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FROM : USIS/The Hague

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TO : ~~USIA~~ DEPARTMENT OF STATE, WASHINGTON.

August 20, 1956
DATE

REF : none previous

For Dept.	ACTION	DEPT.
Use Only	REC'D	OTHER
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SUBJECT: American Programs for Netherlands Television

Dr. H. J. Reinink, Director-General for the Arts and for External Cultural Relations, Ministry for Education, Arts and Science, has written to the Ambassador on the subject of the difficulties Netherlands Television has had in programming important plays from the United States. A similar letter from Mr. J. W. Rengelink, General Secretary of the Netherlands Television Station went to Mr. Robert A. Bauer, Chief, European Programming Division, Broadcasting Service, of the Agency. At the same time Mr. Rengelink's letter was forwarded, Mr. William A. Bell, Information Officer, wrote Mr. Bauer (July 18, 1956) in which he expanded the desirability, as pointed out by both Mr. Reinink and Mr. Rengelink, of giving performances of American works in this country. The Dutch officials feel that American agencies are not much interested in making contracts with smaller television organizations in Europe since the high charges make it quite impossible for such groups as the Dutch Television Station to consider the American plays they would like to present. Since European countries in general are much more cooperative in these matters, the USSR in particular, it is an obvious disadvantage to our objectives that American productions are not available, and it is hoped that the Agency will give very serious consideration to ways and means by which this process can be reversed. Mr. Donhauser will shortly be in Washington on home leave and will be anxious to discuss the problem with the appropriate officials in the Agency.

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