

MRZ 23

17:30

RADIO FREE EUROPE
MUNICHTO: OUTGOING CIPHER MESSAGE

MUN 141 23 MARCH 67

TO: YARROW INFO RICHARDSON DURKEE KAPPEL MATER
FM: DAVIS (FOR OTT) INFO ESTEN GROZIER

1640

REUR 20 MARCH MEMO TO MR. OTT ON THE PRODUCTION TOURS
THEIR SOLE PURPOSE FROM THE BEGINNING HAS BEEN TO EXPOSE KEY
PEOPLE FROM THE PRODUCTION SECTIONS OF OUR BDS TO CURRENT PROGRAMMING
PRACTICES OF AGGRESSIVE STATESIDE STATIONS. WE RECOGNIZED THAT THERE
WOULD BE PERIPHERAL PUBLICITY VALUE IN THE TOURS BUT MY FIRST MEMO
TO MR. OTT ON THIS SUBJECT STRESSED THAT I DID NOT WANT TO BE
INVOLVED IN PUBLICITY BUT THAT IF WE WERE GOING TO GENERATE IT, IT
SHOULD BE HANDLED BY OTHERS. FROM MY VIEWPOINT I WOULD BE QUITE
PLEASED TO HAVE A COMPLETE DOWNPLAY ON PUBLICITY SO WE COULD CONCENTRATE
SOLELY ON THE TOURS. WITH THE EXCEPTION OF NEW YORK THE TIME
SPENT IN MOST CITIES IS SHORT AND THE PEOPLE ON THE TRIP WILL BE MUCH
TOO BUSY TO BE ENGAGED BY EXTRA ACTIVITIES. MY FEAR IN FACT IS
THAT I'M PACKING TOO MUCH IN TOO SHORT A PERIOD OF TIME.

SOME BACKGROUND ON THESE TOURS MIGHT BE HELPFUL TO YOU AT THIS
POINT. THEY WERE SUGGESTED THIS YEAR IN PLACE OF THE PROGRAM CON-
FERENCES WHICH WERE NECESSARY WHEN HELD BUT WHICH WOULD NOT MEET
OUR NEEDS IN SPECIFICS TODAY. THE TOURS ARE AIMED AT EXPOSING KEY
MIDDLE MANAGEMENT AND KEY TALENT IN THE BDS NOT ONLY TO THE BROAD-
CASTING TECHNIQUES OF CERTAIN STATIONS BUT MOST PARTICULARLY TO THEIR
ATTITUDES TOWARD LISTENERS WHICH RESULT IN PROGRAMMING TAILORED
SPECIFICALLY TO LISTENERS' NEEDS. THE BRITISH

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PRIVATE STATIONS AND EUROPE 1 IN PARIS ARE NOW COPYING AMERICAN
RADIO PRACTICES, BOTH GOOD AND BAD. RADIO LUXEMBOURG, PUSHED OUT OF
ITS DOMINANT POSITION BY ORTF, IS DOING THE SAME. NONE OF THEM
ACTUALLY IS A GOOD MODEL FOR US. WHAT WE ARE WITNESSING IN EUROPE
FOR THE FIRST TIME IS THE KIND OF RADIO COMPETITION WHICH BEGAN
IN THE STATES ABOUT TEN YEARS AGO. IT WILL THEREFORE NOT TAKE LONG
FOR THE REGIME STATIONS, PARTICULARLY THOSE IN CZECHOSLOVAKIA, TO
PICK UP THESE PRACTICES, SOME OF WHICH THOUGH QUESTIONABLE
ARE HIGHLY SUCCESSFUL.

IN DISCUSSING THIS PROJECT WITH THE BD DIRECTORS I HAVE FOUND
COMPLETE UNDERSTANDING OF THE TOUR'S PURPOSE AND A UNANIMITY AS TO
ITS VALUE. THEY AGREED THAT NO ONE SHOULD BE SENT AS A REWARD FOR
PAST SERVICES BUT THAT THOSE CHOSEN SHOULD BE YOUNG AND SHOULD
BE THE MOST PROMISING AND MOST CREATIVE INDIVIDUALS IN THEIR
BDS. ONE DIRECTOR IN FACT ASKED ME TO WRITE HIM A MEMO TURNING
DOWN THE NAMES OF TWO OF HIS KEY PEOPLE WITH POSITIONS MORE
ADMINISTRATIVE THAN CREATIVE SINCE HE KNOW THEY WOULD COMPLAIN
BITTERLY WHEN NEWER AND YOUNGER MEN WERE CHOSEN FOR THE TRIP. THE
BD DIRECTORS ARE CONCERNED BECAUSE THEY KNOW THAT REGIME COMPETI-
TION IS HARDENING AGAINST THEM AND THAT A YOUNGER AND MORE CREATIVE
NEW CLASS IN BEING PROMOTED INTO POSITIONS OF POWER IN REGIME
RADIO. THESE MOVES CAN ONLY RESULT IN AN INCREASING SOPHISTICATION
IN THEIR PROGRAMMING.

I TRUST THE FOREGOING UNDERLINES THE IMPORTANCE OF THESE
TOURS. ONLY BY STIMULATING THE THINKING OF THE YOUNGER CREATIVE
MEMBERS OF THE BDS AND BY INVESTING IN SUCH PROJECTS CAN WE ACQUIRE
THE NEWER DYNAMIC LEADERSHIP WHICH THE BDS NEED.

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FYI: LETTERS HAVE BEEN SENT COVERING ONLY THE FIRST TOUR AND
THE LETTERS FOR THE SECOND TOUR HAVE BEEN HELD UP PENDING YOUR
DECISION. I REGRET THAT MR. OTT IS OUT OF THE CITY AND WILL NOT BE
BACK UNTIL THE FIRST OF THE WEEK. YOU MAY WANT TO DELAY YOUR
DECISION UNTIL YOU HEAR FROM HIM. REGARDS.

END MSG