



January 29, 1973

Mr. Clay T. Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President
1800 G. St., N.W.
Washington, D.C.

Dear Mr. Whitehead:

The Committee for Economic Development would like to invite you to make a 20-minute presentation at the opening meeting of its subcommittee on the Economic and Social Impact of the New Broadcast Media. This project will inquire into the goals, purposes, and policies of broadcast telecommunications in the United States, with special emphasis on the future of the new broadcast media -- cable television, cassettes, satellites, etc. The study will also attempt to develop recommendations for the financing of public broadcasting.

Your attendance would afford the subcommittee an opportunity to learn more about the views of the Office of Telecommunications Policy on the major policy questions facing broadcasting in the coming decades. We would also welcome the opportunity to learn what your Office sees as the most promising future direction for broadcasting and what it considers the most fruitful areas for policy research. There will be a brief question period following your presentation.

Attached is a list of those who will be invited to serve on the subcommittee. It will be headed by John L. Burns, a former president of RCA, and I will serve as project director. I am also attaching a brochure describing CED along with a list of our trustees.

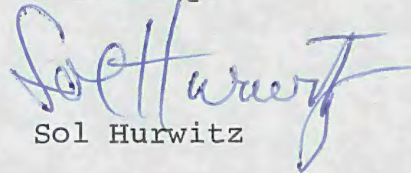
We plan to hold the first meeting at the CED headquarters here in New York on either the morning of March 14th or March 15th starting at 9:30 A.M. and continuing through lunch. Please

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POLICY

Mr. Clay T. Whitehead -2- January 29, 1973

let me know as soon as possible if you will be available and, if so, which of these days you prefer. Of course, all CED meetings are closed to the public and are strictly confidential.

Cordially,


Sol Hurwitz

SH/bd

Confidential - 2

~~Preservation~~

~~Photocopying~~

Out

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

June 6, 1973

MEMORANDUM FOR MR. WHITEHEAD

From: Helen C. Hall *HCH*
Subject: Speech to Subcommittee on Broadcasting,
Committee for Economic Development, New York,
Wednesday, June 13

Claudia Parker (212-688-2063), Sol Hurwitz's assistant, called to confirm your visit to the CED next Wednesday. They would like you to be there at 9:30 a.m. in the Cotillion Room of the Pierre Hotel. The format will be a 20-30 minute speech by you on any subject of current broadcasting interest (cable, public television, government regulation) followed by a question and answer session.

About 60-70 members of the Subcommittee will be there so it would probably be good to refresh your memory on the members names (see attached list) before going. It will be a closed-door, off-the-record session.

Following your appearance the Subcommittee will discuss its broadcasting policy statement outline (they are preparing an extensive policy statement on a variety of broadcasting issues) and they would be delighted to have you stay for that discussion if you wish. This morning session will be followed by a luncheon at 1 p.m.

PROPOSED MEMBERS

SUBCOMMITTEE ON THE ECONOMIC AND SOCIAL IMPACT OF THE NEW BROADCAST MEDIA

CED TRUSTEES

John L. Burns - Chairman
President
John L. Burns and Company
New York, New York

Bernhard M. Auer
Executive Vice President
Time Inc.
New York, New York

Frederick S. Beebe
Chairman, Executive Committee
Newsweek
New York, New York

Charles P. Bowen, Jr.
Chairman
Booz, Allen & Hamilton, Inc.
Chicago, Illinois

John R. Coleman
President
Haverford College
Haverford, Pennsylvania

Robert C. Cosgrove
Chairman of the Board
Green Giant Company
Minneapolis, Minnesota

Gardner Cowles
Chairman of the Board
Cowles Communications, Inc.
New York, New York

Charles E. Ducommun
President
Ducommun Incorporated
Los Angeles, California

Leland B. Gehrke
Group Vice President
3M Company
St. Paul, Minnesota

Richard Gelb
President
Bristol-Myers Company
New York, New York

Hugh M. Gloster
President
Morehouse College
Atlanta, Georgia

Walter A. Haas
Chairman of the Board
Levi Strauss and Co.
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James M. Hester
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New York, New York

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Purchase, New York

G. Barron Mallory
Jacobs Persinger & Parker
New York, New York

C. Peter McColough
Chairman
Xerox Corporation
Stamford, Connecticut

Robert R. Nathan
President
Robert R. Nathan Associates, Inc.
Washington, D.C.

Isidore Newman, II
President
City Stores Company
New York, New York

Donald Perkins
Chairman of the Board
Jewel Companies, Inc.
Chicago, Illinois

C. Wrede Petersmeyer
Chairman and President
Corinthian Broadcasting Corporation
New York, New York

Thomas L. Phillips
President
Raytheon Company
Lexington, Massachusetts

H. I. Romnes
Chairman, Executive Committee
American Telephone & Telegraph Company
New York, New York

Theodore Schlesinger
Chairman, Executive Committee
Allied Stores Corporation
New York, New York

John A. Schneider
President
CBS Broadcast Group
New York, New York

Donald B. Smiley
Chairman of the Board
R. H. Macy & Co., Inc.
New York, New York

Edgar B. Stern, Jr.
President
Royal Street Corporation
Aspen, Colorado

Robert D. Stuart, Jr.
President
Quaker Oats, Inc.
Chicago, Illinois

Jackson W. Tarver
President
Cox Enterprises, Inc.
Atlanta, Georgia

Leslie H. Warner
Chairman of the Board
General Telephone and Electronics Corp.
New York, New York

Herman L. Weiss
Vice Chairman of the Board
General Electric Company
New York, New York

Goerge Wilcox
Vice Chairman, Corporate Affairs
Westinghouse Electric Corporation
Pittsburgh, Pennsylvania

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Emilio G. Collado
Philip M. Klutznick
Alfred C. Neal
Howard C. Petersen

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Columbia University
New York, New York

Robert Benjamin
Chairman of the Board
United Artists
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Films, Inc.
Wilmette, Illinois

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Encyclopedia Britannica, Inc.
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Hon. Chairman
Massachusetts Institute of Technology
Cambridge, Massachusetts

William Lear
President
Lear, Inc.
New York, New York

Newton N. Minow
Leibman, Williams, Bennet,
Baird and Minow
Chicago, Illinois

Bill D. Moyers
Washington, D.C.

George Piercy
Director and Senior Vice President
Exxon Corporation
New York, New York

John Stevenson
Greystone Press
New York, New York

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Academy for Educational Development
New York, New York

Douglass Cater
Director
Program on Communications and Society
Aspen Institute
Aspen, Colorado

Wilbur J. Cohen
Dean, School of Education
University of Michigan
Ann Arbor, Michigan

Dean W. Coston
Linton, Miels & Coston, Inc.
Washington, D.C.

William Davenport
Professor of Electrical Engineering
Massachusetts Institute of Technology
Cambridge, Massachusetts

Ruth Davis
National Bureau of Standards
Washington, D.C.

Peter Goldmark
President
Goldmark Communications Corporation
Norwalk, Connecticut

William Gorham
President
Urban Institute
Washington, D.C.

William G. Harley
President
National Association of Educational
Broadcasters
Washington, D.C.

Lawrence Howard
Dean, Graduate School of Public and
International Affairs
University of Pittsburgh
Pittsburgh, Pennsylvania

Leland L. Johnson
Director, Communications Policy Program
The Rand Corporation
Santa Monica, California

Carl Kaysen
Director
The Institute for Advanced Study
Princeton, New Jersey

Kay Kohl
Washington, D.C.

Theodore Ledbetter
Washington, D.C.

Harvey J. Levin
Professor of Economics
Hofstra University
Hempstead, L.I., New York

John W. Macy
McLean, Virginia

Leonard Marks
Cohen & Marks
Washington, D.C.

Edward Mason
Professor of Economics
Harvard University
Cambridge, Massachusetts

Sterling McMurrin
Dean, Graduate School
University of Utah
Salt Lake City, Utah

Frederick Remley
Technical Director
University of Michigan Broadcasting
Service
East Lansing, Michigan

Wilbur Schramm
Director, Institute for Communications
Research
Stanford University
Stanford, California

George Stoney
Professor of Film and Television
New York University
New York, New York

John Tukey
Bell Telephone Laboratories, Inc.
Murray Hill, New Jersey

PERMANENT GUEST:

Lloyd N. Morrisett
President
The John and Mary R. Markle Foundation
New York, New York

B.

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

March 16, 1973

MEMORANDUM FOR MR. WHITEHEAD

FROM: Helen Hall *HLH*

SUBJECT: Invitation to Speak to the Subcommittee on
Broadcasting of the Committee for Economic
Development in New York, Tuesday, April 24.

Sol Hurwitz, director of information for CED and project director for the subcommittee on broadcasting (also a brother-in-law of John Deutsch who teaches at M.I.T. and whom you worked with at the Bureau of the Budget), has extended the attached invitation for you to make a 20-minute presentation at a meeting of CED's subcommittee on the economic and social impact of the new broadcasting media. Mr. Hurwitz originally wanted you to speak to them on March 14 or 15, but your schedule was too involved so he postponed the invitation until their meeting on Tuesday, April 24.

CED is a very impressive group as you probably know (see attached green list of the Board of Trustees). Their broadcasting subcommittee is equally as impressive, headed by John Burns, former president of RCA, and including those listed as proposed members in the list attached to Mr. Hurwitz's first letter and represent some of our most important constituency. The purpose of the subcommittee is to examine the goals and policies of U.S. broadcast telecommunications with special emphasis on new media -- cable, cassettes, satellites and also to develop recommendations for the financing of public broadcasting.

Henry Loomis, Anthony Ottinger of Harvard and Wrede Petersmeyer will also be speaking at the meeting which begins at 9:30 a.m. and continues through lunch at CED headquarters in New York. It will be informal and off-the-record and about 40 to 50 subcommittee members will attend.

Henry Loomis will speak first as he has to leave early. They would like you to generally address what you see as the "most promising future direction for broadcasting" and what our policy research priorities are. A brief question and answer period will follow.

The date of this invitation conflicts with your tentative submarine trip at Norfolk and your tentative trip to Mexico. If you would rather speak to this group alone instead of with three other speakers, we can arrange to have you be there at another meeting of their subcommittee at a time more convenient for you. It would be nice, however, if you could accept this invitation since they have already postponed the meeting once to suit your schedule and they feel it would be more timely now than later. Brian doesn't really care what you decide but commented that you would probably want to meet with them for your own reasons. I think it would be all right to meet with them at a later meeting if you prefer and have already alerted Mr. Hurwitz that you may have a problem on that day.

Accept for April 24th _____

Regret for April 24th _____

Request a later meeting ☒ _____

Sol Hurwitz will be in Washington on Wednesday, March 21, and would like to see you briefly at 4:00 p.m., presumably to discuss the Council on Economic Development and to urge you to attend their meeting.

Schedule ~~and~~ appointment ☒ _____

Ask Brian to talk to him _____

Attachments



April 24

February 15, 1973

Miss Helen Hall
Office of Telecommunications Policy
Executive Office of the President
1800 G Street, N.W.
Washington, D.C.

Dear Miss Hall:

We have set the opening meeting of the CED sub-committee on broadcasting for Tuesday, April 24, starting at 9:30 A.M. and continuing through lunch. The meeting will be held here at the CED headquarters in New York.

We understand that this date would be more convenient for Mr. Whitehead than the March dates we suggested earlier, and we very much hope that he can be with us to make the presentation I described in my January 29 letter to him.

Please let me know as soon as possible about his availability, and I want to thank you for giving this as much time as you have in the midst of heavy pressures and a very demanding schedule.

Cordially,

Sol Hurwitz

SH/bd

June 6, 1973

MEMORANDUM FOR MR. WHITEHEAD

From: Helen C. Hall

Subject: Speech to Subcommittee on Broadcasting,
Committee for Economic Development, New York,
Wednesday, June 13

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cc:
DO Records
DO Chron
Eva
Judy
Mr. Lamb
M. McCarthy
HCH Chron
HCH Subject

HCHall:mjf:6-5-73

PROPOSED MEMBERS

SUBCOMMITTEE ON THE ECONOMIC AND SOCIAL IMPACT OF THE NEW BROADCAST MEDIA

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William Gorham
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Carl Kaysen
Director
The Institute for Advanced Study
Princeton, New Jersey

Kay Kohl
Washington, D.C.

Theodore Ledbetter
Washington, D.C.

Harvey J. Levin
Professor of Economics
Hofstra University
Hempstead, L.I., New York

John W. Macy
McLean, Virginia

Leonard Marks
Cohen & Marks
Washington, D.C.

Edward Mason
Professor of Economics
Harvard University
Cambridge, Massachusetts

Sterling McMurrin
Dean, Graduate School
University of Utah
Salt Lake City, Utah

Frederick Remley
Technical Director
University of Michigan Broadcasting
Service
East Lansing, Michigan

Wilbur Schramm
Director, Institute for Communications
Research
Stanford University
Stanford, California

George Stoney
Professor of Film and Television
New York University
New York, New York

John Tukey
Bell Telephone Laboratories, Inc.
Murray Hill, New Jersey

PERMANENT GUEST:

Lloyd N. Morrisett
President
The John and Mary R. Markle Foundation
New York, New York



June 15, 1973

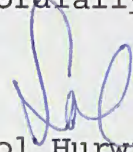
Mr. Clay T. Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President
1800 G Street, N.W.
Washington, D.C. 20504

Dear Tom:

I thought your presentation at the CED subcommittee meeting was extremely good and I was particularly pleased that you could stay with us through the discussion of some of the key issues by the members of our panel. I hope you will let us have your thoughts on these problems as time goes by.

• We are grateful to you.

Cordially,


Sol Hurwitz

SH:rm

RECEIVED
JUN 18 4 16 PM '73
OFFICE OF
TELECOMMUNICATIONS
POLICY

1. PLACE PREPARED (City and State) Washington, D.C.	2. DATE PREPARED 6/6/73	OFFICIAL TRAVEL AUTHORIZATION (See Instructions on reverse)
3. NAME OF TRAVELER (As shown on payroll) Clay T. Whitehead		
4. TITLE (As shown on payroll) Director		NOTE TO TRAVELER The official travel specified herein may not be performed until Item 22 has been executed by a GSA official empowered to authorize the travel. The number (Item 23) and date (Item 24) of this Authorization must appear on each voucher claiming reimbursement for travel expenses incurred consequent to this Authorization.
5. OFFICE OR SERVICE, DIVISION AND PERMANENT DUTY STATION Office of Telecommunications Policy		
6. LOCATION OF TRAVELER'S OFFICIAL STATION Washington, D.C.		
7. SPECIFIC PURPOSE OF TRAVEL		

To address the Subcommittee on Broadcasting of the Committee for Economic Development in New York.

8. APPROXIMATE DATES OF TRAVEL	9. TYPE OF AUTHORIZATION	If Item 9B is checked, complete Items 10 and 11 below	
A. BEGINNING ABOUT: June 13, 1973	A. ORIGINAL <input checked="" type="checkbox"/>	10. ORIGINAL AUTH. NO.	11. ITEM NO. (S) AMENDED
B. ENDING ABOUT: June 13, 1973	B. AMENDED <input type="checkbox"/>		

12. ITINERARY			
A. DATE	B. TRAVEL FROM	C. TRAVEL TO	D. ADDRESS AT DESTINATION
June 13	Washington, D.C.	New York, New York and return	

13. MODE OF TRANSPORTATION			
A. NORMAL		B. SPECIAL (Must be justified in Item 16)	
(1) <input checked="" type="checkbox"/> COMMON CARRIER	(2) <input type="checkbox"/> GOVERNMENT-OWNED VEHICLE	(1) <input checked="" type="checkbox"/> FIRST CLASS PLANE	(3) <input type="checkbox"/> PRIVATELY OWNED VEHICLE (Complete 13C below)
<input checked="" type="checkbox"/> AIR <input type="checkbox"/> BUS		(2) <input type="checkbox"/> EXTRA-FARE TRAIN OR PLANE	(4) <input type="checkbox"/> OTHER
<input type="checkbox"/> RAIL <input type="checkbox"/> SHIP			
C. If travel by privately owned vehicle is authorized check which of the following restrictions apply:			
(1) <input type="checkbox"/> COST OF TRAVEL DOES NOT EXCEED TRAVEL BY COMMON CARRIER.	(2) <input type="checkbox"/> COST OF TRAVEL IS LIMITED TO THE CURRENT INTERAGENCY MOTOR POOL SERVICE RATES FOR A COMPARABLE VEHICLE.	(3) <input type="checkbox"/> ITS USE HAS BEEN ADMINISTRATIVELY DETERMINED TO BE ADVANTAGEOUS TO THE GOVERNMENT. (Explain in Item 16)	

14. ALLOWANCES		
A. MILEAGE RATE	B. PER DIEM RATE	C. OTHER ALLOWANCES (Explain in Item 16 below)
\$ PER MILE	\$12.00 PER DAY	

15. ESTIMATED COST TO THE GOVERNMENT			
A. TOTAL TRANSPORTATION	B. TOTAL PER DIEM	C. TOTAL OTHER	D. TOTAL COST TO GOVERNMENT
\$69.27	\$12.00	\$20.00	\$101.27

16. STATEMENT OF JUSTIFICATION FOR SPECIAL MODES OF TRANSPORTATION AND ALLOWANCES

Use of taxi authorized between place of abode and places of official business.

First Class travel authorized.

17. TRAVEL RECOMMENDED	18. COST ACCOUNT SYMBOL
BY <u>Director</u> (Signature) <u>OTP</u> (Title) <u>6/6/73</u> (Date)	<u>0.970.3.92110.511</u>
19. TRAVEL APPROVED	20. FUNDS OBLIGATED
BY <u>Bryan M. Eagle</u> (Signature) <u>Executive Assistant</u> (Title) <u>6/6/73</u> (Date)	BY <u></u> (Initials) <u></u> (Date)
21. TRAVEL CONCURRED IN (When required)	

22. TRAVEL AUTHORIZED: The person named in Item 3 above is authorized to travel at Government expense subject to the Standardized Government Travel Regulations (as amended), Bureau of the Budget Circular No. A-56 (Revised), existing GSA travel policy, and the conditions specified in this Authorization.	23. AUTHORIZATION NO. TP3AT007
<u>Bryan M. Eagle</u> (Signature) <u>Executive Assistant</u> (Title)	24. DATE AUTHORIZED 6/6/73

GENERAL SERVICES ADMINISTRATION

INSTRUCTIONS FOR PREPARATION OF GSA FORM 87

Items 1 through 4: Self-explanatory.

Items 5 and 6: If these locations are in a regional office, enter the regional location (city and State) and the regional number; if located in GSA Central Office, enter Washington, Central Office.

Item 7: Show the specific purpose of the travel. Generalizations such as "Official Business" or similar phrases are not acceptable. Indicate why the desired results cannot be gained through correspondence or other less-expensive means than travel.

Item 8: Enter the scheduled dates of the first and last days of the travel period.

Item 9: Check whether the form represents an original or an amended authorization.

Items 10 and 11: If the form amends a previous authorization, enter the original authorization number in Item 10 and the item number(s) being amended in Item 11.

Item 12: If trip order, specify in sequence and by date each official point to be visited and, if known, the address at destination where the traveler can be reached. If authorization covers travel within specified States, list the States. If travel authorization is limited only to the continental limits of the United States, enter phrase "To any points within the continental limits of the United States, in such order and at such times as may be necessary, and return."

Item 13: Check mode(s) of transportation required. The use of extra-fare trains, extra-fare airplanes, and other types of conveyances shall be justified by showing the advantage to the Government in a statement under Item 16.

Item 14: See the GSA Administrative Manual, Chap. 7 (DAG 5410.1) for allowable mileage and per diem

rates. Under other allowances, indicate any unusual expense that the traveler will incur, such as rental of conference rooms, employment of temporary stenographers, or transfer of excess baggage in connection with official travel. If travel is incident to a change of official station, and the payment of travel, transportation, and related moving expenses is authorized, enter the remark "See attached GSA Form 87A." All such allowances must be carefully detailed on GSA Form 87A.

Item 15: Enter the estimated cost of travel, per diem, and other expenses that the Government will incur as a result of this authorization.

Item 16: If space provided is insufficient, complete the statement on a plain sheet and staple a copy to each copy of the authorization form.

Item 17: To be executed by the official recommending the travel.

Item 18: Enter the cost account symbol(s) to which the expenses incident to the travel are to be charged.

Item 19: To be executed by the official administratively approving the travel.

Item 20: For use by the service or staff office maintaining official prevalidation control records.

Item 21: When required, the signatures of concurring officials or the method by which their concurrences are obtained shall be included in this block.

Item 22: To be executed by the appropriate GSA official empowered to authorize the travel.

Item 23: The authorization number to be entered by the official approving the travel.

Item 24: Enter the date Item 22 is executed.

TRAVEL VOUCHER

DEPARTMENT, BUREAU, OR ESTABLISHMENT Executive Office of the President Office of Telecommunications Policy		VOUCHER NO.	
PAYEE'S NAME Clay T. Whitehead,		SCHEDULE NO.	
MAILING ADDRESS (Including ZIP Code) OEP/OTP EOBA WA DC 20504		PAID BY	
OFFICIAL DUTY STATION Washington, D.C.	RESIDENCE Washington, D.C.		
FOR TRAVEL AND OTHER EXPENSES		TRAVEL ADVANCE	
FROM (DATE) 6/13/73	TO (DATE) 6/13/73	Outstanding None	\$
APPLICABLE TRAVEL AUTHORIZATION(S)		CHECK NO.	
NO. TP3AT007	DATE 6/6/73	Amount to be applied	CASH PAYMENT OF \$
		Balance to remain outstanding	RECEIVED (DATE)
			(Signature of Payee)

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-
GRB 1654792	69.27	AA	First/ Air	6/11	Washington, D.C.	New York, New York and return

** Certified correct. Payment or credit has not been received.

8/29/73 (Date)		(Signature of Payee)		AMOUNT CLAIMED	Dollars	Cts
				→	10	00
Approved. Long distance telephone calls are certified as necessary in the interest of the Government.				DIFFERENCES:		
(Date)				*** (Approving Officer)		
NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY				Total verified correct for charge to appropriation(s)		
VOUCHER NO.		D.O. SYMBOL		DATE (MONTH-YEAR)		(initials)
Certified correct and proper for payment:				Applied to travel advance (appropriation symbol)		
(Date)				NET TO TRAVELER →		
(Authorized Certifying Officer)						

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.

** FRAUDULENT CLAIM—Falsification of an item in an expense account works a forfeiture of the claim (28 U.S.C. 2514) and may result in a fine of not more than \$10,000 or imprisonment for not more than 5 years or both (18 U.S.C. 287; *id.* 1001).

*** If long distance telephone calls are included, the approving officer must have been authorized in writing by the head of the department or agency to so certify (41 U.S.C. 680a).

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

[illegible]

*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).

TWA FORM T-4058 2-72 PRINTED IN U.S.A. BY RAND MC NALLY, CHICAGO

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

AB AMERICAN AIRLINES, INC. TW

PASSENGER TICKET AND BAGGAGE CHECK PASSENGER'S COUPON

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.

NAME OF PASSENGER

NOT TRANSFERABLE

MR. C. WHITEHEAD

DATE OF ISSUE

ORIGIN

DESTINATION

FROM TO

CAR- RIER

FARE CALCULATION

5851679124

DATE AND PLACE OF ISSUE
CENTRAL SERVICES ADMINISTRATION

JUN 11 73

WASHINGTON, DC

1	2	3	4	ORIGINALLY ISSUED AGAINST	BY AGENTS NUMERIC CODE	AT	ON DATE	YR
1	2	3	4	TICKET DESIGNATOR & TOUR CODE	THIS TICKET ISSUED IN EXCHANGE FOR			

NOT GOOD FOR PASSAGE

FARE BASIS

ALLOW

CARRIER

FLIGHT/CLASS

DATE

TIME

STATUS

Agent

CONJUNCTION TICKET(S)

FORM OF PAYMENT

1.27 GRE1654792

ENDORSEMENTS Carbon

FARE

CV

TOTAL

CV

ROUTE CODE

ENCODE

CPN

AIRLINE CODE

FORM AND SERIAL NUMBER

CK

564.14

TAX

5.13

569.27

001

5851679124 4

1. PLACE PREPARED (City and State) Washington, D.C.	2. DATE PREPARED 10/2/73	OFFICIAL TRAVEL AUTHORIZATION (See Instructions on reverse)
3. NAME OF TRAVELER (As shown on payroll) Clay T. Whitehead		
4. TITLE (As shown on payroll) Director		
5. OFFICE OR SERVICE, DIVISION AND PERMANENT DUTY STATION Office of Telecommunications Policy		NOTE TO TRAVELER The official travel specified herein may not be performed until Item 22 has been executed by a GSA official empowered to authorize the travel. The number (Item 23) and date (Item 24) of this Authorization must appear on each voucher claiming reimbursement for travel expenses incurred consequent to this Authorization.
6. LOCATION OF TRAVELER'S OFFICIAL STATION Washington, D.C.		
7. SPECIFIC PURPOSE OF TRAVEL		

To address the Subcommittee on Broadcasting of the Committee for Economic Development in New York; to attend industry meeting in Stamford, Connecticut.

8. APPROXIMATE DATES OF TRAVEL	9. TYPE OF AUTHORIZATION	If Item 9B is checked, complete Items 10 and 11 below	
A. BEGINNING ABOUT: June 13, 1973	A. ORIGINAL <input type="checkbox"/>	10. ORIGINAL AUTH. NO.	11. ITEM NO. (S) AMENDED
B. ENDING ABOUT: June 13, 1973	B. AMENDED <input checked="" type="checkbox"/>	TP3AT007	7,12,13B(4),14,15,16

12. ITINERARY			
A. DATE	B. TRAVEL FROM	C. TRAVEL TO	D. ADDRESS AT DESTINATION
June 13	Washington, D.C.	New York, New York; Stamford, Connecticut, and return to Washington, D.C.	

13. MODE OF TRANSPORTATION			
A. NORMAL		B. SPECIAL (Must be justified in Item 16)	
(1) <input checked="" type="checkbox"/> COMMON CARRIER	(2) <input type="checkbox"/> GOVERNMENT-OWNED VEHICLE	(1) <input checked="" type="checkbox"/> FIRST CLASS PLANE	(3) <input type="checkbox"/> PRIVATELY OWNED VEHICLE (Complete 13C below)
<input checked="" type="checkbox"/> AIR	<input type="checkbox"/> BUS	(2) <input type="checkbox"/> EXTRA-FARE TRAIN OR PLANE	(4) <input checked="" type="checkbox"/> OTHER *Rental Car
<input type="checkbox"/> RAIL	<input type="checkbox"/> SHIP		
C. If travel by privately owned vehicle is authorized check which of the following restrictions apply:			
(1) <input type="checkbox"/> COST OF TRAVEL DOES NOT EXCEED TRAVEL BY COMMON CARRIER.	(2) <input type="checkbox"/> COST OF TRAVEL IS LIMITED TO THE CURRENT INTERAGENCY MOTOR POOL SERVICE RATES FOR A COMPARABLE VEHICLE.	(3) <input type="checkbox"/> ITS USE HAS BEEN ADMINISTRATIVELY DETERMINED TO BE ADVANTAGEOUS TO THE GOVERNMENT. (Explain in Item 16)	

14. ALLOWANCES			
A. MILEAGE RATE	B. PER DIEM RATE	C. OTHER ALLOWANCES (Explain in Item 16 below)	
\$ PER MILE	\$ 12.00 PER DAY	*Rental Car	
15. ESTIMATED COST TO THE GOVERNMENT			
A. TOTAL TRANSPORTATION	B. TOTAL PER DIEM	C. TOTAL OTHER	D. TOTAL COST TO GOVERNMENT
69.27	12.00	32.00	113.27

16. STATEMENT OF JUSTIFICATION FOR SPECIAL MODES OF TRANSPORTATION AND ALLOWANCES
Use of taxi authorized between place of abode and places of official business. First class travel authorized. *Rental car authorized if GSA car not available.

17. TRAVEL RECOMMENDED	10/2/73	18. COST ACCOUNT SYMBOL
BY Director, Office of Telecommunications Policy (Signature) (Title)	(Date)	0.970.3.92110.511
19. TRAVEL APPROVED	10/2/73	20. FUNDS OBLIGATED
BY Bryan M. Eagle (Signature) (Title)	(Date)	BY (Initials) (Date)
21. TRAVEL CONCURRED IN (When required)		

22. TRAVEL AUTHORIZED: The person named in Item 3 above is authorized to travel at Government expense subject to the Standardized Government Travel Regulations (as amended), Bureau of the Budget Circular No. A-56 (Revised), existing GSA travel policy, and the conditions specified in this Authorization.	23. AUTHORIZATION NO. TP3AT007A
Bryan M. Eagle (Signature) (Title)	24. DATE AUTHORIZED 10/2/73

GENERAL SERVICES ADMINISTRATION

INSTRUCTIONS FOR PREPARATION OF GSA FORM 87

Items 1 through 4: Self-explanatory.

Items 5 and 6: If these locations are in a regional

office, enter the regional location (city and State) and

the regional number, if located in GSA Central Office,

Washington, Central Office, or in a field office.

Item 7: Show the specific purpose of the travel. Con-

sidered such as "Official Business" or similar

phrases are not acceptable. Indicate why the desired

results cannot be gained through correspondence or

other less-expensive means than travel.

Item 8: Enter the scheduled dates of the first and last

days of the travel period.

Item 9: Check whether the form represents an

original or an amended authorization.

Items 10 and 11: If the form amends a previous

authorization, enter the original authorization number

in Item 10 and the item number(s) being amended in

Item 11.

Item 12: If trip order, specify in sequence and by

date each official point to be visited and, if known,

the address at destination where the traveler can be

reached. If authorization covers travel within spec-

ified States, list the States. If travel authorization is

limited only to the continental limits of the United

States, enter three-day points within the con-

tinental limits of the United States, in such order and

at such times as may be necessary, and return."

Item 13: Check mode(s) of transportation required.

The use of private motor vehicles, airplanes, and

other types of conveyances shall be justified by

showing the advantages to the Government in a state-

ment under Item 16.

Item 14: See the GSA Administrative Manual, Chap-

ter 7 (DOY-5410.1) for allowable mileage and per diem.

Item 15: Enter the estimated cost of travel, per diem,

and other expenses that the Government will incur

as a result of this authorization.

Item 16: If space provided is insufficient, complete

the statement on a plain sheet and staple a copy to

each copy of the authorization form.

Item 17: To be executed by the official recommending

the travel.

Item 18: Enter the cost account symbol(s) to which

the expenses incident to the travel are to be charged.

Item 19: To be executed by the official administra-

tively approving the travel.

Item 20: For use by the service or staff office main-

taining official prevalidation control records.

Item 21: When required, the signature(s) of concurring

officials or the method by which their concurrences

are obtained shall be included in this block.

Item 22: To be executed by the appropriate GSA

official empowered to authorize the travel.

Item 23: The authorization number to be entered by

the official approving the travel.

Item 24: Enter the date Item 22 is executed.


TRAVEL VOUCHER

DEPARTMENT, BUREAU, OR ESTABLISHMENT Executive Office of the President Office of Telecommunications Policy		VOUCHER NO.
PAYEE'S NAME Clay T. Whitehead		SCHEDULE NO.
MAILING ADDRESS (Including ZIP Code) OEP/OTP EOBA WA DC 20504		PAID BY
OFFICIAL DUTY STATION Washington, D.C.	RESIDENCE Washington, D.C.	
FOR TRAVEL AND OTHER EXPENSES		CHECK NO.
FROM (DATE) 6/13/73	TO (DATE) 6/13/73	CASH PAYMENT OF \$ RECEIVED (DATE)
TRAVEL ADVANCE Outstanding None \$		
APPLICABLE TRAVEL AUTHORIZATION(S) NO TP3AT007 TP3AT007A		(Signature of Payee)
DATE 6/6/73 10/2/73		
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 ACCOMMODATIONS *	DATE ISSUED	POINTS OF TRAVEL	
					FROM—	TO—
GRB 1654792	69.27	AA	First/Air	6/11	Washington, D.C.	New York, New York, & return

** Certified correct. Payment or credit has not been received.

10/2/73 (Date)	 (Signature of Payee)	AMOUNT CLAIMED →	Dollars	Cts
			27	68
Approved. Long distance telephone calls are certified as necessary in the interest of the Government.		DIFFERENCES:		
(Date) *** (Approving Officer)				
NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY		Total verified correct for charge to appropriation(s)		
VOUCHER NO.	D.O. SYMBOL	DATE (MONTH-YEAR)	(initials)	
Certified correct and proper for payment:		Applied to travel advance (appropriation symbol)		
(Date)	(Authorized Certifying Officer)	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.

** FRAUDULENT CLAIM—Falsification of an item in an expense account works a forfeiture of the claim (28 U.S.C. 2514) and may result in a fine of not more than \$10,000 or imprisonment for not more than 5 years or both (18 U.S.C. 287; *id.* 1001).

*** If long distance telephone calls are included, the approving officer must have been authorized in writing by the head of the department or agency to so certify (41 U.S.C. 6804).

SCHEDULE OF EXPENSES AND AMOUNTS CLAIMED

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

DEPARTURE FROM OFFICIAL STATION
(DATE) (HOUR)

TEMPORARY DUTY STATION LAST DAY OF PRECEDING VOUCHER PERIOD
(LOCATION) | (DATE OF ARRIVAL)

[illegible]

★ U.S. GOVERNMENT PRINTING OFFICE: 1972-469-542

*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).

31-33-36 AVIS RENT A CAR
 210 EAST 80TH STREET
 NEW YORK, NEW YORK 10021
 212-687-1200

26878140

26878140 0871 304460
 TEL PLIN FURY RHT NY902486

6229 61852 000 2

CLAY T WHITEHEAD

1969 FORD MUSTANG

DC2650691

212-3956170

STD

CD6229618520002

WHITEHEAD, C

EXEC OFFICE OF PRES
 OFF OF TELE COMMUN

WASH, DC, 20501

4361 8100000 CHARGE 1 DAY PLUS RELEASE

AMOUNT DUE	
11/07/75	2300
09/28/75	13,007.13
75	18.00
75	3.50
75	18.00
75	90.00
ADJUSTMENTS	10.97
TOTAL DUES	20.00
TIME AND MILEAGE CHARGE	20.00
GAS TO FILL TANK	2.00
SUB TOTAL	27.97
GAS TO FILL TANK	6.30
TOTAL CHARGE	34.27
LESS GAS ETC	2.00
NET CHARGE	32.27
AVIS	
25575	1775
26878140	

AVIS

31-33

HEADQUARTERS

6229 61852 000 2

CLAY T WHITEHEAD

1969 100

26878140



DINERS CLUB
40 COLUMBUS CIRCLE
NEW YORK, N. Y. 10019

NUMBER NAME CITY	ESTABLISHMENT	102 011 772 5		RECORD OF CHARGE	
	AVIS RENT A CAR DC				AMT. FOR PURCHASE OF SERVICE OR MDSE.
	CARDHOLDER'S SIGNATURE				TAXES
	X				TIPS
DATE	CREDIT APPROVAL	CONVERTED CURRENCY	29 68	TOTAL	
THE AMOUNT OF THE CHARGES RECORDED HEREON WERE INCURRED BY ME AND RECEIPT OF THE SERVICE OR MERCHANDISE IS HEREBY ACKNOWLEDGED BY ME.		2477268			

DINERS CLUB COPY
EQUIP. DC 200 REV 1/68
PRINTED IN U.S.A.

ITINERARY FOR
CLAY T. WHITEHEAD
NEW YORK, NEW YORK
STAMFORD, CONNECTICUT
June 13, 1973

Wednesday, June 13:

7:00 a.m. Coyt will pick you up.
7:30 a.m. Lv Washington National via AA 432
8:27 a.m. Ar New York, New York
9:30 a.m. Address the Subcommittee on
Broadcasting of the Committee
for Economic Development

Pierre Hotel
2 E 61st St.
Cotillion Room

(212) 838-8000

AFTER SPEECH: Pick up Avis Rental Car at:
310 E. 64th Street

Drive to Stamford, Connecticut

Directions:

Get on East River Drive at 63rd St.
Follow it to Bruckner Express-
way, also called Bruckner
Boulevard. The Bruckner Expressway
Exit will be at approximately 125th St.
Bruckner Expressway will become
Route 95 North. Stay on 95 North
until you get into Connecticut. Then
watch for Exit 7, Washington Avenue.
Go about 1 mile on Washington Avenue
to Long Ridge Road. Turn left. Go
about 1/2 mile on Long Ridge Road.
The GE address is 260 Long Ridge Rd.
It will be on the left hand side of
the road. Do not turn into the entrance
at the traffic light. Go to the next
entrance (located across from the Quarter-
Deck Restaurant). Park in the first
parking lot there. Go to the Guard. He
will have Evelyn (Hicks Waldron's secretary)
come get you.

2:30 p.m. Meeting with Hicks Waldron

(203) 327-7700
Ext. 625,626

Drive back to New York. Turn in rental car at LaGuardia Airport.

5:30 p.m.	Lv New York via AA 251
6:35 p.m.	Ar Washington National

Coyt will pick you up, and drive you to the International Club for the reception given for you and Margaret by Bryan Eagle.

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

April 18, 1973

MEMORANDUM FOR MR. WHITEHEAD

From: Helen C. Hall *scd*
Subject: Reissued Invitation to Speak to the
Subcommittee on Broadcasting of the
Committee for Economic Development in
New York on the Morning of Wednesday,
June 13

Attached is my previous memorandum to you regarding the CED invitation for you to speak to their Subcommittee on Broadcasting in New York. Sol Hurwitz has called and reissued the invitation, as we had discussed, for Wednesday morning of June 13 at 9:30 a.m. The meeting will probably be at the CED Headquarters at 477 Madison Avenue unless the turnout is so large that they must hold it at another place which would be the Pierre Hotel. The format would be a twenty minute presentation by you followed by a question and answer session. Mr. Hurwitz was again very hopeful that you could be there and looking forward to hearing from us. I think it would be a good one to accept and would be fun for you.

Accept ✓

Regret

Schedule for another time?

2:30

yes. ^{Wise}
UC

TRIP
After 6/4/73

Want to do this when you go to NYC next week?

5:00

Mr. Whitehead was not able to go to New York City today for a meeting arranged by Tom Moore with Hicks Waldron, General Electric, Stanford, Connecticut ((203) 327-7700, Ext. 625, 626). We will reschedule it after June 1.

Evelyn

260 Long Ridge Rd.

Friday 6/8/73

TRIP
6/13/73
New York

4:00

We have made reservations for an Avis Rental Car for Mr. Whitehead for his trip to New York on June 13. He can pick the car up at the Avis Office located at 310 E. 64th Street.

Margaret Mayer (800) 645-9300

Thursday 6/14/73

TRIP
6/13/73

11:00

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

2.00 taxi to Air.
1.00 } tolls
.75 }
.50 }
com.

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Chairman and President
Banco Popular de Puerto Rico
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CATHERINE B. CLEARY, President
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Green Giant Company
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Consultant, Director
North American Rockwell
GEORGE S. CRAFT, Chairman
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Chairman and President
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JOHN DIEBOLD, Chairman
The Diebold Group, Inc.
LOWELL S. DILLINGHAM, Chairman
Dillingham Corporation
DOUGLAS DILLON, Chairman
United States and Foreign Securities Corporation
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Special Representative for Trade Negotiations
Executive Office of the President
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Rochester, New York
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Vice President
United Parcel Service
LAWRENCE E. FOURAKER
Dean, Graduate School of Business
Administration, Harvard University
JOHN M. FOX, President
H. P. Hood & Sons, Inc.
DAVID L. FRANCIS, Chairman
Princess Coal Sales Company
WILLIAM H. FRANKLIN, Chairman
Caterpillar Tractor Co.
GAYLORD FREEMAN, Chairman
The First National Bank of Chicago
DON C. FRISBEE, President
Pacific Power & Light Company
CLIFTON C. GARVIN, JR., President
Exxon Corporation
LELAND B. GEHRKE
Group Vice President
3M Company
RICHARD L. GELB, President
Bristol-Myers Company
CARL J. GILBERT
Dover, Massachusetts
HUGH M. GLOSTER, President
Morehouse College
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Scott Paper Company

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THEODORE O. YNTEMA
Department of Economics
Oakland University

Committee for Economic Development

477 Madison Avenue, New York, N.Y. 10022 212-688-2063

*Life Trustee

Goldberg
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AGENDA

Meeting of the CED Subcommittee on the
Economic and Social Impact of the New Broadcast Media

Pierre Hotel
Cotillion Room
Fifth Avenue at 61st Street
New York City

June 13, 1973
9:30 a.m.

John L. Burns
Chairman

1. Presentation and discussion:

Clay T. Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President

2. Discussion of policy statement outline (attached)
3. Other business
4. Adjourn

Attachments: (1) Policy statement outline
(2) Minutes of April 24, 1973
Subcommittee meeting

June 13, 1973

Policy Statement Outline

Subcommittee on the Economic and Social Impact of the New Broadcast Media

Chapter I. INTRODUCTION AND SUMMARY OF RECOMMENDATIONS

- The Scope of this Statement
- The Problem: Fragmented Policies
- A Layman's Guide to the New Broadcast Media
- Romance and Realism in Broadcast Regulation
- Six Imperatives for Broadcasting
- Summary of Recommendations

Chapter II. BROADCASTING AND THE PUBLIC INTEREST

- Public Interest and Public Access
- Communications in an Urban Society
- Prospects for Economic Development
- Education and the New Broadcast Media
- Broadcasting and Politics

Chapter III. THE PROMISE OF CABLE

- The Cable Technology
- The Economics of Cable
- Cable vs. Over-the-Air Broadcasting
- The Regulation of Cable
- The Copyright Question
- What Message for the Cable Medium?

Chapter IV. DOMESTIC SATELLITES: PRACTICALITY AND NEED

Why and How Much?
Ownership and Control
Effect on Technology
Satellite-to-Home Broadcasting

Chapter V. A POLICY FOR PUBLIC BROADCASTING

The Mission of Public Broadcasting
The Question of Financing
Maintaining Independence and Diversity
Public Broadcasting and the New Media

Chapter VI. ORGANIZING FOR CHANGE

Fragmented Government Responsibility
The Federal Communications Commission
The Office of Telecommunications Policy
The Role of the Private Sector

June 13, 1973

Policy Statement Outline

Subcommittee on the Economic and Social Impact of the New Broadcast Media

Chapter I. INTRODUCTION AND SUMMARY OF RECOMMENDATIONS

To broadcast is to scatter seed, to disseminate information. Broadcasting performs a vital function in a free society, but like many institutions, it is in the throes of change. Today broadcasting is at the center of a communications revolution that promises to alter the patterns of our national life as dramatically as did the motor car and the highway system in decades past. Cable, satellite, and other modern technologies are rapidly transforming broadcasting from a medium of scarcity to a medium of abundance. Technology is at hand to bring to every home, school, and business a virtually unlimited number of channels for commercial, public, and community television; two-way communications systems for banking and shopping, for transmitting and receiving information, education and entertainment of endless varieties. Yet the future of broadcasting will not be shaped by technology alone. It will depend also on informed and intelligent public policies to guide the growth of technology--policies that recognize economic, social, and political realities,

along with technological achievement.

A. The Scope of this Statement

This policy statement will examine both new and existing modes of broadcasting and will spell out goals and guidelines for their future development. It will recommend public policies for both commercial and public broadcasting, cable television and satellite transmission.

1. We recognize the need to view broadcasting in the broad context of a national telecommunications system that includes diverse forms of electronic transmission. The length of this statement nevertheless requires that we limit our discussion primarily to the modes and technologies of broadcasting indicated above.
2. In recommending national policies for the new broadcast media we are aware of the international implications of many of these policies, particularly those concerning satellite communications. We are reserving a detailed discussion of global communications policies for a possible future policy statement.

3. This statement, therefore, is not all-inclusive. More important than the areas it covers, however, is the way in which it approaches the problem.

B. The Problem: Fragmented Policies

Broadcasting has been governed by "the tyranny of small decisions." Public policies affecting the broadcast media are being made in a random, compartmentalized manner with no overview of their long-range national implications. This statement will attempt a systematic look at the major components of broadcasting and will examine the problems and opportunities presented by the new technologies. It will suggest ways of balancing opposing interests with a view to developing a coherent set of public policies.

C. A Layman's Guide to the New Broadcast Media

✓ This section will evaluate the current state of technology and will suggest the most effective role for each of the major components of the new broadcast media--that is, whether they should be complementary, supplementary or competitive with existing systems. It will contain a glossary as an inset.⁷

D. Romance and Realism in Broadcast Regulation

Since the formation of the Federal Radio Commission in 1927, the history of broadcasting has been shaped by number of decisive regulatory episodes. In many of these cases the end results have departed substantially from their initially stated intentions.

1. Regulations authorizing ultra-high frequency (UHF) and frequency modulation (FM) broadcast allocations, as well as those reserving channels for educational television (ETV) provide examples of "paper promises" that have never fully materialized. Will the decision to dedicate cable channels to educational, governmental, or public-service use deteriorate into such a "paper promise?"
2. The Fairness Doctrine fails to provide fairness. The "equal time" provision (Section 315) of the Communications Act, in effect, is likely to offer no time at all.
3. The laws and regulations governing broadcasting are not geared to the complex and interrelated problems confronting the new broadcast media.

4. Even if such laws and regulations did exist, present governmental mechanisms are woefully lacking in organization, procedures, and resources to carry them out.

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E. Six Imperatives for Broadcasting

In developing policy recommendations for the new broadcast media, this Committee was guided by the following six imperatives:

1. We believe that the possible consequences of the new broadcast media for our society and our economy are not yet fully understood. Policies for change should conserve what is best from the past while fostering progress into the future.
2. We believe that the controlled growth of cable television should be encouraged. Public policies for the development of cable television should be responsive to public needs and to free and fair competition.
3. Along with policies to encourage new forms of broadcasting should come policies to encourage new sources of talent and innovative programming.

apply test to probe
rights (principles) / "afford"
rights to learn
"be taught"
control / double std
policy
who
how
devote
govt
consumer

how
who

4. We strongly support a system of public broadcasting that is free of government interference.

To assure its independence, we propose a system of long-range financing for public broadcasting.

5. We believe that satellites offer a promising means of expanding existing broadcasting capabilities at reduced costs, and that their development for this purpose should be encouraged. Substantial obstacles remain before direct satellite-to-home broadcasting can become a reality.

6. Government organization and management of broadcast activities should be modernized. We believe that an independent agency, properly staffed and managed, should be responsible for the regulatory and rule-making activities that affect the broadcast media. Such an agency should be insulated from the intrusion of politics and special interests.

F. Summary of Recommendations

∟ This section will summarize the Committee's policy recommendations from subsequent chapters. 7

CHAPTER II. BROADCASTING AND THE PUBLIC INTEREST

A. Public Interest and Public Access

What is "the public interest" and how can broadcasting best meet its needs? Is public access to the broadcast media desirable and practical? To what extent should the right of public access be limited? By whom: Congress, FCC, broadcasters?

B. Communications in an Urban Society

What opportunities do the new broadcast media present for dealing with urban problems such as health, pollution, transportation, and crime?

C. Prospects for Economic Development

It has been suggested that two-way communication by cable could provide an infrastructure for economic growth comparable to that provided by the railroads or the highway system. What are the prospects that this will come to pass?

D. Education and the New Broadcast Media

What is the role of broadcasting in the learning process? How can the new broadcast media provide easier access to higher education at a lower cost?

E. Broadcasting and Politics

How can broadcasting best control its use in election campaigns and as an instrument of political

power? How can broadcasting assure a diversity of
opinion on a wide range of issues?

Chapter III. THE PROMISE OF CABLE

A. The Cable Technology

How does cable broadcasting work? What is cable's potential for providing non-broadcast services?

What role can satellites play in the interconnection of cable systems?

B. The Economics of Cable

What are the expected growth trends of cable television in the decades ahead? How large a capital investment is needed for the development of a "wired nation" capable of making a wide range of information services available to all citizens? What funds can be expected for this purpose from private sources? From public sources?

C. Cable vs. Over-the-Air Broadcasting

Will cable supersede over-the-air broadcasting in the foreseeable future? Should it? What is the potential impact of cable growth on over-the-air broadcasting?

D. The Regulation of Cable

What policy goals should the regulation of cable seek to achieve? What form of regulation can best

achieve these goals? What are the appropriate governmental mechanisms for regulating cable at the federal, state, and local levels? How should the various governmental units apportion responsibility for cable regulation? Should cable be subject to regulation as a common carrier?

E. The Copyright Question

Are current copyright laws adequate to protect copyright holders whose materials are transmitted by cable? What should new copyright laws governing cable seek to accomplish? Should new copyright laws guarantee long-term territorial exclusivity?

F. What Message for the Cable Medium?

Should cable duplicate existing over-the-air programs, or develop original programming of its own? Should it combine the two? If so, in what proportions? Can cable afford unlimited public access? What institutions, guidelines, and resources are needed to assure citizen access to cable on an equitable basis?

Chapter IV.

DOMESTIC SATELLITES: PRACTICALITY AND NEED

A. Why and How Much?

Do we need a national or regional satellite system?

What are the technical problems and their possible solutions? What is the economic feasibility of such a system?

B. Ownership and Control

Should a domestic satellite system be controlled by one concern or by many? By public or private institutions, or both? Will private ownership and control conflict with the public's right of access? How do you balance the economic benefits of centralized control with the necessity of a free flow of information? Should policy aim for divorce of content and conduit?

C. Effect on Technology

What is the most effective role for satellites in a national telecommunications system? What will be the impact of increased capacity and decreased costs on moving information? Will much of this impact depend on new inroads in storage and retrieval? Can satellites be considered active components, affecting the quality of the information they transmit?

D. Satellite-to-Home Broadcasting

Is direct satellite-to-home broadcasting feasible or desirable? Is it more desirable to direct the signal to a central community antenna? What would be the impact on bypassed local stations?

Chapter V.

A POLICY FOR PUBLIC BROADCASTING

A. The Mission of Public Broadcasting

What is the mission of public broadcasting? Should it complement or supplement commercial broadcasting? In what ways? What is the proper balance between "localism" and national public affairs programming? What is the role of public radio?

B. The Question of Financing

What level of funding is necessary--from public sources and private sources--to assure a strong public broadcasting system? What is the proper mix among the various sources of support? Should the dedicated tax be given serious consideration as a source of revenue?

C. Maintaining Independence and Diversity

How do local stations remain independent of government control and yet accountable for the expenditure of government funds? How can public broadcasting devise safeguards to assure a diversity of opinion?

D. Public Broadcasting and the New Media

What are the implications of the new media for providing greater access to educational, instructional, and

public affairs programming? Will cable, cassettes, and satellites alter the shape of public broadcasting? Should public television be allowed free or reduced rate access to satellites? Should a domestic satellite system be organized so that profits would go towards financing a system of public television?

Chapter VI.

ORGANIZING FOR CHANGE

A. Fragmented Government Responsibility

Can governmental activities be better coordinated among the various federal departments and agencies? What new responsibilities does the growth of cable place on state and local governments?

B. The Federal Communications Commission

How can the FCC be better staffed and managed to deal with the emerging problems posed by the new broadcast media? Are additional resources and personnel needed to improve the organization and management of the FCC? What limitations, if any, should be placed on the FCC's regulatory authority? How can the FCC be insulated from political interference and the intrusion of special interests?

C. The Office of Telecommunications Policy

What is the most effective role for OTP in the formulation of a national telecommunications policy? Should OTP's role in policy formulation be limited to shaping long-term policies for broadcasting -- to policies relating to emerging technologies rather than to older established systems?

D. The Role of the Private Sector

How can the private sector contribute to the development and implementation of a sound national telecommunications policy? What are the roles of industry, education, the arts, research? Are new institutions required to bring about constructive change?

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Committee for Economic Development

Minutes

Subcommittee on the Economic and Social Impact of the New Broadcast Media

April 24, 1973

The meeting was called to order at 9:30 a.m. by John L. Burns, chairman.

The first speaker was C. Wrede Petersmeyer, Chairman and President of Corinthian Broadcasting Corporation. Mr. Petersmeyer discussed the range and scope of American commercial broadcasting and suggested several topics for consideration by the subcommittee:

1. The Role of Government in Television Broadcasting. To what extent should the government be involved? What are the dangers of government involvement?
2. The Relationship between Cable Television, Broadcasting, and the Government. What should government policy be towards cable television? What is cable's relationship with over the air broadcasters?
3. Satellite to Home Broadcasting. Should direct satellite to home broadcasting be allowed? What would be the impact on local service? How would programming be regulated?
4. The Role of Advertising.
5. Broadcast License Renewal Policy. Is the threat of non-renewal by the FCC a sound policy?
6. Commercial Broadcasting and Public Broadcasting. What should be the program target for public broadcasting? To what extent is it wise to duplicate what is seen on commercial television. How much tax money should be devoted to specialized program interests?

* * * * *

The Rev. Dr. Everett C. Parker, Director of the Office of Communication of the United Church of Christ was the second speaker. He discussed the implications of the new technologies and the current opposition to them by commercial broadcasters.

Dr. Parker stated that the new communications technologies must be given a chance to develop competition in ways that will serve the public interest -- away from the current monopoly in the airwaves.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
NOT NATIONAL SECURITY INFORMATION

He raised several issues for the subcommittee's consideration:

1. What is the widest possible extension of the competitive market consonant with universal service, reasonable cost and the protection of public interest?
2. What structure is appropriate for telecommunications industries that will satisfy public need and maximize competition?
3. What are the best ways to give cable operators reasonable access to programming and citizens reasonable access to cable channels?

* * * * *

Henry Loomis, President of the Corporation for Public Broadcasting, was the next speaker, discussing the financing of public television and the implications of new broadcasting technology for public television.

Mr. Loomis raised several questions concerning the use of tax funds for public broadcasting.

1. Should public money be used only for balanced, noncontroversial programming?
2. How do you determine which programs to fund?
3. How should the funds be appropriated?
4. How much should be spent on centrally produced programs for national distribution?

He also raised questions concerning the impact of the new broadcasting technologies on public television:

Cassettes: Mr. Loomis stated that public broadcasting has more to gain from these than does commercial broadcasting. He noted that like books, they can be used to reach small, specialized interest audiences. They also open new possibilities for educational programming.

Satellites: In the future, Mr. Loomis stated, they may offer the ability to reach audiences in rural areas not now served by public television. They can also remove the expense of remoteness, as the expense of broadcasting by satellite to a distant receiver is the same as to a nearby one.

The Question of Access: He noted that the problems of access would arise in the implementation of all new technologies. How should broadcast frequencies be allocated in the future? How should cable channels be allocated? Should public broadcasters receive reduced rates on access to telephone lines or satellite broadcasting? What should be the policy on access to programming? Should there be a charge for public access to cable television channels?

* * * * *

Speaking last was Anthony G. Oettinger, Director of the Harvard University Program on Information Technologies and Public Policy. Dr. Oettinger stated that any study of the new broadcast media must take a broad view and must take input from a wide range of sectors of society.

He warned that there will be conflicting interests in competition, and that the balancing of these opposing interests is one of the essential issues for the subcommittee to resolve. In this area he mentioned the First Amendment tradition as conflicting with the tradition of social coherence, excessive economic diversity, concentration, and economies of scale and reach.

First Amendment and Social Coherence. Dr. Oettinger explained that First Amendment tradition with its emphasis on the market place and open access runs counter to the tradition of social coherence, which tends to want to regulate and control.

In this light, he urged the subcommittee to see the new broadcast media in terms of the print media tradition. According to Dr. Oettinger, the new broadcasting technology will allow a diversity similar to that of print, where free public choice is assured, or at least far less endangered. Thus controls of both content and conduit may be far less critical than they are in the current form of broadcasting.

It is important, Mr. Oettinger stated, not to carry over blindly the tradition of broadcasting. For the new broadcasting technology, the precedent of print may be a more suitable guide.

Economic Diversity vs. Concentration. Dr. Oettinger noted that what is important is the matter of economies of scale and reach. He warned that diversity and fragmentation must not be thought of as unalloyed good -- because many of the technologies to be dealt with do benefit from economies of scale, and the benefits of many do not materialize until their reach is close to universal (a post office, for example, or a telephone system).

However, he noted, the need for a broad reach and the attractions of an economy of scale are bound to conflict with the objective of economic diversity and control over excessive concentration.

Laissez-Faire vs. Regulation. Dr. Oettinger suggested that non-regulation and laissez-faire were the places to begin and that any kind of regulation needed to be justified. Since new technologies will remove the problem of limited spectrum space, they will alter the balance away from arguments for natural monopoly that the scarce spectrum imposes.

Divorce of Conduit and Content. If this were a policy objective, Dr. Oettinger suggested that the question of how to resolve the interests of existing broadcasters and cable operators would become less critical. There could be a complete transition from over the air broadcasting to cable stations competing with other types of cable, where ownership of the conduit and ownership of content are separated.

After Dr. Oettinger's presentation, Mr. Burns asked for suggestions for new papers.

Edgar Stern suggested a fact-finding paper in three areas: 1. Economic problems of access; 2. How the public uses the commercial broadcast media - peoples' basic spending habits; 3. An analysis of the economics of the commercial broadcast industry today and the extent to which it can absorb public service.

Theodore Ledbetter suggested some work be done on the positive aspects of pay television for the poor.

Henry Loomis suggested work on the positive and negative aspects of a dedicated tax for funding public television.

Kenneth Cox suggested an order of magnitude study of the costs of programming for the alternative technologies.

Project Director Sol Hurwitz announced the next meeting for June 13th, mentioning that Clay T. Whitehead, Director of the White House Office of Telecommunications Policy, would be speaking. He hoped to have a preliminary policy statement outline ready at that time.

The meeting was adjourned by Mr. Burns at 1:00 p.m.

ATTENDANCE

SUBCOMMITTEE ON THE ECONOMIC AND SOCIAL IMPACT OF THE NEW BROADCAST MEDIA

Wednesday, June 13, 1973

Cotillion Room, Pierre Hotel, New York, N. Y.

9:30 a.m.

SUBCOMMITTEE MEMBERS

John L. Burns CHAIRMAN
John L. Burns and Company

Elie Abel
Graduate School of Journalism
Columbia University

Charles Benton
Films, Inc.

John R. Coleman
Haverford College

Kenneth Cox
MCI Communications Corporation

Harold V. Gleason
Franklin National Bank

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Alfred C. Neal
Committee for Economic Development

Isidore Newman, II
City Stores Company

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Young & Rubicam International, Inc.

C. Wrede Petersmeyer
Corinthian Broadcasting Corporation

Thomas L. Phillips
Raytheon Company

George Piercy
Exxon Corporation

Edgar B. Stern, Jr.
Royal Street Corporation

John Stevenson
The Greystone Corporation - Publishers

Barry Zorthian
Time-Life Cable Communications, Inc.

OTHER TRUSTEES AND GUESTS

William Donnelly
Young & Rubicam International, Inc.

Jack Howard
The Benton Foundation

Harry W. Knight
Hillsboro Associates, Inc.

June 13, 1973

OTHER TRUSTEES AND GUESTS (Cont.)

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The Chase Manhattan Bank

John J. Mallen, Jr.
Regional Plan Association

Lloyd Morrisett
The Markle Foundation

J. Wilson Newman
Dun & Bradstreet, Inc.

Reid L. Shaw
General Electric Broadcasting Co., Inc.

Trygve Tonnessen
Exxon Corporation

Clay T. Whitehead
Office of Telecommunications Policy
Executive Office of the President

William B. Winters
General Motors Corporation

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Academy for Educational Development, Inc.

Shawn Bernstein YES
CED, Washington

S. Charles Bleich YES
CED, New York

Douglass Cater NO
Program on Communications and Society
Aspen Institute

Dean W. Coston YES
Linton, Miels & Coston, Inc.

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Wilbur B. Davenport, Jr. NO
Massachusetts Institute of Technology

William Gorham NO
Urban Institute

William G. Harley YES
National Association of Educational
Broadcasters

Lawrence Howard NO
Graduate School of Public and International
Affairs
University of Pittsburgh

Leland L. Johnson YES
The Rand Corporation

Carl Kaysen NO
The Institute for Advanced Study

Kay Kohl YES
United Nations Association of the USA

Theodore S. Ledbetter, Jr. YES
Urban Communications Group

Robert F. Lenhart YES
CED, Washington

Harvey J. Levin YES
Hofstra University

John W. Macy NO
McLean, Virginia

Leonard H. Marks YES
Cohen & Marks

Edward S. Mason YES
Harvard University

Sterling M. McMurrin YES
Graduate School
University of Utah

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Harvard University

Claudia Packer YES
CED, New York

Frederick M. Remley, Jr. NO
Television Center
The University of Michigan

Carl M. Rieser YES
CED, New York

Frank W. Schiff YES
CED, Washington

George Stoney YES
New York University

John W. Tukey YES
Bell Laboratories

Jacob Worenklein YES
CED, New York

ITINERARY FOR
CLAY T. WHITEHEAD
NEW YORK, NEW YORK
STAMFORD, CONNECTICUT
June 13, 1973

Wednesday, June 13:

7:00 a.m. Coyt will pick you up.

7:30 a.m. Lv Washington National via AA 432

8:27 a.m. Ar New York, New York

9:30 a.m. Address the Subcommittee on
Broadcasting of the Committee
for Economic Development

Pierre Hotel
2 E 61st St.
Cotillion Room

(212) 838-8000

AFTER SPEECH: Pick up Avis Rental Car at:
310 E. 64th Street

Drive to Stamford, Connecticut

Directions:

Get on East River Drive at 63rd St.
Follow it to Bruckner Express-
way, also called Bruckner
Boulevard. The Bruckner Expressway
Exit will be at approximately 125th St.
Bruckner Expressway will become
Route 95 North. Stay on 95 North
until you get into Connecticut. Then
watch for Exit 7, Washington Avenue.
Go about 1 mile on Washington Avenue
to Long Ridge Road. Turn left. Go
about 1/2 mile on Long Ridge Road.
The GE address is 260 Long Ridge Rd.
It will be on the left hand side of
the road. Do not turn into the entrance
at the traffic light. Go to the next
entrance (located across from the Quarter-
Deck Restaurant). Park in the first
parking lot there. Go to the Guard. He
will have Evelyn (Hicks Waldron's secretary)
come get you.

2:30 p.m. Meeting with Hicks Waldron

(203) 327-7700
Ext. 625,626

Drive back to New York. Turn in rental car at LaGuardia Airport.

5:30 p.m.	Lv New York via AA 251
6:35 p.m.	Ar Washington National

Coyt will pick you up, and drive you to the International Club for the reception given for you and Margaret by Bryan Eagle.

*forum
for leadership
in a changing
society*



Committee for I



r Economic Development



What is CED?

*The Committee for Economic Development
provides a means by which
many able and public spirited men
in American business
can join their talent and experience
to advance the economic welfare
of the country.*

DWIGHT D. EISENHOWER

■ The Committee for Economic Development (CED) is an independent organization of 200 Trustees who are leading businessmen and educators. CED's basic functions are research and education. CED's Trustees join with distinguished economists and social scientists in developing findings and recommendations in four major areas of public policy: (1) the national economy, (2) the international economy, (3) education and urban development, and (4) the management of federal, state, and local government.

CED is nonprofit, nonpartisan, and nonpolitical. It is supported largely by voluntary contributions from business and industry, foundations, and individuals.

CED has distinguished itself over the years by its ability to examine difficult and controversial problems, always with an abiding concern for the public interest and a conviction that greater understanding will lead to solutions of major issues.

CED's policy proposals are designed to contribute to the preservation and strengthening of our free society, and to the maintenance of high employment, increasing productivity and living standards, greater economic stability, and greater opportunity for all our people.

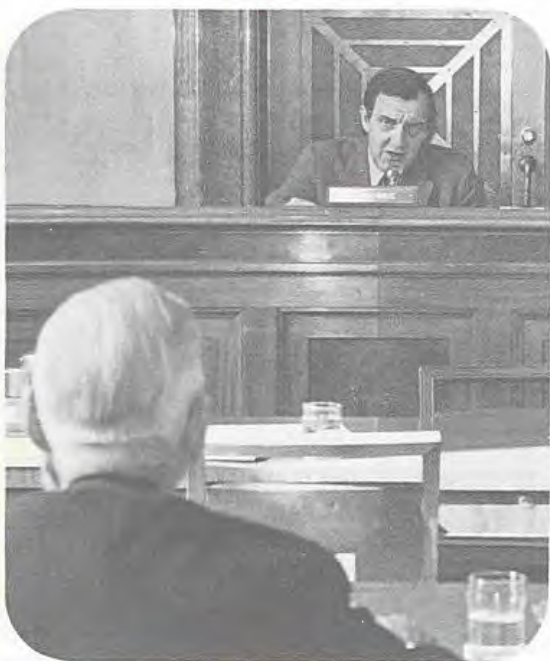
The Committee for Economic Development draws its 200 Trustees largely from the ranks of board chairmen and presidents of business corporations and financial institutions, and from the ranks of university presidents. These Trustees are chosen for their individual capacities, for their understanding of public problems, and for their willingness to view these problems from the standpoint of the general welfare and not from that of any special interest group.



*Research Advisory Board Members (1967):
Left to right, Walter W. Heller, George P. Shultz,
and Kermit Gordon.*

The stature of CED's Trustees and their uncompromising concern for the public good have enabled CED to acquire a unique role in the nation's decision-making process.

CED's Trustees do not speak as the "voice" of business, nor as a trade or industry association, but as an independent group of business statesmen. They make their judgments on national issues only after objective research, intensive study, and careful deliberation. The Trustees are aided in reaching their conclusions through the participation of CED advisory boards comprising outstanding scholars, as well as through the work of a skilled professional research staff and the contribution which recognized specialists make as project directors. Thus, a business-academic dialogue characterizes the Committee's work.



CED Trustee Appears at a Congressional Hearing.

CED has been promoting the general welfare for more than a quarter of a century. During this time it has become a forum for leadership—clarifying and advancing the discussion of the nation's most difficult economic and social problems. As a nonprofit research and educational organization, the Committee does not lobby for pending or proposed legislation. Often, however, CED Trustees are invited to testify as experts at hearings held by legislative committees. One of CED's important objectives is to disseminate its findings as widely as possible in order to broaden public understanding of crucial problems and policy alternatives for dealing with them.

CED's 50-man Research and Policy Committee has issued more than 100 STATEMENTS ON NATIONAL POLICY. A partial listing of titles appears on the following two pages.



▶ THE NATIONAL ECONOMY

Taxes and the Budget • Fiscal and Monetary Policy for High Employment • An Adaptive Program for Agriculture • Union Powers and Union Functions • The National Economy and the Vietnam War • Fiscal and Monetary Policies for Steady Economic Growth

▶ THE INTERNATIONAL ECONOMY

The Dollar and the World Monetary System • Cooperation for Progress in Latin America • East-West Trade • Japan in the Free World Economy • Assisting Development in Low-Income Countries • Nontariff Distortions of Trade





EDUCATION AND URBAN DEVELOPMENT

Paying for Better Public Schools • Educating Tomorrow's Managers • Guiding Metropolitan Growth • Raising Low Incomes Through Improved Education • Innovation in Education • Improving the Public Welfare System

MANAGEMENT IN GOVERNMENT

Budgeting for National Objectives • Modernizing Local Government • A Fiscal Program for a Balanced Federalism • Modernizing State Government • Financing A Better Election System • Reshaping Government in Metropolitan Areas



CED's Impact

*Because your concern
for the public interest has been
so consistent and so obvious,
it seems to me that perhaps more attention
is paid to the deliberations
of the CED
than almost any other organization
dealing with
national problems.*

JOHN F. KENNEDY

■ For more than 25 years CED has played a pace-setting role in making recommendations for the improvement of public policy.

When the Committee for Economic Development was formed in 1942, it had an immediate objective—to help prepare the national economy for an orderly transition from war to peace. In the face of widespread fears that the end of World War II would bring a depression, CED set up 3,000 local field groups from Maine to California to get business, large and small, to lay precise plans for reconversion. The depression so many had expected did not materialize, partly as a result of CED's national efforts.

Well before the field work had been completed—indeed even before the war itself had ended—CED had begun employing its objective research function in the formulation of statements dealing with a broad range of important issues of policy. In responding to the needs of a rapidly changing society, the Committee has identified — often anticipated — many of the problems that shape our future. The collective wisdom of CED's businessmen and scholars, working together to help solve these problems, is a unique and valuable resource which has had a profound impact on our national life.

In 1945, for example, CED's Research and Policy Committee issued a statement on the relationship between international trade, foreign investment, and domestic employment — an historic document containing proposals for the compromise on the Bretton Woods agreement. Out of Bretton Woods emerged the World Bank and the International Monetary Fund. The next year, suggestions in a CED policy statement were included in the Employment Act of 1946 which committed the federal government to promote

high employment and economic growth. It also created the President's Council of Economic Advisers and the Joint Economic Committee of Congress.

Trustees of CED were prime movers in launching the European Recovery Program. And, despite powerful opposition from some sectors of the business community (including some of its own Trustees), CED was an early supporter of a liberal trade policy for the United States. Out of CED's deliberations have come other developments in economic policy—the stabilizing budget policy, the flexible monetary policy—not inventions of CED but refinements of new ideas forged in CED councils. CED's continuing involvement in fiscal and monetary policies helped create the climate that brought the historic tax cut of 1964 and, under different circumstances, the tax surcharge of 1968. Moreover, ideas originating in CED helped secure the 1969 pay increase for executive personnel in the federal government.

CED, too, has awakened citizen interest to the need for modernizing state and local governments. As a result, citizen groups in cities and states across the nation have used CED's recommendations as the basis for reform. CED has done significant work in local and regional economic development. In education, CED's blueprint for financing and improving public elementary and secondary education is being widely applied in school systems throughout the country.

While its tangible accomplishments may be important, its intangible accomplishments may be even greater. These include the impact of:

- ▶ **Combining** the knowledge of businessmen and scholars under conditions that promote mutual respect, thus helping to bridge the gap between the ivory tower and the market place.
- ▶ **Demonstrating** the ability of businessmen to make substantive contributions to the formulation of public policy in areas beyond those of their business or industry.

- ▶ **Searching** for emerging problems that will affect the nation's future economic growth and the living standard and life style of every American citizen.
- ▶ **Defining** the changing role of the various levels of government in our national life—not in sweeping generalizations but on specific, practical grounds supported by research.
- ▶ **Stimulating** wide public understanding of major issues of national and international economic policy.
- ▶ **Promoting** active interchange on a worldwide basis with foreign leaders in business and in economic research.

CED's impact is reflected in the hundreds of articles and editorials which appear in the nation's press whenever a STATEMENT ON NATIONAL POLICY is released. Businessmen, educators, community leaders, and public officials all have accorded CED high praise for its work. Starting with President Truman, Presidents of both parties have met with CED's Trustees to discuss problems of national concern.

The views of businessmen have not always been welcome in the councils of government. Today, thanks in considerable measure to CED's pioneering efforts, they are.



How CED Works

*The Committee for Economic Development
has made unique contributions
to America's economic literacy and
economic policies during the past two
decades. I am confident that
the businessmen and educators
who are its trustees
will continue to render the nation
vital service through their experience,
their wisdom,
and their dedicated work.*

LYNDON B. JOHNSON

■ The CED process gives business leaders a chance to learn from academic experts and from each other, and to express their views frankly and forthrightly, unconfined by popular notions and conventional wisdom.

All CED positions must be approved by a 50-man group of Trustees, the Research and Policy Committee, which alone can speak for CED. The CED process involves businessmen and scholars at every stage, but *only the Trustees* can determine the resulting recommendations. Out of this process come CED STATEMENTS ON NATIONAL POLICY. These carefully prepared publications are the result of months—sometimes years—of research, discussion, and policy formulation.

1. **Subjects are Selected for Study.** These may be suggested by members of the Research and Policy Committee or by the outstanding economists and social scientists who comprise CED's Research Advisory Board. Suggestions may also come from other CED Trustees or advisors or from the staff. In an open meeting the Research and Policy Committee approves the subjects that need study and fall within CED's competence, and then a subcommittee is appointed to carry out the project.
2. **Experts Prepare Background Papers.** Economists, academic specialists, and other recognized authorities put together background material for study by the Trustees on each subcommittee.
3. **Facts and Issues are Examined.** In separate sessions stretching over a period of months, the facts on a particular subject are evaluated, major issues are identified, and solutions are proposed.

4. **A Draft Policy Statement is Prepared.** The draft is gone over by the subcommittee and revised a number of times to reflect the consensus of its members and a workable synthesis of their ideas.
5. **The Draft is Submitted for a Vote.** The draft is submitted to the full Research and Policy Committee for discussion. It may go back to the subcommittee for more work and study or it may be approved for a final mail vote.



6. **Trustees May Add Comments, Reservations, or Dissents.** Every member of the full Research and Policy Committee and its responsible subcommittee is allowed fifteen days to study the final draft and submit footnotes of comment, reservation, or dissent, which are included in the published statement.
7. **The Statement is Issued and Distributed.** When the statement is issued, it is released to the press and widely circulated to cover many segments of public opinion in the United States and abroad.

In connection with the publication of a statement, CED often publishes documents originally prepared by scholars as background papers but deemed worthy of wider circulation. Some of these SUPPLEMENTARY PAPERS, such as Edward F. Denison's *The Sources of Economic Growth in the United States and the Alternatives Before Us*, Charles M. Tiebout's *The Community Economic Base Study*, and Fritz Machlup's *Remaking the International Monetary System*, have become classics.

CED also publishes PROGRAM STATEMENTS which are usually shorter than STATEMENTS ON NATIONAL POLICY and limited to a timely issue of national importance. PROGRAM STATEMENTS are prepared on short notice within the framework of policy previously stated by the Research and Policy Committee.

The CED process has set the tone for constructive citizen involvement in public issues. In many places, in many ways, it has encouraged citizens to seek answers to weighty national problems through objective research and the interplay of ideas, and to formulate and enunciate policies for solving problems of the community, the nation, the world.

Information and Education

■ The vital task of making the results of CED's research program available to the public is administered by a committee of Trustees, working with a small staff experienced in information and education procedures.

Whenever a STATEMENT ON NATIONAL POLICY is released, the full publication or its summary is sent to CED's basic audience numbering more than 20,000. This includes Trustees and advisors, corporate supporters and members of their firms, and other participants—past and present—in CED's work. In addition CED circulates its policy statements among newspapers, magazines, and the broadcast media for news reporting and editorial comment, thus broadening exposure of CED's views.

To stimulate further thought and discussion, CED makes its statements available to interested businessmen, educators, community leaders, public officials, and others who help mold public opinion and public policy. In major cities throughout the country these opinion leaders are brought together for CED POLICY FORUMS, where policy recommendations are discussed with special relevance to the city, state, or region involved. Under the chairmanship of local CED Trustees, CED POLICY FORUMS have been held on subjects ranging from educational innovation to local government reform.

CED maintains close relations with specialized associations and societies in industry, banking, education, and government management. These groups take part in CED's work by helping to inform their membership of new policy statements as they are issued.

CED's objective and scholarly approach has led to wide acceptance and use of its publications in schools, colleges, and research institutions. Out of the hundreds of thousands of copies of CED publications distributed in a year, about a quarter go to educators and educational institutions. Limited quantities are given free to teachers who request them for classroom use. Many more are purchased by libraries, teachers, students, and the general public.

*CED's views continue to gain in respect
even among those who do not
always agree with them
because of their objectivity
and their freedom
from doctrinarianism.*

—THE NEW YORK TIMES

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