

EYES ONLY
MUN 131
22 OCT 62
TO RICHARDSON
FM SMITH

EYES ONLY

231530. EYES ONLY

REVIEWING LAST NIGHT'S EVENTS HERE TODAY, I WAS PLEASED TO FIND (AS ANTICIPATED) THAT UNDER OTT'S SMOOTH DIRECTION, ENTIRE ORGANIZATION HANDLED SITUATION EXTREMELY WELL IN MY OPINION. WORD OF KENNEDY'S PLANNED SPEECH REACHED HERE LATE IN AFTERNOON. OTT ROUNDED UP BURKS AND BROADCASTING DIRECTORS. AS WELL AS KEY PROGRAMMING AND PRODUCTION PEOPLE FOR MEETING HERE AT 8:30 P.M. (3:30 NEW YORK TIME), AT WHICH TIME DETAILED PLANS AND BROADCASTING ARRANGEMENTS WERE WORKED OUT, STEPS TAKEN TO HAVE NECESSARY PERSONNEL, TRANSLATORS, ETC., ON THE JOB AT MIDNIGHT, AND FOR ANNOUNCEMENTS IN INTERIM REGARDING THE FACT THAT SPEECH WOULD BE COVERED AT 1 A.M.

OTT CONSULTED WITH ME BY TELEPHONE TWICE DURING EVENING. ALL TOP PERSONNEL WERE ON THE JOB AT MIDNIGHT, AND IMMEDIATELY AFTER KENNEDY COMPLETED SPEECH THEY MET AGAIN WITH OTT TO CONFIRM COVERAGE. ADVANCE ACTION TO BRING SPEECH VIA CABLE PROVED TO BE ESPECIALLY WISE SINCE TELEXED TEXT CAME THROUGH GARBLED FROM THE BEGINNING. FAILURE TO HAVE GOOD CLEAR TEXT IMMEDIATELY MADE IT IMPOSSIBLE FOR POLISH AND HUNGARIAN DESKS TO COMPLETE TRANSLATION FOR BROADCAST OF FULL TEXT DURING THE 1 A.M. BROADCAST PERIOD, BUT EXCELLENT COVERAGE WAS PROVIDED THROUGH EXCERPTS.

DIFFICULTIES WHICH AROSE IN HANDLING BROADCAST WERE OVERCOME EFFECTIVELY. FOR EXAMPLE, THOUGH OUR NEW YORK OFFICE STARTED TRANSMISSION OF TEXT VERY EARLY, THE MESSAGE CAME THROUGH SO GARBLED AS TO BE UNUSABLE. MEANWHILE, THEY ATTEMPTED TRANSCRIBING FROM TAPE RECORDED FROM CABLE, BUT THEN TEXT BEGAN TO ARRIVE VIA UPI WHICH PROVED FASTER THAN TRANSCRIBING FROM TAPE. UPI TEXT WAS FED INSTANTANEOUSLY TO BD'S OVER INTERNAL TELETYPE. HOWEVER, UPI TRANSMISSION WAS INTERRUPTED FOR SOME REASON AND LAST WORD OF COMPLETE TEXT WAS NOT RECEIVED UNTIL 0118. THOSE BDS WHICH MANAGED TO GET FULL TEXT ON THE AIR IN TRANSLATION AT 0100 BROADCASTS HAD TO DO SOME EXTREMELY RAPID TRANSLATION ON THE LATTER PART OF THE SPEECH. I CONSIDER THAT DECISION TO START THIS BROADCAST AT 0100 WAS A GOOD ONE. ANY LESS SYSTEMATIC EFFORT, OR TRYING TO START EARLIER WOULD HAVE RESULTED IN SLIP-UPS AND POOR PERFORMANCE.

INCIDENTALLY, WE GAVE AFN HERE RIGHT TO USE OUR CABLE PICK-UP WHICH THEY CARRIED LIVE AT MIDNIGHT; OTHERWISE THEY WOULD HAVE HAD MUCH INFERIOR SHORT-WAVE RECEPTION. AFB BROADCAST IN BERLIN WAS PERFECT QUALITY AND UNDOUBTEDLY WIDELY LISTENED TO, HAVING BEEN WELL ADVERTISED DURING EVENING HOURS.

YOUR GUIDANCE WAS EMPHASIZED AT MORNING MEETING AND FULL TEXT WITH A FEW ADDITIONAL SUPPLEMENTARY STATEMENTS INCORPORATED IN DAILY GUIDANCE SUMMARY.

WE WILL, OF COURSE, CONTINUE TO HIT THIS AS HARD AS WE CAN.

END MSG