



WE BROUGHT HERBICIDE SPRAYING INTO THE HALLS OF CONGRESS.

In the forest towns of Northern California, something was terribly wrong. The trees were dying. So were the crops and the livestock. And the babies.

Phenoxy herbicide, sprayed almost indiscriminately for the past 10 years, was blamed. The herbicide contained the most toxic substance known to man: dioxin. Dioxin is 100,000 times more powerful a genetic deformer than Thalidomide. Dioxin, the key ingredient in Agent Orange, was also banned by the Pentagon in Vietnam in 1970 for causing grotesque birth defects in South Vietnamese children.

This frightening story was revealed by KRON-TV's hour-long documentary, "Politics of Poison." In its San Francisco telecast June 4, 1979, it pulled an 11 rating with an 18 share.* It also generated over 50,000 viewer letters of outrage asking Congress to ban herbicide spraying. Then, one more letter was received. It was from the U.S. Congress, asking for a special screening. And a week later — after that screening — they held hearings about the spraying.

"Politics" was later granted broadcasting's most prestigious honor — the George Foster Peabody Award for excellence, plus three local EMMY's, and numerous other awards.

KRON-TV is proud to have won these honors for its special programming. But even prouder to have produced a documentary of such tremendous public impact. It's just another reason why we're a local station that's known nationwide. Especially in Washington, D.C.

"POLITICS OF POISON"

A Peabody Award Winner



KRON-TV
San Francisco **4**

*Source: NSI, Overnight Ratings, 6/4/79. All-audience estimates are subject to the limitations of the rating service.