

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

November 13, 1989

Dear Ted,

As one who served under Ike in WW II and as an admirer of his superb stewardship of the country in the 1950s, I share Abbott Washburn's enthusiasm for the Eisenhower TV Special being developed to air on his 100th birthday next October.

Abbott, who you recall was a fellow Commissioner here for eight years, also served in Europe in 1944 and came to Washington with Eisenhower in 1953. He is working on this project with Bill Rogers, Elliot Richardson, Douglas Dillon and others who were members of the Eisenhower Administration. They would much appreciate the opportunity to discuss cable utilization of the program with you. (Page two of Abbott's letter of November 10, 1989, enclosed.) If this turns out to be possible to your schedule, could your secretary call Abbott at (202) 244-7593. The committee would like to prominently affiliate your name with the Eisenhower Centennial.

All best regards.

Sincerely, .



Enclosures: "THE EISENHOWER LEGACY:
Presidential Years 1953-60"

Mr. Ted Turner
One CNN Center
P.O. Box 105366
Atlanta, GA 30348-5362

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Content Highlights of "THE EISENHOWER LEGACY"

The program opens with the Farewell Address, then examines the crises he faced as President. The way he handled them reveals his use of power, his leadership style, and his fundamental beliefs about this country.

The program focuses on issues that are living issues today: e.g., controlling the federal budget, arms control and nuclear weapons, civil rights (Little Rock), peace-keeping (Korea, Suez, Quemoy and Matsu), intelligence (U-2), exchanges with the Russians.

This story, unlike Ike's military accomplishments, is largely unknown to the public today, especially among young adults. These Eisenhower achievements, for example:

- o the creation of NASA, following SPUTNIK
- o the National Defense Education Act, which started the useful student-loan program
- o the admission to the Union of Alaska and Hawaii
- o the Interstate Highway System
- o the St. Lawrence Seaway
- o the National Center for the Performing Arts, later renamed for President John F. Kennedy.

On the day of the 100th birthday: October 14, 1990, the Kennedy Center will be the site of various Centennial events. Among them will be the premiere of the TV Special. The American Film Institute plans to screen it before a distinguished audience of invited guests.

The program is a study of President Eisenhower's brand of leadership during the White House years 1953-60. Over the past nine months, extensive research has been completed and preliminary interviews conducted with more than 20 Eisenhower Cabinet members, Administration aides, colleagues on Capitol Hill, and friends of the President. We have been struck, over and over, by the contemporary relevance of the challenges he faced, the type of leadership he brought to bear, and the underlying principles that guided him. For example: his struggle to balance the federal budget (he succeeded three times!) and his initiation of negotiations to halt the nuclear arms race. We are determined to bring these points out strongly in the documentary-- for the benefit of world leaders currently in power and for the thoughtful young people now trying to understand 20th century American history who will be tomorrow's leaders.

Do you think that Ted Turner or others in the cable-TV fraternity might be interested in becoming associated with the program in some fashion? We would welcome the opportunity to sit down with Ted and seek his counsel. ✓

Production will have to begin in January, if we are to get the show on the air on DDE's birthday next October 14, 1990.

Many thanks for your interest.

Yours,

A handwritten signature in dark ink, appearing to be 'J. H. Quello', with a long, sweeping horizontal line extending to the right.

Enclosures

The Honorable James H. Quello
Commissioner
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Ted -- Ike probably didn't know about this; but he was a great American and commander.

45th Division News

MAY 13, 1945

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World War II

Last Big Fight
Pitted 180th Inf. *— my outfit!*
Against SS Men