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LOS ANGELES AREA CHAMBER OF COMMERCE
404 SOUTH BIXEL STREET • LOS ANGELES, CALIFORNIA 90017 • (213) 629-0711

August 13, 1977

TO: ✓MATTHEW PORTZ
KEN DELANEY
MIKE COLTON

FROM: JACKIE JOHNS

Report on Coverage - Aerospace Luncheon August 12, 1977

We had excellent response, as we expected, to the press conference for Admiral Stansfield Turner. Following were there:

TV	RADIO	NEWSPAPERS
CBS NETWORK TV	CBS NETWORK RADIO	ASSOCIATED PRESS
KNXT - 2	KFWB	LOS ANGELES TIMES
KNBC- 4	KNX	LOS ANGELES HERALD EXAMINER
KTLA - 5	KIIS	VALLEY NEWS/GREEN SHEET
KABC - 7	KPOL	
KHJ - 9	KCBQ	
KTTV - 11	RADIO NEWS WEST	
KCOP - 13		
KMEX - 34		

The public relations was excellent with the media, showing the Chamber as a source of high level news, but I would recommend that in future we have a Chamber identification shield or banner that we can use during the press conference.

I monitored all the TV channels the night of the 12th, and none of them mentioned what Admiral Turner was in town for...they all did good spots on him, but didn't mention the Chamber.

KNBC-4 did use the luncheon coverage instead of the press conference, and Paul Sullivan was much in evidence, though not identified. Reporter Heidi Schulman referred to it as his speech before a "group of Los Angeles business leaders" -- again no mention of the Chamber.

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