

Une histoire économique de la purge rurale de CBS

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***LA PURGE RURALE EN QUELQUES
CHIFFRES***

The Year CBS Killed Everything With A Tree In It



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Saison 1969-70 - CBS

- *The Jackie Gleason Show* (1950-70)
- *The Original Amateur Hour* (1947-70)
- *The Red Skelton Show* (1951-70)
- *Petticoat Junction* (1963-70)

Saison 1970-71 – par *network*

- Dix annulations sur CBS
- Cinq annulations sur NBC
- Trois annulations sur ABC

Saison 1970-71 – par genre

- Six programmes de *variety*
- Neuf sitcoms
- Deux westerns
- Une émission animalière

***FINANCIAL INTEREST AND
SYNDICATION RULES***

**INTERDICTION DE LA PUBLICITÉ
TÉLÉVISÉE POUR LE TABAC**

Ads on TV May Vanish, but Not Cigarettes

By FRED FERRETTI

Philip Morris has bought, for \$1.25-million, the 11:30 P.M. to midnight commercial time on all three networks for tomorrow night, so if Dick Cavett, Johnny Carson or Merv Griffin is your habit, be prepared for a last-ditch spate of cigarette commercials.

Sports? The New Year's Day bowl games will be jammed at intermissions with rain-drenched cowboys; canoes inching along leafy waterways; modish people saying things like "Wow!" and "All Together!"; some grammar lessons, and slim, elegant women sneaking cigarettes in the cellar.

Then after the football and the talk shows, cigarette advertising—more than \$200-million of it—will be gone from television. Or will it?

On Feb. 20, the American Broadcasting Company will televise a bowling tournament from Winston-Salem, N. C. It is being underwritten by the R. J. Reynolds Tobacco Company.

The name of the tournament, which will cost the sponsor \$30,000, is the Winston Salem Classic. R. J. Reynolds makes Winston and Salem cigarettes. While sponsorship of the televising of the tournament will come from nontobacco companies, the words Winston and Salem will be difficult to ignore.

Philip Morris, which makes cigarettes called Virginia Slims, is underwriting a series of tennis tournaments to be known as the Virginia Slims Invita-

tional Tournament Series. Efforts will be made to televise them.

Liggett & Myers Tobacco Company backed one auto race last year and plans to enter its own car, the L & M Lola, in 14 races it will sponsor. These might be televised on the Saturday and Sunday afternoon sports roundups.

Philip Morris is reported to be sponsoring a race in Bridgehampton, L.I., and R. J. Reynolds has announced that it will give a \$100,000 Winston Cup Award to the top driver on the Grand National circuit. Many of these will be televised.

Pipe Tobacco Changes

Senator Frank E. Moss, Democrat of Utah, has charged that the American Tobacco Company plans to rename its pipe tobaccos such names as Pall Mall, Silva Thin and Tareyton and package them similarly to their cigarette boxes to keep the names on the air. Federal Communications Commission regulations do not affect advertising of pipe tobaccos and cigars.

The Tobacco Reporter, an industry journal, suggested that during sporting events, spectators and supporters be photographed and holding cigarette packs with labels prominently displayed. The magazine went on, "It could even go so far as to have the football booster section displaying block cards that promote a particular brand."

There will be additional reminders of smoking for television viewers and radio listeners. The F.C.C. ruled two weeks

ago that broadcasters, while not required to carry antismoking messages under the "fairness doctrine," will have to run antismoking messages because smoking is a "matter of public concern."

The agency also ruled that broadcasters would not be obliged to carry prosmoking messages in response to the antismoking ads. There was speculation for a time that broadcasters would petition the F.C.C. for such messages.

Where the money earmarked for TV will go is open to question. Last year, tobacco companies spent \$206.5-million in network and local spot advertising on television and \$13-million on radio. Both figures will be down slightly for 1970 because of the recession.

Increased advertising in newspapers, magazines, on throwaway advertising, on billboards and in giveaway contests are possibilities, but industry observers believe that the tobacco companies will spend only about one-third of the \$280-million they spent last year. The rest is expected to be used for diversification.

The American Tobacco Company now a subsidiary of American Brands, Inc., owns companies that produce, in addition to cigarettes, crackers, fruit juices and canned fruits. Liggett & Myers owns Alpo Dog Food and a breakfast cereals company, R. J. Reynolds companies offer a canned Chinese food, punch, molasses and desserts.

The Brown & Williamson Tobacco Corporation is in the pickled-fish business.

With cigarettes off the air, the big sponsors are expected to become the auto manufacturers.

Basic-Ad Time Cut

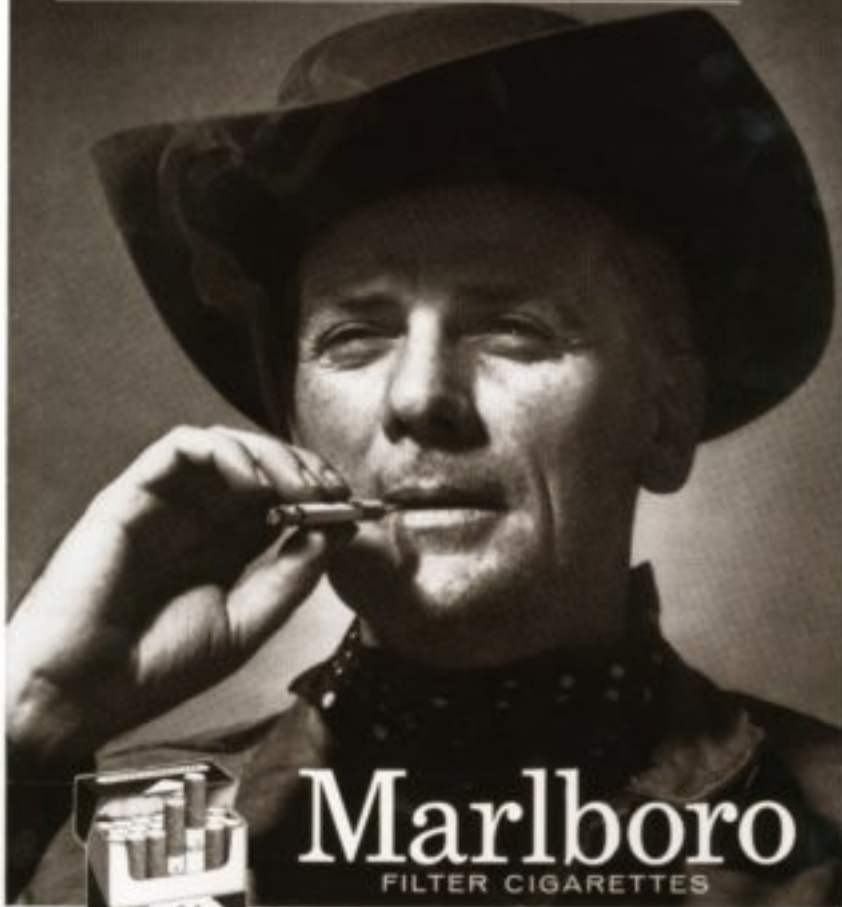
Viewers will soon see one direct effect of the vanishing cigarette commercial—the basic advertising spot will now be 30 seconds rather than one minute. Most cigarette ads ran a minute. Television is now wooing advertisers who had not been on TV before or who could not afford the one-minute network rates, which can go as high as \$60,000 in prime time.

In places where one-minute commercials usually ran, viewers will see two 30-second commercials, and, if some advertisers have their way, three 20-second commercials.

The networks are faced with a loss of 10 per cent of their gross revenues because of the loss of cigarette ads. Network salesmen have been pressing national retail chains, credit card companies, insurance companies, brokerage houses and travel-oriented businesses to display their wares and messages on the tube. Thus far they have been only moderately successful in plugging the \$220-million hole.

Exactly how much money will be lost and how programming will be affected are matters that will not be known until next year's economic reports are released and until network programmers line up next fall's schedule. As one executive put it, "Never before has such a hunk of our business been withdrawn at a single time."

New from Philip Morris



Marlboro
FILTER CIGARETTES

NEW
TASTE TEST 2001
Time to buy
cigarettes from
something
No tobacco in
your pocket



POPULAR
FILTER PRICE

The new easy-drawing filter cigarette that delivers the goods on flavor. Long size. Popular filter price. Light up a Marlboro and be glad you've changed to a filter.

MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE!

Les Beverly Hillbillies
faisant la promotion
des cigarettes
Winston :

<https://www.youtube.com/watch?v=SptWq458NZc>

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