

"MR. JAYCEE REPORTS"

"Portland's Exposition and Recreation Center"

April 10, 1955

PROP LIST

CHARTS:

1. Commissioner Pix
 - a. Carvel Linden
 - b. James Polhemus
 - c. James Richardson
 - d. John Carson
 - e. Clyde Crosby
2. Map of Sites (Back Drop)
3. Five Factors (Diagram)
4. Center Pix
 - a. S. F. Cow Palace - outside
 - b. S. F. Cow Palace - inside
 - c. Spokane inside
 - d. Denver inside
 - e. Houston inside
 - f. Montgomery, Alabama inside
 - g. Montgomery, Alabama outside
 - h. Charlotte Folder Pix
 - i. Raleigh, N. C. outside
 - j. Kansas City inside
 - k. Kansas City outside

FILM CLIPS:

(OPENING) Montage Sports and Entertainment

1. Madison Square Garden
2. Denver?
3. Montgomery, Alabama?

SET DRESSING AND PRODUCTION PROPS:

1. Name Cards
2. Card - "Portland's Exposition and Recreation Center"
3. Card - "Bridges, Life Blood of the Willamette"
4. Slide - MRJ-1 - "Mr. Jaycee Reports"
5. Slide - KO-21 - "Public Affairs"
6. Slide - Pre-Program Promotion with KOIN-TV
7. Jaycee Shield Back Drop
8. Blackboard?
9. Last but not least - ash trays.

APR 11 1955

7/11

"MR. JAYCEE REPORTS"

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VIDEO

AUDIO

OPEN COLD FILM CLIP

(MONTAGE OF RECREATION
CENTER ATTRACTIONS, SPORTS, ETC.)

SUPER TITLE SLIDE T-MRJ-1

(MR. JAYCEE REPORTS)

(FADE OUT TITLE SLIDE T-MRJ-1

SUPER SUBJECT CARD

(PORTLAND'S EXPOSITION -
RECREATION CENTER)

LAP DISSOLVE FROM FILM QUICKLY
TO CU AL KRIEG

CUT TO CU JIM

PAN TO DAN

DISSOLVE TO CU LEN

DOLLY BACK TO ESTABLISH

SOUND: CHEERS AND APPLAUSE

VOICE: (ON ECHO) (OUT OF CONTEXT FROM
AMENDMENT)

ANNCR: KOIN-TV in cooperation with the
Portland Junior Chamber of Commerce
presents "Mr. Jaycee Reports", Volume II
in a series of programs devoted to topics
of community interest and the part you
can play in this area's development.
Tonight, Chapter Three, Portland's
Exposition and Recreation Center. With
us tonight to tell us the story behind
Portland's proposed Exposition and Recrea-
tion Center and to give us an up-to-the-
minute account of the progress that has
thus far been made toward its final
achievement, is our special guest,
Mr. Al Krieg, Executive Secretary for the
Exposition and Recreation Center Commission
and past president of the Portland Junior
Chamber of Commerce. Our inquiring
panelists from the Junior Chamber are
Jim Hefty of Dooley and Company and
Dan Grimshaw of Grimshaw Tires, and
our moderator, Mr. Jaycee, Leonard Shaver, Jr.

VIDEO

AUDIO

LEN: (THANKS ANNOUNCER, GREETES GUEST AND PANEL, AND PROCEEDS TO INTRODUCTION PERHAPS ALONG SUCH LINE AS THIS...)

We remember voting, etc.....Even if we had read the entire amendment, which perhaps most of us did not, we likely did not have a very clear idea of what we were voting for. For the measure neither intended nor purported to give a description of a particular structure, or recreational area, or even of any specific use or uses which such a project would be put. But I propose that I can tell you, nevertheless, what was, most assuredly the objective of the city planners who introduced this measure...In a way, you and I already know that objective in part. I voted for the center because I felt that we should have more _____; and I believe that it is what the center is going to provide for me. You may have voted for it because you would like to see more _____ in Portland or an occasional _____ and thought that that was what the Center was going to provide. The fact is, it's both going to furnish me with what I feel is missing in our community, and furnish you with what you think is missing...It's going to be the

AUDIO

LEN: (CONT'D)

kind of center you want, and the kind of center I want...it's going to be, thanks to the efforts of our fellow citizens who are working on it, the kind of center we ALL want...Consider for a moment the entertainments that are missing in Portland. There's more than any one of us can normally think of at one time. We've long since ceased to wonder if we'd ever have ice hockey games here. It's perhaps never occurred to us that we might have our own indoor tennis match, track meets or rodeos..and what of the roller derby, basketball, ice follies, indoor circuses, top-flight boxing, motorama, and six-day bicycle races, to name a few more? Why not bring up large conventions such as we read about going to in other places? ...these things, and more, can be brought to Portland...and will be! Not without problems, mind you, and not tomorrow, or even perhaps this year, for this undertaking like all such undertakings requires time...time for the most detailed research and for the most careful planning...but in the end, to our greatest possible satisfaction. We're confident that, on hearing from our most able guest tonight, you will

AUDIO

LEN: (CONT'D)

have no doubt of that. Mr. Krieg, would it be strange for me to ask how the provision for the center originated?

KRIEG: Not at all. The great interest that now exists on the part of John Portland for increased recreational media and for the proper facilities in which to conduct them did not exist up to a couple of years ago. But for a number of years before the proposal was submitted, various civic groups, organizations and members of the city council concerned themselves with the problem of Portland's aging recreational facilities and how best to replace or supplement them. Commissioner Bean has taken an active interest for many many years. I have a scrapbook of his that shows a great deal of interest expressed in 1949. Discussion, of course, became keener and more frequent as it became known that the ice arena had reached the end of its usefulness, that there was no place in Portland to hold large capacity basketball games or stage a title boxing match and that the P. I. Livestock pavillion was approaching a state of general inadequacy.

AUDIO

DAN: And, no doubt, that certain other cities in the Northwest were much better provided for, with respect to show facilities or soon would be.

KRIEG: Yes....., we're aware of the particular advantage in constructing facilities which would match theirs in use. (EXPLAIN GREATER LIKELIHOOD OF ROAD-EVENTS IF NORTHWEST HAS GROUP OF CITIES WORTH HITTING). The P. I. made an offer to the city that was appealing and still is. It offered to turn over all of its buildings and 42 acres to the city in exchange for a satisfactory place in which to hold their livestock show. The City Council about this time took up the discussion of providing multi-purpose facilities and in early 1953 appointed an advisory committee to investigate and develop legislation which would provide a suitable solution. The resulting resolution, providing for an amendment to the city charter in form of a new chapter was adopted on February 10, 1954.

JIM: Yes.....and on Friday, May 21, when we went to the polls most of us indicated we were in agreement with the proposal...

(MORE)

AUDIO

JIM: (CONT'D)

Tell me, Mr. Krieg, since I must confess I didn't read the whole amendment, for exactly what things does it provide?

KRIEG: In a way, it consists of two parts. It provides, on the one hand, briefly, for the creation of a Department of Exposition and Recreation, to be administered by a commission with certain powers and duties, certain prescribed obligations concerning the disposition of its revenues and certain rights to services from other bodies within the city government. On the other hand, it authorizes the city council to issue and dispose of bonds, known as Exposition-Recreation bonds, to an amount not exceeding 8 million dollars with which to build the facility called for in the Act.

DAN: Mr. Krieg, it's the commission we've heard more about recently. Why don't you describe that body to us in some detail. How were its members determined? Who are the present commissioners?

KRIEG: Well, Article I of Chapter XIV provides that the Commission shall be composed of five qualified voters of the city, appointed by the mayor, subject to

KRIEG (CONT'D)

the approval of the Council. It further provides that they shall serve without salary or compensation of any nature, and shall be appointed for periods of 1-2-3-4 and 5 years respectively (EXPLAIN ROTATION). Within 30 days after the adoption of the amendment, Mayor Peterson appointed the Portlanders who are now serving on the Commission. I would like to present them to you by way of some photographs.

CHART #1

(PICS OF COMMISSIONERS)(5)

(IN ORDER OF TERM LENGTH). Mr. James Richardson, General Manager of Multnomah Stadium was appointed...Mr. etc., etc.... Mr. James H. Polhemus, President of P.G.E. who was appointed for five years and who, at the first meeting of the Commission was elected its chairman.

JIM: Well, there's no question that the Commission has much to recommend it. But if you don't mind my saying, I'm surprised at a rather conspicuous absence. Where do you fit into the scheme of things, Mr. Krieg?

KRIEG: The Commission...is empowered to employ such professional, technical and clerical assistance it finds necessary. Our total staff at present consists of Administrative Secretary, Jan Webster, and myself.

AUDIO

JIM: Oh, I see, but Mr. Krieg, it strikes me that for so small a force, you have a terrific job to do; the measure, I understand, places a considerable number of duties in your hands.

KRIEG: The responsibilities of the Act rest on the shoulders of the Commission. They determine policy and we carry it out. This keeps us plenty busy. There is no doubt but what the measure sets forth many duties and responsibilities; perhaps I should read that section. It may be regarded, I suppose, as the most interesting part of the measure, and I dare say, the most important. (READ..."The Exposition-Recreation.....maintenance equipment"). That includes you understand, the acquisition of the property by gift, grant, purchase, condemnation or otherwise, the purchase and installation of equipment and facilities and the operation of the center and its facilities all of which are specifically mentioned a little farther along in the measure.

DAN: That does sound like a job! With all of that facing you, Mr. Krieg, how did you ever go about getting started? Did you hunt up possible sites first?

AUDIO

CHART #2

(MAP OF SITES)

KRIEG: No, we didn't. We hardly needed to. By the time this measure became law, a compendium of possible sites had already been formulated. Suggestions had been made over a period of time by the City Planning Commission, the City Council, County Planning Commission, numerous civic bodies, etc...etc...and even individual citizens. Our own Commission also checked the area and came up with a possible site or two. These are some of the sites under current study. Perhaps one of them may be the scene of Portland's fun center... (DISCUSS...).

JIM: Well, then, Mr. Krieg, did you decide on the other hand, what general shape the facilities were going to take?

KRIEG: It has been discussed but just in an exploratory way. There has been no decision and there hardly can be until the site is selected. The whole question, believe me has so many ramifications...so many interdependent facets... that until many of these have jelled and the site selected, the Commission does not have enough firm information on which to make sound decisions in design of the facility. The first major step of the

AUDIO

KRIEG: (CONT'D)

Commission, actually, was to hire Stanford Research Institute..(3 part request).

DAN: Mr. Krieg, I've heard of Stanford Research Institute, but frankly, I must admit, I don't know what it is.

KRIEG: (EXPLAIN STANFORD, LOCATION, NON-PROFIT, ET.C)

DAN: Has Stanford completed its report, Mr. Krieg?

KRIEG: Basically, yes. Let me point out, that the City Planning Commission has been making a study of sites, etc...(EXPLAINS CHART).

JIM: We know something about the City Planning Commission, Mr. Krieg. They helped us present a television program last Fall on zoning, traffic problems, and other things. Just what is their connection in this business?

KRIEG: Well, their concern is a little different from ours. They're looking at the project from a broad community-wide angle. (EXPLAIN).

AUDIO

DAN: Your references to the operation of the center, Mr. Krieg, reminds me of a point. I think many of us from time to time tend to forget it...that the Commission is also charged with the operating of the Center after it has been completed. Perhaps, too, we ought not to assume that it is going to be, automatically, a smoothly working self-supporting proposition.

KRIEG: You're right...it is not an easy thing to do...etc....(LEADING INTO FILM OF MADISON SQUARE GARDEN).

JIM: In view of the many studies in process, Mr. Krieg, I imagine that you do at this time have a clear notion of what kind of things you're going to have to contend with...that is, what a lot of your particular problems are going to be...what factors you're going to have to consider.

KRIEG: The major factors are basic ones. This chart will illustrate five factors involved in the selection of a site. (DISCUSS). The Commission desires to plan a Center that will benefit the greatest number of people, bring maximum benefits to the community, and if possible, be a

CUT TO FILM CLIP #1
(MADISON SQUARE GARDEN)

CUT CHART #3
(FIVE FACTORS)

AUDIO

KRIEG: (CONT'D)

self-sustaining operation.

DAN: The P. I. has played a prominent part in developing and promoting the Center. What is their relation at this time?

KRIEG: (EXPLAIN IMPORTANCE AND RELATION OF P.I.)

JIN: Mr. Krieg, can you tell us approximately when the site will be selected?

KRIEG: It's the hope of our Chairman that the Commission can come to a decision within 60 days. The measure itself, I wish to say, wisely provided for no target date of any kind. (POINT OUT NECESSITY FOR TRIPS, STUDIES, ETC...REFER TO ARTICLE BY MILLISACK).

DAN: Now, how about the center itself, Mr. Krieg? Do you have some idea what kind of facility you're after..how the center might look for example, or what it might provide?

AUDIO

CHART #4
(CENTER PIX)

KRIEG: Well...a number of the Commission themselves have (visited cities, etc.) Each city has problems which are peculiar to it. (DESCRIBE PURPOSE, GENERAL PLAN AND EXTENT OF ACTIVITIES IN THE VARIOUS STRUCTURES, POINTING UP, IN PARTICULAR THE UNIQUE OR EXPECIALLY DESIREABLE FEATURES. AD LIB WITH PANELISTS THROUGHOUT...LASTLY, SELECT ONE CENTER FOR MORE DETAILED DISCUSSION, EXPECIALLY EVENTS IT HAS HOUSED DURING PAST YEAR OR SO.)

JIM: Mr. Krieg, I think I speak on behalf of all our viewing friends when I say that's a thrill to actually see the kind of thing that our vote may bring us.

DAN: Yes, we certainly have a much better idea now what we were affirming last. Tell me, Mr. Krieg, what is the Commission position toward the (Federal funds). This has been in the news recently.

KRIEG: (EXPLAIN HURDLES TO GET OVER IN URBAN RENEWAL PLAN, AND BRING SHOW TO CLOSE BY SOMETHING ALONG LINE OF "We are for anything that will bring to Portland its own distinctive recreation center...one that will best satisfy all requirements and derive the best possible pleasure to the

VIDEO

AUDIO

DISSOLVE TO LS LEN

SUPER CRAWL

(LEONARD SHAVER, JR.)

(JAYCEE PRODUCTION UNIT)

(GEORGE WANN)

(DUDLEY SMITH)

(HARRY NUNGESTER)

(JOHN MISAR)

(JACK SWALKO)

CUT TO PROMOTION CARD

(BRIDGES-LIFE BLOOD OF WILLAMETTE)

CUT TO TITLE SLIDE T-MRJ-1

(MR. JAYCEE REPORTS)

CUT TO SLIDE KO-21

KRIEG: (CONT'D)

greatest number of citizens.")

LEN: Thank you, Mr. Al Krieg, Executive Secretary.....etc. (ADLIB CLOSING)

ANNCR: Your moderator for "Portland's Exposition and Recreation Center" was Mr. Jaycee, Leonard Shaver, Jr. Mr. Jaycee Reports on television was prepared by the Radio and Television Committee of the Portland Junior Chamber of Commerce, George Wann, Committee Director, Dudley Smith, Chairman. Story Coordinator for the Junior Chamber is Harry Nungester. Tonight's program was written by John Misar, with visual aids by Jack Swalko.

Be with us again at this same time, two week from tonight, April 24th, when Mr. Jaycee Reports on "Bridges - Life Blood of the Willamette".

This has been a KOIN-TV Public Affairs presentation.