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FORD TV FAVORITE PRE-EMPTS PARLEY

News Briefing Was Shifted
in Favor of 'Police Woman'

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Special to The New York Times

SAN FRANCISCO, Feb. 25—

President Ford's television adviser said yesterday that last week's news conference on the reorganization of intelligence agencies had been scheduled at 8 P.M. instead of the more desirable hour of 9 in order to avoid a conflict with one of the President's favorite television shows, "Police Woman."

Robert Mead, who is in charge of the President's television appearances, said he had recommended a 9 o'clock starting time for the televised news conference Feb. 17, because television reached its largest audience at that hour and because West Coast viewers would have received it at 6 instead of 5 P.M.

"It couldn't be done, and I'll tell you why," Mr. Mead said to a meeting of broadcasters here. "Police Woman" was on. That's one of the President's favorite shows. That's a little Washington tidbit for you."

In an address to the National Association of Television Program Executives, Mr. Mead cited "Kojak" and "Cannon" as other favorites of the President and then added, "Could be he's a cop at heart."

Tunes In Sporting Events

He said that Mr. Ford found little time to watch television but that he frequently would tune in sporting events while working at home on weekends.

The ideal time for the President to go on television would be between 9 and 9:16 P.M. on Monday, Mr. Mead noted, but he said that he would never schedule the President in that time period during football season because it would antagonize sports fans. For a similar reason, Mr. Mead said, he is careful not to interfere with television specials when he schedules the President for an address or news conference.

Mr. Mead said that his staff recorded the evening newscasters of the networks on videotape so that the President could watch them the following day during lunch in his study.

IN criticizing the equal-time rule for political candidates, Mr. Mead told how Mr. Ford was recently denied a "Presidential" appearance by ABC because the network felt it would have to offer equivalent time to opposing Republican candidates.

Irving Berlin Presentation

He said that Dick Clark, the television personality, had called him a few weeks ago to ask that the President present the American music award of the year to Irving Berlin. The presentation was to have been taped in the Oval Office of the White House.

"The Bicentennial year, Irving Berlin—a little bit of American history in music by this great American artist. I told Dick we'd be delighted to do it," Mr. Mead said.

He continued: "Of course, you didn't see it that night because President Ford was not allowed to be 'Presidential.'"

He said that several proposed Bicentennial messages by the President, including one that was requested by the Rose Bowl Committee to be played during the televised parade, had also been quashed by the equal-time rule.

In discussing the present state of television, which he said "could be better," Mr. Mead expressed his disappointment with the way the family-viewing hour had been programmed by the networks.

"To me, it's a baby-sitting service," he remarked.