



THE JOHNSONS HAVE SIGNED WITH CBS AND SUBSIDIARIES.

**LBJ TO CBS** Lyndon B. Johnson has never been known as a shy, retiring violet. During the first six months of the Nixon Administration, Johnson said nothing for public consumption except that he was not going to rock the Presidential boat by becoming a Monday morning quarterback. His former press secretary relayed the mixed metaphor, and the press kept its distance.

Johnson's first nationwide public exposure this year occurred during the Apollo 11 launching ceremonies. He appeared opposite Walter Cronkite on a CBS-TV interview.

The Columbia Broadcasting System has not only purchased the broadcast rights to Johnson's memoirs but has signed him to appear on

TV from time to time for the discussion of public issues.

CBS made a similar deal with the late President Eisenhower after he left office, and Johnson is continuing the pattern. Best guess of the Johnson deal: \$25,000 per telecast, \$50,000 per year.

CBS also owns the publishing firm of Holt, Rinehart & Winston, and it is to this subsidiary that both Mr. and Mrs. Johnson previously sold the rights to their memoirs and diaries, each for a reported \$1 million. The first volume of President Johnson's memoirs is scheduled for release in May of 1970. The diaries kept by Lady Bird Johnson during her five years in the White House will be published one year later.