


THE WHITE HOUSE

WASHINGTON

January 7, 1970

MEMORANDUM FOR THE STAFF SECRETARY

From:  Daniel P. Moynihan

The new program called Sesame Street on National Educational Television has already shown itself to be so popular and so well done that I think the President would want to send a note to its director. We would be happy to provide additional information if you like.

**Dear Mrs. Cooney:**

**The many children and families now benefitting from Sesame Street are participants in one of the most promising experiments in educational television in the history of that medium. The Children's Television Workshop certainly deserves the high praise it has been getting from young and old alike in every corner of the nation.**

**This Administration is enthusiastically committed to opening up opportunities for every youngster, particular during his first five years of life, and is pleased to be among the sponsors of your distinguished program.**

**Sincerely,**

**Mrs. Joan Ganz Cooney  
Executive Director  
Children's Television Workshop  
National Educational Television  
1365 Broadway  
New York, New York 10023**

**RN:CEF:jf 1/7/70**