



Press Information
485 Madison Ave., New York 22, N.Y.

Pre-empting Studies I

June 2, 1958

HOUR-LONG PROGRAM ON RUSSIAN ECONOMIC THREAT -- AMERICA'S
"MOST SERIOUS PEACETIME CHALLENGE" -- TO BE PRESENTED
ON CBS TELEVISION AND CBS RADIO NETWORKS IN JULY

CBS News Correspondents Daniel Schorr, David Schoenbrun, Ernest
Leiser, Winston Burdett, Peter Kalischer And Richard C. Hottelet
To Assemble In New York For Special Report To Network Audiences

"The Ruble War--Russia's Economic Threat To America," a spe-
cial CBS News hour-long report to the American people on Soviet eco-
nomic penetration into Europe, as well as into under-developed coun-
tries, will be broadcast over the CBS Television and CBS Radio Networks
on or about Thursday, July 2, 11 PM, it was announced today by John F. Day,
Director of News for CBS News.

Convinced that Russia's burgeoning foreign aid and trade pro-
grams represent "the most serious challenge ever faced by this country
in peacetime," CBS News has assigned six of its most experienced and
most widely-traveled correspondents and camera crews to spend the next
six weeks investigating the dimensions and potential scope of this
threat in various parts of the world for the July broadcast.

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The following CBS News Correspondents will assemble in New York to make their reports in person:

DANIEL SCHORR -- for three years CBS News Moscow Correspondent. Because of his familiarity with the workings and policies of the Kremlin, Schorr will state the nature of the challenge and set the scene for the reports to follow.

DAVID SCHOENBRUN -- CBS News veteran Paris Correspondent. A recognized authority on France and North Africa, Schoenbrun will report on Russia's increased use of French banks to further Soviet trade with the West and to get information on new trade opportunities.

ERNEST LEISER -- CBS News Bonn Correspondent. Leiser, along with Schoenbrun, will report on the Soviet's increasing trade with Western Europe and will concentrate on Russia's economic hold on satellite and near-satellite countries and the trade relationship between West Germany and Eastern Europe. Within the past year, Leiser has spent much time in Hungary, Rumania, Poland and Yugoslavia and will now revisit the latter two for this report.

WINSTON BURDETT -- CBS News Rome Correspondent. A veteran reporter of the Mediterranean and Middle East Countries, Burdett has recently concluded a month's tour through Saudi-Arabia. For "The Ruble War," he will spend the next six weeks in Kuwait, Yemen, Egypt, Syria and Lebanon.

PETER KALISCHER -- CBS News Tokyo Correspondent. A veteran of twelve years in the Far East, Kalischer is considered an authority in that area. Having recently spent six weeks in Indonesia and Cambodia, Kalischer will revisit these countries as well as Ceylon, India, Nepal and Afghanistan in preparation for the July broadcast.

RICHARD C. HOTTELET -- CBS News Correspondent. A veteran of many years as a foreign correspondent in Germany and Russia, Hottelet will devote his attention to investigating Soviet economic penetration in South America. He will visit and report on Brazil, Argentina, Chile, Peru and Venezuela.

In "The Ruble War," special film footage will be used, as needed, to reinforce, or illustrate, points made by the newsmen. In

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addition to the live reports of the aforementioned newsmen, the program will utilize late dispatches from other correspondents in the world-wide CBS News organization.

"The Ruble War--Russia's Economic Threat To America," will be produced by the Special News Show Unit of CBS News, headed by Leslie Midgley. This is the same unit which produced, earlier this year, such outstanding television broadcasts as "Where We Stand," "Ceiling Unlimited," and "France At The Brink."

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