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OPERATIONS COORDINATING BOARD  
Washington 25, D.C.

December 5, 1957

MEMORANDUM OF MEETING: Committee on Broadcasting and Television (COBAT)

32nd Meeting held 2:30 P.M. December 3  
Room 2039 HEW Building

## Working Group Members Present:

USIA	- Robert E. Button, Chairman Robert A. Bauer, alternate
State	- William A. McFadden Florence T. Dowling, alternate Arthur L. Lebel, Chairman, TPIB
ICA	- Gerald Winfield
CIA	- Representative present
OCB Staff	- Ralph R. Busick Marjorie Denny

## Others Present:

Defense	- John Broger
USIA	- Gordon Ewing (for Item 2)

1. The minutes of the November 1 meeting were adopted.

2. Mr. Gordon Ewing gave an oral briefing to COBAT on the work of the Committee on Radio Broadcasting Policy. (The Chairman of COBAT is a member of the policy committee.) Political developments in the Soviet Orbit led to the formation of this committee which has been endeavoring to define the role of U.S. international broadcasting, country by country. The Schramm Conference on U.S. Broadcasting to the Soviet Orbit was held in Paris this September under the aegis of this committee. Although its principal effort has been the production of country papers, the Committee has also concerned itself with another major topic, that of the location of new broadcast facilities abroad. It was agreed that periodic briefings would be given to COBAT in the future to assure coordination of the work of these two committees, inasmuch as the OCB is responsible for the coordination of technical planning and other activities intended to improve the effectiveness of U.S. international broadcasting.

3. The ICA representative demonstrated the prototype of a transistor receiver which has been developed to operate in the standard bands on four flashlight batteries. This model is now being tested in Vietnam by its designer, who is working out plans for a Vietnamese broadcasting system.

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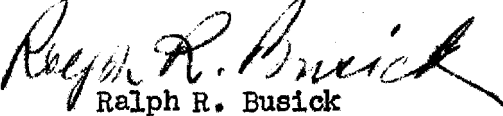
4. Despatch No. 23 of November 12 from USIS Beirut was discussed. USIA Beirut has approached the Television Company of Lebanon (TCL, a private commercial outfit which has just been established and expects to be on the air by next November) on the possibility of providing a program director. TCL is interested and has requested a TV program consultant (who should know French) be sent to Beirut in January or February 1958 to assist for two weeks in preliminary organization. TCL is also interested in having the services of an English-speaking announcer when the station starts operating. Personnel action on these requests for help will be coordinated by USIA through COBAT. The Chairman asked for further study of the situation by all agencies concerned. The ICA representative explained that the only way ICA could take action would be upon request from the Lebanese Government. The situation will be explored by ICA before the next meeting, and in the meantime any action by USIA will be discussed with ICA.

5. The Chairman outlined for the Committee the nature of an address to be made to the Electronic Industries Association in New York; the theme to be television abroad as a field where the government and industry could cooperate for mutual benefit. After the Chairman asked for members' views, the State Department supplied clarification of the U.S. position on standards in the event that this question arose.

6. The preliminary draft of an ICA policy statement on television, together with a State Department position paper on television, were discussed briefly. The ICA representative requested the reaction of the group to his proposed policy. COBAT agreed to defer discussion on policy until the next meeting, at which time a decision will be taken on a possible future paper on TV for the OCB.

7. With reference to Despatch No. 145 from Kuwait dated November 18, concerning the need for TV program material, the Chairman explained that any assistance from USIA would necessarily be considered in the relation to the political objectives toward the area concerned.

8. The next meeting will be at the call of the Chairman.

  
Ralph R. Busick  
Staff Representative

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