

WTVS sets a broader approach to news

Commercial networks may deliver the news, but WTVS-TV, Channel 54, is going a step further and explaining the news.

The public station will present the "MacNeil-Lehrer Report" weeknight at 7 p.m. The series began as a locally produced broadcast on WNET in New York 10 months ago and was expanded this summer for presentation on the full PBS station lineup. Each night, the program examines one major news story in detail.

"Our original beliefs have been borne out—that one can produce a news broadcast with a single subject, well-researched, with good guests," said executive editor Robert MacNeil. "From the response so far from the general public and the industry, the 'MacNeil-Lehrer Report' answers the obvious need for television news to go beyond headlines and provide more detailed information."

The series was originally entitled "The Robert MacNeil Report" because associate editor Jim Lehrer was initially scheduled to make only one or two Washington appearances a week.

AS THE BROADCAST evolved, the network felt MacNeil contributed to its success by teaming him and Lehrer with their different styles and techniques.

The report has covered a wide spectrum

of international and domestic news stories with topics such as the Israeli raid on Entebbe airport in Uganda, the nuclear versus non-nuclear Navy, the Angolan civil war, the Star Trek phenomenon, the Daniel Berrigan incident, Rhineclaire and Pissano, the CIA, the oil price penalty, European Communism, pet rocks, and special attention

to the Democratic and Republican national conventions.

Because the broadcast covers one subject for 30 minutes, it has been able to delve into complex money matters, including President Ford's 1977 budget message to Congress, Reagan's proposed \$80 billion budget cut, the New York fiscal crisis,

unemployment and food stamps, oil company divestiture and corporate bribery.

In the past few months, some of the series' guests have included Woody Allen, Isaac Asimov, Birch Bayh, Carl Bernstein, Jimmy Carter, Fred Harris, Henry Jackson, Eugene McCarthy, Margaret Mead, Golda Meir, Daniel Patrick Moynihan, Ralph Nader, Uthman Rubin, Elliot Richardson, Nelson Rockefeller, James Schlesinger, Red Smith, I.F. Stone, Morris Udall and Bob Woodward.

They have also been an assortment of Congressmen, journalists, pollsters, professors and individuals affected by the news usually not represented on the home screen.



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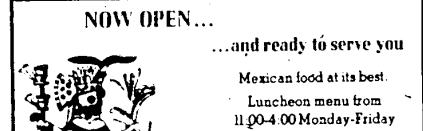
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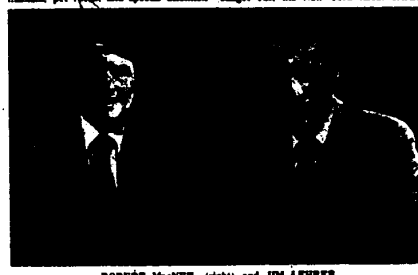
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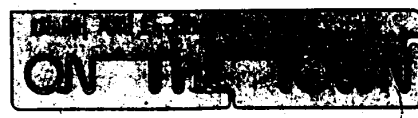
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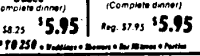
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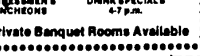
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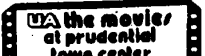
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