

STANFORD UNIVERSITY SCHOOL OF MEDICINE  
STANFORD MEDICAL CENTER  
300 PASTEUR DRIVE, PALO ALTO, CALIFORNIA

JAN 31 1967

DEPARTMENT OF GENETICS  
Professor Joshua Lederberg

Dear Mr. Schramm-

I have no interest or capacity to take over any of your problems; I hope I do not needlessly make any new ones, and in any case I stand ready to be better informed on any question of public policy.

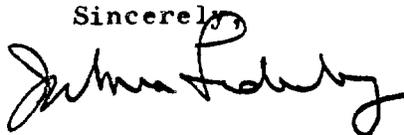
I thought the context of the Ford presentation reference would clarify what I was looking for-- I guess it is the little paper on 'instructional television' you mention. The Foundation has just sent me a pile of material: perhaps I will find your report in that.

May I tell you that some of my critical reactions may have been <sup>aggravated</sup> ~~exaggerated~~ by Fred Friendly's views, which I found rather alarming, and I suppose do reflect the intentions of the Foundation. Since then, I might reflect that I have not been any more careful than he was at distinguishing between instructional and public-educational TV, and of course I have to agree with you about the time-dependent utility of the latter. Anyhow, like you I would say the stew will taste better if it's stirrred.

If you do care to take an interest in genetics, I'd be delighted to discuss some of our problems with you. If I took your 'dig' more seriously, I might ask to sic you on to Shockley, who is making himself into one of them.

How are we going to keep the politicians out of public TV? The Reagan/Kerr business is no balm. Wouldn't we be better off starting with a Pay-TV system, then organize subsidies to the consumers rather than the producers? E.G. School Districts could pay the charges on behalf of their pupils, if they chose. &c.

Sincerely,



SCHRAMM