

ITINERARY FOR
CLAY T. WHITEHEAD
NEW YORK, NEW YORK
APRIL 20, 1972

THURSDAY, April 20, 1972:

9:00 a.m. Car

9:30 a.m. Lv Washington Natn'l Airport, via
AA Flt #400

10:21 a.m. Ar LaGuardia Airport, New York

11:00 a.m. Tom Moore's Office (212) 750-3811
777 3rd Avenue
27th Floor

12:30 p.m. Luncheon - Speech - IRTS College
Conference:

Commodore Hotel
42nd St. & Park Ave. (212) 686-6000
Grand Ballroom
3rd Floor

2:30 p.m. Meeting with Herman Land and Ed Bleier
GM Building
59th and 5th Avenues (opposite Plaza Hotel)
38th Floor

3:30 p.m. Meeting with Ambassador Ellsworth (212) 736-3373
Gallagher's 33 (Penn. Station)
133 West 33rd

~~5:00 p.m. Lv Penn Station, via Metroliner #125~~

~~7:52 p.m. Ar Union Station, Wash., D.C.~~

~~Coyt will pick you up.~~

8:00 Eastern Shuttle
8:53 Ar Wash.

Speed 4/20

Bridging the Washington Gap **Can air advertising survive the FTC-FCC SQUEEZE?**

The FTC has entered the counter-advertising debate. It calls for an extension of the "fairness doctrine" to allow rebuttals to tv commercials (free and paid) by seemingly anyone who finds them controversial. The final showdown may be in the courts or through new legislation. Meanwhile the ad community is alarmed and groping for a meaningful response.

Commercial television—in fact, advertising itself—may never be the same by the time the FCC's Docket No. 19260 has gone through the final controversial wringer.

It's a handy reference number for those interested in the battle over counter-advertising.

Docket No. 19260 deals with "The Handling of Public Issues under the Fairness Doctrine and the Public Interest Standards of the Communications Act." The right to comment over the air on product commercials is part three of 19260.

Two precedents give this docket

number special significance for advertising and marketing men:

1) Never in the history of broadcast advertising have so many forces converged on the medium demanding the right to facilities for presentation of counterclaims to sales messages.

2) Never in the history of the FCC has it been faced with (a) so many contending public and special interest parties over a single issue; (b) the strange case of another Government agency—the FTC, to be specific—advising how it should proceed in a matter before it. That the FCC is not happy about this intrusion shouldn't be surprising to any one who is at all familiar with the Washington scene.

16 groups have filed

With the FTC serving as a spearhead, there are at least 16 groups with an assortment of causes that have filed with the FCC supporting the thesis that the time has come for the FCC to broaden the spectrum of the fairness doctrine so as to make it possible to rebut commercials that might be considered controversial.

These advocates of wholesale application of the fairness doctrine to product commercials say that the FCC opened the door in 1967 when it applied the fairness doctrine to cigarettes, hence making an extension of the doctrine both logical and inevitable.

Opponents (advertisers and broadcasters) hold that the FCC should instead reaffirm the concept that product advertising as such is not subject to fairness doctrine consideration and that to do otherwise the FCC would destroy the economic viability of broadcast media and act contrary to the Communications Act and the First Amendment of the United States Constitution.

A key contention of counter-advertising proponents is that national problems, conditions and trends make it mandatory that the FCC take a stand on the broader issues of "social responsibility." To that advertisers and the broadcast media reply: The opposition befuddles the issue when it seeks to mix social responsibility arguments in the case of product commercials that are merely promoting a product's appeal and effectiveness, without reference to "social utility" or special place in the scheme of society.

As the battle lines harden, it is interesting to note that to the advertis-

ing and broadcast communities the FCC is considerably less bugaboo on this issue than the FTC. Some observers see the FTC's intervention as publicity motivated to take advantage of tv and radio's vast reach and popular appeal.

Following is a summary of the arguments contained in the comments filed with the FCC, with replies by the networks to the propositions advanced by the advocates of a wider application of the fairness doctrine:

PROPOSITION: Commercials should be subject to public debate over the wide spectrum of public interest questions they explicitly or implicitly raise.

REPLY: The FCC should (a) define certain categories or types of commercial content that may raise questions of public controversy involving fairness doctrine responsibilities; (b) set up broad policy guidelines or a subsidiary set of criteria to guide the broadcast media; (c) make clear what types of commercials might be subject to the fairness doctrine on the basis that current situations make them "hot issues."

PROPOSITION: There should be free access to the air for those who want to make statements on goods or services subject to complaints pending before the FTC on the basis of false or misleading advertising. Such statements should be positioned, when possible, adjacent to the product or claim to which they are directed.

REPLY: The purpose of the fairness doctrine is to obtain fair

treatment of public issues and not to serve as a battleground over the virtues or defects of products or services. Product advertising should not be exposed to public trial under the guise of the fairness doctrine. The FCC should make it clear that "balance" in the fairness area is never meant to approximate "equal." If product commercials were to be the target of a barrage of critical fire or counter-statements, most advertisers would be inclined to pass up broadcast media for other and less vulnerable media.

PROPOSITION: Stations should set aside specified blocks of time to permit counter spot announcements.

REPLY: The allocation of specific periods of time for counter spots not only would undermine the vitality and advertising of the commercial broadcast system but increase clutter tremendously which would have the effect of reducing program quality and disrupting regular program schedules.

PROPOSITION: Granted the fairness doctrine doesn't require equal time, but the same impact techniques 60 and 30-second commercials—should be made available for counter-advertising.

REPLY: Though the 60 and 30-second announcements are effective vehicles for sales messages, it is doubtful that the same format can provide an equally effective means for controversial rebuttal. Communication impact derives from a diversity of program techniques, demographic composition, day parts used and many other factors which can hardly be

1970 TV Net Revenue in Nine Product Categories That the FCC is Asked to Label Controversial

Category	Total Dollars
Drugs and remedies	\$297,900,000
Dental supplies and mouthwashes	109,800,000
Dairy products	30,400,000
Confectionery, snacks, soft drinks	139,100,000
Beer, wine, liquor	96,500,000
Soaps, cleansers and polishers	254,600,000
Passenger cars	194,400,000
Gasoline, lubricants, fuels	92,600,000
Airlines, buses, car rentals	364,300,000
TOTAL	\$1,579,600,000

Note: Total represents 52% of three networks revenue for 1970.
Source: BAR Reports via TvB (Cited by NBC in FCC comments.)

"acting as an arbiter of qualitative program standards."

PROPOSITION: The FCC should adopt procedures for referring to certain Government agencies for examination those product commercials suspected or alleged to be false or misleading.

Following such an examination the commercial would be returned to the FCC with comment and the FCC could then determine whether or not the commercial's content serves the public interest.

REPLY: If the FCC is to decide what means to take after legal determination of deception, shouldn't the counter-claims of intervening parties also be submitted for examination? Rather than have the whole commercial system hung up until such determination is made, it would be equitable to obtain limited legal procedures for speedy determination of advertising deception, instead of engaging in on-the-air combat over competing product claims within a fairness doctrine context. Otherwise the broadcast media would be in a state of continuing chaos, with advertisers forced to use other media rather than subject themselves to constant harassment and worse.

The FCC should confine its study of the counter-commercial question to where it can "act in those relatively few circumstances" that may represent a "discussion of a controversial issue of public importance."

PROPOSITION: The FCC granted that some product commercials might fall into the fairness doctrine category when it acted on a fairness complaint against NBC-TV involving Esso commercials and the Alaskan pipeline which had been brought by groups interested in environmental protection.

REPLY: But it should be noted that in the subsequent Chevron case the FCC, while holding that the fairness doctrine did not apply to advertising claims which merely promote a product's effectiveness and social utility, nevertheless stated that a product commercial would have to raise a clear controversial issue to bring the commercial possibly within intent of the fairness doctrine as it affects ads.

PROPOSITION: If the FCC found justification for barring cigarettes from the air, what prevents it from acting similarly on other objectionable product categories?

REPLY: The cigarettes ruling was a "unique" application of the fairness doctrine, not a precedent, and should not be considered as a policy statement. Any commercial possibly involving the fairness doctrine should be considered a "unique" situation, presenting a "unique danger" affecting the public health. The FCC should restructure its application of the fairness doctrine to the degree that it applies only to direct advocacy of a controversial issue or point of view. That action should be confined to stations which do not otherwise inform the public on the nature of the issue. Such interpretation, obviously, would remove the typical product commercial from the province of the fairness doctrine.

PROPOSITION: The Court of Appeals has held that the law protects the American public from being left uninformed. Unless the fairness doctrine is applied to product and service commercials, the public will be left uninformed on the paramount issues of the day, if explicit or implicit, in such commercials: such as pollution, diet deficiency, product defects, road safety, etc.

REPLY: For broadcast media to provide for the presentation of contrasting points of view in programing dealing with controversial issues is one thing. To say the fairness doctrine should require advertising messages to involve themselves in a discussion of controversial issues would be a "gross distortion of the intent of the doctrine."

It would affect the First Amendment's freedom of speech and press assurances. The resulting discrimination against broadcast media subjects it to "far more rigid scrutiny than competitive media and even impinges on broadcasting's civil rights."

The NAB vs. the FTC

Among the key points made by the FTC in its comments filed with the FCC in support of the fairness doctrine's application to product commercials were these:

- The role of the FTC is basically to remedy the dissemination of false advertising; hence the "conveying of false information which might cause injury to a competitor."

- Some advertising based on "controversial" factual claims and opinions may fail to resolve the controversy involved through litigation.

- The FTC program of disseminat-

ing substantiation for advertising claims does not suffice.

- In addition to being truthful, it is desirable that advertising be "complete"—that is, make available all essential pieces of information concerning the product—for example, healthfulness, safety hazards, misleading diet impressions, etc.

- Efforts to foster "completeness" by means of "disclosure" is hampered by short length commercials and the inclination of some advertisers, out of self interest, to disseminate as little information as possible.

- Counter-advertising would be an appropriate means of "overcoming some of the shortcomings of FTC tools, and help in enforcing its policies."

- Advertising that asserts claims of product performance or characteristics which raise controversial issues of current public importance should come under the purview of the fairness doctrine.

- Certain identifiable product categories—those that affect purchasing decisions by claiming improvement on the environment, encourage questionable nutritional habits—should warrant opportunity for challenge and debate.

- FCC licensees should make available on a regular basis five-minute blocks of prime time for counter-advertisements. These blocks would be directed at broad general issues raised by advertising of certain products. They would serve as a way of the licensees "fulfilling this aspect of public service responsibilities."

- The FTC "defers" to the FCC as to the precise methods of implementation, but urges that the following points be embodied in any plan of application of the fairness doctrine to product commercials:

- 1) Adoption of a rule that includes guidelines permitting "effective access" to broadcast media for counter-advertisements and imposes an "affirmative obligation" on licensees "to make expanded use of this right of access."

- 2) Make available 100% of commercial time for anyone willing to pay the specified rates, regardless of whether "the party seeking to buy time wishes to advertise or counter-advertise." In consideration of the "great importance of product information," product sellers "should not possess monopolistic control" over

the dissemination of such information. Licensees should "not be permitted to discriminate against counter-advertisers solely on account of the content of their ideas."

3) Licensees should provide a "substantial amount of time at no charge" for persons or groups who have no funds if they wish to respond to controversial claims or issues in product advertising.

The National Association of Broadcasters singled out the FTC's comments for special criticism. Among the highlights of the NAB attack were these:

- The FTC is sidestepping its own statutory authority and is trying to foist on the FCC an "ill-conceived design of a communications system without giving serious thought to the shattering effect its recommendations would have on the American broadcasting system."

- The FTC proposals would not only have the effect of preventing companies in air media from informing the public of their concerns with and accomplishments in solving ecolog-

ical problems but discourage them from doing anything about these and other real problems.

- If claims are false or misleading, then the FTC should proceed against offending advertisers, as is "indeed its statutory responsibility." The FTC cites its own ineffectiveness as a reason for extending the fairness doctrine to all advertising.

- The thrust of the FTC proposals to the FCC is to make air advertising "uneconomic and unusable." If implemented, the FTC proposals would, "if not destroy, irreparably weaken America's present free television and radio systems."

- At a time when television has become "the principal news medium of the country, the FTC proposes to undermine its base and threaten its existence."

- The FTC's statement that its suggested rules would apply to a limited number of product categories can be taken with several grains of salt, especially when one realizes that the "ecological category itself takes in nearly every conceivable advertisement."

Admen take a hand

The advertising community is responding in various ways to the counter-advertising movement. For example:

The Association of National Advertisers has filed its own comments with the FCC, sweepingly opposing any plan to apply the fairness doctrine concept to product advertising, and is setting up an ad hoc committee, probably chaired by P&G's Edgar Lot-speich, to work out further opposition strategy and tactics.

In our interview with Alfred Lee, of ANA's general counsel firm of Weil, Lee and Berger, we found him skeptical and cynical concerning the future scope of the FTC's ambitions in regard to advertising interference.

Lee said that he hoped that the FTC realized that it could not move in on print since, unlike air media, it is not licensed by the Government. But he is keeping his fingers crossed.

Lee also noted:

1) In trying to acquire for itself new legal power—if only for the

FTC Chairman contends he's pro-advertising



We wanted to find out how Miles Kirkpatrick, Chairman of the FTC, and his top legal adviser, Robert Pitofsky, would answer the worries of advertising men. So we collected admen's questions and asked them at exclusive interviews with both men.

These days the activities of Miles Kirkpatrick, Chairman of the Federal Trade Commission, and his righthand man, Robert Pitofsky, director of the FTC's Consumer Protection Bureau, are causing confusion and consternation among admen.

Kirkpatrick and staffer Pitofsky, however, see little reason for alarm.

This is what they said when we interviewed each in his Washington office. There's a wide gap in point of view between government regulators and marketing men, and it seems es-

sential that the FTC point of view be understood, whether agreed with or not.

We had prepared for the interviews by asking 15 top admen what questions they wanted us to toss at the FTC Chairman. The response was rapid and heated—often emotional, seldom in question form. We translated the comments into palatable questions and proceeded to the old, high-ceilinged FTC building at 6th and Pennsylvania Avenue.

Our first stop was the office of a

Bridging the Washington Gap

This is a year of advertising crises.

Not the least is the threat of anti-advertising action by government bureaus and legislation stimulated by a strong undercurrent of consumerism in an election year.

"Can air advertising survive the FTC-FCC squeeze?" headlines the lead article in this issue (see page 35). The suggestion by the FTC that the FCC open the door to counter advertising within its fairness doctrine has shocked many who see such a proposal as the hole in the dike that in time could inundate all ad media. The TvB, NAB, ANA, AAAA, AAF have entered vigorous protest. The U.S. Chamber of Commerce calls it "vigilante action" and adds: "There can be no fair regulation of deceptive advertising if individuals or groups not held to standards applicable to advertising are freely permitted to attack products or services." NBC argues that including counter advertising in the fairness doctrine would "so weaken broadcasting's economic base as to undermine its ability to provide program service in the public interest" and would "drive beneficial products from the broadcast media not merely to the detriment of broadcasting, but to the detriment of the economy generally."

Are print media crowing as they observe tv and radio headaches? The Magazine Publishers Association isn't. If the principle of counter advertising is established, an MPA spokesman tells MEDIA DECISIONS, sooner or later print will suffer as well.

The black clouds over advertising, and especially tv advertising, have been gathering for a long time. The counter advertising proposal can hardly be a surprise in view of the anti-cigarette air precedent. And the FTC, under the driving leadership of Chairman Miles Kirkpatrick, gave notice last year that it plans to go all-out in riding herd on advertising claims and practices. Nor will the relentless tide of consumerism recede in the foreseeable future.

For much of this advertising has itself to blame. The broadcast industry, most vulnerable of the ad media, has muffed golden opportunities to show itself to advantage. Its statesmanship on the Washington front can only be graded as fair and its reputation for believable advertising often less than that.

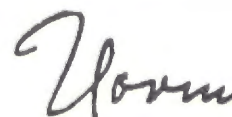
So who has been speaking for advertising? How can the rising threat of anti-advertising action be reversed?

My guess is that counter advertising within the fairness doctrine will either be denied or held in tight rein. There are too many reasons why open season on advertising claims would not be in the public interest, and Washington Bureaus, Congress, and The White House must finally recognize this. But other pressures will persist—notably a more aggressive vigilance by the FTC and FDA than ever before.

In this climate it is essential that advertising learn better than it has how to communicate with official Washington, that official Washington learn how to evaluate and communicate with the advertising industry. During last year's advertising hearings called by the FTC it was appalling to note how little each understood the other.

During World II some Roosevelt advisors suggested that in view of a serious wood shortage that newspaper pages, requiring wood pulp, be curtailed. Leaders in advertising, among them JWT's Stanley Resor, countered with a strong program stressing that advertising serves as an indispensable bulwark in the national welfare. Out of this came the roots of The Advertising Council. More immediately, government officials and others dealing with national problems and needs were invited to talk on radio programs; teams of agency people volunteered to produce and place copy and programs.

Can a comparable effort be launched now? Why not? Men like John O'Toole, Ed Bond, William MacFarland, Henry Schachte, Jack Keeley, Victor Bloede, Barrett Welch, Arch Knowlton, James Fish, Jack Young (to name a few) are available on the advertiser side; Ward Quaal, Norman Cousins, Frank Stanton, Red Motley, Don McGannon, Ivan Veit, Erwin Canham, George Allen, Otto Silha, Leonard Reinsch, Jack Harris on the media.



Norman R. Glenn
Publisher

present in broadcast media—the FTC is raising grave constitutional questions that would likely wind up in the courts.

2) The net result of the FTC's proposals will not only be to drive advertisers out of tv but throttle the free press, since media generally depend on advertising for existence.

3) Under the FTC's proposal, any advertisement with the slightest public interest aspect could find itself subject to an anti-advertising critique. The advertiser would have to either resign himself to counter-statements or withdraw from air advertising, and that eventually could include print.

Advertisers' riposte

The ANA's comments make the recommendations filed by the FTC the central target for a rather slashing counter-volley.

Excerpts from the ANA brief which contain the main argumentative thrusts:

- Extension of the fairness doctrine beyond its present "ill-defined criteria" would convert the broadcasters' facilities into "debating halls" and make it

incumbent upon broadcasters to "subsidize, to a major extent, some of the debates."

- "... scientific discovery is not necessarily public controversy, nor is silence on a negative aspect of a product necessarily a controversial issue of public importance."

- The FTC's proposal that broadcasters allow time for replies to scientific claims and call attention to the negative aspects of a product would "generate a multitude of air debates over issues of little interest to other than very minor segments of the total broadcast audience. People in general would not be interested in turning on their sets to listen to arguments and counter-arguments, rebuttal and refutation in most of the circumscribed controversies embraced in those categories which would intrigue small groups to demand their rights to grab the microphone under the FTC's concepts."

- "The characteristic interest of advertisers in broadcasting depends upon its efficiency as a medium for advertising. Obviously, however, it is

not the only medium for that purpose. If, due to changed circumstances, the relative effectiveness of competing media should alter, with that of broadcasting deteriorating, advertisers—while they would certainly regret the loss of a valuable tool—would nonetheless continue to pursue their cardinal function by shifting resources to those media which are currently the best value in terms of results for dollars expended."

The American Association of Advertising Agencies some time ago filed with the FCC a statement objecting to the extension of the fairness doctrine to product or other kinds of advertising.

Meantime the 4A's filed a statement with the FCC taking the FTC's proposals to task for seeking to "use the broadcast medium as an instrument to regulate the marketing of goods and services in areas outside its (the FTC's) present reach."

The brief scored the FTC's intervention as "injudicious and unrealistic," representing an "effort to have

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third FTC staffer, David Buswell, the FTC's Director of Public Information, to whom Chairman Kirkpatrick had referred our letter requesting an interview. Bearded and bustling, youthful Mr. Buswell chatted with us in his large Victorian office furnished in the official manner with a giant desk, American flag in the corner, picture of the Commander-in-chief on the wall.

He said that the FTC is most anxious to be understood. He didn't want anybody to think that FTC spends public funds on self-laudatory releases, but that it is obligated to give wide dissemination to all Commission actions as they are placed on the public record because of the public's interest in them.

He warned us that we would have to steer clear of any questions pertaining to matters that would come before chairman Kirkpatrick in his role as a judge of business activities. Questions involving the charge of anti-trust violations by the cereal manufacturers, for example, could not be discussed by the Chairman because he was going to have to make a judgement about them

at a later date. Such questions could be asked of Mr. Pitofsky.

As Buswell led us down the long corridors to the office of the Chairman in the opposite corner of the fourth floor of the FTC building, we recalled that in the Nader Report on the FTC there had been stinging criticisms of the inadequacy of FTC's public information system. Buswell had been brought in subsequently to correct that.

The Chairman's office is enormous. It combines his own work space (large desk, the inevitable American flag and Presidential picture), a conference room, and an area of easy chairs for informal conversation. The Chairman greeted us warmly, and ushered us into the informal area. One of our first subjects was a continuation of the questions about misunderstanding between government and business.

"We do everything as openly as possible," Chairman Kirkpatrick said. "We're not operating any star chamber here. We want business to know what the Commission is all about. We make speeches. We have an active information program. We make anything in our area that is of public

record available. What else can we do? Let business tell us if we can do more."

We asked whether he felt the business press might do more to explain his activities, and he said that would be well advised.

Our next questions concerned the reaction to the recent Washington FTC hearings at which the ANA and 4A's presented an orientation on advertising. Several admen who appeared at the hearings had suggested to us that we ask about this. Did FTC commissioners get the background they wanted from the hearings?

"I don't think we know yet," the Chairman said. "I'm sure it will answer some questions. We will first want to review the summary that is being prepared by Professor Howard of Columbia. Then we will analyze the findings. After that the report will be made public."

We asked when the report might become public.

"We hoped to get a draft in June," he said. Mr. Buswell added, "It will be published in late summer or early fall."

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the FCC help the FTC do its job of policing the market place."

The FTC's recommendations, states the 4A's brief, are "definitely designed to dilute brand loyalties and whittle down market shares" and compel "broadcast advertising to convey complete and total product information," which may be provided by other means.

Reflective also of what's happening in Washington is the activity in still another advertiser-oriented group, the National Advertising Review Board. Though part of the Council of Better Business Bureaus, the NARB is temporarily quartered at the ANA. The NARB acts as a court of appeals in cases of advertising alleged to be misleading—the final step before the allegation goes to the Government. About 30 advertisers and 10 agencies, along with 10 members representing the public, provide the review panels.

This group recently decided to expand its scope beyond "truth and accuracy" to matters of "taste and social responsibility."

What is meant by "social responsibility" could mean the unfavorable impact that an ad or series of ads may have on minority or ethnic groups in the community. A special NARB panel might then point out to the offending advertiser that his copy is not in the best interest of community harmony and suggest that he change his tack or discontinue his advertising based on that approach.

FTC vs. the MPA:

Meet Robert Pitofsky, the FTC's general counsel, and Norman Halliday, general counsel for the Magazine Publishers Association.

By telephone we asked both this question: Will the application of the fairness doctrine be extended eventually to include print? We found their responses at loggerheads.

The core of Pitofsky's remarks:

Be assured that the FTC had no designs on including print within a fairness doctrine concept.

The FTC, Pitofsky thought, had made it clear in its statement to the FCC that the FTC's position on the expansion of the application of the fairness doctrine was that no other than broadcast media were involved.

Some day, somebody might conceivably try to take the fairness doctrine a step beyond broadcast media, but Pitofsky didn't think that likely.

Halliday, who is filing a position paper with the FCC on behalf of the

MPA, said that in looking down the road he suspects that the FTC will eventually insist on "corrective" ads in print.

Halliday said he already saw some so-called "protective steps" emerging. He cited as a case in point the Commission's insistence that the advertising of the LaSalle Correspondence School, after many years, include two warnings: (1) that the school's diploma does not admit one to practice law; (2) that the LaSalle course on law is not accredited. The warnings are to be equal, at least, to the largest lettering in the ad.

Further observed Halliday: "At some point the FTC will insist that print run a counter-ad at no cost to the complainant on the ground that the 'consumer must be informed'. We're heading toward some system of equal, or equivalent to equal, time in print. It scares the hell out of print. Advertising has established itself as a creative art, and the question that will eventually have to come to a showdown is whether advertising, like news and opinion, has the constitutional protection of the First Amendment."

We asked the American Newspaper Publishers Association's management whether it would let us have its position on the fairness doctrine debate. The answer was that the ANPA preferred to remain mute on the subject for the present.

Doctrine's economic meaning

Both CBS and NBC in their comments to the FCC dealt with the dollar losses the three tv networks would sustain if the proposed extension of the fairness doctrine were put into effect.

CBS estimated that if the FCC were to establish, say, a ratio of one reply to every five commercials in terms of spots, the reduction in revenue could run as high as 20% for the three networks. Based on 1970 rates, the total value of the counter-spots would come to at least \$262.7 million. CBS estimates that this is \$95.3 million greater than the combined profits of the tv networks and their owned and operated stations.

The NBC statement, using 1970 as a base, calculated that the three networks would have emerged with a \$330-million loss, in place of their \$50-million profit.

Post reflections

Following are some observations, comments and predictions on the fairness doctrine issue that we

gathered in our many interviews with advertising people:

- Anybody who thinks that the whole thing will blow away after a while is kidding himself.

- Final resolution of the issue will depend in good measure on the economic, political and credibility climate following the national elections.

- Large companies will tend to be more painstaking and exact concerning the content of their ads. They'll strive for more substantiation of a product's quality, efficacy and performance.

- Major corporations, increasingly aware that there are "public interest" foundations and issue-oriented groups seeking opportunities for protest, will pull back on institutional advertising touching on conservation, pollution and other environmental matters.

- A similar pull-back will take place among corporations given primarily to image building, for fear that they might unwittingly become involved in a public issue that would expose them to demands for counter-viewpoint time.

- Consumerism—and perhaps a consumer-oriented Congress—is a growing force. Consideration of its implications will increase in ad planning and top executive edicts.

- NARB-type movements can be of help but media has an even greater stake in what's going on. It's to media's advantage to encourage and participate in any corrective efforts within the advertising community.

- Legal men at the networks suggest that what brought the agitation over the pollution issue to a high pitch was the stress put by auto manufacturers on engine power and velocity in their advertising.

- They also think that at some point the counter-advertising movement will "get out of hand" and that a final determination may be made through legislation with advertising faring best. In the meantime, the word is out to be very careful about what is said in commercials—take a harder look at the points made, screening them for possible controversy.

- A reminder to advertisers: (1) Still pending before the Congress is the Truth in Advertising bill; (2) FTC Miles Kirkpatrick's challenge to advertisers at last fall's ANA meeting—"If you can invent it, patent it, manufacture it and distribute it, surely you have the ingenuity to explain it." ■

FTC Chairman

(from 5)

Will there be any more hearings?

"We might have a limited number of well directed hearings to follow-up what comes out of the analysis, but no more before then."

We asked whether the Commissioner felt that most of the concern about advertising was with television commercials, as had been reported to us by admen who participated in the hearings.

"I would say so," he replied. When asked *why*, he continued: "Television is in the home. It moves. It has color. It talks. It leaves an impression. It has a captive audience. And the audience doesn't have the opportunity to refer back to it, as with a printed advertisement."

"Our job is law enforcement—pure and simple"—Kirkpatrick

We also wanted to know whether the concern about advertising was limited mostly to the *content* of advertising rather than the *form*. We explained that by "form" we meant such things as clutter on tv.

"These tend not to be regulatory problems for the FTC," he said. "We are concerned mainly with content."

Another set of questions concentrated on what the Commissioner believes are the basic assignments of the FTC.

"Our job is to keep the market place competitive," he said. "We have two directives that stem from this: (1) In the anti-trust area; and (2) in the area of consumer protection. In the second instance, we must promote a competitive market through truth in advertising."

Commissioner Kirkpatrick takes as his first directive the original legislation that brought the FTC into being in 1914 to pass judgment on and to prevent unfair competition in interstate commerce. And he takes as his second directive the Wheeler-Lea 1938 amendment to the original Federal Trade Commission Act, making it unlawful to disseminate false advertising.

FTC people seem surprised that advertising men don't realize that there is plenty of precedent for their current actions.

We asked the Commissioner whether this meant that his basic assignment was policing business and advertising.

"We prefer to call ourselves a law enforcement agency," he replied. "Our job is law enforcement pure and simple."

We asked a major advertiser's question—whether his recent inter-agency incursions (notably the FTC recommendations to the FCC on extensions of the "fairness doctrine") represented a new, expanded and perhaps controversial approach in governmental agency activity.

"Inter-agency activity isn't all that new," he replied. "We've done it with other agencies before. For example, our liaison with FDA goes back a long way."

"What people don't seem to realize," he added, is that the Commission is pro *honest advertising*. What we're trying to do is tell the honest advertiser that he can tell his story correctly without suffering from unscrupulous competition. We want the honest advertiser to be able to operate without fear of another fellow in his market who might come out with more deceptively imaginative advertising but an inferior product. We want the honest man to be able to use his imagination but not the dishonest one."

We mentioned that several advertising men were of the opinion that the FTC was seeking to rule out all emotional appeals.

"The idea that we rule out all emotional advertising is off base," he said. "When was the last time we sued anybody because his advertising was not rational? I just want more informative advertising."

We brought up several points that Mr. Buswell felt should be referred to Bob Pitofsky rather than the Commissioner and time was running out. We thanked him, and followed Buswell into a third mammoth corner office (another giant desk, American flag, long conference table, pictures of President Nixon in black and white and Vice-president Agnew in four-color).

Bob Pitofsky was ready, willing and free to express his opinions on FTC matters. We asked two questions submitted by a New York magazine man: "Corrective" ads have been ordered in some instances where an advertiser's claims have been found faulty by the FTC. Do you see a rise in this sort of action? Do you believe the public was aware of the "correc-

tion?" The answer was *yes* to both questions.

"Use of corrective advertising started out as an experiment," Pitofsky said. "My own view as a staffer is that it's a wholly appropriate remedy. It will be a regular method in the future for policing truth in advertising."

"I think the public is aware of the correction, but we don't have proof of this. In future use of correctives, they will be subject to follow-up. We will find out if the public is aware and its reaction to the correctives."

Our next questions: Do you see an extension of the equal time concept to products other than cigarettes? To other media?

Pitofsky: "Yes, it will be extended to other products. I don't see it extending to other media beyond tv."

"Our message to the FCC is not premised on the fairness doctrine basically. It's premised on the FCC's obligation to participate in the policing of truthful advertising."

"The fairness doctrine is operative in tv only because in tv you have a limited spectrum. Access to the medium for advertisers is not easy, and that makes it necessary to apply the

"Allocate five minutes per week for opposite viewpoints"—Pitofsky

fairness doctrine in tv, but not elsewhere."

Question (originated by an agency president): How will the fairness doctrine affect the volume of claims and counter-claims with which tv viewers are confronted?

Pitofsky: "One possible way of handling it is to allocate a total of five minutes per week for all opposite viewpoints."

Mr. Pitofsky said he did not think it unreasonable to make it one five-minute period per week, and in response to another question he said that "under proper circumstances, we would consider this substantial." The word "substantial" appeared in the FTC's recommendations to the FCC for the establishment of rebuttal time, and worries broadcasters and tv advertisers.

"I don't think that application of fairness will change the amount of claim and counter claim to any great extent," Bob Pitofsky continued. "The fairness doctrine is not new. It's tradi-

tional that companies can be required to affirmatively correct misstatements. There's nothing new in the legal sense. In prescription drugs, for example, the FDA has for some time required that you must show any negative findings by the FDA."

The next question was one that a large food advertiser felt needed re-asking of the FTC: Does the FTC agree that advertisers be permitted to present their products in a favorable light—provided they tell the truth about them?

Pitofsky: "The advertiser does not have to tell the whole truth necessarily. We are directed by Congress to make judgments in that respect."

"We have not changed the rules. We've just changed the remedies that we use to enforce the rules."

Question: If the broadcast industry has to give or sell time for opposite views to a tv commercial, won't that legislate advertising out of tv into other media?

Pitofsky: "No, it won't."

Question (originated by a newspaper executive): Does the FTC accept that an advertiser is telling the whole truth when an essentially emotional or entertaining tv commercial is used, with a reference to print advertising that gives all the facts?

Pitofsky: "That is not an unreasonable technique, although it depends on how clear the directions are for reading the facts in print media."

Question: Where do you expect FTC activity to increase?

Pitofsky: "I don't think of its increasing in any one area. But our rule-making authority is increasing. We will have more rather than less rule-making activity."

"There is much to be done in all media in behalf of truth in advertising. Television is the medium that gets the spotlight because most people are concerned about it."

Question: What affect will the Consumer Protection Act and the new

Consumer Protection Agency to be set up if the act passes Congress have on FTC's work?

Pitofsky: "The new Consumer Protection Agency will not have a major impact on our activity. We already have a lot of people interviewing consumers. We found in the recent hearings that admen know a lot more about consumer behavior than we thought."

Question: Is the charge of anti-trust against the large cereal manufacturers just a test case on "oligopoly in anti-trust," or do you really feel that you have evidence that the cereal manufacturers are not competitive?

Pitofsky: "A business oligopoly in itself is not a violation of the anti-trust laws. Nor is similar price in itself a restraint of trade. Nor are the other marketing practices in and of themselves a restraint. But a combination of marketing practices can create restraint of trade. It is the combination of like pricing, a large volume of advertising, and so on that prompted us to judge cereals as in restraint of trade. It's not a test of oligopoly in general. We want a decision on the cereal people."

Question: Is your file of substantiation of claims the beginning of a so-called "data bank"?

Pitofsky: "The substantiation of claims activity is not the beginning of a data bank. Hundreds of people are using it, and we are preparing a report now for Senator Moss on how people are using it. This will be public information when it's completed."

"Our function is to put the substantiation of advertised claims, industry by industry, on the public records. We look them over to see if there's anything we should do. So far we've examined the auto industry, air conditioners, electric shavers, tv sets, toothpaste, and most recently cold and cough remedies."

Question: Some businessmen believe that the FTC suspects all busi-

ness, all admen, anything big. Would you care to comment on this?

Pitofsky: "The idea is false—plainly and clearly false."

"Consumer pressure is not intense on the FTC. The pressure is from other parts of government. FTC has been criticized brutally for years. And we have a new source of energy here under the direction of Commissioner Kirkpatrick."

We thanked Mr. Pitofsky for his courtesy, wished him well, and returned to Mr. Buswell's office. He again repeated the desire of the FTC to be correctly understood by advertising men; and we left.

We headed back for New York. In the Metroliner we went over our notes. The impressions from these meetings that seemed most important to us were in this order:

1. Advertising can expect the stepped-up pace of FTC activity to continue so long as Chairman Kirkpatrick and Consumer Protection Director Pitofsky are on the scene.

2. They will be zealous as law enforcement officers in citing advertisers who in their judgment are in any way in restraint of trade or use false advertising claims.

3. They will concentrate on television advertising, but they will tend to look with favor on tv advertisers who substantiate claims voiced on tv with full-disclosure print advertising clearly related to the commercials on tv.

4. They are open to a continuation of the dialogue initiated by the joint ANA-4A's Committee at the recent hearings.

5. The FTC looks on the "fairness doctrine" as a device for fulfilling its role as an enforcer of truth in advertising (truth, of course, as judged by the FTC itself). The indication is that five minutes of rebuttal time a week would be a fair amount.

6. The new Consumer Protection Act will not affect FTC's operation to any significant extent. ■

MEDIA Decisions

342 Madison Ave • New York 10017 • 212 752-1785

Additional copies are available at 75 cents from the Readers' Service Department (quantity prices on request)

OTP FORM 6
December 1971

★ GPO: 1972-454-825

DOCUMENT CONTROL

SEC. CL. ORIGIN

CONTROL NO.

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ANSWERED

NO REPLY

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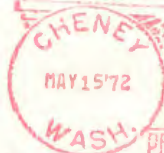
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NO REPLY

6



Clay T. Whitehead
Director, Office of
Telecommunications
White house
Washington D.C.

Sam R. Smith
Dept. of RTV
EWSC
Cheney, Wa.

RECEIVED

Dear Mr. Whitehead:

Just a note to thank
you for taking the time to
speak to students like myself
at the International Radio Television
Society College Conference last
April. We need more like you.
Good luck in your new office

Sincerely
Sam R. Jones

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MAY 19 1 13 PM '72

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Thank
You

CBS RADIO

A Division of Columbia Broadcasting System, Inc.
51 West 52 Street
New York, New York 10019
(212) 765-4321

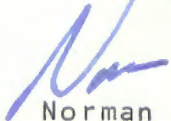
Dear Tom:

As Chairman of the 1972 IRTS College Conference I want to thank you -- not only for myself and my committee but for every student that was present -- for your contribution and participation.

If word-of-mouth playback means anything, you were certainly one of the high spots of our three-day conference.

Thanks again for your time and help.

Cordially,



Norman Ginsburg
Director
Information Services

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

May 10, 1972

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CBS



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420 Lexington Avenue, New York, N.Y. 10017, 532-4546

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Vice President, National Sales Manager
NBC Television Network

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

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Honorary Chairman of the Board
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Vice President, ROY DANISH
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Ted Bates & Co., Inc.

EXECUTIVE DIRECTOR

ROBERT H. BOULWARE

April 26, 1972

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

Dear Tom:

Your participation in our College Conference last Thursday was a high spot of the three day session!

All of us genuinely appreciate the time and effort you expended to contribute to a successful conference. The impressions and the insights gained in the meetings have gone back with the students to the fifty-three colleges, literally spanning the country. They will be reported on to classmates and faculty. Judging from initial reactions we know they will be reported upon in glowing fashion. It's known as propagation.

We are grateful for your continued interest in IRTS and hope other occasions will come along when you can again adorn one of our forums.

Best personal regards.

Cordially,

Robert H. Boulware
Executive Director

RHB/hb

cc: Norman Ginsburg

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Wednesday 4/19/72

MEETINGS

4/20/72

2:00 When Mr. Whitehead goes to NYC on Thursday, April 20, he will have an 11:00 meeting with Tom Moore.

Ed Bleier will join Mr. Whitehead and Herman Land at 2:30 for the meeting. It will be at the GM Building.

APR 18 1972

Dr. Billy Graham
Little Pine Cone
Montreat, North Carolina 28757

Dear Dr. Graham:

It was a great pleasure to see you again at the
NAB Convention in Chicago last week.

Congratulations on your well deserved Distinguished
Service Award. I heard from many of the delegates
that your Monday morning presentation was most
outstanding and a terrific kickoff to their 50th
Convention.

I look forward to seeing you again soon.

Sincerely,


TOM

Clay T. Whitehead

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cc:
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DO Chron
Lamb 2
Whitehead 2 ✓

APR 18 1972

Mr. Joseph A. Flaherty
General Manager
Engineering and Development
CBS Television Network
51 West 52 Street
New York, New York 10019

Dear Joe:

I want you to know how much I appreciated your taking the time last week at the NAB Convention in Chicago to show me through the exhibition halls. I only wish I would have had more time to learn in greater detail about some of the more exciting new technological developments.

As I mentioned I hope that we can get together in the future to continue our discussion.

Again, thank you very much for all of your assistance.

Sincerely,

Signed
TOM

Clay T. Whitehead

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cc:
Whitehead 2 ✓
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Friday 4/14/72

MEETING
4/20/72
3:30

4:00

Your 3:30 meeting on Thursday, April 20, in New York, with Amb. Ellsworth will be held at the Racquet Club, 370 Park Avenue (at 53rd Street).

*Changed - see
itinerary*

Friday 4/14/72

MEETING
4/20/72
3:30

12:40 We have scheduled a meeting with Amb. Ellsworth at 3:30 on Thursday, April 20, when Mr. Whitehead is in New York.

They will call us back as to the place as Mr. Ellsworth wanted to have the meeting uptown.

Dotti (212) 422-1200, Ext. 326

Thursday 4/13/72

MEETING

4/20/72

2:30 - 3:30

1:30

We have confirmed the meeting with Herman Land for Thursday, April 20, at 2:30, after your IRTS luncheon address. The meeting will be in the GM building on the 38th floor, 59th and 5th Avenues, opposite the Plaza Hotel.

Mr. Ed Bleier may be present for the meeting; if so, Mr. Land will call us to let us know and the meeting will then be held in Mr. Bleier's Office.



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

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Vice President—Sales Development
HR Television, Inc.

April 6, 1972

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

Dear Tom:

All of us at IRTS were delighted when Brian Lamb told us you had agreed to address a luncheon at our Tenth College Conference on Thursday, April 20. As I told Brian, if you will let us know of your travel plans, we will be happy to have you picked up at the airport and delivered there after lunch.

Enclosed are programs of previous conferences as well as a draft of the Agenda for this year. A couple of names of panelists need to be confirmed at the moment and we will send you a complete copy of the program in a few days.

As we told Brian, Sammy Davis, Jr. will be the luncheon speaker on Friday, April 21.

From these attachments you may be able to piece together the atmosphere in which you will be speaking. Specifically, you will be following the morning session on Consumerism/Advertising. Panelists will be Thomas Krattenmaker, Assistant Director for Evaluation, FTC Bureau of Consumer Protection; William H. Ewen, Executive Director, National Advertising Review Board; Herminio Traviesas, Vice President, Broadcast Standards, NBC; Miss Patricia M. Hines, Chief of the Bureau of Consumer Fraud, U. S. Attorney's Office, Manhattan.

The afternoon panel which will follow your luncheon will have to do with Program/Control/Freedom of Broadcast Journalism. Panelists will be Russ Tornabene, General Manager, NBC Radio News; Jeffrey St. John of Spectrum (CBS Radio Network); Jerry Stephens, WMMR-FM, Philadelphia; Phyllis Haynes, WPIX-TV.

The entire two and a half day Conference is made up of panel discussion with 50% of the time devoted to questions and answers.

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EXECUTIVE DIRECTOR

ROBERT H. BOULWARE

Dr. Clay T. Whitehead
April 6, 1972
Page 2.

We anticipate about 350 students and perhaps thirty-five professors of communications. I know you have rapport with the college community and that you know these people to be perceptive and eager. Previous College Conferences have also shown those in attendance to have a high degree of sophistication in communications. Many manage college broadcasting stations and most are majoring in either journalism or radio-TV. Most of them are required to write reports on the Conference upon return to their campuses and much of the material generated from the sessions is used for discussion in classes across the country. Our last Conference had representatives from 96 colleges and universities scattered over 46 states.

All of us warmly recall your provocative talk at an IRTS Newsmaker Luncheon on October 6, 1971 and are grateful to you for helping with this important conference.

Cordially,



Robert H. Boulware
Executive Director

RHB/hb
Enclosures
cc: Brian Lamb
Norman S. Ginsburg, Conference Chairman

THE TENTH ANNUAL

IRTS COLLEGE CONFERENCE

April 20, 21 and 22, 1972

Hotel Commodore
New York, New York

TENTATIVE AGENDA

"Issues in Broadcasting"

THURSDAY, APRIL 20th

7:30-8:30 AM

REGISTRATION, BALLROOM FLOOR LOBBY

8:30-9:00 AM

GREETINGS and ORIENTATION

9:00-10:30 AM

PANEL I, CONSUMERISM/ADVERTISING:
The Influences of Consumerism and
Governmental Regulation Agencies on
Broadcast Advertising.

10:30 AM

BREAK

10:45-12:00 PM

CONTINUE PANEL I DISCUSSION, Q & A.

12:30 PM

LUNCHEON - GUEST SPEAKER

2:00-3:30 PM

PANEL II, PROGRAM CONTROL/FREEDOM OF
BROADCAST JOURNALISM: A Discussion of
Issues Involved in the Preparation of
Broadcast Material.

3:30 PM

BREAK

3:45-5:00 PM

CONTINUE PANEL II DISCUSSION, Q & A.

7:00-9:30 PM

DINNER and PROGRAM

9:30 PM - until Conclusion

INFORMAL RAP SESSION

FRIDAY, APRIL 21st

9:00-10:30 AM

PANEL III, BROADCAST TECHNOLOGY: A
Survey of Developing Capabilities in
Mass Transmission.

10:30 AM

BREAK

10:45-12:00 PM

CONTINUE PANEL III DISCUSSION, Q & A.

12:30 PM

LUNCHEON - GUEST SPEAKER

2:00-3:30 PM

PANEL IV, LICENSING/ACCESS: An Examination of Today's Trends in Licensing and the Position of Special Interest Groups.

3:30 PM

BREAK

3:45-5:00 PM

CONTINUE PANEL IV DISCUSSION, Q & A.

Friday Evening Free

SATURDAY, APRIL 22nd

9:00-10:30 AM

PANEL V, ECONOMICS AND THE PROSPECT FOR EMPLOYMENT: A Discussion of Broadcast Trends in the Business Community and the Outlook for Careers.

10:30 AM

BREAK

10:45-12:00 PM

CONTINUE PANEL V DISCUSSION, Q & A.

12:30 PM

LUNCHEON - GUEST SPEAKER

2:00 PM

ADJOURNMENT

1970 IRTS College Conference

**"Broadcasting in the 70's:
Media in Transition"**



**April 16, 17, 18
Hotel Commodore, New York City**

IRTS

NINTH ANNUAL COLLEGE CONFERENCE

"BROADCASTING IN THE 70's: MEDIA IN TRANSITION"

A professional education project of the International Radio And Television Society with the support of the International Radio And Television Foundation, and industry-wide cooperation.

Co-Chairmen: James F. O'Grady, Jr., Vice President and General Manager, RKO Radio Representatives, Inc., and John A. Serrao, President, United Artists Television, Inc.

"Media in Transition" seems an apt title because of new challenges faced by every phase of Broadcasting.

It is a time of enormous social change.

It is a time of dynamic technological development.

All technological development challenges thinking people to adapt it to the society which gives it birth and to the needs of that society.

The role of government in Broadcasting, the meeting grounds of commercial and educational broadcasters, the growth of cable television and its varied forms and many, many other topics require the best possible minds to be brought to the tasks ahead.

Three days of meetings can scarcely solve — or even enumerate — all the problems ahead, but it is a step.

Attendance at these conferences has increased four-fold since the original conference in 1962. Continuity of purpose from year to year has been made possible by contributions to the **IRT Foundation** from networks, stations, station representatives, advertising agencies, the members of IRTS and from associated firms interested in attracting capable young men and women to careers in Broadcasting. In addition, "The Million-Dollar Faculty" makes personal contribution which would otherwise be impossible to provide.

Contributions in funds and in professional capabilities are too numerous to list here, but the growth of the Conferences attest their value.

Program Facts

Registration commences on the Ballroom Floor of the Hotel Commodore at 8:00 A.M. Thursday, April 16. The schedule is a full one and registrants are urged to be in place on time so the program can be completed.

At the luncheons and the dinner, registrants will be able to meet informally with professional leaders from all phases of Broadcasting and Broadcast Advertising.

Door Prizes donated by:

CKLW, Detroit

Columbia Special Products

KFRS, San Francisco

WHBQ-AM/FM, Memphis

WOR-AM Radio, New York, Flagship Station of RKO Radio

WOR-FM, New York

Werner Freitag, Audio & Recording Consultant

**IRTS Conference Office — Parlor "A"
(Ballroom Floor)**

***Denotes IRTS member**

Faculty Reception—Buffet Supper

6:00 P.M.—Windsor Terrace (Lobby Floor)

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Hostesses: *Mary L. McKenna—Metromedia, Inc., Secretary of IRTF

*Aileen Paul—Aileen Paul Associates

*Peggy Stone—H-R Radio

Faculty Bull Session

8:30 P.M. to Conclusion—Windsor Court (Lobby Floor)

Moderator: *James F. O'Grady, Jr.—Vice President, General
Manager, RKO Radio Representatives, Inc.

Ward B. Chamberlin, Jr.—Executive Vice President,
Corporation for Public Broadcasting

*Bert Cowlan—Communications Consultant

*Henry V. Greene—Vice President, RKO General, Inc.

*Richard W. Jencks—President, CBS/Broadcast Group,
CBS, Inc.

Paul L. Klein—Vice President, Audience Measurement, NBC

Frederic Papert—Chairman and President, The PKL
Companies, Inc.

*Richard A. R. Pinkham—Senior Vice President in
charge of Media and Programs, Director, Ted Bates & Company

John A. Serrao—President, United Artists Television, Inc.

Friday, April 17

Research

9:00 A.M.-11:00 A.M. West Ballroom (Ballroom Floor)

Moderator: Dr. Jack Gross—Temple University

Panelists: Charles Benesch—Manager, Media Analysis,
General Foods Corporation

*Erwin H. Ephron—Vice President, Media,
Programming, Carl Ally, Inc.

Gerald M. Jaffe—Director, Audience Measurement Operations, NBC

William A. Schwartz—Manager, WUAB-TV,
Cleveland, Ohio

David A. Traylor—Vice President, Eastern
Regional Service Sales Manager in charge
of Stations and Reps., A. C. Nielsen Company

Recess

11:00 A.M.-11:15 A.M.

Publicity, Promotion, Marketing & Sales

11:15 A.M.-12:45 P.M. West Ballroom (Ballroom Floor)

Moderator: *Norman S. Ginsburg—Director of Information
Services, CBS Radio

Panelists: Andrew C. Erish—Director of Advertising and
Promotion, ABC Owned Radio Stations

*John Scuoppo—Vice President, Promotion, NBC

Edward Starr—Senior Vice President,
Hill and Knowlton, Inc.

Charles H. Warner—New York Sales Manager,
CBS Radio Spot Sales

Recess

12:45 P.M.-1:00 P.M.

Luncheon

1:00 P.M.-2:30 P.M. Grand Ballroom (Ballroom Floor)

Speaker: *John W. Macy, Jr.—President, Corporation for
Public Broadcasting

Recess

2:30 P.M.-2:45 P.M.

Advertising: Case History

2:45 P.M.-4:30 P.M. West Ballroom (Ballroom Floor)

Moderator: Richard G. Kuhl—Account Supervisor, Colgate
Palmolive Account, Ted Bates & Company

Panelists: Melvin Elbaum—Vice President and Account
Group Supervisor, Colgate Palmolive
Account, Ted Bates & Company

Norman C. Stahl—Vice President and Senior Creative
Supervisor, Colgate Palmolive Account,
Ted Bates & Company

Presentation: "My Friend Madge"—The Introduction of Palmolive
dishwashing liquid.

Recess

4:30 P.M.-6:30 P.M.

Faculty Reception

6:00 P.M.-6:30 P.M. Parlors "B" & "C" (Ballroom Floor)

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Hostesses: *Aileen Paul—Aileen Paul Associates

*Peggy Stone—H-R Radio

Dinner—Students, Faculty and Guests

6:30 P.M.-8:00 P.M. Grand Ballroom (Ballroom Floor)

Speaker: Commissioner Robert E. Lee—Federal Communications Commission

TV & Radio Commercials Festival Contenders

8:00 P.M.-9:00 P.M.

Presentation

by: *Wallace A. Ross—Founder and Director
The American TV and Radio Commercials Festival

Bull Session

9:00 P.M. to Conclusion—Windsor Terrace (Lobby Floor)

Moderator: *Bert Cowlan—Communications Consultant

Panelists: *Phillip H. Burrell—Manager, TV Program Development,
SSC&B, Inc.

*Josef C. Dine—Director of Media Relations,
Corporation for Public Broadcasting

Gil Faggen—Director of Broadcast Services,
First National City Bank

William Farlie, Jr.—Vice President, Administration,
RKO

Dennis Gillespie—Vice President, Sales Manager,
Peters, Griffin, Woodward, Inc.

*Howard L. Kany—Director of International Relations, CBS

*Michael E. Marcovsky—Executive Assistant to the
Vice President, Operations, WPIX, Inc.

Charles Novitz—Writer, ABC-TV News

Frederic Papert—Chairman and President, The PKL
Companies, Inc.

*Marvin Roslin—Director, Sales Planning and Research,
RKO Radio Representatives, Inc.

Bill Schwarz—Broadcasting Consultant

Saturday, April 18

Student Panel

9:00 A.M.-10:30 A.M. West Ballroom (Ballroom Floor)

Moderator: *Michael E. Marcovsky—Executive Assistant to the Vice President, Operations, WPIX, Inc.

Panelists: Howard Doyle—Former News Director, WNYU, New York University
Daniel MacDonald—General Manager, WVBC, Boston College
Mike Nitka—Production Manager, WAMU-FM, American University
Chris Zubof—Station Manager, WVHU-FM, Hofstra University

The Fourth Force—CATV, Music Business, Public Radio, Satellite Communication, and Unions

10:30 A.M.-12:15 P.M. West Ballroom (Ballroom Floor)

Moderator: Bill Schwarz—Broadcasting Consultant

Panelists: Herbert L. Bachmann—General Executive,
Westinghouse Broadcasting Company, Inc.;
General Manager, CATV, Bronx
Irving Lichtman—Editor in Chief, Cash Box Magazine
Robert E. Mott—Executive Director, National
Educational Radio, Washington, D. C.
Joseph C. Nichols—Chief of International and
Satellite Communication, Office of Public
Information, United Nations
Ernest D. Ricca—Executive Secretary, The Directors
Guild of America, Inc.

Luncheon

12:30 P.M.-1:30 P.M. Grand Ballroom (Ballroom Floor)

The Role of the Minorities in Broadcasting

1:30 P.M.-2:30 P.M.

Moderator: *Dr. Harold Niven—Vice President, National Association of Broadcasters

Panelists: Dr. Lionel C. Barrow—Vice President and Assistant
Director of Research, Foote, Cone & Belding, Inc.
Donald Clarke—Director, Communication Skills Bank for
Minorities, New York Urban Coalition, Inc.
*Mark Olds—Executive Vice President and General Manager,
WWRL Radio
Frederick S. Weaver—President, Public Relations
Enterprises, Inc.

Closing

2:30 P.M.-3:00 P.M. Grand Ballroom (Ballroom Floor)

Jean Shepherd—WOR, New York

IRTS CONFERENCE OFFICE — Parlor "A" (Ballroom Floor)

*Denotes IRTS member

<p style="text-align: center;">EXECUTIVE OFFICE OF THE PRESIDENT</p> <p style="text-align: center;">OFFICE OF EMERGENCY PREPAREDNESS</p> <p style="text-align: center;">AUTHORIZATION OF OFFICIAL TRAVEL</p>		<p>1. Date of request April 12, 1972</p>									
<p>Submit original and 2 copies to Fiscal Section at least 3 working days in advance of proposed travel</p>		<p>2. Name and address of traveler Clay T. Whitehead SS# 509-34-3700 OEP/OTP EOBA WA DC 20504</p>									
<p>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.</p>		<p>3. Title Director</p>									
<p>7. Purpose of travel To address IRTS luncheon</p>		<p>4. Type of appointment Presidential</p>									
		<p>5. Orgn. unit (Division) Office of Telecommunications Policy</p>									
		<p>6. Official station Washington, D.C.</p>									
		<p>8. Period of travel April 20, 1972</p>	<p>9. Est. No. of days of travel status 1</p>								
		<p>10. Per diem rate \$9.00</p>	<p>11. Office number of traveler 770, 1800 G St., NW</p>								
		<p>12. Mileage rate</p>	<p>13. Phone number of traveler 5800</p>								
<p>14. Itinerary Washington, D.C., to New York, New York, and return to Washington, D.C.</p>											
<p>15. Travel to be performed as indicated</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>a. <input checked="" type="checkbox"/> Common carrier Including commercial airline</p> <p>b. <input type="checkbox"/> Government-owned vehicle</p> <p>c. <input type="checkbox"/> Other (Specify)</p> </div> <div style="width: 50%;"> <p>d. By privately-owned automobile:</p> <p>(1) <input type="checkbox"/> Reimbursable cost not to exceed common carrier cost <u>or</u></p> <p>(2) <input type="checkbox"/> Administratively determined to be more advantageous to the Government—common carrier use impracticable (if checked, explain under item 20, 'Remarks').</p> </div> </div>											
<p>16. Allotment number 82/OTP/210</p>	<p>17. Appropriation symbol 1120601</p>	<p>18. Travel authorization No. 813</p>									
<p>19. Estimated cost of travel</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Transportation</td> <td style="width: 80%;">\$68.00</td> </tr> <tr> <td>Per Diem</td> <td>9.00</td> </tr> <tr> <td>Other</td> <td>10.00</td> </tr> <tr> <td>Total</td> <td>\$87.00</td> </tr> </table>		Transportation	\$68.00	Per Diem	9.00	Other	10.00	Total	\$87.00	<p>20. Remarks First Class travel authorized.</p>	
Transportation	\$68.00										
Per Diem	9.00										
Other	10.00										
Total	\$87.00										
<p>21. Requested by Director _____ Signature Office of Telecommunications Policy _____ Title</p>		<p style="text-align: center;">FINANCIAL MANAGEMENT BRANCH USE ONLY</p> <p>22. Funds Obligated</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>_____ Signature APR 14 1972 _____ Title</p> </div> <div style="width: 45%;"> <p>_____ Signature _____ Title</p> </div> </div>									
<p>23. CERTIFICATE OF AUTHORIZATION</p> <p>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.</p> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 45%;"> <p><i>Elizabeth S. Johnson</i> for Michael J. McCrudden, III _____ Signature</p> </div> <div style="width: 45%;"> <p>Executive Assistant _____ Title</p> </div> </div>											

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) 4/20/72 TO (DATE) 4/20/72	TRAVEL ADVANCE Outstanding NONE \$	CHECK NO.
APPLICABLE TRAVEL AUTHORIZATION(S) NO. TA 813 DATE 4/12/72	Amount to be applied Balance to remain outstanding \$	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 ACCOM- MODATIONS *	DATE ISSUED	POINTS OF TRAVEL	
					FROM-	TO-
B-2,469,323 TA # 813	26.00	AA	Coach/Air	4/19	Washington, D.C.	New York, New York
B-2,469,321 TA # 813	27.40	Penn Central	First/Rail	4/19	New York, New York	Washington, D.C.
(unused rail ticket attached)						

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

May 3, 1972 (Date)	(Signature of Payee)	AMOUNT CLAIMED →	Dollars 34	Cts 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).

SCHEDULE OF EXPENSES AND AMOUNTS CLAIMED

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

DEPARTURE FROM OFFICIAL STATION (DATE) (HOUR)		TEMPORARY DUTY STATION LAST DAY OF PRECEDING VOUCHER PERIOD (LOCATION) (DATE OF ARRIVAL)	

[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).

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. B-2,469,321
New York, New York		Washington, D.C.												CARRIER T/R ISSUED TO Penn Central Transportation Co.
														DATE ISSUED 4/19/72
														TICKET FORMS AND NOS.
														TRAVELER'S SIGNATURE
														TITLE Director
														DATE May 3, 1972
REMARKS:				GPO : 1966 OF—218-303										
				Traveler was unable to use rail ticket due to mechanical failure of train.										

Valid after May 31/72		BILL TO Office of Emergency Preparedness Washington, D. C. 20504		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT		B-2,469,321	
The Penn Central Transportation		Company is requested		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to furnish First class Rail transportation at lowest rate from New York, New York,		(FIRST, COACH, MIXED, CHARTER, ETC.) (RAIL, AIR, OR BUS, ETC.)		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to Washington, D.C.		(IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
for use of Clay T. Whitehead		and No others with accommodations		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
from		(IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to transport not over 66. of excess baggage from		PLACE OF ISSUE Wash., D.C. April 19, 1972		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
I CERTIFY THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR TICKETS REQUESTED EXCEPT AS STATED ON REVERSE SIDE.		I CERTIFY THAT THE TRANSPORTATION REQUESTED IS FOR OFFICIAL BUSINESS.		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRAVELER'S SIGNATURE		ISSUING OFFICER'S SIGNATURE		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TITLE Director		TITLE Administrative Officer		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW		FISCAL DATA (APPROPRIATION, AUTHORIZATION, ETC.)		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRANSPORTATION AMT. 27.40		82/OTF/210		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
ACCOMMODATION AMT.		1120001		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TOTAL				CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TICKET AGENT WILL NOT ACCEPT THIS				CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			

Valid after May 31/72		BILL TO Office of Emergency Preparedness Washington, D. C. 20504		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT		B-2,469,323	
The American Airlines		Company is requested		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to furnish Coach class Air transportation at lowest rate from Washington, D.C.,		(FIRST, COACH, MIXED, CHARTER, ETC.) (RAIL, AIR, OR BUS, ETC.)		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to New York, New York		(IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
for use of Clay T. Whitehead		and No others with accommodations		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
from		(IF ROUND TRIP SERVICE REQUIRED WRITE "AND RETURN")		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
to transport not over 66. of excess baggage from		PLACE OF ISSUE Wash., D.C., April 19, 1972		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
I CERTIFY THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR TICKETS REQUESTED EXCEPT AS STATED ON REVERSE SIDE.		I CERTIFY THAT THE TRANSPORTATION REQUESTED IS FOR OFFICIAL BUSINESS.		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRAVELER'S SIGNATURE		ISSUING OFFICER'S SIGNATURE		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TITLE Director		TITLE Administrative Officer		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW		FISCAL DATA (APPROPRIATION, AUTHORIZATION, ETC.)		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TRANSPORTATION AMT. 26.00		82/OTF/210		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
ACCOMMODATION AMT.		1120001		CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TOTAL				CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			
TICKET AGENT WILL NOT ACCEPT THIS				CARRIER'S CODE		BILL NUMBER		TRANSP AMOUNT		ACCOMMOD. AMOUNT			

PENN CENTRAL

WASHINGTON, D.C. 3350

SUBJECT TO TARIFF REGULATIONS. SELLING CARRIER IS AGENT ONLY - NOT RESPONSIBLE BEYOND ITS LINE. EXCEPT AS LAW IMPOSES LIABILITY FOR BAGGAGE, NON-TRANSFERABLE.

ST/SVC CHG/I CL OW I YR

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ST 28 CR 251

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DEPARTURE DATE
APR 20 72

WASHINGTON D.C.

WASHINGTON

CODE
502

0314/0056 04/19/72

APR 20 1972

2740 GO

FARE \$20.25 ST/MET-CHG 7.15 TOTAL \$27.40

MET-SVC-CHG
TOTAL \$27.40

B2469321

WASH. D.C. 3350 SUBJECT TO TARIFFS.

I ACKNOWLEDGE RECEIPT OF TICKET(S) AND/OR COUPONS FOR RELATED CHARGES DESCRIBED HEREON. PAYMENT IN FULL TO BE MADE WHEN BILLED OR IN EXTENDED PAYMENTS IN ACCORDANCE WITH STANDARD POLICY OF COMPANY ISSUING CARD AND AS REFLECTED IN APPLICABLE TARIFFS.

ISSUED BY



EASTERN AIR LINES

PASSENGER'S COUPON

Customer Self Ticket

AND BAGGAGE CHECK

IF EXTENDED PAYMENT DESIRED

CIRCLE NO. OF MONTHS

007:148 :768:720

IN FLIGHT SERVICE

DATE OF ISSUE

3 6 9 12

NAME OF PASSENGER IF OTHER THAN CARDHOLDER

OTATO NO.

CONNECTION OF PASSENGER WITH SUBSCRIBER

APPROVAL CODE

NOT GOOD FOR PASSAGE

FARE BASIS

CARRIER

TICKETS NOT TRANSFERABLE

NO CASH REFUNDS

SUBJECT TO TARIFF REGULATIONS

CREDIT CARD NAME/CODE

FORM OF CREDIT

DATE AND PLACE OF ISSUE

EITHER DIRECTION
BETWEEN

NYC/NEWARK

YU EX

WASH D.C.

VALID ONLY WHEN SIGNED IN THE PRESENCE OF THE HONORING CARRIER, NOT VALID IF DETACHED FROM UNIVERSAL CREDIT CARD CHARGE FORM.

DATE

TIME

BAGGAGE

PCS.

UNCK.

WT.

CHECKED

UNCHECKED

WT.

FARE 24.00

TOTAL

26.00

CUSTOMER FILLS IN WHITE AREA ONLY

5229 6185 2 DC JUN72

LAY T WHITEHEAD

Page 1

ISSUED BY American Airlines

PASSENGER TICKET AND BAGGAGE CHECK

SUBJECT TO CONDITIONS OF CONTRACT ON PASSENGER'S COUPON

PASSENGER'S COUPON

DATE OF ISSUE

FOR ISSUING OFFICE ONLY

FROM/TO

CARRIER

FARE CALCULATION

AIRLINE FORM

SERIAL NUMBER

001:12 5:403:210

NAME OF PASSENGER

NOT TRANSFERABLE

ENDORSEMENTS (CARBON)

ORIGIN

19 APR 72

NOT VALID BEFORE

DESTINATION

ISSUED IN EXCHANGE FOR

NOT VALID AFTER

TICKET DESIGNATOR/TOUR CODE

DATE AND PLACE OF ORIGINAL ISSUE

X/OI NOT GOOD FOR PASSAGE

FARE BASIS

CARRIER

FLEET/CLASS

DATE

TIME

STATUS

ALLOW.

FROM WASHINGTON

FARE

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AA

4/20/72

4/20/72

4/20/72

4/20/72

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4/20/72

TO LINGUARDIA NEW YORK

BAGGAGE

CHECKED

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WT.

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FARE 24.00

TOTAL

26.00

CPH.

TICKET NUMBER

FARE

CONJUNCTION TICKET(S)

FORM OF PAYMENT

GR: B2469323

DATE AND PLACE OF ISSUE

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET FROM/TO ANY OTHER SOURCE THAN AMERICAN AIRLINES OR ITS AUTHORIZED TRAVEL AGENT

PREPARED BY :

Linda Smith

CLEARED THROUGH:

B.

APR 13 1972

Mr. Robert H. Boulware
Executive Director
International Radio and
Television Society, Inc.
420 Lexington Avenue
New York, New York 10017

Dear Bob:

Thank you for your letter of April 6 discussing the plans for the IRTS College Conference. I am delighted to be the luncheon speaker on Thursday, April 20.

Brian will certainly be in touch with you as soon as my travel plans become a little more definite.

I look forward to exchanging ideas with the participants at the Conference, and to seeing you on the 20th.

Best regards.

Sincerely,


TOM

Clay T. Whitehead

LKSmith:jem 4/11/72

cc:

DO Records

DO Chron

Mr. Whitehead ✓

Mr. Lamb

Eva

LKS Subject

LKS Chron



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

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Vice President, National Sales Manager
NBC Television Network

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

Vice President, JOHN P. CUNNINGHAM
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Cunningham & Walsh Inc.

Vice President, ROY DANISH
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Television Information Office

Vice President, SYDNEY H. EIGES
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National Broadcasting Company

Vice President, JEROME R. FENIGER
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EX-OFFICIO

RICHARD A. R. PINKHAM
Senior Vice President in charge of
Media & Programs
Ted Bates & Co., Inc.

EXECUTIVE DIRECTOR

ROBERT H. BOULWARE

April 6, 1972

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

Dear Tom:

All of us at IRTS were delighted when Brian Lamb told us you had agreed to address a luncheon at our Tenth College Conference on Thursday, April 20. As I told Brian, if you will let us know of your travel plans, we will be happy to have you picked up at the airport and delivered there after lunch.

Enclosed are programs of previous conferences as well as a draft of the Agenda for this year. A couple of names of panelists need to be confirmed at the moment and we will send you a complete copy of the program in a few days.

As we told Brian, Sammy Davis, Jr. will be the luncheon speaker on Friday, April 21.

From these attachments you may be able to piece together the atmosphere in which you will be speaking. Specifically, you will be following the morning session on Consumerism/Advertising. Panelists will be Thomas Krattenmaker, Assistant Director for Evaluation, FTC Bureau of Consumer Protection; William H. Ewen, Executive Director, National Advertising Review Board; Herminio Traviesas, Vice President, Broadcast Standards, NBC; Miss Patricia M. Hines, Chief of the Bureau of Consumer Fraud, U. S. Attorney's Office, Manhattan.

The afternoon panel which will follow your luncheon will have to do with Program Control/Freedom of Broadcast Journalism. Panelists will be Russ Tornabene, General Manager, NBC Radio News; Jeffrey St. John of Spectrum (CBS Radio Network); Jerry Stephens, WMMR-FM, Philadelphia; Phyllis Haynes, WPIX-TV.

The entire two and a half day Conference is made up of panel discussion with 50% of the time devoted to questions and answers.

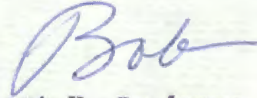


Dr. Clay T. Whitehead
April 6, 1972
Page 2.

We anticipate about 350 students and perhaps thirty-five professors of communications. I know you have rapport with the college community and that you know these people to be perceptive and eager. Previous College Conferences have also shown those in attendance to have a high degree of sophistication in communications. Many manage college broadcasting stations and most are majoring in either journalism or radio-TV. Most of them are required to write reports on the Conference upon return to their campuses and much of the material generated from the sessions is used for discussion in classes across the country. Our last Conference had representatives from 96 colleges and universities scattered over 46 states.

All of us warmly recall your provocative talk at an IRTS Newsmaker Luncheon on October 6, 1971 and are grateful to you for helping with this important conference.

Cordially,



Robert H. Boulware
Executive Director

RHB/hb
Enclosures

cc: Brian Lamb
Norman S. Ginsburg, Conference Chairman

THE TENTH ANNUAL

IRTS COLLEGE CONFERENCE

April 20, 21 and 22, 1972

Hotel Commodore
New York, New York

TENTATIVE AGENDA

"Issues in Broadcasting"

THURSDAY, APRIL 20th

7:30-8:30 AM	REGISTRATION, BALLROOM FLOOR LOBBY
8:30-9:00 AM	GREETINGS and ORIENTATION
9:00-10:30 AM	PANEL I, CONSUMERISM/ADVERTISING: The Influences of Consumerism and Governmental Regulation Agencies on Broadcast Advertising.
10:30 AM	BREAK
10:45-12:00 PM	CONTINUE PANEL I DISCUSSION, Q & A.
12:30 PM	LUNCHEON - GUEST SPEAKER
2:00-3:30 PM	PANEL II, PROGRAM CONTROL/FREEDOM OF BROADCAST JOURNALISM: A Discussion of Issues Involved in the Preparation of Broadcast Material.
3:30 PM	BREAK
3:45-5:00 PM	CONTINUE PANEL II DISCUSSION, Q & A.
7:00-9:30 PM	DINNER and PROGRAM
9:30 PM - until Conclusion	INFORMAL RAP SESSION

FRIDAY, APRIL 21st

9:00-10:30 AM	PANEL III, BROADCAST TECHNOLOGY: A Survey of Developing Capabilities in Mass Transmission.
10:30 AM	BREAK
10:45-12:00 PM	CONTINUE PANEL III DISCUSSION, Q & A.

12:30 PM

LUNCHEON - GUEST SPEAKER

2:00-3:30 PM

PANEL IV, LICENSING/ACCESS: An Examination of Today's Trends in Licensing and the Position of Special Interest Groups.

3:30 PM

BREAK

3:45-5:00 PM

CONTINUE PANEL IV DISCUSSION, Q & A.

Friday Evening Free

SATURDAY, APRIL 22nd

9:00-10:30 AM

PANEL V, ECONOMICS AND THE PROSPECT FOR EMPLOYMENT: A Discussion of Broadcast Trends in the Business Community and the Outlook for Careers.

10:30 AM

BREAK

10:45-12:00 PM

CONTINUE PANEL V DISCUSSION, Q & A.

12:30 PM

LUNCHEON - GUEST SPEAKER

2:00 PM

ADJOURNMENT

BULL SESSION — Terrace Oval

9:00 P.M. — 11:00 P.M.

"IT'S A GREAT BUSINESS!"

Bert Cowlan, Herman Land Associates
Stephen Temmer, Gotham Audio
Howard Coleman, Press Director,
A. C. Nielsen Co.
Gil Faggen, Editor, Time Buyer
Wallace A. Ross
Donald Williamson, V.P.,
Cunningham & Walsh

FRIDAY, APRIL 14th

BROADCAST NEWS

The Art of Electronic Journalism

9:00 A.M. — 10:15 A.M. — Ballroom

A Panel Discussion —
Key Personnel, NBC News

THE ADVERTISING AGENCY

A Dialogue on Creativity

10:30 A.M. — 12:00 Noon — Ballroom

Page Procter, Vice President, Creative
Supervisor, Copy, J. Walter Thompson
Co. and Partner, Bernard Owett,
V.P. Creative Supervisor, Art,
J. Walter Thompson Co.

LUNCHEON — Terrace

12:30 P.M. — 1:30 P.M.

Speaker: Alfred J. Seaman, President, Sullivan,
Stauffer, Colwell & Bayles.

Introduced by Frederick S. Gilbert

THE PACKAGE PRODUCER

A Conversation

1:30 P.M. — 3:00 P.M. — Ballroom

Speakers: David Susskind and Daniel Melnick,
Talent Associates, Inc.

THE LOCAL TV STATION

The Community Picture

3:15 P.M. — 4:45 P.M. — Ballroom

Speakers: John L. Koushouris, Program Director,
WOR TV.

Kenneth Cowan, Director of
Advertising & Promotion, WOR TV.

Introduced by Sam Slate, Vice
President and Assistant to the
President, RKO General Broadcasting

WHAT DID THEY SAY?

The Wrap-Up

4:45 P.M. — 5:00 P.M. — Ballroom

Speaker: Dom Quinn, Program Manager, WEEI,
Boston, Mass.

What is IRTS

The International Radio & Television Society is
a non-profit membership corporation chartered by
New York State, made up of persons in the
broadcasting business and allied fields—adver-
tising, research, program and film production—
dedicated to serve the industry and its people by
providing an assembly for their communication,
a lasting fraternity embodying their common
interests and welfare, a forum for the interchange
of ideas, a medium for the continued development
of radio and TV channels of mass communica-
tions and the opportunity to help collectively
to enhance the cultural, spiritual and material
enjoyment of American life through wholesome
encouragement and appropriate recognition
of the creative arts and talents.

The IRT Foundation

Organized in 1962, it is intended by means of
educational, research and informational projects,
to implement the activities of the IRTS with which
it is affiliated. Two \$500 scholarships for continued
study in broadcasting are awarded annually by
the IRT Foundation.

The APBE

Made up of universities, educators, broadcasters
and others to create a flow of relationship leading
to mutual advantages and the exchange of
information on broadcasting. Striving for the highest
standards of training at institutions of higher
learning for those who plan to enter the profession
of broadcasting and to encourage recognition
of those so trained by broadcasting.

International Radio & Television Society, Inc.
444 Madison Ave., New York, N.Y. 10022

"It's A Great Business"

1967 I. R. T. S.

COLLEGE

CONFERENCE

PROGRAM



APRIL 13 & 14
HOTEL ROOSEVELT, N.Y.

**An Educational Project Of The International Radio & Television Society With The Support Of The International
Radio & Television Foundation And The Collaboration Of The Association For Professional Broadcasting Education**

Conference Chairman, Frederick S. Gilbert,
V.P. & Genl. Mgr., Time-Life Broadcast

The Sixth Annual College Conference, in its present form, is the merging of two separate collegiate conferences previously held by IRTS. First, the Collegiate Broadcasters Conference was planned for undergraduates on the staffs of student operated broadcasting stations. In 1964, a second conference called the College Majors was established for students who were planning to make careers in broadcasting and allied fields. In 1965, the IRTS and its Advisory Committee, which is composed largely of members of the Association for Professional Broadcasting Education, saw the wisdom of combining the two conferences. This has resulted in a more comprehensive and broader based program for those attending. The success of the present pattern is evidenced by the enthusiastic response to the 1965 and 1966 Conferences.

This year's Conference is assembled under the theme of **It's A Great Business**. The biographies of our conference speakers and panel leaders demonstrate the expertise and professionalism in their work that would be expected; in addition, there is evident a common bond of *enthusiasm*—for broadcasting and for broadcast advertising. In all cases, under the topics they represent, the discussion leaders have been given free rein to set forth their subject matter as they see it. Thus the *why* as well as the *how* of the Conference theme is expressed in a number of ways: by "case history" example, by straight exposition, by panel participation, by extensive use of visual aids and demonstration equipment. The intent is simple—to provide a thoroughgoing, pragmatic exploration of the elements that join to prove our theme!

THE PROGRAM

Registration desk will be in the entrance to the Grand Ballroom on the Mezzanine Floor. Attendants should be in their seats promptly. Schedule will be adhered to strictly. All sessions will be held in the meeting rooms as indicated on daily schedule.

At the luncheons and the dinner, the undergraduates will have an opportunity to meet with representatives of stations, networks, advertising agencies, station reps, program producers, etc. (Speakers and panelists not otherwise identified geographically, are from New York City.)

Program Chairman, William Schwarz, NBC Radio;
Acting Program Chairman, Bert Cowlan, Vice President; Herman Land Associates,
Communications Consultants

THURSDAY, APRIL 13th

Registration

8:30 A.M. — 9:20 A.M., Mezzanine

Opening Session

9:20 A.M. — 9:30 A.M. — Foyer

Remarks: Frederick S. Gilbert, Chairman
Bert Cowlan, Acting Program Chairman

THE TV NETWORK

Television Programming and Sales

9:30 A.M. — 11:30 A.M. — Foyer

Thomas W. Moore, President ABC
Television Network

Ted Fetter, Vice President and
National Program Director, ABC TV

Jack Sameth, Executive Producer
ABC TV Program Dept.

Bill Firman, ABC TV, Director of Sales
for News and Public Affairs Programs

ENGINEERING — "Artistry in Engineering"

11:15 A.M. — 12:00 Noon — Foyer

Stephen Temmer, President, Gotham
Audio Corporation

FREE

12:00 Noon — 12:30 P.M.

LUNCHEON — Grand Ballroom

12:30 P.M. — 1:30 P.M.

Introductory Remarks by: Frederick S. Gilbert

Address by: W. Theodore Pierson, distinguished
Washington Attorney and
Communications spokesman,
Partner, Pierson, Ball & Dowd

THE STATION REP

The Medium of Maximum Flexibility

1:45 P.M. — 3:15 P.M. — Terrace

Eugene Katz, President, The Katz Agency
Assisted by
Scott Donahue, Vice President, TV
James Greenwald, Vice President, Radio

THE LOCAL RADIO STATION

Voice of the Community

3:30 P.M. — 5:00 P.M. — Terrace

Moderator: Harvey Glascock, Vice President and
General Manager, WNEW

Panelists: Robert Mounty
Jerry Graham
Arnold H. Katinsky
Bernie Ruttenberg
All from WNEW Radio

RECEPTION — Rooms E and F adjoining Foyer

5:30 P.M. — 6:30 P.M.

Faculty and IRTS Officers—by invitation

DINNER — Terrace

6:00 P.M. — 8:00 P.M.

Greeting by Thomas J. McDermott,
President, IRTS

Presentation of International Radio and
Television Foundation Scholarship
Awards by Albert B. Shepard,
President of IRTF.

Speaker: The Hon. Lee Loevinger, Commissioner,
Federal Communications Commission,
Introduced by Frederick S. Gilbert.

8:15 P.M. — 8:45 P.M.

Presentation of the 1967 TV
Commercials Awards Contenders.
Wallace A. Ross, Director, American
TV Commercials Festival.

1970 IRTS College Conference

**"Broadcasting in the 70's:
Media in Transition"**



**April 16, 17, 18
Hotel Commodore, New York City**

IRTS

NINTH ANNUAL COLLEGE CONFERENCE

"BROADCASTING IN THE 70's: MEDIA IN TRANSITION"

A professional education project of the International Radio And Television Society with the support of the International Radio And Television Foundation, and industry-wide cooperation.

Co-Chairmen: James F. O'Grady, Jr., Vice President and General Manager, RKO Radio Representatives, Inc., and John A. Serrao, President, United Artists Television, Inc.

"Media in Transition" seems an apt title because of new challenges faced by every phase of Broadcasting.

It is a time of enormous social change.

It is a time of dynamic technological development.

All technological development challenges thinking people to adapt it to the society which gives it birth and to the needs of that society.

The role of government in Broadcasting, the meeting grounds of commercial and educational broadcasters, the growth of cable television and its varied forms and many, many other topics require the best possible minds to be brought to the tasks ahead.

Three days of meetings can scarcely solve — or even enumerate — all the problems ahead, but it is a step.

Attendance at these conferences has increased four-fold since the original conference in 1962. Continuity of purpose from year to year has been made possible by contributions to the **IRT Foundation** from networks, stations, station representatives, advertising agencies, the members of IRTS and from associated firms interested in attracting capable young men and women to careers in Broadcasting. In addition, "The Million-Dollar Faculty" makes personal contribution which would otherwise be impossible to provide.

Contributions in funds and in professional capabilities are too numerous to list here, but the growth of the Conferences attest their value.

Program Facts

Registration commences on the Ballroom Floor of the Hotel Commodore at 8:00 A.M. Thursday, April 16. The schedule is a full one and registrants are urged to be in place on time so the program can be completed.

At the luncheons and the dinner, registrants will be able to meet informally with professional leaders from all phases of Broadcasting and Broadcast Advertising.

Door Prizes donated by:

CKLW, Detroit

Columbia Special Products

KFRS, San Francisco

WHBQ-AM/FM, Memphis

WOR-AM Radio, New York, Flagship Station of RKO Radio

WOR-FM, New York

Werner Freitag, Audio & Recording Consultant

**IRTS Conference Office — Parlor "A"
(Ballroom Floor)**

***Denotes IRTS member**

Thursday, April 16

Registration

8:00 A.M.-8:45 A.M. West Ballroom Foyer (Ballroom Floor)

Greetings and Orientation

8:45 A.M.-9:00 A.M. West Ballroom (Ballroom Floor)

- *Richard A. R. Pinkham—President, International Radio and Television Society; Senior Vice President in charge of Media and Programs, Director, Ted Bates & Company
- *James F. O'Grady, Jr.—Co-Chairman, IRTS College Conference; Vice President, General Manager, RKO Radio Representatives, Inc.
- John A. Serrao—Co-Chairman, IRTS College Conference; President, United Artists Television, Inc.
- *Bert Cowlan—Program Chairman, IRTS College Conference; Communications Consultant

Television

9:00 A.M.-12:15 P.M. West Ballroom (Ballroom Floor)

(11:00 A.M.-11:15 A.M. Break)

Moderator: *Roy Danish—Director, Television Information Office

Panelists: *Robert A. Dreyer—Former Vice President, Secretary and General Counsel, Metromedia; Past President, New York State Broadcasters

*George A. Heinemann—Vice President, Childrens Programs, NBC

Philip Lewis—Executive Producer, CBS Network News

*John H. Mitchell—President, Screen Gems Division, Columbia Pictures Industries, Inc.

*Frederick J. Schuhmann—General Manager, Television Facilities and Services, ABC

John A. Serrao—President, United Artists Television, Inc.

Recess

12:15 P.M.-12:30 P.M.

Luncheon

12:30 P.M.-2:00 P.M. Grand Ballroom (Ballroom Floor)

Speaker: Howard Cosell—Director of Sports, ABC

Radio

2:15 P.M.-5:30 P.M. West Ballroom (Ballroom Floor)

(4:15 P.M.-4:30 P.M. Break)

Moderator: *Maurie Webster—Vice President, Division Services, CBS Radio Division

Panelists: John D. Callaway—Vice President, Program Services, CBS Radio

*David C. Croninger—President, Metromedia Radio

*Stephen B. Labunski—Managing Director, WMCA Radio

Ronald L. Ruth—General Manager, WGMS Radio, Washington, D. C.

*Rick Sklar—Program Manager, WABC Radio

Robert M. Stevenson, Jr.—Vice President and Copy Group Head, LaRoche, McCaffrey & McCall, Inc.

Students at Liberty

Faculty Reception—Buffet Supper

6:00 P.M.—Windsor Terrace (Lobby Floor)

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Hostesses: *Mary L. McKenna—Metromedia, Inc., Secretary of IRTF

*Aileen Paul—Aileen Paul Associates

*Peggy Stone—H-R Radio

Faculty Bull Session

8:30 P.M. to Conclusion—Windsor Court (Lobby Floor)

Moderator: *James F. O'Grady, Jr.—Vice President, General
Manager, RKO Radio Representatives, Inc.

Ward B. Chamberlin, Jr.—Executive Vice President,
Corporation for Public Broadcasting

*Bert Cowlan—Communications Consultant

*Henry V. Greene—Vice President, RKO General, Inc.

*Richard W. Jencks—President, CBS/Broadcast Group,
CBS, Inc.

Paul L. Klein—Vice President, Audience Measurement, NBC

Frederic Papert—Chairman and President, The PKL
Companies, Inc.

*Richard A. R. Pinkham—Senior Vice President in
charge of Media and Programs, Director, Ted Bates & Company

John A. Serrao—President, United Artists Television, Inc.

Friday, April 17

Research

9:00 A.M.-11:00 A.M. West Ballroom (Ballroom Floor)

Moderator: Dr. Jack Gross—Temple University

Panelists: Charles Benesch—Manager, Media Analysis,
General Foods Corporation

*Erwin H. Ephron—Vice President, Media,
Programming, Carl Ally, Inc.

Gerald M. Jaffe—Director, Audience Measurement Operations, NBC

William A. Schwartz—Manager, WUAB-TV,
Cleveland, Ohio

David A. Traylor—Vice President, Eastern
Regional Service Sales Manager in charge
of Stations and Reps., A. C. Nielsen Company

Recess

11:00 A.M.-11:15 A.M.

Publicity, Promotion, Marketing & Sales

11:15 A.M.-12:45 P.M. West Ballroom (Ballroom Floor)

Moderator: *Norman S. Ginsburg—Director of Information
Services, CBS Radio

Panelists: Andrew C. Erish—Director of Advertising and
Promotion, ABC Owned Radio Stations

*John Scuoppo—Vice President, Promotion, NBC

Edward Starr—Senior Vice President,
Hill and Knowlton, Inc.

Charles H. Warner—New York Sales Manager,
CBS Radio Spot Sales

Recess

12:45 P.M.-1:00 P.M.

Luncheon

1:00 P.M.-2:30 P.M. Grand Ballroom (Ballroom Floor)

Speaker: *John W. Macy, Jr.—President, Corporation for
Public Broadcasting

Recess

2:30 P.M.-2:45 P.M.

Advertising: Case History

2:45 P.M.-4:30 P.M. West Ballroom (Ballroom Floor)

Moderator: Richard G. Kuhl—Account Supervisor, Colgate
Palmolive Account, Ted Bates & Company

Panelists: Melvin Elbaum—Vice President and Account
Group Supervisor, Colgate Palmolive
Account, Ted Bates & Company

Norman C. Stahl—Vice President and Senior Creative
Supervisor, Colgate Palmolive Account,
Ted Bates & Company

Presentation: "My Friend Madge"—The Introduction of Palmolive
dishwashing liquid.

Recess

4:30 P.M.-6:30 P.M.

Faculty Reception

6:00 P.M.-6:30 P.M. Parlors "B" & "C" (Ballroom Floor)

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Hostesses: *Aileen Paul—Aileen Paul Associates

*Peggy Stone—H-R Radio

Dinner—Students, Faculty and Guests

6:30 P.M.-8:00 P.M. Grand Ballroom (Ballroom Floor)

Speaker: Commissioner Robert E. Lee—Federal Communications Commission

TV & Radio Commercials Festival Contenders

8:00 P.M.-9:00 P.M.

Presentation

by: *Wallace A. Ross—Founder and Director
The American TV and Radio Commercials Festival

Bull Session

9:00 P.M. to Conclusion—Windsor Terrace (Lobby Floor)

Moderator: *Bert Cowlan—Communications Consultant

Panelists: *Phillip H. Burrell—Manager, TV Program Development,
SSC&B, Inc.

*Josef C. Dine—Director of Media Relations,
Corporation for Public Broadcasting

Gil Faggen—Director of Broadcast Services,
First National City Bank

William Farlie, Jr.—Vice President, Administration,
RKO

Dennis Gillespie—Vice President, Sales Manager,
Peters, Griffin, Woodward, Inc.

*Howard L. Kany—Director of International Relations, CBS

*Michael E. Marcovsky—Executive Assistant to the
Vice President, Operations, WPIX, Inc.

Charles Novitz—Writer, ABC-TV News

Frederic Papert—Chairman and President, The PKL
Companies, Inc.

*Marvin Roslin—Director, Sales Planning and Research,
RKO Radio Representatives, Inc.

Bill Schwarz—Broadcasting Consultant

Saturday, April 18

Student Panel

9:00 A.M.-10:30 A.M. West Ballroom (Ballroom Floor)

Moderator: *Michael E. Marcovsky—Executive Assistant to the Vice President, Operations, WPIX, Inc.

Panelists: Howard Doyle—Former News Director, WNYU, New York University
Daniel MacDonald—General Manager, WVBC, Boston College
Mike Nitka—Production Manager, WAMU-FM, American University
Chris Zubof—Station Manager, WVHU-FM, Hofstra University

The Fourth Force—CATV, Music Business, Public Radio, Satellite Communication and Unions

10:30 A.M.-12:15 P.M. West Ballroom (Ballroom Floor)

Moderator: Bill Schwarz—Broadcasting Consultant

Panelists: Herbert L. Bachmann—General Executive,
Westinghouse Broadcasting Company, Inc.;
General Manager, CATV, Bronx

Irving Lichtman—Editor in Chief, Cash Box Magazine

Robert E. Mott—Executive Director, National
Educational Radio, Washington, D. C.

Joseph C. Nichols—Chief of International and
Satellite Communication, Office of Public
Information, United Nations

Ernest D. Ricca—Executive Secretary, The Directors
Guild of America, Inc.

Luncheon

12:30 P.M.-1:30 P.M. Grand Ballroom (Ballroom Floor)

The Role of the Minorities in Broadcasting

1:30 P.M.-2:30 P.M.

Moderator: *Dr. Harold Niven—Vice President, National Association
of Broadcasters

Panelists: Dr. Lionel C. Barrow—Vice President and Assistant
Director of Research, Foote, Cone & Belding, Inc.

Donald Clarke—Director, Communication Skills Bank for
Minorities, New York Urban Coalition, Inc.

*Mark Olds—Executive Vice President and General Manager,
WWRL Radio

Frederick S. Weaver—President, Public Relations
Enterprises, Inc.

Closing

2:30 P.M.-3:00 P.M. Grand Ballroom (Ballroom Floor)

Jean Shepherd—WOR, New York

IRTS CONFERENCE OFFICE — Parlor "A" (Ballroom Floor)



INTERNATIONAL RADIO & TELEVISION SOCIETY, INC.
420 Lexington Avenue New York, New York 10017

**1969 IRTS
College
Conference**

**"Broadcasting
and Society"
April 17, 18, 19**

**Hotel
Commodore
N.Y.C.**



8TH ANNUAL COLLEGE CONFERENCE

An Educational Project of the International Radio & Television Society With The Support Of The International Radio & Television Foundation And The Collaboration Of The Association For Professional Broadcasting Education.

Conference Chairman, James F. O'Grady, Jr. Vice President & General Manager, RKO Radio Representatives, Inc.

Program Chairman, Bert Cowlan, Communications Consultant.

The 8th Annual College Conference, with the general title "Broadcasting And Society," falls at a time when the electronic media have increasingly been faced with challenges to the perspective, ingenuity and skills of all concerned.

Broadcasting continues to be one of the most dynamic elements in the most dynamic decade modern man has known. Indeed, present day capability for mass communication has contributed heavily to this dynamism.

It is fitting, then, that the IRTS Conference treat with subjects examining the place of broadcasting in society, its economic significance and its relationship to its environment. Professional broadcasters, college faculty members and students will exchange views, some from prepared material and others prompted by discussion, led by "The Million Dollar Faculty."

An innovation this year is the Career Clinic to be held on Saturday Afternoon. It is expected that students will find additional insight into opportunities for personal development and the enormous challenges to individuals who seek the satisfactions available in broadcasting.

A Faculty Conference, held in 1969 for the second year, will provide new areas of discussion for visiting members of the teaching profession.

Through the years, the conferences have been expanded in their scope. Initially, conferences were planned solely for undergraduates on the staffs of student-operated broadcasting stations. Another dimension was added in 1964 for other students planning careers in broadcasting, broadcast advertising and allied fields. The success of last year's first

Faculty Conference has led to the expansion of this feature in 1969.

Continuity of purpose has been strengthened by increased financial stability made possible by the **IRT Foundation**. The organization derives all its funds through contributions from IRTS Members, Networks, Broadcast Station Management and other firms interested in the continued attraction of capable men and women to careers in broadcasting.

So many contributions have been made, not only in funds but in the giving of personal capabilities as well, that it is impossible to recognize them all here.

Program Facts

Registration will be held in the Main Foyer of the Ballroom Floor of the Hotel Commodore at 7:30 AM, Thursday, April 17. Those attending the sessions are asked to be in place promptly so that the tight schedule may be strictly adhered to.

At the Luncheons and the Dinner, visiting registrants will have opportunities to meet informally with representatives of Networks, Stations, Advertising Agencies, Station Representatives, Program Producers and other professionals.

Question and Answer periods will follow each session except the Luncheons.

IRTS members are indicated by an asterisk (*).

Credits

Werner Freitag, Audio & Recording Consultant

Morris S. Kellner, Coordinator of Tour Activities

College Conference portfolios courtesy Peters, Griffin & Woodward

Door Prizes

Two Watches—Donated by: Radio WJJD, Chicago; Plough Broadcasting

AIWA Radio Recorder—
Donated by: WCBS-FM

3 Clock Radios—
Donated by: Metromedia, Inc.

1 RCA Clock Transistor Radio—
Donated by: WNBC-TV

LP Records—
Donated by: Capitol Records Inc.

Thursday April 17

WHAT GOES ON

Registration

7:30 A.M.-8:15 A.M., Grand Ballroom Foyer (Ballroom Floor)

Greetings and Orientation

8:15 A.M.-8:30 A.M., East Ballroom (Ballroom Floor)

*Edward P. Shurick—President, International Radio & Television Society;

Vice President, International Radio & Television Foundation;
President & Treasurer, H-R Television

*James F. O'Grady, Jr.—Chairman, IRTS College Conference; Vice
President & General Manager, RKO Radio Representatives, Inc.

*Bert Cowlan—Program Chairman, IRTS College Conference;
Communications Consultant

Network News and Public Affairs

8:30 A.M.-10:00 A.M. East Ballroom (Ballroom Floor)

Producer &

Moderator: Dick Wald—Vice President, NBC News

Panelists: Ed Newman—Newscaster, NBC

William Corrigan—General Manager, Operations NBC

Corydon B. Dunham—Vice President, General Attorney, NBC

Robert Northshield—Producer, NBC

*Russell C. Tornabene—General Manager, News Radio, NBC

Local News and Public Affairs

10:15 A.M.-12:15 P.M. East Ballroom (Ballroom Floor)

Producer &

Moderator: Jerry Chapman—Radio Manager, Time-Life Broadcast—Indianapolis;
Public Affairs Manager, WFBM Stations

Panelists: Bob Gamble—News Manager of the WFBM Stations AM-FM & TV
Stephen Scott—Assistant Public Affairs Manager, WFBM Stations

Luncheon

12:30 P.M.-2:00 P.M. Windsor Ballroom (Lobby Floor)

Speaker: William Kaland—Executive Producer, Group W,
Westinghouse Broadcasting Company

The Network Television Program

2:15 P.M.-3:45 P.M. East Ballroom (Ballroom Floor)

Speaker: *Richard A. R. Pinkham—Senior Vice President in charge of Media and
Programs, and a Director, Ted Bates & Company

The Local Radio and TV Station

4:00 P.M.-5:45 P.M. East Ballroom (Ballroom Floor)

Producer &

Moderator: *John V. B. Sullivan—Vice President, Corporate Relations,
Metromedia, Inc.

Panelists: *David C. Croninger—President, Metromedia Radio

Martin Connelly—Vice President Sales, Metromedia Television

Robert M. Bennett—Vice President & General Manager, WNEW-TV

*George H. Duncan—Vice President & General Manager, WNEW-FM

Faculty Reception and Buffet (Students at Liberty)

6:00 P.M. Windsor Terrace (Lobby Floor)

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Friday April 18

BROADCASTING IS A BUSINESS

Research

9:30 A.M.-10:30 A.M. East Ballroom (Ballroom Floor)

Producer &
Moderator: *Dr. Jack Gross—Temple University

Panelists: Charles Benesch—Manager, Media Analysis,
General Foods Corporation
Paul E. J. Gerhold—President, Advertising
Research Foundation
Dr. Seymour Banks—Vice President, Media & Program
Manager, Leo Burnett Company, Chicago
*James Yergin—Vice President Research, Group W
Westinghouse Broadcasting Company

Publicity, Promotion, Marketing and Sales

10:45 A.M.-12:15 P.M. East Ballroom (Ballroom Floor)

Producer &
Moderator: *Norman S. Ginsburg—Director of Information
Services, CBS Radio

Panelists: Lee Currlin—Director of Marketing, CBS-TV Network Sales
Dale Pon—Director of Sales Promotion and Research for CBS/FM
*Maurie Webster—Vice President, Division Services, CBS Radio Division

Luncheon

12:30 P.M.-2:00 P.M. Grand Ballroom (Ballroom Floor)

Speaker: Dr. Charles R. DeCarlo, President, Sarah Lawrence College,
Bronxville, New York

Advertising: Two Case Histories

2:00 P.M.-3:30 P.M. East Ballroom (Ballroom Floor)

Producer &
Moderator: *Scott Young—Broadcast Supervisor,
Leo Burnett Company, Inc.

Hal Weinstein—Vice President/Creative Director, member of the
Board of Directors; Leo Burnett Company, Inc.

"The Green Giant Story"

Hal Weinstein—Vice President/Creative Director,
Leo Burnett Company, Inc.

"Virginia Slims—Building a Brand Image"

Tours

3:30 P.M.-6:00 P.M.

Industry
Facilities: Reeves Sound Studios
304 East 44th Street
Reeves Television Studios
at Lincoln Square

WOR-TV
1440 Broadway

WNEW-TV
205 East 67th Street

Peters, Griffin, Woodward
277 Park Avenue

Batten, Barton, Durstine & Osborn
383 Madison Avenue

WCBS Radio
51 West 52nd Street

WINS Radio
90 Park Avenue

Dinner, All Delegates and Guests

6:30 P.M.-7:30 P.M. Grand Ballroom (Ballroom Floor)

7:30 P.M.-8:00 P.M.

Speaker: Winter D. Horton, Jr.—Vice President, Development,
National Educational Television
"Educational Broadcasting: A Status Report"

TV & Radio Commercial Festival Winners

8:00 P.M.-9:00 P.M.

Presentation
by: *Wallace A. Ross—Founder and Director,
The American TV and Radio Commercials Festival

Bull Session

9:00 P.M. to Exhaustion, Windsor Terrace (Lobby Floor)

Moderator: *Bert Cowlan—Communications Consultant

Panelists: *Alan J. Bell—Vice President, WNEW-TV, Metromedia Television
*Howard W. Coleman—Press Relations Director, A. C. Nielsen Company
Gil Faggen—Director, Broadcast Services, First National City Bank
Dennis Gillespie—Vice President & Eastern Sales Manager,
Peters, Griffin & Woodward
*Donald F. Holloway—Associate Professor of Communications,
Morehead State University
*Howard L. Kany, Director, International Business Relations,
CBS Television Services
Michael E. Marcovsky—Assistant to the V.P.,
Operations, WPIX, Inc.
Charles Novitz—Writer, ABC-TV News
*James F. O'Grady—Vice President & General Manager,
RKO Radio Representatives, Inc.
*Marvin Roslin—Director, Sales Planning and Research, RKO
Radio Representatives, Inc.
Bill Schwarz—Broadcasting Consultant,
Herman Land Associates
Stephen Temmer—President, Gotham Audio Corporation
Frederic Papert—Chairman, Papert, Koenig, Lois

Saturday April 19

WHAT ELSE IS NEW?

The Fourth Force

9:00 A.M.-10:30 A.M. East Ballroom (Ballroom Floor)

Producer: William N. Farlie, Jr.—Assistant Manager
Industrial Relations, Westinghouse Broadcasting Company

Moderator: Charles C. Woodward, Jr.—(CATV) President, Clearview of Georgia.
Clearview of Florida, Inc., Micro-Relay, Inc.

Panelists: Thomas J. Bird—(FM) Program Manager, National Science Network, Inc.,
Assistant General Manager, WNCN (N.Y.)

Richard C. Block—(UHF) Vice President &
General Manager, Kaiser Broadcasting Corp.

John H. Pinto—(Subscription Television)
Director of Creative Services, RKO General, Inc.

August C. Blume—(Recording Industry) National
Promotion Manager, RCA Record Division

WHAT'S NEW STUDENTS?

10:30 A.M.-12:15 P.M. East Ballroom (Ballroom Floor)

Producer &
Moderator: Michael E. Marcovsky—Assistant to the V.P., Operations, WPIX, Inc.

Panelists: Howard Doyle—News Director, WNYU

Thomas Keenan—President, WKCR, Columbia University

Roger C. Marshall—News Director, WMKY,
Morehead, Kentucky

Benjamin Selisker—Director of Broadcast Services,
WRTI, Temple University

Luncheon

12:30 P.M.-1:45 P.M. Windsor Ballroom (Lobby Floor)

Speaker: Lee Loevinger, Esq., Hogan & Hartson

Career Clinic (Pre-Registered Students)

1:45 P.M.-Conclusion Tudor Room (Lobby Floor)

Industry Representatives

Friday, April 18 Faculty Conference

9:30 A.M.-12:00 P.M., West Ballroom (Ballroom Floor)

Host: *Edward P. Shurick—President, International Radio & Television Society; Vice President, International Radio & Television Foundation; President & Treasurer, H-R Television

Producer &

Moderator: Hugh M. Beville, Jr.—Vice President in Charge of Planning, NBC

Panelists: *Ernest Lee Jahncke, Jr.—Vice President, Standards and Practices, NBC

Paul L. Klein—Vice President, Audience Measurement, NBC

Donald V. Meaney—Vice President, NBC News

Larry White—Vice President, Daytime Television, NBC Television Network

Luncheon

12:30 P.M.-2:00 P.M. Grand Ballroom (Ballroom Floor)

(Students and Faculty)

Faculty Conference Reconvenes

3:30 P.M.-5:30 P.M. West Ballroom (Ballroom Floor)

Moderator: *James R. O'Grady, Jr.—Chairman, IRTS College Conference; Vice President & General Manager, RKO Radio Representatives, Inc.

Panelists: *Sol Paul—Television Age

*Cliff Evans—Director of Washington News Bureau for RKO General, Inc.

*Roy Danish—Director, Television Information Office; Vice President, IRTF; Governor, IRTS

Faculty Reception

6:00 P.M.-6:30 P.M. Parlors "B" & "C"—Grand Ballroom Floor

Faculty, Moderators and Panelists, IRTS Board, IRTF Board

Hostesses: *Mary L. McKenna, Metromedia, Inc., Secretary of IRTF

*Aileen Paul, Aileen Paul Associates

*Peggy Stone, Stone Representatives, Inc.

Dinner

6:30 P.M.-7:30 P.M. Grand Ballroom (Ballroom Floor)

(Students and Faculty)

Balance of evening's program same as students.



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

**"Talent
For Tomorrow"
1968 IRTS
College
Conference
April 18, 19
Hotel
Roosevelt,
N.Y.C.**



7th Annual College Conference

An Educational Project Of The International Radio & Television Society With The Support Of The International Radio & Television Foundation And The Collaboration Of The Association For Professional Broadcasting Education

Conference Chairman, Frederick S. Gilbert, Vice President & General Manager, Time-Life Broadcast, Inc.

Associate Chairman, James F. O'Grady, Vice President & General Manager, RKO National Radio Sales

This, the Seventh Annual College Conference of the International Radio and Television Society, represents the merger of two separate collegiate seminars previously sponsored by IRTS. Initially, the Collegiate Broadcasters Conference was planned for undergraduates on the staffs of student-operated broadcasting stations. A second conference, the "College Majors," was established in 1964, for students planning to make careers in broadcasting and allied fields. In 1965, the IRTS and its Advisory Committee—which is composed for the most part of members of the Association for Professional Broadcasting Education—moved to combine the two conferences. The result: a more comprehensive and far-reaching program for those attending. The success has been evidenced by the enthusiastic response to the 1965, 1966 and 1967 Conferences.

The 1st Annual Faculty Conference is scheduled for Friday morning. Dr. Frank Stanton, President, Columbia Broadcasting System, Inc. will be meeting with Faculty to exchange views on vital industry issues.

Talent for Tomorrow is the theme of this year's Conference. This might well be expanded to read *Talent for Tomorrow as guided by Today's Talent*. Professionalism, expertise, significant service during broadcasting's dynamic years—all are underscored in the biographies of the "Million Dollar Faculty" participating in the Conference. Network and local station broadcast leaders, agency and sales rep and production and research heavyweights, as well as seniors in a dozen or more additional parts of the broadcast arena, are represented on the roster of *Talent for Tomorrow* speakers, moderators and panel members. IRTS members are identified by an asterisk (*) on schedule. The intent of it all, as previously stated, is simple and explicit—to provide a thoroughgoing and pragmatic exploration of the elements that make broadcasting the exciting and fast-moving industry we all know it to be!

Each registrant has received descriptive literature about the International Radio & Television Society.

The following paragraph describes the APBE organization which down through the years has been an important factor in each conference.

The APBE is made up of universities, educators, broadcasters and others to create a flow of relationship leading to mutual advantages and the exchange of information on broadcasting. Striving for the highest standards of training at institutions of higher learning for those who plan to enter the profession of broadcasting and to encourage recognition of those so trained by broadcasting.

Program Facts

Registration desk will be in the entrance to the Grand Ballroom on the Mezzanine Floor. Attendants should be in their seats promptly. Schedule will be adhered to strictly. All sessions will be held in the meeting rooms as indicated on daily schedule.

At the luncheons and the dinner, the undergraduates will have an opportunity to meet with representatives of networks, stations, advertising agencies, station reps, program producers, etc.

Speakers and panelists not otherwise identified geographically, are from New York City.

Thursday April 18

Registration

7:30 A.M.-8:15 A.M., Mezzanine

Opening Session

8:15 A.M.-8:45 A.M., Ballroom

Greetings: Frederick S. Gilbert*, Chairman—Vice President and General Manager, Time-Life Broadcast, Inc.

James F. O'Grady*, Associate Chairman, Vice President and General Manager, RKO National Radio Sales

Bert Cowlan*, Program Chairman, Herman Land Associates, Communications Consultant

The TV Network

8:45 A.M.-10:15 A.M., Ballroom

Moderator: Don Durgin*, President, NBC Television Network

Panelists: Alvin Cooperman, Vice President, Special Programming, NBC Television Network

Sydney H. Eiges*, Vice President, Public Information, National Broadcasting Company

Paul L. Klein, Vice President, Audience Measurement, National Broadcasting Company

John M. Otter, Vice President, Sales, NBC Television Network

William F. J. Storke*, Vice President, Programs, NBC Television Network

The Radio Network

10:15 A.M.-11:45 A.M. Ballroom

Moderator: Walter A. Schwartz*, President, ABC Radio Network

Panelists: Herbert A. Granath*, Vice President, Sales

Joshua J. Mayberry, Division of Research

Earl Mullen, Vice President, Station Relations

Donald S. Schlosser, Division of Marketing Services

Thursday, continued

Luncheon

12:00 Noon-1:00 P.M., Ballroom

Speaker: William Kaland, Director of Program Development, Group W

Introduced by James F. O'Grady, Associate Chairman

The Local TV Station

1:15 P.M.-2:45 P.M., Ballroom

Moderator: Alan J. Bell*, Vice President, Information Services, Metromedia Television

Panelists: Martin Connelly*, Vice President, Sales, Metromedia Television Division

Lawrence P. Fraiberg*, Vice President and General Manager, WNEW-TV

Robert Shay, Program Director, WNEW-TV

John B. Sias, President, Metro TV Sales Division of Metromedia

The Local Radio Station

2:45 P.M.-4:00 P.M., Ballroom

Moderator: Harry Novik*, General Manager, WLIB

Panelists: Richard Novik, Sales Manager

Ed Samuels, News Director

Billy Taylor, Air Personality and Program Director, WLIB-FM

Thursday, continued

The Independent Producer

4:00 P.M.-5:15 P.M., Ballroom

Speaker: John H. Mitchell*, Executive Vice President, Screen Gems, Inc.

Reception

Faculty and IRTS—IRTF Boards (By Invitation Only)

5:30 P.M.-6:15 P.M., Rooms E & F Adjoining Foyer

Hostess: Aileen Paul*, Aileen Paul Associates

Dinner

6:15 P.M.-9:00 P.M., Ballroom

Host: Frederick S. Gilbert*, Conference Chairman

Presentation of International Radio and Television
Foundation Scholarship Awards by Albert B. Shepard, President.

Greeting by Edward P. Shurick*, President, IRTS

Speaker: John F. White*, President, National Educational Television

8:30 P.M.-9:00 P.M.

Presentation of the 1968 Radio & TV Commercial Award contenders
Wallace A. Ross*, Founder and Director, The American TV and Radio
Commercials Festival

Thursday, continued

"Polpourri"

9:15 P.M.-11:00 P.M., The Oval

Robert Caulfield*, Director, Management-Development Group W

Howard W. Coleman*, Press Relations Director, A. C. Nielsen Company

Bert Cowlan*, Vice President, Herman Land Associates, Inc.

Gil Faggan, Editor, Sponsor Magazine

Professor Gordon Gray, Chairman of the Department of Radio and TV Films, School of Communications, Temple University

Lon A. King*, Vice President, Promotion, Peters, Griffin and Woodward

Mel Grossman*, Vice President, Sales Development & Promotion H-R. Representatives

Howard Kany*, Director, International Business Relations, CBS-TV Services

Charles Novitz, ABC-TV News

Bill Schwarz, Conference Consultant

Lt. Col. Richard S. Stark, USMCR, Officer in Charge of Marine Corps Information Office, N.Y.C.

Friday April 19

Tour Program

Groups assemble in room indicated below

8:30 A.M.-10:30 A.M.

ABC Network—*Terrace Room*, Tour Host, Deet Jonker, Production Services Coordinator

CBS Network—*Terrace Room*, Tour Hosts, David L. White, Director of Studios and Stan Greene, Assistant Director, Central Technical, Technical Services

NBC Network—*Terrace Room*, Tour Host, E. Bruce Fisher, Manager of Employment

WOR Radio—*Terrace Room*, Tour Host, Eugene J. Caser, Director of Personnel and Office Administration.

Reeves Sound Studios—*The Oval*, Tour Host, Grey Hodges, Marketing Manager

H-R Representatives—*The Oval*, Tour Host, Mel Grossman, Vice President, Sales Development and Promotion

Ted Bates & Co.—*The Oval*, Tour Host, Justin Gerstle, Vice President and Director, Media Information and Analysis Division

Faculty Only

Friday, April 19th

Faculty Conference

9:00 A.M.-11:45 A.M., Madison Room

Speaker: Dr. Frank Stanton*, President, Columbia Broadcasting System, Inc.,
and associates.

The Advertising Agency

10:45 A.M.-12:15 P.M., Terrace Room

Moderator: Philip H. Burrell*, Manager, TV Program Development, Sullivan, Stauffer,
Colwell & Bayles, Inc.

Panelists: Mrs. Mary Ayres, Senior Vice President

George Poris, Senior Vice President

Miss Irene Copeland, Account Executive

Mr. Merrill Clark, Vice President, Account Supervisor

Syl Cleary, Vice President, Management Supervisor

Joe McCarthy, Associate Media Director

Luncheon

12:30 P.M.-2:00 P.M., Grand Ballroom

Speaker: Dr. Robert L. Hilliard, Chief—Educational Broadcasting Branch, Federal
Communications Commission and Chairman Federal Inter-Agency
Broadcast Committee

Introduced by James F. O'Grady, Jr., Associate Chairman

Friday, continued

News and Public Affairs

2:15 P.M.-3:45 P.M., Terrace Room

Moderator: Richard S. Salant*, President, CBS News

Panelists: Walter Cronkite, CBS News Correspondent

Bill Leonard, Vice President and Director of News Programming, CBS News

Gordon Manning, Vice President and Director of News, CBS News

Mike Wallace, News Political Correspondent, CBS News

Research

3:45 P.M.-5:15 P.M., Terrace Room

Moderator: Erwin H. Ephron*, Vice President and Director of Media Research, Papert, Koenig, Lois

Panelists: Miss Avery Gibson, Research Consultant, American Research Bureau

Paul L. Klein, Vice President, Audience Measurement, National Broadcasting Company

Peter J. Spengler, Assistant Director of Advertising Services, Bristol Myers Co.

Wrap-Up

5:15 P.M.-5:30 P.M., Terrace Room

Closing Edward P. Shurick*, President, International Radio & Television

Remarks: Society,; President, H-R Television

Careers in Broadcasting

5:30 P.M., The Oval

Frederick S. Gilbert*, and Roy Danish*, Director, Television Information Office

*Indicates IRTS Member.

ABC and CBS Tour Buses Courtesy A. C. Nielsen Company

College Conference portfolios courtesy Peters, Griffin & Woodward



INTERNATIONAL RADIO & TELEVISION SOCIETY, INC.
420 Lexington Avenue New York, New York 10017

February 3, 1972

Miss Linda Smith
Special Assistant to the Director
Office of Tele-Communication Policy
Executive Office of the President
of the United States
Washington, D. C. 20504

Dear Miss Smith:

Thank you for your follow up call the other day concerning Mr. Whitehead's possible availability as keynote speaker at our 1972 NAFMB Convention at the Palmer House in Chicago, April 7th and 8th.

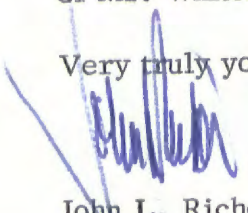
The National Association of FM Broadcasters Annual Convention is attended by 450 - 500 owners and managers of successful FM stations around the country. Traditionally, two major luncheons are scheduled during the convention. Our Saturday luncheon is reserved for the presentation of FM programming awards by the Armstrong Memorial Research Foundation under the direction of Columbia University. Our Friday luncheon will feature our keynote speaker.

Keynote speakers over the past several years have included FCC Commissioners Robert Wells, Robert Bartley, Robert E. Lee, F. Rex Lee and FCC Chairman Rosel Hyde. In addition, Senator Frank Moss of Utah and Congressman Lionel Van Deerlin of California and Sam Stratton of New York have addressed our gathering.

It seems fitting that someone from the Administration join us in Chicago, considering our government's interest in communications.

I would appreciate an answer from your office as soon as possible regarding the availability of Mr. Whitehead. If you require any additional information, please feel free to contact me.

Very truly yours,



John L. Richer
President and General Manager, W-102
President, NAFMB

JLR:f



2 DECKER SQUARE, BALA-CYNWYD, PA. 19004 • (215) 835-6100

NATIONAL ASSOCIATION OF FM BROADCASTERS
(NAFMB)

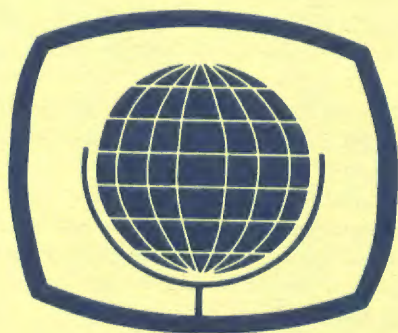
c/o Station KITT, U.S. Grant Hotel
San Diego, California 92112

Fred Rabell, President

Founded 1959 - Members 100. Executives of FM radio stations.
To promote FM time sales and listenership, encourage technical
development and provide liaison with the Federal Communications
Commission.

Formerly: FM Development Association.

1972 IRTS College Conference



"ISSUES IN BROADCASTING"

APRIL 20, 21 AND 22
Hotel Commodore, New York City

IRTS TENTH COLLEGE CONFERENCE

"ISSUES IN BROADCASTING"

The College Conference is a professional educational project of the **International Radio and Television Society** with the support of the **International Radio and Television Foundation**, and industry-wide cooperation.

The theme of the Conference is "Issues in Broadcasting" because almost every facet of broadcasting today has become an issue. The program is structured so that one-half of the time is devoted to prepared material so that the other half of the time can be given over to dialogue between delegates and panelists. Your direct participation in the question and answer sessions is a necessary ingredient if the Conference is to be successful. It will add a vital element to a thorough examination of the issues.

The role of government in broadcasting is increasingly a subject of debate not only in the industry itself but in Congressional hearings as well. The news media have reported at length on differing points of view and it is not uncommon to find incompatibility within government agencies as well as in Congressional committees.

The material to be presented in these conferences will deal with controversial subjects whose resolution will have a profound effect on broadcasting in the future and on the lives of those preparing for careers in broadcasting.

Costs of the Conference are underwritten by the IRTFoundation, a sister organization of IRTS. Funds have been gathered by the Foundation from more than fifty broadcasters, networks, station representatives, advertising agencies, as well as from individual IRTS members and their associated firms. They contribute because they understand the necessity to attract capable young men and women to broadcasting.

Your "million dollar faculty" of moderators, panelists and speakers contributes its time and effort in the interest of the industry.

PROGRAM FACTS

Registration commences at 7:30 A.M. Thursday, April 20, on the Ballroom Floor of the Hotel Commodore. Registrants are urged to be in place on time so that the schedule of meetings can be maintained.

The IRTS Conference Office is in Parlor A on the Ballroom Floor.

THURSDAY, APRIL 20th

7:30 AM **REGISTRATION**
Grand Ballroom Foyer (Ballroom Floor)

8:30 AM **Greetings and Orientation**
Grand Ballroom, West Side
(Ballroom Floor)

*Norman S. Ginsburg, Chairman, IRTS
College Conference; Director of
Information Services, CBS Radio

*Max E. Buck, President, International
Radio and Television Society; Vice
President, National Sales Manager,
NBC Television Network

*Maurie Webster, President, International
Radio and Television Foundation; First
Vice President International Radio and
Television Society; Vice President,
Division Services, CBS Radio

PANEL I, CONSUMERISM/ADVERTISING: The Influences of Consumerism and Governmental Regulation Agencies on Broadcast Advertising.

9:00 AM Grand Ballroom, West Side
(Ballroom Floor)

Moderator:

Andrew C. Erish, Director, Advertising &
Promotion, ABC Owned Radio Stations

Panelists:

William H. Ewen, Executive Director,
National Advertising Review Board

Miss Patricia M. Hynes, Chief of Consumer
Fraud Unit, U.S. Attorney's Office,
Southern District of New York

Thomas G. Krattenmaker, Assistant
Director for Evaluation, FTC Bureau of
Consumer Protection

*Herminio Traviesas, Vice President,
Broadcast Standards, NBC

12:00 Noon **Recess**

12:30 PM **LUNCHEON**
Grand Ballroom, East Side (Ballroom Floor)

Speaker:

Clay T. Whitehead, Director, Office of
Telecommunications Policy,
The White House



*Denotes IRTS Membership

**PANEL II, PROGRAM CONTROL/FREEDOM OF
BROADCAST JOURNALISM: A Discussion of Issues
Involved in the Preparation of Broadcast Material.**

- 2:00 PM** Grand Ballroom, West Side
(Ballroom Floor)
- Moderator:**
*Herb McCord, Station Manager, WCBS/FM
- Panelists:**
*Miss Phyllis Haynes, Reporter, WPIX-TV
Jerry Stephens, Program Director,
WMMR/FM, Philadelphia
Jeffrey St. John, Commentator, Spectrum
*Russell C. Tornabene, General Manager,
NBC Radio News
- 6:00 PM** **FACULTY RECEPTION**
Parlors "B" & "C" (Ballroom Floor)
Faculty, Moderators and Panelists,
IRTS Board, IRTF Board
- 6:30 PM** **SESSION—"The Raspberries,"** Capitol
Recording Artists, The Grand Ballroom
- 7:00 PM** **DINNER—Grand Ballroom**
Songs by Melanie
- Program**
Master of Ceremonies:
Dan Ingram, WABC Radio
Production Arrangements:
*Rick Sklar, Program Director, WABC Radio
- 9:30 PM** **"Open-End" Session**
Windsor Terrace, (Lobby Floor)
- Moderator:**
*Martin J. Healy, Director of Public
Relations, St. John's University, New York
- Panelists:**
Joseph F. Callo, Jr., President, Callo &
Carroll, Inc.
*Norman E. (Pete) Cash, President,
Television Bureau of Advertising, Inc.
*Miles David, President, Radio Advertising
Bureau
John Deignan, Sports Director,
WCBS-Radio
*Josef Dine, Director of Media Relations,
Corporation for Public Broadcasting
Robin Fisher, Project Manager, Television
Sales Dept., American Research Bureau

Joseph Flahive, Regional Account Executive, ABC-TV Spot Sales, Inc.

*Norman S. Ginsburg, Director of Information Services, CBS Radio

*Allan Hotlen, Program Director, WHN Radio

William M. Large, Vice President, Holley/Thomas, Inc.

*Michael E. Marcovsky, Assistant to the Vice President-Operations, WPIX, Inc.

*D. Thomas Miller, President, CBS Television Stations Division, CBS, Inc.

*Ron Ruth, General Manager, WOR-FM

*Frederick Schuhmann, General Manager, TV Facilities & Services, East Coast, ABC

Pat Whitley, Program Manager, WNBC AM-FM

FRIDAY, APRIL 21st

PANEL III, BROADCAST TECHNOLOGY: A Survey of Developing Capabilities in Mass Transmision.

9:00 AM Grand Ballroom, West Side
(Ballroom Floor)

Moderator:

*Maurie Webster, Vice President, Division Services, CBS Radio

Panelists:

William Connolly, Director of Development, Engineering & Development, CBS Television Network

Lee Facto, Vice President, Operations, International Good Music

Paul Klein, President, Computer TV, Inc.

Edwin J. Stevens, President, Compunet, Inc.

12:00 PM Recess

12:30 PM LUNCHEON

Speaker:

Sammy Davis, Jr.



*Denotes IRTS Membership

PANEL IV, LICENSING/ACCESS: An Examination of Today's Trends in Licensing and the Position of Special Interest Groups.

2:00 PM Grand Ballroom, East Side (Ballroom Floor)

Moderator:

*Roy Danish, Director, Television Information Office

Panelists:

Edgar F. Czarra, Jr., Attorney, Covington & Burling

Ralph Jennings, Attorney, United Church of Christ

Carroll Larkin, General Manager, WINR, Binghamton, New York

*Richard A. R. Pinkham, Senior Vice President in Charge of Media and Programs, Ted Bates & Co., Inc.

FRIDAY EVENING FREE

SATURDAY, APRIL 22nd

PANEL V, ECONOMICS AND THE PROSPECT FOR EMPLOYMENT: A Discussion of Broadcast Trends in the Business Community and the Outlook for Careers.

9:00 AM Grand Ballroom, East Side (Ballroom Floor)

Moderator:

*Michael E. Marcovsky, Assistant to Vice President-Operations, WPIX, Inc.

Panelists:

Joe Costantino, Vice President & General Manager, WRTH Radio, St. Louis

Jerry Fields, Director, Jerry Fields Associates

*Gilroye A. Griffin Jr., Vice President, Corporate Administration, Kenyon & Eckhardt

Harvey J. Struthers, Vice President, Management Development, CBS Broadcast Group

12:30 PM **LUNCHEON**

Grand Ballroom, West Side (Ballroom Floor)

Speaker:

*Miles David, President, Radio Advertising Bureau

*Norman E. (Pete), Cash, President, Television Bureau of Advertising

2:00 PM **Adjournment**

*Denotes IRTS Membership

COLLEGE CONFERENCE COMMITTEE

Chairman:

Norman S. Ginsburg, Director of
Information Services, CBS Radio

Vice-Chairman:

Andrew C. Erish, Director, Advertising &
Promotion, ABC Owned Radio Stations

Program Chairman:

Herb McCord, Station Manager, WCBS/FM

Committee Members:

Miss Carol B. Blades, Account Executive,
The Softness Group, Inc.

Bruce J. Bloom, Director of Advertising &
Public Relations, Corinthian
Broadcasting Corp.

Martin J. Healy, Director of Public
Relations, St. John's University, New York

Joseph Larsen, Director of Special Projects,
CBS Radio Network

Michael Laurence, Director of Special
Projects, NBC, Inc.

Michael E. Marcovsky, Assistant to the
Vice President-Operations, WPIX, Inc.

Donald G. Softness, Chairman, The
Softness Group, Inc.



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

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*Vice President, National Sales Manager
NBC Television Network*

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

Vice President, JOHN P. CUNNINGHAM
*Honorary Chairman of the Board
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*Director
Television Information Office*

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

Vice President, JEROME R. FENIGER
*President
Horizons Communications Corporation*

Vice President RICHARD A. O'LEARY
*President,
ABC-Owned Television Stations*

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*President & General Manager
WRFM*

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

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Katz Television*

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General Foods Corporation*

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*Vice President—Advertising
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*Senior Vice President in charge of
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EXECUTIVE DIRECTOR

ROBERT H. BOULWARE

Countering the Publishers

By Sally Quinn

NEW YORK—While the heavily establishment Publishers Association was opening its annual meeting across town at the Waldorf Astoria Hotel, another group was drawing thousands to the dark, smoky Martin Luther King Labor Center on the west side of Manhattan.

The two-day A. J. Liebling Counter Convention, named after newspaper critic A. J. Liebling, kicked off Saturday night at a party at the Sun Luck Chinese restaurant with a speech by writer Jimmy Breslin. The convention, sponsored by the New York Journalism Review (MORE) features 14 panels on various aspects of journalism.

Yesterday opened with a two-hour session on the "New Journalism," which included author Gay Talese and writers Gail Sheehy, Tom Wolfe, Calvin Trillin, Pauline Kael, Renata Adler and moderator Benjamin deMott. That was juxtaposed with another panel

entitled "Democracy in the Newsroom."

The "New Journalism" panel turned out to be a discussion of what in fact new journalism meant and whether "facts" (vs. viewpoint, style and tone) in reporting are as important to the new as to the old. After each writer had made a statement, the floor was opened to questions which set the tone of the rest of the convention.

Yesterday afternoon saw four panels which included "Covering the Campaign: The Wayward Press Bus," with Martin Nolan, Jeff Greenfield, Joe McGinniss, Dan Rather, Victor Navasky and Sen. Fred Harris. Other panels included: "Challenging a TV License: Payoffs or the Greening of the Wasteland?" and "Sports Reporting: Say It Ain't So."

Attention wavered toward mid-afternoon and people began circulating in the lobby of the Labor Center rather than stick-out the whole session. But still, the halls were so crowded with people that a room with closed circuit television was

kept open so the thousands who had come for all over the country could watch the different panels.

Also on the agenda for Sunday was a panel moderated by Charlotte Curtis entitled, "How They Cover Me," starring Bella Abzug, Gore Vidal, Abbie Hoffman, Otto Preminger, Tony Randall and Sen. Ernest Gruening.

Panels planned for today are: "Why Journalists Leave Daily Newspapers," "Can Television Cover Local News," "Racism, Sexism, Elitism and Journalism," "What Kind of P.M. Paper Should New York Have" "Should There Be a Women's Page?" "Alternative Media," and "Can the Muckraking Tradition Be Revived" There will also be a luncheon featuring Tom Wicker of the New York Times as speaker.

So far the only unplanned activity has been a mild protest by the underground newspapers and the inclusion of some of the underground writers on some of the panels.

Journalism's New Nation

By Sally Quinn

NEW YORK—For days it had been talked up as the Woodstock of journalism.

Several weeks ago (MORE), the iconoclastic New York City journalism review, sent invitations to thousands of journalists around the country. They read: "Twelve years ago, the late A. J. Liebling, then the New Yorker's press critic, wrote: 'The (American Newspaper Publishers Association) convention reaches here at the same season as the Ringling Brothers and Barnum and Bailey Circus ... Like the big show, the convention always bears a certain resemblance to its predecessors ... If you're tired of circuses come to: the A. J. Liebling Counter-Convention.'"

While the publishers were meeting at the Waldorf-Astoria, the counter convention was to be on the Far West Side at the Martin Luther King Labor Center, open to the public, free of charge, seated on a first-come, first-served basis—audience participation welcomed at all panels.

"We wanted it to be as proletarian as possible," explained (MORE) publisher William Woodward III.

Saturday

To celebrate the beginning of the convention, a party was planned for 9 p.m. at Nathan's Famous, Times Square with hot dogs and beer at \$3.50 per person and

Forces of the journalism counter-convention, left to right, top to bottom: Gloria Steinem, I. F. Stone, Rep. Bella Abzug, Gay Talese, Abbie Hoffman, and Jimmy Breslin.

Jimmy Breslin as the speaker.

Unfortunately, Nathan's went on strike—and of course no good Newspaper Guild member would cross the picket lines.

The next thought was the ballroom of the Royal Manhattan Hotel.

But the Irish were picketing there.

Finally, the Sun Luck West Chinese Restaurant down the street was settled on, with its little bridge and trickling pond, tinsel, and paper dragons.

"How come they're having the party in this ritzy place?" asked one guest. "I thought this was supposed to be a convention for the people?"

Gay Talese was there. Studs Terkel, David Halberstam, Murray Kempton. So were several hundred lesser bylines—even Amanda Burden—all of them, studiously underdressed. Some hid in red leather booths, but most angled for conspicuous positions in the center of the room when they weren't squeezed in, byline to byline, at the bar fighting for drinks.

Breslin balanced himself uncomfortably on one of the tables to keynote the convention.

"We're right and everyone else stinks," he deadpanned. "While (William) Buckley is over at the Waldorf speaking to all those publishers with money, I'm stuck here B.S.'ing to you." It was a nice, secure feeling.

Sunday

The first session was not to begin until noon, but everyone arrived late. Crowds (nearly 2,000 attended each day's sessions) milled around in the lobby of the labor center trying to get a

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handle on the situation before it began. Coats and ties returned—the inquisitive stares of blue jeans and raggedy jackets. The trouble with bylines is that there are usually no faces to match.

Still, there were many who passed up the chance to get good seats, just to remain exposed just a little longer in the lobby. There were few blacks, as Breslin had pointed out the night before, even though many, it seems, had been invited.

"We really tried to do this whole thing in the most unelitist way," said convention co-chairman Nora Ephron. "But no matter what we did, we managed to offend someone."

Some of the counter-conventioners were exhausted and rumpled by long road trips from California, Arizona, Colorado, Canada; one even came from Hawaii. There were hundreds of journalism students and scattered emissaries from small-town Midwestern newspapers who had come to see the media celebrities in their New York ego center and if what they aspired to was really all that hot. Some had brought their babies, their tape recorders, their suitcases, their lunch pails, their clips.

The first panel was the big draw—Gay Talese, Gail Sheehy, Tom Wolfe, Calvin Trillin, Pauline Kael, Renata Adler, and Benjamin deMott—all gathered to talk about themselves and "the new journalism."

That's where it was at, anyway. Deny it as they might, the new (personal) journalism was the only reason this whole thing ever took place. Could you see a convention taking place among the "old (objective) journalists?" New journalism had created celebrities out of writers and put them on the Dick Cavett Show and made covering personalities as important as covering issues. "We had to read all your articles for our journalism class, Mr. Wolfe," said a young man from the audience.

All the women new journalists wore skirts and the men new journalists wore coats and ties and most of them denied being new journalists, and talked seriously about their own work and each other's, not always in complimentary terms. A couple of people mentioned how Tolstoy was a new journalist and Tom Wolfe was comparing his works "Electric Kool-Aid Acid Test"; "Kandy-Kolored Tangerine Flake Streamline Baby"; "Radical Chic (Mau-Mauing the Flak Catchers)" to Balzac and Dickens when a colorfully dressed, long-haired, underground press group marched up to the stage, passed out flyers to

the panelists and the audience, complaining "F----- again" and demanded seats on the panels.

The floor was then open to questions, which turned out to be mostly rhetorical statements from people who had never had an audience or a microphone before in their lives. This problem persisted throughout the convention. The star of the questioners was a consumer woman named Fran Lee who is famous for her tireless crusade against dog excrement. "You're all pimps and prostitutes up there on that stage," she declared.

During this time there was another panel going on entitled "Democracy in the Newsroom." That's what the discussion was about and as one distinguished reporter noted afterward, "If that's what's going to be running my newsroom I'll settle for the editors I've got."

During lunch the counter-conventioners patronized the continuously open bar, socialized, re-united, made contacts, looked for jobs, talked to publishers soliciting authors, discussed the declining number of literary outlets.

The afternoon saw "Covering the Campaign: The Wayward Press Bus," with a panel of established political reporters and the newly added Tom Forcade, projects coordinator of the Underground Press Syndicate.

While the panelists, including Dan Rather, Martin Nolan, and Jeff Greenfield tried to talk about how to cover a campaign honestly, Forcade, in halting, indistinguishable phrases, lost his audience and his anti-establishment credibility in a feeble, tedious boast that he had been barred from the White House.

Sunday night was the panel everyone had been waiting for. Charlotte Curtis of The New York Times was to moderate six famous people telling "How They Cover Me."

"This is the only panel where we didn't offend anyone," said Nora Ephron. "Every famous person in the world was asked to be on this panel and refused."

They were: Joey Gallo. "He was supposed to be our surprise mystery guest," said Nora. "Marta Orbach, who arranged it, made us promise not to tell a soul because they might come here and shoot him." Hugh Hefner was asked, Henry Kissinger, Tom Seaver, Dalton Trumbo, Alger Hiss, Henry Fonda, Shirley MacLaine, Dick Gregory, John Lennon, Bob Dylan, Melina Mercouri, and Daniel Ellsberg. The final panel was Gore

Vidal, Abbie Hoffman, Otto Preminger, Marvin Miller, who represented the baseball players in their recent strike, Rep. Bella Abzug and actor Tony Randall.

Each one began with a statement, then answered questions.

TV cameras and lights were blindingly bright and the room was so crowded people were sitting on the stage, the floor and each other.

It started with Otto Preminger who, in a deep, guttural accent, told the audience, "I don't want to sound like Agnew but the trouble with most movie critics is that they hate movies."

Bella thought it was good to get together in a "counter-establishment meeting like this." She also felt less charismatic people should get more play.

Gore Vidal had a few testy words about The New York Times and reporting in general. "There is a trivialization in our press and everything is personalities. The only publications worth reading are the New York Review of Books and Screw Magazine."

Abbie Hoffman was the only one on the panel who spoke directly to the subject. He read a story he had compiled from errors in clips on him collected over a year. "Six-foot two-inch, blue-eyed blond, millionaire Hoffman . . ." read the short, dark-haired Hoffman. He then passed out copies of his income tax returns proving he was not a millionaire, and named off the respected journals who had contributed to his list of errors.

Jerry Rubin, in a blue net shirt, and Tom Forcade, in his white suit and panama hat, ascended the stage and announced, in the name of the Zippie Party ("Z comes after Y as in Yippie, this is the natural progression") their support for George McGovern.

In less than two minutes.

There were shouts of applause and cries of despair from the largely pro-McGovern audience.

Monday

Surprisingly, the crowd was as large as it was Sunday. The bar was doing a steady business, the Tom Wicker lunch was sold out.

In a panel entitled "Why Journalists Leave Daily Newspapers," David Halberstam, after two hours, finally answered the question.

"I wanted more pay, a longer time to work on stories, respect for my copy and better editors."

The questioners got insulting. "We don't give a s--- if you guys left the newspapers or not," said one brave soul.

"Yes, we do," said another. "The only reason we're all here is that one day we want to be on that panel up there."

New York Timesman Tom Wicker was the main luncheon speaker. After a picnic lunch of cold chicken and potato salad, he told his colleagues in a very few words what was needed in journalism reform.

"What our work needs is to let its vitality and honesty and ability come through," he said. "We must let a hundred flowers bloom . . . We must be set free to do our best work."

Wicker went on to say that all styles of journalism could be effective in the pursuit of truth and that journalists should be given the "freedom" to employ whichever they felt suited them best, without being

suffocated by restrictive conventions, old or new.

He wisely refrained from having a question-answer period.

After lunch the panel "Racism, Sexism, Elitism and Journalism" was predictable. Racism and sexism dominated.

"Should There Be a Women's Page" was orderly, if a bit dull.

The highlight of the "Alternative Media" panel was when somebody got squirted with a water pistol.

At 8 p.m. the first A. J. Liebling Award was made to I. F. Stone. In a loud blue and white striped shirt and red polka dot tie, the tireless muckraker roused his admiring audience, telling them: "By, God, the establishment is so full of crap it really deserves to be treated disrespectfully."

"We must help ourselves to understand the power of institutions over men. The path to a better society is the destruction of institutions. Hating the men in those institutions will not get us very far."

"Can the Muckraking Tradition Be Revived?"

This was the title of the final panel, which included Stone. It barely got off the ground before members of the audience, in their last chance to get some attention, brought the whole thing down.

"Shut up and let's get to the questions," began the first hopeful. Some shouted back, the floor was open and that was that. Members of the panel were attacked; other members began taking up for them. Fran Lee started screaming. The anti-war group demanded to

know why there was no panel on Vietnam and the press. An angry woman wanted to know why there were no women on the panel, no blacks. A man from Doubleday stood to suggest that books were the one way to spread the truth. Another man mentioned his firm at 999 Madison Ave. Somebody screamed about publishers, another about the reform meeting downstairs. The bar was closing, the crowd was shuffling out . . . people were squaring off at each other and Hal Koppersmith, who was running for Congress, stood up to make a campaign speech.

Woodstock had become Altamont.

"The counter-convention was a success in that it was a forum for discussions of issues but it was too big to be able to come up with solutions," said William Wood-

ward, [More's] publisher, yesterday.

Critics saw the convention as too crowded, too full of rhetoric and superstars for meaningful discussion. To others the talk was interesting if rarely profound.

But like Woodstock, it was not what was said that mattered so much as the "coming together."

As Tom Wicker pointed out, the number of people there was the "proof of the vitality, the courage and the validity of what we do."

What some of those people forgot and others were reminded of only too well were the writings of Joe Liebling for whom the convention was named: "There is a healthy American newspaper tradition of not taking yourself seriously. It is the story you must take that way."

April 17, 1972

Mr. Henry Goldberg
Office of Telecommunications Policy
Executive Office of the President
Washington, D.C. 20504

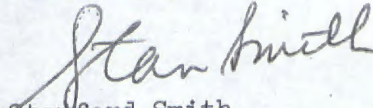
Dear Hank:

Presuming you are helping Tom Whitehead with his speech to the ANPA Convention next week, I thought you should see the forthcoming reports ~~of~~ our Task Force on Broadcast/CATV and also our Press Communications Committee.

You and Tom know our point of view, of course, but these reports will show what we will be saying to our membership in the printed Convention Reports booklet which will be distributed next week. Attached are proofs of these two reports.

Best wishes.

Sincerely yours,



Stanford Smith
President and General Manager

REPORT OF TASK FORCE ON BROADCAST AND CATV OWNERSHIP

When this Task Force reported to the membership one year ago, we had just presented our massive documentation to the Federal Communications Commission to prove that legal and public interest considerations require that newspapers be accorded equal treatment with all others in the ownership and licensing of all forms of electronic media — radio, television and cable systems.

Although the threat still hangs over our head, we can report evidence of progress toward our goal during the past year.

Just before the May 17 deadline for filing comments with FCC in the cross-ownership proceedings, comments against the restrictive proposal "rolled into the FCC by the score" according to Broadcasting magazine. ANPA records confirm that nearly 100 newspapers and newspaper organizations followed through as this Task Force had suggested last year. Many of those comments were well documented and persuasive; many utilized the research previously filed by ANPA and National Association of Broadcasters.

Thus the issues were joined in the FCC proceedings involving the right of newspapers to own broadcasting stations (Docket No. 18110) and/or to own a cable television system (Docket No. 18891). These two proceedings as well as a separate proceeding involving broadcasting license renewal procedures (Docket No. 19154) moved into normal subsequent stages. We have submitted reply comments in all three proceedings.

As we reported to the 1971 ANPA Convention, these anti-newspaper proposals were instigated by the Antitrust Division of the Department of Justice. Our reply comments have been directed primarily at refuting the unsubstantiated position taken by the Antitrust Division.

We stand on the fundamental position that performance rather than ownership should determine the granting or renewal of electronic media licenses.

Here are some of the indications of progress over the past year:

FCC Chairman Dean Burch told us frankly that newspapers and broadcasters have made an impressive presentation to the FCC. We are better off than we were.

There is no indication that FCC is likely to take early action on the two cross-ownership proceedings.

Dr. Clay T. Whitehead, Director of the White House Office of Telecommunications Policy, has urged that the Communications

Act be modernized in many ways, including a more orderly license renewal process.

Many members of Congress have expressed interest and willingness to consider a legislative solution to these problems.

This Task Force believes that the best ultimate solution would be legislation. A matter of such broad national policy as electronic media ownership structure should be settled through the legislative process. Performance rather than ownership should be the criterion in the electronic media licensing process.

Many bills have been introduced in the Congress to improve the license renewal process. The Congress cannot be expected to enact such broad legislation in 1972. We hope for consideration in the new Congress which convenes in January 1973 if conditions at that time make a legislative approach appear likely to produce positive results.

We urge all newspapers, regardless of their present electronic media relationships, to express to members of the Congress and others the case for licensing on the basis of performance rather than ownership.

Respectfully submitted,

HAROLD W. ANDERSEN,

Chairman, Omaha (Neb.) World-Herald

Donald B. Abert Milwaukee (Wis.) Journal	Harvey L. Lipton Hearst Corporation New York, N. Y.
Frank Batten Landmark Communications, Inc. Norfolk, Va.	Robert Lobdell Los Angeles (Calif.) Times
David R. Bradley St. Joseph (Mo.) Gazette and News Press	Cyrus MacKinnon Louisville (Ky.) Courier-Journal and Times
W. H. Cowles, III Spokane (Wash.) Spokesman- Review and Chronicle	Daniel J. Mahoney, Jr. Dayton (Ohio) Cox Newspapers
Wayne G. Current Toledo (Ohio) Blade	Frank W. Mayborn Temple (Tex.) Telegram
John F. Dille, Jr. Elkhart (Ind.) Truth	Theodore F. Newhouse Jamaica (N.Y.) Long Island Press
Jack Gallivan Salt Lake City (Utah) Tribune	Fred Nichols Chicago (Ill.) Tribune
John Hamlyn McClatchy Newspapers Sacramento, California	Bernard H. Ridder, Jr. Ridder Publications St. Paul, Minnesota
Jack R. Howard Scripps-Howard Newspapers New York, N. Y.	Stanley H. Stauffer Stauffer Publications Topeka, Kansas
	Robert L. Taylor Philadelphia (Pa.) Bulletin

REPORT OF THE PRESS COMMUNICATIONS COMMITTEE

The rapidly changing telecommunications technology is having a greater impact on newspaper operations than ever before. As newspapers become more dependent on computers and related electronic devices and as they extend their range of advertising, editorial, production and distribution functions, they are relying more heavily upon telecommunications technology.

The wide range of issues surrounding the interrelationships of newspapers and the telecommunications common carriers are confusing, complex and not unlike "a riddle wrapped in a mystery . . ." The role of the ANPA Press Communications Committee is to provide coordination and thrust for the newspaper business in numerous FCC regulatory proceedings relative to such questions as press rates, Telpak sharing, the domestic satellite, etc. In the succeeding paragraphs, we endeavor to summarize the status of outstanding press communications problems and issues.

Press Rate Case

The Press Rate Case was finally concluded to the detriment of the newspaper business when on May 12, 1971, the U. S. Court of Appeals for the District of Columbia found that the FCC "... did not abuse its discretion under Section 201 (b) in failing to provide a separate rate classification for the press." The FCC ordered the new rates to be effective July 1, 1971. Thus ended a battle which lasted well over a decade.

Three press entities deserve special mention, namely: Copley Press, Field Enterprises and the Los Angeles Times-Washington Post News Service. They carried the appeal in the Press Rate Case and won the delay which saved the press users of wire services a considerable amount of money.

Telpak Sharing

Telpak sharing came to an end on December 9, 1971 after the U. S. Court of Appeals in New York denied a request by two major groups of shared Telpak users for a stay.

For many years the sharing of Telpak communications facilities was restricted to governmental agencies and certain regulated industries. ANPA entered this proceeding to argue the point that the press had as much need and right to share Telpak as any other entity.

On June 18, 1970, the FCC completed its consideration of the issue and in its final report and order found that Telpak

sharing was unlawfully discriminating. The Commission ordered the common carriers to file new tariffs permitting all customers to share without regard to their type of business. It was in response to this decision that the petitions to the court were originally filed.

Satellite Communications

On March 1, 1971, the Communications Satellite Corp. submitted plans to FCC for a multi-purpose-multi-user domestic satellite system which would include multi-destination channels for the distribution of news.

ANPA submitted documentation to the FCC on this question stressing the future need for newspapers, wire services and other news media to utilize satellites to transmit news. Repeatedly, ANPA has emphasized this point in discussions with government officials and with COMSAT.

In a letter submitted to the FCC, the ANPA stated that "in any total consideration of the public interest, the press sector has a claim to satellite communications equivalent to that of any other class of use." Further, it is ANPA's belief that "... authorization of a domestic satellite communication system will fundamentally alter the pattern of communications now used by press wire services and publishing firms . . ."

International Press Telecommunications Council

The ANPA continues its representation in the International Press Telecommunications Council. Seeking to capitalize on new communications technology in this decade, the IPTC not only opposes penalties and restrictions on the press but seeks guaranteed access to communications satellites. Our committee member Robert L. Dennison is a Vice Chairman of IPTC.

The American Press Telecommunications Technical Committee continues to provide a forum for the press and the common carriers to work together for more effective use of new communications technology. It is a valuable adjunct to our work. Our committee member G. Prescott Low continues as Chairman of APTT.

New Bulk Rate Plans

Toward the end of last year, AT&T presented informally a new communications package called Bulk Rate Plan No. 4. This plan, which is in a study and conference stage, would embody a different tariff structure replacing both Telpak and single channel private line services. Present indications are that Plan 4 would be beneficial to very high capacity users but detrimental to single line users, and especially so to multi-point circuit

customers, such as press wires. Your committee will monitor developments relating to this new proposal as they occur.

Microwave Communications

In December 1971, a new specialized microwave communications common carrier began operations between Chicago and St. Louis and a number of applications for establishing similar types of telecommunications networks both regionally and nationally are pending before the FCC. The Press Communications Committee will continue to follow closely such developments, specifically as they might apply to press applications. A compendium of information regarding the specialized telecommunications companies will be found in R. I. Bulletin 1068 entitled, "The New Uncommon Common Carriers."

Service Complaints

Despite the spectacular developments of new communications technology, the reliability of service rendered by the established common carriers in the traditional modes of leased telegraph circuits, picture transmissions and the old-fashioned press message is far from satisfactory. Complaints from ANPA members are more numerous while FCC continues to permit rate increases which seem excessive, particularly when service does not improve. We shall give attention to this problem in the months ahead.

* * *

In closing, we would like to express our appreciation to the ANPA Research Institute, Associated Press, United Press International, and the supplemental news wire services, as well as the individual newspapers who have worked with us on these complex and important issues during the past year.

Respectfully submitted,

J. MONTGOMERY CURTIS,

Chairman, Knight Newspapers, Miami, Florida

George E. Akerson Boston (Mass.) Herald-Traveler	Edward H. Harte Corpus Christi (Tex.) Caller and Times
Morris D. Bond Fairchild Publications New York, N. Y.	N. S. Hayden Gannett Newspapers Rochester, N. Y.
Barney G. Cameron Pittsburgh (Pa.) Press	Alexander Hehmeyer Chicago (Ill.) Sun-Times and News
William N. Clark Chicago (Ill.) Tribune	Walter E. Hussman Hot Springs (Ark.) Sentinel-Record and New Era
Admiral Robert L. Dennison Copley Newspapers Washington, D. C.	

Jack H. Lockhart
Scripps-Howard Newspapers
New York, N. Y.

Robert Longstreet
Washington (D.C.) Post

G. Prescott Low
Quincy (Mass.) Patriot-Ledger

Allen H. Neuharth
Gannett Newspapers
Rochester, N. Y.

Eric Ridder
Journal of Commerce
New York, N. Y.

Donald B. Smith
New York (N.Y.) Times

Charles de Young Thieriot
San Francisco (Calif.) Chronicle

Thomas V. H. Vail
Cleveland (Ohio) Plain Dealer