

THE WHITE HOUSE  
WASHINGTON

*✓ Colson*

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July 9, 1971

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES COLSON *CC*  
SUBJECT: Public TV

Peter Flanigan, Al Snyder, Tom Whitehead and I met today to discuss our future strategy with respect to public TV. For your information we agreed on four essential points:

1. Funds for the Corporation for Public Broadcasting should be cut significantly on the theory that it need no longer give extensive support to local stations and instructional programming thanks to direct Federal Assistance. Funds to these outlets would be increased to bolster local programming, thereby making stations less dependent on the network product. In addition, new legislation would require the Public Broadcasting Service to sell programs to local stations, which currently receive them free of charge. This would put the screws on PBS to provide programming acceptable to grass-roots stations, which generally are more conservative in outlook. Local stations, therefore, would have a stronger voice as to what comes down the network line. The net result would still be an increase in overall Federal support for public broadcasting. This will be a plus for us on the Hill where there is bi-partisan support for educational TV, and among segments of the public which consider PTV a sacred cow.
2. Remove Macy as head of CPB, and cut funding of NET, the largest of the production centers, to near zero. Flanigan will meet with Cole and Rather of CPB to sell them on this, in exchange for Administration support of the new bill.

*This looks like the same stuff over & over. Is this what P. approved at your mtg.?*

3. There should be a change of top management at the Public Broadcasting Service. Macy hired the President of PBS, Hartford Gunn. Gunn and his General Manager, who is Friendly's protégé from The Ford Foundation, should be replaced with professionals who reflect our thinking. PBS is the distributor of network programs, and has overall authority as to what goes out to local stations.

4. As funding for NET is cut, money should be directed to another production center that would be created to reflect objectively on subjects relating to the Administration. This would replace NET as a major producer and would create an important alternate source of network programming. The other major production centers in Boston, Los Angeles, San Francisco and Pittsburgh are equally as biased as NET. New PBS management would help remedy this, and a new program source would be a major factor in the overall network product.