

memorandum

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TO: John Felton, Ed Waglin

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FROM: Linda O'Bryon

SUBJECT: Business News Program Concept

DATE: 10/27/78

Concept: A daily comprehensive news program focusing on the economy: featuring a stock market report; world, national and local news affecting the economy; and features on business trends, finance, insurance, real estate, taxes and other money matters

The program will incorporate two important facets: timeliness and interest... presenting the financial news of the day in a concise, informative manner. The format will also include features for a more in-depth look at economic trends and what the news of the day means to the individual.

The program is aimed at an audience of people in business, the professions, government, labor, the academic community who are well-versed in the market and economy, but will be of interest to the housewife, retired persons and workers concerned about the economy and its direct effect on their pocketbook power.

It will be important to establish a balance by appealing to businessmen and small investors who have sophisticated knowledge of the economy as well as the consumer who is also vitally concerned with inflation, taxes and insurance.

The format would include three main elements: news of the day - supplemented with film and/or slides and graphics; stock report with slides and graphics; and a third segment of packaged film or taped reports or studio interview. We would hope the program would also include regular segments on specific days of the week. An example would be a weekly marketbasket comparison from three or four grocery stores or a report on housing costs, changes in tax laws or other consumer issues. Another regular feature would be commentaries by experts in business, for example, Carter Randall.

The news of the day segment would go beyond headlines by occasionally including a film or tape report aired the same day of a breaking story... coverage of press conferences, meetings and interviews of economic interest. As an example, following President Carter's anti-inflation speech we would tape interviews in the field from leaders in business, government and labor for their reaction.

The filmed/taped packaged material would deal with subjects such as: Miami as an international center, South Florida's housing industry, airline deregulation and the new low fares, occasional profiles of leading businessmen, new businesses locating in South Florida, a look at the declining dollar and what that means to the consumer and investor.

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In addition, we could provide mini-series on estate planning, capital gains, insurance, investments, and taxes. These would present not only the problems of inflation and unemployment - but provide an insight to individual financial planning