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1. As noted in attached press clippings, DS has had a prior brush with public broadcasting, involving allegations of his attempts to use Government money to influence program content. While the allegations are exaggerated, and at some points in the Variety story factually inaccurate, the point is that there is and will be strong press interest in a DS appointment.
2. Prior allegations of Nixon Administration tampering with the Board will be revived. Over a year ago, the press was full of stories about using Board appointments to affect a conservative influence on program content. The former Chairman of the Board (Tom Curtis) resigned and made public charges of tampering. This and other similar episodes are the subject of an American Civil Liberties Union suit presently pending in the District Court.
3. On the substantive side, the Administration is moving forward with a long-range financing plan to insulate public broadcasting from political influences on programming arising out of the Congress and the Executive. Unless there is confidence that the Board can be trusted to use Federal dollars in a non-political manner, this Administration initiative will be jeopardized.
4. Another substantive point is that OTP has just issued a questionnaire regarding Federal agency funding of public broadcast programs as a first step in drafting guidelines to prevent the abuses that arose in the DS/LEAA program contract. Again, the appearance would be of a President whose right hand doesn't know what his left hand is doing.
5. The DS appointment coupled with the Coors' letter difficulty, involving an issue of attempted influence of program content, would embroil the Administration in a completely unnecessary controversy that would smack of the former Administration's controversies with public broadcasting. This is not the way to put a "Ford stamp" on personnel actions.
6. The nominee who DS would replace would be placed in the difficult and embarrassing position of having been nominated twice by this President and once by the former President and yet never being seated on the Board.



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Page

# The New York Times

10/9/74  
Date

## Public TV Crime Series Stirs Grant Controversy

By LES BROWN

A proposed national series on crime and criminal justice in programs would all be based on the United States has stirred a series of symposiums staged controversy within the public in various parts of the country.

## MEDIA

# *A Series in the Name of Justice*

*By John Carmody*

Public television's knack for picking a fight with itself has surfaced again in a controversy over a \$1.2-mil-

under a \$60,000 grant from the federal agency.

This latter coincidence and the more pressing issue accepted from a government agency directly concerned

being obligated" to any federal funding agency.

Rice pointed out that his own station had sought funds in the past for a series on crime and criminal

symposia and if we felt constrained from using such comments we would be unworthy of the trust of our colleagues in public television."

VARIETY - October 9, 1974

# L.A. Public TV ✓ Bitten By Hand That 'Fed' It

By BILL GREELEY

With public television under heavy criticism recently for allowing special interests to creep into programming, a movement has

## Los Angeles PT

(Continued from

Nixon administration. Federal agency rep special attention to constabularies of San the Republican conv was going to be held th Miami where the co actually held.

The idea of a tv se funded by LEAA was by Donald Santarelli, of the Administrati tinues as a consulta particularly for the t moved to the LEAA attorney John Mitchell reportedly was involv the omnibus crime

CPB - PBS

December 14, 1974

Mr. Sidney L. James  
2101 Connecticut Avenue, N. W.  
Washington, D. C. 20008

Dear Sid:

Phil Buchen would be happy to get together with  
you for a short discussion of the CPB-PBS  
situation -- after the first of the year.

Would you give him a call?

Best personal regards.

Sincerely,

Dean Burch  
Counsellor to the President

cc: ✓ Phil Buchen



*Public Broadcasting*  
*file*

# ADOLPH COORS COMPANY

ESTABLISHED 1873

GOLDEN, COLORADO, 80401

January 10, 1975

RECEIVED

JAN 13 1975

CPB - WASHINGTON

Mr. Henry Loomis, President  
Public Broadcasting Corporation  
888 - 16th Street, N. W.  
Washington, D. C. 20006

Dear Henry:

I thought you might be interested in receiving the attached letters which were sent to me by a good friend in the mortuary business. It is indeed unfortunate if Public Broadcasting Service is actually putting out a film which wrongly attacks this industry.

I am not yet familiar enough with the interconnection between PBS and CPB to know whether you can do anything about this but it is the type of thing which I will be very interested in watching closely if I ever become confirmed on your fine board.

Very best regards to you and Jackie and best wishes for the coming year.

Sincerely,

*Joe*

Joseph Coors  
Executive Vice President

JC/cs  
Enc.



*Hinger*

Mortuaries, Inc.

2600 Sixteenth Street

Denver, Colorado 80211

Francis S. VanDerbur

President

January 5, 1975

✓  
Mr. Joseph Coors  
600 Ninth Street  
Golden, Colorado 80401

Dear Mr. Coors:

Ten years ago Jessica Mitford and I did an hour program on Denver's Channel 6 with Canon Gresham of St. Johns Episcopal Cathedral and Dr. Alice Fehrenbach, psychologist. It ended with my telling Miss Mitford that she had admitted her accusations did not apply to Denver's morticians and asking her where they did apply. She replied that they applied to the area where she lived and I think she included Chicago and New York. There are still tapes of that program available.

Now it appears that PBS might offer to the network a program attacking morticians unjustly. The enclosed copies of two letters tell the story.

Your family has had reason to know of our integrity. Since 1890 we have tried to earn the confidence of the people of this area and were I to publish the financial facts of our operation few would believe me. Our profits for the past five years and three months through September 30, 1974 were as follows: (our fiscal year ends June 30)

|                    |                |                |
|--------------------|----------------|----------------|
|                    | 1970 . . . . . | \$ 42,935 loss |
|                    | 1971 . . . . . | 5,221 loss     |
|                    | 1972 . . . . . | 39,288 profit  |
|                    | 1973 . . . . . | 46,006 profit  |
| (7/1/74 - 9/30-74) | 1974 . . . . . | 13,354 loss    |

C.P.A. reports are available to prove these figures and I would be glad to deliver them to you. Also computer print-outs from Central Bank and Trust Company show my salary last year was \$18,130. This is the answer to those who might contend the Corporation pays it's profits out to the owner in salary. I will deliver the payroll print-out to you too.

Also enclosed is a price card such as is in every casket in our display rooms. It shows how we itemize.



Mr. Joseph Coors

Olingers (and our competitors, I am sure) have never refused to serve because of money. If circumstances justify it we serve for nothing.

For \$200 we will call for the deceased, arrange with the survivors, obtain necessary information to complete the statistical part of the Death Certificate, take the certificate to the Doctor's office, return for it after he has completed his part, take it to the County Registrar and obtain a permit and deliver the remains in a minimum type casket to the crematory.

For \$668 we will provide a rounded top, octagon end casket (that neither we nor survivors need by ashamed of) plus our standard services which are set forth on the price card.

In answer to the question "What can be done about the high cost of funerals?" we suggest a prepaid Trust contract and more than 2,000 people are making such contracts with us every year recently. This is a good deal for both parties.

The purchaser saves 10% from current prices and freezes that cost. He may pay for it over five years with no interest or carrying charge. We put 100% in trust as we receive it.

We benefit several ways. We now have about \$13,000,000 of such contracts in force with about \$7,000,000 in trust at Central Bank and Trust Company. This gives us assured business without advertising or credit loss expense. We also receive the income from the fund. This makes it possible for us to give the discount and handle the inflation cost. The records of our Trust operation are available at the office of The Insurance Commissioner of Colorado who examines us every year.

The reason I am submitting this information to you is indicated in the letter from George DeGrace to Howard Raether. Thousands of honest hard working people across the country can be subjected to a vicious attack if the Hirsh film is shown by the PBS network.

I hope you will do what you can to stimulate investigation of this situation and I especially hope it is not accepted by our Chanel 6. If you have suggestions as to what I might do further I will be grateful to you.

Sincerely,



December 27, 1974

Mr. John Montgomery  
Vice President in charge of Programming  
Public Broadcasting Service  
475 L'Enfant Plaza West, Southwest  
Washington, D.C. 20024

Dear Mr. Montgomery:

The National Funeral Directors Association - an affiliation of 49 state associations and the District of Columbia with a membership of over 14,000 - strongly objects to the showing of "Since the American Way of Death" on the Public Broadcasting Service network. It is our understanding, according to newspaper reports and other media sources, that this alleged documentary, produced by Michael Hirsh and WTTW Channel 11, Chicago's educational station, will be offered to the PBS network.

The program is a vicious attack on the entire funeral directing profession based on a few isolated incidents. The sweeping claims made in the program's narrative that most funeral directors are unethical and out to "rip off" bereaved families, are not only unsubstantiated by the total content of the program, but could not be substantiated because they are, in fact, untrue.

It is evident from Mr. Hirsh's deceptive conduct in attempting to obtain information from our association, some of our affiliated associations, some of our individual members and some of our consultants, that he had no intention of producing an objective documentary on funeral service practices today.

As one Chicago radio commentator, Larry Butler, pointed out in reviewing the program . . . "I have to give low marks to Channel 11 and Mike Hirsh for its blatant, subjective attack, using all the visual techniques, such as a view of 'Crook's Funeral Home' to sell the viewer on the idea that the vast majority of funeral directors are crooks, unethical, and deliberately prey on the bereaved for profit. Why, they had the funeral directors condemned before they started their investigation. Hirsh destroys his credibility throughout, especially when he joins in laughter with Jessica Mitford, who cracked a sarcastic insult about funeral directors. Hirsh even lets Jessica interview a British funeral director while he sits and smiles."

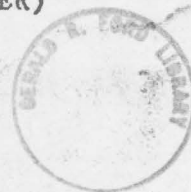
Our legal counsel also believes that this program is in complete violation of the fairness doctrine promulgated by the Federal Communications Commission.

We ask that you keep these things in mind when you review the program for possible use on the PBS network. If you desire any additional information concerning the statements made in this letter, we will be most happy to furnish it to you.

(OVER)

RE OFFICE: HOWARD C. SAETHER, EXECUTIVE DIRECTOR, 135 WEST WELLS STREET, MILWAUKEE, WISCONSIN 53203 — 414/276-2500

BOARD OF GOVERNORS: Edward J. Fitzgerald, Albuquerque, NM -- President | R. Jay Kracer, Pompano Beach, FL  
Myron L. Van Horn, Lakeview, OH -- Second Vice President | Royal Keith, Yakima, WA -- Secretary | Cecil L. Geelisch, AL  
Frank R. Galante, Newark, NJ -- Past President | Sumner James Waring, Jr., Fall River, MA | John G. Lutton, Beaver Falls, PA | With  
Frank Sowell, Columbia, TN | Herschel B. Coates, Owenton, KY | Walter R. Chasen, Chicago, IL |  
Verlyn L. Heath, Paragould, AR | Glenn W. Beatty, Elm St, IL



Page 2

Mr. John Montgomery

December 27, 1974

In any event, we would appreciate hearing from you as soon as possible regarding our vigorous protest to the showing of this unwarranted attack on the funeral directing profession.

Sincerely,

Edward J. Fitzgerald  
President

EJF:kp



## GEORGE DeGRACE & ASSOCIATES

710 N. Plankinton Ave., Milwaukee, Wisconsin 53203 272-1166  
SUITE 518 AREA (414)

December 26, 1974

MEMO TO: Howard Raether  
FROM: George DeGrace

I talked to Otto Schlaak at Channel 10 (the Milwaukee educational station) this morning concerning how an organization would go about protesting the showing of any program on the Public Broadcasting Service (PBS) National Network.

Schlaak says that John Montgomery, who is Vice-President in charge of Programming for the Public Broadcasting Service, makes the decision on what programs will be shown on the network.

Schlaak said that any station (such as Channel 11, Chicago) that wishes a program to be fed over the network contacts Montgomery and forwards a tape to him for screening and possible broadcast use.

Montgomery and his staff screen the program and decide whether it will or will not be shown.

Schlaak said he did not know the actual costs involved in showing a program over the network. He did say that sometimes the costs are underwritten, either by an outside contributor or by other sources.

Schlaak recommended that if NFDA, the Illinois Association, or any other group or individuals desires to protest the showing of "Since the American Way of Death" on the PBS network they should register their protest directly with Montgomery as soon as possible. His address is:

Mr. John Montgomery  
Vice President in charge of Programming  
Public Broadcasting Service  
475 L'Enfant Plaza West, Southwest  
Washington, D. C. 20024

Please turn to next page --

(OVER)





Mr. Howard Raether

Page 2

December 26, 1974

In their letters of protest the organizations should set forth why they feel the program should not be shown.

You will note that his advice differs greatly from that of Larry Butler. You will recall that Butler, who does a weekday five-minute commentary on Chicago radio station WAIT, wrote you concerning the Channel 11 program, "Since the American Way of Death". In addition to including the cassette containing two of his programs which dealt with the Channel 11 presentation, he indicated he had some communication ideas which might be helpful to NFDA.

When I called him at your direction, Butler said, among other things, that NFDA should attempt to keep the Channel 11 program from being shown on the PBS network. To do this, he recommended contacting the members of the PBS board.

He mentioned one board member, in particular, with whom he was familiar -- Joseph Coors. Mr. Coors is of the Coors Brewery family and Chairman of the Board of Coors Industries, according to Butler. He said Mr. Coors could be reached through the Coors Porcelain Corporation at 600 Ninth Street, Golden, Colorado 80401.

Schlaak said that contacting members of the PBS Board, such as Joe Coors, would not be effective, except in an indirect way. He indicated that the PBS Board and its programming committee were interested primarily in policy and long-range planning, and not in the day-to-day operations of the network or decisions on whether to show or not show individual programs. He reiterated that any station that wanted a program fed over the network would have to contact Mr. Montgomery and that his would be the final decision as to whether the program would be aired.

Sincerely,



George DeGrace

GD/bas



FEBRUARY 13, 1975

## Office of the White House Press Secretary

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THE WHITE HOUSE

## STATEMENT BY THE PRESIDENT

The Administration today sent a bill to the Congress that will appropriate Federal funds for the Corporation for Public Broadcasting over a five-year period, starting with \$70 million in fiscal 1976 and reaching \$100 million by 1980. To assure that Federal support does not dominate public broadcasting and to encourage continued non-Federal contributions, the Federal funds would be provided on a matching basis -- with one Federal dollar for every \$2.50 in non-Federal revenues up to the annual ceiling.

Since enactment of the Public Broadcasting Act of 1967, the Federal Government has supported the growth and development of non-commercial educational radio and television through annual appropriations. During this time, public broadcasting has developed and matured into a far-reaching, effective medium for bringing high quality educational and cultural programming to millions of Americans.

A recurring question in public broadcasting has been how to reconcile Government funding with the possibility of Government control. On the one hand, if Federal funds are used to support public broadcasting, the Government must be able to evaluate how the funds are spent. To do otherwise would be irresponsible. On the other hand, strict accountability by public broadcasting to the Government can lead to Government direction of programming, which is contrary to the principles of free expression on which our Nation was founded. It is this issue alone which requires that the Congress consider a five-year appropriation for public broadcasting.

This bill is a constructive approach to the sensitive relationship between Federal funding and freedom of expression. It would eliminate the scrutiny of programming that could be associated with the normal budgetary and appropriations processes of the Government. At the same time, it would still permit periodic review of public broadcasting by the Congress. I believe that it will assure the independence of non-commercial radio and television programming for our Nation; and, long-term Federal funding will add stability to the financing of public broadcasting which may enhance the quality of its programming. I urge the Congress to enact it promptly.

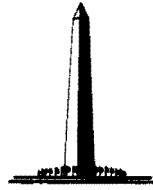


television/26  
radio/fm90.9

*file*

*Public Beauty*

3620 27th street, south  
arlington, virginia 22206  
703/820-4500



**weta**

public broadcasting in the nation's capital

February 14, 1975

The Honorable Phillip Buchen  
The White House  
Washington, D.C. 20500

Dear Mr. Buchen:

This is to tell you how very much I appreciated the chance to chat with you the other day, and to tell you about public broadcasting and our need for establishing a regular conversation with the White House. As you suggested, I had a talk with Bill Baroody and I am seeing John Mulliken next week.

I was pleased, of course, to see that the long-range funding bill has been resented to the Hill along with a most glowing statement from the President. You can be sure that we will do everything in our power to help get it passed and back to the White House for signature.

I hope I will have opportunities to see you again from time to time. Meanwhile, thanks and all best wishes.

Sincerely,

*Sidney L. James*

Sidney L. James  
Chairman of the Board, GWETA

P.S. For your records, I am enclosing some material on PBS and WETA, and lists of the directors of their boards.

SLJ:baz





# PUBLIC BROADCASTING SERVICE

485 L'ENFANT PLAZA WEST, S. W., WASHINGTON, D. C. 20024 • (202) 488-5000

## PUBLIC BROADCASTING SERVICE FACTSHEET

### What is PBS?

PBS is the national organization of public television stations. PBS is governed by an elected board of governors made up of laymen from the boards of local television stations and a PBS board of managers comprised of and elected by television stations managers. PBS is responsible for the selection, scheduling, promotion and distribution of the national program service to noncommercial television stations across the country, and for representation of the public television stations' interests at the national level. PBS also operates the Public Television Library, a tape exchange and distribution center for recorded programming.

### Where is it?

The main PBS offices, the Public Television Library and the transmission facilities are located at 475 L'Enfant Plaza, West, S.W., Washington, D.C. 20024. There is also an office in New York City.

### How long has it existed?

PBS was formed by the Corporation for Public Broadcasting and the nations' public television licensees and was chartered in November, 1969. PBS began transmission in October, 1970, and in March, 1973, was reorganized to become a membership supported organization.

### How many public television stations are there?

As of January, 1975, there were 254 public television transmitters being provided programs by PBS. They fall into four different categories:

State Authorities/State Commissions: (75) licensed to state authorities or state commissions

-more-



Community Stations: (72) licensed to non-profit corporations  
University Stations: (67) licensed to both state and private colleges and universities.

School Stations: (40) licensed to municipal boards of education or similar agencies, or school districts or systems serving primary elementary and secondary education.

How much programming does PBS distribute?

It is projected that in fiscal 1975, PBS will distribute 2,045 hours of nonduplicated programming, of which 35 percent is cultural, 26 percent public affairs and 39 percent educative. In addition to this basic service, PBS will also distribute a projected 1,303 hours of repeat programming, primarily children's programs, for the scheduling convenience of its interconnected stations during fiscal 1975.

Where does PBS get its programs?

In fiscal 1971, a total of 27 public TV facilities produced all programs distributed by PBS. That number rose to 42 in fiscal 1972 and 62 in fiscal 1973. In fiscal 1974 58 public TV facilities produced programs for PBS distribution. The large number of production facilities producing programs for PBS distribution reflects public television's commitment to diversification of programming sources.

What is the PBS "station program cooperative?"

The station program cooperative is a unique system of public television program selection and financing through which the nation's public television stations may participate in the funding of those nationally-distributed programs they wish to broadcast.

Who pays for public television?

Public television is supported by state and federal funds, grants from corporations and non-profit organizations. and by contributions from the general public.

The staff and services of PBS (with the exception of the technical operation of the interconnection system, which is sustained by a contract with CPB) are supported entirely by PBS member stations.

Production costs of programs distributed by PBS are underwritten through three major sources: (1) the federal government through funds administered by the Corporation for Public Broadcasting, (2) foundations and corporations through grants, and (3) public television stations through contributions of local productions for national distribution and through a station program cooperative, a system which began in fiscal 1975 whereby each station participates in the funding of those national programs it wishes to carry.

## THE HISTORY OF PUBLIC TELEVISION

As early as 1949, the FCC was considering the advisability of providing channels for non-commercial educational television operation, and in 1951, as part of a general review of television, the Commission proposed the establishment of educational TV channels.

In 1952, the FCC authorized the reservation of 242 station channels -- 80 in the VHF band and 162 in the UHF -- for the exclusive use of non-commercial educational television. In that same year, the Ford Foundation created the Educational Television and Radio Center (later to become NET, National Educational Television) with a grant of over one million dollars. (Since 1951, the Ford Foundation has awarded more than \$270 million in grants to public broadcasting.)

In May, 1953, the nation's first educational television license was granted to the University of Houston, Texas (KUHT). By the end of 1961, an additional 61 such educational television licenses had been granted by the FCC.

In 1962, after a year of debate, the Congress enacted legislation that proved to be a cornerstone of public broadcasting -- the Educational Broadcasting Facilities Act of 1962. Amending the Communications Act of 1934, the new law initially authorized \$32 million for five years to be made available to the state "...to assist (through matching grants) in the construction of educational television broadcasting facilities."

Because of the many individual requests from educational organizations, the FCC in 1966 revised its UHF assignment table and set aside approximately 25 percent of the UHF reservations for public broadcasting. By the end of 1966, there were 125 non-commercial television stations on the air.

-more-



In early 1967, after almost two years of study of the technical, organizational, financial and programming considerations of educational television, the Carnegie Commission on Educational Television published its report, "Public Television: A Program for Action." Its recommendations for future support and development of public television were the basis for the initiation of the Public Broadcasting Act of 1967. Title I of the Act authorized an additional \$38 million for the construction of facilities; Title II provided for the establishment of the Corporation for Public Broadcasting (the formation of a Corporation for Public Broadcasting had been recommended in Carnegie Commission Report); and Title III authorized the Secretary of HEW to make a comprehensive study of "educational and instructional broadcasting."

The public broadcasting "system" as we know it today is structured largely on the 1967 recommendations of the Carnegie Commission Report which concluded that "a well-financed and well-directed system, substantially larger and far more pervasive and effective than that which now exists in the United States, must be brought into being if the full needs of the American public are to be served."

Guided by those recommendations, the Congress enacted the Public Broadcasting Act of 1967, which, among other things, mandated the creation of the Corporation for Public Broadcasting (CPB) to provide national leadership in the further development of a public broadcasting system while insuring that the medium would have maximum protection from outside interference and control.

The Congress authorized CPB to assist in three important activities: the establishment and maintenance of an interconnection service among the local stations; the production of national programming; and the increase of support to local stations.

In the furtherance of its responsibility to create an interconnection service, the Corporation joined with the television stations' elected representatives in 1969 to create the Public Broadcasting Service (PBS), a national broadcasting entity unlike any other service -- commercial or non-commercial, foreign or domestic. PBS is the national organization of public television stations with policy set by an elected Board of Governors made up of laymen from the boards of local television stations. The Board of Governors receives guidance from a PBS Board of Managers, a group comprised of and elected by television station managers. PBS was chartered in November, 1969 and began transmission in October, 1970.

A significant milestone for PBS occurred in 1973 when three separate public television licensee groups merged to form a new non-profit membership corporation which retained the name "Public Broadcasting Service." Merging were the Coordinating Committee of Governing Board Chairmen, the Educational Television Stations Division (ETS) of the National Association of Educational Broadcasters, and the former Public Broadcasting Service. The consolidation welded the public television licensee groups together into a more unified and representative system.

Concurrent with the merger was a reorganization of station and public representation of PBS's Boards. The former PBS Board of Directors had already been increased in May, 1972, to include twelve station managers, six public directors, and the President of PBS. This move toward a broader base of station and public representation was carried even further with establishment of a Board of Governors and a Board of Managers for the new PBS. Twenty-five lay representatives serve on the Board of Governors and twenty-five professional representatives serve on the Board of Managers, representing in the aggregate the management and the governing bodies of a third of the nation's public television licensees.

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1/10/75

PUBLIC BROADCASTING SERVICE  
BOARD OF GOVERNORS  
1974

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WQED  
Pittsburgh  
executive vice president  
(retired), Alcoa  
Corporation

M.M. Anderson  
WQED  
4802 Fifth Avenue  
Pittsburgh, Pennsylvania 15213  
res: 412/621-5265

WIPB  
Muncie, Indiana

Edmund F. Ball  
Chairman of the Board  
Ball Corporation  
Muncie, Indiana 47302  
off: 317/289-7127, 284-8441

KQED  
San Francisco  
vice president, board of  
trustees of Stanford  
University; president,  
Rosenberg Foundation.

Mrs. Allan E. Charles  
850 Francisco Street  
San Francisco, California 94109  
res: 415/885-3169

WTVS  
Detroit  
journalist, teacher,  
businesswoman; has  
special interest in  
programming for the  
handicapped.

Mrs. Edward N. Cole  
1371 Kirkway  
Bloomfield Hills, Michigan 48013  
res: 313/629-5489

University of North  
Carolina Television  
Network

William C. Friday  
President  
University of North Carolina  
General Administration Building  
Chapel Hill, North Carolina 27514  
off: 919/933-6981  
res: 919/942-3569

WDCN  
Nashville

Alfred C. Galloway  
President  
Community Federal Savings & Loan  
Association  
2701 Jefferson Street  
Nashville, Tennessee 37208  
off: 615/329-0858  
res: 615/329-4055

WWVU  
Morgantown, West Virginia

James G. Harlow  
President  
West Virginia University  
Morgantown, West Virginia 26506  
off: 304/293-5531  
res: 304/599-1312



WCET  
Cincinnati

C. Bart Hawley  
Central Region Manager  
Borden Chemical Division  
Borden, Inc.  
925 Laurel Avenue  
Cincinnati, Ohio 45246  
off: 513/761-4300  
res: 513/771-6791

Nebraska Educational  
Television Commission

Philip Heckman  
President  
Doane College  
Crete, Nebraska 68333  
off: 402/826-2161  
res: 402/826-3775

WNET  
New York

Ethan A. Hitchcock  
Webster, Sheffield, Fleischmann,  
Hitchcock & Brookfield  
One Rockefeller Plaza  
New York, New York 10020  
off: 212/582-3370  
res: 212/755-0736

WETV  
Atlanta

Richard Hodges, Jr.  
Executive Vice President  
Liller Neal Battle & Lindsey, Inc.  
Life of Georgia Tower  
Atlanta, Georgia 30308  
off: 404/881-0221

WETA  
Washington, D.C.  
founding editor,  
Sports Illustrated;  
vice president  
(retired), Time Inc.

Sidney L. James  
2101 Connecticut Avenue Northwest  
Washington, D.C. 20008  
res: 202/265-9857

WGBH  
Boston

John Lowell  
Welch & Forbes  
73 Tremont Street (Suite 1034)  
Boston, Massachusetts 02108  
off: 617/523-1635  
res: 617/581-0232

Maine Public  
Broadcasting Network

Donald R. McNeil  
Chancellor  
University of Maine  
228 Deering Avenue  
Portland, Maine 04102  
off: 207/774-9845

WTTW  
Chicago

Newton N. Minow  
Sidley & Austin  
One First National Plaza (Suite 4800)  
Chicago, Illinois 60603  
off: 312/329-5400  
pvt: 312/329-5555  
res:

Iowa Educational  
Broadcasting  
Network  
executive vice  
president (retired),  
American Broadcasting  
Stations, Inc.;  
broadcast consultant.

William B. Quarton

November 1 - April 30  
Plaza East (PhN)  
4300 North Ocean Boulevard  
Fort Lauderdale, Florida 33308  
res: 305/565-6813

May 1 - October 31  
1204 Merchants National Bank Building  
Cedar Rapids, Iowa 52401  
off: 319/393-8200  
res: 319/364-6621

KERA  
Dallas

Ralph B. Rogers (Chairman)  
Chairman of the Board  
Texas Industries, Inc.  
8100 Carpenter Freeway  
Dallas, Texas 75247  
off: 214/637-3100  
pvt: 214/631-1053  
res: 214/368-2885

WMFE  
Orlando, Florida  
teacher; has special  
interest in adult  
education.

Mrs. Bert E. Roper  
Box 42E  
Route 1  
Winter Garden, Florida 32787  
res: 305/656-3698

Maryland Public  
Broadcasting Commission

Leonard H. Rosenberg  
Chairman of the Board  
Chesapeake Life Insurance Company  
527 St. Paul Street  
Baltimore, Maryland 21202  
off: 301/727-6400  
res: 301/435-4873

WTIU  
Bloomington, Indiana

John W. Ryan  
President  
Indiana University  
200 Bryan Administration Building  
Bloomington, Indiana 47401  
off: 812/337-7922  
res:



KAET  
Tempe, Arizona

John W. Schwada  
President  
Arizona State University  
Tempe, Arizona 85281  
off: 602/965-5606  
res:

WGTE  
Toledo, Ohio  
civic leader with a  
special commitment  
to the arts.

Mrs. Stephen Stranahan  
29917 East River Road  
Perrysburg, Ohio 43551  
res: 419/666-1788

Mississippi Authority  
for Educational  
Television  
attorney at law;  
director, Belzoni  
Oil Works.

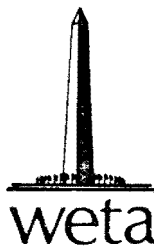
Irby Turner, Jr.  
P.O. Box 519  
Belzoni, Mississippi 39038  
off: 601/247-2361  
res: 601/247-1311

KCTS  
Seattle

Robert G. Waldo  
Vice President for University  
Relations  
University of Washington  
400 Administration Building  
Seattle, Washington 98105  
off: 206/543-2560  
res: 206/525-4370

KEDT  
Corpus Christi, Texas  
independent oil and  
real estate operator

Don E. Weber  
P.O. Box 559  
Corpus Christi, Texas 78403  
off: 512/882-9111  
res:



public broadcasting in the nation's capital

WETA-TV and WETA-FM are the public broadcasting stations serving the Washington Metropolitan area. They are licensed to the Greater Washington Educational Telecommunications Association, Inc., (GWETA), a non-profit organization incorporated in 1953 for the specific purpose of activating Channel 26, the education television frequency assigned to the District of Columbia. WETA/26 went on the air on October 2nd, 1961; WETA/FM aired its first program on April 19th, 1970.

WETA-TV and WETA-FM are under the governance of a Board of Directors elected on a staggered plan for three (3) year terms by the Board of Trustees. The General Manager, with the title of President, is a professional selected by the Board of Directors to oversee the operation. WETA not only serves the Washington Metropolitan area, in the presentation of local issues and concerns, but because of its location in the Nation's Capital, fulfills a dual obligation to provide programs related to National events.

WETA-Channel 26, as a non-profit broadcast corporation, derives no income from advertising. All contributions are tax-deductible.

WETA has broadcast approximately 72,800 hours of programs since 1961.

The station has provided a variety of programs to interest a number of specialized audiences. Among these are: COMMUNITY ORIENTED PROGRAMS - Ebony Reflections; Metro-View; Metrotivity; Power and The People series; Media Hora; City Celebration; District Digest. - ARTS AND MUSIC - In Performance at Wolf Trap series; The Critics; Rock Gospel; D. C. Youth Orchestra; Humanities Film Forum; Boston Pops; Evening at Symphony; Soul. - EDUCATIONAL PROGRAMS - Cover to Cover; Turn On to English; Open University; Course of Our Times; Making it Count. - NEWS AND PUBLIC AFFAIRS - Washington Week in Review; Washington Straight Talk; Martin Agronsky; Firing Line; Bill Moyers' Journal. - CHILDREN'S PROGRAMS - Sesame Street; Electric Company; Misterogers' Neighborhood; Villa Allegre. - DRAMA PROGRAMS - Upstairs Downstairs; Family at War; Hollywood Television Theater.

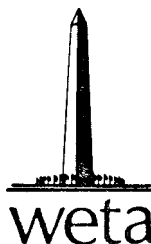
WETA is also proud of the outstanding awards that it has achieved during the years. WETA has received sixteen (16) Television Academy Awards; thirteen (13) American Association of the University of Women Mass Media Awards; two (2) Ohio State Awards; five (5) National Educational Television Awards; one (1) Virginia School Bell Award; one (1) Freedoms Foundation Award; one (1) National Academy of Television Arts and Sciences Board of Governors Award, along with twenty-five (25) Emmy Awards and one (1) National Academy of Television Arts and Sciences Award for individuals connected with WETA for excellence performed.

The budget for WETA is broken down into two entirely separate units, the local stations operating budget and the National Public Affairs Center for Television. The local operating budget is \$1,807,435. Over fifty per cent (50%) of the needed funds come from 41,000 members paying an average of \$22 a year. The rest of the local operating funds come from local program grants, business and industry and contracted services.

At the present time the station does not receive any funds for school programs or from local governments.

Due to inflation, the loss of school programing, payment of the Ford Foundation non-interest bearing loan, and now having to purchase programs from the Corporation of Public Broadcasting, the station finds itself short of \$250,000 for this fiscal year.

Plans are now being laid that will broaden the basis of station support so that an orderly yearly fund raising effort will take place under an organized system.

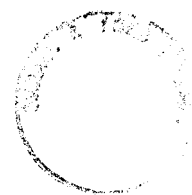


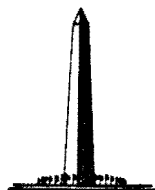
public broadcasting in the nation's capital

NATIONAL PUBLIC AFFAIRS CENTER FOR TELEVISION  
-----

NPACT, the National Public Affairs Center for Television, which merged with WETA in 1972, is the primary producer of news and public affairs programming for national distribution. At the present time, NPACT produces WASHINGTON WEEK IN REVIEW, WASHINGTON STRAIGHT TALK, and Special Events programs. Coverage of the Watergate Hearings, which aired nationally on a delayed basis last year, won NPACT several awards.

The operational budget for 1974-1975 is \$3,836,182 financed by grants from the Corporation for Public Broadcasting, the Ford Foundation, and national corporations. This budget is entirely commissioned to the broadcast of public affairs type programs and does not add support to the general overall station operations budget of WETA.





weta

public broadcasting in the nation's capital

Elie Abel  
Dean, Columbia University

G. Dewey Arnold  
Partner, Price Waterhouse & Co.

Donald S. Bittering  
The Washington Gas Light Co.

Dr. Lovenger H. Bowden  
Landover, Maryland

Mrs. Elizabeth Campbell  
V. Pres.-Community Affairs-GWETA

Robert G. Chollar  
President, Kettering Foundation

Joseph B. Danzansky  
President, Giant Food, Inc.

Miss Verna J. Dozier  
Asst. Dir., English - Francis Jr. High School

Dr. Samuel L. Gandy  
Washington, D. C.

Aaron Goldman  
The Macke Company

Kermit Gordon  
President, The Brookings Institution

Miss Dorothy Height  
National Council of Negro Women, Inc.

Sidney L. James  
Chairman of the Board, GWETA

Max Kampelman  
Fried, Frank, Harris, Shriver & Kampelman

Jim Karayn  
President, NPACT

Austin H. Kiplinger  
Kiplinger Washington Editors, Inc.

Mrs. Mary Beth Larrabee  
President, Washington Tapes, Inc.

R. Bruce MacGregor  
Ernst & Ernst

Mrs. Frances S. McClintock  
Alexandria, Virginia

Grayson McGuire  
Washington, D. C.

Sylvan H. Meyer  
Florida International University

Dr. Malcolm Moos  
The Center for the Study of Democ.Ins

Miss Martha T. Muse  
President, Tinker Foundation

Raymond D. Nasher  
President, R. D. Nasher Co.

Dr. William L. Porter  
Washington, D. C.

Gen. Elwood Quesada  
President, L'Enfant Plaza Corp.

Robert L. Ridgley  
Davies, Biggs, Strayer, Stoel & Boley

Harry N. Rosenfield, Esquire  
Secretary for GWETA

Dr. Terry Sanford  
President, Duke University

Donald Taverner  
President, WETA-TV

Reid Thompson  
Potomac Electric Power Co.

Dr. Bennetta B. Washington  
Special Asst., Department of Labor

Miss Barbara M. Watson  
Admin., U. S. Department of State

Mrs. Caspar W. Weinberger  
Washington, D. C.

Osby L. Weir  
Kensington, Maryland

Hillman Zahn  
V. Pres., C & P Telephone Companies  
A DIVISION OF THE GREATER WASHINGTON EDUCATIONAL TELECOMMUNICATIONS ASSOCIATION, INCORPORATED

THE WASHINGTON POST

B 6

Thursday, Dec. 5, 1974

**MEDIA**

# WETA's Drive: Facing the Economic Pinch

*By John Carmody*

Faced with money problems just like everybody else, Channel 26 (WETA)

"The campaign also marks the start of a permanent, logical fund-raising initiative by the station that, hopefully, will serve as a hedge against ris-

wealthy families who control them.

Gladmon hopes to establish, beyond the business-industry committee, similar groups among hospital ad-

# The Washington Post

AN INDEPENDENT NEWSPAPER

## *Wolf Trap on TV*

**W**HAT WITH Sir Kenneth Clark's "Civilisation," Alistair Cooke's "America," Jacob Bronowski's "The Ascent of Man," "Henry VIII," "Forsythe Saga" and "Upstairs, Downstairs" on our set, television—or at least public television—is at last offering a satisfying cultural fare. But all of these programs are imports. So far, there is only one homemade series one can mention in

come in blue jeans and tuxedos, bring a coke or champagne picnic and make the setting part of the concert experience. That is why Jim Karayn of WETA, the creator of the series, decided to record not just the performance but to also capture the Wolf Trap ambience. It works well, we think, the way producer David Prowitt has handled it. The applause and the shots of



THE WHITE HOUSE

WASHINGTON

March 17, 1975


MEMORANDUM FOR: PHILIP W. BUCHEN  
FROM: WILLIAM N. WALKER *W.N. Walker*  
SUBJECT: Waiver of Conflict of Interest  
and Security Investigation for  
Purposes of Announcement--  
Corporation for Public Broadcasting  
Board Members

The President wishes to announce his intention to nominate all eight (8) candidates for the Corporation for Public Broadcasting Board. I request that you waive the normal procedures for the purposes of announcement only. Attached is the current status of each candidate.

P.W.B. Agree

\_\_\_\_\_ Disagree

Attachment - Status of each candidate.



Shown below is the clearance status for each of the CPB Board Nominees:

| <u>Name:</u>    | <u>Political<br/>Affiliation</u> | <u>Cleared<br/>Security</u> | <u>Cleared<br/>Conflicts</u> | <u>Counsel's<br/>Sign-Off</u> |
|-----------------|----------------------------------|-----------------------------|------------------------------|-------------------------------|
| Robert Benjamin | D                                | yes                         | yes                          | yes                           |
| Don Santarelli  | R                                | approx. 2 wks               | no                           | no                            |
| Allan Wallis    | R                                | yes                         | no                           | no                            |
| Joseph Coors    | R                                | yes                         | no                           | no                            |
| Virginia Duncan | D                                | yes                         | no                           | no                            |
| Lucius Gregg    | I                                | yes                         | no                           | no                            |
| Lillie Herndon  | I                                | yes                         | no                           | no                            |
| Amos Hostetter  | I                                | yes                         | no                           | no                            |



MARCH 18, 1975

Office of the White House Press Secretary  
-----THE WHITE HOUSE

The President today announced his intention to nominate eight persons to be members of the Board of Directors of the Corporation for Public Broadcasting for the terms indicated. These nominations will be sent to the Senate upon completion of all clearances.

For the remainder of the term expiring March 26, 1976:

Robert S. Benjamin of Kings Point, New York; Senior Partner of the law firm of Phillips, Nizer, Benjamin, Krim and Ballon. Mr. Benjamin succeeds Irving Kristol, who has resigned.

Virginia Bauer Duncan, of Sausalito, California; Television Producer Director. Mrs. Duncan will succeed Thomas B. Curtis, who has resigned.

For the remainder of the term expiring March 26, 1978:

Amos B. Hostetter, Jr., of Boston, Massachusetts; co-founder, Executive Vice President, Treasurer and Director of Continental Cablevision, Inc., Boston. Mr. Hostetter succeeds Theodore W. Braun, who has resigned.

For the term expiring March 26, 1980:

Joseph Coors, of Golden, Colorado; Chairman and Chief Executive Officer, Coors Porcelain Company and Coors Container Company; Executive Vice President, Adolph Coors Company, and Director, Television News, Inc. Mr. Coors will succeed Albert L. Cole, whose term has expired.

Lucius Perry Gregg, Jr., of Evanston, Illinois; President, First Chicago University Finance Corporation, and Vice President, The First National Bank of Chicago. Mr. Gregg will succeed James R. Killian, Jr., whose term has expired.

Lillie E. Herndon, of Columbia, South Carolina; President, National Congress of Parents and Teachers. Mrs. Herndon will succeed Frank Pace, Jr., whose term has expired.

Donald E. Santarelli, of Alexandria, Virginia, partner with the Washington, D. C. law firm of Amram, Hahn and Sandground. Mr. Santarelli will succeed Robert S. Benjamin, whose term has expired.

W. Allan Wallis, of Rochester, New York; Chancellor, University of Rochester. Mr. Wallis will succeed Jack J. Valenti, whose term has expired.

The Board of Directors of the Corporation for Public Broadcasting consists of 15 members appointed by the President with the advice and consent of the Senate. The Board elects its own Chairman annually.

# # #

*Public  
Broadcasting*

PUBLIC BROADCASTING SERVICE

475 LENFANT PLAZA WEST, S. W., WASHINGTON, D. C. 20024 • (202) 483-5000

March 18, 1975

The Honorable Philip W. Buchen  
Counsel to the President  
The White House  
Washington, D.C. 20500

Dear Mr. Buchen,

At last it seems that the proposed list of candidates for the Corporation for Public Broadcasting board has become unstuck by reason of some withdrawals due to attendant delays. At least that is the word that was passed at the meeting of the CPB board last week.

Subsequently, in the interest of moving that long-felt problem to solution, I made arrangements with Mr. Walker's office to have Ralph B. Rogers, chairman of the board of the Public Broadcasting Service, submit some names of highly qualified citizens on behalf of the 152 public television licensees. His letter to Mr. Walker is enclosed.

While these suggestions are all eminently suited for individual selection, they also serve to indicate the kind of people we know public television considers essential to a balanced board.

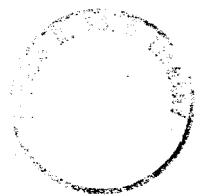
As we all sincerely hope that this important matter can be brought to a conclusion, I would be most appreciative if you could take a look in and let me know if there is any more that we can do.

With warmest personal regards.

Respectfully yours,

  
Sidney L. James

Enclosure:  
letter to Mr. William N. Walker  
dated March 18, 1975.



# PUBLIC BROADCASTING SERVICE

485 L'ENFANT PLAZA WEST, S. W., WASHINGTON, D. C. 20024 • (202) 488-5000

RALPH B. ROGERS  
CHAIRMAN OF THE BOARD

March 18, 1975

Mr. William M. Walker  
Director of the Presidential  
Personnel Office  
The White House  
Washington, D.C. 20500

Dear Mr. Walker,

As you know, there is no single question of greater consequence facing the institution of American public broadcasting than the eight appointments the President must make to the board of directors of the Corporation for Public Broadcasting. Mr. Sidney James has asked me to make some recommendations for the President's consideration.

There are men and women in every section of the country and from every walk of life who could be considered for these appointments. It is important that the appointees, in addition to being persons of outstanding character and reputation, be cognizant of the tremendous responsibility they will have to serve all the people in an impartial and nonpartisan manner. They must not be subject to conflicts of interest or any other pressures or pressure groups.

Enclosed is a list which indicates not only people who, in my opinion, would make excellent appointees, but also the caliber of people who should be sought.

If I can be of further service, please let me know.

Sincerely,

Enclosures:

1. list of suggested appointees
2. additional suggestions

PUBLIC BROADCASTING SERVICE  
Suggested Appointees  
to the  
Board of Directors  
CORPORATION FOR PUBLIC BROADCASTING

- Mr. Robert S. Benjamin  
current chairman of the board, Corporation for Public  
Broadcasting.  
member of the board, United Artists Corporation.
- Mrs. Allan E. Charles  
vice chairman of the board of trustees, Stanford  
University.  
president, Rosenberg Foundation.  
chairman of the board of the public television station  
in San Francisco.  
member of the board of governors of the Public  
Broadcasting Service.
- Mrs. Edward N. Cole  
member of the board of the Detroit public television  
station.  
member of the board of governors of the Public  
Broadcasting Service.
- Dr. Emmett Conrad  
surgeon, community leader.  
member of the board of education, Dallas Independent  
School District.  
member of the board of the Dallas public television  
station.
- Mr. Ralph W. Ellison  
writer, historian.  
Albert Schweitzer Professor of Humanities, New York  
University.  
member of the Carnegie Commission on Educational  
Television.  
member of the board of trustees of the New York City  
public television station.
- Reverend Theodore N. Hesburgh  
president, University of Notre Dame.
- Mrs. Margaret McDermott  
vice chairman, Dallas County Community College.  
former president, Dallas Museum of Fine Arts.  
member of the board of the Dallas public television  
station.



Suggested Appointees  
to the  
CPB Board of Directors

- 2 -

Mr. John D. Rockefeller 3d

member of the Carnegie Commission on Educational  
Television.

until 1970, member of the board of the Corporation  
for Public Broadcasting.

member of the board of trustees of New York City's  
public television station.

Mr. Frank Stanton

president, American National Red Cross.

former president, Columbia Broadcasting System.

Dr. Clifton R. Wharton, Jr.

president, Michigan State University.

former member, Public Broadcasting Service Board  
of Governors.

Mr. Leonard Woodcock

president, United Automobile Workers.

Mr. Frank Wozencraft

Assistant Attorney General of the United States,  
1966-69.

former member, Public Broadcasting Service Board  
of Governors.

###

ADDITIONAL SUGGESTIONS

A few of my colleagues have recommended the following people whom they feel are eminently qualified for the CPB board.

Mr. Edwin Bayley

dean, School of Journalism, University of California  
at Berkeley.

former executive, National Educational Television  
(NET) and the Peace Corps.

Mr. Schuyler G. Chapin

general manager, Metropolitan Opera, New York City.

Mr. John Hope Franklin

writer, historian.

chairman, Department of History at the University of  
Chicago.

Mr. Melvin Laird

former Secretary of Defense.

senior counselor to the Reader's Digest.

Mr. S. Dillon Ripley 3d

director, Smithsonian Institution.

Mrs. Beverly Sills

coloratura soprano.

member of the board, Wolfe Trapp Farm Park for the  
Performing Arts.

# # #



SIDNEY L. JAMES  
2101 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20008  
265-9857

*Public Broadcasting*

May 22, 1975

The Honorable Philip W. Buchen  
Counsel to the President  
The White House  
Washington, D.C. 20500

Dear Mr. Buchen,

Thank you for having John Eger telephone me regarding our concern about our Public Broadcasting Long Range Funding Bill. We're well aware of the strong support statement given to the bill by The President when it was sent up to Congress. But I was most anxious to get it across to you that it has appeared to those of us who have been working for the ultimate passage of this Administration bill that no really firm word has as yet gone out from the White House to key Committee members in the House, who must be depended upon to get the bill through the Appropriations Hearing.

Eger confirms that this is currently the case, but he expects and hopes this word will be forthcoming in due course through John Marsh and Max Friedersdorf now that the hearing date before the Appropriations Subcommittee is about to be set. I hope that you can help out in this respect, as the bill is a difficult one since it flies against the cherished tradition of annual appropriations. Therefore, a special case must be made for it, and it must have positive support from the highest level. I got the distinct impression from Eger that he is going to need special help on this so that the proper powerful chips will be played at the proper time as needed during the legislative process. I am enclosing a paper on Insulated Funding for Public Broadcasting, which has just been prepared by PBS. You will find it illuminating and logical, and you will also see wherein lies our difficulty and why the leadership has to be active and constant.

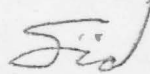


The Honorable Philip W. Buchen  
May 22, 1975  
Page two

Public Television has marshalled the force of the distinguished Lay Board Members of its 152 licenses across the country to work for this vital and inspired legislation and I want you to know that we stand ready to help in any way possible. Hence, our sensitivity as it makes its way step by step.

It goes without saying that your interest and help is much appreciated.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Sid", written in dark ink.

Sidney L. James



THE WHITE HOUSE  
WASHINGTON

May 23, 1975

MEMORANDUM FOR: JACK MARSH  
MAX FRIEDERSDORF

FROM: PHILIP BUCHEN *P.W.B.*

I would appreciate your giving consideration to the attached letter with enclosure from Sidney James concerning the Public Broadcasting Long Range Funding Bill.

Please let me know whether I can give assurances to Mr. James that the White House is working for passage of this Administration bill.

Attachment

*Public Broadcasting*



SIDNEY L. JAMES  
2101 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20008  
265-9857

May 22, 1975

The Honorable Philip W. Buchen  
Counsel to the President  
The White House  
Washington, D.C. 20500

Dear Mr. Buchen,

Thank you for having John Eger telephone me regarding our concern about our Public Broadcasting Long Range Funding Bill. We're well aware of the strong support statement given to the bill by The President when it was sent up to Congress. But I was most anxious to get it across to you that it has appeared to those of us who have been working for the ultimate passage of this Administration bill that no really firm word has as yet gone out from the White House to key Committee members in the House, who must be depended upon to get the bill through the Appropriations Hearing.

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Sincerely yours,

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Sidney L. James

INSULATED FUNDING

"The Essential Ingredient for a  
Free and Independent Public  
Broadcasting System for the  
People of the United States"

Prepared by the  
Public Broadcasting Service

May 14, 1975

## INSULATED FUNDING

### I. Introduction

Beginning with the Public Broadcasting Act of 1967, it has been the common objective of the Congress, the Administration, and the public to build a public broadcasting system of quality and integrity to serve all the people of the United States.

Great strides toward that goal have been taken over the last eight years. While many problems still need to be addressed and solved, there is only one critical issue remaining--the ability of public broadcasting to be free of political influence and interference. There must even be freedom from the potential for or the appearance of such influence or interference.

There are two fundamental ways to achieve freedom from undue influence and possible political interference. To insure that public television will not be dependent on any single source for its support and, therefore, beholden to that source, there must be, first, many diversified sources of nonfederal funds. Second, whatever federal money is supplied must be insulated from actual or potential political influence or interference.

Over the last eight years, the various Administrations and Congresses have wrestled with these two problems. Finally, the communications subcommittees of the House and Senate and

the public broadcasting community have endorsed a plan which successfully addresses and solves both these problems.

What is being proposed is that sufficient insulation be created by a five-year matching process, requiring 72% of the funds from public, nonfederal sources, with a maximum of 28% federal funds (subject to ceilings). Multi-year funding achieves the desired objective. Yet, it does not isolate public broadcasting from the representatives of the people, or in any way render public broadcasting less accountable to Congress for its actions.

## II. The Unique Nature of Public Broadcasting Requires a Creative Plan for Federal Support Insulated from the Normal Political Processes

Unlike other programs which enjoy federal support and would benefit from the stability and planning opportunities resulting from multi-year appropriations, insulated multi-year funding is at the core of the philosophical and conceptual framework of public broadcasting.

The United States is virtually unique in its protection of an independent press. It has long recognized that a free press is an essential ingredient in the development of a free society. Within this framework, in 1967, the Congress and the Executive Branch determined to foster the development of a unique arm of this country's communication system--nonprofit,



noncommercial public broadcasting. The objective of the legislation providing for federal assistance to this infant enterprise was to create a structure for federal support of a public communications medium without creating a controlled government information system.

To our knowledge, there is no other program of federal assistance involving the support of a First Amendment protected communications medium. Therefore, an examination of the merits of insulated long-range funding for public broadcasting requires an independent analysis, free from past precedents and free from the fear of setting a new precedent.

Insofar as the federal government believed then and believes now that fostering a free and independent public broadcasting system is necessary for and consistent with promoting the general welfare and insofar as an insulated long-range financing mechanism is essential to achieving that objective, then the appropriations committees and the Congress will not be abdicating their responsibility by approaching appropriations in this area in a constructive and creative manner.

An examination of the long and detailed record of federal support of public broadcasting demonstrates that the leaders of this country in three Administrations, in five Congresses, and all the outstanding individuals and entities in the field of communications, have consistently declared that insulated long-range funding, free from the annual appropriations

process, is the sine qua non of federal support to public broadcasting.

This record begins in 1966 with the Report of the Carnegie Commission on Educational Television from which stemmed the Public Broadcasting Act of 1967. The Carnegie Commission Report concluded that:

" . . . within the area in which Public Television programming is most sensitive to government involvement, the Commission cannot favor the ordinary budgeting and appropriations procedure. . . . We believe these procedures are not consonant with the degree of independence essential to Public Television. . . .

" . . . The combination of a private, nongovernmental corporate structure and a federally financed trust fund permits the Corporation to be free of governmental procedural and administrative regulations that are incompatible with its purposes, and to avoid the overseeing of its day-to-day operations that would be a natural consequence of annual budgeting and appropriations procedures. [This combination is] . . . essential to the insulation of Public Television from the dangers of political control. At the same time, Congress retains the power to terminate the arrangement at any time; its ultimate control over the expenditure of public funds is not impaired." (Public Television, A Program for Action, p. 69)

The Congress in 1967, unwilling to consider insulated long-range funding until the experiment of federal funding for public broadcasting could be tested, nevertheless declared in the Public Broadcasting Act of 1967 that the Act was designed to carry out a policy "to afford maximum protection to such broadcasting [educational radio and television



broadcasting] from extraneous interference and control" and charged the new corporation created under that Act to:

" . . . carry out its purposes and functions and engage in its activities in ways that will most effectively assure the maximum freedom of the noncommercial educational television or radio broadcast systems and local stations from interference with or control of program content or other activities." [47 USCA 396(g)(1)(D)]

During the Senate debate on the bill, Senator Hugh Scott (R-Pa.) commented on the importance of devising some method of insulated funding:

"I am going to support whatever measure I think will tend to support the insulating process because I want the electricity that could flow through this system to shock, but I don't want those who are shocked to turn around and turn off the juice."

Senator Jacob Javits (R-N.Y.) made the same point:

"But, whatever method of financing is finally approved, it should already be clear that if the growth in noncommercial broadcasting contemplated by this bill is to be assured, the future financing of the plan should be divorced from . . . the yearly appropriations process.

"I think this is really a central point. If the corporation the bill proposes . . . is really to build the strong, independent, non-commercial industry we desire, it must be able to rely on a more-or-less steady supply of funds. . . ."

Soon after signing the Public Broadcasting Act of 1967 into law, President Johnson realized the essential need for insulated funding for public broadcasting; thus, in his education message to Congress in 1968, President Johnson stated:

"Last year I stressed the importance of a long-range financing plan which would ensure that public broadcasting would be vigorous, independent and free from political interference or control. The problem . . . is complex. It concerns the use of the most powerful communications medium in the world today. . . ."

Each time the Public Broadcasting Act came before the Congress for extension, the committees in the House and Senate responsible for the authorizing legislation received testimony and concluded that long-range, insulated funding was essential to the full and free development of public broadcasting. For example:

"From the beginning it was understood that the authorization and appropriation process was only an interim one, until such time as the Administration could submit a permanent financing plan to the Congress. Your Committee has repeatedly urged this Administration and its predecessor to act in this respect. . . .

"At this time your Committee also wishes to re-emphasize that noncommercial television and radio, even though supported by Federal funds, must be absolutely free from any Federal Government interference over programming. This also means that the Corporation and the individual stations are to be insulated from the threat of political control and special interest influence from any source whatsoever." (Report of Senate Commerce Committee, May 15, 1970)

". . . The initial concept also called for the development of a system of permanent financing that would provide Federal funds without dependence on the annual appropriations process. This remains the intent of the Committee on Interstate and Foreign Commerce. . . .

"The objective of a long-range financing plan is to provide insulation from direct or indirect political pressures, however well-intended, that

might compromise the Corporation's programming in the minds of viewers and listeners." (Chairman Torbert Macdonald, House floor debate on the 1970 Act, September 28, 1970)

"Two Administrations have promised a plan of long-range financing. . . . President Johnson in February 1968 stressed 'the importance of a long-range financing plan which would ensure that public broadcasting would be . . . free from political interference or control. . . .' Your committee believes that it is imperative that a plan of long-range or permanent financing for the Corporation be provided at the earliest possible date." (Report of House Commerce Committee, August 11, 1972)

"Government intrusion into the medium has no . . . place. . . . Whether it is the bludgeon of patently inadequate funding or the subtle innuendo of Government officials, the results are the same. . . .

"Your Committee concludes by . . . once again urging submission to the Congress of a permanent financing plan . . . that will provide adequate insulation against Government interference." (Report of the Senate Commerce Committee, April 17, 1973)

"This two-year bill with increased funding levels will to a great extent aid in system planning and enhance its independence, but it is no substitute for the kind of insulation from governmental or other interference with overall policy or day-to-day operations which Congress . . . envisaged as critical if public broadcasting is to be truly viable and independent." (Report of the House Commerce Committee, June 22, 1973)

The concerns of those expressed time and again since 1966 for the vulnerability of public television were proved correct in 1972 and 1973 when the very freedom of public television was on the brink of being destroyed.

The need for protection from undue political interference, wielded in connection with the purse strings, is not illusory. It is a matter of record that, following President Nixon's veto in June 1972 of a two-year authorization bill and in the ensuing period until May 1973, there was a great deal of controversy among certain Administration officials and public broadcasting entities over the structure and programming policies of public broadcasting. Indeed, in a nationwide broadcast in March 1973 on the Dick Cavett Show, Patrick Buchanan bluntly stated that President Nixon vetoed the public broadcasting bill passed by Congress in 1972 because of his displeasure with the public affairs programs on public television.

The public was most concerned. Newspapers around the country reported the issue and wrote editorials on the subject. For example:

"Part of the problem may be the Nixon Administration's paranoia about the press, but that's only part of the problem. When President Johnson okayed the Public Broadcasting Act in 1967, the apparatus was left with gaping holes in it . . . that the foes of public broadcasting could quickly jump through. . . . The ideal, of course, is a permanently funded lash-up, insulated from political pressures from any side." (Seattle Post-Intelligencer, November 7, 1972)

"Public television is supposed to be free of commercial [sic] pressures. Yet, the President would substitute government pressure. Without long-range financing, public television will never be able to act without fear of financial

reprisals by the government, no matter who is president." (The Louisville Times, July 3, 1972)

"The record suggests that all of Mr. Nixon's reasons for the veto were not included in the veto message. Clay T. Whitehead, director of the President's Office of Telecommunications Policy, had already indicated misgivings about the use of federal funds for public affairs broadcasting on the national level. So, in requesting one-year and more limited financing until further evaluation is completed, the President may have been seeking to exercise closer if indirect control over program content." (Los Angeles Times, July 5, 1972)

"Despite talk to the contrary, the Administration is obviously determined to prevent broadcasting from getting involved in any public affairs programming that might provide an alternative to the usually bland diet of the commercial networks. . . ." (St. Louis Post-Dispatch, July 9, 1972)

"The big question . . . of course, was whether it would be possible for the federal government to become the financial angel of public television without also controlling the programming. On one point everyone seemed to agree: some way had to be found to use public funds for public TV without giving the government a powerful propaganda vehicle." (Long Island Press, January 28, 1973)

"This is the moment when the independent Corporation for Public Broadcasting, a major source . . . of immunization from local political pressure, can be assured of . . . long-term financial stability." (New York Times, June 14, 1974)

"At any rate, the administration bill [one-year authorization] enables the government to keep a finger on Public Broadcasting all the time, which may be its intention." (The Bethlehem Globe-Times, July 22, 1972)

It is unnecessary to retell the entire story. In this instance, the strength and dedication of the licensees, the Congress, and the public at large prevented public television from becoming a tool or a spokesman for a particular ideological and political viewpoint. The lesson to be learned is obvious. What happened to public broadcasting in 1972 and 1973 must not happen again. It would not have happened had public broadcasting been funded under the insulated long-range plan which is before the Congress now.

To state and to believe that the essence of a free public broadcasting system in America today depends upon long-range insulated funding is easy. To devise a plan to accomplish this objective, while at the same time insuring public broadcasting's accountability to Congress for the funds it spends, is difficult.

To address this problem the various elements of the public broadcasting community and members of the public at large worked together in a task force on long-range funding which produced a report entitled, "Report of the Task Force on the Long-Range Financing of Public Broadcasting." Copies of that report are available from CPB or PBS. After two years of deliberations, the various schemes relating to dedicated taxes and the like were rejected. The decision of the task force was that a simple five-year authorization and appropriation based on the principle of



matching federal funds with nonfederal funds made the most sense.

The task force believed that multi-year funding based on a matching principle was the best approach because public broadcasting should exist and survive only so long as the people want it to survive. The best indication is the public willingness to provide substantial nonfederal funds to support this institution. The task force further believed that, with a provision for frequent oversight hearings and by the imposition of ceilings beyond which the federal government would not be required to match nonfederal funds, the delicate balance between the need for insulation and accountability to the Congress for the funds appropriated could be met.

President Ford has agreed with this plan. In submitting the long-range financing act to the Congress on February 18, 1975, he stated:

"This bill is a constructive approach to the sensitive relationship between Federal funding and freedom of expression. It would eliminate the scrutiny of programming that could be associated with the normal budgetary and appropriations processes of the Government. At the same time, it would still permit periodic review of public broadcasting by the Congress."

In reporting out S.893 and H.R.6461, the Senate Commerce Committee and the House subcommittee on communications have also agreed to the plan. In reporting out the bill, the Commerce Committee said:

normal appropriations process. Providing the essential degree of insulation needed by public broadcasting should not create a precedent for others. Where the annual appropriations process is fundamentally inconsistent with the basic goals and objectives of a legislative program, the Congress must be sufficiently flexible and creative to find a solution to the problem.

After many years and the consideration of various alternatives, it is our conclusion that the legislation now being considered by the Senate (S.893) and the House (H.R.6461) is the best possible solution. It accomplishes the following:

1. Using the matching formula, the major financial burden is assumed by the public, in that not less than 72% of all funds must be provided by nonfederal sources.
2. The five-year federal program at reasonable ceiling levels will provide the incentive necessary to gain a long-range and increasing commitment from nonfederal sources.
3. The multi-year legislation will give public broadcasting the lead time to develop quality programming. It will also make it possible to attract both new and experienced talent to assist in the realization of its potential.



4. Most important of all, multi-year funding will provide insulation from undue pressure on, or abuse of, public broadcasting programming. This insulation for programming is essential to the independence of public broadcasting, while guaranteeing broad oversight responsibilities to the Congress.

THE WHITE HOUSE  
WASHINGTON



December 5, 1975 10 AM

656-7537

Sidney James called  
re conversation he had with you  
last night on Public Television bill.

"While we were on the telephone  
yesterday, the Conference Committee  
was coming to an agreement on the  
Public Broadcasting bill. It is just  
like the White House recommended  
bill with 5 years, 2 1/2 split, but  
with no automatic appropriation and  
~~\$88 to \$160~~ \$88 to \$160 million  
instead of \$70 to \$100 million.  
This is the authorization bill that  
will be sent to the White House.  
The appropriation bill will come up  
later. I see no reason to have the  
conversation which was suggested."

-- Jane

*Bar  
Felling  
J*

*James  
Sidney*

Thursday 12/4/75

11:00 Sidney James called to ask if you would be able to give him a few minutes of your time.

656-7537



THE WHITE HOUSE

WASHINGTON

December 2, 1975

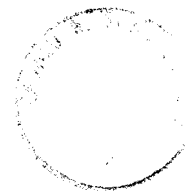
MEMORANDUM FOR: PHIL BUCHEN

FROM: DUDLEY CHAPMAN *DC*

SUBJECT: Public Broadcasting Financing Act

The official Administration position given to Congress was that we support the bill but oppose the increased authorization ceilings passed by both Houses.

The bill also differs from the Administration proposal which had asked for both authorization and appropriations five years in advance. This unusual proposal was in response to urgings for insulation of the corporation from political pressures of the annual appropriation process. John Eger of OTP argued this position quite strongly to Congress but would not recommend veto on that ground. OMB did not seem inclined to recommend veto on the authorization issues either. There may be a recommendation for some kind of signing statement covering either or both of these issues.



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Incoming returned to Phil Buchen

rec'd  
Malville  
4702

Dudley:

Please advise whether  
OMB & others will recommend  
that the President sign this bill?

A d position in  
support. am personal  
difficult slightly - 4657  
Alan Kronowitz  
or Friederick

P



819  
SIDNEY L. JAMES  
4701 WILLARD AVENUE  
CHEVY CHASE, MARYLAND 20015

11/25/75

Dear Mr. Bushen,

I would appreciate it if I could have five minutes of your busy time to talk about the request in the enclosed letter.

There are some good reasons why this meeting is logical at this time and I would like to speak to that.

I will telephone your office on Monday.

With warmest regards.

Respectfully  
Sidney L. James



TEXAS INDUSTRIES, INC.

EXECUTIVE OFFICES

8100 CARPENTER FREEWAY DALLAS, TEXAS 75247

RALPH B. ROGERS  
CHAIRMAN OF THE BOARD

November 18, 1975

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

On July 6, 1974, at Trammell Crow's, you offered to help with the Public Broadcasting Financing Act. You kept that promise.

Finally we have a bill--passed 336-26 by the House and 67-6 by the Senate.

There are some problems which we expect will be cleared in conference so that a bill can be placed on your desk which will be endorsed by the representatives of the more than 30 million Americans who regularly use the programs of public television and public radio in their communities.

As Chairman of the Board of Governors of the Public Broadcasting Service and spokesman for the nation's 263 public television stations, I seek another meeting with you.

I would like to tell you why I believe you should sign the bill, and what your leadership in this nonpartisan effort will mean to all the people.

Please name the time and the place which will fit into your schedule.

Sincerely,

