

internal correspondence



FROM:

DATE: February 19, 1964

TO: Bob Hagen

SUBJECT:

I give you this assignment because I think you're best equipped and qualified to handle it. I think you, probably more than anyone else, understands the needs of a modern radio newsroom. Now...in lieu of pay...here we go.

Here are the areas we need to work on: more tape and sound from our outside men. They need to be more aware of the kind of sound we are and the feature material they can supply us with from the normal course of their duties.

I think we should make use of Sciria, Hagen, Danaceau in the 5 to 10 a.m. newscasts, doing advance stories similar to the ones we use so often from Washington. (Overnitters)

At least two newsmen need concentrated work on pace and cueing. One sounds at times as though he's going to fall asleep during a newscast. He and another neighbor start the news on cue. There's a tendency to take a breath when the time cue is given.

Carson needs more "sound" in the 7:55 to replace Gibbons. Let's plan to phase into "sound" and out of Gibbons as opposed to simply cutting Frank this week.

We will not only plan but we WILL DO at least two "news on the move" bits per month. We still need more and better teasers from our outside men. Don't argue about why they can't be done or how we can't do it... discuss, instead, how they can be done. I maintain with enough advance planning they can be done.

Good luck

Art Schreiber