

SEP 21 18:05

RADIO FREE EUROPE
MUNICH

INCOMING CIPHER MESSAGE

To: 

NYC 85 21 SEPT 66
TO OTT COPY DAVIS WALTER KINGSLEY BRINKLEY HART
FROM SMITH COPY E SCHNEIDER
1217 PM

THANKS FOR MUN 93. FOLLOWING COMMENTS APPLY TO SAME NUMBERED PARAGRAPHS YOUR MSG.

1. WE HAD IN MIND THAT ALL RADIO NEWSCASTS TO BE COMPARED WOULD BE THOSE TO EAST EUROPE. IF NOT POSSIBLE TO GET RTF NEWSCASTS TO EAST EUROPE, DOUBT THAT COMPARISON BETWEEN RFE AND DOMESTIC FRENCH RADIO SERVICE WOULD SERVE MUCH PURPOSE. NOT ONLY IS SERVICE DIRECTED TO DIFFERENT AUDIENCE BUT IT IS NOT "FREE PRESS" IN OUR COMPLETE SENSE OF TERM, BEING WELL KNOWN AS GOVERNMENT -SLANTED, PARTICULARLY WITH RESPECT TO COVERAGE OF U.S. AFFAIRS. THEREFORE, UNLESS YOU SEE SOME DEFINITELY USEFUL ASPECT OF MAKING RFE-FRENCH COMPARISON, I PROPOSE THAT WE DROP RTF FROM THE SURVEY.

WHILE ON SUBJECT OF FRENCH, I WOULD LIKE TO SEE PARIS LE MONDE ADDED AS ITEM VIII ON FORM 2. THIS SORT OF NEWSPAPER COMPARISON IS A VERY DIFFERENT THING FROM THE RADIO COMPARISON, BUT ADDING LE MONDE WOULD GIVE A DIMENSION OF LEADING FRENCH (AND DEFINITELY FREE PRESS) NEWS JUDGMENT OF THE RESPECTIVE NEWSWORTHINESS OF U.S. AND WEST EUROPEAN EVENTS OF THE PERIOD AS PROJECTED TO AN EUROPEAN AUDIENCE,
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ALBEIT MOSTLY WEST EUROPEAN. ADDITIONALLY, WOULD YOU ALSO ADD THE LONDON TIMES AS ITEM X ON FORM 2?

2. I WILL SEE WHAT I CAN DO TO GET VOA TRANSCRIPTS.

3. A SINGLE WEEK IT THEN SHALL BE.

4. YOUR POINT THAT THERE IS CONSIDERABLE DIFFERENCE IN THE AMOUNT OF REPEATS OF DIFFERENT BROADCASTS ADDS WEIGHT TO THE VALUE OF LOOKING AT BOTH ORIGINAL AND TOTAL FIGURES. IT WOULD BE DESIRABLE, IF IT CAN BE DONE WITHIN REASONABLE WORK LOAD LIMITS, TO LIST BOTH SETS OF STATISTICS FOR MINUTES, ITEMS AND PERCENTAGES; I.E. BOTH ORIGINAL AND TOTAL AIR TIME. AFTER COMPARING FIGURES FOR FIRST WEEK WE MIGHT DECIDE TO DROP ONE OR THE OTHER FOR SUBSEQUENT WEEKS.

5. THANKS.

6. OK. THE SOONER THE BETTER, OF COURSE, BUT TO GET A GOOD SURVEY IS FAR MORE IMPORTANT THAN TRYING TOO HARD TO GAIN TIME.

7. THE ROUTINE REPORTS YOU DESCRIBE WILL SERVE PART OF MY PURPOSE, BUT THE LISTINGS REQUESTED WOULD ALSO ENABLE ME TO RECONCILE DIFFERENCES BETWEEN THE N. Y. DATA BASED ON OUTPUT IN THE GIVEN PERIOD AND THE MUNICH DATA BASED ON WHAT WAS ACTUALLY AIRED DURING THE SAME PERIOD. AS I UNDERSTAND THE ROUTINE REPORTS BEING FURNISHED NY ON WHAT HAS BEEN USED, THEY DO NOT SYSTEMATICALLY COVER SPECIFIC WEEKLY PERIODS OR HAVE FIXED CUT-OFF POINTS.

FINALLY, WITH REGARD TO DATES FOR FIRST WEEK, I WILL LET YOU KNOW AS SOON AS I LEARN WHAT I CAN GET FROM VOA. ONE POINT
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THAT TROUBLES US A BIT IS WHETHER IT WILL BE POSSIBLE TO SAFEGUARD THE FACT THAT A GIVEN WEEK HAS BEEN SELECTED, SO THAT BD NEWSCASTERS AND PROGRAMMERS WILL NOT KNOW IN ADVANCE. SINCE THOSE CONCERNED WITH THE ASSEMBLING OF DATA ON NEWSCASTS MUST HAVE DATES IN ADVANCE, CAN YOU PREVENT THE WORD FROM LEAKING OUT TO BDS? I'M NOT AT ALL SURE WHAT IF ANY DIFFERENCE THEIR KNOWING IN ADVANCE WOULD ACTUALLY MAKE IN WHAT MIGHT BE PUT ON THE AIR, BUT WE HAVE FELT THEY SHOULD NOT BE GIVEN THE DATES IN ADVANCE, IN ORDER TO AVOID ANY DANGER THAT THEY MIGHT FEEL SOME SORT OF PRESSURE TO DO THINGS DIFFERENTLY.

REGARDS.

END MSG