

Rogers - Box 1 - Folder 3

Rogers - August 11, 1969

chron

August 11, 1969

MEMORANDUM FOR MR. FLANIGAN

As we discussed on Friday, for whatever use you want to make of any or all.

**Clay T. Whitehead
Staff Assistant**

Attachment

cc: Mr. Whitehead

CTWhitehead:ed

Public Broadcasting

The newly established Corporation for Public Broadcasting is a Government corporation dependent on year-to-year authorization as well as annual appropriations for its funding. Although the CPB was established in the Johnson Administration, this Administration will reap the credit or criticism for whatever becomes of public broadcasting over the next decade. We are reviewing possibilities for permanent financing for the Corporation, hopefully relying on private sources as much as possible. We also are setting up a small working group from both within and outside the Administration to assess possible initiatives in this area. We will have to decide by next Spring how the President and the Administration should be identified with this important area.

*John: long commission
before final? Carson*
DRAFT 9/29/69

MEMORANDUM FOR PETER FLANIGAN

Rogers - September 29, 1969

We earlier discussed the desirability of reaching an Administration position on public broadcasting some time this fall, prior to the FY 71 budget decisions. We were able to get by with a simple one-year continuing authorization for the Corporation and a token appropriation of \$10 million, largely because the Corporation was just getting underway and lacked any strong leadership. The Corporation now has roughly one year behind it, an energetic and articulate President and has managed to spend all of the appropriations and public contributions it could lay its hands on.

Since the Nixon Administration will set the tone and pace (no pun intended) ~~at which~~ for public broadcasting, we should give some real attention to how we want to see it develop and how much money we are willing to spend. This is potentially a high visibility area where we can reflect considerable credit on the President at relatively low expenditures.

I propose to convene a small working group to address these questions over the next month to provide a basis for our decisions in this area. Among the issues the group should address are:

1. Is the Federal Government to take an active role in Corporation budgeting and planning, or to simply allocate a bloc grant for unspecified uses?

2. What audience or audiences can public broadcasting reach that will be most useful; what criteria should the Corporation use in selecting the mix of audiences it will seek to reach; in a broad sense, what should the Corporation seek to reach in terms of trade-off between quality of programming and size of audience?

3. Will the Corporation function primarily as a revenue sharing institution or as an activist organization to provide central direction for public broadcasting?

4. What is the role of Government information dissemination in public broadcasting; should we make a major effort to use public broadcasting as a way of achieving social goals; should we use it as a way of disseminating information about Government programs?

5. How is the Corporation to be financed; what mix of advertising, taxation, and Federal matching provides the best long-run solution; how can the method of funding be used to create incentives for the Corporation to move in the directions we consider most appropriate?

6. Should the Corporation be insulated from the annual appropriation process either through a dedicated tax or through multi-year authorizations and appropriations?

7. What is the constituency of public broadcasting, its mix, and its size? What groups of people will look most favorably on a major or moderate Administration initiative in this area? Are there any potential political pitfalls?

I propose that such a working group be made up of who have a substantive knowledge or interest in the area, as well as people who can gauge the potential impact on the Administration image. I suggest the following as a tentative list: Nancy Hanks, Charlie McWhorter, Herbert Dordick (President, Information Transfer Corporation), someone from Garment's shop, someone from Office of Education, and someone from BOB, & someone from the Corp.

If you concur, I will proceed with the objective of preparing a memorandum by late October that can be circulated for comment to interested agencies and individuals before preparing a memorandum to the President.

Clay T. Whitehead

Staff Assistant

CC: Jon Rose

Rogers - October 30, 1969

PL

October 30, 1969

MEMORANDUM FOR MR. FLANIGAN

The situation with respect to noncommercial television programming sources appears to be the following:

NET is now the only major source of noncommercial programming and has been for the last decade. They are funded largely by the Ford Foundation, but there seems to be little indication that Ford has or wants much influence over program selection. In fact, the management of NET exercises little initiative in this area, and the programming appears to flow upward from the individual NET producers.

The Corporation for Public Broadcasting has been encouraging competition with NET primarily by grants to the better noncommercial stations around the country to develop their own programming that would be suitable for nationwide distribution. NET is unhappy that their domination of the field is disappearing and apparently resents the intrusion of the Corporation.

From the standpoint of the President's objectives, the grants to individual stations cut both ways: the people who run the educational and public television stations around the country tend to be relatively liberal, but the geographical diversification probably would promote an overall less liberal emphasis than the New York City centralized NET. Funding a separate production unit to "compete" with NET would not be a complete bed of roses either, since the liberal bent of people in the performing arts is well known. However, we could presumably have a hand in picking the head of such a major new organization if it were funded by the Corporation.

McGeorge Bundy has told me on two separate occasions that he would like to phase out the Ford Foundation's funding in this area once the Corporation becomes the dominant source of money. However, it would take a rather sizeable increase in the CPB budget before

they would contemplate setting up "another NET," since that would require on the order of \$10 million a year sustaining grants. It probably would cause some hostility from NET if the White House requested an FY 70 supplemental for the Corporation to set up a competing program unit, and it is not likely the money could be spent effectively in FY 70.

As we discussed, if BOB can find the extra \$5 million, half of it should go for the increased grants to local stations to develop new programs in the interest of more balanced geographical distribution of programming, and half should go to begin planning a new programming entity on the west coast. This would eventually decrease the overall importance of NET and would yield a fairly quick, if uneven, return in program diversity. Our study group that will be considering the Administration's commitment to public broadcasting would then be free to decide on future funding and the balance between local stations and a major new entity. The announcement of the new entity with appropriate increases in the CPB budget could then be part of a Nixon initiative in public broadcasting for FY 71.

If you agree that this is a good idea, I will outline our thoughts to the Budget Bureau and ask that they try to find the \$5 million.

Clay T. Whitehead
Staff Assistant

cc: Mr. Whitehead
Central Files

CTWhitehead:ed

EXECUTIVE OFFICE OF THE PRESIDENT
BUREAU OF THE BUDGET
WASHINGTON, D.C. 20503

Rogers - September 25, 1969

SEP 25 1969

MEMORANDUM FOR TOM WHITEHEAD

Subject: Corporation for Public Broadcasting

Attached is a description of a draft bill we are working on to authorize payments to the Corporation for fiscal years 1971-1973. This would allow the Administration adequate time to come up with a more permanent solution later and would give the Corporation an opportunity to demonstrate the potential of public broadcasting and to build greater public support.

We plan to discuss this proposal with the Corporation when we consider the 1971 budget over the next several weeks. The central issue will be the level of support which the Administration wants to give to the Corporation. Therefore, we do not plan to send any bill to the Congress until after the 1971 budget decisions have been made. Also, the 1970 authorization for the Corporation is still pending in the House, and after enactment -- not expected before October -- we will still have to go through the appropriation process.

Your plans to convene a White House group to discuss public broadcasting are timely. We expect that this will be very helpful in developing an Administration position in this area. If I can be of any help, please let me know.



Richard P. Nathan
Assistant Director

Attachment

Description of the Draft Bill; The
Public Broadcasting Financing Act of 1970

Objectives

There are three objectives which have been agreed upon by Messrs. Nathan and Hughes to be achieved by this bill:

- (1) To provide authorization for appropriations for fiscal years 1971, 1972 and 1973 in order to give the Corporation time to develop more public support for public broadcasting as well as to give the Administration and the Congress adequate time to work out a more permanent solution to financing the Corporation for Public Broadcasting.
- (2) To provide the Corporation as much insulation from the annual appropriation process as possible through a multiple-year appropriation (i.e., the Corporation will have to go before the Appropriations Committees only once during the three years).
- (3) To establish the principle of Federal matching of non-Federal contributions to public broadcasting in order to give incentives for additional support by non-Federal sources and to provide some measure of support of public broadcasting by the general public.

Constraints

The following constraints are in effect:

- (1) Budget authority and outlays for each fiscal year must be spread over the three-year period, rather than charging the aggregate total of one or both to the first fiscal year.

(2) Backdoor financing -- bypassing the Appropriations Committees -- is to be avoided.

Assumption

It is assumed that the central issue involved with this bill will be the level of support this Administration wants to give the Corporation, and that this issue will be decided during the budget process. Therefore, it would be premature to circulate any draft bill for agency comments before the budget decision is made.

Proposed bill

Appropriations would be authorized in two parts, drawing in part on the model used successfully for the National Foundation on the Arts and the Humanities.

- . The first part would be an appropriation paid in installments for each of the three fiscal years. This would be provided through a single appropriation action in the first year, following the advance funding formula used for Title I of ESEA.
- . The second part would be Federal matching on a \$1 for \$1 basis the increases in non-Federal contributions to public broadcasting over a base year (fiscal 1969). An example of how this would work is as follows:

(dollars in millions)

<u>Item</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>
1. Non-Federal contributions	75	80	78	87	N.A.
2. Increases in non-Federal contributions over 1969		5	3	12	N.A.
3. Federal matching			5	3	12

Funds for Federal matching would also be appropriated in a single appropriation action, using the advance funding approach, but with specified ceilings in the Appropriation Language. Thus, the Corporation would be assured of receiving up to the ceiling, provided that non-Federal contributions increase as much as estimated at the time the appropriation is requested. The Administration would have the option of going back to Congress with a supplemental request if actual increases in non-Federal contributions exceed these specified amounts. If increases in non-Federal contributions fall short of the amounts specified in the appropriation language, then only these lower amounts are appropriated, as happens now with the National Foundation on the Arts and the Humanities matching appropriation.

The Corporation would be required to distribute to local stations in some manner the matching funds in order to give local stations a stronger incentive to solicit increased non-Federal contributions. The Corporation presumably would distribute these matching funds on a basis taking into account various factors, including financial need, the degree of service to the public, the potential to use the funds for benefit to the entire system, as well as the amount of increased contributions raised by each station.

Advantages of this approach

- (1) The Corporation would be assured of a minimum amount of Federal contributions for the three-year period, allowing for sound program planning.

- (2) There would be a real incentive for the Corporation and local public broadcasting stations to attract additional contributions from non-Federal sources.
- (3) There would be little incentive for contributions from on-Federal sources to decline on the basis that the burden of support is being assumed by the Federal Government. The matching provision thus gives some assurance of maintenance of effort by non-Federal contributors.
- (4) The amounts to be authorized by the bill can be adjusted to the level of Federal support which is decided this Fall in the budget process.

Rogers - October 22, 1969

October 22, 1969

MEMORANDUM FOR THE STAFF SECRETARY

FROM: PETER FLANIGAN

RE: LOG NO. 1751

Attached is the agenda and brief for the
President's meeting with Al Cole and Frank Pace on Friday,
October 24, 1969 at 11:30 A.M.

October 22, 1969

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Meeting with Chairman and Board Member of
the Corporation for Public Broadcasting
Friday, October 24, 1969
11:30 A.M. (20 minutes)

I. PURPOSE

The purpose of this meeting is to urge you to give greater budgetary support to the Corporation for Public Broadcasting.

II. BACKGROUND

- A. You will remember that Al Cole spoke to you about this matter during your dinner at Hobe Lewis' house. This meeting is the outgrowth of that conversation.
- B. Attending the meeting will be:
 - Frank Face, Chairman (Democratic appointee)
 - Al Cole, Director
 - Peter Flanigan
- C. The Corporation is set up to:
 1. Assist non-commercial broadcasting stations across the country. There are about 150 such stations in existence.
 2. Fund the production of programs to be aired over these stations. This programming is directed toward both adult and school age listeners and includes educational, cultural and public interest topics.

- D. The Corporation's budget is currently included as part of the HEW budget. Both HEW and this Administration have taken the position that the Corporation should stand alone. There is no major opposition to this suggestion.

III. POINTS OF DISCUSSION

- A. - 1. The proposed fiscal year budget for 1970 for the Corporation was \$20 million, which was reduced by this Administration to \$10 million. The Senate has passed a \$20 million authorization and the House has reported a similar amount out of Committee.
2. The Corporation is in its first year. Pace and Cole feel this \$20 million is a minimum if the Corporation is to take the lead in developing programming for educational television away from private institutions such as the Ford Foundation. To date the Ford Foundation has provided most of the financial backing for such programming and therefore has controlled the program content. We believe that \$10 million in this year is about all the Corporation can spend effectively.
3. BOB has said that they are going to fight hard to limit the appropriation to \$10 million for fiscal 1970 and expect to be successful. I have explained the fiscal pressures the Administration is under.

IV. RECOMMENDATIONS

1. That you indicate broad support for the objectives of public broadcasting as well as recognition of the Corporation's important role in the field.
2. We are setting up a small review group from within and outside the Administration to help formulate a position on the nature of our support for public

broadcasting and projected funding provisions which we feel are appropriate. You might wish to point out that the Corporation will be fully consulted for its thoughts during the course of the review and that you are deferring your decision on this matter pending completion of this review. You might also point out that inflation pressures continue to require strict control of federal expenditures.

Peter M. Flanigan

Rogers - Box 1 - Folder 4

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Rogers - November 3, 1969

November 3, 1969

MEMORANDUM FOR TOM WHITEHEAD

FROM: Peter M. Flanagan

In answer to your memorandum of October 30, I am attaching hereto a memorandum based on an agreement reached with Frank Pace. I would be delighted to discuss this further with you if you wish.

November 4, 1969

C

MEMORANDUM TO THE PRESIDENT

I talked with Frank Pace and Al Cole regarding the Corporation for Public Broadcasting.

In accordance with your instructions, I made it clear to Pace that the proposed \$5 million increase in the funding for the Corporation was contingent upon the creation of new program production facilities to replace National Educational Television. NET has been largely Ford Foundation financed, the most recently elected chairman being Norman Cousins. It was agreed that while NET would be used until the new facilities are in operation, the degree of its funding would not increase; rather the funding would decrease to zero over the next two or three years. Pace agrees with these conditions. He points out, however, that there are limitations on his ability to control total programming and broadcasting policies of non-commercial stations. Non-CPB financed programs produced by NET and others may have anti-Administration content. In addition, non-commercial stations which have received CPB grants may carry anti-Administration programs. I told him we were aware of that problem. I stated our position as being that government funding of CPB should not be used for the creation of Anti-Administration programming or for the support of program-producing organizations which use other funds to create anti-Administration programs. Mr. Pace agrees with this and appreciates the additional support that will be forthcoming for CPB.

Peter M. Flanigan

Where I read this
to Pace, he says
this may be
Mrs. [unclear]

bcc: Frank Shakespeare, Director, USIA

*Copy for
Public
Bundy*

November 4, 1969

MEMORANDUM FOR PETER FLANIGAN

We earlier discussed the desirability of reaching an Administration position on public broadcasting some time this fall, preferably prior to the FY 71 budget decisions. We were able to get by in FY 70 with a simple one-year continuing authorization for the Corporation and a token appropriation of \$10 million, largely because the Corporation was just getting underway and lacked any strong leadership. The Corporation now has roughly one year behind it, an energetic and articulate President, and has managed to spend all of the appropriations and public contributions it could lay its hands on.

Since the Nixon Administration will set the tone and pace (no pun intended) for the future growth of public broadcasting, we should give some real attention to how we want to see it develop and how much money we are willing to spend. This is potentially a high visibility area where we can reflect considerable credit on the President at relatively low expenditures.

I propose to convene a small working group to address these questions over the next month to provide a basis for our decisions in this area. Among the issues the group should address are:

1. Is the Federal Government to take an active role in Corporation budgeting and planning, or to simply allocate a bloc grant for unspecified uses? What initiatives should we encourage?
2. What audience or audiences can public broadcasting reach that will be most useful; what criteria should the Corporation use in selecting the mix of audiences it will seek to reach; in a broad sense, what should the Corporation seek to reach in terms of trade-off between quality of programming and size of audience?

3. Will the Corporation function primarily as a revenue sharing institution or as an activist organization to provide central direction for public broadcasting?

4. What is the role of Government information dissemination in public broadcasting; should we make a major effort to use public broadcasting as a way of achieving social goals; should we use it as a way of disseminating information about Government programs?

5. How is the Corporation to be financed; what mix of advertising, taxation, and Federal matching provides the best long-run solution; how can the method of funding be used to create incentives for the Corporation to move in the directions we consider most appropriate?

6. Should the Corporation be insulated from the annual appropriation process either through a dedicated tax or through multi-year authorizations and appropriations?

7. What is the constituency of public broadcasting, its mix, and its size? What groups of people will look most favorably on a major or moderate Administration initiative in this area? Are there any potential political pitfalls?

I propose that such a working group be made up of those who have a substantive knowledge or interest in the area, as well as people who can gauge the potential impact on the Administration image. I suggest the following as a tentative list: Nancy Hanks, Charlie McWhorter, Len Garment, Ray Price, Frank Shakespeare, and John Macy, or their representatives, (and yourself?). At some point, we should have a meeting with people outside the Administration to discuss problems and potentials and assure that we have touched all bases.

If you concur, I will proceed with the objective of preparing a memorandum by late November that can be circulated for comment to interested agencies and individuals before preparing a memorandum to the President. Len Garment has seen a draft of this and agrees it is a good way to proceed.

cc: Jon Rose
Tom Whitehead ✓
Will Kriegsman
Central Files

Clay T. Whitehead
Staff Assistant

CTWhitehead:jm

THE WHITE HOUSE

WASHINGTON

November 12, 1969

MEMORANDUM FOR

Miss Nancy Hanks
Mr. Charles McWhorter
Mr. Leonard Garment
Mr. Ray Price
Mr. Frank Shakespeare
Mr. Clay T. Whitehead

If possible, we should reach an Administration position on public broadcasting some time this fall. We were able to get by in FY 70 with a simple one-year continuing authorization for the Corporation and a token appropriation of \$10 million, largely because the Corporation was just getting underway and lacked any strong leadership. This has now been increased to \$15 million. The Corporation now has roughly one year behind it, an energetic and articulate President, and has managed to spend all of the appropriations and public contributions it could lay its hands on.

Since the Nixon Administration will set the tone and pace (no pun intended) for the future growth of public broadcasting, we should give some real attention to how we want to see it develop and how much money we are willing to spend. This is potentially a high visibility area where we can reflect considerable credit on the President at relatively low expenditures.

You are invited to join a small working group to address these questions over the next month to provide a basis for our decisions in this area. Among the issues the group should address are:

1. Is the Federal government to take an active role in Corporation budgeting and planning, or to simply allocate a bloc grant for unspecified uses? What initiatives should we encourage?

2. What audience or audiences can public broadcasting reach that will be most useful; what criteria should the Corporation use in selecting the mix of audiences it will seek to reach; in a

broad sense, what should the Corporation seek to reach in terms of trade-off between quality of programming and size of audience?

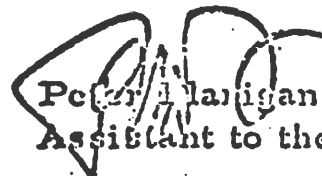
3. Will the Corporation function primarily as a revenue sharing institution or as an activist organization to provide central direction for public broadcasting?

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7. What is the constituency of public broadcasting, its mix, and its size? What groups of people will look most favorably on a major or moderate Administration initiative in this area? Are there any potential political pitfalls?



Peter J. Flanagan
Assistant to the President

Wednesday 11/12/69

11:55 Since Mr. Macy has asked if he could see you earlier than the 26th and has suggested either tomorrow or Saturday (the 15th) -- do you want to see him alone -- or talk to Mr. Flanigan about it?

Flanigan's calendar had been clear for November 26th.

Rogers - November 12, 1969

11/13/69

Called Marge to say that Macy wants to get together sooner than the 26th -- and wants to talk with Tom. In view of the memo that PMF sent to Pace, Tom asked if Flanigan still wanted to be in on the meeting or would he want him to go ahead and meet with Macy.

11/14/69

Marge said we could set up an earlier appointment -- but Mr. Flanigan wouldn't be free for lunch prior to that originally scheduled. But that Tom could go ahead without him, if he wanted to.

Checked Macy's schedule -- it is as follows:

Nov. 17th - 9:30-10:30 has an appointment
12:30-2:00 Lunch

Nov. 18th - After 4:30 -- clear

Nov. 19 & 20 - In New York

Nov. 21st - Anywhere between 10 and 1 O. K.

Friday 11/14/69

mtg
11/17
11am

4:20 Mr. Flanigan's has confirmed the meeting
with John Macy for 11 o'clock Monday (11/17).

Friday 11/14/69

11/17
11am

10:30 We have scheduled a meeting with you, Flanigan, and John Macy for Monday (11/17) at 11:00 a.m. -- subject to confirmation when Mr. Flanigan gets back from the Cape this afternoon.

Otherwise, we're holding 4:30 Monday in case that time isn't available.

Rogers - November 26, 1969

CORPORATION FOR PUBLIC BROADCASTING

November 26, 1969

To: Pete Flanagan

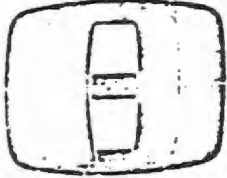
Following his conversation with you recently, Mr. Macy thought it would be a good idea to keep you personally informed of programs of particular interest on a regular basis. Attached is our first effort. We will appreciate any comments you might have.

Bill Duke

William E. Duke

Corporation for Public Broadcasting

in W. Macy, Jr., President
188 16th Street, N. W., Washington, D. C. 20006, Phone: 202-293-6160



PUBLIC BROADCASTING SERVICE PUBLIC AFFAIRS PROGRAMS
ON WETA, CHANNEL 26, WASHINGTON -- November 27 - December 7

THE PRESIDENT'S MEN (NET)

Thursday, November 27, 8:30 p.m. and repeated Sunday,
November 30 at 5:30 p.m. -Guest: Secretary of State
William Rogers

Thursday, December 4, 8:30 p.m. and Sunday, December 7,
5:30 p.m. Guest: Attorney General John Mitchell

THE ADVOCATES:

Sunday, November 30, 10:00 p.m. "Criminal Penalties for
the Use of Marijuana?" Decision-maker: Senator George
Murphy (R-Calif.)

Sunday, December 7, 10:00 p.m. "Police Reform." Decision-
maker: Daniel Walker, President, Chicago Crime Commission

NET SPECIAL:

Tuesday, December 2, 8:00 p.m. White House Conference on
Food, Nutrition, and Health, Part I

Thursday, December 4, 10:00 p.m. White House Conference
on Food, Nutrition, and Health, Part II

WETA SPECIAL:

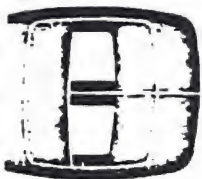
Friday, December 5, 7:30 p.m. White House Conference
"Town Meeting." One of twelve to be held in cities through-
out the country as part of an experiment in two-way tele-
vision communication with the public. These electronic town
meetings will enable citizens to participate in the decision-
making process of the highest level.

NEWS IN PERSPECTIVE (NET):

Wednesday, December 3, 1969, 9:00 p.m. This program will
emanate from Chicago and will focus on "Middle America" and

NEWSLETTER

Volume 1 Number 4 November 1969



THE PUBLIC BROADCASTING SERVICE

The independent interconnection service foreseen ever since the publication of the Carnegie Report on Public Television is now taking shape. Known as the Public Broadcasting Service, it will be administered by a board of directors consisting of five station managers, one NET representative, one representative from CPB, and two from the public at large. The board of directors will allocate regular time periods on the interconnection service to NET, other national agencies, PTV stations, and regional and state networks.

The board will appoint a general manager to supervise the day-to-day operation of the service. Assisting and advising the general manager will be an operations committee composed of three of the five station representatives on the board of directors.

It is anticipated that the first board will be elected by mid-November, and that PBS will begin operation by January 1.

THE SHOW

Young America will have a television program that it can call its own starting January 1, when *The Show* kicks off on public television stations the countrywide.

In the universe of television there has been hitherto almost no reflection of the interests, the inspirations, or even the life-styles of the millions in their late 'teens. They form part of what some have called television's "lost generation" (see Leroy Miller story on page three).

The Show has been developed by - and is being produced by - public television station WITF-TV in Hershey, Pa. Production of *The Show* and national distribution of it is being financed with an initial grant of \$100,000 from the Corporation for Public Broadcasting.

A series of 26 60-minute programs in color, *The Show* is informal in style and participatory in structure, attuned to the tastes of the generation for which it is being created. The core of *The Show* will be an assemblage of a score of teenagers on-set. Each one will be able to "rap" at less than 15 minutes length with adult guests and performers. Between "raps," there will be entertainment of national quality. Rock groups - among them The Raisin, The Vanilla Fudge, The Friends of Distinction, The New York Rock and Roll Ensemble, The Byrds, and Orpheus - will be featured every week. There'll be singers and satirists, folk balladeers and

BREAKING THROUGH

Signs are plain that *On Being Black*, public television's series of dramas on the black experience, has really been getting through to people. The returns are in from a mailing of postcard queries sent to 7,000 black people in seven cities by Leroy Miller, CPB's research manager. The



Playwright Philip Hayes Dean (c.), author of "Johnny Ghost," drama in public television's *On Being Black* series, with Ward Chamberlin, Jr. (l.), vice president of the Corporation for Public Broadcasting, and actor Sidney Poitier (r.), at a preview screening of the play.

postcards were timed to the national premiere of the series, with Alice Childress' play, "Wine in the Wilderness," starring Abby Lincoln. Here are some respondents' typical comments:

- "Sensational. Definitely our people being themselves as we are today. Thank you for this wonderful production." - Mrs. Frances Nero, Detroit.
- "More power to you - and best wishes for our future." - Venturus and Sarah Arnold, Detroit.
- "We thought it very well done and hope it will lead to permanent offerings - it is far superior to most of the larger networks." - Mrs. E. P. Mullan, Philadelphia.

The following comments were unsigned:

- "I regret it did not last forever." - Metairie, La.
- "It related to the many bags black people are in today. I thought it was together."

Critical response to *On Being Black* has also been favorable. Harry Harris of *The Philadelphia Inquirer* wrote that the series "could well herald for television drama a Black Golden Age." Said *The Facts*, Seattle's black newspaper, reviewing "Johnny Ghost," "Again, an actress provides a memorable performance. In the second drama of this

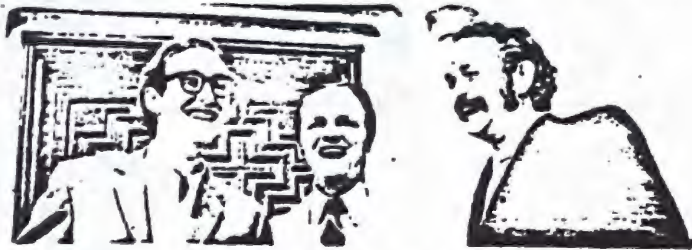
There's a new wave of support surging up for public television - and not support alone, but the most intensive kind of participation. This latest wave is that of the rising generation of film-makers, the "film generation." At a time when even the most successful films—successful by all but box-office criteria—seldom reach the sizable audiences for which they are intended, film-makers have been among the first to embrace the possibilities of public television. The rapidly developing public television medium is seen by the film generation as a means of reaching that part of their public that is deterred from seeing their work by the high costs of going out to the movies.

Public broadcasting has become a national priority at the same time as has the development and fostering of the art of film; the Corporation for Public Broadcasting, it might be noted, was created not long after the establishment of the American Film Institute.

The two entities are working together on several projects, working together to develop film-making talent for public television.

The winners of the two Corporation fellowships in film-making, Tim Hunter and Gerald Quinn, are studying and experimenting for a year at the American Film Institute's Center for Advanced Film Studies in Beverly Hills.

Tim Hunter has been making films for public television ever since he got out of Harvard in 1968. While still an undergraduate he made two feature films, "Sinister Madonna" and "Desire Is the Fire." At Harvard, Hunter headed up the student film society, Ivy Films, and wrote



Tim Hunter (L) and Gerald Quinn (r.), CPB Fellows at the American Film Institute, meet with AFI director George Stevens, Jr. (c.), at the door of Greystone, the Beverly Hills mansion that houses AFI's Center for Advanced Film Studies.

film criticism for The Harvard Crimson. When he graduated he was commissioned by public television station WGBH, Boston, to make a feature for television. The result was "Three Sisters," a moody tale of changes in a group of young people, one of them perhaps a witch, filmed on location in Cambridge.

At WGBH Hunter became an Artist-in-Residence under a WGBH-Rockefeller Foundation grant. His next feature for the station was "Prophetic Pictures," a film in two parts, based on a story by Hawthorne, and a story by Poe.

Hunter turned Hawthorne's "Prophetic Pictures" into a modern cautionary tale, a narrative infused with occult mystery, and reflecting attitudes of many of today's young people. "Prophetic Pictures" was underwritten by the Corporation for Public Broadcasting.

new-blues belters. Among those invited to appear in *The Show* are Dick Gregory and Mason Williams, writer for The Smothers Brothers and author in his own right ("The Mason Williams Reading Matter"). Also in the line-up are The Graffiti Revue, and singers Taj Mahal, Jennifer, and Melanie. Folk singer Donal Leace will be a regular in each program.

Mingling on-set throughout each program with the musicians and satirists will be figures in the news, ranging from pillars of conservatism to Underground provocateurs, and encompassing all manner of mavericks and gadflies. Under consideration for the programs are Dr. Benjamin Spock, Senators Strom Thurmond and Edmund Muskie, actor John Wayne, and Decathlon champion Bill Toomey.

Each week a notable guest of this dimension will talk with the young people and with host Bob Walsh, in an informal situation called "The Session." The conversation isn't likely to be tame: the high school students are being advised to bone up on the issues the week before the broadcast, and to bar no holds when "The Session" is joined. The young people will decide what issues they want to discuss.

The Show strives to give the viewer at home the feeling that he is participating despite the physical distance, that he can feel he has been admitted into the informal circle. With *The Show* the color cameras act as extensions of the viewer's eyes, not as peep-holes.

The producers of *The Show* anticipate that among the many viewers participating at home there'll be a good number of adults, eager to look in so that they can pick up some clues to what the teen generation has in mind.

PASSING THE WORD

The South Carolina Educational Television Network is videotaping a one-hour documentary on *Job Man Caravan*, the network's far-reaching attempt to bring people and jobs together.

Job Man Caravan is a series of 18 broadcasts originating from a mobile unit travelling around the state. The programs tell unemployed citizens about job openings, and about how to land a job and hold it down. Already, thousands of South Carolina's unemployed have been steered to new jobs.

The program features top Soul music singers and groups. Key to the series is the Job Board, an "employment column of the air," broadcast in five regional editions, for each of the signal areas served by the network's five stations. The job listings are read by "Jobettes," college girl volunteers. On location, interviews are held with young people looking for work, and jobs in industries in the location area are described.

In the documentary, Henry J. Cauthen, general manager of the Network, will relate how the series was developed. Production of the documentary has been undertaken at the request of the Corporation for Public Broadcasting. CPB is financing the documentary for nationwide showing as a closed-circuit transmission over the national interconnection, for interested station executives and producers and local officials.

EAR TO THE GROUND

Public broadcasting is beginning to discover something about the nature of its universe, thanks at least in part to the efforts of Leroy T. Miller. The techniques of contemporary audience research came into the non-commercial field for the first time earlier this year when Mr. Miller joined CPB as research manager. Since then he's launched a number of probes into a hitherto undefined and nebulous area: the size and the nature of the audience of public broadcasting. Public, audience? Put 'em in the plural now - Mr. Miller is completing an extensive and intensive probe of public television viewers throughout the United States. And already it's becoming clear, as many public broadcasting programmers have intuited, that public broadcasting has won the attention, the interest, and more, the involvement and the loyalty, of many publics, many audiences.

Recent research indicates that public broadcasting is engaging the interest of some groups effectively disenfranchised by other media. Take what Mr. Miller calls television's "lost generation," for example, the 18-25. This group watches television less than any other in our society. But now there are indications that the minority of the 18-25 who watch public television programs at all, watch them rather more frequently than do our viewers in other age brackets. This, Mr. Miller remarks, speaks well of the cogency and the appeal to youth of certain public broadcasting programs: when public broadcasting does succeed in reaching these "least likely" viewers of public or any television, it engages their loyalty.

MORE THAN NUMBERS

In the universe of the general audience of public television, blacks are present in numbers far exceeding their proportion to the general population. "Possibly this is due to the fact that public television offers more local programming and more national programming by and for blacks (than other media)," Mr. Miller remarks. "But we're coming up with more than numbers," he continues. "We're finding that penetration is very deep, that PTV's black programming makes unusually strong impressions on viewers. What's more, this penetration by black programming imparts a greater credibility to all the rest of the public television schedule. The effect of the black programming gives greater believability to all public television in the eyes of blacks."

An important finding, Mr. Miller points out, is that black viewers of public television consider that the medium's black programming seriously strives to deal with the problems black people face. The same viewers may also tune into certain commercial programs in which blacks are made to fit stereotypes held by whites. They watch, he says, "out of loyalty to a brother or sister, and also out of certain unresolved middle-class yearnings."

Early returns from *On Being Black* (during the Boston run that preceded the October 6 debut of the series on national television) indicated that blacks saw the show in ways whites could not. "There are many nuances in the series that white people don't immediately understand,"

should serve to further increase the credibility of public television among blacks."

It's not only with "minorities" that public television is succeeding, Mr. Miller stresses. Research has indicated that PTV appeals to a wide variety of highly selective audiences, chief among them the affluent, families in the \$15,000-plus income-bracket. Beyond selectivity and relative affluence, earlier research indicated other significant differences between viewers of public television and commercial televi-



sion viewers. "PTV viewers are less apathetic: they're people who want to be involved in the world," Mr. Miller remarks. "It's not a narcotized audience - television watching is not a time-killing habit for them. They're 'in-and-outers' - people who know what they're going to get, know when to tune in. There's not much hanging around." Also emerging is evidence that viewers regard station appeals for money with rather less sympathy than they do commercials on non-public stations.

The first definitive "profile of the public television viewer" will be unveiled by Mr. Miller at the NAEB Convention on November 11. The profile emerges from 4,000 in-person interviews conducted on a national scale by Louis Harris and Associates.

Before joining CPB, Mr. Miller was a project director and field research coordinator with the Harris service. Earlier he was with the Center for Urban Education, the Center for Research in Marketing, the Tri-State Transportation Committee, and Audits & Surveys, Inc.

Born and raised in Miami, Mr. Miller, 42, moved to New York after service in the Navy to study at New York University. He took a B.S. in Economics and later, at the N.Y.U. Law School, an LL.B. Before taking the law degree, however, he had decided "the Law is not for me"; he was already working in research. "I went into research by accident. I was fresh out of N.Y.U. and looking for a job, and in those days there weren't many jobs open to a black college graduate. Research was."

Mr. Miller has long been active in community work in East Harlem. He lives with his son, Glenn, now a student at N.Y.U., in "the only place north of 96th Street where whites will move," Franklin Plaza, an integrated cooperative in East 106th Street. Mr. Miller is Chairman of the Board of Directors of the co-op, so his knowledge of Law

Anne Marie Berger has joined the national program promotion staff of CPB. Before joining the corporation in August she was for 18 months the assistant director of public information for WHY? INC., operating Channels 12 and 35 and WUHY-FM, Philadelphia's public tv and radio. Prior to joining WHY?, she was the director of publicity and public relations for Philadelphia's resident Theatre of the Living Arts, a position she held for two seasons. Prior to that she was in the press office of the American Shakespeare Festival of Stratford, Conn. She has been the director of publicity and PR for the Philadelphia Folk Festival, a consultant in publicity to the Philadelphia Music Festival and the local press representative for the Playhouse in the Park.

Miss Berger holds a Bachelor of Arts degree in Speech and Drama from the Catholic University of America. She is a native of Washington, D.C. and now lives in Manhattan, where she is a member of the Citizens Committee for the Robert F. Kennedy Memorial Foundation.



HAIL FELLOWS, WELL MET: During a break in the recent CPB Career Fellowships Seminar in New York: from left to right, James L. Hope, Washington, D. C.; Rosanna Joy Quinn, Memphis, Tenn., and David L. Crippens, San Diego, Calif. The seminar was held to brief CPB's 14 Career Fellows on aspects of public broadcasting. After the seminar the Fellows went to the stations and production centers to which they have been assigned.

RODNEY HURST BECOMES CAREER FELLOW

Rodney L. Hurst, of Jacksonville, Fla., has been awarded a Career Fellowship by the Corporation for Public Broadcasting. Mr. Hurst, 25, will work in all phases of television production at WJCT, Jacksonville. Mr. Hurst replaces Willie J. Martin, who was prevented for personal reasons from accepting his Fellowship. Mr. Hurst joined WJCT last June as a trainee in news and public affairs. For four years before that he was a medical exchange examiner with the Prudential Insurance Company.

Mr. Hurst has been president of the Jacksonville Youth Council of the NAACP, a member of NAACP's executive board, and president of the Florida State Conference of Youth Councils and College Chapters.

In 1960 Mr. Hurst was named "Young Man of the Year" by a Jacksonville civic club. He lives with his wife, Ann Delores, and son, Rodney L. Jr., one, in Jacksonville.

Public Television's new Sunday night fall schedule has been warmly received by the nation's television critics. "Public television accomplished more in three hours last night than the commercial networks have been able to achieve in the three weeks since they began introducing their new seasons." - Frank Judge, *The Detroit News*.

Here are excerpts from what has been written about *The Forsyte Saga*:

● "If you relish superb acting in an epic story, *The Forsyte Saga* is your dish." - Ben Gross, *New York Daily News*.

● "...an occasion to be fittingly observed not by dragging out the tea cozy but by serving a pinch of really good sherry." - Jack Gould, *The New York Times*.

● "...superbly cast, handsomely produced, and briskly edited...will add greatly to the comparatively tiny audiences that have usually been attracted to non-commercial public television." - Lawrence Laurent, *The Washington Post*.

● "After spending an hour with them I begin to sound terribly British myself. It is very catching." - Terrence O'Flaherty, *San Francisco Chronicle*.

● "To miss a *Forsyte* segment is to miss what appears to be the best television fun and entertainment this season" - Dwight Newton, *San Francisco Examiner*.

THE SOUND MEDIUM

Standards to be met by public radio stations in order to qualify for assistance from CPB were spelled out in a recently-promulgated statement of policy. John Macy said the Corporation "expects unqualified stations, aware that support will be available once minimum standards are met, to be encouraged to make new efforts to raise present levels of support and performance."

Spelled out in the policy are standards of signal power, production capability, regularity and length of operating schedules, adequacy of staff, and quantity and quality of programming devoted to educational, informational, and cultural material.

Criteria to be used in determining whether the standards are met are as follows: minimum power of 250 watts whether AM or FM; adequately-equipped control room and studio minimum staff of three full-time professionals; minimum operational schedule of 48 weeks per year, six days per week, eight hours per day; and minimum of half a station's broadcast schedule devoted to educational, informational and cultural programs for a public audience.

In addition to assisting stations qualifying under the policy statement, support projects also are being developed to aid non-qualifying stations and to encourage the establishment of new stations in areas without public radio stations. CPB's goal is to "most effectively make non-commercial educational radio services available to all citizens of the United States."

ADVISORY COMMITTEE OF NATIONAL ORGANIZATIONS



In late June the Advisory Committee of National Organizations of the Corporation for Public Broadcasting met for the first time and heard its purpose defined as: "A sustained nationwide effort to involve the viewer and the listener in the future of this great national

resource called public broadcasting." Less than three months later, on September 16, representatives of 26 national citizen's organizations met again in Washington to discuss three specific opportunities to become involved in public broadcasting. The purpose of the Advisory Committee and the substance of this first working session - and its implications for cooperative action by public broadcasters and citizens - are the subjects of this special supplement of the *CPB Newsletter*.

WHO NEEDS ANOTHER CITIZENS COMMITTEE?

According to the recent statements of John W. Macy, Jr., President of the Corporation for Public Broadcasting, the answer to that question is - WE DO! In speaking to members at Advisory Committee meetings, sessions with station managers and on the public platforms, Mr. Macy has stated that the Corporation needs the understanding, support and active help of national citizen's organizations if we are to:

- Genuinely involve the public in "public" broadcasting.
- Merit the support of citizen's organizations throughout the country in making known the vast community services now performed by public broadcasting stations.
- Help local stations expand their audiences and their community service. In short, if we are to perform the important public service that only public broadcasting can perform, we must know what the public feels is needed, keep all segments of our society informed of the present services and the plans for public broadcasting, and have advice and guidance from responsible national organizations on how best to serve the community.



(Left to right) Morton Yarmon, American Jewish Committee, Miss Duncan MacDonal, National Council of Women, Richard Warden, AFL-CIO, and David Wright, National

PUBLIC BROADCASTING



John W. Macy, Jr., President of the Corporation for Public Broadcasting addressing the representatives of the National Advisory Committee at the September 16th meeting in Washington, D.C.

CPB's Advisory Committee of National Organizations still in formation, is designed to be a positive force in broadcasting. It is composed of representatives of nationwide citizen's and professional organizations who meet at least four times a year on the national level to hear the Corporation's plans in the field of programming for the quarter ahead. On the national level, the committee works to provide better television and radio programming on a variety of subjects by advising the Corporation's staff of the needs and desires of the millions who belong to their organizations. Its members make suggestions on the types of programs that will be of interest to their own members; they advise the Corporation's staff on how public broadcasting programs can most effectively reach the public; and they help disseminate information to their members on programs of special interest to them.

Mr. Macy has made it clear that the Advisory Committee is not going to be a "paper organization." At the very outset, he stressed the public participation aspect of public broadcasting and urged representatives to ask their local chapters to watch programs of particular interest to them and to respond with comments that will find their way back to the Corporation for Public Broadcasting. He specifically urged them to ask chapter presidents and officials to become acquainted with staffs of public broadcasting stations throughout the country and to help



Dr. Roger Fisher (left), Executive Editor of The Advocates, makes an amusing point about his new show. Appreciating the humor is John W. Macy, Jr., CPB President.

COMMITTEE GOES INTO ACTION

Representatives of the 27 organizations who attended the September 16 meeting discovered that Mr. Macy's call for citizen participation in programming was anything but theoretical.

During an all-day work session, members of the Committee learned of opportunities for citizen participation in the White House Conference on Nutrition and Health; and in two new public television programs, *Sesame Street* and *The Advocates*, which were previewed through the facilities of WETA-TV, in Washington.

Mr. Macy, and William Duke, the Corporation's Director of National Affairs, expressed confidence that the Advisory Committee, working nationally and through local units of the member organizations, could become a "dynamic force" in shaping public television and radio programming in the future. The Corporation has appointed a full time staff representative to handle liaison with the Committee and to facilitate local citizen participation in the White House Conference and future public affairs programs. Coverage of the Conference on the national interconnected network will be coupled with "town meetings" in a number of participation cities to focus on local aspects of the problems of hunger and nutrition. This is the first in a series of activities designed to provide public broadcasting audiences with first hand information on questions of national policy, and to provide them with means to make their opinions known to national and local decision-makers.

It is hoped that local public television and radio stations will join with units of Advisory Committee organizations to form a leadership nucleus in developing appropriate activities in their own community. Other organizations also will be involved in citizen action on subjects of special interest to their members. For example, national and local health organizations will be participants in special activities related to the White House Conference, even though they may not necessarily be represented on the National Advisory Committee.

Participants in the Advisory Committee already have been asked for their recommendations on public broadcasting programming and offered assistance in disseminating information on upcoming programs of special interest to their members. In response to CPB's questionnaires, the organizations have ordered thousands of brochures and informational flyers on Public Broadcasting in general and on specific programs such as *The Advocates*, *Sesame Street*, and *On Being Black*.

Mr. Macy stressed that a number of stations throughout the country already have local advisory committees working with them. He expressed the hope that many additional stations will create similar committees as part of the effort to alert citizens to present programming, to provide ideas for new programming to meet community needs and to foster local action on issues discussed on public television and radio programs.

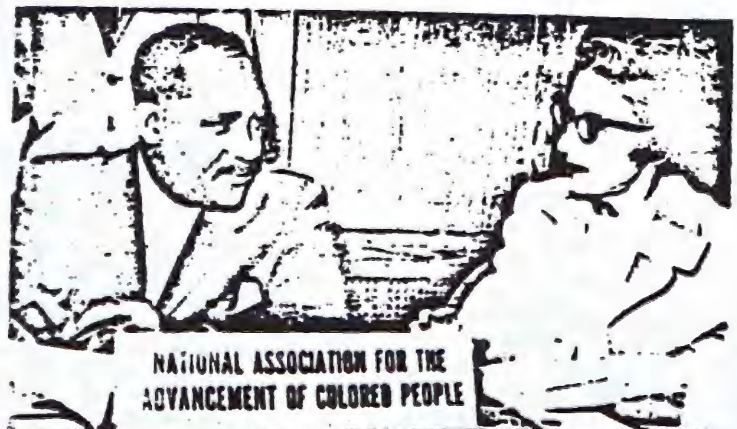


(Left to right) Jack Oslund, U. S. Chamber of Commerce, Charles Reilly, Jr., National Catholic Office for Radio and Television, Roland Clement, National Audubon Society.

LIAISON WITH ADVISORY COMMITTEE NAMED

CPB President John W. Macy, Jr., has appointed Richard B. Holcomb as a consultant and as liaison between CPB and its Advisory Committee of National Organizations. Mr. Holcomb will also assist in developing expanded opportunities for citizen involvement in public broadcasting.

Mr. Holcomb, 31, served on the staff of the National Advisory Commission on Civil Disorders, and as a consultant for the President's Council on Youth Opportunity, several U. S. Senators and a number of major industrial corporations. Earlier this year he directed the National Conference of Mayor's Youth Assistants, a working session for officials from the nation's 50 largest cities.



Clarence Mitchell, NAACP, and Mrs. Erma Angevine, Consumer Federation of America

WHITE HOUSE CONFERENCE ON NUTRITION

With the words: "Americans are among the best fed and still the most undernourished people in the world," Dr. Jean Mayer began to tell representatives of the Advisory Committee about his hopes for the White House Conference on Food, Nutrition and Health.

Adequate nutrition is not a problem for the poor alone, Dr. Mayer said. About 10 per cent of our population is being poorly fed because of poverty and they are of primary concern. But inadequate diet is a problem that cuts across class, race and geographical lines. Dr. Mayer, a Special Consultant to the President and Director of the White House Conference explained that although as a nation, we have quadrupled our expenditures for health since 1958, we have been unable to increase the life expectancy of the American male. In fact, the United States ranks 37th among all the nations of the world in life expectancy.

The White House Conference and the follow-up action pledged by the President, are designed to set national policies to solve these problems, Dr. Mayer said. He added that citizens groups and public broadcasting can provide major public service to the people of the nation by alerting them to these problems and in guiding national leaders in proposing workable solutions.

CPB officials then explained that grants would be made to provide special NET coverage of Conference highlights. The programs would be available to PTV stations through the national interconnection, and local stations will be asked to set up citizens panels and "town meetings" simultaneous with this coverage. The recommendations of conference Task Forces will be available in November for review by the 2,500 Conference participants and members of the local citizen panels. Dr. Mayer expressed confidence that reactions to the Conference and its recommendations by the panels and other participants in local town meetings—to be filmed by the participating stations—would provide important insight on the local implications of the recommendations and help focus attention on local nutrition needs and problems.

The Conference participants will include about 1,000 representatives of community action-type organizations in addition to nutritionists, health professionals, members of group with special nutrition needs, and spokesmen for the food industry. Dr. Mayer asked members of the Advisory Committee to cooperate with CPB and local station managers to assure that local citizen panels and participants in the "town meetings" or other Conference-related activities be similarly representative of the local community.

Representatives of the member organizations were generally enthusiastic about this effort to give "citizen participation" a part in shaping national policy, and urged that representatives of rural areas included in participation as well as a large number of cities. CPB spokesmen made it clear that they hoped the conference coverage and related activities would be only the first step in a long range effort / public broadcastings to increase public awareness of national and local nutrition needs and to encourage action to meet these needs.



Dr. Jean Mayer discusses aspects of December 2, 3, 4 White House Conference on Nutrition with the National Advisory Committee. (Left to right) Revered William J. Fore, National Council of Churches, Ron Powell, U. S. Jaycees, Benny Kass, National Legal Aid and Defender Assn., Mrs. Leon Price, National Congress of PTA's, William Duke, CPB Director of National Affairs, and Dr. Mayer.

Conference Task Forces are already at work drafting recommendations on overall problems of nutrition, problems of the poor, and the special problems of such groups as pregnant and nursing women, infants, children and adolescents, the aged, and minority groups. Similarly, the processes of food production and distribution are being studied by Task Groups which include representatives of the industry.

Another special problem to be considered is the inadequacy in nutrition education, a matter of special concern to the President, Dr. Mayer said. This must be a concern of the schools and those who produce, package and distribute food. A comprehensive plan of nutrition education should be one result of the Conference, he added.

While commercial broadcasters certainly would play a role in this national effort, Dr. Mayer said, public broadcasting can be "invaluable" in gathering citizen opinion and mobilizing local citizens for action to meet their own community's problems through changes in public policy and private initiatives.



Dr. Jean Mayer, Special Assistant to the President, and Executive Director of the forthcoming White House Conference on Food, Nutrition, and Health.



William Duke, CPB Director of National Affairs, and Joan Ganz Cooney, Executive Director of Children's Television Workshop.



At the September 16th meeting, the Advisory Committee of CPB was introduced to a unique effort to help the nation's 12 million pre-school children prepare for formal schooling in their own homes.

Mrs. Joan Ganz Cooney, Executive Director of the Children's Television Workshop, presented a half-hour preview of *Sesame Street*, a daily, hour-long programming which begins its 26 week initial run on November 10th. The program will be aimed especially at disadvantaged children, who ordinarily are already so far behind middle class children when they begin school that they already demand "remedial" attention. The program is designed to serve as a supplement to Head Start and other pre-school programs, and Mrs. Cooney pointed to publicity campaigns and other efforts already initiated by citizens' groups in several communities to increase awareness of the program in low income areas.

Several representatives of Advisory Committee member organizations offered assistance in encouraging their local units to set up viewing groups, using the show to systematically "reinforce" pre-school programs in the community, and create greater citizen awareness of the unmet educational needs of pre-school children. If the delighted reaction of two youngsters in the audience was typical, *Sesame Street* will be a regular place to visit for a steadily increasing number of our youngest citizens.



(Left to right) Mrs. Jewel Shepperd, National Council of Negro Women, and Miss Alice Beeman, American Association of University Women.

THE ADVOCATES

Dr. Roger Fisher, Harvard Law Professor who took a leave of absence to pursue a concept in television, which he says will take the passivity out of a public affairs type forum and transform it into a decision-making device, exposed the Committee to his new show *The Advocates*, which premiered on public television October 5th.

The individual members of the National Advisory Committee were invited to suggest topics within their realm of interest, so that future shows would be representative of nation-wide issues.

Organizations Attending the Corporation for Public Broadcasting's Advisory Committee of National Organizations Meeting on September 16, 1969 Washington, D. C.

- AFL-CIO
- American Association of University Women
- American Jewish Committee
- Boy Scouts of America
- Consumer Federation of America
- League of Women Voters
- National Association for the Advancement of Colored People
- National Audubon Society
- National Catholic Office for Radio and Television
- National Conference of Christians and Jews
- National Congress of PTA's
- National Council of Churches
- National Council of Negro Women
- National Council of Senior Citizens
- National Council of Women
- National Education Association
- National Grange
- National 4-H Club Foundation
- National Industrial Conference Board
- National League of Cities, U.S. Conference of Mayors
- National Legal Aid and Defenders Association
- National Recreation and Park Association
- National Student Association
- National Urban League
- National Wildlife Federation
- U. S. Chamber of Commerce
- U. S. Jaycees

(Still in formation)

Rogers - December 18, 1969

Page 2
021-1

December 18, 1969
4:05 p.m.

To: John Campbell

From: Tom Whitehead

Somebody neglected to tell the Corporation about the proper appeal procedure and they have not sent a proper appeal letter.

They are sending a letter by special messenger and I understand the substance will be identical to the attached.

Mr. Flanigan has rewritten the memo I prepared for the President; my secretary will get a copy and bring to your office. Flanigan's memo went to Ken Cole's office about half an hour ago.

Attachments

December 17, 1969

MEMORANDUM FOR THE STAFF SECRETARY

FROM: PETER FLAUGAN

Because of the President's discussions with Frank Pace and Al Cole as mentioned in the attached memorandum, it seems to me the budget problem here is different than the usual one. I would be inclined to send the attached directly to the President. However, I will be guided by your thoughts on the matter.

This activity is very much along the lines of the Foundation for the Arts. The same rationale which resulted in a major increase there is equally valid here.

I don't want to violate your budget procedures but I wonder if you don't agree this might be worth a special approach.

December 17, 1969

MEMORANDUM FOR THE PRESIDENT

You will recall that, after discussing public broadcasting with Frank Pace and Al Cole, you directed the Budget Bureau to request an FY 71 supplemental for the Corporation for Public Broadcasting of \$5 million. It was understood that most of this increase was to be used to establish a new program-producing organization apart from NRP.

If the Corporation is to implement the new programming organization, a rather sizeable increase in funds will be required for FY 71. The current mark for FY 71 is \$15 million. In view of your discussion with Pace and Cole and the increase to \$15 million in FY 70, I believe it would be unfortunate not to further increase the Corporation's funding next year.

Further, public broadcasting is now at the take-off stage, and the Administration will be identified with its success or its restriction. I think it would be desirable for you to be identified with the birth of public broadcasting in this country.

RECOMMENDATIONS:

(1) That you approve the introduction of a bill authorizing the Corporation \$22.5 million, \$35 million, and \$50 million over the next three fiscal years. 25 percent of the appropriated funds are to be available only on a matching basis against funds from non-Federal sources in like amounts.

_____ Approve

_____ Disapprove

(2) That you increase the Corporation's FY 71 budget to \$22.5 million in accord with the authorization bill.

_____ Approve

_____ Disapprove

(3) That an appropriate statement regarding public broadcasting be included in the State of the Union Message.

_____ Approve

_____ Disapprove

Leonard Garment concurs in these recommendations.

Peter M. Flanigan
Assistant to the President

Re-written

December 16, 1969

*T. P. M. 5
2.15*

MEMORANDUM FOR THE PRESIDENT

You will recall that, after discussing public broadcasting with Frank Pace and Al Cole, you directed the Budget Bureau to request an FY 70 supplemental for the Corporation for Public Broadcasting of \$5 million. It was understood that most of this increase was to be used to establish a new program-producing organization apart from NET.

If the Corporation is to implement the new programming organization, a rather sizeable increase in funds will be required for FY 71. The current mark for FY 71 is \$15 million. In view of your discussion with Pace and Cole and the increase to \$15 million in FY 70, I believe it would be unfortunate not to further increase the Corporation's funding next year.

Further, public broadcasting is now at the takeoff stage, and the Administration will be identified with its success or its restriction. I think it would be desirable for you to be identified with the birth of public broadcasting in this country.

Recommendations:

(1) That you approve the introduction of a bill authorizing the Corporation \$30 million, \$45 million, and \$60 million over the next three fiscal years, 25 percent of which is to be a matching of funds from non-Federal sources in like amounts.

(2) That you increase the Corporation's FY 71 budget to \$30 million in accord with the authorization bill.

(3) That an appropriate statement regarding public broadcasting be included in the State of the Union Message.

Leonard Garment concurs in these recommendations.

cc: Mr. Flanigan
Mr. Whitehead
Mr. Kriegsman
Central Files

Peter Flanigan
Assistant to the President

December 15, 1969

MEMORANDUM FOR THE PRESIDENT

You will recall that, after discussing public broadcasting with Frank Pace and Al Cole, you directed the Budget Bureau to request an FY 70 supplemental for the Corporation for Public Broadcasting of \$5 million in addition to the \$10 million we recommended for their FY 70 budget. It was understood that much of this money was to be used to establish a new program-producing organization apart from NET.

If the Corporation is to implement the new programming organization and to continue its funding of locally produced programs, a rather sizeable increase in funds will be required.

Public broadcasting is now at the take-off stage. The Administration will be identified with its success or with its inhibitions.

We have prepared a financing plan for the Corporation that will show strong commitment on the part of the Administration and yet be consistent with our fiscal responsibilities.

Recommendations:

(1) That you approve the introduction of a bill calling for a three-year authorization to the Corporation in the amounts of \$30 million, \$40 million, and \$50 million over the next fiscal years, 25 percent of which funding is to be contingent on the receipt by the Corporation of funds from non-Federal sources in like amounts.

(2) That you increase the amount requested in the FY 71 budget to \$30 million in accord with the authorization bill. The Budget Bureau mark is now \$15 million.

In view of your discussions with Pace and Cole and the increase to \$15 million in FY 70, I believe it would be unfortunate not to increase the Corporation's funding this year. I also think it would be very desirable for you to be identified with the birth of public broadcasting in this country.

Peter Flanigan
Assistant to the President

cc: Mr. Flanigan
Mr. Whitehead
Central Files

CTWhitehead:jm/ed

CORPORATION FOR PUBLIC BROADCASTING

December 9, 1969

FOR: Mr. Clay T. Whitehead

Per our phone conversation.



John W. Macy, Jr.
President



CORPORATION FOR PUBLIC BROADCASTING

888 16th Street, N.W., Washington, D.C. 20006. Phone: 202/293-6160

1345 Avenue of the Americas, New York, N.Y. 10019. Phone: 212/582-2020

JOHN W. MACY, JR.,
President

Reply to Washington

December 5, 1969

Honorable Robert P. Mayo
Director
Bureau of the Budget
Executive Office Building
Washington, D. C. 20503

Dear Mr. Mayo:

I have been informed that the 1971 budget request for the Corporation for Public Broadcasting will be \$15 million.

This is a reduction of 57 percent from the \$35 million required for 1971 and contained in our request. The impact of such a reduction on the whole public broadcasting system in this country--and on the public--is so serious that I must petition you to reconsider our original budget request and to approve it in full.

Public Law 90-129 contains in its Congressional Declaration of Policy:

- "(1) that it is in the public interest to encourage the growth and development of noncommercial educational radio and television broadcasting . . . ;
- "(3) that the encouragement and support of noncommercial educational radio and television broadcasting . . . are . . . of appropriate and important concern to the Federal Government; . . .
- "(5) that it is necessary and appropriate for the Federal Government to complement, assist, and support a national policy that will most effectively make noncommercial educational radio and television service available to all the citizens of the United States; . . ." (PL 90-129, Sec. 396 (a))

The Corporation for Public Broadcasting was created by Congress to implement this policy. It cannot perform its required functions if only \$15 million is appropriated for 1971.

The Corporation is now completing its first full year of operation.

some of the requirements placed on the Corporation--and on an inadequate scale. No appropriation has yet been provided for 1970, but the Administration has requested \$15 million. The Congress (PL 91-97, signed by the President October 27, 1969) has authorized \$20 million for this year after extensive hearings and program review.

The active work of the Corporation did not begin until February, 1969. In the last five months of that year, commitments totaling approximately \$7.2 million were undertaken, indicating an annual rate of \$15 million. The \$15 million annual rate, therefore, has been in effect since the very start of operations.

Assuming that \$15 million is ultimately appropriated for 1970, holding to that same amount in 1971 would indicate an unwillingness on the part of the Federal Government to fulfill its commitment.

Although we are striving to augment Federal funds by private contributions, the determination of the Government to hold to the initial level of funding over a 2½ year period will certainly depress and discourage private support.

Instead of enabling the Corporation to develop and extend service for the whole country, activity will be frozen to the start-up level.

--No additional program hours can be provided.

--No added financing for support of operations needed in 186 TV and 400 radio stations is available.

--No added financing for support of new stations going on-the-air to fill existing audience gaps.

--No expanded effort can be made to develop public understanding or awareness of available broadcast services.

--No further progress is possible in establishing radio as a more vital public resource.

The Corporation is charged by the law that created it to undertake development in these key areas. But that won't be possible.

In fact, because the interconnection system, mandated by the Public Broadcasting Act, will cost more in 1971 than it did in 1970, the amount available for other programs is actually less. Reduction from present levels will set the industry back.

Still further, the attitude reflected by the low proposed Federal

industry. Momentum and growing enthusiasm for improved public service on the part of broadcast stations and others who make up this industry will be lost.

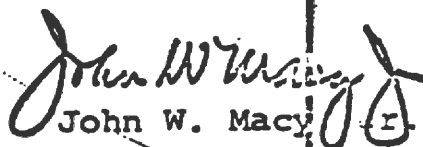
The \$15 million for 1971 will undoubtedly be compared with the \$20 million requested by the prior administration for 1970 and be interpreted as evidence of reduced interest.

In every way the proposed amount is inconsistent with an intent to use a valuable public resource to provide a priceless public service.

Attached to this letter is a summary of the impact the reduction has on planned programs. I'll be glad to supply any additional information you desire.

The proposed level of funding for 1971 will be disastrous to the Corporation. I urge you to reconsider the \$35 million contained in the Corporation request for 1971. I believe that level of funding to be in the best interest of the Administration and of the American public.

Sincerely,


John W. Macy
President

attachment

CORPORATION FOR PUBLIC BROADCASTING

1971 BUDGET

	<u>As Requested</u>	<u>Reduction (in thousands)</u>	<u>As provided by \$15 million Appropriation</u>
I. Programs for television			
A. National production			
Children	2,500	1,200	1,300
All other nat'l	5,750	3,900	1,850
B. Regional production	500	350	150
C. Station production	8,000	6,000	2,000
D. Production by others	<u>850</u>	<u>750</u>	<u>100</u>
Total television	17,600	12,200	5,400
II. Programs for radio			
A. National production	1,275	775	500
B. Station production	<u>700</u>	<u>350</u>	<u>350</u>
Total radio	1,975	1,125	850
III. Technical (interconnection)	6,726	126	6,600
IV. Development & Support			
A. Quality improvement	1,650	1,000	650
B. Station support	8,395	5,145	3,250
C. Audience development	<u>2,810</u>	<u>2,160</u>	<u>650</u>
Total development & support	12,855	8,305	4,550
V. Administrative	<u>1,810</u>	<u>210</u>	<u>1,600</u>
TOTALS	40,966	21,966	19,000

FINANCING

Federal appropriation	35,000	20,000	15,000
Non-Federal grants	<u>5,966</u>	<u>1,966</u>	<u>4,000*</u>
Total financing	40,966	21,966	19,000

*Believed to be higher than the amount that can be raised under the circumstances of a Federal appropriation of \$15 million



CORPORATION FOR PUBLIC BROADCASTING

888 16th Street, N.W., Washington, D.C. 20006. Phone: 202/293-6160

1345 Avenue of the Americas, New York, N.Y. 10019. Phone: 212/582-2020

JOHN W. MACY, JR.,
President

Reply to Washington

Revised - December 18, 1969

December 18, 1969

The President
The White House
Washington, D. C.

My dear Mr. President:

I have been advised that the proposed budget estimate for the Federal appropriation to the Corporation for Public Broadcasting will be \$15 million in 1971.

This is a reduction of 57 percent from the \$35 million requested by the Corporation to finance its activities during the second full year of its operations. The impact of such a reduction on the entire public broadcasting system in this country - and on the public - is so serious that I respectfully request your review of the amount proposed for 1971.

The creation of the Corporation by Congress was an affirmation of the importance of non-commercial, educational radio and television as national assets for development in the public interest and, therefore, worthy of significant financial support by the Federal Government.

Although the Corporation was initially organized in 1968, it did not begin active operations with appropriated funds until February 1969. During the five months of fiscal year 1969, when it was active, the Corporation operated at a \$15 million annual rate. This rate was achieved through the application of \$5 million in appropriated funds plus \$2.5 million in private contributions over this fraction of the year. You requested an appropriation of \$15 million for 1970, the Senate appropriated \$15 million, and it is expected the conference will provide \$15 million. If in 1971 the appropriated amount is again \$15 million, annual Federal funding at this level will have been in effect over a two and one-half year period.



Instead of enabling the Corporation to develop and extend services so critically required to develop the public broadcasting system, a fixed level of funding will freeze activity to the start-up level.

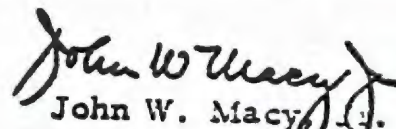
Although the Corporation is striving to augment Federal funds by private contributions, the determination of the Government to hold to the initial level of its funding will certainly depress and discourage private financing.

Voluntary support and participation for public broadcasting in communities throughout the country will be retarded. The development of any important alternative to commercial broadcasting will be slowed. The public expectation stimulated by the success of recent programs such as SESAME STREET, THE ADVOCATES and the FORSYTE SAGA will not be sustained with additional programs of similar quality and diversity.

In its short period of operation the Corporation has made a strong start - but only on some of the requirements placed upon it and only on an inadequate scale. An increase over the \$15 million level is essential if more than this start is to be accomplished.

I hope, Mr. President, that you will examine the merits of the \$35 million budget request for the Corporation and approve that amount. I believe you will find that development of an effective public broadcasting system financed at that level is in the best interest of the American public.

Respectfully submitted,


John W. Macy, Jr.
President

Rogers - December 29, 1969

CORPORATION FOR PUBLIC BROADCASTING

December 29, 1969

FOR: Mr. Clay T. Whitehead

Enclosed is a copy of the official CPB comment on the proposed Public Broadcasting Financing Act of 1970. As you will note, our study of the text as provided by the Bureau of the Budget produced a generally negative report along with some suggested lines of improvement.

JWM
John W. Macy, Jr.

President



CORPORATION FOR PUBLIC BROADCASTING

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JOHN W. MACY, JR.,
President

Reply to Washington

December 19, 1969

Mr. Robert T. Mayo
Director
Bureau of the Budget
New Executive Office Building
17th and Pennsylvania Avenue, N. W.
Washington, D. C. 20006

Dear Mr. Mayo:

The Corporation has received a copy of a draft bill, the Public Broadcasting Financing Act of 1970, and has been asked to comment.

The draft bill provides authorization of such sums as may be necessary for each of the fiscal years 1971, 1972, and 1973. In addition to these sums, the draft bill provides authorization in each of the three years of amounts equal to the amount of total grants from non-Federal sources received by the Corporation during the preceding fiscal year. The draft bill repeals the present \$250,000 limit on payments for any one project or to any one station.

By authorizing continued financing of the Corporation for a three-year period and by repealing the limit on payments for any one project or to any one station, the draft bill enables the Corporation more fully to implement the purposes of the Public Broadcasting Act of 1967. However, by failing to provide any alternative to the annual appropriation process, the bill is seriously deficient.

Those who have studied the purposes and intended operation of Federally assisted public broadcasting have concluded the special circumstances involved require a special approach to financing.

The Congressional Declaration of Policy in the Public Broadcasting Act of 1967 states "that a private corporation should be created to facilitate the development of educational radio and television broadcasting and to afford maximum protection to such broadcasting from extraneous interference and control." (Section 396 (a)(6). Emphasis added.) Typically during the appropriation process, constraints are imposed, activity is mandated, and control is exercised.

The Carnegie Commission in its report identified the need for an institution "free of political interference." (A Program for Action, page 37.) The report said further, that in financing the Corporation, "the Commission cannot favor the ordinary budgeting and appropriation procedure followed by the Government in providing support from general funds. We believe these procedures are not consonant with the degree of independence essential to Public Television." (Ibid. page 69)

Annual appropriations, characterized by pressures and uncertainties, fail to provide independence for the Corporation as intended. The belief that the Corporation should be insulated from the Government is reflected in the following paragraphs from the House report accompanying the Public Broadcasting Act of 1967:

How can the Federal Government provide a source of funds to pay part of the cost of educational broadcasting and not control the final product? That question is answered in the bill by the creation of a nonprofit educational broadcasting corporation.

Every witness who discussed the operation of the Corporation agreed that funds for programs should not be provided directly by the Federal Government. It was generally agreed that a nonprofit corporation directed by a Board of Directors, none of whom will be Government employees, will provide the most effective insulation from Government control of influence over the expenditure of funds.

In October of 1967 a report on financing public broadcasting was issued by a task force appointed for that purpose. Charles J. Zwick, then Assistant Director of the Bureau of the Budget, served as Chairman of the group. In its summary the Zwick task force proposed financing outside the regular appropriation process and commented: "The proposed insulation of Corporation receipts from the Federal appropriation process is unprecedented; the extraordinary measures we recommend must be justified on the grounds that there is an acute need to protect the financial support for public broadcasting from politically motivated short-range fluctuations." (Emphasis provided in text.)

The National Citizens Committee for Broadcasting earlier this year released a study by Dick Netzer, Professor of Economics and Head of the All-University Department of Economics, New York University. The opening paragraph of the Netzer report states: "Public Broadcasting, for its long-term financing, requires support that is adequate in amount, stable but growing over time, and reasonably free from undesirable economic side effects. The financing mechanisms must provide protection against political and economic interference with programming."

The intent is clear. The management of public broadcasting is to be independent. The Corporation was created--at least in part--to provide a channel for Federal financing without jeopardizing the independence of the system.

The Corporation is aware of numerous suggestions for a permanent means of financing its activities. It is aware that agreement cannot yet be reached on the proper permanent financing plan. Further it realizes that additional operating experience and evaluation of its efforts will be useful in determining the ultimate nature and scale of a permanent plan. The Corporation, therefore, agrees that some interim plan for financing is required and recognizes the draft bill is intended to provide such a plan. While it believes a permanent plan is preferable, it concurs that an interim plan is the correct current objective.

The Corporation also acknowledges that it is more properly concerned with the timing, amount, and predictability of financing rather than the specific mechanisms by means of which the funds are provided. The specific mechanisms are inescapably a concern of the Government, itself.

In the case of the draft bill, the mechanism of annual appropriations so completely fails to implement the intent of the Public Broadcasting Act and fails to satisfy the requirements of public broadcasting operations that the Corporation requests that this deficiency be remedied.

The Corporation proposes that the draft bill be enlarged by providing appropriations as well as authorizations for each of the three years. By substituting a single appropriation action for the three annual actions required under the draft bill, substantially greater insulation from Government control will be provided.

We recognize that appropriation for more than one year is unusual. Congress broke new ground when it created the Corporation. Equally innovative approaches to financing are needed in order to enable that pioneering effort to have useful consequences.

The draft bill authorizes for each of the next three fiscal years "such sums as may be necessary." The Corporation favors authorization for each of three years but prefers, however, that specific amounts be cited for two reasons:

1. In the case of facilities grants administered by the Department of Health, Education, and Welfare, the House of Representatives in 1969 insisted on substituting specific amounts for each of three years in



lieu of indefinite amounts requested. It can, therefore, be assumed that during the legislative processing of this bill, specific amounts will have to be stated in any event.

2. The statement of specific amounts in the legislative process will assist the members of the Appropriation Committee and all members of Congress to understand the degree of importance, timing of development, and scale of operations visualized as appropriate by the substantive committee dealing with public broadcasting.

The Corporation, therefore, requests that specific amounts as follow be stated in the bill: for 1971, \$35 million; for 1972, \$48 million; and for 1973, \$59 million. These are the amounts required according to the Corporation's multi-year Program and Financial Plan, and are consistent with the financial guidelines developed by the Carnegie Commission.

The draft bill provides in addition to a definite annual appropriation, the appropriation of amounts equal to the amount of total grants from non-Federal sources received by the Corporation during the preceding fiscal year.

The Corporation believes that matching non-Federal grants and contributions to the Corporation represents the only administratively practical form of matching that can be considered at this time. It, therefore, favors this aspect of the proposal.

The Corporation also agrees that inclusion of a matching element provides a useful incentive for increasing the amount of non-Federal support of public broadcasting.

As explained in the description accompanying the draft bill, the funds for Federal matching would be appropriated within ceilings specified in appropriation language. If such a ceiling in any one year were simply the total amount of Federal funds that would be provided in any event, as indicated in the description, no purpose is served because no incentive for additional action is provided. Quite the contrary, instead of operating as an incentive to increase non-Federal support of public broadcasting, such an approach takes the form of a penalty and a reduction of funds that might otherwise have been provided in the event that actual non-Federal support materialized at a level below the estimate.

In order to serve as an incentive, the ceiling should be set at an amount greater than the sum of the definite appropriation and the estimated amount of the matching appropriation. Or, in the alternative, the amount of the Federal matching appropriation could be related to the



amount provided by definite appropriation instead of being related to an estimate of non-Federal support. For example, assuming the amount to be appropriated for Federal matching purposes is limited to 25 percent of the amount provided by definite annual appropriation, the ceiling could be set by appropriation language: "provided that the total is no greater than 125 percentum of the definite amount."

The Corporation requests revision of consideration of the ceiling as presented in the description of the draft bill. It prefers establishing the ceiling as 125 percent of the definite appropriation.

The \$250,000 limit on payments for any one project or to any one station serves no useful purpose and seriously hampers the Corporation in performance of its required functions. The cost of producing a national program of sufficient quality to merit the attention of the public, the desirable practice of using stations to produce such programs, and the increase in the scale of operations from the initial level of \$5 million in appropriated funds have made the limit an anachronism. The Corporation favors repeal as provided by the draft bill.

By providing authorization for three years of financing, the draft bill offers a significant improvement over the present situation. From the Corporation's point of view, the draft bill would be improved by stating specific amounts for authorization in each of the three years and by adjustment of the thinking about how an appropriation ceiling is established. These improvements are requested by the Corporation.

The draft bill, continuing as it does the annual appropriation process, fails to provide additional insulation required for public broadcasting operations and intended by Congress when it created the Corporation. The Corporation requests that the draft bill be enlarged to include appropriations as well as authorizations for each of the three years. In the event agreement cannot be reached within the Administration to provide for multi-year appropriations, the Corporation would feel compelled to seek an amendment for this purpose during the legislative process.

In summary the Corporation:

1. Concurs in seeking an interim plan.
2. Favors authorization for each of three years, but requests specific amounts be stated.
3. Agrees that a Federal matching plan is useful, but requests a different concept be followed if a ceiling is established in the appropriation process.



4. Favors elimination of the \$250,000 limit.
5. Requests enlargement of the bill so as to provide appropriations for three years.

Sincerely,

John W. MacFarland
John W. MacFarland, Jr.
President

Rogers - Box 1 - Folder 5

Rogers - February 6, 1970

THE WHITE HOUSE
WASHINGTON

February 6, 1970

MEMORANDUM FOR

70

- Peter Flanigan ✓
- Leonard Garment
- Nancy Hanks
- Frank Shakespeare
- Charles McWhorter

Mr. Flanigan
No
W. H. [unclear]

Some time this month we will have to decide on five new directors to appoint to the Board of the Corporation for Public Broadcasting. Attached is a list of the current Board, all appointed by President Johnson when the Corporation was founded. With the deletion of the five directors whose terms expire this year, the makeup of the remaining ten is two Republican, six Democratic, two Independent. I think it would be useful if we could come up with a list of five outstanding individuals to be named to this board. The board is not particularly visible, but clearly can have a big influence over the course of public broadcasting, and it is obviously important to the President what direction the Corporation pursues.

I would appreciate any suggestions you might have in this regard.

Tam
Clay T. Whitehead
Staff Assistant

Attachment



Peter
You have wronged me.

CORPORATION FOR PUBLIC BROADCASTING

BOARD OF DIRECTORS

<u>MEMBERS</u>	<u>DATE APPOINTED</u>	<u>TERM EXPIRE</u>
Joseph A. Bairne	March 13, 1968	March 13, 19
Robert S. Benjamin	"	" 19
✓ Roscoe C. Carroll	"	" 19
Albert L. Cole	March 14, 1968	" 19
Michael A. Gammino, Jr.	March 13, 1968	" 19
✓ Saul Haas	"	" 19
Mrs. Oveta Culp Hobby	"	" 19
Joseph D. Hughes	"	" 19
James R. Kilian, Jr.	"	" 19
✓ Erich Leinsdorf	"	" 19
Frank Pace, Jr. (Chairman)	"	" 19
✓ John D. Rockefeller 3rd	"	" 19
Carl E. Sanders	"	" 19
✓ Frank B. Schooley	"	" 19
Jack Valenti	"	" 19

12
15-17

February 11, 1970

Tom -
T → agree
on McWhorter

TO CLAY T. WHITEHEAD
FROM HARRY FLEMMING *HFF*

Peter Flanigan forwarded your memorandum of February 6, 1970 soliciting persons for the Board of the Corporation for Public Broadcasting. In a later memo I will submit some additional suggestions, but as a starter, I would like to strongly recommend that Charlie McWhorter be given consideration for one of these positions.

Charlie has been as long and as loyal a supporter of the President as there is alive. In addition, he has long been involved as a supporter of the Arts. Among other things, he is one of five sponsors of the Newport Jazz Festival.

I honestly think he can make a substantial contribution to the activities of this Board with the very strong side benefit that we would have someone completely loyal to this Administration serving on it.

cc: Peter Flanigan ✓

Bureau of the Budget
ROUTE SLIP

TO _____

Mr. Thomas Whitehead

Take necessary action

Approval or signature

Comment

Prepare reply

Discuss with me

For your information

See remarks below

FROM James L. Blum

DATE 3/10/70

REMARKS

For your information, the attached material was introduced on the 9th of March as the S. 3558 by Senators Magnuson, Senator Pastore and Senator Scott.

Loyers - Rename 2

March 9, 1970

the examiners to conduct interviews with youth offenders; to the Committee on the Judiciary.

The remarks of Mr. Hruska when he introduced the bills appear earlier in the Record under the appropriate headings.)

By Mr. MCINTYRE:
S. 3555. A bill to provide for the establishment of national standards for warranties made with respect to consumer goods distilled in or affecting interstate commerce, and for other purposes; to the Committee on Commerce.

(The remarks of Mr. McIntyre when he introduced the bill appear later in the Record under the appropriate heading.)

By Mr. SCOTT (for himself and Mr. BAYL, Mr. BROOKS, Mr. CASE, Mr. COOK, Mr. DOLE, Mr. HART, Mr. INGROVE, Mr. McGEZ, Mr. MANSFIELD, Mr. MILLER, Mr. PERCY, Mr. RANDOLPH, and Mr. SCHWEIKER):

S. 3566. A bill to establish, within the National Foundation on the Arts and Humanities, a National Council on American Minority History and Culture; to the Committee on Labor and Public Welfare.

(The remarks of Mr. Scott when he introduced the bill appear later in the Record under the appropriate heading.)

By Mr. CURTIS:
S. 3567. A bill to amend the Consolidated Farmers Home Administration Act of 1961 and the Housing Act of 1949 so as to extend to veterans of the Vietnam era the same loan preference with respect to farm and farm housing loans as are extended under such acts to veterans of other wars; to the Committee on Agriculture and Forestry.

(The remarks of Mr. Curtis when he introduced the bill appear later in the Record under the appropriate heading.)

By Mr. KENNEDY (for himself, Mr. BAYL, and Mr. MATHEIAS):

S. 3568. A bill to amend chapter 7, title 28, United States Code with respect to procedure for judicial review of certain administrative agency action, and for other purposes; and

S. 3569. A bill to amend section 553, title 5, United States Code, relating to administrative practice and procedure, to remove certain exemptions from the requirement of notice of proposed rulemaking; to the Committee on the Judiciary.

(The remarks of Mr. Kennedy when he introduced the bills appear later in the Record under the appropriate headings.)

By Mr. MONDALE:
S. 3570. A bill for the relief of Dr. Vasu Arora, his wife Kanchen Bala and son, Jay Kumar; to the Committee on the Judiciary.

By Mr. COOPER:
S. 3571. A bill for the relief of Prof. Gunter Haslop; to the Committee on the Judiciary.

S. 3558—INTRODUCTION OF THE PUBLIC BROADCASTING FINANCING ACT OF 1970

Mr. MAGNUSON. Mr. President, by request, Senator Pastore, Senator Scott, and I introduce the following bill which would amend the Communications Act of 1934 to provide continued financing for the Corporation for Public Broadcasting.

I ask unanimous consent to have a letter that was submitted by the Department of Health, Education, and Welfare assisting the legislation as well as an explanation of the purpose of the legislation printed in the Record.

I am hopeful that hearings will be held very shortly on this legislation. The PRESIDING OFFICER: The bill

is referred; and, without objection, the letter and explanation will be printed in the Record.

The bill (S. 3558) to amend the Communications Act of 1934 to provide continued financing for the Corporation for Public Broadcasting, introduced by Mr. Magnuson, for himself and other Senators, by request, was received, read twice by its title and referred to the Committee on Commerce.

The material submitted by Mr. Magnuson is as follows.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE,

March 3, 1970.

Hon. SPIRO T. AGNEW,
President of the Senate,
Washington, D.C.

DEAR MR. PRESIDENT: We are enclosing herewith a draft bill "To amend the Communications Act of 1934 to provide continued financing for the Corporation for Public Broadcasting." This bill would be cited as the "Public Broadcasting Financing Act of 1970."

The Corporation for Public Broadcasting was established by Public Law 90-129, enacted November 7, 1967, in order to facilitate the development of public radio and television broadcasting. The enclosed legislative proposal is designed to carry out the President's recommendation, as set forth in his Message on Education Reform, to extend Federal support of the Corporation.

The bill would authorize annual appropriations for the Corporation through fiscal year 1973, in order to provide a sound basis for its continued growth and improvement. Such sums as may be necessary would be authorized for each of the fiscal years 1971 through 1973.

The Congress did not intend the Corporation to derive its resources solely from the Federal Government. Accordingly, in line with the President's recommendations, the bill would also create an incentive for additional financial support for public broadcasting from non-Federal sources, by providing for federal matching (on a dollar for dollar basis) of non-Federal contributions to the Corporation.

Paragraph (2) of section 396(k) of the existing law, which limits grants or contracts to any one station or for any one project to \$250,000 for fiscal years 1969 and 1970, would not be extended. This provision has an unduly restrictive effect on the operations of the Corporation.

We should appreciate it if you would refer this draft to the appropriate Committee for consideration.

We are advised by the Bureau of the Budget that enactment of this bill would be in accord with the program of the President.

Sincerely,

JOHN G. VENEZIANO,
Acting Secretary.

PURPOSE

The purpose of the bill is to provide continued financing for the Corporation for Public Broadcasting. The bill authorizes annual appropriations for the Corporation through fiscal year 1973, thus allowing the Corporation time to develop more support by the general public for public broadcasting. The draft bill would also reflect such public support by providing for Federal matching of non-Federal contributions for public broadcasting. This would serve as an incentive for additional financial support from non-Federal sources.

DESCRIPTION

Appropriations would be authorized in two parts, drawing on the model used success-

March 9, 1970.

The first part would be a definite appropriation.

The second part would be Federal matching on a \$1 for \$1 basis of the contributions made to the Corporation during each fiscal year.

Funds for Federal matching would also be appropriated annually, but within ceilings specified in appropriation language. The Corporation would be assured of fully receiving up to the ceiling amount that non-Federal contributions amount as much as was estimated at the time appropriation is requested.

Subsection (2) of section K of the existing law would be repealed by the draft bill. Subsection limits grants or contracts to one station or for any one project to \$250

S. 3559—INTRODUCTION OF A BILL TO MAKE INCOME ON INSURANCE POLICIES SOLD OUT OF THE ACCUMULATED FUND SUBJECT TO FEDERAL INCOME TAX PURPOSES

Mr. PEARSON. Mr. President, one of the most pressing needs facing thousands of our rural communities today is development of adequate water waste disposal systems.

The Department of Agriculture estimates that there are over 44 rural towns without adequate waste disposal facilities and 34,000 rural towns without adequate water systems.

These estimates dramatically illustrate the enormous challenge facing rural communities in providing adequate public facilities for their residents.

Mr. President, the development of adequate water and waste disposal systems of particular importance to the well-being of our farm communities and small towns and cities.

Lack of an adequate water and waste disposal system may very likely present a health hazard for the residents of the community.

Every rural community with an adequate waste disposal system is likely to be a source of pollution for precious water resources.

Moreover, inadequate water and waste disposal systems severely hinder a community's efforts to attract new business and industry. Indeed, it is widely recognized, Mr. President, that the presence of adequate water and waste disposal systems is essential to a community's economic development efforts. New job creating industries are to be located in rural communities, these communities must be able to provide necessary public facilities to serve the needs of these industries.

Several Government agencies offer assistance to communities for the development of water and waste disposal systems. One of the most effective such programs is one administered by the Farmers Home Administration. But, at present, the potential of this program is severely crippled.

The Farmers Home Administration first provided assistance to rural communities for the development of water facilities in 1937. However, it was the enactment of Public Law 89-2-1965 that the Farmers Home Administration was given the tools to become

Rogers - March 23, 1970

Public

March 23, 1970

MEMORANDUM FOR BILL TEMMONS

Attached is a copy of a memorandum I propose to send to Peter Flanigan who would very much like to send our nominations for the Board of the Corporation for Public Broadcasting to the Hill this week.

I talked with Gene Cowen today and he suggested I bring this to your attention. I refer you particularly to the discussion on page 1 regarding Senator Magnuson.

I would appreciate any comments you have as soon as possible.

Clay T. Whitehead
Special Assistant
to the President

Attachments

cc: Mr. Whitehead
Central Files

CTWhitehead:ed

THE WHITE HOUSE
WASHINGTON

March 23, 1970

MEMORANDUM FOR PETER FLANIGAN

Terms of the outgoing five Directors of the Corporation for Public Broadcasting expire March 26, 1970. Attached is a list of the current fifteen members of the Board showing political affiliation and expiration dates of their terms.

I recommend the following nominees:

1. Thomas B. Curtis (R), Encyclopedia Britannica, Chicago
2. Sherwin Goldinan (R), President, Ballet Theatre Foundation (American Ballet Theatre), New York
3. Paul Keyes (R), independent producer, Los Angeles
4. Stanley Sanders (I), attorney, Los Angeles
5. Saul Haas (D), broadcaster, Seattle

Although we can name five Republicans without overbalancing the Board politically, that might appear overly partisan for this type of body, and it would probably be in our long-run best interests to keep the Board non-partisan. We will have a freer hand in 1972 to move toward the maximum allowable eight Republicans.

Senator Magnuson is chairman of the Senate Commerce Committee, under whose jurisdiction CPB falls, and regards himself as something of a father to the Corporation. He feels very strongly that Saul Haas has been active on the Board (in spite of his age -- about 70) and should be reappointed.

Besides Haas, only Schooley has been very active on the Board. He does represent the educational broadcasters and is Republican; but also is in his late 60's, has no particular political support now that Dirksen is gone, and is not regarded as particularly imaginative.

1. Curtis is a unanimous choice of everyone I have talked to.
2. Goldman represents the performing arts on the Board, although he is not himself an artist. He is 30 years old, has a B.A. law degree from Yale, did graduate study at Oxford in international politics and economics, and has demonstrated a broad range of interests.
3. Frank Shakespeare feels Keyes and/or some other person familiar with television production should be appointed. Jim Keogh feels we could be subjected to public criticism for appointing a "gag writer" to so important a body. There may be some sniping, but I doubt it would be as serious as Jim does.
4. Sanders is not a Republican, but he is an outstanding individual, young, and black. Roscoe Carroll is the only black currently on the Board, but has not been active there or in Republican affairs. Len Garment agrees that Sanders' ability offsets his non-Republican status. He is a graduate of Whittier College, a Rhodes Scholar, and Yale Law School graduate, now practicing law in Los Angeles.
5. Haas is the only commercial broadcaster on the Board. From what I can determine, he is not overly liberal ideologically and is constructive on the Board. As mentioned above, Magnuson very much wants his reappointment.

Alternatives:

1. Art Linkletter for Paul Keyes, if it is felt public reaction to Keyes would be adverse.
2. Joseph Baker for Stanley Sanders, if it is felt we should have a black Republican rather than an Independent.
3. Warren Knowles or Art Linkletter for Sherwin Goldman, if it is felt the New York influence is too great.

Clay T. Whitehead
Special Assistant to
the President

MEMBERS OF THE BOARD OF DIRECTORS

Terms Expiring in 1970:

Roseoe C. Carroll - R
Attorney at Law
Los Angeles, California

Saul Haas - P
Chairman, KIRO, Inc.
Seattle, Washington

Erich Leinsdorf - P
Music Director
Boston Symphony Orchestra
Boston, Massachusetts

John D. Rockefeller 3rd - R
Chairman
Rockefeller Foundation
New York, New York

Frank B. Schooley - R
Director of Broadcasting
University of Illinois
Urbana, Illinois

Terms Expiring in 1972:

Joseph A. Beirne - P
President, Communications
Workers of America
Washington, D.C.

Michael A. Gammino, Jr. - D
President, Columbus
National Bank
Providence, R.I.

Oveta Culp Hobby - I
Editor & Chairman
of the Board
The Houston Post
Houston, Texas

Joseph D. Hughes - R
Vice President
T. Mellon & Sons
Pittsburg, Pennsylvania

Carl E. Sanders - P
Attorney at Law
Sanders, Bester, Holley,
Ashmore & Boozer
Atlanta, Georgia

Terms Expiring in 1974:

Robert S. Benjamin - D
Chairman, United Artists
Corporation
New York, New York

Albert L. Cole - R
Chairman
Reader's Digest Association, Inc.
Pleasantville, New York

James R. Killian, Jr. - I
Chairman, M.I.T.
Cambridge, Massachusetts

Frank Pace, Jr. (Chairman) - D
President
International Executive
Service Corps
New York, New York

Jack J. Valenti - D
President, Motion Picture
Association of America, Inc.
New York, New York

March 23, 1970

MEMORANDUM FOR PETER FLANIGAN

Terms of the outgoing five Directors of the Corporation for Public Broadcasting expire March 26, 1970. Attached is a list of the current fifteen members of the Board showing political affiliation and expiration dates of their terms.

I recommend the following nominees:

1. Thomas B. Curtis (R), Encyclopedia Britannica, Chicago
2. Sherwin Goldman (R), President, Ballet Theatre Foundation (American Ballet Theatre), New York
3. Paul Keyes (R), independent producer, Los Angeles
4. Stanley Sanders (I), attorney, Los Angeles
5. Saul Haas (D), broadcaster, Seattle

Although we can name five Republicans without overbalancing the Board politically, that might appear overly partisan for this type of body, and it would probably be in our long-run best interests to keep the Board non-partisan. We will have a freer hand in 1972 to move toward the maximum allowable eight Republicans.

Senator Magnuson is chairman of the Senate Commerce Committee, under whose jurisdiction CPB falls, and regards himself as something of a father to the Corporation. He feels very strongly that Saul Haas has been active on the Board (in spite of his age -- about 70) and should be reappointed.

Besides Haas, only Schooley has been very active on the Board. He does represent the educational broadcasters and is Republican; but also is in his late 60's, has no particular political support now that Dirksen is gone, and is not regarded as particularly imaginative.

1. Curtis is a unanimous choice of everyone I have talked to.
2. Goldman represents the performing arts on the Board, although he is not himself an artist. He is 30 years old, has a B.A. law degree from Yale, did graduate study at Oxford in international politics and economics, and has demonstrated a broad range of interests.
3. Frank Shakespeare feels Keyes and/or some other person familiar with television production should be appointed. Jim Keogh feels we could be subjected to public criticism for appointing a "gag writer" to so important a body. There may be some sniping, but I doubt it would be as serious as Jim does.
4. Sanders is not a Republican, but he is an outstanding individual, young, and black. Roscoe Carroll is the only black currently on the Board, but has not been active there or in Republican affairs. Len Garment agrees that Sanders' ability offsets his non-Republican status. He is a graduate of Whittier College, a Rhodes Scholar, and Yale Law School graduate, now practicing law in Los Angeles.
5. Haas is the only commercial broadcaster on the Board. From what I can determine, he is not overly liberal ideologically and is constructive on the Board. As mentioned above, Magnuson very much wants his reappointment.

Alternatives:

1. Art Linkletter for Paul Keyes, if it is felt public reaction to Keyes would be adverse.
2. Joseph Baker for Stanley Sanders, if it is felt we should have a black Republican rather than an Independent.
3. Warren Knowles or Art Linkletter for Sherwin Goldman, if it is felt the New York influence is too great.

Clay T. Whitehead
Special Assistant to
the President

Attachment

cc: Mr. Whitehead

Rogers - April 3, 1970

PMF Rec.

Public B...

Dupl.

IA

Actis

April 3, 1970

MEMORANDUM FOR

Mr. Bryce Harlow
Mr. John Ehrlichman
Mr. H. R. Haldeman

Terms of the outgoing five Directors of the Corporation for Public Broadcasting expired March 26, 1970. Attached is a list of the current fifteen members of the Board showing political affiliation and expiration dates of their terms.

We can name five Republicans without overbalancing the Board politically. The Board is one of our primary levers for assuring that the programming and other activities of the Corporation do not get overly biased politically.

We have seven names to be considered for the five positions. All are Republicans with the exception of Stanley Sanders.

- ✓ 1. Jock Whitney
- ✓ 2. Paul Keyes
- ✓ 3. Thomas Moore
4. Wayne Rollins
- ✓ 5. Margaret Brock
- ✓ 6. Stanley Sanders
7. Sherwin Goldman

I believe Whitney and Keyes are known to you. Thomas Moore is President of Ticketron, for many years a Vice President of ABC, and is recommended by Al Cole. Wayne Rollins (brother of John Rollins) is a broadcaster from Atlanta, recommended by Cole and Harry Dent. Margaret Brock is a broadcaster from California. (Oveta Culp Hobby is now the only woman on the Board.) Stanley Sanders is an Independent, Negro, from Los Angeles with an outstanding record, recommended by Charlie McWhorter and Len Garment. (Roscoe Carroll, a Negro attorney from Los Angeles,

has not been active on the Board or in the Party and probably should not be reappointed -- leaving no blacks on the Board unless we appoint one.) Sherwin Goldman is recommended by Bob Kunzig and Charlie McWhorter. He is President of the American Ballet Theatre which is to become the resident company at the Kennedy Center. (Erich Leinsdorf is now the only representative of the performing arts on the Board and his term is up; Goldman is the only Republican representative of the arts we have found, although he is an attorney/manager rather than an artist himself.) Senator Magnuson, whose committee has jurisdiction, has indicated that he very much wants Saul Haas reappointed. Timmons sees no reason to do so unless we can get a good quid pro quo.

Warren Knowles and Art Linkletter might also be considered as alternates for some of the above.

We should move fairly rapidly on this. May we have your comments?

Clay T. Whitehead
Special Assistant to the President

Attachment

cc: Mr. Flanigan ✓
Mr. Whitehead
Central Files

CTWhitehead:jm

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Los Angeles, California

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Seattle, Washington

Erich Leinsdorf - P
Music Director
Boston Symphony Orchestra
Boston, Massachusetts

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Chairman, M.I.T.
Cambridge, Massachusetts

Frank Pace, Jr. (Chairman)
President
International Executive
Service Corps
New York, New York

Jack J. Valenti - P
President, Motion Picture
Association of America, Inc.
New York, New York

THE WHITE HOUSE
WASHINGTON

Date 4-4-20

For Whitehead

From Tod Hullin

THE WHITE HOUSE
WASHINGTON

April 3, 1970

*Public
Broadcasting*

MEMORANDUM FOR

Mr. Bryce Harlow
Mr. John Ehrlichman
Mr. H. R. Haldeman

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Warren Knowles and Art Linkletter might also be considered as alternates for some of the above.

We should move fairly rapidly on this. May we have your comments?


Clay T. Whitehead
Special Assistant to the President

Attachment

He has a very questionable political background - If in doubt get an FBI check.
Σ

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Terms Expiring in 1970:

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Attorney at Law
Los Angeles, California

Saul Haas - P
Chairman, KIRO, Inc.
Seattle, Washington

Erich Leinsdorf - P
Music Director
Boston Symphony Orchestra
Boston, Massachusetts

John D. Rockefeller 3rd
Chairman
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New York, New York

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Director of Broadcasting
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Oveta Culp Hobby - T
Editor & Chairman
of the Board
The Houston Post
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Joseph D. Hughes - A
Vice President
T. Mellon & Sons
Pittsburg, Pennsylvania

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Attorney at Law
Sanders, Hester, Holley,
Ashmore & Booser
Atlanta, Georgia

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New York, New York

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James R. Killian, Jr. - T
Chairman, M.I.T.
Cambridge, Massachusetts

Frank Pace, Jr. (Chairman)
President
International Executive
Service Corps
New York, New York

Jack J. Valenti - P
President, Motion Picture
Association of America, Inc.
New York, New York

*Publs
Redepty*

THE WHITE HOUSE
WASHINGTON

April 21, 1970

MEMORANDUM FOR

Mr. Peter Flanigan
Mr. Harry Flemming

As I understand the current situation with respect to the Board of the Corporation for Public Broadcasting, our five nominees will be:

- 1. Jock Whitney
- 2. Paul Keyes
- 3. Stanley Sanders
- 4. ~~Bob Reynolds~~ **
- 5. Jack Wrather *

Tom Moore

Unless either of you has any objections, I suggest we begin clearance on this list immediately and expedite the appointments.

[Signature]
Clay T. Whitehead
Special Assistant to the President

[Handwritten initials]

Pete -
Clearance started on all
but Sanders. Flemming says
he can come up with a first-rate
Block Republicans. We will compare
with Sanders in a few days &
ad.

[Handwritten signature]

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 14, 1970

MEMORANDUM FOR : MR. WHITEHEAD

Regarding your memo of April 3 concerning Directors of the Corporation for Public Broadcasting, I have several thoughts.

The seven names you list would appear in general to be satisfactory but I wonder if they really meet the opportunity that we have here to get some sound planning into the programming and activities of the corporation.

Covering several of the specific candidates I would wonder whether Jock Whitney would be very much attuned to our way of thinking on this - Paul Keyes of course, would be. Tom Moore would undoubtedly be O. K. I don't know anything about Wayne Rollins. You say Margaret Brock is a broadcaster from California - is that a different Margaret Brock than the one I know who is a Republican fund raiser from California? If it is, I'd like to know what kind of broadcasting she does. If it's the Margaret Brock I know, I don't think she is really suited to this kind of assignment. Stanley Sanders you say has an outstanding record but you don't say what his record is in regard to and I'd like to know that. Sherwin Goldman certainly has the professional credentials but I wonder if he's a Republican in fact, as well as in name. I certainly agree with Timmons' view that we should do nothing for Senator Magnuson unless we have a good quid pro quo.

I wonder about some other possibilities such as Bob Woods, the President of CBS Television who is very much a friend of ours; Wayne Griffin, a trustee of the California Institute of the Arts, a former motion picture producer - very big in the civic and art areas in Los Angeles and a leader of the Democrats for Nixon over the years; Bob Reynolds - a Regent of the University of California and President of Golden West Broadcasting, Gene Autry's partner and another staunch supporter. Also, perhaps someone from Disney such as Card Walker or Ron Miller, either of whom would be outstanding.

Admittedly all of my suggestions are Californians, but then all the best people come from California!

Incidentally, Wayne Griffin, the more I think about it, would be an ideal appointment to this thing because he also has many years of broadcasting experience as an executive of BBDO Advertising Agency where he was head of radio and then television.

I wonder, as a final thought, why these recommendations are not coming through Harry Flemming's operation.



H. E. HALDEMAN

cc: Mr. Ehrlichman
Mr. Flanigan
Mr. Harlow

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

April 18, 1970

MEMORANDUM TO: Tom Whitehead
Harry Flemming

Bob Haldeman agrees that Whitney and Bob Reynolds should be on the CPB Board. This would remove Margaret Brock. Let's review the list on that basis and see where we stand.


Peter M. Flanigan

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

	BH	JE	HRH	PMF	CTW	
Whitney			?	✓		
Keyes	✓	✓	✓	✓	✓	✓
Moose	✓		✓	✓	✓	✓
Rollins	✓	✓	?		✓	}
Goffen	✓	✓	X	✓		
Sanders	✓	✓	?	✓	✓	✓
Goldman		✓	?		✓	

Peterson or Reed?

~~Whitney~~

Whitney
 Keyes
 Rollins
 Reynolds
 Sanders

*

W. L. ... BTL - ably substantiated.

Edy ...
Gaines ...
Dist ...
facilities.

MEMORANDUM

CPB

THE WHITE HOUSE
WASHINGTON

April 24, 1970

MEMORANDUM TO TOM WHITEHEAD

Be sure you call Al Cole with the names of the CPB candidates
at your earliest convenience.



Peter M. Flanigan

Rogers - April 29, 1970

April 29, 1970

MEMORANDUM FOR MR. HALDEMAN

I believe Peter Flanigan has discussed with you Al Cole's unhappiness that our tentative list of nominations for the Board of Directors of the Corporation for Public Broadcasting did not include any of the suggestions the President had asked him to make. Peter and I therefore are substituting Tom Moore for Bob Reynolds on the list of nominees.

Clay T. Whitehead
Special Assistant to the President

cc: Mr. Flanigan
Mr. Flemming
Mr. Whitehead
Central Files

CTWhitehead:ed


Rogers - Box 1 - Folders 6

Rogers - May 1, 1970

THE WHITE HOUSE
WASHINGTON

May 1, 1970

To: Jon

From: Tom 

Could you run this by Pete?

Pete agrees

THE WHITE HOUSE

WASHINGTON

May 1, 1970

To: Peter Flanigan

From: Tom Whitehead

Harry Flemming advises me that Congressman Springer refuses to clear any of our nominees for the Board of the Corporation for Public Broadcasting unless Frank Schooley is reappointed. Schooley is from Springer's district, although his major support in the past seemed to come from Dirksen.

I recommend, therefore, two options in order of preference:

1. Get Bill Timmons to talk to Springer emphasizing that Schooley has not made any contributions to the Board and that feeling is shared both by John Macy and Al Cole. Indicate the importance of having first-rate people on the Board to achieve the kinds of objectives Springer and we would certainly share.

2. If it is felt that we cannot buck Springer's opposition, reappoint Schooley in place of either Rather or Whitney (your choice).

I would not like to see Schooley reappointed for two reasons: First, of course, is that he has not been a contribution and I would prefer to see either Rather or Whitney on the Board than Schooley. Secondly, part of our strategy is not reappoint anybody, thereby giving us a rationale for excluding Haas and Roscoe Carroll.

Rogers - May 15, 1970

May 15, 1970

MEMORANDUM FOR MR. FLANIGAN

I understand that, in a discussion with Harry Flemming, you agreed that Wrather, Whitney, Schooley, and Moore would be appointed to the Board of the Corporation for Public Broadcasting and that the fifth slot would be filled either by a black or by Paul Keyes.

There has been increasing feeling that minority groups are not getting appropriate representation on radio and television and criticism for not having a black on the FCC. To fail to appoint a black to the Corporation Board would leave us vulnerable to considerable criticism, and I think we would probably get it. On the other hand, I think Paul Keyes would be a very important member of the Board since, as Frank Shakespeare points out, we need someone who knows the production side of television.

If at all possible, I would urge that a black be appointed and that Keyes replace either Wrather or Whitney. If you feel that both Wrather and Whitney should stay, then there is a very difficult choice between Keyes and the black. As much as I would like to see Keyes on the Board, I am afraid I would have to recommend the black as the wiser political course.

Clay T. Whitehead
Special Assistant to the President

cc: Mr. Whitehead
Central Files

CTWhitehead:jm

HOLD FOR RELEASE UNTIL DELIVERED TO THE SENATE

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

NOMINATIONS SENT TO THE SENATE ON MAY 18, 1970:

John G. Hurd, of Texas, to be Ambassador Extraordinary and Plenipotentiary of the United States of America to the Republic of South Africa.

W. Donald Brewer, of Colorado, to be an Interstate Commerce Commissioner for the term of seven years expiring December 31, 1976, vice Paul J. Tierney.

The following-named persons to be Members of the Board of Directors of the Corporation for Public Broadcasting for terms expiring March 26, 1976:

Frank E. Schooley, of Illinois (Reappointment)

John Hay Whitney, of New York, vice Saul Haas,
term expired.

Jack Wrather, of California, vice Erich Leinsdorf,
term expired.

#

Rogers - Rename 3

Tuesday 5/19/70

12:40 Tom Whitehead asked that I call Eugene Cowen and tell him that somehow or other the press release announcing the three nominees to be members of the Board of Directors of the Corporation for Public Broadcasting was incorrect -- probably somebody goofed in mechanically putting the thing together.

We are telling Nick Zapple that no final decision has been made about Haas and no one has talked to Magnuson about Haas.

Public release says Whitney succeeds Haas. The line Tom has taken with Zapple and with the Corporation for Public Broadcasting is that, since the final decisions have not been made on the last two people, that this identification of people who Whitney and ~~RATK~~ Wrather succeed should not be taken seriously at this time. Someone should talk to Magnuson when we do decide on the last two names.

Tom will be in touch about that.

Rogers - May 19, 1970
A

MAY 19, 1970

Office of the White House Press Secretary

THE WHITE HOUSE

The President today announced his intention to nominate three persons to be members of the Board of Directors of the Corporation for Public Broadcasting. The corporation, organized in 1968 to promote the development of non-commercial, educational radio and television, is governed by a fifteen member bipartisan board of directors.

Directors nominated today are:

Frank E. Schooley, of Champaign, Illinois, an original board member being reappointed for a term for six years. Schooley, 64, is a Director of Broadcasting at the University of Illinois. He graduated from Illinois in 1929 with a Bachelors degree in journalism. Between 1944 and 1958, Schooley served five annual terms as president of the National Association of Broadcasters.

John Hay Whitney, of New York City, to succeed Saul Haas. Whitney, 65, is president of the John Hay Whitney Foundation. He graduated from Yale in 1926 and studied at Oxford in 1926 and 1927. Whitney was publisher of the New York Herald-Tribune from 1957 to 1966 and then was a director of the World Journal Tribune until 1967. He was United States Ambassador to Great Britain between 1956 and 1961.

John D. Wrather, Jr., of Beverly Hills, California to succeed Erich Leinsdorf. Wrather, 51, is president of Wrather T. V. Productions and Wrather-Alvarez Broadcasting, and Chairman of the Board of Muzak Inc. Independent Television Corporation, and Television Programs of America Inc. He owns radio and television stations in San Diego, Tulsa, and New York City. He is a 1939 graduate of the University of Texas.

Rogers - May 19, 1970B

Rogers - June 5, 1970

CPE

Friday 6/5/70

1:00 Jon Rose said Mr. Flanigan wants you to do nothing with respect to the additional name for the Corporation for Public Broadcasting. Said they are going to have to reappoint Saul Haas -- given all the problems with Magnuson's Cmte. (they will have to accede to his wishes).

So - the black man goes. Wanted you to know and would like you to be sure Flemming's office knows also.

June 29, 1970

MEMCRANDUM FOR PETER FLANIGAN

I am informed that Carl E. Sanders, Democrat, will soon resign as a member of the Board of the Corporation for Public Broadcasting. This gives us the opportunity we needed to appoint a black to the Board.

By appointing the Judge from Indiana who is a Republican, the partisan mix of the Board would be seven Republican, six Democrat, two Independent.

I recommend that we hold up the nomination of Tom Moore and Saul Haas pending receipt of Sanders' resignation. We can then announce the three appointments at the same time. If you agree, I will inform Harry Flemming.

Clay T. Whitehead
Special Assistant to the President

cc: Mr. Whitehead
Central Files

CTWhitehead:jm

Monday 7/13/70

12:35 Have had a call saying that Sol Haas' nomination
went forward today.

Chow

August 25, 1970

MEMORANDUM FOR

Peter Flanigan
John Price

Ralph B. Rogers certainly does look like an attractive candidate for the Board of the Corporation for Public Broadcasting. However, we have only one vacancy, and I think we are in agreement that we should try to find a black for that position. (You will recall that the one black originally on the Board was not reappointed when his term expired in May.)

Our next chance to add members to this Board will be May 1972. If we have enough institutional memory, we certainly should consider him at that time.

Clay T. Whitehead
Special Assistant to the President

cc: Mr. Whitehead
Central Files

CTWhitehead:jm

TEXAS INDUSTRIES, INC.

EXECUTIVE OFFICES

8100 CARPENTER FREEWAY DALLAS, TEXAS 75247

August 7, 1970

Mr. John Price
The White House
Washington, D. C.

Dear Mr. Price:

Complying with your request this morning, enclosed
is a condensed resume on Mr. Rogers.

Sincerely,

Frances B. Conway
(Miss) Frances B. Conway
Sec'y. to Mr. Ralph B. Rogers

FBC/me
Encls.

THE WHITE HOUSE
WASHINGTON

Tom

August 12, 1970

MEMORANDUM FOR PETER FLANIGAN

FROM: JOHN R. PRICE *JRP*
SUBJECT: Resume of Ralph B. Rogers

Rogers is interested in one of the vacancies on the Board of the Corporation for Public Broadcasting. I recommend him highly as a Republican and as a citizen in Dallas who has taken immense interest in public TV.

Tom

*Have we an opening -
Pete thinks Rogers sounds
good -*

Jon

RESUME

Ralph B. Rogers is Chairman of the Board and Chief Executive Officer of Texas Industries, Inc. In addition, he is an officer and director of more than 30 subsidiary and affiliated companies. An Annual Report of Texas Industries, Inc. is enclosed.

FORBES magazine in June, 1970, numbered Texas Industries, Inc. as 99th among the 1,000 largest industrials in the United States, but 200th in profitability measured by return on invested capital.

Incidentally, the entire growth of these companies, from a beginning of \$316,250 in 1950, has been under his direction.

At age 60, more than 50% of his time is being spent on educational and cultural activities. Here is a partial list...

Educational and Cultural:

Public Television Foundation for North Texas	President
Children's Television Workshop	Treasurer
Southern Methodist University	Member of the Board
Harvard Business School	Member of the Visiting Committee
Northeastern University	Member of The Corporation and Director of The National Council
University of Dallas	Member of the Advisory Committee
St. Mark's School of Texas	Director and Past President
National Educational Television	Past Director

Among other activities:

Dallas Symphony Association, Inc.	Chairman of the Board
Dallas Citizens Council	Director
Dallas Chamber of Commerce	Director

Awards:

Honorary degree Doctor of Laws by Northeastern University in Boston, June, 1966

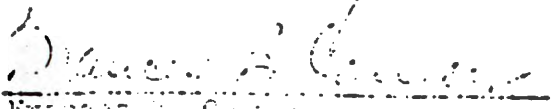
In 1966, he was honored by the Boston Latin School (the oldest school in the United States) as "Man of the Year."

August 7, 1970

SUPPLEMENTARY INFORMATION

Mr. Rogers was the Finance Chairman for George Bush of his prior campaign. He is, of course, one of his supporters in the present campaign.

Mr. Rogers has always been a substantial contributor to Republican candidates but, from my experience with him over the years, he would dislike very much for this information to be given out, and in the matter under consideration.



Frances B. Quincy
Secretary to Mr. Ralph W. Rogers

August 7, 1970

Present.

Box 1, Folder 1

Ch...

October 7, 1970

MEMORANDUM FOR PETER FLANIGAN

The National Association of Educational Broadcasters has invited the President to briefly address their annual convention in November. I have attached their correspondence and a reply from Hugh Sloan saying that it did not appear to be possible.

The NAEB people are a rather responsible group and surprisingly somewhat level-headed. They provide a very useful counterbalance to us in dealing with the Corporation for Public Broadcasting and NET. Their views on the future of public television mirror some of our concerns and could be very useful to us in defining a role for public television that I would prefer over the Ford Foundation view. I urge that this decision be reconsidered. Jim Broyhill, ranking Republican on the House Communications Subcommittee, agrees and has expressed his concern to Bill Timmons. Would you like to take this up with the appropriate people or would you like me to do it directly?

Since the Association is in Washington, all that is necessary is a 10 - 15 minute drop-by. I think the publicity and pro-administration impact would be quite beneficial.

Clay T. Whitehead

Attachments

cc: Mr. Whitehead

CTWhitehead:jm

Write 5 year ~~summary~~ ^{intentional}
for review of ~~work~~ ^{work}!

*Public
Bodestz.*

Friday 4/17/70

4:05 Marge said Mr. Flangan said Haldeman approves
Whitney and Reynolds and says to scratch Brock.

APR 3 1970

THE WHITE HOUSE

WASHINGTON

April 3, 1970

MEMORANDUM FOR

Mr. Bryce Harlow
Mr. John Ehrlichman
Mr. H. R. Haldeman

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6. Stanley Sanders
7. Sherwin Goldman


I believe Whitney and Keyes are known to you. Thomas Moore is President of Ticketron, for many years a Vice President of ABC, and is recommended by Al Cole. Wayne Rollins (brother of John Rollins) is a broadcaster from Atlanta, recommended by Cole and Harry Dent. Margaret Brock is a broadcaster from California. (Oveta Culp Hobby is now the only woman on the Board.) Stanley Sanders is an Independent, Negro, from Los Angeles with an outstanding record, recommended by Charlie McWhorter and Len Garment. (Roscoe Carroll, a Negro attorney from Los Angeles,

4/10
My 1/10
Haldeman

has not been active on the Board or in the Party and probably should not be reappointed -- leaving no blacks on the Board unless we appoint one.) Sherwin Goldman is recommended by Bob Kunzig and Charlie McWhorter. He is President of the American Ballet Theatre which is to become the resident company at the Kennedy Center. (Erich Leinsdorf is now the only representative of the performing arts on the Board and his term is up; Goldman is the only Republican representative of the arts we have found, although he is an attorney/manager rather than an artist himself.) Senator Magnuson, whose committee has jurisdiction, has indicated that he very much wants Saul Haas reappointed. Timmons sees no reason to do so unless we can get a good quid pro quo.

Warren Knowles and Art Linkletter might also be considered as alternates for some of the above.

We should move fairly rapidly on this. May we have your comments?



Clay T. Whitehead
Special Assistant to the President

Attachment

11/3/70

FEDERAL COMMUNICATIONS COMMISSION

Proposal for Permanent Financing of Public Broadcasting

Background

The Corporation for Public Broadcasting was established by Congress in its Public Broadcasting Act of 1967, specifically in Title II. The need for federal support for public broadcasting had been recognized in both the Carnegie Report and the Zwick Task Force Report. Further, the Carnegie Report stressed (p. 69):

"... within the area in which Public programming is most sensitive to government involvement, the Commission cannot favor the ordinary budgeting and appropriations procedure followed by the government in providing support from general funds. We believe those procedures are not consonant with the degree of independence essential to Public Television. We have relied, therefore, upon a mechanism which Congress has used repeatedly in the past, by which revenues from clearly specified sources are collected by the government and the proceeds (or amounts equal to the proceeds) are paid into or credited to an account or trust fund and held in the Treasury for use in carrying out specified purposes as provided in the statute. Such mechanisms maintain intact the ultimate Congressional control over the use of public funds but permit the funds to be disbursed outside the usual budgeting and appropriations procedures."

The initial House Report (House Report 572, 90th Congress, 1st Session) and the more recent House and Senate Reports (House Report 1281, 90th Congress, 2nd Session; Senate Report 91-167, 91st Congress, 1st Session) recognize the need for permanent financing of public broadcasting. Thus, the most recent

Conference Report (91-1466), 91st Cong., 2d Sess., indicates a need for early "... development of a permanent plan for financing the Corporation for Public Broadcasting," and, in commenting on the authorization of appropriations for the Corporation for one more year than was provided in the House version, states; "We are convinced and determined, that it will not impede the formulation of a permanent plan for financing the Corporation."

The FCC has taken the same position for two basic reasons: (1) the need for an assured, ample financial base, so as to permit proper planning; and (2) the desirability of independence, so as to insulate public broadcasting from any possibility of inappropriate Government involvement with programming. Thus, Chairman Burch, speaking for the Federal Communications Commission before the Subcommittee on Communications of the Senate Committee on Commerce on April 1, 1970, and before the Communications and Power Subcommittee of the House Committee on Interstate and Foreign Commerce on April 14, 1970, stated the Commission's support for obtaining a permanent financial base for the Corporation. Since that time, the Commission has studied means for providing permanent financing for public broadcasting and would now propose a program for such financing, for the consideration of the Executive and the Congress.

Proposal

The permanent financing of public broadcast operations, programs and other activities authorized in Title II of the Public Broadcasting Act of 1967 (Part IV, Subpart B, Communications Act of 1934, as amended) could be developed around a matching agreement

between the federal government and the public (including in that term state and local as well as private entities). The essence of this agreement would be the federal government's commitment to match, two for one, any increase beyond the present level of non-federal funds contributed to public broadcasting.^{1/}

Public broadcasting obtained an estimated total of \$97 million from non-federal sources in fiscal year 1970 for the activities eligible for support under Title II. For 1971 such funding is expected to be \$102 million. We propose that the annual amount of Federal matching funds to be provided equal the present level of Federal support (\$20 million) plus twice the increase over the current \$102 million figure,^{2/} but in no case would the Federal funds exceed \$100 million.

^{1/} This Commission has proposed that CATV operators importing distant signals into the "top 100 markets" pay a fee of 5% of their subscription revenues. Second Further Notice of Proposed Rule Making in Docket No. 18397-A, (FCC 70-576), paragraph 6, July 1, 1970. If adopted, future revenues from this CATV operation, estimated at \$3 annually per subscriber, could produce \$30,000,000 for every 10,000,000 subscribers. These "CATV fees" would be paid to the Public Broadcasting Corporation. In time, as the amount of CATV fee revenues grew they would replace a major portion of the direct appropriation required for matching purposes under Title II. However, this is at present a proposal whose possible adoption depends upon the Commission's future judgment, after assessment of the comments received and an oral presentation in December, 1970. Thus, while we have inserted in our table figures derived from CATV sources, such figures are necessarily on a contingent basis at this stage.

^{2/} There is an alternative approach -- namely, that the amount of Federal matching funds equal the present level of Federal support (\$20 million), plus twice the annual increase in non-Federal support. While this approach has the advantage of being a greater spur to fostering the non-Federal contribution, it would appear to result in insufficient and uncertain funds, particularly for the Corporation. For example, if non-Federal funds should remain at a constant level for two successive years, the Federal matching funds would drop back to only \$20 million. For that reason, we do not favor it.

A "Public Broadcasting Fund" would be specially created in the U. S. Treasury and the annual appropriations (and any CATV fees) necessary to match local funds would be placed there until expended. This fund would provide a necessary mechanism for the timely advance of matching funds. The Corporation for Public Broadcasting would administer these monies in accordance with Title II of the Public Broadcasting Act of 1967, as hereinafter amended.

Warrick The total monies provided by federal appropriation (and CATV fees -- see n.1, supra) would be distributed ^{; (1) 50%} on a pro rata matching basis (proportionate to each station's non-Federal support) as a matter of right to each licensed public broadcasting station (both radio and television), any remainder being carried over as an offset against appropriations for the following fiscal year;

Warrick (2) the remaining 50 per cent would be available to the Corporation for Public Broadcasting to be administered on a discretionary basis.

The table below shows the current and expected source and distribution of funds under such a plan:

Table I

Public Broadcast Financing
 Effect of FCC Proposal on the Financing
 of
 Title II Activities^{1/}
 (if effected July 1, 1971)

Federal Matching Funds (or cable fees) equal the present level of Federal support (\$20 million) plus twice any increase above the present level of non-Federal support: $M = 20 + 2 (N-102)$, (for 1972 and later years).

SOURCE:	70	71	72	73	74	75
Non-Federal (N)	97 (5)	102 (12)	114 (11)	125 (12)	137 (5)	142
Federal appropriation (M)	15	22	41	51	60	52
CATV fees, estimated ^{3/}	-	-	3	15	30	48
Total	112	124	158	191	227	242
	15 (12)	22 (24)	44 (23)	66 (33)	90 (15)	100
DISTRIBUTION:						
Local stations						
Non-Federal income	95	100	110	120	131	135
Federal matching	-	-	22	33	45	50
Total, Local	95	100	132	153	176	185
CPB						
Non-Federal income	2	2	4	5	6	7
Federal matching 1:1	-	2 ^{2/}	*	*	*	*
Federal matching 2:1	15	20 ^{2/}	22	33	45	50
Total, CPB	17	24	26	38	51	57

- ^{1/} Excludes facilities construction under Title I.
- ^{2/} Administration request for FY 71.
- * Currently authorized 1:1 matching would be replaced by CPB discretionary portion of 2 for 1 matching funds.
- ^{3/} If no CATV fees are collected (see n.1, supra), these amounts would be added to the matching appropriation required.

Advantages of the Proposal

We believe that there are marked advantages to this approach:

(i) It does give public broadcasting an assured substantial base. The matching funds approach requires annual appropriations but the amount of the appropriations is determined by the level of local, non-Federal funds, independent of the annual appropriation process. It thus meets the two essential criteria.

(ii) This base is built on local support -- a crucial consideration. Public broadcasting is designed to serve the public and be supported by the public -- without the advertiser support vital to the commercial broadcasting system. It follows that public broadcasting's financial base should be geared to the extent of its support from the public (in the form of local appropriations and private donations). The proposal does that, by gearing the Federal contribution to the non-Federal support. In the 2 to 1 matching proposal, and particularly the feature of matching the increase over present non-Federal levels, it provides incentive for non-Federal support, but at the same time, affords the crucial check that increased local support will not be forthcoming unless public broadcasting does do its job of serving well the needs and interests of its local audiences.

(iii) Similarly, it markedly serves the public interest to have half the sums so collected returned to the local stations. We believe that the Carnegie Report is correct in its assessment that "the first task, upon which any further accomplishment must be built, is the strengthening of the local stations" The Report wisely states:

"Committed to diversity and to the differentiated audience, Public Television is deeply reliant upon the vigor of its local stations. Admittedly, like commercial television, it must have central sources of programming. But unlike commercial television, it will depend also upon a strong component of local and regional programming, and it must provide the opportunity and the means for local choice to be exercised upon the programs made available from central programming sources."

The underlying premise of the entire American scheme of broadcasting is strong local outlets. See Sections 303(f), 307(b) of the Communications Act; Sen. Rept. No. 1526, 87th Cong., 2d Sess.; H. Rept. No. 1559, 87th Cong., 2d Sess. In that diversity lies its strength. This is just as true in public broadcasting as in the commercial field. It does not serve the public interest to have weak local stations dependent entirely upon a central programming source; yet today limited budgets make local stations heavily dependent upon the Corporation as the source of their programming. It does promote the "larger and more use of radio in the public interest" (Section 303(g)) to have strong local noncommercial stations, able to present their own programming tailored to local needs; to develop outstanding programs to be made available to other noncommercial stations; and to choose the programming offered from a central or regional source which in their judgment is worthy of presentation, rather than being a poor captive relation.

In short, since local stations would be guaranteed federal matching funds proportionate to their support from local, non-federal sources, this proposal would, in effect, create a market place for the production and distribution of programs. This added funding would give the local stations the option to produce local programming or obtain programs from regional centers or independent producers, as well as those programs made available by the Corporation. In the aggregate the local stations would thus constitute a market for programs

from the Corporation and from other sources, and indeed, the Corporation might make programming available on a "wholesale market" basis to the local stations. If so, their ability to reimburse the Corporation for programs and other services would give the local stations, and thus their viewers, a greater voice in the programming offered by the Corporation.

(iv) Finally, the proposal fully recognizes that the Corporation must have flexibility to develop and maintain a balanced system. Programs of interest and concern nationally will be financed initially through the Corporation's discretionary monies.

This obviously requires the Corporation to have: (1) a capacity to provide funds and expertise to those stations and other parts of the public broadcasting system having inadequate support (2) investment funds to produce programs, supply interconnection, advice and other necessary services to the system, only a portion of which can be expected to recover full reimbursement from local stations. We believe the funds that would be provided to the Corporation under this proposal would be adequate to finance these unique functions. In reaching this conclusion, we note that under the proposal the Corporation would not have to allocate so high a percentage of its available funds to local efforts, and indeed might even obtain substantial reimbursements from local sources, under a "wholesale market" concept. For example the Corporation might finance the basic interconnection system; while local stations would finance directly or reimburse the Corporation for local loops.

Further Aspects of Proposal

It is our belief that under the Public Broadcasting Act of 1967, applications for funding non-commercial cable-casting and carriage of signals on cable are eligible for funding. However, to clarify this question, we have included in our proposal language to specifically include use of cable facilities. There are approximately 2300 community antenna systems in the U. S.; many are in areas which cannot support a public broadcast station. The possibility exists for using excess channels on these systems for the dissemination of public broadcast programs. We believe that the Corporation should have latitude to utilize cable casting where it appears advantageous. We think it would be inappropriate to directly finance non-commercial educational activities by cable system operators on commercial cable facilities, but believe that it would be appropriate to allow an appropriate person, group, association, organization or other entity engaged in public broadcasting to receive a matching or outright grant for allowable purposes under the Public Broadcasting Act of 1967, and to lease CATV facilities on which to carry out the activity for which the public broadcasting grant was made.

Why 2

We are also including language to broaden Title I to include facilities for the instructional television fixed service, which the Commission established in 1964 as an educational service and which has not previously been considered as eligible for Federal public broadcasting funding.

3

As other improvements and advancements in communications media become available to the general public, e.g., satellite communications, video cartridge playback and similar innovations, systems

*too complicated
too detailed*

*OK'd
for funding
by Congress
in 1960*

utilizing these technologies also should be eligible for funding through discretionary grants under this Act.

Finally, there is the question of initial limits on this proposal. The Commission believes that the proposal is feasible, soundly based, and will not require any extensive revisions, if implemented. However, we recognize that it is a step in a new direction, and that therefore Congress might wish to provide for at least one re-examination of this method, after it has had a substantial period of implementation. Accordingly, while we would favor truly permanent financing for public broadcasting, we do specify in our present proposal a seven-year period of operation under the above-described matching method, with a limitation that the annual appropriation from the general revenues of the United States Treasury shall not exceed \$100,000,000 per fiscal year.

Conclusion

The Commission, in its recent testimony before the Congress, stated that it knew of no matter more important to the public content in the larger and more effective use of broadcasting than this -- the appropriate permanent financing of public broadcasting. The Commission adheres to this view. It advances this proposal as a solid, pragmatic way of achieving vital goals in this area, so crucial to the cultural, educational, social, and political development of the nation.

Office of Telecommunications Policy
Route Slip

5 NOV 1970

To

_____	Clay T. Whithead	_____ ✓
_____	George F. Mansur (has seen)	_____
_____	William Plummer	_____
_____	Wilfrid Dean	_____
_____	Steve Doyle	_____ ✓
_____	Walt Hinchman (has seen)	_____
_____	Charles Joyce	_____
_____	William Lyons	_____
_____		_____
_____		_____

#10010 = ?% BC Green?
 Station (has seen) no programming
 Eva Daughtrey
 Timmie White
 Judy Morton
 Transition to cable?

REMARKS

~~Go -
 would you take a quick look
 at p. 4 of the proposal to see
 if you:
 (a) understand my lack of comprehension
 (b) Can clarify the point?~~

~~Steve~~

Burch wonders if a follow up
 with you, Main & Flanigan on this
 proposal would be in order.
 I promised a preliminary reaction
 by the end of next week.

SED

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

Ken Goodwin of the FCC
came by to deliver this
letter and briefly discuss
the proposal. FCC's interest in
for FCC/OTPP to jointly
support legislation to be
introduced in January.

I promised Goodwin we
would review and meet
with him in a week to 10 days
to express our preliminary
reaction. Walt H has a copy
and will review.

GM.

Friday 11/13/70

4:30 Attached is a memo from Dr. Mansur to be attached to the letter from Dean Burch on financing for public broadcasting.

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

Date: November 12, 1970

Subject: Financing for Public Broadcasting

To: Dr. George Mansur

The Commission's objectives are to secure financing which is not sensitive to political pressures and to give a larger share of the pie to local stations at the expense of CPB. The first objective is, I suppose, laudable; there is some question that we will eventually have formed enough permanent funds and banks so that Congress will never get a chance to say anything. I am not clear on whether that is a good thing.

Giving more of the pie to local stations is certainly a good thing, so long as they are free to spend it where they like, including the purchase of programs from CPB. Indeed, I would favor giving it all to local stations, letting them support CPB if they like.

The matching funds idea is also reasonable. I would go further, and grant special tax exemptions to individuals (not corporations) making such donations.

I object most strenuously to the special tax on cable television. Why tax this particular industry to support PTV? Why not tax the broadcasters? Why not tax ~~on~~ TV receivers, as the British do? Any of several alternatives seem much more reasonable than the taxation of an industry whose diffusion we hope to encourage for precisely the same reasons we wish to encourage PTV: namely, greater diversity in programming.

My personal feeling is that widespread diffusion of cable, combined with the removal of Pay-TV restrictions for cable transmission, would produce exactly the kinds of programs which we now expect

of PTV, oriented to minority tastes. (And it should be borne in mind that the "minority" which in fact benefits from PTV is an elitist, highly educated, and relatively wealthy minority). Thus, if anything should be subsidized, it is cable programming, not over the air broadcasting.

As an alternative to annual matching appropriations, there is the idea of an endowment. This would involve the one-time grant of a large sum to endow public broadcasting stations and the network. PTV could then use the income to produce programming, and wise investment of the endowment would increase the annual income over time. This removes all further political intervention, since no further appropriations are required. If something like \$100 million a year is required to supplement private sources, then the initial endowment would have to be something like \$2 billion.

B.

Bruce M. Owen

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

OFFICE OF
THE CHAIRMAN

Honorable Clay T. Whitehead
Director
Office of Telecommunications Policy
Washington, D.C.

Dear Tom:

As we discussed recently, I should like to raise again the need for permanent financing for public broadcasting. Developments during the past year have indicated to me that:

1. Public broadcasting has proven to be the most potent source of diversity in television programming, a beneficial alternative to mass appeal network programming;
2. The present annual appropriations cycle does not provide sufficient isolation of programming decisions from political influence;
3. There is potential danger in the present highly centralized control of public broadcast programming and financing; and
4. There will continue to be considerable Congressional pressure upon the Administration to develop permanent financing for public broadcasting.

As pointed out by Peter Flanigan last fall, public television is potentially a high visibility area where we can reflect considerable credit on the President at relatively low expenditures.

After looking at the problem in some depth, I believe that the previous proposals such as those of the Carnegie Commission and Corporation for Public Broadcasting had two major defects. They proposed a politically unacceptable excise tax to raise the revenue. Additionally, they ignored the problem of distribution and control of funds. They would have placed too much power over public television in the hands of the Corporation. I am convinced that we have developed a proposal that is consistent with the principles of this Administration; one that will greatly benefit the public and reflect credit on the Administration.

Essentially the problem of financing public broadcasting is how to provide sufficient financing for developing and sustaining an operation that competes in quality with network programming, while assuring that programming is neither subject to political interference nor controlled by a small group of public broadcast leaders. I believe that these conditions can best be met by giving local governments and stations a greater degree of control over the finances and programming decisions in public broadcasting.

As for the programs produced by either the Corporation or the local stations, I note that the equal opportunity and fairness doctrine provisions of the communications Act (section 315(a)) are fully applicable. Indeed, the Public Broadcasting Act of 1967 goes further and (1) proscribes editorials or support of political candidates (section 399) and (2) requires "strict adherence to objectivity and balance in all programs or series of programs of a controversial nature;" (section 396(g)(1)A. I have already

- 3 -

made clear to public broadcasting officials the necessity to observe both the letter and the spirit of these legislative requirements. I consider a strong public broadcasting system, operating under these provisions to be the best hope for fair, objective news and public affairs coverage.

My solution to the problem is spelled out in more detail in the attached proposal. I would appreciate the opportunity to discuss it with you.

Sincerely,


Dean Burch
Chairman

Enclosure

The Reader's Digest

Pleasantville, New York 10570

10/22 *7/21*
Peter

Albert L. Guis, DIRECTOR

November 21, 1970

Dear Peter:

I have been in Europe for over a month and therefore haven't been able to answer two letters from you, one of which arrived on the 4th of November with a cheer for the results in Connecticut and also with a comment about a Gallup poll release through NET television; and another letter on the 9th referring to the TV program about the banks and the poor.

One of these days when you can be in New York or I can be in Washington, I want to sit down and tell you what is happening in the Corporation for Public Broadcasting. But I want you for the present to accept my statement that really progress is being made.

The Corporation doesn't really give money to NET in anywhere as large amounts as the Ford Foundation does. They contribute about \$16 million a year, which is a good deal more than the U.S. Government did up until very recently. The Government should really provide enough funds to the CPB so that no one else needed to contribute further and there should be a prohibition against having the Corporation accept money for any organization or any group that might affect the quality of programs that are sent out. NET is a separate organization financed very largely by the Ford Foundation. They have been making educational television programs for years and most of them are good, but every once in awhile there is a very sour one, including the two that you mentioned. But in spite of the fact that it is going to take a little time, I repeat that the program is good.

to see
I wish you would look at some of the educational programs. For instance, look at Sesame Street; you might get some of your kids to look at it. Also look at the program called Civilization which is created by the BBC. And also the Advocates. And I'll bet your wife looks at Julia Childs on "The French Chef" now and then.

We had a Board meeting in Washington just two days ago and I suggested that Jack Wrather, Frank Pace, John Macy and I try to get ahold of you for lunch some day and really tell you what we are doing. I really think you would cheer for it.

Have a good Thanksgiving.

Sincerely yours,

CC

copy to Whitehead Pm. 7/9

46 11/20
③ c

November 9, 1970

Dear Al:

Herewith another example of NET activity that is clearly inappropriate for a government supported organization. Would you do me the favor of letting me know the extent to which NET has been supported by CPB in 1970 and the amount of the budgeted support for 1971.

I am directing this inquiry to you in that I think it comes better from you to the Board and the management of the corporation than from the White House. Therefore, I'd appreciate you treating this inquiry in that light.

Sincerely yours,

Peter M. Flanigan
Assistant to the
President

Mr. Albert L. Cole
Director
The Reader's Digest
Pleasantville, New York 10570

Arouses Protest

By Jan Nugent Pearce
and Lawrence Laurent
Washington Post Staff Writers

A controversial TV documentary called "Banks and the Poor" has sparked a protest from the Texas Bankers Association to all five of that state's educational television stations. All the stations confirmed in telephone interviews last night receipt of a letter from a Texas Bankers Association official suggested that the programs unobjective treatment of banking did not present a true picture of financial institutions in that state.

Three of the stations — in Houston, Dallas and College Station—said last night they planned to run the program as originally scheduled. Austin San Antonio's KLNK has postponed it, and Lubbock's KTXB has decided not to run the documentary.

Broadcasters identified the letter's author as Sam Kimberlin Jr., executive director of the Texas Bankers Association. He could not be reached for comment last night.

"Banks and the Poor" is a one hour documentary, written and produced by Morton Silverstein of National Educational Television (NET). It concentrates on financial institutions in New York, Philadelphia and Washington, D.C. and their work in three areas: housing, personal loans and consumer credit.

William J. McCarter, vice president and general manager of WETA-TV (Channel 26) said that his staff saw the program on closed circuit and advised him that he had "better take a look." It is scheduled for 9 p.m., Monday. McCarter said he didn't know when a decision would be made on whether to telecast it.

Both Hartford Gunn, president of Public Broadcasting Service (PBS) in Washington and William Kavin, vice president for programming at NET in New York, said that they had received "no protests" about the program.

Robert Schenkken, KLNK station manager, explained

that his station had postponed the scheduled Monday night showing to take a closer look at the written transcript. There are a few things in the film that at first glance may appear "unfair and confusing," he said.

Schenkken explained that TBA executive director Kimberlin had seen the film Friday morning in a preview showing at the station. He pointed out that two examples cited in the program are already illegal under Texas law, Schenkken said. These are garnishing of wages and forced sale of a home to repay a debt.

Schenkken said Kimberlin had made the only protest, but said the show might have been postponed even without his criticism. There have been several programs which his station has not chosen to run, Schenkken explained.

John Henson, program director at KTXB-TV, Lubbock, said a decision not to telecast the program was made before a letter arrived from the Texas Bankers Association. He said that he and station manager D. M. McElroy invited local bankers to watch the closed circuit feed. "They wouldn't tell us not to run it," Henson said. "They felt it was a station decision."

"I thought it was a little biased as far as Texas is concerned."

The American Bankers Association was refused permission by NET to get an advance screening, but three ABA officials saw it last week at a semi-private preview showing by the Corporation for Public Broadcasting here.

ABA public affairs director George Kelly said his organization had not asked to attend the CPB screening, and CPB officials were unclear about who had invited ABA or why. Kelly said his organization has made no protest at that time and did not intend to.

TAKE NO. 375-375-375

27 NOV 1970

Honorable Dean Burch
Chairman
Federal Communications Commission
Washington, D. C. 20554

Dear Dean:

I find the general thrust of your proposal for the long-range financing of public broadcasting to be quite appealing. In particular, the idea of dividing federal support between the Corporation and the local communities gets over one of the big hurdles I have had with previous proposals.

I do have some problems with some aspects of the paper, however, and some modest suggestions. In particular, I do not think we can support the tax on CATV and would prefer to see the financing come strictly from federal appropriations. Secondly, I would like to see some periodic review, such as every five years, regarding the formula and limitation on annual appropriations. This would give the Congress and the Administration an opportunity to review the overall funding picture and also would serve to keep public broadcasting somewhat on its toes and not totally isolated from the federal funding process. Finally, we are concerned about the future role of cable television and general diversity of programming sources, and therefore suggest that the funding to local communities not be channeled exclusively through the licensed public broadcast stations but rather to any qualified local programming source.

I have attached a brief outline of what the proposal would look like with these changes and suggest that we discuss it at an early date. It may be quite feasible for us to include it in the President's legislation program for next year.

Sincerely,

SIGNED

Clay T. Whitehead

Enclosure

cc: Mr. Whitehead
Dr. Mansur

CTWhitehead:jm 11/24/70

Proposal for Permanent Financing of Public Broadcasting

1. Federal funds would be apportioned one-half to the Corporation for Public Broadcasting and one-half to locally supported, nonprofit, public programming sources. The funding for local sources would be distributed through the Corporation in proportion to the non-Federal funds each has received.
2. An appropriate legal definition of eligible local programming sources would be necessary; licensees of public broadcasting stations would automatically be included, while political organizations would be excluded. Funds could be used by the local programming source for production and for distribution on any local broadcasting medium including educational and commercial stations and cable systems.
3. Federal appropriations for public broadcasting would be made on a formula basis; \$20 million annually plus matching on a two-for-one basis those funds in excess of \$100 million from non-Federal sources. The Federal share would not exceed \$100 million annually.
4. The parameters of the financing formula described above would be established by law for a five-year period and reviewed by the Congress every five years.

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

Date: November 23, 1970

Subject: Financing Public Television

To: Mr. Whithead

A draft of the memo to Dean Burch is attached.

\$100 million is about one fifth of the profit of commercial broadcasters.

See below.

1968 TV Broadcast Financial Data

	<u>millions of dollars</u>		
	<u>revenues</u>	<u>expenses</u>	<u>profit+tax</u>
Networks + their owned and operated stations	1308	1129	179
Other stations	<u>1213</u>	<u>897</u>	<u>316</u>
Total	2521	<u>2026</u>	495

5%



Bruce Owen

DRAFT/BMOWEN/11/23/70

Honorable Dean Burch
etc.

Dear Dean:

I find the general thrust of your proposal for financing public broadcasting to be quite appealing. With some relatively minor modifications, I think I can enthusiastically support it. Our suggested modifications are outlined on the attached sheets. The most important of these deal with the tax on cable television and the nature of local recipients of federal funds.

I agree with you that public broadcasting can prove to be a most potent source of diversity in television programming, that it should be freed from the political influence of the annual appropriations cycle, and that more support should go to local program sources. Your proposal, with the modifications suggested, should go far in meeting these goals.

CTW

Attachment

Permanent Financing for Public Broadcasting: Suggested Modifications

1. The tax on cable television should be dropped, at least as a part of this plan. It seems inconsistent to tax the only other source of future diversity which seems promising in order to support public broadcasting.
2. Funds designed to match local expenditures should go to appropriately defined local program sources -- a broader category than ETV licensees. Thus, matching funds should be apportioned among all local programming entities, including local ETV licensees. The other category of recipient would consist of locally supported, not-for-profit institutions who wish to originate programming to be transmitted on any medium, whether educational broadcast stations, cable systems, or even commercial stations. An appropriate legal definition of this category of recipient would naturally exclude political parties.
3. Public broadcasting might be made somewhat more responsive to its public trust if the period for reevaluation were shortened from 7 to 5 years.

NET (National Educational Television), supported primarily by the Ford Foundation and dues from most of the public stations throughout the nation, provides most of the national programming. Local station owners value the understanding that comes from programs of national and regional scope, but they also are compelled to realize that their first responsibility is to promote awareness in their community, which is generally overlooked by commercial media. Therefore, although local production has steadily declined in the past years, station owners still consider it most important since it can reflect most exactly the needs of that particular community. The regional networks have attempted to encourage exceptional local programming by using some of the better shows throughout the region, however, inadequate funds prohibit most local stations from doing shows of the caliber that merit distribution either regionally or nationally.

The role of the federal government in assisting the development of educational stations began with the enactment of the Educational Facilities Act in 1962. This act made federal funds available to public television stations for the construction of certain broadcasting facilities. Over a five year period 148 stations received grants; indeed 92 stations were created because this aid was available. This act was followed 5 years later by the Public Broadcasting Act of 1967. Title I of this Act extends federal support for the construction and expansion of facilities for both radio and television stations in the next three years. While no funds were provided by Congress for facilities in 1968, the \$4 million appropriated for 1969 have already been used to assist 16 public stations. The bill further authorized the establishment of a special group to investigate instructional technology. An 8-man Commission on Instructional Technology was appointed subsequently by the CE and is due to report with its findings to Secretary Finch some time in August 1969.

Finally, the Public Broadcasting Act established the Corporation for Public Broadcasting "to facilitate the full development of educational broadcasting in which programs of high quality, obtained from diverse sources, will be made available to non-commercial educational television or radio broadcast stations, with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature." The Corporation was set up along the guidelines suggested by the Carnegie Commission Report of 1967 Public Television: A Program for Action. Incorporated in the District of Columbia in March 27, 1968, it received private funds that year of over \$2 million, of which the Carnegie Foundation and CBS provided .1 million each, as well as \$5 million in public funds from Congress.

It has a board of 15 directors who are appointed by the President to serve for terms of six years each. Frank Pace is the Chairman of this Board, and John W. Macy was elected President and Chief Executive Officer of the Corporation by the Board in February, 1969.

As a central funding body, the Corporation's ultimate objective is to improve the quality of programming done throughout the country. Thus, it has stimulated experimental programming and tried to act as an informational source for public broadcasters and the general public.

Although the Corporation is not designed to carry out production work itself, it does originate ideas for national broadcast or support ideas from other sources such as NET. An example of this was "Black Journal," transmitted nationally from NET, which dealt with issues and activities germane to the black community. Another example is the Children's Television Workshop "Sesame Street," which will come on the air in November 1969. The show, which is aimed at pre-schoolers, uses a highly sophisticated entertainment format to communicate the fundamentals of education--numbers, letters, etc. A year of extensive research was carried on before the show's formal design was agreed upon. Controlled experimental studies to determine the effectiveness are planned for its first year. This program, which hopefully will help to equalize the skills of all children entering primary school, would never have been done by commercial broadcasters.

In the brief time since it was established, the Corporation for Public Broadcasting has fulfilled its congressional mandate in several ways. Some examples are listed below. Through a contract with AT&T, it has provided national interconnection of all public stations. It has awarded more than \$1,250,000 to local stations in grants of \$10,000 each for the purpose of improving service to their communities. In granting this money to most individual stations, the Corporation was attempting to raise the level of programming shown by public broadcasters. However, whether giving such small sums is the most efficient, responsible way to achieve this end is debatable. The Corporation has also made substantial grants to local stations and the non-profit networks for the production of quality programs that can be distributed nationally or regionally. The corporation has granted over \$260,000 for the recruiting and development of talent in all areas of broadcasting. All candidates for internships and fellowships were

submitted to the corporation by local stations and are presently working in broadcasting. Finally, the CPB has awarded \$465,000 to the National Educational Radio Network, which duplicates and distributes tapes of public radio programs, for program distribution.

Priorities for the Corporation

While the Corporation has satisfied certain expectations, it has not yet established an operating set of priorities which can generate long-range planning. There is no question that public television has the potential to accommodate the tastes and needs of almost any group in our society. For example, the Corporation has had great success with its shows oriented toward racial minorities. "Soul," an entertainment program featuring Harlem blacks, was seen by 75% of the population of Harlem according to a Harris poll conducted for CPB. However, on its limited budget the Corporation cannot meet the needs of everyone. Therefore, it must determine what social needs are most urgent and apply the appropriate television techniques to serving those needs. As yet public broadcasters have never stated whom they desire as their audience.

Different broadcasting techniques will attract different audiences. Due to public broadcasting's educational history, it has relied heavily on lectures and other declarative approaches in its programming. Only recently have some public broadcasters recognized that the format of a show should be tailored to the audience being sought. Thus, for example, to reach the poor with crucial information about nutrition and health, public broadcasters may find audience receptivity is greater when the message is disseminated in the context of a soap opera. As yet no accurate measurements have been made for gauging the effectiveness of such methods of transmitting information. They must be made. It is to be hoped that the findings of the Commission on Instructional Television and the new National Center for Television Experiment (set up by the CPB) will provide guidelines on the best ways of communicating information over television. Meanwhile, the local stations and public networks must experiment with new forms for television shows. One hears frequent references to television's great potential to analyze news events, because station KQED in San Francisco has actually proved that live discussion of news fills a citizen need well. Only after such experimentation on the local and network level, can the Corporation assess the real potential of public broadcasting, and determine its priorities accurately.

Public broadcasting was hailed by the Carnegie Commission for its potential to be diversified, honest, controversial. Unfortunately, the implications of carrying out this mission have never been analyzed. For instance, does the adoption of diversified programming preclude the establishment of priorities? Should controversial programming exist for its own sake or to promote understanding and the airing of several points of view? Can an "honest" documentary always arrive at a conclusion or should it suggest the complexity of issues? In any event, the Corporation must insure that the national shows it supports are "objective" and balanced as ordered by the Public Broadcasting Act.

Government Action

The Nixon Administration's support of the Corporation for Public Broadcasting will shape the future of public television in America. Since relatively little more money can affect very high visibility when put into broadcasting, the Administration should give the matter thorough consideration.

The Administration has several options. It can continue to give the Corporation for Public Broadcasting very small appropriations on the theory that public television has not generally been an influential, constructive force and the Corporation has not yet developed its leadership capacity. The result of such action will probably be to perpetuate the disunity and ineffectiveness of the public broadcasting system as a whole, at least for several years.

Alternatively, the government can expand its investment with the Corporation for Public Broadcasting--financially and otherwise. For the administration to assess how large and beneficial an impact its investment in public broadcasting can be, the Corporation must articulate its role more clearly. Does it plan to function primarily as a revenue sharing institution or as a selective board that will encourage the better stations and independent production units to make national programs. What are the programs to do: provide cultural enrichment; instruct people in dealing with problems of everyday living; provide a voice for ethnic groups; generate awareness of contemporary events? Can it coordinate activities of local stations and change the fragmentary nature of the public broadcasting system?

There is some question that its staff is capable and/or willing to answer such "hard" questions. Until the Corporation's objectives are clearly formulated, it is difficult to imagine any massive outlay of federal funds to it. Perhaps the Administration's most constructive

action at this point would be to provoke answers to these questions. The establishment of a CPB task force, which the Administration might assist in, may be the best way to resolve the issue of priorities.

Because the most exciting uses of public broadcasting have only recently been developed, perhaps for the present very specific government grants to the Corporation would produce the best results. The Corporation has already indicated its willingness to cooperate with federal agencies such as the Office of Education, the Smithsonian, etc. If it can transmit information for these agencies better than other media, the Corporation should be encouraged to do so.

Financing

The last problem for the Corporation for Public Broadcasting is the design of its long-term financing. To insure that it functions without political coercion and with long-range objectives, it must have a source of income other than Congress. Some criteria for the eventual plan are that it not impose harsh taxes on commercial broadcasters or the public at large (especially the poor); that it provide an increasing flow of funds through the years; that it provide significant incentive for programming responsive to the interests of the viewing public.

Several schemes have been proposed thus far. The Carnegie Commission idea of an excise tax on television sets has had the most publicity. Criticism of this plan centers on the fact that it probably will not provide enough money to meet demands of an expanding public television system. Other proposals have considered taxes on commercial broadcasters; taxes on users of television and radio; some form of sponsorship of specific programs by private corporations or other groups. The Corporation has distributed information about these plans. It is up to the Corporation to stimulate further thought on the topic so action can be taken. However, we shall have to make it clear that the Corporation should be more realistic about what are feasible financing goals. The Corporation should devote considerable attention to this issue. The Administration too should ask the BOB to develop a plan for long-term financing.

In the interim yearly congressional appropriations will be necessary to run the Corporation. It has requested \$20 million from Congress for 1970. Secretary Finch, speaking for President Nixon, before the

Senate sub-committee on Communications, suggested that \$10 million would be more "consistent with the modest growth (of the Corporation for Public Broadcasting) during its initial stage." Despite this warning, the Senate sub-committee did recommend authorization of the full \$20 million as did the House sub-committee. Perhaps after this year, unless long-term financing has been arranged, a 4-year appropriation to the Corporation is advisable.

CPB - Personnel ✓
Chron
WH Memo
Flanigan - Memos

November 30, 1970

MEMORANDUM FOR

Mr. Peter Flanigan
Mr. Harry Flemming
Mr. Len Garment

At my request, Sam Wyly is providing me with possible candidates to fill the remaining vacancy on the Board of Directors of the Corporation for Public Broadcasting. This is a very important vacancy because it will tip the majority to both Republican and Nixon-appointed members. It is important also because there are no minority group members on the Board once we decided not to reappoint Roscoe Carroll.

We are looking for a very solid minority group Republican who can make a substantial contribution, and I believe we will have some outstanding candidates. Our coordination with these matters in the past has not been sterling, and I simply want you to know what I am doing so we will not proceed at cross purposes. I will be in touch shortly regarding possible candidates.

Clay T. Whitehead

cc: Mr. Whitehead

CTWhitehead:ed