

## TV & Radio Transcripts Daily

### FILE DESCRIPTION

**TV & Radio Transcripts Daily**, produced by the Federal Document Clearing House (FDCH), contains complete verbatim transcripts of programming from ABC News and CNBC/Dow Jones Desktop Video. These sources all provide up-to-the-minute coverage of news events that affect business and markets. Transcripts contain actual words spoken and are not condensed.

TV & Radio Transcripts Daily also contains full-text transcripts of interviews with corporate chief executive officers from programming originating on CNNfn, Fox News, Wall Street Corporate Reporter and Nightly Business Report.

### SUBJECT COVERAGE

Coverage is broad in scope and makes an excellent choice for researching all major world news stories and events, CEO interviews, business and financial news, and general interest news stories. Following are brief summaries of the 'top' shows from each news source:

ABC News Transcripts contains transcripts from top shows such as 20/20, Turning Point, World News Tonight with Peter Jennings and Business World.

CNBC/Dow Jones contains video transcripts featuring announcements from Wall Street and breaking events that affect business and markets.

### TIPS

#### USE FILE 648

to find the complete text of television news programs.

#### USE /TI,DE,LP,AB

to search for a specific topic:

S SUPREME(1W)COURT/TI,DE,LP,AB

#### SEARCH COMPANY NAME

using CO= or /CO, or search by ticker symbol:

S CO=EASTMAN KODAK?

S AMERICA(W)ONLINE/CO<br?

S TS=EK

#### USE NAMED PERSON

to search for stories about an individual. Combine with DT=interview to find interviews.

S NM=(BRUCE(2N)BABBITT) AND

DT=INTERVIEW

### DIALOG FILE DATA

Inclusive Dates: 1997 to the present

Update Frequency: Daily

File Size: 104,882 records as of February 2006

### CONTACT

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SAMPLE RECORD

DIALOG(R)File 648: TV AND RADIO TRANSCRIPTS  
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01000011 1997050114cb.104 (THIS IS THE FULLTEXT)

/TI  
AU=  
JN=  
PD=,PY=  
DT=,RT=,LA=  
  
SH=,/SH

President of Tootsie Roll Discusses New Advertising  
Donald Van de Mark, Beverly Schuch  
BIZ BUZZ  
May 01, 1997 TIME(S): 12:00; 12:41:10  
DOCUMENT TYPE: INTERVIEW RECORD TYPE: FULLTEXT LANGUAGE:  
ENGLISH  
SECTION HEADING: Business  
WORD COUNT: 489

/LP,/TX,/XT

TEXT:  
BEVERLY SCHUCH, CNNfn ANCHOR, BIZ BUZZ: It's time to talk candy and here to do that with us, actually from our Chicago bureau is Ellen Gordon. She's the CEO and President of the Tootsie Roll Industries Company. And, has anybody in the United States- do they not know what Tootsie Rolls are? But, we're going to find out, because they have a new ad campaign. Welcome to the program, Ellen.

/TX

ELLEN GORDON, PRESIDENT, TOOTSIE ROLL COMPANY: Hello. I'm very glad to be here today.  
SCHUCH: Now is there anybody who doesn't know what a Tootsie Roll is? Why the new campaign?  
GORDON: Well, we've been taking a look at our advertising campaign, which has been going on for a lot of years, asking the question "how many licks does it take to get to the chocolately, chewy center of a Tootsie Pop, and we decided it was time to bring in some new characters to add to our owl and turtle.  
SCHUCH: All right, let's take a look at this new ad. I don't know if you can see that there. What are we looking at here? Do you know?  
GORDON: Well, we're looking at our factory where we turn out 16 million Tootsie Pops every single day.  
SCHUCH: These red ribbons are actually going to be Tootsie Pops.  
(...)  
GORDON: More and more people are giving Tootsie Rolls and Tootsie Pops to their children, because they enjoyed these treats when they had them, and they were children.  
SCHUCH: Now does Tootsie Roll translate as a candy around the world.  
GORDON: Yes, we are international. We're very well known in all of North America, of course the United States, Canada, and Mexico. In addition, we export to over 30 countries throughout the world.  
SCHUCH: And what is the most popular flavor?  
GORDON: Well, in Tootsie Pops, cherry is by far the most popular flavor.  
SCHUCH: Cherry still is. All right, Ellen Gordon, thank you so much for joining us, CEO and President of Tootsie Roll Industries.  
END

CO=,/CO  
TS=  
/DE  
NM=,/NM

COMPANY NAMES: Tootsie Roll Industries, Inc.  
TICKER SYMBOLS: TR  
DESCRIPTORS: Business; Candy; Advertising  
NAMED PERSONS: Ellen Gordon

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S SALES OR PROFITS
/AB	AB	Abstract <sup>1</sup>	Word	S AGENCY(W)ADVERTISING/AB
/CO	CO	Company Name <sup>2</sup>	Word	S TOOTSIE(W)ROLL/CO
/DE	DE	Descriptor <sup>3</sup>	Word & Phrase	S ADVERTISING/DE S MEDICAL INDUSTRY/DE
/LP	LP	Lead Paragraph	Word	S AD(W)CAMPAIGN/LP
/NM	NM	Named Person <sup>2</sup>	Word	S ELLEN(2N)GORDON/NM
/SH	SH	Section Heading <sup>2</sup>	Word	S BUSINESS/SH
/TI	TI	Title	Word	S TOOTSIE(1W)ROLL/TI AND PRESIDENT/TI
/TX	TX	Text	Word	S ADVERTISING(W)CAMPAIGN/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S NEW(W)ADVERTISING/XF

<sup>1</sup> Not available in all records.

<sup>3</sup> Also /DF.

<sup>2</sup> Searchable in the Basic Index and in the Additional Indexes.

