

TO: Senator Dole
FR: Kerry

RE: Spivak Memorial Service
Tuesday, May 24

*The program is still not yet certain, but there will be quite a few speakers offering their thoughts--including:

- *Senator Moynihan
- *David Broder
- *Robert Novak
- *Tim Russert

*Four or five other friends and colleagues.

*You are scheduled to speak in the middle of the program, following the musical selection "Fair Harvard."

*I think all these remarks are missing are a personal recollection or two about your appearances on Meet the Press.

Wen & on
with in.
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TELEVISION NEWS PIONEER LAWRENCE SPIVAK DEAD AT 93

Former NBC News journalist Lawrence E. Spivak, an innovator and creator of the world's longest-running television program, "Meet the Press," died Wednesday, March 9, in Washington, DC, at the age of 93 from congestive heart failure.

Spivak reflected on his role as regular panelist, producer and sometimes moderator of "Meet the Press" for the 40th anniversary of the program in 1987: "In the early programs, we found that the reporter had to protect sources, and the tendency was not to challenge, not to ask the tough question. And since I wasn't beholden to anybody, I just felt that the question had to be asked. It just had to be fair and informative and accurate. And sometimes the refusal to answer becomes more significant than the answer. We just furnish an opportunity for a guest to make or break himself."

"Meet the Press" was conceived by Spivak and Martha Rountree in 1945 as a radio program to promote the American Mercury magazine, of which Spivak was publisher and editor. The program expanded to television in 1947, and Spivak bought Rountree's interest in 1953. He then sold the program to NBC in 1955.

Spivak retired in November 1975 after an interview with President Ford. He remained an occasional panelist on, and a consultant to, "Meet the Press." During his career, Spivak received numerous accolades from nearly every major American figure in this century. Said President Richard Nixon: "Your incisive questioning is precisely the kind of national service the fathers meant to guarantee when they wrote 'freedom of the press' into the First Amendment." Said President Jimmy Carter: "I want to express to you my friendship, admiration and gratitude for what you have meant to me personally and to our great country."

Tim Russert, the current host of "Meet the Press," said today of Spivak, "Larry Spivak set the standard for Sunday-morning interviews. He is a true icon."

Spivak was born in New York City on June 11, 1900. He entered the magazine field immediately after his graduation, cum laude, from Harvard University. He worked on the business and editorial side of a variety of publications before going to the American Mercury as business manager when H.L. Mencken was editor of the then-world-famous magazine. He remained after Mencken's retirement, became publisher, and later became editor and publisher. A pioneer in paperback books, Spivak's Mercury Books made an important contribution to revolutionizing the American book-publishing field.

Spivak is survived by a son, Jonathan, a sister, Freida Povill, four grandchildren and three great-grandchildren.

MEDIA CONTACT:

Alexandra Constantinople, News Information, 212/664-6151

APRIL 28, 1994

TO: SENATOR DOLE
FR: JOYCE C.
RE: SPIVAK MEMORIAL

NBC has decided to hold the Spivak memorial service on Tuesday, May 24, 9:00 a.m. at the Sheraton Washington Hotel. Betty Dukert called yesterday to extend the invitation to you to offer a brief eulogy. John Spivak, son of Lawrence Spivak, and David Broder have been asked to make remarks. Approximately 150 family and friends are expected to attend.

YES - BRIEF REMARKS _____

NO _____

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The National Broadcasting Company Presents



MEET THE PRESS

America's Press Conference of the Air

Produced by LAWRENCE E. SPIVAK

Guest: SENATOR BOB DOLE (R., Kans.)
Chairman,
Republican National Committee

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Panel: ROBERT NOVAK, *Chicago Sun-Times*
PETER LISAGOR, *Chicago Daily News*
NICK THIMMESCH, *Los Angeles Times Syndicate*
PAUL DUKE, *NBC News*

Moderator: LAWRENCE E. SPIVAK

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MEET THE PRESS

MR. SPIVAK: Our guest today on MEET THE PRESS is the Chairman of the Republican National Committee, Senator Bob Dole of Kansas. Senator Dole was elected to the Senate in 1968. Before that he served four terms in the House of Representatives.

MR. DUKE: Senator Dole, many Republicans are now talking about a big victory this year, suggesting President Nixon is a cinch to beat George McGovern and that the Republicans may even take control of Congress. Are you at all concerned about over-confidence in the Republican ranks?

SENATOR DOLE: We are concerned about over-confidence. In fact, we have been stressing this fact that we should not become over-confident for many, many weeks. We saw the division in the Democratic party. It appeared that McGovern was coming on, and we started stressing, I would guess, two or three months ago, let's neither be apathetic or over-confident. So there is that concern.

MR. DUKE: Would you tell us what other specific things that worry you? What issues do you think could hurt President Nixon this fall?

SENATOR DOLE: I think essentially if McGovern can succeed as he has in the primaries—and there is a difference—in putting together an organization—if he is successful in his so-called massive registration drive, that is a plus for Mr. McGovern.

The President starts off, of course, in a very strong position. We occupy the White House. He has a positive record. He has a positive program. We think that he is going to be difficult to beat, and he will be re-elected. But I, for one, never underestimate the enemy. In this case, it is George McGovern.

MR. DUKE: Are you concerned about polls which show a rising discontent in this country with many people rebelling against the tax system, with many people saying they no longer trust their government or its leaders, and do you think this is an issue which could hurt the President in November?

SENATOR DOLE: I think it would be an issue with some people, certainly, and I am concerned about any indication. The polls would indicate lack of trust in their government, anything that might reflect on anyone in government, but I don't think it is going to be a major factor.

MR. DUKE: Could you also tell us whether you think it is a little risky, as some Republicans are now suggesting, that Mr. Nixon sit in the White House and not do any campaigning until October?

SENATOR DOLE: I think he will be campaigning long before October, like September, which is before October.

(Announcements)

MR. LISAGOR: Senator Dole, Senator McGovern made it abundantly clear both in the primary campaign and in his acceptance speech that the Vietnam War was going to be made a real, hard issue from his standpoint. Is it the President's view that Vietnam will not be an issue so long as there are no American casualties on the ground, or what is his view now?

SENATOR DOLE: I don't know precisely the President's view, but I think it has been our feeling for some time that if the Democrats wish to make the war in Vietnam an issue, then that is their option.

Mr. McGovern, who has waffled on Vietnam for the past several years, now sees some political pay dirt in making it an issue. The President, of course, has been withdrawing troops and now has over a half million out of South Vietnam. The casualties have been reduced by 95 per cent; the war is winding down. These are all pluses for President Nixon. At the same time, he hasn't capitulated to those who demand that we pull out and foresake our interests in that part of the world, so if they want to make it an issue, we are ready.

MR. LISAGOR: Senator Dole, isn't it hard to talk about withdrawing troops from Vietnam when the air and sea war is more intense than ever before?

American involvement in the air and on the sea is more intense than it has ever been. How can the President make his case, then, is what I am asking?

SENATOR DOLE: I think the President can make his case, which is well supported whether we talk about the bombing or the mining of Haiphong, because of his obligations as Commander-in-Chief to protect American forces there; and, secondly, the objective I understood President Kennedy had was to give South Vietnam the chance for self-determination. These are the main objectives the President has followed through. I believe the great number of Americans support him not because he is ex-

panding the war, but because he is getting nearer to peace. Now we have negotiations continuing, some nuances, I understand. Maybe we are on the threshold.

MR. LISAGOR: He promised to end the war. He promised that he had a secret plan, Senator Dole. Let me ask you directly: Do you think it will be over by November? Will it be removed as an issue from the President's standpoint by election time?

SENATOR DOLE: Frankly, I don't know. I don't know that anyone knows—whether the President knows or anyone else. I think he would like to have it end two years ago, but I can't predict it will be over by November. I hope so. If it does, it will be a plus. If it doesn't, it could be an issue.

MR. THIMMESCH: Senator Dole, the President attacks Congress as being laggard. This week in Miami Beach, Speaker Albert and other Democrats were severely critical of the President for what they say is blocking and vetoing social legislation. Do you see some of the Presidential campaign being fought out in the Congress in the weeks ahead?

SENATOR DOLE: Yes, I think it will start tomorrow at noon, and I assume we will all be there now except for Senators Eagleton and McGovern. We have many more Senators back in action these days after the Democratic Convention, but it will be a highly partisan session. I assume we will pass the appropriations bills, maybe revenue sharing, and then probably go to the Republican Convention, and then I hope at that time, maybe not come back into session. But it will be highly partisan, and it will be partisan Republican and partisan Democrat.

MR. THIMMESCH: How will the Republicans defend the President's veto, say, on the child care bill and possibly an upcoming veto on the HEW bill?

SENATOR DOLE: I think the President has demonstrated in the past that he believes in the programs, in the social programs. He also has some responsibility for funding. I am a Member of the Congress, and I understand how easy it is to kick the President around, whoever he may be, when it comes to spending, but let's look at what Congress has done. We have already appropriated \$7 billion more than the President has asked for. We have really been the big culprit in the inflation battle and upping federal expenditures, so I think most Americans understand that we have a responsibility in Congress. We can't always blame the President. I think that President Nixon is responsible—has been responsive to the needs you mentioned and the many others, and I hope he maintains his fiscal responsibility as he has.

MR. THIMMESCH: What is going to happen to the busing issue in Congress in the months left before the election?

SENATOR DOLE: I imagine it will roll around some, but I don't see anything happening to the busing issue. We will find out if Mr. McGovern changes his position. I would expect him to. He has changed it on everything else, but that may come later.

MR. NOVAK: Senator Dole, earlier this year you were flatly predicting that Vice President Agnew would be renominated as Vice President by the Republicans. Are you still willing to make a flat prediction on that?

SENATOR DOLE: I am still willing to make a flat prediction. It will be a Nixon-Agnew ticket, but of course I don't make the decision. I make predictions, but in this case the President makes that decision. In his last news conference he, I think, fielded three questions on this one question, and he praised the Vice President. I don't see any signs of any change taking place.

MR. NOVAK: Some White House aides privately say the odds are about 50-50. Do you think they are bad odds-makers; do you think the odds are much higher that he will be on the ticket?

SENATOR DOLE: I would want to know who the White House aides were who made that prediction. I think some are fair in their predictions, some are not too good in their predictions, like anyone else. But I just don't know. This is a question, as you know, the President must determine, and he will—he said he would recommend to the delegates at an early time, so that we could make a judgment.

MR. NOVAK: In a recent speech Vice President Agnew said that in McGovernism we find the seeds of the downfall of our great republic. He called him the radical candidate and one of the greatest frauds ever to be considered as a Presidential candidate by a major American party.

Do you agree with those sentiments, and do you feel that they are desirable and politically valuable for the Republicans in their campaign against McGovern?

SENATOR DOLE: Vice President Agnew has been an outspoken critic from time to time, and that is, I would guess, rather moderate—or maybe rather strong criticism of McGovern. I served in the Senate with McGovern and Senator Eagleton, the other half of the ticket, part of the ticket. I think we have to leave it up to Vice President Agnew. If he wants to come on strong at this time, I think he knows what he is doing.

My feeling is that we can go too far in that direction. We can make McGovern the underdog. Therefore we want to recognize we have a tough campaign on our hands. We are going to go out and recruit the young and the black and so forth—and the old—and reelect Richard Nixon, but at the same time, I have been critical myself from time to time.

MR. NOVAK: But your recent speeches show no such rhetoric, and if Vice President Agnew were to come to you and say, "Bob, should I make speeches like that?" What would you answer him?

SENATOR DOLE: I would say, that is a judgment you make, and I will make speeches—we have different speechwriters and we don't clear anything with each other. We all have the same purpose, and that is the re-election of Richard Nixon. I think sometimes it is necessary to make that type comment, and I have made them. Some have been critical. They say, "You are too critical; you should be more positive," and I next make a positive speech and they say, "You should be more critical; you are too positive." So no one really ever knows.

MR. SPIVAK: Senator Dole, may I ask you a question? The Democrats, of course, are not going to allow the Republicans to make the issues in this campaign, but if you could decide the issues that you would like the President to run on most, what would they be?

SENATOR DOLE: I think, first of all, it would go to foreign policy. There is no doubt in my mind that the great majority of Americans, Democratic, Republican or Independent, give the President very high marks. Whether we talk about the fragile peace in the Mideast, it's still peace. If we go to Southeast Asia, we see the war winding down. If we review the visit to Peking and the visit to Moscow, we see some real possibilities for lasting peace. I would be willing to run on that one issue, or that one set of issues, that one program in foreign policy, but I recognize that we have also to face up to domestic issues, and I would take a look at the record of employment: 81.5 million people working. Unemployment, too high, yes, but not as high as it was under the Democrats, and they were in a war and we are in peacetime, or virtually so.

I would take a look at the Supreme Court. There is a balance row on the Supreme Court, and this concerns many, many people.

Above all, I think President Nixon has demonstrated a capacity for leadership, and that is a very broad issue, but it is one that many people are concerned about. They are willing to trust Nixon. I don't believe they are willing to trust McGovern that far.

MR. SPIVAK: Aren't you going to be in trouble though on 5.5 per cent to 6 per cent unemployment, on continuing inflation, on deficit spending? How are you going to answer those questions?

SENATOR DOLE: We are going to answer in one vein that we are still looking for jobs and not a massive welfare program that gives everyone a thousand dollars whether he needs it or not. This is going to be our answer to George McGovern. I know he

has tried to sweep it under the rug; I know he has criticized his own program, but we are going to meet fire with fire when necessary.

But, on the other hand, I would say as only one spokesman in our party, that President Nixon will take the high road in the campaign. He is the incumbent. He has a great record, and I believe the American people will appreciate that record in sufficient numbers to re-elect Nixon in November.

MR. DUKE: Speaking of that record, Senator, the latest Gallup poll shows that 39 per cent of the people blame the government for continuing inflation. Why has it been so difficult for the Administration to bring inflation under control?

SENATOR DOLE: I think first of all, as President Nixon recognized way back on August 15, or whenever it was when he first had the freeze, he said then and he has said repeatedly, he doesn't like controls. There are so many uncertainties in controls. You can't control everything without tight controls and a big bureaucracy, which he opposes. But we have made inroads on inflation. We have almost cut it in half from a six per cent to a three per cent. The unemployment rate is going down. Prices of most commodities have stabilized. I know it is easy to pick out meat or some other commodity and focus on that and say it isn't working, but I think by and large it is working. The net take-home pay of workers has gone up to about four per cent as compared to one-tenth of one per cent in the Democratic years, so there is some success and there are some failures. I think it demonstrates to me the folly of permanent-type controls, and I think President Nixon shares this view.

MR. DUKE: But how do you account for the fact that so many people feel that inflation still is strong, still a problem, and that the government is not doing enough about it?

SENATOR DOLE: I think 39 per cent is a large figure. It should be lower. I hope when they say government they include others of us than the President. It is not solely the President's responsibility. He provides the initiative; he provides the leadership. I don't believe he has had that much help from a Democratic Congress in this area. They certainly look both ways and vote for more spending, which fires the fuel of inflation. I believe if the question were asked differently you might have a different response.

MR. LISAGOR: Mr. Dole, you say the President ought to emphasize as his first priority his foreign policy programs, his trips, and so on. Aren't people more concerned, however, about such things as jobs, cost of living, health care and so on, and won't he have to deal directly with these domestic issues?

SENATOR DOLE: If my assessment is correct of the mood of the people, I think, yes, you are precisely right. We have to address those issues, but there is also a great feeling in this country that we want leadership that will bring us peace, and I believe, for this reason, that we should stress what President Nixon has done in the foreign policy area. It all leads to that generation of peace that he has talked about. It is a tenuous and tortuous path, but I think it is coming.

MR. LISAGOR: Senator McGovern said in his acceptance speech, as you know, that it is time to turn away from what he called the excessive preoccupation overseas to rebuilding our own nation.

From what you say, it seems that you agree that there is too much—the inclination to stress overseas problems is greater than it should be. Am I correct in that?

SENATOR DOLE: I viewed McGovern's—it was rather late, even in California, but I did stay up to hear what he said—as sort of an isolationist statement: "Come home, America." In other words, let's all come back to America and withdraw.

I think President Nixon is doing and has been doing what McGovern is now suggesting for a period of three and a half years. We are trying to and we have, under President Nixon's leadership, initiated dialogue with China and with Moscow, with Peking. We are winding down the war, so I think what the President—we are withdrawing troops. I think over a million men have been brought home—or more than a million all over the world by President Nixon. We have recognized the need to place more emphasis on domestic programs.

MR. THIMMESCH: The Nixon Administration cites its record and census figures to argue that life for blacks in America is steadily improving. Yet, every poll shows little support by blacks for the President. Why is it Mr. Nixon isn't able to make any headway with black voters?

SENATOR DOLE: I think he is making headway with black voters. In fact, I might say that pending right now in the Senate are the nominations of four more federal judges, black judges. This will make a total of 17 appointed by President Nixon, the highest number in history.

We find the creation of the Office of Minority Business Enterprises, [with] a funding now of around the \$700 million level, so they are coming around to Nixon. But, let's be realistic. When you only have about 12 per cent, you are not going to capture 70 or 80 per cent or even 50 per cent in two or three short years. I think if we can reach the 25 per cent level in 1972, we have made progress, and I believe we will, based not on rhetoric, but on performance by this administration.

MR. THIMMESCH: You are predicting a 25 per cent vote for the President then from blacks?

SENATOR DOLE: I would hope it would exceed that. It is hard to predict and I probably shouldn't predict, but I see a great increase for the President among black voters.

MR. THIMMESCH: There has been a lot of conversation about how the President is going to draw Catholic and Jewish voters from Democratic ranks this time. What evidence did you have to back that kind of claim?

SENATOR DOLE: I think a number of polls indicate there is a switch. Where you once had one out of four Jewish voters, now it is about four out of ten. It is getting better every day. I think the more they are exposed to McGovern policies, the better it will become. I think Catholic voters—regardless of the fact that Tom Eagleton may be a Catholic, I think they are going to look at the programs and look at what President Nixon has done. Look at defense. They tend to be concerned about our country and about the future of our country. They tend to be concerned about abortion and about busing and other domestic issues, so I see a great gain in these areas.

MR. THIMMESCH: Do you want to make a couple of predictions on that score then?

SENATOR DOLE: I probably shouldn't have made the first one. Who knows who may be watching?

MR. NOVAK: Senator Dole, while everybody's attention was focused on the Democrats in Miami Beach, there was a development in the U.S. District Court in Washington in connection with the million dollar damage suit that the Democratic National Committee has brought against the Committee to Re-elect President Nixon, in connection with the break-in and bugging at the Democratic National headquarters, and the lawyers for the Republican Committee asked for a postponement until after the election on the grounds that the hearings would "cause grave damage to the President's campaign and perhaps force disclosure of confidential information."

Senator, just what is it you have to hide in this case?

SENATOR DOLE: I don't have anything to hide. I am not a lawyer, nor have I been sued. The Republican National Committee hasn't been sued. But let's face it. We know that Larry O'Brien has been around in politics; he understands—

MR. NOVAK: He is not around right now, though.

SENATOR DOLE: He has been around too long, I guess. He is over 30.

But in any event, the suit was filed, knowing the federal dis-

covery rules would allow all kinds of witch hunts, and that is what they want. I don't know—I guess if I were Larry O'Brien and didn't have anything else to do, I might be looking for that kind of an issue. But I don't represent the Committee to Re-elect the President. The Republican National Committee is not a party to the suit.

MR. NOVAK: Don't you think it would be better if the facts were brought out in the case rather than having these innuendoes? But yet the lawyers for President Nixon say they don't want the facts to be developed until after the election.

SENATOR DOLE: I think what they are concerned about primarily—and again I haven't visited with the lawyers—is that obviously it is going to be a political instrument. It is all they have. There is no evidence linking the Republican Party or the Committee to Re-elect or anyone else, the White House or anyone in the White House, with the so-called "Watergate Caper." As I said, why would you bug—why would you break into the Democratic headquarters to pick up all their unpaid bills? That is all they have, and they have more now than they had then. And why would you bug a telephone that might not be in? They owe a million and a half dollars on their phone bill. So I see nothing but politics in the minds of Joe Califano and Larry O'Brien, and they are playing it to the hilt.

MR. NOVAK: Of course as I said, they are gone and there is a new crowd in there anyway.

SENATOR DOLE: Maybe they will dismiss the suit.

MR. NOVAK: Senator, you repeatedly differentiate between the Republican Party and the Committee to Re-elect President Nixon. On July first you said "the Republican Party" certainly had nothing to do with the Watergate caper. Are you suggesting maybe the Committee to Re-elect President Nixon did have something to do with it?

SENATOR DOLE: No, I am not suggesting that at all. John Mitchell has spoken out on that many times, as has Clark MacGregor, as has Chuck Colson in the White House, but my responsibility as Chairman is with the Republican National Committee, and I made that statement on behalf of the Committee.

MR. SPIVAK: Gentlemen, we have less than three minutes.

Senator, there has been a lot of talk around recently that the Republicans think they may be able to capture both the House and the Senate. Are you one of those who realistically believes that that is a possibility, even?

SENATOR DOLE: I am one of those who hopes it is a possibility.

MR. SPIVAK: That wasn't the question.

SENATOR DOLE: I understand that.

MR. SPIVAK: Do you think there is any chance at all?

SENATOR DOLE: A very good chance, but much depends on how the campaign goes.

MR. SPIVAK: We have one minute.

MR. DUKE: Senator Dole, the Democrats have adopted numerous reforms to give more people a voice in how their party is run. Why have the Republicans shown so little interest in similar reforms?

SENATOR DOLE: In many cases they are merely catching up. Let's take a look at our convention. We will have—65 to 75 percent of the delegates and alternates will be new. 35 to 30 percent will be women. Some six, seven, eight percent will be under 30. So we see, without any coercion, we have in effect kept up with the times in our party.

MR. DUKE: But how many blacks and young people will be at your convention?

SENATOR DOLE: I think about seven percent will be young people. I am not certain about the percentage of blacks, but more—and again realize only about 12 percent of the blacks considered themselves Republicans. It is going to increase as we increase our strength with black voters.

MR. LISAGOR: Senator Dole, Senator McGovern predicts that you are going to have a "smug, dull and empty" convention. What are you going to do to disprove that prediction?

SENATOR DOLE: First of all, we are going to renominate Richard Nixon. That will dispel a lot of the smog and so forth, and I hope that McGovern will contact some of his friends who are hanging on for us. We recognize we are going to get the brunt of the anti-war protest, and I would call on Senator McGovern today, if he can be reached, to contact some of the anti-war leaders and tell them to let us have our convention in peace.

MR. THIMMESCH: Do you think President Nixon will be able to contain himself and stay out of the rough fighting if it develops in the campaign?

SENATOR DOLE: I think President Nixon loves politics, and he wants to be re-elected, not only for his sake, but for the sake of our country and our party, so I think he will do what he feels is necessary, and if it means—he is going to be on the campaign trail; he is going to be very available; he is going to be speaking

out for America and speaking for what this Administration has done for America.

MR. SPIVAK: I am sorry to interrupt, but our time is almost up, and we won't be able to get into another question and another answer.

Thank you, Senator Dole, for being with us today on MEET THE PRESS.

LAWRENCE E. SPIVAK

Lawrence Edmund Spivak was born in Brooklyn on June 11, 1900, the second of four children of William B. and Sonya Bershad Spivak. His father manufactured dresses and uniforms. He had three sisters: Teresa, the late Mrs. Samuel Shalette; Mae, the late Mrs. Robert Abberman; and Frieda, Mrs. Benjamin Povill of Hollywood, Florida.

As a schoolboy, Lawrence Spivak worked for the Brooklyn *Eagle*. After graduating from Boy's High School in Brooklyn in 1917, he attended Harvard, graduating cum laude in 1921 with a B.A. degree in English and History. Although he was only five feet three inches tall, his main extracurricular passion was boxing. The only bout he ever lost as an undergraduate was to a student who went on to compete in the Olympic Games.

His first job after college was as business manager of *Antiques* magazine. For a short time he was simultaneously a reporter on the night beat of the Boston *American*. In 1930, he became circulation director and assistant to the publisher of two related magazines, *National Sportsman* and *Hunting and Fishing*.

In 1934, he joined the *American Mercury*, a magazine of commentary, fiction and poetry, as business manager under editor H.L. Mencken. This marked the entry of Mr. Spivak into a mainstream journalistic career that would lead to broadcasting.

In 1935, Mr. Spivak bought the magazine from the Alfred A. Knopf publishing house. In 1939, he took over as publisher, and from 1944 to 1950, he served as editor as well.

To help offset the losses of the *American Mercury*, Mr. Spivak launched such magazines as *Ellery Queen's Mystery Magazine*, *Fantasy and Science Fiction*, and *Detective*, *The Magazine of True Crime Cases*.

Lawrence Spivak was a pioneer in paperback books. He published Mercury Mystery Books, Best-seller Mystery Books and Jonathan Press Books. Mr. Spivak's publishing ventures helped revolutionize the American book publishing industry.



of 1945 on radio on the
g System. Lawrence Spivak
producer and permanent
tha Rountree the moderator

was an overnight hit. *Meet*
ed to television in 1947.
gh *Meet the Press* he could

communicate with millions of people with greater impact and speed than through the print media, he sold the *American Mercury* in 1950 and the remainder of his publishing business in 1953 to devote full time to *Meet the Press*.

In that same year, Mr. Spivak bought out Ms. Rountree's interest in the show. In 1955, he sold *Meet the Press* to NBC. He continued as the show's producer, permanent panel member, and often as its moderator until he retired in November 1975. Lawrence Spivak was a hard-hitting, no-nonsense inquisitor of the air who set the standard for all television questioners. After retiring, he was a consultant to and an occasional panelist on the program.

Meet the Press is the world's longest-running television program. Mr. Spivak's brainchild was a catalyst in enlarging the broadcasting industry's role in news and public affairs and spawned many imitators. Through the years the guest list of *Meet the Press* was largely a Who's Who of the world's movers and shakers including, Herbert Hoover, John F. Kennedy, Lyndon Johnson, Jimmy Carter, Fidel Castro, Richard M. Nixon, the Rev. Martin Luther King, Golda Meir, and Indira Gandhi.

During his long career, Lawrence E. Spivak was an innovator in television news, the



Lawrence, Judith:
Jonathan, Charlotte - 1946

first to use many technological achievements to bring breaking news and major newsmakers to the viewing public. Under his tutelage, *Meet the Press* was the first news program to broadcast in color, the first Sunday interview program to do intercontinental interviews, and the first to conduct live satellite interviews.

From 1985 until 1993, Mr. Spivak co-produced with Julia Johnson White, *The Annual Report Series* featuring conversations with former Secretaries of State, Secretaries of Defense and other cabinet officials. This series,



Spivak and Frost Family Reunion - 1980

which airs on PBS, is a production of the Southern Center for International Studies in Atlanta. Video excerpts from it are used in classrooms around the country. It earned Mr. Spivak his third Peabody award in 1991. Over the years, he had also been the recipient of two Emmys and numerous other accolades.

Mr. Spivak served on the Advisory Board of the Commission on Presidential Debates from 1987 until his death.

Throughout his life Lawrence Spivak was devoted to his family. He was married in 1924, to the former Charlotte Beir Ring, a

psychologist who died in 1983. They had two children, Judith Spivak Frost and Jonathan Martin Spivak. Judith died in 1962. Jonathan now resides in Lauris, France. Mr. Spivak took pride in the fact that both children became journalists. The Spivaks had four grandchildren, Rebecca Frost Cuevas, Hannah Frost Ryan, Timothy Spivak and Jennifer Spivak. There are three great grandchildren, Benjamin Cuevas, Dean Spivak, and Hope Spivak.

Lawrence E. Spivak died on March 9, 1994, in Washington, D.C.

LAWRENCE E. SPIVAK —————

MEMORIES

Senator Bob Dole (*Kansas*)

Max Schindler

David S. Broder

Betty Cole Dukert

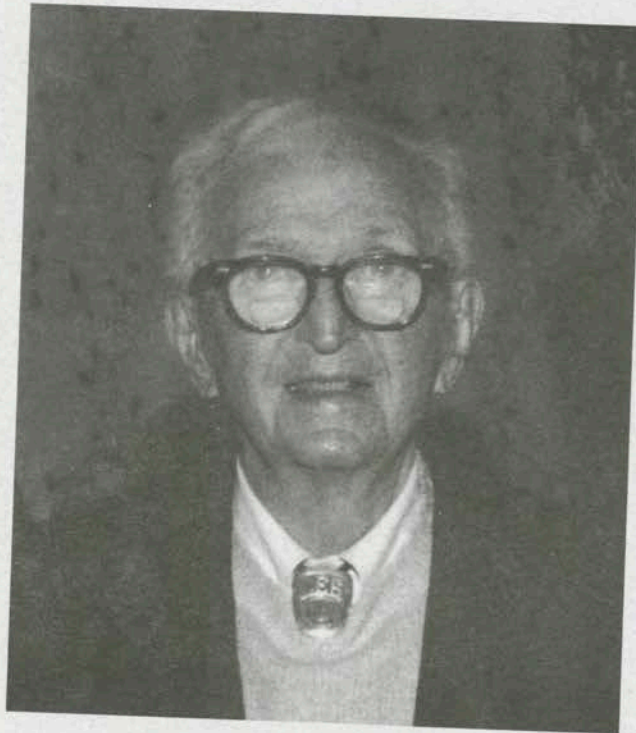
Tim Russert

BENEDICTION

Rabbi Daniel Juster

POSTLUDE

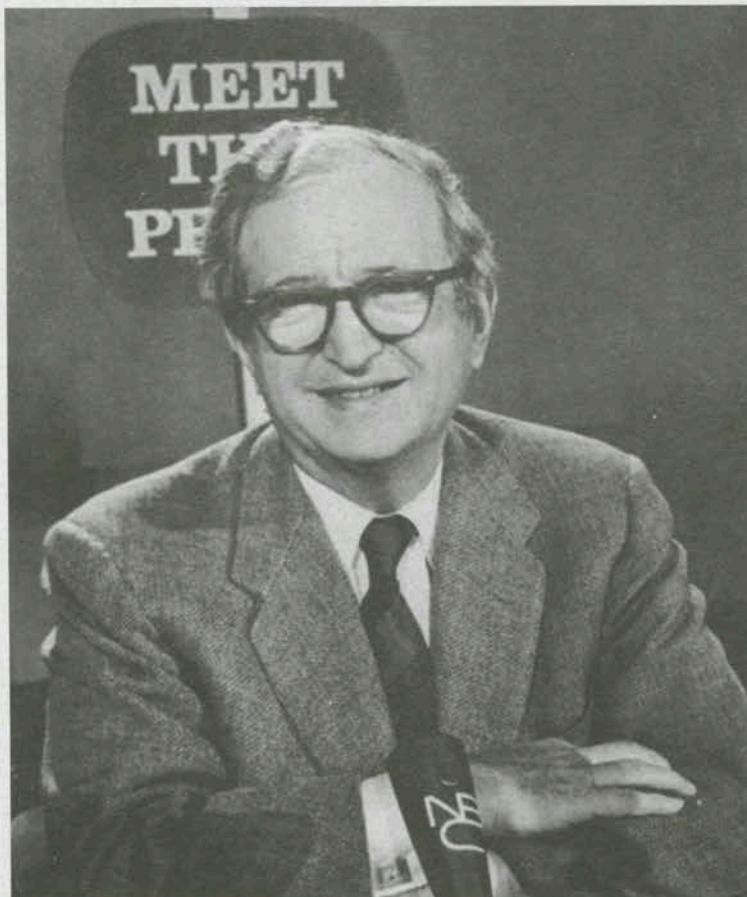
The Millbrook String Quartet



"Larry" Spivak, October 1993

The Spivak Family wishes to express its appreciation to the friends and relatives who have joined them today, and to the Sheraton Washington Hotel and the National Broadcasting Company for their assistance with this service.

IN MEMORIAM



Lawrence E. Spivak

1900–1994

n to the friends
the Sheraton
mpany for their

The Millbrook String Quartet

Rabbi Daniel Juster

Jonathan Martin Spivak

Senator Daniel Patrick Moynihan
(New York)

Benjamin Ulin

Robert S. Novak

Rebecca Frost Cuevas

Bill Monroe (in absentia)

Fair Harvard. Sarah Hodder

Fair Harvard

fore. — O — rel - ic and type of our
tears. — Thou — then wert our pa - rent, the

an - ces - tor's worth, That has long kept their mem - o - ry
nurse of our soul; We were mold - ed to man - hood by .

warm, — First — flow'r of their wil - der - ness!
thee, — Till — freight - ed with treas - ure - thoughts,

poco rall.
star of their night! Calm — ris - ing thro' change and thro' storm. —
friend-ships and hopes, Thoudidst launch us on Des - ti - ny's sea. —
poco rall.

Fair Harvard

1

Arranged

mf

SOPRANO
ALTO

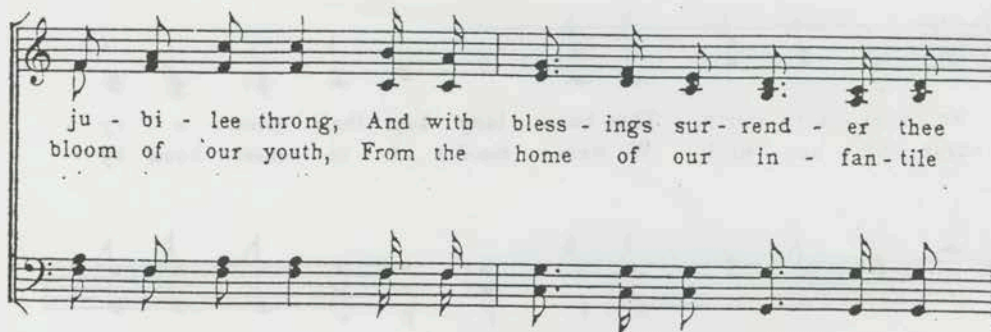
1. Fair Har - vard! thy sons to thy
2. To thy bow'rs we were led in the

mf

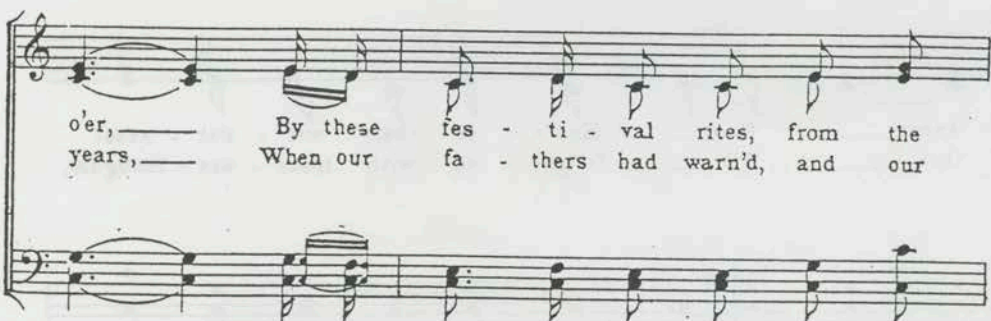
TENOR
BASS

Musical notation for the first system of the song. The Soprano part is in treble clef with a key signature of one flat and a time signature of 6/8. The Tenor/Bass part is in bass clef with the same key signature and time signature. Both parts start with a mezzo-forte (mf) dynamic marking. The lyrics are written below the notes.

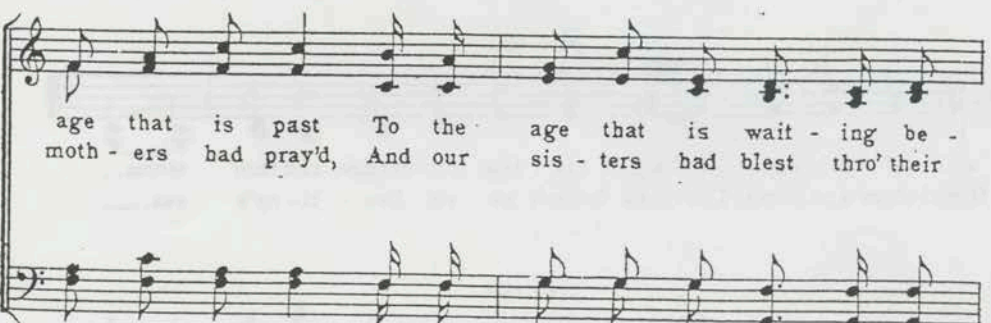
ju - bi - lee throng, And with bless - ings sur - rend - er thee
bloom of our youth, From the home of our in - fan - tile

Musical notation for the second system of the song. The Soprano part continues in treble clef, and the Tenor/Bass part continues in bass clef. The lyrics are written below the notes.

o'er, — By these fes - ti - val rites, from the
years, — When our fa - thers had warn'd, and our

Musical notation for the third system of the song. The Soprano part continues in treble clef, and the Tenor/Bass part continues in bass clef. The lyrics are written below the notes.

age that is past To the age that is wait - ing be -
moth - ers had pray'd, And our sis - ters had blest thro' their

Musical notation for the fourth system of the song. The Soprano part continues in treble clef, and the Tenor/Bass part continues in bass clef. The lyrics are written below the notes.

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SPIVAK MEMORIAL SERVICE

**WHAT WAS IT ABOUT LARRY
SPIVAK THAT LED MILLIONS OF
AMERICANS TO INVITE HIM INTO
THEIR HOMES FOR NEARLY
THREE DECADES OF SUNDAY
MORNINGS?.**

**FIRST AND FOREMOST,
THERE WAS LARRY'S FAIRNESS**

AND INTEGRITY. LARRY CAME
FROM AN ERA WHERE
REPORTERS DID JUST THAT--
THEY REPORTED THE NEWS--
THEY DIDN'T MAKE THE NEWS.

LARRY SPIVAK DID NOT
PLAY FAVORITES. THOSE WHO
WATCHED OR LISTENED COULD
NOT TELL WHETHER HE WAS ▲
REPUBLICAN OR DEMOCRAT,

CONSERVATIVE OR LIBERAL.
WHAT THEY COULD TELL,
HOWEVER, WAS THAT HE WAS
SIMPLY SEEKING THE TRUTH.

LARRY'S INTELLIGENCE
WAS ANOTHER REASON THAT
HE WAS SUCH A WELCOME
GUEST IN OUR HOMES. BORN IN
1900, LARRY SPIVAK WAS A
TRUE 20TH CENTURY

**"RENAISSANCE MAN,"
SUCCEEDING IN ALL AREAS OF
THE VERY COMPETITIVE MEDIA
BUSINESS--PUBLISHING, RADIO,
AND TELEVISION.**

**AND THERE WAS ALSO THE
FACT THAT LARRY DIDN'T
UNDERESTIMATE THE
INTELLIGENCE OF ANYONE ELSE.
HE DID NOT "TALK DOWN" TO**

**HIS AUDIENCE. HE DID NOT TRY
TO APPEAL TO THE "LOWEST
COMMON DENOMINATOR."**

**INSTEAD, LARRY SPIVAK
KNEW THAT THE AMERICAN
PEOPLE WOULD APPRECIATE AN
OPPORTUNITY TO WATCH THE
NEWSMAKERS OF THE DAY
RESPONDING TO QUESTIONS.**

AFTER WATCHING HIM FOR
MANY YEARS BOTH IN KANSAS
AND IN WASHINGTON, I WAS
PRIVILEGED TO BE ON THE
RECEIVING END OF SOME OF
LARRY'S QUESTIONS.

AND I VIVIDLY RECALL MY
FIRST APPEARANCE ON MEET
THE PRESS. THE DATE WAS
JULY 16, 1972, AND THE

PANELISTS WERE PAUL DUKE,
NICK THIMMESCH, PETER
LISAGOR, AND BOB NOVAK.

I READ THE TRANSCRIPT OF
THAT PROGRAM LAST WEEK.
AND NEAR THE END OF THE
INTERVIEW, LARRY ASKED ME IF
I "BELIEVED" THERE WAS A
POSSIBILITY OF REPUBLICANS

**CAPTURING THE HOUSE AND
SENATE THAT NOVEMBER.**

**I RESPONDED BY SAYING
THAT I "HOPED" THERE WAS A
POSSIBILITY.**

**"THAT WASN'T THE
QUESTION," LARRY DECLARED.**

**THAT WAS LARRY SPIVAK.
TOUGH. TO THE POINT.
ENSURING THAT PUBLIC**

**FIGURES ANSWERED HIS
QUESTIONS--AND NOT THE
QUESTIONS THEY'D RATHER BE
ASKED.**

**THE ENDURING TRIBUTE TO
LARRY SPIVAK IS NOT THAT HE
MET EVERY WORLD LEADER OF
THE LAST HALF CENTURY.
RATHER, IT IS THE FACT THAT
BY CREATING "MEET THE**

**PRESS," HE ALLOWED
COUNTLESS OTHERS TO MEET
THEM, AS WELL.**