

TRAVEL VOUCHER  
MEMORANDUM

End

DEPARTMENT, BUREAU, OR ESTABLISHMENT <b>Executive Office of the President Office of Telecommunications Policy</b>		VOUCHER NO.
PAYEE'S NAME <b>Clay T. Whitehead SS #509-34-3700</b>		SCHEDULE NO.
MAILING ADDRESS (Including ZIP Code) <b>2440 Virginia AV NW WA DC 20037</b>		PAID BY
OFFICIAL DUTY STATION <b>Washington, D. C.</b>	RESIDENCE <b>Washington, D. C.</b>	
FOR TRAVEL AND OTHER EXPENSES FROM (DATE) <b>11/22/71</b>	TO (DATE) <b>11/22/71</b>	CHECK NO.
TRAVEL ADVANCE Outstanding <b>None</b> \$		CASH PAYMENT OF \$ RECEIVED (DATE)
APPLICABLE TRAVEL AUTHORIZATION(S) NO. <b>364</b> DATE <b>11/8/71</b>		
Amount to be applied Balance to remain outstanding \$		

## TRANSPORTATION REQUESTS ISSUED

TRANSPORTATION REQUEST NUMBER	AGENT'S VALUATION OF TICKET	INITIALS OF CARRIER ISSUING TICKET	MODE, CLASS OF SERVICE, AND ACCOM- MODATIONS *	DATE ISSUED	POINTS OF TRAVEL	
					FROM-	TO-
<b>*B-1, 286,405 TA #364</b>	<b>68.00</b>	<b>AA</b>	<b>Air/first class</b>	<b>11/10</b>	<b>Washington, D. C.</b>	<b>New York, NY and return</b>

November 29, 1971

AMOUNT  
CLAIMED  
→

Dollars	Cts
<b>\$80</b>	<b>00</b>

Approved. Long distance telephone calls are certified as necessary in the interest of the Government.

DIFFERENCES:

NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY  
VOUCHER NO. D.O. SYMBOL DATE (MONTH-YEAR)Total verified correct for charge to appropriation(s)  
(initials)

Applied to travel advance (appropriation symbol)

NET TO  
TRAVELER →

ACCOUNTING CLASSIFICATION

\* Abbreviations for Pullman accommodations: MR, master room; DR, drawing room; CP, compartment; BR, bedroom; DSR, duplex single room; RM, roomette; DRM, duplex roomette; SOS, single occupancy section; LB, lower berth; UB, upper berth; LB-UB, lower and upper berth; S, seat.



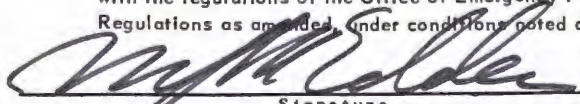
PREVIOUS TEMPORARY DUTY (Complete these blocks only if in travel status immediately prior to period covered by this voucher and if administratively required)

[illegible][illegible]

Grand total to face of voucher  
(Subtotals, to be carried forward if necessary)

\*If per diem allowances for members of employee's immediate family are included, give members' names, their relationship to employee, and ages and marital status of children (unless this information is shown on the travel authorization).



<b>EXECUTIVE OFFICE OF THE PRESIDENT</b> <b>OFFICE OF EMERGENCY PREPAREDNESS</b>  <b>AUTHORIZATION OF OFFICIAL TRAVEL</b>		1. Date of request November 8, 1971	
		2. Name and address of traveler Clay T. Whitehead SS #509-34-3700 2440 Virginia AV NW WA DC 20037	
Submit original and 2 copies to Fiscal Section at least 3 working days in advance of proposed travel		3. Title Director	
This document becomes an authorization of official travel only when the certificate of authorization has been signed by the designated authorizing official. This travel is ordered on official business for the convenience of the Government.		4. Type of appointment Presidential	
		5. Orgn. unit (Division) Office of Telecommunications Policy	
		6. Official station Washington, D. C.	
		7. Purpose of travel  To meet with heads of broadcasting industry	
		8. Period of travel 11/22/71	9. Est. No. of days of travel status 1
		10. Per diem rate \$9.00	11. Office number of traveler 770G
		12. Mileage rate	13. Phone number of traveler 5800
14. Itinerary  Washington, D.C. to New York, New York and return.			
15. Travel to be performed as indicated a. <input checked="" type="checkbox"/> Common carrier Including commercial airline b. <input type="checkbox"/> Government-owned vehicle c. <input type="checkbox"/> Other (Specify) d. By privately-owned automobile: (1) <input type="checkbox"/> Reimbursable cost not to exceed common carrier cost <u>or</u> (2) <input type="checkbox"/> Administratively determined to be more advantageous to the Government—common carrier use impracticable (if checked, explain under item 20, 'Remarks'.)			
16. Allotment number  82/OTP/210		17. Appropriation symbol  1120601	
		18. Travel authorization No.  364	
19. Estimated cost of travel		20. Remarks  First-class travel authorized.	
Transportation \$ 70.00			
Per Diem 9.00			
Other 10.00			
Total \$ 89.00			
21. Requested by  Director Office of Telecommunications Policy		FINANCIAL MANAGEMENT BRANCH USE ONLY	
		22. Funds Obligated <div style="text-align: center; color: red; font-weight: bold;">FUNDS OBLIGATED</div> <div style="text-align: center; color: red; font-weight: bold;">NOV 9 1971</div>	
		Signature Title	
23. <b>CERTIFICATE OF AUTHORIZATION</b>  You are hereby authorized to travel at government expense, to be paid from available appropriations in accordance with the regulations of the Office of Emergency Preparedness and the Standardized Government Travel Regulations as amended, under conditions noted on this authorization.			
 Signature Michael I. McCrudden III		Executive Assistant Title	
<b>IMPORTANT-</b> Every voucher or message concerning this travel must refer to the travel authorization number.			





## REPORT OF CHANGE IN PASSENGER TRANSPORTATION SERVICE

INSTRUCTIONS.—This form is for use when the passenger transportation and/or accommodations received by a traveler are of a different character or a lesser value than those represented by the tickets issued in exchange for the related transportation request. The completed form together with any unused transportation or ticket coupons, if involved, should be mailed immediately by the traveler to his administrative office. (Note.—This requirement is not required when the changes in transportation service or accommodation were reflected by an endorsement on the transportation request before it was exchanged for tickets.)

FROM:	TO:									
Washington, DC (Nat'l)	NYC (LaGuardia)									x
	and return									

REMARKS:

First-class air

T/R NO.	B-1, 286, 405
CARRIER T/R ISSUED TO	
American Airlines	
DATE ISSUED	11/10/71
TICKET FORMS AND NOS.	
823004397 5	
TRAVELER'S SIGNATURE	
TITLE	Director, OTP
DATE	11/29/71

PRINTED IN U.S.A. BY RAND McNALLY

SUBJECT TO CONDITIONS OF CONTRACT ON PASSENGER'S COUPON  
Issued By

**American Airlines, Inc.**

If the passenger's journey involves an ultimate destination or stop in a country other than the country of departure, the Warsaw Convention may be applicable and the Convention governs and in most cases limits the liability of carriers for death or personal injury and in respect of loss of or damage to baggage.  
**NOT TRANSFERABLE**

NAME OF PASSENGER  
**MR. T. WHITEHEAD**

PASSENGER TICKET AND BAGGAGE CHECK  
FLIGHT COUPON NO. **3**

DATE OF ISSUE

ORIGIN

DESTINATION

FROM TO CARRIER FARE CALCULATION

82 3004397  
DATE AND PLACE OF ISSUE  
**NOV 1971**  
**WASHINGTON D.C.**

Agent  
CONJUNCTION TICKETS

GOOD FOR PASSAGE BETWEEN POINTS OUTLINED BY HEAVY RULE

FARE BASIS ALLOW CARRIER FLIGHT/CLASS DATE TIME STATUS

VOID

VOID

WAS - NATIONAL F AA 331F NOV22 330A01

CNYC - LAGUARDIA F AA 377F NOV22 530P08

WAS - NATIONAL

BAGGAGE CHECKED UNCHECKED

ROUTE CODE ENCODE CPN AIRLINE CODE

FARE TOTAL CY

\$62.96 \$68.00

TAX 5.04

FORM OF PAYMENT  
**GR-01,256,405**

CY ENDORSEMENTS (Carbon)

FORM AND SERIAL NUMBER

CE

823004397 5



ISSUED BY		American Airlines		PASSENGER TICKET AND BAGGAGE CHECK SUBJECT TO CONDITIONS OF CONTRACT ON PASSENGER'S COUPON PASSENGER'S COUPON								FOR ISSUING OFFICE ONLY		AIRLINE FORM		SERIAL NUMBER	
NAME OF PASSENGER <i>MR C. WHITEHEAD</i>		NOT TRANSFERABLE		DATE OF ISSUE <b>22 NOV 71</b>								FROM/TO		CARRIER		FARE CALCULATION	
ENDORSEMENTS (CARBON)		ORIGIN		ISSUED IN EXCHANGE FOR													
NOT VALID BEFORE 1		NOT VALID AFTER 2		TICKET DESIGNATOR/TOUR CODE													
X/OI NOT GOOD FOR PASSAGE		FARE BASIS		CARRIER		FLIGHT/CLASS		DATE		TIME		STATUS		ALLOW.		DATE AND PLACE OF ORIGINAL ISSUE	
WASH NATIONAL		F		AA		381 F										FARE	
TO NYC LAGUARDIA		F		AA		377 F		11/22		530 P		OK				CONJUNCTION TICKET(S)	
TO WASH NATIONAL		BAGGAGE CHECKED UNCHECKED		PCS.		UNCK. WT.		PCS.		UNCK. WT.						FORM OF PAYMENT <i>CCDC</i>	
FARE <i>62.96</i>		TOTAL <i>68.00</i>		CPN.		TICKET NUMBER										DATE AND PLACE OF ISSUE <b>6229 6185 2 DC JUN72</b> <b>CLAY T WHITEHEAD</b>	
TAX <i>5.04</i>																	
EQUIV. AMT. PD.																	

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET FROM/TO ANY OTHER SOURCE THAN AMERICAN AIRLINES OR ITS AUTHORIZED TRAVEL AGENT

I ACKNOWLEDGE RECEIPT OF TICKET(S) AND/OR COUPONS FOR RELATED CHARGES DESCRIBED HEREON. PAYMENT IN FULL TO BE MADE WHEN BILLED OR IN EXTENDED PAYMENTS IN ACCORDANCE WITH STANDARD POLICY OF COMPANY ISSUING CARD AND AS REFLECTED IN APPLICABLE TARIFFS.				UNIVERSAL CREDIT CARD CHARGE FORM				DATE AND PLACE OF ISSUE			
X <i>19/11/71</i>				AMERICAN AIRLINES, 001				1. CARDHOLDER COPY			
				DATE OF ISSUE <b>22 NOV 71</b>				IF EXTENDED PAYMENT DESIRED, CIRCLE NO. OF MONTHS <b>3 6 9 12</b>			
NAME OF PASSENGER IF OTHER THAN CARDHOLDER <b>WASH NATIONAL</b>				OTATO NO.				CONNECTION OF PASSENGER WITH SUBSCRIBER			
COMPLETE ROUTING <b>WASH NATIONAL</b>				FARE BASIS <b>F</b>				CARRIER <b>AA</b>			
				TICKETS NOT TRANSFERABLE NO CASH REFUNDS				APPROVAL CODE <i>CCDC</i>			
<b>NYC LAGUARDIA</b>				<b>F</b>				<b>AA</b>			
				AIRLINE FORM SERIAL NO.				FORM OF CREDIT <i>001223514106</i>			
<b>WASH NATIONAL</b>											
FARE <i>62.96</i>				TOTAL <i>68.00</i>				ROUTE CODE <i>085366</i>			
TAX <i>5.04</i>											
EQUIV. AMT. PD.											
								EXP. DATE <b>6229 6185 2 DC JUN72</b> <b>CLAY T WHITEHEAD</b>			



Monday 11/22/71

NYC Trip  
11/22/71

12:45

Do you have any extra expenses to claim for your trip yesterday to New York?

*2 AP / 2 in*  
*Jack*  
**4.50** *ref*  
**7.50** *ref.*  
*3.00* *to ref.*

*taxi - airport to meeting 4.50*  
*taxi meeting to airport 7.50*



Friday 11/19/71

INV.

11/22/71

7:30 p.m.

12:00      You have indicated you have plans for Monday evening (Nov. 22) at 7:30. Do you want Coyt to take you? Your plane gets into National at 6:30.



Itinerary for  
Clay T. Whitehead  
November 22, 1971  
New York, New York

Monday, November 22, 1971

8:00 am car  
8:30 am Lv. National Airport via American Flt. 381  
9:26 am Ar. LaGuardia

10:30 am Meeting with Robert Ellsworth, et al. (212) 422-1200  
Lazard Freres, International  
44 Wall Street  
Fourteenth Floor

12:15 pm Luncheon meeting with Tom Murphy: (212) 421-8546  
Jack Schneider: President of CBS/Broadcast Group  
John Kluge: Chairman of Board, Metromedia  
Dick Block: Head of Kaiser Broadcasting  
Don Pels: Chairman of Board of LIN Broadcasting  
Julie Barnathan: Vice President/Broadcast Opns and Eng., ABC

Board Room  
Bankers Trust Building  
Fourth Floor  
280 Park Avenue

3:00 pm Meeting with Richard Heffner, et al. (212) 595-3166  
Richard Heffner Associates, Inc.  
Suite 14C  
100 Riverside Drive

5:30 pm Lv. LaGuardia via American Flt. 377  
6:32 pm Ar. National



NEW YORK  
11/22/71

Friday, November 19, 1971

You indicated you wanted to call Mr. Flanigan on Monday from New York. We have checked and Mr. Flanigan will be available to take calls between 12:00 and 12:30 and after 4:00 pm.

(202) 456-2361



Monday 11/8/71

MEETING

11/22/71

10:30

3:00

We have scheduled a meeting with Robert Ellsworth on Nov. 22 at 10:30 when you go up to meet with Tom Murphy et al.

Monday 11/8/71

MEETING  
11/22/71  
3:00

12:30 We have scheduled a meeting with Richard Heffner at 3:00 on Monday  
Nov. 22.

I believe you wanted to see some Russian tapes he has.

100 Riverside Drive (82nd and Riverside)

*Room 14C*



Monday 11/8/71

MEETING  
11/22/71

8:15

You are scheduled to go to New York on Monday Nov. 22 to meet with Tom Murphy et al. Do you want us to schedule a meeting with Dick Heffner while you're in New York that day?

Do you want to see Robert Ellsworth while you're there?

yes (212) 595-3166  
3:17  
11/22/71  
yes (212) 422-1200  
11/24/71  
10:30

Thursday 11/4/71

MEETING  
11/22/71  
12:15

4:00

Tom Murphy's office called. They have set up the luncheon for you in New York On Monday, November 22 at 12:15. It will be in the Board Room at the Bankers Trust Building, Fourth Floor, 280 Park Avenue.

The will call and give us the names of everyone who will be there.

Miss Fitzgerald (212) 421-8546



Eva call Tom Murphy and say Tom has agreed to have the luncheon.  
Verify ~~who~~ should be ~~invited~~ included.

Go ahead and work with them and see when. TW would be pleased  
to go to New York

Wednesday 8/25/71

12:50 I have contacted the following offices and asked that the gentlemen be advised that you would be calling them ~~this~~ afternoon -- hopefully.

*	Donald McGannon - Westinghouse	(212) 983-6500
	Don Durgan	(212) CI 7-8300
	Jack Schneider - CBS	(212) 765-4251

\* Mr. McGannon is out of town today and tomorrow -- so she will let Mr. McGannon know we will try to call him Friday.

O. K. to go ahead and return Tom Murphy's call (212) 421-8546



Flanigan's schedule

Thursday (10/21)	4:00 : Cost of Living meeting 6:30 : Blair House reception
Friday (10/22)	away
Monday (10/25-Holiday)	clear in the afternoon -HOLIDAY
Tuesday	O.K.



Itinerary for  
Clay T. Whitehead  
November 22, 1971  
New York, New York

Monday, November 22, 1971

8:00 am car  
8:30 am Lv. National Airport via American Flt. 381  
9:26 am Ar. LaGuardia

10:30 am Meeting with Robert Ellsworth, et al. (212) 422-1200  
Lazard Freres, International  
44 Wall Street  
Fourteenth Floor

12:15 pm Luncheon meeting with Tom Murphy: (212) 421-8546  
Jack Schneider: President of CBS/Broadcast Group  
John Kluge: Chairman of Board, Metromedia  
Dick Block: Head of Kaiser Broadcasting  
Don Pels: Chairman of Board of LIN Broadcasting  
Julie Barnathan: Vice President/Broadcast Opns and Eng., ABC

Board Room  
Bankers Trust Building  
Fourth Floor  
280 Park Avenue

3:00 pm Meeting with Richard Heffner, et al. (212) 595-3166  
Richard Heffner Associates, Inc.  
Suite 14C  
100 Riverside Drive

5:30 pm Lv. LaGuardia via American Flt. 377  
6:32 pm Ar. National



CAPITAL CITIES BROADCASTING  
CORPORATION

24 EAST 51ST STREET, NEW YORK, N. Y. 10022

THOMAS S. MURPHY  
PRESIDENT

421-9595  
AREA CODE 212

November 11, 1971

*The Honorable Clay T. Whitehead  
Director  
Office of Telecommunications Policy  
The White House  
Washington, D.C.*

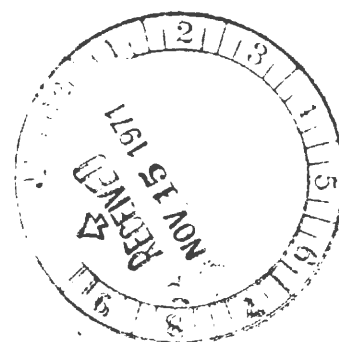
*Dear Tom:*

*Here's the rundown for the luncheon scheduled for Monday, November 22. As you know, it is scheduled to start at 12:15 p.m. in Room B of The Board Room, which is a private luncheon club located on the 41st floor of the Bankers Trust Building at 280 Park Avenue. You reach the Club by a group of second-floor elevators that are in the rear of the building, and you ought to have no trouble finding them as there are escalators from the first to the second floor. If you are free before 12:15, I would be delighted to have you stop by at our offices at 24 East 51st Street and we can walk the couple of blocks over to The Board Room.*

*Besides the two of us, the following have accepted...*

*Jack Schneider...President of CBS/Broadcast Group, which includes both the television and radio networks, as well as the owned-and-operated television and radio stations. You will recall having met him at the IRTS luncheon you addressed last month. He has spent his entire business career with CBS, having run several television stations, plus the network, before taking on his present responsibilities.*

*John Kluge...Chairman of the Board and substantial stockholder of Metromedia, which, as you know, is the biggest and most successful operator of independent VHF television stations in the nation. They own WTTG in Washington, as well as independents in Los Angeles, and New York, and have substantial interest in radio, direct mail and transit advertising.*





Dick Block...head of Kaiser Broadcasting. You will recall he visited with you shortly after you took on your responsibilities in Washington. His company is the leading operator of independently affiliated UHF television stations in the country. They own UHF stations in Boston, Detroit, San Francisco, Philadelphia and Los Angeles.

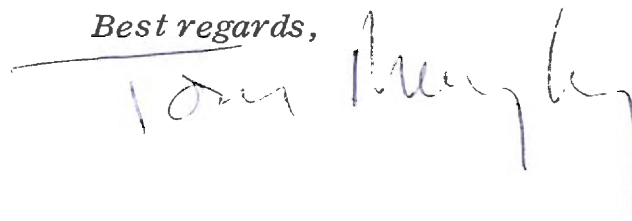
Don Pels...Chairman of the Board of LIN Broadcasting, which has radio stations in Philadelphia, Houston, St. Louis, Louisville, Rochester, and Little Rock. They also have a VHF station in Norfolk and a UHF station in Decatur, Illinois. Don spent ten years with Capital Cities as our Chief Financial Officer, and he has rejuvenated LIN Broadcasting since taking over several years ago.

Julie Barnathan...Vice President in charge of broadcast operations and engineering at ABC. Julie has spent his entire business career with ABC, having been head of their owned-and-operated television stations, as well as General Manager of the Television Network.

I have tried to select men who I thought might have different points of view which you would be interested in hearing, as well as men who obviously would be anxious to visit with you and get your thoughts on our industry and where it is going. I am sure the conversations can go past two o'clock as far as we are concerned, so you can set the time when you think it is appropriate to break it up.

Looking forward to seeing you on Monday, the 22nd.

Best regards,



TSM:rbf

Itinerary for  
Clay T. Whitehead  
November 22, 1971  
New York, New York

Monday, November 22, 1971

8:00 am car  
8:30 am Lv. National Airport via American Flt. 381  
9:26 am Ar. LaGuardia

10:30 am Meeting with Robert Ellsworth, et al. (212) 422-1200  
Lazard Freres, International  
44 Wall Street  
Fourteenth Floor

12:15 pm Luncheon meeting with Tom Murphy: (212) 421-8546  
Jack Schneider: President of CBS/Broadcast Group  
John Kluge: Chairman of Board, Metromedia  
Dick Block: Head of Kaiser Broadcasting  
Don Pels: Chairman of Board of LIN Broadcasting  
Julie Barnathan: Vice President/Broadcast Opns and Eng., ABC

Board Room  
Bankers Trust Building  
Fourth Floor  
280 Park Avenue

3:00 pm Meeting with Richard Heffner, et al. (212) 595-3166  
Richard Heffner Associates, Inc.  
Suite 14C  
100 Riverside Drive

5:30 pm Lv. LaGuardia via American Flt. 377  
6:32 pm Ar. National

*Pick up tickets 16th & K 11/19  
First class reservations \$68.00*



RICHARD HEFFNER ASSOCIATES, INC.

Communications Research & Development

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

*Heffner*

17 May, 1971

Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D. C.

Dear Tom:

I am sorry that we were not able to get together when you came to New York ... but our welcome mat is out for you whenever you can make it. Will I see you at the Federal Communications Bar Association seminars in Williamsburg?

I am leaving for Europe on June 10 and will touch base in Italy, Greece, France, England and the Soviet Union. I will be back on July 8 with assignments to write pieces on Soviet television for T. V. GUIDE and the NEW YORK TIMES SUNDAY MAGAZINE.

From our conversations I think you know how delighted I would be to take on some kind of assignment from you that would be of significant assistance to you in your important work.

Sincerely,

*Dick*

Richard D. Heffner

RDH/emc

Dictated but not read by Mr. Heffner.

Office of Telecommunications Policy  
Route Slip

*Heffner*  
*Richard*

15 APR 1971

To

Clay T. Whitehead

George F. Mansur

Nino Scalia

Will Dean

Walt Hinchman

Charlie Joyce

Jack Thornell

Frank Urbany

~~Charles Doyle~~

Bill Lyons

Brian Lamb

Linda Smith

Eva Daughtrey

Timmie White

Judy Morton

Elaine Christoff

SUSPENSE: COB

REMARKS:

*How about seeing Heffner  
late the afternoon of May 12  
when you finish at 195?*



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166


12 April, 1971

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

Jack Gould's piece last week gives added impetus to my strong desire to do some creative research relating to other broadcast systems. I would still like to talk about this matter with you -- and to show you my Russian videotapes.

Sincerely,



Richard D. Heffner

RDH/emc  
Enc.

# 270.5 Million TV Sets Are Tallied in 131 Countries

By JACK GOULD

The latest figures on the international growth of television show that the home screen now exists in 131 countries with a total of 270,502,500 receivers in use.

Statistics prepared as an addendum last week to the Television Digest Factbook, published by Albert Warren in Washington and widely regarded as a standard reference source for such TV data, place the United States far in the lead with 61.4 million black and white sets and 31.3 million color receivers.

The runner-up is the Soviet Union with 23 million black and white receivers but no color sets. Japan is third with 19 million black and white and 5.15 million color sets.

Next in order are West Ger-

many, with 15.5 million black and white and 1.3 million color sets; Great Britain with 16 million black and white and 750,000 color sets; France, with 10 million black and white and 200,000 color units; Italy, with 9.7 million black and white sets but no color receivers; and Canada, with 6.63 million black and white and 1.07 million color receivers.

## Foreign Countries Polled

Television Factbook, of which Mary Appel is editorial director, regularly solicits information from foreign countries on the global status of television and keeps an extensive file of developments through trade channels.

The only major country not included in the International TV listing is the Republic of South Africa, which did not answer these requests for data. South Africa has extensive radio service but the introduction of television presumably would complicate the Government's policy of apartheid if the home screen showed only whites and no blacks. Radio, appealing only to the ear, is not such a constant reminder of skin coloring.

According to the factbook estimates as of Jan. 1 this year, Communist China has 300,000 black and white TV receivers in a country with a population in excess of 800 million.

India is credited with 21,000 receivers in a population of over 600 million. The Communications Satellite Corporation has a modern satellite hovering over the Indian Ocean and India has been suggested as a country that might benefit from possible "skycasting" from a satellite transmitting to multiple received points rather than creating a ground network of stations over huge areas with difficult terrain and a shortage of electricity.

## Israel Has 12 Stations

Israel, which as a matter of Government policy long held out against the advent of TV as a distraction for people developing a new state, is now listed with 12 stations reaching 340,000 receivers. The Government was forced to take the electronic plunge because many Israel citizens were watching the programs, including the propaganda, from the stations of adjacent Arab countries.

The factbook, incidentally, reports the world has only 2,791 basic stations originating programs. But to assure coverage in accessible locations there are 7,542 ground satellite or repeater stations to relay the visual service coming from central points. West Germany, for instance, has 1,158 repeaters and Italy, 1,110.

The gigantic land expanse of Mongolia is credited with one TV station serving 600 re-

ceivers, the Republic of Niger, in the heart of West Africa, reports 100 receivers.

Of the Soviet Union's satellite countries, East Germany has the largest TV audience with over 5.3 million black and white sets and 10,000 color units. East German and West German viewers normally eavesdrop on each other's programs. Of the other Soviet satellites, Poland leads by a substantial margin with over 4 million sets in use.

The larger South American countries, notably Brazil with 3.5 million black and white sets, are proportionately heavily addicted to TV.

What may now be the size of the global TV audience in the course of an international day is largely guesswork. In countries with almost total set saturation the number of viewers for each set could be safely multiplied by a factor of 3 raising the potential worldwide audience to a minimum of 800 million or more. But where sets are scarce group viewing is still commonplace and anywhere from 10 to 100 persons may watch a single screen.

Because TV sets remain expensive luxury items in many parts of the world, the number of radio sets exceeds video units by hundreds of millions, particularly with battery-operated Japanese transistors penetrating almost every corner of the globe.

*Heffner*  
Chron

MAR 22 1971

Personnel  
Heffner, Dick

Mr. Marcus Cohn  
Cohn and Marks  
1920 L Street, N. W.  
Washington, D. C. 20036

Dear Marcus:

Thank you for your note of March 16th regarding Dick Heffner. Dick and I have chatted a couple of times in recent months. I am scheduled on my next trip to New York to visit with him at more length and to see some of his films on foreign television, a subject in which I am much interested.

I enjoyed very much our recent lunch and hope I can reciprocate in the near future.

Sincerely,

Clay T. Whitehead

cc: Mr. Whitehead

CT Whitehead:ed/jm



Heffner  
Richard

Friday 1/15/71

2:10 Advised Richard Heffner's office that you would be (212) 595-3166  
coming to New York on Tuesday but that you would be with  
a group and unable to meet with him. Will try to  
schedule a meeting within a month.



Monday 1/4/71

12:10

Richard Heffner called. He's under the impression you are going to go to New York either this week or next. I told him I didn't think so, but that I'd check.



*Emc*

RICHARD HEFFNER ASSOCIATES, INC.

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

17 December, 1970

Hon. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

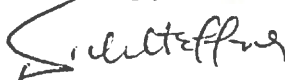
Dear Dr. Whitehead:

I am intrigued by the reports in today's Times concerning your Dupont speech. Would you be so kind as to send on a copy to us.

Again, I shall call you just before the new year to see when we can get together early in January.

My best wishes for the holiday season.

Sincerely,



Richard D. Heffner

RDH/emc

*sent 12/28/70 jim*

*Heffner*

Thursday 5/6/71

HEFFNER  
MEETING

1:10 We have called Dick Heffner's office to advise  
you will be unable to meet him on Tuesday (5/11)  
and are extremely sorry -- but that you will be  
coming to New York at a later time and will call  
to schedule an appointment.

2440  
Rayburn



Wednesday 5/5/71

MEETING  
5/11 and 12

12:55 Your plans are to take a 7:30 American AirLines plane to New York on Tuesday (5/11) and meet Dick Heffner around 9 o'clock.

Did you want Dr. Mansur to go with you to meet Heffner? \_\_\_\_\_

Did you want him to go up with you on the 7:30 plane? \_\_\_\_\_

Or meet you and the AT&T people around 11:00 to drive out to Bell Labs for the luncheon? \_\_\_\_\_



Wednesday 4/28/71

MEETING  
5/11/71  
9 a.m.

11:10 We have scheduled a meeting for 9 a.m. on Tuesday (5/11) with Richard Heffner -- Apt. 14C, 100 Riverside Drive (at 82nd Street), New York.

We will get you a reservation on the 7:30 a.m. American plane.

We have advised Mr. Heffner that you would need to be free by 11 a.m.



RICHARD HEFFNER ASSOCIATES, INC.  
*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024  

---

(212) 595-3166

12 April, 1971

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

Jack Gould's piece last week gives added impetus to my strong desire to do some creative research relating to other broadcast systems. I would still like to talk about this matter with you -- and to show you my Russian videotapes.

Sincerely,



Richard D. Heffner

RDH/emc  
Enc.

# 270.5 Million TV Sets Are Tallied in 131 Countries

By JACK GOULD

The latest figures on the international growth of television show that the home screen now exists in 131 countries with a total of 270,502,500 receivers in use.

Statistics prepared as an addendum last week to the Television Digest Factbook, published by Albert Warren in Washington and widely regarded as a standard reference source for such TV data, place the United States far in the lead with 61.4 million black and white sets and 31.3 million color receivers.

The runner-up is the Soviet Union with 28 million black and white receivers but no color sets. Japan is third with 19 million black and white and 5.15 million color sets.

Next in order are West Ger-

many, with 15.5 million black and white and 1.3 million color sets; Great Britain with 16 million black and white and 750,000 color sets; France, with 10 million black and white and 200,000 color units; Italy, with 9.7 million black and white sets but no color receivers; and Canada, with 6.63 million black and white and 1.07 million color receivers.

## Foreign Countries Polled

Television Factbook, of which Mary Appel is editorial director, regularly solicits information from foreign countries on the global status of television and keeps an extensive file of developments through trade channels.

The only major country not included in the International TV listing is the Republic of South Africa, which did not answer these requests for data. South Africa has extensive radio service but the introduction of television presumably would complicate the Government's policy of apartheid if the home screen showed only whites and no blacks. Radio, appealing only to the ear, is not such a constant reminder of skin coloring.

According to the factbook estimates as of Jan. 1 this year, Communist China has 300,000 black and white TV receivers in a country with a population in excess of 800 million.

India is credited with 21,000 receivers in a population of over 600 million. The Communications Satellite Corporation has a modern satellite hovering over the Indian Ocean and India has been suggested as a country that might benefit from a possible "skycasting" multiple received points rather than creating a ground network of stations over huge areas with difficult terrain and a shortage of electricity.

## Israel Has 12 Stations

Israel, which as a matter of Government policy long held out against the advent of TV as a distraction for people developing a new state, is now listed with 12 stations reaching 340,000 receivers. The Government was forced to take the electronic plunge because many Israel citizens were watching the programs, including the propaganda, from the stations of adjacent Arab countries.

The factbook, incidentally, reports the world has only 2,791 basic stations originating programs. But to assure coverage in accessible locations there are 7,542 ground satellite or repeater stations to relay the visual service coming from central points. West Germany, for instance, has 1,158 repeaters and Italy, 1,110.

The gigantic land expanse of Mongolia is credited with one TV station serving 600 re-

ceivers, the Republic of Niger, in the heart of West Africa, reports 100 receivers.

Of the Soviet Union's satellite countries, East Germany has the largest TV audience with over 5.3 million black and white sets and 10,000 color units. East German and West German viewers normally eavesdrop on each other's programs. Of the other Soviet satellites, Poland leads by a substantial margin with over 4 million sets in use.

The larger South American countries, notably Brazil with 9.5 million black and white sets, are proportionately heavily addicted to TV.

What may now be the size of the global TV audience in the course of an international day is largely guesswork. In countries with almost total set saturation the number of viewers for each set would be safely multiplied by a factor of 3 raising the potential worldwide audience to a minimum of 800 million or more. But where sets are scarce group viewing is still commonplace and anywhere from 10 to 100 persons may watch a single screen.

Because TV sets remain expensive luxury items in many parts of the world, the number of radio sets exceeds video units by hundreds of millions, particularly with battery-operated Japanese transistors penetrating almost every corner of the globe.



Chron

MAR 22 1971

Personnel  
Heffner, Dick

Mr. Marcus Cohn  
Cohn and Marks  
1920 L Street, N. W.  
Washington, D. C. 20036

Dear Marcus:

Thank you for your note of March 16th regarding Dick Heffner. Dick and I have chatted a couple of times in recent months. I am scheduled on my next trip to New York to visit with him at more length and to see some of his films on foreign television, a subject in which I am much interested.

I enjoyed very much our recent lunch and hope I can reciprocate in the near future.

Sincerely,

Clay T. Whitehead

cc: Mr. Whitehead

CTWhitehead:ed/jm

Friday 1/15/71

2:10    Advised Richard Heffner's office that you would be    (212) 595-3166  
coming to New York on Tuesday but that you would be with  
a group and unable to meet with him.    Will try to  
schedule a meeting within a month.



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024  
—  
(212) 595-3166

18 January, 1971

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

Thanks for the call to my office. I'm sorry that  
you won't have time for us on Tuesday, but we will wait  
to hear from you at another time for another visit.

Sincerely,

*Dick Heffner*  
Richard D. Heffner /enc

RDH/emc

MEMORANDUM  
OF CALL

TO:

*S. Doyle*

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

*Walter*

*Roberts*

OF (Organization)

*USIA*

☐ PLEASE CALL —→

PHONE NO.  
CODE/EXT.

*632-6784*

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☒ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

*Call Heffner and ask about  
a visit in conjunction w/ WU trip.*

RECEIVED BY

*B*

DATE

*12/18*

TIME

*1:00*

STANDARD FORM 63  
REVISED AUGUST 1967  
GSA FPMR (41 CFR) 101-11.6

GPO : 1969-048-10-80341-1 332-389

63-108



Office of Telecommunications Policy  
- Route Slip

16 DEC 1970

To

Clay T. Whitehead

George F. Mansur

William Plummer

Wilfrid Dean

~~Steve Doyle~~

Walt Hinchman

Charles Joyce

William Lyons

Eva Daughtrey

Timmie White

Judy Morton

REMARKS

Preliminary reports on Heffner are -

State - No derogatory info -  
Never worked w/ him.

Wm. Duke - He's ok, needs to be  
considered an independent  
consultant.

USIA -

RICHARD HEFFNER ASSOCIATES, INC.

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

(212) 595-3166

10 December, 1970

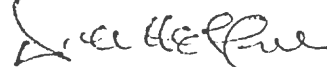
Hon. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Mr. Whitehead:

Just a note to let you know that A. T. & T. is not now going to underwrite our proposed documentary treatment of television around the world. You had suggested that we might call upon you for help in this area, and I wonder if there are introductions that you can make with would-be sponsors.

We are really quite convinced that a fascinating entertainment documentary can be forged from the story of television around the world, and we would like to have the opportunity to prove this through the support of a public-spirited sponsor.

Sincerely,



Richard D. Heffner

RDH/emc

I'll call you late this month to see when we can  
get together here in NYC!

Happy Holiday Season!!

Walt. Roberts  
Assoc. Dir for Res. Serv.  
6326786

Miller



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON, D.C. 20504

DIRECTOR

November 30, 1970

Steve,

Would you please check out Richard Heffner with respect to his competence, judgment, and ideological inclinations with Bill Duke of CPB, with Herman Land, and with USIA and State. You have to be a little careful with the ideological check. I am concerned because of his close association with NET. All I really care about there is that he not be at ideological loggerheads with this Administration. Also, I would like to know where we stand with respect to Herman Land.

Clay T. Whitehead

TEN - Has heard the name but has no negative info.

Bill Duke - says he's ok - has known him many years.  
ed martin -

RICHARD HEFFNER ASSOCIATES, INC.

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

16 November, 1970

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Dr. Whitehead:

Thank you for seeing Mrs. Kramer and me on such short notice last week. I was delighted to know of your interest in our Ford Foundation-underwritten study of mass television's environment-oriented "value messages". I should like to think that this is just the first of a series of content analyses of the various messages that are conveyed by popular television day in and day out. We shall keep you informed of our progress, to be sure.

The course of our conversation indicated that we share a basic interest in public policy relating to the communications field. And I feel that it is imperative that I give you some sense of my background other than the fact that I am University Professor of Communications and Public Policy at Rutgers University and that I also serve as consultant to various organizations and businesses in the communications field.

I am enclosing copies of my "Documentary History of the United States" and of my edition of "Democracy in America." Both books, together with various articles and reviews that I have written over the years, relate to my early academic work as an American historian. More recently I have worked in broadcasting as an executive, as a producer and as what is euphemistically called on-the-air "talent."



Perhaps my most important work in broadcasting itself related to the Open Mind which I created, produced and moderated at NBC; to my position as Editorial Consultant to CBS, Inc. and as Director of Special Projects at the CBS television network; and to the work I did in starting Channel 13 in New York and serving as its General Manager. For information on these activities and on my general background, I am taking the further liberty of enclosing a sketch from "Current Biography" and the most recent entry in "Who's Who".

My clients in recent years have included the American Association for the Advancement of Science, the Salk Institute for Biological Studies, IBM, Time, Inc., Western Electric, A.T.&T., American Airlines, and Sears, Roebuck among others. This list probably best testifies to the scope of my communications interests. But my academic title best demonstrates my essential interest in public policy relating to communications, and it is in this area that I should think we might find matters of common interest.

I shall work on the list of advisors that you asked me to suggest to you, and I shall send it on just as soon as I feel it is significant and impressive enough.

Two points, however, that I should like to raise with you for your consideration at this moment. First, I should very much like to serve your office in my professional role as consultant. Our approaches to communications public policy seem quite significantly to parallel each other and my office is equipped to carry out independent research and development projects as you require them. Second, I should very much like to solicit your interest in and support for a study we might make for you of the theme we discussed: the nature of public policy relating to television in other parts of the world. More precisely, we should like to study in depth for you the various shapes and forms of television public policy and television broadcasting systems vis-a-vis public interest in a significant number of countries throughout the world.

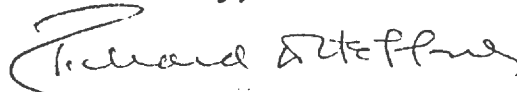
My interest in this extremely important and much neglected area, as you know, stems from my travels abroad as a communications consultant to the State Department and to the USIA, and from my research on Soviet television for the Carnegie Corporation and the Carnegie Commission on Public Broadcasting. In my various capacities I have observed television's development in Russia, Japan, Israel, the Philippines, England, France, Italy, Cyprus and many other areas of the world outside.

It may well be appropriate at this time -- when you are beginning to make sense of telecommunications policy for the President -- that you have such a professionally conceived and executed research paper on communications public policy abroad. We should like to do this work for you.

If you do come to New York City soon, would you let me show you my off-the-air video tapes of Soviet television? If you don't plan to be here, would you let me bring down my equipment to Washington? I should like very much to spark your further interest in and concern for this field.

Could we serve you in a consultative capacity? Would it be possible for you to assign us the specific task of investigating patterns of television overseas?

Sincerely,



Richard D. Heffner

RDH/emc



the future of Cyprus. In the presidential elections of December 1959 Grivas refused to support Makarios.

In November 1960 Grivas issued a manifesto calling for a purge of Greek political life. He declared that if he were to attain power he would respect Greece's alliance with Western nations while cultivating friendly relations with all countries, and that he would seek to narrow the gap between rich and poor. Grivas' bid for political power failed to gain any foothold on the Greek political scene, however, and by September 1961 most of his backers had left his movement.

When violence erupted on Cyprus between the Greek and Turkish communities in December 1963, Grivas reappeared on the scene. In January 1964, with approval of the Athens government, he invited Greek Cypriots to consultations, but the meeting failed to reach any conclusions. Arriving secretly in Cyprus in June 1964, Grivas remained incognito for about twelve days. In his first public appearance he told cheering crowds in Nicosia that his role was that of a peacemaker whose objectives were to forge unity among Greek Cypriots, to work out a formula for peaceful co-existence with the Turkish Cypriot community, and to strive toward a just solution of the Cyprus problem. A few days later he vigorously renewed the demand for *enosis* and called for a national referendum. His offer to safeguard the rights of Turkish Cypriots under *enosis* was rejected by Turkish spokesmen as a relationship "between slave and master."

In August 1964 Grivas reportedly assumed command of the Greek-Cypriot National Guard. He is regarded by some observers as the only one capable of restoring discipline among Greek Cypriot irregular forces and of checking the growing Communist influence on the island. One of his objectives appears to be to act as a check on Makarios, whose approaches to the Soviet Union and preference of independence over *enosis* disturb the Athens government. Grivas reportedly has the confidence of American officials on Cyprus, with whom he has maintained close contacts for some time. Officials of the United Nations peace-keeping force on Cyprus were also reassured by Grivas' promises that he would co-operate with the U.N.

Grivas' memoirs are scheduled to be published in English by Longmans Green and Company. Grivas has also written books on military strategy. In March 1959 he received the Grand Cross of Saint Barnabas from Archbishop Makarios. King Paul I of Greece conferred on him the Grand Cross of the Order of George I and made him a Commander of the Order of Military Merit. Grivas also holds the Freedom and Gold Medal of the city of Athens and the Gold Medal of the Athens Academy.

In 1940 George Grivas married Vassiliki ("Kiki") Dekas, the daughter of a pharmacist and a niece of a fellow officer, whom he had met eleven years earlier. Mrs. Grivas is a pianist of some repute. A small, wiry man, Grivas is about five feet four inches tall and has brown eyes, a fringe of gray hair, and a thick mustache. He is a tough-minded, earnest, and emotional man, who appears to be almost devoid of any

sense of humor. Austere in his habits, Grivas rarely eats meat and subsists mainly on fruit. He exercises regularly, is generally well dressed, does not smoke or play cards, and drinks only an occasional glass of wine. A strongly religious man, he attends the Greek Orthodox Church regularly. His reading consists mainly of classics and books on military strategy, and his one hobby is stamp-collecting.

#### References

- Christian Sci Mon p2 Je 27 '64 por  
 Manchester Guardian p9 Ap 13 '64 por;  
 p8 Jl 4 '64  
 N Y Times p2 Ag 14 '64 por  
 Toronto Globe and Mail p7 Jl 8 '64  
 Alastos, Doros. Cyprus Guerilla: Grivas, Makarios and the British (1960)  
 Barker, Dudley. Grivas: Portrait of a Terrorist (1959)  
 Byford-Jones, W. Grivas and the Story of EOKA (1959)  
 International Who's Who, 1963-64  
 Middle East, 1963

HARDWICKE, SIR CEDRIC Feb. 19, 1893-Aug. 6, 1964 British actor; began career in England as a specialist in Shakespearian and Shavian roles; after 1935, worked chiefly in the United States, as a star on Broadway and a familiar figure in dignified Hollywood character parts. See *Current Biography* (October) 1940.

#### Obituary

N Y Times p29 Ag 7 '64

HEFFNER, RICHARD D. (OUGLAS) Aug. 5, 1925- Educator; author; television moderator; communications consultant

Address: b. Richard Heffner Associates, Inc., 111 W. 50th St., New York 20; h. 110 Riverside Dr., New York 24

When Richard D. Heffner once remarked, "I don't see how you can study contemporary American history without examining the impact of broadcasting on it," he was discussing a phenomenon in which he has played a major role. Heffner is now University Professor of Communications and Public Policy at Rutgers University and heads his own firm of communications consultants. A pioneer in educational television in New York City, he set a standard for broad cultural programming throughout the United States as vice-president and general manager of WNDT-TV. Before coming to that educational television outlet he had produced and moderated the well-known discussion program *The Open Mind* over WNBC-TV, served as director of special projects for CBS-TV, and had taught at the University of California at Berkeley, Rutgers University, Columbia University, and Sarah Lawrence College.

Richard D. Heffner was born in New York City on August 5, 1925 to Albert Simon Heffner, a transportation executive, and Cely (Bender) Heffner. He spent his early boyhood years in Tucson, Arizona, but returned East with his family about the time that he entered De Witt Clinton High School in New York City. The choice





Wagner International Photos

RICHARD D. HEFFNER

of his career he attributes to the influence of Irwin S. Guernsey, a "great teacher" on the faculty of De Witt Clinton. While in high school he was a leader of the Arista honor society.

After graduating from De Witt Clinton High School in 1942, Heffner enrolled in Columbia College. He had at first wanted to become a lawyer, but changed his mind after he was exposed to history courses at Columbia. As an undergraduate he won the Mitchell fellowship in history, the Van Am prize medal, and the Albert Marion Elsberg prize in history. He was a member of the college's debate council. In 1946 Heffner graduated from Columbia College with a B.A. degree *cum laude* and membership in Phi Beta Kappa. In 1947 he obtained his M.A. degree in history from Columbia University after submitting a thesis entitled "The Public Reputation of Theodore Roosevelt."

Continuing his postgraduate studies in history at the same time, in 1947 Heffner became a teaching assistant at the University of California at Berkeley. In 1948 he became an instructor in history and political science at Rutgers University, where he remained until 1950, when he accepted an offer to become a lecturer in Contemporary Civilization at Columbia University. Impelled by the conviction that news analysis should be undertaken by historians like himself, Heffner became interested in broadcasting in 1952 while occupying the post of professor of history at Sarah Lawrence College. He felt that the United States was caught in the grip of anti-New Deal sentiment and, always an admirer of Franklin D. Roosevelt, conceived of the idea of presenting a memorial program to counteract it. Several radio and television stations balked at his suggestion, but station WMCA in New York City reacted favorably. On April 12, 1953, the eighth anniversary of Roosevelt's death, Heffner presented a half-hour documentary consisting of taped interviews with visitors to Hyde Park, excerpts from Roosevelt's speeches, and an interview with Elea-

nor Roosevelt. The program proved so successful that Heffner was given a regular half-hour weekly series over WMCA called *History in the News*, and he left full-time teaching for broadcasting.

From WMCA Heffner moved on in 1955 to the National Broadcasting Company, where he became director of public affairs for WNBC-TV. He was assigned as producer, writer, and host to *Man of the Year*, a weekly discussion show that called upon Heffner's talents both as historian and moderator, since it required him to choose a year from American history, present information about its outstanding figure, and to discuss the celebrity with a panel of guests.

But it was not until May 1956, when he launched *Open Mind*, that Heffner really hit his stride as producer and moderator. A trailbreaker in commercial television, *Open Mind* offered intelligent and low-pitched discussion before, in Heffner's words, "everybody and his brother began talking on TV." Without even the distraction of coffee drinking, a panel of intellectuals sat around a table for a half hour on Sunday afternoons, discussing such controversial topics as race relations, anti-Semitism, divorce, drug addiction, psychoanalysis, and homosexuality. Heffner kept himself out of the discussions as much as possible, avoided needling his guests, listened carefully to the participants, and pinned the talk down to specific areas. Among the guests who appeared during the three-year run of the program were Lionel Trilling, Margaret Mead, Max Lerner, Allan Nevins, Martin Luther King, and Isaac Stern. At one point Heffner told Thane Leonetti of the *New York Post* (June 21, 1959): "The *Open Mind* is not just the title of a show, but an expression of a way of life I happen to believe in. Given what is happening in the world today, I don't see how you can dare to have anything else but an open mind." Since *Open Mind* won awards from Ohio State University, the National Conference of Christians and Jews, the Freedoms Foundation, and the Anti-Defamation League of B'nai B'rith, Heffner's faith seemed more than justified.

In the meantime, Heffner was becoming more and more aware of the importance of educational television as an oasis in the "wasteland" of commercial television. In the spring of 1957 he became program director for the Metropolitan Educational Television Association, composed of leading educational and civic groups in New York. Endowed by funds from foundations and chartered in 1954, the association was already negotiating to buy Channel 13, then being operated as the commercial station WNTA-TV in Newark, New Jersey. For the Metropolitan Educational Television Association, Heffner produced a series of documentaries, presented the Budapest String Quartet in an hour-long recital on October 28, 1957, and initiated classes in French and in Russian. His *Concept—Freedom*, which he produced and directed in 1958, won the Robert E. Sherwood award for excellence. In 1959 he was special consultant to the National Educational Television and Radio Center for *Faces of Africa*, a series of films on nationalism in Africa, mostly shot on location. From 1959 to 1961, after leaving *Open Mind* and before coming to educational television station WNDT-TV, Heffner was director of special projects for the Columbia Broadcasting System.



"It's fantastic," Heffner had said at one point while working with the Metropolitan Educational Television Association, "that with the audience we have numerically and with the quality of that audience—interested in educational and cultural themes—that we don't have an educational station." When he was appointed acting general manager of META in July 1961, he was given the chance to pursue that project.

The efforts of META to purchase WNTA-TV turned into a two-year obstacle course. Tangles of red tape, money problems, and Governor Robert B. Meyner's reluctance to have the outlet leave New Jersey tried the patience of Heffner and his associates. Finally in the winter of 1961-62 the transaction was completed at a cost of \$6,200,000, and Heffner was appointed general manager of the future educational television station. In July 1962 he was elected vice-president and general manager of the Educational Broadcasting Corporation, owners of Channel 13.

The acquisition of Channel 13 for educational television in New York City was looked upon as opening a new era in noncommercial television. Although some sixty-seven educational television stations had preceded it, it was nevertheless regarded as a showcase. With this in mind, the directors decided to defer its inauguration until they could count upon excellent programming and clearly determine policy. In Heffner's view, programs were not to be aimed merely at intellectuals but at "people hungry for education and knowledge." The station was to become a community resource that would draw upon every cultural facility in the city, not for blackboard courses but for discussions and panels.

The inaugural telecast of WNDT-TV took place on September 16, 1962. About twelve hours before the first scheduled program, the American Federation of Radio and Television Artists went on strike on the grounds that they wanted jurisdiction over all performers on WNDT-TV, professional and nonprofessional. In spite of this dispute, the opening ceremony was telecast with Edward R. Murrow as master of ceremonies and Newton N. Minow as the chief speaker. "Your mission," Minow told the staff of WNDT-TV, "is to move ideas."

An agreement was signed on September 28, 1962 between Heffner and Kenneth Groot, executive secretary of the New York local of the American Federation of Television and Radio Artists, and on October 2, 1962 Channel 13 went into full operation. Only a few days later Jack Gould of the *New York Times* (October 7, 1962) wrote: "Heffner has done superbly in starting a new station at one fell swoop." WNDT-TV under Heffner's programming followed a policy of televised classroom instruction during the day and broad cultural fare during the evening.

August Heckscher, then special consultant to the White House on the arts, began a weekly panel discussion called *Books of Our Time*; John G. Shoessinger of Columbia University conducted a series on international affairs; and Harry Abrams, the publisher of art books, underwrote documentaries on the armory art shows from 1913 to 1963 and the Solomon R. Guggenheim Museum. A series of readings by contemporary poets emanated from the New School for Social Research and the station distinguished itself with

a series of Shakespeare's chronicle plays, originally produced in England, called *The Age of Kings*. *Exploring the Universe* investigated current developments in the world of science, while celebrities were interviewed on *Face to Face*. Although much of the programming originated live from New York City or was taped especially for WNDT-TV, Heffner also drew heavily from a backlog of shows prepared by the National Educational Television and Radio Center, including the master class held by Pablo Casals for student cellists and a much praised series on Japanese brush painting. During the Cuban missile crisis of October 1962 the station gave full coverage to the sessions of the United Nations Security Council, and as time went on it gave much of its programming time to the press conferences of President John F. Kennedy.

Television critics and viewers agreed with Jack Gould that in spite of some dull talk, a lack of style in some phases of production, and an occasional dearth of excitement, Heffner's contributions to WNDT-TV were "great" and that he had to his credit some "decided triumphs." Although there had been frequent reports of policy differences between Dr. Samuel B. Gould, the president of WNDT, and Heffner, it shocked many when on April 11, 1963 the board of trustees of the Educational Broadcasting Corporation dismissed Heffner on grounds of economy and announced that the office of general manager would be henceforth combined with that of the president. Prominent writers and educators, boycotting the station, withdrew from programs on which they were scheduled to appear, and some fifty non-union staff members submitted a petition supporting Heffner and offering to accept a 10 percent salary cut to keep him on the staff. Maxwell Geismar, Dore Schary, Eric Larrabee, Norman Rosten, and Marya Mannes announced their withdrawal from Channel 13's activities on the grounds that Heffner's dismissal constituted a "false economy." In the meantime, Heffner urged his supporters to stay with WNDT-TV, reminding them that "the most important thing of all is the success of Channel 13."

Television critics who had closely followed developments at WNDT-TV felt that policy differences as much as economy measures lay behind Heffner's dismissal. August Heckscher summed up the prevailing opinion when he was quoted in the *New York Herald Tribune* (April 28, 1963) as saying: "The basic question resulting from the dismissal of Mr. Heffner is whether educational television, as it is developed in this key experiment, will be educational in the narrow sense of the word—geared to the instructional needs of our schools—or whether it will be more broadly cultural, tied in with man's delight in the arts and with the kind of entertainment which feeds the spirit."

Since leaving WNDT-TV Heffner has made most of his major television appearances for National Educational Television. Beginning on May 19, 1963 he conducted a series of six Sunday night discussions over WNEW-TV called *The American Experience*, an attempt to assess the present American mind. After President Kennedy was assassinated in November 1963, he prepared a series of interviews with James MacGregor



**HEFFNER, RICHARD D.—Continued**

Burns, the political scientist and biographer, and Allan Nevins, the historian, in which they explored the implications of the tragedy. In June 1964 he began a public affairs series called *Of People and Politics* providing background information on the 1964 political campaign. It was scheduled to run up through the time of the balloting in early November 1964.

Late in April 1964 Heffner announced that he was to be appointed University Professor of Communications and Public Policy at Rutgers University on July 1, 1964. He envisioned the course as being a colloquium on mass communications in a democratic society, intended mainly for students of history, sociology, and political science. At Rutgers he will also conduct research on the impact of mass communications, especially television, on all phases of American culture. In a book to be published by Simon & Schuster, Heffner will examine the role of broadcasting, commercial and noncommercial, throughout the world. He is the author of the popular paperback *Documentary History of the United States* (Mentor, 1952) and editor of an abridged paperback edition of Alexis de Tocqueville's *Democracy in America* (Mentor, 1956). Aided by a grant from the Carnegie Corporation, Heffner went to London in late April 1964 to observe operations of Great Britain's new UHF television channel, BBC-2.

Richard D. Heffner's first marriage, to Anne Julia Vergne, was annulled in 1949 and in July 1950 he married Elaine Segal, a former psychiatric social worker and child therapist with the Jewish Board of Guardians. They have two sons, Daniel Jason and Charles Andrew. Heffner is five feet ten and one-half inches in height, weighs about 160 pounds, and has blue eyes and brown hair. Newspaper reporters have characterized him as being unobtrusive, soft-spoken, mild-mannered, and serious, and as an ambitious, hard-driving intellectual. His crowded schedule leaves him little time for hobbies, although *Newsweek* (September 17, 1962) reported that when things got too rough at WNDT-TV, he used to go down to the Broadway Sports Palace in the basement of his office building and work off steam by shooting at ducks and pigeons. Because he opposes orthodoxy of any kind, he is an independent in politics, but he favors the Democratic party. In educational television he sees an antidote to the mechanization, impersonalization, and superficiality of our time.

**References**

N Y Post Mag p10 Je 21 '59 por  
N Y World Telegram p35 Ap 23 '64 por  
Directory of American Scholars (1963)

**HOPKINS, ERNEST MARTIN** Nov. 6, 1877-Aug. 13, 1964 Former president of Dartmouth College (1916-45); president (1948-50) and chairman of the board (since 1950) of the National Life Insurance Company. See *Current Biography* (October) 1944.

**Obituary**

N Y Times p27 Ag 14 '64

**İNÖNÜ, ISMET** (i-nû-nû') Sept. 24, 1884-Prime Minister of Turkey; political leader  
Address: b. c/o Grand National Assembly, Ankara, Turkey

NOTE: This biography supersedes the article that appeared in *Current Biography* in 1941.

More than any other living Turk, Ismet İnönü deserves credit for the stature that Turkey has achieved among the nations of the free world. He is one of the few surviving Young Turks, who sparked the modernization and Westernization of his country in the pre-World War I period. Later, with Kemal Atatürk, he helped establish the Turkish Republic, and he became its first Prime Minister in 1923. He succeeded Atatürk as President in 1938 and during the latter part of his twelve-year tenure encouraged the growth of democracy in Turkey by allowing the introduction of the multiparty system. Since he returned to the office of Prime Minister in 1961, his acknowledged ability in politics and diplomacy has been almost continuously tested by internal economic and governmental crises and by the Greek-Turkish conflict over the island of Cyprus.

Ismet İnönü owes his surname to the town of İnönü in northwest Turkey, the scene of military victories that helped to make him a national hero. He was born to Reshid and Djevriye on September 24, 1884, before Turks had family names, in the seaport of Izmir, then called Smyrna. His father was an official in the Ministry of Justice. Eager for a career as a professional soldier, Ismet defied his father's wish that he study law and entered the artillery school in Istanbul in his early teens. He later distinguished himself at the Military Academy of Istanbul and won a commission as captain when he graduated in 1906. His first assignment was to the 2d Army at Edirne in Asia Minor, where in 1908 he became a member of the general staff of the 4th Army.

Joining the Young Turks, İnönü fought with other newly commissioned army officers in the revolutionary movement for liberal reforms in Turkey, and he took part in the Young Turks' overthrow of Sultan Abdul-Hamid II in 1909. The following year he was a member of the expeditionary force against Arabian insurgents opposing Turkish rule. During 1912 he held the post as chief of general staff in Yemen and then served as director of the first section of the grand general staff in Istanbul when Turkey confronted the military forces of Greece, Bulgaria, Serbia, and Montenegro in the Balkan War. In 1913 he was military adviser to the delegation that negotiated the armistice of Mudanya with Bulgaria.

Again, in World War I, which Turkey entered in November 1914 as an ally of Germany, İnönü took command of Turkish troops, fighting at first against the British in Palestine. Later he served as chief of staff in the 2d Army in eastern Thrace and in 1916 commanded 4th Army units against the Russians in eastern Turkey. By the end of the war he had been promoted to major general and had been appointed Under Secretary for War in Istanbul. He had also become the right-hand man of Mustapha Kemal in the Turkish nationalist movement.



ing professor, Harvard, 1962;  
Econometric Soc., American Econ-  
omic Society, Author of  
with Applications in Agriculture  
meter and T. Norman), 1941; a  
Central Bank, Wash., D. C.

HEFLER, Richard James, club  
Boston, July 1, 1912; Grad  
(Henderson) B. S. B. Boston  
Fordham U., Law Sch., 1942; B.  
Cal., 1954; m. Edith A., 1947;  
children: Olivia Catherine, 1948;  
analyst Hammer Bank, N. Y. C.  
analyst, L. L. Hubert de France  
Controller Royal Navy, 1948; AS  
1948; m. Mrs. J. H. Hubert de  
1948; m. Mrs. J. H. Hubert de  
director 1959; m. Mrs. J. H. Hubert de  
Chem., Inc. Mem. Dartmouth  
cl. Served with USSR, World W.  
Mem. Phi Kappa Kappa, (Chas. C.  
les); Union League (N.Y.C.)  
Inc. Cross Rd., Los Angeles 90  
W. 6th St., Los Angeles 90054.

**HEFLIN, Audrey Newbill, land**  
 burr, Va., Sept. 21, 1912; s.  
 Garnett Addie (Newbill) H.;  
 1933; J.L.B., U. (Va.), 1936; grad.  
 Sch. Banking, 1951; m. E.L.  
 May 28, 1939; children—10; im-  
 mitted to Va. bar, 1938; asoc.  
 Butcher & Parrish, Richmond.  
 Fed. Res. Bank Richmond, 1939.  
 gen. counsel, 1953-61, 1st v.p.  
 Christian edn. Presbytn. Ch. W.  
 nat. com. YMCA U.S. and Cn-  
 dal, Richmond YMCA, 1956-  
 United Givers Fund, 1961-62.  
 Hosp. Served to U. (s.r.) US  
 Am., Va. bar assn. Club;  
 Home: 1705 Park Ave., Richm-  
 11. 2nd St., Richmond 13, Va.

**WEFLIN, Howell Thomas,**  
 Ga., June 19, 1921; s. M.  
 Louise D. (Strumick) H.;  
 So. Coll., 1942; LL.B., U. A.  
 Beth Ann Carmichael, Feb. 19  
 Howell Thomas, Adm. Serv. to  
 since postmaster, Tuscombing,  
 Ala. Pub. House 1952-64; 16  
 48; Inscr. Florence State Tech  
 Mem. Ala. Edn. Commn., 195  
 County A.R.C., 1950; Ala. Fe  
 Children, 1948; btl. dir. Ala.  
 Wesley Found., Florence State  
 Com. Better Schs., 1955-56;  
 1954-64; chm. of Tenure, 195  
 Ala. Sch. Found., 1964  
 Conf. Christians and Jews, Te  
 Brotherhood Week, Served to ma  
 Decorated Silver Star, Purple  
 national Academy of Law &  
 Harriers, American College  
 mem. Am. A. Soc., 1952-53

Am. Jullieture Soc., Ala. 1932.  
 V.F.W., Ala. Plaintiff Law.  
 V.F.W., Am. Legion, 40 av.  
 Y.E.A., Third Marine Div. Assoc.  
 Delta Kappa, Phi Delta Psi.  
 Lambda Chi Alpha, Metamorph.  
 Club (Birmingham), Tuttle Pous-  
 ter, Tennessee Valley Country  
 Club, Kivans, Home: 311  
 102 1/2 W. 6th St., Tusculum, Ala.

**HEFLIN, S(tirling) Murray**  
 b. nr. Leesburg, Va., Sept. 2,  
 Carter and Mary Elizabeth (Dis-  
 tinguished grad.), Va. Mil. Inst.,  
 U., 1932; m. Della Elizabeth  
 1 dau. Dorothy Elizabeth (Mam-  
 mam). Teacher mathematics and  
 Military School, Ash-  
 land, Va.

Instr. physics, Va. Mil. Inst.,  
25, asst. prof., 1925-31, asst.  
prof. physics and head of de-  
pt. of physics, 1936-38; sec-  
ball coach, 1924-28; wrestling,  
ully coach, 1927-30; member  
local selective service Bd., B.  
1947; chairman of Lewis  
office candidate, 1st 1948;  
Fort Myer, Va.; commd. capt.,  
Instr. Officer Training Camp,  
maj., inf., made adjutant of  
Training Camp, Camp Meade,  
Awarded Soc. of Cincinnati Na-  
Phys. Soc., Am. Asn. Physic-  
Engineering, Edin., A.A.A.S., Va.  
Ironmny, mathematics and phy-  
52). Presdyon. (former depar-  
(K.T., Shrliner), Research  
current and temperature in  
vacuum. Home: 508 Highland

**HEFLIN**, Van, actor; b. W.  
1910; s. Dr. Emmet E. and  
Arl. v. Okla., 1931; post-  
grad. Cal. at Los Angeles, 1938;  
May 16, 1912; education—Van  
Tracy Natl. Actor theatre,  
play include End of Summer,  
Store, 1939-41; summers  
including Tempest, 1950; Tracy  
Nat'l. Actor theatre, Matine Home,  
Clunk, Weekend with Father,  
Wings of the Hawk, Golden  
Raid, Woman's World, Blue  
Count Three and Trav, Pattern  
man's Walk, Five Branded Wa-  
The Greatest Story Ever  
The Wasted, Story as seen  
USAAF, 1942-45; Republic  
supporting actors, film, "Me  
Sets," 1942; Home; 1413  
celebs.

Austria, Nov. 10, 1917; 4.  
(Kozistel U.: brought to U.  
1936; D.A., Westminster Col  
M.A., Missouri U., 1912;  
August 10, 1917; 27.



Tuesday 4/27/71

MEETING  
5/11/71

4:25 Mr. Whitehead advises he will attend the  
Stuttgart ballet on the evening of May 11th with  
Charlie McWhorter.



Monday 4/26/71

10:55 Mr. Whitehead will be staying at the Warwick Hotel when he goes to New York on May 11th.

Others will be at a different hotel.

The plan now is for Mr. Whitehead to go up possibly on a 7 am. shuttle to meet with Dick Heffner (I will call to set up a time. )

Steve will have to alert AT&T where to pick Tom up. (for the luncheon)

5/11  
OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON

AT&T Trip to New York, May 11 and 12

I have made a reservation for you at the Warwick Hotel for Tuesday night, May 11. (65 West 54th Street, 247-2700). The room will cost \$28 a night, or \$3 over your per diem allowance. They will hold the room until 6 pm. If you plan to arrive later than this, let me know, and I will arrange for them to hold it later.

Linda

Warwick Hotel 0---- 53rd and 6th.

All the rest will stay at the Hilton.



Wednesday 4/21/71

MEETING  
5/11/71

10:25 Charlie McWhorter apparently has something in mind for you on the evening of May 11th when you are in New York (probably a concert).

Routing Slip  
Office of Telecommunications Policy

Date: NOV 2 1971

From: \_\_\_\_\_  
To: \_\_\_\_\_

Whitehead, C. T.	<input checked="" type="checkbox"/>
Mansur, G. F.	
Babcock, C.	
Buss, L.	
Carruthers, B.	
Cooke, A.	
Culpepper, C.	
Dean, W.	
Doyle, S.	
Enslow, P.	
Goldberg, H.	
Hailey, L.	
Hall, D.	
Hinchman, W.	
Jansky, D.	
Johnston, B.	
Joyce, C.	
Lamb, B.	
Lasher, S.	
Lyons, W.	
McCrudden, M.	
Nelson, R.	
Owen, B.	
Raish, L.	
Robinson, K.	
Scalia, A.	
<del>Smith, L.</del>	<del>original</del>
Thornell, J.	
Urbany, F.	
Ward, D.	

Remarks:

Shall we schedule a trip  
to NYC for this?

hold



11/2

44 WALL STREET  
NEW YORK, N. Y. 10005

October 28, 1971

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
Executive Office of The President  
Washington, D.C. 20504

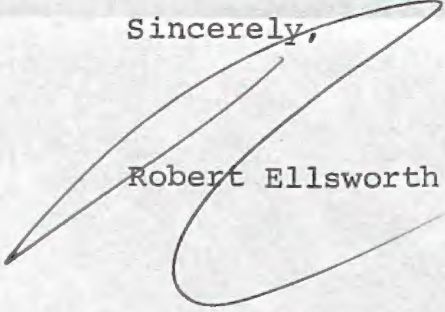
Dear Tom:

Thanks so much for your letter. When we encountered each other at the White House the other day we mentioned your coming up here to eat lunch with some of the partners. What I had on mind was simply giving four or five of them an opportunity to hear your views on probable developments, and -- to the extent you would like -- a chance for you to draw them out.

Please give me a ring in advance sometime when you are going to be in New York, if you would be willing to do this and we will set it.


On the other subject, give me another month to get organized, and I will give you a ring so that we may get together at your convenience in Washington.

Sincerely,



Robert Ellsworth

RE:hr









Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
Executive Office of The President  
Washington, D.C. 20504

760

Robert Ellsworth - 14th Floor

44 WALL STREET

NEW YORK, N. Y. 10005



Routing Slip  
Office of Telecommunications Policy

Date: NOV 2 1971

From: \_\_\_\_\_  
To: \_\_\_\_\_

✓	Whitehead, C. T.	✓
	Mansur, G. F.	
	Babcock, C.	
	Buss, L.	
	Carruthers, B.	
	Cooke, A.	
	Culpepper, C.	
	Dean, W.	
	Doyle, S.	
	Enslow, P.	
	Goldberg, H.	
	Hailey, L.	
	Hall, D.	
	Hinchman, W.	
	Jansky, D.	
	Johnston, B.	
	Joyce, C.	
	Lamb, B.	
	Lasher, S.	
	Lyons, W.	
	McCrudden, M.	
	Nelson, R.	
	Owen, B.	
	Raish, L.	
	Robinson, K.	
	Scalia, A.	
	Smith, L.	original L
	Thornell, J.	
	Urbany, F.	
	Ward, D.	

Remarks:

44 WALL STREET  
NEW YORK, N. Y. 10005

October 28, 1971

Dr. Clay T. Whitehead, Director  
Office of Telecommunications Policy  
Executive Office of The President  
Washington, D.C. 20504

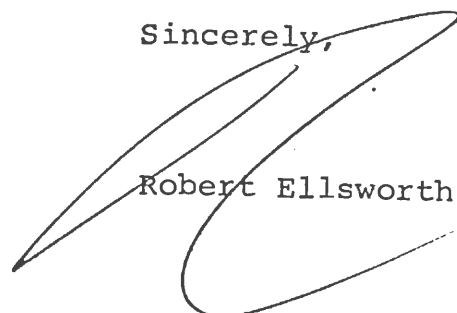
Dear Tom:

Thanks so much for your letter. When we encountered each other at the White House the other day we mentioned your coming up here to eat lunch with some of the partners. What I had on mind was simply giving four or five of them an opportunity to hear your views on probable developments, and -- to the extent you would like -- a chance for you to draw them out.

Please give me a ring in advance sometime when you are going to be in New York, if you would be willing to do this and we will set it.

On the other subject, give me another month to get organized, and I will give you a ring so that we may get together at your convenience in Washington.

Sincerely,

A large, stylized handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

Robert Ellsworth

RE:hr



*Heffner Dict*

Friday 10/1/71

2:55 Richard Heffner called to say he heard you would be in New York on the 6th and wondered if you would have any free time to see his Russian tapes.

Advised that you were going up for a short trip and would be unable to meet with him -- but still want to see the tapes -- when you can find the time to make another trip to New York.

FROM

RICHARD D. HEFFNER

10/1

Dear Tom -

Sorry we can't get together  
when you came to NYC next  
week. I do want to show you  
the Soviet tapes we have  
here at the office.

Also, I wanted to ask again  
whether there are some communi-  
cations tasks we could perform  
for you during my Sabbatical  
leave from Rutgers.

Best,  
Dick





Wednesday 9/15/71

MEETING  
9/15/71

1:00 Richard Heffner called. They were being delayed a little. He will call back when they conclude the meeting they are in and see if you are still free to see them. If not, they will have to reschedule the next time they come to town.

*No meeting*



Tuesday 9/14/71

MEETING

9/15/71

2 p.m.

12:45 We have rescheduled the meeting with Richard Heffner  
and Mrs. Esther Kramer for 2 o'clock tomorrow  
(Wednesday (9/15)).

Friday 9/10/71

MEETING  
9/15/71  
1:00 p. m.

2:30 Richard Heffner had called you and had planned to call back.

I called to see if I could give you a message from him.

Mr. Heffner and his associate, Mrs. Esther Kramer, are coming to Washington next Wednesday and Thursday (15th and 16th) and wondered if they could meet with you.

We have scheduled a luncheon for 1 o'clock Wednesday (9/15).

Would you want to have a reservation at the Hay-Adams?

*Can we avoid lunch?*



Wednesday 9/8/71

2:45 Richard Heffner called. Will call you tomorrow.

**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

21 September, 1971

Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D. C.

Dear Tom:

I am sorry that we could not get together last week in Washington, despite the valiant efforts of Miss Dantrie. But I hope that you are well again and that you will soon plan to visit us in New York. I still would very much like to show you my Russian tapes and share with you the results of our environmental project.

I am on sabbatical leave this year from my position as University Professor of Communications and Public Policy at Rutgers. And I have thought that perhaps there are things that you are into in which we might be of some help.

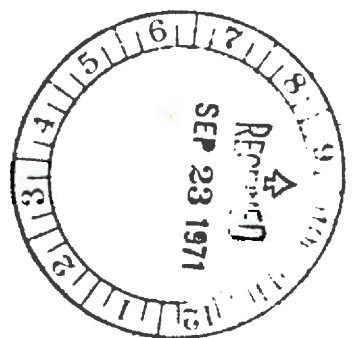
Sincerely,



Richard D. Heffner

RDH/emc





**RICHARD HEFFNER ASSOCIATES, INC.**

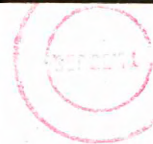
SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024



Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D. C.



Handwritten text, possibly a date or address, located in the upper center of the page. The text is faint and difficult to decipher.

Extensive handwritten text covering the bottom half of the page. The text is very faint and mostly illegible due to the quality of the scan. It appears to be several lines of cursive handwriting.



**RICHARD HEFFNER ASSOCIATES, INC.**

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.





86

Routing Slip  
Office of Telecommunications Policy

Date: \_\_\_\_\_

From: \_\_\_\_\_  
To: \_\_\_\_\_

	Whitehead, C. T.	
	Mansur, G. F.	
	Babcock, C.	
	Buss, L.	
	Carruthers, B.	
	Cooke, A.	
	Culpepper, C.	
	Dean, W.	
	Doyle, S.	
	Enslow, P.	
	Goldberg, H.	
	Hailey, L.	
	Hall, D.	
	Hinchman, W.	
	Jansky, D.	
	Johnston, B.	
	Joyce, C.	
	Lamb, B.	
	Lasher, S.	
	Lyons, W.	
	McCrudden, M.	
	Nelson, R.	
	Owen, B.	
	Raish, L.	
	Robinson, K.	
	Scalia, A.	
✓	Smith, L.	
	Thornell, J.	
	Urbany, F.	
	Ward, D.	

Remarks:



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

16 July, 1971

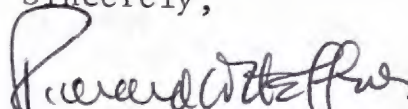
Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

I know that you have just returned from abroad, and it didn't seem to make sense to call you on your first day, particularly as I'm about to take off for two weeks in Aspen.

But I do want to tell you about my television watching abroad over the past couple of weeks, particularly in the USSR. Perhaps at the beginning of August we shall be able to keep that long deferred date here in New York.

Sincerely,

  
Richard D. Heffner

RDH/emc



Office of Telecommunications Policy  
Route Slip

20 MAY 1971

To

Clay T. Whitehead

George F. Mansur

Nino Scalia

Will Dean

Walt Hinchman

Charlie Joyce

Jack Thornell

Frank Urbany

Steve Doyle

Bill Lyons

Brian Lamb

Linda Smith

Eva Daughtrey

Timmie White

Judy Morton

Elaine Christoff

SUSPENSE: COB

REMARKS:



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

(212) 595-3166

17 May, 1971

Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D. C.

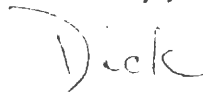
Dear Tom:

I am sorry that we were not able to get together when you came to New York ... but our welcome mat is out for you whenever you can make it. Will I see you at the Federal Communications Bar Association seminars in Williamsburg?

I am leaving for Europe on June 10 and will touch base in Italy, Greece, France, England and the Soviet Union. I will be back on July 8 with assignments to write pieces on Soviet television for T. V. GUIDE and the NEW YORK TIMES SUNDAY MAGAZINE.

From our conversations I think you know how delighted I would be to take on some kind of assignment from you that would be of significant assistance to you in your important work.

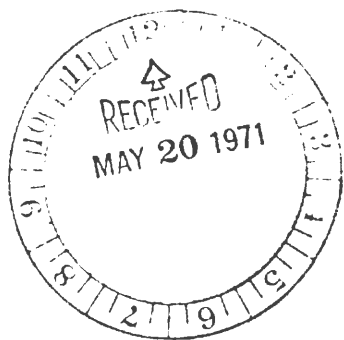
Sincerely,



Richard D. Heffner

RDH/emc

Dictated but not read by Mr. Heffner.



Thursday 5/6/71

HEFFNER  
MEETING

1:10      We have called Dick Heffner's office to advise  
you will be unable to meet him on Tuesday (5/11)  
and are extremely sorry -- but that you will be  
coming to New York at a later time and will call  
to schedule an appointment.



Wednesday 4/28/71

MEETING

5/11/71

9 a.m.

11:10 We have scheduled a meeting for 9 a.m. on Tuesday (5/11) with Richard Heffner -- Apt. 14C, 100 Riverside Drive (at 82nd Street), New York.

We will get you a reservation on the 7:30 a.m. American plane.

We have advised Mr. Heffner that you would need to be free by 11 a.m.

Office of Telecommunications Policy  
Route Slip

To

4/20/71

Clay T. Whitehead

George F. Mansur

Nino Scalia

Will Dean

Walt Hinchman

Charlie Joyce

Jack Thornell

Frank Urbany

~~St. Louis~~

Bill Lyons

Brian Lamb

Linda Smith

Eva Daughtrey

Timmie White

Judy Morton

Elaine Christoff

SUSPENSE: COB

REMARKS:

**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

—  
(212) 595-3166

23 April, 1971

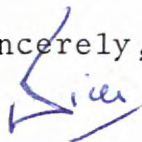
Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D.C.

Dear Tom:

I notice that you have become interested in the upcoming Williamsburg Seminar of the Federal Communications Bar Association. I hope that you will be there, for it would be nice to talk with you again.

I continue to hope that we'll get together here in New York before too long. On May 1st I'm off to Stockholm for the International Broadcast Institute meeting, but will be back here within the week. Do let me know when you will be here.

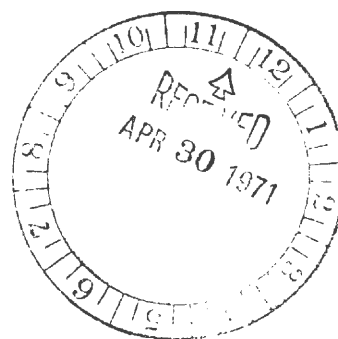
Sincerely,



Richard D. Heffner

RDH/emc



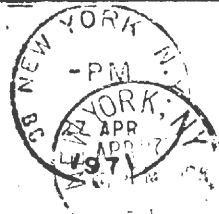


**RICHARD HEFFNER ASSOCIATES, INC.**

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024



Dr. Clay T. Whitehead  
Executive Office of  
the President  
The White House  
Washington, D. C.

11  
A M  
11

APR 29 '71



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

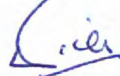
12 April, 1971

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

Jack Gould's piece last week gives added impetus to my strong desire to do some creative research relating to other broadcast systems. I would still like to talk about this matter with you -- and to show you my Russian videotapes.

Sincerely,



Richard D. Heffner

RDH/emc  
Enc.



# 270.5 Million TV Sets Are Talled in 131 Countries

By JACK GOULD

The latest figures on the international growth of television show that the home screen now exists in 131 countries with a total of 270,502,500 receivers in use.

Statistics prepared as an addendum last week to the Television Digest Factbook, published by Albert Warren in Washington and widely regarded as a standard reference source for such TV data, place the United States far in the lead with 61.4 million black and white sets and 31.3 million color receivers.

The runner-up is the Soviet Union with 28 million black and white receivers but no color sets. Japan is third with 19 million black and white and 5.15 million color sets.

Next in order are West Ger-

many, with 15.5 million black and white and 1.3 million color sets; Great Britain with 16 million black and white and 750,000 color sets; France, with 10 million black and white and 200,000 color units; Italy, with 9.7 million black and white sets but no color receivers; and Canada, with 6.63 million black and white and 1.07 million color receivers.

## Foreign Countries Polled

Television Factbook, of which Mary Appel is editorial director, regularly solicits information from foreign countries on the global status of television and keeps an extensive file of developments through trade channels.

The only major country not included in the international TV listing is the Republic of South Africa, which did not answer these requests for data. South Africa has extensive radio service but the introduction of television presumably would complicate the Government's policy of apartheid if the home screen showed only whites and no blacks. Radio, appealing only to the ear, is not such a constant reminder of skin coloring.

According to the factbook estimates as of Jan. 1 this year, Communist China has 300,000 black and white TV receivers in a country with a population in excess of 800 million.

India is credited with 21,000 receivers in a population of over 600 million. The Communications Satellite Corporation has a modern satellite hovering over the Indian Ocean and India has been suggested as a country that might benefit from possible "skycasting" from a satellite transmitting to multiple received points rather than creating a ground network of stations over huge areas with difficult terrain and a shortage of electricity.

## Israel Has 12 Stations

Israel, which as a matter of Government policy long held out against the advent of TV as a distraction for people developing a new state, is now listed with 12 stations reaching 340,000 receivers. The Government was forced to take the electronic plunge because many Israel citizens were watching the programs, including the propaganda, from the stations of adjacent Arab countries.

The factbook, incidentally, reports the world has only 2,791 basic stations originating programs. But to assure coverage in accessible locations there are 7,542 ground satellite or repeater stations to relay the visual service coming from central points. West Germany, for instance, has 1,158 repeaters and Italy, 1,110.

The gigantic land expanse of Mongolia is credited with one TV station serving 600 re-

ceivers, the Republic of Niger, in the heart of West Africa, reports 100 receivers.

Of the Soviet Union's satellite countries, East Germany has the largest TV audience with over 5.3 million black and white sets and 10,000 color units. East German and West German viewers normally eavesdrop on each other's programs. Of the other Soviet satellites, Poland leads by a substantial margin with over 4 million sets in use.

The larger South American countries, notably Brazil with \$5 million black and white sets, are proportionately heavily addicted to TV.

What may now be the size of the global TV audience in the course of an international day is largely guesswork. In countries with almost total set saturation the number of viewers for each set could be safely multiplied by a factor of 3 raising the potential worldwide audience to a minimum of 800 million or more. But where sets are scarce group viewing is still commonplace and anywhere from 10 to 100 persons may watch a single screen.

Because TV sets remain expensive luxury items in many parts of the world, the number of radio sets exceeds video units by hundreds of millions, particularly with battery-operated Japanese transistors penetrating almost every corner of the globe.



Office of Telecommunications Policy  
Route Slip

15 APR 1971

To

Clay T. Whitehead

George F. Mansur

Nino Scalia

Will Dean

Walt Hinchman

Charlie Joyce

Jack Thornell

Frank Urbany

~~Charles Doyle~~

Bill Lyons

Brian Lamb

Linda Smith

Eva Daughtrey

Timmie White

Judy Morton

Elaine Christorr

SUSPENSE: COB

REMARKS:

How about seeing Heffner  
late the afternoon of May 12  
when you finish at 195?

Chron

MAR 22 1971

Personnel  
Heffner, Dick

Mr. Marcus Cohn  
Cohn and Marks  
1920 L Street, N.W.  
Washington, D.C. 20036

Dear Marcus:

Thank you for your note of March 16th regarding Dick Heffner. Dick and I have chatted a couple of times in recent months. I am scheduled on my next trip to New York to visit with him at more length and to see some of his films on foreign television, a subject in which I am much interested.

I enjoyed very much our recent lunch and hope I can reciprocate in the near future.

Sincerely,

Clay T. Whitehead

cc: Mr. Whitehead

CTWhitehead:ed/jm

**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C

100 RIVERSIDE DRIVE

NEW YORK, N. Y. 10024

(212) 595-3166

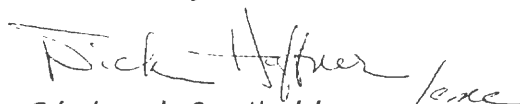
18 January, 1971

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Tom:

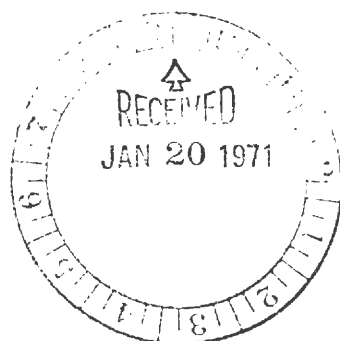
Thanks for the call to my office. I'm sorry that you won't have time for us on Tuesday, but we will wait to hear from you at another time for another visit.

Sincerely,

  
Richard D. Heffner /emc

RDH/emc





Office of Telecommunications Policy  
Route Slip

20 JAN 1971

To

Clay T. Whitehead

George F. Mansur

A. Scalia

Wilfrid Dean

~~Steve Dowl~~

Walt Hinchman

Charles Joyce

William Lyons

Eva Daughtrey

Timmie White

Judy Morton

REMARKS

Eva -

What to do with this?

Friday 1/15/71

2:10    Advised Richard Heffner's office that you would be        (212) 595-3166  
coming to New York on Tuesday but that you would be with  
a group and unable to meet with him.    Will try to  
schedule a meeting within a month.



MEMORANDUM  
OF CALL

TO:

*S. Doyle*

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

*Walter*

*Roberts*

OF (Organization)

*USA*

☐ PLEASE CALL →

PHONE NO.  
CODE/EXT.

*632-6784*

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☒ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

*Call Heffner and ask about  
a visit in conjunction w/ WU trip.*

RECEIVED BY

*B*

DATE

*12/18*

TIME

*1:00*

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

GPO : 1969-O-48-16-80341-1 332-389

63-108

RECEIVED  
OF CALL

☐ YOU HAVE CALLED BY - ☐ YOU WERE VISITED BY -

☐ I WOULD LIKE TO SEE YOU  
☐ I AM WRITING TO SEE YOU  
☐ RETURNED YOUR CALL  
☐ WISHES AN APPOINTMENT

Kandorin

RECEIVED  
JANUARY 1954  
12-11

Office of Telecommunications Policy  
-- Route Slip

16 DEC 1970

To

Clay T. Whitehead

✓

George F. Mansur

William Plummer

Wilfrid Dean

~~Steve Doyle~~

Walt Hinchman

Charles Joyce

William Lyons

Eva Daughtrey

Timmie White

Judy Morton

REMARKS

Preliminary reports on Heffner are -

State - No derogatory info -  
Never worked w/ him.

Wm. Duke - He's ok, needs to be  
considered an independent  
consultant.

USIA -



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

(212) 595-3166

10 December, 1970

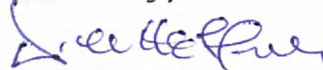
Hon. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Dr. Whitehead:

Just a note to let you know that A. T. & T. is not now going to underwrite our proposed documentary treatment of television around the world. You had suggested that we might call upon you for help in this area, and I wonder if there are introductions that you can make with would-be sponsors.

We are really quite convinced that a fascinating entertainment documentary can be forged from the story of television around the world, and we would like to have the opportunity to prove this through the support of a public-spirited sponsor.

Sincerely,



Richard D. Heffner

RDH/emc

I'll call you later this month to see when we can  
get together here in NYC!

Happy Holiday Season!!

Walt Roberts  
Assoc Dir for Res. Serv.  
6326786

Ken Adler  
26663



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF TELECOMMUNICATIONS POLICY  
WASHINGTON, D.C. 20504

DIRECTOR

November 30, 1970

Steve,

Would you please check out Richard Heffner with respect to his competence, judgment, and ideological inclinations with Bill Duke of CPB, with Herman Land, and with USIA and State. You have to be a little careful with the ideological check. I am concerned because of his close association with NET. All I really care about there is that he not be at ideological loggerheads with this Administration. Also, I would like to know where we stand with respect to Herman Land.

Clay T. Whitehead

TEN - Has heard the name but has no negative info.

Bill Duke - says he's ok - has known him many years.

ed martin -



**RICHARD HEFFNER ASSOCIATES, INC.**

*Communications Research & Development*

SUITE 14C  
100 RIVERSIDE DRIVE  
NEW YORK, N. Y. 10024

(212) 595-3166

16 November, 1970

Dr. Clay T. Whitehead  
Executive Office of the  
President  
The White House  
Washington, D. C.

Dear Dr. Whitehead:

Thank you for seeing Mrs. Kramer and me on such short notice last week. I was delighted to know of your interest in our Ford Foundation-underwritten study of mass television's environment-oriented "value messages". I should like to think that this is just the first of a series of content analyses of the various messages that are conveyed by popular television day in and day out. We shall keep you informed of our progress, to be sure.

The course of our conversation indicated that we share a basic interest in public policy relating to the communications field. And I feel that it is imperative that I give you some sense of my background other than the fact that I am University Professor of Communications and Public Policy at Rutgers University and that I also serve as consultant to various organizations and businesses in the communications field.

I am enclosing copies of my "Documentary History of the United States" and of my edition of "Democracy in America." Both books, together with various articles and reviews that I have written over the years, relate to my early academic work as an American historian. More recently I have worked in broadcasting as an executive, as a producer and as what is euphemistically called on-the-air "talent."

Perhaps my most important work in broadcasting itself related to the Open Mind which I created, produced and moderated at NBC; to my position as Editorial Consultant to CBS, Inc. and as Director of Special Projects at the CBS television network; and to the work I did in starting Channel 13 in New York and serving as its General Manager. For information on these activities and on my general background, I am taking the further liberty of enclosing a sketch from "Current Biography" and the most recent entry in "Who's Who".

My clients in recent years have included the American Association for the Advancement of Science, the Salk Institute for Biological Studies, IBM, Time, Inc., Western Electric, A.T.&T., American Airlines, and Sears, Roebuck among others. This list probably best testifies to the scope of my communications interests. But my academic title best demonstrates my essential interest in public policy relating to communications, and it is in this area that I should think we might find matters of common interest.

I shall work on the list of advisors that you asked me to suggest to you, and I shall send it on just as soon as I feel it is significant and impressive enough.

Two points, however, that I should like to raise with you for your consideration at this moment. First, I should very much like to serve your office in my professional role as consultant. Our approaches to communications public policy seem quite significantly to parallel each other and my office is equipped to carry out independent research and development projects as you require them. Second, I should very much like to solicit your interest in and support for a study we might make for you of the theme we discussed: the nature of public policy relating to television in other parts of the world. More precisely, we should like to study in depth for you the various shapes and forms of television public policy and television broadcasting systems vis-a-vis public interest in a significant number of countries throughout the world.

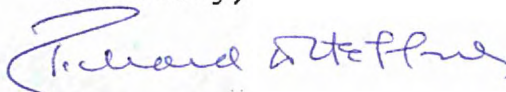
My interest in this extremely important and much neglected area, as you know, stems from my travels abroad as a communications consultant to the State Department and to the USIA, and from my research on Soviet television for the Carnegie Corporation and the Carnegie Commission on Public Broadcasting. In my various capacities I have observed television's development in Russia, Japan, Israel, the Philippines, England, France, Italy, Cyprus and many other areas of the world outside.

It may well be appropriate at this time -- when you are beginning to make sense of telecommunications policy for the President -- that you have such a professionally conceived and executed research paper on communications public policy abroad. We should like to do this work for you.

If you do come to New York City soon, would you let me show you my off-the-air video tapes of Soviet television? If you don't plan to be here, would you let me bring down my equipment to Washington? I should like very much to spark your further interest in and concern for this field.

Could we serve you in a consultative capacity? Would it be possible for you to assign us the specific task of investigating patterns of television overseas?

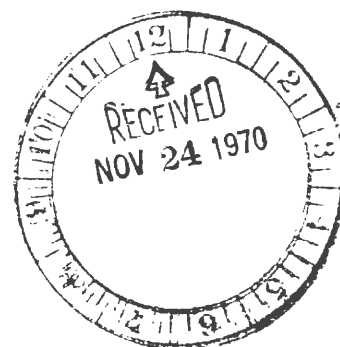
Sincerely,



Richard D. Heffner

RDH/emc





the future of Cyprus. In the presidential elections of December 1959 Grivas refused to support Makarios.

In November 1960 Grivas issued a manifesto calling for a purge of Greek political life. He declared that if he were to attain power he would respect Greece's alliance with Western nations while cultivating friendly relations with all countries, and that he would seek to narrow the gap between rich and poor. Grivas' bid for political power failed to gain any foothold on the Greek political scene, however, and by September 1961 most of his backers had left his movement.

When violence erupted on Cyprus between the Greek and Turkish communities in December 1963, Grivas reappeared on the scene. In January 1964, with approval of the Athens government, he invited Greek Cypriots to consultations, but the meeting failed to reach any conclusions. Arriving secretly in Cyprus in June 1964, Grivas remained incognito for about twelve days. In his first public appearance he told cheering crowds in Nicosia that his role was that of a peacemaker whose objectives were to forge unity among Greek Cypriots, to work out a formula for peaceful co-existence with the Turkish Cypriot community, and to strive toward a just solution of the Cyprus problem. A few days later he vigorously renewed the demand for *enosis* and called for a national referendum. His offer to safeguard the rights of Turkish Cypriots under *enosis* was rejected by Turkish spokesmen as a relationship "between slave and master."

In August 1964 Grivas reportedly assumed command of the Greek-Cypriot National Guard. He is regarded by some observers as the only one capable of restoring discipline among Greek Cypriot irregular forces and of checking the growing Communist influence on the island. One of his objectives appears to be to act as a check on Makarios, whose approaches to the Soviet Union and preference of independence over *enosis* disturb the Athens government. Grivas reportedly has the confidence of American officials on Cyprus, with whom he has maintained close contacts for some time. Officials of the United Nations peace-keeping force on Cyprus were also reassured by Grivas' promises that he would co-operate with the U.N.

Grivas' memoirs are scheduled to be published in English by Longmans Green and Company. Grivas has also written books on military strategy. In March 1959 he received the Grand Cross of Saint Barnabas from Archbishop Makarios. King Paul I of Greece conferred on him the Grand Cross of the Order of George I and made him a Commander of the Order of Military Merit. Grivas also holds the Freedom and Gold Medal of the city of Athens and the Gold Medal of the Athens Academy.

In 1940 George Grivas married Vassiliki ("Kiki") Dekas, the daughter of a pharmacist and a niece of a fellow officer, whom he had met eleven years earlier. Mrs. Grivas is a pianist of some repute. A small, wiry man, Grivas is about five feet four inches tall and has brown eyes, a fringe of gray hair, and a thick mustache. He is a tough-minded, earnest, and emotional man, who appears to be almost devoid of any

sense of humor. Austere in his habits, Grivas rarely eats meat and subsists mainly on fruit. He exercises regularly, is generally well dressed, does not smoke or play cards, and drinks only an occasional glass of wine. A strongly religious man, he attends the Greek Orthodox Church regularly. His reading consists mainly of classics and books on military strategy, and his one hobby is stamp-collecting.

#### References

- Christian Sci Mon p2 Je 27 '64 por  
 Manchester Guardian p9 Ap 13 '64 por;  
 p8 Jl 4 '64  
 N Y Times p2 Ag 14 '64 por  
 Toronto Globe and Mail p7 Jl 8 '64  
 Alastos, Doros. Cyprus Guerilla: Grivas,  
 Makarios and the British (1960)  
 Barker, Dudley. Grivas: Portrait of a  
 Terrorist (1959)  
 Byford-Jones, W. Grivas and the Story  
 of EOKA (1959)  
 International Who's Who, 1963-64  
 Middle East, 1963

**HARDWICKE, SIR CEDRIC** Feb. 19, 1893-Aug. 6, 1964 British actor; began career in England as a specialist in Shakespearian and Shavian roles; after 1935, worked chiefly in the United States, as a star on Broadway and a familiar figure in dignified Hollywood character parts. See *Current Biography* (October) 1949.

#### Obituary

N Y Times p29 Ag 7 '64

**HEFFNER, RICHARD D (OUGLAS)** Aug. 5, 1925- Educator; author; television moderator; communications consultant

Address: b. Richard Heffner Associates, Inc., 111 W. 50th St., New York 20; h. 110 Riverside Dr., New York 24

When Richard D. Heffner once remarked, "I don't see how you can study contemporary American history without examining the impact of broadcasting on it," he was discussing a phenomenon in which he has played a major role. Heffner is now University Professor of Communications and Public Policy at Rutgers University and heads his own firm of communications consultants. A pioneer in educational television in New York City, he set a standard for broad cultural programming throughout the United States as vice-president and general manager of WNDT-TV. Before coming to that educational television outlet he had produced and moderated the well-known discussion program *The Open Mind* over WNBC-TV, served as director of special projects for CBS-TV, and had taught at the University of California at Berkeley, Rutgers University, Columbia University, and Sarah Lawrence College.

Richard D. Heffner was born in New York City on August 5, 1925 to Albert Simon Heffner, a transportation executive, and Cely (Bender) Heffner. He spent his early boyhood years in Tucson, Arizona, but returned East with his family about the time that he entered De Witt Clinton High School in New York City. The choice





Wagner International Photos  
RICHARD D. HEFFNER

of his career he attributes to the influence of Irwin S. Guernsey, a "great teacher" on the faculty of De Witt Clinton. While in high school he was a leader of the Arista honor society.

After graduating from De Witt Clinton High School in 1942, Heffner enrolled in Columbia College. He had at first wanted to become a lawyer, but changed his mind after he was exposed to history courses at Columbia. As an undergraduate he won the Mitchell fellowship in history, the Van Am prize medal, and the Albert Marion Elsberg prize in history. He was a member of the college's debate council. In 1946 Heffner graduated from Columbia College with a B.A. degree *cum laude* and membership in Phi Beta Kappa. In 1947 he obtained his M.A. degree in history from Columbia University after submitting a thesis entitled "The Public Reputation of Theodore Roosevelt."

Continuing his postgraduate studies in history at the same time, in 1947 Heffner became a teaching assistant at the University of California at Berkeley. In 1948 he became an instructor in history and political science at Rutgers University, where he remained until 1950, when he accepted an offer to become a lecturer in Contemporary Civilization at Columbia University. Impelled by the conviction that news analysis should be undertaken by historians like himself, Heffner became interested in broadcasting in 1952 while occupying the post of professor of history at Sarah Lawrence College. He felt that the United States was caught in the grip of anti-New Deal sentiment and, always an admirer of Franklin D. Roosevelt, conceived of the idea of presenting a memorial program to counteract it. Several radio and television stations balked at his suggestion, but station WMCA in New York City reacted favorably. On April 12, 1953, the eighth anniversary of Roosevelt's death, Heffner presented a half-hour documentary consisting of taped interviews with visitors to Hyde Park, excerpts from Roosevelt's speeches, and an interview with Elea-

nor Roosevelt. The program proved so successful that Heffner was given a regular half-hour weekly series over WMCA called *History in the News*, and he left full-time teaching for broadcasting.

From WMCA Heffner moved on in 1955 to the National Broadcasting Company, where he became director of public affairs for WNBC-TV. He was assigned as producer, writer, and host to *Man of the Year*, a weekly discussion show that called upon Heffner's talents both as historian and moderator, since it required him to choose a year from American history, present information about its outstanding figure, and to discuss the celebrity with a panel of guests.

But it was not until May 1956, when he launched *Open Mind*, that Heffner really hit his stride as producer and moderator. A trailbreaker in commercial television, *Open Mind* offered intelligent and low-pitched discussion before, in Heffner's words, "everybody and his brother began talking on TV." Without even the distraction of coffee drinking, a panel of intellectuals sat around a table for a half hour on Sunday afternoons, discussing such controversial topics as race relations, anti-Semitism, divorce, drug addiction, psychoanalysis, and homosexuality. Heffner kept himself out of the discussions as much as possible, avoided needling his guests, listened carefully to the participants, and pinned the talk down to specific areas. Among the guests who appeared during the three-year run of the program were Lionel Trilling, Margaret Mead, Max Lerner, Allan Nevins, Martin Luther King, and Isaac Stern. At one point Heffner told Diane Leonetti of the *New York Post* (June 21, 1959): "The *Open Mind*' is not just the title of a show, but an expression of a way of life I happen to believe in. Given what is happening in the world today, I don't see how you can dare to have anything else but an open mind." Since *Open Mind* won awards from Ohio State University, the National Conference of Christians and Jews, the Freedoms Foundation, and the Anti-Defamation League of B'nai B'rith, Heffner's faith seemed more than justified.

In the meantime, Heffner was becoming more and more aware of the importance of educational television as an oasis in the "wasteland" of commercial television. In the spring of 1957 he became program director for the Metropolitan Educational Television Association, composed of leading educational and civic groups in New York. Endowed by funds from foundations and chartered in 1954, the association was already negotiating to buy Channel 13, then being operated as the commercial station WNTA-TV in Newark, New Jersey. For the Metropolitan Educational Television Association, Heffner produced a series of documentaries, presented the Budapest String Quartet in an hour-long recital on October 28, 1957, and initiated classes in French and in Russian. His *Concept—Freedom*, which he produced and directed in 1958, won the Robert E. Sherwood award for excellence. In 1959 he was special consultant to the National Educational Television and Radio Center for *Faces of Africa*, a series of films on nationalism in Africa, mostly shot on location. From 1959 to 1961, after leaving *Open Mind* and before coming to educational television station WNDT-TV, Heffner was director of special projects for the Columbia Broadcasting System.



"It's fantastic," Heffner had said at one point while working with the Metropolitan Educational Television Association, "that with the audience we have numerically and with the quality of that audience—interested in educational and cultural themes—that we don't have an educational station." When he was appointed acting general manager of META in July 1961, he was given the chance to pursue that project.

The efforts of META to purchase WNTA-TV turned into a two-year obstacle course. Tangles of red tape, money problems, and Governor Robert B. Meyner's reluctance to have the outlet leave New Jersey tried the patience of Heffner and his associates. Finally in the winter of 1961-62 the transaction was completed at a cost of \$6,200,000, and Heffner was appointed general manager of the future educational television station. In July 1962 he was elected vice-president and general manager of the Educational Broadcasting Corporation, owners of Channel 13.

The acquisition of Channel 13 for educational television in New York City was looked upon as opening a new era in noncommercial television. Although some sixty-seven educational television stations had preceded it, it was nevertheless regarded as a showcase. With this in mind, the directors decided to defer its inauguration until they could count upon excellent programming and clearly determine policy. In Heffner's view, programs were not to be aimed merely at intellectuals but at "people hungry for education and knowledge." The station was to become a community resource that would draw upon every cultural facility in the city, not for blackboard courses but for discussions and panels.

The inaugural telecast of WNDT-TV took place on September 16, 1962. About twelve hours before the first scheduled program, the American Federation of Radio and Television Artists went on strike on the grounds that they wanted jurisdiction over all performers on WNDT-TV, professional and nonprofessional. In spite of this dispute, the opening ceremony was telecast with Edward R. Murrow as master of ceremonies and Newton N. Minow as the chief speaker. "Your mission," Minow told the staff of WNDT-TV, "is to move ideas."

An agreement was signed on September 28, 1962 between Heffner and Kenneth Groot, executive secretary of the New York local of the American Federation of Television and Radio Artists, and on October 2, 1962 Channel 13 went into full operation. Only a few days later Jack Gould of the *New York Times* (October 7, 1962) wrote: "Heffner has done superbly in starting a new station at one fell swoop." WNDT-TV under Heffner's programming followed a policy of televised classroom instruction during the day and broad cultural fare during the evening.

August Heckscher, then special consultant to the White House on the arts, began a weekly panel discussion called *Books of Our Time*; John G. Shoessinger of Columbia University conducted a series on international affairs; and Harry Abrams, the publisher of art books, underwrote documentaries on the armory art shows from 1913 to 1963 and the Solomon R. Guggenheim Museum. A series of readings by contemporary poets emanated from the New School for Social Research and the station distinguished itself with

a series of Shakespeare's chronicle plays, originally produced in England, called *The Age of Kings*. *Exploring the Universe* investigated current developments in the world of science, while celebrities were interviewed on *Face to Face*. Although much of the programming originated live from New York City or was taped especially for WNDT-TV, Heffner also drew heavily from a backlog of shows prepared by the National Educational Television and Radio Center, including the master class held by Pablo Casals for student cellists and a much praised series on Japanese brush painting. During the Cuban missile crisis of October 1962 the station gave full coverage to the sessions of the United Nations Security Council, and as time went on it gave much of its programming time to the press conferences of President John F. Kennedy.

Television critics and viewers agreed with Jack Gould that in spite of some dull talk, a lack of style in some phases of production, and an occasional dearth of excitement, Heffner's contributions to WNDT-TV were "great" and that he had to his credit some "decided triumphs." Although there had been frequent reports of policy differences between Dr. Samuel B. Gould, the president of WNDT, and Heffner, it shocked many when on April 11, 1963 the board of trustees of the Educational Broadcasting Corporation dismissed Heffner on grounds of economy and announced that the office of general manager would be henceforth combined with that of the president. Prominent writers and educators, boycotting the station, withdrew from programs on which they were scheduled to appear, and some fifty non-union staff members submitted a petition supporting Heffner and offering to accept a 10 percent salary cut to keep him on the staff. Maxwell Geismar, Dore Schary, Eric Larrabee, Norman Rosten, and Marya Mannes announced their withdrawal from Channel 13's activities on the grounds that Heffner's dismissal constituted a "false economy." In the meantime, Heffner urged his supporters to stay with WNDT-TV, reminding them that "the most important thing of all is the success of Channel 13."

Television critics who had closely followed developments at WNDT-TV felt that policy differences as much as economy measures lay behind Heffner's dismissal. August Heckscher summed up the prevailing opinion when he was quoted in the *New York Herald Tribune* (April 28, 1963) as saying: "The basic question resulting from the dismissal of Mr. Heffner is whether educational television, as it is developed in this key experiment, will be educational in the narrow sense of the word—geared to the instructional needs of our schools—or whether it will be more broadly cultural, tied in with man's delight in the arts and with the kind of entertainment which feeds the spirit."

Since leaving WNDT-TV Heffner has made most of his major television appearances for National Educational Television. Beginning on May 19, 1963 he conducted a series of six Sunday night discussions over WNEW-TV called *The American Experience*, an attempt to assess the present American mind. After President Kennedy was assassinated in November 1963, he prepared a series of interviews with James MacGregor



HEFFNER, RICHARD D.—*Continued*

Burns, the political scientist and biographer, and Allan Nevins, the historian, in which they explored the implications of the tragedy. In June 1964 he began a public affairs series called *Of People and Politics* providing background information on the 1964 political campaign. It was scheduled to run up through the time of the balloting in early November 1964.

Late in April 1964 Heffner announced that he was to be appointed University Professor of Communications and Public Policy at Rutgers University on July 1, 1964. He envisioned the course as being a colloquium on mass communications in a democratic society, intended mainly for students of history, sociology, and political science. At Rutgers he will also conduct research on the impact of mass communications, especially television, on all phases of American culture. In a book to be published by Simon & Schuster, Heffner will examine the role of broadcasting, commercial and noncommercial, throughout the world. He is the author of the popular paperback *Documentary History of the United States* (Mentor, 1952) and editor of an abridged paperback edition of Alexis de Tocqueville's *Democracy in America* (Mentor, 1956). Aided by a grant from the Carnegie Corporation, Heffner went to London in late April 1964 to observe operations of Great Britain's new UHF television channel, BBC-2.

Richard D. Heffner's first marriage, to Anne de la Vergne, was annulled in 1949, and in July 1950 he married Elaine Segal, a former psychiatric social worker and child therapist with the Jewish Board of Guardians. They have two sons, Daniel Jason and Charles Andrew. Heffner is five feet ten and one-half inches in height, weighs about 160 pounds, and has blue eyes and brown hair. Newspaper reporters have characterized him as being unobtrusive, soft-spoken, mild-mannered, and serious, and as an ambitious, hard-driving intellectual. His crowded schedule leaves him little time for hobbies, although *Newsweek* (September 17, 1962) reported that when things got too rough at WNDT-TV, he used to go down to the Broadway Sports Palace in the basement of his office building and work off steam by shooting at ducks and pigeons. Because he opposes orthodoxy of any kind, he is an independent in politics, but he favors the Democratic party. In educational television he sees an antidote to the mechanization, impersonalization, and superficiality of our time.

## References

- N Y Post Mag p10 Je 21 '59 por  
N Y World Telegram p35 Ap 23 '64 por  
Directory of American Scholars (1963)

HOPKINS, ERNEST MARTIN Nov. 6, 1877-Aug. 13, 1964 Former president of Dartmouth College (1916-45); president (1948-50) and chairman of the board (since 1950) of the National Life Insurance Company. See *Current Biography* (October) 1944.

## Obituary

N Y Times p27 Ag 14 '64

İNÖNÜ, ISMET (i-nû-nû') Sept. 24, 1884-Prime Minister of Turkey; political leader

Address: b. c/o Grand National Assembly, Ankara, Turkey

NOTE: This biography supersedes the article that appeared in *Current Biography* in 1941.

More than any other living Turk, Ismet İnönü deserves credit for the stature that Turkey has achieved among the nations of the free world. He is one of the few surviving Young Turks, who sparked the modernization and Westernization of his country in the pre-World War I period. Later, with Kemal Atatürk, he helped establish the Turkish Republic, and he became its first Prime Minister in 1923. He succeeded Atatürk as President in 1938 and during the latter part of his twelve-year tenure encouraged the growth of democracy in Turkey by allowing the introduction of the multiparty system. Since he returned to the office of Prime Minister in 1961, his acknowledged ability in politics and diplomacy has been almost continuously tested by internal economic and governmental crises and by the Greek-Turkish conflict over the island of Cyprus.

Ismet İnönü owes his surname to the town of İnönü in northwest Turkey, the scene of military victories that helped to make him a national hero. He was born to Reshid and Djevriye on September 24, 1884, before Turks had family names, in the seaport of Izmir, then called Smyrna. His father was an official in the Ministry of Justice. Eager for a career as a professional soldier, Ismet defied his father's wish that he study law and entered the artillery school in Istanbul in his early teens. He later distinguished himself at the Military Academy of Istanbul and won a commission as captain when he graduated in 1906. His first assignment was to the 2d Army at Edirne in Asia Minor, where in 1908 he became a member of the general staff of the 4th Army.

Joining the Young Turks, İnönü fought with other newly commissioned army officers in the revolutionary movement for liberal reforms in Turkey, and he took part in the Young Turks' overthrow of Sultan Abdul-Hamid II in 1909. The following year he was a member of the expeditionary force against Arabian insurgents opposing Turkish rule. During 1912 he held the post as chief of general staff in Yemen and then served as director of the first section of the grand general staff in Istanbul when Turkey confronted the military forces of Greece, Bulgaria, Serbia, and Montenegro in the Balkan War. In 1913 he was military adviser to the delegation that negotiated the armistice of Mudanya with Bulgaria.

Again, in World War I, which Turkey entered in November 1914 as an ally of Germany, İnönü took command of Turkish troops, fighting at first against the British in Palestine. Later he served as chief of staff in the 2d Army in eastern Thrace and in 1916 commanded 4th Army units against the Russians in eastern Turkey. By the end of the war he had been promoted to major general and had been appointed Under Secretary for War in Istanbul. He had also become the right-hand man of Mustapha Kemal in the Turkish nationalist movement.



Cleveland and Edith (Warrington) H.; B.S. U. Fla., 1936; L.L.B., 1938; m. Rosalie Sutton, May 10, 1939; children: Frederic Cleveland III, Meredith Charles Warrington. Admitted to Fla. bar, 1938; D.C. bar, 1944; practice Washington, 1945—; spl. asst. admt. dir. U.S. Atty. Gen., 1938-41; mem. Finn Pierson & Hall, 1946-52; pub. practice, 1952-55; partner, Hedrick & Lane, 1955—; Pres. Ocean News, Delray Beach, Fla.; dir. Fauquier Saus. & Loan Assn., Warrington, Va. Past trustee Fauquier Edm. Found. Served from 1st. lt. to lt. col. AUS, 1941-45. Recipient Legion of Merit award for work with SSS, 1945. Fellow Am. Bar Found.; mem. Am. (chmn. sect. taxation), D.C. (past sec. chmn., dir.) bar assn., Tax Inst. Am. (dir., past v.p.), Am. Law Inst., Am. Judicature Soc., U. Fla. Alumni Assn. (past pres. Washington chpt.), Blue Key, Alpha Tau Omega, Phi Delta Phi, Episcopalian (vestry), Clubs: Army and Navy, Metropolitan (Washington), Chevy Chase (Md.), Metropolitan (N.Y.C.), Ocean (Fla.). Home: 5201 Watson St. N.W., Washington 20016; also The Ocean News, 6845 N. Ocean Blvd., Delray Beach, Fla. 33444. Office: 1001 Connecticut Ave. N.W., Washington 20036.

**HEDRICK, Jay** Eldred, chem. engr.; b. Merced, Cal., July 17, 1909; s. Commodore P. and Kathryn (Pfeiffer) H.; A.B., B.S. College, 1931; M.S., State University of Iowa, 1932, Ph.D., 1934; married Mary Ellen Love, February 4, 1937 (deceased 1957); children—Peter, Jay, Mary Susan, Katherine Ann, Sara Ellen; married second, Elizabeth Cook, October 15, 1960; one daughter, Carol Elizabeth, began as assistant chemist with the Iowa Public Health Dept., 1931-36; instr. chem. engr., Kansas State Coll., 1936-41; sr. technologist, Shell Oil Co., Martinez, Calif., 1941-42; sr. engr., Shell Development Co., San Francisco, 1942-45; consultant, W.P.B., 1944-45; exec. asst., Shell Chem. Corp., San Francisco and New York, 1945-49; prof. chem. engring., Cornell U., since 1949, asst. dean engring., 1953-57. Mem. Am. Inst. Chem. Engrs., Am. Chem. Soc., Tau Beta Pi, Alpha Chi Sigma, Phi Lambda Upsilon, Sigma Xi, Unitarian. Licensed prof. engr., N.Y. State. Home: 715 The Parkway, Ithaca, N.Y.

**HEDRICK, Leslie Ray**, college professor; b. Fisher, N.Y.; student Eureka Coll., 1922-23; A.B., U. of Ill., Nov. 28, 1925; s. Edwin Lee and Minnie (Watson) H.; Ph.D. U. of Mich., 1932; m. Orpha Helm, June 18, 1932; children—John Leslie, Donald Lee. Laboratory asst. in chemistry and biology, Eureka Coll., 1920-29; biology prof., Whitworth Coll., Spokane, Wash., 1932-39; biology prof. and chmn. of dept., Ill. Inst. Tech., since 1939. Mem. Am. Chem. Soc., Am. Assn. U. Prof., A.A.A.S., Soc. Am. Microbiologists, Soc. Gen. Microbiologists, Sigma Xi. Presbyterian. Contrib. sci. articles to various publs. Home: 533 Pleasant Ave., Glen Ellyn, Ill. Office: 3300 S. Federal St., Chicago 16, Ill.

**HEELEN, Albert Edward, Jr.**, can. co. exec.; b. Cin., Sept. 22, 1911; s. Albert Edward and Bertha (Eberhart) H.; A.B., Cornell U., 1936; L.L.B., Fordham U., 1939; s. Albert Elizabeth C. Kilpatrick, June 8, 1939; children—Albert Edward III, Brian E. Admitted to Ohio bar, 1939, N.Y. bar, 1941; staff law dept. N.Y. Telephone Co., 1941-46; partner Kite, Canfield, Heekin & Wulshin, Cin., 1946-50; exec. v.p. Heekin Can. Co., Cin., 1950-53, pres., 1953—; also director, director of Central Trust Co., Cin. & Suburban Bell Telephone Co., Kresche Picher Industries Incorporated, Cin., Union Central Life Insurance Company. Member board of directors Can. Mfrs. Inst., President's council Xavier U.; mem. and counsel, President's Council; lay adv. bd. Good Samaritan Hosp. Mem. Beta Theta Pi, Clubs: Com. Camargo, Commonwealth, Hyde Park Golf and Country, Queen City, Cin. Country (Cin.). Home: 2557 Hayard Dr., Cin. 45208. Office: 429 New St., Cin. 45202.

**HEENEY, Arnold Danford Patrick**, internat. org. off.; b. Montreal, Can., April 5, 1902; s. Canon William Gerald and Eva Marjorie Heene; student St. John's Coll. Sch., Winnipeg; B.A., U. Manitoba, 1921, M.A., 1923; B.A. (Rhodes scholar), St. John's Coll., Oxford, 1925, M.A., 1926; B.C.L., McGill U., 1929; L.L.D., U.B.C., 1948, U. Manitoba, 1950, Mich. State Univ., 1955, Franklin and Marshall Coll., 1954, Kenyon Coll., 1955, University of R.I., 1960, McGill U., 1961; Doctor Canon Law, St. John's Coll., U. Manitoba, 1964; Doctor of Laws, University of Alberta, 1967; m. Margaret Yule, June 27, 1931; children—William Brian Danford, Patricia Jane. Admitted to Que. bar, 1929; practiced in Montreal, 1929-38; sessional lectr. Faculty of Law, McGill U., 1931-38; prin. sec. prime minister of Can., 1938-40; chf. Privy Council, also sec. to Cabinet, 1940-49; under-sec. of state for external affairs, 1949-52; ambassador, permanent rep. Can. to North Atlantic Council, also Org. European Econ. Coop., Paris, 1952-53; Canadian ambassador to U. S., 1953-57; chmn. Canadian sec. International Joint Affairs, 1962—; pres. Canadian Inst. Internat. Joint Affairs, 1961—; chmn. Can. sec. Permanent Joint Bd. on Def., 1967—; Ed. gov. McGill U. Queens council. Clubs: Rideau, Royal Ottawa Golf Country (Ottawa); University (Montreal). Home: 428 Buena Vista Rd., Rockcliffe, Ottawa 2. Office: 151 Slater St., Ottawa 1, Ont., Can.

**HEER, Ralph Waldo**, accountant; b. Silver City, Ida., Dec. 3, 1903; s. Frank and Catherine (Famlin) H.; B.B.A., U. Wash., 1927; m. Doris Virgil Finch, July 10, 1936; 1 dau., Judith. With Price Waterhouse & Co., 1934-39; with Superior Oil Co., 1939-65, comptroller, 1957-63, treas., 1963-65; sec. W.M. Keik Found., Los Angeles, 1965—; dir. Poor & Co. C.P.A. Cal. Home: 915 W. Fairview Ave. Arcadia, Cal. Office: 1801 Ave. of Stars, Los Angeles.

**HEESCHEN, David Sulpician**, astronomer; b. Davenport, Ia., Mar. 12, 1926; s. Richard George and Emily (Sulpician) H.; B.S., U. Ill., 1949, M.S., 1951; Ph.D., Harvard, 1951; m. Eloise St. Clair, June 11, 1950; children—Lisa Clair, David William, Richard Mark. Instr., Wesleyan U., Middle-town, Conn., 1954-55; lectr., research asst. Harvard, 1955-56; scientist Nat. Radio Astronomy Obs., 1956—; dir., 1962—; G.R. Assn. fellow, Harvard Obs., 1953-54. Con. NASA, 1960-61. Mem. Am. Astron. Soc., Internat. Astron. Union, Internat. Sci. Radio Union, Sigma Xi. Contrib. sci. articles to various publs.

**HEFFERMAN, William S (Stewart)**, corp. exec.; b. Effingham, Kan., Jan. 31, 1925; s. William Stewart and Kara (Estell) H.; married Dorothy M. Shockey, Sept. 24, 1944; children—William Stewart III, Sharon A., Lee S. With Sweet Hotel System, 1942-43; bus. mgr. Elementary Instns., Kan., 1946-53; sec., trustee A. J. Rite Estates, 1918—; dir. Olney facility F.C.M.A., 1953-54, dir. adm. ministr., operations office, 1955-56, asst. adm. ministr. for gen. adm. office, 1956-58; agr. com. Gen. Service of President U. S., 1958-62; reviewing officer Bd. of Surveys, 1956-62; chmn. Bd. U. S. Civil Service Examiners, 1955-63; dir. program review Martin-Marietta Corp., 1962—; mem. Joint Task Force Seven in Operation Redwing, 1956. Served with USN, 1943-46. Recipient Wm. A. Jump Meml. Found. Meritorious Award, 1960. Mem. Am. Soc. Pub. Adm., Am. Legion, Mason, Home: 1708 Wolfram Ct., McLean, Va. Office: Martin-Marietta Corp., Friendship Internat. Airport, Md.

**HEFFERMAN, Thomas Hume**, lawyer, corp. exec.; b. Grand Rapids, Mich., Nov. 2, 1908; s. George and Ella (Packus) H.; grad. Taft Sch., 1927; A.B., Yale, 1931; LL.B., U. Mich., 1931; m. Constance Howard, Dec. 10, 1942; children—Thomas Howard, Roger Littlefield. Admitted to Mich. bar, 1934; asst. atty. Warner, Norcross & Judd, Grand Rapids, 1934-42; asst. v.p., trustee Oliver Mich. Nat. Bank, Grand Rapids, 1946-51; real estate developer, builder, Spring Lake, Mich., 1952-58; chf. pres. Thomas H. Hefferman & Sons, Inc., Arlington, Va., 1962—; admitted to D.C. bar, 1967. Served from lt. (J.G.) to lt. comdr., USNR, 1942-45. Mem. Am. Mich. bar assn., Zeta Psi, Phi Delta Phi, Episcopalian. Clubs: Yachting of Am., Yale. Home: 2307 Russell Rd., Alexandria, Va. Office: 5502 Columbia Pike, Arlington, Va.

**HEFFERNAN, John**, actor appearing in Tiny Alice, N.Y.C. Address: 208 W. 41st St., N.Y.C.\*

**HEFFERNAN, John Baptist**, naval officer; born Washington, Ind., Oct. 21, 1901; s. William and Ellen (Sullivan) H.; B.S., U.S. Naval Acad., Annapolis, Md., 1917; student Naval War Coll., Newport, R.I.; Army-Navy Staff Coll., Washington; married Patricia Gratton Esmonde (d. late Sir Thomas Gratton Esmonde, Bart., M.P., of Ballynastagh, Gorey, Co. Wexford, Ireland), Nov. 18, 1927; children—Patricia Gratton, Henry Gratton, Eithne Mary Gratton (Mrs. Thomas M. Hartnett), Kathleen Barbara Gratton (Mrs. R. J. Wach). Instr. of history, U.S. Naval Acad., 1932-35, 1939-40; chf. of staff, 7th Naval Dist., 1916; dir. naval history, 1916-50. Served in destroyers, Europe, 1917-18; comd. destroyer dir., Atlantic, 1940-41; destroyer Squadron, Atlantic, 1942; comd. U.S.S. Tenn. in battle for Leyte Gulf, 1944; at two Jima and Okinawa, 1945; retired with rank of rear adm. USN. Decorated Legion of Merit; Bronze Star Medal (4); Commendation Ribbon (2). Mem. Naval Hist. Found. (trustee and v.p., sec.), Naval Institute, American, American Irish, American Catholic dist. associations, Ind. Hist. Soc., Soc. Naval Research (London), Mil. Hist. Soc. Ireland, Club Army and Navy (Washington), Roman Catholic, Naval Officer Engr., Brit. Home: 3929 Que St. N.W., Washington 20007. Office: Naval Hist. Found., Navy Dept., Washington 20360.

**HEFFERNAN, John William**, journalist; b. Stockbridge, Eng., Oct. 21, 1910; s. John and Alice Ann (Edwards) H.; student Clark's Coll., Putnam, Eng., 1926; m. Lea Arney, Aug. 6, 1938; m. 2d, Edith Curry, Dec. 10, 1948; 1 stepson, Anthony E. Hefferman. Came to U.S., 1946. Editorial asst. Central News Ltd., London, Eng., 1929-34; sub-editor Press Assn., London, 1934-36, sports reporter, 1936-39, news desk editor, 1939-41; with Reuters, 1946—; chf. corr. at UN, 1952-57; chf. corr. in Washington, 1957—; Pres. UN Corr. Assn., 1956. Served to maj. British Army, 1941-46; CBI. Decorated officer Order of the British Empire. Clubs: Nat. Press (bd. gov. 1964—), Internat. (Washington); Overseas Press (N.Y.C.). Home: 2852 Arizona Av. N.W., Washington 20016. Office: Nat. Press Bldg., Washington 20004.

**HEFFERNAN, Nathan Stewart**, Justice Wisconsin Supreme Court; born at Frederic, Wisconsin, August 6th, 1920; the son of Jesse Eugene and Pearl Eva (Kaupm) H.; B.A., U. Wis., 1912, LL.B., 1918; student Harvard Bus. Sch., 1913-14; m. Dorothy Hilleman, Apr. 27, 1916; children—Katie, Michael, Thomas. Admitted to Wis. bar, 1948; asst. firm Schrieber, Ryan, Peterson & Sutherland Madison, 1948-40; practice in Sheboygan, 1949-50, partner firm Buchen & Hefferman, 1951-59; counsel Wis. League Municipalities, 1949; research asst. to gov. Wis., 1949; asst. dist. atty. Sheboygan County, 1951-53, city atty., 1953-55; dep. atty. gen. Wis., 1955-62; U.S. atty. Western Dist. Wis., 1962-61; Justice Wisconsin Supreme Court, 1961—; lecturer municipal corps. U. Wisconsin and Jews. Pres. Wis. chmn. Nat. Conf., 1958-59. Gen. chairman Wis. Democratic Conf., 1960, 61. Served to lt. (s.g.) USNR, 1942-46. Trustee Wis. State Library. Mem. Am. Fedn., Wis. Dane County Sheboygan County bar assn., Am. Judicature Soc., Order of Conf. Iron Cross, Phi Delta Phi, Conslat. Home: 17 Thorstein Vollen Pl., Madison 5. Office: State Capitol, Madison 5.

**HEFFERMAN, John William**, journalist; b. Stockbridge, Eng., Oct. 21, 1910; s. John and Alice Ann (Edwards) H.; student Clark's Coll., Putnam, Eng., 1926; m. Lea Arney, Aug. 6, 1938; m. 2d, Edith Curry, Dec. 10, 1948; 1 stepson, Anthony E. Hefferman. Came to U.S., 1946. Editorial asst. Central News Ltd., London, Eng., 1929-34; sub-editor Press Assn., London, 1934-36, sports reporter, 1936-39, news desk editor, 1939-41; with Reuters, 1946—; chf. corr. at UN, 1952-57; chf. corr. in Washington, 1957—; Pres. UN Corr. Assn., 1956. Served to maj. British Army, 1941-46; CBI. Decorated officer Order of the British Empire. Clubs: Nat. Press (bd. gov. 1964—), Internat. (Washington); Overseas Press (N.Y.C.). Home: 2852 Arizona Av. N.W., Washington 20016. Office: Nat. Press Bldg., Washington 20004.

**HEFFERMAN, Phillip Thomas, Jr.**, publisher; b. Natick, Mass., July 2, 1922; s. Phillip Thomas and Hazel (Toner) H.; B.S., Northeastern U., 1947; m. Mildred Brook Lippitt, Aug. 27, 1940; children—Phillip Thomas III, John, Lisa, Caroline. With Gage Pub. Co., N.Y.C. and Chic., 1947-58, bus. mgr., 1956-58; sales mgr. Conover Mast Publ., N.Y.C., 1958-60; vice president and pub. dir. Ziff Davis pub. co., pub. of Popular Electronics, HiFi Stereo Review, Electronics World mags., 1960—; Pres. Park Forest (Ill.) Playhouse, 1952-53. Served to capt., USMCR, 1943-45. Decorated D.F.C., Air Medal, Silver Star, Bronze Star, Merit, Sigma Six, Clubs: Pelham (N.Y.) Country; Shorehaven Golf (E. Norwalk, Conn.). Home: 12 Meadow Ave., Bronxville, N.Y. Office: 1 Park Ave., N.Y.C. 10016.

**HEFFNER, Hubert Crouse**, univ. prof.; b. Malden, N.C., Feb. 22, 1901; s. Sylvanus Lafayette and Lily (Crouse) H.; A.B. with Honors in Lang. and Lit., U. of N.C., 1921, M.A., 1922; student U. of Chicago, 1930-34, 1944 (autumn); L.L.D., Illinois Wesleyan Univ., 1964; m. Ruth Penny, Apr. 8, 1922; 1 son, Hubert Heffner, Jr. Instr. English and dir. dramas U. Wyo., 1922-23; instr. English, dir. dramas U. Ariz., 1923-26; asst. prof. English and asst. dir. The Carolina Playmakers, U.N.C., 1926-30; prof. dramatic literature Northwestern U., 1930-39; prof. dramatic lit., exec. head property, builder, Stanford U., 1939-50; visiting prof. U. Colo., 1950; Rockefeller grant and aid for research and study in France and Italy, 1951-52; Folger Shakespeare Library grant in aid, 1952; Fulbright award, 1954-55; special speech, theatre, and dramatic lit., Ind. U., 1954-61; Distinguished Service prof. dramatic lit., 1961—; vis. prof. summers Northwestern U., 1930, Stanford, 1937, U. Cal., 1939, Cornell, 1948, U. of Colorado, 1950, 1965, University of Denver, 1962; Carnegie visiting professor drama U. Hawaii, 1958, U. Bristol, 1954-55, University Denver, summer 1962; University of Colorado, summer 1965. Comm. capt., Spl. Res., U.S. Army, 1933; grad. Sch. of Mil. Art., U. Va., 1943; active status in charge of govt. affairs, U.S. Civil Affairs Training Sch., Stanford, 1943-44; research project, Project Marshal Gen's Office, 1944; head Theatre and Radio Arts Branch, chief Fine Arts section, Harlitz Am. U., 1945-46, Fellow Am. Edm. Theatre Assn. (pres. 1949); editor Jour. 1955-56; mem. Am. Assn. U. Prof., Speech Assn. Am., Modern Lang. Assn., Nat. Theatre Conf., ANTA (member of the board of directors 1953-56, 60—). Author sev. publs. Editor: Dary Crockett and Other Plays (with Isaac Goldberg), 1910. Asst. editor Quarterly Jour. of Speech, 1917-50; dir. number of theatrical prodns. for U. Wyo., U. Ariz., The Carolina Playmakers, Northwestern U. and Stanford U. Home: 1310 Hunter Ave., Bloomington, Ind. 47403.

**HEFFNER, Ray Lorenzo, Jr.**, univ. pres.; b. Durham, N.C., Mar. 7, 1925; s. Ray Lorenzo and Gladys Lillian (Gordy) H.; A.B., Yale, 1948, M.A., 1950, Ph.D., 1953; m. Ruth Adele Cline, June 16, 1951; children—David, Christopher. Instr. English, U. Ky., 1950-51; regm. faculty Ind. U., 1953-63, asst. prof. English, 1960-63, asst. dean faculties, 1962-63, v.p., dean of faculties 1964-65; prof. English, v.p. instr., dean faculties 1965-66; U. Ia., 1953-64; president Brook Bank, Providence, R.I., 1966—; Dir., Inst. Nat. Bank, New Bedford, Mass., Citizens Scholarship Foundation, Boston, Massachusetts. Served with USNR, 1943-46; PTO. Gugenheim fellow, 1960. Mem. Am. Assn. U. Prof., Modern Lang. Assn., Renaissance Soc. Am., Shakespeare Assn. Am., Phi Beta Kappa. Home: 55 Power St., Providence 02900.

**HEFFNER, Richard Douglas**, educator, communications cons.; b. N.Y.C., Aug. 5, 1925; s. Albert Simon and Cely (Rendler) H.; A.B., Columbia, 1910, M.A. (Mittell fellow), 1947; m. Anne de la Vergne, Dec. 14, 1946; m. 2d Elaine Sagal, July 30, 1950; children—Daniel Jason, Charles Andrew. Teaching asst. history U. Cal. at Berkeley, 1917-48; instr. Am. history Rutgers U., 1918-50, univ. prof. communications, pub. policy, 1961—; lectr. history Columbia, 1950-52; prof. history Sarah Lawrence Coll., 1952-53; dir. pub. affairs WNBC-TV, N.Y.C., 1955-57; dir. programs Met. Edm. Television Assn., N.Y.C., 1957-59; producer-moderator The Open Mind NBC-TV, 1959-59; editorial cons. CBS, Inc.; mem. editorial bd., dir. spl. projects CBS-TV Network, 1959-61; v.p., gen. mgr. chnl. TV Channel 13 WNDT, N.Y.C., 1961-63; moderator-head Nat. Edm. Television series of People and Politics, 1963; pres. Richard Heffner Assn., Inc., N.Y.C., 1960—; Mem. A.A.A.S., Am. Hist. Assn., Nat. Assn. Edm. Broadcasters, Phi Beta Kappa, Author: A Decade of Democracy in America, 1950, Home: 110 Riverside Dr., N.Y.C. 10021. Office: 111 W. 50th St., N.Y.C. 10020.

**HEFFNER, Richard Brooks**, economist; born at Billiken, Colorado, October 4, 1903; son of Ernest and Elizabeth (Brooks) H.; student State Coll., 1921-23; A.B., U. of Calif., 1925, Ph.D., 1929; m. Velma Harris, June 2, 1928; children—Ellen, Louise, Jean, Linda. Instr. economics, U. of Ida., 1928-29; asst. prof. economics, State Coll. of Wash., 1929-34, asst. prof., 1934-36, professor and dean, 1936-45. School of Business Ad-

ing professor, Harvard, 1945-53. Instr., Ia. State Coll., 1933-35, mem. faculty Sch. Architecture, Ga. Inst. Tech., 1938, 1941-42, dir. sch., 1950—; designer Bush-Brown, Galley and Heffner, which conducted master plan and bldg. studies for Ga. Inst. Tech., 1941-44; cons. archit. edn. Reg. Regional Edn. Bd., 1953; cons. architect Ga. Inst. Tech., local firms; cons. design Pub. Housing Administration, Washington; mem. archit. award juries, Mem. Ga. Bd. Exam. and Registration of Architects, Rumer fellow Found. Architecture and Landscape Architecture, Lake Forest, Ill., 1929; Comd-Nat fellow Am. architecture, 1929-30; recipient Eugene Wood medal Harvard, 1934; Sheldon fellow, Appleton fellow Harvard, 1935; recipient South Pacific Res. Bn., Bronx-Arch. Architects, N.Y.C.; has certificate Bronx-Arch. Inst. Design, N.Y.C.; citation for effective teaching archit. design A.I.A., 1955; recipient ban. mention for West Stand. Ga. Inst. Tech., Progressive Architecture mag., 1918; award for Price Gilbert Library A.I.A., 1952. Fellow A.I.A. (rom. scholarships and awards 1956-58); life fellow Internat. Inst. Arts and Letters, London, Germany; mem. Theta Delta Chi, Tau Beta Pi, Phi Kappa Phi, Tau Sigma Delta. Home: 168 6th St. N.W., Atlanta.

**HEFFNER, Phillip Thomas, Jr.**, publisher; b. Natick, Mass., July 2, 1922; s. Phillip Thomas and Hazel (Toner) H.; B.S., Northeastern U., 1947; m. Mildred Brook Lippitt, Aug. 27, 1940; children—Phillip Thomas III, John, Lisa, Caroline. With Gage Pub. Co., N.Y.C. and Chic., 1947-58, bus. mgr., 1956-58; sales mgr. Conover Mast Publ., N.Y.C., 1958-60; vice president and pub. dir. Ziff Davis pub. co., pub. of Popular Electronics, HiFi Stereo Review, Electronics World mags., 1960—; Pres. Park Forest (Ill.) Playhouse, 1952-53. Served to capt., USMCR, 1943-45. Decorated D.F.C., Air Medal, Silver Star, Bronze Star, Merit, Sigma Six, Clubs: Pelham (N.Y.) Country; Shorehaven Golf (E. Norwalk, Conn.). Home: 12 Meadow Ave., Bronxville, N.Y. Office: 1 Park Ave., N.Y.C. 10016.

**HEFFNER, Hubert Crouse**, univ. prof.; b. Malden, N.C., Feb. 22, 1901; s. Sylvanus Lafayette and Lily (Crouse) H.; A.B. with Honors in Lang. and Lit., U. of N.C., 1921, M.A., 1922; student U. of Chicago, 1930-34, 1944 (autumn); L.L.D., Illinois Wesleyan Univ., 1964; m. Ruth Penny, Apr. 8, 1922; 1 son, Hubert Heffner, Jr. Instr. English and dir. dramas U. Wyo., 1922-23; instr. English, dir. dramas U. Ariz., 1923-26; asst. prof. English and asst. dir. The Carolina Playmakers, U.N.C., 1926-30; prof. dramatic literature Northwestern U., 1930-39; prof. dramatic lit., exec. head property, builder, Stanford U., 1939-50; visiting prof. U. Colo., 1950; Rockefeller grant and aid for research and study in France and Italy, 1951-52; Folger Shakespeare Library grant in aid, 1952; Fulbright award, 1954-55; special speech, theatre, and dramatic lit., Ind. U., 1954-61; Distinguished Service prof. dramatic lit., 1961—; vis. prof. summers Northwestern U., 1930, Stanford, 1937, U. Cal., 1939, Cornell, 1948, U. of Colorado, 1950, 1965, University of Denver, 1962; Carnegie visiting professor drama U. Hawaii, 1958, U. Bristol, 1954-55, University Denver, summer 1962; University of Colorado, summer 1965. Comm. capt., Spl. Res., U.S. Army, 1933; grad. Sch. of Mil. Art., U. Va., 1943; active status in charge of govt. affairs, U.S. Civil Affairs Training Sch., Stanford, 1943-44; research project, Project Marshal Gen's Office, 1944; head Theatre and Radio Arts Branch, chief Fine Arts section, Harlitz Am. U., 1945-46, Fellow Am. Edm. Theatre Assn. (pres. 1949); editor Jour. 1955-56; mem. Am. Assn. U. Prof., Speech Assn. Am., Modern Lang. Assn., Nat. Theatre Conf., ANTA (member of the board of directors 1953-56, 60—). Author sev. publs. Editor: Dary Crockett and Other Plays (with Isaac Goldberg), 1910. Asst. editor Quarterly Jour. of Speech, 1917-50; dir. number of theatrical prodns. for U. Wyo., U. Ariz., The Carolina Playmakers, Northwestern U. and Stanford U. Home: 1310 Hunter Ave., Bloomington, Ind. 47403.

**HEFFNER, Ray Lorenzo, Jr.**, univ. pres.; b. Durham, N.C., Mar. 7, 1925; s. Ray Lorenzo and Gladys Lillian (Gordy) H.; A.B., Yale, 1948, M.A., 1950, Ph.D., 1953; m. Ruth Adele Cline, June 16, 1951; children—David, Christopher. Instr. English, U. Ky., 1950-51; regm. faculty Ind. U., 1953-63, asst. prof. English, 1960-63, asst. dean faculties, 1962-63, v.p., dean of faculties 1964-65; prof. English, v.p. instr., dean faculties 1965-66; U. Ia., 1953-64; president Brook Bank, Providence, R.I., 1966—; Dir., Inst. Nat. Bank, New Bedford, Mass., Citizens Scholarship Foundation, Boston, Massachusetts. Served with USNR, 1943-46; PTO. Gugenheim fellow, 1960. Mem. Am. Assn. U. Prof., Modern Lang. Assn., Renaissance Soc. Am., Shakespeare Assn. Am., Phi Beta Kappa. Home: 55 Power St., Providence 02900.

**HEFFNER, Richard Douglas**, educator, communications cons.; b. N.Y.C., Aug. 5, 1925; s. Albert Simon and Cely (Rendler) H.; A.B., Columbia, 1910, M.A. (Mittell fellow), 1947; m. Anne de la Vergne, Dec. 14, 1946; m. 2d Elaine Sagal, July 30, 1950; children—Daniel Jason, Charles Andrew. Teaching asst. history U. Cal. at Berkeley, 1917-48; instr. Am. history Rutgers U., 1918-50, univ. prof. communications, pub. policy, 1961—; lectr. history Columbia, 1950-52; prof. history Sarah Lawrence Coll., 1952-53; dir. pub. affairs WNBC-TV, N.Y.C., 1955-57; dir. programs Met. Edm. Television Assn., N.Y.C., 1957-59; producer-moderator The Open Mind NBC-TV, 1959-59; editorial cons. CBS, Inc.; mem. editorial bd., dir. spl. projects CBS-TV Network, 1959-61; v.p., gen. mgr. chnl. TV Channel 13 WNDT, N.Y.C., 1961-63; moderator-head Nat. Edm. Television series of People and Politics, 1963; pres. Richard Heffner Assn., Inc., N.Y.C., 1960—; Mem. A.A.A.S., Am. Hist. Assn., Nat. Assn. Edm. Broadcasters, Phi Beta Kappa, Author: A Decade of Democracy in America, 1950, Home: 110 Riverside Dr., N.Y.C. 10021. Office: 111 W. 50th St., N.Y.C. 10020.

**HEFFNER, Richard Brooks**, economist; born at Billiken, Colorado, October 4, 1903; son of Ernest and Elizabeth (Brooks) H.; student State Coll., 1921-23; A.B., U. of Calif., 1925, Ph.D., 1929; m. Velma Harris, June 2, 1928; children—Ellen, Louise, Jean, Linda. Instr. economics, U. of Ida., 1928-29; asst. prof. economics, State Coll. of Wash., 1929-34, asst. prof., 1934-36, professor and dean, 1936-45. School of Business Ad-

**HEFFNER, Frank Karl**, econ. of Austria, Nor. 10, 1917; s. Frank (Koziste) H.; brought to U.S., 1930; B.A., Westminster Coll., Phila. M.A., Missouri U., 1932; grad. Annandell Pezram, Nor. 10, 1939; s. Lee, Paul Douglas. Instr. Fulton U., 1939-42, Conn. Coll. Pharmacy, New Indol. engring, ataff Winchester Hops