

7/28/67
as we see it

■ The series of four programs titled "CBS News Inquiry: 'The Warren Report'" ranks as a major journalistic achievement.

First, it established a new form for news documentaries—one hour of prime time in the same 10 to 11 P.M. hour, for four consecutive evenings. It was the ideal way to report a long, complicated story. Much better, certainly, than trying to tell it all in one three- or four-hour documentary.

■ Second, the content was superb. The premise was valid: The world is not satisfied with the Warren Report on President Kennedy's death. Many questions have been brought up by critics of that report. CBS News set out to find the answers to the questions. The result was a masterful compilation of facts, interviews, experiments and opinions—a job of journalism that will be difficult to surpass. It took nine months, involved scores of people and cost just about \$500,000. It was well worth every minute, every bit of effort, every dollar.

Third, and most satisfying to those of us who have campaigned for better informational programs during prime time, the four programs were a hit with viewers. The audience was large, with overnight Arbitron ratings giving CBS 39 percent of the sets-in-use for the Sunday and Monday episodes, 37 percent on Tuesday and 35 percent on Wednesday. That was enough to beat nearly every entertainment program scheduled opposite the Report.

■ We've said it before and we say it again: When serious programs that interest them are scheduled during prime time, viewers *will* tune in. The trick is to produce interesting serious programs—instead of taking the easy way out and filling evening time with little other than escapist entertainment. It's a matter of responsibility.



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