

TV Time - *Get in touch with Nancy.*

PROPOSED: A regularly scheduled series of television programs produced to effect access and communication between U.S. Senator Paul Tsongas and his constituents.

Most of the programs would air statewide on a delayed tape network, and on an even larger radio network.

FORMATS: (a mix of several possibilities)

- 1.) Paul Tsongas would be the host - interviewer on 10 programs taped in the Washington congressional studio. The guests would be national figures who are in the process or who have done things that affect Massachusetts. 30 minute programs.
- 2.) Paul Tsongas will host and will invite a different member of the Massachusetts congressional delegation to co-host . There will be 12 thirty minute programs to air statewide. Guests will normally be Massachusetts state or federal officers. Nine programs will be taped in Boston studios, two in Springfield, and one in New Bedford. (Maybe one of the nine programs would be taped in Worcester).
- 3.) Four regionally televised "annual reports". These would be one hour specials where Senator Tsongas is questioned by a panel of regional newspeople and plain citizens during the first half hour, and then open phones for constituent calls during the second half.

These 26 programs would give us the benefit of regularly scheduled time periods on the TV and radio stations.

EXECUTION: Senator Tsongas would choose the subject matter and guests.

A producer would clear time and production facilities with each producing TV station and would get the programs aired on as many TV stations and radio stations in the state as possible. The producer would also supervise each production, making them effective communication entities.

*Ed King: 445: Rm 18:
Basement: State House:*

The programs should be topical, newsworthy and at times even controversial. Thus the Tsongas press staff should make transcripts and/or press releases available.

The Tsongas staff would also have to handle all the concomitant effects that come with a pervasive use of television, such as a lot of mail, phone calls, press information etc.

COST: The only major cost would be for a producer to work about 7 or 8 days a month on the programs.

The producer should be able to get all production costs (both in Washington and in the state) picked up by the stations. The producer should be able to get all television and radio stations to tape the program off the air and then rebroadcast at their convenience during the 2 week period.

The only other potential cost that can be foreseen is to make a videotape dub of each program for the New Bedford TV station which may not be able to receive a picture off the air from a Boston TV station.

MISCELLANEOUS: The use of television and radio that I am suggesting is unprecedented in the state but I am convinced it can be carried off.

When talking about accessibility or visibility we must also talk about the innovative use of television -- which is one of the most effective and efficient means of bringing them about.

I also like having Senator Tsongas assume the host - interviewer role. I feel that he can ask far more insightful questions than any news person I know.

If we do our job right, this program should be quoted in newspapers and become a major media force.