

LBJ Sells CBS Rights To Broadcast Memoirs

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Former President Johnson has sold the broadcast rights to his memoirs to the Columbia Broadcasting System, it was announced yesterday by CBS.

Contract terms were agreed upon last Friday and on Saturday the former President sat with Walter Cronkite for a film on Mr. Johnson's role in the U.S. space program. The

film is scheduled to be telecast during the 31 hours of continuous coverage on the day that two Americans land on the moon.

No regularly scheduled radio and TV series is planned on Mr. Johnson's career in public office. Rather, he will appear from time to time in half-hour and one-hour programs, keyed to a timely public issue. This is the same pattern that was chosen by the late President Eisenhower after he left office in 1961.

During the next seven years Mr. Eisenhower appeared in ten CBS-TV documentaries.

Mr. Johnson's radio and TV contract is what the broadcasting industry calls "open end." This means he will be paid on a per-program basis, with the total amount depending on the number of programs. Officials of CBS declined to discuss the money to be paid for each program.

Industry sources indicate that Mr. Johnson would earn about \$300,000 for broadcasts over a number of years. If programs continued over ten years, one source estimated, Mr. Johnson's fees might go over \$500,000.