August 25, 1978

MEMORANDUM

TO: Senator
FROM: Brenda
TOPIC: HEW patent bill - press conference, etc.

The backup material for a press conference will be ready today for Rich's review and comments.

We are trying to line up scientists with specific credentials and criteria who might be able to attend a press conference chaired by you and Senator Bayh.

I had a telephone conversation with Barry on Wednesday night. He is at your disposal and more than willing to help set up the news conference. We should not hesitate to call on him - he is ready to come to Washington when needed. I plan to call him today for more details and precise dates.

Strongly suggest that we pursue the matter of interviews, switching perhaps to WETA, since ABC has not come through with a story. If public television does not attract the large audiences that commercial television does, it has the kind of audiences who would be interested and involved in the non-populist issue we are dealing with. In addition, WETA might understand the issue better than the ABC people do. HEW's memo solves no problem and the thought that you can engage in the economic analysis of an idea is ludicrous and tantamount to killing both ideas and technology.

The Association of American Medical Colleges is mounting a large campaign of support for your bill. They are going out to their entire mailing lists across country and have organized telephone calls and personal contacts with members. We continue to receive supportive mail, and interest has been shown in the form of requests for copies of the bill.

Norm, as you know, nothing was ever done about contacting WETA - barely known in this office - audiences is what we were after, not the issue.

The press conference that finally took place was, according to Barry, a success because, as he rightly understood it, it gave a podium to scientists etc. Dole remembers it, and saw it at the time, as a disaster according to Rich, because few press people were there, the issue did not get front page of the Post of the New York Times and his name did not appear in big letters.
As de Toqueville understood it, politicians are a special breed, elected officials would not get elected if they were not egomaniacs above all else.