

**T. Harry Williams Center for Oral History Collection**

**ABSTRACT**

**INTERVIEWEE NAME:** Elmer Lowrer

**COLLECTION:** 4700.0037

**IDENTIFICATION:** [1913- 2011], President of ABC News Department, 1963-1974, and ABC Corporate Vice President, 1974-1978

**INTERVIEWERS:** David Culbert and John Hilbert

**SERIES:** Political

**INTERVIEW DATE:** September 11, 1980

**FOCUS DATES:** 1952-1978

**ABSTRACT:**

**Tape 46**

Relationship with David Douglas Duncan; Duncan goes to Vietnam for *Life* and ABC in 1968; "Scope," ABC's weekly program about the Vietnam war; ABC's small viewing audience in 1968; Duncan covers the Republican National Convention in 1968; coverage of General Loan's execution of a Viet Cong sympathizer; the issue of showing blood on the news; debates between Kennedy and Nixon in 1960; coverage of debates as public service by the networks; says first debate gave Kennedy momentum; Kennedy's handling of the concern about his Catholicism and how he attracted the black vote; Pete Edson breaks the story that lead to the "Checkers" speech; campaign commercials in 1952 election; retires in 1978; Nixon administration's attack on news media; Agnew accuses ABC of being unfair in 1969, bringing ABC forty-thousand letters, most of them unfavorable to ABC, and how ABC dealt with the disapproval; past presidential administrations' use of television; believes Watergate restores public faith in television news; building ABC into a professional news-gathering organization

**TAPES:** 1 (T46)

**TOTAL PLAYING TIME:** 50 minutes

**# PAGES TRANSCRIPT:** 22 pages

**ADDITIONAL MATERIALS:** None

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