

OPERATIONS COORDINATING BOARD

April 4, 1956

MEMORANDUM OF MEETING: Working Group - Committee on Broadcasting and  
Television (COBAT)  
11th Meeting held 2 p.m. April 3, 1956, OCB Conference Room

WORKING GROUP MEMBERS PRESENT:

USIA - Robert E. Button, Chairman  
ICA - Robert Bruskin  
State - T. H. E. Nesbitt (TPIB)  
OCB - Leslie Brady  
Ralph Busick  
Marjorie Denny

1. The minutes of the March 19th meeting were approved.
2. In accordance with the Board Assistants' suggestions made on March 30th when they noted COBAT's Report and Recommendations concerning Television in Europe, certain revisions were agreed to in the paper.
3. The Committee agreed to give priority to Libya's urgent need for a broadcasting station to counteract Egyptian radio and meet needs of education. This would be an ICA project. The TPIB was requested to suggest the technical details for the establishment of a Libyan government broadcasting facility for internal use. USIA will develop audience research data for the project. First drafts will be considered next week.
4. It was agreed the problem of strengthening and working with Eurovision would be deferred until after the EBU meeting to be held in May. USIA is sending a VOA representative to this meeting. The TPIB Chairman advised that this representative should be thoroughly briefed on the technical side and should be supplied with background on the individuals involved in the frequency field.
5. The Chairman reported as of interest to the Committee, a meeting held with the Chairman of the Board of NBC to discuss proposals made by him for the U.S. to take the lead in developing TV abroad as a cultural and educational mass medium, with particular emphasis on Pakistan, Turkey, Iran, and Iraq. Further discussions with the State Department and the Management of ICA to work out plans for these countries friendly to the U.S. were suggested.
6. The ICA representative reported on television developments in the field, specifically the situations in Indonesia, Iraq, and Egypt. In connection with field projects, he informed the Committee of the difficulty in finding technically trained officers for audio-visual positions abroad. The Defense representative volunteered to supply candidates for such ICA (and USIA) jobs overseas. The Secretariat of COBAT will correlate the information for general use.

SECRET

-2-

7. The Chairman of TPIB inquired whether, in view of the Board Assistants recent request that COBAT prepare special reports on individual problems when deemed necessary, the Committee would be interested in a paper concerning areas of the world not now covered by U.S. broadcasters and the need for full utilization of U.S. facilities in accordance with previous NSC action. It was decided that COBAT would meet with TPIB on Thursday, April 12, at 10 A.M. to consider this problem.

*Ralph R. Busick*

Ralph R. Busick  
Staff Representative

SECRET