

WALL STREET WEEK

March 17, 1976

Mr. Roderick M. Hills
Chairman
Securities and Exchange Commission
500 South Capital Street
Washington, D.C. 20549

Dear Mr. Hills:

We are so delighted that you will be able to appear as a special guest on our program WALL STREET WEEK. This letter is to confirm your date of appearance as Friday, April 23, 1976.

WALL STREET WEEK is the only national television series devoted to financial and economic news. Our weekly series, which is currently enjoying its sixth season, is produced in color for the Public Broadcasting Service by the Maryland Center for Public Broadcasting at its production facility between Baltimore and Washington on Friday night at 7:30 P.M., and is seen at 8:30 P.M. by most PBS stations in the east and on a delayed basis during the weekend in other time zones.

In case you have not seen W\$W, a word about the program format seems appropriate. Louis Rukeyser, our host since the series' inception, is assisted on the program by a panel representing various facets of the investment community. The guest interview is really more of a relaxed discussion, conducted by Louis Rukeyser, of a particular pre-selected topic about which the guest is well informed. The panelists also have the opportunity to ask the guest questions and all participants are encouraged to be as opinionated and outspoken as they wish.

This segment of the program usually lasts approximately half of the 30-minute broadcast time and requires no rehearsal. Happily, there are no commercial interruptions to break the train of thought or disrupt important points, and so our interviews seem longer and usually accomplish more than those of commercial television.



Photocopy from Gerald R. Ford Library

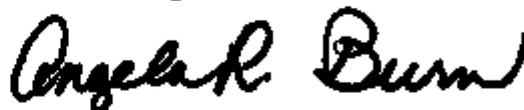
To aid us in promoting the program on which you will appear, we would like to request that your secretary forward to us at her earliest convenience, the following background information: a complete biography, any recent articles written by or about you and two black and white glossy photographs. This information will be distributed, in press release form, to our network and the print media for publicity purposes.

Since WALL STREET WEEK is produced 7:30-8:00 P.M., we ask our guests to be here at 6:00 P.M. to allow time to sit down and relax, meet Mr. Rukeyser and our panelists and go into the studio for a short rehearsal before we go on the air. We also have an informal buffet supper available.

As I'm sure John Davis has told you, we have a limousine that will pick you up at the airport or train station and bring you to the Center and then return you after the program. Our office will be contacting your secretary on Tuesday, April 20th regarding your specific travel plans and make arrangements for the limousine to meet you.

In the meantime, if either you or your secretary have any further questions about the program, please do not hesitate to call.

Sincerely,



Angela R. Burn
Assistant to the Producer
Wall Street Week

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