



INTERNATIONAL RADIO AND TELEVISION SOCIETY, INC.  
420 Lexington Avenue, New York, N.Y. 10017, 532-4546

#### OFFICERS

President, MAX E. BUCK  
Vice President, National Sales Manager  
NBC Television Network

First Vice President, MAURIE WEBSTER  
Vice President, Division Services  
CBS Radio

Vice President, JEROME R. FENIGER  
President  
Horizons Communications Corporation

Vice President, HAROLD L. NEAL, JR.  
President—Owned Radio Stations  
American Broadcasting Companies, Inc.

Secretary, JEROME S. BOROS  
Partner  
Fly, Shuebruk, Blume and Gaguine

Treasurer, THOMAS B. CAMPBELL  
Vice President—Sales Development  
HR Television, Inc.

#### BOARD OF GOVERNORS

GENE ACCAS  
Vice President, Network Relations  
Leo Burnett Company

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Columbia Broadcasting System, Inc.

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Associate Director of Audience  
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Katz Television

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Executive Vice President  
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RICHARD A. R. PINKHAM  
Senior Vice President in Charge of  
Media & Programs  
Ted Bates & Company, Inc.

**EXECUTIVE DIRECTOR**

ROBERT H. BOULWARE

February 26, 1973

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

Dear Tom:

Your appearance at our Faculty/Industry Seminar at Tarrytown recently was a high spot of the entire conference. The visiting professors exclaimed over the generally high caliber of the meetings and have gone back to spread whatever word they have learned on two score campuses.

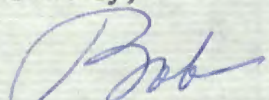
All of us at IRTS and at its affiliated IRTFoundation are grateful to you for the important contribution you made of your time and expertise to the success of the venture.

Due to press of time, I did not have an opportunity to tell you that we plan an audio cassette album featuring highlights of the gathering and the discussions, and a hard-cover book to be published by Hastings House in the Fall, designed for both professional and classroom use. The book will be edited by Professor Charles Steinberg of Hunter College. To those ends, we had asked all participating in discussion groups, etc. to sign the attached release merely as a matter of form. The lawyers persist in their zeal for purity. We say it is a "matter of form" because you would be given an opportunity to edit transcribed material taken from the tapes before any publication is made.

Won't you sign away your life for us so that we don't have any loose ends dangling.

Warmest personal regards.

Cordially,

  
Robert H. Boulware  
Executive Director

RHB/hb  
Attachment

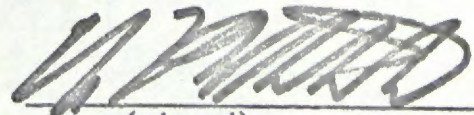


Tarrytown, New York  
February 13, 1973

Dear Sirs:

To aid your educational purposes and in consideration of your permitting my participation in your Seminar at Tarrytown, New York, from February 13 - 16, 1973, you may, without paying me or my employer, reproduce, copyright and otherwise use any material I provide and anything I say, during the Seminar, in any way you choose.

Yours truly,

  
(signed)

Name Clay T. Whitehead  
(print)

Affiliation Office of Telecommunications  
Policy  
The White House, Washington, D. C.

International Radio and Television Society, Inc.  
420 Lexington Avenue  
New York, New York 10017



*Speech*  
*2/14/73*

February 26, 1973

Mr. Max E. Buck  
President  
International Radio and  
Television Society, Inc.  
420 Lexington Avenue  
New York, New York 10017

Dear Mr. Buck:

Thank you very much for your letter of  
February 20th. Mr. Whitehead is on vacation  
at this time, but we will see that your letter  
is called to his attention as soon as he returns.

Sincerely,

Eva Daughtrey  
Confidential Assistant  
to Clay T. Whitehead

cc: DO Records  
DO Chron  
Mr. Whitehead ✓  
Mr. Lamb  
Eva

EDaughtrey 2/26/73





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**EXECUTIVE DIRECTOR**

ROBERT H. BOULWARE

February 20 1973

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

Dear Tom:

How nice to see you again at the IRTS  
Faculty Conference in Tarrytown, New York.

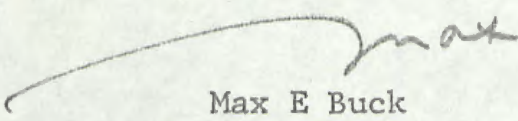
I found your remarks both at the  
dinner table and at the podium, persuasive  
and rather reasonable.

Your ability to walk into a cage of  
tigers and cool them is nothing short of  
amazing.

Onward!

And best wishes.

Cordially

  
Max E Buck  
President





LEO BURNETT COMPANY · INC.  
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601  
TELEPHONE CENTRAL 6-5959

PLEASE REPLY TO:  
767 FIFTH AVENUE  
NEW YORK, N. Y. 10022  
(212) PLAZA 9-5959

April 11, 1973

Dear Seminar Participant:

A gold watch is for retirement. Luggage is for travel. A corsage is for proms.

Scrolls are for appreciation -- and you have our very warm and very deep appreciation for your contribution to the huge success of the Third Annual Faculty/ Industry Seminar.

There are those who said -- before, and especially after the conference -- that we had some nerve inviting a galaxy of experts to make the long march to Tarrytown...and that we had over-drawn our chutzpah account in making the Seminar so selective in faculty attendance.

The success of the Seminar is yours. We have simply been collecting the bouquets for you up to now.

Flowers wilt. Scrolls don't. They stay ever-green to continually express the verdant thanks of the IRTS and IRTF.

Cordially,

Gene Accas, Co-chairman

GA:pt



The International  
Radio and Television Society  
and



The International  
Radio and Television Foundation  
gratefully present this Scroll to

Clay G. Whitehead

as evidence of deep

*Appreciation*

for the contribution of personal time, effort and  
expertise made to

The Third Annual Faculty / Industry Seminar

February 13-16, 1973

at the Tarrytown Conference Center,  
Tarrytown, New York

Max E. Buck  
President, IRTS

Gene Accas  
Co-Chairman

Maurice Webster  
President, IRTF

Adron Cohen  
Co-Chairman



CTW  
Personal

February 26, 1973

Mr. Max E. Buck  
President  
International Radio and  
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420 Lexington Avenue  
New York, New York 10017

Dear Mr. Buck:

Thank you very much for your letter of  
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Sincerely,

Eva Daughtrey  
Confidential Assistant  
to Clay T. Whitehead

cc: DO Records  
DO Chron  
Mr. Whitehead ✓  
Mr. Lamb  
Eva

EDaughtrey 2/26/73





H. Hall  
Director

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ROBERT H. BOULWARE

February 20 1973

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

Dear Tom:

How nice to see you again at the IRTS  
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I found your remarks both at the  
dinner table and at the podium, persuasive  
and rather reasonable.

Your ability to walk into a cage of  
tigers and cool them is nothing short of  
amazing.

Onward!

And best wishes.

Cordially

Max E Buck  
President

RECEIVED  
FEBRUARY 21 1973



FEB 23 4 59 PM '73

OFFICE OF  
TELECOMMUNICATIONS  
POLICY





LEO BURNETT COMPANY · INC.  
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601  
TELEPHONE CENTRAL 6-5959

February 23, 1973

*He. H.  
Dir.  
Speech  
2/14/73*

PLEASE REPLY TO:  
767 FIFTH AVENUE  
NEW YORK, N. Y. 10022  
(212) PLAZA 9-5959

Mr. Clay T. Whitehead  
OFFICE OF TELECOMMUNICATIONS  
1800 G Street, N.W.  
Washington, D. C.

Dear Clay:

Had I the wit, and could juxtapose prologue and epilogue, I'd have dipped into history and spoken in my introduction of a latter-day Boy Orator of the Platte.

If the public servant dodge ever palls, we can book you, for big bucks, into the garden club, Lions, Odd Fellows, and Hadassah lecture circuit. You do mesmerize.

It is obvious your calendar is overflowing these days. It is equally evident that your "appointed rounds", can hardly be swiftly completed (boy, did the Post Office Department have a great PR phrase-maker in the old days!).

The Seminar was a smash hit. The professors returned to their campuses with a new view of the realities of broadcasting. The industry may well profit from some of the innovative observations and suggested solutions that came from the challenge-response form of the conference.

But the success is in large measure the result of our having been able to attract such influentials of broadcasting as you, Commissioner Wiley, Wally Schwartz (plus the outstanding challenge panelists) to our meetings.

My experience as a maker of seminars is that one can't stop saying "thank you".

continued.....



Mr. Clay T. Whitehead  
OFFICE OF TELECOMMUNICATIONS  
February 23, 1973  
Page Two

We do -- the IRTS, the faculty, and their students, present and future. All are richer, better informed, because you were gracious, and generous with your time and ideas.

Please ask us a favor sometime.

Cordially,



Gene Accas  
Vice President

GA:pt

cc: Mr. Robert Boulware  
Mr. Max Buck  
Mr. Aaron Cohen

RECEIVED  
FEB 23 1973  
FEB 23 1973  
FEB 23 1973



RECEIVED  
MAR 2 3 17 PM '73  
OFFICE OF  
TELECOMMUNICATIONS  
POLICY



# TRAVEL VOUCHER

DEPARTMENT, BUREAU, OR ESTABLISHMENT <b>Executive Office of the President</b>		VOUCHER NO.	
<b>Office of Telecommunications Policy</b>		SCHEDULE NO.	
PAYEE'S NAME <b>Clay T. Whitehead, SSN 509-34-3700</b>		PAID BY	
MAILING ADDRESS (Including ZIP Code) <b>OEP/OTP EOBA WA DC 20504</b>			
OFFICIAL DUTY STATION <b>Washington, D.C.</b>	RESIDENCE <b>Washington, D.C.</b>		
FOR TRAVEL AND OTHER EXPENSES		TRAVEL ADVANCE	
FROM (DATE) <b>2/14/73</b>	TO (DATE) <b>2/14/73</b>	Outstanding <b>NONE</b>	\$
APPLICABLE TRAVEL AUTHORIZATION(S) NO. <b>217</b> DATE <b>2/8/73</b>		Amount to be applied	
		Balance to remain outstanding	\$
		CHECK NO.	
		CASH PAYMENT OF \$	
		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 ACCOMMODATIONS *	DATE ISSUED	POINTS OF TRAVEL	
					FROM-	TO-
B-2,470,935 TA 217	68.00	AA	first/air	2/8	Washington, D.C.	New York, New York & return.

(Eastern Air Lines Fare Adjustment coupons attached--traveller down-graded the whole flight to tourist as he used the Eastern Shuttle)

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

February 23, 1973  
(Date)

(Signature of Payee)

AMOUNT CLAIMED

Dollars	Cts
4	50

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][illegible]

\* U.S. GOVERNMENT PRINTING OFFICE : 1970 OF -430-454 (4A)

\*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).



# EASTERN AIR LINES

## FARE ADJUSTMENT COUPON

DATE

T-122A

667510

EASTERN AIR LINES  
IN FLIGHT SERVICE

SECTION BELOW FOR EASTERN'S USE

FORM AND TICKET NUMBER

5820666803

CASH REFUNDED

FARE BASIS  
USED

FARE \$

TAX \$

TOTAL \$

REFUND RECEIVED

NOTICE TO CUSTOMER

TICKETS PURCHASED FOR:

CASH -

(ONLY BLUE COPY ISSUED)

Present this Coupon with Passenger Coupon of ticket used on this flight to any Eastern Air Lines Ticket Office for immediate refund.

U.A.T.P. OR GOV'T T.R. -

(BOTH COPIES ISSUED)

Complete section at right on both copies of this form, return BLUE copy to Flight Attendant and retain Receipt Copy for your records.

NAME

ADDRESS

CITY

STATE

UATP ACCT. NO.

GOV'T T.R. NO.

GR B 2 470 935

14-TT-0122A REV. 6-63

# EASTERN AIR LINES

## RECEIPT COPY

DATE

T-122A

602166

EASTERN AIR LINES  
IN FLIGHT SERVICE

SECTION BELOW FOR EASTERN'S USE

FORM AND TICKET NUMBER

203

CASH REFUNDED

FARE BASIS  
USED

FARE \$

TAX \$

TOTAL \$

REFUND RECEIVED

U EA

F

NOTICE TO CUSTOMER

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(ONLY BLUE COPY ISSUED)

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14-TT-0122A REV. 6-63

CUSTOMER'S SIGNATURE



Issued By		SOLD SUBJECT TO CONDITIONS OF CONTRACT ON PASSENGER'S COUPON		PASSENGER TICKET AND BAGGAGE CHECK PASSENGER'S COUPON		FROM TO		CARRIER		FARE CALCULATION		5820666803	
SH AMERICAN AIRLINES, INC. AA		DATE OF ISSUE		13 FEB 73		ORIGIN		DESTINATION		AA		306A AAL INC WASHINGTON 306A DIST OF COL	
NAME OF PASSENGER		NOT TRANSFERABLE		MR. CLAY WHITEHEAD		TICKET DESIGNATOR & TOUR CODE		THIS TICKET ISSUED IN EXCHANGE FOR		Agent		CONJUNCTION TICKET(S)	
NOT VALID BEFORE		NOT VALID AFTER		1 2 3 4		ORIGINALY ISSUED AGAINST BY AGENTS NUMERIC CODE		AT ON DATE		FA			
NOT GOOD FOR PASSAGE		FARE BASIS		ALLOW		CARRIER		FLIGHT/CLASS		DATE		TIME	
VOID		VOID		VOID		VOID		VOID		VOID		VOID	
TO WAS - NATIONAL		F		AA 355F		14 FEB 113040X		TO WYC - LAGUARDIA		F		AA 320F 15 FEB 83040X	
TO WAS - NATIONAL		F		AA 320F		15 FEB 83040X		TO WAS - NATIONAL		F		AA 355F 14 FEB 113040X	
FARE		CY		562.96		TOTAL		CY		563.00		FORM AND SERIAL NUMBER	
TAX		CY		2.04		ROUTE CODE		ENCODE		CFA		AIRLINE CODE	
EQUIV		CY		PD		001		5820666803		0		□	

Paid after		2-3-19-73		BILL TO		Office of Emergency Preparedness Washington, D. C. 20504		B-2,470,935	
The American Airlines		Transportation is requested		to furnish		First class air transportation at lowest rate from Washington, D.C.		DO NOT FOLD, SPINDLE OR MUTILATE	
to New York, New York and return		via		and No others with		accommodations		MEMORANDUM CARD COPY	
for use of		Clay T. Whitehead		and No others with		accommodations		DO NOT FOLD, SPINDLE OR MUTILATE	
to transport not over		lbs. of excess baggage from		Washington, D.C. 2-3-19-73		I CERTIFY THAT THE TRANSPORTATION REQUESTED IS FOR OFFICIAL BUSINESS.		DO NOT FOLD, SPINDLE OR MUTILATE	
TRAVELER'S SIGNATURE		Director		ISSUING OFFICER'S SIGNATURE		Administrative Officer		DO NOT FOLD, SPINDLE OR MUTILATE	
TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW		TRANSPORTATION AMT.		ACCOMMODATION AMT.		TOTAL		DO NOT FOLD, SPINDLE OR MUTILATE	
TICKET AGENT WILL NOT ACCEPT THIS		83/OTD/210		1130601				DO NOT FOLD, SPINDLE OR MUTILATE	



Standard Form No. 1173  
5 GAO 2000  
1173-103

## REPORT OF CHANGE IN PASSENGER TRANSPORTATION SERVICE

INSTRUCTIONS.—This form is for use when the passenger transportation and/or accommodations received by a traveler are of a different character or a lesser value than those represented by the tickets issued in exchange for the related transportation request. The completed form together with any unused transportation or ticket coupons, if involved, should be mailed immediately by the traveler to his administrative office. (Note.—This report is not required when the changes in transportation service or accommodation were reflected by an endorsement on the transportation request before it was exchanged for tickets.)

FROM:	TO:	USED RAIL COACH	USED PARLOR CAR	USED UPPER BERTH	USED AIR COACH	OTHER—SEE "REMARKS"	T/R NO.
Washington, D.C.	New York, New York						B-2,470,935
New York, New York	Washington, D.C.						CARRIER T/R ISSUED TO American Airlines
							DATE ISSUED 2/8/73
							TICKET FORMS AND NOS. 5820666803
							TRAVELER'S SIGNATURE
							TITLE Director
							DATE 2/23/73

REMARKS:

Traveller took Eastern Shuttle.

GPO : 1966 OF—218-303



*Judy*

Itinerary for  
Clay T. Whitehead  
New York, New York  
February 14, 1973

WEDNESDAY, February 14:

3:30 p.m.	Lv OTP	
4:00 p.m.	Lv National via Eastern Shuttle	
5:00 p.m.	Ar LaGuardia, New York	
6:15 p.m.	Meet transportation to seminar at the Warwick Hotel:	(212) 247-2700
	54th St and Ave of the Americas	
7:00 p.m.	Address the IRTS Annual Faculty/Industry Conference:	
	Tarrytown Conference Center Tarrytown, New York	(914) 591-8200
10:00 p.m.	Lv New York via Eastern Shuttle	
11:00 p.m.	Ar Washington National	
<u>RESERVATIONS:</u>	Holiday Inn--LaGuardia 100-15 Ditmars Blvd.	(212) 898-1225



Dr. Anthony A. Adams, University of Iowa  
Charles Baker, University of Georgia  
Bertram Barer, California State University at Northridge  
Dr. Susan Cailteaux, University of Kentucky  
Dr. William H. Cianci, Rider College  
Dr. Robert Crawford, Queens College  
Dr. Stanley Donner, University of Texas  
Sister Irene Fugazy, S.C., Archdiocese of New York  
Professor Philip Gelb, Brocks Community College  
Professor Richard Goggin, New York University  
Dr. Knox Hagood, University of Alabama  
Professor Kenneth Harwood, Temple University  
Dr. William Hawes, University of Houston  
Dr. C. A. Kellner, Marshall University  
Dr. Gordon Law, Federation of Rocky Mountain States  
Dr. Thomas McCain, Illinois State University  
Dr. Philip Macomber, Kent State University  
Dr. Keith Mielke, Univeristy of Indiana  
Dr. Ernest Phelps, University of South Dakota  
Professor Charles Phillips, Emerson College  
Dr. Jon Powell, Northern Illinois University  
Dr. Peter Pringer, University of Florida  
Dr. James Rhea, Oklahoma State University  
Roderick Rightmire, Ohio University  
Dr. J. M. Ripley, University of Kentucky  
Dr. Saul Scher, University of Maine  
Dr. Robert Schlater, Michigan State University  
Dr. Charles Shipley, Southern Illinois University  
Professor Harry Smith, Essex Junior College  
Professor Howard Trevis, University of Cincinnati  
Dr. Norman Van Turbergen, Southern Illinois University  
Dr. Daniel Vaimonte, University of Hartford  
Dr. J. Brown, University of Southern California



2/16

no

xtra

expenses

J



*From the desk of*  
JAMES R. PRICE



Clay T. Whitehead

Tickets to be picked up at American Airlines  
16th & K Sts., NW, Tues., Feb 13

Wednesday, February 14, 1973:

11:30 a.m.	Lv National via AA 538.
12:23 p.m.	Ar New York, New York.

Thursday, February 15, 1973:

8:30 a.m.	Lv New York via AA 520.
9:37 a.m.	Washington National Airport/



Monday 1/29/73

SPEECH  
2/14/73

10:10 Brian gave us the following information re Mr. Whitehead's trip to NYC on 2/14-15 to address the IRTS:

Wednesday, Feb. 14

A.M. Fly to NYC.

Noon Have lunch with Dick Cavett; contact: Bridgette Potter (212) 765-2820

Afternoon Meetings (CTW mentioned meeting w/Russ McFall)

Evening Speech before the IRTS

We will make reservations at the Warwick Hotel (212) 247-2700  
54th Street and Avenue of the Americas

Contact at the speech: Joanne Bart of the Lee Barnett Agency (212) 759-5959



<b>EXECUTIVE OFFICE OF THE PRESIDENT</b> <b>OFFICE OF EMERGENCY PREPAREDNESS</b> <b>AUTHORIZATION OF OFFICIAL TRAVEL</b>		1. Date of request February 8, 1973	
		2. Name and address of traveler CLAY T. WHITEHEAD, SSN 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 Feb. 14-15, 1973	
7. Purpose of travel  To address the IRTS Annual Faculty/Industry Conference		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 6161	
14. Itinerary  Washington, D.C.; New York, New York; 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  83/OTP/210		17. Appropriation symbol  1130601	
18. Travel authorization No.  217			
19. Estimated cost of travel		20. Remarks  First class travel authorized.	
Transportation \$68.00			
Per Diem 25.00			
Other 10.00			
Total \$103.00			
21. Requested by  Director  _____ Signature Office of Telecommunications Policy _____ Title		FINANCIAL MANAGEMENT BRANCH USE ONLY 22. Funds Obligated FUNDS OBLIGATED FEB 13 1973 _____ Signature _____ Title	
23. <b>CERTIFICATE OF AUTHORIZATION</b>			
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.			
_____ Signature Bryan M. Eagle		_____ Title Executive Assistant	
<b>IMPORTANT-</b> Every voucher or message concerning this travel must refer to the travel authorization number.			



X6	8:25p	D	9:27p	E	AA	864	F/T	B3F
	8:30p	N	9:26p	E	EA	&	U	D9S

		EA & EFFECTIVE JAN31				
	8:40P	F	9:28P	EA 546	S BAC	11:55
	8:45P	F	9:35P	EA 422	F/Y 725	11:25A
	9:00P	F	9:40P	TW 422	F/Y 877	12
X6	9:05P	N	9:53P	JN 424	U D95	1:02P
	9:05P	N	10:46P	EA 424	F/Y 725	2:3
	9:00P	D	10:10P	J BN 10	F/Y 727	1:02P
	9:25P	D	10:15P	SO. 98	S DC9	2
6	9:30P	N	10:20P	EA 636	F/Y D95	1:02P
X6	9:30P	N	10:20P	EA 424	U D95	1:02P
	9:30P			DISCONTINUED AFTER JAN30		2

X6	9:30p	N 10:40p	E	566	F/Y	D85			102
X6	10:30p	N 11:35p	J	AA	80	F/Y	87F		72
6	9:40p	D 11:35p	J	AA	80	F/Y	727		25
	9:45p	F 10:36p	J	AA	20	F/Y	83F		51
	9:55p	F 10:41p	E	906	F/Y	D85			51
				EA 906 EFFECTIVE JAN31					51
	9:55p	F 10:45p	J	E	906	F/Y	D85		51
				EA 906 DISCONTINUED AFTER JAN30					51
	10:00p	N 10:45p	E	B4	112	F/Y	727		51
	10:00p	N 10:45p	L	E	U	D95			51
	10:10p	D 11:14p	E	E	638	F/Y	727		51
				EA 638 DISCONTINUED AFTER JAN30					51
X6	10:30p	N 11:27p	E	E	U	LE			51
				EA & EFFECTIVE JAN31					51
6	10:35p	D 11:37p	E	AA	680	F/Y	83F		51
	10:00p	D 1:06a	J	AA	44	F/Y	87F		6
				CST ALO					6
		F	91.67	7.33	99.00	198.00			6
		YM	71.30	5.70	77.00	154.00			6
		YZ	51.00						6
			62.00						6
12:37p			12:37p	07	908	F/Y	DC9	S	2
			CONNECTIONS						WEST

		6:55a		11:48a	L	OZ	980	F/Y	DC9	
		8:10a	ORD	9:00a	AA	302	F/Y	727	B	
		6:55a		12:31p	E	TW	980	F/Y	DC9	
		8:10a	ORD	9:45a	TW	382	F/Y	725	S	
X7		8:08a		2:35p	J	OZ	711	F	FH	
		8:41a	DSM	10:00a	UA	430	F/Y	725	L	
		9:10a		2:50p	L	OZ	812	A	FH	
		10:00a	MSP	11:35a	UA	378	F/Y	727	L	
		11:57a		4:31p	L	OZ	876	F	FH	
		12:55p	ORD	1:45p	TW	334	F/Y	727	S	
		11:57a		4:44p	J	OZ	876	A	FH	
		12:55p	ORD	1:45p	TW	332	F/Y	BF7	S	
X6		11:57a		4:45p	L	OZ	876	F	FH	
		12:55p	ORD	2:00p	AA	600	F/Y	725	S	
		11:57a		4:47p	L	OZ	876	A	FH	
		12:55p	ORD	2:00p	UA	914	F/Y	727	S	
		11:57a		5:00p	J	AA	876	A	FH	
		12:55p	ORD	2:05p	AA	202	F/Y	B3F	S	
	6	11:57a		5:16p	E	OZ	876	F	FH	
		12:55p	ORD	2:30p	UA	120	F/Y	727	S	

X6	11:57a	5:16p	E	U2	876	F	PH	0	
	12:55p	ORD	2:30p	UA	120	F/Y	D85	13	
0	11:57a	5:31p	E	U2	876	F	BF	0	
	12:55p	ORD	2:45p	TW	384	F/Y	FH	0	
X6	11:57a	5:41p	E	U2	876	F	FH	0	
	12:55p	ORD	3:00p	AA	344	F/Y	727	0	
0	X6	1:25p	6:35p	L	U2	978	F/Y	D95	0
	2:45p	ORD	3:45p	TW	342	F/Y	727	0	
0	X6	1:25p	6:47p	L	U2	978	F/Y	D95	0
	2:45p	ORD	4:00p	AA	184	F/Y	D10	0	

	X6	1:25p	6:50p L	OZ	978 F/Y	D9S		
		2:45p	ORD 4:00p	UA	920 F/Y	727 D		
0	X6	1:25p	7:11p E	AZ	978 F/Y	D9S		
0		2:45p	ORD 4:30p	AA	242 F/Y	725 D		
0		1:25p	7:34p E	OZ	978 F/Y	D9S		
0		2:45p	ORD 4:45p	TW	386 F/Y	880 D		
1	X6	1:25p	7:55p J	OZ	978 F/Y	D9S		
0		2:45p	ORD 4:50p	OZ	374 F/Y	727 D		
0		5:20p	10:28p E	OZ	972 F/Y	DC9		
0		6:35p	ORD 7:40p	UA	108 F/Y	D10 D		
0		5:20p	10:33p L	OZ	972 F/Y	DC9		
0		6:35p	ORD 7:45p	TW	356 F/Y	727 S		
0	X6	5:20p	10:45p L	AZ	972 F/Y	DC9		
0		6:35p	ORD 6:00p	AA	328 F/Y	727		
0	X6	5:20p	10:47p L	OZ	972 F/Y	DC9		
0		6:35p	ORD 6:00p	UA	928 F/Y	DC9		
0		5:20p	11:27p L	OZ	972 F/Y	DC9	\$	
0		6:35p	ORD 8:45p	TW	362 F/Y	725		
0		7:55p	12:18p J	OZ	988 F/Y	DC9		
0		8:40p	ORD 9:30p	AA	222 F/Y	B7F		
0		7:55p	12:41p J	OZ	282 F/Y	DC9		

0	7:30p	12:45	UA	820	F/Y	727	0	
0	8:40p	10:00p	ORD	820	F/Y	727	0	
0	X6	8:51p	6:35p	J	OZ	716	A FH	
0		10:00p	MSP	12:35a	NW	24	F/Y 3BF	
0	X6	8:55p	6:35p	J	OZ	804	A FH	
0		10:35p	ORD	2:30a	NW	24	F/Y 3BF	
0	<b>WATERTOWN, N.Y.</b>							<b>EST ART</b>
0		A	32:41	2:59	35.00	70.00		
0		YM	24.00					
0		YZ	26.00					
0		EX/11	A/S WEEKEND	AL	52.00			
0	X7	10:30a	12:00p	L	AL	632	A C5	
0		3:00p	4:28p	E	AL	630	A C5	
0	<b>WAUSAU, WISC.</b>							<b>CST AUW</b>
0	WAUAW,	A-CWA						
0		A-CWA	5:00	6:00	81.00	162.00		

	YM	53.00	M	40.00				
0			Z	53.00				
0	6:20a	A 10:49a	L NC	50	S	D9S	\$	7
0	11:25a	5:40a	L NC	52	S	D9S	\$	7
			<b>CONNECTIONS</b>					
01	6:20a	A 11:50a	E NC	50	S	D9S	\$	10
0	7:35a	MKE 9:10a	NW	226	FY	727		
0	7:50a	A 12:43a	NC	450	S	D9S	\$	5
0	X6 9:20a	10:00a	NC	240	FY	727		
0	7:50a	NC 1:25a	NC	450	S	D9S	\$	5
01	9:20a	10:45a	TW	322	FY	727		
	7:50a	A 1:43a	NC	450	S	D9S	\$	5

30	7:20a	ORD	11:00a	UA	446	F/Y	72S	L	0
	7:50a	A	2:10p	NC	450	S	D9S	L	0
30	7:20a	ORD	11:30a	UA	572	F/Y	87F	L	0
	7:50a	A	2:30p	NC	450	S	D9S	L	0
0	7:20a	ORD	11:45a	UA	366	F/Y	D6S	L	0
0	7:50a	A	2:35p	NC	450	S	D9S	L	0
0	9:20a	ORD	11:40a	UA	430	F/Y	72S	L	0

CONT. NEXT PAGE









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December 21, 1972

Mr. Brian Lamb  
Office of Telecommunication Policies  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

Dear Mr. Lamb:

We are absolutely delighted that Mr. Whitehead has accepted the invitation to be our star dinner speaker at the Third Annual IRTS Faculty/Industry Seminar.

Helen Hall gave us the good news last week and did indicate there was a qualifying footnote -- namely, that there might be a last minute change in plans which would force Mr. Whitehead's withdrawal. We hope not!

This note is to give you general background on the Seminar.

1. The objective of these annual sessions is to provide, for academicians in the mass communications field, realistic, pragmatic exposure to the business about which they lecture but do not participate in.
2. The attendance will run approximately fifty professors, deans, heads of department, etc., primarily in mass communications, but with a sprinkling from other related disciplines -- such as law, the social sciences, and business administration.
3. While it is true the professors live in a world that isn't quite real, it would be a mistake to assume that they were at the "kindergarten" level when it comes to hard knowledge of broadcasting.
4. The umbrella of this year's seminar is "Broadcasting's Critical Challenges....".



5. The 1972 Seminar (program enclosed) employed as a technique the plenary session and small group discussions of subjects raised.

This year, we will use the Arden House approach of problem-solving. Up to a dozen key issues that face radio and television will be presented to the professors (obviously, one at a time) with input from industry "experts". Then, in small groups, the professors will be charged with developing viable solutions to the problems.

What I have been describing up to now is, in effect, the "required" part of the seminar. Mr. Whitehead and Wally Schwartz of ABC, who is our other star dinner speaker, represent, to continue the analogy, "outside reading".

Now, some logistics and specifics which may be useful in your planning Mr. Whitehead's movements and his remarks.

- a. The seminar this year is at the Tarrytown Conference Center, Tarrytown, New York.

This is approximately 45 minutes to one hour from LaGuardia. We can have a limousine meet Mr. Whitehead and bring him directly to Tarrytown.

- b. Under present plans, dinner would be at approximately 7:00 p.m. the evening of Wednesday, February 14, 1973. At the conclusion of dinner, we would hope that Mr. Whitehead would speak for up to 30 minutes; be agreeable to answer questions from the floor for a brief period thereafter; and, if he did not have an early morning meeting the following day, our hope is he would stay over to meet on a one-to-one basis some of the professors and industry figures in what might be called a "rap session" but which we have dignified by inventing a word, "polylogue".

- c. The accommodations at Tarrytown House are quite comfortable and the next morning -- assuming Mr. Whitehead is going to be foolishly generous with his time -- a car will get him to LaGuardia for whatever flight he must catch.

If there are any details or questions on which I might provide useful information, please call.



Mr. Brian Lamb

-3-

December 21, 1972

You might, at your convenience, let me have a glossy photograph and a bio of Mr. Whitehead. And, you should let me know whether or not Mr. Whitehead's remarks are intended for press release or not. Incidentally, these Seminars have been closed to the press to maximize the freedom with which industry figures and the professors can exchange views. But, the decision as to on or off the record is entirely up to Tom.

Our many thanks for the enormous help we know you will be.

Cordially,

*Gene Accas*

Gene Accas  
Vice President

GA:ss  
Enclosure

cc: Mr. Aaron Cohen, NBC  
cc: Mr. Robert Boulware, IRTS



**International Radio and Television  
Society, Inc.**

**SECOND ANNUAL FACULTY/  
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**"The Business of Broadcasting"**



**HARRISON HOUSE CONFERENCE CENTER**  
Dosoris Lane  
Glen Cove, New York 11542  
(516) 671-6400

**FEBRUARY 16-19, 1972**





INTERNATIONAL RADIO AND TELEVISION FOUNDATION, INC.  
420 Lexington Avenue New York, N.Y. 10017, 532-4546

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WALTER A. SCHWARTZ <i>President</i> <i>ABC Radio Network</i>	JOSEPH CALDERON <i>Linden and Deutsch</i>
	<b>EXECUTIVE SECRETARY</b>
	ROBERT H. BOULWARE

#### ACKNOWLEDGMENTS:

The IRTFoundation gratefully acknowledges the generous gifts of some fifty companies and organizations that have financed the second Faculty/Industry Seminar.



## **From the President of IRTS**

Welcome to the Second Annual Faculty / Industry Seminar of IRTS Inc. Over the next few days we will be discussing the business of broadcasting, a business that's come under attack from many quarters. Opinion about commercial broadcasting, founded and unfounded, multiplies wildly. And yet, very few people really understand its mission, its problems and its public responsibilities. We come together seeking this understanding.

We are interested in the attitudes about radio, television and broadcast advertising that you, your colleagues and your students have formed. We welcome your questions and your ideas. We intend to dispel some myths, get to the root of some problems and arrive at meaningful conclusions.

I know that we have much to talk about. I hope that you will make yourself at home here at Harrison House, that you will enjoy the dialogue, and that you will find your time rewardingly spent.

Max E. Buck

## **From the President of the IRTFoundation**

Your welcome to this Seminar is underscored by many radio and television stations and group owners from coast to coast, the three major radio and television networks, a number of advertising agencies, research companies and industry associations.

Their contributions to the IRTFoundation help underwrite this, our annual College Conference and many other activities which the IRTSociety organizes and operates. In addition, the IRTFoundation itself has a Summer Internship Program which brings a number of college and university communications majors to New York City for an eight-week work experience in a variety of broadcasting organizations.

This is part of our effort to help us understand each other better and to contribute to both the society in which we live and the broadcasting industry which is such an important part of it.

Maurie Webster



## WEDNESDAY, FEBRUARY 16

**Afternoon** Check-in and registration

**6:00 PM** Cocktails and reception,  
The Gold Room

**7:30 PM** Buffet dinner and self-introductions,  
The Crystal Dining Room

**9:30 PM** Polylogue I (informal, unstructured  
discussions),  
The Pub



Mr. Bleier



Mr. Howard



Mr. Katz



Mr. Landsburg



Mr. Karasik



Mr. von Schreiber



Mr. Lamb



Mr. Victory



Mr. Schneider



Mr. Brown

## **THURSDAY, FEBRUARY 17**

- 7:30 AM Breakfast,**  
Main Dining Room
- 9:00 AM Plenary Session I,**  
Nassau-Suffolk Room  
**Opening Remarks:**  
Max E. Buck, NBC TV, and Gene Accas,  
Leo Burnett Co.

### **THE BUSINESS OF BROADCASTING: PRODUCT (programming)**

- Producer:**  
Phil Howort, Grey Advertising, Inc.
- Moderator:**  
Richard J. Goggin, New York University
- Industry participants:**  
Edward Bleier, Warner Bros.; Al Howard,  
Al Howard Company, Inc.; Oscar Katz,  
CBS-TV; Alan Landsburg, Alan Landsburg  
Productions
- 10:15 AM Coffee Break**
- 10:30 AM Small Group Discussions**  
Room assignments will be announced.  
Iota Group, Rho Group, Tau Group,  
Sigma Group
- 12:00 Break**
- 12:30 PM Luncheon,**  
The Crystal Dining Room  
**Speaker:**  
Les Brown, *Variety*
- 2:30 PM Plenary Session II,**  
Nassau-Suffolk Room

### **THE BUSINESS OF BROADCASTING: DISTRIBUTION (current and future means of product dissemination)**

- Producer:**  
Aaron Cohen, NBC-TV
- Moderator:**  
Gordon Gray, Temple University
- Industry participants:**  
Daniel Karasik, Comsat; Paul von Schreiber,  
Computer Television, Inc.; William Lamb,  
Sterling Television; James Victory,  
NBC Enterprises
- 3:45 PM Coffee break**
- 4:00 PM Small Group Discussions**  
Room assignments will be announced.  
Iota Group, Rho Group, Tau Group,  
Sigma Group
- 6:00 PM Cocktails,**  
The Beech Room
- 7:00 PM Dinner,**  
The Crystal Dining Room  
**Speaker:**  
John A. Schneider, CBS/Broadcast Group
- 9:00 PM Polylogue II,**  
The Pub



## **FRIDAY, FEBRUARY 18**

- 7:30 AM Breakfast,**  
Main Dining Room
- 8:30 AM Plenary Session III,**  
Nassau-Suffolk Room

### **THE BUSINESS OF BROADCASTING: MARKETING** (sales and research)

**Producer:**  
Richard N. McHugh, Needham, Harper  
and Steers

**Moderator:**  
Lawrence Myers, Syracuse University

**Industry participants:**  
Jay Eliasberg, CBS-TV; Ken Flower,  
NFL Films; Richard Kelliher, Metromedia  
Producers Company; James Shaw, ABC-TV;  
Carl Tillmanns, CBS-TV

- 10:15 AM Coffee Break**
- 10:30 AM Plenary Session IV,**  
Nassau-Suffolk Room

### **THE BUSINESS OF BROADCASTING: EXTERNAL** **RELATIONS** (the multiple publics, government and "civillian" that regulate/influence broadcasting)

**Producer:**  
Tom Leahy, CBS Television Stations

**Moderator:**  
Kenneth K. Jones, San Diego State College

**Industry participants:**  
Drew Brinckerhoff, CBS;  
Stockton Helffrich, NAB Code Authority;  
Bob Keeshan, ("Captain Kangaroo"), CBS;  
Peter Kenney, NBC

- 11:30 AM Coffee Break**
- 11:45 AM Small Group Discussions,**  
**on Plenary III and IV**  
Room assignments will be announced.  
Iota Group, Rho Group, Tau Group,  
Sigma Group

- 1:15 PM Lunch,**  
The Crystal Dining Room
- Speaker:**  
David Webster, U.S. Director, BBC

- 2:45 PM Plenary Session V,**  
Nassau-Suffolk Room

### **THE BUSINESS OF BROADCASTING:** **THE ACADEMIC VIEW**

**Moderator:**  
Gene Accas, Leo Burnett Company

**Faculty participants:**  
Richard J. Goggin, New York University;  
Gordon Gray, Temple University;  
Kenneth K. Jones, San Diego State College;  
Lawrence Myers, Syracuse University

- 4:45 PM Break**
- 6:00 PM Cocktails,**  
The Gold Room

- 7:00 PM** **Dinner,**  
The Crystal Dining Room  
**Speaker:**  
Merrill Panitt, *TV Guide*
- 9:00 PM** **Polylogue III,**  
The Pub

## **SATURDAY, FEBRUARY 19**

- 7:30 AM** **Breakfast,**  
Main Dining Room
- 8:30 AM** **Seminar closing**



Mr. Ellasberg



Mr. Flower



Mr. Kelliher



Mr. Shaw



Mr. Tillmanns



Mr. Brinckerhoff



Mr. Helffrich



Mr. Keeshan



Mr. Kenney



Mr. Webster



Mr. Pannitt





**INTERNATIONAL RADIO AND TELEVISION SOCIETY, INC.**  
420 Lexington Avenue, New York, N.Y. 10017, 532-4546

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EVENTS COORDINATOR: Barbara Greenberg, TV Guide

PUBLICITY: Merry Nolan Kelly, Herbert Arthur Morris Advertising, Inc.

PHOTOGRAPHY: Courtesy CBS Television Network



# The of business BROADCASTING

This Table of Contents was prepared to help you locate specific speakers and subjects. The numbers indicate the approximate time elapsed from the beginning of the side.

## OVERVIEW

*The interaction of television, the public and the government. Running time—51:26*

**SIDE A—26:37** Remarks by John A. Schneider, President, CBS/Broadcast Group followed by question-and-answer period. (21:08) Beginning of talk by Merrill Panitt, Editor, *TV Guide*.

**SIDE B—24:49** Conclusion of talk by Merrill Panitt, Editor of *TV Guide*.

## PROGRAMMING AND MARKETING

*Discussion of how TV programs are conceived, chosen and scheduled; how audiences are measured and sold. Running time—59:36*

**SIDE A—29:49** *Programming* Oscar Katz, Vice President, Programs, CBS Television Network, Alan Landsburg, President, Alan Landsburg Productions, Edward Bleier, Vice President, Network Programming and Sales, Warner Brothers Television, Al Howard, Al Howard Productions.

**SIDE B—29:47** *Marketing* Jay Eliasberg, Director of Television Network Research, Department of Economics and Research, CBS Broadcast Group, Kenneth M. Flower, Vice President, Sales, NFL Films, Richard J. Kelliher, Vice President, Sales Development, Metromedia Producers Corporation.

## TWO VIEWS OF TELEVISION

*Contrasts in public, non-commercial television and private, profit-oriented, commercial systems. Running time—51:09*

**SIDE A—25:58** Remarks by Les Brown, Radio-TV Editor, *Variety*.

**SIDE B—25:11** Conclusion of remarks by Les Brown. Talk by David Webster, U.S. Director, BBC.

## EXTERNAL RELATIONS & THE NEW TECHNOLOGY

*Dealing with government regulatory agencies and community groups. New ways of delivering programs to viewers. Running time—47:48*

**SIDE A—24:30** *External Relations* Peter B. Kenney, Vice President, NBC Washington, Drew Brinckerhoff, Vice President, Manpower Management, CBS Television Network, Stockton Helffrich, Code Authority Director, National Association of Broadcasters, Bob Keeshan, "Captain Kangaroo" (20:42) Beginning of discussion of the new technology.

**SIDE B—23:18** *Conclusion of talks on New Technology* William J. Lamb, President, Sterling Manhattan Cable Television, Inc., James T. Victory, President, NBC Films, Robert L. Glaser, Vice President and General Manager, WOR-TV, New York, Daniel D. Karasik, Manager of Television Development, Communications Satellite Corporation, Paul von Schreiber, Computer Television, Inc.

## THE ACADEMIC VIEW

*How students and educators look at broadcasting. Running time—43:28*

**SIDE A—22:55** Remarks by Prof. Richard J. Goggin, New York University, Dr. Lawrence Myers, Syracuse University, Prof. Kenneth Jones, San Diego State College, Dr. C.A. Kellner, Marshall University.

**SIDE B—21:33** Conclusion of remarks by Dr. C.A. Kellner, remarks by Dr. Murray R. Yeager, Boston University and Dr. J.M. Ripley, University of Kentucky. The cassettes are moderated by Gene Accas, Seminar Chairman and Vice President, Network Relations, Leo Burnett Company, Inc.

*The Business of Broadcasting* was produced for the International Radio and Television Society by The Martin S. Fliesler Co.

## WHAT IS IRTS?

Thirty years young, International Radio and Television Society draws its strength from the men and women who have built electronic communication from its infancy 50 years ago to the vital position it occupies in the social, economic and political life in the 1970's.

It is a forum for the exchange of ideas, philosophies and new developments.

It is a force for professional training of tomorrow's Industry leaders, reaching from academic levels through and beyond middle-management.

It is where competitors meet to discuss common interests, where professionals who need each other work together toward shared objectives.

It is where every facet of this dynamic industry is visible in action.

It is where generation gaps close.



2/14, 15/73

OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

WASHINGTON, D.C. 20504

November 30, 1972

MEMORANDUM TO: Mr. Whitehead

FROM: Helen C. Hall *act*

SUBJECT: Invitation to Address Third Annual  
IRTS Faculty/Industry Conference,  
February 14 or February 15

Gene Accas (of the Leo Burnett Company) has extended the attached invitation to you to be the after dinner speaker at the third annual IRTS Faculty/Industry Conference either Wednesday evening, February 14 or Thursday evening, February 15. The conference in Tarrytown, New York, will be attended by approximately 50 leading "deans" of broadcasting and mass communications academia and industry. The general theme of the conference is "Broadcasting's Critical Challenges of the Seventies."

We have held up this invitation because Brian wanted to talk to Bob Boulware to see if we could get an invitation for you to speak to the much larger national IRTS annual convention. There is probably no reason why you couldn't do both should that invitation be forthcoming. I have talked to Gene Accas who is very anxious to have you speak to this group and will hold off until the last moment until he hears from us. Brian said you might be interested in doing this one at ~~that~~ time as it sounds like an impressive group.

Accept                      ✓

Regret                     

Get More Information                     

Other

Western Union

Telegram

R 071 356P EDT OCT 23 72 PA096

Q NNE090 (NY 297NN526090)PD LEOBURNETT NYK 0305P EDT10/23/72

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MR. T.C. WHITEHEAD

OFFICE OF TELECOMMUNICATIONS

1800G STREET-NW

WASHINGTON, D.C.

BT

SEEMS APPROPRIATE TO USE "TELECOMMUNICATIONS" RATHER THAN MAILS TO EXTEND YOU CORDIAL INVITATION TO ADDRESS THIRD ANNUAL IRTS FACULTY/INDUSTRY CONFERENCE, EITHER WEDNESDAY EVENING FEB. 14 OR THURSDAY EVENING, FEB. 15, 1973 AFTER DINNER.

CONFERENCE IS AT TARRYTOWN HOUSE CONFERENCE CENTER, TARRYTOWN, N.Y.

SF-1201 (R5-69)

Western Union

Telegram

THEME OF THREE-DAY SESSION IS: "BROADCASTING'S CRITICAL CHALLENGES OF THE SEVENTIES" AND WILL BE ATTENDED BY 50-PLUS LEADING BROADCAST AND MASS COMMUNICATIONS ACADEMICIANS FROM ACROSS THE COUNTRY; PLUS LEADING INDUSTRY FIGURES.

TOM, WE NEED A STAR, NOT ONLY FOR THE MARQUEE VALUE, BUT BECAUSE OF THE LIGHT HE CAN SHED ON THE COMPLEXITIES OF THE BUSINESS.

PLEASE ACCEPT, AND TELL ME YOU WILL, SOON.

THANKS AND REGARDS.

GENE ACCAS, CONFERENCE CHAIRMAN

LEO BURNETT COMPANY

SF-1201 (R5-69)

76.7 7th Ave., New York, N.Y. 10022

212-PL 9-5959





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*F. de*  
*10/25/72*

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*Brian*

*Re our phone conversation, here  
is a copy of the program from  
last year and the table of contents  
for a cassette album generated at  
the conference. Perhaps they will  
help position the event for you.*

*We'll give the press extensive  
service, of course.*

*Cordially,*

*Bob Boulware*