently asked, 'But where do you go to

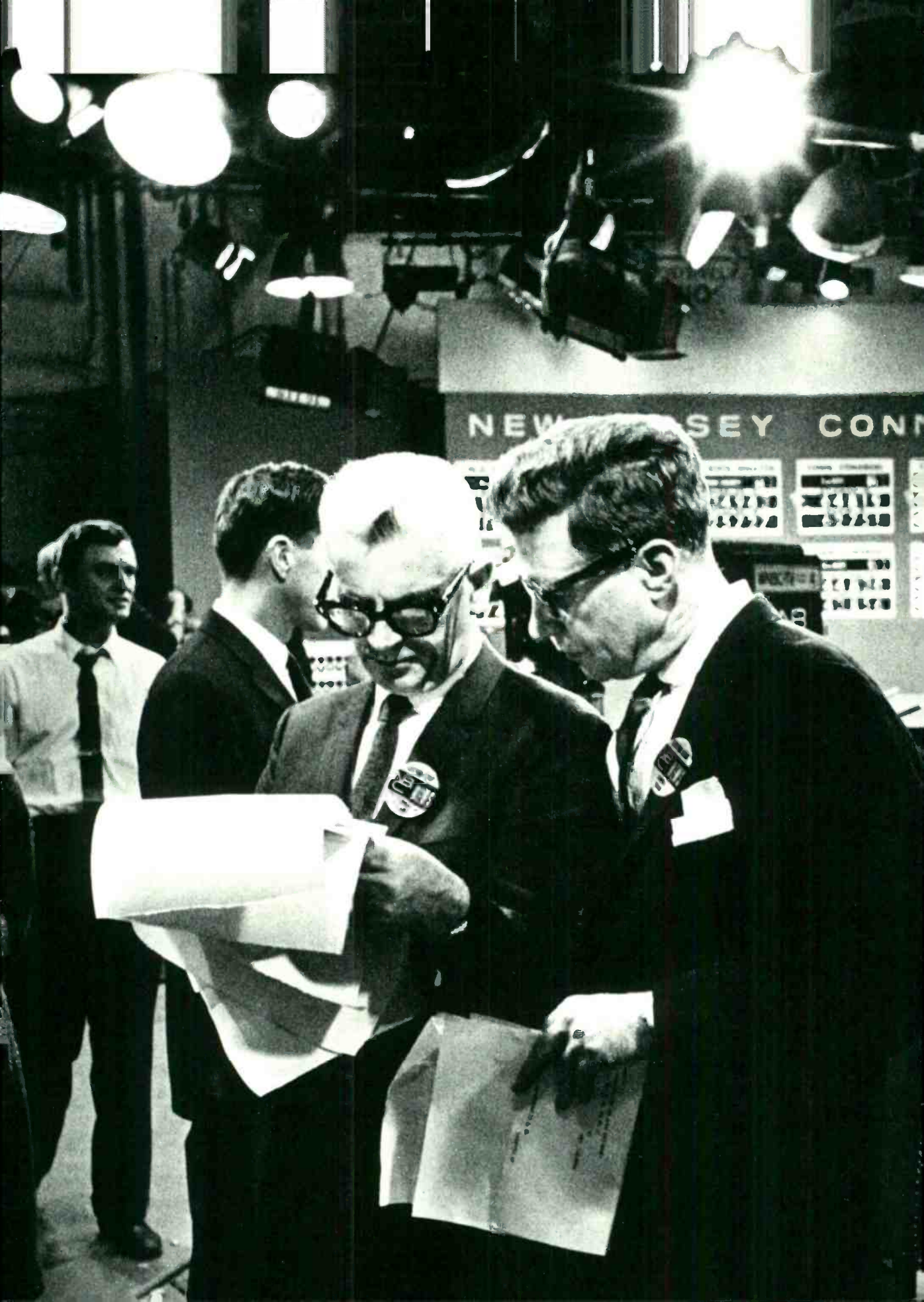


get information?’ And that was it. We began to do some fresh thinking about that simple question.”

The answer, itself surprisingly simple, resulted in a complex new election-reporting technique. NBC News dubbed this distant early warning system of tabulating the elections its “Dewline.” Obviously, the best place to get voting information is right at the schoolhouse or barber shop where people vote. If such early voting information is to be meaningful, however, it must come from election districts that mirror the entire voting population of the state or city. These districts should provide a statistically valid sample of political, economic, ethnic, social and geographic characteristics in the state as a whole. It was the job of NBC’s political experts to uncover these weathervane election districts and/or precincts.

**Dewline 1962** Eight Gubernatorial and Senatorial races in New York, Connecticut, Massachusetts, Michigan, Texas and California were selected for “Dewline” treatment, in the hope of achieving what one newsman called, “a jackrabbit start in the raw figures” that would provide a solid basis for long-range projections.

A Dewline Desk was established at NBC Election Central. Reporters were sent into every precinct on the Dewline tally. Richard Kutzleb, the NBC Newsman on the Dewline scene in Texas, described his men and women as “an illustrious lot.” It was an apt description. They in-







cluded college professors, school teachers, a superintendent of schools, a federal judge and party volunteer workers whose work was officially over when the polls shut down (and whose dedication to accuracy was presumably above dedication to party).

At 9:55, our man in Texas predicted “he (Connally) should win the election by a percentage 2 to 3 points higher than the 51% Kennedy received in 1960.” The next day, he was able to report “our projection landed right on the nose. Connally’s percentage was 54.1%.”

The Dewline success in Texas was echoed in the other pivotal states—and the techniques learned from it are now a permanent part of NBC’s election reporting methods.

**Enter The Computers** “We used to do it with a pad and six pencils,” David Brinkley remarked nostalgically. Now, we use computers. In 1962, the RCA 501 Electronic Data Processing System performed NBC’s long-range election night work. On the basis of early, fragmentary returns these mammoth computers projected the results of the key elections with uncanny accuracy.

The difference between a projection and a prediction is the difference between knowledge and guesswork. Computers never guess. Months before the election, the RCA 501 Electronic Data Processing System was programmed with population trends, previous election night running totals, income figures, educational levels, religious affli-



ations, neighborhood characteristics. And scores of mathematicians, programmers, statisticians, political scientists, and NBC newsmen did the feeding, a process that involved more than 200,000 steps.

For election night 1962, two NBC television cameras traveled out to Cherry Hill, New Jersey. (Since the computers could not come to NBC, NBC came to the computers.) Private phone circuits connected studio 8-H to the computer system, and early in the evening the first voting patterns were fed into the machines. The computers did their job. Hours before the final results were posted, NBC's election night audience was given the computers' projections of the most significant races:

...at 8:15 pm EST the computers indicated a plurality in excess of 500,000 for Governor Rockefeller. The official tabulation of the New York State vote weeks later gave the Governor a plurality of 529,169.

...at 9:30 pm EST, the close but certain victory of Gubernatorial candidate George Romney was seen at Cherry Hill.

...from 11:19 pm EST on, Governor Brown's reelection in California was a certainty according to the RCA 501, despite the fact that the returns up to that time showed his opponent, Richard Nixon, ahead.

...at 12:02 am EST, NBC projected the makeup of the new house of Representatives within two seats of the count indicated by the total vote the next day.

...at 12:21 am EST, NBC called the makeup of the new



DR. SCOTT  
G. SCOTT  
H. SCOTT  
V. SCOTT  
R. SCOTT  
MIDWEST SENATE

CARLSON  
LONG  
MIDWEST SENATE

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KIM CARPENTER  
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MIDWEST SENATE

Senate within one seat of the standings that were shown by the actual vote-by-vote tabulation many hours later.

**The NBC Encyclopedia Politica** Our newsmen were armed with still another election night weapon. Each of them carried a 6½ pound, 700-page loose-leaf book that was a compendium of background facts on every 1962 election contest. Elmer W. Lower described its use as follows, “the book goes state by state, with all kinds of information about the state itself, important things to watch for, past voting patterns and records, biographical and background material on the candidates, and so on. Every reporter had a copy of this, which he got well in advance, so he could really bone up on the area he was covering.”

The book was compiled over a period of many months by NBC News producer Chet Hagan. It contained not only cold statistics and bare facts, but also the illuminating human details that often affect the outcome of elections. For example, if you read the book carefully you would have learned that one candidate for Congress was a licensed barber, that an office-seeker in Florida defeated his ex-college roommate in the primaries, and that a candidate in Iowa was, “a MOST attractive woman!”

And each newsman filled his own copy with facts and insights from his own area—gleaned during his campaign tours and personal observations. For example, Merrill Mueller, NBC’s man in charge of the Midwest was able



to note on his Indiana page that young Senate candidate Birch E. Bayh Jr. would probably pull what horse players and political reporters term a “stunning upset” over his venerable rival, the incumbent Homer E. Capehart. Mueller, of course, turned out to be absolutely correct.

**NBC Election Central** The work of the Election News Service, the Dewline, the computers, the reporters, all funneled into one room on Election Night—studio 8-H in Rockefeller Center, New York City.

It was from here that Chet Huntley and David Brinkley reported, here that the boards listing the returns were posted, here that the Dewline reports came together, here that the “Victory Desk” picked the winners, here that the orders were given to bring in remotes from Romney Headquarters in Michigan, Brown Headquarters in California, Scranton Headquarters in Pennsylvania.

Studio 8-H is about the size of the Yankee Stadium infield. On Election Night, virtually every square inch of its space was filled. Lining one long wall were the four boards that quartered the country into geographic sections. On the left side: the East, reported by Sander Vanocur, and the South, reported by Frank McGee. On the right side: the Midwest reported by Merrill Mueller, and the Far West, reported by John Chancellor. In the middle, the Dewline board, manned by Ray Scherer. On the boards—the names, the pictures and the vote totals of

the more than 500 different election races to be reported.

Ten television cameras were mounted on a scaffolding in the center of the room, where they commanded a 180° view of the five election boards. Out of camera range, stood the Decision Desk, directed by Chet Hagan. Hagan's view of his assignment: "We won't be predicting who will win the races for Governor and Senator, we will state it, definitely, even before the candidates themselves may claim victory or defeat. And we don't guess. It's a careful judgment, based on a thorough knowledge of each state's politics, combined with quick reports on the returns in key districts."

Unlike elections, most news is unscheduled. For example, the aftermath of the Cuban crisis and the Communist Chinese invasion of India were simmering on Election Night. To keep track of and report late-breaking developments in these and any other world or national events, NBC's State Department correspondent, Elie Abel, occupied another corner of studio 8-H.

Ten feet above the maelstrom on the floor, overlooking the entire scene like the bridge of an ocean liner, was the "Huntley-Brinkley Deck." There, seated behind an "X" shaped desk, Chet Huntley and David Brinkley served through the night as NBC's "election anchor men," pulling the story together from the trends and returns in the hundreds of races from Massachusetts to California and from Michigan to Texas. Connecting Chet and David to



the studio itself were phone lines, automatic writing machines, electronic monitoring gadgets, special circuits, and a comforting anachronism: a hand-operated dumbwaiter to haul up written reports—and sandwiches.

Next door in a smaller studio, WNBC-TV, New York's No. 1 news station, had organized its own Election Night headquarters. Its posting boards and reporting equipment paralleled the network apparatus in 8-H. Every half-hour throughout the night, WNBC-TV's anchor-men, Edwin Newman and Gabe Pressman, gave local viewers the running details of New York, New Jersey and Connecticut contests. This is how the pre-set plans worked throughout the country, as each station on the NBC Television Network cut away from the network to its own election studio to report the local election picture.

**Gearing Up** A week before Election Night, the entire system in 8-H was put into working order. Test runs were held. Practice returns from hundreds of locations were phoned and wired in, passed along to the adding machines, and posted on the appropriate boards. The numbers, in turn, were analyzed by correspondents from East, South, Midwest and Far West. At the Dewline Desk, Ray Scherer read the dummy figures and foretold their meaning, just as he would on Election Night. Chet Hagan pinned victory checks on mythical winners; the Cherry Hill computers discharged their sample projections.



**The Longest Night** The afternoon of November 6—time for the final tune-up. The first real reports began funneling in...“Snow in Montana”...“Good voting weather in Alabama”...“Crowds at the polls in Pennsylvania”...“Early voting sparse in New York City.” In Lansing, Gubernatorial candidate Romney baby-sat for a mother of three while she went to vote (hopefully, for the Republican ticket). In Independence, former President Truman — up early as usual — jokingly asked reporters if he should “vote a split ticket?” From Gettysburg came an account of former President Eisenhower casting his ballot at the fire station south of his farm home.

Then, the first substantial tallies arrived from early-bird precincts in Kentucky, Massachusetts, Connecticut and Tennessee. By 6 pm, 262,000 votes—25% of the total—had already been reported from Kentucky. At 6:50 pm, ten minutes before network airtime, the NBC Decision Desk made its first declaration: Frank Clement was elected Governor of Tennessee. At 7:00 pm (EST) the network went on the air with the actual election coverage. Television’s longest night had begun.

By 7:40 pm (EST) the East board showed Connecticut’s Abraham Ribicoff with 144,875 votes in his race for a Senate seat, more than double what the other networks had managed to tally at that point.

At 8:40 (EST), NBC’s Election Service in Maryland had 57,628 votes for Governor Millard J. Tawes, three times

MIDWEST



as many as the other networks had managed to report at that time. In Ohio, nearly 7,000 votes had been recorded for Gubernatorial candidate James Rhodes. The competing services had not yet reached 200.

And so it went through ten continuous hours. The focus of attention moved westward. Scranton was declared the victor in Pennsylvania at 9:13 pm; Romney in Michigan at 12:50 am; Bayh in Indiana at 4:45 am; Brown in California at 4:06 am. Election after election was wrapped up at the earliest *sure* moment. As one reviewer commented the following afternoon, NBC's election team was operating "with superb precision."

Nonetheless, there were some minor surprises. An NBC reporter in Washington was arrested for jaywalking while on his way to a campaign headquarters. A New York NBC reporter forgot his studio pass and was barred by the studio guards from entering 8-H, while a visiting newspaper syndicated columnist, wearing a CBS badge, walked right by. An elderly lady persisted in her effort to have a nice chat with Chet Huntley at the height of the evening. A politically sensitive camera started burning up while trained on the hot race for Governor of Michigan. (It was restored by a paper cup of steaming dry ice from the NBC cafeteria.)

**The Morning After** By five the next morning, the result in every significant race was clear, and Chet Huntley



ANALYSIS

DISK TRAY



and David Brinkley finally said good night to the nation for NBC. The long night in 8-H was over.

Only one thing remained: the post-mortem. At 7:30 (EST) that morning, NBC, alone of all the networks, went back to the full election story. Five newsmen gathered on the *Today* show to analyze and interpret the results. The five were John Chancellor, Sander Vanocur, Frank McGee, Merrill Mueller and Martin Agronsky. The last-named had just flown down from Boston where he had been covering the Ted Kennedy triumph. They put the closing lines on a story that NBC had begun reporting not the previous night, but the previous Summer.

**Reporting the Campaigns** Starting last August, such programs as *Meet the Press*, *Chet Huntley Reporting* and *David Brinkley's Journal* had focused on the candidates and the issues of the upcoming election. On the *Today* show, Martin Agronsky had interviewed most of the major office-seekers. In October, NBC broadcast a full hour, prime time television debate between Democratic and Republican Party spokesmen, Senators Hubert H. Humphrey (D-Minn), and Hugh Scott (R-Pa). An eight-part series, *The Campaign and the Candidates*, examined the men and the issues, and John Chancellor wove into the series a basic course on the structure and history of the House, the Senate and the 50 Governorships. Moreover, hardly a day went by that the regularly







scheduled network news shows did not feature a report on the progress of the campaign.\* Locally, NBC's owned television stations in New York City, Philadelphia, Washington, D. C., Chicago and Los Angeles offered complete coverage of the campaigns and issues in their respective communities. Together, these five stations broadcast more than 45 hours of local campaign programming.\*\*

**A Continuing Story** By the afternoon of Wednesday, November 7, the clean-up crews had begun to strip 8-H of every remnant of Election Night. Twenty-four hours later, an orchestra was rehearsing for a variety hour on the spot where the Dewline Desk had stood. Three floors below, however, in the offices of NBC News, plans were being formulated for the Presidential Election of 1964, now less than two years away.

**NBC News On The Television Network** Full coverage of campaigns and election returns represents only a small fraction of the NBC News service. On the television network, for example, NBC News produces more than 40 regularly scheduled news and news background programs each week. These range from television's largest schedule of daily reports on latest developments, to weekly feature stories by such award-winning programs as *Chet Huntley Reporting*, *David Brinkley's Journal*, *This is NBC News*, and the headline-making news confer-

\*See Appendix I

\*\*See Appendix II

ences of *Meet The Press*. Other weekly programs, like *Exploring*, *Update*, *Watch Mr. Wizard* and *Continental Classroom* supplement education from primary to college levels. In association with organizations representing the three major faiths, *Frontiers of Faith*, *The Catholic Hour* and *The Eternal Light* cover religious thought and activity.

Every Monday-through-Friday morning on the *Today* show, NBC News spans virtually every field of interest from international affairs to fashions and brings to the nation unrehearsed, often revealing interviews with national and world personalities. This program's stature was noted in a recent *New York Times* column which said, in part, "*Today*...is now a recognized means of making certain that one's views reach important ears in the White House, the Cabinet and Congress."

In 1962, NBC News also produced 50 special television programs, many of them months in the making. NBC News task forces of correspondents and cameramen, writers and producers, covered the nation and the world to gather the materials that were compiled into these special programs...the largest schedule of "actuality" specials in television. Included are the White Paper specials that probe the facts, the history and the meaning of our time's most critical issues; programs like *The Tunnel* that focus on the human drama in world events; social documentaries like *The Chosen Child* and *Emergency*



*Ward* that strike close to home, and film portraits such as *The River Nile* or *Shakespeare: Soul of An Age* that illuminate history.

Moreover, it offers full-scale, on-the-scene coverage of such great nation-wide events as the political nominating conventions, man-in-orbit flights, Presidential messages or critical United Nations sessions.

Finally, NBC News stands by to break into the television schedule whenever news is urgent (during the Cuban crisis alone, more than 100 special programs, reports and bulletins interrupted normal programming) and it has pioneered in the development of "instant specials," full-length programs that are aired within hours of a fast-breaking event to provide viewers with background and analysis, as well as latest reports.

**NBC News On The Radio Network** More than 75% of the total programming of the NBC Radio Network is supplied by NBC News. On this national radio medium serving almost 200 stations, NBC News opens the week on Monday mornings with the nation's first major radio network report, *World News Roundup*. It ends the week with the most comprehensive news review in broadcasting as part of the three-hour *Sunday Night Monitor*, weaving a complete summary and analysis of the week's events into *Monitor's* diverse array of music, humor, sports, interviews and special features.



In between, it produces more than 30 hours of news, information, religious, educational and cultural programming for the NBC Radio Network in a typical week.

It offers features and analysis by noted commentators on *Emphasis* at the half-hour; headline developments around the clock in *News On The Hour*; reports and interpretations with *News Of The World*; discussion and debate on world events with *Meet The Press* and *Youth Forum*. Its unique radio "Hotline"—a constantly open circuit to every station—enables NBC News to break into the program schedule instantly for urgent news breaks.

As a forerunner to coverage of the 1962 political story on radio, NBC News presented a thirteen-week series, *Democracy In America*; then began its campaign coverage in mid-Summer, paralleling television's coverage with eight special programs as well as reports and interviews in regularly scheduled programs up to Election eve. On Election Night itself, Morgan Beatty and Robert McCormick reported throughout the night from a special broadcast booth in Election Central. Interconnected with the tabulating desks, the Decision Desk, the Computer desk and every other point in 8-H, and assisted by a staff of 35, the radio newsmen prepared their own reports, forecasts and remote pick-ups that kept pace, tally by tally, with the television reports.

**NBC Owned Stations** In 1962, NBC News integrated



its staff with the news staffs of NBC's five owned television and six owned radio stations. This enables New Yorkers, for example, to watch a special program on their city's harbor, narrated by Chet Huntley, and District of Columbians to receive nightly reports from such network newsmen as Sander Vanocur and Ray Scherer, and local newscasters in Chicago to call in reports from NBC correspondents in London, Moscow or Paris.

In turn, regional news of importance or interest can be blended into the network picture, and viewers in Chicago or Los Angeles can learn how Washington handled its air pollution problem while listeners in the port of San Francisco can hear how New York is coping with a dock strike.

**Honors And Audiences** A grand total of sixty-four major awards and citations went to programs produced by NBC News last year. These awards included the lion's share of honors in the news and public affairs categories of the Peabody, Emmy and TV Guide Awards.

In 1962, as in previous years, the nation tuned to NBC News almost instinctively to stay informed. In every instance where all three television networks covered an event simultaneously—such as the orbital flights of Glenn, Carpenter and Schirra, as well as Election Night—NBC's share of the national audience was as big as—or bigger than—the other networks' shares *combined*, as viewers echoed the judgments of the various awards committees.



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APPENDIX

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## APPENDIX I

### NBC Television Network Campaign Coverage

Program Date & Time	Guests and/or Commentators
<b>Meet the Press</b> August 5/6-6:30 pm	US Sen Vance Hartke, Ind (D) & US Sen Barry Goldwater, Ariz (R)— Campaign Committee Chairmen of their respective parties
<b>Meet the Press</b> August 12/6-6:30 pm	US Sen Candidate H Stuart Hughes, Mass (Independent)
<b>The Campaign and The Candidates</b> September 2/6:30-7:30 pm	US Rep William E Miller, N Y (R) & John Bailey, Conn (D)—National Committee Chairmen of their respective parties
<b>The Campaign and The Candidates</b> September 8/8:30-9 pm	Edward M Kennedy & Edward J McCormack—opponents for Dem nomination as US Sen Candidate in Mass; George Cabot Lodge & US Rep Laurence Curtis—opponents for Rep nomination to the same office; H Stuart Hughes—Independent candidate for same office; US Sen Olin Johnston, S C (D) & opponent W D Workmen Jr (R); US Sen Everett M Dirksen, Ill (R) & opponent US Rep Sidney Yates (D); US Rep Daniel Inouye (D) & Ben F Dillingham (R)—opponents for US Senate in Hawaii
<b>Today</b> September 10/7-9 am	US Sen Vance Hartke, Ind (D)— Campaign Committee Chairman
<b>Today</b> September 12/7-9 am	US Sen Vance Hartke, Ind (D) & US Sen Barry Goldwater, Ariz (R)— Campaign Committee Chairmen of their respective parties
<b>The Campaign and The Candidates</b> September 14/10:30-11 pm	US Rep Charles A Buckley, N Y (D) and opponents: John J Parker (R) & John P Hagan (Liberal); Bernard Grabowski (D) & John M Lupton (R)—opponents for US House in Conn; US House Candidate Desmond Barry, Texas (R); Claude Pepper (D) & Bob Peterson (R) — opponents for US House in Fla; US Rep Hugh Alexander, NC (D) & opponent James T Broyhill (R)
<b>The Campaign and The Candidates</b> September 16/6:30-7 pm	US Rep Neal Smith, Iowa (D) & opponent Mrs Sonja Egenes (R); Robert Taft Jr (R) & Richard D Kennedy (D)—opponents for US House in Ohio; US Rep John Rousselot, Calif (R) & opponent Ronald Brooks Cameron (D); US Rep Ralph Rivers, Alaska (D) & opponent Lowell Thomas Jr (R)
<b>News Special</b> September 18/11:30-11:35 pm & 12:45-1 am	Edward M Kennedy & Edward J McCormack—opponents for Dem nomination as US Sen Candidate in Mass; George Cabot Lodge & US Rep Laurence Curtis—opponents for Rep nomination to same office
<b>Today</b> September 19/7-9 am	US Sen Candidate Edward Kennedy, Mass (D)
<b>Today</b> September 21/7-9 am	US Rep Hale Boggs, La (D) — House Majority Whip & US Rep Leslie C Arends, Ill (R) — House Minority Whip
<b>Huntley-Brinkley Report</b> September 24/6:45-7 pm	Gov Edmund G (Pat) Brown, Calif (D) & opponent Richard Nixon (R)
<b>The Campaign and The Candidates</b> September 26/10:30-11 pm	Gov John Swainson, Mich (D) & opponent George Romney (R); Gov Frank Morrison, Nebr (D) & opponent Fred Seaton (R); Gov Michael V DiSalle, Ohio (D) & opponent James Rhodes (R); US Rep William W Scranton (R) & Richardson Dilworth (D) — opponents for Governor of Pa

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Today</b> October 4/7-9 am	Edwin A Lahey— Washington Bureau Chief for Knight Newspapers & Roland Evans— Washington Correspondent for the NY Herald Tribune
<b>Meet the Press</b> October 7/6-6:30 pm	Gubernatorial Candidate Richard Nixon, Calif (R)
<b>Meet the Press</b> October 14/6-6:30 pm	Gov Edmund G (Pat) Brown, Calif (D)
<b>The Campaign and The Candidates</b> October 14/5:30-7 pm	Dr Milton C Cummings Jr— a research associate at The Brookings Institute and films on: Charles L Weltner & US Rep James C Davis —opponents for Dem nomination as US House Candidate in Ga; US Rep George M Rhodes, Pa (D) & opponent US Rep Ivor Fenton (R)
<b>Huntley-Brinkley Report</b> October 18/6:45-7 pm	US Sen Everett Dirksen, III (R) & opponent US Rep Sidney Yates (D)
<b>Huntley-Brinkley Report</b> October 19/6:45-7 pm	Gov John Swainson, Mich (D) & opponent George Romney (R)
<b>Today</b> October 26/7-9 am	US Rep Horace Seely-Brown (R) & Abraham Ribicoff (D) — opponents for US Senate in Conn
<b>The Campaign and The Candidates</b> October 28/5-5:30 pm	Gov Edmund G (Pat) Brown, Calif (D) & opponent Richard Nixon (R)
<b>Meet the Press</b> October 28/6-6:30 pm	Edward M Kennedy (D) & George Cabot Lodge (R) — opponents for US Senate in Mass.
<b>Today</b> October 29/7-9 am	Gov Nelson D Rockefeller, N Y (R) & opponent Robert M Morgenthau (D)
<b>News Special</b> October 29/9:30-10:30 pm	US Sen Hubert H Humphrey, Minn (D) & US Sen Hugh Scott, Pa (R) (debating issues for their respective parties)
<b>Huntley-Brinkley Report</b> October 30/6:45-7 pm	John Chancellor (analyzing key races in the Far West)
<b>Huntley-Brinkley Report</b> October 31/6:45-7 pm	Merrill Mueller (analyzing key races in the Midwest)
<b>Today</b> October 31/7-9 am	Edward M Kennedy (D) & George Cabot Lodge (R) — opponents for US Senate in Mass.
<b>Huntley-Brinkley Report</b> November 1/6:45-7 pm	Frank McGee (analyzing key races in the South)
<b>Today</b> November 2/7-9 am	Gov Edmund G (Pat) Brown, Calif (D) & opponent Richard Nixon (R)
<b>This is NBC News</b> November 4/4:30-5 pm	Ray Scherer; Dr Milton C Cummings Jr— a research associate at The Brookings Institute (speaking on latest developments in key races)
<b>Today</b> November 5/7-9 am	Tour of NBC's Election Central
<b>The Campaign and The Candidates</b> November 5	Summary of campaigns, preview of Election Night by Chet Huntley and David Brinkley

## APPENDIX II

### Campaign Coverage By NBC's Owned Stations

#### WNBQ Chicago

Program Date & Time	Guests and/or Commentators
<b>special program</b> September 28/10:15-11 pm	NBC News Correspondents John Chancellor, Sander Vanocur, Frank McGee & Merrill Mueller & WNBQ newsmen Floyd Kalber & Len O'Connor
<b>news program</b> October 10/12:20 pm, 6 pm & 10 pm	Thaddeus Adesko (D) & E C Sandquist Jr (R)—opponents for Cook County Judge
<b>news program</b> October 11/12:20 pm, 6 pm & 10 pm	John A. Kennedy (D) & Donald Rumsfeld (R)—opponents for US House in Ill
<b>news program</b> October 12/12:20 pm, 6 pm & 10 pm	Seymour Simon (D) & W N Erickson (R)—opponents for President, Cook County Board
<b>City Desk</b> October 14/1:30-2:30 pm	WNBQ newsmen Floyd Kalber, Len O'Connor & Charles McCuen; Jim Hurlbut as moderator & Cook County Sheriff Candidate Richard Ogilvie (R)
<b>news program</b> October 15/12:20 pm, 6 pm & 10 pm	John Kimball (D) & Robert McClory (R)—opponents for US House in Ill
<b>news program</b> October 16/12:20 pm, 6 pm & 10 pm	State Treasurer Francis Lorenz, III (D) & opponent William Scott (R)
<b>news program</b> October 17/12:20 pm, 6 pm & 10 pm	Bernard Korzen (D) & Elmer Conti (R)—opponents for Cook County Treasurer
<b>news program</b> October 18/12:20 pm, 6 pm & 10 pm	US Rep Edward Finnegan, III (D) & opponent Thomas Ward (R)
<b>news program</b> October 19/12:20 pm, 6 pm & 10 pm	E Barrett (D) & G Higgins (R)—opponents for Cook County Clerk
<b>City Desk</b> October 21/1:30-2:30 pm	US Sen Everett Dirksen, III (R)
<b>news program</b> October 22/12:20 pm, 6 pm & 10 pm	P J Cullerton (D) & W McCarron (R)—opponents for Cook County Assessor
<b>news program</b> October 23/12:20 pm, 6 pm & 10 pm	US Rep William T Murphy, III (D) & opponent Ernest Michaels (R)
<b>news program</b> October 24/12:20 pm, 6 pm & 10 pm	US Rep Roman Pucinski, III (D) & opponent Henry Hyde (R)
<b>news program</b> October 25/12:20 pm, 6 pm & 10 pm	League of Woman Voters report

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>news program</b> October 26/12:20 pm, 6 pm & 10 pm	R Dunne (D) & A Carey (R)—opponents for Probate Court Judge
<b>news program</b> October 29/12:20 pm, 6 pm & 10 pm	M Korshak, J Egan, N Miles, F Kane (D); P Collins, P McGuire, J Nimrod, J Fliszer (R) — candidates for Sanitary Dist
<b>Dateline Chicago</b> October 29/9:30-10 pm	Richard Ogilvie (R) & Roswell Spencer (D)—opponents for Cook County Sheriff
<b>news program</b> October 30/12:20 pm, 6 pm & 10 pm	WNBQ newsman Charles McCuen (analyzing the "Blue Ballot")
<b>news program</b> October 31/12:20 pm, 6 pm & 10 pm	Mrs E Velde — League of Woman Voters & Justice of the Peace E Krantz
<b>news program</b> November 1/12:20 pm, 6 pm & 10 pm	N Puffer (D) & E Simon (R) — opponents for Cook County Schools Superintendent
<b>City Desk</b> November 4/1:30-2:30 pm	WNBQ newsmen Charles McCuen & Jim Hurlbut; Mrs Marjorie Pebworth — President, Ill League of Women Voters & Phil Locke — Du Page City Probate Judge

## **KNBC Los Angeles**

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Know Your Candidate</b> October 8/3-3:15 pm	US House Candidate Daniel Beltz, Calif (R)
<b>Know Your Candidate</b> October 15/3:15-3:30 pm	US Rep James Roosevelt, Calif (D)
<b>Know Your Candidate</b> October 16/3-3:30 pm	Knox Mellon (D) & H L Richardson (R)—candidates for US House in Calif
<b>Know Your Candidate</b> October 18/3-3:15 pm	US Rep Craig Hosmer, Calif (R)
<b>Know Your Candidate</b> October 19/3-3:30 pm	US House Candidate J J Johovich, Calif (D) & US Sen Candidate Richard Richards, Calif (D)
<b>Know Your Candidate</b> October 22/3-3:30 pm	Robert T Ramsay (R) & Leon Mayer (D)—candidates for US House in Calif
<b>Know Your Candidate</b> October 23/3-3:15 pm	US Rep Chet Holifield, Calif (D) & US House Candidate Everett G Burkhalter, Calif (D)
<b>Know Your Candidate</b> October 24/3-3:30 pm	US Rep Gordon L McDonough, Calif (R); US Sen Candidate Edward Brothers, Calif (Soc Labor Party) & Gubernatorial Candidate Herbert Steiner, Calif (Soc Labor Party)
<b>Know Your Candidate</b> October 25/3-3:30 pm	US Rep John H Rousselot, Calif (R) & US House Candidate Herman Smith, Calif (R)
<b>Know Your Candidate</b> October 26/3-3:30 pm	Charles S Foote (D) & Gordon Hahn (D)—candidates for US House in Calif
<b>Know Your Candidate</b> October 29/3-3:30 pm	US House Candidate Augustus F Hawkins, Calif (D) & US Rep Alphonzo Bell, Calif (R)

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Know Your Candidate</b> October 30/3-3:30 pm	Ted Bruinsma (R) & Edward Roybal (D)—candidates for US House in Calif
<b>Know Your Candidate</b> October 31/3-3:30 pm	US Sen Thomas H Kuchel, Calif (R) & US Rep James C Corman, Calif (D)
<b>Know Your Candidate</b> November 1/3-3:30 pm	George E Brown Jr (D) & Charles H Wilson (D)—candidates for US House in Calif
<b>special "equal time" program</b> November 1/3:30-4 pm	Gubernatorial Candidate Herbert Steiner, Calif (Soc Labor Party)
<b>Know Your Candidate</b> November 2/3-3:30 pm	Del Clawson (R) & Robert J Felixson (D)—candidates for US House in Calif
<b>special "equal time" program</b> November 2/3:30-3:45 pm	US Sen Write-in Candidate Howard Jarvis, Calif (Prohibition Party)
<b>special "equal time" program</b> November 3/4-4:30 pm	Gubernatorial Write-in Candidate Robert L Wyckoff, Calif (Prohibition Party)

### **WNBC-TV New York**

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Searchlight</b> May 20/11-11:30 am	N Y State Dem Chairman William H McKeon
<b>Searchlight</b> May 27/11-11:30 am	Gov John Dempsey, Conn (D)
<b>Direct Line</b> June 3/2:30-3 pm	State Sen Joseph Zaretzki, N Y (D)
<b>Connecticut Reporting</b> June 5/11:15-11:30 pm	Special Pickup from Connecticut Republican Convention
<b>Searchlight</b> June 10/11-11:30 am	US Sen Kenneth B Keating, N Y (R)
<b>Direct Line</b> June 10/2:30-3 pm	State Comptroller Arthur Levitt, N Y (D)
<b>Searchlight</b> June 17/11-11:30 am	Queens District Attorney Frank D O'Connor—running for Dem nomination as Gubernatorial Candidate in N Y
<b>Searchlight</b> July 1/11-11:30 am	US Sen Jacob Javits, N Y (R)
<b>Direct Line</b> July 1/2:30-3 pm	State Assembly Speaker Joseph F Carlino, N Y (R)
<b>Connecticut Reporting</b> July 14/10:45-11 pm	Special Pickup from Democratic State Convention in Hartford
<b>Searchlight</b> July 22/11-11:30 am	Howard J Samuels—running for Dem nomination as Gubernatorial Candidate in N Y
<b>Searchlight</b> August 5/11-11:30 am	US Rep Samuel S Stratton—running for Dem nomination as Gubernatorial Candidate in N Y



<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Searchlight</b> August 19/11-11:30 am	David Levy—running for Dem nomination as US House Candidate in NY
<b>Searchlight</b> August 26/11-11:30 am	US Sen Candidate and US Rep Horace Seely-Brown, Conn (R)
<b>Direct Line</b> August 26/2:30-3 pm	Gubernatorial Candidate John Alsop, Conn (R)
<b>Searchlight</b> September 2/11-11:30 am	City Councilman Joseph C Di Carlo—Chairman, Bronx Dem Reorganization Committee
<b>News Specials</b> September 6/11:15-11:30 pm September 7/1-1:10 am	Complete coverage of N Y State Primary Elections
<b>Searchlight</b> September 16/11-11:30 am	US Rep Samuel S Stratton; Robert M Morgenthau; Queens District Attorney Frank D O'Connor & Howard J Samuels — opponents for Dem nomination as Gubernatorial Candidate in N Y
<b>News Specials</b> September 17, 18, 19/ 11:15-11:30 pm	Direct pickup from Dem State Convention in Syracuse and Rep State Convention in Buffalo
<b>Searchlight</b> September 23/11-11:30 am	US Rep John Lindsay, N Y (R) & opponent Martin Dworkis (D); US Rep Leonard Farbstein, N Y (D) & opponent Richard Aldrich (R)
<b>Direct Line</b> September 23/2-3 pm	N Y Legislative Special: Chairman Rep Platform Committee James A. Fitzpatrick; Chairman Dem Platform Committee Dr Alan Campbell; Chairman Liberal Platform Committee Lewis J Merrell & State Assembly Speaker Joseph F Carlino (R)
<b>Direct Line</b> September 30/2-3 pm	US Rep William F Ryan, N Y (D) & US Rep John Lindsay, N Y (R)
<b>Searchlight</b> October 7/11-11:30 am	Lt. Gov Malcom Wilson, N Y (R) and opponent John Burns (D)— Binghamton Mayor
<b>Direct Line</b> October 7/2:30-3 pm	The N Y Amendments: Welles A Gray—State Chamber of Commerce; Comm James W Gaynor; State Sen Joseph Zaretski (D) & State Assemblyman Anthony P Savarese (R)
<b>Searchlight (special nighttime program)</b> October 8/10:30-11 pm	Gov John Dempsey, Conn (D) & opponent John Alsop (R)
<b>Searchlight</b> October 14/11-11:30 am	State Comptroller Arthur Levitt, N Y (D) & opponent Judge John P Lomenzo (R)
<b>Direct Line</b> October 14/2-3 pm	State Atty General Louis J Lefkowitz, N Y (R) and opponents: Manhattan Borough President Edward R Dudley (D); Frederick S Dennin (Conservative) & Leroy McRae (Soc Worker)
<b>Searchlight (special nighttime program)</b> October 15/10:30-11 pm	Gubernatorial Candidate Robert M Morgenthau, N Y (D)
<b>Searchlight</b> October 21/11-11:30 am	State Atty General Louis J Lefkowitz, N Y (R) & opponent Manhattan Borough President Edward R Dudley (D)
<b>Direct Line</b> October 21/2-3 pm	State Comptroller Arthur Levitt, N Y (D) and opponents: Judge John P Lomenzo (R); Thomas D Cole (Conservative); Milton Herder (Soc Labor Party) & Allen Taplin (Soc Worker)
<b>Searchlight</b> October 28/11-11:30 am	US Sen Jacob Javits, N Y (R) & opponent James B Donovan (D)

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Direct Line</b> October 28/2-3 pm	US Sen Jacob Javits, N Y (R) and opponents: James B Donovan (D); Kieran O'Doherty (Conservative); Stephen Emery (Soc Labor Party) & Carl Feingold (Soc Worker)
<b>Searchlight (special nighttime program)</b> October 29/10:30-11 pm	US Sen Jacob Javits, N Y (R) & opponent James B Donovan (D)
<b>Searchlight</b> November 4/11-11:30 am	Robert M Morgenthau (D); David Jaquith (Conservative); Eric Hass (Soc Labor Party) & Richard Garza (Soc Worker)—opponents for Governor of NY
<b>Direct Line</b> November 4/2-3 pm	Gov Nelson Rockefeller, N Y (R) and opponents: Robert M Morgenthau (D); David Jaquith (Conservative); Eric Hass (Soc Labor Party) & Richard Garza (Soc Worker)

### **WRCV-TV Philadelphia**

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>Meet the Candidates</b> September 23/3-3:30 pm	US Rep Frank Thompson, N J (D) & opponent Ephraim Tomlinson II (R)
<b>Pinpoint</b> October 8/10:30-11 pm	Gubernatorial Candidate George S Taylor, Pa (Soc Labor Party) & US Sen Candidate Arla A Albaugh, Pa (Soc Labor Party)
<b>Meet the Candidates</b> October 14/3-3:30 pm	Winifred H Malinowski (R); Frank J Barbera (R) & Arthur Thomas (R)—candidates for US House in Pa
<b>Pinpoint</b> October 15/10:30-11 pm	Gubernatorial Candidate Richardson Dilworth, Pa (D) & Secretary of Internal Affairs Genevieve Blatt, Pa (D)
<b>Meet the Candidates</b> October 21/3-3:30 pm	US Rep Harris B McDowell Jr, Del (D) & opponents: Wilmer Williams (R) & Joseph Hollon (Soc Labor Party)
<b>Meet the Candidates</b> October 21/4-4:30 pm	US Rep Richard S Schweiker, Pa (R) & opponent Lee Driscoll (D)
<b>Meet the Candidates</b> October 28/3-3:15 pm	Joseph Burns (R) & Michael Bednarek (R)—candidates for US House in Pa
<b>Meet the Candidates</b> October 28/4-4:30 pm	James Michener (D); John Reilly (D) & Richard C Keller (D)—candidates for US House in Pa
<b>Pinpoint</b> October 29/10:30-11 pm	Gubernatorial Candidate and US Rep William Scranton, Pa (R) & US Sen Candidate and US Rep James Van Zandt, Pa (R)
<b>Meet the Candidates</b> November 3/3:30-3:37 pm	US House Candidate Bernardo Doganiero, N J (Soc Labor Party)
<b>Meet the Candidates</b> November 4/3-3:15 pm	Neil Deighan (D) & Paul Porreca (D)—candidates for US House in N J
<b>Meet the Candidates</b> November 4/3:15-3:30 pm	Albert Ronis (Soc Labor Party) & Elvin Baker (Soc Labor Party)—candidates for US House in N J
<b>Meet the Candidates</b> November 4/4-4:30 pm	US Rep William J Green, Pa (D); US Rep Herman Toll, Pa (D) & US Rep Robert Nix, Pa (D)
<b>Politics and the People: A Matter of Persuasion</b> November 5/10-10:30 pm	US Rep William Scranton (R) & Richardson Dilworth (D)—opponents for Governor of Pa.

**WRC-TV Washington**

<b>Program Date &amp; Time</b>	<b>Guests and/or Commentators</b>
<b>The Candidates</b> September 29/3:30-4:30 pm	US Rep Richard Lankford, Md (D) & opponent Joe Baker (R)
<b>The Candidates</b> October 13/3:30-4:30 pm	Dan Brewster (D) & Edward Miller (R)—opponents for US Senate in Md
<b>The Candidates</b> October 20/3:30-4:30 pm	Carlton R Sickles (D) & Newton Steers (R)—opponents for US House in Md
<b>The Candidates</b> October 27/3:30-4:30 pm	US Rep Charles Mathias, Md (R) & opponent John Foley (D)
<b>The Candidates</b> November 3/3:30-4:30 pm	US Rep Joel Broyhill, Va (R) & opponent Augustus Johnson (D)
<b>Dimension Four</b> November 4/4-4:30	Panel of WRC-TV newsmen

