

Presidential Talks--CBS To End 'Instant Analysis'

New York

The Columbia Broadcasting System will cease immediately the practice of providing so-called "instant analysis" following presidential speeches carried on its television and radio networks.

The major policy change was made public in a one-paragraph footnote tacked on to a statement by William S. Paley, board chairman of CBS.

That statement announced a new COS policy by which it will henceforth schedule programs, usually within a week after a president has made a speech with which there may be "significant national disagreement," for presentation of opposing views.

NETWORKS

Spokesmen for the National Broadcasting Co. and the American Broadcasting Co. said that those networks would continue to offer analysis following presidential speeches when they felt it was warranted.

CBS working newsmen

welcomed the policy on presenting contrasting views but there was widespread unhappiness with the new rule prohibiting analysis of presidential speeches immediately after their delivery. One correspondent called the change "catastrophic."

Paley was unavailable for comment on reports that the new policy on "instant analysis" represented, at least in part, a response to pressure from CBS-affiliated stations.

AGNEW

Affiliates of CBS and the other networks were said to have been urging an end to "instant analysis" ever since 1969, when Vice President Spiro T. Agnew coined the phrase in a speech condemning network news practices.

A CBS spokesman said yesterday that "Mr. Paley personally devised the new policy, in consultation with others, including top CBS news executives."

Richard S. Salant, president of CBS News, would say only: "It's corporate

policy and I have no comment."

In its announcement, CBS said that "CBS news will not provide news analysis immediately after presidential appearances, nor after broadcasts presenting views contrasting to those expressed in presidential broadcasts; such analyses will be scheduled by CBS news during the normal CBS news broadcast schedule.

In practice, this will mean that when the President makes a speech at 9 p.m., for instance, CBS news will not present an analysis of it until its next regular network program, "The Morning News," at 7 a.m. the following day.

N.Y. Times Service