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RATINGS DROPPED

LAT-12/30/60

Sahl Blames Kennedy Case for Show's End

BY DON PAGE
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In a press conference Thursday morning at his WTTV office, commentator Mort Sahl declared he believes his Friday night show was cancelled by the station because of too much debate over the Kennedy assassination.

Sahl explained that he first heard of the cancellation when program director Jim Gates visited him at his home prior to his departure for a Las Vegas night club engagement last Friday. Sahl claims that Gates told him "this show has taken a drastic drop in ratings—I think because you talked too much about the Kennedy assassination."

However, Sahl alleges that Gates told him, for the record, that low ratings forced the cancellation of the program. In Sahl's words, "I have to believe him on the face of the statement. After all, I presume they're honest men."

According to Sahl's figures, the station said his ratings dropped from a 3.0 to a 2.0 "virtually overnight." Sahl had asked Gates if there was any indication as to who would replace him.

"To my shock," he said, "I was told there were rumors I may be replaced by either John Rousselle, public relations director of the John Birch Society, or Stan Freberg."

Sahl also said that he was hearing rumors from personal sources that his WTTV radio show is in jeopardy.

He is convinced that the persistent discussion of the Kennedy death is the underlying factor in the "pressure" to remove his show. He indicated "conspirators" are banding together to stop his show.