



Information

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51W52/35

*Karen*

April 13, 1970

WCBS-TV TO OBSERVE "EARTH WEEK" IN SERIES  
OF EDITORIALS AND SPECIAL NEWS REPORTS

WCBS-TV's continuing coverage of the growing problem of man-made encroachment on our environment will deal extensively with Earth Week in a series of editorials, special news reports, an "Eye on New York" broadcast and public service announcements, during the week beginning Sunday, April 19.

That evening at 6:30-7:00 PM, "Eye On New York" will present a special report on several industrial plants in New Jersey whose effluence contributes to metropolitan New York's pollution.

Beginning Monday, April 20, a series of four special reports, "The Domsday Dilemma," in which WCBS-TV News Science Editor Earl Ubell and Arts Editor Leonard Harris investigate the effects of air, water and earth pollution on our ecology, will be presented on THE SIX O'CLOCK REPORT and THE ELEVEN O'CLOCK REPORT.

Also on that day, the first in a series of eleven WCBS-TV editorials, dealing with garbage in the streets, the filth in our subways, etc., will be broadcast. Editorials are presented at the conclusion of THE SIX O'CLOCK REPORT and THE ELEVEN O'CLOCK REPORT.

During "Earth Week," WCBS-TV will also broadcast a number of public service announcements, some of which are produced by the station and others supplied by government agencies and private organizations concerned with our environment.



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*Wow!  
What  
foresight!*

WCBS-TV recognized the dangers of pollution as early as 1964 when it broadcast, in September of that year, a half-hour documentary titled, "Something in the Air." In October of 1965 the station presented "Forgotten River," a documentary on the pollution of the Hudson, which won an Ohio State Award.

A WCBS-TV editorial on air pollution was broadcast as early as December of 1964 and, only last year, the station presented a special series of 24 editorials on our environment.

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# CBS RAD

NETWORK  
SPECIAL BROADCAST

April 13, 1970

WIDESPREAD EXPRESSIONS OF PUBLIC CONCERN  
FOR ENVIRONMENT TO BE COVERED BY CBS NEWS

April 22 "Earth Day" Activities to be Reported on CBS Radio

Four CBS News Special broadcasts, titled "Earth Day, 1970," will be highlighted on the CBS Radio Network during the extensive coverage of "Earth Day," Wednesday, April 22 -- the day designated for nationwide expressions of public concern for our surroundings.

CBS News Correspondent Reid Collins will anchor the four broadcasts on CBS Radio, which will be heard at 12:35-12:40 PM; 2:35-2:40 PM; 5:35-5:40 PM; and 7:35-7:45 PM.

(Editor: All times are EST. Please consult the CBS Radio Network station in your area for time of broadcast).

"Earth Day, 1970," will report from many parts of the nation -- the cities, the countryside, and some of the hundreds of campuses where public walks, teach-ins and mass clean-ups, among other activities, are expected to occur.

As developments warrant, News-on-the-Hour broadcasts will deal with these events while all other CBS News broadcasts on



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this historic day will be devoted to various aspects of the environmental pollution issue, from "First Line Report" to "The Minority Report."

To further commemorate "Earth Day," Senator Howard Baker, Jr. (R., Tenn.), will be the guest on the Wednesday, April 22, "Capitol Cloakroom" (3:35-4:00 PM) broadcast on CBS Radio. Baker is co-author with Senator Edmund Muskie (D., Me.) of the "National Environmental Laboratory Act of 1970" which was introduced in the Senate this past February.

Senator Baker is a member of the Public Works Sub-committee on Air and Water Pollution, of which Senator Muskie is chairman, and is a member of the Commerce Sub-committee on Energy, Natural Resources and Environment. He will be interviewed by three CBS News Correspondents, to be announced.

On Tuesday, April 21, the eve of "Earth Day," an abridged version of the documentary "Spaceship Earth," which was presented last year as one edition of the award-winning "News Journal" series, will be heard from 7:35-7:50 PM. Anchorman is CBS News Correspondent Charles Kuralt.

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