

NATIONAL BROADCASTING COMPANY, INC.

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PETER B. KENNEY
Vice President

November 2, 1973

Mr. Dwight A. Ink
Assistant Director
Office of Management and Budget
Executive Office Building
Washington, D. C. 20503

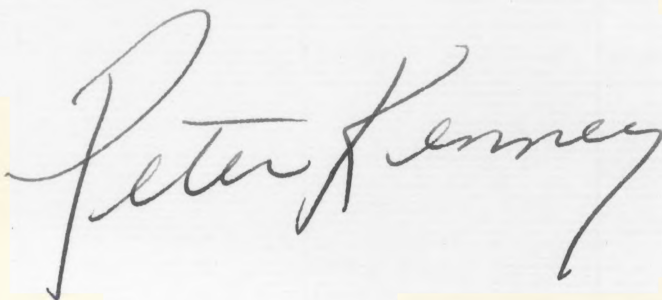
Dear Mr. Ink:

The enclosed appeared in the Washington press and other newspapers, but might have escaped your notice. We wanted to be sure you knew of the excellent reception given to "The Energy Crisis," NBC News' recent three-hour prime-time special.

While government leaders have long been concerned about the energy problem, the complexities of the subject have made it difficult to interest and inform the public. Here in a single evening was -- we think -- a powerful aid in that direction, and a remarkable example of television public service.

It is also an example of how a network news organization, with world-wide resources and professional dedication, can make an important contribution to public understanding of a problem of vital public concern. In the months ahead NBC News intends to present other special programs of comparable importance. We hope you will give them your attention.

Very truly yours,

A handwritten signature in dark ink, reading "Peter Kenney". The signature is written in a cursive style with a large, looping "P" and a long, sweeping underline.

Encl.

"NBC did a public service with its excellent documentary on The Energy Crisis... This is TV at its best."

From an editorial in The Christian Science Monitor

On the day after Labor Day, NBC preempted an entire evening schedule to present its three-hour-long NBC News Special on "The Energy Crisis." The reaction to the program was immediate and unprecedented.

Leaders of business and government, as well as many members of the general viewing public, registered all but unanimous approval by means of a flood of letters and telephone calls to NBC. And the nation's press, from coast to coast, saluted the NBC program in editorials and in other commentary. (A sampling is reprinted on this page.)

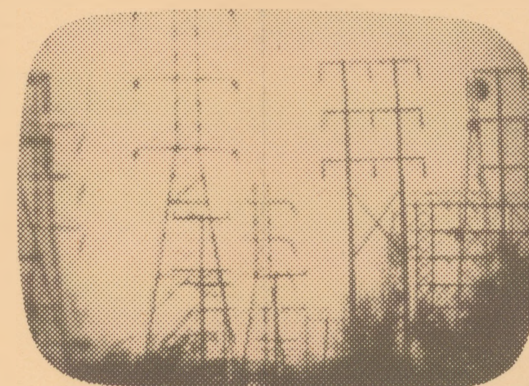
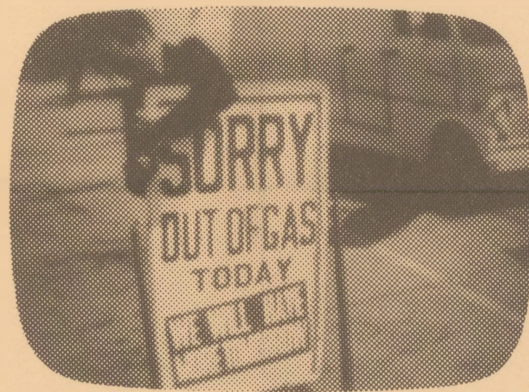
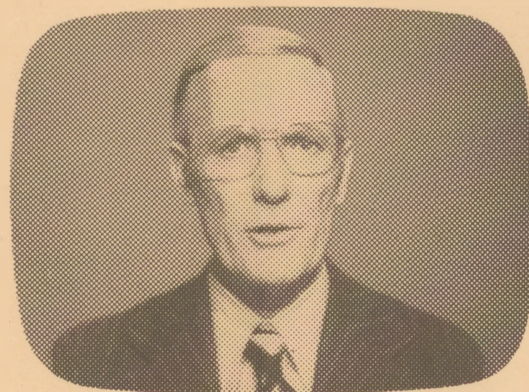
There are, of course, other subjects that deserve similarly thorough and objective coverage in prime time. NBC News will be examining these in other prime time Specials throughout the new television season, and in "NBC Nightly News."

Each of the efforts, we believe, will serve the viewing audience as "The Energy Crisis" did.

Excerpts from editorials and reviews about "The Energy Crisis":

"The Energy Crisis' constituted a difficult project for television. It was handled splendidly by all concerned...The documentary's canvas was broad, but details were fixed with economy and unusual clarity."

THE NEW YORK TIMES



"NBC surmounted many of the problems commercial television has had in trying to supply real enlightenment on serious public issues...Fred Freed, executive producer of the documentary, managed this by admirable detachment in permitting the freest expression of views by politicians, environmentalists and energy executives, carefully editing to preserve the strongest arguments of each."

EDITORIAL, THE WALL STREET JOURNAL

"NBC did a public service with its excellent documentary on the energy crisis occupying three hours of prime time...NBC made this investment even though it could find no national sponsors for the program. All the more credit to the network for giving so much of prime time to it. This is TV at its best."

EDITORIAL, THE CHRISTIAN SCIENCE MONITOR

"It was a monumental try on a monumental subject...as well-balanced, thoughtful and 'entertaining' a documentary in this complicated field as the TV viewer is likely to get..."

WASHINGTON POST

"The inquiry was at its best in getting quickly to the heart of each argument in turn, and in presenting the conflicting viewpoints graphically and succinctly...a useful and instructive vehicle."

BOSTON GLOBE

"Beyond its scope the program's most important contribution was its insistence upon the need for us to recognize our options and to begin making choices...it put all the painful parts of the crisis together in one huge mosaic."

LOS ANGELES TIMES

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