

REMARKS OF

Clay T. Whitehead, Director

Office of Telecommunications Policy
Executive Office of the President

before the

Colorado Broadcasters Association
1972 Legislative Dinner

Denver, Colorado

February 17, 1972

From all the reports I've seen, last year was not a great financial success for broadcasting, but it was not as bad as some expected when a future without cigarette billings seemed to be a very bleak future indeed. That's the business side; nothing very exciting in 1971, but the economic prospects look good for the coming year. On the government, or regulatory side, broadcasters were beset by threatening developments at the FCC and in the courts: license renewals, fairness and access, cable television, spectrum reallocations, and children's programming among other issues. But serious as these developments are, they are being over-shadowed by a new problem.

The problem I refer to is the regulation of broadcast advertising and the conditions the advertiser finds when he chooses the broadcast media for his messages. Try this list of issues: advertising and the Fairness Doctrine; mandatory access for editorial ads; advertising in children's programs; licensee responsibility as to false and misleading advertising; campaign spending limits on broadcast ads and political advertising in general; ads for certain types of products; and counter advertising. The nature of commercial broadcasting depends heavily on how these and other similar issues are resolved. What is commonly called "free" broadcasting is actually advertiser-supported broadcasting, and the regulatory

framework for broadcast advertising deals with the economic core of our private enterprise broadcast system. Similarly, advertising is now so dependent on broadcasting that the issues faced by the advertising industry have been transformed into broadcast-advertising issues.

Of course, there were ads before there was broadcasting and, of course, many of the ads in the pre-broadcasting days were crude deceptions. Deceptive and misleading advertising is still an important issue, but now the overall issue is much broader than the traditional concerns about questionable advertising. If it were only a case of advertising taste or excessive "puffery," I think most people would take advertising with the proverbial grain of salt that one relied upon in listening to the "medicine men" at country fairs or reading the back pages of comic books and other popular literature. But now broadcasting, especially TV, has raised the advertisement to a popular art form. TV advertising is not only pervasive, it is unavoidable. That special impact that characterizes the television medium provides a natural attraction for the techniques usually associated with advertising. It seems that the TV advertising spot is the most innovative and almost inevitably appealing use of the television medium.

In these circumstances, it seems that advertising itself has become an issue. Some people tend to view it as the means by which an insidious business-advertising complex manipulates the consumer and leads public opinion to goals that are broader than

simply purchasing the products being advertised. Some feel that what is being sold the American people is a consumption-oriented way of life. This becomes a political issue that is a fit subject for government redress--a remedy in addition to the traditional controls on false and misleading advertising.

I think that some of these broader concerns about TV advertising are now motivating the Federal Trade Commission. The FTC filed comments in the FCC's Fairness Doctrine inquiry, proposing that there be compulsory counter advertising for almost all broadcast ads. The FTC's counter advertising proposal would provide an opportunity for any person or group to present views contrary to those raised explicitly and implicitly by product ads. In the Trade Commission's own words, counter advertising "would be an appropriate means of overcoming some of the shortcomings of the FTC's regulatory tools, and a suitable approach to some of the present failings of advertising which are now beyond the FTC's capacity." The Trade Commission wants to shape the Fairness Doctrine into a new tool of advertising regulation and thereby expand the Doctrine's already chaotic enforcement mechanism far beyond what was originally intended and what is now appropriate.

The Trade Commission would have the FCC require responses for four types of ads:

- (1) Those that explicitly raise controversial issues, such as an ad claiming that the Alaska pipeline would be good for caribou;

- (2) Those stressing broad, recurring themes that implicitly raise controversial issues, for example, food ads that could be taken as encouraging poor eating habits;
- (3) Those ads that are supported by scientific premises that are disputed within the scientific community, such as an ad saying that a household cleanser is capable of handling different kinds of cleaning problems; and
- (4) Those ads that are silent about the negative aspects of the products, so that an ad claiming that orange juice is a good source of vitamin C may be countered by a message stating that some people think rose hips are a superior source of that vitamin.

The Trade Commission also suggested that broadcasters should have an affirmative obligation to provide a substantial amount of free air time for anyone wishing to respond to product ads. This goes beyond the requirement in the BEM case that broadcasters must allow persons or groups to purchase time. In a business sense, that is not too intrusive on the broadcasters' operations, and some right to purchase time for the expression of views on issues would serve an important purpose. But a requirement to provide "free" time

in response to paid advertising time would have all the undesirable features of any market in which some people pay and some do not. It is, in any event, misleading to call this free time. There would be a hidden subsidy and the public would end up paying for both advertising and counter advertising messages.

Even if there were no problems with a broad free time requirement, we would be critical of the FTC for suggesting that "Fairness" responses be required for ads involving disputes within the scientific community and ads that are silent as to the negative aspects of products.

We all know that, if an advertiser falsely implied that a scientific claim was well established or failed to disclose a material negative aspect of his product, the FTC could use its own procedures to deal with this type of deceptive advertising. The Trade Commission could even use its new corrective advertising weapon, and require the advertiser to clear up misleading claims in past advertising. This is now being done in the Profile Bread ads.

The FTC, however, doesn't think that these regulatory tools are effective enough or thinks that they are too troublesome to apply. It is disturbing, however, that the agency charged with overseeing the content of advertising in all media has stated that the FCC is better able to achieve the Trade Commission's regulatory goals for the broadcast media. Of course, the Trade Commission would like to bring the FCC into the process and by-pass the difficult job

of making factual determinations concerning advertising deception. The FTC is constrained by all sorts of procedures which safeguard the rights of advertisers accused of deception. It is much easier to subject the suspect advertiser to a verbal stoning in the public square, but is it responsible for a government agency to urge this type of approach? This Administration thinks not.

Perhaps private, self-styled spokesmen for the public interest cannot be faulted for advocating compulsory counter advertising without coming to grips with all the complexities and consequences involved. But a regulatory agency cannot afford the private litigant's luxury of dismissing the enormous practical difficulties of its proposal by simply asserting without support that it would be workable. Nor can an agency ignore or dismiss difficult and sensitive First Amendment problems, the underlying economic structure of the industries it is dealing with, or the detailed balancing of competing public interest considerations.

If you have any doubts as to the workability of the FTC's proposals, listen to some typical examples of the type of "negative aspect" counter ads the FTC had in mind.

"In response to advertising for small automobiles, emphasizing the factor of low cost and economy, the public could be informed of the views of some people that such cars are considerably less safe than larger cars. On the other hand, ads for big cars, emphasizing the factors of safety and comfort, could be answered by counter-ads concerning the greater pollution arguably generated by such cars. In response to advertising for some foods, emphasizing various nutritional values and benefits, the public might be informed of the views

of some people that consumption of some other food may be a superior source of the same nutritional values and benefits. In response to advertising for whole life insurance, emphasizing the factor of being a sound 'investment,' the public could be informed of the views of some people that whole life insurance is an unwise expenditure. In response to advertising for some drug products, emphasizing efficacy in curing various ailments, the public could be informed of the views of some people that competing drug products with equivalent efficacy are available in the market at substantially lower prices."

The FTC capped this list of examples--which related to products that alone account for 40 per cent of all TV advertising--by asserting that "the list could go on indefinitely"! Can the FTC be oblivious to the fact that this is precisely the problem with compulsory counter advertising? Without doubt our overriding goal in this area should be to provide consumers with information that will enable them to make intelligent choices among products. But any broadcast advertisement could start an endless round of debate and disputation based on opinions regarding the products being advertised. This isn't the kind of information that is most helpful to consumers. Although it may seem that the Trade Commission's counter advertising proposal serves consumers' interests, the public would be done a disservice if all that counter advertising achieves is a bewildering clutter of personal opinions thrust before consumers every time they turn on their radios and TVs. And who is supposed to protect the public from false and misleading material in the counter-ads?

The advertisers will still have the content of their presentations regulated by the Trade Commission to weed out deception, but who is to guard against the excesses of counter advertising by irresponsible or uninformed groups? When this question was raised, the FTC's Director of Consumer Protection indicated that the agency might have to "monitor" counter-ads, but this may become "ticklish" since a First Amendment problem may be involved. Ticklish indeed! One would have hoped that a Federal agency would have been more sensitive to this problem before proposing a requirement of counter advertising.

It is also disturbing to see that the counter advertising position is not unique to the FTC. Others in government seem to be advocating an end to the broadcast ban on cigarette ads just to bring back anti-smoking spots!

The figures show that per capita cigarette consumption in the U. S. decreased when anti-smoking spots were aired in large numbers and increased in 1971, when there were no cigarette ads and a lower level of anti-smoking spots. Bigger increases are predicted for 1972. The Department of Agriculture has attributed the increased consumption to a decrease in anti-smoking spots. This may indicate that advertisers are better off not using the broadcast media when there is a counter advertising requirement. If the cigarette advertising ban were lifted, the advertisers might well choose not to buy time and, thereby, underwrite the anti-smoking campaign.

Naturally, there would be some who would respond to this public interest crisis by requiring cigarette companies to advertise on radio and TV. Broadcasters wouldn't mind this at all, but if the FTC had its way you would have to require all advertisers to use TV and even the NAB couldn't pull that one off.

This wouldn't be a very constructive approach to advertising's problems, but one is sorely needed. The public expects to see actual and substantial progress made by the advertising industry's belated efforts at self-regulation. Advertising has made significant contributions to our economic well-being and our material worth. But if advertising is to continue to make these contributions it must reassess its role in our society.

We do not want to see advertisers respond to these problems by fleeing the broadcast media either voluntarily or involuntarily. Advertisers might be able to survive without broadcasting, but broadcasting could not survive without advertising. Advertising revenues make possible all of the public service, news, information, and entertainment programs. I do not agree with those who believe that commercial broadcasting is impervious to the adverse economic affects of regulation. You really can kill the goose that lays the golden egg; and it doesn't matter that it's killed by well-intentioned people.

This does not mean that the abuses and excesses of broadcast advertising should not and cannot be prevented. Broadcasters themselves are moving to correct problems in children's advertising and problems with deceptive and offensive ads. The advertising industry itself is following the broadcasters in the essential route of self-regulation. The record of self-regulation has not always been free of problems; and it never will be. Public vigilance is needed too, and the FCC and the Trade Commission have proper roles in seeing to it that that vigilance is maintained effectively.

The FCC has taken an approach that I strongly support. The FCC believes that advertising should be regulated as a business practice by the Trade Commission and this is not the FCC's job. Product ads should not be regulated, TV or not, as expressions of ideological, philosophical or political viewpoints. On the whole the FCC has recognized this and has implemented its regulatory power over broadcast advertising in a reasonable and responsible manner.

In its area of responsibility, the Trade Commission must use its regulatory tools to preclude false and deceptive advertising. The public is entitled to protection from the unethical business practices and from the occasionally misleading hyperbole of advertising agencies. But the FTC's responsibilities should not be expanded to include the responsibility for finding a solution to the philosophical problem that

advertising in general poses for some consumer advocates. I think the FTC realizes that this would be beyond the scope of its regulatory authority; and it should be kept that way. Government agencies must realize that they cannot solve all of society's problems, that the Fairness Doctrine is not a panacea for fairness, much less all of our ills, and that when they go too far with social engineering they do more damage than good.

This Administration does not believe that advertising is inherently evil. We do not believe that advertiser support of commercial broadcasting is polluting the minds of America. This Administration believes in a strong and free private enterprise system of broadcasting for our country and in effective but responsible government. We intend to work to keep it that way.

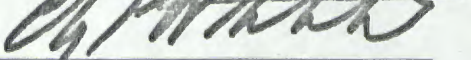
TRAVEL VOUCHER

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) 2/16/72 TO (DATE) 2/19/72	TRAVEL ADVANCE Outstanding None \$	CHECK NO.
APPLICABLE TRAVEL AUTHORIZATION(S) NO. 623 DATE 2/11/72	Amount to be applied	CASH PAYMENT OF \$
	Balance to remain outstanding \$	RECEIVED (DATE)
		(Signature of Payee)


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-1,286,830	264.00	UA	1st Class	2/16	Washington, D.C.	Denver, Colo. & return
B-1,286,817 (Unused coach ticket attached)	212.00	UA	Coach	2/8	Washington, D.C.	Denver, Colo. & return

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

4/10/72 (Date)  (Signature of Payee) AMOUNT CLAIMED → Dollars 124. Cts 25

Approved. Long distance telephone calls are certified as necessary in the interest of the Government.

Admin. approved in accord.
with Para 3.4.a., and 2.2.c.(4) SGTR.4/11/72 (Date)  (Approving Official)NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY
VOUCHER NO. D.O. SYMBOL DATE (MONTH-YEAR)

Certified correct and proper for payment:

(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).

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

\$78.85	total Avis bill
-30.10	Mr. Lamb's personal use of car
- 4.00	insurance
<u>\$44.75</u>	Official Business total--amt. owed to Mr. Whitehead

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

\$78.85 total Avis Bill
-30.10 Mr. Lamb's personal use of car
 (including \$2.00 CDW Insurance)
- 4.00 CDW Insurance - Mr. Whitehead's portion
\$44.75 Official business total -- amount
 owed to Mr. Whitehead

20835385

1900 Broadway
Denver, Colo. 80202
303-222-1803

05-03

(1) STATION
011(4) CHECK IN STATION (NO. 1)
050320MILEAGE DETERMINED BY READING
FACTORY INSTALLED ODOMETERBrian Lamb's
personal use
of the car for
one day. (120
miles)

(48) CROSS REFERENCE RA NO.

(2) CAR NUMBER

(3) OWNING CITY

STATE

CITY

(4) CAR
LICENSE
NO.

(5) STATE

(6) CAR MAKE

(7) CAR WILL BE RETURNED TO

(8) CAR WILL BE RETURNED ON

(9)
RENTAL
WILL BE
PAID BY☒ CASH

6229 6185 2 DC JUN72

☐ CASH

CLAY T. WHITEHEAD

(11) UNEXPIRED
DRIVER'S LICENSE
PRESENTED☒ YES(12) LOCAL CONTACT/
ADDITIONAL INFOBENEFICIARY (IF NONE STATED, PAY
ESTATE OF INSURED)

RELATIONSHIP

(13) I HAVE READ THE TERMS AND CONDITIONS ON BOTH SIDES OF THIS RENTAL AGREEMENT AND
AGREE THERETO.☒ X**AVIS**

(14) MINIMUM CHARGE - ONE DAY PLUS MILEAGE

(15) CORRECT BILLING NAME AND ADDRESS

CUSTOMER IS LIABLE FOR ALL PARKING AND TRAFFIC VIOLATIONS.

(20) MILES IN	4420	(21) MILES OUT	30614	(22) MILES DRIVEN	4284
(23) HOURS @	21	(24) DAYS @	3	(25) WEEKS @	1
(26) @	1	(27) TOTAL LINES (22 THRU 26)	8784	(28) TRAVEL AGENT COMMISSION	1757
(29) TIME AND MILEAGE CHARGE	7027	(30) MISC./INTERCITY FEE	26.40	(31) GAS	2.00
(32) PER DAY	600	(33) SUBTOTAL	7027	(34) SURCHARGE OR TAX	458
(35) PER DAY	1.10	(36) TOTAL CHARGE	8085	(37) LESS GAS, ETC.	200
(38) NET CHARGE	7885	(39) CASH BILL	7885	(40) REFUND FROM TRAVEL AGENCY	0
(41) OUT BY (NO.)	15699	(42) IN BY (NO.)	0	(43) INTERCITY SPLIT	2

SPECIAL
DOCUMENT
NUMBER

--	--	--	--	--	--	--	--	--	--

RENTAL SUBJECT TO ADDITIONAL FEE IF CAR NOT RETURNED TO DESIGNATED CITY.

WHILE ON THE ROAD


OBTAIN RECEIPTS FOR ALL REIMBURSABLE EXPENSES (GAS, etc.) AND PRESENT WITH THIS COPY AT CHECK IN.
REPORT ACCIDENTS IMMEDIATELY TO LOCAL POLICE AND CALL RENTING AVIS STATION COLLECT.
IF DELAYED IN RETURNING CAR PLEASE CALL RENTING AVIS STATION COLLECT.

LET US RESERVE AN AVIS CAR AT YOUR NEXT DESTINATION

AVIS RENT A CAR SYSTEM, INC. PAGE 2

THIS IS NOT YOUR BILLRENTAL AGREEMENT NO.
THIS NUMBER MUST APPEAR ON ALL
CORRESPONDENCE AND REMITTANCES.

20835385

CARDHOLDER		EXPIRES		SEE REVERSE SIDE FOR EXPENSE RECORD	
6229 6185 2 DC JUN72					
CLAY T WHITEHEAD				DINERS CLUB 10 COLUMBUS CIRCLE NEW YORK, N.Y. 10019	
ESTABLISHMENT		102 011 772		RECORD OF CHARGE	
AVIS RENT A CAR				AMT. FOR PURCHASE OF SERVICE OR MERCH.	
DENVER COLO				TAXES	
CARDHOLDER'S SIGNATURE				TIPS	
V. Clay T. Whitehead (CR)				TOTAL	
DATE				78.35	
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			
9543820		VALID		WORLD WIDE	
		WRITE FIRMLY			

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

CARDHOLDER'S RECEIPT

Valid after **Mar 31, 72** BILL TO **Office of Emergency Preparedness
Washington, D. C. 20504** **B-1,286,817**

The **United Airlines** Company is requested to furnish **Coach class Air** transportation at lowest rate from **Washington, D.C.** to **Denver, Colorado, and return** (SHOW CARRIERS AND JUNCTION POINTS AND WHERE MIXED CLASS SERVICE IS TO BE FURNISHED SPECIFY)

SUCH BETWEEN THE RESPECTIVE POINTS for use of **Clay L. Whitehead** and **No** others with **accommodations** from **Washington, D.C.** to **Washington, D.C.** (IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")

to transport not over **100** lbs. of excess baggage from **Washington, D.C.** to **Washington, D.C.** (IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")

CERTIFY THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR TICKETS REQUESTED EXCEPT AS STATED ON REVERSE SIDE.

TRAVELER'S SIGNATURE **Director** ISSUING OFFICER'S SIGNATURE **Administrative Officer**

TITLE **Director** TITLE **Administrative Officer**

TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW

TRANSPORTATION AMT.	ACCOMMODATION AMT.	TOTAL
		41 212.00

**82/OTP/210
1120601**

TICKET AGENT WILL NOT ACCEPT THIS

DO NOT FOLD, SPINDLE OR MUTILATE

MEMORANDUM CARD COPY ☐

The United States of America
Transportation Request

ISSUED BY **UNITED AIR LINES, INC.** PASSENGER TICKET AND BAGGAGE CHECK SUBJECT TO CONDITIONS OF CONTRACT ON PASSENGER'S COUPON **1**

ENDORSEMENTS

NAME OF PASSENGER **MR. C. WHITEHEAD** NOT TRANSFERABLE ORIGIN **WASHINGTON** DESTINATION **DENVER** TICKET DESIGNATOR/TOUR CODE **Y**

DATE OF ISSUE **15 FEB 72** ISSUED IN EXCHANGE FOR DATE AND PLACE OF ORIGINAL ISSUE

NOT VALID BEFORE **1** NOT VALID AFTER **2**

FROM	TO	FARE BASIS	CARRIER	FLIGHT/CLASS	DATE	TIME	STATUS	ALLOW.
WASHINGTON	DENVER	Y	UA	161	2/16	615	6 POK	
DENVER	WASHINGTON	Y	TW	1252	2/18	345	3 POK	

FARE **196.30** TAX **15.70** TOTAL **212.00** CPN **1** TICKET NUMBER **016 233282915 5**

FOR ISSUING OFFICE ONLY
CARRIER FARE CALCULATION
AIRLINE FORM **016:233** SERIAL NUMBER **:282:915**
FEB 15 72
SALES
5194-519

CONJUNCTION TICKETS (B)
FORM OF PAYMENT **GTR B1,286,817**

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET FROM/TO ANY ENTITY OTHER THAN UNITED AIR LINES OR ITS AUTHORIZED TRAVEL AGENTS.

CARDHOLDER

EXPIRES

SEE REVERSE SIDE
FOR EXPENSE RECORD

NUMBER 0229 6185 2 DC JUN 72

NAME CLAY T WHITEHEAD



DINERS CLUB

10 COLUMBUS CIRCLE
NEW YORK, N.Y. 10019

ESTABLISHMENT 102 011 772

AVIS RENT A CAR

DENVER COLO

CARDHOLDER'S SIGNATURE

X Clay T. Whitehead (BOK)

DATE

RECORD OF CHARGE

AMT. FOR
PURCHASE
OF
SERVICE
OR MDSE

TAXES

TIPS

TOTAL

78.85

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

WRITE FIRMLY

VALID

WORLD

WIDE

9543820

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

CARDHOLDER'S RECEIPT



Thank You

A cordial thank you from Diners Club and this establishment.
We hope you enjoyed our service.

Remember, your Diners Club Card is accepted worldwide. You can charge airlines, hotels/motels, car rentals, restaurants, retail stores and other special services.

	TYPE OF EXPENSE (DINNER, LUNCH, HOTEL, ETC.)	AMOUNT (\$ OR %) ALLOCATED TO:		NUMBER OF INDIVIDUALS INCLUDED		AMOUNT (IF ANY) REIMBURSED BY COMPANY
		BUSINESS	PERSONAL			
G U E S T		NAME		TITLE OR FUNCTION		COMPANY

USE SPACE BELOW TO INDICATE BUSINESS PURPOSE & BUSINESS RELATIONSHIPS

CARDHOLDER

EXPIRES

SEE REVERSE SIDE
FOR EXPENSE RECORD

6229 6185 2 DC JUN72

CLAY T WHITEHEAD

**DINERS CLUB**10 COLUMBUS CIRCLE
NEW YORK, N.Y. 10019

ESTABLISHMENT

RECORD OF CHARGE

NEW ALBANY HTL

776 044 090 4 2 19 72

020 510 112 4

74 10 01 2

105 019 015 6

CARDHOLDER'S SIGNATURE

X

DATE

AMT. FOR
PURCHASE
OF
SERVICE
OR MERCH.

TAXES

TIPS

TOTAL

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

WRITE FIRMLY

6625869

VALID

WORLD

WIDE

FORM DC 300 REV 7/70 PRINTED IN U.S.A.

CARDHOLDER'S RECEIPT



Thank You

A cordial thank you from Diners Club and this establishment.
We hope you enjoyed our service.

Remember, your Diners Club Card is accepted worldwide. You can charge airlines, hotels/motels, car rentals, restaurants, retail stores and other special services.

TYPE OF EXPENSE (DINNER, LUNCH, HOTEL, ETC.)	AMOUNT (\$ OR %) ALLOCATED TO:		NUMBER OF INDIVIDUALS INCLUDED		AMOUNT (IF ANY) REIMBURSED BY COMPANY
	BUSINESS	PERSONAL			

G U E S T	NAME	TITLE OR FUNCTION	COMPANY

USE SPACE BELOW TO INDICATE BUSINESS PURPOSE & BUSINESS RELATIONSHIPS

621 WHITEHEAD CLAY T. R 1 12.00 84
2440 VA AVE N.W. WASH.D.C. 2/19
48:00VT. JC 2/16

MEMO.		DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
	1	FEB16-72	ROOMS TRIAL	★ 12.00		
	2	FEB16-72	TAX TRIAL	★ 0.84		
	3	FEB16-72	TA'FEE TRIAL	★ 0.30		★ 13.14
	4	FEB18-72	ROOMS TRIAL	★ 12.00		
	5	FEB18-72	TAX TRIAL	★ 0.84		
	6	FEB18-72	TA'FEE TRIAL	★ 0.30		★ 30.48
	7	FEB18-72	ROOMS CORR	★ 12.00		
	8	FEB18-72	TAX CORR	★ 0.84		
	9	FEB18-72	TA'FEE CORR	★ 0.30		★ 39.42
	10					
	11					
	12					
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	16					
	17					
	18					
	19					
	20					
	21					
	22					
	23					
	24					



Lines Chart

LAST BALANCE IS AMOUNT DUE UNLESS OTHERWISE INDICATED

Thank You

7433



Corner of 17th and Stout
Denver, Colorado
303 534-5211

Thursday 2/17/72

10:40

Do you have any extra expenses to claim for your Colorado trip?

*Car rented - see
Brier*

*Calc to airport in
Col.
\$ 4.50*

A 212.00
Coach

Clay T. Whitehead

Tickets to be picked up at United Airlines Will Call Office
at the Statler Hilton, 16th & K., N.W., on Tuesday, 2/15/72.

Wednesday - 2/16/72:

6:15 p.m.	LV Dulles Airport, via UA Flight # 167.
8:00 p.m.	AR Denver, Colorado.

Friday - 2/18/72:

3:45 p.m.	LV Denver, via TW Flight # 252.
8:50 p.m.	AR Dulles Airport.

PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
 DATE Feb 17, 1972 CABLE CHANNEL 3 CITY Colorado Springs
 OPERATOR ON OFF
 PAGE 1 OF OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
8:39:00	00:30			CABLE CHECK	Bars	Tone	0	L
8:39:30	06:25			"	Black	Fill	0	L
8:45:55	00:90			AMERICA BEAUTIFUL	F-74	F	0	F
8:47:25	00:60			SIGN ON	SL-1	C-23	ID	L
8:48:25	00:30			HUF	F-19	F	PSA	F
8:48:55	00:05			ID	SL-27	C-1	ID	L
8:49:00	09:00			"IRON HORSE"	CI-24-33	VTR	PA	VID-L
8:58:00	00:60			USA	F-54	F	PSA	F
8:59:00	00:30			NFMD	F-101	F	PSA	F
8:59:30	00:10			PC	F-73	F	PSA	F
8:59:40	00:20			ID	SL-47	C-3	ID	L
9:00:00	85:21			"MOVIE-DAYS GLORY"	F-DG	F	E	F
10:25:21	00:60			HF	F-109	F	PSA	F
10:26:21	00:30			HUF	F-19	F	PSA	F

TYPE OF PROGRAM

A-argiculture
 E-entertainment
 N-news
 PA-public affairs
 R-religious
 EI-educational institution
 PSA-public service announc.
 I-instructional
 S-sports
 O-other
 EDIT-editorial
 POL-political
 P-promotion
 W-womens
 ID-identification

SOURCE OF PROGRAM

L-local
 NET-CATV network
 PSA-public service announcement
 CM-commercial matter
 VID-video taped
 F-film
 AUT-automated

PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
 DATE Feb 12 1972 CABLE CHANNEL 3 CITY Colorado Springs
 OPERATOR ON OFF
 PAGE 2 OF OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
10:26:51	00:60			PFT	F-84	F	PSA	F
10:27:51	00:60			BBA	F-13	F	PSA	F
10:28:51	00:60			YMCA	F-52	F	PSA	F
10:29:51	00:09			ID	SL-13	C-4	ID	L
10:30:00	26:57			"BRIDGE O LAT"	F-B0L	F	O	F
10:56:57	00:60			NFMD	F-102	F	PSA	F
10:57:57	00:60			PHO	F-48	F	PSA	F
10:58:57	00:20			AOA	F-68	F	PSA	F
10:59:17	00:30			PFT	F-88	F	PSA	F
10:59:47	00:15			ID	SL-47	C-5	ID	L
11:00:00	29:30			"LAW TODAY"	CI-24-57	VTR	PA	VID-L
11:29:30	00:20			HF	F-109	F	PSA	F
11:29:50	00:10			ID	SL-45	F	PSA	F

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PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
 DATE Feb 12 1972 CABLE CHANNEL 3 CITY Colorado Springs
 OPERATOR ON OFF
 PAGE 3 OF OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
11:30:00	28:30			"DONNA STROM" Cut 1	CI-24-46	VTR	W	VID-L
11:58:30	00:60			NFMD	F-102	F	PSA	F
11:59:30	00:10			UCG	F-47	F	PSA	F
11:59:40	00:20			ID	SL-47	C-3	ID	L
12:00:00	58:15			"COMMUNITY ACTION"	CI-24-66	VTR	PA	VID-L
12:58:15	00:30			HUF	F-19	F	PSA	F
12:58:45	00:60			BSA	F-99	F	PSA	F
12:59:45	00:15			ID	SL-27	C-5	ID	L
1:00:00	27:50			"THIS IS FT CARSON"	CI-24-19	VTR	PA	VID-L
1:27:50	00:60			USA	F-56	F	PSA	F
1:28:50	00:60			CCF	F-16	F	PSA	F
1:29:50	00:10			ID	SL-47	C-4	ID	L
1:30:00	30:10			"FORWARD" Cut 2	CI-24-26	VTR	S	VID-L
2:00:10	00:05			ID	SL-13	C-1	ID	L

TYPE OF PROGRAM

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PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
 DATE Feb 12 1972 CABLE CHANNEL 3 CITY Colorado Springs
 OPERATOR ON OFF
 PAGE 4 OF OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
2:00:15	24:00			"HOCKEY"	H-1	VTR	S	VID-L
2:24:15	00:30			CARDS & LETTERS	SL-41	C-29	O	L
2:24:45	00:15			ID	SL-47	C-5	ID	L
2:25:00	24:00			"HOCKEY"	H-2	VTR	S	VID-L
2:49:00	00:30			CARDS & LETTERS	SL-41	C-29	O	L
2:49:30	00:15			ID	SL-45	C-5	ID	L
2:49:45	2:49:45			"HOCKEY"	H-3	VTR	S	VID-L
3:14:20	00:30			CARDS & LETTERS	SL-41	C-29	O	L
3:14:50	00:10			ID	SL-47	C-2	ID	L
3:15:00	17:04			"SUN COUNTRY"	F-SC	F	O	F
3:32:04	00:05			ID	SL-13	C-2	ID	L
3:32:09	28:32			"3 TO WIN"	F-TW	F	O	F
4:00:41	00:05			ID	SL-47	C-1	ID	L

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PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
 DATE Feb 12 1972 CABLE CHANNEL 3 CITY Colorado Springs
 OPERATOR ON OFF
 PAGE 5 OF OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
4:00:46	27:27			"DOWNSTREAM SEA"	F-DTS	F	O	F
4:28:13	00:60			HF	F-104	F	PSA	F
4:29:13	00:30			HUF	F-19	F	PSA	F
4:29:43	00:17			ID	SL-27	C-5	ID	L
4:30:00	28:54			"CHEVY ON SKIIS"	F-CS	F	S	F
4:58:54	00:60			NTA	F-49	F	PSA	F
4:59:54	00:06			ID	SL-47	C-1	ID	L
5:00:00	27:16			"THIS WEEK IN THE AIR FORCE"	CI-24-78	VTR	PA	VID-L
5:27:16	00:60			HF	F-103	F	PSA	F
5:28:16	00:60			BBA	F-13	F	PSA	F
5:29:16	00:30			EPA	F-12	F	PSA	F
5:29:46	00:14			ID	SL-13	C-5	ID	L
5:30:00	28:40			"SOVIET NAVY"	F-RSN	F	PA	F

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PROGRAM LOG

DAY Saturday COMPANY Vuemore Video
DATE Feb 12 1972 CABLE CHANNEL 3 CITY Colorado Springs
PAGE 6 OF OPERATOR ON OFF
OPERATOR ON OFF

TIME	SEC.OR MIN.	START	STOP	PROGRAM	VIDEO	AUDIO	TYPE	SOURCE
5:58:40	01:45			SIGN OFF	SL-1	C-31	ID	L
6:00:25	01:30			AMERICA BEAUTIFUL	F-74	F	O	F
6:01:55	---			NEWS	AP	FM	N	AUT

TYPE OF PROGRAM

A-agriculture	I-instructional
E-entertainment	S-sports
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ITINERARY FOR
CLAY T. WHITEHEAD
DENVER, COLORADO
FEBRUARY 16-18, 1972

Wednesday, February 16, 1972:

4:00 p.m. Car
6:15 p.m. Lv. Dulles Airport, via UA
Flight #167.
8:00 p.m. Ar. Denver Colorado.

Reservations at Albany Hotel, 17th &
Stout Sts., Denver, Colorado.

(303) 534-5211

Thursday, February 17, 1972:

9:30 a.m. News Conference, Albany Hotel,
Emerald Rm.

10:30 a.m. Meet with Editorial Bd., Denver
Post, Bob Tweedell.

(303) 297-1330
or 297-1529

11:30 a.m. Luncheon--Denver Cable Club to
be held at Playboy Club, Radisson
Hotel, Austin Rm. (2nd Floor),
1790 Grant St.

(303) 292-1300

3:00 p.m. Tape 1/2 hour television news
conference. KWGN--550 Lincoln.

(303) 222-9525

4:00 p.m. Tentative meeting--Editorial Bd.,
Rocky Mt. News (Scripps-Howard
newspaper)

(303) 892-5000

6:30 p.m. Colorado Broadcasters Assoc.
1972 Legislative Dinner, Cherry
Creek Inn, 600 S. Colorado Blvd.

(303) 757-3341

Friday, February 18, 1972:

10:00 a.m. Boulder, Colorado Institute for
Telecommunications Sciences, ITS,
with Doug Cromby, Acting Director,
ITS.

(303) 499-4215

~~3:45 p.m. Lv. Denver, Colorado, via TW
Flight #252.~~

~~8:50 p.m. Ar. Dulles Airport~~

Sat. Feb. 19, '72:

7:25 LV Denver via Am 104
2:45 Ar Dulles apt

OFFICE OF TELECOMMUNICATIONS POLICY
WASHINGTON

Denver #492
LV 3:50

Chicago - ^{AR} 6:52

J
CA #278

LV 7:25

AR 9:59
National

To
FREQ. LEAVE ARRIVE FLIGHT CLASS EQ MI S

WASHINGTON, D.C.
N-DCA (NATIONAL)
B-BAL (FRIENDSHIP)

From
DAYTON, OHIO-CONT.
CONNECTIONS

1430	356p	N	DL	844	F/Y	D8F	0
			TW	434	F/Y	725	0
				210p	CHH	300p	0
6:27p	8:44p	D	AL	828	A	CS	0
			UA	490	F/Y	737	0
				6:54p	CHH	7:35p	0

DAYTONA BEACH, FLA.
EST DAB

F 7037 563 7600 15200
Y 5463 437 5900 11800
YM 3900 M 3100
VZ 4500

CONNECTIONS

7:40a 11:21a N EA 320 F/Y 725 B 0
EFFECTIVE FEB 1

CONNECTIONS

7:40a 11:21a N EA 320 F/Y 725 B 0
DIS AFTER JAN31

CONNECTIONS

7:40a 11:21a N EA 320 F/Y 725 B 0
EFFECTIVE FEB 1

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7:40a 11:21a N EA 320 F/Y 725 B 0
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7:40a 11:21a N EA 320 F/Y 725 B 0
EFFECTIVE FEB 1

To
WASHINGTON, D.C.
N-DCA (NATIONAL)
B-BAL (FRIENDSHIP)

EST WAS
D-IAO (DULLES)

From
DENVER, COLO.-CONT.

6 5:45p 12:32a B UA 644 F/Y 737 0
6:10p 12:32a B UA 916 F/Y 727 0
6:44 F/Y 737 0
9:12p ORD 10:00p

DES MOINES, IOWA
CST DSM

F 8426 674 9100 18200
Y 6482 518 7000 14000
YM 4800 M 3600
Z 4700

CONNECTIONS

9:40a 1:58p N UA 444 F/Y 725 L 1
11:40a 4:48p B UA 742 F/Y 737 S 2
12:40p 7:04p N UA 666 F/Y 737 S 3

CONNECTIONS

7:30a 11:25a N UA 858 F/Y 727 B 0
8:27a MDW 8:55a
7:12 F/Y 737 L 0
5:60 F/Y 737 L 0

CONNECTIONS

12:40p 4:48p N UA 666 F/Y 727 0
12:40p 5:05p B UA 666 F/Y 727 0

CONNECTIONS

1:59p 7:03p N OZ 934 F/Y 095 S 0
3:18p 7:46p B OZ 949 F/Y 095 S 0

CONNECTIONS

3:18p 8:06p N OZ 949 F/Y 095 S 0
3:18p 8:07p N OZ 949 F/Y 095 S 0

CONNECTIONS

4:20p 9:00p N UA 630 F/Y 727 0
5:15p 9:36p D BN 241 F/Y BAC 0

CONNECTIONS

5:15p 9:59p N OZ 936 F/Y 095 S 0
5:15p 10:00p N OZ 936 F/Y 095 S 0

CONNECTIONS

5:15p 10:15p B OZ 936 F/Y 095 S 0
5:30p 9:59p N UA 228 F/Y 737 S 0

CONNECTIONS

5:30p 10:15p B UA 228 F/Y 737 S 0
8:25p 12:32a B UA 644 F/Y 737 0

CONNECTIONS

8:25p 12:32a B UA 644 F/Y 737 0
8:52p M 10:00p N NW 392 F/Y 727 0

CONNECTIONS

8:52p M 10:00p N NW 392 F/Y 727 0
9:10a M 12:22p B NW 314 F/Y 727 0

CONNECTIONS

9:10a M 12:22p B NW 314 F/Y 727 0
9:10a M 12:22p B NW 314 F/Y 727 0

CONNECTIONS

9:10a M 12:22p B NW 314 F/Y 727 0
9:10a M 12:22p B NW 314 F/Y 727 0

CONNECTIONS

9:10a M 12:22p B NW 314 F/Y 727 0
9:10a M 12:22p B NW 314 F/Y 727 0

To
WASHINGTON, D.C.
N-DCA (NATIONAL)
B-BAL (FRIENDSHIP)

EST WAS
D-IAO (DULLES)

From
DETROIT, MICH.-CONT.

6:45p M 9:24p B UA 518 F/Y 727 D 0
6:55p M 9:15p N EA 311 F/Y 725 0
6:55p M 9:33p B EA 311 F/Y 725 0

CONNECTIONS

9:05p M 11:56p B UA 964 F/Y 727 0
9:05p M 1:07a D UA 964 F/Y 727 0

CONNECTIONS

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9:05p M 1:07a D UA 964 F/Y 727 0

To
WASHINGTON, D.C.
N-DCA (NATIONAL)
B-BAL (FRIENDSHIP)

EST WAS
D-IAO (DULLES)

From
ELMIRA, N.Y.-CONT.

6 11:20a 4:00p B MO 469 R 0
6 11:20a 4:00p B NA 443 F/Y 727 0
6 11:20a 4:00p B AA 441 R 0

CONNECTIONS

6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

CONNECTIONS

6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

CONNECTIONS

6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

CONNECTIONS

6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

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6 11:20a 4:00p B NA 443 R 0

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6 11:20a 4:00p B NA 443 R 0

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6 11:20a 4:00p B MO 441 R 0
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6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

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6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

CONNECTIONS

6 11:20a 4:00p B MO 441 R 0
6 11:20a 4:00p B AL 719 A CS
6 11:20a 4:00p B NA 443 R 0

SEC. CL. ORIGIN

CONTROL NO.

DATE OF DOC DATE REC'D DATE OUT SUSPENSE DATE

CROSS REFERENCE OR
POINT OF FILING
Speech - 2/17/72TO
FROM
SUBJ.Director
Joe Tennesen, President,
Colorado BroadcastersExpress appreciation for Dir.
tremendous presentation at
winter meeting.

ROUTING

DATE
SENT

L. Smith 3/22

CIV 223

FVI

COURIER NO.

ANSWERED

NO REPLY

X

4



1025 NINTH STREET P.O. BOX K GREELEY, COLORADO 80631 (303) 356-1310

March 8, 1972

Mr. Clay T. Whitehead
Office of Tele-Communications Policy
Washington, D. C.

Dear Tom:

It's just impossible for me to express properly my personal appreciation, and the appreciation of the members of the Colorado Broadcaster's Association, for your tremendous presentation at our winter meeting.

Your common sense approach, to what has to be one of the most ridiculous, yet serious problems ever presented to the broadcast industry, had the effect of reassuring broadcasters and informing legislators.

I'm certain the broadcasters of Colorado are deeply grateful, not only for your approach to this matter, but the manner in which you have looked at so many other problems facing our industry. If we can ever be of assistance to you, please feel free to call on us.

Again, thank you for being such an important part of our meeting and for bringing common sense back into the bureaucracy through which broadcasters are regulated.

Gratefully,

A handwritten signature in dark ink, appearing to read 'Joe'.

Joe Tennessen
President
Colorado Broadcaster's Assoc.

JT:bw

0181

RECEIVED MAR 23 1972





1025 NINTH STREET P.O. BOX K GREELEY, COLORADO 80631 (303) 356-1310

March 8, 1972

Brian Lamb
Office of Tele-Communications Policy
Washington, D. C.

Dear Brian:

Now that things have slowed down just a bit, I'd like to take the opportunity to thank you for seeing to it that Mr. Whitehead got to our winter meeting.

I know you were instrumental in the development of that exciting speech, which had such universal acceptance nation-wide and which, incidentally, brought some very nice publicity to the Colorado Broadcaster's Association.

I'm certain that you were as aware as I, of the warm reception given Tom by the members of our group. And I'm confident that both you and he would be welcome at any time at any of our meetings. The next one will be in Snowmass-at-Aspen, July 13, 14, and 15. It's a pleasant place for a midsummer vacation.

Gratefully,

A handwritten signature in dark ink, appearing to read 'Joe', with a stylized flourish at the end.

Joe Tennessen
President
Colorado Broadcaster's Assoc.

JT:bw

SEC. CL. ORIGIN

CONTROL NO.

4-29

DATE OF DOC

DATE REC'D

DATE OUT

SUSPENSE DATE

7/25

2/28

2/28

3/6

CROSS REFERENCE OR
POINT OF FILING

File - Colo. trip

TO
FROM
SUBJ.

Director

Lew Birchfield, Gen'l Mngr.

KBTR 710

Appreciated ideas Director
expressed at Colo. Broad-
casters Association meeting
last week. Privilege
meeting you.

ROUTING

DATE
SENT~~LKS~~~~2/28~~

CTW

2/28

FYI

COURIER NO.

ANSWERED

NO REPLY

X

4



KBTR 710

MULLINS BROADCASTING COMPANY / 1089 BANNOCK STREET / BOX 5667 / DENVER, COLORADO 80217 / 303-266-3601
LEW BIRCHFIELD, General Manager

February 25, 1972

Dr. Clay T. Whitehead
Director
Office of Telecommunications Policy
1800 G Street N.W.
Washington, D. C. 20504

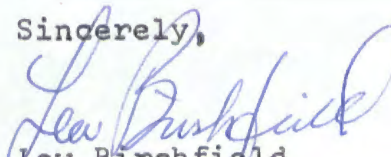
Dear Dr. Whitehead:

Often these days we broadcasters find too few times when a voice speaks words we like to hear. At times, it seems that the fun has gone out of our work.

But your ideas expressed at the Colorado Broadcasters Association meeting last week were certainly appreciated, and did add a fresh note to the situation. For that, I thank you.

It was a privilege meeting you and an honor to introduce you to our members and guests. Your appearance was the highlight of our convention. My thanks to Brian Lamb for his help and courtesies.

Sincerely,


Lew Birchfield
General Manager

LB/ah



KBTV/KBTR / DENVER
BARBRE PRODUCTIONS, INC. / DENVER
KARK TV / KARK AM FM / LITTLE ROCK
ARKANSAS RADIO NETWORK / LITTLE ROCK
MULLINS OUTDOOR ADVERTISING CO. / DENVER
MULLINS ELECTRICAL ADVERTISING CO. / DENVER
ELECTRICAL PRODUCTS SIGNS, INC. / ALBUQUERQUE

FEB 25 1972

Mr. Everett H. Erlick
Group Vice President
and General Counsel
American Broadcasting Companies, Inc.
1330 Avenue of the Americas
New York, New York 10019

Dear Ev:

Thank you for your letter of February 18, and for your comments on the speech I made to the Colorado Broadcasters Association.

As you know, I agree with you that the proposed counter advertising policy's impact would be a negative one. I hope that this Office's interest in this area will have the opposite results. I appreciate your taking the time to let me know your thinking on this.

Best regards,

Sincerely,

signed
TOM

Clay T. Whitehead

cc:
DO Chron
CO Records
Mr. Whitehead (2)
Mr. Scalia
LKS Subject
LKS Chron

LKSmith:jem 2/24/72

AMERICAN BROADCASTING COMPANIES, INC.

1330 AVENUE OF THE AMERICAS • NEW YORK, N.Y. 10019 • LT 1-7777

EVERETT H. ERLICK
GROUP VICE PRESIDENT AND GENERAL COUNSEL

February 18, 1972

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

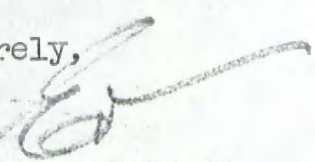
Dear Clay:

Just a brief note to tell you how very pleased we were to read your Denver speech. The strong statement on counter commercials was most welcome, particularly so since you made it clear that this reflected the Administration's view.

You correctly evaluated the tremendously destructive impact such a policy would have on the industry and I would hope that this will be a continuing concern of OTP and others in the Administration.

Warmest regards.

Sincerely,


Everett H. Erlick

OFFICE OF TELECOMMUNICATIONS POLICY

ROUTE SLIP

TO Tom Whitehead

VIA: George Mansur

ACTION ☐

Concurrence ☐

Signature ☐

Comments ☐

For reply ☐

Information ☒

Per conversation ☐

Discuss with me ☐

FROM W. Dean, Jr.

DATE 2/23/72

REMARKS

Attached reflects my understanding of results of February 18 Boulder trip. Consider it did much good, particularly in increasing Crombie's confidence factor.

Also, you asked me to remind you of "ITU matters" upon our return. Item came up in connection with PSD briefing as to possible activities in international area.

W.D.

OTP USE ONLY

Calorab
trip

OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

WASHINGTON, D.C. 20504

February 23, 1972

To: RECORD

From: W. Dean, Jr.

Subject: Visit to ITS Boulder Laboratories on February 18, 1972

On February 18, 1972, Tom Whitehead, Brian Lamb, Walt Hinchman, and Will Dean visited the ITS Laboratories at Boulder, Colorado. The primary purpose of the visit was to learn "first hand" what actions were underway by the ITS organization in support of OTP.

Results of the visit were as follows:

1. Discussions between Tom Whitehead, Walt Hinchman, Doug Crombie (Acting Director of ITS), and the undersigned.

a. Crombie explained that from a budgetary standpoint the ITS efforts could be outlined as follows (dollars in millions):

<u>Budget</u>	<u>Purpose</u>
4.2	Support by other agencies, mostly military.
1.4	OT efforts.
.6	EMC/Frequency Management.
.25	Policy Support Division.
<u>6.45</u>	TOTAL

b. Crombie outlined that, in his opinion, the deficiencies were:

- Lack of long-range plan for ITS.
- His only guidance was to "develop a good Lab"--whatever that means.
- He felt there was a need for greater emphasis on use of the spectrum--with respect to technological and economic efficiencies.

OTP USE ONLY

- He felt that the laboratory should be more heavily engaged in analysis of system performance for Government activities such as FTS, GSA, etc.
- Tom Whitehead explained that his view of the intended function of ITS could be gathered from the analogy of ITS being the scout, between the explorers (research) and the wagon train (industry), in the area of evaluating telecommunications effectiveness and setting forth alternatives, both economic and technical.
- The undersigned suggested that ITS should be viewed not as a normal laboratory but rather as an analytical (technical and economic) interface between R&D and the user/builder.
- Crombie emphasized that a greater role should be played by the laboratory in the standards area, not in a regulatory sense but rather designed to help the users.
- Crombie also felt that an overall objective should be to reduce "other agency" support.
- Crombie stated that as regards PSD there was a lack of definition with respect to specific tasks and lack of ability to stick to tasks once assumed. He emphasized a need for closer cooperation/coordination and pointed to the EMC area as a model for management.

2. Meeting with PSD Personnel.

a. The five "lead" personnel at Boulder assigned to PSD outlined their current efforts--some ten items, including one on spectrum (Item 3). It was pointed out that the PSD expenditures to date were \$145 K, expenditures for the balance of FY 72 are expected to amount to \$164 K, for a total of \$309 K. It was also pointed out that ITS support of PSD was in the amount of \$44 K expenditure to date, an additional \$206 K to \$444 K for the balance of 72, for an expected total of \$250K. The total effort would then be \$309 K plus \$250 K or \$559 K.

b. With respect to the spectrum item (3), it was pointed out that the Boulder PSD activity was running in the amount of \$52 K expended to date with ITS support in the amount of \$7 K totalling \$59 K. Expected expenditures for the balance of 72 by BPSD were in the amount of \$45 K and ITS \$58 K for a total of \$103 K for the balance of 72 or total for the year with respect to the spectrum area of \$162 K. The BPSD personnel gave a brief rundown of their respective actions on the spectrum matter. They are engaged in trying to define spectrum rights and quantify in some manner space assigned versus space available. It was also noted that they have initiated a study of geostationary spectrum resource, with a view to defining the value and possibly renting the resource.

OTP USE ONLY

-3-

3. Discussions between Crombie/Dean. During private discussions with Mr. Crombie the following points were emphasized:

a. John Murray as possible head for Boulder activities in EMC. Favorable endorsement given by the undersigned and Crombie will follow through.

b. Pointed out the CAS vs. Altimeter was again a "front burner" item and that they should plan for speedy action with respect to the revised McDonnell-Douglas application.

c. The new procedure with respect to progress reporting, which will be implemented at the next OTP/OT meeting, was discussed and Crombie was encouraged to insure that ITS personnel were prepared.

d. Crombie agreed wholeheartedly that somehow standards and the economics involved in the use of the spectrum must be melded so as to make this a more meaningful subject and self-regulating, if at all possible.

e. Reapportionment. The undersigned outlined the reapportionment for items in support of Frequency Management as follows:

Item 8 -- HRB -- \$50K (OTP)

Item 9 -- Sachs/Freeman -- \$70K (PSD transfer to OT)

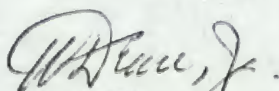
Item 10-- Survey -- \$75K to come from PSD--two people

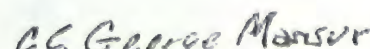
Items 11, 12, and 13 -- deferred -- however, items will be kept under constant review and every effort made to meet these needs in the future, particularly Item 13.

f. Planning. It was emphasized that at the next OTP/OT meeting on March 8 would be dedicated principally to brainstorming future planning in the frequency management support area.

g. The matter of education was touched on briefly and Crombie indicated that Bill Utlaut, Deputy Director ITS, was taking a more active interest in this matter.

h. On the Equipment Characteristics File--Dean and Crombie had an extensive discussion, the summation of which points to the need for very careful deliberation before we launch into an extensive ECF collection effort. This item will be dealt with further at the OTP/OT meeting in March.


W. Dean, Jr.


C.G. George Mansur
Walt Hinchman

THE WHITE HOUSE
WASHINGTON

February 17, 1972

MEMORANDUM FOR: TOM WHITEHEAD

Many thanks for sending me a copy of your remarks on advertising, and particularly counter-advertising, before the Colorado Broadcasters Association. Very well put!

LEW ENGMAN





Coyt:

Thursday 2/17/72

5:30

Mr. Whitehead has changed his return flight. He will fly into Dulles on Saturday at 2:43 p.m.

Please give him the attached tickets for his Saturday night engagement.

2/16/72

To: Jim Loken

From: Tom Whitehead

FYI.

Copy also sent to John Engman.

Attachment: Colorado speech, 2/17/72

*Speech
5/11/72*

February 15, 1972

Mr. Lee Bishop
General Manager
Oregon Association of Broadcasters
210 Allen Hall
Post Office Box 3025
Eugene, Oregon 97403

Dear Mr. Bishop:

Since Mr. Whitehead is out of town, he has asked me to reply to your letter of February 10 concerning arrangements for Mr. Whitehead's speech at the OAB Banquet, May 11.

First of all, I enclose for you, as you requested, a copy of Mr. Whitehead's biography, and a glossy photograph of him.

We appreciate your offer of transportation and rooms at the Inn at Spanish Head, and will be in touch as soon as plans become less tentative. I know Mr. Whitehead will be very tempted by the offer of salmon fishing - it certainly sounds great.

If there's anything else I can do, please don't hesitate to let me know.

Sincerely,

Linda K. Smith
Special Assistant
to the Director

Enclosures

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

LKSmith:jem



Telephone
686-3900

OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

February 10, 1972

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

Dear Mr. Whitehead:

Welcome to Oregon!

We were delighted to receive your letter of confirmation:
Principal speaker at OAB banquet, 7:30 P.M., Thursday, May 11, 1972,
at The Inn at Spanish Head, Lincoln City, Oregon.

Of course, we would hope you could remain over, for some of
our sessions on Friday, May 12.

Would you have time to do some deep sea fishing? Our Host
Committee would be happy to arrange a charter trip for salmon
fishing. Just let us know.

About transportation, to and from the Portland airport. Let
us know your arrival and departure times from the Portland airport,
and the Host Committee will provide transportation to and from
Lincoln City.

A complimentary room at The Inn is being reserved for you.
Just let us know your arrival and departure times and days.

Please send us Bio and glossy.

Your visit to Oregon should prove most worthwhile, and too,
we hope, pleasant.

Sincerely,

Lee Bishop
General Manager

LB:dn

cc: OAB President Brown
OAB Host Committee Chm.,
Buzz Florip, KBCH, Lincoln City





Telegram

RBA019 954A EST FEB 12 72 SPOA017 RB-W-WA021

EE RESEND (K DVB078) RR PDF

DENVER COLO FEB 11 945A MST

BRIAN P LAMB OFC OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFC OF THE PRESIDENT 1800 G ST NORTHWEST /WASHDC
ALL THINGS CONSIDERED IT WOULD SEEM TO BE BEST TO HOLD WHITEHEAD
NEWS CONFERENCE ON FEBRUARY 17TH IN SAME HOTEL WHERE YOU'LL
BE STAYING. WILL PROCEED TO SET IT UP AS SOON AS YOU PROVIDE
THIS INFORMATION. REGARDS.

SHELDON PETERSON KLZ DENVER.

COLL 17.

*Tell Mr. Peterson
the Albany Hotel
Denver*

SHELDON PETERSON KLS DENVER.

THIS INFORMATION. REGARDS.

BE STAYING. WILL PROCEED TO SET IT UP AS SOON AS YOU PROVIDE

NEWS CONFERENCE ON FEBRUARY 17TH IN SAME HOTEL WHERE YOU'LL

ALL THINGS CONSIDERED IT WOULD SEEM TO BE BEST TO HOLD WHITEHEAD

EXECUTIVE OFC OF THE PRESIDENT 1800 G ST NORTHWEST WASHDC

BRIAN P LAMB OFC OF TELECOMMUNICATIONS POLICY

DENVER COLO FEB 11 945A MST

EE RESEND (K DVB078) RR PDR

RB0019 954A EST FEB 12 75 SP00017 RB-W-V0021

COLL 17.

B-167636

February 9, 1972

Mr. John Schambow
Colorado Broadcasters Association
Post Office Box 18600
Denver, Colorado 80218

Dear Mr. Schambow:

As you requested, I am enclosing for you a picture and a biography of Mr. Whitehead.

I am sure that Brian Lamb will be in touch with you as soon as the travel and other arrangements become more definite.

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

Sincerely,

Linda K. Smith
Special Assistant
for the Director

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

2/18
9:30

OFFICE OF TELECOMMUNICATIONS POLICY
EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20504

February 8, 1972

To: Record
From: W. Dean, Jr.
Subject: Trip to Boulder

Pursuant to discussion at February 7 staff meeting, I contacted Doug Crombie and set up an appointment with him for 9:30 on February 18. The stated purpose of the meeting is to discuss matters pertaining to the joint OTP/OT electromagnetic compatibility analysis program. I asked Doug to treat this meeting on a low key as it would be better if OTP personnel met privately with the Acting Director of ITS.

I plan to proceed to Boulder on the evening of the 17th and return to Washington on a 3:50 flight on the afternoon of the 18th.

W. Dean, Jr.

*C.C. Tamm Whitehead ✓
George Mansur
Walt Hinchman
Michael McCudden*

2/8/72

Brian:

Where shall we make reservations for the Denver,
Colorado trip?

Albany Hotel
17th & Stout
Denver, Colo.
(303) 534-5211

Brown Palace Hotel
321 Seventeenth St.
Denver, Colo.
(303) 825-3111

Federal Rate:

\$12.00 - single

Federal Rate:

\$16.00 - single

Spach
Env. 2/17/72

FEB 2 1972

Mr. Sheldon Peterson
Chairman
CBA Public Relations Committee
Time-Life Broadcast, Inc.
123 Speer Boulevard
Denver, Colorado 80217

Dear Mr. Peterson:

Thank you for your letter of January 27 discussing arrangements for the Colorado Broadcasters Association Legislative Dinner on February 17.

I doubt very much whether it will be possible for me to send you an advance copy of my remarks, but should there be one available, I will do so. I am enclosing for you a copy of my biography, as you requested.

Your offer to make arrangements for a press conference is most thoughtful. My Assistant for Media and Congressional Relations, Mr. Brian P. Lamb, would be delighted to assist you with whatever arrangements are necessary.

Thank you for your help. I look forward to meeting you on the 17th.

Sincerely,



Clay T. Whitehead

Enclosure

dd:
DO Chron
DO Records
Whitehead (2) ✓
Mansur
Lamb
LKS Subject
LKS Chron

LKSmith:jem 2/1/72



TIME-LIFE BROADCAST, INC.

A SUBSIDIARY OF TIME INCORPORATED

RADIO STATION KLZ, KLZ-FM
TELEVISION STATION KLZ-TV

123 SPEER BOULEVARD • DENVER, COLORADO 80217

January 27, 1972

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

Dear Mr. Whitehead:

In order that we may provide the best possible coverage for your Denver speaking engagement, it would be helpful if we may have an advance copy of your address before the Colorado Broadcasters Association on February 17th, if one will be available.

We will duplicate and have copies made available to the news media. However, if you plan to have your own office duplicate and distribute, then I would appreciate receiving a dozen copies.

A biographical sketch of yourself also would be useful.

We will call your office a few days before your arrival to see if we may set up a news conference for you, either before or after your speech.

Many thanks for your help.

Sincerely yours,

Sheldon Peterson
Chairman

CBA Public Relations Committee

SP:ms



Shw
2/17/72

JAN 27 1972

Mr. Robert A. Searle
Publisher
CATV
1900 West Yale
Englewood, Colorado 80110

Dear Mr. Searle:

Thank you for the invitation to attend the Denver Cable Club's luncheon meeting on February 17.

I accept your invitation with pleasure, and I'm glad that I will be there for the presentation of the CATV Magazine "Man of the Year" award to John Gwin. I would be happy to make some informal comments.

Brian Lamb will continue to be in touch with you about specific arrangements and about transportation.

I look forward to getting together with you on the 17th.

Sincerely,



Clay T. Whitehead

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

LKSmith:jem 1/24/72

JAN 27 1972

Mr. Robert A. Searle
Publisher
CATV
1900 West Yale
Englewood, Colorado 80110

Dear Mr. Searle:

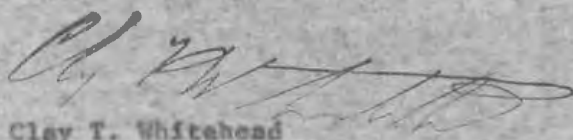
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Brian Lamb will continue to be in touch with you about specific arrangements and about transportation.

I look forward to getting together with you on the 17th.

Sincerely,



Clay T. Whitehead

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

LKSmith:jem 1/24/72



1900 West Yale Englewood, Colorado 80110 Telephone (303) 761-3770

January 18, 1972

The Honorable Clay "Tom" Whitehead
Office of Telecommunications Policy
Executive Office of The President
Washington, D.C. 20504

Dear Tom:

Our informal aggregate known as the Denver Cable Club extends this invitation to you to attend our February get together. The Cable Club is a purely informal luncheon meeting which brings together the many cable television executives in the Denver area, as well as others from surrounding states.

The February luncheon will be held on the 17th at the Playboy Club located in the Radisson Hotel, 1790 Grant, starting at 11:30 (lunch served at 12:15).

National Cable Television Association Chairman John Gwin will be receiving his CATV Magazine "Man of the Year" award at the luncheon. We invite you to make any informal comments you might wish.

If you will let us know when you will arrive at Denver's Stapleton Airport, we would be happy to meet you and provide transportation. And, if time allow, we invite you to join us for a day of skiing at one of Colorado's famous ski resorts (with dry Colorado powder snow!).

Best regards,

A handwritten signature in dark ink, appearing to read 'Bob Searle'. The signature is fluid and cursive, with a large, sweeping 'S'.

Robert A. Searle
Publisher

RAS/jm

January 20, 1972

Mr. Richard Kreck
Roundup Section
The Denver Post
650 15th St.
Denver, Colorado 80201

Dear Mr Kreck:

As you requested, here are two photos of Tom Whitehead
which I hope will be helpful.

Thank you for your interest and I hope to see you on the
17th of February.


Sincerely,

Brian P. Lamb
Assistant to the Director

Enclosures

cc:
DO Chron
DO Records
Mr. Lamb (2)

BPLamb:hh

~~overwritten~~
- Buy Insurance 
Denver Post ~~overwritten~~

Mr. Richard Kreck -
Roundup Denver Post (297-1010)
650 15th St.
Denver ~~Post~~ 80201
Colorado

January 18, 1972

Mrs. Jackie Love
Republican State Headquarters
1711 Pennsylvania Street
Denver, Colorado 80203

Dear Mrs. Love:

Enclosed please find the biographical sketch and photograph of Mr. Whitehead that you requested.

If there are any other materials that you need to prepare for Mr. Whitehead's speech to the Colorado Broadcasters of 1972 Legislative Dinner, or if you have any questions, please don't hesitate to call me.

Sincerely,

Linda K. Smith
Special Assistant
to the Director

Enclosures
LKSmith/nms
cc:
DO Records
DO Chron
LKS Subject
LKS Chron
Mr. Lamb ✓



1900 West Yale Englewood, Colorado 80110 Telephone (303) 761-3770

January 18, 1972

The Honorable Clay "Tom" Whitehead
Office of Telecommunications Policy
Executive Office of The President
Washington, D.C. 20504

Dear Tom:

Our informal aggregate known as the Denver Cable Club extends this invitation to you to attend our February get together. The Cable Club is a purely informal luncheon meeting which brings together the many cable television executives in the Denver area, as well as others from surrounding states.

The February luncheon will be held on the 17th at the Playboy Club located in the Radisson Hotel, 1790 Grant, starting at 11:30 (lunch served at 12:15).

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If you will let us know when you will arrive at Denver's Stapleton Airport, we would be happy to meet you and provide transportation. And, if time allow, we invite you to join us for a day of skiing at one of Colorado's famous ski resorts (with dry Colorado powder snow!).

Best regards,

Robert A. Searle
Publisher

RAS/jm

Monday, 1/17/72

SPEECH
2/17/72

3:00

LINDA

We received a call from the Republican State Headquarters in Denver, Colorado. Mrs. Jackie Love has requested a biographical sketch and a photograph of Mr. Whitehead, as Mr. Whitehead will be addressing the Colorado Broadcasters Association 1972 Legislative dinner on Thursday, Feb. 17.

Her address is: Republican State Headquarters
1711 Pennsylvania Street
Denver, Colorado 80203

303-222-7764

January 5, 1972

Mr. Roger P. Brandt
Convention Chairman
Colorado Broadcasters Association
Post Office Box 18600
Denver, Colorado 80218

Dear Mr. Brandt:

Thank you for the invitation to address the Colorado Broadcasters Association 1972 Legislative dinner on Thursday, February 17.

I am pleased that I will be able to accept your invitation, and I am glad to have this opportunity to meet and exchange views with the Colorado Broadcasters. I'm sure that if there are any details to be ironed out, my Assistant for Press and Media Relations, Brian Lamb, will be in touch with you.

I look forward to seeing you on the 17th.

Sincerely,

S/CTW

Clay T. Whitehead

LKS:cjc - 1/5/72

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

2/17/72

December 17, 1971

Mr. Whitehead

Linda Smith

Invitation to Speak to the Colorado Broadcasters Association

You have been invited to address the Colorado Broadcasters Association 1972 Legislative Dinner, to be held in Denver on Thursday, February 17th.

The dinner is the first night of the CBA Annual Winter Convention, and is a semi-annual event turned annual. It will be attended by 300 broadcasters, state legislators, and by both senators and at least one of Colorado's three congressmen.

You would speak for 40 minutes on a topic of your own choosing and could take Q & A if you want. They would like you to pitch your remarks to the legislators. Last year's speaker was Dr. Albert Burks of "Probe," but this year the dinner is larger and more important.

The dinner is given a lot of promotion, and we therefore must let them know next week.

Brian and I both feel you should try to go if it will not interfere too much with your speech to the Conference Board in New York on February 15th.

cc: Mr. Lamb

CBA: 303-794-9434

John L. Schambow: Executive Secretary c/o TV Guide: 303-266-3736

LKSmith/dgm

DO RECORDS

DO CHRON

MR. WHITEHEAD (2)✓

DR. MANSUR

LKS Subject

LKS Chron

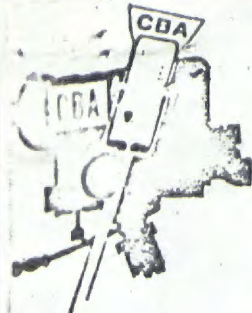
COLORADO BROADCASTERS ASSOCIATION

P. O. BOX 18600

DENVER, COLORADO 80218

EXECUTIVE SECRETARY
JOHN L. SCHAMOW

John
2/17/72
6:30 PM



December 8, 1971

Mr. Clay P. Whitehead
Director
Office of Telecommunication Policy
Executive Office of The President
Washington, D.C. 20504

Dear Mr. Whitehead:

Next February in Denver the Colorado Broadcasters Association meets in its Annual Winter Convention to examine the state of broadcasting and the future as we see it. The new concepts and ideas you have presented certainly are a big part of our industry today and tomorrow. With that in mind we would like to have you speak to our convention. A part of our annual winter session is the Legislative Dinner for our state and national legislators. We feel you would be the right man to address our 1972 Legislative Dinner.

This next year's Legislative Dinner will be held Thursday, February 17, beginning at 6:30 P.M. We would be honored if you could join us.

If you have any further questions, please let me know.

Sincerely,

Roger F. Brandt
Roger F. Brandt
Convention Chairman

VICE PRESIDENT
JOSEPH TENNESSEN
KFA, GREELEY

VICE-PRESIDENT
BOB SEANEY
WGB, PUEBLO

VICE-TREASURER
EDWARD PROCTOR
KAC, MONTROSE

VICE-PRESIDENT
CHUCK DENNY
KZZZ, LA JUNTA

VICE-COUNSEL
JOHN P. "NED" VAN CISE
310 DENVER CLUB BUILDING
DENVER, COLORADO 80202

MEMBERS:
Large, Joseph Tennesen, KFA, Greeley; Television at Large, Robert McMahon, KOAA-TV, Pueblo; Denver Radio, Richard Schafbuch, KOA, Denver; Denver Television, Alvin Flanagan, KSTV, Denver;
Small, Edward Proctor, KUBC, Montrose; Southeast, Chuck Denny, KBZZ, La Junta; Central, Roger Brandt, KOZA, Pueblo; Northeast, Daryle Klassen, KLOV, Loveland; Northwest, Jim Seaton, KXSR, Rifle