



THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series G: Speaking Engagements. 1975-1992

Box 108, Folder 49, NBC-Management Conference - "American Values and Mass Media." 29 October - 11 November 1981.

Hoffman
10/19/81
Mass media - JV

May 11, 1981

Ms. Bettye King Hoffman
Vice President
Program Information Resource
National Broadcasting Company, Inc.
Thirty Rockefeller Plaza
New York, New York 10020

Dear Bette,

Thanks very much for your warm and thoughtful letter of April 29th in which you invite me to take part with NBC Management at a conference on American values and the mass media.

I am happy to accept your invitation and look forward to participating in that interesting consultation on October 29th through November 1st.

If you have any background information that I should see in advance, by all means send it to me here at this address.

With warmest good wishes, I am,

Cordially yours,

Rabbi Marc H. Tanenbaum
National Director
Interreligious Affairs

MHT:RPR

Enclosures

DN, PI

NBC

National Broadcasting Company, Inc.

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-4444

Bettye King Hoffmann
Vice President
Program Information Resources

on tape

April 29, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Marc:

The question of television's role in American life has long been the subject of debate.

- Is it to educate? To inform? To entertain? To uplift?
- Should television show life as it is, or as it ought to be?
- Should television reflect American values, or shape them?
- Who's to decide? Who speaks for the public in a pluralistic society like ours?
- What role can special interest groups play?

fn
These and other questions we invite you to explore and discuss with NBC Management at a small conference of major organization leaders October 29-November 1. The meeting will be structured so as to provide maximum opportunity for dialogue; attendance will be limited to thirty. Your participation would contribute greatly to the discussion, and we hope that you will join us.

We would appreciate it if you could respond to this invitation at your earliest convenience so that we can complete our planning and selection of an appropriate site. If you have any questions or need additional information, please call me.

Sincerely,

B. Hoffmann
Bettye King Hoffmann

10/29-171

NBC

National Broadcasting Company, Inc.

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-4444

Bettye King Hoffmann
Vice President
Program Information Resources

May 15, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022



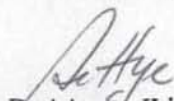
Dear Marc:

Last month when we invited you to attend a conference with NBC management October 29-November 1, we had not selected a site for the meeting.

Arrangements have now been concluded and I am writing to tell you that the meetings will be held in Princeton, New Jersey, at the Scanticon-Princeton Executive Conference Center, located in the Princeton Forrestal Center. These are brand new facilities. We have surveyed the Center and believe that it will provide an excellent setting for the conference.

We are delighted that you will be able to join us and will be in touch with you in the coming months regarding the agenda and other details.

Sincerely,


Bettye King Hoffmann

NBC

National Broadcasting Company, Inc

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-2003

Bettye King Hoffmann
Vice President
Program Information Resources

September 1, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Marc:


Enclosed is some material prepared by Scanticon for the convenience of its guests. For your information, Amtrak also provides service to Princeton.

It has been suggested that the post-dinner period Saturday evening, October 31, be left free, giving each conferee the option to continue the discussion, use the Conference Center's recreational facilities, relax, or take in a play at the Princeton McCarter Theatre.

The performance at McCarter Theatre that evening will be Tennessee Williams' "Night of the Iguana," and we expect that part of the group will want to attend the performance. I am arranging to reserve a block of seats and would appreciate it if you would signify your interest by checking the appropriate box below and returning this letter to me.

If I do not hear from you by September 25, I will assume that you are not interested in seeing the play.

Sincerely,


Bettye King Hoffmann

- Would like to see "Night of the Iguana"
- Not interested

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NBC

National Broadcasting Company, Inc

10/29-11/1
Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-2003

Betty King Hoffmann
Vice President
Program Information Resources

July 31, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Marc:

Plans for our fall conference are well under way. I am writing to provide you with additional detail and, at the same time, to ask for certain information from you.

The conference will start at 6:00 PM on Thursday, October 29, with a reception and dinner, and will end with lunch on Sunday, November 1. NBC will pay on-site costs -- food and lodging -- for all conferees. Dress will be informal.

Among registrants for the conference with NBC management are leaders from many fields, including business, ethnic interests, labor, media reform, medicine, older adults, religion, and women. Our agenda is designed to provide ample opportunity for small-group discussions and for open discussion in plenary sessions.

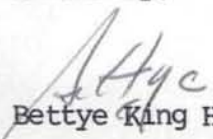
Recreational facilities at the Princeton Scanticon Executive Conference Center include an indoor swimming pool, lighted tennis courts, hiking and jogging trails. The conference schedule will allow some free time for use of these facilities.

I would appreciate your completing the attached form and returning it to me, along with a glossy photo, by August 31. The bio and photo will be used in a register being prepared for conference participants. This material will be useful not only at the conference but for your later reference as well.

Some weeks prior to the conference, I will send you selected reading material along with a copy of the final agenda.

If you have any questions, please don't hesitate to call me.

Sincerely,


Betty King Hoffmann

NBC

National Broadcasting Company, Inc

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-2003

Betty King Hoffmann
Vice President
Program Information Resources

September 30, 1981

Rabbi Marc Tanenbaum
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Marc:

AMERICAN JEWISH

Plans and arrangements for our October 29-November 1 conference at the Scanticon Center in Princeton are near completion. Thirty-five organization leaders from different parts of the country will be participating in this conference with NBC management. We anticipate that the sessions will be lively, interesting, and productive.

The purpose of this letter is to bring you up to date and to address some questions you may have.

1. Attached is an agenda and a statement of purpose. As you can see, this is a "roll-up-your-sleeves" working conference, and we hope to have the full participation of all persons throughout the program.
2. Expenses. You will be NBC's guest during the conference. Your meals and lodging will be paid for directly by NBC, but we would appreciate your paying for long distance calls and other personal items on your bill before checking out.
3. Getting to Scanticon. We are canvassing conferees regarding travel plans with a view toward assisting them in getting to and from the Conference Center. If you have not yet advised my office of your plans, please do so as soon as possible.
4. Religious services. We will be getting information from Princeton houses of worship for those interested.
5. Dress will be informal. Recreational facilities at Scanticon include tennis, swimming, jogging and hiking trails.
6. Background reading. A small packet of suggested advance reading material, which we hope you will find time to review, is attached.

September 30, 1981
Page 2

7. Spouses. A few conferees have asked about inclusion of spouses. The Scanticon Conference Center can certainly provide accommodations. Their participation in the conference itself, however, would be limited to the Thursday night reception and dinner and the Saturday evening play, when we would be pleased to have them join us. The per person cost of the banquet is \$25 and a theatre ticket is \$11.70. If you would like me to make a reservation for your spouse at either of these events, please write me and enclose a check.

We can also arrange to have spouses put on the same special American plan available to our conferees. The cost for spouses would be \$68.25 per day, including tax (the cost for conferees, which NBC will cover, is \$134.40 per day). You could then pay Scanticon directly by cash or credit card for your spouse when you check out. Please let me know if you wish me to make arrangements.

The Scanticon brochure sent you earlier describes activities and services at the Conference Center, and Princeton, a short cab ride away, offers an array of shops and sights.

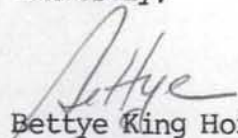
8. Press. In the last few days, NBC has had inquiries from outside press representatives who have heard about the conference. What we have told them is that this is a small, private meeting. The conference is not open to the press and we have declined their requests for copies of the agenda and names of participants and organizations.

I mention this for your information only. You, of course, are at liberty to do as you wish should you somehow be contacted. We would, however, hope that you, too, would prefer that the conference provide an opportunity for private dialogue.

9. Post-conference report. A summary of the proceedings will be supplied the conference participants for whatever use they wish to make of it.

We are pleased that you accepted our conference invitation and look forward to seeing you on October 29. In the meantime, if you have any questions, please don't hesitate to call me.

Sincerely,


Bettye King Hoffmann

SOCIAL CHANGES IN THE 1980's: IMPLICATIONS FOR TELEVISION

NBC Conference with Group and Organization Leaders
10/29-11/1/81, Scanticon Executive Conference Center, Princeton, N.J.

PURPOSES OF THE CONFERENCE

1. To continue and enhance the dialogue and interchange between group leaders and network executives in a forum which provides free and open opportunity for the expression of positive and negative feelings about television and its role in American life.
2. To challenge all parties with guest speakers from the sciences and humanities.
3. To address the concerns that came out of the first conference, held in January, 1979, regarding such questions as "Who speaks for the public?" and "Who should set the values for television?"

WHAT THE CONFERENCE IS NOT:

1. It is neither a public event nor a public relations effort. It is a conference by invitation, part of the continuing dialogue NBC has had over the years with groups and organizations who have an interest in television.
2. It is not a one-way informational event by NBC executives for group leaders. It is a seminar in which NBC executives will learn what the invited conferees have to say about their individual agenda for America and the implications for television, and the group leaders in turn will learn what NBC executives have to say about serving a mass audience in a pluralistic society.
3. It is not a confrontation even though there will be opportunity for adversarial statements.

SOCIAL CHANGES IN 'THE 1980's: IMPLICATIONS FOR TELEVISION

NBC Conference with Group and Organization Leaders
10/29-11/1/81, Scanticon Executive Conference Center, Princeton, N.J.

PRELIMINARY AGENDA

Thursday, October 29

2-6 PM Registration
6-7 PM Reception
7 PM Introductions, Conference Preview, and Dinner. Speaker: Tom Brokaw
10-12 PM Hospitality

Friday, October 30

8:30 AM Opening address: "American Values: The Present State of Society"
-- Dr. Robert Bellah, Professor of Sociology and Comparative
Studies, University of California.
Interview with panel of conferees. Moderator: Rabbi Marc Tanenbaum,
National Interreligious Affairs Director, American Jewish Committee.
Panelists: Harry Hollis, Director of Family and Special Moral Con-
cerns, Christian Life Commission, Southern Baptist Convention; Merble
Reagon, Director, National Council of Negro Women, Inc.; Robert
Wedgeworth, Executive Director, American Library Association.
"How a Network Works" -- Irwin Segelstein, Vice Chairman of the Board
of Directors of NBC.
Noon Lunch
1:15 PM TV programming -- Brandon Tartikoff, President, NBC Entertainment
Division
Local station operations -- Ann Berk, Station Manager, WRC-TV,
Washington, D.C.
Network Broadcast Standards -- Ralph Daniels, NBC Vice President,
Broadcast Standards
Viewing of selected program segments dealing with "close calls" --
difficult decisions faced by the Broadcast Standards staff.
Small group discussion and evaluation of the program segments.
5:00 PM Free time
7:00 PM Dinner and entertainment

NOTE: THERE WILL BE A QUESTION-AND-ANSWER PERIOD FOLLOWING EACH SPEAKER ON THE AGENDA.

Saturday, October 31

- 8:45 AM "America's Love/Hate Affair with Television" -- William Rubens, NBC Vice President, Research, and Dr. Ronald Milavsky, NBC Vice President, News and Social Research
- "The Creative Process" -- Eric Bercovici, Executive Producer of "Shogun," and Dr. Harry Woolf, Director, The Institute for Advanced Study, Princeton, N.J.
- "Pressure Groups and The Market" -- Dr. James Kuhn, Professor of Industrial Business, Graduate School of Business, Columbia University
- 12:30 Lunch.
- 2:00 PM Plenary. Open discussion of individual, family and organizational attitudes toward TV.
- Small group discussion of such questions as Ethnical Responsibility in a Pluralistic Society. Who Should Set the Values for Television? Who Speaks for the Public?
- 4:30 PM Optional: Free time, or continuation of small group discussion.
- 6:30 PM Dinner and entertainment

Sunday, November 1

- 9:00 AM Group leaders' report on the previous afternoon's small group discussions.
- Plenary. Open discussion.
- Summary remarks of the thinking of the entire conference -- Dr. James Kuhn
- Noon Lunch. Close of conference.

Ronald Andrade
National Congress
of American Indians

Mrs. D. Chris Downey
Congressional Wives
Task Force

✓ Robert Bellah
University of California
Dept. of Sociology

✓ Robert Dugan
National Assoc. of Evangelicals

✓ Eric Bercovici
MGM

✓ Corydon B. Dunham
NBC

✓ Ann Berk
WRC

✓ Kenneth Christian Fischer
The Learners' Forum

✓ Tony Bonilla
League of United Latin
American Citizens

✓ Dr. William Fore
National Council of Churches

✓ Kathy Bonk
NOW National

✓ Jarobin Gilbert
NBC

✓ Lydia Bragger
Gray Panthers

✓ Richard Gilbert
NBC Consultant

✓ Cyril Brickfield
American Assoc. of
Retired Persons

✓ Robert Harbrant
AFL-CIO

✓ Tom Brokaw
NBC's TODAY Show

✓ George Hiltzik
NBC

✓ Manuel Bustelo
National Puerto Rican Forum

✓ Richard H. Hirsch
U.S. Catholic Conference

✓ Stephen H. Coltrin - PR Consultant
The Church of Jesus Christ
of Latter-day Saints

✓ Bettye Hoffmann
NBC

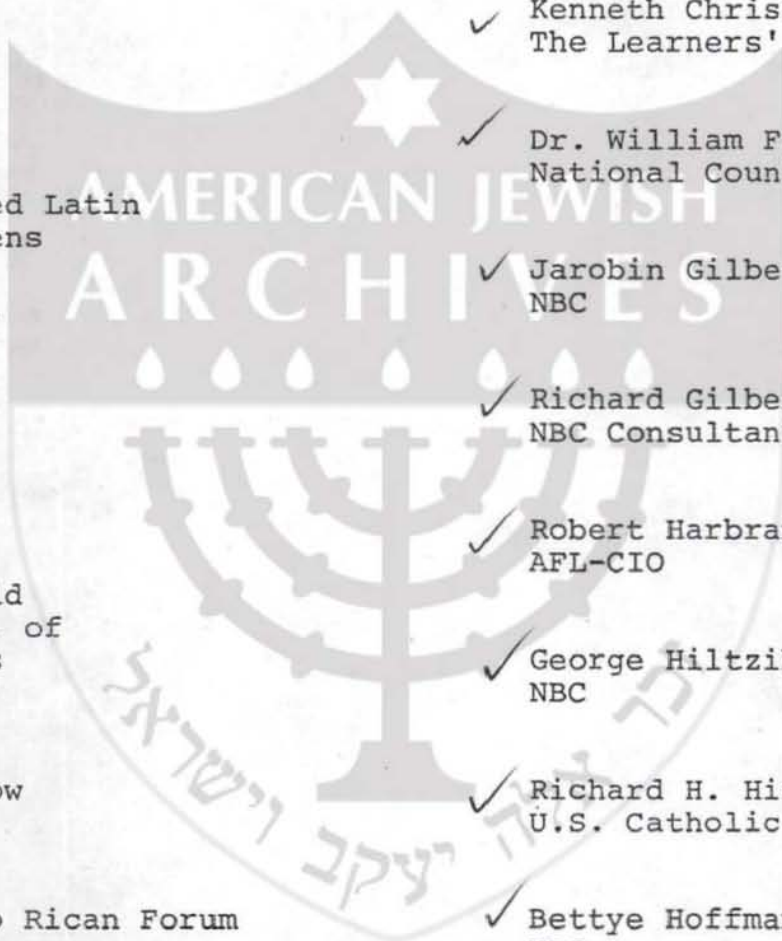
✓ Dr. Robert J. Cornet
NBC


✓ Dr. Harry N. Hollis
Southern Baptist Convention

✓ Ralph Daniels
NBC

✓ Betty Hudson
NBC

✓ Ronald Ikejiri
Japanese American Citizens League



- 
- ✓ Robert Kalaski
IAM
 - ✓ Philip King
NEA
 - ✓ James Kuhn
Columbia University
Prof. of Business
 - ✓ Mrs. A. T. Leveridge
PTA
 - ✓ Dr. J. Ronald Milavsky
NBC
 - ✓ Nelson Price
United Methodist Church
 - ✓ Merble Reagon
National Council of Negro Women
 - ✓ Jay Rodriguez
NBC
 - ✓ Fred Rotondaro
National Italian American Foundation
 - ✓ William S. Rubens
NBC
 - ✓ Bud Rukeyser
NBC
 - David Sadd
National Assoc. of Arab-Americans
 - ✓ Richard Salant
NBC
 - ✓ Irwin Segelstein
NBC
 - ✓ Maria Siccardi
National Council of La Raza
 - Timothy Smith
Interfaith Center on
Corporate Responsibility
 - ✓ Dr. Robert Stubblefield
AMA
 - Marc Tanenbaum
American Jewish Committee
 - ✓ Brandon Tartikoff
NBC
 - ✓ Dan Tate
NBC
 - ✓ Tim Taylor
CA Governor's Committee on
Employment of the Handicapped
 - ✓ Jane Threatt
Rural American Women
 - ✓ Lucia Valeska
National Gay Task Force
 - ✓ Elmer Von Feldt
Knights of Columbus
 - ✓ Leonard Walentynowicz
Polish American Congress
 - ✓ Robert S. Walsh
NBC
 - ✓ Robert Wedgeworth
American Library Association

- ✓ James Williams
National Urban League

- ✓ Heber Wolsey
The Church of Jesus Christ
of the Latter-day Saints

- ✓ Stuart Woltz
U.S. Student Association

- ✓ Dr. Harry Woolf
The Institute for Advanced Study

