

April 7, 1967

Mr. Jim Tuverson, Jr.  
Executive Producer of "CONTACT!"  
WBZ Radio and Television  
1170 Soldiers Field Road  
Boston, Mass. 02134

Dear Mr. Tuverson:

Thanks for your kind note. At the moment, despite the need of a private publisher for promotion, I hope nothing will take me to Boston in the immediate future so I can complete the three books upon which I am now engaged. The New Orleans book has grown to over 100,000 words, but I am close to finishing it. Then I am going back to a Manchester book and then to WHITEWASH III. However, I certainly will let you know if I can go to Boston, especially if you want me or if I will be near there.

In the meanwhile, as soon as I finish reading the New Orleans book and send it to my agent (I now have one), should it interest you, I think we can do something exciting entirely by phone and live and with phone-ins. I do it often.

Again thanks.

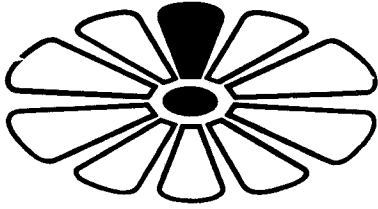
Sincerely yours,

Harold Weisberg

---

# BOB KENNEDY CONTACT

---



---

**JIM TUVERSON, JR.**  
EXECUTIVE PRODUCER

---

**PAUL D. COSS**  
PRODUCER / DIRECTOR

---

**RICHARD ROGER**  
PRODUCER

---

**WBZ • WBZ-TV**

1170 SOLDIERS FIELD RD., BOSTON, MASS. 02134



WESTINGHOUSE BROADCASTING CO.

---

April 3, 1967

Mr. Harold Weisberg  
Cogd' Op Press  
Hyattstown, Maryland 20734

Dear Mr. Weisberg:

A belated thank you for joining us on the line for our special "BOB KENNEDY/CONTACT!" Radio show several weeks ago! Your comments were most enlightening regarding the New Orleans situation.

I did appreciate your sending the two copies of your books; they make for very fascinating reading.

We are most anxious to have you join us on "BOB KENNEDY /CONTACT!" in the future. I listened to your presentation on Palmer Payne's show while you were in Boston, (by the way, that program is no longer on the air) and was most intrigued. Knowing how your schedule is at the moment, I agree that it is best to wait.

Our "BOB KENNEDY/CONTACT!" program is similar to the Baltimore version; we originated "CONTACT!" here in Boston in 1963, as you will note in the enclosed brochure, and due to our success, the Baltimore, Pittsburgh and Philadelphia "Group W" stations began their presentations.

It would be better for our purposes to extend an invitation to have you join us on the Radio and Television programs. Due to hectic schedules, it would be best if you let me know when time will permit you to visit Boston as our guest!

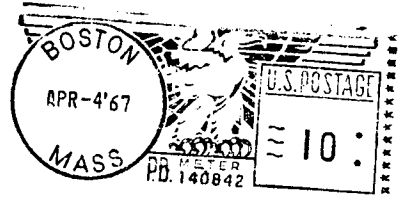
I look forward to meeting you on our "BOB KENNEDY/CONTACT!" programs.

Sincerely,

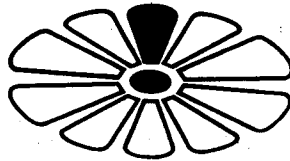
Jim Tuverson, Jr.  
Executive Producer of "CONTACT!"  
WBZ Radio and Television

JDT:rn

Enclosure



**BOB KENNEDY  
CONTACT**



Mr. Harold Weisberg

Cogd' Op Press

Hyattstown, Maryland 20734

**WBZ • WBZ-TV** GROUP **W**

1170 SOLDIERS FIELD RD. BOSTON, MASS. 02134 WESTINGHOUSE BROADCASTING CO.

**FOR BOB KENNEDY/CONTACT...CONTACT...**

Richard Roger / Producer

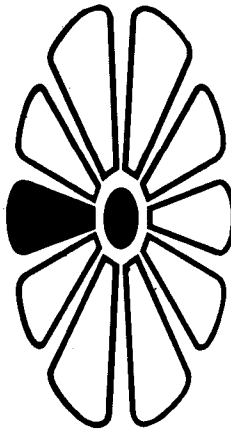
Paul D. Coss / Producer Director

Jim Tuveson, Jr. / Executive Producer



1170 Soldiers Field Road • Boston, Massachusetts 02134

PHONE 617 - 254-5670



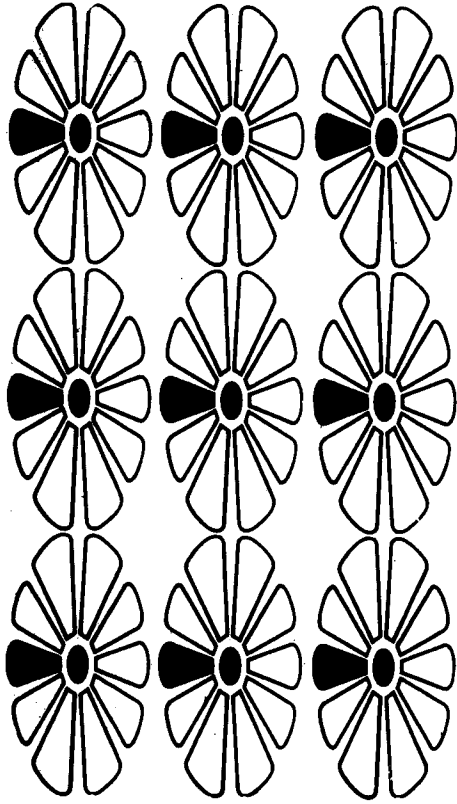
**BOB KENNEDY CONTACT**

**WBZ RADIO 103**

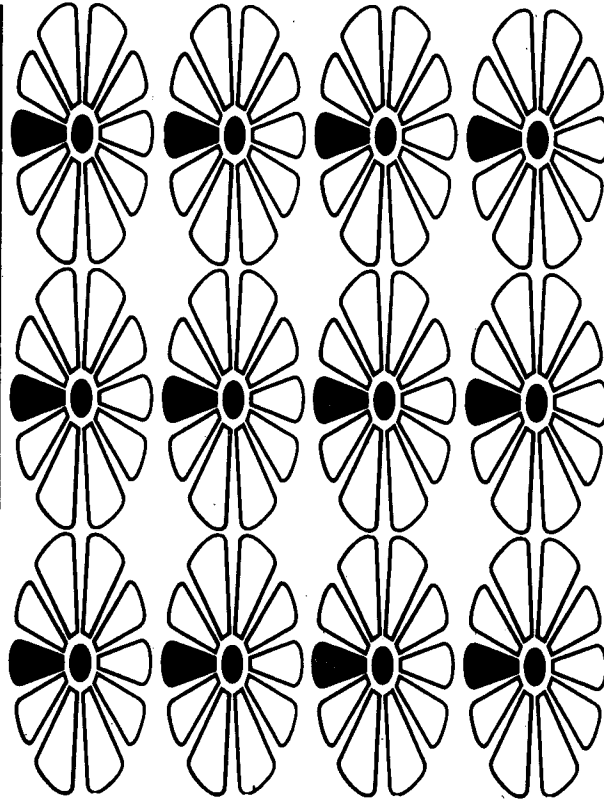
**WEEKNIGHTS  
6:30 - 8:00 PM**

**WBZ-TV 4**

**WEEKDAYS  
9:00 - 10:00 AM**



**WHO WOULD YOU CONTACT....**



---

## for the answers to these questions?

---

Why did Barry Goldwater lose so badly in '64?

What joke got Jack Benny the longest laugh?

Did Lee Harvey Oswald's Mother love him?

What is the magic of Billy Graham?

Are Movie Stars outrageously overpaid?

Did Malcolm X hate all white people?



---

## BOB KENNEDY / CONTACT ASKED....

---

BARRY GOLDWATER!

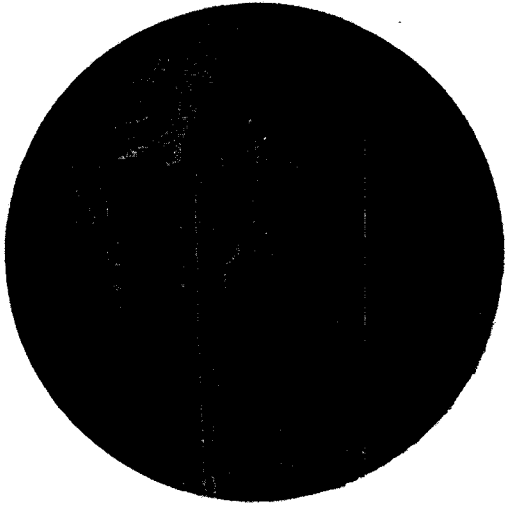
JACK BENNY!  
(and we're still laughing)

MRS. MARGUERITE OSWALD!  
(his mother)

BILLY GRAHAM!

GREGORY PECK!

MALCOLM X!  
(very politely)



---

## IT STARTED ON RADIO....

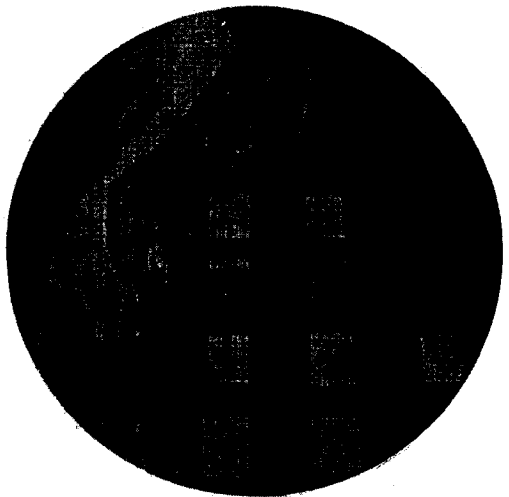
---

September 1963 . . . that's when BOB KENNEDY/  
CONTACT put a *thinking-cap* on Boston! Since  
then, CONTACT has sizzled across WBZ RADIO'S  
New England airwaves serving a steady fare of  
stimulation . . . making radio-listening at the *dinner*  
*table* quite *fashionable*, even for the most Proper  
Bostonians!

BOB KENNEDY/CONTACT has been a hit from  
the start! It's the source of commuter conversa-  
tion! The recipient of rave reviews!

WEEKNIGHTS  
6:30 to 8:00 PM

**WBZ RADIO**  
103



---

## BUT OTHERS SAID....

---

" . . . If CONTACT is so great . . . we've got to see  
it to believe it!" *WE AGREED!!*

Three years (and up to 24 inches) later, BOB  
KENNEDY/CONTACT became a *daily-double!*

It's now broadcast on WBZ TELEVISION each  
weekday morning, 9:00 to 10:00 a.m. *plus* 6:30 to  
8:00 p.m. evenings on WBZ RADIO!

Now . . . if a New Englander hears and sees both  
Contact shows . . . as thousands do . . . he's a  
BOB KENNEDY/CONTACT "two timer!"

WEEKDAYS  
9 to 10 AM

**WBZ-TV 4**

**TAKE THE ACTION** of an exposé, the preparation of a documentary, and the timeliness of a newscast . . . Integrate articulate authorities, audience participation, and a Kennedy from Boston . . . and you're in contact with BOB KENNEDY/CONTACT!

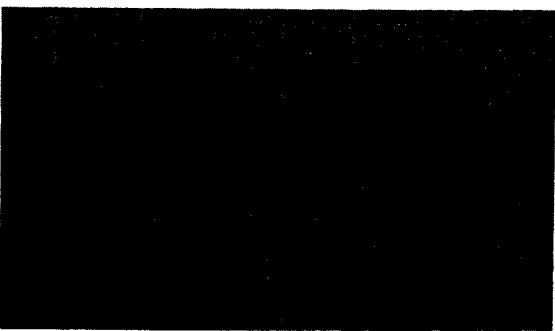
**TO LISTENERS** in a 32-state area reached by WBZ RADIO, and to WBZ TV viewers in every state of New England, BOB KENNEDY/CONTACT is a twice-daily venture into an exciting world of People, Places, and Ideas!

**AND WHILE IT HAS** yet to be BANNED (or abandoned)\* by Bostonians, BOB KENNEDY/CONTACT, more than once, has stirred up as much commotion as a certain, well known 'tea party'!

\*check PULSE, ARB or NIELSON

**THE BOSTON** of the 1770's was known for its Paul Revere! In the 1960's, Boston is known for its KENNEDYS! And, so is BOB KENNEDY/CONTACT! Our Kennedy (not related to the others) is the young, dynamic, intelligent host of 12½ hours of radio and television air time each week! A total of 10 shows!

**AND WHILE** Paul Revere was famous around Boston for his utterance, "The British are coming," Bostonians best know Bob Kennedy for the phrase, "This is Bob Kennedy . . . you're in CONTACT!" When informative people have important things to say, they say them on BOB KENNEDY/CONTACT! It's a vocal/visual vehicle, for a venture into an exciting world of People, Places and Ideas!



## PEOPLE LIKE...

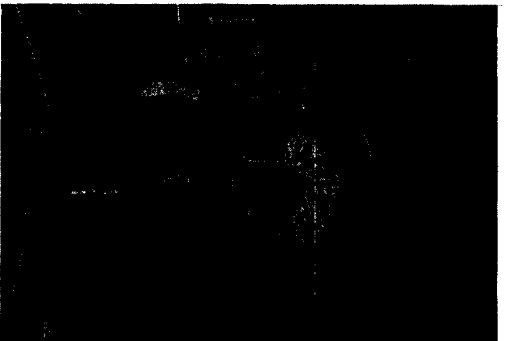
Mickey Spillane . . . Vance Packard . . . Jessica Mitford  
. . . Dr. Paul Dudley White . . . Mrs. Rose Kennedy . . .  
Pearl Buck . . . Sen. Everett Dirksen . . . Madalyn Murray  
. . . Jacques-Yves Cousteau . . . Bob Hope . . . Cleveland  
Amory . . . Helen Gurley Brown . . . Herbert Philbrick  
. . . David Susskind . . . Dr. Sam Shepard . . . Alfred  
Hitchcock . . . Victor Lasky . . . Paul Haney . . . Dr.  
Evelyn Duvall . . . Edith Head . . . Stan Musial . . . Norman  
Vincent Peale . . . Pierre Salinger . . . Dr. Cleo Dawson  
. . . Witch Sybil Leek . . . Ronald Reagan . . . Wayne  
Newton . . . Sen. Maurine Neuberger . . . Warden  
Clinton Duffy . . . Ruth Montgomery . . . Jules Feiffer . . .  
Merv Griffin . . . Mike Douglas . . .

## PLACES LIKE...

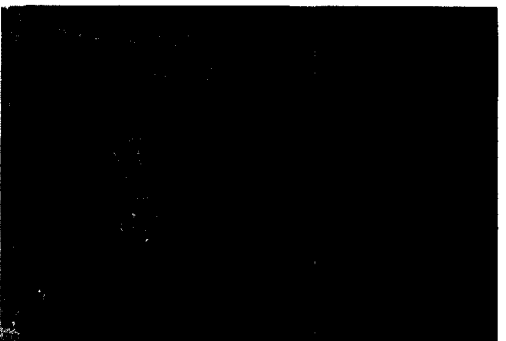
A teenage pot party . . . a nudist park . . . Old Ironsides  
. . . a haunted house . . . a prison . . . an LSD center  
. . . a John Birch Meeting . . . a home for unwed mothers  
. . . a hospital delivery room . . . a dream laboratory . . .  
a convent . . . in a jet plane . . .

## IDEAS LIKE...

topless fashions . . . tax churches . . . quit tipping . . .  
legalize abortion . . . Beate music in church . . . the  
power of positive thinking . . . ghosts . . . Jews celebrat-  
ing Christmas . . . Black Power . . . legalize prostitution  
. . . spanking children . . . life after death . . . sex educa-  
tion in schools . . .



PHYLLIS DILLER



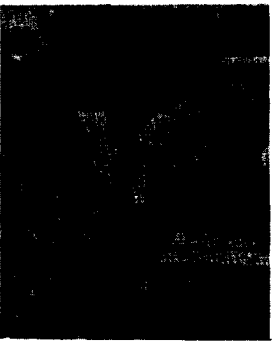
SEN. EDWARD KENNEDY



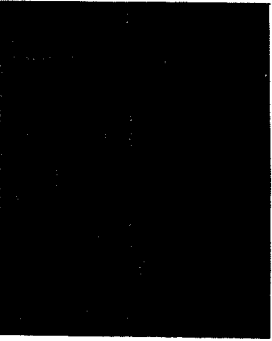
A SCHOOL FOR THE BLIND



A SEANCE



PUTTING PANTS ON ANIMALS



INTER-RACIAL MARRIAGE



## THE FORMAT...

for BOB KENNEDY/CONTACT has certain features which make both versions of the program unlike any other of its kind! They include:

### IN-STUDIO GUESTS...

... the most interesting, and best qualified people in any exciting field!

### THE LONG /DISTANCE /CONTACT /LINE...

... first developed by WBZ Radio technicians, later provided to other stations through the telephone company... supplements *in-studio* guests, by putting Bostonians in direct contact with important guests anywhere in the world!

### AUDIENCE PARTICIPATION...

... Via the telephone, allows listeners and viewers to carry on simultaneous conversation with the host, *in-studio* guests and/or long/distance/line guests!

### PRE-RECORDED INTERVIEWS...

... like jokes in a good speech, are skillfully integrated into the 'live' programs... adding action, drama, or opposing points of view!

### SAFEGUARDS...

... are provided for every program through a system of tape-delays. The BOB KENNEDY/CONTACT radio program is tape recorded and played back, on-the-air, 12 seconds later! The television version is VIDEO-TAPE-DELAYED by 7 seconds! Plus, a special producer selects only the most relevant and intelligent audience phone calls, for broadcast!

## GETS RESULTS...

### MARIE LE DOUX, PLAY 'N TALK RECORDS

We received 2,247 requests for the PHONICS CHART as a result of my visit to CONTACT! No other visit on radio or TV had such response... thank you!

### EDWARD M. KENNEDY, UNITED STATES SENATE

Just a note to express my sincere appreciation... for your continuing efforts in behalf of the John F. Kennedy Library. I am aware of your dedicated purpose and would like to convey the gratitude of my family.

### PHYLLIS DILLER

Really enjoyed the show, and in looking over the other people you talked to and the subject you treated, I was absolutely fascinated by your avant garde approach to content.

### WILLIAM J. TOTI, N.Y.U. CENTER FOR SAFETY EDUCATION

You have unusually high quality callers and this makes for a very effective program. Besides being entertaining you do much to educate!

### BEL KAUFMAN, author "UP THE DOWN STAIRCASE"

I have a feeling that my being #1 on the Boston Best-Seller lists was due to you!

### BILLY GRAHAM, EVANGELIST

... It was a great delight for me to be on your show a few weeks ago.

### ANNE FORD, HOUGHTON MIFFLIN COMPANY

You sent us about 1100 requests for the recipe... I think your show is not only the top show in Boston, but I wouldn't be surprised to find it among the top shows in the country.

### EARL STANLEY GARDNER

It was a real pleasure to be on the show and apparently you have a very wide audience, not only geographically, but as a cross section of the American public.