



Office of Communications, Advisor on Communications, Office Files of Fred W. Friendly

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English

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Rockefeller Archive Center

15 Dayton Avenue

Sleepy Hollow 10591

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URL: <http://www.rockarch.org>

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Summary Information

Repository:	Rockefeller Archive Center
Creator:	Ford Foundation
Creator - aut:	Friendly, Fred W.
Title:	Ford Foundation records, Office of Communications, Advisor on Communications, Office Files of Fred W. Friendly
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Date [inclusive]:	1946-1980
Date [bulk]:	bulk
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Language of the Material:	English

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Biographical / Historical

Fred W. Friendly was born Ferdinand Friendly Wachenheimer in New York City on October 30, 1915, and was raised in Providence, Rhode Island. He attended Nichols Junior College. Friendly's professional career began in 1938 in Providence, where he wrote, produced and narrated dramatized biographies for a local radio station. From 1941-1945, Friendly served in the U.S. Army Information and Education Section as a lecturer and correspondent at domestic military bases, in southeast Asia and in Europe.

In 1947, while working as a news producer for the National Broadcasting Company (NBC), Friendly met Edward R. Murrow and began a professional association and friendship that endured until Murrow's death in 1965. They produced audio documentary recordings on 20th century world history under the title I Can Hear It Now. Beginning in 1951, when Friendly joined the Columbia Broadcasting System (CBS), they collaborated on the See It Now television program, and later worked together on CBS Reports. Milestones of their years together was a 1954 See It Now broadcast that cast a critical eye on the anti-

Communist crusade of Senator Joe McCarthy, and a 1960 CBS Reports investigation of conditions faced by migrant farm workers titled "Harvest of Shame."

Friendly was named President of the CBS News Division in 1964. Under his leadership the network broadcast Town Meeting of the World, which brought world leaders together via live satellite transmission to discuss world affairs, and Vietnam Perspective, a program devoted to discussion of the Vietnam War and its impact on the American people. For his work at CBS Friendly received numerous George Foster Peabody Awards. Friendly resigned from CBS in February 1966 in a dispute over the network's decision to broadcast situation comedy reruns instead of hearings on the Vietnam War then being conducted by the U.S. Senate Foreign Relations Committee.

Friendly joined the staff of the Ford Foundation as Advisor on Television in March 1966. In this position he worked closely with Foundation President McGeorge Bundy to define and implement a grant making agenda focused on sustained support for public television stations and networks and for policy institutions that represented the public interest on significant telecommunications issues. Within six months of his appointment, Friendly made a major impact on the communications landscape when he and Bundy submitted a statement to the Federal Communications Commission that proposed the creation of a non-profit owned satellite system that would finance public television with income generated through fees charged to commercial networks for carrying their transmissions. The plan never came to fruition, but it influenced political debate over public television financing. Other significant achievements of Friendly's tenure at the Foundation included:

- Creation of the Public Broadcast Laboratory, which produced live programs for a national network of educational television stations from 1967-1969
- Supporting the establishment of the Corporation for Public Broadcasting, the Public Broadcasting Service, and National Educational Television
- Founding of the Cable Television Information Center to advise communities on franchising, regulation, and public-service applications of cable television
- Supporting a program of educational fellowships for minority journalists
- Creation of the Media and Law seminars, which convened jurists and journalists to discuss hypothetical court cases that highlighted areas of conflict between the press and the courts

During the mid and late 1970s, Friendly oversaw a substantial withdrawal of Foundation support for public television programming and infrastructure development as those costs were increasingly met by government funding, viewer support and corporate sponsorship. In 1975 Friendly's job title was changed to Advisor on Communications, to reflect a shift in the emphasis of his work which was increasingly focused on media policy, journalism and law. Significant projects in these areas included support to the Aspen Institute Program on Communications and Society, and funding for research and conferences on the impact of television on children.

Friendly retired from the Ford Foundation in 1980.

Concurrent with his career at the Ford Foundation, Friendly was Edward R. Murrow Professor of Journalism at Columbia University. He was the author of several books, including *Due To Circumstances Beyond Our Control* (1967), an account of his CBS career and an analysis of commercial and non-commercial television, and *The Good Guys, the Bad Guys and the First Amendment: Free Speech vs. Fairness in Broadcasting* (1975).

Fred W. Friendly died on March 3, 1998.

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Biographical / Historical

The Ford Foundation first made grants in the field of media and communications in 1951, when funds were provided to the Radio and Television Workshop for the production of broadcast programming. Through 1977, the foundation gave over \$295 million to develop public television stations, networks and content. Fred W. Friendly was hired as Advisor on Television in 1966, and later headed the Foundation's Office on Television, which coordinated grants in this field beginning in 1968. Friendly oversaw an expansion of grant making into such related fields as telecommunications and telecommunications policy, journalism education and media law. In February 1975 the Office of Public Broadcasting was renamed the Office of Communications and Friendly's title was changed to Advisor on Communications, reflecting a shift in the emphasis of the program. The Foundation dramatically scaled back funding for public television development and programming, and increasingly focused its resources on the public policy, research and media law elements of the portfolio. Some funding continued to go to public TV programming on subjects related to the interests of other parts of the Foundation, such as public affairs and the arts. Shortly after Friendly's retirement in 1980, the Office of Communications was disbanded as a separate unit of the Foundation, with ongoing grants related to communications being channeled through other program divisions.

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Scope and Contents

The Office Files of Fred W. Friendly, Ford Foundation Advisor on Television (1966-1975) and Advisor on Communications (1975-1980) document his oversight of program development and grants in the fields of public television, telecommunications and media law. The collection spans 1945-1980 and consists of correspondence, memoranda, reports, grant proposals, writings, speeches, news clippings and photographs.

The Office Files of Fred W. Friendly document the professional activities of the noted journalist, educator and grant maker during the period 1945-1980, with an emphasis on the years of his association with the Ford Foundation, 1966-1980. The bulk of the records concern Friendly's work as the Foundation's Advisor on Television and Advisor on Communications, and consist of correspondence, memos and reports pertaining to Foundation grant making to support public television development and programming, telecommunications policy research, journalism education and media law. The collection also documents Friendly's pre-Ford Foundation career as a television producer and executive at CBS, his activities as a Professor of Journalism at Columbia University, and his personal life. There are

substantial records documenting Friendly's public speaking engagements, his published writings, and his chairmanship of the Mayor's Advisory Task Force on CATV and telecommunications.

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Arrangement

Material is arranged into seven series: Series I: Correspondence; Series II: Mayor's Advisory Task Force on CATV and Telecommunications; Series III: Media and Law Seminars; Series IV: Photographs; Series V: Speeches and Interviews; Series VI: Subjects; Series VII: Writings;

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Administrative Information

Publication Statement

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Processing Information

Arranged and described by Jim Moske, Ford Foundation Archives, June 2006.

Conditions Governing Access

Material more than ten years old is open for scholarly research.

Select individual files are restricted, as noted. Permission to access these files must be obtained from the Ford Foundation before scholarly access is permitted.

Conditions Governing Use

Completion of a use agreement is required prior to providing scholarly access. See RAC Head of Reference (or applicable designee) for details. Ford Foundation holds title, copyright and literary rights in the collection, in so far as it holds them. The Rockefeller Archive Center has authority to

grant permission to cite and publish material from the collection for scholarly purposes. Permission to publish extensive excerpts, or material in its entirety, will be referred to the Ford Foundation.

Immediate Source of Acquisition

Ford Foundation archive was deposited at RAC in 2011. This collection was originally accessioned by the Ford Foundation in 2004. The collection was transferred to, and officially accessioned, by the Rockefeller Archive Center in 2012. Box 14, containing the contents of Series 5, has not been transferred to RAC and is therefore not available for research.

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Related Materials

Separated Materials

Appendix A: Reports – Unpublished reports written by Ford Foundation staff and consultants were removed from the papers and transferred to the Archives' collection of staff and consultant reports. See Appendix A for a list of these reports and their specific assigned number. The reports are listed in alphabetical order by author. The assigned number may be used to access reports in the online catalog.

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Controlled Access Headings

- Mass Communications
- Television
- Television broadcasting
- Mass media
- Radio
- Radio broadcasting -- History
- Ford Foundation
- Friendly, Fred W.

Physical Characteristics and Technical Requirements

Materials requiring specialized equipment for access (film, audio, video, slides) may be restricted from scholarly research dependent on availability of the applicable equipment. Brittle or damaged items, or materials otherwise in need of preservation care, may be restricted from scholarly research at the discretion of the RAC Head of Archival Services/RAC Head of Reference.

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Collection Inventory

Correspondence, 1945-1980

Physical Description: 13.8 Cubic Feet

Scope and Contents

Series I. Correspondence, 1945-1980 Letters, memoranda, telegrams and supporting documentation relating to Friendly's professional activities and personal life. The correspondence is arranged in three subseries.

A. Alphabetical, 1955-1980 Correspondence with individuals and organizations concerning Ford Foundation program development, grant making and grantee activities in the fields of public television, telecommunications policy, journalism and media law. While the bulk of the letters are to or from Friendly himself, there are also numerous documents authored by or addressed to other members of his staff including Stuart Sucherman, David Davis and Tinka Nobbe. Of particular interest are letters and reports exchanged with dozens of public television stations across the United States that evaluate their programming, finances and operation, correspondence with NASA and COMSAT regarding satellite communication systems, and information on the merger of New York stations WNET and WNDT that created Channel 13. A few items date from Friendly's years at CBS and relate to his work as a producer and executive in the network's News Division. There are also several items pertaining to Friendly's collaboration with Edward R. Murrow, as well as letters from such prominent individuals as jurists Hugo Black and Warren Berger, political journalist William F. Buckley and television personality Bill Moyers. The subseries also documents the day to day operation of the Office of Public Broadcasting and its successor, the Office of Communications, and includes such routine business correspondence as consultant's reports and general inquiries from grant and job seekers. Files are arranged alphabetically.

B. Chronological, 1971-1980 Outgoing letters written by Friendly and members of his staff at the Ford Foundation, dealing with grant making and administrative matters, arranged by date of writing. There is some duplication of items filed by author or recipient in the Alphabetical subseries.

C. Personal, 1945-1979 Letters to and from friends, family, colleagues and associates concerning financial affairs, family matters, school and summer camp arrangements for Friendly's children, his activities as a member of the Board of Trustees of the Riverdale Country School and social engagements. Of particular interest is a May 19, 1945 letter written by Friendly to his mother regarding his visit to the Mauthausen concentration camp shortly after its liberation by the American military (box 12, folder 16).

Alphabetical, 1955 - 1980

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Stations - KCET (Los Angeles), 1966 - 1979	box 8 (34377)	folder 1-2
Stations - KERA (Dallas), 1970 - 1979	box 8 (34377)	folder 3
Stations - KQED (San Francisco), 1966 - 1978	box 8 (34377)	folder 4-9
Stations - KQED (San Francisco) – Newsroom, 1970 - 1972	box 8 (34377)	folder 10
Stations - KTCA (Twin Cities), 1974 - 1979	box 8 (34377)	folder 11
Stations - Miscellaneous, 1966 - 1980	box 8 (34377)	folder 12
Stations - Program Evaluations - Diamond, Edwin, 1971 - 1972	box 8 (34377)	folder 13
Stations - Program Evaluations - Houseman, John, 1971 - 1972	box 8 (34377)	folder 14
Stations - Program Evaluations - Lefkowitz, Bernard, 1972 - 1973	box 8 (34377)	folder 15
Stations - Program Evaluations - Miscellaneous, 1971 - 1975	box 8 (34377)	folder 16
Stations - Program Evaluations - Whiteside, Thomas, 1973 - 1974	box 8 (34377)	folder 17
Stations - Program Evaluations - Wyatt, Hugh, 1972	box 8 (34377)	folder 18
Stations - WBAI (New York), 1967 - 1977	box 8 (34377)	folder 19
Stations - WETA (Washington, D.C.), 1966 - 1973	box 8 (34377)	folder 20-21
Stations - WETA (Washington, D.C.), 1974 - 1980	box 9 (34442)	folder 1
Stations - WFLD (Chicago), 1967	box 9 (34442)	folder 2
Stations - WGBH (Boston), 1966 - 1980	box 9 (34442)	folder 3-7
Stations - WHAS (Louisville), 1966 - 1967	box 9 (34442)	folder 8
Stations - WHYY (Philadelphia), 1966 - 1978	box 9 (34442)	folder 9
Stations - WJCT (Jacksonville), 1970 - 1975		

	box 9 (34442)	folder 10-11
Stations - WNDT (New York), 1966 - 1969	box 9 (34442)	folder 12
Stations - WNDT/WNET merger, 1969 - 1970	box 9 (34442)	folder 13
Stations - WNET (New York), 1972 - 1980	box 9 (34442)	folder 14-19
Stations - WNET – Murrow retrospective, 1971 - 1972	box 9 (34442)	folder 20
Stations - WQED (Pittsburgh), 1969 - 1972	box 9 (34442)	folder 21
Stations - WTVS (Detroit), 1968 - 1977	box 9 (34442)	folder 22
Stations - WVIZ (Cleveland), 1969 - 1970	box 9 (34442)	folder 23
Strasburg, Paul A., 1972 - 1974	box 9 (34442)	folder 24
Stratton, Julius A., 1971 - 1972	box 9 (34442)	folder 25
Sucherman, Stuart S., 1969 - 1980	box 9 (34442)	folder 26
Sutton, Francis X., 1970 - 1976	box 10 (34453)	folder 1
Sviridoff, Mitchell, 1968 - 1976	box 10 (34453)	folder 2
Swing, Raymond, 1959 - 1969	box 10 (34453)	folder 3
T, miscellaneous, 1966 - 1980	box 10 (34453)	folder 4
Thomas, Franklin A., 1979 - 1980	box 10 (34453)	folder 5
TNT Communications, 1966	box 10 (34453)	folder 6
Townley, Richard, 1971	box 10 (34453)	folder 7
Trottenberg, Arthur D., 1970 - 1979	box 10 (34453)	folder 8
Tufts University – Edward R. Murrow Center of Public Diplomacy, 1968 - 1979	box 10 (34453)	folder 9-10
Tuohy, Denis, 1967		

	box 10 (34453)	folder 11
TV Guide, 1966 - 1967	box 10 (34453)	folder 12
Twentieth Century Fund, 1969 - 1971	box 10 (34453)	folder 13
Twentieth Century Fund – National News Council, 1972 - 1974	box 10 (34453)	folder 14-15
U, miscellaneous, 1967 - 1980	box 10 (34453)	folder 16
United Artists Corporation, 1968	box 10 (34453)	folder 17
United Church of Christ, 1970 - 1979	box 10 (34453)	folder 18
United Nations, 1970	box 10 (34453)	folder 19
United Press International, 1966	box 10 (34453)	folder 20
United States Information Agency, 1968 - 1969	box 10 (34453)	folder 21
University of Notre Dame – Center for Civil Rights, 1976 - 1977	box 10 (34453)	folder 22
University of Texas, 1966 - 1980	box 10 (34453)	folder 23
U.S. News and World Report, 1971 - 1972	box 10 (34453)	folder 24
V, miscellaneous, 1966 - 1980	box 10 (34453)	folder 25
Van Ameringen Foundation, 1971	box 10 (34453)	folder 26
Vanderbilt University, 1969 - 1980	box 10 (34453)	folder 27
Vicas, George A., 1971	box 10 (34453)	folder 28
W, miscellaneous, 1966 - 1980	box 10 (34453)	folder 29
Ward, Champion F., 1970 - 1971	box 10 (34453)	folder 30
Washington Post, 1967 - 1980	box 10 (34453)	folder 31
Westinghouse Broadcasting Company, 1969 - 1979		

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The White House, 1967 - 1979	box 10 (34453)	folder 33
White, Stephen, 1967	box 10 (34453)	folder 34
Wilkins, Roger, 1970	box 10 (34453)	folder 35
Wiseman, Frederick, 1971 - 1979	box 10 (34453)	folder 36
World Peace Foundation, 1967	box 10 (34453)	folder 37
Xerox Corporation, 1968 - 1971	box 10 (34453)	folder 38
Y, miscellaneous, 1966 - 1980	box 10 (34453)	folder 39
Yale University, 1970 - 1980	box 10 (34453)	folder 40
Z, miscellaneous, 1966 - 1980	box 10 (34453)	folder 41

Chronological, 1971 - 1980

Title/Description	Instances	
Chronological, 1971 - 1976	box 10 (34453)	folder 42-47
Chronological, 1976 - 1980	box 11 (34655)	folder 1-13

Personal, 1945 - 1979

Title/Description	Instances	
Bernstein, Peter J., 1966 - 1967	box 11 (34655)	folder 14
Fain family, 1955 - 1979	box 11 (34655)	folder 15
Friendly, Andrew, 1968 - 1972	box 11 (34655)	folder 16
Friendly, David, 1978	box 11 (34655)	folder 17
Mark, Richard, 1974	box 11 (34655)	folder 18

Miscellaneous chronological, 1954 - 1957

	box 11 (34655)	folder 19-22
Miscellaneous chronological, 1958 - 1970	box 12 (34657)	folder 1-10
Riverdale Country School, 1966 - 1974	box 12 (34657)	folder 11-12
Scarsdale Public Schools, 1968	box 12 (34657)	folder 13
Stockbridge School, 1967 - 1970	box 12 (34657)	folder 14
Summer camps, 1962 - 1970	box 12 (34657)	folder 15
Wachenheimer, Therese, 1945 - 1957	box 12 (34657)	folder 16

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Mayor's Advisory Task Force on CATV and Telecommunications, 1961-1971

Physical Description: 1.2 Cubic Feet

Arrangement

All documents are arranged chronologically.

Scope and Contents

Correspondence, memoranda, agendas, reports, and meeting minutes documenting the work of this task force appointed by New York Mayor John V. Lindsay in 1967 and chaired by Fred W. Friendly. The group, which met during 1967-1968, investigated potential television interference created by the construction of the World Trade Center, evaluated existing community antenna television (CATV, or cable television) franchises in New York City and made recommendations concerning city government involvement in the development and operation of the local telecommunications infrastructure.

Title/Description	Instances	
Chronological file, 1967	box 12 (34657)	folder 17-22
Chronological file, 1967 - 1971	box 13 (34701)	folder 1-8

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Media and Law Seminars, 1974-1980

Physical Description: 1.2 Cubic Feet

Scope and Contents

Correspondence, memoranda, reports, publicity material and transcripts documenting a seminar series convened under Friendly's leadership to explore areas of conflict between the press and the courts. Prominent judges, lawyers and journalists met in cities across the country to discuss hypothetical court cases that highlighted tensions between the two groups, such as First Amendment protections and an individual's right to privacy. The subject area of the series was later broadened to include business and the media, human rights, terrorism and communications policy. More than 80 conferences were held over a seven year period.

Title/Description	Instances	
Case studies, 1976 - 1980	box 13 (34701)	folder 9-11
Chronological file, 1974 - 1980	box 13 (34701)	folder 12-18
Fund for Media and the Law, 1976	box 13 (34701)	folder 19
Handbook, n.d. <u>Conditions Governing Access:</u> Conditions Governing Access Not available. <u>Custodial History:</u> Custodial History Box 14 was not transferred to RAC.	box 14 (34777)	folder 1
Israel, 1979 - 1980 <u>Conditions Governing Access:</u> Conditions Governing Access Not available. <u>Custodial History:</u> Custodial History Box 14 was not transferred to RAC.	box 14 (34777)	folder 2
Transcripts, 1976 - 1980 <u>Conditions Governing Access:</u> Conditions Governing Access Not available. <u>Custodial History:</u>	box 14 (34777)	folder 3-15

Custodial History

Box 14 was not transferred to RAC.

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Photographs, 1950s-1970s

Physical Description: 0.3 Cubic Feet

Scope and Contents

Filed here are a few dozen photo prints and negatives of Fred W. Friendly, his colleagues and associates. Many were taken at public speaking engagements and Media and Law seminars. There are a few portrait photographs of Friendly, and several pictures of him with Edward R. Murrow during the years of their collaboration at CBS

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Title/Description	Instances	
Bundy, McGeorge, 1966, n.d. <u>Custodial History:</u> Custodial History Box 14 was not transferred to RAC. <u>Conditions Governing Access:</u> Conditions Governing Access Not available.	box 14 (34777)	folder 16
Contact sheets, 1960s - 1970s <u>Custodial History:</u> Custodial History Box 14 was not transferred to RAC. <u>Conditions Governing Access:</u> Conditions Governing Access Not available.	box 14 (34777)	folder 17
Friendly, Fred W., 1950s - 1970s <u>Custodial History:</u> Custodial History Box 14 was not transferred to RAC. <u>Conditions Governing Access:</u>	box 14 (34777)	folder 18

Conditions Governing Access

Not available.

Friendly, Fred W. with Murrow, Edward R., n.d.

box 14
(34777)

folder 19

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

Negatives, 1960s - 1970s

box 14
(34777)

folder 20

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

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Speeches and Interviews, 1965-1980

Physical Description: 1.5 Cubic Feet

Custodial History:

Custodial History

Box 14 has not been transferred to RAC, therefore its contents are not currently available for scholarly research.

If at some point in the future Box 14 is received by RAC, this material will then be made available for research.

Scope and Contents

Transcripts, speaking notes, correspondence, publicity materials and news clippings regarding speeches and interviews by Friendly. Includes transcripts of testimony by Friendly at several U.S. Senate and House meetings on broadcast and telecommunications policy. Friendly also spoke frequently on issues related to freedom of the press and judicial restrictions on journalists. Files are arranged chronologically by date of speech or interview.

Title/Description

Instances

WCBS Radio interview, 1965 May 27

box 14
(34777)

folder 21

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

American Society of Newspaper Editors, 1966 May 19

box 14
(34777)

folder 22

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

National Broadcast Editorial Conference, 1966 July 29

box 14
(34777)

folder 23

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

United States Senate Committee on Commerce Subcommittee on
Communications testimony, 1966 August 17

box 14
(34777)

folder 24

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

National Association of Educational Broadcasters, 1966 October
24

box 14
(34777)

folder 25

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

Chicago speech, 1967 March 8

box 14
(34777)

folder 26

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

WNEW Radio interview, 1967 March 26

box 14
(34777)

folder 27

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

WNDT Radio interview, 1967 March 27

box 14
(34777)

folder 28

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

WHYY Television interview, 1967 May 1

box 14
(34777)

folder 29

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

United States Senate Committee on Commerce Subcommittee on
Communications testimony, 1967 April 12

box 14
(34777)

folder 30

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

U.S. News and World Report interview, 1967 May 8

box 14
(34777)

folder 31

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

Nichols College commencement, 1967 June 2

box 14
(34777)

folder 32

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

International Press Institute, 1967 June 21

box 14
(34777)

folder 33

Custodial History:

Custodial History

Box 14 was not transferred to RAC.

Conditions Governing Access:

Conditions Governing Access

Not available.

Granada Guildhall Lecture, 1967 October 24

box 15
(34785)

folder 1

National Council of Teachers of English, 1968 November 28

box 15
(34785)

folder 2

Stockbridge School Commencement, 1969 June 8

box 15
(34785)

folder 3

Pittsburgh Conference on Media and Minorities, 1969 November 14

box 15
(34785)

folder 4

World Mental Health Assembly, 1969 November 19

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California Institute of Technology, 1969 November 21	box 15 (34785)	folder 6
Indiana Civil Liberties Union, 1970 January 24	box 15 (34785)	folder 7
Massachusetts Institute of Technology, 1970 February 25	box 15 (34785)	folder 8
U.S. House of Representatives Interstate and Foreign Commerce Committee Subcommittee on Communications and Power testimony, 1970 April 27	box 15 (34785)	folder 9
American Jewish Congress, 1970 May 22	box 15 (34785)	folder 10
Public Relations Society of America, 1970 November 16	box 15 (34785)	folder 11
Greensboro Chamber of Commerce, 1971 January 5	box 15 (34785)	folder 12
University of Michigan, 1971 March 10	box 15 (34785)	folder 13
Tufts University, 1971 April 16	box 15 (34785)	folder 14
Kenyon College, 1971 April 28	box 15 (34785)	folder 15
University of Wisconsin commencement, 1971 June 14	box 15 (34785)	folder 16
U.S. Senate Committee on the Judiciary Subcommittee on Constitutional Rights testimony, 1971 October 12	box 15 (34785)	folder 17
Federacion Publicitaria de Puerto Rico, 1971 November 5-6	box 15 (34785)	folder 18
Publi-Cable Inc. conference, 1972 May 5	box 15 (34785)	folder 19
National Press Club Luncheon, 1972 June 1	box 15 (34785)	folder 20
Riverdale School commencement, 1972 June 9	box 15 (34785)	folder 21
Bronxville, NY, 1973 January 23	box 15 (34785)	folder 22
Northwest Broadcast News Association, 1973 February 2	box 15 (34785)	folder 23
CBS 60 Minutes, 1973 March 25	box 15 (34785)	folder 24
American Civil Liberties Union, 1973 May 23		

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National Magazine Awards, 1973 May 24	box 15 (34785)	folder 26
Cleveland City Club, 1973 December 21	box 15 (34785)	folder 27
Federal Communications Bar Association, 1974 January 10	box 15 (34785)	folder 28
Salzburg Seminar in American Studies, 1974 March	box 15 (34785)	folder 29
U.S. Congress Joint Committee on Congressional Operations, 1974 April 9	box 15 (34785)	folder 30
Northwestern University, 1974 June 15	box 15 (34785)	folder 31
U.S. Senate Committee on Finance, 1974 September 10	box 15 (34785)	folder 32
Practicing Law Institute Seminar, 1974 November 14	box 15 (34785)	folder 33
Joint University Libraries Dinner, Nashville, 1974 November 25	box 15 (34785)	folder 34
Boston Community Media Council, 1975 January 9	box 15 (34785)	folder 35
University of Texas at Austin, 1975 March 1	box 15 (34785)	folder 36
Judicial Conference for the First Circuit, 1975 May 13	box 15 (34785)	folder 37
Public Communication Foundation for North Texas, 1975 September 18	box 15 (34785)	folder 38
Chief Executives Forum, Lake Placid NY, 1975 October 1	box 15 (34785)	folder 39
NBC Tomorrow, 1976 February 19	box 15 (34785)	folder 40
National Council of Jewish Women, 1976 October 19	box 15 (34785)	folder 41
U.S. Military Academy, West Point NY, 1978 March 6	box 15 (34785)	folder 42
National Conference on State Courts, 1978 March 20	box 15 (34785)	folder 43
Franklin N. Flaschner Judicial Institute, 1978 June 8	box 15 (34785)	folder 44
American Jewish Congress, 1978 June 21		

	box 15 (34785)	folder 45
U.S. House of Representatives Interstate and Foreign Commerce Committee Subcommittee on Communications testimony, 1978 September 26	box 15 (34785)	folder 46
Minnesota Historical Society, 1978 October 12	box 15 (34785)	folder 47
Phillips Petroleum Management Seminar, 1978 October 27	box 15 (34785)	folder 48
WGBH Television interview, 1979 February 20	box 15 (34785)	folder 49
University of Oregon, 1979 April 16	box 15 (34785)	folder 50
Brown University, 1980 March 18	box 15 (34785)	folder 51

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Subjects, 1958-1980

Physical Description: 6.6 Cubic Feet

Scope and Contents

Correspondence, memoranda, agendas, reports and research materials compiled by Friendly on a variety of topics relating to broadcasting, telecommunications, journalism and law. There are substantial files on the early design and implementation of community antenna television (CATV, or cable television) systems, especially in the New York City region, satellite broadcast technology, and the Foundation-funded operations of public television stations and organizations including National Educational Television (NET) and the Public Broadcast Laboratory. Reports and memos from the Office of Public Broadcasting and Office of Communications (box 19, folders 8-12) illuminate staff thinking during the period when Foundation support for public television was dramatically reduced.

Arrangement

Files are arranged alphabetically.

Title/Description	Instances	
Accuracy in Media – Pensions complaint, 1973 - 1974	box 15 (34785)	folder 52
The Advocates, 1969 - 1973	box 15 (34785)	folder 53
Alaska, 1969 - 1970	box 15 (34785)	folder 54
Aspen Institute Conference on Public Television, 1975	box 15 (34785)	folder 55
Association of American Publishers, 1975		

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Audience research, 1971 - 1972	box 16 (34796)	folder 1
Bay Area Educational Television Association, 1971	box 16 (34796)	folder 2
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Biographical information on Fred W. Friendly, ca. 1968	box 16 (34796)	folder 4
Board of Trustees, 1968 - 1976	box 16 (34796)	folder 5
Board of Trustees – Broadcasting Committee, 1968 - 1972	box 16 (34796)	folder 6
Board of Trustees – Communications Committee, 1976 - 1979	box 16 (34796)	folder 7
Broadcasting grants, historical list of, 1973	box 16 (34796)	folder 8
Building Use Committee, 1977 - 1979	box 16 (34796)	folder 9
Cable Television Information Center, 1972 - 1977	box 16 (34796)	folder 10
Calendars, 1966 - 1967	box 16 (34796)	folder 11
Cameras in courtrooms, 1979	box 16 (34796)	folder 12
Carnegie Commission on Educational Television, 1966-1971	box 16 (34796)	folder 13
Carnegie Study of the Education of Educators, 1966 - 1967	box 16 (34796)	folder 14
Children's Television Workshop, 1972	box 16 (34796)	folder 15
Children's Television Workshop – Arabic pilot project, 1975 - 1976	box 16 (34796)	folder 16
Childs, Marquis W. – interview transcripts, n.d.	box 16 (34796)	folder 17
Citizens Communications Center, 1979	box 16 (34796)	folder 18
CBS Reports – transcripts, 1961 - 1963	box 16 (34796)	folder 19
CBS Reports – "The Selling of the Pentagon," 1971		

	box 16 (34796)	folder 20
Columbia University – Journalism and the First Amendment course, 1976 - 1977	box 16 (34796)	folder 21
Columbia University – School of Journalism Summer Program, 1968 - 1971	box 16 (34796)	folder 22
Commission on Cable Communications, 1970	box 16 (34796)	folder 23
Commission on Federal Communications Policy, 1975	box 16 (34796)	folder 24
Comstock, George A., 1974	box 16 (34796)	folder 25
Communications Act of 1978, 1978	box 16 (34796)	folder 26
Communications Act of 1978 – Briefing materials, 1978	box 16 (34796)	folder 27
Communications policy seminar, 1979	box 16 (34796)	folder 28
Communications Sattelite Corporation (COMSAT), 1966 - 1967	box 16 (34796)	folder 29
Community News Service, 1969	box 16 (34796)	folder 30
Community Antenna Television (CATV, cable television), 1966 - 1969	box 16 (34796)	folder 31
Community Antenna Television, 1970 - 1972	box 17 (34797)	folder 1-6
Community Antenna Television – New York City policy, 1970 - 1972	box 17 (34797)	folder 7
Conference on Impact of Media on Political Campaigning, ca. 1972	box 17 (34797)	folder 8
Consultants, 1976 - 1978	box 17 (34797)	folder 9
Corporation for Public Broadcasting, 1968 - 1978	box 17 (34797)	folder 10-12
Drugs, 1971	box 17 (34797)	folder 13
Educational Journalism Fellowship, 1975 - 1976	box 17 (34797)	folder 14
Educational Television, 1962 - 1963	box 17 (34797)	folder 15
Edward R. Murrow Park, 1979		

	box 17 (34797)	folder 16
Europe trip, 1961	box 17 (34797)	folder 17
Executive privilege, 1971 - 1973	box 17 (34797)	folder 18-20
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Federal Communications Commission (FCC) – Loevinger, Lee, 1966 - 1967	box 17 (34797)	folder 22
Ford Foundation 25th Anniversary project, 1974	box 17 (34797)	folder 23
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Human rights and the news media, 1976 - 1978	box 17 (34797)	folder 29
I Can Hear It Now, 1958	box 17 (34797)	folder 30
Information industry, 1968	box 17 (34797)	folder 31
Institute for American Strategy, 1972 - 1975	box 18 (34863)	folder 1
Instructional television, 1966 - 1969	box 18 (34863)	folder 2
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International Broadcast Institute, 1974 - 1975	box 18 (34863)	folder 4-5
International Institute for Educational Planning, 1966	box 18 (34863)	folder 6-7
International Press Institute – 25th General Assembly, 1976	box 18 (34863)	folder 8
International Press Institute – 28th General Assembly, 1979		

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Japan, 1970 - 1972	box 18 (34863)	folder 12
Kleegman, Sophia J., 1970 - 1973	box 18 (34863)	folder 13
Media and Business Seminars, 1977 - 1980	box 18 (34863)	folder 14
Media seminars – miscellaneous, 1978 - 1980	box 18 (34863)	folder 15
Mid-Career Fellowship Program for Journalists, 1974 - 1979	box 18 (34863)	folder 16-18
National Black Network, 1970	box 18 (34863)	folder 19
National District Attorney's Association, 1978	box 18 (34863)	folder 20
National Educational Television (NET), 1965 - 1966	box 18 (34863)	folder 21-22
NET, 1970 - 1971	box 19 (34869)	folder 1
NET – "America's Crises: Trouble in the Family", 1965 - 1966	box 19 (34869)	folder 2
NET – proposals, 1966 - 1969	box 19 (34869)	folder 3
National Programming Council for Public Television, 1971 - 1972	box 19 (34869)	folder 4
News clippings regarding Friendly, 1960s - 1970s	box 19 (34869)	folder 5
Newsroom – reports, 1970	box 19 (34869)	folder 6-7
Office of Communications – budget, 1978 - 1980	box 19 (34869)	folder 8
Office of Communications – fiscal status reports, 1975 - 1980	box 19 (34869)	folder 9
Office of Communications – reports, 1970s	box 19 (34869)	folder 10
Office of Public Broadcasting – fiscal status reports, 1971 - 1974	box 19 (34869)	folder 11
Office of Public Broadcasting – reports, 1967 - 1973	box 19 (34869)	folder 12
Patterson, John Meredith, 1975		

	box 19 (34869)	folder 13
Plays for the Living, 1966 - 1967	box 19 (34869)	folder 14
Project for New Television Programming - Correspondence, 1968 - 1969	box 19 (34869)	folder 15
Project for New Television Programming - Miscellaneous, 1968 - 1969	box 19 (34869)	folder 16-17
Project for New Television Programming - Proposals, 1968	box 19 (34869)	folder 18-20
Public Broadcast Laboratory - Bass, Milton R., 1967	box 19 (34869)	folder 21
Public Broadcast Laboratory - Center for the Study of Democratic Institutions, 1967	box 19 (34869)	folder 22
Public Broadcast Laboratory - Colleges and universities, miscellaneous, 1966 - 1967	box 19 (34869)	folder 23
Public Broadcast Laboratory - Columbia University, 1966 - 1967	box 19 (34869)	folder 24
Public Broadcast Laboratory - General, 1966 - 1969	box 19 (34869)	folder 25-27
Public Broadcast Laboratory - NET, 1967	box 19 (34869)	folder 28
Public Broadcast Laboratory - Staffing, 1967	box 19 (34869)	folder 29
Public Broadcast Laboratory - Westin, Av, 1966 - 1968	box 19 (34869)	folder 30
Public radio network, 1967 - 1970	box 20 (34949)	folder 1
Public relations, 1971	box 20 (34949)	folder 2
Public Telecommunications Financing Act, 1978	box 20 (34949)	folder 3
Public Television Audience Research Working Seminar, 1971	box 20 (34949)	folder 4
Research, miscellaneous, 1969	box 20 (34949)	folder 5
San Francisco Palace of Fine Arts, 1969	box 20 (34949)	folder 6
Satellite proposal – drafts, 1966	box 20 (34949)	folder 7-10
Satellite proposal – memos, 1966 - 1967		

	box 20 (34949)	folder 11-13
Satellite proposal – press release, 1966	box 20 (34949)	folder 14
Satellite Task Force, 1969 - 1972	box 20 (34949)	folder 15-16
Satellites – general, 1969 - 1970	box 20 (34949)	folder 17
Scalia, Antonin, 1971 - 1972	box 20 (34949)	folder 18
School desegregation film, 1978	box 20 (34949)	folder 19
See It Now – transcripts, 1955 - 1958	box 20 (34949)	folder 20
Seminar on Children and Television Violence, 1978	box 20 (34949)	folder 21
Smothers Brothers, 1969	box 20 (34949)	folder 22
Station Independence Project, 1972 - 1978	box 20 (34949)	folder 23-24
Station visits, 1968 - 1971	box 20 (34949)	folder 25
Tax reform, 1969	box 20 (34949)	folder 26
Telecommunications Cooperative Network, 1978	box 20 (34949)	folder 27
Telecommunications Task Force, 1971 - 1973	box 20 (34949)	folder 28-29
Television in the Courthouse, 1978 - 1980	box 20 (34949)	folder 30
Tornillo, Pat L., 1973 - 1974	box 21 (35020)	folder 1
Tydings, Joseph C., 1967	box 21 (35020)	folder 2
United Church of Christ, 1977	box 21 (35020)	folder 3
U.S. Congress – televised proceedings, 1978 - 1979	box 21 (35020)	folder 4
U.S. House of Representatives Committee on Interstate and Foreign Commerce Subcommittee on Communications and Power, 1973	box 21 (35020)	folder 5
U.S. House of Representatives – House Gallery, 1971		

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U.S. Virgin Islands Public Television, 1968 - 1969	box 21 (35020)	folder 7
U.S. Vision One, 1966	box 21 (35020)	folder 8
Washington Post Conference on Media and Government, 1980	box 21 (35020)	folder 9
WETA (Washington D.C.) – Woestendiek firing, 1970	box 21 (35020)	folder 10
Whitehead, Clay T., 1971 - 1974	box 21 (35020)	folder 11
WNET – program evaluations, 1973 - 1974	box 21 (35020)	folder 12

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Writings, 1956-1979

Physical Description: 1.8 Cubic Feet

Scope and Contents

Published and unpublished articles and monographs authored by Friendly. Most articles are commentaries on the television industry and telecommunications policy. Many files contain correspondence with publishers and reader, publicity materials, reviews and research materials pertaining to the publication. Topics include freedom of the press, media policy and public television finance.

Arrangement

Files are arranged alphabetically by title.

Title/Description	Instances	
"Asleep at the Switch of the Wired City," Saturday Review, 1970 October 10	box 21 (35020)	folder 13
"Bakke, Unmuddy," New York Times, 1978 June 15	box 21 (35020)	folder 14
[BBC and broadcast journalism], 1972	box 21 (35020)	folder 15
"The Bitter Heritage of Nixon," Boston Globe, 1974 August 12	box 21 (35020)	folder 16
"The campaign to politicize broadcasting," Columbia Journalism Review, 1973 March - April	box 21 (35020)	folder 17
"The Case Against the Evening News", n.d.	box 21 (35020)	folder 18
"The Common Stock vs. the Commonweal", n.d.		

	box 21 (35020)	folder 19
"The Court on Press Gags: Not Worth It," New York Times, 1976 July 4	box 21 (35020)	folder 20
"Crisis Reporting and Relativity", n.d.	box 21 (35020)	folder 21
"Dear Jack Gould, They Say You've Retired...", New York Times, 1972 February 27	box 21 (35020)	folder 22
Due to Circumstances Beyond Our Control - Correspondence, 1966 - 1969	box 21 (35020)	folder 23-25
Due to Circumstances Beyond Our Control - Speaking engagements, 1967	box 22 (35175)	folder 1-2
Due to Circumstances Beyond Our Control - Typescript, 1966	box 22 (35175)	folder 3
"A 45-Year-Old Rivet in the First Amendment," New York Times, 1976 June 9	box 22 (35175)	folder 4
"From intense tennis in Stockbridge to intensive care at BMC", ca. 1978	box 22 (35175)	folder 5
The Good Guys, the Bad Guys and the First Amendment: Free Speech vs. Fairness in Broadcasting - Correspondence, 1974 - 1976	box 22 (35175)	folder 6
The Good Guys, the Bad Guys and the First Amendment: Free Speech vs. Fairness in Broadcasting - Research materials, 1960s - 1970s	box 22 (35175)	folder 7-9
"Government Plan: 'Chilling,'" U.S. News and World Report, 1973 February 19	box 22 (35175)	folder 10
"'Holocaust,' 9 ½ Hours Later," Washington Post, 1978 April 23	box 22 (35175)	folder 11
"The judiciary on trial," Boston Sunday Globe, 1978 March 26	box 22 (35175)	folder 12
"Justice White and reporter Caldwell: finding a common ground," Columbia Journalism Review, 1972 September - October	box 22 (35175)	folder 13
"McGraw-Hill and a Free Press," The Wall Street Journal, 1979 January 26	box 22 (35175)	folder 14
Miscellaneous, 1960s	box 22 (35175)	folder 15
"Murder in Nebraska," Dateline '77, 1977	box 22 (35175)	folder 16
"Must the Industry Be Ruled by 'The Numbers,'" New York Times, 1978 August 6	box 22 (35175)	folder 17
"Paying the High Price of a President In an Isolation Booth," New York, 1973 June 11	box 22 (35175)	folder 18

"Public TV must operate under handicap," Louisville Times, 1967 August 15	box 22 (35175)	folder 19
"The Public's Right to Know," The Wall Street Journal, 1978 October 5	box 22 (35175)	folder 20
"South Africa in Transition: Review", 1956	box 22 (35175)	folder 21
"Television and the First Amendment," Saturday Review, 1972 January 8	box 22 (35175)	folder 22
"This ... is Murrow," Saturday Review, 1969 September 27	box 22 (35175)	folder 23
"Trying to keep Henry Kissinger out of Columbia," The Sunday Sun, 1977 May 29	box 22 (35175)	folder 24
"TV at the turning point," Columbia Journalism Review, 1970 - 1971 Winter	box 22 (35175)	folder 25
"The unselling of The Selling of the Pentagon," Harper's, 1971 June	box 22 (35175)	folder 26
"We Offer Our Activism, Our Faith...", New York Times, 1970 May 31	box 22 (35175)	folder 27
"What's Fair on the Air," New York Times Magazine, 1975 March 30	box 22 (35175)	folder 28

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Appendix A: Reports

Title/Description	Instances
Brown, John Anthony, Jr. ETV's Problems and Promise, 1962	report 16246
Bundy, McGeorge. Public Broadcasting: Progress and Promise, 1968 November 20	report 105031
Bundy, McGeorge. Statement Before the Subcommittee on Communications Committee on Interstate and Foreign Commerce United States House of Representatives, 1978 September 26	report 16751
Bundy, McGeorge. WNBC Television: Speaking Freely interview transcript, 1962 February 12	report 16260
Cable Television Information Center. Cable Television: Options for Jacksonville, 1973 February 28	report 16745
Davis, David M. Communications – Making the Difference, 1977 January 27	report 15738
Davis, David M. Information Paper: The Communications Program: Options for the 1980s, 1978 November	report 16736

Day, James. Some Thoughts Upon National Educational Television, 1962	report 16079
Ford Foundation. Analysis of the CPB-PBS-FF Negotiations with Respect to the Establishment of the Station Program Cooperative, 1974 April 29	report 16758
Ford Foundation. Book Publishing and the First Amendment: Report of a Conference, 1975 April 18-20	report 16761
Ford Foundation. Conference on Impact of Media on Political Campaigning: Discussion Paper, 1973	report 16757
Ford Foundation. Foundation Conference on Japan, 1972	report 16762
Ford Foundation. H.R. 13015 Communications Act of 1978: Briefing Materials for the Ford Foundation Meeting, 1978 August 2	report 16748
Ford Foundation. Office of Public Broadcasting Budget Statement, Fiscal Year 1972, 1972	report 12856
Ford Foundation. Program Choices: Office of Communications and Public Broadcasting, 1974 October 30	report 13140
Ford Foundation. The Telecommunications Agenda, 1979 May 22	report 12929
Ford Foundation. Television and Society: A Position Paper, 1978	report 16740
Friendly, Fred W. Communications in the Foundation's Future, 1980	report 16257
Friendly, Fred W. A New Seminar Program on Topics from the Criminal and Civil Justice Systems, 1978 July 26	report 13640
Friendly, Fred W. Statement Before the Committee on Finance United States Senate, 1974 September 10	report 16750
Friendly, Fred W. Statement Before the Subcommittee on Communications Committee on Interstate and Foreign Commerce United States House of Representatives, 1978 September 26	report 16753
Friendly, Fred W. Statement Before the Subcommittee on Constitutional Rights Senate Committee on the Judiciary, 1971 October 12	report 16756
Fulton, David. Profit Making Ventures and Public Television Stations, 1971	report 16747
Geller, Henry. The Mandatory Origination Requirement for Cable Systems, 1974 August	report 16739
Goldmann, Robert B. Report on Israel #2, 1979 January	report 16752
Gunn, Hartford N. The Future of Educational Television, 1962 December 20	report 16738
Herman W. Land Associates, Inc. The Hidden Medium: Educational Radio, 1967 April	report 16737

Howe, Harold. Higher Education, Minorities, and the City, 1978 October 5	report 13635
Howe, Harold. How You Gonna Keep 'Em Down At The School After They've Seen TV?, 1972 April 12	report 16681
Howe, Harold. Openness – the New Kick in Education, 1972 February 7	report 16258
Howe, Harold. Perspectives on the Brown Decision, 1979 May 16	report 13147
Howe, Harold. Remarks Regarding Career Education, 1972 May 12	report 16735
Jauch, Fritz. A Brief History of Educational Television in the United States, 1968 February	report 16744
Johnson, Leland L. The Future of Cable Television: Some Problems of Federal Regulation, 1970 January	report 16741
Lacy, Dan. Memorandum on Role of Ford Foundation in Educational Television, 1962 December 26	report 16399
Louis Harris and Associates, Inc. The Viewing of Public Television – 1970, 1970 November	report 16746
Nissenson, Marilyn. Report on the Meeting on Mid-Career Fellowships, 1974 September	report 16754
Posner, Richard A. Cable Television: The Problem of Local Monopoly, 1970 May	report 16743
Sandler, Jerrold and Summerfield, Jack D. A Study to Determine the Feasibility of a Live Public Radio Network, 1968 June 15	report 16760
Sviridoff, Mitchell. Human Resources and the Pendulum of Power, 1976 November 18	report 16749
Tidhar, Hava. Using Television for Teaching a Second Language through Dramatized Everyday Situations – An Assessment of Effects on Active Speech and on Understanding Dialogues Presented by Other Media, n.d.	report 16755