
PBS in Search of Alternatives P or 1/16/73

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The president and board chairman of the Public Broadcasting Service (PBS) said yesterday their staff had started a study to find some way to finance the public TV network and prevent its takeover by a presidentially appointed board.

"We believe there are several alternatives to turning

over control and operation of the inter-connection to the CPB (Corporation for Public Broadcasting)," said PBS president Hartford N. Gunn Jr. and board chairman Robert F. Schenkkan.

They announced that the board would meet in San Diego Jan. 25-26 along with the managers of the nation's 233 public TV stations to try to

work out a plan to keep the network free of CPB control.

Last week the CPB, a majority of its members appointed by President Nixon, announced plans to assume control of the independent, Washington-based network. The White House had criticized PBS for assuming too much control over the na-

tion's public TV programming.

"We do not consider the action of the CPB board to assume operational control of national program service to be the final decision regarding the future structure and organization of our public television system," Gunn and Schenkkan said in a statement.