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OPERATIONS COORDINATING BOARD  
Washington 25, D. C.

April 25, 1958

MEMORANDUM OF MEETING: Committee on Broadcasting and Television  
(COBAT)  
35th Meeting held 10:00 A.M.,  
April 18, 1958, Room 2040 HEW Building

Committee Members Present:

USIA	Robert A. Bauer, Acting Chairman
State	William A. McFadden
	Florence T. Dowling, Alternate
	Richard T. Black (representing TPIB)
CIA	Representative Present
ICA	Gale C. Griswold, Alternate
Defense	John C. Broger
	Col. Harry W. McClellan, Alternate
OCB Staff	Ralph R. Busick

Others Present:

Defense	Lt. Col. John H. Lay
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1. The minutes of the March 3 meeting were approved.

2. The Acting Chairman suggested that consideration of the COBAT report, a working draft of which had been distributed to COBAT members, be postponed until USIA has had an opportunity to re-examine its section of the report.

3. The Defense member presented an oral report on some possibilities which have occurred to him and others in his agency, especially during and since his recent trip to Europe. He pointed out that of course they have been aware for years of the large "ghost" audience Armed Forces Network has around the world. They have, however, been constrained by circumstances to ignore that audience and its potentialities. (In one test, he reported, after a mail plug on one 30-minute program for seven consecutive days, the station received 125,000 letters from the "ghost" audience.) AFN is now considering the pros and cons of establishing television stations in a number of countries where it now has radio stations

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but not TV. This, it is probable, would stimulate interest in commercial TV stations. If opposition to establishment of such TV stations developed in the government, AFN probably would drop the matter. At the request of the Committee, the Defense member agreed to prepare a written report on the subject for COBAT's perusal.

4. The Acting Chairman reported orally on his attendance at the meeting in Brussels of the European Broadcasting Union (EBU). Impressions of different developments and attitudes among EBO members were:

a. Brussels - USSR was offering everything free. This stimulated US to do likewise, expediting delivery, so as not to be left behind.

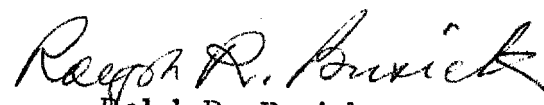
b. At Mr. Bauer's suggestion, which was welcomed, the Germans at once began preparations to make available to television stations in West Berlin film materials, so that the stations may compete with East Berlin stations.

c. Berlin authorities were glad to provide the 6:00 to 7:00 P.M. hour each day for TV for American troops. This should take away much of the East Berlin audience which, not taken in by Communism, is gradually accepting the idea of two Germanies. There is a large potential German and Austrian audience in radio and TV behind the Curtain.

d. Vienna TV stations receive 500 letters monthly, of which 40% come from Czechs. Hungary has a large audience also. The USSR ambassador has accused Viennese of being Western, unneutral, etc., but Austrians blandly retort they are neutral militarily. The Austrians are genuinely interested in the West, are proud of being Austrian, are interested in TV. Former fears of the influence the Iron Curtain TV Station at Bratislava might have over Austrians may be forgotten, for Bratislava's influence is negligible.

e. Italy TV has a large audience in Yugoslavia; test of this is the great number of requests received for textbooks on Italian TV.

5. The next meeting of the Committee will be held at the call of the Chairman.

  
Ralph R. Busick  
OCB Staff Representative

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