

WHETE WH210
00 WTE19
DE WTE 0776 0531725

REC
Peking
221805

~~CONFIDENTIAL~~

0 221716Z FEB 72
FM DICK MOORE
TO DWIGHT CHAPIIN
ZEM

~~CONFIDENTIAL~~ WH20392

REPORT NO. 3 FOR DWIGHT CHAPIN - PEKING
FROM DICK MOORE - FEBRUARY 22, 1972

THANKS FOR YOUR MESSAGE. HEREWITH FURTHER IMPRESSIONS AS OF
10 AM EST TUESDAY. MY JUDGEMENT IS NETWORK
TV COVERAGE NOT, REPEAT, NOT OVERDONE BUT PROBABLY LEAVES
PUBLIC WANTING MORE. EXCEPT FOR SUNDAY NIGHT ARRIVAL
THERE IS NO PRE-EMPTING OF ANY REGULAR PRIME TIME PROGRAMS.
PATTERN SO FAR IS FULL COVERAGE ON CBS, NBC AND SOME ABC
FROM ABOUT 7 TO 9 AM PLUS MAJOR PORTION OF EVENING NEWS
PLUS SOME RECAP FOOTAGE AT 11:30 PM. YESTERDAY MORNING
SHOW WAS BANQUET AND TODAY BALLET WITH INTERCUTS OF
MAO FOOTAGE AND VARIETY OF FEATURE MATERIAL INCLUDING
EXCELLENT COVERAGE OF PN KITCHEN VISIT. FILM FOOTAGE
OF MAO VISIT FIRST SHOWN LATE LAST NIGHT AND AGAIN THIS
MORNING.

IN 30 RANDOM PHONE CALLS LAST NIGHT ALMOST ALL HOMES HAD
SEEN SOME COVERAGE ON TV SUNDAY OR MONDAY OR BOTH. FIVE
OR SIX COMMENTS WERE HIGHLY ENTHUSIASTIC ABOUT TRIP. NONE
WERE NEGATIVE AND MOST WERE THAT WE DON'T KNOW WHAT WILL
COME OF THE TRIP BUT IT IS A GOOD THING THAT PRESIDENT
HAS MADE IT. MOST FOUND COVERAGE INTERESTING AND SIX
USED WORDS LIKE FACINATING AND TERRIFIC OR EXCITING. I
CERTAINLY GET THE IMPRESSION THAT AVERAGE HOME HAD LITTLE
AWARENESS OR KNOWLEDGE OF CHINA UNTIL RECENT DAYS BUT
THIS IS CHANGING RAPIDLY AND FAVORABLE ATTITUDE TOWARD
TRIP IS GROWING. HAVE ALSO MADE SOME CALLS TO PERSONAL
CONTACTS WHO ARE MORE SOPHISTICATED AND ALL THESE MOST
ENTHUSIASTIC SO FAR.

FOR PAST 24 HOURS MEDIA TONE HAS CHANGED DRASTICALLY ON
THE POSITIVE SIDE. NEWSPAPERS, RADIO AND TV LAST NIGHT AND
THIS MORNING ARE GROWING ALMOST EUPHORIC ABOUT THE PROMISING
START AND THE SURPRISINGLY WARM ATTITUDE OF CHINESE
GOVERNMENT. THIS MORNING THEY SHOWED PICTURES OF PEOPLES
DAILY WITH ITS REMARKABLE PHOTO COVERAGE OF MAO VISIT. THIS
CLEARLY MADE A GREAT IMPRESSION ON MEDIA PEOPLE. NEWSPAPERS
ALSO GIVE HEAVY POSITIVE PLAY TO MAO VISIT WITH LARGE FRONT
PAGE PICTURES. AT THIS POINT I FEAR MEDIA ENTHUSIASM ALMOST
TOO GREAT AND ANOTHER REMINDER NOT TO EXPECT TOO MUCH MIGHT
BE USEFUL.

ADDED NOTE: RADIO JUST REPORTED PRESIDENT IS BEING KEPT
FULLY INFORMED ON KENNEDY HIJACKING WHICH IS IMPORTANT.

350

DECLASSIFIED
E.O. 12958, Sect. 3.6

~~CONFIDENTIAL~~ By RRS NARA, Date 2-4-97

NNNNCKIC