

**NOMINATIONS OF HENRY J. CAUTHEN AND
FRANK HENRY CRUZ TO BE MEMBERS OF
THE BOARD OF DIRECTORS OF THE CORPORA-
TION FOR PUBLIC BROADCASTING**

Y 4. C 73/7: S. HRG. 103-897

Nominations of Henry J. Cauthen and...

HEARING

BEFORE THE

COMMITTEE ON COMMERCE,
SCIENCE, AND TRANSPORTATION

UNITED STATES SENATE

ONE HUNDRED THIRD CONGRESS

SECOND SESSION

AUGUST 24, 1994

Printed for the use of the Committee on Commerce, Science, and Transportation



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NOMINATIONS OF HENRY J. CAUTHEN AND FRANK HENRY CRUZ TO BE MEMBERS OF THE BOARD OF DIRECTORS OF THE COR- PORATION FOR PUBLIC BROADCASTING

WEDNESDAY, AUGUST 24, 1994

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The committee met, pursuant to notice, at 10 a.m. in room SR-253, Russell Senate Office Building, Hon. Daniel K. Inouye, presiding.

Staff members assigned to this hearing: Sheryl J. Wilkerson, staff counsel; and Emily J. Gallop, minority professional staff member.

OPENING STATEMENT ON SENATOR INOUE

Senator INOUE. This morning we gather to consider the nomination of Henry Cauthen of South Carolina to the board of the Corporation for Public Broadcasting. Please be seated, sir.

The CPB is currently governed by a 10-member board of directors who set policy and establish programming priorities. Board members come from diverse geographical areas and are eminent in such fields as education, cultural and civic affairs, the arts, business, journalism, and broadcasting. And the nominee before us this morning has a wide variety of experience that will contribute to the diversity and expertise of the board.

Mr. Cauthen is no stranger to the committee or to the public broadcasting community. He was previously nominated and confirmed to serve on the board in April 1990. His term expired on March 1, 1994. And pursuant to the Telecommunications Act of 1992 Mr. Cauthen agreed to serve until a successor is confirmed or until the end of the year.

Mr. Cauthen is also the distinguished president of the South Carolina Educational Television Commission. He has also been a leading participant in the efforts to improve educational adult programming on television. And I am pleased that President has chosen to renominate someone who has a great deal of experience in public broadcasting, and someone who has demonstrated a sincere commitment to public service.

However, I would like to remind the nominee that the CPB faces several challenges in the coming years. New technologies are presenting opportunities to the CPB to expand its mission. Direct-to-home satellite television, video compression, new standards for ad-

ditional transmission, and the new information superhighway all require the board to remain at the leading edge of scientific and technological advances.

Many in Congress are concerned about the funding level of CPB. We continue to face severe funding constraints, and it will remain the duty of the board to account for and monitor closely how the Corporation spends the money that Congress appropriates.

In addition, the board will be required to ensure that the CPB complies with the mandates of Congress, particularly the requirements of the last CPB Authorization Act.

The committee is aware of the progress that the CPB has made in recent years to ensure that the decisionmaking process within the Corporation remains open to greater public input and review. Nevertheless, it will be the responsibility of the board to ensure that public broadcasting remains truly responsive to the needs of all Americans.

As always, I intend to work with the Corporation to ensure that it meets the goals which the Congress has established over the years.

I regret that the committee is not able to consider the nomination of Mr. Frank Cruz to the board of the CPB this morning. Due to a sudden illness in the immediate family, Mr. Cruz had to return to California.

Before we call upon our nominee, I am pleased to call upon the chairman of the committee and the sponsor of our nominee, Senator Hollings.

The CHAIRMAN. Let me yield to the other gentleman.

Senator STEVENS. Mr. Chairman, we are very pleased to have you introduce your nominee.

OPENING STATEMENT OF SENATOR HOLLINGS

The CHAIRMAN. I was trying to find out, Henry. What was it, the Lowell Award?

Mr. CAUTHEN. It was the Public Broadcaster of the Year Award, the same year that you got the Lowell Award.

The CHAIRMAN. I know you won the Nobel Prize in Broadcasting.

Mr. Chairman, I thank you and I thank our colleagues for yielding. I apologize. What happens is 35 years ago, actually 36 years ago we worked on instituting the educational television network in the State of South Carolina, and Henry Cauthen's father, John Cauthen, was—if you want to call him the pioneer of it because John was a business executive but he could see opportunities, and particularly opportunities in education.

And I was Lieutenant Governor at the time. He was a driving force we circularized around and got the votes. And then I remember one of the greatest objectives we had to it was former Governor Dick, then Senator Jeffreys, but we got his son when I came in in 1959, 35 years ago, and appointed the first educational television commission, and we got him as a chairman. And that stopped that opposition.

When I first saw Henry Cauthen, he was behind the camera at WIS. And through the years now he has worked all the way up to the top. He has been at the top, almost there for 30 years, because

he took over this fledgling entity and built it into one of national respect.

No one has been more dedicated. No one has been more experienced. No one has excelled more in the history of this country in education television than the present nominee who is being submitted again for reappointment.

I think he was confirmed in 1990 and he now is for a full term that would go through to the year 2000. He has got the respect of everyone on both sides of the aisle. And I will leave the record open here for all of these kudos and accomplishments that go down for a full page here and put them in the record. And I thank you, colleagues, for yielding.

[The prepared statement of Senator Hollings follows:]

PREPARED STATEMENT OF SENATOR HOLLINGS

Today the committee meets to consider the nomination of Henry Cauthen to be a member of the board of the Corporation for Public Broadcasting (CPB).

As always, I am pleased to welcome Mr. Henry Cauthen back to the committee, particularly for an honor such as this. Henry has appeared before Congress on many occasions. In fact, this is Henry's fourth appearance before the Commerce Committee. He was first nominated to the CPB in 1990 and his nomination was reported out of this committee without any objection and was confirmed by the Senate by unanimous consent. He has done such a fine job on the CPB that the President has seen fit to appoint him to a second term.

I have had the good fortune of knowing Henry for quite some time. He has been a leader of educational television in South Carolina since 1958. That was the same year that Henry started working for the South Carolina Educational Television Commission (S.C. ETV) and the year that I was elected Governor of South Carolina. Henry later became president of S.C. ETV in 1965. S.C. ETV has been a bellwether under Henry's leadership. It is on the leading edge of technology, thanks to him, and provides great opportunities to viewers across South Carolina. Henry has also served on numerous boards and advisory committees and has been involved in other important public-sector activities. These activities include: board memberships with educational television stations, the National Association of Educational Broadcasters, the National Council for Children and Television, the National Council on the Arts, the Carnegie Commission on the Future of Public Broadcasting, the Public Broadcasting Service, and the Association of Public Television Stations.

We in the Senate expect Mr. Cauthen to maintain the CPB's commitment to quality, educational programming on public broadcasting and to ensure that television fulfills its potential as a source of learning and enjoyment for Americans everywhere in this country. I look forward to a speedy confirmation process and to working with my good friend, Henry Cauthen, for many years to come.

Thank you, Mr. Chairman.

Senator INOUE. Thank you, Mr. Chairman. Senator Stevens?

OPENING STATEMENT OF SENATOR STEVENS

Senator STEVENS. Mr. Chairman, I know the nominee has been before us before. Mr. Cauthen, several times, and I do appreciate the fact that you have agreed to take on this task.

I do not know about my colleague, but I have to go to a meeting at 10:30, Mr. Chairman, to be briefed on the latest status of the negotiations between the parties as far as the crime bill and health bill. I do not expect to be part of the questioning process here.

So, let me just ask you, Mr. Cauthen, that when you make your statement if you could add to it some comments about the basic requirements of the act that public broadcasting should give high priority to unserved and underserved areas.

My State faces the problem of a declining income base now because of the fact we can no longer expand our oil and gas income

base. We are going to have to really reduce the support that we have given to the native schools, schools for native children. They are State schools paid for by State income. We really need some innovative concepts now to be able to continue to give the quality of education that these people have had in the rural parts of Alaska for the last 15 years.

I foresee a decline now in the quality of education unless we can find ways to accomplish the same goals for less money. And to me that means telecommunications and the concepts of using—going back maybe to the one room school house, but with TV monitors or computer monitors that will give these children the access to expert teaching capabilities from central places in the State.

I think your background will enable public broadcasting to be a participant in this need for rural areas, and I hope that you will respond when you get the chance to what your views are with regard to the goals of the Corporation for Public Broadcasting and underserved and unserved areas.

But I welcome you and I am pleased to support your nomination. I have reviewed your background, it is an extensive one in this field, and I really appreciate the fact that you have taken on the task.

Thank you, Mr. Chairman.

Senator INOUE. Thank you. Senator McCain.

OPENING STATEMENT OF SENATOR MCCAIN

Senator MCCAIN. Mr. Chairman, I also have to go to that same meeting, and so I may not be able to stay for questioning. So, I will in my opening statement make several points.

Congress 2 years ago, in reauthorization of the Corporation for Public Broadcasting, said that there should be maintained balance and objectivity. The CPB board, as far as I can see, has done nothing to comply with the law. In fact, CPB board member Vic Gold, in an article that was in the National Review, stated "you have typical board members. They don't want to get into any fights. The heat is intense. They would rather have the applause of the industry. But Congress needs to sit down and with something other than a broad brush spell out how to achieve balance and fairness."

I do not know if Mr. Cauthen has been a typical board member or not, but I have seen the results which have been about zero.

Yet, we continue to see increases in funding for the CPB. We are cutting our national defense, for example, to the point where we cannot literally procure any new weapons systems. There are contracts for programming entered into by PBS and CPB that are not public, and I wonder why that is not true.

And I also wonder, Mr. Chairman, if the public has a right to know information regarding ancillary income earned by individuals who have contracts with the CPB and PBS. For example, as we all know, the producers of "Barney" have become multimillionaires.

I have a lot of questions about CPB. I have a lot of questions about whether we have a board that, in the words of one of the board members, "they do not want to get into any fights. The heat is intense. They would rather have the applause of the industry." Or whether we are going to have a board that truly carries out the

mandate of Congress, which was to maintain balance and objectivity.

When we have a situation, this happened on election night, when the staffers on television, the staffers at WGBH in Boston cheered on camera when the election results came in, literally cheered, I am not sure you have a balance and objectivity.

So, it is my taxpayers' dollars, Mr. Cauthen, that are being spent, as well as yours. And I would like to see some kind of assurance at some time that their taxpayers' dollars are at least—at least some measures are being taken to assure balance and objectivity.

And, very frankly, I have not only seen none, I have seen defiance of the law where basically, despite what Congress mandated, the CPB board has said, "Well, we just are not going to do that."

So, Mr. Chairman, I am disturbed about the fact that we see little from the CPB board. Mr. Cauthen has been on the board for 4 years. I would be very interested in hearing what if anything he has done to try and carry out the mandate of the law, to try to address some of these issues which I think the American people deserve an answer to.

I thank you, Mr. Chairman.

STATEMENT OF HENRY CAUTHEN, PRESIDENT, SOUTH CAROLINA EDUCATIONAL TELEVISION

Mr. CAUTHEN. Thank you, Senator Inouye and Senator McCain and Senator Hollings. I appreciate the opportunity to appear before you today and to make a case for my renomination to the board for CPB. And I do have a more lengthy statement that I would like to have put in the record.

But as Senator Hollings point out, I have been in broadcasting some 40 years now, 35 of them have been in educational television and I still call it that because I think that is where the roots and the foundation of it are and should remain to a very large extent.

I think that public broadcasting and educational broadcasting, as I call it and many others do now still call it that, provides us with one of our great natural resources that we have yet to fully tap to revitalize our education system to respond to some of the questions that Senator Stevens mentioned, the question of isolated rural areas. There is no better way for us to reach out and touch these isolated rural areas than through the use of television.

And I wish the Senator had been able to stay a moment longer because we are working with our network, in cooperation with Head Start, to train Head Start workers and the parents of children in remote Alaskan villages, migrant worker camps, and Native American reservations, and that program has now spread to the inner city and it is now in 37 States.

And the purpose of that program is to prepare Head Start workers to give children the kind of basic foundation that they absolutely have to have if they're going to have any chance at all to be successful when they reach school.

And I think we are all beginning to wake up to the fact that those early years are so much more important than we once thought they were. And if we do not find a way to reach out to these children, in the rural areas particularly where they have

been so isolated, in the inner city areas where there are so many other problems and distractions and challenges that these young people face, if we can get the right foundation we have a chance with them. If we do not get the right foundation, we may lose another generation of children. And I think that is something that this country cannot afford to do.

In our own State of South Carolina, I am just thankful to Senator Hollings, who was Governor Hollings at that point, because it was indeed through his leadership that we began in one of the poorest States in the country to develop a communications system that has at this point essentially evolved into the Nation's first communications superhighway.

We have covered our State with broadcast stations, both radio and television. We have a wireless cable ITFS system that gives us up to eight channels in all of our public schools and higher education institutions. And we have just purchased a transponder on Telstar 401 which will give us 32 channels of instruction, Senator, that will reach all the way out to Hawaii and Alaska, and it also goes to Puerto Rico, the Virgin Islands, and all of the lower 48 States.

Some of our own legislature asked us, "What are you going to do with 32 channels? Can you possibly use them? You already have nine now." Well, I tell you, we have virtually filled them up and it does not go fully active until September.

So, one example of what we have done is that we had correction officers that were mandated some training, and they were going to have to drive them into Columbia for this federally mandated training. It was going to cost \$75,000 to do it. We did it through live, interactive teleconferencing for \$350. We saved over \$12 million last year alone though such State agency training.

So, there are real, genuine savings that are available at the State level that could also be made available at the Federal level to carry out the kind of training that could appropriately be done through this sort of telecommunications mode.

The Corporation for Public Broadcasting through the years concentrated first on the public broadcasting aspect, reaching into the homes, providing quality programming in history and science, the arts, and various other things, drama and all of the good things of that nature.

But I remember when the first Carnegie Commission was writing its report and they started first mentioning public broadcasting. And I wrote to Dr. James W. Killian, the commission chairman, about it and said, "I am concerned about the words 'public broadcasting.' Are you abandoning education?" And he wrote me back and said they were by no means abandoning education. It is just too big an issue to take up right now; that one of these years it is going to be a much bigger challenge than public broadcasting itself.

And I think we are quickly moving to the point where the Corporation can play a much stronger role in education than it has in the past. In fact, it already is.

We have for the first time a vice president for education, and she is doing a marvelous job to get us started on doing some significant, major things in support of education initiatives taken on by

the stations around the country. Dr. Carolyn Reed Wallace is a very distinguished educator, was Assistant Secretary of Education, and I think it points to the fact that the Corporation is taking very seriously the opportunity and the challenge to help in one of our country's, I think, greatest problems and that is education.

But public broadcasting in general has been dealing in education for a long time because most of the programs that are produced have a significant amount of education information in them. Many of them have been used in the schools. But one of the great problems that we have had is because of the shortage of funding, stations were unable to acquire the educational rights to many of these programs and so the schools could not use them.

That is one of the things that during my 4 years on the board I have pushed very hard to see happen. That has begun to happen, and quite a number of programs now have gotten extended rights for use in public education. A number that our State network produced, such as "Heart of the Dragon" the 13- part series on China, are now being used in colleges throughout the country. "Voices and Visions," a program on American poets, is being used by schools throughout the country.

And we have several others that are in that same category, and other stations are beginning to do the same thing so that when a Nova, for instance, is broadcast it is not just seen one time, it will have a long life for use in the schools. That is the kind of thing I want to see happen with public broadcasting.

Obviously, the questions about balance and objectivity—I believe very strongly in balance and objectivity. It is a very difficult thing because much of it is in the eye of the beholder. A lot of the programs that I get very excited about, other people think are very fine indeed.

But I know precisely what you are talking about there, and it concerns me as well. It is one of the things that is most difficult to get a handle on and deal with with the kind of mandate that the Corporation has, and the fact that we essentially do not get involved in judging specific programs.

It is sort of like a child. When it is born you do not know quite how they are going to turn out. Well, television programs are very much like that. You do not know what they are going to be until they kind of grow up and mature, until the producer finishes them, and then it is too late in some cases.

[The prepared statement and biographical data of Mr. Cauthen follow:]

PREPARED STATEMENT OF HENRY J. CAUTHEN

Edward R. Murrow once stated, "Television can teach. It can illuminate. Yes, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise, it is merely lights and wires in a box."

Mr. Murrow's vision for what television could achieve, when harnessed for the public good, or could become, when left to those who refuse to recognize its extraordinary power, has never been more evident than today.

Considering the tremendous role television plays in our lives, its enormous impact as a source of entertainment, information and education, it is amazing to realize that television has only been around for a little over 50 years. When the first sets found their way into American homes, television was regarded, in the words of Time magazine, as "the new American hearth—a center for family activities, conversations and companionship."

Television's influence has grown by amazing leaps and bounds over the years leaving the confines of the hearth and taking a central role in classrooms, businesses, government offices and, yes, even the halls of Congress, bringing the business of Congress to the people as it happens. Television, both good and bad, is making the world smaller and serving as a dominating force in our children's lives.

I know all of you have heard the report that children between the ages of two and eleven watch about 25 hours of television a week, and that today's high school graduate has spent 17,000 hours watching television weekly, as opposed to 11,000 hours in the classroom.

Clearly all these hours of programming are not without effect. Are these programs valuable and responsible? Are they reflecting the richness and diversity of our society? Do they constitute television that teaches and inspires?

I am afraid in all too many cases the answer is no and this is a tragedy because responsible programming represents an opportunity to help children get the right start that is lost to us forever.

Fortunately, public broadcasting does offer an alternative. It has long been regarded as an oasis for quality children's programming. I am sure many in this room have children or grandchildren who have grown up with "Sesame Street," and "Mister Rogers' Neighborhood." These programs continue to teach a new generation of children the basics of learning, as well as vital concepts like sharing, cooperation and self esteem. "Sesame Street" and "Mister Rogers' Neighborhood" have proven themselves to be far more than entertainment, especially for disadvantaged preschoolers who often face limited prospects for quality instruction during those crucial first years.

In fact, several years ago, a study in Toledo revealed that underserved children who watch "Mister Rogers" during childcare are more cooperative, self-confident and creative, less aggressive and have stronger verbal skills—a testament to television's ability to impact positively upon viewers.

And I am pleased that the list of fine children's programs continues to grow with such offerings as "Shining Time Station," "Lamb Chop and Friends," "Reading Rainbow," "Ghostwriter," and "Puzzleworks," just to name a few.

I am not ashamed to say that education has, and always will, serve as the foundation for my vision of public television's mission in America. At South Carolina ETV, we have made a commitment to our viewers, our communities and our state, to provide programming that teaches, inspires, and utilizes all of our resources to improve the quality of life for each and every citizen. Through instructional television, short distance learning projects, statewide distance learning projects and the federally funded SERC program, we are making equity in education a reality in South Carolina.

Television allows our state's poorest districts to have access to the same quality teachers and courses as our state's richest districts through live, interactive programming. Television makes it possible for a student to take an advanced placement course even if, in his district, he is the only student who qualifies. In short, in South Carolina, television is eliminating the inequities determined by a school's size, location or funding level.

Our commitment to education and television that teaches and inspires is not limited to our work in schools and communities. The same commitment extends to our nightly schedule and our contributions to the work of public broadcasting nationally.

This year, South Carolina ETV will present "The Magic School Bus" to PBS audiences nationwide. Based on Scholastic's best-selling books, this animated series for children ages six to nine explores a new phenomenon in science each week: inside a volcano for an adventure in geology; to the edge of the solar system for an exploration of astronomy; or inside a baker's oven for a heated experience in chemistry. New book titles, print materials and wide-ranging community outreach activities will accompany the series across the country. It is my belief that programming like "The Magic School Bus" is what sets public television apart from other networks.

I have devoted much of my life and energy to bringing technical experts, writers, producers and educators together to harness television's power as an educational tool. Now, the small state of South Carolina has the nation's first statewide information highway and the world's most advanced instructional television network, and all for less than 1 percent of our state's education budget. Together, we learned that although we cannot afford to rebuild our education system, we can and must rethink it and revitalize it with the many resources that innovation and technology already provide. This is an ever evolving process and one from which our children and their children will reap increasing benefits.

Over the past four years, as a member of CPB's Board of Directors, I have carried the same message and actively promoted the importance of education as the foundation for CPB's mission. One of the initiatives I have pushed is acquiring the rights

to use in the classroom many of our fine evening programs for which public broadcasting has become known. I am pleased to say this is beginning to happen. Such programs as "Nova," Hedrick Smith's "Challenge to America," "Nature," and South Carolina ETV's own "Voices and Visions," a 13-part series on great American poets, "Heart of the Dragon," a 10-part series on China, and the Emmy nominated "Renaissance," a six-part series exploring the most influential periods in history, are beginning to be used in schools throughout the country.

During my tenure on the Board, CPB hired its first Vice President for Education, Dr.Carolynn Reid-Wallace. An experienced educator and former U.S. Assistant Secretary of Education, Dr. Reid-Wallace now oversees the Corporation's education programs and is responsible for enhancing educational services to the American people through public telecommunications and evolving technologies.

Between 1991 to 1993, CPB committed more than \$16 million to 36 school readiness projects. In fact, in 1993 alone, our board approved \$4.4 million for education initiatives to help every child in America increase his opportunities for a quality education. I would like to just briefly highlight some of the outstanding projects these funds will support.

"Ready to Learn," which was launched last month by CPB, brings local stations, community organizations and national public broadcasting entities together to expand the availability of educational and instructional video programming and support for preschool and elementary children and their parents. The Community Networking Initiative establishes public broadcasting stations as public telecommunications centers and educational resources and links individuals, schools, libraries, local governments and community organizations. In addition, the project develops a math homework curriculum for students in grades 1 through 12 that ties into the local school's math curriculum. With a computer and a modem, students can be linked electronically to a panel of experts who can explain the beauty of integers and fractions.

The CPB/WGBH National Center for Accessible Media initiates projects and programs that identify and remove communications barriers facing people who cannot see, hear, speak English or read. In addition, it provides public television stations with the software, training and ongoing support to prepare stations for the imminent demands of their deaf and hard-of-hearing viewers.

The Teachers Training Institute, which is a nationwide teaching program sponsored by Texaco, CPB, and WNET-TV/New York, helps elementary and secondary school teachers enhance math teaching skills. Teachers learn new techniques at special training sites, such as using quality instructional videos in their lesson plans. This project has been used in my home state of South Carolina with great success.

Distance Learning links teachers with students in separate geographic locations through communications technologies. The potential of distance learning in our country is limitless. In my own state of South Carolina, we are using distance learning with amazing results and saving our state millions of dollars in the process. With the launch of Telstar 401, the educational satellite, CPB will have an even greater opportunity and, in my view, responsibility to ensure that the expanded channels and capabilities are used extensively to benefit all Americans, expanding their education and life long learning opportunities. Using distance learning, our nation can revitalize our educational system, easily and inexpensively. Equity in education can become a reality.

Other achievements by the CPB Board in education during the last four years are too numerous to detail. The Mr. Rogers' Neighborhood Partnership, Sesame Street Pep, the Public Television Outreach Alliance, Adult Literacy projects, and The Annenberg/CPB Math and Science Project all further demonstrate the board's enormous commitment to its educational mission.

Newton Minnow once remarked that "when television is bad, nothing is worse"—a statement I am afraid is all too true. On the other hand, however, when television is good, it can make us all better—better students, better workers, better neighbors, and more thoughtful and constructive citizens. Because a television is indeed merely lights and wires in a box, it is what happens when you turn it on that determines whether or not it will teach and inspire. I firmly believe that public television is now on its way, using these lights and wires, to become the national treasure its creators envisioned from the beginning.

BIOGRAPHICAL DATA

Name: Cauthen, Henry Jennings; address: 5818 Indian Mound Road, Columbia, SC 29209; business address: 1101 George Rogers Boulevard, Columbia, SC 29201.

Position to which nominated: Member, Board of Directors, Corporation for Public Broadcasting; date of nomination: August 8, 1994.

Date of birth: October 23, 1931; place of birth: Charleston, SC.

Marital status: Married; full name of spouse: Jeanette Beddingfield Cauthen; names and ages of children: Laurie Cauthen Woodall, 34; and Kelley Edward Cauthen, 31.

Education: University of South Carolina: Spring 1959; spring and fall 1956; and spring 1950. University of Houston, spring 1952 and University of Georgia, fall 1950. Dreher High School, 1946-49, exempted 12th grade and went directly to college.

Employment: 7/65-present, South Carolina ETV Commission, President; 7/60-6/65, South Carolina ETV Commission, Director of Production and Engineering; 7/58-6/60, Columbia City Schools, Technical Director/Dreher Experiment; ?/54-5/58, WIS-TV, Producer/Director; 1/51-9/51, Army Navy Publications, Photographer; and ?/47-?/49, Firestone Publications, Photographer.

Government experience: With 36 years of service in State government, 29 of those serving as the president of S.C. ETV, a South Carolina state agency, I have served on numerous boards and advisory committees related to State government and have established positive working relationships with the nine Governors, members of the S.C. General Assembly and key legislative staff with whom I have worked during that time. As a public broadcaster, I have served on numerous boards and committees interacting with members of Congress, federal officials and agencies as well as reacting to legislation that may affect the educational and cultural missions of public television.

S.C. ETV-President; National Council for the Arts, member 1972-78; The Indo U.S. Subcommittee on Education and Culture 1977 to present; National Assoc. of Public Television Stations, member 1986 to present; Advisory Comm. of the SC Committee for the Humanities, member¹; Board of Visitors, N.C. School of the Arts, member, 1984 to present; President's Advisory Council, Winthrop College, member, 1984-85; Board of Visitors, S.C. Governor's School for the Arts, founding chairman and member 1986 to present; S.C. Child Care Council, member, 1989 to present; and Served in United States Air Force, 10/51-7/53.

Political affiliations: I do not have any memberships nor have I held any office in any political parties or election committees. During the last 10 years, I have made minor contributions by attending appreciation functions and dinners in honor of South Carolina elected officials of both parties.

Memberships: Board of Educational Television Stations, Member, Washington, DC; Board of National Association of Educational Broadcasters, Member, Washington, DC; Advisory Committee of the SC Committee for the Humanities, Member, Columbia, SC; Board of Directors of the Stage South Supporting Players, Member, Columbia, SC; Board of Directors of the National Council for Children and Television, Member, New Jersey; 11/1967-present, Southern Educational Communications, Assoc., Chairman and Vice Chairman, Columbia, SC; ?/1972-?/1978, National Council on the Arts, Member, Washington, DC; 3/1973-6/1978, Public Broadcasting Service Board, Chairman Pro Tem, Washington, DC; 6/1979-5/1985, Public Broadcasting Service Board, Vice Chairman, Washington, DC; 6/1977-?/1978, Carnegie Commission on the Future of Public Broadcasting, Member, New York, NY; 7/1977-7/1980, National Council of Advisors of the University Mid-America, Member, Lincoln, NE; ?/1978-?/1986, International Board of the Spoleto Foundation, Member, New York, NY and Charleston, SC; 9/1983-present, International Public Television Screening Conference, Member, Meetings held in North America and Europe; 3/1984-present, Board of Visitors of the North Carolina School of the Arts, Member, Winston-Salem, NC; ?/1984-?/1985, President's Advisory Council, Winthrop College, Member, Rock Hill, SC; 4/1986-1993, Board of Directors, Association of Public Television Stations, Member, Washington, DC; 12/1986-present, Board of Visitors, SC Governor's School for the Arts, Chairman, Greenville, SC; 7/1988-present, Satellite Educational Resources Consortium, Member, Columbia, SC; 12/1989-present, SC Child Care Council, Member, Columbia, SC; ?/1977-present, Indo-US Subcommittee on Education and Culture, Member, New York and various cities in India; 1981-present, Organization of State Broadcast Executives (OSBE) Board of Directors, Member, Columbia, SC; 1993-present, American Program Service Board of Directors, Member, Boston, MA; 1989-present, Corporation for Public Broadcasting Board of Directors, Member, Washington, DC; 1962-present, South Carolina Broadcasters Association, Member, Columbia, SC; 1963-present, National Broadcasters Association, Member, Washington, DC; 1978-present, Kosmos Club, Member, Columbia, SC; charter member-1992, Summit Club, Member Columbia, SC; 1988, Rotary Club, Member, Columbia,

¹Unable to confirm date.

SC; 1993–present, World Affairs Council, Member, Columbia, SC; and 1981–present, American Playhouse (served 1 year as chairman), Member, New York, NY.

Honors and awards: 1948, Carnegie Scholarship for Southeastern States; 1989–90, Elizabeth O'Neill Verner Award—noteworthy contributions to art; 1989, Jefferson Award—outstanding service to the state of S.C.; 1988, Order of the Palmetto—State of S.C. highest honor; 1988, Not-For-Profit Communicator of the Year—awarded by International Communications Industry; 1988, First-ever Outstanding Public Television Manager of the Year—selected by peers for having shaped SC ETV into a leading national and international telecommunications center; 1979, Inducted into S.C. Broadcasters Hall of Fame—the only educational broadcaster to receive this honor; and 1979, Doctor of Humane Letters Degree—University of South Carolina, outstanding achievements in public education and for enhancing the image of South Carolina.

Published writings: Business and Economic Review, July–September 1987, “Shaping the State’s Image—SC ETV”; Economic Developments, December 1987, “SC ETV—An Investment in the State’s Development”; Economic Developments, October 1989, “Star Schools Brings the Future to the Classroom”; Sesame Street on the Arts, NEA Arts Publication, mid-1970’s; Prescription for Future Shock, ETV Guide, March 1973; and Monthly column in SC-ETV Scene, the network’s monthly program guide.

Senator MCCAIN. If I could interrupt at this point, could you tell the committee what you have done to comply with the law?

Mr. CAUTHEN. We have first of all tried to find out what the public feels about the balance and objectivity and of the general service that the Corporation has provided. We have done that through a series of activities, the hearings that we had around the country, the 800 number that is being used, the mail-in requests that we ask the public to write in, and we have had several studies commissioned to find out so we can get a handle on this thing. It has not been taken lightly. It is just a question that it is a most difficult thing to deal with because of the decentralization of public broadcasting. It is one of our great strengths; it is also one of the tough problems.

I think the fact that we have a very decentralized system where there are many, many stations and many organizations that are producing programs for public broadcasting, ensures that we have a great variety of views that are seen on public broadcasting, that on the other hand sometimes makes it difficult to get total objectivity and balance in a single program. And there has been a battle back and forth as to how far we should push to get balance and objectivity within a single program because that sometimes destroys the nature of the program; it sometimes essentially puts censorship prior to production.

The best that we have been able to achieve thus far is to try to create balance over a series of programs that cover a specific issue, and I think we have managed to do pretty well on that in some cases, although we can probably be faulted, rightly so, in others. It is one thing that I, as a member of the board, should I continue to serve on it, would want to do is continue to seek a way to solve that problem, although I cannot give you a direct, specific, easy solution to it.

Senator MCCAIN. Do you agree with Mr. Gold that Congress has to be more helpful in their efforts?

Mr. CAUTHEN. I think one of the great strengths of the system is that it again is decentralized, that it is not controlled by a single governmental entity. I would hate to come to the point where Congress really felt like it had to mandate the system and let it become a national governmental system. I think we ought to do ev-

everything we can possible to avoid that necessity, Senator, and that is the sort of thing that I would work to try to avoid.

The CHAIRMAN. Mr. Chairman, I like Mr. Cauthen's answers. I do not know about Mr. Gold's observations except, having heard, I think of Bill Buckley producing his program weekly down there at the South Carolina Educational Television, and he chews up and spits out Democrats quite regularly. And election night, you might have been looking at Boston. If you had looked, rather in 1992 at election night at the South Carolina Educational Television, much to my dismay they were cheering the overwhelming victory that George Bush had in the State of South Carolina. So, you have got that diversity. How do you get balance?

I think you are right, Mr. Cauthen. Do not let us decide up here at the congressional level that we are going to tell this board what to do and how to do it. The way it has worked out now has been its continuity and its success. Public television, generally speaking, is looked upon as very successful.

I like also the emphasis that you have placed on education, because we really did not start to get Pavarotti and Herrera and the other tenors on a program we really started in education. And I can remember well in the very early days just for a one-half hour program from Charleston to Columbia we had to buy the telephone lines, and it cost \$15,000 for one-half hour. The biggest expense was buying telephone lines all around, and we were always trying to bargain then with the telephone companies. Now, of course, with the satellites and the other transmissions we are doing extremely well, and we can observe what the board does.

But I really was pleased, and you and I had no chance to confer with your answer about the emphasis on education because as we go into the communications superhighway and we have got an educational feature on that bill that we just reported out of this particular committee, the public television can pick up and get special rates and special privileges and everything else like that to deliver these educational programs, and particularly to the young. There is no question about it.

Coming from a State that has been described like Senator Inouye did of Alaska about its rural nature and everything else, that is why we started back in a similar fashion 35 years ago. And if there is one lacking, we do not lack it in higher education, but what we need is a coast-to-coast system of child care centers, early kindergarten, and a professional classroom teacher to give that Head Starter a quality finish. And there is no better instrumentality than public television itself.

So, I understand what the Senator from Arizona is concerned about, and we have had that. In fact, I will never forget 20 years ago when President Nixon just redlined the whole program because he saw a program that he did not like. But we have sustained those things, and in all candor, I cannot tell you about that board, whether they are Democrats or Republicans, and I sure cannot tell you about Mr. Cauthen.

Senator MCCAIN. Mr. Chairman, I apologize for having to go. I apologize to the witness. I just would like to comment, I thought that those cheers in South Carolina were due to the reelection of

Fritz Hollings, which was clearly a balanced and objective view. [Laughter.]

The CHAIRMAN. No, we were holding our breath, John. It was a hairline victory there. We were holding our breath. There were not any cheers. But good gosh, Bush carried it overwhelmingly.

Senator MCCAIN. Thank you, Mr. Chairman. I apologize for having to leave. Thank you.

Mr. CAUTHEN. Thank you, Senator McCain. I appreciate your being here.

Senator INOUE. Mr. Cauthen, as you recall, during the recent debates on the appropriation and the reauthorization of CPB, the major concern was one which was just expressed by Senator Hollings and Senator McCain, balanced objectivity and program content. I would like to ask a few questions just for clarification purposes. Is the board authorized to examine and approve all contracts entered into by public broadcast stations? Now, for example, if the Hawaii station decides to put on a program about Hawaiian art, is the Hawaii station required to call upon the CPB board for approval to put that program on?

Mr. CAUTHEN. No sir, Senator. The only contracts that the Corporation would be involved in were ones that they were directly providing funding for. Each station is independent in its own decisionmaking process on program content and on the running of whatever programs are provided by other stations.

Senator INOUE. Do you have the authority to censor any program?

Mr. CAUTHEN. It varies with the program, and I do not like to use the word "censorship" because I think it is just like any newspaper editor. When he has a story, he can decide whether it is going to run, where it is going to run in the newspaper, and take out his blue pencil and mark out anything that he thinks should not be in there. So, by the FCC regulations, they have given each station not only the authority but the responsibility for determining what goes on the stations that are licensed to them, and we as licensees take that very seriously.

We look at the programs that are offered to us. If we think they serve the community needs in South Carolina, then we play them. If there is a problem with them, with language or other things that are problematical, PBS often has a second version, and if that resolves a problem, we will use it. Sometimes a producer says you cannot edit my program. If they take that view and the program has things we feel like make it inappropriate, then we do not run it.

But every individual station has that right, and I point out the responsibility to do it. They always have the responsibility. Sometimes I do not think they fully take on that responsibility.

Senator INOUE. And I would assume that the board would approve this because of the need for diversity in the country?

Mr. CAUTHEN. Absolutely, and that is the FCC view of it also. The license carries with it that responsibility.

Senator INOUE. Is it not also correct that in 1992 the board on which you serve came forth with a program called "Open to the Public," in which you have set up, for example, a toll-free telephone number? I believe you have been receiving about 1,000 calls a

month griping about programs or praising you or complaining about programs. And do you not also have a special post office box where you have received at least 500 cards and notes per month with the same type of input by the public?

Mr. CAUTHEN. We absolutely have, Senator.

Senator INOUE. And you have had talk shows in all parts of the country and different regions in which the public can call in?

Mr. CAUTHEN. That is correct.

Senator INOUE. And talk back to you?

Mr. CAUTHEN. Yes, sir. And many stations also do the same things, and they share those results with us. One of the hearings was held in South Carolina, and we had audience selection done by an independent research group that did audience surveys so that we could get a balanced representative group of South Carolinians in five areas of the State. What we found out was they did have a few complaints and a few suggestions, but overwhelmingly, they were very, very positive about the value they put on educational and public broadcasting.

What happens sometimes with the 800 number and the write-in is you get pressure groups that are pushing their own agendas that sometimes take over those things. But even that is helpful to us because we know we have to deal with the extremes on both sides, as well as the great vast middle ground of people, as we deal with the responsibility of what is put on on public broadcasting.

Senator INOUE. I think the Senate of the United States is an example of diversity and geographical representation. What amazes me as chairman of this subcommittee is that in our debates, when one considers that you have had thousands upon thousands of hours of programming, that maybe one or two, at most three programs, have been criticized. And one would think that in all of this diversity we should have at least 50 programs being criticized. But to my surprise, I think in the last debate we had one program criticized. Something tells me that your programs may be too bland. [Laughter.]

Mr. CAUTHEN. Well, we have been accused of that, too, Senator.

Senator INOUE. In all seriousness, we have a few questions we would like to submit. You will note the absence of many of the members. We are having at this moment two important caucuses, one Democrat, one Republican, to try and resolve the crime bill. And as soon as we are finished with this, Chairman Hollings and I are going to be rushing off to our caucus. So, if we may, we would like to submit to you a few questions for your response.

And I can assure you that, with Chairman Hollings, at the very earliest, we should have a markup on this, an executive session?

The CHAIRMAN. I hope we can, and maybe we can circularize this one, along with Mr. Cruz, Mr. Chairman. That is another thing, of course. Mr. Cruz was detained because of the sudden illness of his mother, and he has got an outstanding record. He is one of the founders of Telemundo, the Nation's second Spanish network. And prior to that time he has won many Emmy and Golden Mike Awards. He is quite a guest speaker and lecturer around the country, an outstanding record. And I want to ask consent that his statement be included in the record, and his record from the Ethics Committee. The Government Office of Ethics and the General

Counsel have all reviewed his financial interests, and we can report them. They are all in order.

The CHAIRMAN. If we can get both of these nominees as we sit around here on crime and health, then maybe we can get something done on this.

Senator INOUE. Without objection, the statement and all of the reports will be made a part of the record.

[The biographical data of Mr. Cruz follows:]

BIOGRAPHICAL DATA

Name: Cruz, Frank Henry; address: 16829 Silktree St., Fountain Valley, CA 92708; business address: 1150 S. Olive St., Suite 1429, Los Angeles, CA 90015.

Position to which nominated: Member, Board of Directors, Corporation for Public Broadcasting; date of nomination: August 8, 1994.

Date of birth: October 4, 1939; place of birth: Tucson, AZ.

Marital status: Married; full name of spouse: Bonnie Jean Cruz; names and ages of children: Heather S. Cruz, 27; Francisco R. Cruz, 23; and Vanessa G. Cruz, 23.

Education: Tucson High School, 1954-57, Diploma; East L.A. College, 1961-64, AA; University of Southern California, 1964-67, BA, History; University of Southern California, 1967-69, MA, Latin American History; and University of Southern California, 1970-72, Ph.D., History.

Employment: 1967-69, L.A. Unified School District, High School Teacher; 1969-70, California State University System, Sonoma, CA, Assistant Professor of History; 1970-72, California State University System, Long Beach, CA, Associate Professor of History; 1972-75, KABC-TV, Reporter; 1975-85, KNBC-TV, Reporter/Anchor; 1985-89, KVEA-TV, Vice President and General Manager; 1990-91, Latino Museum, Los Angeles, President and Executive Director; and 1991-present, Gulf Atlantic Life Insurance Co., Chairman.

Government experience: Member, Board of Director/Chairman, California Institute for Federal Policy Research.

Political affiliations: None.

Memberships: Member, Board of Directors, Los Angeles Area Chamber of Commerce; Member, Rebuild Los Angeles; Member, Board of Directors, Latino Museum; Board of Councilors, U.S.C. School of Public Administration; Member, Partnership 2000; and Member, California Institute for Federal Policy Research (Chairman, 1991-present).

Honors and awards: Hispanic of the Year, National Hispanic Scholarship Fund; Golden Mike Award, KNBC, Outstanding Newscast (Anchor); L.A. Press Club, Excellence in Reporting (2 years); Emmy Award, "The Latinization of Los Angeles"; and U.S.C. Outstanding Alumni Award.

Published writings: "The Latin Americans: Past and Present," Houghton-Mifflin, 1972.

Speeches: None.

Qualifications: My background includes 14 years as a reporter and anchor with both ABC and NBC television. I was a founder of Telemundo, the Nation's second Spanish-language network, with an operating budget of over \$50 million. In addition, I started a Spanish-language station in Los Angeles, which became the basis for the Spanish-language network. Furthermore, I was the founder of the Nation's first Hispanic-owned life insurance company with assets of more than \$13 million. My combined television and business background uniquely qualifies me for this position.

Senator INOUE. And I believe the record should also indicate that Mr. Cauthen's papers and documents are all in order, and I concur with the chairman of the committee that we should be able to have you on the Senate floor at the earliest. And while we are considering health and crime we will find some space, will we not?

The CHAIRMAN. Right.

Senator INOUE. Thank you very much, Mr. Cauthen, and congratulations, sir.

Mr. CAUTHEN. Thank you, Senator. Thank you, very much.

[Whereupon, at 10:40 a.m., the hearing was adjourned.]

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