

Built to Last

RICHARD HEFFNER'S FIRST SHOW AIRED THE SAME YEAR AS *THE WIZARD OF OZ*

• This year Richard D. Heffner celebrates 50 years as host of *The Open Mind*, the longest-running program in public television history. Offering intelligent discussion on controversial topics, Heffner has interviewed everyone from Ronald Reagan and Jimmy Carter to Robert Redford and Oliver Stone; a searchable video archive is available at www.theopenmind.tv/tom. Guests he's had on multiple times include former New York Governor Mario Cuomo, writer Elie Weisel, and attorney Floyd Abrams. The 80-year-old Heffner, who teaches communications and public policy at Rutgers, says he has no plans to retire. Asked to recall some of the guests and programs that have stood out, he focused on the early years:

Margaret Mead and Max Lerner, syndicated columnist and author

Aired: January 12, 1957

"Margaret appeared under the condition that Max wouldn't call her Maggie. He agreed, but then was very nasty to her and she stormed out right as the program ended. It turned out that they had both come to New York City in the 1920s and had once dated."

Martin Luther King, Jr.

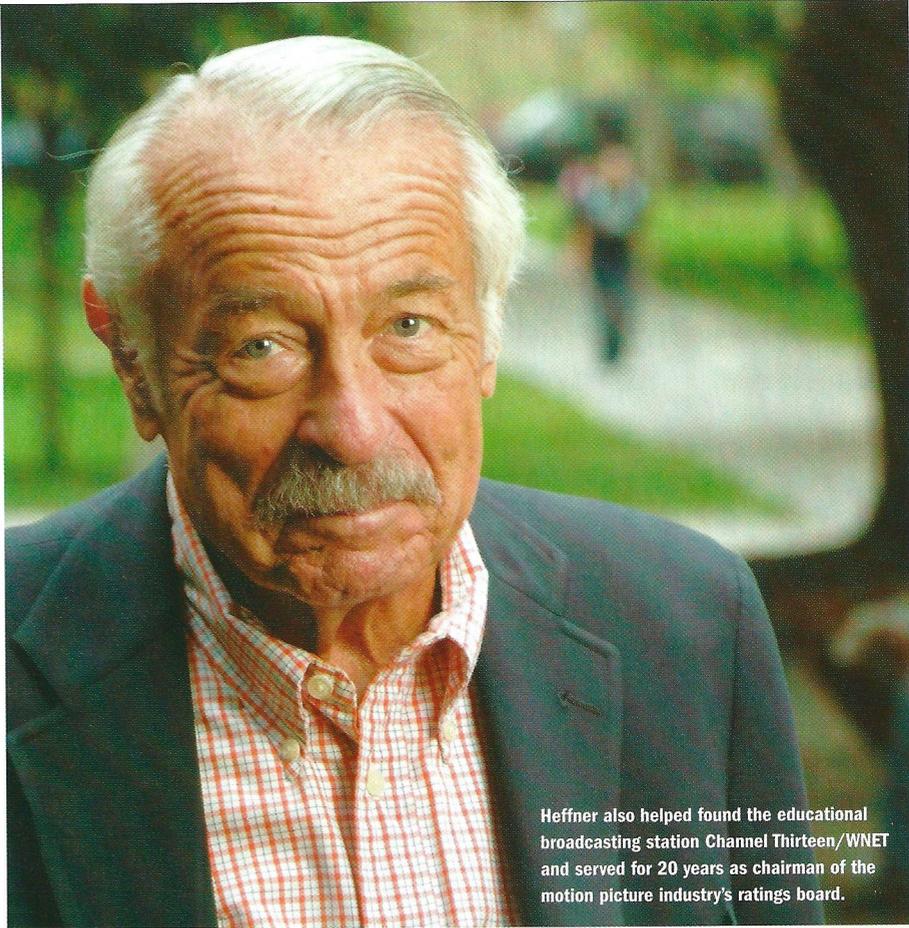
Aired: February 10, 1957

"When I saw it again recently, I couldn't help but wonder what I would have asked if I had had the faintest idea about the role he would play in our history."

David Susskind

Aired: October 20, 1957

"He was a producer who came on the program and did so well that he became host of his own TV program, which he called The Open End. People constantly confused my show with his, but I always told them: 'I'd rather have an open mind than an open end.'"



Heffner also helped found the educational broadcasting station Channel Thirteen/WNET and served for 20 years as chairman of the motion picture industry's ratings board.

James Roosevelt, Henry Wallace, James Farley, Ernest Lindley, Thomas Corcoran

Aired: March 4, 1963

"A tribute to FDR's first Inauguration Day that occurred 30 years to the day. As we showed the inaugural address, each had tears in their eyes. Newsweek ran it as a photograph. It was the most touching experience I ever had on the air."

Malcolm X

Aired: June 12, 1963

"Malcolm may have frightened people to death with his views on Black Nationalism, but I found him to be extraordinarily charismatic and a charming speaker. It was the day after iWedgar Evers had been assassinated. He had a slew of bodyguards around him and a gun that was visible."

HE ■ DISHES ■ ■ ■ IT ■ OUT ■

"Medallions of lamb with quince

and malbec sauce served with

polenta and poached Asian pears"

- THE AWARD-WINNING DISH BY SEBASTIAN NIETO, ASSISTANT CATERING MANAGER AT RUTGERS' DINING SERVICES AND FIRST-PLACE WINNER OF A 2005 NATIONAL UNIVERSITY FOOD SERVICES ASSOCIATION CULINARY COMPETITION.