

THE WHITE HOUSE

WASHINGTON

March 26, 1974

MEMORANDUM FOR: THE PRESIDENT
FROM: KEN COLE
SUBJECT: Funding of Corporation for Public
Broadcasting

Following our conversation last week, I have looked into the funding of the Corporation for Public Broadcasting.

The item you referred to is a proposal from Tom Whitehead for long-range (5-year) funding of the Corporation for Public Broadcasting in exchange for guarantees of local control of the stations.

Generally speaking, Whitehead's position is that public broadcasting is here to stay and that the Administration cannot muster the support to end the program entirely. From this, Whitehead reasons that another one or two year authorization bill would be the worst of all possible worlds: it would continue the Corporation through the end of our Administration without mandating some local station autonomy. Whitehead's proposal would at least guarantee public broadcasting would not be available to be centrally directed by a liberal Administration. Whitehead also points out that if Congress chooses not to support long-range funding coupled with local control, we would be in a good position to veto the funding entirely.

This proposal is still being staffed, and I will present you with an options paper reflecting all relevant points of view within a week.