HILL AND KNOWLTON, INC.

Environmental Health Unit Memorandum

September 23, 1970

NADER OBTAINS NATIONWIDE TV FORUM

FOR ATTACKS ON INDUSTRY & GOVERNMENT

Ralph Nader and his band of young "Raiders" have been granted a coast-to-coast television series to air some of the charges with which they have captured so much print space.

St. Louis CHANNEL 9

WGBH in Boston announced that Nader will host a series of eight half-hour shows this fall to be carried by the 198-station Public Broadcasting System network. WGBH is producing The Nader Report. It is supported by grants from the Corporation for Public Broadcasting and the Ford Foundation.

WGBH's announcement indicates a continuing appeal to the sensationalism which has marked Nader's past activities. It describes the program as a series of "investigations into the causes and effects of deceptive television advertising, water and air pollution, pesticides, food additives, and the unhealthy relationship between industry and federal regulatory agencies."

The series will begin Wednesday, October 7, at 9:30 p.m., and will continue for the following seven Wednesdays. WGBH says Nader's investigators have "spent the summer cutting through red tape in an effort to confront those organizations responsible for polluting our environment and deceiving the consumer. The 'Raiders' have not spared anyone; they believe in asking tough questions, getting to the core of the matter at hand, and naming names."

Scheduled for the first four half-hour periods:

1. October 7 -- ADS THAT LIE: "takes a hard look at advertising that deceives the public. Names are named and the show contains a montage of ads that are deceptive."

2. October 14 -- ADVERTISING GIVES YOUR MOUTH SEX APPEAL: "how much more do products cost because of advertising? How do children react to television commercials? Why are ads insulting -- especially to women? Are enzymes actually harmful to your health?"

3. October 21 -- FOOD ADDITIVES: "attacks the food industry and the Federal (sic) Drug Administration for allowing the consumer to be victimized by 'processed' foods."

4. October 28 -- PESTICIDES: "examines the use and abuse of chemical pesticides through their manufacture, application and ultimate consumption at the dinner table."

WGBH says other programs are in the works on water pollution in Savannah, Ga., action on air pollution by local groups in West Virginia, and the "growth of public interest law firms, one of which is being organized by Nader himself."

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