Meeting -- Wednesday, April 23, 1969

James Karayn, Washington Bureau Chief
National Educational Television

Press comment on the National Educational Television broadcast

STATE OF THE UNION/'67

NET

Jerome P. Cavanagh and James J. Kilpatrick

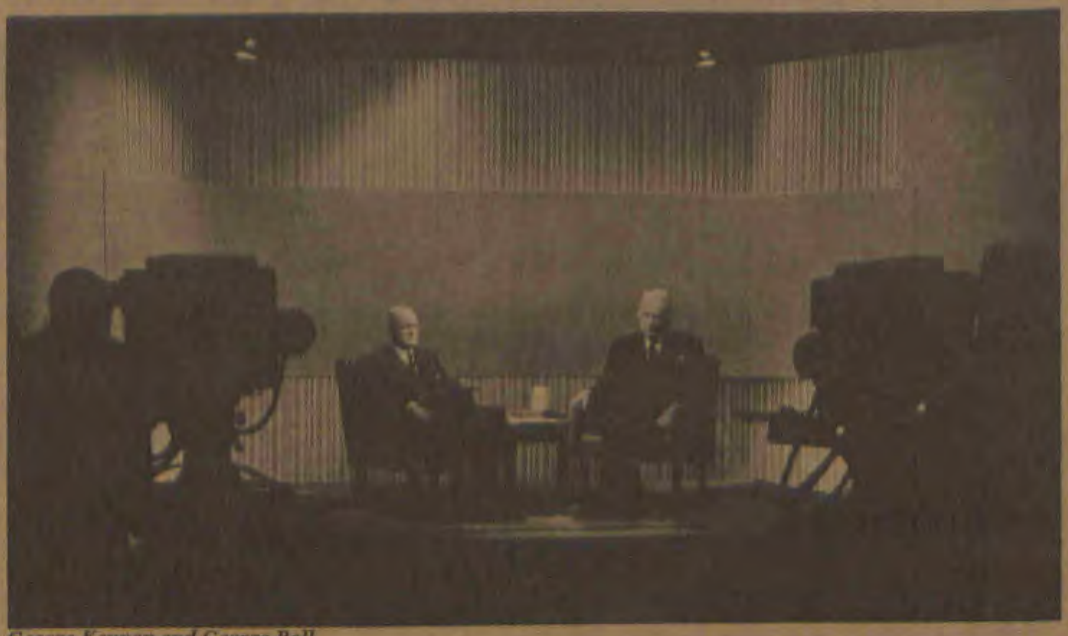
Walter Heller

James Reston

Paul Niven

Clinton Rossiter

Milton Friedman



George Kennan and George Ball

Kenneth B. Clark

Daniel P. Moynihan

Arthur M. Schlesinger, Jr.

Press comment on the National Educational Television broadcast

STATE OF THE UNION/'67

On January 10, 1967, National Educational Television linked 70 affiliated ETV stations coast-to-coast for the network's first live interconnected broadcast, *State of the Union/'67*. A half-hour introduction featuring James Reston, associate editor of The New York Times, preceded President Johnson's State of the Union Message. The address was followed by a one-and-three-quarter-hour analysis by a ten-member panel of historians, political scientists, diplomats, economists, and leaders in urban affairs.

In the N.E.T. "anchor" studio in New York with moderator Paul Niven were historian Arthur M. Schlesinger, Jr., and political scientist Clinton Rossiter. From other studios in New York, Boston, Washington, Minneapolis, and Los Angeles, commentary on the President's message was offered by economists Milton Friedman and Walter Heller; George Kennan, former U.S. ambassador to Moscow; George Ball, former Under Secretary of State; Kenneth B. Clark, psychologist and educator, Daniel P. Moynihan, director of the Harvard-M.I.T. Urban Studies Center; James J. Kilpatrick, editor and columnist; and Jerome P. Cavanagh, mayor of Detroit.

N.E.T. also provided exclusive live television coverage of the Republican press conference at the Capitol. *State of the Union/'67* lasted for three and one-half hours. A sampling of the press comment on this broadcast is reprinted on the following pages.

TV: Johnson Hails Educational Video

Urges Its Development as 'Vital Public Service'

By JACK GOULD

PRESIDENT JOHNSON urged last night the development of educational television as a "vital public service" to enrich family life and serve as a teaching aid in the classroom.

The President's endorsement of the potential of the noncommercial medium came in his State of the Union Message, which in itself constituted a new chapter in the evolution of television.

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His speech before Congress was the first State of the Union Message to be carried live on four national television networks. National Educational Television, under a special grant from the Ford Foundation, put together a one-night hook-up of 70 noncommercial stations to complement the three established commercial chains. Normally N.E.T. circulates programs by tape or film. Additional experiments in live networking are planned by N.E.T. this year.

President Johnson's inclusion of educational television in his address heightened interest in the forthcoming report of the Carnegie Commission for Educational Television, a private group that will make recommendations on the organization, financing and goals of educational video.

The Carnegie report is expected by the end of this month. The commission, established a year ago with the approval of President Johnson, is headed by Dr. James R. Killian Jr., chairman of the Massachusetts Institute of Technology.

The conclusions of the Carnegie Commission, according to Washington reports, will be a basis for further consideration of educational video's problems by both the White House and the Senate Commerce Committee.

National Educational Television used its first venture in coast-to-coast networking as an example of how it believes a noncommercial service can supplement coverage by the commercial networks.

Before the State of the Union Message, James Reston, associate editor of The New York Times, was interviewed briefly on the mood of the country. Afterwards a panel of historians, political scientists, diplomats and leaders in urban affairs analyzed the speech at length.

The absence of commercial TV deadlines and the caliber and distinction of the guest commentators enabled N.E.T. to offer a much more extended, searching and diversified analysis than the advertising-supported networks.

N.E.T. proved its two major points: the value of reflective commentary by a variety of specialists in public affairs and the importance of networking to a lively noncommercial video service.

However, N.B.C., in a 20-minute review of the speech, showed that it would not be hard for the commercial networks also to make a contribution. They used the Early Bird satellite for a report on British and French reaction to the speech.

N.E.T. completely scooped the commercial networks with the live coverage of the Republican press conference after the State of the Union Message. In this instance the noncommercial service provided an example of its singular potential: showing the viewer what the commercial networks do not provide.

Paul Niven was the moderator of the noncommercial program, which, is the night wore on, increased in humor, perceptiveness and candor. The switching of the program from city to city ran off faultlessly, a testament to the technical efficiency of the American Telephone and Telegraph Company.

Once N.E.T. can afford permanent live network facilities it would not be surprising to see increasing competition between commercial and noncommercial video, a prospect that could be both exciting and useful.

N.E.T.'s First Network Attempt Is Success

THE
NEW YORK TIMES,
WEDNESDAY,
JANUARY 11, 1967

'MOOD OF MISTRUST' DETECTED BY RESTON

James Reston, an associate editor of The New York Times and veteran Washington correspondent, said last night that a "mood of mistrust" prevailed in Washington. He added he had never "seen anything like this since I have been here."

Mr. Reston, speaking on a National Educational Television program before President Johnson's State of the Union Message, said:

"This city is constantly looking now for the other motive. That is what they say—now what do they mean? This is not just the reporter's instinct, always looking down skeptically on politicians. There is reason for this. It is a very serious problem. It is the President's most serious problem."

Mr. Reston said the 'mood of mistrust" extended beyond the Johnson Administration.

He said: "There is a serious skepticism and even a cynicism in the country at this time. Even with the Warren Commission Report. Here is a committee of the most distinguished citizens in this country presided over by the Chief Justice of the United States, and yet [the conclusions] are widely questioned. Here you have Senator Robert Kennedy and [F.B.I. Director] J. Edgar Hoover fighting with one another over whose telephone had been tapped and on whose authority."

PHILADELPHIA INQUIRER, WEDNESDAY MORNING, JANUARY 11, 1967

Screening TV

NET Scores With Speech

By HARRY HARRIS
Of The Inquirer Staff

FOR the third consecutive year, President Johnson's State of the Union speech Tuesday night was linked to a TV "first."

Two years ago, to gain the widest possible audience, the address was scheduled in prime time. Last year color was added. This time it served as the basis of NET's first live coast-to-coast hookup, encompassing 75 educational stations.

NET's coverage exceeded that of the better-heeled commercial networks.

In addition to the pooled color-cast of the speech itself, the educational network offered a half-hour black-and-white prologue and a black-and-white "open end" discussion of the speech by 10 authorities on economic matters, urban affairs, civil rights and foreign policy.

The prologue consisted of an illustrated history of the State of the Union speeches, an analysis of the present ood of the U. S. public, and indications by eight of the 10 guest experts of what they hoped the President would say.

Mr. Johnson's "time of testing" speech, his longest State of the Union address, was a most effective TV performance.

There were a few lighter moments, as when he referred to "the members of the opposition, whose numbers seem to have increased somewhat," but the general impression was of seriousness, sincerity and determination.

Television figured briefly in his remarks.

Educational TV should be developed into "a vital national resource," he said, and "the public interest should be served through the public air waves."

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PHILADELPHIA BULLETIN, JANUARY 11, 1967

State of Union Address Coverage On TV Is Impressive and Complete

By REX POLIER
Bulletin Television Critic

NATIONAL Educational Television network's unprecedented live coverage of President Johnson's State of the Union address last night on Channel 12 demonstrated the advantage it has over commercial networks for doing such a job.

Its 75 interconnected stations across the nation carried a variety of reactions by important diplomats, economists, civil rights leaders, and government officials prior to and immediately after the speech.

While CBS and NBC offered cogent summaries afterward by their newsmen (NBC presented French and English statesmen and their comments live by Atlantic satellite), neither could match NET's complete and impressive coverage. The CBS analysis lasted less than 15 minutes. NBC's lasted 25 minutes. Both networks' coverage also included hasty and brief comments from Republicans who could be buttonholed in Washington and marched before cameras.

Channels 10 and 6 came on with regular newscasts at 11 P. M. (the address concluded at 10.43 P. M.). Channel 3 carried its delayed 11 o'clock newscast starting at 11.10 P. M. immediately after NBC had concluded its summary. By 11.30 P. M., network affiliates here had resumed regular entertainment programming.

FORTY MINUTES after completion of the address, NET switched to Washington to carry live the Republican press conference featuring Rep. Gerald Ford (R-Mich), and Senator Everett M. Dirksen (R-Ill). Dirksen, who had told an NBC reporter earlier he wouldn't have the temerity to comment on the speech in a few moments, had a great deal to say. So did Ford. The other networks missed it completely.

Paul Niven was NET's capable moderator. He was stationed in Washington on a set that included Arthur M. Schlesinger, Jr., and political scientist Clinton Rossiter. Others across the country who were linked with Washington included former diplomat George Ball, Detroit Mayor Jerome P. Cavanagh, economist Walter Heller, former Ambassador George Kennan Negro educator Kenneth B. Clark, and editor James J. Kilpatrick.

All were articulate and witty and their experiences and backgrounds provided a multifaceted appraisal of the speech. Often they disagreed and that made for even more interesting exchanges. Clark and Kilpatrick clashed frequently over the significance of the brevity with which the speech touched on civil rights. Interconnection worked perfectly. At 12.30 the participants were warmed up and percolating.

NET spent $250,000 to show what kind of a job it could do with such an important national event. We'd say it proved its point. President Johnson, significantly, touched upon the need to strengthen educational television. He also, with equal significance, spoke about ascertaining that the public interests were being fully served by the publicly-owned airwaves.

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DENVER POST, FRIDAY, JANUARY 13, 1967

Educational Television's Finest Hours

IN HIS State of the Union address Tuesday night, President Johnson observed that educational television had the potential of becoming "a vital public resource."

It was both coincidental and appropriate that his words and image were being broadcast at that moment by 70 ETV stations across the nation, including Denver's own pioneer channel, KRMA.

Providing live coverage of the President's message was an ambitious undertaking for the National Educational Television Network and its affiliates, but by itself was no different from what the commercial networks were providing. What made the NET program extraordinary, however, was the searching analysis of the State of the Union address by a distinguished group of panelists.

The free-swinging views expressed by such men as Arthur Schlesinger Jr., Clinton Rossiter, Walter Heller, Milton Friedman, George Kennan and others were at times incisive, witty and irreverent. Though the entire program lasted nearly 3½ hours, there were few dull moments.

In our opinion, these were ETV's finest hours. And, more than any previous program, this one underscored the potentiality of ETV in the realm of public affairs.

THE Ford Foundation deserves praise for providing funds that made Tuesday night's excellent program possible, and for its over-all campaign to enlarge the nation's cultural horizons through sponsorship of quality ETV projects.

We don't envision ETV as a competitor for the wide-ranging fare of commercial television, but perhaps ETV by example can spur the improvement of commercial TV programs.

In any event, the future of ETV is looking up, and we in Denver can consider ourselves fortunate indeed to have a station such as KRMA with the staff, experience and facilities to take advantage of ETV's bright potential.

PHILADELPHIA BULLETIN, JANUARY 13, 1967

NET Shows Its Stuff

National Educational Television is being showered with praise on its first venture in putting a live public affairs program on its network. It is well deserved.

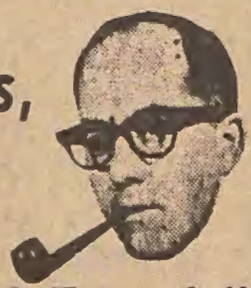
NET'S coverage of the State of the Union message, and its use of a distinguished panel of commentators before and after the President's address, brought a new element to the difficult task of "instant reaction."

Those who believe in the great potential of the Educational Television network—if it can get needed funds—have won a point.

DENVER POST, WEDNESDAY, JANUARY 11, 1967

On the Air

J. Fred Muggs, Smart Alec



by Bob Tweedell

Echo, Not Choice

TV coverage of President Johnson's State of the Union speech Tuesday night reminded me of a long-forgotten political campaign slogan which had something to do with a choice, not an echo.

Denver-area viewers had no choice if they wanted to watch TV from 7:30 to approximately 8:40 p.m. It was LBJ or nothing. All five of Denver's TV stations zeroed in on the illustrious gathering in Washington, D.C., and since the coverage originated through a "pool" arrangement, there wasn't even a choice among techniques or approaches.

Among other things, this raises a question about programming in the public interest. A lot of viewers probably weren't interested in hearing the President speak in the first place, and a lot more probably lost interest as he droned on for an hour and four minutes.

KBTV, Channel 9, which debated almost to the last minute whether to televise the speech live, returned to its regular schedule as soon as the talk was finished. The other three commercial stations offered analyses, summaries, news reports and related information following the speech, and then resumed normal programming.

KRMA-TV, Channel 6, participating in the first live network program ever offered by educational TV, aired a comprehensive 3½-hour report which included the LBJ speech and informative and interesting reaction to it by a group of experts participating in a far-flung round-table discussion.

It was an auspicious debut for a fledgling ETV network which inevitably will have far-reaching effects on U.S. television.

WASHINGTON POST, JANUARY 12, 1967

Live Network Telecast Proved Vitality of NET

By James E. Clayton
Washington Post Staff Writer

NATIONAL Educational Television was given a chance Tuesday night to show what it can do with public affairs programming when it has the money.

For three and a half hours, about 75 of the NET stations (including WETA, Channel 26, here) carried an uninterrupted program centered on President Johnson's State of the Union address.

Despite the quibbling one might do over the technical problems of the program, the result was a tour de force. Both before and after the address, distinguished commentators from the academic and journalistic worlds talked about the Nation's problems and the President's approach to them.

Their views, from all parts of the political spectrum, were informative and interesting. And it was a delight to hear them speak without interruption except for a live telecast of part of the Republican leadership press conference on Capitol Hill at 11 p.m.

It is a rare event to have such a collection of talent gathered for one program. Arthur M. Schlesinger Jr., Clinton L. Rossiter, George F. Kennan, George W. Ball and Kenneth B. Clark appeared from New York. Others joined the discussion from afar: Walter W. Heller from Minneapolis; Milton Friedman from Los Angeles; Daniel Patrick Moynihan from Boston; James Reston, James J. Kilpatrick and Jerome P. Cavanagh from Washington.

Unfortunately, educational television is not yet able to do this kind of thing on a regular basis. It could tackle Tuesday night's program, its first major, interconnected live program, only because the Ford Foundation put up the money to show what a noncommercial network could do.

DENVER POST, THURSDAY, JANUARY 12, 1967

On the Air

Historic Night For KRMA-TV

by Bob Tweedell

The night of Tuesday, Jan. 10, 1967, will be listed as a landmark in the history of noncommercial television in this country and of KRMA-TV, Channel 6, in Denver.

For the first time, a nationwide network of ETV stations, including KRMA, was established for a live telecast.

It was a significant program which centered on and included (in color) President Johnson's State of the Union message.

The speech might have been better, but that is a minor point. The important thing is that the National Educational Television (NET) network convincingly demonstrated its ability to present polished, professional programming on a level seldom reached by commercial TV.

It was a breakthrough, a historic first step along a road that will take ETV from the horse-and-buggy age in which it has been living to the age of instant electronic communication which we are all accustomed to.

TUESDAY NIGHT'S 3½-hour ETV program started at 7 p.m., a half-hour before the President spoke, with a scene-setting introduction that featured comments by newspaper columnist James Reston and brief statements by a panel of experts about what they hoped LBJ would say.

After the speech, NET stayed on the air for almost two hours to bring viewers an entertaining, informative, provocative round-table discussion by the same experts of the President's remarks, sandwiched around a brief news conference featuring Republican party leaders.

The analysts were grinding some axes, to be sure, but their collective performance was sharp, witty, lucid, and remarkably free of the stodgy classroom atmosphere that many people unfortunately—and often justifiably—associate with ETV.

Paul Niven deserves much credit for his capable handling of the moderator's job; he kept the conversation flowing and at the same time kept the experts from treading on one another's toes.

It was a slick technical job, too, with hardly a slip in the switching process that took viewers back and forth from New York City to Washington to Boston to Minneapolis to Los Angeles. It should be noted that this aspect of the program was centered at New York facilities of the CBS-TV network.

A final note: Tuesday night's accomplishment, which reportedly cost about $250,000, was made possible by the Ford Foundation, which some day will get due recognition for helping to move ETV from a Model T to a Lincoln-Continental operation.

More Trade With East Europe?

Why Mr. Johnson's Plea Produces Debate

♦ In his State of the Union message last week, President Johnson again called for closer relations and expanded trade with Russia and the East European Communist countries. That passage inspired a debate among eminent scholars and diplomats on a special program telecast by the National Educational Television network (see Page 20). The following excerpts from that debate include the views of economist Milton Friedman; historian Arthur Schlesinger, Jr.; George Ball, former Undersecretary of State; and George Kennan, retired career diplomat and architect of the postwar U.S. policy of Soviet containment.

Mr. Ball: I was very much interested that the President singled out the problem of trying to establish an easier relationship with the Soviet Union, which seems to me very urgent, and put it squarely up to the Congress to pass the legislation which is necessary and to ratify the treaty which is necessary to make progress in this direction, because this has been really the big impediment.

I think as far as the President and the Administration are concerned, we would have gone very much farther on establishing relations with the Soviet Union of an easier kind if there had been any assurance that we would have had Congressional support, which certainly hasn't been forthcoming up to this point.

Mr. Kennan: I thought, too, that what the President said about our relations with Russia and Eastern Europe were constructive and hopeful. It is a question with which I have been associated for nearly 40 years now, and it seems to me that a time has come when we have real opportunities to reduce these tensions, to get rid of what the President referred to as the harsh spirit of the Cold War, and to start a more constructive situation in our relations with these countries.

Now, he, the President, has not met to date with the support in Congress for movement along that line which I think he should have received. I think there must be some very serious misunderstanding in the Congress on these subjects. I hope that these matters can be talked out in the near future, and that we can go along as a unified nation in developing this part of our foreign policy. I think there are certainly limitations on it, so long as the Vietnam War continues as we know it today. Nevertheless, I think we ought to be prepared as soon as we can overcome that obstacle to move just as rapidly as possible in this direction.

Mr. Schlesinger: It seems to me that the more we can make it possible for the countries, for example, of Eastern Europe to have an economic life of their own, the more we can integrate them, their economies, into the West, the more we make it possible for them to pursue independent policies which they have in the last few years shown every inclination to do.

I think this whole notion, as I say, of a unified, monolithic conspiracy—which had a certain reality in the '30s and '40s when the Soviet Union was the single and sole center of Communist authority—no longer has it. And our policy should not be to drive all the Communist countries back into subservience to China or Russia or anything else. It should be to make it possible for them to fulfill the inclinations they have shown in North Korea, to Rumania, to Yugoslavia, to Czechoslovakia, Hungary, to pursue their national policies. And that's the best hope we have. And why the Republicans should serve the purposes of those who want to restore a unified Communist movement by denying what help we can to these countries vis-a-vis their independent policies I really cannot imagine.

Mr. Ball: I am always rather amazed at what seems to me the totally naive assumption that we confer great benefits on any nation by trading with it. The fact is that in the first place trade is a mutual affair, as I think the Yankee traders have demonstrated with considerable success over the years. And then in the second place, I think we might as well grow up and admit that if we don't trade with them, the rest of the world is going to anyway. Our technology isn't all that good. And by and large the thing that we have to sell them are the things they are going to be able to buy from other people. All we do by this great act of self denial on our part is to prevent ourselves from earning some foreign exchange that we certainly need from the point of view of the balance of payments; but even more than that, we destroy the possibility of opening the windows, of spreading back and forth some kind of interchange which could over time have a far greater effect on their political situation than it ever could on ours if we believe in the integrity of the system which we have here and approach it with some degree of confidence.

Dr. Friedman: I have very mixed feelings about the problem of trading with the Communist world because it does seem to me, as Mr. Ball says, trading is a two-way street, that both of us benefit, and that on the whole by an increase in trade we can spread American influence.

On the other hand, I do believe that much of the discussion that has just been going on leaves out of sight or buries one very simple, obvious fact. The Russians are in fact providing a large fraction of the armaments which are being used by the North Vietnamese to shoot down our airplanes and to shoot our men. And it seems to me under those circumstances there is a real question to be asked, and it is not a simple-minded question, whether under those circumstances we should, without any clear or definite *quid pro quos*, be widening the list of products that we permit to be sent to the Soviet Union, that we permit them to get from us—for example, a recent widening of the list of products there included some radar element items.

So that I do think this is a very real, important question, and not something to be passed off simply on the grounds of the fragmentation of the world Communist movement.

Mr. Ball: You know, I am very much surprised at a sophisticated economist like Professor Friedman putting forth such nonsense as this. In the first place, the kinds of products which might be sold, which we would sell to the Soviet Union, they already buy anywhere else in the industrialized world. It is just a question of whether we sell them or whether somebody else sells them.

There is almost no art that has not been communicated in most of these areas. The list which has been expanded has been a very carefully selected list. There is nothing that they gain from us that they cannot get anyway. And it is just a question of whether they get it from us with the possibilities of a greater interchange of ideas and some opening of the windows as far as we are concerned, or get it from some place else.

I think that what troubles Professor Friedman is not an economic problem or the strengthening of the Soviet Union. It is a moral problem. And I think he is confused by it.

Dr. Friedman. Very possibly—we all have our confusions. But I do think that you cannot have it both ways. You cannot simultaneously say that we are contributing to a strengthening of the Communist world, that we are going to contribute to the independence of the separate states, that we are going to improve our relations with them by trading with them, and also say that trading with them does them no good. No doubt you are quite right, that there are alternative sources of supply. No doubt they can get the goods elsewhere. But it is also true that it raises a question that by our being willing to provide it more readily, that makes it a little easier and a little cheaper. And the question we have to face is whether whatever harm we do to them by not trading with them is more important to us than the harm we do ourselves by not trading with them.

Mr. Ball. I think the question is whether our refusal to trade with them would in any way affect their political judgment as to what they are going to do for North Vietnam—because manifestly whether we trade with them or not isn't going to have enough effect on their ability to supply North Vietnam to make any difference.

Dr. Friedman: Insofar as it has any effect . . .

Mr. Ball: But it doesn't.

Dr. Friedman: Then it has no effect either way, then there is nothing to be gained.

Mr. Ball: Not at all. There is a great deal to be gained in other areas. The ability to find sources—areas of common interest between ourselves and the Soviet Union—which do not concern Vietnam directly.

Mr. Kennan: I could not agree more strongly with what Mr. Ball has said. If he hadn't said it, I would have said it myself.

The differences between certain Communist regimes are probably greater than the differences between certain Communist and certain non-Communist regimes in this world. And whoever purports to talk about our relations with communism without stating which Communist he is talking about is simply entering upon a meaningless discussion.

THE NATIONAL OBSERVER

Well-Planned Splurge Underscores ETV Potential

The plan had sounded almost quixotic. Yet with rented facilities, limited funds, and idealistic gumption, educational television went up against the giants of television news last week and impressively illustrated what it has been contending all along: That this country needs a noncommercial TV network to take up where the commercial networks leave off.

The point was dramatically made by a 3½-hour telecast mounted by National Educational Television (NET) around President Johnson's State of the Union message. For the first time, educational television (ETV) stations all over the country, 70 of them, were linked together by telephone lines and microwave relay facilities to receive a broadcast instantaneously—just as commercial stations receive telecasts from the CBS, NBC, and ABC networks. NET not only transmitted the speech coast-to-coast, as it was being delivered in the Capitol at Washington, D.C., but supplemented it with a thoughtful half-hour prolog, coverage of part of the Republicans' post-address press conference, and a thorough post-address analysis of the speech by prominent government, academic, and journalistic figures.

The achievement was a clear scoop over the three commercial networks, none of which continued its coverage past 11:07 p.m., EST. By the time Mr. Johnson had finished (he talked about 20 minutes longer than the networks had estimated he would), the CBS newsmen had only about 15 minutes left for interviews and commentary; their NBC rivals stayed on 7 minutes longer. ABC returned to *The Fugitive* right after the address.

The Goal Was Explanation

In contrast, NET's guest experts, speaking from studios in five cities, criticized, analyzed, and interpreted Mr. Johnson's message for the benefit of people watching ETV channels until 12:30 a.m., EST. Explains Bill Kobin, NET's programing vice president: "We wanted to demonstrate what we feel NET could do on a regular basis, given adequate facilities and funding. The commercial networks do a good job of covering news; what they always fall down on is explaining the news."

NET took full advantage of the news value of its tour de force too. It hired a Washington, D.C., company to transcribe the complete program overnight so that transcripts, 103 pages long, could be delivered to newspapers and wire services in the city by the following morning. And just as NET had hoped, editors made liberal use of quotes from the program.

Rented Facilities

The telecast originated at CBS News headquarters in New York City, where NET rented a studio and broadcasting facilities. A nonprofit operation with no production or broadcasting facilities of its own, NET normally hires independent production companies or local educational TV stations to film and tape the cultural and public-affairs programs that it supplies to its 112 affiliates by mail. But ETV stations didn't have the elaborate equipment needed for NET's discussion between participants in studios hundreds of miles apart.

NET's long-held ambition has been to function as a full-fledged video network, transmitting live programing to its affiliates on a daily basis. The cost of such service, however, has been too steep for the noncommercial organization, which is supported by donations and grants, mostly from the Ford Foundation. The group's hopes were lifted last summer by the Ford Foundation's proposal for the establishment of a national satellite system that would transmit all video programing and subsidize noncommercial ETV with its profits. So last fall NET decided to demonstrate what a noncommercial network, free of advertising and time limitations, was capable of doing.

Plans to focus the demonstration on the State of the Union message were evolved last month. NET budgeted $100,000 from its operating fund, which is replenished annually by a $6,000,000 donation by the Ford Foundation, for the ambitious project. Though all the bills have not yet come in, NET people think the total cost may run as high as $150,000.

Experts Lined Up Early

Panelists for the discussion were lined up by mid-December. Soviet affairs specialist George F. Kennan, who rarely accepts invitations to appear on television, agreed to join former Undersecretary of State George W. Ball in analyzing Mr. Johnson's statements on foreign policy. They were joined by economists Walter W. Heller and Milton Friedman, urban-affairs experts Daniel P. Moynihan and Mayor Jerome P. Cavanagh of Detroit, historians Arthur Schlesinger, Jr., and Clinton Rossiter, editor-writer James J. Kilpatrick, and educator and civil-rights spokesman Kenneth Clark. Four of the men were later asked by officials of commercial networks to appear on their State of the Union programs, but declined.

As it turned out, NET's first attempt at nationwide broadcasting was a brilliant success and, it is hoped, a harbinger of regular network news service to ETV stations before long. Mr. Kobin predicts that an interconnected ETV network will be functioning on a regular basis a year from now, and that noncommercial television will reach its full potential as soon as a satellite system is put into full operation—perhaps in two or three years.

But even though the commercial networks were patently outclassed last week, they have little reason to fear their maturing rival, according to Mr. Kobin. "We don't want to compete with the commercial networks," he insists. "We want to fill a void by doing what they don't do—backgrounding, analyzing, putting things in perspective. There's room, and a need, for all of us."

—DANIEL GREENE

WASHINGTON STAR, JANUARY 12, 1967

Educational TV Proves a Point

By BERNIE HARRISON
Star TV Critic

The single most exciting show this week was on educational TV. And it wasn't a program so much as a happening.

Last Tuesday, Washington's channel 26 and educational TV stations around the country were gathered into a live interconnected network for the first time to provide instant and fascinating comment, from experts gathered in a half dozen cities, on the President's State of the Union address.

Oh, there were little things that went wrong, but that could have happened on a commercial network. In fact, the problem of interconnection was beyond the capabilities of NET and the actual switching was handled out of CBS, New York, where Paul Niven was functioning as moderator.

I missed the prelude to the speech, a half hour that included a historical perspective, comments by James Reston, and brief notes by experts on what they would like Mr. Johnson to say. I was watching "The Invaders," on ABC. But I caught the rest of the program which followed. It began with Niven's recapitulation of major points of the address, much as the commercial networks would do, but then went on to present the views of some 10 well-known experts (economist Walter Heller, George Kennan, George Ball, historians Clinton Rossiter and Arthur Schlesinger Jr., and others). The viewer may not have agreed with many of the observations of the experts, but it was always stimulating to listen to what they said, particularly when they were disagreeing.

Here is the very stuff of which educational TV should be formed, a service of such obvious value that there can be no argument. It had to be exciting, because it was a happening; the experts were on the spot, required to articulate their views and perform under live pressure. They (the experts) might have some second thoughts about what they said, and the way they said it, but not the viewer.

The program was sad in another respect, for the expense of forming the network is clearly beyond the capabilities of a system of stations existing on voluntary contributions or occasional grants. And trying to get any money out of this Congress, as I inferentially gathered from Tuesday's programming, s not going to be easy.

Commercial TV can't afford his kind of programming, it claims; educational TV can't afford NOT doing this kind of show. That, in a nutshell, is the dilemma.

WASHINGTON POST, SUNDAY, JANUARY 15, 1967

Hooray for NET

National Educational Television, in its presentation of the President's State of the Union Message, performed precisely as the "vital public resource" which he urged it to become. One simply does not expect the commercial networks to give intelligent opinionated men the chance to express controversial ideas at length in prime time. This is what was done by the panel assembled by NET for what was its first Nationwide hookup Tuesday night. The show was intended to prove, at this moment of heightened possibilities for educational television, that it can do something which conventional commercial stations cannot easily do. NET made its point extremely well.

NEW YORK DAILY NEWS, JANUARY 11, 1967

President Lifts State of TV; The Invaders Land on ABC

By KAY GARDELLA

Whether you agree with President Johnson or not on the State of the Union, things at least did look rosier in living color last night; the President healthier, and the state of TV improved temporarily because of two important developments:

First, the address, delivered calmly and forthrightly by our chief of state, was carried on radio and TV networks in precious prime time, a precedent established by LBJ in January of 1965, and the first State of the Union message delivered at night since President Roosevelt did it in 1936.

Second, National Educational Television, boosted in the President's address, finally rose to the occasion and performed a service that it should have done from its very inception. LBJ's 9:30 P.M. address was accorded live coverage on a coast-to-coast 75-station NET hookup, bracketed by in-depth pre- and post-speech analyses.

Following the long address, NBC and CBS, in addition to educational Channel 13, offered post-speech analyses. One salient point everyone zeroed in on was the President's tax proposal. Anchoring NBC's session was Frank McGee, and for CBS it was Walter Cronkite.

One of the experts on Channel 13, Arthur Schlesinger Jr., reportedly turned down a chance to appear on the NBC show. He was already committed to the NET broadcast. Besides the networks, many local radio outlets carried the address.

HOUSTON CHRONICLE, WEDNESDAY, JANUARY 11, 1967

NET Covers LBJ Speech Like a Champion

BY ANN HODGES

Radio-TV Editor

The National Educational Television Network presented what was probably one of the most important TV programs of the decade Tuesday night on Ch. 8.

It was that network's first live telecast, on the occasion of President Johnson's state of the union address. It came through without a hitch, with some of it full color—another educational TV first.

Fittingly enough, a portion of the President's speech dealt with educational television, which he urged "should be developed into a vital national resource."

He also added a note that the commercial television industry must be pondering today—that "we must insist that the public interest be fully served on the public airways."

Following the speech, NET continued its unprecedented coverage with a lively and fascinating 90-minute exchange of opinion on the context of the presidential message by an impressive corps of experts in domestic and foreign affairs.

And it also switched over to the official Republican press conference for the opposition analysis, which was then analyzed by the experts.

Last year, you'll recall, the commercial networks bowed to Republican demands for equal time several days after the presidential address.

NET, which hopes by this telecast to demonstrate to Washington leaders the important role it could play in the nation's information and communications system, was more politic. It gave everyone an opportunity to have his say immediately after the speech.

Educational television already is planning more cable hookups for important events. Such innovations in noncommercial programming could be the forerunner of a new, profoundly important dimension for American television.

NEW YORK POST, WEDNESDAY, JANUARY 11, 1967

Critics Say the Message Doesn't Go Far Enough

By RALPH MAHONEY

President Johnson's State of the Union message came under criticism today not so much for what it said but for what it failed to say.

The President had harly concluded his speech when it underwent dissection by a panel of historians, economists, diplomats, civil rights workers, a journalist and a city official on a National Educational TV program.

Historian Arthur M. Schlesinger Jr. dismissed the speech as "moderate" . . . not so much to solidfy the people behind him as to mollify those opposed."

"It certainly was not a Harry Truman speech," added political scientist Clinton Rossiter.

The only real praise came from diplomat George Gennan and former Under Secretary of State George Ball, who said they were pleased by the President's advocacy of warmer relations with Soviet Russia.

And the President's proposed 6 per cent surcharge on income taxes was described by Walter Heller, former head of the President's Economic Advisory Council as "sensible and well within the capacity of the country."

But University of Chicago economist Milton Friedman said he did not believe "an increase in taxes . . . is in the right direction . . . the main effect of the tax hike will be not to cut the budget deficit but to raise spending"

Daniel P. Moynihan, director of urban studies at Harvard and the Massachusetts Institute of Technology was disappointed because, he said, the speech did not attack the "critical issue" of open housing.

Detroit Mayor Jerome P. Cavanagh said the message failed to meet the needs of the cities and he was critical of the President for his emphasis on the "politically popular" Head-Start program, which, according to Cavanagh, is clouded by "serious doubts."

The most severe criticism came from two civil rights leaders.

Noting the President devoted "four lines to civil rights and 40 lines to crime in the streets," Kenneth B. Clark remarked: "It is clear that the honeymoon is over between Mr. Johnson and the responsible civil rights leaders."

WORLD JOURNAL TRIBUNE, JANUARY 12, 1967

AL SALERNO

NET Elated By LBJ Plug

President Johnson's unexpected call in his Tuesday speech for support of educational television almost brought on dancing in the streets in that area of the broadcasting community.

John Kiermaier, head of Ch. 13 here, said it should not have come as a surprise, considering what the ETV stations have done and can do with sufficient finances. But he said he was delighted that Mr. Johnson should find room in his State of the Union Message to dwell on the need to develop ETV. Kiermaier also said it was "most encouraging" for the future.

John White, president of National Educational Television, the networking arm of ETV stations, said he was "surprised and pleased" at the President's remarks.

White was encouraged that the President did so even though the Carnegie Commission had not yet come up with what is expected to be the definitive report on educational television in America. "In the absence of (it) I thought he might have deferred comment. . . ." White said.

The NET president also was gratified that Mr. Johnson had specified the need for a general informational and cultural service, rather than just an instructional one.

In his speech, Mr. Johnson said "we should develop educational television into a vital public resource to enrich our homes, educate our families, and to provide assistance in our classrooms."

The statement probably took the last bit of starch out of those who would restrict ETV merely to serving as a funnel through which programs are fed into classrooms. As commercial TV has slowly lifted its sights and moved into cultural and informational areas, and as ETV has painfully expanded its mission, the two services have come increasingly closer to competition with each other.

A major TV network once served notice, along with its annual contribution to help the struggling Ch. 13, that it ought to begin looking elsewhere for help, because one doesn't siphon off profits to a competitor.

It was co-incidental, if not ironic, that the President's call for support of ETV came on the very night that the medium was demonstrating what it could do if it had the money. NET has connected 75 stations by leased wire (programs now are shipped around by air mail) to devote the entire evening to the President's message, and fore and aft commentary on it by a distinguished panel of analysts—a few of whom reportedly rejected commercial network bids to do it for love, honor and conscience.

Up to now, ETV has been living on handouts. But the recent Ford Foundation proposal to finance it through a non-profit corporation, the President's surprise backing, and ETV's own demonstration (via Ford Foundation donation) of what it can do on a national basis, all point to blue sky days ahead.

SAN FRANCISCO EXAMINER, JANUARY 12, 1967

A Major Service

WE WATCHED with admiration the other night the in-depth coverage of President Johnson's State of the Union address by the National Educational Television (NET) network and KQED.

The program, lasting more than two hours, opened with a history of State of the Union addresses beginning with George Washington. LBJ's address was carried live. Then followed spirited debates and analyses by historians, economists, politicians and others.

When it was ended, even the best-informed among viewers must have acknowledged that their knowledge of current public affairs had been broadened.

This was a major service to the public by non-commercial, educational television.

Experts Dissect State of the Union

By GORDON L. RANDOLPH

Of The Journal Staff

President Johnson got more brickbats than praise Tuesday night in the National Educational Television's first live national network production, "State of the Union—1967."

The 3½ hour special was carried by 75 NET stations throughout the country. It was underwritten by a Ford Foundation grant. In Milwaukee, it was carried on WMVS, channel 10.

The program featured 10 experts in such fields as foreign affairs, civil rights, urban affairs and economics, commenting on President Johnson's state of the Union message.

The president's appearance before congress was included, as well as part of a later press conference by two Republican leaders, Sen. Dirksen of Illinois and Rep. Ford of Michigan.

GOP Criticized, Too

Generally, the panelists, liberals and conservatives alike, thought less of the Republican performance than Johnson's, though one of them reminded the others that they had not seen all of Dirksen's and Ford's conference.

Program participants were in New York, Washington, Boston, Minneapolis and Los Angeles.

James Reston, New York Times associate editor and columnist and a persistent and caustic critic of President Johnson, set the critical tone of the program in a 30 minute portion preceding the president's speech.

From Washington, Reston said a mood of distrust pervaded the nation, not only about the presidency, but other things, including the Warren commission and the press.

Two Panelists Praise

Johnson, however, won praise from George W. Ball, former undersecretary of state, and Walter W. Heller, a liberal economist and former chairman of the council of economic advisers under Presidents Kennedy and Johnson.

Ball defended the president against criticism over Vietnam, asserting that Johnson's reaffirmation of administration policy was all that should be expected in such a speech.

He praised the president for promising to push efforts for improving relations with the Soviet Union and eastern European nations and for putting it squarely up to the senate to ratify the consular treaty with Russia.

He said it was up to congress, too, to approve trade agreements that would "open windows" of accommodation between the United States and Communist nations.

Heller Approves

Heller was pleased that the president expressed confidence that the nation could pursue its war on such things as poverty, crime and blight and the war in Vietnam at the same time. (Heller is a 1931 graduate of Shorewood high school.)

Whereas defense costs consumed 10% of the gross national product in 1960, Heller said,

Kennan *Heller*

it took 9% in 1966. He did note that the president should have left an option to abandon the 6% surtax if the economy softened.

Leading off the criticism, Arthur M. Schlesinger, jr., historian and special assistant to the late President Kennedy, said he did not like Johnson's proposal to merge the commerce and labor departments into a new business and labor department.

China Basic Enemy

His strongest criticism, however, was that he felt Johnson was fuzzy about Vietnam, leaving doubt whether there would be wider escalation of the war there.

Schlesinger said that in comparing the war in Vietnam to the Communist threat in Berlin 20 years ago and aggression in Korea 16 years ago, Johnson failed to recognize that communism no longer was a monolithic, unified force, and that Communist China was the basic enemy.

Schlesinger said, however, that after hearing Dirksen and Ford, "I must say, Johnson looks better." He said the Republicans demonstrated a lack of faith in the country and ineptness in foreign policy.

But, he said, the president appeared to be trying "not to solidify support behind him, but to mollify those opposed."

George F. Kennan, former ambassador to Russia and Yugoslavia and a critic of the administration's Vietnam policy, said he hoped that the president would be explicit about aims in the forthcoming administration report on Vietnam.

Criticizes Republicans

He said it was "a time of real opportunity to get rid of the harsh spirit of the cold war," but that congress had not been responsive to some praiseworthy administration suggestions so far.

Kennan criticized Dirksen and Ford for failing, he said, to recognize "significant differences" in Communist regimes. He said there were more differences between some of them than there were between some non-Communist countries. (Kennan was born in Milwaukee.)

Clinton Rossiter, a conservative spokesman who is a Cornell university political scientist, said the president had "'smothered us with rhetoric." The president, he added, "tried to touch everybody, but he touched nobody."

"Faced with Recession"

Rossiter complained that Johnson lacked the confidence in the country so strongly expressed by President Franklin D. Roosevelt in 1943.

But Rossiter felt that the Republicans were just as bland as Johnson.

Milton Friedman, University of Chicago economist and adviser to Barry Goldwater, contended that the tax increase would not be accompanied by drastic domestic spending cuts, as it should be.

"We are faced with a recession," he said. "A tax increase will not do much harm, but it is not going in the right direction."

Kenneth B. Clark, a Negro New York educator and civil rights leader, charged the president with off hand and scanty treatment of civil rights.

He asserted that the president, in not being more forceful about civil rights, had abandoned responsible Negro civil rights leader and given aid and comfort to black nationalists who always had contended that the administration was falling short on civil rights.

A conservative, James J. Kilpatrick, editor of the Richmond (Va.) News Leader, said Johnson's short treatment of civil rights would not win him any friends in the south.

While he endorsed Johnson on Vietnam, he characterized most of the speech as "the same old bland, cream of wheat rhetoric."

Mayor Jerome P. Cavanagh of Detroit and Daniel Patrick Moynihan, former labor department official, were sharply critical of the president's programs involving urban problems, although Cavanagh was pleased with the proposal to increase home mortgage credit by one billion dollars and finance the model cities program.

Moynihan observed "the chastened air of the president's uddress." He criticized the president of rnot being more forceful on open housing and deplored what he siad was the administration having passed up its last chance to implement a meaningful redistribution of income in the nation, including use of children or family allowances.

ATLANTA JOURNAL, WEDNESDAY, JANUARY 11, 1967

TELEVISION IN REVIEW

Stepchild ETV Network Begins to Show Speed

By RICK DU BROW

HOLLYWOOD (UPI)—A noncommercial, three-and-a-half-hour video program was beamed live and coast-to-coast Tuesday night as the National Educational Television network opened a window on the future. The broadcast centered around, and included, President Johnson's State of the Union address to Congress.

Educational television had never before attempted such a major, interconnected live program. The plans called for about 75 of NET's affiliates to receive it instantaneously rather than in the network's usual slow way. Such efforts at immediacy been egged on by the Ford Foundation's revolutionary proposal last year to use a domestic satellite plan that would help provide funds for cultural video on a massive, instantaneous basis. More large experiments are expected this year.

What was achieved by NET Tuesday night was not so much a significant technical development—for coast-to-coast live television is standard for commercial networks. True, a three-and-a-half-hour live nationwide broadcast without commercials is an achievement of sorts. But above all, the idea was simply the taking of the first step by NET—the doing of the program at all, rather than picayunish critical appraisal of its points here and there.

For this viewer, who watched the broadcast at the Los Angeles educational television station, KCET, it was a night of mixed feelings — of gratitude that NET had finally moved, yet of slight depression that it had taken so long to do such a basic thing because the funds have been lacking. In short, the depression stemmed from one's realization at what a stepchild educational television is to broadcasting, despite all the fine cliches. It has been living on a handout basis, fearing to step on toes, hewing close to the establishment line—in short, too often seemingly over-aware of where its funds are coming from.

The Ford Foundation's president, McGeorge Bundy, and its television adviser, Fred Friendly, have helped demolish this atmosphere of respectable ivory tower-ism and local grass-growing. Yet that there is still so much to be done—almost everything, in fact—was all too obvious Tuesday night to one who knew, for instance, that the central oint of the facilities for the NET broadcast was, in fact, at the New York studios of the commercial CBS-TV network, which handled the technical switching for the educational organization.

Furthermore, as this viewer wandered around KCET, it was possible to see a microphone with the "NBC" brand—an obvious hand-me-down — and also overhead lighting equipment bearing the NBC initials, yet another sign of the stepchild status of educational video. President Johnson's call, in his address Tuesday night, for the development of educational television is certainly warranted.

NEW YORK POST, THURSDAY, JANUARY 12, 1967

On The Air

By BOB WILLIAMS

NBC and CBS drew 38 and 37 per cent, respectively, of the audience that tuned in on coverage of President Johnson's State of the Union message. ABC checked in with a comfortable 25 per cent . . . The irony in the count on the LBJ audience was the absence of mention of National Educational Television which provided excellent analytical coverage of the story on some 70 stations including Ch. 13 here. You see, the TV rating game is a fiercely financial thing and educational TV can't afford to buy its way into the big count . . .

TV-RADIO

Casting the NET Wider

In his State of the Union Message, President Johnson declared: "We should develop educational television into a vital public resource." Indeed, his vital personal interest was illustrated that very night. Leaving Congress and hustling back to the White House, he promptly switched on the educational television channel to watch the remainder of a three-and-a-half-hour National Educational Television special devoted to his message. While the three commercial networks provided only scant analysis, NET employed eleven top-level specialists, including sometime Presidential aide Arthur M. Schlesinger Jr., distinguished Kremlinologist George Kennan and New York Times columnist James Reston, in a witty, informative discussion that put the commercial coverage to shame.

"Hooray for NET," beamed a Washington Post editorial. The White House and State Department requested immediate transcripts, LBJ was reported to be both fascinated and upset by what he saw, and the Capital was noticeably atwitch about the precedent set by such swift, incisive dissection of a major political event. "It poses a real problem," said one top Washington observer, "for those politicians who expect to loft a speech in the air and grab a few headlines." Even critics of the show admitted that many a politician would be more thoughtful about his proclamations if he knew a panel of experts was waiting to demolish his arguments.

Since its founding in 1953, NET has always wanted to score just this kind of impact. However, hampered by a lack of adequate financing, it has been little more than a syndication service, providing its 112 affiliates with five hours of programing a week. Films from the NET cultural division can take twelve weeks to reach some affiliates, and its public-affairs shows need a fortnight to achieve national coverage. Now aided by its perennial benefactor, the Ford Foundation, NET is making a vigorous—if still selective—stab at being a legitimate fourth network.

This month NET twice rented land lines from the American Telephone & Telegraph Co. and broadcast live programs to 70 of its affiliates. Its effort on the State of the Union Message was followed last week by an hour-long interview of New York Timesman Harrison Salisbury about his two-week trip to North Vietnam. Salisbury's interviewers were some solicitous Times colleagues who, while avowedly disagreeing with several of his conclusions, were often so polite that the hour was more dull than enlightening. Nevertheless, the show still marked a milestone for NET.

Interconnection: For the past three years, the Ford Foundation has provided about 80 per cent of NET's annual $8 million budget. To produce its five hours of programing a week (two and a half cultural, two and a half public affairs), NET allots an average of less than $20,000 per hour, less than half of what the commercial networks ordinarily pay. Consequently, it relies heavily on purchasing foreign TV films—for as little as $1,000 per half hour—and saves most of its meager budget for producing its own occasional shows, such as the recent and superb "The Poor Pay More," which cost about $56,000.

Thus, NET could not readily afford to pay $70,000—as it did for the Presidential message—for rental of land lines alone. So it asked Ford for additional assistance, and the foundation agreed to reimburse NET for the networking costs. "We didn't do this just because of the State of the Union Message," said NET public-affairs director Donald Dixon. "We were saying, 'These are some of the things we could give the public if we had the finances.' Eventually, we would hope to get enough money to be interconnected on a regular basis—not just covering events, but creating events."

Growth: To be sure, there would be problems with constant networking. The cost would probably be from $6 million to $8 million annually. And some NET affiliates would have difficulty accepting all the NET programing: one-third are owned by universities that program courses now shown in the evening. Others are community stations that must give priority to local problems. "We can't ram it down their throats," said Curt Davis, head of NET cultural programing. "It will take a gradual working out."

Benno Schapiro

Salisbury (right) meets the press: For educational TV, a milestone

Meanwhile, the network is growing. NET is planning at least two more network shows in the next few weeks: hour-long programs of selected highlights and analysis on the testimony of George Kennan and former ambassador to Japan Edwin O. Reischauer before the Senate Foreign Relations Committee. (Only one commercial network—NBC—has indicated any interest in live coverage.)

NET, of course, will not fully compete in covering all major live events for quite a while. But lately educational television has been "doing what TV should do, opening up new territory," says Fred W. Friendly, former president of CBS News and now TV adviser to the Ford Foundation. "We are out to conquer air time for the real world."

CHICAGO DAILY NEWS, JANUARY 11, 1967

By Dean Gysel

NATIONAL Educational Television took a firm and historic step Tuesday night by connecting 75 stations, including WTTW, for the first time to broadcast the President's State of the Union address.

Prior to the speech, James Reston of the New York Times gave a foreword on the mood of the country. Afterward, NET covered the GOP press conference and then settled back for a 2½ hour analysis by 10 experts, including Arthur Schlesinger Jr., John Galbraith, George Ball, Walter Heller and Detroit Mayor Jerome Cavanagh.

The discussion started with a dissection of the speech and then evolved into a general commentary on national and world affairs.

The cross-section of opinion plus the time afforded to develop the discussion lent a perspective that the networks cannot or do not give.

This treatment should continue to be a province of NET.

WISCONSIN STATE JOURNAL, WEDNESDAY, JANUARY 11, 1967

Education TV Scoops Commercial Hookups on State of Union Talk

By JACK GOULD
(New York Times TV Critic)
(c) 1967, N.Y. Times News Service

NEW YORK—President Johnson urged Tuesday night the development of educational television as a "vital public service" to enrich family life and serve as a teaching aid in the classroom.

Mr. Johnson's endorsement of the potential of the non-commercial medium came in his State of the Union message, which in itself constituted a new chapter in the evolution of television.

His speech before Congress was the first State of the Union address to be carried live on four national television networks.

National Educational Television, (NET), under a special grant from the Ford Foundation, put together a single **night's hook-up of 70 non-commercial stations to complement the three established commercial chains. Normally NET circulates programs by tape or film. Additional experiments in live networking are planned by NET later in the year.**

Mr. Johnson's inclusion of the subject of educational television in his speech heightened interest in the forthcoming report of the Carnegie Commission for Educational Television, a private group that will make recommendations in the future organization, financing, and goals of educational video.

The conclusions of the Carnegie commission, according to Washington reports, will serve as a basis for further consideration of educational video's problems by both the White House and the Senate Commerce committee.

NET used its first venture on coast-to-coast networking as an example of how it believes a non-commercial service can supplement coverage by commercial networks.

Before the President's speech, James Reston, associate editor of the New York Times, was interviewed briefly on the mood of the country.

After the speech, a panel of historians, political scientists, diplomats, and leaders in urban affairs analyzed the speech.

The absence of commercial TV deadlines and the caliber and distinction of the guest commentators enabled NET to offer a much more extended, searching, and diversified analysis than the advertising-supported networks. NET proved its two major points: **The value of reflective commentary by a variety of specialists in the field of public affairs and the importance of networking to a lively non-commercial video service.**

NET completely scooped the commercial networks with the live coverage of the Republican news conference after the message. In this instance, the non-commercial service provided an example of its singular potential: Showing the viewer what the commercial networks do not provide.

However, NBC, in a 20-minute review of the speech, showed that it would not be hard for the commercial networks also to make a contribution. They used the Early Bird satellite for a report on British and French reaction to the speech.

Once NET can afford permanent live network facilities, it would not be surprising to see increasing competition between commercial and non-commercial video, a prospect that could be both exciting and useful.

HOUSTON POST, WEDNESDAY, JANUARY 18, 1967

David Claflin NET-Cast Cheers of LBJ Message

Congratulations! Your TV-radio commentator (Millie Budd, Post Jan 10) correctly predicted the immense success of NET and Channel 8's pioneering network telecast of the State of the Union Address. The terse, sometimes humorous dialogue, coming before and after the address, among 10 nationally-known experts provided a welcome change of pace from the bland, take-no-sides attitude of the commercial network "analysts." For two-and-one-half hours, without interruption, the viewer was exposed to a forthright presentation of the significant problems facing our nation during the coming year.

For those of us who do not buy enough deodorant, cigarettes, beer, etc, to make such programs commercially feasible it was indeed a welcome treat.

Comment

U.S. Finding Educational TV's Value

By Norman Ross

President Johnson's State of the Union address, carried in Chicago by NBC, CBS, ABC, WGN and WTTW, contained a passage calling for expansion of educational television.

Before and after the speech the educational network of 75 stations, linked together by coaxial cable for its first live telecast, gave a good example of the kind of service it alone can perform.

Ross

Commercial air time is so expensive that President Johnson had barely left the rostrum before at least one network aired a hard sell sales pitch.

Since he talked—and talked most effectively—for an hour and 13 minutes, there was little time for network analysts to discuss even the highlights of his proposals before the 10 p.m. news again recapped a few of the main points he made.

But NET, the National Educational Television network, was able to set the stage for his speech by columnist James Reston's talk on the mood of the country and on the 90th Congress, which had just convened.

And it devoted an hour and 45 minutes after the President finished to a discussion by experts scattered across the country.

FOR MOST viewers, the Johnson speech itself, or even the news program excerpts, was probably enough.

According to a recent CBS National Current Events Test, Americans are so spectacularly misinformed on current events that one in four of those quizzed thought that Chiang Kai-shek, not Mao Tze-tung, is head of the Chinese Communist Party.

Knowledge of Vietnam is equally hazy. By 10th grade standards nearly three-quarters of the country flunked the test.

BUT FOR THOSE who do care, the NET discussion was quite informative.

George F. Kennan, ex-ambassador to both the U.S.S.R. and Yugoslavia, spoke little, especially in comparison with the voluble historian, Arthur Schlesinger Jr.

But he summed up briefly and most cogently the questions President Johnson has not answered to the satisfaction of the intellectual community.

- Are the bombings productive enough militarily to be worth their cost in human lives and in deterioration of our moral stance before the world?
- To save a 20th-rate semination are we destroying our relations with numerous other, far more important countries?
- Are the South Vietnamese doing enough to help themselves, or has our as yet undeclared war become an American war?
- Have we become mired down with a semi-permanent colonial responsibility in an era in which colonialism has been totally discredited?
- Are we using, in Vietnam, methods unworthy of a great nation, reacting to a ruthless enemy's bloody terrorism in brute ways in which a great nation should not behave?

SCHLESINGER agreed that these were good questions, but doubted that President Johnson would come to grips with them.

The President touched on so many areas, both international and domestic, that it was easy for a viewer to forget the fields he totally ignored or touched on only lightly. NET's participants pointed them out.

He devoted few lines to civil rights, and did so the very day Congress was disciplining its most flamboyant and famous Negro member.

He ignored the space program completely, did not again call for repeal of the controversial 14B section of the Taft-Hartley law, did not espouse proposals for the federal government to share tax revenues with states or to redistribute income by guaranteeing minimum incomes or enactment of family tax allowances, and echoed Barry Goldwater re crime and violence in the streets.

TECHNICAL FLUBS and pedantic aspects aside, NET's coverage added a dimension to consideration of the State of the Union message that only educational TV has the time or inclination to provide.

Given a few years it might even help more of us to realize that Chiang Kai-shek is not the head of the Chinese Communist Party.

BARRON'S, JANUARY 16, 1967

The World at Work

Brief Notes of the Week

National Educational TV covered the State of the Union Message with a line-up of academic "stars" to comment on the document prior to and after its delivery. Except for Milton Friedman, of the University of Chicago, all of the "experts" picked to "educate" the nation were chosen to present a "liberal" point of view, tending toward the left of the President and supporting the Kennedy clan. Their "expertise" was balanced by NET's transmission of a Republican news conference following the Message. LBJ himself wants to "develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms." Last Tuesday's performance proved that NET still has to learn the difference between education and propaganda.

• • •

John Voorhees

Prime-Time President

Perhaps the most stimulating thing about President Johnson's "State of the Union" message, presented Tuesday night on TV, was the fact it was live. It wasn't on tape or, with one exception, on a three-hour delay to the West Coast.

As one watched the sober-appearing President it was somehow exhilerating to realize it was actually happening at that moment — and since so little TV actually is live these days, this helped to balance the blandness of President Johnson's 70-minute speech.

KIRO-TV, of course, opted not to carry it live, feeling it was more important to present the premiere of 'Mr. Terrific," which is already on a one-day delay, and to present President Johnson at 10 p.m. (KVOS-TV, for those lucky enough to be able to get it, did carry the CBS network's coverage live, however, and the speech was succinctly discussed by a battery of CBS newsmen like Eric Sevareid, Marvin Kalb and Walter Cronkite at its conclusion to fill out the 90-minute period.)

NBC'S coverage, seen here on Channel 5, included a 30-minute discussion of the message, anchored by Frank McGee and including, as well as other NBC newsmen, such qualified experts as J. K. Galbraith whose comments revealed they were less than overjoyed.

ABC eschewed comment upon the speech since it already cut into 15 minutes of its Beatle special and the network had its premiere of "The Invaders" — first things first!

AS FOR NATIONAL Educational Television, it was a big night since more than 70 stations like KCTS-TV were linked together to provide N.E.T. with a bona fide network. More than three hours was devoted to the President's message (and Channel 9 bugged out of the network at 9:10 p.m. because the sound being received was snotty), beginning at 6 p.m. with a 30-minute profile of previous "State of the Union" messages.

Once the President's message was finished, Paul Niven served as traffic manager-commentator for various experts stationed around the country who commented, mostly unfavorably, upon the President's statements. (Chief concern centered on the fact that only two lines had been devoted to civil rights.) There was also a good portion of a Republican news conference, called right after the President finished, which found gallant Senator Dirksen in his usual fine, if somewhat confused, form.

Actually, the NET coverage provided what excitement there was to Tuesday night's prime-time Presidential show because executive producer Jim Karayn rounded up experts whose opinions were enough at variance so the discussion often became heated and thus shed more light on problems facing the 90th Congress than what the President said.

CHARLOTTESVILLE DAILY PROGRESS, JANUARY 11, 1967

Civil Rights Leaders Call Speech 'Shameful Retreat'

NEW YORK (AP) — President Johnson's State of the Union message was criticized by civil rights leaders during a nationwide discussion of the address over the National Educational Television network.

For the first time, 75 educational stations throughout the country carried a live hookup of the State of the Union message. After the address, civil rights leaders, economists, historians and others expressed their views.

Walter W. Heller, former head of the President's Council of Economic Advisers, said the proposed 6 per cent tax surcharge is "sensible and well within the capacity of the country."

Heller wondered, however, if the President had left sufficient "options" open to withdraw from the tax boost "if the economy softens more than he thinks and is not in good shape at midyear."

George F. Kennan, diplomat and critic of American involvement in Vietnam, praised the President for advocating warmer relations with the Soviet Union — for "getting rid of the harsh spirit of the cold war."

Former Undersecretary of State George W. Ball expressed surprise that the President put the question of Soviet relations "squarely up to the Congress," which is considering the ratification of the treaty to establish consul offices throughout the country.

The civil rights leaders who attacked Johnson's message were Dr. Ralph Abernathy, acting president of the Southern Christian Leadership Conference; and Kenneth B. Clark, a Negro educator from New York. Both said the President's speech devoted far too little time to civil rights.

"The President's State of the Union speech was a tragic and shameful retreat from the major domestic problem of our time — civil rights," said Abernathy. "Coming on the heels of the dastardly persecution of Congressman Adam Clayton Powell, this speech can only serve to increase the despair and frustration of the ghetto."

Major Jerome P. Cavanagh of Detroit, a Democrat, criticized the President for playing up what Cavanagh termed the "politically popular" Head Start program. He said this program is clouded with "serious doubts" about its effectiveness.

Historian Arthur M. Schlesinger Jr. called the message "a moderate kind of speech, not the solidify the people behind him, as to mollify those opposed."

Milton Friedman, a University of Chicago economist, said "the main effect of the tax hike will be not to cut the budget deficit, but to raise spending. We are now faced with recession. I don't really believe an increase in taxes is in the right direction."

MEMPHIS PRESS-SCIMITAR, JANUARY 12, 1967

Impressive Analysis of LBJ's Message

A DAY LATE—thereby losing some immediacy but none of the significance — local viewers saw on video tape last night the impressive analysis of the President's State of the Union address broadcast live Tuesday evening on 75 other educational tv stations.

N.E.T. proved its point — even when covering an event that the other three networks are, it has its own contribution to make. Scattered in studios around the country were ten of the nation's most articulate authorities on socio-economic affairs, ranging from conservatives like James J. Kilpatrick to liberals like Kenneth Clark and Arthur Schlesinger Jr. Paul Niven was an excellent moderator, sometimes raising questions, sometimes letting the men pace themselves.

The liberals seemed to be Mr. Johnson's toughest critics until after the panel listened to portions of a press conference then being held by Rep. Gerald Ford and Sen. Everett Dirksen. Kenneth Clark then said the Republicans showed a remarkable ability to snatch defeat from the jaws of victory. Some of the Republican reaction was called "simple minded" by a few panelists and others took issue with that.

The entire discussion was marked by frankness, brackishness, and real brain power. Unlike the comments we've heard from elected officials, the intellectuals searched for the long view of history; and what really made the program soar was that the panelists were deeply versed in their subject matter. They knew all the nuances. N.E.T. isn't the only network able to gather such a collection of minds, but it's the only one which did. This first coast-to-coast educational tv hookup was an industry milestone; the one regrettable thing about it from our vantage point was the WKNO, the 26th ETV station in the country, was not equipped with the necessary local circuits to show it live.

* * *

COMING IN T'VIEW: Tomorrow — "Today" celebrates it 15th anniversary, 7 a.m., Channel 5 . . . Tim Conway debuts as "Range," 8 p.m., Channel 13 . . . An outstanding Henrik Ibsen drama "An Enemy of the People" starring James Daly is on "N.E.T. Playhouse," 8:30 p.m., Channel 10 . . "An Island Called Ellis," 9 p.m., Channel 5.

THE NEW REPUBLIC

No Staying Power?

President Johnson began his State of the Union Message by bluntly asking Congress and the nation to decide whether they have or haven't the staying power to wage effective war on poverty at home as well as a war in Asia. It's a good question. Part of the answer is that both can be done, but the former is in the national interest while the latter is an unnecessary drag. Unfortunately, Mr. Johnson proceeded to make clear that he suspects the nation has lost interest in the war on poverty, even if he himself hasn't. Discussion of domestic problems occupied much of his speech (some hawks grumbled about the time he devoted to poverty when he should, according to them, have been talking about the war in Vietnam), but his proposals for advancing the war against want at home were so modest, and he put them forward so diffidently, that he seemed to be saying *he* knew the Congress is willing to vote him money for Vietnam but not for domestic rehabilitation. He may be right; he is supposed to have a feel for the congressional mood; other experts too insist that the new Congress is for escalation in Vietnam and for de-escalating the poverty war even below the sublevel of last year's preliminary skirmish. If that is the national mood, the President would have served us better by sounding a bugle call to duty, rather than murmuring his regrets.

Perhaps Mr. Johnson is looking beyond this year and deliberately cutting thin to win in 1968. Why bother, if he has really abandoned serious hope of getting done those things he insists he most wants to do. What actually is it that he most wants to do? In its admirable coverage of an uninspiring message, National Educational Television interviewed, among others, Arthur Schlesinger Jr., who said the speech seemed to him to be designed "not to solidify the people behind [President Johnson] as much as to mollify those opposed [to the President]." On the same program, Clinton Rossiter agreed that "we had one hour and 13 minutes of mollification," and he called the message "a very consensus-minded speech that didn't ruffle anybody's feathers." That proved a disputable assertion. As one conservative Southern Democrat pointed out, not unhappily, Mr. Johnson devoted exactly 45 words out of several thousand to civil rights, and civil rights leaders have every reason to be ruffled. In the 88th Congress civil rights was the star, and in the 89th it still had a supporting part. That part has been taken over by a Safe Streets and Crime Control Act of 1967. The year's theme, according to the President, is to be: "Order must be maintained." This is to be a year of

violent fighting in Vietnam, and of fighting "violence" at home. Just what does "maintaining order" mean?

Will steps be taken to make life more tolerable in the inner city, or will the Congress be satisfied to introduce local police forces to "the latest anticrime weapons"? Mr. Johnson did "urge special methods and special funds to reach Americans trapped in the ghettoes," yet his proposed rescue operation seemed cloudier, fuzzier, more unreal than the instant communications and special alarm systems that he said are to become part of the arsenal against crime. "We should transform our decaying slums into places of decency through the landmark model cities program," droned the President. "I intend to seek for this effort the full amount Congress authorized last year." That's $400-million, for 100 cities – the cost of about a week's Vietnam fighting. And getting Congress to appropriate even that amount is going to be a tough battle. Mr. Johnson didn't sound as if he has much stomach for it.

The message yielded at least one clue to why not. "I wish," Mr. Johnson said mournfully, "we could do all that should be done, and that we could do it now. But the nation has many commitments and responsibilities which make heavy demands upon our total resources. . . . Let us resolve to do all we can with what we have, knowing it is far, far more than we have ever done before, and far less than our problems will ultimately require." This was well calculated to set the middle-aged white men who make up this Congress nodding their conservative heads in solemn unison (Hubert Humphrey's wagging head could be seen on the television screen, rhythmically affirming each presidential statement).

What are those many "commitments and responsibilities" that make it unfortunately impossible for the President to fulfill his wish to wage immediate full-scale and effective war on poverty? Sending a man to the moon? Subsidizing the farmers? Building a supersonic airliner? None of these, not even the war in Vietnam, need inhibit the administration from fighting poverty might and main, if it has a mind to do it. Mr. Johnson said himself, at the very outset of his speech, that "most Americans are already living better than any people in history." In NET's series of post-message interviews, Walter Heller, the former chairman of the White House economic advisers, pointed out that as a nation we're a quarter or even a third richer, in dollars of constant value not in inflated dollars, than we were in 1960. Heller concluded that "this country has the resources to pursue both the war in Vietnam and its progress in the economy at home." What is needed to lick poverty is willingness by the well-to-do to share with the poor, and sufficient intelligence on everyone's part to grasp that nobody can really be rich if any have to live in slummy cities, breathe dirty air and drink polluted water. In that sense, most of us are now poor and can get richer only by agreeing to let government – federal, state and local – spend money on cleaning up the environment. The wealth to do it is there. By expressing haggard doubts that there is maybe not enough, Mr. Johnson gave a conservative Congress the excuse it is looking for to cut down spending on welfare. He will make a timid request – which Congress will take its own sweet time even considering – for a six-percent-tax surcharge on rich corporations and middling rich individuals, and he pointed out that corporate profits after tax rose more than five percent last year. (Senator Philip Hart of Michigan says that after-tax business profits rose by a staggering 88 percent in the past nine years.) But a tax boost now or soon seems to us of very doubtful social or economic benefit, and if the Congress does approve one, it will probably accompany it with a ruthless slashing of "public spending" – though not of course for Vietnam. In that case, we may get the worst possible consequences for the entire economy; a tax increase coinciding with slowed-down public spending just as both private spending and investment are tapering off.

Mr. Heller, who long advocated the tax increase the President asks for, seems now to want it mainly to nudge an easing of credit by the tight-fisted, Victorian-minded Federal Reserve Board, and would like Congress to give the administration both the power to tax and the option of not raising taxes if circumstances alter. "The administration would have good reason to ask the country for additional taxes," says James Tobin, formerly of the President's Council of Economic Advisers, "if it were really prepared to fight both wars at once and to scale its budget accordingly. But if the President and the Congress are not prepared to do this, a tax increase will simply magnify the problems of poverty at the same time that the budget is limiting the means of coping with them." The proposed boost in Social Security payments won't save the economy from the perils of a recession if the aged only get back what they and other workers and employers paid in.

What it amounts to is that President Johnson's timid consensus-seeking risks pushing the country back into the mire of former error: cutting public spending (except for "defense") and trying to "balance" the administrative budget. That is Eisenhower's swampland. Mr. Johnson's ritual genuflections to wise past Presidents included Truman and Lincoln but seemed shy of Kennedy, the pupil-teacher of the New Economics. Having in some degree helped the Republicans to a congressional comeback this year, Mr. Johnson seems to have become afraid to fight them. They, however, will not fear to fight him, any more than a dog desists from biting a man who runs, even if he runs toward the dog not away from it.

NEWSDAY, DECEMBER 17, 1966

For let's face it. The various publics for noncommercial video are not really concerned with whether other viewers in California are seeing a program at the same time they are, or if an entry is being brought to them on film, on tape or "live." It's the show that counts. And the shows will have to be unique, different and much more substantial than the stuff we get on commercial TV. NET's plan—made independently of the Ford experiment—to interconnect for President Johnson's State of the Union address next month, hardly falls into the "unique" category. The networks already televise that event in full and NET's "extended" analysis of the speech will have to be very incisive to warrant the duplication.

What, then, will the weekly program offer? Save for some vague mention of public affairs and culture, the foundation in its report to the FCC was vague.

More important than interconnect or even the eventual ownership of the domestic satellite—the notion of a nonprofit system wanes as it becomes evident that noncommercial TV would reap less than the financial aid originally suggested—is the question of where this alternative form of broadcasting will get the money for its future operation. Here, the foundation made a valuable contribution.

NEWSDAY, WEDNESDAY, JANUARY 11, 1967

'Invaders' Make Happy Landing

By Barbara Delatiner

* * *

As of this morning, I am prepared to eat some words previously written about the wisdom displayed by National Educational Television (NET) in deciding to interconnect its stations into a live network for coverage of last night's State of the Union Message. The contribution made by NET with some fancy electronic footwork was invaluable in furthering our understanding of the President's speech. An extended session of analysis by experts scattered throughout the nation, but joined by cameras and moderator Paul Niven's intelligent probing, provided something that commercial TV is either unable or unwilling to provide: informed, alticulate, searching comment.

Compared to the candid, frequently heated exchanges generated by the participants in NET's Roundtable, the 15-minute retrievers offered by the networks were just a drop in the bucket. Not that the network newsmen couldn't have been properly enlightening. Some of them might have duplicated the insights offered by such experts as Arthur Schlesinger Jr., Newsday columnist James J. Kilpatrick, and former Undersecretary of State George Ball. But given the limitations of the commercial-TV facts of life, the networks are not making the necessary time available. There's a role here for ETV in public affairs; a role if filled as well as it was last night needs implementation.

DES MOINES
TRIBUNE, JANUARY 12, 1967

Educational TV

Almost lost in the multitude of recommendations in the President's State of the Union message was his call to "develop educational television into a vital public resource." But its inclusion among items considered of national concern testifies to the increasing awareness of the potential of non-commercial television.

Viewers who watched the address — especially the "before" and "after" panel discussions of it — on educational TV stations such as Des Moines' KDPS got a sample of that potential.

This was educational TV's first live network link. Ordinarily, National Educational Television (NET) programs reach local stations on tape or film. The experiment demonstrated impressively the impact to be gained by "immediacy." The program was financed by a grant from the Ford Foundation which has proposed establishment of a non-profit domestic satellite network. The foundation has advocated free use of the network by educational TV, with the profit from revenues paid by commercial users helping to finance educational TV improvements.

NET's 10 panel members were scattered about the country in Tuesday night's effort, with commentary for two hours from such panel members as Historian Arthur Schlesinger, jr., former Under-Secretary of State George Ball, Economist Walter Heller, and Newspaper Editor James J. Kilpatrick. Panelists' personal views laid bare more of the speech's ramifications than is normally the case with the commentary of network news personalities.

Whether the President intends to offer as far-reaching a program for educational TV development as that proposed by the Ford Foundation, which involved substantial government subsidy, remains to be seen. But the Foundation's first "network" effort served to illustrate one of the ways in which educational television can function in the public interest.

State of Union kept NET busy

ETV's national debut fed 70 outlets from five origination points

National Educational Television made its first live coast-to-coast transmission last week, making it four national television networks that covered the same same news event—President Johnson's State of the Union message.

NET, which knows its future may hang on developments in the new year, went all out to prove itself a competent full-network program source, feeding 70 stations and switching origination points among five cities.

And President Johnson thrust ETV further into the spotlight by urging in his address its fuller development. The President said: "We should develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms." It was a broad-stroke statement but considered significant simply because he had chosen to mention the subject at all.

This could be ETV's year of reckoning because the new Congress may choose to form policy on its operation and financial resources. ETV's relation to whatever domestic satellite broadcasting plan may be developed is under consideration at the FCC. In addition, the report of the Carnegie Commission on Educational Television is expected around the end of this month. Since the commission has the imprimatur of President Johnson, its recommendations on ETV's funding and structure are expected to carry considerable influence.

Where ETV public affairs programing will overlap that of commercial networks and where it will complement commercial coverage is not certain, but ETV seems to be pushing further into competitive areas.

NET's coverage of the President's message last Tuesday ran from 9 p.m. to 12:25 a.m. and included a half-hour of pre-speech exposition and about one hour and 40 minutes of post-speech analysis, considerably more attention than was given the event by the commercial networks.

NBC-TV preceded the address with a 10-minute analytical introduction by three correspondents and followed the President with economic and political analysts, including Harvard professor John Kenneth Galbraith in London and British and French politicians via the Early Bird satellite. After further commentary from the network's Huntley-Brinkley news team and Douglas Kiker, NBC-TV cut back to regular programing at 11 p.m.

CBS-TV followed the President's message with analysis by correspondents Walter Cronkite, Eric Sevareid, Marvin Kalb and Dan Rather, then switched to Washington for interviews with members of Congress. CBS also cut back to normal schedules at 11 p.m.

ABC-TV's coverage consisted of the address alone.

The NET program, which won favorable comment from TV critics, consisted of an interview with James Reston of the *New York Times* and extensive discussions by historians, urban-affairs figures and political scientists. It also carried live a news conference held by Republican members of Congress soon after the President's message.

The program switched among New York, Los Angeles, Minneapolis, Boston and Washington.

NET President John White said he has received highly favorable comment on the effort from both government and public sources, from congressmen and from commercial broadcasters. He said the educational network planned another coast-to-coast telecast of a public affairs program within 30 days, probably one-hour long, but said its subject had not been set. Over the next five months NET expects to carry at least four more nationwide programs, two of them to be of a cultural nature.

Mr. White asserted reports that a special grant had been made to NET by the Ford Foundation to pay for AT&T interconnection were untrue. No new monies were made available for this purpose, he asserted.

All four radio networks carried the State of the Union address live. NBC and Mutual coverage included brief commentary before and after and CBS did a short recap of the President's remarks.

WAVA Broadcasting -- Program #30 -- 1/12/67

Peter McCandless speaking:

The State of the Union address on Tuesday night was generally bland, much too long, geared so as to offend no one, with very little new to offer or to contradict. This reporter frankly found the controversy and dialogue following the Message to be far more colorful and exciting than the disputed one hour and nine or thirteen minutes of the Message itself. The immense success of the program surrounding the State of the Union address is a forceful tribute to National Educational Television and illustrates vividly the boundless, and really little explored, educational impact of the NET concept.

For three and a half hours, about 75 of the NET stations, including Washington's own WETA, Channel 26, carried an uninterrupted program centered on President Johnson's State of the Union address. The result was dynamic. Both before and after the address, distinguished commentators from the academic, governmental and journalistic worlds talked about the Nation's problems and the President's approach to them. The result for the viewer was like sitting in a jury and listening to a stunningly dramatic and brilliantly improvised trial. The polemics were full of fire and quick wit. It was impossible to turn off the set even past the witching hour. AND WHAT A DELIGHT TO HEAR THESE LEARNED AND INTERESTING VIEWS WITHOUT INTERRUPTION...

It was a rare event on Tuesday night to see and hear such a learned collection of talent gathered for one program. Arthur M. Schlesinger, Jr., Clinton L. Rossiter, George F. Kennan, George W. Ball and Kenneth B. Clark appeared from New York. Walter W. Heller spoke from Minneapolis,

Milton Friedman from Los Angeles, Daniel Patrick Moynihanfrom Boston, James Reston, James J. Kilpatrick and Jerome P. Cavanagh from Washington. The magic of electronics, and the skills of the NET programming brought together some of the foremost political, economic and foreign policy thinking in the United States today. Their views covered all parts of the political spectrum -- and therein lay the essence of the pure drama. Drama exists on controversy and conflict. What NET did for us on Tuesday night was to provide a vast arena for these high priests. The play was strictly mid-twentieth century and, I might add, was "the thing on which to catch the conscience of the King."

Here is a real case for the future of National Educational Television. It is noteworthy that one of the bright spots of the State of the Union address was President Johnson's urging the expansion of NET -- getting it into more homes. Imagine the national impact of this kind of quality occupying prime tlevision time -- even during the morning and afternoon hours...

The Ford Foundation made the NET broadcast on Tuesday night possible. It is my fond hope that the quality of that production, the educational catharsis of hearing great thinkers in your own home, sparks and fans further monies from wealthy foundations around the country, until some sense is finally infused into the commercial whirl of our hectic lives.

This is Peter McCandless...returning you now to WAVA Radio.

NET
National Educational Television
10 Columbus Circle
New York, N.Y. 10019

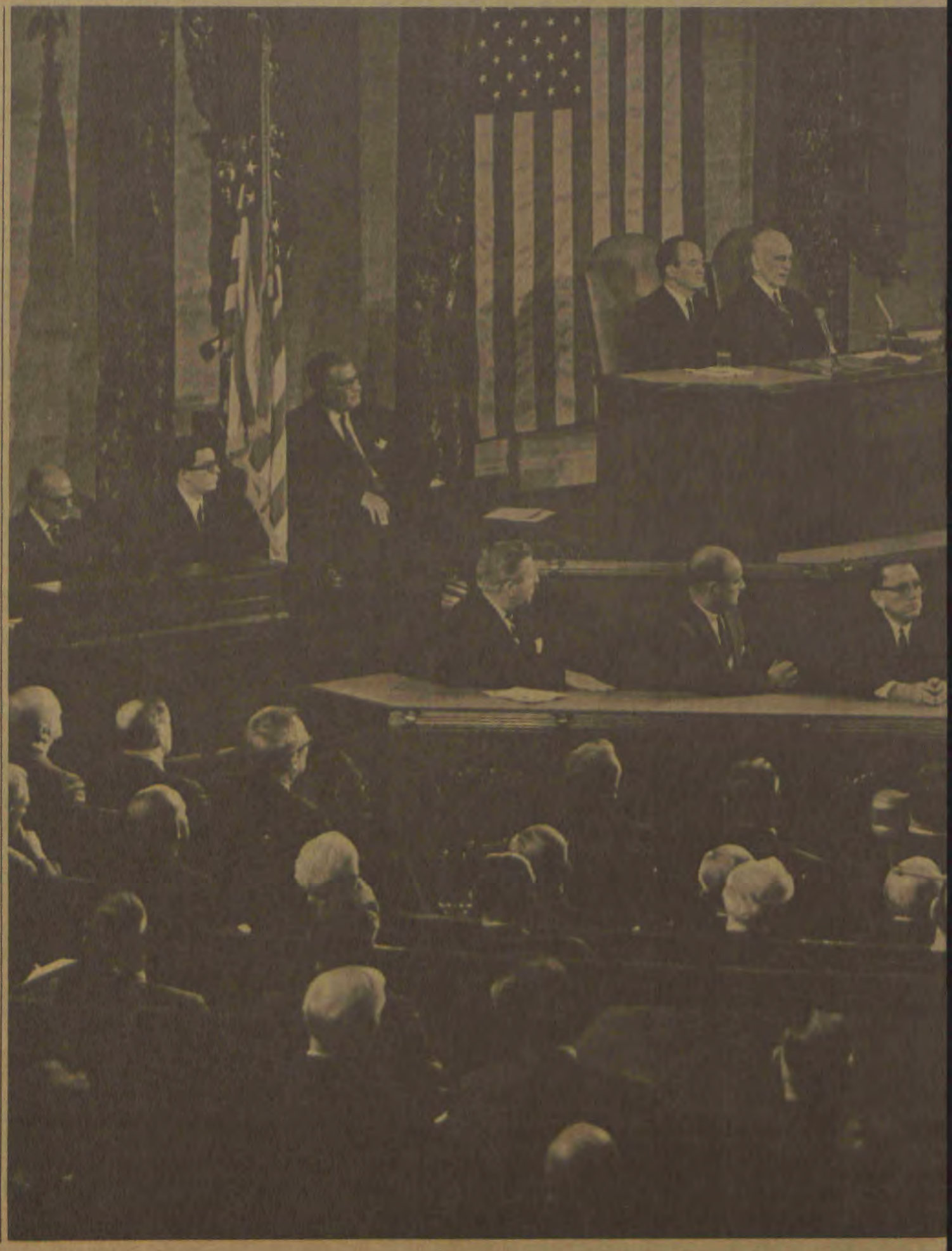
NET camera outside Capitol

Executive producer Jim Karayn and director Alvin Mifelow

Milton Friedman in Los Angeles studio

Rep. Ford and Sen. Dirksen at Republican press conference

In New York anchor studio: Niven, Rossiter and Schlesinger. Heller on screen.



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NET
A Progress Report
1967-68

The Public Television Network

New Mandate

Noncommercial television "went public" in 1967. Between late January, when the term "Public Television" appeared for the first time in the report of the Carnegie Commission, and early November, when the President signed into law the Public Broadcasting Act of 1967, the nation gave recognition to a fifteen-year pioneer effort that had worked to expand the service from one station to a network covering all but four of the fifty states. From humble beginnings as an auxiliary instructional service, public television had grown to provide an essential part of the total impact of U.S. television.

Almost from the start, noncommercial TV has drawn strength from the creative interplay of two forces: the stations, reflecting community interests, and NET, the national program center. More than any single factor, this interplay produced the searching, restless creative spirit that last year engaged the attention of the nation's decision makers. The stations in their diversity challenged NET and were in turn challenged by it. The very nature of the medium demands this exchange relationship: television is local, and it is national, and even global. It is never merely one or the other.

As this report is written, nearly three out of four Americans live within reach of a noncommercial TV station affiliated with NET. There are 140 NET affiliates on the air, and at least 20 more will be added by the end of 1968. Approximately one-third of the average station's programming comes from NET, making it the largest single source of noncommercial TV fare in the nation. Each week NET programs reach numbers of people roughly comparable to those who read TIME magazine. Although the number of viewers reached is important, program quality and content are more important and NET accepts the limitation on numbers that this imposes.

For a decade NET has pioneered public television; now NET and "Public Television" are ready to carry out a new mandate: to make a major difference in American television, to become a major force in our national life.

Contents

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President, National Educational Television
New York, N. Y.

NET is proud to issue this progress report. In it we take a look at ourselves and our place within public television, focusing in particular on our primary objective, programming of high quality.

Throughout this booklet you will find references to the independent noncommercial stations in the NET network and their individual audiences. It is through them and for them that NET exists, and we never forget this.

While we hope that the report reflects both our enthusiasm and our pride, this does not mean that we are self-satisfied. The words of encouragement and praise that we quote here remind us that we are also criticized by some and—worse still—ignored by others. We shall always welcome criticism, and we are working hard to overcome indifference.

Our hope is that any progress report we issue will soon be outrun by ourselves and by the whole dynamic enterprise of public television. If we move ahead as we expect to do, much that is printed here may be obsolete by the time you read it. Nothing would please us more.

John F. White

President, NET

'With Artistry and Without Compromise'

36 major awards have been won by NET programs or series, including 3 Peabody Awards and the 1966 Prix Italia.

"A special Peabody Award is richly deserved by the National Educational Television Network and its producing stations for swimming valiantly against the current which seems to be sweeping TV toward mediocrity. Through such excellent programs as 'NET Playhouse,' 'NET Journal' and 'U.S.A.: The Arts' and others, it has demonstrated that a cultural network can compete professionally for the attention of the larger audience and do it with artistry and without compromise."

From the Citation, April 1967

"One of the chief achievements of the Ford Foundation has been NET, which has played a key role both in establishing more than 100 non-commercial television stations across the country and in supplying the local stations with programs of value and quality . . . It would be wasteful in the extreme not to make the fullest use of NET in any public expansion and support of non-commercial TV."

Saturday Review
April 8, 1967

"...we already have an educational television system that frequently offers a brilliant preview of what a well-financed, well-staffed public system could mean to the U.S. ... Behind the [NET label] lies some of the most interesting and exciting television being screened in America today—for those who will only make the small effort to look for it."

TV Guide, May 27, 1967

"In the realm of public affairs, and especially the telementary, NET this season outstripped the combined output of the three commercial networks by bulk and, more significantly, by content."

Variety, May 3, 1967

"...National Educational Television this past year provided more entertainment, more quality, more pleasure than the total efforts of the three commercial networks combined... This preponderance of excellence on the NET screen this past year . . . stands as my argument for the network's lead in artistic entertainment."

The News and Observer
Charlotte, N.C.
April 30, 1967

"NET is turning out documentaries and live programs that are prime in courage as well as newsworthiness."

Brattleboro Reformer &
Vermont Phoenix
February 1, 1968

"In case you haven't looked at your educational channel lately... you have been missing many happy happenings. And not the least of those is a truly extraordinary series called 'NET Playhouse.' This ambitious project... offers a weekly schedule of major plays and films, including those by new writers. It has come up this season with the two best produced classics yet seen anywhere on TV."

TV Guide, May 6, 1967

"One of public TV's best programs is a tough, fair-minded NET series called 'Your Dollar's Worth.' "

TIME, November 3, 1967

"The program called 'NET Journal'... has quietly gone about its reportorial business without either disparaging the commercial networks efforts or proclaiming itself the ultimate renaissance in electronic journalism..."

The New York Times
October 31, 1967

"...the excellent, comprehensive 'Arts: U.S.A.' series spotlighted controversial art, poetry and drama that has yet to be seen on commercial TV."

Seattle Post-Intelligencer
June 7, 1967

Programs, Stations, Viewers

"This instrument can teach; it can illuminate. Yes, it can even inspire. But it can only do so to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box."

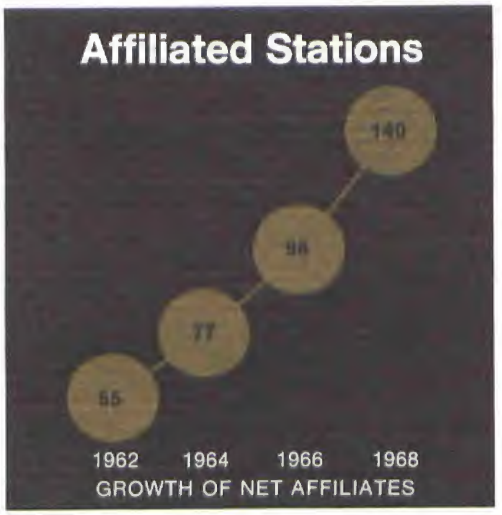
Edward R. Murrow

Public Affairs Programs

- Induce people to think critically about important national and international issues confronting our society.
- Help develop an informed, alert, active citizenry, jealous of its freedoms and conscious of its responsibilities.
- Probe each issue or condition with candor and fairness, placing it in its historical perspective and in the context of our daily lives.
- Depict the probable or possible consequences of various courses of action.

"ETV requires the preservation and expansion of a strong national programming service in the areas of information and culture . . . On the basis of shared interests and goals of the affiliates and by experience and performance, the best possible agency to provide this service is National Educational Television."

Unanimous resolution of the NET affiliates meeting at Kansas City, October 23, 1966.



Among the 140 stations affiliated with NET in March 1968, there are great variations in methods of financing and operation.

Of this number 41 are called "community" stations, operated by nonprofit corporations and depending upon voluntary contributions as their principal means of support. Most of the educational television stations in the largest cities fall into this category.

Universities or colleges operate 48 of the NET affiliates.

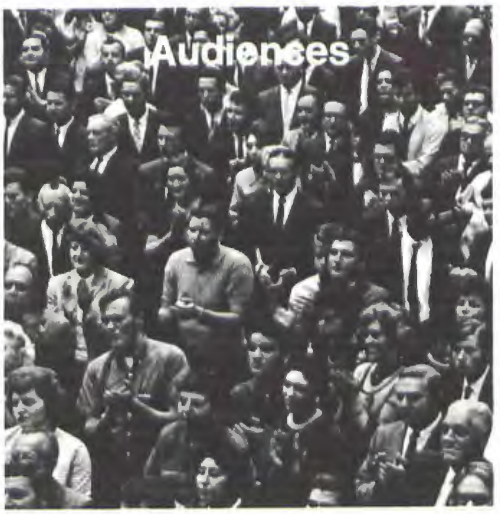
". . . I watch ETV not because I'm an intellectual snob, but because it has better programs."

". . . It's stimulating and more fun . . ."

". . . flipping the switch from mediocrity to NET."

". . . thank you for saving television."

Viewers' letters



In the TV audience, NET viewers tend, in the main, to be the better educated, the more affluent, the actively concerned, the readers of books and periodicals. They are also the smaller audiences, by TV standards. Yet, by any measurement usually applied to groups interested in national and international affairs, in drama or music or science, their numbers are impressive. More important, this audience is growing, and spreading to include younger viewers and blue collar workers in substantial numbers.

Cultural Programs

- Help cultivate American taste and appreciation through the presentation of significant performance in the arts.
- Impart a deep sense of the cultural heritage of mankind to young and old alike.
- Examine contemporary culture and the forces that shape it.
- Give exposure to new or neglected ideas, techniques, and talents for the ultimate enrichment of American life.

Programs For Children

- Help enlarge the mind of the child.
- Kindle his natural curiosity.
- Stimulate his ready imagination.
- Help instill in him an awareness and appreciation of moral and esthetic values.

"FORM IS IMPORTANT—CONTENT IS FOREMOST"

A total of 35 are under control of state boards of education or state commissions or authorities.

The remaining 16 are licensed to local public school systems.

Of the 140 stations, 77 occupy VHF channels (Channel 2-13), while 63 occupy UHF channels (14-88). Two-thirds of the potential audience is served by the VHF stations.

In recent years, the average station's budget has increased 57 per cent.

In 1968, 82 per cent of the affiliates can carry NET programs in color. Station capability to originate programs in color is also rising rapidly.

In 1966, when station programming policies were last surveyed in detail, the average station was broadcasting almost 18 hours per week of NET programming. This includes new programs, children's programs and programs drawn from the flexible, or library, service. Any program may be repeated within the same week.

The stations elect an Affiliates Council to maintain regular contact with NET on matters of common interest. It consists of ten station managers serving staggered terms. A list of the present members appears on page 24.

The last comprehensive study of NET audiences was conducted two years ago by Dr. Wilbur Schramm, director of the Institute for Communications Research at Stanford University. It concluded that the audience of public TV had more than doubled in the preceding five years, and that about 14 million individual viewers were being reached weekly, exclusive of classroom viewing. Since then, several factors point to substantial further increases: forty additional stations have gone on the air; UHF conversion appears to have at least doubled since 1966 (in one midwestern city it rose from 25% to 61%); and quite clearly, public interest has been focused on noncommercial TV as never before. NET's commitment to programming of quality greatly modifies its concern for audience "ratings." It must, in fact, continue to produce some programs for "minority" audiences. Even so, specific programs have achieved ratings that can be projected nationally to indicate that between 3 and 4 million viewers may be reached at peak times.

Public Affairs Programs

LEFT TO RIGHT: **The Other Side of Paradise; Where is Prejudice?; Bridge on the Jordan; Justice and the Poor**

Reviews

"Where is Prejudice?" presented by NET Journal was a superb reminder that some of the most illuminating reportage lies in areas that journalists of all media so often take for granted." The New York Times

"NET Journal's hard-hitting "Justice and the Poor"—another attention-holding hour on yet another aspect of our awesome urban problems."
Seattle Post-Intelligencer

"The NET program about the difference in justice for the poor and the rich was full of provocative points. The hour added up to something that is worth pondering and probing further for changes in the situation." Deseret News

LEFT TO RIGHT: **Men Who Teach** (Dr. Gerald Holton); **LSD: Lettvin vs Leary** (Dr. Timothy Leary); **A Time for Burning; North Vietnam**

"The most accomplished and sensitive hour of television this season has been the superb film entitled 'A Time for Burning.'"
The New York Times

"Notwithstanding the protests of 33 members of the House of Representatives, the National Educational Television's presentation of the film on North Vietnam and an accompanying discussion was a useful and thoroughly defensible exercise in television journalism . . . Free discussion is infinitely preferable to the specter of censorship by self-appointed guardians of the public mind." The New York Times

"NET deserves commendation for its refusal to bow to congressional pressure . . ." Des Moines Tribune

LEFT TO RIGHT: **A Conversation with Svetlana Alliluyeva; My Name is Children; Conversations 1967-68 – General Dwight D. Eisenhower; Russia: The Unfinished Revolution** (Ilya Ehrenburg, Colette Shulman)

"NET enjoyed a stimulating and significant program last night in Paul Niven's interview with Svetlana Alliluyeva."
The New York Times

"The interview provided a fascinating portrait of a woman trying to grasp a new life." Rocky Mountain News

"Towards the end of 'My Name is Children' there's a brilliant sequence which captures in minutes the staggering range and impact of television upon the minds of children . . ." Suffolk Sun

"The fascination of this hour-long study of Russia, 50 years after the revolution, is its on-location setting for a commentary on Russia today by Russians themselves."
The Evening Bulletin

Reviews

LEFT TO RIGHT: **Modern Women—The Uneasy Life; The Welfare Revolt**

"The frustrating, degrading and self-perpetuating world of welfare is forthrightly presented in this NET Journal segment, 'The Welfare Revolt,'. . . an hour that calmly and unemotionally paints a picture of what it's like to be trapped in the welfare world . . . It's a program that should be a 'must' for every thinking American—but it may take some courage to stick with it . . ."

Seattle Post-Intelligencer

What Harvest for the Reaper?

" 'What Harvest for the Reaper' . . . a superb sequel [to Edward R. Murrow's 'Harvest of Shame'] . . . left no doubt that correction of the migratory worker's social and economic disenfranchisement still has a long way to go. Mr. Murrow would be the first to be pleased that a new generation of sensitive TV craftsmen has renewed his battle in unsparing word and haunting photography." New York Times

"That television can prompt notable social action has been shown in the aftermath to 'NET Journal's' hour expose of the hideous living and working conditions of migrant farm workers in and around a camp at Cutchogue, Long Island . . ." Variety

LEFT TO RIGHT: **Huelga!; Your Dollar's Worth: On Face Value**

"With amused detachment, 'Your Dollar's Worth' registered the point that consumer economics often are influenced by psychological yearnings upon which no price can be put. 'On Face Value' engagingly put consumer research into refreshing perspective."

The New York Times

"When it comes to serving viewers in a tangible way, few TV programs can compare with NET's monthly 'Your Dollar's Worth.' " *Newsday*

William F. Buckley, Jr.

Milton Friedman

Walter W. Heller

James J. Kilpatrick

Bill D. Moyers

Daniel P. Moynihan

Edwin O. Reischauer

Arthur M. Schlesinger, Jr.

Carl Stokes

LEFT: **The nine commentators in State of the Union, 1968**

(1967:)

"As it turned out, NET's first attempt at nationwide broadcasting was a brilliant success and, it is hoped, a harbinger of regular network news service to ETV stations before long."

The National Observer

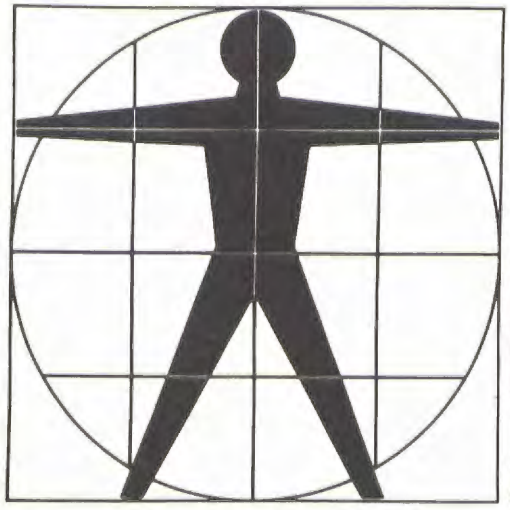
"NET, in its presentation of the President's State of the Union Message, performed precisely as the 'vital public resource' which he urged it to become."

Washington Post

(1968:)

"It can be done. It is possible to conduct a civilized, enlightening discussion of political issues on television. You can assemble nine experts, representing conflicting viewpoints, and have a genuine dialog in which people respond to what other people say and don't indulge in an unproductive free-for-all. And you can find panelists who are willing to speak their minds freely, without worrying about who might be offended.

All of this was proved the night of Jan. 17, when NET offered a live—and consistently lively—two-hour critique of the State of the Union Message, immediately after telecasting (along with the commercial networks) the Presidential address itself." *TV Guide*



LEFT: **From the first round-the-globe telecast, Our World. Van Cliburn and Leonard Bernstein in the NET segment.**

"A brilliant display of the real promise of television beamed Sunday when 14 nations on five continents were linked in a two-hour program aptly titled 'Our World.' It was, indeed, a fantastic display of just how small this globe is."

Los Angeles Herald-Examiner

"... in a way the 'Our World' telecast Sunday afternoon was as distinguished an achievement as man's conquest of space ... NET in this country increased its stature a great deal by taking part in the broadcast." *The Denver Post*

Cultural Programs

LEFT TO RIGHT: **Ten Blocks on the Camino Real** (Lotte Lenya); **Uncle Vanya** (Sir Laurence Olivier and Rosemary Harris); **Leinsdorf Recreates** (Erich Leinsdorf); **Inecita Barrosa; Defection! The Case of Colonel Petrov**

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LEFT TO RIGHT: **Plaza 9; A Conversation with Ingrid Bergman; Duke Ellington; Home**

Reviews

"Television drama has reached a peak of perfection in the Laurence Olivier production of 'Uncle Vanya' on NET Playhouse." *The Boston Globe*

". . . NET Playhouse has been presenting a weekly series of programs that often rank as super-specials. A conspicuous example was Friday's splendid, brilliantly-cast production of Chekov's 'Uncle Vanya.' It's difficult to imagine better choices for the principal roles in this saga of blighted lives in turn-of-the-century Russia."
The Philadelphia Inquirer

"Those who watched the NET presentation of . . .'Uncle Vanya' . . . were treated to an extraordinary television experience." *Pittsburgh Post Gazette*

LEFT TO RIGHT: **The Battle of Culloden; Dylan Thomas,** John Malcolm Brinnin; **Dialogue: Martin Buber and Israel**

"British film producer Peter Watkins used non-actors, narrators both on and off camera and newsreel techniques to achieve remarkable realism in "The Battle of Culloden," a NET Playhouse presentation.

"Cameras and microphones seemed to be everywhere, recording in striking detail the sights and sounds of the fighting. It was the most impressive dramatization of battle that I can remember; it made the average Hollywood war film look like a kindergarten production."
The Denver Post

"A comprehensive and in-depth look at Ingrid Bergman—something of an event for TV—was provided by NET."
The Boston Globe

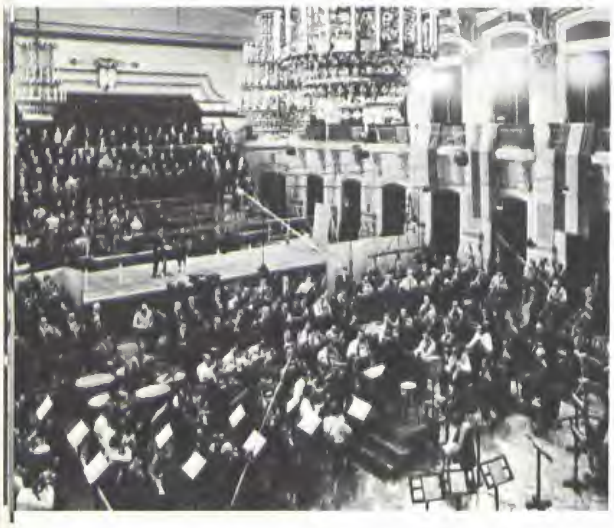
"In one of two entries of some major dramatic proportions, a NET Playhouse original, 'Home,' a magnificent mounting gave exciting momentum to a drama, pedestrian in everything but its frightening ideas and their imaginative translation to television . . ." *Newsday*

" 'Home,' which benefited enormously from a brilliant production . . . is a gripping if not terribly convincing play set in a chillingly abstracted future . . . Miss Terry is a serious writer . . . a moralist with an obvious bent toward the drama of ideas." *The New York Times*

Cultural Programs

LEFT TO RIGHT: **Pauline Trigere; The Life and Times of John Huston, Esq.; Victoria Regina** (Patricia Routledge); **Robert Graves**

LEFT TO RIGHT: **Lincoln Center / Stage 5** (Carmen de Lavallade); **Peter Ustinov; 1984** (Jane Merrow); **An Evening's Journey to Conway, Massachusetts** (Edgar Stehli); **Duro Ladipo; Tale of Genji**



LEFT TO RIGHT: **The Golden Ring; A Passage to India** (Dame Sybil Thorndike); **The Importance of Being Earnest** (Susannah York); **James Joyce,** Augustus John

Reviews

"In 'The Life and Times of John Huston, Esq.,' educational television smoothly blended its informing and entertaining functions. The fascinating biography of a many-faceted man produced a film worthy of the great movie director."
The Milwaukee Journal

"NET Playhouse over the weekend premiered what might be considered TV's first classic soap opera. It was a four-part drama, excellently produced by England's Granada TV, of the life of Queen Victoria, based on Laurence Housman's biography. Patricia Routledge was a lovely and spirited Victoria."
The Philadelphia Inquirer

" 'An Evening's Journey to Conway, Mass.' is a rich appreciation of our past and would make an excellent short play for schools." *San Francisco Chronicle*
. . . what the vanishing small town meant for so many years in America was the theme of 'An Evening's Journey to Conway, Mass.'. . . in the season's color premiere of NET Playhouse." *The New York Times*
" 'Five Ballets of the Five Senses,' an invigorating and inventive dance program boasting a talent roster that was top drawer..." *Boston Globe*
"The most extravagant and certainly the most impressive presentation was . . . a joint effort of NET and the Lincoln Center for the Performing Arts." *N.Y. Daily News*

" 'A Passage to India' is a striking theatrical experience, and in its perceptive treatment of Anglo-Indian relations is still hauntingly pertinent today. Magnificently performed by a cast headed by Sybil Thorndike . . . beautifully written by a playwright able to capture the mystical nature of the original as well as its depiction of senseless prejudice . . . a must for drama buffs." *Newsday*

" 'The Golden Ring'—a NET special to mark what has been called the greatest achievement in phonograph history . . . no music lover should miss it . . ."
Columbus Citizen-Journal

Children's Programs

Reviews

LEFT TO RIGHT: **Inland Waterway; Stone Mountain** (What's New)

"NET's 'What's New' is the undisputed leader among all series designed for children from 6 to 12."

One Week of ETV (1966)

LEFT TO RIGHT: **Misterogers' Neighborhood** (Fred Rogers); **Sailing** (What's New)

"You can lead a child to good programming but you can't always make him watch, let alone enjoy it. At least, this used to be true until a year ago when 'Misterogers' Neighborhood' burst upon isolated ETV screens, leaving in its wake devoted kiddies, grateful parents and amazed child development experts who not only could find no fault with this electronic baby-sitter, but also could commend its creator and star, Fred Rogers, for his contributions to the well-being of his remote charges."

Newsday

The Children's Television Workshop of NET was established in the Spring of 1968 by a partnership of the Carnegie Corporation, the Ford Foundation and the U.S. Department of Health, Education and Welfare. The Workshop has a mandate to explore ways in which television can both teach and entertain young children, with particular emphasis on the needs of disadvantaged pre-school youngsters. A 26-week series of daily one-hour "wall-less nursery-school" programs are being readied for release by the Workshop to NET affiliates in late 1969.

Hans Christian Andersen (Freddy Albeck)

Science

Reviews

The Edge of Endurance (Spectrum)

Waves Across the Pacific (Spectrum)

"NET offered excerpts from five of the widely differing 'Spectrum' programs, including 'Waves Across the Pacific,' 'Flying at the Bottom of the Sea,' 'To Sleep, Perchance to Dream,' 'The Story of Navigation,' and 'Search for the Cancer Virus' . . . Some of the NET science subjects may not be pretty, but they get very close to the meaning, the menaces, and the monumental possibilities in natural forces bearing on intellectual and physical life." *Variety*

LEFT TO RIGHT: **Flying at the Bottom of the Sea; Dr. Harold C. Urey** (Spectrum)

Games People Play (NOT ILLUSTRATED)

"NET has scored another scoop in its excellent 'Spectrum' series by preparing an hour-long look at provocative Dr. Eric Berne, the 'in' person in psychiatric circles for his 'Games People Play' . . . Highly recommended." Seattle Post-Intelligencer

Public Broadcast Laboratory

The evening of November 5, 1967, marked the opening of a series of broadcasts by the Public Broadcast Laboratory, separately funded by the Ford Foundation and operating as a division of NET. The next day, one critic wrote that "TV isn't likely to be the same again."

The PBL, as its name implies, is an experiment—an experiment in filling an important gap in American broadcasting, an attempt to give thoughtful viewers a wider range of choice than they now enjoy.

Designed to demonstrate the power of national interconnection for noncommercial television, PBL is also meant to show how public television, adequately financed, can produce superior cultural and public affairs programs for a nationwide audience.

PBL provides the chance to disseminate a wide range of probing discussions of fundamental public issues, noteworthy music and theatre, sophisticated reporting of new scientific developments, Congressional hearings on significant issues, conversations among great scholars and specialists, candid examinations of commercial subjects, and other offerings of a type not often available on commercial stations.

LEFT TO RIGHT: **Dean Acheson; The Dwarfs; Day of Absence; Bernard Fall**

PBL Chief Correspondent Edward P. Morgan

LEFT TO RIGHT: **Yehudi Menuhin, Ravi Shankar** (U.N. Day Concert); **Dr. Martin Luther King, Jr.; Walter Lippmann**

Reviews

"The Public Broadcast Laboratory served up a searing three hours on U.S. racial problems last night in a landmark non-commercial television program . . . it was a rare absorbing evening and a brilliant start for a new force in television."
Washington Post

"[PBL brings] to the medium a new form, a sense of vigor and journalistic brashness, and the courage to meet an issue squarely . . ." *Variety*

"What made the program memorable was not the cinematic techniques, not the unusual length, but the brutal candor with which the issues were explored, both in the extraordinary documentary sequences and the piercing, though not always subtle, 'white minstrel show', Day of Absence."
Los Angeles Times

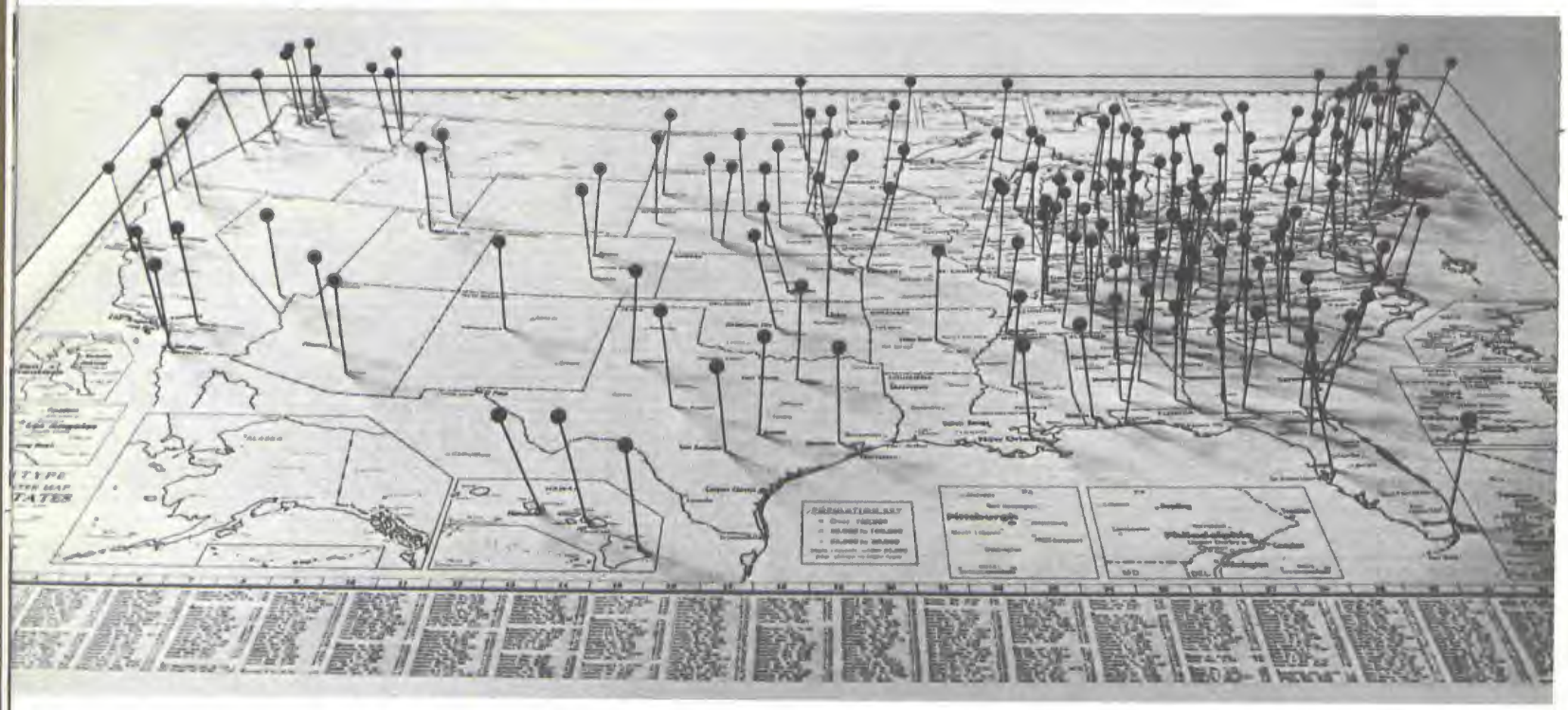
"Harold Pinter's 'The Dwarfs' made its television debut on PBL last night and the Public Broadcast Laboratory can take a deep bow for finding the perfect way to handle such a difficult-to-understand drama. They discussed it beforehand. It seemed a marvelous idea, as so many people are put off by watching a play they find hard to understand . . . PBL scored again." *Memphis Press-Scimitar*

"It reaches. It breaks the artificial barriers the medium has set up for itself. It opens up vital areas of relationships between art and news. It brings bold new techniques into play to shake the viewer."
Christian Science Monitor

"By the third program, PBL was in full bloom. Indeed, this program, which started with the four defectors from the carrier Intrepid and closed with Sir John Gielgud at the Kennedy Memorial, was terrific—if for no other reason than that it had, in between, the greatest single interview we have ever seen. This was Walter Lippman, interviewed by young people." *TV Guide*

"The last dedicated days and weeks of the martyred Martin Luther King, Jr. were played back in piercing and poignant filmed detail last night on PBL."
New York Post

Public Television Network Stations



New affiliates go on the air and join the network every few weeks and therefore no map like this can be accurate for long. Many of these stations produce significant cultural, public affairs, and children's programs; some also produce under contract for NET. Most stations render important public service through their own local programming. Instruction for the classroom, reports by public officials, in-depth discussion of local or regional issues, sports, tips for the homemaker or gardener, management courses for industry, referral services for job-seekers and employers—all of these are provided by local stations. They also give civic groups time to tell their stories to the community—from the symphony society to the police department, from the League of Women Voters to the Campfire Girls, from the Chamber of Commerce to the PTA. Often stations provide emergency assistance of various kinds: one recently shared its transmitting tower with a commercial station whose own tower was torn down in a storm; two provided a "newspaper-of-the-air" to their communities when newspapers were struck; others have cancelled regular programming to stay on top of civil disturbances. Some provide after-hours, "scramble-signal" courses for the medical profession. In all, the public TV outlets constitute an invaluable resource in meeting the varied communications needs of the modern community.

Underwriting For Public Television

NET actively seeks funds to broaden the base of its financial support, most of which has come from the Ford Foundation. Underwritten programs increase the amount and quality of the service the affiliates receive. NET seeks this support from corporations, foundations, and agencies of government.

Recent grants from the Sears-Roebuck Foundation made it possible to continue "Misterogers' Neighborhood," a popular series for preschool children; support from the National Science Foundation has strengthened the weekly science series, "Spectrum," and the Celanese Corporation is supporting five one-hour programs entitled, "Men Who Teach." General Telephone and Electronics made it possible for NET to acquire a British production of "Uncle Vanya," starring Sir Laurence Olivier.

The effectiveness of some underwritten NET programs is enhanced by printed and published materials prepared by the Department of Educational Services, and by audio-visual distribution through the NET Film Service.

An underwriter's participation is acknowledged in the program credits, in accordance with FCC rules.

Partial List of Program Underwriters

Argonne National Laboratory, AEC
Celanese Corporation
Cordelia Scaife May
Farfield Foundation
General Telephone and Electronics
Grant Foundation
Hills Bros. Coffee, Inc.
Humble Oil and Refining Co.
International Business Machines Corporation
Johnson Foundation
Lincoln Center for the Performing Arts
Litton Industries
Merck, Sharpe and Dohme
Metropolitan Life Insurance Co.
National Cancer Institute
National Endowment for the Arts
National Institute of Mental Health
National Science Foundation
Old Dominion Foundation
Rockefeller Bros. Fund
Rockefeller Foundation
Sears Roebuck Foundation
Shell Oil Co.
Alfred P. Sloan Foundation
Taconic Foundation
TV Guide
United States Steel Corp. Foundation
Xerox Corporation

Uncle Vanya
Sir Laurence Olivier

Men Who Teach
Dr. Norman Jacobson

Spectrum
Dr. Jack Oliver

Engineering and Distribution

The NET building in Ann Arbor, Michigan houses the technical core of the network operation. Working twenty-four hours a day, five and often six days a week, engineers and technicians duplicate master materials of NET programs and ship multiple copies to stations on a highly complex schedule. Mail and Air Express trucks pick up and deliver over 500 tons of films and tapes annually. In 1967 alone, banks of videotape machines turned out 21,000 individual program copies. In the same year, the film department processed, inspected, and repaired 23,000 film prints in current distribution and provided 2,100 new prints in black and white and 300 in color.

The plant houses the entire NET library of 26,000 tapes and films, and from these over 50,000 individual shipments to affiliated stations were made in 1967. For programs that are highly topical, but not interconnected, each station (or regional network) receives a copy at once. Other programs reach half the stations in one shipment, and still others, where the time factor is minimal, are distributed to groups of 10 or 20 stations per week.

Since January of 1967, the Ann Arbor technical center has also assisted in the technical aspects of live, coast-to-coast interconnected programs, providing the delayed "feed" for the West coast and speeding copies of programs to the few stations not yet interconnected.

In addition to the regular weekly service, the center is responsible for the "flexible," or library, service which accounts for as much air time on the affiliated stations as do new programs.

In 1967 all of NET's videotapes were converted to a new, lower running rate of 7½ inches-per-second, which is now standard on the network for all but color programs. The changeover, which required a new design of all packaging materials, as well as the conversion of recording and playback equipment, has resulted in substantial savings in videotape and shipping costs.

Much of the Ann Arbor equipment is semi-automated and was designed by NET engineers. The engineering department maintains rigid quality controls to insure compliance with NET and FCC standards. In 1967, the engineering staff permanently installed the latest Ampex VR 2000 color video recorders and converted four other machines to color operation.

With its total of 17 video recorders the Ann Arbor center is the largest videotape duplication plant in the world, and NET is one of the largest buyers of tape for television.

As this report is written, NET engineers are looking ahead in two directions: increased color programming, and increased interconnection. On their drawing boards is the eventual changeover of NET to a full-time, full-color, live network.

Services and Facilities

Flexible Service

In 1968 NET affiliates can draw on over 2,000 programs—in all, 26,000 films and tapes—to complement the basic weekly service. More than a "library," the flexible service adds important dimensions to NET programming. For example, nearly all affiliates subscribe to a *daily* half-hour children's program, "What's New," and a substantial number take additional children's series, totaling 3¾ hours per week. Public TV's first major "star," The French Chef, Julia Child, comes to NET affiliates through the "flexible." Some programs or series of special interest that somehow do not fit into the regular service are acquired directly for flexible use. Beyond all this, the practice of repeating significant programs is essential to the objectives of public TV. When last surveyed — in 1966 — the stations were broadcasting more hours from the flexible than the regular service, and in 1967 their use of its programs had risen to 31,000 half-hour program units, a 19 per cent increase over 1966.

NET Film Service

While the flexible service provides for on-the-air use and re-use of NET programs beyond the basic weekly network service, the NET Film Service is concerned with their use on film, in classrooms and at meetings of many kinds of educational, civic and special-interest groups. This service is operated under contract by the Audio-Visual Center of Indiana University. Any NET program for which audio-visual rights can be obtained is eligible for this important subsidiary use. The NET Film Service catalog now includes 1,350 individual titles. In the most recent six-month period, there were 2,266 prints sold and 18,095 rented. This will result in an eventual audio-visual audience of more than 20 million persons.

International

The International Division adds a special character to the NET program service: superior programs from all over the world. Through acquisition from abroad, NET introduces American viewers to distinguished foreign documentaries, with English narration added when necessary. It presents outstanding drama from Britain, Germany, Russia, Japan, and other nations. It adds foreign segments to such long-running cultural series as "The Creative Person." The division has also provided original performance of Italian opera, a unique documentation of the first complete recording of Wagner's "Ring," and a Swedish film on the birth of a baby. In a typical year NET's foreign acquisitions account for between 20 per cent and 25 per cent of the total schedule.

In turn, the International Division makes NET programs available to foreign broadcasting organizations, including those of the developing nations.

Financial Statement

National Educational Television and Radio Center

Statement of Changes in Programs and Projects Funds, NET Division

for the year ended December 31, 1967

	Grants from The Ford Foundation	Other Funds and Operating Revenue	Total
Funds balances, beginning of year	$4,676,176	$ 629,519	**$5,305,695**
Receipts and other additions:			
Operating revenues:			
Program rentals		447,482	**447,482**
Other		281,496	**281,496**
		728,978	**728,978**
Grants	6,313,000	933,323	**7,246,323**
Interest earned on grant	17,106		**17,106**
General fund (Note 1)		1,825,000	**1,825,000**
Other, net		3,300	**3,300**
Total receipts and other additions	6,330,106	3,490,601	**9,820,707**
	11,006,282	4,120,120	**15,126,402**
Deductions (Note 2):			
Programs and projects expenses:			
Television program production:			
Public affairs	1,894,939	404,666	**2,299,605**
Cultural affairs	520,722	746,967	**1,267,689**
Interconnection	255,000	667,385	**922,385**
Children's programs		418,140	**418,140**
Other programs and program research	5,030	224,492	**229,522**
Videotape, distribution prints, VTR conversion, and other	262,234	14,324	**276,558**
	2,937,925	2,475,974	**5,413,899**
Operating expenses:			
Duplication and distribution	561,348		**561,348**
Direct program supervision	908,137		**908,137**
General and administrative	1,177,099	81,829	**1,258,928**
Other	19,035	37,357	**56,392**
	2,665,619	119,186	**2,784,805**
Total deductions	5,603,544	2,595,160	**8,198,704**
Funds balances, end of year	$5,402,738	$1,524,960	**$6,927,698**
Uncommitted	3,873,471	1,062,453	**4,935,924**
Committed, but unexpended	1,529,267	462,507	**1,991,774**
	$5,402,738	$1,524,960	**$6,927,698**

Notes to Financial Statement

1. A loan made in a prior year to an affiliated educational television station in the amount of $1,825,000 was collected during the year and the general fund, which had been appropriated for this loan, was transferred to other funds and operating revenues.

2. In accordance with practices followed by some non-profit organizations, expenditures for property, plant and equipment are charged to programs and projects expenses or to operating expenses as incurred. Similarly, costs of developing and producing educational television programs are included among the programs and projects expenses as incurred, except for advances to affiliated stations.

3. The Public Broadcast Laboratory (PBL) Division was organized as of March 1, 1967 and commenced operations July 1, 1967 (activities prior to this latter date were considered to be of a pre-operating and developmental nature). The changes in programs and projects funds for this division, which are not included in the accompanying statement were as follows for the period ended December 31, 1967:

Grants from The Ford Foundation, principally for the eighteen months ending August 31, 1968 (including interest earned on grant, $16,302)	$8,186,302
Deductions:	
Programs and projects expenses	1,690,972
Pre-operating and developmental expenses	201,873
Operating expenses	1,384,568
	3,277,413
Funds balances, December 31, 1967	$4,908,889

Auditors' Report

To the Board of Directors of
National Educational Television and Radio Center:

We have examined the Statement of Changes in Programs and Projects Funds of the NET Division of National Educational Television and Radio Center for the year ended December 31, 1967. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned financial statement presents fairly the changes in programs and projects funds of the NET Division of National Educational Television and Radio Center for the year ended December 31, 1967, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Lybrand, Ross Bros. & Montgomery

New York, February 23, 1968.

NET Officers

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Robert B. Hudson
Senior Vice President

Edwin R. Bayley
Vice President for Administration

William H. Kobin
Vice President for Programming

Gerard L. Appy
Vice President for Network Affairs

Winter D. Horton
Vice President for Development

Diedrich J. Tietjen
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Executive Staff

Eugene Aleinikoff
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Henry C. Alter
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