Collection: Cribb, T. Kenneth: Files (Counsellor)
Folder Title: Fairness Doctrine in Broadcasting Support Letters, June 1982 (1 of 2)
Box: OA 11849A

1/

107674
1110
FG006-01

PR016-01
BE003-04

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 5, 1982

MEMORANDUM FOR THE RECORD

RE: THE FAIRNESS DOCTRINE IN BROADCASTING

On 11/3/82, Kenneth Cribb's office sent to ORM these letters, all writing in support of retaining the Fairness Doctrine. They span the months of May, June, and July 1982. No acknowledgement was sent.

They are not arranged in any order.

Enclosures filed in
Oversize Attachments #5555.

SPECIAL DELIVERY

1 JUN 1982

LAWRENCE CRANBERG, PH.D.
CONSULTING PHYSICIST

1205 CONSTANT SPRINGS DR.
AUSTIN, TEXAS 78746
(512) 327-1794

May 29, 1982

Dr. Richard L. Lesher,
President,
U. S. Chamber of Commerce
Washington, D. C. 20062

Dear Dr. Lesher,

When you were in Austin for the Dec. 10-11 National Symposium on Business, Government and the News Media, the topic was timely but still essentially academic. Today, I submit, it cuts to the heart of issues which threaten the stability of the country.

I refer to the fact that for the last five days the House of Representatives has been locked in an unprecedented stalemate on the budget, and that it is contemplating deficits so vast - one hundred billion dollars or more - as to threaten the unleashing of an appalling inflation.

I respectfully submit that the reason for this crisis is to be found entirely in the way the media have handled the question of cuts in entitlement programs, thereby striking fear in the heart of every Congressman who sees the need to make large cuts that he will face reprisal at the ballot box.

But the facts, as lucidly pointed out in the enclosed copy of the AIM Report, show that the media, and CBS in particular, have been spreading the grossest distortions, exaggerations, and outright lies. What is happening is that the awesome power of modern TV has fallen into the hands of a tiny clique of neurotic, irresponsible journalists, and they are using that power in a way which theatens the most essential functions of government.

I am writing to urge the Chamber to send a copy of the enclosed AIM Report to every member of the Chamber, and to every Congressman and Senator, with a cover letter from you urging one and all to take the actions recommended by Reed Irvine, as a mimimum. I myself am urging full implementation of the Fairness Doctrine on the ground that Moyers is a self-avowed "Populist", and therefore a politician and not a journalist. And I am urging a full-scale boycott by listeners and advertisers of CBS.

I hope you and the Chamber will recognize the true urgency of the situation and will act accordingly.

Sincerely yours,

Larry

Lawrence Cranberg

cc: Reed Irvine
Kenneth Cribb, Deputy Counsellor to the President, The White House

Encl.

AIM REPORT

Published by ACCURACY IN MEDIA, INC.
1341 G Street, N.W., Suite 312
Washington, D.C. 20005 • Telephone: 202-783-4406

Reed Irvine, Editor

Vol. XI | May-II 1982 | No. 10

PIMPING FOR POVERTY

The leftwing magazine, Mother Jones, says in its May issue that thanks to a few outspoken journalists, "such national opinion-makers as The New York Times and CBS News have moved fitfully into opposition stances, peppering the White House with critiques of its collapsing economic program and countering State Department pronouncements with vivid dispatches from El Salvador." The two active journalists singled out by Mother Jones as leading the assault are Bill Moyers of CBS News and Raymond Bonner, Central American correspondent for The New York Times. They also included John Oakes, the retired editorial page editor of The Times, who now occasionally gets his thoughts printed on the op-ed page.

Oakes' pieces attacking President Reagan "crackle with anger," says the magazine. It adds: "The same sense of outrage is evident in the commentaries of Bill Moyers, who joined CBS Evening News last November as a news analyst and editor. Moyers has ripped to shreds the logic of the military arms buildup; suggested a connection between the assassination of Martin Luther King, Jr. and government concern over the civil rights leader's growing opposition to the Vietnam War; and shown in a brilliant report on the Alaskan natural-gas pipeline how 'the two-party system was not up for grabs—it was up for sale.' Moyers' commentary on King's birthday was particularly stunning: 'In a society dependent upon a servant class, it is dangerous to demand not only respect for equality, but action to achieve it,' he declared."

Mother Jones quoted a Swiss journalist as saying that the mass media in the United States are the only real opposition in the country, and it notes the reaction of John Oakes, who said: "I wouldn't say the media has *replaced* the opposition, but it has superseded it." All of which suggests that in the view of this mouthpiece of the left, the leaders of our opposition are Bill Moyers, Raymond Bonner, and John Oakes.

People Like Us

Having ripped to shreds the case for national defense and having done a Bonner-like analysis of Central America called "Central America in Revolt," Bill Moyers took up the charge that the Reagan administration is being beastly to the truly needy in a CBS Reports program called "People Like Us," that was aired on April 21.

The program opened with a film clip of President Reagan saying: "We will continue to fulfill the obligations that spring from our national conscience. Those who through no fault of their own must depend upon the rest of us—the poverty-stricken, the disabled, the elderly, all those with true need—can rest assured that the social safety net of programs they depend on are exempt from any cuts."

Moyers cut in, saying: "It has not worked out that way," and he then launched into three case studies of poor families that were supposed to demonstrate that Reagan had not kept his promise to maintain a safety net under the truly needy. The program was designed to jerk tears and generate anger toward Reagan. Tom Shales, television critic for The Washington Post said that this program "could mark a turning point in American public opinion toward the Reagan administration and its cavalier treatment of the poor." He said, "Though probably not intended as a direct attack on administration policies, the effect of 'People Like Us' is to alter one's image of President Reagan from that of well-meaning boob to something more along the lines of callous cad."

It is difficult to see why Mr. Shales thought the program was not intended as a direct attack on administration policies. After all, that is what is expected from a leader of the political opposition. An analysis of the program reveals that it was a singularly inaccurate attack. Mr. Moyers cannot even say that he was simply telling the truth and if that hurts the Reagan administration, he can't help it. The program was reminiscent of another CBS News special on poverty that was aired back in 1968, "Hunger in America." That documentary showed a tiny baby in a hospital in San Antonio, Texas. The viewers were told that the baby was dying on camera before their very eyes, and that the cause of death was starvation. It subsequently was revealed by a San

Antonio newspaper that the baby was filmed in the premature ward of the hospital. The baby weighed only 2 lbs., 12 ounces at birth, and it died of septicemia due to meningitis and peritonitis due to prematurity. The premature birth occurred after the mother had fallen; it had nothing to do with malnutrition. Richard Salant, then president of CBS News, eventually conceded that CBS could not even identify the baby, much less prove that it died of hunger or that it was born prematurely because of maternal malnutrition. But he implied that this was not important, since he was sure there were many babies being born prematurely in San Antonio because of maternal malnutrition. The implication was that CBS could have found such a baby if it had only searched hard enough, so why quibble if the baby filmed was only a proxy?

That spirit lives on at CBS News. It turns out that Bill Moyers found only proxies for people who had fallen through the social safety net. In two of the three cases he presented on "People Like Us" the facts were not as he represented them to be. In the third case, all that he demonstrated was that the safety net actually worked.

The Case of Larry Ham

The first case was that of Larry Ham, who quit a bakery job seven years ago and began to draw disability benefits under Social Security. Ham is a young man who suffers from cerebral palsy, which affects his walk but, as far as could be seen in the film, he has normal speech and suffers no noticeable handicap except for his abnormal walk. Despite this problem, he is quite mobile.

In 1980, under the Carter administration, Congress passed a law requiring Social Security disability claims to be reviewed periodically. This was in response to a General Accounting Office study that had estimated that as many as 20 per cent of the recipients, drawing $2 billion a year, were actually able to work and were therefore ineligible.

A medical review of Mr. Ham's case was undertaken by the Disability Determination Service of the State of Ohio in October, 1981. Based on this review, it was determined that his disability ended in October, 1981. He was informed of this decision on November 4, 1981 and was given 10 days to submit additional evidence. On December 14, 1981, he was notified that his benefits would be terminated.

Mr. Ham appealed the ruling, as he was entitled to do under the law, and his benefits were restored after the CBS program aired. In this instance, basic federal policy has not changed. There has been no change in the definition of disability since 1967. Disability benefits have always been paid only as long as the beneficiary continues to meet the requirements of the law. The Social Security Administration has always re-examined disability claims to make sure payments are made only to those who continue to be disabled. Previously, only certain cases were reviewed. In 1980, Congress passed the Social Security Disability Amendments, which require all disability claims to be reviewed periodically. The reviews were required to begin by January, 1982.

Moyers did not tell CBS viewers that the law requiring the reevaluation was passed by a Congress with a large Democratic Party majority in the Carter Administration. The fact is that no Reagan Administration policy changes caused Mr. Ham's disability review.

The Case of Carrie Dixon

Moyers showed a welfare mother crying bitterly as her daughter, Carrie Dixon, was taken from her home on a stretcher and transported to an institution, the Wisconsin Center for the Developmentally Disabled. Carrie, age 13, had been in a coma for eight months as a result of a series of strokes. She had been cared for at home, with the help of nurses who were paid for by Medicaid. According to Moyers, the Reagan administration's welfare cutbacks had led Carrie's mother to fear that Medicaid would terminate the payments for home nursing care. She had reluctantly decided to have Carrie sent off to the institution, where, Moyers said, the cost to the taxpaper would be substantially higher than the cost of home care.

According to both federal and Wisconsin authorities, there have been no changes in the provision of Medicaid home health service benefits, such as visiting nurses, in the Wisconsin program during the Reagan administration. The only reduction in services made by Wisconsin that possibly related to this case is a limit on some non-prescription drug services. This change became effective November 1, 1981. No change in Federal policy required Wisconsin to alter its drug coverage policy. Historically, drugs have been an optional state service under Medicaid. The use of the example of Carrie Dixon as an indication that the Reagan administration was, somehow, responsible for her removal from her home for the treatment is totally false. There is no Reagan administration policy or requirement preventing Carrie Dixon from being cared for at home.

According to *The Washington Post* of April 23, 1982, Joe Scislowicz, information officer for the Wisconsin Department of Health and Social Services, said that CBS had picked the wrong case.

The Post said: "Wisconsin officials said the state had recommended to Dixon's mother that she institutionalize her daughter only because they felt it was too much of a burden on the family to continue home care." CBS did not tell this to its viewers but, instead, left the false impression that the mother had reluctantly made this decision because Medicaid cuts had dictated it.

The Case of Frances Dorta

Sandwiched between these two cases which wrongly blamed the Reagan administration for (1) an action mandated by Congress before Reagan was elected, and (2) an action that was unnecessary and which CBS could easily have ascertained to be unnecessary, was the case of Frances Dorta. In this case, CBS apparently had the facts right, but they proved that the safety net was working, not that it had failed. Mrs. Dorta, a divorced mother of three, had obtained a job that paid her $600 a month in September 1981. She had been receiving welfare payments for her children since 1973,

but those payments were terminated by the state of New Jersey in October, 1981, because her salary exceeded the state's need standard by 150 percent. Having lost her welfare benefits, Mrs. Dorta also became ineligible for Medicaid.

This presented a problem, because one of her children required an operation. In order to get the operation under Medicaid, Mrs. Dorta quit her job in January 1982 and went back on welfare. She received welfare payments and food stamps totaling $583 a month, only $17 a month less than she was earning at her job. Her net income on welfare was actually higher than her earnings, since she had no deductions for taxes or transportation expenses. Her son had the operation under Medicaid, and Mrs. Dorta is free to go back to work if she chooses to do so and can find a job. Moyers, who had said that he was going to show that Reagan was wrong when he said that the truly needy would not be hurt by his budget cuts, had presented a case where the safety net had worked.

Moyers therefore shifted his argument away from proving that the poor were being squeezed to showing that the Reagan program was discouraging people like Mrs. Dorta from getting off welfare both because they could get nearly as much on welfare as they could earn from low-paying jobs and because they lost their Medicaid eligibility. That is not a new problem that has suddenly emerged with the Reagan administration. It is the states, not the federal government, that set the standard of need for individuals applying for welfare benefits. Legislation passed in October 1981 decreed that welfare benefits from federal funds could not be paid if income was over 150 percent of the standard of need set by the state. Twenty-one states have raised their standard of need since that act was passed. New Jersey, where Mrs. Dorta lived, had not done so. The states can also establish programs to provide Medicaid benefits to low income families that do not qualify for federally funded welfare payments. Thirty-three states have done so. Again, New Jersey is not one of them. Mr. Moyers might better have directed his criticisms at the state of New Jersey rather than at the Reagan administration, but in any case, this example was not relevant to the charge that he had set out to prove.

The Opposition in Control

The White House was upset about the Moyers' program even before it aired. White House Communications Director David Gergen pointed out that Moyers had made no effort to include in the program an administration spokesman, nor had he asked the administration for any comment on the serious charges he was making. After the program aired, Gergen asked the president of CBS News, Van Gordon Sauter, to make available a half hour of time on the network to permit the administration to air a reply to the Moyers' program. Mr. Sauter refused that request, saying that CBS News had in the past and would in the future air administration points of view. They would not give the administration time to reply specifically to the Moyers' program.

This arrogant response is exactly what one would expect from an organization that behaves as if it were part of the political opposition to the administration. The preparation of the program with misleading cases and ignoral of contrasting viewpoints marked it from the beginning as a political statement, not an objective news story. Moyers told one interviewer that he didn't think it was any more appropriate to seek out the administration viewpoint to include in the program than it would be to ask a murderer, caught in the act, for his side of the story. Bill Moyers perhaps forgot momentarily that even murderers are permitted to plead not guilty and to offer a defense. Moyers and CBS News see no need to extend that privilege to the President. As they did with General Westmoreland and so many others, they found him guilty on the basis of the evidence they assembled. They don't want to spoil their case by acknowledging the existence of conflicting evidence.

It would have spoiled Moyers' program to have included the facts about safety net spending that were given to the press by Dr. Robert Rubin, Assistant Secretary for Planning and Evaluation at the Department of Health and Human Services. Dr. Rubin stated: "Safety net spending under President Reagan is not going down, but is going up—both in actual dollars and as a percentage of the federal budget. Spending on safety net programs was 37% of the total budget in 1981 and will climb to 39% in 1984. At the Department of HHS alone, our proposed Fiscal Year 1983 budget contains an *increase* of $20 billion, or eight per cent—from $253.9 billion to $274.2 billion."

Hoist By Its Own Petard

It is doubtful that CBS would have been quite so cavalier in using its powerful facilities to perform this hatchet job on the President if this administration had shown any disposition to enforce the Fairness Doctrine. This is a legal requirement that broadcasters who permit controversial issues of public importance to be discussed over their facilities provide a reasonable opportunity for all points of view to be heard.

Unfortunately for President Reagan, the man he appointed to head the Federal Communications Commission, Mark Fowler, believes that this simple requirement of fairness is unduly burdensome to those who have been given the privilege of operating radio and television stations. Fowler and a majority of his fellow commissioners have asked Congress to repeal this provision of the law. They want broadcasters to have the very same rights to be partisan, unfair, deceptive and even pornographic that newspapers, magazines, and movie producers now enjoy. While Mr. Fowler has said that he will uphold the Fairness Doctrine as long as it is on the books, his staff has already rejected an Accuracy in Media complaint against CBS over their persistently one-sided presentations of the charge that the FBI smeared the late Jean Seberg, causing her grievous emotional damage. Despite the fact that this story has done serious damage to the reputation of the FBI and has generated hundreds of newspaper and magazine articles and radio and television broadcasts, the FCC staff said that AIM had failed to demonstrate that the matter was either of public importance or controversial.

AIM will endeavor to demonstrate to the FCC that it is both important and controversial. We have also written to CBS to lay the groundwork for a Fairness Doctrine complaint about "People Like Us." CBS is obviously counting on Mr. Fowler's staff to find some excuse to reject any effort to require that they allow the White House to tell its side of the story. Perhaps the President, having seen at close range how unfair and destructive a tool television can be in the hands of an unprincipled politician posing as a journalist, will advise Mark Fowler that the time has come to start enforcing the Fairness Doctrine instead of spending his time trying to abolish it.

What You Can Do

1. We will list the sponsors of "People Like Us" in the Notes from the Editor's Cuff. Write to as many of them as you can.

2. Write to the White House giving your views on enforcement and preservation of the Fairness Doctrine. Direct your letter to Kenneth Cribb, Deputy Counselor to the President, White House, Washington, D.C. 20500.

THE SAME REFRAIN AT NEWSWEEK

The theme that Reagan's safety net is not saving the truly needy from catastrophe was also sounded in the April 5 issue of Newsweek, which ran a lengthy cover story on the state of the poor in "Reagan's polarized America." Newsweek informed its readers that "many Americans" believe that "the supply-side bias of Reaganomics threatens to pull the social safety net out from under the poor." According to Newsweek, these unidentified pessimists fear that "the Reagan cuts in social spending will push millions below the official poverty line," while at the same time, "Reagan's programs to spur investment and production promise to make the rich wealthier than ever." "So far," says Newsweek, "there is little question that the needy have borne the brunt of Reagan's budget cuts." The theme is repeated: "Ultimately the issue is political morality—whether it is right, in the end, to increase the burden on the poor and near poor even temporarily so that the nation can regain its economic momentum. And there is no doubt that Reaganomics increases the burden."

Milton Friedman's Rebuttal

The noted economist, Milton Friedman, said in his column in the April 19 issue of Newsweek: "During sixteen years of fruitful association with Newsweek, only one other story has disturbed me as much as Newsweek's cover story, 'Reagan's America: And the Poor get Poorer.' The story gives a most misleading impression of the source and extent of poverty, and of the likely effects of the tax and budget measures enacted in 1981."

Friedman singles out four of the many statements in the article that could be criticized. He points out (1) that a high percentage of "poverty money" never reaches the poor, (2) that the percentage of people below the official poverty line is highly exaggerated, (3) that the number classified as poor has risen along with rising prosperity and growing welfare-state spending, and (4) that the Reagan tax cuts that supposedly benefit the rich simply prevent an unlegislated tax increase caused by inflation or offset the legislated increase in social security taxes.

What the lengthy Newsweek article ignored, according to Friedman, was the fact that the poverty programs have been terribly expensive, placing an enormous burden on the productive members of society, and much of the money consumed has not gone to the poor but to the "poverty industry"—the well-paid civil servants, consultants and businessmen who administer or exploit the loosely audited poverty programs. Newsweek conceded that there had been much fraud and mismanagement in the poverty programs. It even acknowledged that by some estimates only a dime of every dollar spent on the war on poverty actually reached the poor directly. But the overwhelming thrust of the story was that Reagan is an ogre for trying to tighten up.

While it repeated charges that the safety net was not working, Newsweek did no better than Bill Moyers in finding examples to prove its point. Of the half dozen individual or family examples of poor people cited in the article, not one indicated that the safety net had failed to perform as Reagan had promised.

Emotional Truth

In defending Bill Moyers' "People Like Us" against the criticism that it was seriously flawed by misrepresentation of the facts, Tom Shales of The Washington Post said "I think there is such a thing as an emotional truth." In the context of the discussion "emotional truth" appears to refer to anything that carries a strong emotional appeal even if it is false or distorted. Shales said that TV, unlike newspapers, appeals to the emotions. However, the Newsweek story also resorted to "emotional truth."

The theme was that Reagan is benefiting the "very rich" at the expense of the very poor. Friedman commented: "It is a curious 'benefit' to the 'very rich' to refrain from raising still higher tax burdens that are already at a 'historic' high for peacetime... Treating hoary cliches as received truths does not promote a reasoned and balanced public discussion of the measures that are needed to get at the roots of poverty rather than simply at the symptoms—and at the same time eliminate the poverty industry."

AIM REPORT is published twice monthly by Accuracy In Media, Inc., 1341 G Street, N.W., Washington, D.C. 20005, and is free to AIM members. Dues and contributions to AIM are tax deductible. The AIM Report is mailed 3rd class to those whose contribution is at least $15 a year and 1st class to those contributing $30 a year or more. Non-members subscriptions are $35 (1st class mail).

NOTES FROM THE EDITOR'S CUFF

By Reed Irvine

May-II 1982

IN THE APRIL-I AIM REPORT WE PUBLISHED A LIST OF THE COMPANIES WHOSE COMMERCIALS had been aired in the commercial breaks in the CBS documentary, "Central America in Revolt." We listed 15 different companies. We have received letters from Getty Oil Company and Big Boy Restaurants of America, which is owned by the Marriott Corporation, stating that they did not "sponsor" the program. Hank Londean, Corporate Public Affairs Manager of Getty, informs us that the commercial we saw ran only in Washington,D.C., Kansas City, and Denver. He writes: "This local commercial time was acquired on a single spot basis and was part of a larger local media schedule." The commercial was an opinion ad, the type of ad that the networks have frequently refused to carry. Mr. Londean says: "Getty plans to continue advocating its views and we are not reluctant to enter the marketplace of ideas where others may have opinions differing from our own. We will continue to place commercials during, or adjacent to, news and public affairs programming so that our message will reach what we consider to be thoughtful television viewers." I can't quarrel with that strategy, and certainly it did not help CBS finance the objectionable documentary. We hereby apologize to Getty and ask that you strike them from the list of sponsors of that program.

WE ALSO HEARD FROM ELMO L. GEOGHEGAN OF BIG BOY RESTAURANTS. MR. GEOGHEGAN DENIES that they sponsored the program, saying that it is possible that a local station could have run one of their commercials. So our apologies to Bob's Big Boy. Strike them from the list also.

MR. FREDERICK H. COOK, PRESIDENT OF PUROLATOR, INC., WRITES TO DENY THAT THEY sponsored the program, but their situation is a little different. Mr. Cook says that some months ago they purchased five prime TV spots from CBS and were given a sixth spot free, with that spot to be used at a time chosen by CBS. Mr. Cook says that CBS chose to put it on with "Central America in Revolt," without the knowledge of Purolator. He says: "We regret that the spot commercial was used during such a controversial program and any distress it may have caused friends of our company." Mr. Cook says their commercial was run "as one of sixteen participating advertisers." We only counted 15, including the two above that deny having been national sponsors. Evidently we missed some others.

THE MOST INTERESTING LETTER OF ALL WAS WRITTEN BY MR. CHRISTOPHER BROWNE, SENIOR Vice President of Holiday Inns. Mr. Browne writes: "Please let me assure you that we are very concerned regarding our advertising presence on 'Central America in Revolt.' Had we known what the content of this show was prior to airing, we would not have participated as a sponsor. By content, I mean the slant that CBS chose to take on the programming, not the subject matter."

WE HAVE LEARNED SOME IMPORTANT LESSONS FROM THIS EXPERIENCE. THE FIRST IS THAT WE must check to make sure that the commercials we see on a program have been purchased from the network, not the local station. Unfortunately, CBS refused to provide us with this information, making it necessary to check with each advertiser, which can be quite time-consuming and costly. The second lesson is that with your help we can generate enough letters to cause the advertisers to sit up and take notice. The letter from Holiday Inns was most encouraging. But the letters from the other three companies seeking to disassociate themselves from the program helped prove the effectiveness of your letters.

HAVING LEARNED THESE LESSONS, WE INTEND TO FOCUS ON SPONSORS A LOT MORE IN THE FUTURE. We have identified and checked six sponsors of the Bill Moyers' documentary, "People Like Us," which is discussed in this issue of the AIM Report. We urge that you write to them. Here is the list and the products they advertised.

W. Clark Wescoe, Chairman
Sterling Drug Inc.
90 Park Avenue
New York, N. Y. 10016
Bayer Aspirin, Perk Wax, Love My Carpet, Lysol

James Ferguson, Chairman
General Foods Corp.
250 North St.
White Plains, N. Y. 10625
Jell-o, Sanka, Cool Whip, Stove Top Stuffing

Bernard Fauber, Chairman
K-Mart Corporation
3100 W. Big Beaver
Troy, MI 48084
K-Mart stores

Christopher C. Browne, Sr. V.P.
Holiday Inns, Inc.
3796 Lamar Ave.
Memphis, TN 38195

R. Hal Dean, Chairman
Ralston Purina Co.
835 So. 8th St.
St. Louis, MO 63102
Chex cereals

John W. Culligan, Chairman
American Home Products Corp.
685 Third Ave.
New York, N. Y. 10017
Easy Off Oven Cleaner

NOTE THAT HOLIDAY INNS SPONSORED "PEOPLE LIKE US" DESPITE MR. BROWNE'S LETTER saying they would not have sponsored "Central America in Revolt" had they been aware of the content. "People Like Us" was just as distorted as "Central America in Revolt." I wonder if anyone at Holiday Inns made any effort to check the content of this documentary before they agreed to help sponsor it. Also note that both Sterling Drug and American Home Products helped sponsor "Central America in Revolt" as well as "People Like Us." It would take the rest of this page to list all the products they market. Here are some of them. American Home Products: Chef Boy-Ar-Dee products, Gulden's mustard, Jiffy-Pop popcorn, Aero Wax, Griffin Shoe Wax, Pam non-stick, Wizard deodorizers, Woolite, Anacin, Dristan, EKCO Products. Sterling Drug: Phillips Milk of Magnesia, Wet Ones, Dorothy Gray and Givenchy cosmetics, Midol, Campho-Phenique, Mop & Glo.

WE HAVE REPORTED TO YOU SEVERAL TIMES ON THE STORY THE NEW YORK TIMES RAN LAST January 11, charging that American military advisers in El Salvador had observed a torture training session without taking any action. The Times still has not told its readers that the El Salvadoran army deserter who was the sole source of this story had actually told a group of Americans last October that the Americans were teaching the torture session. However, finally on April 20, The Times published a 17-column-inch story on page 7 reporting that the Inspector General of the U. S. Army had investigated the charge and had found the account untrue. All 20 military advisers who were in El Salvador at the time the alleged incident took place were questioned. All had denied observing the incidents alleged in the Raymond Bonner story or any other acts of atrocity during their tours of duty in El Salvador. Col. Eldon L. Cummings, who commanded the U. S. Military Group in El Salvador, told The Times: "At no time during the entire period that I was in El Salvador, 15 months, did anyone of the military who were under my command ever inform me of any such incident. United States soldiers just don't sit there or stand there and watch something of that nature occurring without either trying to prevent it or, if they can't, informing their superiors afterward." Col. Cummings also cited three discrepancies in the story told by the deserter. Contrary to what the deserter said, no Americans in El Salvador wore camouflage fatigues or green berets. The Americans dressed to minimize their visibility. The officers wore civilian clothes, and the two helicopter instructors and the 12-man maintenance team wore zip-up jump suits. The deserter had said he was in a paratroop unit that was to be trained by two American advisers. Col. Cummings said no American trainers ever worked with the paratroop unit in El Salvador.

CAN YOU HELP US GET MORE SPEAKING ENGAGEMENTS? THE ALLIED EDUCATIONAL FOUNDATION has increased the grant to fund our Speakers Bureau, and we want to double our speaking activity this year. We have some 20 speakers available. We will provide them FREE, all expenses paid, for any group of reasonable size. Write or call for a brochure listing all the available speakers. Call 202-783-4406. Ask for Lisa Hill.

1 JUN 1982

Blue Grass Ia
May 27, 1982

Dear Mr Gibb:

I have been concerned for some time about Mark Fowler as head of Federal Communications Comm. I'm sure Pres. Reagan appointed him not knowing the information he was being given on the man was false. I strongly urge the President to replace him now before he and his commissioners get Congress to repeal the Fairness Provision from the law for radio and television stations. In fact Mr. Fowler has already rejected an Accuracy in Media complaint against CBS over some very one-sided Presentations.

Please enforce and preserve

the Fairness Doctrine in our media. We the American people deserve this protection.

Sincerely
Nadine Hoffbauer

1 JUN 1982

May 27, 19~~82~~

Dear Mr. Cribb,

I am writing to you at the suggestion of Reed Irvine's Accuracy in Media. I am indebted to them, as all true Americans should be, for doing the excellent job they are doing.

I urge you to do all you can to see that the Fairness Doctrine is enforced so that President Reagan can present his side to the American people when he is presented in such an unfair and untrue manner as Bill Moyers presented him in "People Like Us." Either Mark Fowler should enforce the Fairness Doctrine in an equitable manner or he should be fired. If the shoe had been on the other foot, I am sure Mr. Fowler would not have hesitated to act in their behalf.

What a sad commentary on the state of the Country that a "fairness doctrine" should be necessary to make it possible for those treated unfairly to be heard. I am increasingly disturbed about the editorial direction CBS is taking. It is becoming very evident that they are controlled by those who are determined to destroy America. Why else would they present programs such as "People Like Us" and "Central America in Revolt," to name but a few, loaded with half-truths, misleading statements and downright lies.

Please urge the President to take the strongest possible action to present the true facts to the American People. We certain-ly don't get any from CBS. Please let me know what I can do to help.

Sincerely James J. Beilman Jr.

JOEL BARLOW

"KALORAMA"
6301 NORTH OCEAN BOULEVARD
AT OCEAN AVENUE
OCEAN RIDGE, FLORIDA

POST OFFICE ADDRESS
BOX 249
BOYNTON BEACH, FLORIDA 33435

May 25, 1982

Dear Mr. Cribb:

As a supporter of the President and his policies generally, I would urge him to preserve the Fairness Doctrine. Without it the television industry becomes far too powerful for the good of the nation. (Please note the attached.)

I practiced law in Washington for 44 years and I have some understanding of what the media can do to thwart and even destroy good government.

Mark Fowler deludes himself in thinking that the Fairness Doctrine is burdensome to an extreme on the TV monopoly, and that without it truth will not be put to the worst.

Sincerely,
Joel Barlow.

AIM REPORT

Published by ACCURACY IN MEDIA, INC.
1341 G Street, N.W., Suite 312
Washington, D.C. 20005 • Telephone: 202-783-4406

Reed Irvine, Editor

Vol. XI | May-II 1982 | No. 10

PIMPING FOR POVERTY

The leftwing magazine, Mother Jones, says in its May issue that thanks to a few outspoken journalists, "such national opinion-makers as The New York Times and CBS News have moved fitfully into opposition stances, peppering the White House with critiques of its collapsing economic program and countering State Department pronouncements with vivid dispatches from El Salvador." The two active journalists singled out by Mother Jones as leading the assault are Bill Moyers of CBS News and Raymond Bonner, Central American correspondent for The New York Times. They also included John Oakes, the retired editorial page editor of The Times, who now occasionally gets his thoughts printed on the op-ed page.

Oakes' pieces attacking President Reagan "crackle with anger," says the magazine. It adds: "The same sense of outrage is evident in the commentaries of Bill Moyers, who joined CBS Evening News last November as a news analyst and editor. Moyers has ripped to shreds the logic of the military arms buildup; suggested a connection between the assassination of Martin Luther King, Jr. and government concern over the civil rights leader's growing opposition to the Vietnam War; and shown in a brilliant report on the Alaskan natural-gas pipeline how 'the two-party system was not up for grabs—it was up for sale.' Moyers' commentary on King's birthday was particularly stunning: 'In a society dependent upon a servant class, it is dangerous to demand not only respect for equality, but action to achieve it,' he declared."

Mother Jones quoted a Swiss journalist as saying that the mass media in the United States are the only real opposition in the country, and it notes the reaction of John Oakes, who said: "I wouldn't say the media has *replaced* the opposition, but it has superseded it." All of which suggests that in the view of this mouthpiece of the left, the leaders of our opposition are Bill Moyers, Raymond Bonner, and John Oakes.

People Like Us

Having ripped to shreds the case for national defense and having done a Bonner-like analysis of Central America called "Central America in Revolt," Bill Moyers took up the charge that the Reagan administration is being beastly to the truly needy in a CBS Reports program called "People Like Us," that was aired on April 21.

The program opened with a film clip of President Reagan saying: "We will continue to fulfill the obligations that spring from our national conscience. Those who through no fault of their own must depend upon the rest of us—the poverty-stricken, the disabled, the elderly, all those with true need—can rest assured that the social safety net of programs they depend on are exempt from any cuts."

Moyers cut in, saying: "It has not worked out that way," and he then launched into three case studies of poor families that were supposed to demonstrate that Reagan had not kept his promise to maintain a safety net under the truly needy. The program was designed to jerk tears and generate anger toward Reagan. Tom Shales, television critic for The Washington Post said that this program "could mark a turning point in American public opinion toward the Reagan administration and its cavalier treatment of the poor." He said, "Though probably not intended as a direct attack on administration policies, the effect of 'People Like Us' is to alter one's image of President Reagan from that of well-meaning boob to something more along the lines of callous cad."

It is difficult to see why Mr. Shales thought the program was not intended as a direct attack on administration policies. After all, that is what is expected from a leader of the political opposition. An analysis of the program reveals that it was a singularly inaccurate attack. Mr. Moyers cannot even say that he was simply telling the truth and if that hurts the Reagan administration, he can't help it. The program was reminiscent of another CBS News special on poverty that was aired back in 1968, "Hunger in America." That documentary showed a tiny baby in a hospital in San Antonio, Texas. The viewers were told that the baby was dying on camera before their very eyes, and that the cause of death was starvation. It subsequently was revealed by a San

Antonio newspaper that the baby was filmed in the premature ward of the hospital. The baby weighed only 2 lbs., 12 ounces at birth, and it died of septicemia due to meningitis and peritonitis due to prematurity. The premature birth occurred after the mother had fallen; it had nothing to do with malnutrition. Richard Salant, then president of CBS News, eventually conceded that CBS could not even identify the baby, much less prove that it died of hunger or that it was born prematurely because of maternal malnutrition. But he implied that this was not important, since he was sure there were many babies being born prematurely in San Antonio because of maternal malnutrition. The implication was that CBS could have found such a baby if it had only searched hard enough, so why quibble if the baby filmed was only a proxy?

That spirit lives on at CBS News. It turns out that Bill Moyers found only proxies for people who had fallen through the social safety net. In two of the three cases he presented on "People Like Us" the facts were not as he represented them to be. In the third case, all that he demonstrated was that the safety net actually worked.

The Case of Larry Ham

The first case was that of Larry Ham, who quit a bakery job seven years ago and began to draw disability benefits under Social Security. Ham is a young man who suffers from cerebral palsy, which affects his walk but, as far as could be seen in the film, he has normal speech and suffers no noticeable handicap except for his abnormal walk. Despite this problem, he is quite mobile.

In 1980, under the Carter administration, Congress passed a law requiring Social Security disability claims to be reviewed periodically. This was in response to a General Accounting Office study that had estimated that as many as 20 per cent of the recipients, drawing $2 billion a year, were actually able to work and were therefore ineligible.

A medical review of Mr. Ham's case was undertaken by the Disability Determination Service of the State of Ohio in October, 1981. Based on this review, it was determined that his disability ended in October, 1981. He was informed of this decision on November 4, 1981 and was given 10 days to submit additional evidence. On December 14, 1981, he was notified that his benefits would be terminated.

Mr. Ham appealed the ruling, as he was entitled to do under the law, and his benefits were restored after the CBS program aired. In this instance, basic federal policy has not changed. There has been no change in the definition of disability since 1967. Disability benefits have always been paid only as long as the beneficiary continues to meet the requirements of the law. The Social Security Administration has always re-examined disability claims to make sure payments are made only to those who continue to be disabled. Previously, only certain cases were reviewed. In 1980, Congress passed the Social Security Disability Amendments, which require all disability claims to be reviewed periodically. The reviews were required to begin by January, 1982.

Moyers did not tell CBS viewers that the law requiring the reevaluation was passed by a Congress with a large Democratic Party majority in the Carter Administration. The fact is that no Reagan Administration policy changes caused Mr. Ham's disability review.

The Case of Carrie Dixon

Moyers showed a welfare mother crying bitterly as her daughter, Carrie Dixon, was taken from her home on a stretcher and transported to an institution, the Wisconsin Center for the Developmentally Disabled. Carrie, age 13, had been in a coma for eight months as a result of a series of strokes. She had been cared for at home, with the help of nurses who were paid for by Medicaid. According to Moyers, the Reagan administration's welfare cutbacks had led Carrie's mother to fear that Medicaid would terminate the payments for home nursing care. She had reluctantly decided to have Carrie sent off to the institution, where, Moyers said, the cost to the taxpaper would be substantially higher than the cost of home care.

According to both federal and Wisconsin authorities, there have been no changes in the provision of Medicaid home health service benefits, such as visiting nurses, in the Wisconsin program during the Reagan administration. The only reduction in services made by Wisconsin that possibly related to this case is a limit on some non-prescription drug services. This change became effective November 1, 1981. No change in Federal policy required Wisconsin to alter its drug coverage policy. Historically, drugs have been an optional state service under Medicaid. The use of the example of Carrie Dixon as an indication that the Reagan administration was, somehow, responsible for her removal from her home for the treatment is totally false. There is no Reagan administration policy or requirement preventing Carrie Dixon from being cared for at home.

According to *The Washington Post* of April 23, 1982, Joe Scislowicz, information officer for the Wisconsin Department of Health and Social Services, said that CBS had picked the wrong case.

The Post said: "Wisconsin officials said the state had recommended to Dixon's mother that she institutionalize her daughter only because they felt it was too much of a burden on the family to continue home care." CBS did not tell this to its viewers but, instead, left the false impression that the mother had reluctantly made this decision because Medicaid cuts had dictated it.

The Case of Frances Dorta

Sandwiched between these two cases which wrongly blamed the Reagan administration for (1) an action mandated by Congress before Reagan was elected, and (2) an action that was unnecessary and which CBS could easily have ascertained to be unnecessary, was the case of Frances Dorta. In this case, CBS apparently had the facts right, but they proved that the safety net was working, not that it had failed. Mrs. Dorta, a divorced mother of three, had obtained a job that paid her $600 a month in September 1981. She had been receiving welfare payments for her children since 1973,

1 JUN 1982

but those payments were terminated by the state of New Jersey in October, 1981, because her salary exceeded the state's need standard by 150 percent. Having lost her welfare benefits, Mrs. Dorta also became ineligible for Medicaid.

This presented a problem, because one of her children required an operation. In order to get the operation under Medicaid, Mrs. Dorta quit her job in January 1982 and went back on welfare. She received welfare payments and food stamps totaling $583 a month, only $17 a month less than she was earning at her job. Her net income on welfare was actually higher than her earnings, since she had no deductions for taxes or transportation expenses. Her son had the operation under Medicaid, and Mrs. Dorta is free to go back to work if she chooses to do so and can find a job. Moyers, who had said that he was going to show that Reagan was wrong when he said that the truly needy would not be hurt by his budget cuts, had presented a case where the safety net had worked.

Moyers therefore shifted his argument away from proving that the poor were being squeezed to showing that the Reagan program was discouraging people like Mrs. Dorta from getting off welfare both because they could get nearly as much on welfare as they could earn from low-paying jobs and because they lost their Medicaid eligibility. That is not a new problem that has suddenly emerged with the Reagan administration. It is the states, not the federal government, that set the standard of need for individuals applying for welfare benefits. Legislation passed in October 1981 decreed that welfare benefits from federal funds could not be paid if income was over 150 percent of the standard of need set by the state. Twenty-one states have raised their standard of need since that act was passed. New Jersey, where Mrs. Dorta lived, had not done so. The states can also establish programs to provide Medicaid benefits to low income families that do not qualify for federally funded welfare payments. Thirty-three states have done so. Again, New Jersey is not one of them. Mr. Moyers might better have directed his criticisms at the state of New Jersey rather than at the Reagan administration, but in any case, this example was not relevant to the charge that he had set out to prove.

The Opposition in Control

The White House was upset about the Moyers' program even before it aired. White House Communications Director David Gergen pointed out that Moyers had made no effort to include in the program an administration spokesman, nor had he asked the administration for any comment on the serious charges he was making. After the program aired, Gergen asked the president of CBS News, Van Gordon Sauter, to make available a half hour of time on the network to permit the administration to air a reply to the Moyers' program. Mr. Sauter refused that request, saying that CBS News had in the past and would in the future air administration points of view. They would not give the administration time to reply specifically to the Moyers' program.

This arrogant response is exactly what one would expect from an organization that behaves as if it were part of the political opposition to the administration. The preparation of the program with misleading cases and ignoral of contrasting viewpoints marked it from the beginning as a political statement, not an objective news story. Moyers told one interviewer that he didn't think it was any more appropriate to seek out the administration viewpoint to include in the program than it would be to ask a murderer, caught in the act, for his side of the story. Bill Moyers perhaps forgot momentarily that even murderers are permitted to plead not guilty and to offer a defense. Moyers and CBS News see no need to extend that privilege to the President. As they did with General Westmoreland and so many others, they found him guilty on the basis of the evidence they assembled. They don't want to spoil their case by acknowledging the existence of conflicting evidence.

It would have spoiled Moyers' program to have included the facts about safety net spending that were given to the press by Dr. Robert Rubin, Assistant Secretary for Planning and Evaluation at the Department of Health and Human Services. Dr. Rubin stated: "Safety net spending under President Reagan is not going down, but is going up—both in actual dollars and as a percentage of the federal budget. Spending on safety net programs was 37% of the total budget in 1981 and will climb to 39% in 1984. At the Department of HHS alone, our proposed Fiscal Year 1983 budget contains an *increase* of $20 billion, or eight per cent—from $253.9 billion to $274.2 billion."

Moyers and CBS were despicable
JB

Hoist By Its Own Petard

It is doubtful that CBS would have been quite so cavalier in using its powerful facilities to perform this hatchet job on the President if this administration had shown any disposition to enforce the Fairness Doctrine. This is a legal requirement that broadcasters who permit controversial issues of public importance to be discussed over their facilities provide a reasonable opportunity for all points of view to be heard.

Unfortunately for President Reagan, the man he appointed to head the Federal Communications Commission, Mark Fowler, believes that this simple requirement of fairness is unduly burdensome to those who have been given the privilege of operating radio and television stations. Fowler and a majority of his fellow commissioners have asked Congress to repeal this provision of the law. They want broadcasters to have the very same rights to be partisan, unfair, deceptive and even pornographic that newspapers, magazines, and movie producers now enjoy. While Mr. Fowler has said that he will uphold the Fairness Doctrine as long as it is on the books, his staff has already rejected an Accuracy in Media complaint against CBS over their persistently one-sided presentations of the charge that the FBI smeared the late Jean Seberg, causing her grievous emotional damage. Despite the fact that this story has done serious damage to the reputation of the FBI and has generated hundreds of newspaper and magazine articles and radio and television broadcasts, the FCC staff said that AIM had failed to demonstrate that the matter was either of public importance or controversial.

AIM will endeavor to demonstrate to the FCC that it is both important and controversial. We have also written to CBS to lay the groundwork for a Fairness Doctrine complaint about "People Like Us." CBS is obviously counting on Mr. Fowler's staff to find some excuse to reject any effort to require that they allow the White House to tell its side of the story. Perhaps the President, having seen at close range how unfair and destructive a tool television can be in the hands of an unprincipled politician posing as a journalist, will advise Mark Fowler that the time has come to start enforcing the Fairness Doctrine instead of spending his time trying to abolish it.

What You Can Do

1. We will list the sponsors of "People Like Us" in the Notes from the Editor's Cuff. Write to as many of them as you can.

2. Write to the White House giving your views on enforcement and preservation of the Fairness Doctrine. Direct your letter to Kenneth Cribb, Deputy Counselor to the President, White House, Washington, D.C. 20500.

THE SAME REFRAIN AT NEWSWEEK

The theme that Reagan's safety net is not saving the truly needy from catastrophe was also sounded in the April 5 issue of Newsweek, which ran a lengthy cover story on the state of the poor in "Reagan's polarized America." Newsweek informed its readers that "many Americans" believe that "the supply-side bias of Reaganomics threatens to pull the social safety net out from under the poor." According to Newsweek, these unidentified pessimists fear that "the Reagan cuts in social spending will push millions below the official poverty line," while at the same time, "Reagan's programs to spur investment and production promise to make the rich wealthier than ever." "So far," says Newsweek, "there is little question that the needy have borne the brunt of Reagan's budget cuts." The theme is repeated: "Ultimately the issue is political morality—whether it is right, in the end, to increase the burden on the poor and near poor even temporarily so that the nation can regain its economic momentum. And there is no doubt that Reaganomics increases the burden."

Milton Friedman's Rebuttal

The noted economist, Milton Friedman, said in his column in the April 19 issue of Newsweek: "During sixteen years of fruitful association with Newsweek, only one other story has disturbed me as much as Newsweek's cover story, 'Reagan's America: And the Poor get Poorer.' The story gives a most misleading impression of the source and extent of poverty, and of the likely effects of the tax and budget measures enacted in 1981."

Friedman singles out four of the many statements in the article that could be criticized. He points out (1) that a high percentage of "poverty money" never reaches the poor, (2) that the percentage of people below the official poverty line is highly exaggerated, (3) that the number classified as poor has risen along with rising prosperity and growing welfare-state spending, and (4) that the Reagan tax cuts that supposedly benefit the rich simply prevent an unlegislated tax increase caused by inflation or offset the legislated increase in social security taxes.

What the lengthy Newsweek article ignored, according to Friedman, was the fact that the poverty programs have been terribly expensive, placing an enormous burden on the productive members of society, and much of the money consumed has not gone to the poor but to the "poverty industry"—the well-paid civil servants, consultants and businessmen who administer or exploit the loosely audited poverty programs. Newsweek conceded that there had been much fraud and mismanagement in the poverty programs. It even acknowledged that by some estimates only a dime of every dollar spent on the war on poverty actually reached the poor directly. But the overwhelming thrust of the story was that Reagan is an ogre for trying to tighten up.

While it repeated charges that the safety net was not working, Newsweek did no better than Bill Moyers in finding examples to prove its point. Of the half dozen individual or family examples of poor people cited in the article, not one indicated that the safety net had failed to perform as Reagan had promised.

Emotional Truth

In defending Bill Moyers' "People Like Us" against the criticism that it was seriously flawed by misrepresentation of the facts, Tom Shales of The Washington Post said "I think there is such a thing as an emotional truth." In the context of the discussion "emotional truth" appears to refer to anything that carries a strong emotional appeal even if it is false or distorted. Shales said that TV, unlike newspapers, appeals to the emotions. However, the Newsweek story also resorted to "emotional truth."

The theme was that Reagan is benefiting the "very rich" at the expense of the very poor. Friedman commented: "It is a curious 'benefit' to the 'very rich' to refrain from raising still higher tax burdens that are already at a 'historic' high for peacetime... Treating hoary cliches as received truths does not promote a reasoned and balanced public discussion of the measures that are needed to get at the roots of poverty rather than simply at the symptoms—and at the same time eliminate the poverty industry."

AIM REPORT is published twice monthly by Accuracy In Media, Inc., 1341 G Street, N.W., Washington, D.C. 20005, and is free to AIM members. Dues and contributions to AIM are tax deductible. The AIM Report is mailed 3rd class to those whose contribution is at least $15 a year and 1st class to those contributing $30 a year or more. Non-members subscriptions are $35 (1st class mail).

1 JUN 1982

Mrs. Edwin R. Bates
5 Milburn Park
Evanston, Illinois 60201

May 22, 1982

Mr. Kenneth Cribb
Deputy Counselor to the President
The White House
Washington, D.C. 20500

Dear Mr. Cribb:

Re: Need to Enforce the Fairness Doctrine

I'm increasingly upset with the lack of objectivity and fairness which has become more and more evident in the media, feeling that their anti-administration distortions are harmful to our future. I cannot understand, in particular, why the FCC refuses to enforce the Fairness Doctrine and is, in fact, apparently trying to have it abolished.

Please use your influence to make sure that this doctrine is retained and enforced.

Sincerely yours,

Elizabeth M. Bates

emb

1 JUN 1982

ROBERT W. BROWN
RR#2 - Box 173
Perham. MN - 56573

Mr. Kenneth Cribb
White House, U.S.A.

Dear Mr. Cribb:

This letter may sound radical to you but really the truth is — I am a tired Old man at the age of only 62. Totally disabled with a lot of time to read and listen to the news.

I have Very limited formal education but I am Capable of being able to detect intent, honesty, and most of all the un-fair Presentation of news. It is my understanding that you are to enforce and preserve the Fairness Doctrine.

I avoid C. B. S. news as much as possible. But, now and again I do listen to see what they are doing to damage our Country. Walter Cronkite was terrible - Rather is Worse and now Bill Moyers is doing his best to stir-up unrest within our fine Country.

It is just great for Mike Wallace

to really rip business and our Government apart every Week but when he makes the remarks about Watermelon and Taco people — Nothing is done. Why? We Must have Fairness in the News. Sec of Agriculture Butz losts his position Just for a Dirty story. He didnt degrade the Blacks like Mike Wallace did?

Why doesn't C.B.S. Come out and tell the people that they are doing there best to destroy our form of Government.

Just Make them present the facts. Tell the truth is what the American people want.

Yours Truly

Ralston Brown

P.S.

5-26-82

Dear Sir:

The appointmente of Mark Fowler to head the F.C.C. was a mistake.

He does not believe in the Fairness Doctrine. I do not believe in him.

Please ask The President to <u>fire</u> Mark Fowler. He is supposed to enforce the law, not make it.

1 JUN 1982

Very truly yours

Gus B. Baker

GUS B. BAKER
8325 CEDARBRAKE
HOUSTON, TEX.
77055

HOUSTON, TX 770
PM
27 MAY
1982

Robert Morris Patriot

US Postage 13c

Mr. Kenneth Cribb
Deputy Counselor to The President
White House
Washington, D.C. 20500

Dear Mr. Cribb_ May 27, 1982

If Mark Fowler cannot or will not enforce the Fairness Doctrine - then we want our administration to fire him and put some one in this position who will take correct necessary action!

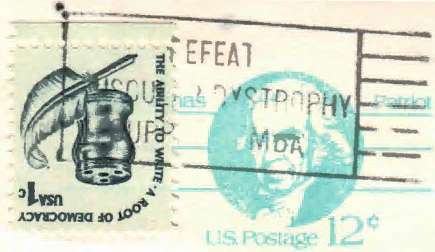
The Fairness Doctrine came into being in 1961 to benefit the Far Left - now that it's enforcement could benefit the Right - the Left wants it abolished!?

Most sincerely,

Page Higgins

1 JUN 1982

Page Higgins
314 Lee Avenue
College Station
Texas, 778-40



Kenneth Cribb
Deputy Counselor to the President
The White House
Washington, D.C.
205-00

1 JUN 1982

May 26, 1982

Sir:

We respectfully call the President's attention to enforcement of the Fairness Doctrine. Commissioner Fowler's position to repeal is extremely shortsighted, even disasterous. Radio & television stations sorely need a system of checks & balances. We disagree strongly with Mark Fowler & urge the President to advise him to start enforcing the Fairness

Doctrine instead of trying to abolish it.

Sincerely,

Mr. & Mrs. James Conway
1210 North Edgewood Road
Lake Forest, Illinois 60045

1 JUN 1982

5-23-82

Dear Sir,

First, I'd like to say that I have respect for President Reagan's current economic policies and support for prayer in school. However, I am getting increasingly upset with the news coverage on our television today, not to mention the "documentaries" that have been broadcasted lately. It is my belief that people deserve accurate and objective reporting not politically slanted opinions. Freedom of speech is precious to me and I would hate to suggest anything which would limit it. But, I feel we are talking about a different subject.

I would like to see an enforcement of the Fairness Doctrine, or something that would make the T.V. media accountable. They supply the news which people make decisions upon, and, the people have a right to "straight" reporting so please seek to act upon one-sided presentations like "Central America in Revolt" and "People Like Us." Please reply.

Thank you,

Kevin Readman

KEVIN READMAN
6157 Myrtle lane
Rockford, IL,
61108

1 JUN 1982

David W. Bareis
440 26TH STREET
SANTA MONICA, CALIFORNIA 90402

27 May 1982

Mr. Van Gordon Sauter, President
CBS News
51 W 52nd Street
New York, N.Y. 10019

Dear Sir:

The CBS TV program, entitled "People Like Us", was a grossly misleading and inaccurate report on the effects of President Reagan's plan to eliminate waste and fraud in government social programs. In addition, the fact that the law requiring continuous reviews of disability claims was passed under the Carter administration was never made clear.

This attempt to make the Reagan administration look as though they have no concern for the needy is obviously politically motivated. Your decision to reject the White House request to reply to "People Like Us" shows the need for the Federal Communications Commission to enforce the Fairness Doctrine.

Meanwhile, it is my intention to notify the sponsors of your program that I am boycotting their products.

Very truly yours,

David W. Bareis

cc: Sterling Drug
Holiday Inns
General Foods
Ralston Purina
K-Mart
American Home Products
FCC
White House ✓

11 JUN 1982

May 28.1982

Mr. Kenneth Cribb
Deputy Counselor to the President
White House
Washington D.C.

Dear Mr. Cribb;

Lately my wife and I have noticed a growing number of TV programs that slant their views toward one side of a problem and never give the alternate idea.

This is evident particularly on CBS and ABC network news.

We hope that you will keep up your efforts to support the"Fairness Doctrine"

Yours truly,

Mark E. Mooney

MARK E. MOONEY
4851 GANDY BLVD.
TAMPA, FLA.
33611

1 JUN 1982

REYNOLDS, RIDINGS & HARGIS

ATTORNEYS AT LAW

2808 FIRST NATIONAL CENTER
OKLAHOMA CITY, OKLAHOMA 73102

NORMAN E. REYNOLDS, SR. (1888-1953)
W. OTIS RIDINGS (1899-1970)
NORMAN E. REYNOLDS
V. BURNS HARGIS
JAMES W. VOGT

JAMES V. BARWICK
FRED MORGAN

PHONE
(405) 232-8131

May 28, 1982

Mr. Kenneth Cribb
Deputy Counselor to the President
White House
Washington, D. C. 20500

Dear Mr. Cribb:

I have been absolutely appalled at the grossly distorted reporting of CBS News, particularly as has been indicated in the programs they ran on Central America in revolt and the welfare program they called "People Like Us".

Who gave a license to the people who are acting as political activists under the guise of news? I understand that you are the appropriate party to write to see if they cannot be made to have a modicum of fairness introduced into their franchise to come into our homes.

If you have any suggestions as to what I could do I would appreciate them.

Sincerely yours,

Norman Reynolds

NORMAN E. REYNOLDS

NER:KK

1 JUN 1982

LAW OFFICES

WEEKS, THOMAS & LYSAUGHT

CHARTERED

14 CORPORATE WOODS - SUITE 420

8717 WEST 110TH STREET

P. O. BOX 12245

OVERLAND PARK, KANSAS 66212-0245

AREA CODE 913

642-7770

LEONARD O. THOMAS
J. D. LYSAUGHT
GEORGE MAIER, JR.
ROGER D. STANTON
JON C. CHRISTLIEB
ERVIN G. JOHNSTON
RICHARD MILLSAP
CHARLES O. THOMAS
LARRY E. BENSON
DAVID K. FROMME
DAVID L. HIGGINS
JAMES P. ZAKOURA
HOWARD L. ROSENTHAL
JOHN A. PRICE
MONTI L. BELOT
LEE M. SMITHYMAN
DONALD C. RAMSAY
WADE A. DOROTHY
JOHN D. PETERSEN
H. DAVID BARR
KAREN L. SMITH
WILLIAM J. PAPROTA
EDMUND S. GROSS
PEGGY GRANT-COBB
ROBERT E. JOHNSTON
J. DONALD LYSAUGHT, JR.

ARTHUR J. STANLEY
(1874-1967)

J. E. SCHROEDER
(1905-1967)

LEE E. WEEKS
RETIRED

WYANDOTTE COUNTY OFFICE
HOME STATE BANK BUILDING
MINNESOTA AT FIFTH
P. O. BOX 1028
KANSAS CITY, KANSAS 66117
321-7500

May 27, 1982

Mr. Kenneth Cribb
Deputy Counselor to the President
White House
Washington, D. C. 20500

Dear Mr. Cribb:

First, let me state that I am a loyal supporter of the Reagan administration and the Republican Party. I have supported the principles of our party financially and otherwise for many years.

The purpose of this letter is to request that more be done by the White House to enforce the Fairness Doctrine as the law requires of radio and video broadcasters. It is my understanding that Mark Fowler, head of the F.C.C., does not believe in enforcement of the Fairness Doctrine. I think this is ridiculous and one need only view the programming of CBS for a short time to understand the urgent need for enforcement of the Doctrine. Among the people I contact, there is almost universal belief that television programming is unfair to the conservative viewpoint and to those who believe in a strong defense for this nation. I urge you to take whatever steps you can to improve enforcement of the Fairness Doctrine, which is the law of the land.

Very truly yours,

Richard Millsap

Richard Millsap

RM:JS

1 JUN 1982

Mrs. L. B. Buterbaugh
1031 View Street
Hagerstown, Md. 21740

May 27, .982

Mr. Kenneth Cribb
Deputy Counseler to the President
White House, Washington D.C.

Dear sir,

I worked hard for the election of Pres. Regan with the justifiable expectation of some drastic changes, including the performance of F.C.C. I thought something would be done about the bias and distortions in the T.V. media, especially CBS.

Instead CBS has gotten very much worse as exemplified in their program "People Like Us" and most any of their news broadcasts. Hiring Bill Moyers as commentator with no conservative spokesman paired with him in defiance of the fairness doctrine is like a spit in the face of Pres. Reagan and all conservatives.

If the present head of the FCC is unable to discern any bias in the CBS lies, he should be fired immediately or we can expect a Democrat landslide of mammoth proportions next November.

Sincerely,

Madeline J. Buterbaugh

Mrs. L. B. Buterbaugh

1 JUN 1982

Ralph J. Till
336 Perkins Drive
Hayward, Calif. 94541

May 27, 1982

Kenneth Cribb
Deputy Counselor to the President
White House
Washington, D.C. 20500

Dear Sir:

Enclosed please find a copy of "Aim Report" dated May II 1982. This report calls attention to a few of the many lies and half-truths that CBS has presented over the airways for many years.

I believe the Fairness Doctrine should be invoked about a hundred times more often than at present in order that U.S. citizens may be more accurately informed.

For many years the news media has offered a one sided view of what they choose to present to the public with the result that much of the public is misinformed. Most of us don't believe there is any reliable source of news or opinion avialable today and that does not add up to a "well informed public" Lets try to bring about some respondability to the news media.

Yours Truly,

Ralph J. Till

Ralph J. Till

AIM REPORT

Published by ACCURACY IN MEDIA, INC.
1341 G Street, N.W., Suite 312
Washington, D.C. 20005 • Telephone: 202-783-4406

Reed Irvine, Editor

Vol. XI | May-II 1982 | No. 10

PIMPING FOR POVERTY

The leftwing magazine, Mother Jones, says in its May issue that thanks to a few outspoken journalists, "such national opinion-makers as The New York Times and CBS News have moved fitfully into opposition stances, peppering the White House with critiques of its collapsing economic program and countering State Department pronouncements with vivid dispatches from El Salvador." The two active journalists singled out by Mother Jones as leading the assault are Bill Moyers of CBS News and Raymond Bonner, Central American correspondent for The New York Times. They also included John Oakes, the retired editorial page editor of The Times, who now occasionally gets his thoughts printed on the op-ed page.

Oakes' pieces attacking President Reagan "crackle with anger," says the magazine. It adds: "The same sense of outrage is evident in the commentaries of Bill Moyers, who joined CBS Evening News last November as a news analyst and editor. Moyers has ripped to shreds the logic of the military arms buildup; suggested a connection between the assassination of Martin Luther King, Jr. and government concern over the civil rights leader's growing opposition to the Vietnam War; and shown in a brilliant report on the Alaskan natural-gas pipeline how 'the two-party system was not up for grabs—it was up for sale.' Moyers' commentary on King's birthday was particularly stunning: 'In a society dependent upon a servant class, it is dangerous to demand not only respect for equality, but action to achieve it,' he declared."

Mother Jones quoted a Swiss journalist as saying that the mass media in the United States are the only real opposition in the country, and it notes the reaction of John Oakes, who said: "I wouldn't say the media has *replaced* the opposition, but it has superseded it." All of which suggests that in the view of this mouthpiece of the left, the leaders of our opposition are Bill Moyers, Raymond Bonner, and John Oakes.

People Like Us

Having ripped to shreds the case for national defense and having done a Bonner-like analysis of Central America called "Central America in Revolt," Bill Moyers took up the charge that the Reagan administration is being beastly to the truly needy in a CBS Reports program called "People Like Us," that was aired on April 21.

The program opened with a film clip of President Reagan saying: "We will continue to fulfill the obligations that spring from our national conscience. Those who through no fault of their own must depend upon the rest of us—the poverty-stricken, the disabled, the elderly, all those with true need—can rest assured that the social safety net of programs they depend on are exempt from any cuts."

Moyers cut in, saying: "It has not worked out that way," and he then launched into three case studies of poor families that were supposed to demonstrate that Reagan had not kept his promise to maintain a safety net under the truly needy. The program was designed to jerk tears and generate anger toward Reagan. Tom Shales, television critic for The Washington Post said that this program "could mark a turning point in American public opinion toward the Reagan administration and its cavalier treatment of the poor." He said, "Though probably not intended as a direct attack on administration policies, the effect of 'People Like Us' is to alter one's image of President Reagan from that of well-meaning boob to something more along the lines of callous cad."

It is difficult to see why Mr. Shales thought the program was not intended as a direct attack on administration policies. After all, that is what is expected from a leader of the political opposition. An analysis of the program reveals that it was a singularly inaccurate attack. Mr. Moyers cannot even say that he was simply telling the truth and if that hurts the Reagan administration, he can't help it. The program was reminiscent of another CBS News special on poverty that was aired back in 1968, "Hunger in America." That documentary showed a tiny baby in a hospital in San Antonio, Texas. The viewers were told that the baby was dying on camera before their very eyes, and that the cause of death was starvation. It subsequently was revealed by a San

Antonio newspaper that the baby was filmed in the premature ward of the hospital. The baby weighed only 2 lbs., 12 ounces at birth, and it died of septicemia due to meningitis and peritonitis due to prematurity. The premature birth occurred after the mother had fallen; it had nothing to do with malnutrition. Richard Salant, then president of CBS News, eventually conceded that CBS could not even identify the baby, much less prove that it died of hunger or that it was born prematurely because of maternal malnutrition. But he implied that this was not important, since he was sure there were many babies being born prematurely in San Antonio because of maternal malnutrition. The implication was that CBS could have found such a baby if it had only searched hard enough, so why quibble if the baby filmed was only a proxy?

That spirit lives on at CBS News. It turns out that Bill Moyers found only proxies for people who had fallen through the social safety net. In two of the three cases he presented on "People Like Us" the facts were not as he represented them to be. In the third case, all that he demonstrated was that the safety net actually worked.

The Case of Larry Ham

The first case was that of Larry Ham, who quit a bakery job seven years ago and began to draw disability benefits under Social Security. Ham is a young man who suffers from cerebral palsy, which affects his walk but, as far as could be seen in the film, he has normal speech and suffers no noticeable handicap except for his abnormal walk. Despite this problem, he is quite mobile.

In 1980, under the Carter administration, Congress passed a law requiring Social Security disability claims to be reviewed periodically. This was in response to a General Accounting Office study that had estimated that as many as 20 per cent of the recipients, drawing $2 billion a year, were actually able to work and were therefore ineligible.

A medical review of Mr. Ham's case was undertaken by the Disability Determination Service of the State of Ohio in October, 1981. Based on this review, it was determined that his disability ended in October, 1981. He was informed of this decision on November 4, 1981 and was given 10 days to submit additional evidence. On December 14, 1981, he was notified that his benefits would be terminated.

Mr. Ham appealed the ruling, as he was entitled to do under the law, and his benefits were restored after the CBS program aired. In this instance, basic federal policy has not changed. There has been no change in the definition of disability since 1967. Disability benefits have always been paid only as long as the beneficiary continues to meet the requirements of the law. The Social Security Administration has always re-examined disability claims to make sure payments are made only to those who continue to be disabled. Previously, only certain cases were reviewed. In 1980, Congress passed the Social Security Disability Amendments, which require all disability claims to be reviewed periodically. The reviews were required to begin by January, 1982.

Moyers did not tell CBS viewers that the law requiring the reevaluation was passed by a Congress with a large Democratic Party majority in the Carter Administration. The fact is that no Reagan Administration policy changes caused Mr. Ham's disability review.

The Case of Carrie Dixon

Moyers showed a welfare mother crying bitterly as her daughter, Carrie Dixon, was taken from her home on a stretcher and transported to an institution, the Wisconsin Center for the Developmentally Disabled. Carrie, age 13, had been in a coma for eight months as a result of a series of strokes. She had been cared for at home, with the help of nurses who were paid for by Medicaid. According to Moyers, the Reagan administration's welfare cutbacks had led Carrie's mother to fear that Medicaid would terminate the payments for home nursing care. She had reluctantly decided to have Carrie sent off to the institution, where, Moyers said, the cost to the taxpaper would be substantially higher than the cost of home care.

According to both federal and Wisconsin authorities, there have been no changes in the provision of Medicaid home health service benefits, such as visiting nurses, in the Wisconsin program during the Reagan administration. The only reduction in services made by Wisconsin that possibly related to this case is a limit on some non-prescription drug services. This change became effective November 1, 1981. No change in Federal policy required Wisconsin to alter its drug coverage policy. Historically, drugs have been an optional state service under Medicaid. The use of the example of Carrie Dixon as an indication that the Reagan administration was, somehow, responsible for her removal from her home for the treatment is totally false. There is no Reagan administration policy or requirement preventing Carrie Dixon from being cared for at home.

According to *The Washington Post* of April 23, 1982, Joe Scislowicz, information officer for the Wisconsin Department of Health and Social Services, said that CBS had picked the wrong case.

The Post said: "Wisconsin officials said the state had recommended to Dixon's mother that she institutionalize her daughter only because they felt it was too much of a burden on the family to continue home care." CBS did not tell this to its viewers but, instead, left the false impression that the mother had reluctantly made this decision because Medicaid cuts had dictated it.

The Case of Frances Dorta

Sandwiched between these two cases which wrongly blamed the Reagan administration for (1) an action mandated by Congress before Reagan was elected, and (2) an action that was unnecessary and which CBS could easily have ascertained to be unnecessary, was the case of Frances Dorta. In this case, CBS apparently had the facts right, but they proved that the safety net was working, not that it had failed. Mrs. Dorta, a divorced mother of three, had obtained a job that paid her $600 a month in September 1981. She had been receiving welfare payments for her children since 1973,

but those payments were terminated by the state of New Jersey in October, 1981, because her salary exceeded the state's need standard by 150 percent. Having lost her welfare benefits, Mrs. Dorta also became ineligible for Medicaid.

This presented a problem, because one of her children required an operation. In order to get the operation under Medicaid, Mrs. Dorta quit her job in January 1982 and went back on welfare. She received welfare payments and food stamps totaling $583 a month, only $17 a month less than she was earning at her job. Her net income on welfare was actually higher than her earnings, since she had no deductions for taxes or transportation expenses. Her son had the operation under Medicaid, and Mrs. Dorta is free to go back to work if she chooses to do so and can find a job. Moyers, who had said that he was going to show that Reagan was wrong when he said that the truly needy would not be hurt by his budget cuts, had presented a case where the safety net had worked.

Moyers therefore shifted his argument away from proving that the poor were being squeezed to showing that the Reagan program was discouraging people like Mrs. Dorta from getting off welfare both because they could get nearly as much on welfare as they could earn from low-paying jobs and because they lost their Medicaid eligibility. That is not a new problem that has suddenly emerged with the Reagan administration. It is the states, not the federal government, that set the standard of need for individuals applying for welfare benefits. Legislation passed in October 1981 decreed that welfare benefits from federal funds could not be paid if income was over 150 percent of the standard of need set by the state. Twenty-one states have raised their standard of need since that act was passed. New Jersey, where Mrs. Dorta lived, had not done so. The states can also establish programs to provide Medicaid benefits to low income families that do not qualify for federally funded welfare payments. Thirty-three states have done so. Again, New Jersey is not one of them. Mr. Moyers might better have directed his criticisms at the state of New Jersey rather than at the Reagan administration, but in any case, this example was not relevant to the charge that he had set out to prove.

The Opposition in Control

The White House was upset about the Moyers' program even before it aired. White House Communications Director David Gergen pointed out that Moyers had made no effort to include in the program an administration spokesman, nor had he asked the administration for any comment on the serious charges he was making. After the program aired, Gergen asked the president of CBS News, Van Gordon Sauter, to make available a half hour of time on the network to permit the administration to air a reply to the Moyers' program. Mr. Sauter refused that request, saying that CBS News had in the past and would in the future air administration points of view. They would not give the administration time to reply specifically to the Moyers' program.

This arrogant response is exactly what one would expect from an organization that behaves as if it were part of the political opposition to the administration. The preparation of the program with misleading cases and ignoral of contrasting viewpoints marked it from the beginning as a political statement, not an objective news story. Moyers told one interviewer that he didn't think it was any more appropriate to seek out the administration viewpoint to include in the program than it would be to ask a murderer, caught in the act, for his side of the story. Bill Moyers perhaps forgot momentarily that even murderers are permitted to plead not guilty and to offer a defense. Moyers and CBS News see no need to extend that privilege to the President. As they did with General Westmoreland and so many others, they found him guilty on the basis of the evidence they assembled. They don't want to spoil their case by acknowledging the existence of conflicting evidence.

It would have spoiled Moyers' program to have included the facts about safety net spending that were given to the press by Dr. Robert Rubin, Assistant Secretary for Planning and Evaluation at the Department of Health and Human Services. Dr. Rubin stated: "Safety net spending under President Reagan is not going down, but is going up—both in actual dollars and as a percentage of the federal budget. Spending on safety net programs was 37% of the total budget in 1981 and will climb to 39% in 1984. At the Department of HHS alone, our proposed Fiscal Year 1983 budget contains an *increase* of $20 billion, or eight per cent—from $253.9 billion to $274.2 billion."

Hoist By Its Own Petard

It is doubtful that CBS would have been quite so cavalier in using its powerful facilities to perform this hatchet job on the President if this administration had shown any disposition to enforce the Fairness Doctrine. This is a legal requirement that broadcasters who permit controversial issues of public importance to be discussed over their facilities provide a reasonable opportunity for all points of view to be heard.

Unfortunately for President Reagan, the man he appointed to head the Federal Communications Commission, Mark Fowler, believes that this simple requirement of fairness is unduly burdensome to those who have been given the privilege of operating radio and television stations. Fowler and a majority of his fellow commissioners have asked Congress to repeal this provision of the law. They want broadcasters to have the very same rights to be partisan, unfair, deceptive and even pornographic that newspapers, magazines, and movie producers now enjoy. While Mr. Fowler has said that he will uphold the Fairness Doctrine as long as it is on the books, his staff has already rejected an Accuracy in Media complaint against CBS over their persistently one-sided presentations of the charge that the FBI smeared the late Jean Seberg, causing her grievous emotional damage. Despite the fact that this story has done serious damage to the reputation of the FBI and has generated hundreds of newspaper and magazine articles and radio and television broadcasts, the FCC staff said that AIM had failed to demonstrate that the matter was either of public importance or controversial.

AIM will endeavor to demonstrate to the FCC that it is both important and controversial. We have also written to CBS to lay the groundwork for a Fairness Doctrine complaint about "People Like Us." CBS is obviously counting on Mr. Fowler's staff to find some excuse to reject any effort to require that they allow the White House to tell its side of the story. Perhaps the President, having seen at close range how unfair and destructive a tool television can be in the hands of an unprincipled politician posing as a journalist, will advise Mark Fowler that the time has come to start enforcing the Fairness Doctrine instead of spending his time trying to abolish it.

What You Can Do

1. We will list the sponsors of "People Like Us" in the Notes from the Editor's Cuff. Write to as many of them as you can.

2. Write to the White House giving your views on enforcement and preservation of the Fairness Doctrine. Direct your letter to Kenneth Cribb, Deputy Counselor to the President, White House, Washington, D.C. 20500.

THE SAME REFRAIN AT NEWSWEEK

The theme that Reagan's safety net is not saving the truly needy from catastrophe was also sounded in the April 5 issue of Newsweek, which ran a lengthy cover story on the state of the poor in "Reagan's polarized America." Newsweek informed its readers that "many Americans" believe that "the supply-side bias of Reaganomics threatens to pull the social safety net out from under the poor." According to Newsweek, these unidentified pessimists fear that "the Reagan cuts in social spending will push millions below the official poverty line," while at the same time, "Reagan's programs to spur investment and production promise to make the rich wealthier than ever." "So far," says Newsweek, "there is little question that the needy have borne the brunt of Reagan's budget cuts." The theme is repeated: "Ultimately the issue is political morality—whether it is right, in the end, to increase the burden on the poor and near poor even temporarily so that the nation can regain its economic momentum. And there is no doubt that Reaganomics increases the burden."

Milton Friedman's Rebuttal

The noted economist, Milton Friedman, said in his column in the April 19 issue of Newsweek: "During sixteen years of fruitful association with Newsweek, only one other story has disturbed me as much as Newsweek's cover story, 'Reagan's America: And the Poor get Poorer.' The story gives a most misleading impression of the source and extent of poverty, and of the likely effects of the tax and budget measures enacted in 1981."

Friedman singles out four of the many statements in the article that could be criticized. He points out (1) that a high percentage of "poverty money" never reaches the poor, (2) that the percentage of people below the official poverty line is highly exaggerated, (3) that the number classified as poor has risen along with rising prosperity and growing welfare-state spending, and (4) that the Reagan tax cuts that supposedly benefit the rich simply prevent an unlegislated tax increase caused by inflation or offset the legislated increase in social security taxes.

What the lengthy Newsweek article ignored, according to Friedman, was the fact that the poverty programs have been terribly expensive, placing an enormous burden on the productive members of society, and much of the money consumed has not gone to the poor but to the "poverty industry"—the well-paid civil servants, consultants and businessmen who administer or exploit the loosely audited poverty programs. Newsweek conceded that there had been much fraud and mismanagement in the poverty programs. It even acknowledged that by some estimates only a dime of every dollar spent on the war on poverty actually reached the poor directly. But the overwhelming thrust of the story was that Reagan is an ogre for trying to tighten up.

While it repeated charges that the safety net was not working, Newsweek did no better than Bill Moyers in finding examples to prove its point. Of the half dozen individual or family examples of poor people cited in the article, not one indicated that the safety net had failed to perform as Reagan had promised.

Emotional Truth

In defending Bill Moyers' "People Like Us" against the criticism that it was seriously flawed by misrepresentation of the facts, Tom Shales of The Washington Post said "I think there is such a thing as an emotional truth." In the context of the discussion "emotional truth" appears to refer to anything that carries a strong emotional appeal even if it is false or distorted. Shales said that TV, unlike newspapers, appeals to the emotions. However, the Newsweek story also resorted to "emotional truth."

The theme was that Reagan is benefiting the "very rich" at the expense of the very poor. Friedman commented: "It is a curious 'benefit' to the 'very rich' to refrain from raising still higher tax burdens that are already at a 'historic' high for peacetime... Treating hoary cliches as received truths does not promote a reasoned and balanced public discussion of the measures that are needed to get at the roots of poverty rather than simply at the symptoms—and at the same time eliminate the poverty industry."

AIM REPORT is published twice monthly by Accuracy In Media, Inc., 1341 G Street, N.W., Washington, D.C. 20005, and is free to AIM members. Dues and contributions to AIM are tax deductible. The AIM Report is mailed 3rd class to those whose contribution is at least $15 a year and 1st class to those contributing $30 a year or more. Non-members subscriptions are $35 (1st class mail).

NOTES FROM THE EDITOR'S CUFF

By Reed Irvine

AIM Report

May-II 1982

IN THE APRIL-I AIM REPORT WE PUBLISHED A LIST OF THE COMPANIES WHOSE COMMERCIALS had been aired in the commercial breaks in the CBS documentary, "Central America in Revolt." We listed 15 different companies. We have received letters from Getty Oil Company and Big Boy Restaurants of America, which is owned by the Marriott Corporation, stating that they did not "sponsor" the program. Hank Londean, Corporate Public Affairs Manager of Getty, informs us that the commercial we saw ran only in Washington,D.C., Kansas City, and Denver. He writes: "This local commercial time was acquired on a single spot basis and was part of a larger local media schedule." The commercial was an opinion ad, the type of ad that the networks have frequently refused to carry. Mr. Londean says: "Getty plans to continue advocating its views and we are not reluctant to enter the marketplace of ideas where others may have opinions differing from our own. We will continue to place commercials during, or adjacent to, news and public affairs programming so that our message will reach what we consider to be thoughtful television viewers." I can't quarrel with that strategy, and certainly it did not help CBS finance the objectionable documentary. We hereby apologize to Getty and ask that you strike them from the list of sponsors of that program.

WE ALSO HEARD FROM ELMO L. GEOGHEGAN OF BIG BOY RESTAURANTS. MR. GEOGHEGAN DENIES that they sponsored the program, saying that it is possible that a local station could have run one of their commercials. So our apologies to Bob's Big Boy. Strike them from the list also.

MR. FREDERICK H. COOK, PRESIDENT OF PUROLATOR, INC., WRITES TO DENY THAT THEY sponsored the program, but their situation is a little different. Mr. Cook says that some months ago they purchased five prime TV spots from CBS and were given a sixth spot free, with that spot to be used at a time chosen by CBS. Mr. Cook says that CBS chose to put it on with "Central America in Revolt," without the knowledge of Purolator. He says: "We regret that the spot commercial was used during such a controversial program and any distress it may have caused friends of our company." Mr. Cook says their commercial was run "as one of sixteen participating advertisers." We only counted 15, including the two above that deny having been national sponsors. Evidently we missed some others.

THE MOST INTERESTING LETTER OF ALL WAS WRITTEN BY MR. CHRISTOPHER BROWNE, SENIOR Vice President of Holiday Inns. Mr. Browne writes: "Please let me assure you that we are very concerned regarding our advertising presence on 'Central America in Revolt.' Had we known what the content of this show was prior to airing, we would not have participated as a sponsor. By content, I mean the slant that CBS chose to take on the programming, not the subject matter."

WE HAVE LEARNED SOME IMPORTANT LESSONS FROM THIS EXPERIENCE. THE FIRST IS THAT WE must check to make sure that the commercials we see on a program have been purchased from the network, not the local station. Unfortunately, CBS refused to provide us with this information, making it necessary to check with each advertiser, which can be quite time-consuming and costly. The second lesson is that with your help we can generate enough letters to cause the advertisers to sit up and take notice. The letter from Holiday Inns was most encouraging. But the letters from the other three companies seeking to disassociate themselves from the program helped prove the effectiveness of your letters.

HAVING LEARNED THESE LESSONS, WE INTEND TO FOCUS ON SPONSORS A LOT MORE IN THE FUTURE. We have identified and checked six sponsors of the Bill Moyers' documentary, "People Like Us," which is discussed in this issue of the AIM Report. We urge that you write to them. Here is the list and the products they advertised.

W. Clark Wescoe, Chairman
Sterling Drug Inc.
90 Park Avenue
New York, N. Y. 10016
Bayer Aspirin, Perk Wax, Love My Carpet, Lysol

James Ferguson, Chairman
General Foods Corp.
250 North St.
White Plains, N. Y. 10625
Jell-o, Sanka, Cool Whip, Stove Top Stuffing

Bernard Fauber, Chairman
K-Mart Corporation
3100 W. Big Beaver
Troy, MI 48084
K-Mart stores

Christopher C. Browne, Sr. V.P.
Holiday Inns, Inc.
3796 Lamar Ave.
Memphis, TN 38195

R. Hal Dean, Chairman
Ralston Purina Co.
835 So. 8th St.
St. Louis, MO 63102
Chex cereals

John W. Culligan, Chairman
American Home Products Corp.
685 Third Ave.
New York, N. Y. 10017
Easy Off Oven Cleaner

NOTE THAT HOLIDAY INNS SPONSORED "PEOPLE LIKE US" DESPITE MR. BROWNE'S LETTER saying they would not have sponsored "Central America in Revolt" had they been aware of the content. "People Like Us" was just as distorted as "Central America in Revolt." I wonder if anyone at Holiday Inns made any effort to check the content of this documentary before they agreed to help sponsor it. Also note that both Sterling Drug and American Home Products helped sponsor "Central America in Revolt" as well as "People Like Us." It would take the rest of this page to list all the products they market. Here are some of them. American Home Products: Chef Boy-Ar-Dee products, Gulden's mustard, Jiffy-Pop popcorn, Aero Wax, Griffin Shoe Wax, Pam non-stick, Wizard deodorizers, Woolite, Anacin, Dristan, EKCO Products. Sterling Drug: Phillips Milk of Magnesia, Wet Ones, Dorothy Gray and Givenchy cosmetics, Midol, Campho-Phenique, Mop & Glo.

WE HAVE REPORTED TO YOU SEVERAL TIMES ON THE STORY THE NEW YORK TIMES RAN LAST January 11, charging that American military advisers in El Salvador had observed a torture training session without taking any action. The Times still has not told its readers that the El Salvadoran army deserter who was the sole source of this story had actually told a group of Americans last October that the Americans were teaching the torture session. However, finally on April 20, The Times published a 17-column-inch story on page 7 reporting that the Inspector General of the U. S. Army had investigated the charge and had found the account untrue. All 20 military advisers who were in El Salvador at the time the alleged incident took place were questioned. All had denied observing the incidents alleged in the Raymond Bonner story or any other acts of atrocity during their tours of duty in El Salvador. Col. Eldon L. Cummings, who commanded the U. S. Military Group in El Salvador, told The Times: "At no time during the entire period that I was in El Salvador, 15 months, did anyone of the military who were under my command ever inform me of any such incident. United States soldiers just don't sit there or stand there and watch something of that nature occurring without either trying to prevent it or, if they can't, informing their superiors afterward." Col. Cummings also cited three discrepancies in the story told by the deserter. Contrary to what the deserter said, no Americans in El Salvador wore camouflage fatigues or green berets. The Americans dressed to minimize their visibility. The officers wore civilian clothes, and the two helicopter instructors and the 12-man maintenance team wore zip-up jump suits. The deserter had said he was in a paratroop unit that was to be trained by two American advisers. Col. Cummings said no American trainers ever worked with the paratroop unit in El Salvador.

CAN YOU HELP US GET MORE SPEAKING ENGAGEMENTS? THE ALLIED EDUCATIONAL FOUNDATION has increased the grant to fund our Speakers Bureau, and we want to double our speaking activity this year. We have some 20 speakers available. We will provide them FREE, all expenses paid, for any group of reasonable size. Write or call for a brochure listing all the available speakers. Call 202-783-4406. Ask for Lisa Hill.

1 JUN 1982

May 27, 1982

Mr. Kenneth Cribb
Deputy Counselor to the President
The White House
Washington, D. C.   20500

Dear Mr. Cribb,

I am writing to ask that you enforce the Fairness Doctrine regarding the CBS documentary, "People Like Us," since it is a legal requirement that broadcasters who permit controversial issues of public importance to be discussed over their facilities provide a reasonable opportunity for all points of view to be heard.

The presentation of three cases was biased and did not give correct facts. Two of the cases were not as represented, and the third demonstrated that the safety net actually worked. The preparation of the program with misleading cases and the ignoring of contrasting viewpoints marked it from the beginning as a political statement, not an objective news story.

It is ominous that Mark Fowler, who heads the Federal Communications Commission, believes this simple requirement of fairness is unduly burdensome to those who have been given the privilege of operating radio and television stations, and has asked Congress, along with a majority of his fellow commissioners, to repeal this provision of the law.

It is disconcerting that no effort was made to include in the program an administration spokesman, nor that the administration was asked for any comment on the serious charges made. Mr. Gergen is to commended that he requested of the CBS News president, Mr. Van Gordon Sauter, a half hour of time on the network to permit the administration to air a reply to the program. In spite of the Fairness Doctrine, Mr. Sauter refused that request and would not give the administration time to reply specifically to the program.

As a concerned American, fearful of the use of the TV networks to influence and brainwash the American public, I am asking that you utilize the Fairness Doctrine and demand that equal time be given for a presentation of the truth and accurate facts by the administration.

Thank you for your consideration of this letter.

Sincerely,

Lucille Bieger

(Mrs.) Lucille Bieger
458 East 4th Street
Russell, Kansas 67665

Dear Mr. Reagan: 2 JUN 1982

What's with this guy Mark Fowler who is collaborating so generously with our subversive media moguls. Is this the way for him to administer the Fairness Doctrine? Isn't it bad enough that with the help of people like him our leftist have a strangle hold on our major networks.?

Sr. Citizen

JACKSONVILLE, FL 322
PM
27 MAY
1982

Robert Morris Patriot
NATIONAL
CHILDREN'S

U.S. Postage 13¢

Mr. Ronald Reagan
C/o Mr. Kenneth Cribb
Deputy Counselor
White House
Wash, D.C. 20500

HARTFORD, CT 061
PM
3 MAY
1982

Pause For The Pledge

2 JUN 1982

MAJOR REGINALD SHINN

6247 Wasatch Way

Sacramento, California 95842

30 May 1982

Mr. Kenneth Cribb, Deputy Counsler
The White House
Washington, D. D. 20500

Dear Mr. Cribb:

I watched the CBS Reports program, "People like Us" with Bill Moyers.

Unfortunately, I believed him until I read the AIM REPORT of May 1982 II. #10.

I am very disgusted with Bill Moyers and the CBS Reports, and would hope that an equal time program be initiated so that the viewing public can get to the truth.

Thank you,

Reg Shinn

3 JUN 1982

WILLIAM BRADNER
1655 WALNUT AVE.
WINTER PARK, FLORIDA 32789

MAY 31, 1982

DEAR MR. CRIBB,

IT IS UNFORTUNATE THAT A MAJORITY OF AMERICANS BELIEVE THAT WHAT THEY HEAR ON RADIO AND TV IS TRUE.

A GREAT DEAL THAT IS BROADCAST IS PARTIALLY OR TOTALLY FALSE, AND USUALLY THE FALSE REPORTS HAVE THE SPECIFIC INTENTION OF SMEARING THE FBI, THE CIA, OUR DEFENSES AGAINST NUCLEAR ATTACK, MR REAGAN'S CHARACTER, OR DEMOCRACY AS A WAY OF LIFE.

THE FAIRNESS DOCTRINE, WHICH PROVIDES THAT WHEN SUCH ANTI-AMERICAN MATERIAL IS PRESENTED, EQUAL TIME BE PROVIDED FOR REBUTTAL, IS NOT BEING ENFORCED OR IMPLEMENTED.

LACK OF ENFORCEMENT OF THE FAIRNESS DOCTRINE IS A SERIOUS DISSERVICE TO THE PUBLIC.

I FEEL THAT THIS DOCTRINE SHOULD BE PRESERVED AND ENFORCED,

AND THAT RADIO AND TV PEOPLE BE MADE RESPONSIBLE FOR THE MATERIAL THEY PRESENT TO THE PUBLIC.

SINCERELY,

William Bradshaw

3 JUN 1982

N. E. BILL MILLER
222 SEVENTH STREET, NW
WINTER HAVEN, FLORIDA 33880

May 31, 1982

Mr. Kenneth Cribb
Deputy Counselor to the President
White House
Washington, D.C.

Dear Mr. Cribb:

The indifference that CBS has been showing to the rights of those who don't agree with it certainly points up the urgency not only of keeping the Fairness Doctrine on the books, but also of having it firmly enforced. I am not at all sure Mr. Fowler and his associates on the FCC can be counted on to support these goals, and I am very hopeful President Reagan will do what is necessary to "shake them up."

Sincerely yours,

Bill Miller

3 JUN 1982

Lewis E. Lloyd
619 Hillcrest
Midland, Mich.
48640

President Ronald Reagan,
The White House
Washington D. C.

Mr. President,

I am appalled at the distortion, misrepresentations, and outright falsehoods in a recent special report by CBS, called "People Like Us". It was a direct attack on the Presidential program to bring some sanity back into the U.S. fiscal affairs.

Thomas Jefferson supported public education on the basis that democracy can effectively work only when there is an informed citizenry. A free press is a part of this educational process; but only if freedom is balanced by responsibility.

For the sake of truth and honesty, you should insist on a prime-time, direct rebutal to the highly slanted CBS presentation. In fact, you should start a law suit against them in bahalf of the citizens on the basis of slander against the highest office on the land.

Sincerely,

Lewis E. Lloyd

4 JUN 1982

1 June 82

Dear Mr. Cribb:

The Fairness Doctrine must be enforced.

Loyal-alert Americans refuse to let CBS get away with such false propaganda as Bill Moyers' "People Like Us" program on CBS.

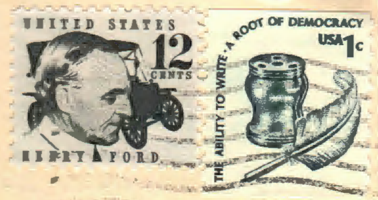
If FCC Chairman Mark Fowler will not proceed against CBS and Moyers, then we request that he be replaced by a chairman who will enforce the law and execute his duties.

Sincerely,

W.D. Leet

WILLIAM D. LEET
1304 E. 48TH STREET
TEXARKANA, ARKANSAS 75502

TEXARKANA, AR-TX 755
PM
1 JUN



Mr. Kenneth Cribb
Deputy Counselor to
the President
White House
Washington, D.C. 20500

4 JUN 1982

5/29/82

Dear Mr. Cribb:

I am disturbed at the false charges raised against the Reagan administration by the broadcasting industry, eg. the CBS program "People Like Us." The Fairness Doctrine must be enforced against this kind of shoddy journalism.

Sincerely,

John Pinedo

John Pinedo
21 N Wynden
Houston, Texas 77056

HOUSTON, TX 770
PM
2 JUN
1992

Robert Morris Patriot
MORE WILL LIVE
THE MORE YOU GIVE
HEART FUND
US Domestic Rate

Kenneth Cribb
Deputy Counselor to the President
White House
Washington D.C. 20500