

CLAY THOMAS WHITEHEAD TO KEYNOTE AWRT'S 21st NATIONAL CONVENTION



AWRT is greatly privileged to have as its keynote speaker Clay Thomas Whitehead, the first man to receive the Presidential appointment of Director of the Office of Telecommunications Policy — a post he has held since September 22nd, 1970.

Following the election in 1968, Mr. Whitehead served on the President-elect's task force on budget policies and assisted on transition matters.

In January 1969 he joined the White House staff as Special Assistant to the President. His responsibilities included space, atomic energy, maritime affairs, communications, liaison with regulatory agencies and several specific economic and organizational matters.

Prior to obtaining his Ph.D. at M.I.T., he worked with the Rand Corporation on studies and arms control, air defense, and the space program. Later he joined Rand full time to plan and organize a research program on health services and other domestic areas. He has also served as a consultant to the Bureau of the Budget.

International Broadcasters To Be Guests At Convention

Four women actively engaged in the broadcast industry in countries outside of the United States will be guests of AWRT at the Las Vegas convention.

They are: Mrs. Omobolanle Onajide, editor/producer of current affairs programs at WNTV, Ibadan, Nigeria; Mrs. Elizabeth Shea Pineda de la Fuente, network program director on the Inter-Island Broadcasting Corporation's management staff in the Philippines; Mrs. Leonie Evadne Forbes-Amiel, director/producer/presenter for the Jamaica Broadcasting Company (JBC/TV); and Miss Patricia Yolanda de la Pena y

Sobarzo, a documentary film writer for Telesistema Mexicano.

Mrs. Onajide, 36, of Nigeria, received her training in radio/TV and journalism at Hull University in England. She has been involved in news programming at WNTV for more than ten years. Her current weekly show, "Highlight," is the most important public affairs program on Western State television, covering topics from medicine to world affairs. During her upcoming visit she hopes to become acquainted with black community leaders in this country; to gain an understanding of how American foreign policy is formulated, and to be introduced to the process of electing a U.S. president.

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Those Stimulating Panels And Inspiring Panelists

Friday morning and afternoon sessions will be devoted to panel discussions. The subjects: "Media and the Teen Age Vote," and "Media and Changing Life Styles," and the roster of knowledgeable panelists, will make this a day nobody in communications should miss.

Media and the Teen Age Vote



Moderator of this panel will be *John McClay*, executive vice president, Taft Broadcasting Company, Cincinnati.

Mr. McClay came to Taft from the Broadcast Division of the Gannett Company, of which he was vice president and general manager. Previously he had been associated with Westinghouse Broadcasting in various managerial capacities, including general manager of KYW-TV, Cleveland and WJZ-TV, Baltimore, and special assistant to the president of the Group W stations. His experience includes management relations with all three networks, operations positions in both radio and television, and administration, financial and labor relations.

San Diego Councilwoman *Maureen O'Connor*, 26, was born in that city, one of 13 children and an identical twin. She attended San Diego State College, working in a variety of occupations to obtain a B.A. degree in psychology with a recreation minor, which she has put to work with the City Recreation Department. In 1961 she initiated the inter-state Muscular Dystrophy Patient program.

While in high school, Maureen helped organize swim shows, which involved her family in synchronized swimming. From 1965-69 the O'Connor family swimmers toured the United States and Canada with

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MESSAGE From The PRESIDENT

After many months of planning and hard work, our 21st Annual Convention is about to become a reality. The program is full and exciting, featuring top people from many facets of the broadcasting industry. Not only will there be much to hear and a lot to learn throughout the day ... the schedule is arranged so that you will have free time in the evenings to enjoy Las Vegas.

As we scan the trade press, listen to our own media, and read newspapers and weekly news magazines, it is obvious to all of us that something of frightening consequence happens each day in our industry: a new regulation, an additional demand, or a change in interpretation. It becomes more and more important for each of us as women holding responsible positions in many segments of our industry to be constantly aware, informed and vocal. Today's broadcast climate emphasizes the importance of "The Project."

You recently received a letter from me urging you and your management to make your feelings known to your Congressmen and the FCC, requesting rejection of the FTC's controversial proposal to the FCC on counter-advertising. You should know that one of our members, Madge Clark Wright of Tulsa, paid the postage for this mailing to our entire membership, as an indication of her vital interest in AWRT and its influence nationwide in the broadcast industry.

This is my last opportunity as your president to convey through News and Views my gratitude and appreciation to all of you who have given so much to AWRT as individuals and members, making our goal of community involvement and industry commitment become a reality during this year. AWRT has grown in stature, and has made its voice heard because of you. My sincere thanks.

Marianne

Marianne Campbell

AWRT NEWS and VIEWS

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AWRT Strongly Protests Counter Advertising Proposal

At the AWRT board of directors meeting in Miami, March 3 to 5, the organization went on record with a strong objection to the Federal Trade Commission proposal to the Federal Communications Commission that would require broadcasters to make time available for counter advertising under the Fairness Doctrine.

It was the opinion of the board that it is not in the public interest nor can the public's understanding of the truthfulness and completeness of advertising claims be clarified by a bewildering clutter of personal opinions.

President Campbell said, "It would seem that the FTC is giving up on its own responsibilities by attempting to stretch the Fairness Doctrine beyond its legal limits and by-passing the admittedly difficult job of making factual determinations concerning advertising deception."

All AWRT members and their management are urged to immediately file appropriate Reply Comments to the FCC and their congressmen requesting rejection of this controversial proposal.

INTERNATIONAL BROADCASTERS (continued from page 1)

From 1956 to 1960 Mrs. Forbes-Amiel of Jamaica was secretary to the director of the Radio Education Unit of UWI and became an announcer on Station JBC the following year. From 1961 to 1963 she attended the Royal Academy of Dramatic Art in London. In 1968 she went to Australia to join her husband, Donald Keith Amiel, a veterinary surgeon with the Department of Agriculture. In Australia she was able to combine her acting career and broadcasting experience. She had two radio shows of her own, wrote TV and radio scripts and did in-school TV broadcasts. In addition to her work with JBC, she is currently director of the Jamaica Information Service Theatre Workshop.

Mrs. Elizabeth Shea Pineda de la Fuente of the Philippines has been with the Inter-Island Broadcasting Corporation since 1965, first as a secretary, then as traffic coordinator. Since 1970 she has been concerned with television programming for Manila and 13 provincial stations in the Philippines. Her husband is Jesus J. de la Fuente, educational manager of IBM Philippines, Inc. In addition to family and career, Mrs. de la Fuente has been involved in the Auxiliary Junior Chamber of Makati.

Patricia Yolanda de la Pena y Sobarzo, 22, the youngest of our broadcast industry guests, is a documentary film writer for Telesistema Mexicano. We hope to have further details on her career later.

Food, Fun and Information Offered By Generous Hosts

Old friends of AWRT, and new friends to be made in Las Vegas, are giving generously of their effort and substance to make the convention a time for fun as well as for serious business.

One tried and true friend is the Taylor Wine Company, who again will host a fabulous champagne reception contributing to the President's Reception for first-timers and distinguished guests, held before the Opening Night Banquet.

New friends from Australia and Denmark will host the pre-banquet reception for AWRT members and their guests.



Jerry Vonne, managing editor of Wine World Magazine, which will host the wine and cheese tasting reception, pours a glass of Australian claret for Jesta Jensen, of the Danish Cheese Association, who holds a tray of fine Danish cheeses, as Pamela Ryan, Australian Trade Commission representative awaits the opportunity to join in a toast to the success of the convention.

Don't go on any crash diets — you may be the one to win your weight in wine! The lucky gal will be seated in a large balance scale with Australian wines piled on the opposite side until her weight is matched in bottles and flagons. The more pounds the merrier — for once.

Hospitality Unlimited

A most rewarding and pleasant AWRT convention activity is the round of visits to the Hospitality Suites, where new developments in industry and new products can be discussed with representatives of the host companies in a relaxed atmosphere. Don't miss a one of 'em!

Saturday Night Shindig

Off with formal attire and on with jeans, levis, pants suits, easy dresses! This is the night when the Stardust Hotel treats AWRT to a real western barbecue and a riding and roping exhibition that will leave everyone gasping.

GOVERNMENT AFFAIRS REPORT

by Louise O. Knight, Chairman, AWRT Government Affairs Committee

Congress and the Executive

1. On February 7 the President signed into law a federal act which places a limit on the amount of money which candidates for federal elective office can spend on the media. The law goes into effect on April 7 and restricts candidate broadcast expenditures to a maximum of six cents per eligible voter; candidates are limited in all media as a whole to spend no more than 10 cents per eligible voter or \$50,000, whichever is greater. The law also provides that the broadcast media cannot charge any candidate more than the lowest unit charge for the same class and amount of time for the same period. The FCC is expected to issue guidelines by the time of the law's effective date to assist broadcasters in using the law. Senator Pastore, in an effort to repair one already apparent defect in the law, has introduced into the Senate a bill which would suspend the equal time law for presidential and vice-presidential candidates.

2. Because the regulations of the Price Commission for Phase II were not designed with broadcasters in mind, many licensees are having a hard time knowing what price increases they are permitted to make. Chairman Burch of the FCC sent a letter to the Price Commission in January requesting special broadcast relief. As yet, no response to that letter has been issued by the Price Commission.

3. A number of bills designed to stabilize the situation of broadcast licensees at renewal time have been introduced into the House and Senate. Senator Pastore, chairman of the Senate Communications Subcommittee has shown considerable reluctance to holding hearings on any of the Senate bills, but Rep. Harley Staggers, chairman of the House Commerce Committee, has indicated that he is willing to hold hearings on the House bills as soon as his committee calendar will permit.

4. Recently reconvened after a termination in December for the Christmas recess are the hearings being conducted by Senator Ervin before his Constitutional Rights Subcommittee. The hearings were initiated out of a concern on the Senator's part that various FCC, Executive, and Court actions are seriously affecting freedom of the press.

5. The House Communications Subcommittee has just concluded hearings on the matter of funding for the Corporation for Public Broadcasting. The hearings also delved into the matter of the CPB's structure and its sensitivity to political pressures. Four bills proposing various modes of funding were discussed during the hearings; the principal bill to be considered is one introduced last year by

Torbet MacDonald, chairman of the Subcommittee. The bill calls for a multiple-year authorization for the CPB with generous increases in funding. MacDonald's bill, together with a number of other bills, have now gone to the House Subcommittee for consideration and voting. It is not yet certain when the Senate Communications Subcommittee will act on funding for the CPB.

The Courts

1. February 2, 1972 — The U.S. Court of Appeals for the District of Columbia Circuit has ruled that the Democratic National Committee has no right to answer three broadcasts by President Nixon and that the Republican National Committee has no right to answer the Democratic National Committee when it appeared on television to respond to certain appearances by President Nixon. The court decision represents an important about-face for the Court of Appeals insofar as broadcasting is concerned. The present decision is the first one in a long time to provide some limitations on application of the fairness doctrine (in connection with a right to reply to appearances by the President); the court in fact refused to rule that the fairness doctrine creates an automatic right of reply for the opposition party whenever the President appears on the media.

2. February 28, 1972 — The U.S. Supreme Court has granted the FCC the right to present for review the 1971 decision of the U.S. Court of Appeals for D.C. which held that broadcast licensees may not, as a general policy, refuse to sell advertising to groups or individuals wishing to speak out on controversial issues. The eventual Supreme Court decision in this case, which will probably not come until late next year, will be a keystone in broadcast regulation.

The FCC and FTC

1. After many years of debate and delay, the FCC has finally issued its rules for the future regulation and development of CATV. Last November the broadcasters and the CATV interests reached a compromise agreement which provided the FCC with a basis for developing rules acceptable to both groups. Although there has been some dissatisfaction expressed with the final version of the rules, the FCC action does represent a significant step forward for CATV's future growth. The rules are contained and discussed in a document some 500 pages in length.

2. Recently named an FCC Commissioner is Richard Wiley, the former FCC General Counsel. The appointment of a

black to the soon-to-be vacated seat of Commissioner Bartley is expected.

3. The Congressional Black Caucus, unable to get prime time from the networks to present its member's views on racial and other matters they felt President Nixon had treated inadequately in his 1971 State of the Union message, has turned to the FCC for help. The Caucus has specifically asked the FCC to outlaw policies that deny access to broadcast facilities for programming produced by members of Congress and deals with important national issues and to require the three TV networks to make available an appropriate number of prime time hours for uncensored speech under the exclusive control of members of Congress.

4. Presenting itself as an ever more vigorous foe of advertisers and manufacturers who engage in "illegal" practices, the FTC has again attacked some heretofore ignored businesses. First, it has announced its intention to break up the concentration of control in the cereal industry; the FTC also accused the four leading cereal manufacturers, which allegedly control the cereal market, of using false and misleading advertising. In addition, the FTC has asked 16 manufacturers of cold remedies to substantiate their advertising claims.

5. Miscellaneous FCC proceedings still pending:

a. An inquiry into children's TV and its associated advertising practices.

b. A proceeding to consider the adoption of rules to prohibit joint ownership of newspaper and broadcast facilities.

c. A proposal to require special plugola disclosures in connection with national network programming.

d. A proposal to limit the number of years for which TV stations may have the exclusive right to hold and show non-network program materials.

e. A proceeding considering the relaxation of the FCC rules applicable to First Class Operators in radio stations.

f. A proposal designed to develop rules for expediting the renewal process for broadcast licensees.

g. A proceeding designed to determine the criteria for judging whether or not a licensee has rendered adequate broadcast service during his last license period.

h. An inquiry into the fairness doctrine designed to explore its efficacy and to create rules and policies to insure a reasonable application of the doctrine. The FCC is to be holding panel sessions and oral argument in this proceeding at the end of March.

General Media Matters

1. In January the Surgeon General Jesse Steinfeld made public the results of

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Government Affairs Report

(continued from page 3)

a two year, one million dollar study, initiated at the prodding of the Senate Communications Subcommittee Chairman, Sen. Pastore, and designed to explore the influence of TV violence on children. The study's conclusion was that there was no causal connection between TV programs that depict violence and aggressive behavior by the majority of children.

2. Concern in the broadcasting industry is rising as a result of pending legislative action in a number of states which would ban radio and TV ads for over-the-counter medicines.

3. The full Board of Directors of NAB has approved a new Television Code standard which limits to 12 minutes per hour the amount of commercial time which may appear in programming for children on Saturday and Sunday between 7 a.m. and 2 p.m. This will go into effect on January 1, 1973.

PANELS (continued from page 1)

the Wide World of Sports. Maureen holds a national medal in synchronized swimming and is a four-time winner of the La Jolla Rough Water competition.

Among her other activities are: Youth Group moderator, high school teacher-counselor; and CCD instructor. She is chairman of the Community Service Club of San Diego, a high school club which she organized in 1970 to coordinate better relations with youth and senior citizens, the mentally retarded and the police force.

As District Two's Councilwoman, Maureen recently introduced the Intern Program for the City Council. College students are assuming responsibility in government at the local level in an on-the-job volunteer work-study project on the basis of which they receive three units of college credit.



In his capacity as associate professor of history at California Institute of Technology, Pasadena, and as an author of numerous articles and books, Dr. Robert A. Rosenstone has been a close observer and interpreter of our fast-changing modern world. He has written on the Abraham Lincoln Battalion and the Spanish Civil War, "The Music of Protest;" the "Poetry of Revolution: John Reed and his Times;" "Seasons of Rebellion: Protest and Radicalism in Recent America;" and "The Kingdom of Good: A Look at the Radical Right Today."

Dr. Rosenstone has taught classes in American Intellectual History, Radi-

calism, American Life through Novels and Films, Alienation and Modern Man and Alternate Life Styles.

The other two panelists, Leon Drew and Edgar Holtz, were reported on in the last issue of News and Views.

Media and Changing Life Styles

Moderator of the afternoon panel on "Media and Changing Life Styles" will be *Monty Hall* of "Let's Make a Deal," Hatos Hall Productions, Los Angeles.

Mr. Hall was born in Winnipeg, Canada, and graduated from the University of Manitoba with a B.S. degree. At college he performed in musical and dramatic productions and served as emcee of Canadian Army shows during the war. In his final year he was president of the student body.

In 1955 Mr. Hall went to New York for a five-year run of NBC's "Monitor" and also emceed many CBS shows.

His packaging career commenced with the sale to NBC of "Your First Impression." His performing career resumed with his next package, "Let's Make a Deal," currently seen on the ABC network. He has hosted the Joey Bishop Show and appeared as a guest on many dramatic and musical programs.

Monty Hall has traveled the United States and Canada extensively, speaking and performing for countless charities. He has been read into the Congressional Record for organizing the all-star TV show for the families of the Wichita State and Marshall University air disasters.



Steve Mills, vice president, Current Film Programming, West Coast, for the ABC Television Network, joined ABC in 1960 as production manager of KABC-TV in Los Angeles, later executive producer and program manager.

Mr. Mills' broadcast career began in 1951 with WBNS-TV, Columbus, Ohio, where he was announcer, stage manager and director. When KCMO-TV, Kansas City, went on the air he joined the station as producer-director and was later named production manager.

Steve Mills was born in Russell, Kan., received his B.A. in liberal arts at the University of Kansas and an M.A. in radio-TV at Ohio State University. He was selected the outstanding college debater at the national championship tournament.

Joe Smith, executive vice president and general manager of Warner Bros.-Reprise Records is a New Englander and a graduate of Yale, where he participated in varsity football and baseball and was a member of the Yale radio station.



After graduation he was a play-by-play sports announcer in Virginia, Pittsburgh, Pennsylvania and Boston. He entered the disc jockey field in Boston and was named among the top ten BJs in 1957, 1958 and 1959. He also hosted several television shows.

Mr. Smith joined Warner Bros. Records in 1961 as national promotion manager and for three consecutive years was voted top promotion man of the year in the Bill Gavin poll. He was president of the Record Industry for Community Relations; a board member of the Los Angeles Variety Club and the Watts Training Center; is active in the Big Brothers, Yale Club of Southern California and Pacifica Broadcasting.



In his capacity as director, Motion Pictures for Television, West Coast, NBC-TV, Stanley Robertson supervises the selection, production and scheduling of "World Premiere" movies made for first-time viewing on TV, and the new "Mystery Movie" series.

Mr. Robertson, a native of Los Angeles, brings to his post a background of long experience in filmed TV. He started his career with NBC as a page, then served in the music library and the music rights department prior to becoming manager, film program operations West Coast, NBC-TV in 1965. He has been associated with such new concept programming as "The Name of the Game" and "The Bold Ones."

Following graduation from Los Angeles City College, Stanley Robertson was a reporter for the Los Angeles Sentinel and was its managing editor when he resigned in 1953 to become an associate editor of Ebony Magazine.

In 1954 he entered the University of Southern California, where he spent the next three years majoring in telecommunications.

Unfortunately *Sonny and Cher* will not be on this panel as announced in the February/March News and Views. And we owe them an apology, having attributed their show to NBC. It is a CBS show.

Chapterbox

Forums and Seminars

Some 100 people including co-eds from 13 colleges attended *New York City Chapter's* three-part "Shirt Sleeve Job Seminar." Topics were: How do you evaluate a company and its policies toward women? How do you get into top management? How do the changes taking place in the broadcasting industry relate to women?

At the *D.C. Chapter's* annual career conference speakers included Congressmen Dawson Mathis (Ga.) and Clarence Brown (Ohio), two of 47 House members who were once broadcasters. The chapter also sponsored a meeting to discuss the public service possibilities of CATV.

Several hundred persons attended a forum conducted jointly by the *Golden Gate Chapter* and the San Francisco Chapter of the National Academy of Television Arts and Sciences on "The Role of Women in TV Broadcasting."

The *New England Chapter* sponsored a day-long communications workshop for 100 college students.

North Star Chapter members discussed TV, agencies and radio with students from area colleges and universities during "Media Day."



Anna Fehl (center) president of the *Maryland Chapter* and chairman of the Personnel Development Committee of BPW of Baltimore, during a planning session for the Broadcast Industry Forum — "Broadcasting: Is It Everybody's Business?" — co-sponsored by the two organizations. With her are panelists Janet Covington (left) WMAR-TV and Ruth Adams, VanSant, Dugdale and Company. Past national president Virginia Pate, WASA and WASA-FM, was on the program. Students, broadcasting personnel and BPW's attended.

Atlanta sponsored a course on "Careers in Radio and TV" in an Emory University adult education series.

Fund Raisers

The *Chattahoochee Valley Chapter* participated in the Community Club Awards sponsored by WDAK Radio. Bottle and box tops, labels, sales receipts, etc., were collected and turned in for cash, benefit of the chapter.

Fund raising projects of the *Tulsa Chapter* include: Halloween Carnival Nite, a bake sale and raffle tickets.



Over 300 members of the industry attended the *Houston Chapter's* fund-raising gala, "A Night with Gisele MacKenzie" at the Shamrock Hilton. Pictured are Rita Sullivan, scholarship chairman with the two students attending the University of Houston's School of Communications on chapter scholarships. They are (left) Patsy Page, Chicago, and (right) Sarah Coletti, Port Arthur, Tex.

"We are small, scattered and need money" reads the *Badger Chapter* newsletter. And so members were urged to "do their own thing", benefit of the Educational Foundation. Result: \$89.48 for the silver bowl with amusing reports on how it was done. Carol Green, WSAU-TV, served station employees a chili luncheon at \$1 each; Eleanor Gifford, Austin, noted husband's laundry costs, upped it 5¢ a shirt, ironed a week's supply and turned in \$4.72; others saved pennies; gave up long distance calls; turned in poker winnings; auctioned homemade pickles; and chapter members sold ten raffle tickets each.

Other Chapter Chatter

Arizona

At the organizing meeting of this new chapter in Little Rock, the group was welcomed by Dale E. Wilson, executive secretary of the Arkansas Broadcasters Association, which had given the impetus for the formation of the new chapter.

Florida



The *Florida Hurricane Chapter* presents 40 radios for underprivileged blind children and adults to James Dameron of the Florida Bureau of Blind Services. (Left to right) June Kodatt, WTVT; Chapter President Terry Magee, Zemp Agency; and Marjory Schwartz, General Telephone Co.

Nebraska

The *Omaha Chapter* has formed a Public Concerns Committee which will take a position on CATV's controversial local situation. The chapter also sponsored an Ad Club luncheon to present the pros and cons of CATV.

Georgia



Kathy Justice, president of the recently chartered *University of Georgia CWB*, accepts the gavel from Lois Hanevold, national AWRT secretary-treasure. CWB officers in back row.

Louisiana



Officers of the newly organized *Baton Rouge Chapter* chat with AWRT President Campbell at a reception in her honor. (Left to right) chapter vice president Camilla Mock, WBRZ-TV; president Lenora Usher, Herbert S. Benjamin Associates with Douglas L. Manship, president and manager of KBRZ-TV.

Michigan

At recent meetings George Collins, WTVS, cleared away some cobwebs regarding CATV; and Gil Maddox, host of WWJ-TV's series, "Profiles in Black" discussed blacks in radio, TV, the press and as an audience.

Oklahoma

At a *Tulsa Chapter* meeting Don Day, program director, WBAP Radio, Fort Worth, told how the swing to country and western music brought his station from a faltering position to national prominence.

Another speaker was KRMG's Sam Babcock, who has been instrumental in developing mass media classes at the Metro Learning Center where classes are conducted by licensed teachers, but subjects are directed by people in the communications fields. AWRT's "Career" booklet is used and the chapter is exploring ways to participate as a community project.

Tennessee

Teachers from Middle Tennessee University were given a presentation on activities in the fields of communications.

Texas

The *Golden Triangle Chapter* held an Appreciation Reception for the press, radio, TV and sponsors who helped make the Southwest Area Conference a success.

Station Breaks

HONORS To Betty Ross West, WMAQ-TV, Chicago, the Field Museum's Septarian Nodule for outstanding public service broadcasting.



Gertrude Trobe, WBVP, Beaver Falls, Penna., receives the New York Couture Council's FRANY award for radio broadcasters from Mayor John V. Lindsay of New York during Fashion Press Week. Eve Rubenstein, KVFD, Fort Dodge, Iowa, won the award for TV reporting.



Palmetto Chapter's Lynn Nevius, WIS-TV, Columbia, S.C., awarded first prize LULU by the Men's Fashion Association and Men's Retailers Association for the "best single effort by a locally originated program in reporting men's and boys' fashion news."

Ann Vaughan, Roanoke Dairy Council, named "Outstanding Woman of the Year in Business and Industry" in Downtown Roanoke's "Salute to Women Who Work."

JOBS NAB's Louise O. Knight, who does such an outstanding job of keeping AWRT up-to-date on government affairs, appointed assistant general counsel of NAB.

From Chicago: Jeri Warrick, to New York as senior policy editor, WNBC-TV; Sara Barr Cohen public information director for the American College of Surgeons; Mary Kay Oswald manager of consumer affairs, Reynolds Aluminum, Richmond, Va.

Julie Kinard with p.r. department, St. John's Hospital, Tulsa.

Lee Chmelik, who left Washington for the Republic of South Africa, has a show there entitled "Dialogue: African Studies" broadcast during the Worldwide segment of RSA. Questions and topics are sent her from African Studies Centers in U.S. universities and colleges and each weekly program centers on a reply or discussion of a specific topic.

From the Florida Hurricane Chapter: Helen Davis office manager of WFLA TV, St. Petersburg; Rita Courtney to Al Lino Ad agency.

Washington, D.C. Chapter's Bonnie Van Winkle promoted to president, William D. Murdock Advertising Agency, Inc., Alexandria; the Manes in Ehrlich, Harris, Manes Associates is Nella Manes, now treasurer as well as vice president of the firm.

Kay S. Berger elected a vice president in the Los Angeles office of Harshe-Rotman & Druck, Inc.

Lee Hayman, now traffic manager at WCBM, Baltimore.

Louise Collett, cities Service Oil Co., Tulsa, who has been promoted to coordinator-special services to inaugurate publications and provide assistance in developing and implementing women's programs. Louise will continue to participate in the American Petroleum Institute's women's program committee and other groups.



Anita McMahon in the news department at KLNG, Omaha.

Myra Youmans, EDLA, Walton, N.Y. named secretary and director of the Delaware County Broadcasting Corp.

Marion Mills in a new p.r. job with Hoffman Enterprises, Madison and writing "Smoke Trails" for Select Magazines.

Susanna Brinsfield has left Utica's WOUR-FM for another Brinsfield station - WOWI-FM, Norfolk, Va., where she will be continuity director.

ON THE JOB



Secretary of Commerce Maurice R. Stans appoints Inez Kaiser, Inez Kaiser & Associates, Kansas City, national coordinator of business opportunities for minority women, reporting to John L. Jenkins (standing) director of the department's Office of Minority Business Enterprise.

Duncan McDonald, executive director, National Friends of Public Broadcasting, New York, editor of a new volume, "How to be a Friend of Public Broadcasting."

STRICTLY PERSONAL Golden Triangle Chapter's Jeanette Mulder KFDM-TV and a director-at-large of AWRT, welcomed the new year as Mrs. Autry Greer. Chapter president Sharon Smith had a boy, Ken Smith III, in December.

SYMPATHY To Jo Nelson, North Star Chapter, whose husband John, died in February.

American Women in Radio & Television
News & Views

AMERICAN WOMEN IN RADIO AND TELEVISION INC.
1321 Connecticut Avenue N.W. Washington, D.C. 20036



Fay Gillis Wells
2601 Woodley Place, Apt. 912
Washington, D.C. 20008

FIRST CLASS MAIL

San Diego

MAY 10 1972

Mrs. Fay Wells
White House Correspondent
Storer Broadcasting Company
Suite 1211
1725 K Street, N.W.
Washington, D.C. 20006

Dear Mrs. Wells:

Thank you once again for inviting me to join you at the White House Correspondents Dinner on April 29. I very much regret that I had to be out of town and miss the festivities, and hope that instead you will join me for lunch soon.

I appreciate your passing on the AWRT newsletter, "News and Views." It made the AWRT convention sound as interesting as I found it to be.

I look forward to getting together with you, and want to thank you for all your thoughtfulness.

Best regards.

Sincerely,



Clay T. Whitehead

LKSmith:jem 5/9/72

cc:

DO Records

DO Chron

Mr. Whitehead ✓

Mr. Lamb

Eva

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a reminder

PLEASE JOIN US!

White House Correspondents Dinner

Date

Saturday April 29th

with trial 6:30

Time

Arrives 7:30 pm

Place

Washington Hilton Hotel

Black tie - Table 90

Fay Wells
Horer Broadcasting Co.

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



February 17, 1972

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AVCO Broadcasting Corporation
Cincinnati, Ohio

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JEANETTE MULDER
KFDM-TV
Beaumont, Texas

Executive Director

PATTI SEARIGHT

Dr. Clay Whitehead
Office of Television Policy
The White House
Washington, D. C.

Dear Dr. Whitehead:

The 21st annual convention of American Women in Radio and Television, Inc. will be held in Las Vegas, May 4 through May 7, 1972. As National President-Elect of the 2800 member organization, I am writing to invite you to be the keynote speaker at the opening session, Friday morning, May 5. The convention will be held at the Stardust Hotel with approximately 1000 members in attendance.

Let me outline briefly for you the subjects for discussion this year and the people who will be participating.

With 1972 being an important election year, we are putting the emphasis on two subjects -- "Effect of the Media on the Teen-Age Vote" and "Effect of the Media on Life Styles". The keynote address by you, Dr. Whitehead, would set the stage for the balance of the meetings.

It was my pleasure recently to hear you speak to the Hollywood Television and Radio Society. We believe there is no one in the country more knowledgeable and capable of launching our convention. We hope you will give serious consideration to this invitation and that your busy schedule will permit it.

Following the keynote address will come the panel on "Media and the Teen-Age Vote". The moderator will be the executive vice president of Taft Broadcasting; panelists will be a professor of political science and history, California Institute of Technology; a recently-elected city councilwoman (age 22), San Diego; a CBS vice president and general manager, Chicago; and a broadcasting attorney, Washington, D. C.

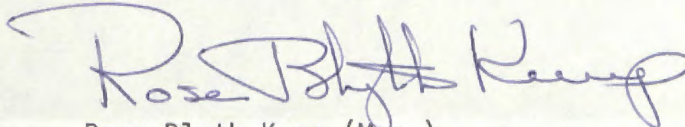
For "Media and Life Styles" panelists will be Perry Lafferty, CBS; Sonny and Cher; Stanley Robertson, NBC; and Joe Smith,

Warner Bros-Reprise Records. We expect the panel to be moderated by Monty Hall.

The 1971 Washington, D. C. convention keynote address was delivered by His Excellency John Akar, Ambassador of Sierra Leone, and the 1970 London convention address was delivered by Dr. Frank Stanton.

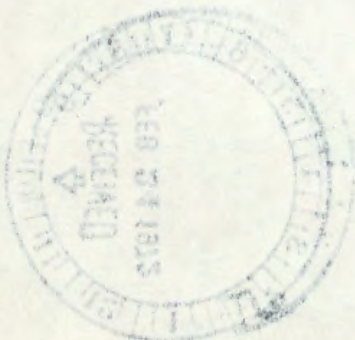
We hope you will honor us by accepting.

Sincerely,

A handwritten signature in blue ink that reads "Rose Blyth Kemp". The signature is fluid and cursive, with the first name "Rose" being the most prominent.

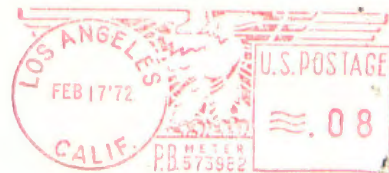
Rose Blyth Kemp (Mrs.)
President-Elect

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038
213-851-0550





COLUMBIA COLLEGE
925 NORTH LA BREA AVENUE
LOS ANGELES, CALIFORNIA 90038



Dr. Clay Whitehead
Office of Television Policy
The White House
Washington, D. C.



American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



May 15, 1972

President

MARIANNE CAMPBELL
AVCO Broadcasting Corporation
Cincinnati, Ohio

President-Elect

ROSE BLYTH KEMP
Columbia College
Los Angeles, California

Secretary-Treasurer

LOIS HANEVOLD
WSB Radio
Atlanta, Georgia

Vice Presidents

JANE COHEN
U.S. Communications Corporation
Philadelphia, Pennsylvania

MARY DENMAN
KENS-TV
San Antonio, Texas

AUDREY HUNT
WIS Radio
Columbia, South Carolina

KATHRYN K. MARTIN
Swift & Company
Oak Brook, Illinois

JANIS MARVIN
WOI-TV
Ames, Iowa

SUNNY SCOFIELD
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Bakersfield, California

FLORENCE TEPPER
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Directors-at-Large

RITA K. HART
Foote, Cone & Belding
Chicago, Illinois

WILMA KRINER
W. M. Zemp & Associates, Inc.
St. Petersburg, Florida

JEANETTE MULDER
KFDM-TV
Beaumont, Texas

Executive Director
PATTI SEARIGHT

Dr. Clay Whitehead, Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D.C. 20504

Dear Tom:

On behalf of the membership of American Women in Radio and Television, Inc., may I express warmest thanks and appreciation for your stimulating keynote address Friday morning during AWRT's 21st Annual Convention.

In view of all the changes and challenges in the broadcast industry during this past year, your words contributed immeasurably to the knowledge and enjoyment of our attendees and the success of the convention.

My year as AWRT President has been most rewarding and I am personally grateful to you for all that you did to make our 21st Annual Convention a memorable occasion.

Sincerely,

Marianne

Marianne Campbell
Immediate Past President

Vice President of Development
Holzer Medical Center
Gallipolis, Ohio 45631

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MAY 18 4 53 PM '72

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American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



May 15, 1972

*Link -
Brief condensed
reply to the new
page; keep in
touch, let me
know if we can
help.*

President
MARIANNE CAMPBELL
AVCO Broadcasting Corporation
Cincinnati, Ohio

President-Elect
ROSE BLYTH KEMP
Columbia College
Los Angeles, California

Secretary-Treasurer
LOIS HANEVOLD
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KFDM-TV
Beaumont, Texas

Executive Director
PATTI SEARIGHT

Dr. Clay Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C.

Dear Dr. Whitehead:

On behalf of the membership of American Women in Radio and Television, Inc. I want to express appreciation for your participation in our 21st annual convention.

Your excellent keynote address was the perfect opener, particularly in this year of trial and tribulation for the broadcasting business. Followed, as you were, by the two panels you helped to provide a very well-rounded day of information and discussion.

I am sorry you had such difficulty with the hotel reservation. I personally had confirmed, reconfirmed and checked prior to your arrival on Thursday, but that seems to have been insufficient to take care of the problem. You were a good sport to put up with the inconvenience and still maintain your good humor.

Brian Lamb called me last Monday inquiring about the tape of your talk and I referred him to our publicist in Washington. Since I have not heard from him further, I assume he has obtained the needed tape.

It was a pleasure meeting you and I hope that our paths will cross again during the coming year.

With all good wishes,

Sincerely,

Rose Blyth Kemp (Mrs.)
President

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038

cc: Executive Committee

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SECTION

MAR 27 1972

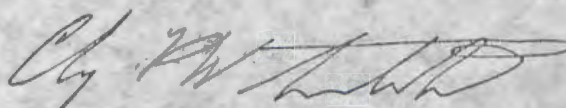
Miss Marianne B. Campbell
National President
American Women in Radio and
Television, Inc.
1321 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Miss Campbell:

Thank you for the gracious invitation to attend
the Opening Night Reception and Banquet of the
American Women in Radio and Television's Annual
Convention on May 4.

I am delighted to be able to accept and am
looking forward to meeting you then.

Sincerely,


Clay T. Whitehead

cc:
DO Chron
DO Records
Whitehead ✓
Lamb
Eva
LKS Subject
LKS Chron

LKSmith:jem 3/22/72

PREPARED BY :

Linda

CLEARED THROUGH:

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



March 20, 1972

President

MARIANNE CAMPBELL
AVCO Broadcasting Corporation
Cincinnati, Ohio

President-Elect

ROSE BLYTH KEMP
Columbia College
Los Angeles, California

Secretary-Treasurer

LOIS HANEVOLD
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St. Petersburg, Florida

JEANETTE MULDER

KFDM-TV
Beaumont, Texas

Executive Director

PATTI SEARIGHT

Dr. Clay Whitehead, Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D.C. 20504

Dear Dr. Whitehead:

As president of American Women in Radio and Television, Inc., may I say how delighted I am that you will be a participant in our 21st Annual Convention being held at the Stardust Hotel in Las Vegas, Nevada.

In addition, I should like to extend a warm invitation to you to attend the Opening Night Reception and Banquet as a head table guest.

The formal reception will begin at 7:00 P.M., Thursday, May 4, 1972, followed by the gala banquet at 8:00 P.M. in the Crown Room of the Stardust Hotel. Dress is black tie.

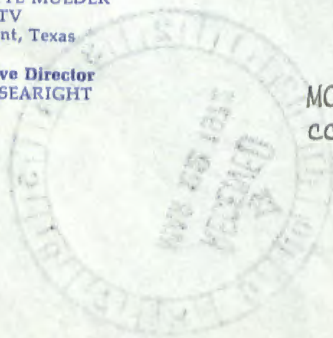
Please let our National Headquarters office know by April 15th whether or not we may look forward to having the pleasure of your company.

Sincerely,

Marianne B. Campbell
National President

MC/jc

cc: Mr. Brian Lamb



James H. [illegible]



I've been asked to address my remarks today to the effect of the media on life-styles. The breadth of the topic simply added to my misgivings about appearing before a group as avowedly sexist as the American Women in Radio and Television. But I swallowed my machismo pride and accepted the challenge on the condition that I could narrow the subject slightly and talk about the impact of television on life-styles.

My position as Director of the Office of Telecommunications Policy affords me the luxury of dispensing with an elaboration of penetrating insights leading to the perceptive conclusion that TV, indeed, has an effect on life-styles. It does; and its manifestations are everywhere.

Some effects are obvious. How many people at this convention will say "Try it, you'll like it," or "I can't believe I ate the whole thing?" How many women back home consider TV a friend (someone to talk while tedious chores are done); a babysitter; a source of information; a teacher for children; a source of entertainment, news, and fashion; a psychiatric clinic (witness the soap operas); a nutrition expert; a role guide--and of course a tremendous irritation--as when one's husband is firmly glued to football for month's on end.

But wives shouldn't really be so irritated about this: a recent study made in Germany showed that, when regular viewers are deprived of TV, there can be an increase in moodiness, wife-beating, extra-marital affairs, and a decrease in intra-marital sexual activity--not necessarily in that order. The conclusion seems to be that TV viewing is addictive. There are adverse effects on

behavior patterns when viewers are deprived of the tube.

But in the U.S. no one need be deprived. Over 96% of the homes have a TV set; 37% have more than one; and 53% get their daily dosage in living color. In the average home, Nielsen estimates that there's almost seven hours of TV usage each day; close to nine hours in homes with five or more people. A study on TV and family communication indicate that, while the set is on all these hours, the family members are not communicating with each other. Most family communication in TV's presence is one-way and parallel rather than interactive. And who knows the impact that Archie Bunker has had on family conversation?

What the family, or anyone, sees on the screen is shaped by the limited-channel technology of broadcasting and the particular economic incentives that motivate programmers and advertisers to attract a mass audience. TV's dominant feature is that it provides programs that the people will watch; and they do watch. Various polls point out that between 55% and 75% of Americans derive most of their information from TV. A recent TV Guide survey showed that 55% of their sample thought that TV, of all the media, gave the most complete coverage of politics, personalities, and events. The most interesting thing about that statistic is that a majority of people believe something that even the most fervent apologist for TV does not claim for the medium.

In a brief span of years, television has assumed a dominant role in the mind of America. Yet our true understanding of its impact has lagged far behind television's technical and commercial success. And nowhere is its impact less understood than its

influences on our children. But women are to be commended for focussing attention on these influences. Children ~~These~~ aren't the biggest group of consumers of TV, but TV is one of the biggest consumers of their time. By the time the average child is 16, he's spent between 15-20 solid months in front of the TV screen. Television viewing occupies more time than any activities other than sleep or play; maybe it's more like sleep than play.

Television's influence ~~will~~ takes many forms and it is too early to know whether the influence is for good or ill. Do we really know how children perceive what they see on the tube? Do their imaginations really slip into neutral gear while they're watching TV? Can they differentiate between pictures of men walking on the moon and scenes much closer to home? I'm sure that some children react to televised violence by becoming more violent themselves. But I'm just as certain that viewing the same acts on TV reduces the violent impulses in other children. In short, the effects of TV on children are susceptible to no simple description ~~description~~.

What ideas are children getting from television? A recent New York Times article by an 18 year old suggests that TV shows that all of life's problems can be solved before the final credits on a 30-minute show. Perhaps the commercials imply that the human condition is perfectable simply by use of the right toothpaste or the application of the appropriate aerosol spray. What will happen when young adults find life to be more complex? Will this lead to an infantile demand for immediate gratification and frustration and violence when that gratification is slow in coming or never comes?

I don't mean to imply that television is having these influences on our young because broadcasters are evil or network executives are child molesters or the FCC is asleep. None of these charges is true. Television's role and impact are much too complex and murky to be captured with the superficial rhetoric of media activists. Our social scientists are only beginning to postulate some hypotheses to assess television's relationships to the other forces that are having a long-range impact on our life-styles.

For example, television interacts closely with the forces that may be undercutting family life. Parents used to rear their children. They play much less of a role today. The extended family has given way to the nuclear family containing only two adults or only one. And even these adults are spending less time with their children. Perhaps the deterioration of cities and the growth of suburbs have led to a loss of functioning neighborhoods. It's easier to determine what children have lost than what they have gained from their new environment. We know that they rarely see adults working at their trades and they don't hear adults gossiping by the cracker barrel. But does this mean that they are effectively cut-off from the adult world? Is the only group of adults they get to know well the ones they see on television? Perhaps if there's a generation gap, it's one created by the segregation among age groups, created by our life styles. The social scientists and behaviorists hypothesize that the vacuum created by age segregation can lead to an increase in isolation, alienation, indifference, antagonism, and sometimes violence among the young. But does anyone know if television

strengthens age segregation by programming to the demographics of age and reducing family communication?

The effects of television on life-styles are likely to change but not to decrease as a different television technology--broadband cable television--with different economic incentives takes its place among our communications media. Maybe broadband cables' increased channel capacity and likely specialization in programming could reinforce the alientation of some segments of our society. The cohesive effects of the mass media could be diminished when people react to cable's information overload by becoming more selective in what they view. They may select only what supports their own biases. They may lose contact with the common values and ideals which facilitates government by consent of the governed. On the other hand, the new cable technology may have a "town meeting" effect rather than alienating people from the political process. Perhaps, when the viewer has to exercise more conscious choice in what he watches, he will take a more active role and join with people of like interests to participate more effectively in a democracy.

The point in all these "maybe's," "perhaps'" and question marks is to suggest that no one can be certain about the effects of television on society. Conclusions, and the actions that follow from conclusions, depend on your particular point of view. Where does all this lead? For some, who recognize television's powerful and pervasive impact on our lives, it leads to demands for government intervention to assure that this impact is directed

to good ends. If you believe that TV causes much of society's ills, you want this intervention to preclude violence, racism, sexism, materialism, communism, and all the other isms from the home screen. If you feel that the family and other adult institutions, such as churches and schools, are playing a decreasing role, you may want television to assume greater responsibility for transmitting adult values to the young. If you realize that the life-styles being depicted on television aren't appropriate role models in light of your experience and expectations, you may join the growing chorus of those demanding access to the air and to ownership of broadcast stations so that you can speak for yourself and to others like you through the media.

And, if you're a bureaucrat in Washington, the temptation may well prove irresistible to apply the techniques of behaviorist engineering to television, and direct its powerful impact to objectives that you consider to be beneficial for society. You would staff OTP with 25 social scientists to coordinate with other government agencies, universities, and private foundations in channelling communications technologies toward social goals.

But OTP has no cadre of social scientists, and this reflects our view of how to cope with television's broad impact on life-styles. A very long view is required. Just picture some medieval counterpart of the Director of OTP trying to assess the impact of the printing press only 50 years after Gutenberg printed the bible. Would he know its effect on the church's monopoly of learning; would he know how education would be changed; how social strata would break-down and form again on new bases? Western culture, and ultimately all cultures, adjusted to the impact of printing

just as our society will slowly and agonizingly adjust to the impact of television.

Government can attempt to move in and manipulate the medium to its conscious ends, just as the kings and emperors reacted to the printing press by licensing them, monopolizing them, or suppressing the messages they produced. The rulers of the past turned to censorship to serve purposes they considered to be just as noble as the goals of fairness, balance and access, which motivate those urging government intervention in and control of the electronic media. In our day, those who want to manipulate television's content turn to those in Washington who have control over the medium. But we know so little about television's long-term effects on human behavior and life-styles that government could do more harm than good in attempting to manipulate it. Government usually doesn't do very well when it takes superficially purposeful action to affect complex behavioral and societal issues. ■ In another current controversy, some people think that busing is a logical step to take on the road leading from the evils of segregation to the goal of equal opportunity in education. But the proposed solution has led to unforeseen disruptive consequences that do not serve the objective.

This argues for some caution. When we have so little idea of where government intervention in media content will take us, we should not invoke government's broad powers indiscriminately. As agonizing as the process of the mutual adaptation of television to society and society to television

may be, we must go through it and not be stampeded to adopt easy solutions when there may be none.

When a major theme of your convention is the effect of television on society, you must think as much about society as you do about TV. We should attempt to deal with television's impact by examining how many different aspects of our society can evolve to accommodate this new force. For example, children are entering school with more specific knowledge and general awareness of the world around them. They may even learn to read more quickly because of "Sesame Street" and "Electric Company." But our schools will not be able to get by with "Dick and Jane" primers anymore. The school curricula can be changed to accommodate TV rather than changing TV to take on the major role in education.

I don't want to imply that no one do anything to change television's status quo. Change must come, but not from a master plan created by government. Our responsibility then is to guide the process of change intelligently and responsibly. We cannot shrug our shoulders and say the issues are too complex to resolve. The need to decide these issues is thrust upon us daily. But we should not be forced to grope blindly in the dark. We need more analysis and discussion of television's impact on lifestyles and behavior, simply to assess more effectively the consequences of our decisions. We have a responsibility to reduce as much as possible the unknowns that plague the process of understanding television's impact and the stresses it creates on various strata in our society. It is a responsibility that women and men in radio and television share with those in government and the public at large.

March 13, 1972

Miss Margot Phillips
Margot Phillips Public Relations
2006 Columbia Road, N.W.
Washington, D.C. 20009

Dear Miss Phillips:

At Mrs. Rose Blyth Kemp's request, I am sending you two copies of Mr. Clay T. Whitehead's biography and photographs, in preparation for his speech to the 21st Annual Convention of American Women in Radio and Television in Las Vegas on May 5.

When copies of Mr. Whitehead's remarks are available, I will certainly send them on to you as Mrs. Kemp suggested.

If there is anything further I can do, please let me know.

Sincerely,

Linda K. Smith
Special Assistant
to the Director

Enclosures

cc:
DO Chron
DO Records
Whitehead (2) ✓
Lamb
Eva
LKS Subject
LKS Chron

LKSmith:jem

March 13, 1972

Mrs. Rose Blyth Kemp
President-Elect
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038

Dear Mrs. Kemp:

Since Mr. Lamb is out of town, I am replying to your letter of March 8 discussing arrangements for Mr. Whitehead's speech to the American Women in Radio and Television on May 5 in Las Vegas.

I have sent two copies of Mr. Whitehead's biography and photographs to Miss Phillips, as you requested. As soon as the title of Mr. Whitehead's speech has been set, I will certainly let you know, and will send Miss Phillips advance copies as soon as they are available.

It was most kind of you to offer to help with Mr. Whitehead's hotel accommodations, and when his plans become more definite, perhaps we can ask for your assistance.

If there is anything else I can do, please let me know.

Sincerely,

Linda K. Smith
Special Assistant
to the Director

cc:
DO Chron
DO Records
Whitehead (2) ✓
Lamb
Eva
LKS Subject
LKS Chron

LKSmith:jem

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



March 8, 1972

President

MARIANNE CAMPBELL
AVCO Broadcasting Corporation
Cincinnati, Ohio

President-Elect

ROSE BLYTH KEMP
Columbia College
Los Angeles, California

Secretary-Treasurer

LOIS HANEVOLD
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W. M. Zemp & Associates, Inc.
St. Petersburg, Florida

JEANETTE MULDER

KFDM-TV
Beaumont, Texas

Executive Director

PATTI SEARIGHT

Mr. Brian Lamb

Assistant for Media and Press Relations
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Mr. Lamb:

As per Dr. Whitehead's request, I am writing you pertaining to questions and arrangements for Dr. Whitehead's keynote speech at the 21st Annual Convention of American Women in Radio and Television at the Stardust Hotel in Las Vegas, Friday, May 5, 1972.

I would like to make several requests of you. Will you be so kind as to forward to Miss Margot Phillips, Margot Phillips Public Relations, 2006 Columbia Road, N. W., Washington, D. C. 20009, two copies of biographical material and two 8x10 glossy photographs. Since Miss Phillips' office is in Washington it is simpler than sending them to me, in which case I would have to forward them on. Miss Phillips would also like to have advance copies of the text of his talk. In addition, I need to know as soon as possible the title of his talk and whether or not he would wish me to make the reservations for hotel accommodations. And, of course, for how long.

Should you need to reach me directly for any reason, I am in my office daily, 9 a.m. to 5 p.m., west coast time.

Thank you for your assistance.

Sincerely,

Rose Blyth Kemp (Mrs.)
President-Elect

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038
213) 851-0550

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



March 8, 1972

President

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AVCO Broadcasting Corporation
Cincinnati, Ohio

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Los Angeles, California

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St. Petersburg, Florida

JEANETTE MULDER
KFDM-TV
Beaumont, Texas

Executive Director
PATTI SEARIGHT

Mr. Clay Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Mr. Whitehead:

I cannot tell you how pleased we are that you have accepted the invitation of American Women in Radio and Television to serve as keynote speaker for the 21st annual convention in Las Vegas. I am convinced that what you have to say will be the link that ties all of the following discussions together.

Our Convention traditionally opens with a reception and banquet on Thursday evening, this year May 4. We hope you can plan to be our honored guest on that occasion.

I will, as you suggest, address further communications to Mr. Brian Lamb.

Thank you again. I look forward to meeting you in May.

Sincerely,

Rose Blyth Kemp (Mrs.)
President-Elect

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California
90038

cc: Mr. Brian Lamb

SEC. CL. ORIGIN

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DATE OF DOC.

DATE REC'D

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TO
FROM
SUBJ.

Director

Ross Elyth Kemp - American
Women n Radio and Tele., Inc.Pleased Director accepted
invitation.CROSS REFERENCE OR
POINT OF FILING

Filed - AWRT

speech 5/4/72

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COURIER NO.

ANSWERED

NO REPLY



4

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

Tom:

You are speaking in the morning on May 5. Do you want to accept for the banquet May 4th?

I think that you will probably have to be in Las Vegas that night to make the keynote address the next am.

Accept ✓

Regret

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



March 8, 1972

President

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AVCO Broadcasting Corporation
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WGAW
Gardner, Massachusetts

Directors-at-Large

RITA K. HART
Foote, Cone & Belding
Chicago, Illinois

WILMA KRINER
W. M. Zemp & Associates, Inc.
St. Petersburg, Florida

JEANETTE MULDER
KFDM-TV
Beaumont, Texas

Executive Director
PATTI SEARIGHT

Mr. Clay Whitehead
Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Mr. Whitehead:

I cannot tell you how pleased we are that you have accepted the invitation of American Women in Radio and Television to serve as keynote speaker for the 21st annual convention in Las Vegas. I am convinced that what you have to say will be the link that ties all of the following discussions together.

Our Convention traditionally opens with a reception and banquet on Thursday evening, this year May 4. We hope you can plan to be our honored guest on that occasion.

I will, as you suggest, address further communications to Mr. Brian Lamb.

Thank you again. I look forward to meeting you in May.

Sincerely,

Rose Blyth Kemp (Mrs.)
President-Elect

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California
90038

cc: Mr. Brian Lamb

(213) 851-0550

35% COTTON FIBER
BROADBOND



AWRT Convention, Las Vegas, Nev.

Keynote

KEYNOTE ADDRESS AT CONVENTION

CONVENTION'S KEYNOTE SPEAKER

IMPACT
DISCUSSES ~~ROLE~~ OF TELEVISION

"The president asked me to give you his personal greetings and wish you a very fruitful conference," began Dr. Clay T. Whitehead, Director of the Office of Telecommunications Policy ^{Washington, D.C.}. "He feels so strongly about the role of the media that he wants to explicitly encourage us in exploring the role of the media in society. ~~But no one is really qualified to speak on this topic.~~"

Mr. Whitehead said that his office has three broad areas of responsibility:

- 1) As its director, he is the president's principal advisor on telecommunications and oversees all the federal government's telecommunications services which include national security and the emergency ^{broadcasting} system.
- 2) His office formulates the administration's ^{communications policy} position. ^S It must ask, "What does the public want? Why is this new group established?" ~~People are increasingly aware of the importance of communications.~~
- 3) Much of the economy is dependent on communications and so is our society. The government has to begin to plan ahead on what this could do to us.

The effects of TV on life styles and society ~~every~~ are everywhere. Are they good, bad or neutral? Friend or foe? Informant or establishment mechanism? Do we need TV? TV ~~had~~ to be addictive. Does it help or hurt us?

The dominant feature of TV in the U. S. is that there ~~is~~ ^{is} such a limited number of channels. That means that the "name of the game" is to give people what they will watch. The average home has TV turned on seven hours a day; where there are children, over nine hours. Americans derive 50% to 75% of their information from TV. It is interesting to note that though ~~TV~~ ^{TV} is not the most complete medium of information, over half of our people believe that it is.

For all its obvious impact, we hardly have a glimmer of its effect on us; how it influences children. At 16 a young person has spent 15 to 20 months before the TV screen -- more than in any other activity. Children today are more aware, quicker to grasp, quicker to learn. Do their imaginations get into high or low gear? Some react to violence one way, some another. What happens when youth finds that life is more complex than is depicted on the TV screen?

One commentator asks, "Shall we let children hear any casual talk by any casual person?" Some media activists believe TV has a bad influence on children. These charges miss the point. TV's role and impact is too complex to be captured by the rhetoric of its critics.

We are developing a long-range policy for CATV, Mr. Whitehead told the delegates. We are currently looking intensively into its long run possibilities. We want it to be useful to our society and not something that develops hit or miss. CATV will change things. Its increased capacity means not five but 20, maybe 40 or more channels in the home. There will be more programming, but not the type we have now. It will be more specialized. People may seek ^{only those} out views they want to hear. TV may not be a mass media any more. Perhaps it will make people aware of what goes on in their local communities. The viewer may have a more active mind and be more concerned with government and public affairs.

No one can be certain about the effect of TV on society. Conclusions are dependent on one's point of view. Where will it lead us? To some it means government in-

intervention to assure its being directed to good ends. Many want TV to take more responsibility for the life styles shown to our children. There are the objectives of government and other special interests.

Compare the impact of TV with the impact of print 50 years after printing was developed. We have all adjusted to print and we must now accept the impact of TV.

In our times those who want to manipulate TV turn to the power of government. This is dangerous. We know so little about the medium, and the impact of government might do more harm than good if it attempts to manipulate it.

Consider the controversial question of buying. Some think it is the easy road to equal opportunities; some do not. Do people have a right to buy time for discussion of their political views? The side effects of government intervention are intolerable. The courts are on the verge of making a change in the first amendment. The concept ^{is} that government is licensing TV in the public interest.

2

We believe that there should be a different approach, said Mr. Whitehead. We are trying to keep the broadcast media like the print medium. We should not in-

voke broad powers of government in such an important area. We must not adopt easy solutions, but should focus on shaping the technology. People should affect the technology instead of the other way round.

Schools haven't adapted to the greater awareness of the world our children have when they come to school. We do have a responsibility to change TV and society in an intelligent and responsible way. We can't ask the problems to go away.

Women in television are in a prime position to assess this problem and take a more thoughtful view of TV as an influence on our society. Perhaps they can be a sensitive and moderating voice for us in Washington. We cannot determine what TV will do to our society, but what we do will pretty much determine what we will do to TV. We ^{must} ~~will~~ try to make the impact of TV a constructive influence in our society.

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



Honey Hollow Road, Box 180
Pound Ridge, N. Y. 10576

June 1st, 1972

Dr. Clay T. Whitehead, Director
Office of Telecommunications Policy
The White House
Washington, D.C.

Dear Dr. Whitehead:

Enclosed is an account of the keynote address you gave at the recent national convention of American Women in Radio and Television in Las Vegas. This is taken from notes made by me during your speech. If there are any errors, or if I have failed to bring out some of your ideas, will you let me know?

This will be printed in the June/July issue of AWRT News and Views, the official publication of our organization. We hope to go to print the end of next week.

I want to take this opportunity to thank you for the very interesting and challenging talk you made. It was exactly the right note for the many discussions that followed.

Sincerely,

Harriet Sabine

Harriet Sabine, Editor
AWRT News and Views

Will you please have your corrections, if any, sent to me at the address typed above? Thank you.

LOGICAL
TELECOMMUNICATIONS
DIVISION
JUN 2 10 42 AM '72
RECEIVED

RECEIVED
JUN 5 10 46 AM '72
OFFICE OF
TELECOMMUNICATIONS
POLICY

TO: DIRECTOR, FEDERAL BUREAU OF INVESTIGATION

FROM: SAC, NEW YORK (100-157341) (P)

SUBJECT: [REDACTED]

RE: [REDACTED]

DATE: 6/1/72

CLASSIFICATION: [REDACTED]

1. On June 1, 1972, [REDACTED] advised that [REDACTED]

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30. [REDACTED] advised that [REDACTED] had been [REDACTED]

American Women in Radio and Television, Inc.

1321 Connecticut Avenue, N.W. • Washington, D. C. 20036 • (202) 296-0009



April 24, 1972

President

MARIANNE CAMPBELL
AVCO Broadcasting Corporation
Cincinnati, Ohio

President-Elect

ROSE BLYTH KEMP
Columbia College
Los Angeles, California

Secretary-Treasurer

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Atlanta, Georgia

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U.S. Communications Corporation
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San Antonio, Texas

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JANIS MARVIN

WOI-TV
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KERO-TV
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FLORENCE TEPPER

WGAW
Gardner, Massachusetts

Directors-at-Large

RITA K. HART
Foote, Cone & Belding
Chicago, Illinois

WILMA KRINER

W. M. Zemp & Associates, Inc.
St. Petersburg, Florida

JEANETTE MULDER

KFDM-TV
Beaumont, Texas

Executive Director

PATTI SEARIGHT

Mr. Brian Lamb
Office of Telecommunication Policy
Executive Office of the President
Washington, D. C. 20504

Dear Mr. Lamb:

Confirming our telephone conversation of this afternoon regarding hotel accommodations for Dr. Whitehead and yourself, I have taken the liberty of changing from the Royal Inn to the Stardust Hotel. Since Dr. Whitehead expressed an interest in being in the hotel with the convention and I found that it was possible, I changed them accordingly. Both reservations are for Thursday to Sunday.

You will find it simpler, I believe, if upon arrival you check in with the AWRT hospitality desk rather than the front desk of the hotel. All convention reservations are being handled in that manner.

I look forward to meeting you both.

With all good wishes,

Sincerely,

Rose Blyth Kemp (Mrs.)
President-Elect

Vice President
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038

cc: Executive Committee
Shirly Vanda

May 8, 1972

Mr. James B. Poteat
Librarian
Television Information Office
of the National Association
of Broadcasters
745 Fifth Avenue
New York, New York 10022

Dear Mr. Poteat:

The package of information you put together to help us with Mr. Whitehead's speech to the AWRT has proven to be both timely and extremely helpful.

I appreciate all the trouble you have gone to, particularly your trying to track down the updating of Gary Steiner's study. Perhaps you could send us a copy when it is published, as I am sure it will be most valuable.

Again, my thanks. Your assistance has been very welcome.

Sincerely,

Signed

Brian P. Lamb
Assistant to the Director

LKSmith:jem 5/8/72

cc:

DO Records

DO Chron

Lamb (2) ✓

LKS Subject

LKS Chron

MAR 8 1972

Don Acc
5/5/72

Mrs. Rose Blyth Kemp
President-Elect
Columbia College
925 North La Brea Avenue
Los Angeles, California 90038

Dear Mrs. Kemp:

Thank you for your letter of February 17 and for the invitation to be the keynote speaker at the 21st Annual Convention of American Women in Radio and Television, on Friday, May 5 in Las Vegas.

The two topics you are emphasizing are of great interest to this Office, and I am glad that I will be able to accept your invitation and have an opportunity to discuss them with you and the other members of AWRT.

If there are any questions, or further arrangements to be made, Mr. Brian Lamb, my Assistant for Media and Press Relations, would be delighted to work with you.

I look forward to meeting you and to speaking to the AWRT on May 5.

Sincerely,



Clay T. Whitehead

cc:
DO Chron
DO Records
Whitehead (2)
Lamb
LKS Subject
LKS Chron

LKSmith:jem 3/1/72

Tuesday 4/25/72

MEETING
5/2/72
9:00 a.m.

6:00

Brian has arranged a meeting for him and Mr. Whitehead with
Sen. Hansen on Tuesday morning, May 2, at 9:00 in the
Senate Radio and TV Recording Studio.

9:30

9:30

Cancelled

5/9/72
9:00 AM

From academe, a new AWRT president

She's Rose Blyth Kemp of California, a college administrator whose background embraces noncommercial television, films

A dynamic educator who has been involved in educational TV and films in Southern California for almost 20 years takes over as president of American Women in Radio and Television this week at the annual AWRT convention in Las Vegas May 4-7.

She is Rose Blyth Kemp, vice president of the 19-year-old Columbia College, Hollywood, a four-year, nonprofit liberal arts school that specializes in TV, radio and film instruction.

(The AWRT convention, in the Stardust hotel, will hear Clay T. Whitehead, director of the Office of Telecommunications Policy. Also scheduled are panels on the teen-age vote and on changing lifestyles.)

Before assuming the Columbia College post in 1970, Mrs. Kemp for 15 years was director of TV, radio and films at California Institute of Technology in Pasadena, Calif.

A native of Salem, Ohio, she attended schools in California and in Washington,



Mrs. Kemp

then the University of Southern California in Los Angeles, majoring in journalism. She was a feature and society writer for a number of Southern California community newspapers before joining Caltech in 1955 as assistant to the director of the news bureau-public relations. Two years later she became involved in TV, radio and film activities, producing Caltech's first TV series, 27 half-hour programs, *"The Next Hundred Years"*, on KNBC(TV) Los Angeles. She followed this as associate producer of a Caltech-NBC network, hour-long color special, *The Immense Design*.

From 1962 to 1965, while on leave from Caltech, Mrs. Kemp was associated with the founding and the operation of noncommercial KCET(TV) (ch. 28) Los Angeles, serving as executive secretary of the licensee and later as director of community development. In March 1965 she rejoined Caltech.

She is married to M. Bradley Kemp, vice president of Trans-American Video Inc., Hollywood, a TV video-tape production and processing firm that leases mobile units. She is the mother of eight children and has seven grandchildren.

Tom

For your AWRT dinner! you will be sitting
next to her

August 1970

Title: GAO Manual

1012-113

TRAVEL VOUCHER

| | | |
|--|-------------------------------|---|
| DEPARTMENT, BUREAU, OR ESTABLISHMENT Executive Office of the President Office of Telecommunications Policy | | VOUCHER NO. |
| PAYEE'S NAME Clay T. Whitehead, SS# 509-34-3700 | | SCHEDULE NO. |
| MAILING ADDRESS (Including ZIP Code) OEP/OTP EOBA WA DC 20504 | | PAID BY |
| OFFICIAL DUTY STATION Washington, D.C. | RESIDENCE Washington, D.C. | |
| FOR TRAVEL AND OTHER EXPENSES FROM (DATE) May 4, 1972 | TO (DATE) May 5, 1972 | CHECK NO. |
| APPLICABLE TRAVEL AUTHORIZATION(S) NO. 929 | DATE 5/2/72 | CASH PAYMENT OF \$ RECEIVED (DATE) (Signature of Payee) |
| TRAVEL ADVANCE | | |
| Outstanding None \$ | | |
| Amount to be applied | | |
| Balance to remain outstanding \$ | | |

TRANSPORTATION REQUESTS ISSUED

| TRANSPORTATION REQUEST NUMBER | AGENT'S VALUATION OF TICKET | INITIALS OF CARRIER ISSUING TICKET | MODE, CLASS OF SERVICE, AND ACCOM- MODATIONS * | DATE ISSUED | POINTS OF TRAVEL | |
|----------------------------------|-----------------------------------|---|---|----------------|------------------|---------------------------------|
| | | | | | FROM- | TO- |
| B-2,469,336 TA# 929 | 316.00 | TW | Air/Mixed | 5/4 | Washington, D.C. | Las Vegas, Nevada and return |

** Certified correct. Payment or credit has not been received.

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|---|---------------------------------|------------------------|--|-----------|
| May 8, 1972 (Date) | (Signature of Payee) | AMOUNT CLAIMED → | Dollars 78 | Cts 00 |
| Approved. Long distance telephone calls are certified as necessary in the interest of the Government. | | DIFFERENCES: | | |
| (Date) | *** (Approving Officer) | | | |
| NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY VOUCHER NO. | D.O. SYMBOL | DATE (MONTH-YEAR) | Total verified correct for charge to appropriation (s) (initials) | |
| Certified correct and proper for payment: | | | Applied to travel advance (appropriation symbol) | |
| (Date) | (Authorized Certifying Officer) | NET TO TRAVELER → | | |

ACCOUNTING CLASSIFICATION

* Abbreviations for Pullman accommodations: MR, master room; DR, drawing room; CP, compartment; BR, bedroom; DSR, duplex single room; RM, roomette; DRM, duplex roomette; SOS, single occupancy section; LB, lower berth; UB, upper berth; LB-UB, lower and upper berth; S, seat.

** FRAUDULENT CLAIM—Falsification of an item in an expense account works a forfeiture of the claim (28 U.S.C. 2514) and may result in a fine of not more than \$10,000 or imprisonment for not more than 5 years or both (18 U.S.C. 287; *id.* 1001).

*** If long distance telephone calls are included, the approving officer must have been authorized in writing by the head of the department or agency to so certify (31 U.S.C. 680a).

PREVIOUS TEMPORARY DUTY (Complete these blocks only if in travel status immediately prior to period covered by this voucher and if administratively required)

[illegible]

*If per diem allowances for members of employee's immediate family are included, give members' names, their relationship to employee, and ages and marital status of children (unless this information is shown on the travel authorization).

Valid after
May 31 72

BILL TO

Office of Emergency Preparedness
Washington, D. C. 20547

B-2,469,336

The Trans World Airlines Company is requested
to furnish Mixed class Air transportation at lowest rate from Washington, D.C.
to Las Vegas, Nevada, and return via TW (F)-DCA to LAS UA (Y)-LAS
(IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")
for use of Clay T. Whitehead and no others with accommodations
from to (IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")
to transport not over 100 lbs. of excess baggage from to
I CERTIFY THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR TICKETS REQUESTED
EXCEPT AS STATED ON REVERSE SIDE.

TRAVELER'S SIGNATURE
TITLE Director

PLACE OF ISSUE Wash., D.C. 5/4/72
I CERTIFY THAT THE TRANSPORTATION REQUESTED IS FOR OFFICIAL BUSINESS.
ISSUING OFFICER'S SIGNATURE E S Johnston
TITLE Administrative Officer

FISCAL DATA (APPROPRIATION, AUTHORIZATION, ETC.)

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| TRANSPORTATION AMT. | ACCOMMODATION AMT. | TOTAL |
| | | 316.00 |

TICKET AGENT WILL NOT ACCEPT THIS

The United States of America
Transportation Request
MEMORANDUM CARD - COPY
DO NOT FOLD, SPINDLE OR MUTILATE

UNITED STATES GOVERNMENT CARD CHARGE FORM
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LAS VEGAS
MAY 27 72
AIRPORT
Lar F U A
BAL 016 157861794
6229 6185 2 DC JUN 72
CLAY T WHITEHEAD
36.00

Tuesday 3/29/72

INV.
4/29/72

11:45

Fay Wells, Storer Broadcasting, has invited Tom to the White House Correspondents Dinner on April 29. You said you would call her.

At the W.H. : 628-5033
At her office: 296-6500

Monday 4/3/72

INV. ACC.
4/29/72
7:30 p.m.

11:00

Per Brian's instructions, we have accepted Fay Wells' invitation to the White House Correspondents Dinner on Saturday, April 29, at 7:30 p.m. at the Washington Hilton. It is black tie.

296-6500

Friday 5/5/72

5:30 Do you have any expenses to claim for your trip to Las Vegas?

\$4.50 taxi to airport in L.V.

ITINERARY FOR
CLAY T. WHITEHEAD
LAS VEGAS, NEVADA
MAY 4-5, 1972

THURSDAY, May 4, 1972:

3:15 p.m. Car

4:00 p.m. Lv Wash. National, via TW 429

7:26 p.m. Ar Las Vegas, Nevada

Helen Sidler will meet you at the
airport.

8:00 p.m. AWRT Banquet - sit at head table
Crown Room
Stardust Hotel
3000 Las Vegas Blvd.

(702) 732-6111

RESERVATIONS: Stardust Hotel

"

FRIDAY, May 5, 1972:

10:00 a.m. Address the 21st Annual Convention
of the AWRT:

Crown Room

1:00 p.m. AWRT Luncheon
Area A

SUNDAY, May 7, 1972:

2:00 p.m. Lv Las Vegas, via UA #734

9:00 p.m. Ar Baltimore Airport

(Coyt will pick you up.)

659 - 1000

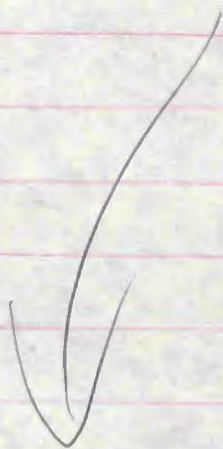
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X7 7:20a 10:25a N TW 544 F/Y 72S 0

2:20p 5:35p N AA 288 F/Y 727 0

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7 2:07a 7:56a N DL 580 FN/YN D9S 2

6:55a 11:58a B DL 600 F/Y D9S 0

6:55a 11:59a N DL 528 F/Y D9S 0

X6 12:32p 4:51p N DL 330 F/Y D9S 0

1:33p 6:24p D DL 106 F/Y 747 0

X6 1:33p 7:30p N UA 456 F/Y 737 D 0

1:33p 7:32p N DL 618 F/Y D9S 0

1:33p 7:40p N DL 618 F/Y D9S 0

X6 3:26p 9:00p N SO 36 S D9S 0

3:26p 9:00p N SO 36 S D9S 0

5:26p 9:44p B DL 526 F/Y D9S 0

11:43p 7:33a N DL 684 FN/YN D9S 1

11:43p 7:44a N DL 684 FN/YN D9S 1

JACKSONVILLE, FLA. 6:42 5:18 70:00 140:00 EDT JAX

9:55a 10:00p N NA 410 F/Y 727 S 2

10:00a 12:50p N NA 468 F/Y 727 L 2

10:10a 11:43a N EA 878 F/Y D9S 0

2:45p 5:09p N NA 492 F/Y 72S 1

6:00p 8:25p B NA 422 F/Y 72S D 1

CONNECTIONS 4:15a 7:33a N EA 466 FN/YN D9S 0

To Freq. Leave Arrive Flight Class Eq MI S

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JACKSONVILLE, FLA.-CONT. 11:45a 2:25p N EA 342 F/Y D9S 0

1:25p 4:44p B EA 394 F/Y D9S 0

2:34p 6:24p D DL 106 F/Y 747 S 0

8:30p 11:54p B EA 432 F/Y D9S 0

10:15p 2:00a B EA 85 FN/YN 727 0

10:30p 2:00a B DL 328 FN/YN D9S 0

10:30p 2:12a B DL 36 FN/YN D9S 0

JACKSONVILLE, N.C. 34:26 2:74 37:00 74:00 EDT OAJ

JAMESTOWN, N.DAK. 11:00a 12:16p N PI 910 S YS 0

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X7 7:00a 11:16a B TW 104 F/Y 72S B 1

8:20a 12:24p N TW 462 F/Y 727 B 1

10:50a 3:09p N UA 282 F/Y 727 S 1

X6 3:35p 9:00p N TW 294 F/Y 72S 2

4:05p 8:14a N TW 440 F/Y 727 D 2

5:35p 8:52p D UA 738 F/Y 720 D 1

5:50p 10:21p B TW 412 F/Y 72S 1

X6 6:00p 10:00p N TW 184 F/Y 72S 1

1:20a 7:33a N DL 788 FN/YN D9S 2

X6 11:45a 3:44p N TW 420 F/Y 72S 0

11:55a 5:10p N DL 626 F/Y D9S 0

11:55a 6:24p D DL 918 F/Y 880 L 0

1:45p 7:07p N TW 342 F/Y 72S 0

1:55p 7:32p N DL 418 F/Y D9S 0

3:35p 8:05p N TW 294 F/Y 72S 0

KINGSTON, JAMAICA K-KIN, T-1PJ 165.00 330.00 256.00

KINSTON, N.C. 32:41 2:59 35:00 70:00 EDT ISO

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1:20p 2:32p N UA 592 F/Y 737 S 0

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KNOXVILLE, TENN.-CONT. 1:50p 3:03p N AA 488 F/Y 72S 0

4:00p 8:26p N PI 960 S YS 5

LANCASTER, PA. 20:37 1:63 22:00 44:00 EDT LNS

LANSLING, MICH. 5:18 4:15 56:00 112:00

CONNECTIONS 7:35a 10:48a N UA 840 F/Y 737 0

10:10a 3:00p N NC 340 S D9S 0

X6 10:10a 3:19p N NC 340 S D9S 0

12:04p 6:03p N NC 374 S C5 1:05p

3:50p 6:58p N UA 666 F/Y 737 S 0

LAS VEGAS, NEV. 162:96 13:04 176:00 352:00

EX/1 30 DAY PI 245.00

CONNECTIONS 12:30a 9:20a N TW 114 F/Y 880 S 0

X67 12:30a 10:22a N TW 114 F/Y 880 S 0

12:30a 1:59p N TW 114 F/Y 880 S 0

12:45a 9:39a N UA 346 F/Y 727 S 0

12:45a 11:02a D UA 318 F/Y 737 S 1

1:40a 12:24p N TW 72 F/Y 72S 0

235 7:00a 5:00p D WA 747 F/Y 747 SL 0

X235 7:05a 5:00p D WA 747 F/Y 747 SL 0

8:20a 4:54p N UA 426 F/Y 727 B 0

X6 8:30a 5:22p N TW 422 F/Y 880 B 0

8:30a 6:05p N TW 422 F/Y 880 B 0

8:50a 5:05p D UA 244 F/Y 727 L 0

X6 9:20a 9:00p N DL 888 F/Y D9S 0

9:20a 9:31p N DL 868 F/Y D9S 0

9:25a 8:10p D RW 941 S D9S 0

10:00a 7:07p N TW 102 F/Y 72S L 0

10:00a 8:10p N TW 102 F/Y 72S L 0

10:50a 7:32p N DL 418 F/Y D9S 0

11:00a 8:00p N UA 358 F/Y D9S 0

12:25p 9:00p N UA 618 F/Y 727 L 0

12:55p 9:15p D UA 988 F/Y D9S 0

1:00p 10:00p N TW 750 F/Y 747 L 0

1:30p 10:00p N UA 218 F/Y D10 L 0

To Freq. Leave Arrive Flight Class Eq MI S

WASHINGTON, D.C. N-DCA (NATIONAL) D-IAD (DULLES) B-BAL (FRIENDSHIP) EDT WAS

LAS VEGAS, NEV.-CONT. 169 F/Y B7F 8:07p LAX 9:30p

LEXINGTON, KY. 45:37 3:63 49:00 98:00

CONNECTIONS 7:35a 12:16p N AL 820 A C5 S 1

X7 7:35a 12:44p N AL 820 A C5 S 1

3:55p 7:06p N UA 726 A C5 S 0

7:07p 9:15p N PI 918 S YS 0

LIMA, OHIO 41:67 3:33 45:00 90:00 EDT LIA

CONNECTIONS 11:54a 2:23p B AL 714 A C5 2

11:54a 2:23p B AL 714 A C5 2

CONNECTIONS 9:40a 2:11p N UA 910 F/Y 727 S 0

11:18a 4:54p N FL 552 S C5 0

1:15p 7:07p N UA 920 F/Y 727 1

4:25p 8:52p D FL 36 S 737 0

X6 4:25p 10:00p N FL 503p MKC 5:35p

5:40p 11:15p D UA 342 F/Y 737 D 0

5:40p 11:21p D UA 342 F/Y 737 D 0

LITTLE ROCK, ARK. 82:41 6:59 89:00 178:00

9:50a 3:03p N AA 488 F/Y 72S 2

2:20p 7:03p N AA 514 F/Y 727 S D 2

6:15a 11:00a N DL 522 F/Y D9S 0

6:15a 11:20a N DL 522 F/Y D9S 0

6:15a 11:58a B DL 600 F/Y D9S 0

6:15a 11:59a N DL 522 F/Y D9S 0

8:25a 1:21p N DL 648 F/Y D9S 0

X6 11:50a 4:51p N AA 384 F/Y 727 S 0

11:50a 5:10p N AA 384 F/Y 727 S 0

4:45p 9:00p N AA 508 F/Y 727 D 0

7:14p 2:00a B DL 460 F/Y D9S 0

7:14p 2:12a B DL 460 F/Y D9S 0

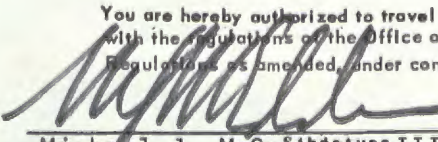
LONDON, KY. 41:67 3:33 45:00 90:00

EX/1 30 DAY PI 65.00

X6 3:28p 6:18p N PI 248 S FH S 1

EX/22 S SATURDAY PI 65.00

EX/1 30 DAY PI 65.00

| | | | |
|--|----------|--|--|
| EXECUTIVE OFFICE OF THE PRESIDENT OFFICE OF EMERGENCY PREPAREDNESS AUTHORIZATION OF OFFICIAL TRAVEL | | 1. Date of request May 2, 1972 | |
| | | 2. Name and address of traveler Clay T. Whitehead SS# 509-34-3700 OEP/OTP EOBA WA DC 20504 | |
| Submit original and 2 copies to Fiscal Section at least 3 working days in advance of proposed travel | | 3. Title Director | |
| This document becomes an authorization of official travel only when the certificate of authorization has been signed by the designated authorizing official. This travel is ordered on official business for the convenience of the Government. | | 4. Type of appointment Presidential | |
| | | 5. Orgn. unit (Division) Office of Telecommunications Policy | |
| | | 6. Official station Washington, D.C. | |
| | | 8. Period of travel May 4-5, 1972 | |
| 7. Purpose of travel To address the Annual Convention of American Women in Radio and Television. | | 9. Est. No. of days of travel status 2 | |
| | | 10. Per diem rate \$25.00 | |
| | | 11. Office number of traveler 770, 1800 G St, NW | |
| | | 12. Mileage rate | |
| | | 13. Phone number of traveler 5800 | |
| 14. Itinerary Washington, D.C., to Las Vegas, Nevada, and return to Washington, D.C. | | | |
| 15. Travel to be performed as indicated a. <input checked="" type="checkbox"/> Common carrier Including commercial airline b. <input type="checkbox"/> Government-owned vehicle c. <input type="checkbox"/> Other (Specify) d. By privately-owned automobile: (1) <input type="checkbox"/> Reimbursable cost not to exceed common carrier cost <u>or</u> (2) <input type="checkbox"/> Administratively determined to be more advantageous to the Government—common carrier use impracticable (if checked, explain under item 20, 'Remarks'.) | | | |
| 16. Allotment number 82/OTP/210 | | 17. Appropriation symbol 1120601 | |
| 18. Travel authorization No. 929 | | | |
| 19. Estimated cost of travel | | 20. Remarks First class travel authorized. | |
| Transportation | \$352.00 | | |
| Per Diem | 50.00 | | |
| Other | 20.00 | | |
| Total | \$422.00 | | |
| 21. Requested by Director Office of Telecommunications Policy Signature Title | | FINANCIAL MANAGEMENT BRANCH USE ONLY | |
| | | 22. Funds Obligated MAY 5 1972 Signature Title | |
| 23. CERTIFICATE OF AUTHORIZATION You are hereby authorized to travel at government expense, to be paid from available appropriations in accordance with the regulations of the Office of Emergency Preparedness and the Standardized Government Travel Regulations as amended, under conditions noted on this authorization. | | | |
|  Michael J. McCradden, III Title | | Executive Assistant Title | |
| IMPORTANT- Every voucher or message concerning this travel must refer to the travel authorization number. | | | |

A RECREION RESORT

| NUMBER NAME CITY | CARDHOLDER <div style="text-align: center; font-size: 1.2em; font-weight: bold;"> 6229 6185 2 DC JUN72 CLAY T WHITEHEAD </div> | EXPIRES | SEE REVERSE SIDE FOR EXPENSE RECORD <div style="text-align: center;"> DINERS CLUB 10 COLUMBUS CIRCLE NEW YORK, N.Y. 10019 </div> | | | | | | | | | | |
|---|--|---|---|------------------|--|--|---|--|-------|--|------|--|-------|
| ESTABLISHMENT 7880440909 BAC 0227207115 758 5270226020 441 | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2" style="text-align: center;">RECORD OF CHARGE</th> </tr> <tr> <td style="width: 60%; height: 30px;"></td> <td style="width: 40%; text-align: center; font-size: 0.8em;"> AMT. FOR PURCHASE OF SERVICE OR FEE </td> </tr> <tr> <td style="height: 30px;"></td> <td style="text-align: center; font-weight: bold;">TAXES</td> </tr> <tr> <td style="height: 30px;"></td> <td style="text-align: center; font-weight: bold;">TIPS</td> </tr> <tr> <td style="height: 30px;"></td> <td style="text-align: center; font-weight: bold;">TOTAL</td> </tr> </table> | | | RECORD OF CHARGE | | | AMT. FOR PURCHASE OF SERVICE OR FEE | | TAXES | | TIPS | | TOTAL |
| RECORD OF CHARGE | | | | | | | | | | | | | |
| | AMT. FOR PURCHASE OF SERVICE OR FEE | | | | | | | | | | | | |
| | TAXES | | | | | | | | | | | | |
| | TIPS | | | | | | | | | | | | |
| | TOTAL | | | | | | | | | | | | |
| CARDHOLDER'S SIGNATURE <div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div> | | DATE <div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div> | | | | | | | | | | | |
| THE AMOUNT OF THE CHARGES RECORDED HEREON WERE INCURRED BY ME AND RECEIPT OF THE SERVICE OR MERCHANDISE IS HEREBY ACKNOWLEDGED BY ME. | | | | | | | | | | | | | |
| CREDIT APPROVAL <div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div> | | WRITE FIRMLY <div style="text-align: center; font-size: 1.5em; font-weight: bold;"> ↑ ↑ ↑ </div> | | | | | | | | | | | |
| 2723249 | VALID | WORLD | WIDE | | | | | | | | | | |

FORM DC 300 REV 1/70 PRINTED IN U.S.A.

CARDHOLDER'S RECEIPT