

Office Memorandum • SECURITIES AND EXCHANGE COMMISSION

DATE: 3/18/76

File No. PIO-TER-238

TO : The Chairman

FROM : S. James Rosenfeld, Director
Office of Public Information

SUBJECT: Appearance on Wall Street Week (April 23, 1976)

This is to provide you with some background information concerning your upcoming appearance on Wall Street Week on April 23, 1976.

Wall Street Week is produced by the Maryland Center for Public Broadcasting in Owings Mills, Maryland. The half-hour program appears weekly on most of the National Educational Network affiliated stations. The program is probably the most widely viewed financial program in the country. Host of the program is Louis Rukeyser; he is usually joined by three panelists. The format of the program consists of:

1. An introductory statement by Mr. Rukeyser concerning the events of the week in the financial and securities markets;
2. A question and answer session, during which Mr. Rukeyser and the guest panelists respond to questions submitted by viewers; and
3. An interview of the guest of the week by Mr. Rukeyser and his panelists.

The interview portion of the program normally runs about 15 minutes. The questions are designed to elicit the views of the guests and traditionally have not been hostile or embarrassing. Ray Garrett and Stanley Sporkin appeared on the program on October 4, 1974 and May 2, 1975, respectively. Should you so desire, we have transcripts of those programs available so that you could get a feeling for the flavor.

The program is broadcast live each Friday night from Owings Mills. We have arranged for you, as did Ray and Stanley, to take advantage of their limosine service to and



from the studio. They will pick you up at 5:00 p.m. sharp so that you will be sure to arrive at the studio at about 6:30 p.m. You then have about 1/2 hour to relax, partake of a buffet dinner and meet the panelists for that evening's show. The tentative panelists are Howard P. Colhoun, Vice President of T. Rowe Price Associates; Frank Cappiello, Jr., Chief Financial Officer of Monumental Corporation, a life insurance holding company; and William Waters, Head of Compliance of Merrill Lynch.

The broadcast begins at 7:00; at the same time, it is taped for rebroadcast on affiliated NET stations. Following the broadcast, you may view the tape along with the other participants at the studio, or you may return to Washington directly. Should you decide to view the broadcast, which I strongly recommend, you could be back in Washington by 9:15 - 9:30. The limosine will deliver you to your door or any other location in the city which you desire.

We have already arranged to provide the studio with biographical materials and photographs for promotional purposes and copies of your speeches and testimony. We will also furnish them with a general list of questions. Finally, they will be providing us with some preparatory materials for your use.

Should you have any further questions, please do not hesitate to contact us.

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