

Public Broadcasting

Hearings, March 1973

(+ June 12, 1973)

CTW

Briefing
Book

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JUNE 30, 1972

Office of the White House Press Secretary

THE WHITE HOUSE

TO THE HOUSE OF REPRESENTATIVES:

I find it necessary to return without my approval H. R. 13918 which is intended to provide increased financing for the Corporation for Public Broadcasting and to modify the Public Broadcasting Act of 1967 by making various changes in the structure of the non-commercial, educational broadcasting system.

Public broadcasting can and does make important contributions to our Nation's life by presenting educational and cultural programs of diversity and excellence. Programs such as "Sesame Street" and "The Electric Company" already have begun to repay the far-sighted decision the Nation made in the 1950s when channels were reserved for educational purposes. Public broadcasting deserves to be continued, and to be strengthened.

The legislation before me, however, offers a poor approach to public broadcast financing. It ignores some serious questions which must be resolved before any long-range public broadcasting financing can be soundly devised, and before the statutory framework for public broadcasting is changed.

There are many fundamental disagreements concerning the directions which public broadcasting has taken and should pursue in the future. Perhaps the most important one is the serious and widespread concern -- expressed in Congress and within public broadcasting itself -- that an organization, originally intended only to serve the local stations, is becoming instead the center of power and the focal point of control for the entire public broadcasting system.

The Public Broadcasting Act of 1967 made localism a primary means of achieving the goals of the educational broadcasting system. Localism places the principal public interest responsibility on the individual educational radio and television stations, licensed to serve the needs and interest of their own communities. By not placing adequate emphasis on localism, H. R. 13918 threatens to erode substantially public broadcasting's impressive potential for promoting innovative and diverse cultural and educational programming.

The public and legislative debate regarding passage of H. R. 13918 has convinced me that the problems posed by Government financing of a public broadcast system are much greater than originally thought. They cannot be resolved until the structure of public broadcasting has been more firmly established, and we have a more extensive record of experience on which to evaluate its role in our national life.

This Administration has demonstrated its dedication to the principle of public broadcasting by increasing appropriations to the Corporation sevenfold in the past three years, from \$5 million in FY 69 to \$35 million in FY 72. On top of this, I have requested an additional 30 percent increase for next year to \$45 million. The funding proposed in H. R. 13918 which almost doubles next year's appropriation, and more than doubles the following year's appropriation over FY 1972, is unwarranted in light of the serious questions yet unanswered by our brief experience with public broadcasting.

I urge the continuation of carefully measured annual funding for the Corporation, under the existing statutory framework, subject to regular budgetary oversight and review. Specifically, I ask the Congress to follow my budget recommendation by enacting a one-year extension of the Corporation's authorization and providing it \$45 million. Since interim funds for the Corporation are included in a continuing resolution currently before the Congress, there should be no interruption of the Corporation's activities.

RICHARD NIXON

THE WHITE HOUSE,

June 30, 1972

COMPARISON OF PUBLIC BROADCASTING BILLS IN THE
92ND and 93RD CONGRESSES

92ND Congress

Administration Bill

Amounts Authorized

- (a) \$40 million for fiscal year 1973
- (b) additional federal amounts matching the amount received during fiscal year 1973 by the CPB from non-federal sources -- up to \$5 million.

Allocation

\$15 million allocated to local stations in following manner:

- (a) \$2 million to public radio stations
- (b) \$13 million to public TV stations as follows:
 - (1) Each station gets a minimum grant of \$50 thousand or an amount equal to 25% of the station's operating budget during fiscal year 1971, whichever is lesser.
 - (2) Each station also gets a supplemental grant equal to the proportion which the station's operating budget bore to the total of all such station's operating budgets during fiscal year 1971; provided the station's operating budget is not in excess of \$2 million.

Facilities, Grants, Provisions

None

92ND Congress

H.R. 13918

(Vetoed by President June 30, 1972)

Amounts Authorized

- (a) For fiscal year 1973, the lesser of: \$65 million, or \$45 million plus an amount which equals one-half of the non-federal support for public broadcasting received during fiscal year 1971.
- (b) For fiscal year 1974, the lesser or \$90 million or \$40 million plus an amount which equals one-half of the non-federal support for public broadcasting.

Allocation

Each year CPB shall distribute to local stations not less than 30% of the CPB's total appropriation (exclusive of facilities grants).

Facilities, Grants, Provisions

For fiscal 1973, \$25 million

Administration Opposition to HR 13918 Because:

- \$155 million, two-year appropriation too much because of severe budget pressure.
- Inadequate hard, factual data for bill's high funding level.
- Implicit ceiling of 30% distribution to local stations.
- No formula to guarantee local station receipt of CPB 30% fund distribution.
- Drastically increased funding signifies all is OK and perpetuates centralization.

93RD Congress

Administration Bill
(H.R. 4560 Mr. Staggers)
(S. 1228 Mr. Magnuson)

Amounts Authorized

- (a) \$40 million for fiscal year 1974
- (b) Additional federal amounts matching the amount received during fiscal year 1974 by the CPB from non-federal sources -- up to \$5 million.

Allocation

No provisions

Facilities, Grants, Provisions

None

93RD Congress

Magnuson-Pastore
(S. 1090)

Amounts Authorized

- (a) \$55 million for fiscal year 1974
- (b) \$75 million for fiscal year 1975
- (c) Additional federal amounts matching the amount received during fiscal years 1974 and 1975 by the CPB from non-federal sources -- up to \$5 million per year.

Allocation

No provisions

Facilities, Grants, Provisions

For fiscal years 1974 through 1977, \$25 million each year.

93RD Congress

Tiernan Bill

(H.R. 2742)

Identical Bill: Hastings (H.R. 5045)

Amounts Authorized

- (a) For fiscal year 1973 and each fiscal year thereafter: an amount equal to twice the amount by which non-federal public broadcasting support for the second fiscal year preceding such fiscal year exceeds \$50 million.
- (b) Provided that the amount appropriated for fiscal year 1973 does not exceed \$60 million; for
- | | |
|---------|----------------|
| FY 1974 | \$ 80 million |
| FY 1975 | \$100 million |
| FY 1976 | \$120 million |
| FY 1977 | \$140 million. |

Allocations

No Provisions

Facilities, Grants, Provisions

None

C

Percent Distribution Analysis of Community Service Grants
(amounts in thousands)

Percent of Community Service Grants of Federal Appropriation

	FY72		FY73	
	<u>% of Total</u>	<u>\$</u>	<u>% of Total</u>	<u>\$</u>
Federal Appropriation		35,000		35,000
Television	13.3	4,646	14.3	5,000
Radio	4.5	1,587	4.6	1,626
	<hr/>	<hr/>	<hr/>	<hr/>
	17.8	6,233	18.9	6,626

	FY74		FY75	
	<u>% of Total</u>	<u>\$</u>	<u>% of Total</u>	<u>\$</u>
Federal Appropriation		60,000		80,000
Television	22.5	13,500	28.8	23,076
Radio	9.3	5,555	10.9	8,682
	<hr/>	<hr/>	<hr/>	<hr/>
	31.8	19,055	39.7	31,758

Percent Distribution Analysis of Community Service Grants
(amounts in thousands)

Percent of Community Service Grants to Total Budget

	FY72		FY73	
	<u>% of Total</u>	<u>\$</u>	<u>% of Total</u>	<u>\$</u>
Total Budget		40,193		40,430
Television	11.6		12.4	
Radio	3.9		4.0	
	<u> </u>		<u> </u>	
	15.5%		16.4%	
	FY74		FY75	
	<u>% of Total</u>	<u>\$</u>	<u>% of Total</u>	<u>\$</u>
Total Budget		65,000		85,000
Television	20.8		27.1	
Radio	8.5		10.2	
	<u> </u>		<u> </u>	
	29.3%		37.3%	

Percent Distribution Analysis of Community Service Grants
(amounts in thousands)

Percent of Total Community Service Grant Funds by Television & Radio

	FY72	FY73
	<u>% of Total</u> <u>\$</u>	<u>% of Total</u> <u>\$</u>
Total Community Service Grants	\$ 6,233	\$ 6,626
Television	74.5	75.5
Radio	25.5	24.5

	FY74	FY75
	<u>% of Total</u> <u>\$</u>	<u>% of Total</u> <u>\$</u>
Total Community Service Grants	70.8	72.7
Television	29.2	27.3

Federal Appropriations

- FY 1969	\$ 5 million	- FY 1971	\$23 million
- FY 1970	\$15 million	- FY 1972	\$35 million
		- FY 1973	\$35 million

CPB Distribution of all Funds to Local Stations

~~CPB~~ - FY 1969 - FY 1972 \$11.9 (13%) of \$91.7 million

Examples of CPB Centralization

- 91% of prime time programs (in 1971-1972 season) produced by 7 out of 219
- 25% of prime time programs (in 1971-197⁽²⁾ season) produced by NET
- 70% of cultural and performance programs in 1972-1973 season produced by NET
- 50% of news and public affairs in 1972-1973 season produced by WETA and NET
- 18.5 hours/week live interconnection during prime time
- \$2.7 million advertising expenditures

CPB ANNUAL REPORT
FY 1972

Growth Pattern 1969-1972

	<u>FY 69</u>	<u>FY 72</u>	<u>% Increase</u>
<u>Number of stations</u>			
Qualified radio	73	122	68
All radio	427	560	31
T.V.	150	223	49
<u>Total number of hours broadcast</u>			
Qualified radio	168,000	709,072	322
T.V.	460,000	720,000	57
System Income	\$118,000,000	\$229,000,000	94
Interconnection hours per wk., T.V.	10	26.7	167

73?
74 ~~ent~~ ?

CPB NET ASSETS

FY 1972

- Financial resources provided by:

- Federal appropriation	\$35,000,000
- Grants and contracts	
- Federal	224,762
- Non-Federal	5,601,340
- Investment income	693,936
	<u>\$41,520,038</u>

CPB DISTRIBUTION

- PBS	\$10,500,000
- NPR	3,100,000

CPB PROGRAM PRODUCTION DISTRIBUTION

- PBS

- National Production Centers

- Family Communications, Inc.
\$905,391
- CTW
\$2,250,000
- NPACT
\$1,600,000

- Stations

- WGBH (Boston)
\$1,871,350
- KCET (L.A.)
\$1,309,998
- KQED (S.F.)
\$703,921

- NPR

- National Production Centers

- NPR
\$1,826,895

- Stations

- U. Wisconsin
\$156,971
- KSJN (St. Paul)
\$117,485
- WOSU (Columbus, Ohio)
\$113,389
- WGUC (Cincinnati)
\$76,555

- WTTW (Chicago)
\$504,500
- SECA (Columbia, S. C.)
\$748,000
- WNET (New York)
\$4,277,109
- WQED (Pitts.)
\$620,000

- TOTAL (10) \$14,790,269

- Others (15) 518,390

- TOTAL (25) \$15,308,659

TOTAL \$2,291,295

INTERCONNECTION

Total Bell System Charges to CPB

- FY 1974

- \$4.0 million

Real AT&T Costs - \$20 million

- FY 1975

- \$4.9 million - 110 points

Real AT&T Costs - \$24 million

28%

21%
28%

10

31%
35%

supposed to be more points

ANALYSIS OF CPB BUDGET FOR
FY 1972, 1973, 1974*

*CPB budget estimates for FY 1974
based upon \$65 million which
includes \$5 million in private
grants and contributions.

• PROGRAMS FOR PUBLIC T.V.
(in thousands)

FY 1972 (Actual)

- <u>Production</u>	\$15,430
- <u>Distribution</u>	
-Interconnection	9,969
-Library	175
-TOTAL PROGRAM	\$25,474

FY 1973

- <u>Production</u>	\$15,892
-Augmented by \$19,563 from non-Federal source to support estimated 866 hours	
-average production cost/hour	40
-available to 240 stations	
- <u>Distribution</u>	
-Interconnection	\$ 9,000
-28.5 hours/week	
-17.5 new hours of program	
-38.5% repeat programming	
-TOTAL PROGRAM	\$25,142

FY 1974

- <u>Production</u>	\$23,148
-Increase of \$7,256 over FY 1973	
-Augmented by \$20,000 from non-Federal sources	
-1027 hours new programs	
-average production cost/hour	42
-available to 255 stations	
- <u>Distribution</u>	\$11,407
-Interconnection	\$11,007
-Increase of \$2,157	
-30.4 hours/week	
-TOTAL PROGRAM	\$34,555

• PROGRAMS FOR PUBLIC RADIO (NPR)
(in thousands)

FY 1972 (Actual)

-Production

-NPR	\$1,827
-Stations	364

-Distribution

745

-TOTAL PROGRAM

\$2,936

FY 1973

-Production

\$2,590

(available to 600 stations)

-Distribution (interconnection)

910

-24.6 interconnection hours/week

-145 interconnection stations

- 16 hours/week of taped programming to
250 stations

-TOTAL PROGRAM

\$3,500

FY 1974

-Production

\$3,187

-Increase of \$597 over FY 1973

-Distribution (interconnection)

\$1,131

-Increase of \$221 over FY 1973

-Increase of \$350 interconnected program hours

-167 interconnected stations

-18 hours/week of taped programming to 275 stations

-TOTAL PROGRAM

\$4,318

• PLANNING, RESEARCH AND EVALUATION
(in thousands)

FY 1972 (Actual)

- <u>Corporate Planning</u>	\$ 15
-Engineering and Technical	
- <u>Development</u>	\$ 216
-Communications and Audience	
- <u>Research</u>	\$ 408
-TOTAL	\$ 639

FY 1973

- <u>Corporate Planning</u>	\$ 100
-Engineering and Technical	
- <u>Development</u>	\$ 100
-Communications and Audience	
- <u>Research</u>	\$ 402
-TOTAL	\$ 602

FY 1974

- <u>Corporate Planning</u>	\$ 90
-Engineering and Technical	
- <u>Development</u>	\$ 250
-Communications and Audience	
- <u>Research</u>	\$ 655
-TOTAL	\$ 995

• DEVELOPMENT AND SUPPORT
(in thousands)

FY 1972 (Actual)

- <u>Improving Quality</u>	\$ 514
- <u>Supporting Stations</u>	\$6,690
-Community Service Grants	\$6,243
-TV	\$4,646
-Radio	\$1,586
-Technical and Management Training	\$447
- <u>Increasing Awareness</u>	\$1,297
-TOTAL	\$8,501

FY 1973

- <u>Improving Quality</u>	\$ 263
-Projects (National Center for Experimental TV, National Endowment on the Arts)	
- <u>Supporting Stations</u>	\$6,907
-Community Service Grants	\$6,637
-TV	5,000
-Radio	1,626
-Technical and Management Training	\$270
- <u>Increasing Awareness</u>	\$1,397
-Station communications, annual reports	\$148
-Advisory Comm. on National Organization	\$ 37
-PBS	\$900
-NPR	\$312
-TOTAL	\$8,567

• DEVELOPMENT AND SUPPORT
(in thousands)

FY 1974

-Improving Quality	\$ 400
-Increase of \$137 over FY 1973	
-Projects	
(National Center for Experimentation	
in TV; National Endowment on the	
Arts)	
-Supporting Stations	\$20,216
-Increase of 13,309 over FY 1973	
-Community Service Grants \$19,066	
-TV \$13,500	
-Radio 5,555	
-Technical and Management	
Training \$1,000	
-Meetings \$ 150	
-Increasing Awareness	\$ 1,516
-Increase of \$119 over FY 1973	
-Station communications,	
annual reports \$175	
-Advisory Comm. for	
National Organizations \$ 90	
-PBS \$751	
-NPR \$500	
-TOTAL	\$22,132

Program Classifications
FY 1973 - FY 1974

- In the past, public broadcasting programming has fallen into four categories. Those were:
- o Children's
 - o Performance/Cultural
 - o News/Public Affairs
 - o Others
- For FY 1973 - 1974, however, CPB has reclassified these program categories. These are:
- o Cultural Service
 - Information and Documentary
 - Current Issues
 - o Performing Arts (Drama)
 - o Magazine
 - o General Service
 - Classroom
 - Other (CTW Health Series, Pilots)
- Therefore, one is led to believe that CPB has offered wider diversification and reduced news and public affairs. Despite the new format, the following are accurate breakdowns of programming percentages, based upon previous CPB categories. These should be kept in mind in reviewing the CPB Program Classifications for FY 1973-1974:

FY 1973

o Children's	44.4%
o Performance/Culture	24.0%
o News/Public Affairs	26.6%
o Other	5.0%
	<u>100.0%</u>

FY 1974

o Children's	47.8%
o Performance/Cultural	13.9%
o News/Public Affairs	24.5%
o Other	13.8%
	<u>100.0%</u>

Cultural Service

	<u>1973</u>	<u>1974</u>	
Performing Arts (Music & Dance)			
Opera (WNET)	\$ 226	\$ 200	
The Boarding House (KQED)		90	
Soul! (WNET)	<u>290</u>	<u> </u>	
(3.7%)	\$ 516	\$ 290	(2.2%)

Performing Arts (Drama)

Theatre in America (WNET)		\$ 1,000	
Playhouse New York (WNET)	\$ 363		
Hollywood Television Theatre (KCET)	<u>1,080</u>	<u> </u>	
(10.2%)	\$ 1,443	\$ 1,000	(7.7%)

Magazine

Sesame Street (CTW)	\$ 2,300	\$ 2,300	
Mister Roger's Neighborhood (FCI)	550	650	
Zoom (WGBH)	707	565	
Bookbeat (WTTW)	114	127	
Step-ups	197	100	
Specials	<u>370</u>	<u> </u>	
(30%)	\$ 4,238	\$ 3,742	(28.8%)

General Service

<u>Information & Documentary</u>		
Religious America (WGBH)		\$ 200
The Men Who Made Hollywood (WNET)		100
Science Unit (WGBH)		500
An American Family (WNET)	,743	
Documentary Series on Current Issues (WETA)		800

	<u>1973</u>	<u>1974</u>	
<u>General Service</u>			
Bill Moyers' Journal (WNET)	\$,482		
A Public Affair/America '73 (WETA)	513		
A Public Affair/Election '72 (WETA)	<u>.306</u>		(12.2%)
	(14.5) \$ 2,044	\$ 1,600	(12.2%)

<u>Current Issues</u>		\$, 85	
Wall Street Week (WMPB)	85		
Washington Week in Review (WETA)	220		
World Press (KQED)	670		
Firing Line (SECA)	433	533	
The Advocates (WGBH)	345	345	
Black Journal (WNET)	228		
Special Events (WETA)	68		
30 Minutes With... (WETA)		305	
Reserve for Black Programming	400	400	
Reserve for Local Production			
Reserve for Other Minority Programs	<u></u>	<u>200</u>	
	(17.4%) \$ 2,449	\$ 1,868	(14.5%)

Classroom Service

<u>Classroom</u>		\$2,700	(20.8%)
The Electric Company (CTW)	(19.2%) \$2,700		
<u>Other:</u>		\$1,000	
Reserve - CTW Health Series	700	800	
Reserve - for Pilots	<u>700</u>	<u>1,800</u>	(13.8%)
(5%)			

\$14,090

\$13,000

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PUBLIC BROADCASTING

Public Television Act of 1967

S. 1160 Hearings - April 11, 12, 13, 14, 25, 26, 27, and
28, 1967

P. 56 Pastore: "In response to a question to Secretary Gardner re partial advertising on PTV such as announcements that a program is due to a grant by such and such ... Isn't that out-and-out commercialism? The minute you begin to advertise a grant, even though philanthropic, it is advertising. I don't think it is contemplated under this Bill at all."

P. 64 Hartke: Quoting from Broadcasting (April 3) regarding interconnection and Federal funds... (Broadcasting) "If adopted in the form of its submission, Lyndon Johnson's Public Television Bill would establish the mechanism for a Federal television system responsive to the prevailing center of power."

Pastore: "In other words, it almost assumes that the President of the United States, in every instance, is a rascal. For some reason or another, it is becoming fashionable to indicate that the one man who is elected by all the people of this country can't be trusted, even to the extent of nominating 15 people who are going to be confirmed by the Senate of the United States. Of course, it is ridiculous."

P. 136 Killian: "The local stations must be the bedrock upon which public television is erected... the Corporation...should provide grants and enter into contracts for programs, but should not itself engage in program production. It should serve the stations, but no control the stations."

P. 184 Pastore: "...that the more public money you put into this (public TV), the more you endanger the freedom of expression."

Fred Friendly: "What I am saying--and I would be glad to say it a thousand times--is that I am against--and I hope we all are--Federal money from general revenues going into news and public affairs broadcasting."

Friendly: "If it cost \$275 million a year to run public television, which is the Carnegie figure, I would be against it...I think all we would have then was a license to fail."

P. 7 "At the same time, however, it should be remembered that local stations are the bedrock of this system...it is not intended, therefore, that these stations be mere conduits for the productions of other stations or other outside sources."

"The Corporation will be prohibited from engaging in political activity or applying political tests in any personnel actions or endorsing political candidates; will assist in the development of an interconnection system and make high quality programs available to educational broadcast stations; will contract for the production and procurement of programs and make payments to stations to support local programs and other costs; will have no authority itself to own or operate any stations, interconnections or production facilities; will submit an annual report to the President for transmittal to Congress."


8 "The Office of Telecommunications Management and DHEW are urged not to delay in providing the initiative and expertise required for a coordinated effort to serve the public's interest through effective development and utilization of public television and other telecommunications media."

"Among its activities, the Corporation is authorized to contract or make grants to program production entities, individuals, and selected noncommercial educational broadcast stations for the production or procurement of programs for national or regional distribution to noncommercial educational broadcast stations."

P. 15 The committee was persuaded that the Corporation needed this flexibility and discretion not to establish a fixed-schedule network operation but to take advantage of special or unusual opportunities that warrant the Corporation directly contracting for interconnection facilities. Even under these circumstances, however, it should be made clear that the decision to broadcast such a program remains with the local station. Therefore, the committee has modified subsection (g) (2) (E) so as to give the Corporation the necessary authority with regard to interconnection facilities. This does not mean that others -- such as a group of noncommercial stations or national educational television -- could not also arrange for interconnections and receive financial assistance from the Corporation for it. The provisions of this legislation permit this to be done.

P. 15

In order to assure an effective working relationship among the Corporation, the various production centers, the individual local stations, and all other parties concerned, the committee feels that a number of alternative methods are available to avoid misunderstanding on the use of interconnections; it might for example appoint an advisory committee, including representatives of local educational broadcast stations, to suggest to it policies for the handling of interconnection or to review the interconnection decisions which it had made over a stated period. As another approach, the Corporation might exercise its interconnection responsibility by special contractual arrangements. It might wish to aid in the formation of a new organization or advisory group, including representatives of the local stations and the program suppliers, to handle day-to-day decisions on interconnection. Whatever special administrative arrangements it makes in exercising its option, the Corporation must retain ultimate responsibility.



FLOOR DEBATE

Public Broadcasting Act of 1967
May 17, 1967

Pastore (Floor Manager)

Title II "...[CPB] to improve and strengthen local stations and to encourage diverse and high quality programming of regional and national interest...Local or regional educational broadcast stations must be free to accept or reject the programs and services which the Corporation will make available.

HOUSE REPORT ON PUBLIC BROADCASTING ACT

Section 39(g)(3) precludes the Corporation from owning or operating "any television or radio broadcast stations, system or network ***." It is assumed that, in compliance with this prohibition, the Corporation will not have a staff of producers, commentators, announcers, and others directly associated with program production; a system of fixed schedule broadcasting; ownership or operative authority over program production equipment, studios, or interconnection facilities; or station affiliates.

The bill reserves the question of permanent financing for consideration during the next session of Congress. It is felt that since there are no precedents upon which to base judgments, a clearer view than is possible at the present time as to the Corporation's future needs can be obtained after it has gained operational experience.

CONFERENCE REPORT ON PUBLIC BROADCASTING ACT

The managers on the part of the House feel that the Corporation needs this flexibility, not to establish a fixed-schedule network operation, but in order to take advantage of special or unusual opportunities that warrant the Corporation directly contracting for interconnection facilities. Even under these circumstances, however, it should be made clear that the decision to broadcast any program for which interconnection is provided by the Corporation remains entirely within the discretion of the local station. In addition, it should be pointed out that this change does not mean that others--such as a group of noncommercial educational broadcast stations or a noncommercial educational radio or television network--could not also arrange for interconnection and receive financial assistance for it in the form of a grant or contract from the Corporation. The conference substitute would permit this to be done.

P. 294 CTW: "We expect to solve this problem [financing] before the end of fiscal 1973."

"Reduced to their essentials my concerns are that:

1. The independence of the local stations has suffered because CPB has not devoted sufficient funds to station support grants for purely local program production.
2. Local station autonomy has been undercut by the CPB and PBS use of interconnection facilities to establish a fixed schedule, real-time networks, contrary to the intent of 1967 Act.
3. Program diversity has not been enhanced, since national programs are produced or acquired in effect by CPB's 'in-house' production entities, which are also broadcast stations. Moreover, the national programming seeks a mass audience for news, public affairs, and entertainment programs.

Nominations 1972 of 5 new members to CPB , JUNE 1972

P. 1 Pastore: "We looked to the Federal Treasury only as a temporary source, but nothing has been forthcoming from either this Administration or the previous Administrations as to how the Corporation should be financed on a permanent basis. I think myself more serious thoughts ought to be given to long-range financing because we are somehow getting into the area of programming. As long as you put taxpayer's money in anything, it is the responsibility of Congress to determine how the money is spent."

P. 14 Pastore: "Has this come about because you have no authority to do any operational work?"

Macy: "The creation of the PBS was a necessity from the point of view of CPB, because in the statute, we are not permitted to own or to operate any facilities."

P. 15 Pastore: "I think in that area [public affairs]-- I am addressing myself now to the Board--you have got to be very careful, because there is a tremendous sensitivity that this is a Corporation that is being supported by taxpayer's money. It was never intended to do the job that can be done by the commercial stations and the commercial networks...people are going to say we don't need this, we don't need a fourth network."

Nomination 1972 - Thomas Curtis

P. 38 Pastore: "Despite the promises of the previous Administration, as well as the present one, no permanent financing plan has been forthcoming... continued failure to do so strikes at the very fiber of public broadcasting--strong, independent local educational stations."

P. 41 Pastore: "The Senator from Tennessee [regarding Baker's opening statement] understands he and I disagree pretty much on much of what he has already said. This Corporation cannot produce any programs itself, it must hand the money over to another entity, only because the law so provides [PBS]."

P. 42 Pastore: "Now I know that there is a gentleman in the White House who doesn't seem to have his heart and soul in public broadcasting, and this is no secret. His name is Mr. Whitehead. And he has been finding fault with public broadcasting and the views that he has expressed are not constant-- I repeat again--with the people who are intimately connected with public broadcasting, the licensees and the public in general."

P. 43 Pastore: "One of the most unfortunate things--I don't know why President Nixon did it--I wish he had talked to me before he vetoed the Bill, but he was persuaded that this had become a vehicle to hurt him politically...It wouldn't do them any harm to open up the windows today and let a little fresh air come in."

P. 44 Cotton: "Until this morning, I didn't know it [public broadcasting] was an issue."

P. 45 Pastore: "So Senator Baker goes down there and Mr. Whitehead goes down there, and they are against this thing, and Senator Pastore doesn't go down there."

Cotton: "They didn't ask me. I would have been with you on this one."

Hartke asks Curtis if he had been briefed by Administration on politicization of public broadcasting. Curtis responded no.

P. 51 Hartke: "...or the Administration or the Congress, or either one of them, should have a more direct authority to deal with the types of programming that goes into public broadcasting."

Curtis: "Oh, the actual programming, no. In fact, there is even a question of how much the Corporation itself should be in the programming. There are degrees."

Hartke: "...Mr. Buchanan in the White House, who I feel is much more restrictive in his philosophy toward broadcasting generally than Mr. Whitehead."

P. 53

Curtis: "I think, though, that I could easily come to the conclusion that news, for example--

Hartke: "That they should not engage in news?"

Curtis: "If it is true that news is being adequately covered in the commercial area?"

Joseph Beirne's letter to Pastore indicating his belief that the Curtis appointment was meant to dismantle CPB.

SENATE DEBATE ON H.R. 13918
June 22, 1972

Pastore: (following Baker's colloquy) "With reference to commercial broadcasting, no one has been more critical than I have been about violence on television and sex on television so much so that from time to time I have been chided by producers in the business."

Pastore refers to Burch House testimony in which Burch indicated that the FCC had received no fairness complaints.

Beall: "Hidden subsidy (interconnection reduced rates)."

Questions

- Q. Where does OTP get its mandate to criticize public broadcasting?
- o CTW letter to Pastore after Mansur hearings (Nov. 23, 1970) set forth public broadcasting financing as area of OTP responsibility.
 - o Senate Report on S. 1160 (May 11, 1967), p. 8 directed HEW and ODTM to provide the initiative and expertise required for a coordinated effort to serve the public's interest through effective development and utilization of public television and other telecommunications media. "
- Q. Aren't you just against network news and public affairs, whether public or commercial?
- Q. What's the President's authority to make recess appointments?
- o COMSAT recess appointments.
 - o Curtis recess appointments.
- Q. Why only a one-year authorization?
- Q. Where are you in developing a long-range financing plan, one that will insulate public broadcasting from political pressures? Have you given up on long range financing?

Q. What's the FCC's role to ensure balanced public television programming?

Q. What about institutional advertising on public television?

Q. What about all these BBC programs? Does this adversely affect Hollywood?

Q. What about CPB salaries -- too high, not high enough?
What about Sandy Vanocur, or Buckley?

Q. Where did John Macy go wrong?

Q. How will cable -- pay TV -- affect public broadcasting?

Q. What about reduced AT&T rates for interconnection? Domsats?

Q. Hasn't the number of public TV stations grown much faster than their appropriations? You know we've got 233 of them. Has their funding grown apace?

Q. How can public TV adequately plan when all you want to give them is a one-year authorization? With the commercial stations you want to give them 5-year licenses, give them more stability. Is this consistent?

Q. What about NASA's attempt to pressure PBS into carrying the last moonshot? Did your Office play any part in this pressuring?

Q. What about the Ford Foundation and these other tax-exempt organizations getting involved in public TV? Is your Office studying possible changes in the tax laws?

Q. Now Dr. Whitehead, you've appeared on public TV yourself with Bill Buckley -- do you think programs like the one in which you appeared are slanted, elitist?

Q. Now Dr. Whitehead, you talked a lot about CPB, until you got your own people in. But for the longest time now you've been strangely silent. Does this mean that your people are doing a good job?

Q. Now Dr. Whitehead, we all saw that nude ballet on public TV, and the violence, and all -- what are you doing to keep this tax-supported pornography and violence out of the parlors of America?