

UPI-105

(TELECOMMUNICATIONS)

NEW YORK--REP. LIONEL VAN DEERLIN, D-CALIF., COMPLAINED TODAY THAT TWO-YEAR-OLD WHITE HOUSE OFFICE ON TELECOMMUNICATIONS HAS BECOME AN "EMPIRE" WITH MORE EMPLOYEES THAN THE WHITE HOUSE HAD FOR ALL PURPOSES BEFORE WORLD WAR II.

THE RANKING DEMOCRAT ON THE HOUSE COMMERCE SUBCOMMITTEE ON COMMUNICATIONS SAID THE STAFF OF OTB IS FIVE TIMES THAT OF A CONGRESSIONAL COMMITTEE WITH SIMILAR JURISDICTION AND THAT 30 OF THE 65 EMPLOYEES EARN AT LEAST \$22,885.

"THAT'S MORE PEOPLE THAN THE WHITE HOUSE EMPLOYED FOR ALL PURPOSES PRIOR TO WORLD WAR II," VAN DEERLIN SAID IN REMARKS PREPARED FOR A LUNCHEON OF BROADCASTING EDITORS AND TRADE WRITERS HERE.

VAN DEERLIN, A FORMER BROADCAST NEWSMAN, SAID ALSO THE AGENCY UNDER DIRECTOR CLAY WHITEHEAD HAS STRAYED INTO "POLITICAL THICKETS."

WHILE PRAISING WHITEHEAD'S "OUTSTANDING QUALIFICATIONS" FOR THE \$40,000-A-YEAR POST, VAN DEERLIN SAID "SOME OF HIS RECOMMENDATIONS APPEAR TO REINFORCE THE DESIRE OF OTHER ADMINISTRATION SPOKESMEN TO DRIVE A WEDGE BETWEEN THE NETWORKS AND THEIR AFFILIATES."

VAN DEERLIN SAID WHITEHEAD "SERVED EDUCATIONAL BROADCASTERS WITH A CLEAR WARNING OF WHITE HOUSE UNHAPPINESS WITH THEIR CORPORATION FOR PUBLIC BROADCASTING."

THE CONGRESSMAN SAID WHITEHEAD HAS "CURRIED FAVOR WITH RADIO LICENSEES BY PROPOSING OUTRIGHT DE-REGULATION OF THEIR INDUSTRY, AND WITH ALL BROADCASTERS BY SUGGESTING THAT THE FAIRNESS DOCTRINE BE GUTTED."

VAN DEERLIN SAID THE SIZE OF OTC'S PAYROLL SEEMS "ESPECIALLY MYSTIFYING IN VIEW OF MR. NIXON'S WELL KNOWN PENCHANT FOR ECONOMY IN GOVERNMENT."

HE SAID WHITEHEAD SEEMED TO BE WORTH HIS \$40,000 SALARY BUT "MY SUSPICION IS RATHER WITH THE EMPIRE WHICH MR. WHITEHEAD SEEMS TO BE BUILDING OVER THERE. HOW CAN SO MANY HIGHLY PAID STAFFERS BE NEEDED TO PREPARE PRESIDENTIAL POLICY IN A FIELD ALREADY OCCUPIED BY SUCH WELL-MANNED AGENCIES AS COMSAT AND THE FEDERAL COMMUNICATIONS COMMISSION."

12-20--PA142PIS

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November 16, 1971

Col. Jiggetts

Charles C. Joyce, Jr. /s/

SAC Briefings

I suggest that briefings and discussion sessions be set up at SAC capable of providing the Director with the information pertinent to the following questions:

1. What options are provided to the President in the execution of the SIOP? How is the SIOP structured to achieve this? What does it take to develop and implement a strategic nuclear strike which is not pre-planned?

2. How survivable and reliable are the communications links between the President and strategic forces? What is the capability for recall? What improvements to present systems are being considered?

3. What are the capabilities for attack assessment, and for getting the information needed to select an option? What communications systems are involved? What improvements are being considered?

4. What are the capabilities for U. S. damage assessment and second strike option selection? For second strike retargeting? What communications systems are involved? Do present communications facilities limit flexibility or response time? What improvements are being considered?

5. What are the capabilities for assessing damage to the enemy, determining enemy residual forces, and U. S. restrike planning? What are the limiting factors -- Communications vs. Sensors vs. Data evaluation and planning facilities? What improvements are being considered?

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By MW, NARA, Date 10/29/13

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These are of course fairly direct questions and you should consider how best to get SAC to cover the points we want without stirring up a hornets nest. I'd like to get your assessment of how much of this we can get from SAC on this visit.

✓
cc: Mr. Whitehead

Chuck: Let's discuss
1st of

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- 2 -

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cc: Mr. Whitehead

*Chief: [unclear]
[unclear] [unclear]*

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The government vs. Public TV

By NORMAN MARK

A FEW days ago, a key White House aide suddenly dropped a bomb on the nation's public television network and in so doing brought to the surface a mounting behind-the-scenes battle between public TV and the Nixon administration. It is a battle in which we, the viewers, may be the ultimate losers.

The explosion came Oct. 20, in a speech by Clay T. Whitehead, President Nixon's director of the Office of Telecommunications Policy (OTP), before the Miami convention of the National Assn. of Educational Broadcasters.

In effect, Whitehead told the assembled executives that public TV (PTV) had better strengthen the voice of its local affiliates or else it will lose federal funding.

One PTV executive, still in shock from what he considered a thinly veiled attack on the Corporation for Public Broadcasting, said the speech was the "first time the government has directly interfered with public TV." Another executive called the speech "clearly an expression of lack of faith in CBP (which handles PTV funding)."

BUT BEFORE we go any farther, perhaps we better make clear who and what Whitehead and OTP are, and what the fight is all about.

The OTP, with 65 employees, was created in September, 1970, by executive order. It is charged with advising the president on communications.

Since it only advises it doesn't regulate, but its advice can be very powerful in influencing legislation.

Whitehead himself has all the credentials of what, in the days of the Kennedy administration, we used to call a Whiz Kid.

At 32, he holds a bachelor's and a master's degree in electrical engineering and a Ph.D. in management. He has been

a college instructor in political science, a chemical and biological warfare expert for the Army, a Rand Corp. consultant in arms control and air defense, and a Presidential adviser on budget, space, atomic energy and maritime matters.

WHEN he began to talk in Miami, the representatives of the 211 public TV stations at the convention expected to hear him tell how PTV would be permanently funded by the government in the future.

What they didn't know was that quiet and very important negotiations between Whitehead's office and PTV had broken down some months before.

A proposed bill had been drafted in which a trust fund within the Treasury Dept. would appropriate money to the Department of Health, Education and Welfare, and HEW would give it directly to the public television stations.

Permanent guaranteed fed-

eral financing is vital to the growth and health of public television. Without it, PTV regularly has to go hat in hand to Congress for money and, since Congress is known to react adversely to criticism, public TV could be pressured into softening any criticism in order to get the funding it needs.

The OTP thought that, through its proposed bill, the problem of financing was solved. But when the Office of Management and the Budget was given the bill and began asking stations if that was what they wanted, the agreement between OTP and PTV began falling apart, for public broadcasting officials began asking that the money be given directly to the Central Corporation for Public Broadcasting, which would then disburse it to the stations.

As Whitehead likes to say privately, "With money comes power," and CPB would have that power.

THE BILL thus was never sent to Congress and, when Whitehead spoke, he delivered a jolting message to public television. He denounced the fact that PTV was, in effect, becoming a fourth major network, and he reminded the convention that public television was originally intended to be built on strong local stations. It was a slap at CPB.

Said Whitehead: "Instead of aiming for 'overprogramming,' so local stations can select among the programs produced and presented in an atmosphere of diversity, the system chooses central control for 'efficient long-range planning and so-called co-ordination' of news and public affairs—co-ordinated by people with essentially similar outlooks.

"How different will your network news programs be from the programs that Fred Friendly (former CBS news president, now a Columbia University journalism professor) and Sander Vanocur (former NBC newsman, now a PTV reporter) wanted to do at CBS and NBC? Even the commercial networks don't rely on one sponsor for their news and public affairs, but the Ford Foundation is able to buy over \$8 million worth of this kind of programming on your station."

Whitehead criticized PTV for looking too closely at the ratings. He questioned who had real control over a local station's programming, the local executives or the professionals in New York and Washington.

He said he would like to see programs on America's civilization and the Adams family, rather than on the Churchill and Forsythe families, and he called for public television to be built on a "bedrock of localism."

TWICE, Whitehead plainly

warned public TV managers to adopt a low profile.

He said, "If you imitate the commercial structure, all we have is a network paid for by the government, and it just invites political scrutiny of the content of that network's programs."

(There is remarkably little governmental scrutiny of the British Broadcasting Corp.'s programming, and the BBC is financed by a license fee on TV and radio set owners.)

After asking, "Are you devoting enough of your resources to the learning needs of your in-school and in-home audiences?" Whitehead again mentioned politics: "When you centralize actual responsibility at a single point, it makes you visible politically and those who are prone to see ghosts can raise the specter of government pressure."

Whitehead's staff says he was merely pointing out an inevitable truth, but public TV took his words as a threat.

Variety, the show business newspaper, called Whitehead's remarks "Towards PTV on the Cheap" and said Whitehead called for "a good five-cent public TV system."

THE STATION managers were sorely disappointed, because they didn't hear one word about permanent financing. The day before, Hartford N. Gunn, president of the Public Broadcasting Service, had predicted that PTV's federal funding would remain at about \$40 million next year.

Chances are, bills will be introduced in the Senate extending PBS funding as is, meaning PBS will have money through June 30, 1973, when either a new President will be in the White House or the OTP's plan will once again be considered. In any case, we probably will hear little of permanent financing for PTV this year.

Meanwhile, costs and audience expectations go up each year and, there won't be enough money to satisfy both.

To deal with what they now consider a serious situation, the PBS managers' council met in a Chicago motel to carefully draft a point-by-point reply to Whitehead. It is expected that the managers will defend their network and ask for that permanent funding.

Once the reply is read and approved at several levels of the public TV system, it will be hand-carried to Whitehead.

THERE IS still another important reason why the Whitehead speech is causing so much flak.

Several managers believe that Whitehead spoke because the White House believes the PTV network is becoming a spokesman for the left and, as such, a critic of the administration.

Indeed, that White House view may not be the result of paranoia, for many key PTV persons have a strong roots in the Kennedy and Johnson administrations. For example, McGeorge Bundy, former President Johnson's special assistant for National Security Affairs, is now president of the Ford Foundation, which heavily contributes to public TV.

Again, PTV recently created the National Public Affairs Center, and Vanocur, who had been friendly with Kennedy administration advisers, was chosen as one spokesman. Vanocur is creating a series of shows on politics for 1972.

Bill Moyers, President Johnson's former press secretary, is now host for This Week, a weekly PTV news show.

Martin Agronsky, a network correspondent who has been critical of the White House, now has a daily newscast on the Eastern Educational Network.

As one Nixon adviser said, "The same speech would have been written if those people never had been appointed. But there are some human beings in this administration who react adversely to these appointments."

And when the names were mentioned to a top PTV executive, he ruefully said, "I wish our skirts were cleaner on this issue."

SO President Nixon's adviser demands "localism," although localism has rarely really worked in broadcasting.

Local PTV stations could be doing better at local affairs than national PTV stations usually don't, because they are run by the local establishment and who wants to take a hard look at himself?

Some PTV officials suspect that independent commercial stations were behind Whitehead's demand for a weaker PTV network. Indeed, it is the independents who are hurt the most when PTV does well in the ratings.

Perhaps Whitehead's speech will lead to an in-depth examination of what we expect from a public television network. Gunn's speech hinted at that when he warned, "Do not trust more power to the Public Broadcast Service (PTV's network arm) than is absolutely necessary." He called for "leaving the door open for the widest possible range of expression."

I AM NOT sure that is exactly what President Nixon wants from PTV, but I would be happy if that happened.

My own hope is for us to conclude that, yes, local public TV stations must be strong, but we must also have a national network independent of commercial pressures so that viewers can have another choice on television.

After Vice President Agnew scolded the commercial network news operations, the networks got rather timid in their coverage of the White House.

It is up to public television (and the public) to determine how successful Whitehead (and President Nixon) will be in their quest to weaken the PTV network. Don't bet that the administration won't succeed.

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TO
FROM
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Director
Richard W. Chapin
Stuart Broadcasting Co.

Complimenting Miss on
his speech to N.B.A.
and clipping - sure
to come.

ROUTING

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~~H. W.~~ ~~10-4~~
Dir. *10-2*
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TO: Director
 FROM: Richard W. Chaplin
 SUBJECT: Stuart Manufacturing Co.
 Complimenting his on
 his reports to N.S.A.
 I am sure you will
 be pleased.

ROUTING	DATE SENT
Dir.	10-2
Dir.	10-2
LAMB	

COURIER NO.	ANSWERED	NO REPLY	4
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RICHARD W. CHAPIN
President

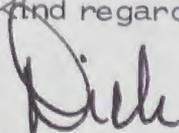
September 27, 1972

Dear Tom;

Just wanted you to know that I thought your talk Sunday evening was one of the best I've heard you give and I've heard you on several occasions. I heard many good comments and am enclosing an article from the Omaha World Herald. I'm also enclosing an AP'Wire sheet that I don't think quoted you correctly.

I know it was a real effort for you to be on had but we deeply appreciated your being in Grand Island.

Kind regards,



RICHARD W. CHAPIN
President

RWC/np

Encl.

Mr. Clay T. Whitehead
Office of Telecommunications Policy
Executive Office of the President
Washington, D.C. 20504



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Ownership Rules On Mass Media 'Narrow Concept'

By Howard Silber

President Nixon's top adviser on communications policy expressed opposition Sunday to existing prohibitions against broadcasters being involved in cable television and proposed bans against the common ownership of newspapers and broadcasting stations.

Clay T. Whitehead, director of the White House Office of Telecommunications Policy, said, "I think we can find a way to let broadcasters go into cable TV so that the two won't be natural enemies of each other without harming the public interest."

The 33-year-old OTP chief warned during a stop in Omaha en route to Grand Island, where he spoke to the Nebraska Broadcasters Association Sunday night, that the proposed ban by the Federal Communications Commission on the common ownership of print and broadcast media would "lock people into particular technologies,

'Very Bad'

"If you have a newspaper, you can't have a magazine. And if you've got that you can't have cable TV. And if you've got any of that you can't have a broadcast station.

"I think it would be very bad because it locks the owners of these properties into a very nar-



World-Herald Photo

Whitehead . . . Rerun question.

row concept of their own economic self-interest. It makes the two natural enemies of each other," Whitehead declared.

"It ought to be the other way around," he suggested. "People ought to be encouraged to use talent and creativity in all different media.

"The problem is that you don't want to let people develop economic monopolies which they'll use counter to the public interest. I think that we can find ways of combatting the monopoly problem without locking people into each of those little individual cells."

Whitehead was directed by President Nixon last week to look into the question of network reruns. In so doing, he said, he is investigating "the over-all problem of original programming on television.

"Reruns are one aspect of it, and probably the most visible aspect.

More of Same

"The networks have each year been relying more and more on reruns and producing less and less original programming so that each season you see more and more of the same thing.

"This has two bad effects — it's bad for the viewer because he has less new programming to watch and it's bad for the people in Hollywood who are producing the television programs, be they writers or actors or directors and so forth.

"This could have a very bad impact on the economics of TV," Whitehead said. "It could dry up the source of future programming. It's a serious problem — more serious than maybe the name 'rerun' might indicate."

White said he expects his office to have a decision on a possible solution in "a few months." He said he is "optimistic that the problem will be corrected on a voluntary basis."

Four Czechs Flee

Vienna (AP) — Four Czechoslovaks, three men and a woman, defected to the West by strapping themselves to the rear axle of the daily Bratislava-Vienna bus, an official reported Sunday.

WHITEHEAD

(OMAHA, NEBRASKA)--A WHITE HOUSE OFFICIAL TODAY EXPRESSED OPPOSITION TO EXISTING PROHIBITIONS AGAINST BROADCASTERS BEING INVOLVED IN CABLE TELEVISION.

CLAY T. WHITEHEAD, DIRECTOR OF THE WHITE HOUSE OFFICE OF TELECOMMUNICATIONS, ALSO ^{opposed} PROPOSED BANS AGAINST THE COMMON OWNERSHIP OF NEWSPAPERS AND BROADCASTING STATIONS.

WHITEHEAD, PRESIDENT NIXON'S TOP ADVISER ON COMMUNICATIONS POLICY, STOPPED IN OMAHA EN ROUTE TO GRAND ISLAND, WHERE HE SPOKE TO THE NEBRASKA BROADCASTERS ASSOCIATION.

HE SAID THE PROPOSED BAN BY THE FEDERAL COMMUNICATIONS COMMISSION ON THE COMMON OWNERSHIP OF PRINT AND BROADCAST MEDIA WOULD "LOCK PEOPLE INTO PARTICULAR TECHNOLOGIES."

WHITEHEAD DECLARED: "IF YOU HAVE A NEWSPAPER, YOU CAN'T HAVE A MAGAZINE; AND IF YOU'VE GOT THAT YOU CAN'T HAVE CABLE T-V. AND IF YOU'VE GOT ANY OF THAT YOU CAN'T HAVE A BROADCAST STATION."

HE SAID "I THINK IT WOULD BE VERY BAD BECAUSE IT LOCKS THE OWNERS OF THESE PROPERTIES INTO A VERY NARROW CONCEPT OF THEIR OWN ECONOMIC SELF-INTEREST. IT MAKES THE TWO NATURAL ENEMIES OF EACH OTHER."

WHITEHEAD SAID "IT OUGHT TO BE THE OTHER WAY AROUND. PEOPLE OUGHT TO BE ENCOURAGED TO USE TALENT AND CREATIVITY IN ALL DIFFERENT MEDIA."

WHITEHEAD ADDED: "THE PROBLEM IS THAT YOU DON'T WANT TO LET PEOPLE DEVELOP ECONOMIC MONOPOLIES WHICH THEY'LL USE COUNTER TO THE PUBLIC INTEREST. I THINK THAT WE CAN FIND WAYS OF COMBATTING THE MONOPOLY PROBLEM WITHOUT LOCKING PEOPLE INTO EACH OF THOSE LITTLE INDIVIDUAL CELLS."

WHITEHEAD WAS DIRECTED BY PRESIDENT NIXON LAST WEEK TO LOOK INTO THE QUESTION OF NETWORK RERUNS. IN DOING SO, HE SAID, HE IS INVESTIGATING "THE OVER-ALL PROBLEM OF ORIGINAL PROGRAMMING ON TELEVISION."

HE SAID "THE NETWORKS HAVE EACH YEAR BEEN RELYING MORE AND MORE ON RERUNS AND PRODUCING LESS AND LESS ORIGINAL PROGRAMMING SO THAT EACH SEASON YOU SEE MORE AND MORE OF THE SAME THING.

"THIS HAS HAD TWO BAD EFFECTS--IT'S BAD FOR THE VIEWER BECAUSE HE HAS LESS NEW PROGRAMMING TO WATCH AND IT'S BAD FOR THE PEOPLE IN HOLLYWOOD WHO ARE PRODUCING THE TELEVISION PROGRAMS, BE THEY WRITERS OR ACTORS OR DIRECTORS AND SO FORTH."

WHITEHEAD SAID "THIS COULD HAVE A VERY BAD IMPACT ON THE ECONOMICS OF T-V."

HE SAID HE EXPECTS HIS OFFICE TO HAVE A DECISION ON A POSSIBLE SOLUTION IN "A FEW MONTHS." HE SAID HE IS "OPTIMISTIC THAT THE PROBLEM WILL BE CORRECTED ON A VOLUNTARY BASIS."

Ed Whitehead, A.P., Omaha

Somebody goofed!

Bob V. Wzob Norfolk

SEP 24 1972

doesn't jibe with rest of story!
or central thrust!