

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

February 26, 1973

Sparce Million

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.

RHB/hb

Attachment

Cordially,

Robert H. Boulware Executive Director

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

ELEANOR S. APPLEWHAITE Assistant General Attorney Columbia Broadcasting System, Inc.

ELIZABETH BAIN Associate Director of Audience Development Katz Television

RIDGE BLACKWELL Director of Broadcast Programming General Foods Corporation

GIRAUD CHESTER Executive Vice President Goodson-Todman Productions

ROY DANISH Director Television Information Office

SYDNEY H. EIGES Vice President, Public Information National Broadcasting Company

GILROYE A. GRIFFIN, JR. Vice President-Corporate Administration and Associate General Counsel Kenyon & Eckhardt, Inc.

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MICHAEL E. MARCOVSKY Assistant to the Vice President, Operations WPIX, Inc.

HOWARD S. MEIGHAN Catalyst

D. THOMAS MILLER President, CBS Television Stations Columbia Broadcasting System

JOHN C. MOLER President & General Manager WRFM Radio

RICHARD A. O'LEARY President, ABC Television Stations American Broadcasting Company

ALFRED L. PLANT Vice President—Advertising Block Drug Company, Inc.

EX-OFFICIO

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

EXECUTIVE DIRECTOR ROBERT H. BOULWARE

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)

Clay T. Whitehead Name (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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OFFICERS

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- President, MAX E. BUCK Vice President, National Sales Manager NBC Television Network
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- Vice President, HAROLD L. NEAL, JR. President—Owned Radio Stations American Broadcasting Companies, Inc.
- 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.

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- EXECUTIVE DIRECTOR ROBERT H. BOULWARE

. 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.

February 20 1973

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

Max E Buck President



LEO BURNETT COMPANY · INC.

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> 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 <u>after</u> 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 <u>chutzpah</u> 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,

Gen

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 J. 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

President, IRUS

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February 26, 1973

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Onward!

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Cordially

max Max E Buck

President

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LEO BURNETT COMPANY · INC.

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February 23, 1973

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 MAR 2 3 17 PH '73 OFFICE OF TELECOMMUNICATIONS POLICY

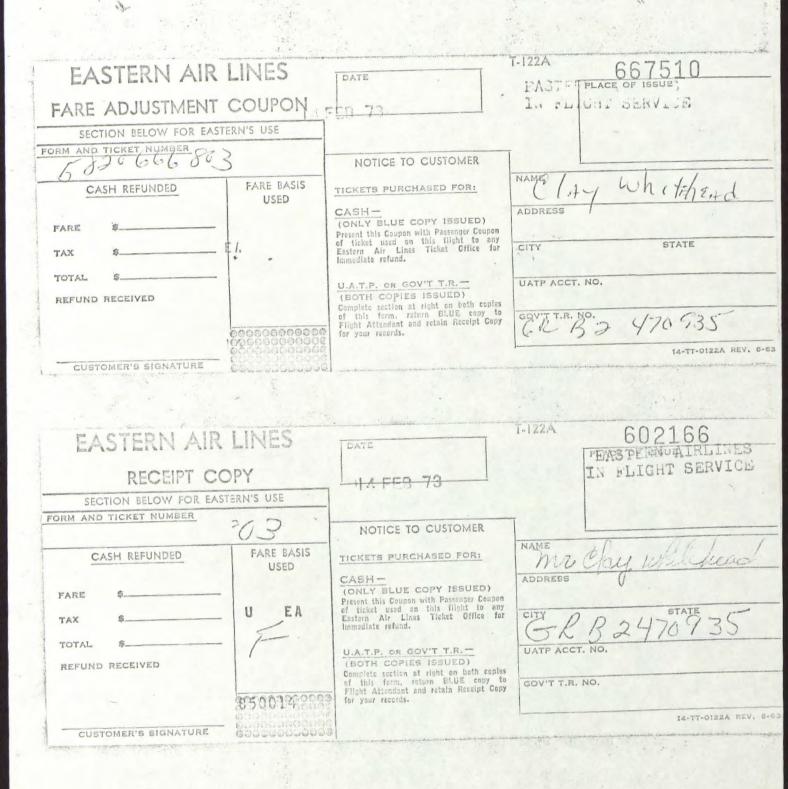
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Itinerary for Clay T. Whitehead New York, New York February 14, 1973

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) 247-270	00
	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) 591-820	00
10:00 p.m.	Lv New York via Eastern Shuttle		1
11:00 p.m.	Ar Washington National		
RESERVATIONS:	Holiday InnLaGuardia 100-15 Ditmars Blvd.	(212) 898-12	25

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

1/16

No

Affences



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. 9:37 a.m. Lv New York via AA 520. 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

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ERRE HAUTE, INDCONT. 4:19p 8:48p L AL 668 A C5 1 4:44p 0RD 6:00p AA 310 F/Y D10 0 4:19p 8:48p L AL 668 A C5 1 4:44p 0RD 6:00p AA 602 F/Y 727 D 0 4:19p 9:00p AL 668 A C5 1 4:44p 0RD 6:00p AA 924 F/Y 725 D 0 4:43p 0RD 6:00p VA 924 F/Y 725 D 0 0LEDO 0HIO 924 F/Y 725 D 0 Y 44:44 3:56 48:00 96:00 Y 44:44 3:56 48:00 96:00 Y Y 3:30 X 3:200 Y 10 0	9:00a 4:31p L 1W 334 P/Y 227 85 1 10:00a 5:12b J TW 192 F/Y 87F L 1 11:45a 7:47p E AA 112 F/Y 87F L 2 12:40p 8:35p I AA 112 F/Y 87F L 2 9:00a 4:45p J TW 334 F/Y 727 B 0 12:58p 0RD 1:45p TW 334 F/Y 727 B 0 12:58p 0RD 1:45p TW 334 F/Y 727 B 0 12:58p 0RD 2:45p TW 334 F/Y 727 B 0 12:58p 0RD 2:45p TW 334 F/Y 727 D 0 12:58p 0RD 2:45p TW 336 F/Y 727 D 0 14:48p 0RD 5:45p TW 356 F/Y 727 D 0 12:50p 9:33p L TW 438 F/Y 727 D 0 4:48p 0RD 6:45p TW 354 F/Y 727 D 0 4:48p 0RD 6:45p TW 354 F/Y 727 D 0 12:50p 9:33p L TW 438 F/Y 727 D 0	DJAD, N.DCA, F.FAL F. 31.48 2.52 34.00 68.00 A 25.00 2.00 27.00 54.00 S 24.07 193 26.00 54.00 Y 24.07 1.93 26.00 54.00 FN 24.07 1.93 26.00 52.00 YN 20.37 1.63 22.00 44.00 U 24.07 1.93 26.00 52.00 YN 19.00 M 13.00 FN 18.00 FN 18.00 FN 18.00 FN 18.00 FW 18.00 FW 18.00 FW YM 7W YM 7	B:25p D 9:27p E A 664 F/Y B:37 8:30p N 9:26p E A b:40p F 9:26p E A b:40p F 9:26p E A b:41p B:40p F 9:26p L A:546 S B:40p F 9:26p L A:546 S B:40p F 9:26p L A:422 F/Y B:75 B:450 F 9:35p I:A:422 F/Y B:75 D:510 D:51	WAUSAU, 11:25a 11:25a 11:25a 12:44 1:02p 2:33 1:02p 2:32 1:02p 2 1:02p 2:32 1:02p 2:32 1:02p 2:32 1:02p 2:32 1:02p 2:32 1:02p 2:32 1
6 \$2000 \$5200 E UA 434 F/Y 737 \$ 0 1.01s 6.35s J DL 718 FN/YN D95 0 1.23a DTW 5100 NW 24 F/Y 83F 0 6.47a 9:02s E AL 936 S D95 S 0 7.30a PT 8:00s AL 552 S 8AC 8 0 7.30a PT 8:00s AL 840 S D95 8 0 7.30a PT 8:00s TW 550 F/Y 737 S/ 0 9:13s CLE 9:45s UA 840 F/Y 737 S/ 0 9:13s CLE 9:45s UA 572 F/Y 737 S 0 9:13s CLE 9:55s UA 572 F/Y 727 S/ 0 9:13s CLE 9:55s UA 572 F/Y 727 S/ 0	F 112.96 9.04 122.00 244.00 Y 87.04 6.96 94.00 188.00 YM 63.00 M 48.00 X7 7:30a 12.02p L AA 272 F/Y 727 B5 1 92.5a 12.43p L AA 240 F/Y 727 B5 1 92.5a 1.55p L TW 436 F/Y 727 L 1 11.25a 3.48p J BN 104 F/Y 727 L 1 11.25a 3.48p J BN 104 F/Y 727 L 1 12.30p 6.55p J BN 118 F/Y 727 L 1 2.45p 7.25p L AA 526 F/Y 727 L 5 2.45p 6.19p L TW 464 F/Y 727 S 0 3.40p 8:17p L AA 328 F/Y 725 D 2	PI YZ 20.00 AL YZ 20.00 OZ YZ 22.00 AL SOG OW 25.00 EX.11 AS WEEKEND AL 41.00 EX.2 S 16 DAY 50 35.00 EX.13 30 DAY 45.00 EX.13 30 DAY 45.00 EX.13 30 DAY 45.00 I:10a F 1:56a L EA 470 FM/YN D9S 2:10a F 2:56a L EA 470 FM/YN D9S 2:10a F 2:56a L EA 470 FM/YN D9S EA 470 DISCONTINUED AFTER JAN31 7.00a F 7:46a E TW 62 F/Y B3F 5/ 0 EA 470 DISCONTINUED AFTER JAN31 7.00a F 7:46a E TW 62 F/Y B3F 5/ 0	X6 9:305 N 11:075 E A S6 F/Y D93 X6 9:40p D 11:39p J A 80 F/Y D93 9:40p D 11:39p J A 80 F/Y D37 9:45p F 10:31p J A 20 F/Y D35 9:45p F 10:41p EA 9:06 F/Y D35 9:55p F 10:41p EA 9:06 F/Y D35 10:00p N 10:45p J EA 9:06 F/Y D35 10:00p N 10:45p EA 40 F/Y D35 10:00p 10:14p EA 40 D35 10:00p 10:14p EA 40 D35 10:00p 10:14p EA 41 D35 10:00p 10:14p EA 41 D12 F/Y 72 10:00p 11:17p EA 42 U<	2:55 5:10 16 5:11 5:1 5:1 5:1 5:1 5:1
12:47p 33:37 AL 934 S D9S 0 1:30p PH 2:20p AL 508 S 6AC 0 3:49p L EA 322 F/Y 72S 0 1:42p DTW 2:30p AA 102 F/Y 72F 0 1:42p DTW 2:30p AA 102 EFFECTIVE JAN31 2:57p 5:38p L DL 502 F/Y 72F 0 3:19p DTW 4:15p NW 228 F/Y 72F 0 3:19p DTW 4:30p NW 226 F/Y 72F 0 3:19p DTW 4:30p NW 226 F/Y 72F 0 3:19p DTW 4:30p AA 548 F/Y 72F 0 3:19p DTW 5:20p NW 18 F/Y 83F 0 3:10p DTW 5:20p NW 18 F/Y 85F 0 3:10p DTW 5:20p NW 18 F/Y 85F 0	4:29 STL 5:15 TW 182 F/Y 727 D 0 X6 4:250 STL 5:15 TW 182 F/Y 727 D 0 5:590 ORD 6:350 AA 156 F/Y 725 S 0 5:590 ORD 6:350 AA 70 F/Y 837 D 0 6:4250 10:280 E AA 430 F/Y 777 S 0 8:380 ORD 7:400 UA 108 F/Y 010 D 0 X6 5:400 12:18a J 02 962 F/Y 095 2 8:380 ORD 9:350 AA 222 F/Y 837 X6 5:400 12:43a E 0Z 962 F/Y 095 2 8:380 ORD 9:350 UA 820 F/Y 727 8:380 ORD 9:350 UA 820 F/Y 727 1 8:380 ORD 9:550 UA 130 F/Y 08F S 0 X6 9:550 6:35a BN 76 F/Y 727 1 12:150 ORD 2:30a NW 24 F/Y 837 1	X67 7:30a N 8:23a A A32 F/Y 725 S O X67 7:30a N 8:24a EA L D95 O X67 7:30a N 8:24a EA L D95 O X7 8:00a N 9:00a L A L D95 O K67 8:30a N 9:24a EA L D95 O 8:0a N 9:25a L A 30a F/Y 725 S 9:00a N 10:00a L A L D D95 O 9:30a N 0:22a EA L D D95 O 9:30a N 0:22a EA L D D95 O 9:30a D 10:31 L SO 2 S D <o< td=""> O D D D D D<d< td=""> D</d<></o<>	Y 71.30 5.70 77.00 154.00 YM 51.00 12:37p 520p L 02 908 F/Y DC9 S 2 CONNECTIONS 6:55a 11:46a L 02 980 F/Y DC9 1 8:108 ORD 9:45a TW 362 F/Y 727 B 0 6:55a 12:31p E 02 980 F/Y DC9 1 8:108 ORD 9:45a TW 362 F/Y 727 S 0 6:41a DSM 10:00a UA 430 F/Y 725 L 1 9:10a 2:55p L 02 812 A FH 6 10:00a MSP 11:35a UA 378 F/Y 727 L 0 11:57a 4:310 L 02 876 A FH 9 12:559 ORD 1:45p TW 334 F/Y 727 S 0 12:559 ORD 1:45p TW 334 F/Y 727 S 0 11:57a 4:40 L 07 876 A FH 9	6 WEST 1234
5:140 CLE 6:100 OA 222 77 37 5 0 6:050 E&350 JAL 760 A C5 0 6:550 PT 7:300 AL 464 S BAC 0 6:550 PT 8:000 TW 258 F/Y DC9 0 X6 6:050 9:300 AL 760 A C5 0 6:550 PT 8:355 TW 246 F/Y DC9 0 X6 6:050 9:350 LAL 760 A C5 0 6:550 PT 8:355 AL 854 S D98 TORONTO, 017, 5576 AL 854 S D98 TORONTO, 017, 5576 AL 854 S D98 CAD F 47:00 376 50.76 101.52 CAD F 47:00 376 50.76 101.52 CAD S 38:00 3:04 41.04 82:08 CAD S 38:00 3:04 41.04 82:08 CAD S 38:00 3:04 41.04 82:08	A 23.15 1.85 25.00 50.00 S 23.15 1.85 25.00 50.00 YM 17.00 42.03 50.00 50.00 YZ 19.00 YZ 19.00 50.00 50.00 YZ 19.00 820a E AL 50.00 50.80 50.00 YZ 19.00 10.49a L AL 50.0 50.80 50.00 YZ 19.00 LAL 61.0 A.CS 1 7.00a 820a E AL 610.0 A.CS 0 X7 11:11a 12.000 L AL 63.2 A.CS 0 1 2.400 A 4.163.2 A.CS 0 6.52.7 5.50 L A.CS 0 6.52.7 7.550 L A.CS 0 6.52.7 A.CS 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52.6 0 6.52	10:50s F 11:40a J EA 5 Cor F/Y 727 0 10:55s N 11:50s L NA 96 F/Y 725 0 11:00a N 12:00r L A 96 F/Y 725 0 11:00a N 12:00r L A 97 F/Y 06 11:00a D 11:51a L 07 906 F/Y 06 11:03a D 11:55a L 07 906 F/Y 026 11:15a N 10:00p L A 358 f/Y 72 0 11:13a N 12:23p L A 358 f/Y 72 0 11:13a N 12:24p E A 404 F/Y 727 0 11:30a N 12:25p I A 401 F/Y 727 0 11:45a <	12:55p ORD 1:45p TW 832 F/Y B/F S 14:57a 4:45p LOZ SF6 A FH 6 12:55p ORD 2:00p AA 600 F/Y 72S S 11:57a 4:47p LOZ S76 A FH 0 12:55p ORD 2:00p UA 914 F/Y 727 S 11:57a 5:00p JOZ S76 A FH 0 12:55p ORD 2:05p AA 2:02 F/Y B3F 0 6 11:57a 5:16pE OZ 876 A FH 0 11:57a 5:310 E 0Z 876 A FH 0	e genij
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4:30p 5:43p L AA 502 F/Y 727 5 0 5:30p 6:50p JAC 764 F/Y 095 0 5:30p 7:11p E AL 417 S BAC S 5:30p 7:11p E AL 417 S BAC S 6:30p 7:12p E AL 423 S BAC S 8:30p 10:23p E AL 423 S BAC 1 10:35p 10:23p E AL 423 S BAC 1 740p 10:35p L A24 F/Y 727 0 7:40p 10:30p AC 788 F/Y 928 S/ 0 7:40p 951a L NC 940 S C5 S 0 7:40p 740p E NC 940 S C5 S 0 7:40p <td< td=""><td>X6 9:10a 9:10a 9:10a 9:10a 9:10a 9:10a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 7:11b 2:50 PXZ 9:15a 7:150 PXZ 9:150 PXZ</td><td>A6 1.300 N 2.4 % D DSCONTINUED AFTER JAN30 0 1:30p N 2:23p L AA 466 F/Y 725 0 1:30p N 2:23p L AA 468 F/Y 727 0 0 2:00p N 2:55p J N 468 F/Y 727 0 1 2:00p N 3:21p E A 4 U 095 0 2:30p N 3:21p E A EA U 095 0 2:30p N 3:21p E A EA U 095 0 3:00p N 3:55p L A 498 S BAC 0 3:00p N 3:55p L A 498 S BAC 0 3:30p N 4:24p L A 48 F/Y 727 0 3:30p N</td><td>0 7:55p 12:43a E OZ 988 F/Y 0C9 6:40p ORD 10:00p UA 820 F/Y 727 0 X6 8:51p 6:35a J OZ 716 A FH 10:00p MSP 10:35a NW 24 F/Y R3F</td><td>10-010000001771</td></td<>	X6 9:10a 9:10a 9:10a 9:10a 9:10a 9:10a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 9:15a 9:15a 7:11b 2:50 PXZ 9:15a 7:11b 2:50 PXZ 9:15a 7:150 PXZ 9:150 PXZ	A6 1.300 N 2.4 % D DSCONTINUED AFTER JAN30 0 1:30p N 2:23p L AA 466 F/Y 725 0 1:30p N 2:23p L AA 468 F/Y 727 0 0 2:00p N 2:55p J N 468 F/Y 727 0 1 2:00p N 3:21p E A 4 U 095 0 2:30p N 3:21p E A EA U 095 0 2:30p N 3:21p E A EA U 095 0 3:00p N 3:55p L A 498 S BAC 0 3:00p N 3:55p L A 498 S BAC 0 3:30p N 4:24p L A 48 F/Y 727 0 3:30p N	0 7:55p 12:43a E OZ 988 F/Y 0C9 6:40p ORD 10:00p UA 820 F/Y 727 0 X6 8:51p 6:35a J OZ 716 A FH 10:00p MSP 10:35a NW 24 F/Y R3F	10-010000001771
X6 -4:20 7:520 I. NC 956 S. C5 1 5:35p DTW 6:30 AA 450 FAY 727 D 4:20p 7:520 E. NC 956 S. C5 1 -	10:05 a 10:13 a f AC 218 F/Y D9S 7:200 YUL 9:05 EA 650 FA 505 FA 505 7:200 YUL 9:05 EA 650 FA 505 FA 505 7:200 YUL 9:05 EA 650 FA 505 FA 505 7:200 YUL 9:000 EA 166 FAY 725 X6 1:350 J AC 160 FAY 725 9:35p YYZ 10:35p AC 788 F/Y DC8 9:05 S/ 9:10p YYZ 10:35p AC 788 F/Y DC8 9:5 S/ 6:150 11:500 J AC 788 F/Y DC8 9:5 S/ 6:150 6:15a J UA 818 F/Y T27 55 6:151 SEA 10:30 UA 48 F/Y D28 J 745 - 6:15a J 10:30 EA 788 F/Y 295 S/ 6:151 SEA 10:30 UA 48 F/Y T27 S/ 745 - 6:15a J 10:30 EA 787 720 YZ 720 S/ 745 FY 737 B 720 YZ 705 SA 402 FY 725 S/ 746 S7 720 S/ 745 S/ 745 S/	2 EA & DISCONTINUED AFTER JAN30 1 6 4:150 D 5:180 EA & U DSS 1 6 4:150 D 5:180 EA & U DSS 4:240 D 5:240 L Z 08 F/Y DSP 4:300 N 5:240 E A U DSS 1 0 4:500 N 5:59 L EA & EFFECTIVE JAN31 0 5:000 N 5:59 L A U DSS 0 5:000 N 5:59 L A 226 S F/Y 0 5:300 N 6:260 L A 226 S F/H 0 5:300 N 6:270 E A U DS 1 5:400 N 7:150 N 4:92 F/Y 725 0 5:400 N 7:257 E A U	0 70 2241 233 53.00 70.00 0 70 226.00 0 EX/11 A/S WEEKEND AL 52.00 0 X7 10:30a 12:00n L AL 632 A C5 0 3000 4280E AL 630 A C5 0 WALLSCH WISC.	
1M 95.00 M 97.00	7:20a YYZ 9:05a AA 402 F/Y 725 S/ 10:30p 11:05a J CP 74 F/Y 737 B 8:45a YUL 9:50a AC 742 F/Y 095 10:45p 10:16a L AC 238 F/Y 095 SB 7:40a YYZ 9:05a AA 402 F/Y 725 S/ 10:45p 11:35a J AC 238 F/Y 095 SB 7:40a YYZ 9:05a AA 402 F/Y 725 S/ 10:50p 10:16a L AC 164 F/Y 055 SB 7:10a YYZ 9:05a AA 402 F/Y 725 S/ 10:50p 10:15a L AC 164 F/Y 055 SB 7:10a YYZ 10:20a AC 774 F/Y 095 7:10a YYZ 10:20a AC 774 F/Y 095	X6 7:300 N 5:260 E A DISCONTINUED ATTER JAN30 7:300 N 5:260 E A DISCONTINUED ATTER JAN30 7:300 N 5:280 L AA: 514 E/Y 7:27 7:350 D 8:450 J AA: 114 F/Y B7E 7:500 D 8:450 L 0Z - 970. F/Y D95 F:000 N 8:590 L E & U LE	WAUSAD, WISL: Continue 1 X4005AD, WISL: Continue 1 X75.00 6.00 81.00 162.00 0 YM 53.00 M 40.00 Z 53.00 0 6.20a A 10:49a L NC 50 S D95 SB 0 6.20a A 10:49a L NC 50 S D95 SB 0 6.20a A 11:50a E NC 50 S D95 SB 0 7:35a M 12:430 L NC 420 F/7 727 S7 S6 7:50a A 12:430 L NC 450 S D95 S S 9:20a ORD 10:00a AA 240 F/7 727 S 5 9:20a ORD 10:45a TW 322 F/7 Y77 S S 9:20a ORD 10:45a TW 322 F/7 727 S 5 9:20a ORD 10:45a TW 322 F/7 727 S 5 9:20a ORD 10:45a TW 322 F/7 727 S 9:20a ORD 11:40a AA 446 F/7 727 S 5 9:20a ORD 11:40a AA 446 F/7 727 S S 9:20a ORD 11:40a AA 572	
12:15a 9:44a L AA 246 F/Y D10 SB 2 7:45a 5:00p L AA 366 F/Y 725 B5 3 9:00a 4:20p J AA 186 F/Y B7F BL 1 CONT. NEXT COLUMN January 15, 1973 Page 496	1-Monday 3-Wednesday 5-Friday 7-Sunda 2-Tuesday 4-Thursday 6-Saturday X-Except	w -	OFFICIAL AIRLINE GUI	DE

1	WASHINGTON, D.C. EST WAS	N-DCA (NATIONAL) D-IAD (DULLES) F-BAL (FRIENDSHIP)	N-DCA (NATIONAL) D-IAD (DULLES) F-BAL (FRIENDSHIP)	F-BAL (FRIEND
	WASHINGTON, D.C. EST WAS N-DCA (NATIONAL) D-IAD (DULLES) F-BAL (FRIENDSHIP)	From NEW YORK, N.YCONT. X7 9:008 E 9:598 N EA & U 095 0	FIOM OAKLAND, CALIF. PST OAK F 19167 15.33 207.00 414.00 Y 147.22 11.78 159.00 318.00 W 107.00 M 81.00	OMAHA, NEBCOI 12:25p 4:500
*	NEW ORLEANS, LACONT. 12:20p 4:44p N EA 256 F/Y 727 S 0 2:29p ATL 3:15p EA 380 FF/Y D9S S 0	9:00a J 10:00a N NA 493 F/Y 725 S 0 9:00a J 10:00a N NA 493 F/Y 725 S 0	Y 147.22 11.78 159.00 316.00 YM 107.00 M 81.00 Z 106.00 EX/1 30 DAY 278.00	12:25p 4:50 1:34p ORD 2: 1:23p 5:50 2:05p MCl 2: 1:50p 6:19
	EFFECTIVE JAN31 5-48n N DL 106 F/Y D8S S O	X7 9:30a E 10:30a N EA & U D95 EA & DISCONTINUED AFTER JAN30 9:55a J 11:15a D AA 229 F/Y B7F 0	EX/1 30 DAY NA 301.00 EX/1 30 DAY NA 301.00 8 300 N AA 122 F/Y 72S BLD 4 CONNECTIONS	2:59p ACL 2: 1:50p 6:19 2:59p ORD 3: 3:00p 7:30 4:15p ORD 4: 3:00p 8:01
	2:55p 7:27p N DL 826 F/Y D8F 0	10:000 L 11:000 N EA & U D9S 0 10:100 J 11:100 N EN 105 F/Y 727 0 10:150 E 11:278 D AA 693 F/Y B3F 0 10:158 E 11:278 D AA 693 F/Y B3F 0	7:45a 4:33p D OH 072 A 51 7:53a SEO 8:45a TW 64 F/Y 747 L 0	4:15p ORD 5:
	5:35p ATL 6:40p EA 136 F/T 725 D 0 EFFECTIVE JAN31	10:00a L 11:00a N EN 105 F/Y 727 D 10:10a L 11:00a N EN 105 F/Y 727 D 10:15a E 11:27a D AA 693 F/Y B3F D 10:35a E 11:15F TW 227 F/Y B7F D 10:30a L 11:28a N AA 248 F/Y 725 D 11:00a E 11:56a N EA 248 F/Y 725 D EA & EFFECTIVE JAN31	7:45a 4:33p D OH 072 A S1 0 7:53a 5F0 8:45a UA 50 F/Y D10 L 0 8:00a 4:47p N UA 394 F/Y 727 B 0 1:45p 0RD 2:15p UA 634 F/Y 725 0	7:00p ORD 7 5:45p 11:15 7:00p ORD 8
	EFFECTIVE JAN31	11:00a L 12:00n N EA & U D9S 0	B:00a 4:47p N UA 394 F/Y 727 B 0 1:45p QRD 2:15p UA 634 F/Y 725 B 0 8:15a 4:33p QH 634 F/Y 725 B 0 8:15a 4:33p QH 634 F/Y 727 B 0 8:15a 4:33p QH 04 F/Y 747 L 0 8:15a 4:33p QH 022 A S1 0	8:10p 12:50 9:22p ORD 10 ONTARIO, CALIF. CUNNI
	6 3:25p 8:00p N EA 128 F/Y 125 0 5:40p ATL 6:35p EA 136 F/Y 125 0 DIS AFTER JAN30 X6 3:25p 8:00p N EA 128 F/Y 725 0 5:40p ATL 6:35p EA 136 F/Y 725 0	11:302 E 1226 N EA & U DOS EA & DISCONTINUED AFTER JAN3D	8:23a SFO 8:45a UA 50 F/T DIO L 0	9:29a PHX 12
	3:25p ATL 6:35p EA 136 F/Y 725 D 0 3:25p ATL 6:35p EA 128 F/Y 725 D 0 5:40p ATL 6:35p EA 128 F/Y 727 D 0 DIS ATTER JAN30	EA & EFFECTIVE JAN31 12:000 L 1:000 N EA & U D95 0	8:15a 4:55b D UA 460 F/Y 723 B 0 11:19a DEN 11:50a TW 212 F/Y 727 L 0 8:15a 4:55b D UA 460 F/Y 725 B 0 11:19a DEN 11:50a UA 632 F/Y 727 L 0 9:25a 7:04p N TW 118 F/Y 880 B 0 3:02p 0RD 4:30p AA 234 F/Y 727 D 0	1:35p ORD 2 8:00a 4:55 1:35p ORD 2
	3:25p 9:03p N EA 128 F/Y 725 0 5:40p ATL 6:35p EA 566 F/Y DS D 1	12:30p L 1:28p N AA 611 F/Y 725 0	9:25a 7:08D N TW 118 F/Y 880 B 0 3:02p ORD 4:35p TW 424 F/Y 72S D 0 10:45a 8:35p 0 0H 132 A 51 0	9:30a 6:19 2:47p ORD 3 12:40p 9:10
	5-350 9-590 N DL 860 F/Y D8F S 0	1-000 L 1-590 N FA & U D9S 0	10:53a SFO 12:100 UA 738 F/Y 727 LD 1	X6 7:55p 9:11 9:50p PHX 12
	7:41p ATL 8:37p DL 226 F/Y 725 S 0	EA & DISCONTINUED AFTER JAN30 1:05p L 2:05p D 02 909 F/Y DC9 S 0	X6 12:45p 10:00p N UA 232 F/Y 727 L 0 6:35p ORD 7:30p AA 582 F/Y 72S D 0 12:45c 10:00p N UA 232 F/Y 727 L 0	6 8:20p 1:0 10:15p PHX
	9:420 ATL 10:300 EA 126 FN/TN /2/ DIS AFTER JAN30 7:350 12:04a E DI 700 E/V D9S S 0	1:35p J 2:33p N NA 421 F/Y 727 S D 1:45p J 2:36p F AL 587 S BAC D	1:23p SFO 2:50p TW 68 F/Y 87F D 0	ORLANDO, FLA. M-MCO, O-ORL
	9:05p 2:15a F DL 100 FN/YN D85 0		1:53p SFO 2:50p TW 68 F/Y B7F D 0 1:53p SFO 2:50p TW 68 F/Y B7F D 0 56 5:20p 5:46a D WA 236 K 737 0 5:40p 142 10:15p 4A 78 F/Y B3F S 0	F 81.4 Y 62.9 YM 46.0 YZ 51.0 EX/2 S 16
	10:00p 2:15a F EA 672 FN/TN D95 0 12:06a ATL 12:55a EA 440 FN/TN 725 0	2:000 L 3:010 A ECA DISCONTINUED AFTER JAN30 2:050 E 3:150 D BN 15 F/Y B7F 2:440 L 3:450 N EA 577 F/Y D9S EA 577 DISCONTINUED AFTER JAN30	8:450 6:50a D OH 332 A S1 0 8:530 SE0 11:000 UA 56 F/Y D8F S 0	7:00a M 9:3
	NEWPORT NEWS, VA. F 26.85 2.15 29.00 56.00 Y 20.37 1.63 22.00 44.00 YM 14.00 M 11.00 NA Y2 17.00 UA Z 14.00 EV/22 S SATURDAY PI 35.00 EV/22 S SATURDAY PI 35.00	3:00p E 3:56p N EA & EFFECTIVE JAN31	6 9:35p 6:50a D RW 946 S D9S 0	11:40a M 2:2
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	11:000 11:330 F UA 356 F/Y 727 NYC	X6 4:30p L 5:31p N AA 631 F/Y 727 0 4:40p L 5:31p F AL 545 S BAC 0 4:40p L 5:31p F AL 545 S BAC 0	8:10a 1:05p N AA 466 F/Y 72S BL 1 10:30a 2:43p D BN 104 F/Y 727 L 1 3:30a 7:43p F TW 460 F/Y 727 D 2	5:10a ATL
	5-JFR, E-LOR, 3148 2.52 34.00 68.00	S:000 L 5:590 N EA & U DOS 0	2.30p 7-43p F TW 460 F/Y 727 D 2 3:05p 8:05p AA 340 F/Y 725 D 1 CONNECTIONS X7 2.00a 9:18a N BN 239 F/Y 725 D 1	5:10a ATL
	AL S 25.00 2.00 27.00 54.00 Y 24.07 1.93 26.00 52.00 FN 24.07 1.93 26.00 52.00	5:055 J 6:03p N NA 111 F/Y 727 5:20p L 6:26p D 50 97 S DC9 0	5:27a ORD 6:45a TW 106 F/Y 727 B X7 2:00a 9:36a N BN 2:30 F/Y 727 5:27a ORD 7:00a UA 3:22 F/Y 725 B	4:00a M 7:
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	AA YM 17.00 BN YM 18.00 Pi YM 18.00 TW YM 18.00	6:00p L 7:04p N EA 971 F/Y DC9 0	2:00a 10:59a N BN 230 F/Y 727 B	2 11:15a ATL 0 12:55p M 5 1 1:31p JAX
	YZ 21.00 Z 17.00 Pi YZ 20.00	6:30p J 7:31p N EA S01 F/Y 727 S/ 6:30p J 7:31p N EA S01 EFFCTIVE JAN31 X6 7:00p E 7:58p N EA L D D D S1 7:00p L B:04p N EA L D D S1 7:00p L B:04p N EA L D S1 X6 7:10p E B:25p D P1 239 S FH X6 7:10p E B:25p D P1 235 S H	0 X67 9:00a 1:53p N TW 140 F/Y B/F B	0 1:31p JAX 0 1:55p M 5
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	2:358 £ 3:218 F EA 493 EFFECTIVE JAN31 2:005 £ 3:465 F F& 493 FN/TN 727	8:00p L 9:01p N EA & U 995 8:10p E 9:02p D SO 99 S DC9 9:050 L 9:02p N NA 491 F/Y 72S	AD 16.100 000 2100 TW 432 F/V 725	0 4:15p M 7 0 5:33p JAX 0 5:05p M 9 0 6:20p AT
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	X67 6:15a L 7:34a N ECONTINUED AFTER JAN30 X7 6:15a L 7:54a N EA 385 DISCONTINUED AFTER JAN30 K7 6:15a L 7:54a N EA 385 EFFECTIVE JAN30 6 6:15a L 7:54a N EA 391 F/Y 095 6 6:15a L 7:54a N EA 391 F/Y 095 6 6:15a L 7:54a N EA 391 F/Y 095 6 6:15a L 7:54a N EA 391 F/Y 095 6 6:15a L 7:54a N A 301 F/Y 27 5	X6 9:00p E 10:01p N EA & U LE	0 4:38p S1L 5:20p W 440 F/ 725 3:05p 9:03p 0 AA 340 F/ 725 0 4:50p ORD 6:15p UA 490 F/Y 725 D 4:20n 11:15p F BN 152 F/Y 727 D	0 9:35p ATL 0 10:10p M 1
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	7:05a L 9:02a N NA 405 F/Y 725 5 7:20a J 8:10a F NA 471 F/Y 725 5	0 X7 11:17a 12:05p N Pi 906 S YS 5	CONNECTIONS	1 12:30p 1 1:25p YYZ 2:30p 0 3:25p YYZ
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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 <u>did</u> 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 <u>business</u> about which they lecture but do not participate in.
- 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-

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,

Gue 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/ INDUSTRY SEMINAR

"The Business of Broadcasting"



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

FEBRUARY 16-19, 1972



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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

- Cocktails and reception, The Gold Room 6:00 PM
- Buffet dinner and self-introductions, The Crystal Dining Room 7:30 PM
- Polylogue I (informal, unstructured discussions), 9:30 PM The Pub



Mr. Bleier



Mr. Howard



Mr. Katz



Mr. Karasik



Mr. von Schreiber



Mr. Landsburg

Mr. Lamb



Mr. Schneider



Mr. Victory



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 "civilian" 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. lota 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. Shaw



Mr. Helffrich



Mr. Webster



Mr. Flower



Mr. Tillmanns



Mr. Keeshan



Mr. Pannitt



Mr. Kelliher



Mr. Brinckerhoff



Mr. Kenney



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PHOTOGRAPHY: Courtesy CBS Television Network

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.

OVFRVIEW

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-andanswer period. (21:08) Beginning of talk by Merill 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.

Contents @1972 International Radio and Television Society, Inc. and the Martin S. Fliesler Company.

2/14, 15/73

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

November 30, 1972

MEMORANDUM TO: Mr. Whitehead

FROM:

Helen C. Hall

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

R 71 356P EDT OCT 23 72 PA096 Q NNE090 (NY 297NN526090)PD LEOBURNETT NYK 0305P EDT10/23/72 ZCZC 2 NEW YORK NY 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)

THEME OF THREE-DAY SESSION IS: "BROADCASTINGS 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.

NKS AND REGARDS.

SF-1201 (R5-69)

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GENE ACCAS, CONFERENCE CHAIRMAN LEO BURNETT COMPANY F-1201 (RS-69) 7/17 Full due. Two yrk, N.J. 10022

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Well give the press extensive Alrine, of course

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