

SUPPLEMENTARY NOTES FOR VICE PRESIDENT
ADDRESS TO EDUCATIONAL TELEVISION LEADERS

*Monday, March 6 - Statler Hilton.
NEEB Washington, D.C.*

Mr. Scott Fletcher, Mr. Bill Harley, station
managers, Board Members and other Communicators on ETV
channels:

Dr. Killian, I understand, stressed this morning
that we should "make no little plans." I heartily concur.
Your Conference is "thinking big," and I urge you to
continue and to plan for a big follow-through.

America owes a great debt to Dr. Killian and his
associates on the Carnegie Commission.

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SENATOR PASTORE

I was tremendously pleased, too, to hear that
my colleague, Senator John Pastore, had stated to you
this morning -- the time has indeed come for action. I
rejoice in his confident prediction that the 90th Congress
will act on legislation to establish a Corporation for
Public Television.

SPACE COUNCIL

I am interested in ETV's future from so many standpoints: --

As Chairman of the National Aeronautics and Space Council, I am pleased that President Johnson has asked NASA and the HEW Department "to conduct experiments on the requirements for communications satellites to establish an educational television and radio network."

As the President's liaison with the nation's mayors, I see ETV as a mighty instrument for dealing with the problems of the modern Metropolis -- law enforcement, anti-pollution, overcoming shortages of health and other workers, ~~anti-~~poverty, anti-slum.

President Johnson has asked the Congress for a major research and development program by the Department of Housing and Urban Development. This Department is deeply interested in enabling our nation's mayors to communicate to our people -- both in the inner cities and in every other part of municipal areas.

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NOTE #1

I did not want to miss the opportunity of saying "hello" to the leaders of educational television.

YOUR MEETINGS: I've been reading about the 11 Discussion Groups you have been conducting. Your agenda provides some of the most exciting opportunities and challenges any public service group has ever confronted. The future role of Communications Satellites alone adds entire new dimensions to educational television.

NOTE #2

SIGNIFICANCE: 1967 will go down in American history as the year when Educational Television became as firmly established as the Land Grant Colleges were a century ago. The "Public Television Act of 1967" which Senator Magnuson has now introduced on behalf of the Administration will take its place alongside the Morrill Land Grant Act and other great laws which are the bedrock of American education and culture.

We simply can no longer leave to chance -- ~~to~~ accidental good fortune or misfortune -- the use of this mighty force for enlightenment. An ETV station is no more a luxury than is a public library; it is a necessity. Educational and instructional television should be part and parcel of America's total educational system -- not a mere ornament -- to youth's education or to life-time learning.

NOTE #3

MAGNUSON BILL: The new Bill has 3 parts. It will, as you know:

- 1) Extend and improve the program of grants for construction of non-commercial educational radio broadcasting facilities
- 2) Establish and finance a non-profit corporation ("Corporation for Public Television") to assist program operations in non-commercial educational television and radio.
- 3) Authorize a study of instructional television.

NOTE #4

OUR PURPOSE: We are determined that educational television shall achieve the quality, the audiences -- young and old -- which it is fully capable of.

We are determined that the national need shall be met by national action, as well as by state, local and private support.

This means enacting the bill as proposed by the President to the Congress in his historic message.

NOTE #5

As I said at the full convention of the NAEB when it met here in 1965, "You have the whole government of this country, the most powerful government, and I think the most enlightened government in the world, working alongside you as a friend, as a compatriot, a partner in progress in education."

If that was true in 1965, the condition is even better now and I, for one, am happy to have it so.

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NOTE #6

L This Conference is just the beginning.

The Hearings which will be held in the Senate and in the House on the future of educational television and educational radio can hardly be over-estimated in their impact on our future.

The consensus you are reaching today and tomorrow will be of use as a guide to the National Association of Educational Broadcasters, to commercial industry, to the Congress and our people.

I ask your help to bring the Public Television Act into dynamic reality.



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