# THE NEW YORK TIMES, TUESDAY, MAY 4, 1965.

# Networks to Ask White House for New TV Policy

## By JACK GOULD

pearances by President Johnson.

can Broadcasting Company, nize the prerogative of the a regular newscast. Columbia Broadcasting System President to handle his relations The White House and National Company plan to explain to to his own taste and to be the the networks that the President tinuity. George E. Reedy, White House sole judge of when he believes wishes to speak. press secretary, that the Presi- it is necessary to address the dent's predilection to making nation. addresses and announcements on short notice may be costing him maximum public attention agreed informally that by not swell as posing procedural problems for the TV industry, pearances in advance President A meeting between the net-Work officials and Mr Readvision from the the total and the time to becomes more difficult for the work officials and Mr Readvision from the total and the time to becomes more difficult for the work officials and Mr. Reedy tion from theatrical attractions suit himself. was arranged over a week ago, but it assumed new importance viewers who might not know after the President went on the he was on the air. air on Sunday evening in a half-hour speech on the Dominican

Republic crisis. Plans for Mr. Johnson's ad- commercial program can indress were uncertain during much of the early part of the voping and bar of the loss of revenue running as high as \$150,000 for a half-

#### Earlier Problems

work.

Last Wednesday the President was seen live only on the 

On Monday evening a week Eastern section of the country, ago the President hurriedly ar part of the Ed Sullivan show ranged to speak shortly after in the Middle West and "Lassie" 7 P.M., a time that coincided on the West Coast. with the regular evening newswith the regular evening news-casts of Walter Cronkite of C.B.S. and David Brinkley and gues," at 10 o'clock, but inter-pearance. The networks are al-Chet Huntley of N.B.C.

The TV networks also were bulletins read by an announcer. certainty over the length of a alerted to the possibility of a N.B.C. carried the full speech speech, its subject matter and Presidential appearance last on film at 11:15. The network its time of presentation handi-Presidential appearance last on film at 11:13. The network its time of presentation hundred said yesterday it believed it had but the President did not make followed a sound journalistic the telecast.

He has available a television studio that was installed in the in TV circles that the Presi-abrupt announcements within a White House at the request of dent might purposely have wait few days may not detract from the networks. The studio is ed until 10 o'clock to avoid ap- the effectiveness of the format manned clock.

On one occasion, it was re-ported, the President took to the air so quickly that there was not time for the one-minute

Representatives of the three television networks will appeal to the White House today for more time to prepare for ap-tion of the President.

News officials of the Ameri- ing will stress that they recog- basis or is reported as part of his speech that he had already Broadcasting with the news media according

and was losing the attention of

#### \$150,000 a Half-Hour

Pre-emptions of a regular evening and he was finally car-hour. Unscheduled news pro-ried live only on the C.B.S. net-grams have been an increasingly large expense to TV.

A particularly costly form of cancellation of an hour's pro-

het Huntley of N.B.C. The TV networks also were builetins read by an announcer.

virtually around-the pearing at the same time as in emergencies. "Bonanza," the most popular But it was a

display of the Presidential Seal lationship between the White statement. So far, it was ob-

The second course is for the pearing on the prompting ma-White House to announce that chine. the President will speak on an important matter but not make an official request, the procedure that was followed on Sunday.

### Sunday Volunteers Scarce

Under Sunday's procedure, network officials, who may not know the contents of the speech must decide whether it should pre-emption is one that involves ferred. On Sunday evening the gram to accommodate a half-and the Dard in two volunteer time

networks will note that the sudden scheduling of White House statements and speeches, except in emergencies, does not pearance. The networks are also expected to contend that un-

There was some speculation cles is whether a succession of

But it was also argued that

a Presidential address or state-Johnson's prompting The networks at today's meet- ment is seen live, on a delayed caused trouble when a page of read reappeared on the machine. The White House has two al- He repeated himself until the ternative courses in notifying speech was put in proper con-

wishes to speak. It can make an official re-tached to the camera—an ar-rangement that precludes any

President to read the words ap-