STANDARD FORM 1012 August 1970 Title 7, GAO Manual

TRAVEL VOUCHER

1012-113									
Executive Office Office of Telecontrol	VOUCHER NO.								
PAYEES NAME	SCHEDULE	NO.							
Clay T. Whitehe		509-34-37	700			DAID DV			
MAILING ADDRESS (Inch OEP/OTP EOBA	uding ZIP Code)					PAID BY			
WA DC 20504									- 1
OFFICIAL DUTY STATION	N		RESIDENCE						- 1
Washington, D.(C.		Washingt	ton, D.	C.				
FOR TRAVEL AN	FOR TRAVEL AND OTHER EXPENSES			AVEL AD	VANCE \$	CHECK NO			
April 30 APPLICABLE TRAVI		, 1972 ZATION(S)	Amount to be app			CASH PAYM RECEIVED	(DATE)		
NO. 880	DATE 4	/27/72	Balance to remain outstanding		5		(Signature of Pa	Payce)	
			ANSPORTATI	ON REC	UESTS ISSUED				
TRANSPORTATION	AGENT'S	INITIALS OF	MODE, CLASS	DATE		POINTS O	FTRAVEL		
TRANSPORTATION REQUEST NUMBER	OF TICKET	CARRIER ISSUING TICKET	OF SERVICE, AND ACCOM- MODATIONS •	ISSUED	FROM	FROM~		TO-	
B-2,469,328 TA #880	178.00	EA	Air/First	4/26	Washington,	D.C.	West Pal Fla., vi Ga., and	a Atlan	
** Certified correct Payment	t or credit has not	been recessed.					AMOUNT	Dollars	Cts
May 23, 1972 CLAIMED									
(Date)				(Sign	ature of Payee)		→	43	75
Approved. Long dista interest of the Governi	nce telephone nent.	calls are cer	tified as necessa	ary in the	DIFFERENCES:		••••••		-
(Date)		*** (A	pproving Officer)		***********				
NEXT PREVIOUS VOUC	Total verified correct for charge to appropriation(s) (initials)								
Certified correct and proper j	for payment:				Applied to travel ad	vance (approp	riation symbol)		
						NET TO			
(Date)			(Authorized Certif	ying Officer)		TRAVEL	ER		
ACCOUNTING CLASS	SIFICATION		1						

(31 U.S.C. 6804)

^{*} 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

SCHEDULE OF EXPENSES AND AMOUNTS CLAIMED

PREVIOUS TEMPORARY DUTY (Complete these blocks only if in travel status immediately prior to period covered by this coucher and if administratively required) TEMPORARY DUTY STATION LAST DAY OF PRECEDING VOUCHER PERIOD DEPARTURE FROM OFFICIAL STATION (DATE OF ARRIVAL) (LOCATION) (DATE) (HOUR) AUTHORIZED MILEAGE AMOUNT CLAIMED DATE RATE_ NATURE OF EXPENSE® SPEEDOMETER READINGS No. of MILES SUBSISTENCE 19_ MILEAGE **OTHER** 4/30 LV OTP, 1800 G. St., N.W. 11:10 a.m. AR Washington Natn'l Airport LV Wash. Natn'l, via EA#139 11:30 a.m. 11:50 a.m. AR Atlanta, Ga. (change of planes) 1:20 p.m. LV Atlanta, via EA#329 2:10 p.m. 3:37 p.m. AR West Palm Beach, Fla. LV West Palm Beach, via EA#336 1:10 p.m. 2:38 p.m. AR Atlanta, Ga. 6:40 p.m. LV Atlanta, via EA#136 8:13 p.m. AR Washington National Airport PER DIEM: 43 75 1-3/4 @ \$25.00 per day Grand total to face of voucher 43 75 \$43.75 (Subtotals, to be carried forward if necessary)

U & GOVERNMENT PRINTING OFFICE | 1970 OF-410-454 (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).

ISSUED DY EASTER!			7	PASSEN	OT TO CON	COUPC	N		CARRIER	FARS CALCULATION	007:402	716	31
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NOT GOOD FOR PASSAGE	FARE BASES	CARRIER	RIGIT/CLAS	S. DATE	TIME	STATUS	ALLOW,		1	7.0			3
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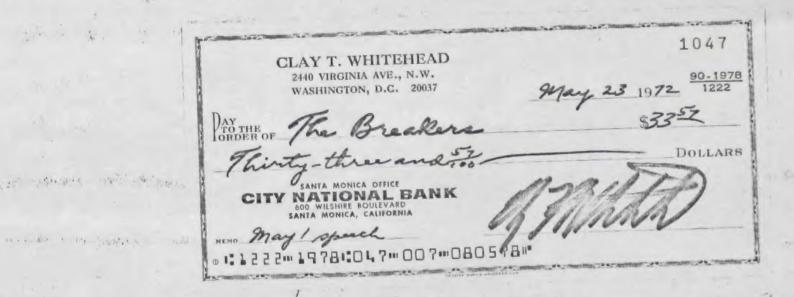
ay 31/3/2 Bill to Office of Emergency Prepare Washington, D. C. 205/4	AS CARRIES AS 23 RUNARS ST 50 TRANSP AMOUNT SO SE ASCOUNCE.	-B-/	2,469,37
West Parin Beach, Flat, and return	Washington, D.C., Atlanta, Georgia IEHOW CARRIERS AND JUNCTION POINTS AND WHERE MIXED CLASS SERVICE IS TO BE PURHISHED SPECIFIC	DO NO	PHUOMA GOMMS
CLOUNT THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR VICLETS REQUESTED DECEPT AS STATED ON REVERSE SIDE. RAYELES'S LIGHTLUSE UTrector	PROUND TRIP SERVICE REQUIRED WRITE "AND RETURN": PROUND TRIP SERVICE REQUIRED WRITE "AND RETURN": PLACE OF WASIT. , D.C. April 26, 1972 I CERTIFY FRAT THE TRANSFORTATION REQUESTED IN FOR OFFICIAL QUAINESS. ISSUING OFFICER'S SIGNATURE 15 SUPPLIES 15 SUPPLIES 15 SUPPLIES 15 SUPPLIES 16 SUPPLIES 17 SUPPLIES 18 SUPPLIES	T)LD, SPINDLE	MEMORANDUM C
TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW	PISCAL DATA (APPROPRIATION, AUTHORIZATION, ETC.) 82/0TP/210	E OR MUT	Reques.
TICKET AGENT WILL NOT ACCEPT THIS	1120601	ILATE	T

EXECUTIVE OF	ICE OF THE PRI	SIDENT		ate of request April 27, 1972						
	RGENCY PREPAI		2. N	ame and address of						
				Clay T. Whitehead SS# 509-34-3700						
AUTHORIZATION	OF OFFICIAL	TRAVEL		OEP/OTP EOBA						
				DC 20504						
Submit original and 2 deleast 3 working days in			3. Title Director							
This document becomes an authorization of official travel only when the certificate of au-				Type of appointment esidential						
authorizing officia	thorization has been signed by the designated authorizing official. This travel 4s ordered on official business for the convenience of the Government.) municat	tions Policy				
					man road	710113 1 0 7103				
7. Purpose of trav	e1			Shington, D.C.		9. Est. No. of days of travel				
To address M	agazine Publ	ishers	Apı	~i1 30 - May 1,	1972	status 2				
Association's Conference.	s Management		10. F	er diem rate \$25.00		770, 1800 G St., NW				
			12. M	ileage rate		13. Phone number of traveler 5800				
14. Itinerary			-			0000				
Washington,	D.C., to West	t Palm Bea	ich, I	Fla., via Atlan	ta, and	d return same route.				
15. Travel to be per	formed as indica	ited d. F	ly priv	ately-owned automobile						
a. (C) Common carr		(1)	Re	imbursable cost not	to excee	d common carrier cost or e more advantageous to the				
	owned vehicle	(2)	G	overnmentcommon caplain under item 20	carrier us	e impracticable (if checked				
16. Allotment number		17. Approp			rel authorization No.					
82/0TP/210		112	0601		£80					
19. Estimated cost of	of travel	20. Remark	ks							
Transportation	\$178.00	1								
Per Diem	50.00	First	class travel authorized.							
Other	20.00									
Total	248.00	1								
21. Requested by			FINANCIAL MANAGEMENT BRANCH USE ONLY							
				22. Funds Obligato	de no) A a				
Director										
Office of Telecommunications Poli				APR 2 8 1972						
- VIII C VI I		itle	Title							
23.	1	CERTIFIC	ATE (F AUTHORIZATIO	N					
You are he	reby authorized to tr	avel at governm	ent expe	nse, to be paid from ava	ilable áppro	opriations in accordance				
Repulation	igulations of the Office is as amended, unite	conditions not	ed on th	redness and the Standard is authorization.	1200 00461	milent (rover				
1000	1111111	1		Fyec	utive /	Seistant				
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				Annual mades to	a the two	avel authorization number.				

To West Palm Beach From Wash., D.C. Return to Washington From West Palm Beach

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	10:00p	1:58a	B	DL	328 F	ATL N/YN N/YN	12:45a D9S DC9
X67	10.00p	2:17a	0	DL	694 8	ATL N/YN N YN	12:32a 093 728



Breakers
BOX 751
PALM BEACH, FLORIDA 33480

We hope you will come back soon. It was a pleasure serving you.

4-11916

Mr. Clay Whitehead Office of Telecommunications Policy Executive Office of President of U. S. Washington, D. C. 20504

Amount Paid \$3357

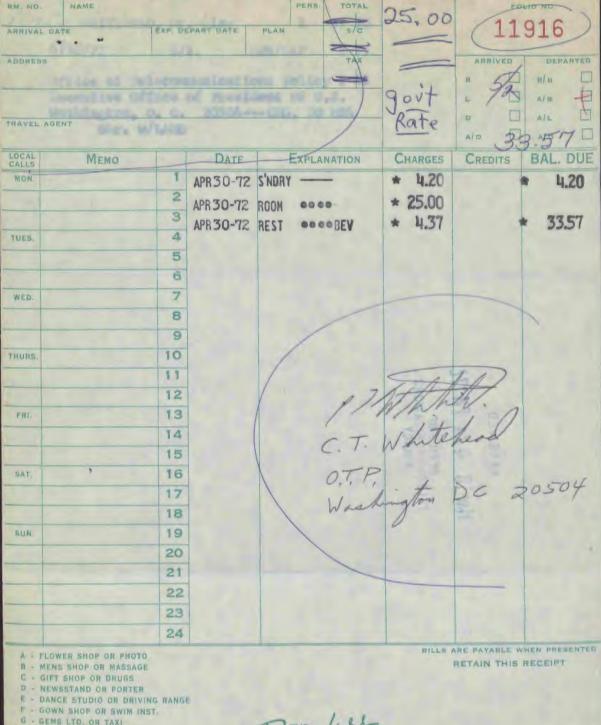
* OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

May 23, 1972

To: Tom From: Eva

Originally they reserved a room for you -- rate \$55; they had nothing else. The attached bill gives you the government rate -- \$25.

You will get sufficient per diem to cover this bill.



G - GEMS LTD, OR TAXI

H - BEAUTY SHOP OR VALET DOCTOR OR NURSE

J - GOLF PRO OR BARBER SHOP

RECEIVED

May 18 4 oz PM '72

TELECOMMUNICATIONS POLICY

Mr. Henry J. Cauthen General Manager South Carolina ETV Network 2712 Millwood Avenue Columbia, South Carolina 29205

Dear Mr. Cauthen:

Thank you for your telegram. I, too, am sorry that we could not get together in Atlanta last week.

I am looking forward to seeing you when you are next in Washington, and hope you will let me know when you next plan to be in town. I am confident our discussions will be both informative and productive.

Best regards.

Sincerely,

Clay T. Whitehead

LKSmith:jem 5/10/72

cc:

DO Records

DO Chron

Mr. Whitehead

Mr. Lamb-

Eva

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K CMA397 DD NL PDF COLUMBIA SOCAR 5

DR CLAY WHITEHEAD

OFFICE OF TELACOMMUNICATIONS POLICY

EXECUTIVE SUITE THE WHITEHOUSE DLR WASHDC

SORRY I WAS UNABLE TO MEET WITH YOU MONDAY IN ATLANTA BUT

A LONG STAND ENGAGEMENT MADE IT ABSOLUTELY IMPOSSIBLE. WOULD

BE DELIGHTED FOR YOU TO VISIT SOUTH CAROLINA NATWORK HEADQUARTERS

AT ANY TIME OR WOULD BE GLAD TO MEET WITH YOU IN WASHINGTON

AT YOUR CONVENIENCE

TAKE EXCELLENT PROGRAM ON OUR WILLIAM F BUCKLEYS FIRING LINE SERIES TONIGHT AT THE SOUTH CAROLINA ETA NETWORK WITH ROBERT FINCH PROGRAM SCHEDULE TO PLAY THIS SUNDAY ON THE EMTIRE PBS NETWORK. HOPE YOU WILL HAVE THE OPPORTUNITY TO WATCH

HENRY J CAUTHEN GENERAL MANAGER SC ETV NETWORK.

WRLKTV and ace, Columbia is. c. 29205

1972 MAY 5 PI 11 35

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MPA

Management Conference '72

The Breakers
Palm Beach, Florida
Sunday, April 30th, through
Wednesday, May 3rd

ADVANCE REGISTRATION LIST MEMBERS

ALBERT, Mr. Robert H.

Sales Management ALEXANDER, Mr. & Mrs. R.B. (Teedie) Business Week

ALLEN, Mr. & Mrs. George H. (Virginia) Fawcett Publications, Inc.

AUER, Mr. & Mrs. Bernhard M. (Carol) Time Inc.

BAILEY Jr., Mr. Morton Better Homes and Gardens

BERKOWITZ, Mr. & Mrs. Mortimer (Marjory) Universal Publishing & Distributing

BERNSTEIN, Mr. & Mrs. S. R. (Adele) Crain Communications, Inc.

BEWKES Jr., Mr. & Mrs. E. G. (Marjorie) Norton Simon Inc. BONANNI, Mr. & Mrs. Peter (Lois) Woman's Day

BOTTHOF, Mr. & Mrs. C. Laury (Joan) Standard Rate & Data Service, Inc.

BRIGGS, Mr. & Mrs. Bradford (Buffy) Ziff-Davis Publishing Co.

BROWNE, Mr. & Mrs. Morgan (Ann) Bill Communications, Inc.

BRUN, Mr. & Mrs. Armand R. (Nadine) Realites in America, Inc.

BURNETT, Mr. & Mrs. R. A. (Gloria) Meredith Corp.

CAMPBELL, Mr. & Mrs. R. D. (Judy) Newsweek, Inc.

CAMPBELL, Mr. & Mrs. W. S. (Rosemary) Hearst Magazines

CARPENTER, Mr. & Mrs. Chapin (Bowie)

CARTER, Mrs. Dennie Houghton Conso Publishing Co.

CARTER, Mr. & Mrs. John Mack (Sharlyn)
Downe Communications, Inc.

CARTER, Mr. & Mrs. Robert (Ann) Bill Communications, Inc.

CEITHAML, Mr. & Mrs. Frank J. (Eleanor) Standard Rate & Data Service, Inc.

CHASSLER, Mr. & Mrs. Sey (Natalie)
Redbook

CLEARY Jr., Mr. & Mrs. David J. (Kay)
Advertising Age

COBBS, Mr. & Mrs. James W. (Marty) Time Inc.

COLLINS, Mr. & Mrs. John L. (Dottie)
Gold Coast Pictorial Inc.

CRAIN, Mr. & Mrs. Rance E. (Merrilee) Crain Communications, Inc.

CUNNINGHAM, Mr. Emory
The Progressive Farmer Co.

DAVIS, Mr. & Mrs. B. G. (Sylvia) Davis Publications, Inc.

DAVIS, Mr. 6 Mrs. F. E. (Dottie) Newsweek, Inc.

DAVIS, Mr. & Mrs. Joel (Carol)
Davis Publications, Inc.

DEEMS, Mr. & Mrs. Richard E. (Jean) Hearst Magazines

DeMARCO, Mr. & Mrs. Louis F. (Mary) Advertising Age

DEVINE, Mr. & Mrs. C. R. (Gisele)
The Reader's Digest Association, Inc.

DIAMANDIS, Mr. & Mrs. Peter G. (Joan)
Mademoiselle

DUFFIELD, Mr. & Mrs. E. S. (Shirley)
Popular Science Publishing Co., Inc.

DYER, Miss Marjorie
American Heritage Publishing Co., Inc.

EBERHART, Mr. & Mrs. L. S. (Georgia) Boys' Life

ELFIN, Mr. & Mrs. Mel (Margery) Newsweek, Inc.

ELLIOTT, Mr. Osborn Newsweek, Inc.

EYES, Mr. & Mrs. Raymond (Anne) McCall's

FARRELL, Mr. Robert
McGraw-Hill, Inc.

FENTON, Mr. Robert L. Catholic Digest, Inc.

FLANAGAN, Mr. & Mrs. Dennis (Ellen) Scientific American, Inc.

FORTINBERRY, Mr. & Mrs. C. L. (Monique)
Time Magazine

FRAWLEY, Mr. & Mrs. E. D. (Ibi) Harvard Business Review

GOTTLIEB, Mr. Paul American Heritage Publishing Co., Inc. GRANT, Mr. Ben J.

U.S. News & World Report, Inc.

GRAYSON, Mr. William P. Johnson Publishing Co., Inc.

HAGENBACK, Mr. & Mrs. Warren (Claire) Time Inc.

HAIGHT, Mr. Warren M. American Girl

HANSON, Mr. & Mrs. Joseph J. (Dianne) Market Publications, Inc. HARTMAN, Mr. & Mrs. John W. (Kelly) Bill Communications, Inc.

HEPLER, Mr. & Mrs. C. D. (Gene)
The Reader's Digest Association, Inc.

HITE, Mr. Garth
The Atlantic Monthly Co.

HITESMAN Jr., Mr. & Mrs. W. W. (Betty)
The Reader's Digest Association, Inc.

HOOPES, Mr. & Mrs. David B. (Mill)
The Reader's Digest Association, Inc.

HORNSLETH, Mr. & Mrs. Poul (Gurli) House & Garden

HUGHES, Mr. & Mrs. Edward B. (Betsy) Business Week

HUTCHISON, Mr. Jerry Meredith Corp.

JOHNSON, Mr. & Mrs. O. S. (Ginny) Boys' Life JONTRY, Mr. Jerry

JONTRY, Mr. Jerry Esquire, Inc.

KEKER, Mr. & Mrs. Samuel J. (Lucy) U. S. News & World Report, Inc. KEYLOR, Mr. & Mrs. Arthur M. (Frieda)

Time Inc. KIRBY, Mr. & Mrs. C. John (Mim)

U. S. News & World Report, Inc. KUCK, Mr. & Mrs. Richard B. (Skip) Cincinnati Magazine

LAPHAM, Mr. & Mrs. Robert J. (Edith)
The Conde Nast Publications, Inc.
LARSEN, Mr. Roy E.

Time Inc.

LAYBOURNE, Mr. & Mrs. L. E. (Dort) Time Inc.

LITTLEFORD, Mr. & Mrs. W. D. (Marian) Billboard Publications, Inc.

LOEB, Mr. 8 Mrs. Edward (Helen) Cue Publishing Co., Inc.

McCABE, Mr. & Mrs. Gibson (Lydia) Newsweek, Inc. McDOUGALL, Mr. Kenneth L. Meredith Corp. McINTYRE, Mr. Ronald A. American Girl

MEREDITH III, Mr. & Mrs. E. T. (Katie) Meredith Corp.

MICHAELS, Mr. David D.

The New Yorker Magazine, Inc. MILLER, Mr. C. Scott

Leading National Advertisers, Inc. MILLER, Mr. & Mrs. F. C. (Esther)

Leading National Advertisers, Inc.

MILLER, Mr. Thomas H.

Leading National Advertisers, Inc. MILLER, Mr. & Mrs. Wayne A. (Ida Ruth)

Meredith Corp.

MUNRO, Mr. & Mrs. J. Richard (Carol) Sports Illustrated

NEIMAN, Mr. N. Arthur Scholastic Magazines, Inc. NELSON, Mr. & Mrs. Robert E. (Kaye) The Reader's Digest Association, Inc.

O'NEILL, Mr. Michael J. CBS Publications Division

PARISI, Mr. & Mrs. M. Richard (Marion)
Family Health Magazine
PARRINGTON, Mr. & Mrs. W. C. (Louise)
Standard Rate & Data Service, Inc.
PHILLIPS, Mr. & Mrs. Laughlin (Betty)
The Washingtonian

QUINN, Mr. Hugh J. McGraw-Hill, Inc.

RALEY, Mr. 5 Mrs. Deane (Drucilla)
Time Inc.

RANDOLPH, Mr. C. C. McGraw-Hill, Inc.

REHM, Mr. & Mrs. Jack D. (Cynthia) Better Homes and Gardens

RHOADS, Miss Geraldine Woman's Day

RHODES, Mr. & Mrs. Kent (Christina)
The Reader's Digest Association, Inc.

ROEMISH, Mr. & Mrs. John T. (Chris) Hearst Magazines

RUSSELL, Mr. Malcolm W. Business Week

RUSTON, Mr. & Mrs. Perry L. (Virginia) The Conde Nast Publications, Inc.

SAWYER, Mr. & Mrs. Bayard E. (Shirley) Yankee, Inc.

SIDEY, Mr. & Mrs. Hugh (Anne) Time Inc.

SLEEPER, Mr. & Mrs. Marvin (Pat) Hearst Magazines

SNYDER, Mr. & Mrs. Arthur (Betty) A. M. Best Co.

STEEGER, Mr. & Mrs. Hal (Betsey) Popular Publications, Inc.

STEEGER, Mr. & Mrs. Henry (Shirley) Popular Publications, Inc.

SUTTON, Mr. & Mrs. Kelso F. (Jo) Time Inc.

SWEET, Mr. John H. U. S. News & World Report, Inc.

THOMPSON, Mr. & Mrs. Fred D. (Judy) Family Circle, Inc.

THOMPSON, Mr. & Mrs. Harry C. (Ellie) Newsweek, Inc.

THORSEN, Mr. & Mrs. Robert M. (Barbara) Bride's Magazine

TIMM, Mr. & Mrs. Ralph F. (Anne) Glamour

VIETOR, Mr. John A.
San Francisco Magazine
VITTORINI, Mr. & Mrs. Carlo (Alice)
Redbook

WAINGROW, Mr. & Mrs. F. R. (Greta) Petersen Publishing Co.

WARD, Mr. & Mrs. Wendell (Alice)
American Heritage Publishing Co., Inc.

WARE, Mr. & Mrs. Peter (Mary Pat)
Business Week

WEBER, Mr. & Mrs. Ted S. (Dort) McGraw-Hill, Inc. CAHILL, Mr. Thomas J. Select Magazines, Inc. ELLIS, Mr. William M.

R. H. Donnelley Corp.

GREENWALD, Mr. Melvin Hagerstown News Distributors

HAYES, Mr. James L.

American Management Association KAPLAN, Mr. & Mrs. Ralph (Terrel)

Oppenheimer & Co.

KOBAK, Mr. & Mrs. James B. (Hope) James K. Kobak, Inc.

LOTSPEICH, Mr. & Mrs. Edgar H. (Grace) The Procter and Gamble Co.

MAHONEY, Mr. & Mrs. David J. (Bobbie) Norton Simon Inc.

McCaffrey and McCall, Inc

McCaffrey and McCall, Inc. MURRAY, Mr. Thomas

Independent Postal System of America NOBLE, Mr. & Mrs. J. K. (Norma Jean)

Auerbach, Pollak & Richardson, Inc. WALKER, The Honorable Charls E. Under Secretary of The Treasury

Under Secretary of The Treasu WHITEHEAD, Mr. Clay T.

Office of Telecommunications Policy YOST, Mr. Charles W. Advertising Review Board

CHESTS

BABCOCK, Mr. & Mrs. John B. (Mary) James B. Kobak, Inc.

BUSAR, Mr. Dan

Bicentennial Commission

CROSBIE, Mr. & Mrs. John S. (Patty) The Magazine Assn. of Canada

DELAY, Mr. & Mrs. Robert F. (Bonnie) Direct Mail Advertising Assn. Inc.

EWEN, Mr. & Mrs. William H. (Cathleen) National Advertising Review Board GARMISE, Mr. & Mrs. Bert (Alice)
Bert Garmise Associates, Inc.
HARTFORD, Mr. & Mrs. Robert L. (Peg)
Penton Publishing Co.
STAFFORD, Mr. Edward P.
Bicentennial Commission
WOLCOTT, Mr. & Mrs. Alan T. (Peg)
Audit Bureau of Circulations

PRESS & PR

CARLSON, Mr. & Mrs. Walter (Lammy)
Whipple & Carlson Associates
GLENN, Mr. Norman R.
Media Decisions
O'GARA, Mr. James V.
Advertising Age
TANNEN, Mr. Charles I.
Folio

STAFF & LEGAL COUNSEL

CLEMENTS, Miss Edna
DUNN, Mr. & Mrs. William G. (Marge)
FOGARTY, Miss Peg
GOSHORN, Mr. & Mrs. Robert M. (Liz)
GROPP, Mr. Marvin M.
HOLLAND, Mr. & Mrs. Thomas W. (Frances)
KELLY, Mr. & Mrs. Stephen E. (Harriet)
KENYON, Jr., Mr. & Mrs. Robert E. (Doris)
MONTMEAT, Mr. John K.
PAUL, Mr. William H.
SCHRAMECK, Mr. Arthur B.
WILLICOMBE, Miss Rosemary

BUNN, Mr. & Mrs. David (Marilyn) BURZIO, Mr. John M.

MAGAZINE PUBLISHERS ASSOCIATION, INC. 575 Lexington Avenue, New York, N.Y. 10022/(212) 752-0055

Management Conference '72

The Breakers
Palm Beach, Florida
Sunday, April 30th, through
Wednesday, May 3rd

MPA BOARD OF DIRECTORS

ARNOLD E. ABRAMSON Universal Publishing & Distributing Corporation

GEORGE H. ALLEN Fawcett Publications, Inc.

RICHARD J. BABCOCK Farm Journal, Inc.

S. R. BERNSTEIN Crain Communications, Inc.

E. GARRETT BEWKES, Jr. Norton Simon Inc.

C. LAURY BOTTHOF Standard Rate & Data Service, Inc.

W. BRADFORD BRIGGS Ziff-Davis Publishing Co.

JOHN MACK CARTER Downe Communications, Inc.

EMORY O. CUNNINGHAM The Progressive Farmer Co.

JOEL DAVIS Davis Publications, Inc.

RICHARD E. DEEMS Hearst Magazines

EUGENE S. DUFFIELD
Popular Science Publishing Company, Inc.

WILLIAM P. GRAYSON Johnson Publishing Company, Inc.

JOHN W. HARTMAN Bill Communications, Inc.

CHARLES D. HEPLER
The Reader's Digest Association, Inc.

GARTH HITE The Atlantic Monthly Company

ARTHUR W. KEYLOR Time Inc.

W. D. LITTLEFORD Billboard Publications, Inc.

GIBSON McCABE Newsweek, Inc.

DAVID D. MICHAELS
The New Yorker Magazine, Inc.

WAYNE A. MILLER Meredith Corporation

J. RICHARD MUNRO Sports Illustrated

MICHAEL J. O'NEILL Holt, Rinehart & Winston, Inc.

CHARLES C. RANDOLPH McGraw-Hill Publications Co.

KENT RHODES
The Reader's Digest Association, Inc.

PERRY L. RUSTON
The Conde Nast Publications, Inc.

HENRY STEEGER Popular Publications, Inc.

FRED D. THOMPSON Family Circle, Inc.

HARRY C. THOMPSON Newsweek, Inc.

FREDERICK R. WAINGROW Petersen Publishing Company All Day Starlight

Room

Registration

9:30 am

Flagler Board Room Magazine Publishers Association Board of Directors Meeting

6:30 pm

Venetian

Reception

Ballroom

Buffet Dinner

7:30 pm Venetian Ballroom

Inside Washington

8:30 pm

Moderator: JOHN W. HARTMAN

Venetian Ballroom Chairman of the Board, Bill Communications, Inc.

> ROBERT E. FARRELL Chief, McGraw-Hill World News Bureau

MEL ELFIN Washington Bureau Chief, Newsweek

HUGH SIDEY Washington Bureau Chief, Time Inc.

MORNING

0.15	0	n - l	P1
9:15 am	General	Business	Session

Venetian Ballroom Presiding: JOHN MACK CARTER President, Downe Communications, Inc.

9:20 am Welcome To the Conference

MPA Chairman, EUGENE S. DUFFIELD President, Popular Science Publishing Co., Inc.

9:30 am Electronic Communications: Policy Implications

CLAY T. WHITEHEAD

Director, Office of Telecommunications Policy, The White House

10:00 am The Role and Responsibility of the National Advertising Review Board

> Ambassador CHARLES W. YOST Chairman, Advertising Review Board

10:30 am COFFEE BREAK

10:45 am What the Advertising Council Does For America – And You

> EDGAR H. LOTSPEICH Vice President/Advertising The Procter and Gamble Company

11:15 am The New Economic Policy: A Look
At the Score Card

Dr. CHARLS E. WALKER Under Secretary of the Treasury

AFTERNOON

12:00 n

Reception

Center Court

1:00 pm

Golf Tournament

Breakers West Course

2:00 pm

Tennis Tournament

Tennis Club

Reception

6:30 pm Mediterranean Ballroom

(Dinner on your own)

MORNING

7:45 am

Magnolia Room

Breakfast Round Table What Management Should Know

About Circulation

Moderator: SAMUEL J. KEKER Vice President/Circulation U.S. News & World Report

9:15 am

General Business Session

Venetian Ballroom

Presiding: FRED D. THOMPSON President, Family Circle, Inc.

New Trends In Executive Development

JAMES L. HAYES President & Chief Executive Officer American Management Association

9:45 am

Other Ways of Delivering Magazines

Moderator: DEANE RALEY Corporate Production Manager, Time Inc.

MELVIN GREENWALD President, Hagerstown News Distributors

THOMAS M. MURRAY President, Independent Postal System of AMERICA (IPSA)

THOMAS CAHILL **Director Internal Operations** Select Magazines, Inc.

WILLIAM M. ELLIS Assistant National Sales Manager R. H. Donnelley Corp.

IERRY HUTCHISON Fulfillment Systems & Data Manager Meredith Corporation

10:30 am COFFEE BREAK

10:45 am

Wall Street Looks At Magazines

Venetian Ballroom

Moderator: JAMES B. KOBAK James B. Kobak, Inc.

RALPH KAPLAN Co-Manager, Institutional Research Oppenheimer & Co.

J. KENDRICK NOBLE Vice President & Senior Analyst Auerbach, Pollak & Richardson, Inc.

BERNHARD M. AUER Executive Vice President, Time Inc.

ROBERT A. BURNETT Executive Vice President - Operations Meredith Corporation

AFTERNOON

12:00 n

Center

Reception

Court

Golf Tournament

1:00 pm Breakers West Course

Tennis Tournament

2:00 pm Tennis Club

6:30 pm Beach Club

Reception

7:30 pm

Luau

Presentation of Golf & Tennis Awards

I. RICHARD MUNRO Publisher, Sports Illustrated 9:00 am General Business Session

Venetian
Ballroom

Presiding: CHARLES D. HEPLER
Vice President & Publisher
Reader's Digest Association, Inc.

9:05 am President's Report

STEPHEN E. KELLY, President Magazine Publishers Association

9:25 am Marketing Report & Presentation

JAMES W. COBBS
Director/Corporate Sales Promotion, Time Inc.
WILLIAM G. DUNN, Vice President/Marketing

Magazine Publishers Association

10:00 am If I Were the Emperor's Tailor

JAMES J. McCAFFREY Chairman, McCaffrey and McCall Chairman, American Association of Advertising Agencies

10:30 am COFFEE BREAK

10:45 am MPA and the American Bicentennial

DAVID J. MAHONEY

Chairman & President, Norton Simon, Inc.

11:15 am Today Is Prologue

ROY E. LARSEN

Vice Chairman of the Board & Chairman of the Finance Committee, Time Inc.

11:55 am Adjournment

MPA Chairman, EUGENE S. DUFFIELD

12:00 n Reception

TOURNAMENT EVENTS & PRIZES

GOLF

The Breakers West Course

Low Gross

2 days/36 holes - Golf Magazine Trophy

Low Net

2 days/36 holes - 9" Revere Bowl

Low Net

1st day/18 holes -9" Revere Bowl

2nd Low Net

1st day/18 holes-6" Revere Bowl

Low Net

2nd day/18 holes - 9" Revere Bowl

2nd Low Net

2nd day/18 holes - 6" Revere Bowl

TENNIS

Tennis Club

Men's Doubles

Winners—Time Inc. Trophy (Time Revere Bowls perm. poss.)
Runners-up—Bill Communications Trophies

Mixed Doubles

Winners – Harvard Business Review Trophies Runners-up – Newsweek Trophies

GUEST SPEAKERS



JAMES L. HAYES began his duties with AMA in 1970 as Executive Vice President for Development, after 11 years as Dean of the School of Business Administration at Duquesne University, and prior to that, from 1941-59, as Professor of Economics and Chairman of the Department of Business Administration at St. Bonaventure University. Since 1956 he has been principal lecturer of the AMA Management Course.



ROY E. LARSEN was one of the original members of the staff of Time, first published in 1923, and has been associated with the publication of all the company's subsequent magazines and the *March of Time*. Among the titles he has held are: Publisher of Life (1936-46); President of Time Inc. (1939-1960); and Chairman Executive Committee (1960-69). In addition to his publishing work he has been active in the educational field for many years.



EDGAR HALE LOTSPEICH joined
Procter & Gamble as a sales trainee, in
1937 after graduating from Princeton, and
with the exception of naval service during
World War II has been there ever since,
moving steadily up through the advertising
ranks. In 1968 he was Managing Director,
P & G Limited, England; in 1969 became
General Advertising Manager, and in 1970
Vice President-Advertising. He is Chairman
of the Magazine Committee of the
Advertising Council.



DAVID J. MAHONEY took two years to move from the mail room to a Vice Presidency of Ruthrauff & Ryan (1949-1951); then successively, President-Founder of David J. Mahoney Advertising Inc. (1951-1956); President, Good Humor Corporation (1956-1961); Executive Vice President, Colgate Palmolive Company (1961-1966); President, Canada Dry Corporation (1966-1968); before becoming head of Norton Simon, Inc.



JAMES J. McCAFFREY is a 28-year veteran of the advertising agency business, having begun with Young & Rubicam in 1944. In 1952 he became Media Director of what is now Ogilvy & Mather, and became Senior Vice President in 1955. He joined C. J. LaRoche (now McCaffrey & McCall) in 1962 as President and Chief Executive Officer. He is presently Chairman of the American Association of Advertising Agencies.



DR. CHARLS E. WALKER was sworn in as Under Secretary of the Treasury in January 1969. He had been Executive Vice President of the American Bankers Association since 1961. Born in Graham, Texas in 1923, he is an alumnus of the University of Texas and received a Ph.D. in Economics from the Wharton School of the University of Pennsylvania. Later with the Federal Reserve Bank of Dallas, he took leave of absence to serve from 1959-61 as Assistant to Secretary of the Treasury, Robert B. Anderson.



CLAY THOMAS WHITEHEAD joined the White House staff in January 1969 as Special Assistant to the President, with responsibilities including space, atomic energy, maritime affairs, communications and liaison with regulatory agencies. He became the first Director of the Office of Telecommunications Policy in September 1970. Born in Neodesha, Kansas, in 1938 he received his B.S., M.S. and Ph.D. at MIT and later served with the Rand Corporation.



CHARLES W. YOST served in the U.S. Foreign Service for 35 years. He has been Secretary of the Policy Committee of the State Department. He played important roles at the Dumbarton Oaks, San Francisco and Potsdam Conferences. He attained the permanent rank of Career Ambassador in 1964, and served as Permanent Representative to the U.N. from January 1969 to his retirement in February 1971.

THOMAS J. CAHILL has been associated with Select Magazines for 27 years in the sales area, ranging from field representative to Director of Sales. A major in architectural engineering at NYU, he later was with Macy newspapers (now Gannett) in Westchester County for 12 years.

MEL ELFIN has been chief of Newsweek's Washington Bureau since 1965. In February 1972 he was one of 87 journalists chosen by the White House to accompany the President on the historic trip to China. A graduate of Syracuse University, he holds a Master's in American History from Harvard.

WILLIAM M. ELLIS joined R. H. Donnelley in 1948 and has held several management positions at the regional and corporate levels before assuming his present position in January 1972. A graduate of Georgetown University, he served with U.S. Naval Intelligence during World War II.

ROBERT E. FARRELL joined McGraw-Hill in 1956 as Paris Correspondent, reporting mainly for Business Week. In 1962 he became Senior European Correspondent and in 1971 Chief of the Washington Bureau. Earlier he was with the Wall Street Journal, and in 1954 was awarded a Nieman Fellowship at Harvard.

MELVIN GREENWALD has been active in the newspaper circulation business since 1951. In addition to Hagerstown News Distributors, he owns Bay State News Distributors in Salisbury, Maryland, and a year ago took over newspaper delivery service in Columbia, the model city near Washington.

RALPH KAPLAN has been doing security analysis work with Oppenheimer & Company since 1967, specializing in photography, printing, publishing and education. Earlier he was with the Times Mirror Co. (1965-67) and Doubleday (1961-65). A Harvard graduate he holds a Master's from M.I.T.

JAMES B. KOBAK founded the organization bearing his name in 1971. Previously he had been associated with J. K. Lasser & Company from 1946-71, becoming Partner in 1954, and National Administrative Partner in 1964. A graduate of Harvard, he later studied accounting at Pace and is a CPA.

J. KENDRICK NOBLE joined Auerbach, Pollak & Richardson in 1969 after serving with F. Eberstadt as Senior Publishing Analyst since 1966. He attended Princeton, graduated from the U.S. Naval Academy and holds an MBA from NYU. His writings on publishing have appeared in many financial publications.

THOMAS M. MURRAY arrived in Detroit from Ireland in 1950 at the age of 23. Utilizing his hotel training, he was soon operating a chain of hotels in Michigan. He disposed of his interests in 1963 and circumstances led him to Oklahoma where the idea of Independent Postal System of America originated.

HUGH SIDEY is a fourth-generation journalist. After newspaper work in Iowa and Nebraska he joined Life in New York, then served with Time in Washington as White House Correspondent. He was named Chief of the Time-Life Bureau in 1969. His book on "John F. Kennedy, President" was a best-seller.

NOTES

CONFERENCE PLANNING COMMITTEE

JOHN MACK CARTER
Downe Communications, Inc.

EUGENE S. DUFFIELD
Popular Science Publishing Company, Inc.

JOHN W. HARTMAN Bill Communications, Inc.

CHARLES D. HEPLER
The Reader's Digest Association, Inc.

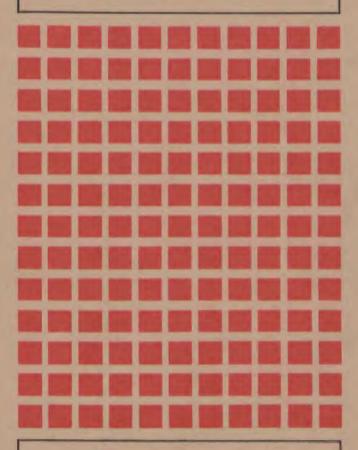
J. RICHARD MUNRO Sports Illustrated

FRED D. THOMPSON Family Circle, Inc.

MAGAZINE PUBLISHERS ASSOCIATION, INC. 575 Lexington Avenue, New York, N.Y. 10022/(212) 752-0055

This is





Magazine Publishers Association, Inc.

Magazine Center 575 Lexington Avenue, New York, N.Y. (212) 752-0055

Washington Office

1629 "K" Street, N.W. Washington, D.C. 20006 (202) 296-7277

This is



The Magazine Publishers Association, founded in 1919, is an organization for magazines of all kinds. Its membership consists of over one hundred and twenty-five organizations which collectively publish nearly four hundred magazines in the United States, Its formal objectives are:

To provide its members with services and information concerning every phase of magazine publishing, and to assist them in solving their common problems.

To develop a better understanding among magazines and groups with allied interests, such as advertisers and advertising agencies, national and local business organizations, educators and students, local, state, and national civic or public bodies and organizations.

To ensure their recognition that magazines are a continuing source of education for all, and that magazines provide the information, inspiration and entertainment upon which Americans everywhere base many of their thoughts, their tastes and their actions.

To stimulate greater use of magazines by readers through a program designed to show them how magazines can help them live better, and to sponsor programs that increase the circulation of magazines through constructive selling.

To promote a greater use of magazines by advertisers and their agencies through a program that emphasizes the penetration and permanence of the printed word and the advantages of magazines as a printed advertising medium.

Organization

To accomplish these varied objectives, the Magazine Publishers Association has a number of committees, each composed of experts in their respective fields. The affairs of the Association are in the hands of its Board of Directors, consisting of 30 elected magazine executives, and an Executive Committee of 15 Directors. Its standing committees are:

Business Management Committee
Clrculation Committee
Computer Service Committee
Finance Committee
Fisher Award Committee
Legal Affairs Committee
Marketing Committee
Paper Committee
Postal Service Committee
Production Committee
Public Relations Committee
Special Interest Magazines Committee
Transportation Committee

The Marketing Department

MPA Marketing provides the Association with a sales, research and promotion arm operating not unlike that of an individual magazine. Its primary responsibility is to help achieve a larger advertising share of market for magazines.

To this end, MPA Marketing carries out a continuing program involving joint inter-industry forums with Associations such as ANA, AAF and 4A's; category and target account presentations; and market research on media and consumers. In implementing these programs, the department works closely with individual publishers and advertising directors and with regional marketing committees of member publishers.

In addition, through newsletters and brochures, MPA Marketing supplies members' staffs with a continuing flow of information and data designed to help them position magazines as an increasingly effective and efficient advertising medium.

The department's overall strategy is developed in close cooperation with a fifteen man committee representing a cross section of member publishers.

MPA Circulation Department

Circulation activities by the MPA are designed to assist members to increase the profitability of their Circulation Departments.

Standing subcommittees are concerned with

Direct Mail Subscriptions Subscription Field Selling Single Copy Sales Fulfillment and Customer Service Education and Special Projects

Additional subcommittees are also appointed from time to time to study specific areas, such as the development of new delivery systems, legislative or governmental affairs, and similar problems.

These committees gather and disseminate information of interest, through seminars, roundtable workshops, and bulletins, to all members.

The MPA also serves as a clearing house to forward subscriber complaints and inquiries to various publishers and to provide background information on sales practices to subscribing subscription field selling agencies.

The Washington Office

The MPA Washington Office, under a resident Vice President, maintains close Ilalson with United States Government departments and agencies of particular interest and concern to publishers.

The office is most importantly involved in rate making proceedings under the Postal Reorganization Act of 1970.

It issues a regular Washington Newsletter and provides members with information concerning current trends and developments in legislation and regulations, particularly in the postal area. The office also serves as a contact for publishers with various Government offices.

MPA Information Center

With its collection of material on all aspects of the magazine industry and related fields, the MPA Information Center serves the publisher members of MPA, the MPA staff, advertising agencies, advertisers, educators, associations, business, government and, to a limited extent, the general public.

The resources of the library include Publishers Information Bureau Reports from 1920 to the present time; Audit Bureau of Circulations publishers' statements from 1940 to date; recent audience and market studies of publisher members; directories of periodicals; books, pamphlets and clippings on advertising, marketing, magazines and other media as well as the studies and reports of MPA. Each month over 500 requests for information or specific MPA material are handled.

The Information Center staff also compiles, on a continuing basis, data on trends in magazine circulation, advertising expenditures and costs, and prepares statistical analyses for MPA special projects.

RELATED GROUPS

American Society of Magazine Editors

The American Society of Magazine Editors, founded in 1963, is concerned with the editorial content of magazines as a principal means of adult education and as a continuing vital force in contributing ideas and services to our national growth and progress.

The Society sponsors the National Magazine Awards, which are administered by the Columbia University Graduate School of Journalism and funded by MPA.

It also sponsors a Magazine Internship Program, which brings 25 or more college students to New York each summer to work for five or ten week periods at magazines participating in the program. In the first five years of the program, 165 students took part, and several dozen of them since graduation have joined the editorial staffs of magazines in New York and elsewhere in the country.

The Society has monthly luncheons during the course of the year for its members, with speakers discussing the various professional aspects of magazine editing, or presenting their own thoughts on life and culture today.

Publishers Information Bureau

Publishers Information Bureau is a non-profit, membership association of major magazine publishing companies, established to provide statistical information about general magazine advertising in terms of space and revenue. PIB records and issues monthly cumulative reports on pages and dollars of advertising in 100 different magazines by publication, classification of advertising, company, and brand name of product or service advertised.

PIB is the only source in the United States for this information.

PIB is a separate corporation legally and financially, Most, but not all, its members are also members of MPA. Its reports are also available to non-member publishers, to advertisers and to advertising agencies.

Periodical Publishers Association

The Periodical Publishers Association is a credit information organization which secures financial reports from advertising agencies doing business with magazines and other media in order to provide current credit ratings to publishers. It also disseminates information on agencies' payment records, based on monthly reports from its members.

In mid-1972 PPA is changing its name to Media Credit Association. Magazine publishers are becoming members directly of MCA rather than through MPA, and MCA is offering its services and information to other magazine publishers and other media groups. In pursuing this program, it seeks to become the major credit bureau serving all media and all agencies.

Education Associate Members

Some 50 leading Schools of Journalism are Education Associate Members of MPA. They enjoy all privileges of regular MPA memberships, except voting. Materials of general interest to the academic community are regularly distributed to the Associate Members to inform and stimulate interest in all phases of the magazine industry.

MPA Works With Other Groups

The Magazine Publishers Association and its affiliates work closely with a large number of other groups for the benefit of MPA members. Among these groups are:

The Advertising Council
American Advertising Federation
American Association of Advertising Agencies
American Business Press
American Newspaper Publishers Association
Association of National Advertisers
Audit Bureau of Circulations
Brand Names Foundation
Council of Better Business Bureaus
Direct Mail Advertising Association
Direct Selling Association
National Newspaper Association

The Magazine Center

The Magazine Center serves as headquarters for the Magazine Publishers Association and related organizations, The Publishers Information Bureau, the Periodical Publishers Association and the American Society of Magazine Editors. It has a staff of 30.

The Magazine Center also houses the extensive and comprehensive MPA Information Center, which contains any kind of data pertaining to all phases of the magazine industry.

Mr. Montmeat of the MPA called to say it miquiple possible for a Time Inc or Reader's Digest plane to take CTW + Dr. Chanles Walker (Undersecretary of the Treasury) to Palm Beach for the MPA convention. When I told him CTW would be going sunday and teturning manday be thought it wight not teturning manday be thought it wight work. However, the said Stephen Kelly (MPA Work. President) could divouss it when he sees cow in April (Mr. Walker's administrative assit, fuji) to Mr & Cannon).

also FyI, he mentioned some problem about rooms for Brian Lamb (?).

Brian

MPA Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

March 30, 1972

Ms. Linda K. Smith
Special Assistant to
the Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Ms. Smith:

Enclosed is a copy of the Advance Program Outline for the MPA Management Conference at The Breakers, Palm Beach, Florida, April 30 to May 3.

As you will see we have Mr. Whitehead's talk scheduled for 9:30 a.m. on Monday, May 1.

I would like to ask the following:

Title. The titles listed for the talks in the advance outline are fictitious. For the final program will you please let me have the title you would suggest?

Advance Text. Press relations will be handled by Walter Carlson of Whipple & Carlson. In order to prepare material for press coverage, we would like to have Mr. Whitehead's advance text as early as possible, preferably by April 17.

Audio/Visual. If Mr. Whitehead plans to use audio/visual material, please let me know your requirements.

In the hope of making an answer as painless as possible, I have enclosed a "reply form."

I would greatly appreciate a prompt reply, and if you have questions or comments, please let me have them.

Cordially,

John K. Montmeat Marketing Manager

Montment

JKM:blm Enclosure

P.S. Can'A adjust to "Ms."!

New York, N. Y. 10022 ATTN: John K. Montmeat From: Re the MPA Management Conference at The Breakers, Palm Beach, Florida, April 30 to May 3: Title. For use in the final program I would suggest the following title for my\talk. WE HAVE - 2. Brief Biography and Picture are enclosed . Will be sent separately 3. Advance Text. I expect to have an advance text to you by: (date) 4. Audio/Visual. Please arrange to have the following available for my use. 5. Questions or Comments

To: Magazine Publishers Association

575 Lexington Avenue

MPA Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

MPA MANAGEMENT CONFERENCE

THE BREAKERS, PALM BEACH, FLORIDA

Sunday, April 30 - Wednesday, May 3, 1972

Advance Program Outline 3/28/72

SUNDAY, APRIL 30

ALL DAY

REGISTRATION

Starlight Room

9:30 a.m.

MPA BOARD OF DIRECTORS MEETING Flagler Board Room

6:30 p.m.

RECEPTION

Venetian Ballroom

7:30 p.m.

BUFFET DINNER

Venetian Ballroom

8:30 p.m.

"INSIDE WASHINGTON" PANEL Venetian Ballroom

Moderator: John W. Hartman, Chairman of the Board

Bill Communications, Inc.

Robert E. Farrell, Chief McGraw-Hill World News Bureau

Mel Elfin, Washington Bureau Chief

Newsweek

Hugh Sidey, Washington Bureau Chief

Time Inc.

MONDAY, MAY 1

9:15 a.m.	GENERAL BUSINESS SESSIONS OPENS Venetian Ballroom	
	Presiding: John Mack Cart Downe Publishi	
9:20 a.m.	OPENING	
	- MPA Chairman Eugene S. Duffield, President Popular Science Publishing Company, Inc.	
9:30 a.m.	FUTURE TRENDS IN ELECTRONIC	MEDIA
	- Clay T. Whitehead, Director Office of Telecommunications Policy, The White House	
10:00 a.m.	NEW RESPONSIBILITIES OF THE ADVERTISER	
	- Ambassador Charles W. Yost Chairman, Advertising Review Board	
10:30 a.m.		
10:45 a.m.	FUTURE ROLE OF THE ADVERTISING COUNCIL - Edgar H. Lotspeich, Vice President-Advertising The Procter and Gamble Company	
11:15 a.m.	TITLE TO COME - Dr. Charls E. Walker Under Secretary of the Treasury	
12:00 noon	COCKTAIL RECEPTION	Center Court
1:00 p.m.	GOLF TOURNAMENT	Breakers West Course
2:00 p.m.	TENNIS TOURNAMENT	Tennis Club
6:30 p.m.	COCKTAIL RECEPTION	Mediterranean Ballroom

- Musical Combo

TUESDAY, MAY 2

7:45 a.m. BREAKFAST ROUND TABLE - Magnolia Room
"WHAT MANAGEMENT SHOULD KNOW ABOUT CIRCULATION"

9:15 a.m. GENERAL BUSINESS SESSION OPENS Venetian Ballroom

Presiding: Fred D. Thompson, President Family Circle, Inc.

9:15 a.m. NEW TRENDS IN EXECUTIVE DEVELOPMENT

- James L. Hayes, President & Chief Executive Officer, American Management Association

9:45 a.m. ALTERNATE DELIVERY TESTS

Moderator:

- Melvin Greenwald, President Hagerstown Home Distributors
- Thomas M. Murray, President Independent Postal System of America (IPSA)

10:30 a.m. COFFEE BREAK....

10:45 a.m. "WALL STREET LOCKS AT MAGAZINES"

Moderator: James B. Kobak, James B. Kobak, Inc.

- Ralph Kaplan, Security Analyst .
 Oppenheimer & Company
- J. Kendrick Noble, Security Analyst Auerbach, Pollak & Richardson, Inc.
- Bernhard M. Auer, Executive Vice President Time Inc.
- Robert A. Burnett, Executive Vice President - Operations Meredith Corporation

12:00 noon COCKTAIL RECEPTION Center Court

1:00 p.m. GOLF TOURNAMENT Breakers West Course

2:00 p.m. TENNIS TOURNAMENT Tennis Club

6:30 p.m. COCKTAIL RECEPTION Beach Club

7:30 p.m. LUAU Beach Club

Presentation of Golf & Tennis Awards

- J. Richard Munro, Publisher, Sports Illustrated

WEDNESDAY, May 3

9:00 a.m.

GENERAL BUSINESS SESSION

Venetian Ballroom

Presiding: Charles D. Hepler, Vice President & Publisher Reader's Digest Assn., Inc.

9:05 a.m.

PRESIDENT'S REPORT

- Stephen E. Kelly, President Magazine Publishers Association

9:25 a.m.

MARKETING REPORT

- James W. Cobbs, Director, Corporate Sales Promotion Time Inc.

9:35 a.m.

MARKETING PRESENTATION

- William G. Dunn, Vice President-Marketing Magazine Publishers Association

10:00 a.m.

THE AGENCY VIEW

- James J. McCaffrey, Chairman, McCaffrey and McCall Chairman, American Association of Advertising Agencies

10:30 a.m.

. BREAK

10:45 a.m.

BICENTENNIAL PLANS (PRESENTATION)

- David J. Mahoney, Chairman & President Norton Simon, Inc.

11:15 a.m.

"SUMMING UP & LOOKING AHEAD"

- Roy E. Larsen, Vice Chairman of the Board & Chairman of the Finance Committee, Time Inc.

11:55 a.m.

CLOSING

- MPA Chairman Eugene S. Duffield

5:30 Stephen Kelly, Executive Director of the Magazine Publishers Association, requested an appointment to discuss your May 1 speech to their group.

Helen Hall has scheduled an appointment for 11 a.m. on Wednesday (4/12) for Brian -- and we have put it on your calendar also.

OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

March 6, 1972

Called John Montmeat, Marketing Manager, Magazine Publishers Assoc. (212) 752-0055

and inquired if it might be possible to get a reservation at a lower cost since Mr. Whitehead and Mr. Lamb would be on per diem. Mr. Montmeat indicated that they had expected to pick up the tab for the hotel for Mr. Whitehead and that this seemed to be quite a reasonable figure for a resort area. The \$55 room is on the ocean side and is new -- includes all meals. The rate is \$45 in the old side which is not on the ocean.

They would be glad to pay for the room. I told him I would check and let him know what could be arranged.

Can't accept payment of transportation by or room.

Betty advised we can put in for actually penditures pence promoare so high

August 25, 1972

Mr. James A. Malte Assistant Comptroller The Breakers Palm Beach, Florida 33480

Dear Mr. Malte:

We appreciate your thoughtful return of Mr. Whitehead's payment of \$33.57, which you indicate you received on June 23. However, Mr. Whitehead was traveling on per diem for the government and paid his own expenses in connection with his trip to Florida.

In accordance with my conversation with you this morning, I am returning your check No. 2927 issued to Mr. Whitehead on August 1 (in the amount of \$33.57), and would greatly appreciate it if you would instead make the refund to the Magazine Publishing Association.

Sincerely,

Eva Daughtrey Confidential Assistant to Clay T. Whitehead

Enclosures

cc: DO Records
Mr. Whitehead
Travel File

EDaughtrey 8/25/72

8/17/72

12:30 Called to talk with James Malte, Assistant Comptroller (305) 655-6611 of The Breakers in Palm Beach.

Mr. Malte is on vacation; will return Monday.

8/25/72

9:55 Finally reached Mr. Malte and he said to send it to him.

July 31, 1972 Mr. Clay F. Whitehead 2440 Virginia Avenue NW Washington, D. C. 20037 Dear Mr. Whitehead: Enclosed is our check in the amount of \$33.57 covering duplicate payment of your account. For your information we received your personal check in the amount of \$33.57 on June 23rd and another check from Magazine Publishing Assoc., including payment of your account. We are pleased to make this refund and look forward to welcoming you again at The Breakers. Sincerely, James Walte James A. Malte Assistant Comptroller enclosure chk

Mayary 14, 1972

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the hope bus artist by Mr. (Arephan Splin (President) to address the Municipality Inchestally strike Majnaise Politubort Advociation, on May I to May I in False Salah, Majolia at the Breskets:

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Thusk on Vall Serect Yier of anguation business

Levi untiens Tending: Heisteing of the Tresbuty Connaity Some adjustmortage people The program is supposed to cover four areas: government, industry, marketing, and "mind-stretching" - or looking at the future. You have been asked to speak on any day, but to speak on the future. Consequently, MPA suggests Wednesday, May 3. The format is wide open - presentation, questions and snewers, panel, visuals - whatever will be "lively."

In the past two years, such people as Herb Stein of the CRA, Joe Califano, James Hester of NYU have spoken. You were saked to speech because the writer of the attached Newswaek article (which excited the HPA) said you were the best choice - a good speaker and technically qualified.

You will note from the attached memorandum from Henry Cashen that the White House (Colson's office) is very anxious that you accommodate the MPA. Henry has told me that the Administration has given the magazine publishers a very rough time, and that it would be good if we can give them a break.

Brian feels that you should accept this if you can be the first speaker Monday morning. Tou can then go down Sunday, speak Monday morning and be back in the office Monday afternoon. I agree - this is a valuable audience and it would be good to accommodate the White House.

ce: DO Chron DO Records Whitehead Mansur Lamb LKS Subject LKS Chron

Jan Occ THE WHITE HOUSE WASHINGTON January 10, 1972 MEMORANDUM FOR CLAY T. WHITEHEAD Director, Office of Telecommunications and Policy 4 HENRY C. CASHEN II FROM: Deputy Assistant to the President I met recently with Mr. Stephen Kelly, President of the Magazine Publishers Association, Inc., who indicated they have requested you as a speaker at their Management Conference in Palm Beach anytime between April 30 to May 3. The Association has been very helpful to the Administration and I would strongly recommend that if your schedule permits, that you seriously consider the invitation. Many thanks, Tom. If you have any questions, please give me a call.

STEPHEN E. KELLY, President

January 4, 1972

Mr. Clay T. Whitehead Director Office of Telecommunications Policy 1800 G Street NW Washington, DC 20504

Dear Mr. Whitehead:

I am writing to ask if you will address our MPA Management Conference, to be held at The Breakers in Palm Beach, Florida, April 30 to May 3.

Our audience will include approximately 200-250 magazine publishing executives and their wives, representing many of America's leading magazines.

At this annual conference, in addition to discussion of matters of current concern, we try to look ahead at future developments in all communications media, in order to gain perspective on the future role of magazines. Many of the dramatic developments that will be taking place were described in a special report in the November 6, 1971 issue of Business Week (one of our member magazines.) It is in the area of future developments that we would like very much to hear your views.

Our schedule is flexible. We have three morning business sessions, Monday May 1 through Wednesday May 3, and we could schedule you for whichever morning would be most convenient for you. A memo outlining the program is enclosed.

We hope you will be able to accept our invitation, and I would greatly appreciate it if you would let me know.

Sincerely,

SEK: WJY

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

November 22, 1971

STEPHEN E. KELLY, President

To: Executives of MPA Member-Organizations

On behalf of the MPA Board of Directors, we are pleased to announce the annual spring —

MPA MANAGEMENT CONFERENCE

THE BREAKERS, PALM BEACH, FLORIDA

APRIL 30 - MAY 3, 1972

Offering up-to-date and unusually beautiful conference facilities, convenient transportation and superb recreational facilities, THE BREAKERS provides an ideal setting for an outstanding conference.

Designed to provide a hard, searching view of the magazine industry today — its problems, its opportunities, its future directions — the four-tiered program will explore:

Government - current and up-coming legislative activity at Federal, state and local levels; postal developments; preview of the Bicentennial plans

<u>Industry</u> - new channels to greater profitability through diversification; results and implications of the justcompleted tests of alternate delivery; new editorial developments Marketing - viewpoints of innovative and influential advertiser and agency executives; developments in other media; progress in self-regulation; FTC activities

Mind-stretching - a look ahead at trends and developments in communications that will affect magazines in the future

The MPA Board of Directors will meet on Sunday morning, April 30, with Committee Chairmen reporting current activities. The Conference officially opens on Sunday evening with an informal reception and buffet. We hope to have on Sunday evening an "Inside Washington" program, featuring a panel of congressmen and magazine editors.

Business sessions will begin on Monday morning, May 1 and will conclude at noon on Wednesday, May 3. Afternoons will be free for the enjoyment of the golf courses (2), the Tennis Club, the Beach Club and the other attractions of Palm Beach.

Further program details will be sent you as they develop. Meanwhile, in order that we may advise the hotel of our probable needs for accommodations, will you please fill out and return the enclosed form — even if your plans are only tentative.

And please, MARK YOUR CALENDAR

April 30 to May 3

at THE BREAKERS!

white property spec

Nr. History C. Cashail to Bogothy Buildstand to the President

The Tight of your obsens, interest to the importanbublishers industration's invitation to use to escale at their sentropolis distribution, include it is no the T. T. Presid to let you know that I have been this to accepts I below been in drawn while the Displace Helly, brightings, in sole the parametry accompanies.

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Office

The Manager

The Manager

THE WHITE HOUSE

January 26, 1972

TO: TOM WHITEHEAD

Director, Office of Telecommunications

and Policy

FROM: HENRY C. CASHEN II

Deputy Assistant to the

President

With respect to the attached, I am most appreciative. I owe you one!

Attachment.



10-27

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

January 19, 1972

MEMORANDUM FOR

Mr. Henry C. Cashen II Deputy Assistant to the President

In light of your strong interest in the Magazine Publishers Association's invitation to me to speak at their Management Conference, April 30 to May 3, I wanted to let you know that I have been able to accept. I have been in touch with Mr. Stephen Kelly, President, to make the necessary arrangements.

If you have any other comments or suggestions about the conference, please let me know, as I appreciate that you are concerned about the MPA.

Clay T. Whitehead

ITINERARY FOR CLAY T. WHITEHEAD PALM BEACH, FLORIDA APRIL 30 - MAY 1, 1972

SUNDAY, April 30, 1972:

11:15 a.m. Car

11:50 a.m. Lv Wash. National, via EA# 139

1:20 p.m. Ar Atlanta, Ga. (Change of Planes)

2:10 p.m. Lv Atlanta, via EA# 329

3:37 p.m. Ar West Palm Beach, Fla.

6:30 p.m. Cocktail Reception:

The Breakers Venetian Ballroom S County Rd.

Palm Beach

7:30 p.m. Buffet Dinner Venetian Ballroom

8:30 p.m. "Inside Washington" Panel

Venetian Ballroom

RESERVATIONS:

The Breakers Hotel

(303) 655-6611

(305) 655-6611

MONDAY, May 1, 1972:

9:30 a.m. Address MPA Management Conference:

Venetian Ballroom

1:10 p.m. Lv West Palm Beach, via EA# 336

2:38 p.m. Ar Atlanta, Ga.

6:40 p.m. Lv Atlanta, via EA# 136

8:13 p.m. Ar Washington National

(Coyt will pick you up)

As you know, a small group in the U. S. Senate, under the leadership of Senator Fulbright, is out to silence the Radios which broadcast to the peoples of eastern Europe -- Radio Free Europe (to Poland, Romania, Bulgaria, Czechoslovakia, and Hungary) and Radio Liberty (to the USSR). These stations, which have been a continuous source of uncensored news for the past two decades, reach 30 million listeners in the five satellite countries and many millions (exact figure unknown) in the Soviet Union. Nobel Prize Winner Alexander Solzhenitsyn, in a recent interview in Moscow, said: "If we ever learn anything about events in this country (Russia), it's through them (Radio Liberty broadcasts). " The evolutionary process and ferment in the USSR, which Senator Fulbright himself so much desires, is dependent upon the free flow of uncensored information into Russia, and especially to the intellectuals and government people whom we know rely upon it. In the total scope of important U. S. Government expenses, the cost of this extremely important activity is minimscule: about \$3 million annually.

The recent Senate Foreign Relations Committee action to cut the operating funds of the U. S. Information Agency will, if sustained, result in very substantial cutbacks in the Voice of America broadcasts throughout the world. The Committee has ordered the VOA and other USIA radio activities (including the very effective RIAS -- Radio in the American Sector of Berlin) reduced by 30 percent -- from %52 million a year to \$36 million. (See attached sheet for effect of this on VOA in terms of our air-time shows vis-a-vis Soviet and Red Chinese air-time.)

IMPACT OF SENATE FOREIGN RELATIONS COMMITTEE CUT IN U.S. INFORMATION AGENCY OPERATING FUNDS

The action taken by the Senate Foreign Relations Committee in cutting U.S. Information Agency operating funds -- in specific media and program categories without the flexibility to transfer funds between activities -- would result in reductions described below. Details are necessarily preliminary and subject to further refinement, but they are based on a comprehensive review of all Agency activities.

VOA now broadcasts approximately 780 hours weekly in 35 languages. Under the proposed cut, it would be broadcasting only 454 hours weekly in 11 languages. Of its 15 relay stations in the United States and overseas, 7 would have to be shut down. VOA would continue its language broadcasts to the Soviet Union and China, and would continue broadcasting in English and four other languages on a reduced basis.

The Soviet Union broadcasts 1, 903 hours weekly in 84 languages; the Peoples Republic of China 1, 304 hours weekly in 38 languages; Egypt 1,022 hours weekly in 33 languages; BBC 725 hours weekly in 38 languages. The cut means that the United States, which is already at a disadvantage in international radio broadcasting, would be that much further behind.

OTP has consistently stood for freedom of information and the free flow of uncesored news. We deplore such unilateral circumscribing and hobbling out of important international broadcasting voices. (Mertion firm OTP position at the ITU WARC Space Communications Conference in Geneva.)

MPA Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

STEPHEN E. KELLY, President

May 8, 1972

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

Dear Mr. Whitehead:

Thank you so very much for being part of a most successful meeting.

Your participation was a sizable contribution and one which we all much appreciate and applaud.

SEK:gf

Straightful Comments

MAY II 40 PM '72

OFFICE OF
TELECOMMUNICATIONS

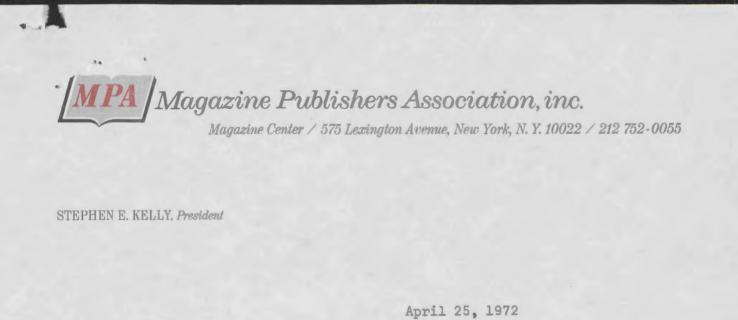
May 4, 1972 Mr. Clay T. Whitehead Director, Office of Telecommunications Policy The White House Washington, D. C. Dear Clay: I wasn't kidding--you did a great job of walking right into the lion's den and bearding the animals with your view of the future. It may not have been what everybody wanted to hear, but I know we needed it and the smart ones will benefit. Thanks for being with us. Mack Carter JMC:mb Ladies Home Journal 641 Lexington Avenue New York, N. Y. 10022 Telephone 935-4100

John Mack Carter, Editor

RECEIVED

May 8 11 05 AM '72

OFFICE OF TELECOMMUNICATIONS



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

Dear Mr. Whitehead:

Again, many thanks for appearing on our program on May 1st. We look forward to hearing from you.

It would be most helpful if we could have an advance of your text, since we would hope to have as much press pickup as possible and, as you well know, advance-prepared text does encourage this.

Meanwhile, I look forward to seeing you and Brian Lamb upon your arrival.

Regards to you.

SEK:gf

cc: Mr. B. Lamb

RECEIVED

APR 28 9 30 AM '72

OFFICE OF TELECOMMUNICATIONS POLICY

*

uns uoun haosassis MPA MAGAZINE PUBLISHERS ASSOCIATION, INC. Magazine Center • 575 Lexington Avenue • New York, N.Y. 10022 • PLaza 2-0055 April 25, 1972 Mr. Clay T. Whitehead Office of Telecommunications Policy Executive Office of The President Washington, D.C. 20504 Dear Mr. Whitehead: Again, many thanks for appearing on our program on May 1st. We look forward to hearing from you. It would be most helpful if we could have an advance of your text, since we would hope to have as much press pickup as possible and, as you well know, advance-prepared text does encourage this. Meanwhile, I look forward to seeing you and Brian Lamb upon your arrival. Regards to you. Cordially, Stephen E. Kelly SEK:gf cc: Mr. B. Lamb

April 14, 1972

Mr. John K. Montmeat

Marketing Manager

Magazine Publishers Association, Inc.

Magazine Center

Dear Mr. Montmeat:

575 Lexington Avenue New York, New York 10022

Thank you for your letter of March 30, and for sending me the Advance Program Outline for the MPA Management Conference.

I have enclosed the "reply form" with the information you requested, and you were right, it was painless!

Please let me know if there is any additional information that might be helpful.

Sincerely,

Linda K. Smith Special Assistant to the Director

Enclosure

LKSmith:jem
cc:
DO Records
DO Chron
Mr. Whitehead
Mr. Lamb
Eva
LKS Subject
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Ms. Linda K. Smith
Special Assistant to
the Director
Office of Telecommunications Policy
Executive Office of the President
Washington, D. C. 20504

Dear Ms. Smith:

Enclosed is a copy of the Advance Program Outline for the MPA Management Conference at The Breakers, Palm Beach, Florida, April 30 to May 3.

As you will see we have Mr. Whitehead's talk scheduled for 9:30 a.m. on Monday, May 1.

I would like to ask the following:

Title. The titles listed for the talks in the advance outline are fictitious. For the final program will you please let me have the title you would suggest?

Advance Text. Press relations will be handled by Walter Carlson of Whipple & Carlson. In order to prepare material for press coverage, we would like to have Mr. Whitehead's advance text as early as possible, preferably by April 17.

Audio/Visual. If Mr. Whitehead plans to use audio/visual material, please let me know your requirements.

In the hope of making an answer as painless as possible, I have enclosed a "reply form."

I would greatly appreciate a prompt reply, and if you have questions or comments, please let me have them.

Cordially.

John K. Montmeat
Marketing Manager

JKM:blm Enclosure

P.S. Can'A adjust to "Ms."!

To: Magazine Publishers Association 575 Lexington Avenue New York, N. Y. 10022 ATTN: John K. Montmeat From: Mr. Clay T. Whitehead, Director, The Office of Telecommunications Policy Re the MPA Management Conference at The Breakers, Palm Beach, Florida, April 30 to May 3: 1. Title. For use in the final program I would suggest the following title for my talk. "Electronic Communications: Policy Implications" WE HAVE - 2. Brief Biography and Picture are enclosed _. Will be sent separately 3. Advance Text. I expect to have an advance text to you by: indefinite (date) 4. Audio/Visual. Please arrange to have the following available for my use. none 5. Questions or Comments



MPA MANAGEMENT CONFERENCE

THE BREAKERS, PALM BEACH, FLORIDA

Sunday, April 30 - Wednesday, May 3, 1972

Advance Program Outline 3/28/72

AT	490	57%	A 22
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REGISTRATION

Starlight Room

9:30 a.m.

MPA BOARD OF DIRECTORS MEETING Flagler Board Room

6:30 p.m.

RECEPTION

Venetian Ballroom

7:30 p.m.

BUFFET DINNER

Venetian Ballroom

8:30 p.m.

"INSIDE WASHINGTON" PANEL Venetian Ballroom

Moderator: John W. Hartman, Chairman of the Board Bill Communications, Inc.

Robert E. Farrell, Chief McGraw-Hill World News Bureau

Mel Elfin, Washington Bureau Chief

Newsweek

Hugh Sidey, Washington Bureau Chief Time Inc.

MONDAY, MAY 1

9:15 a.m.	GENERAL BUSINESS SESSIONS OPENS Venetian Ballroom	
	Presiding: John Mack Carter, Downe Publishing,	
9:20 a.m.	OPENING	
	- MPA Chairman Eugene S. Duff: Popular Science Publishing (
9:30 a.m.	FUTURE TRENDS IN ELECTRONIC MEDIA	
	- Clay T. Whitehead, Director Office of Telecommunications	
10:00 a.m.	NEW RESPONSIBILITIES OF THE ADVERTISER	
	- Ambassador Charles W. Yost Chairman, Advertising Review	w Board
10:30 a.m.		
10:45 a.m.	FUTURE ROLE OF THE ADVERTISING COUNCIL	
	- Edgar H. Lotspeich, Vice President-Advertising The Procter and Gamble Company	
11:15 a.m.	TITLE TO COME	
	- Dr. Charls E. Walker Under Secretary of the Treasury	
12:00 noon	COCKTAIL RECEPTION	Center Court
1:00 p.m.	GOLF TOURNAMENT	Breakers West Course
2:00 p.m.	TENNIS TOURNAMENT	Tennis Club
6:30 p.m.	COCKTAIL RECEPTION	Mediterranean Ballroom
	- Musical Combo	

TUESDAY, MAY 2

7:45 a.m. BREAKFAST ROUND TABLE - Magnolia Room
"WHAT MANAGEMENT SHOULD KNOW ABOUT CIRCULATION"

9:15 a.m. GENERAL BUSINESS SESSION OPENS Venetian Ballroom

Presiding: Fred D. Thompson, President Family Circle, Inc.

9:15 a.m. NEW TRENDS IN EXECUTIVE DEVELOPMENT

- James L. Hayes, President & Chief Executive Officer, American Management Association

9:45 a.m. ALTERNATE DELIVERY TESTS

Moderator:

- Melvin Greenwald, President Hagerstown Home Distributors
- Thomas M. Murray, President Independent Postal System of America (IPSA)

10:30 a.m. COFFEE BREAK....

10:45 a.m. "WALL STREET LOOKS AT MAGAZINES"

Moderator: James B. Kobak, James B. Kobak, Inc.

- Ralph Kaplan, Security Analyst - Bernhard M. Auer, Oppenheimer & Company Executive Vice Pr

- J. Kendrick Noble, Security Analyst Auerbach, Pollak & Richardson, Inc. - Bernhard M. Auer, Executive Vice President Time Inc.

- Robert A. Burnett, Executive Vice President - Operations Meredith Corporation

12:00 noon COCKTAIL RECEPTION Center Court

1:00 p.m. GOLF TOURNAMENT Breakers West Course

2:00 p.m. TENNIS TOURNAMENT Tennis Club

6:30 p.m. COCKTAIL RECEPTION Beach Club

7:30 p.m. LUAU Beach Club

Presentation of Golf & Tennis Awards

- J. Richard Munro, Publisher, Sports Illustrated

9:00 a.m.

GENERAL BUSINESS SESSION

Venetian Ballroom

Presiding: Charles D. Hepler, Vice President & Publisher Reader's Digest Assn., Inc.

9:05 a.m.

PRESIDENT'S REPORT

- Stephen E. Kelly, President Magazine Publishers Association

9:25 a.m.

MARKETING REPORT

- James W. Cobbs, Director, Corporate Sales Promotion Time Inc.

9:35 a.m.

MARKETING PRESENTATION

- William G. Dunn, Vice President-Marketing Magazine Publishers Association

10:00 a.m.

THE AGENCY VIEW

- James J. McCaffrey, Chairman, McCaffrey and McCall Chairman, American Association of Advertising Agencies

10:30 a.m.

· · · · · BREAK · · · · · · · · ·

10:45 a.m.

BICENTENNIAL PLANS (PRESENTATION)

- David J. Mahoney, Chairman & President Norton Simon, Inc.

11:15 a.m.

"SUMMING UP & LOOKING AHEAD"

- Roy E. Larsen, Vice Chairman of the Board & Chairman of the Finance Committee, Time Inc.

11:55 a.m.

CLOSING

- MPA Chairman Eugene S. Duffield

12 noon

COCKTAIL RECEPTION

Center Court



To: MPA Members and Guests Attending the

MPA MANAGEMENT CONFERENCE The Breakers, Palm Beach, Florida Sunday, April 30 - Wednesday, May 3

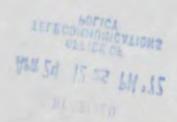
In response to a number of questions about arrangements for the Conference at The Breakers — enclosed is a brief outline of the program and social activities, and information on the golf and tennis tournaments.

Please note that the Conference Planning Committee has decided to dispense with the traditional "black-tie" evening this year.

The MPA Registration Desk will open at noon on Saturday, April 29 in the Starlight Room.

WE LOOK FORWARD TO SEEING YOU, .. AT THE BREAKERS

4/20/72



APR 24 12 25 PM '72

OFFICE OF
TELECOMMUNICATIONS
POLICY

MPA | Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

MPA MANAGEMENT CONFERENCE The Breakers, Palm Beach, Florida ADVANCE PROGRAM OUTLINE (4/20/72)

REGISTRATION - Starlight Room (Opens noon Saturday, April 29)

Sunday, April 30

Board of Directors Meeting 9:30 a.m.

Cocktail Reception 6:30 p.m.

7:30 p.m. Buffet Dinner

"Inside Washington Panel" 8:30 p.m.

Monday, May 1

9:15 a.m. - 12 noon General Business Session

12 noon Reception with Speakers

Afternoon Golf & Tennis Tournaments

6:30 p.m. Cocktail Reception (Dinner on your own)

Tuesday, May 2

Breakfast Round Table - Circulation 7:45 a.m.

General Business Session 9:15 a.m. - 12 noon

12 noon Reception with Speakers

Afternoon Golf & Tennis Tournaments

Cocktail Reception (Beach Club) 6:30 p.m.

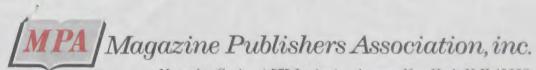
Luau (Beach Club) 7:30 p.m.

Wednesday, May 3

9:00 a.m. - 12 noon General Business Session

Reception with Speakers 12 noon

(Conference Ends) 12:30 p.m.



Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

MPA MANAGEMENT CONFERENCE
The Breakers, Palm Beach, Florida, April 30 - May 3, 1972
GOLF & TENNIS
Tournament Information

GOLF

The Golf Tournament will be held on Monday and Tuesday afternoons on The Breakers West Course. The Breakers Ocean course, adjacent to the hotel, is also available for play on the weekend or for golfers not entering the tournament.

Trophies will be presented for low gross and low net on each day's play, and also for the low gross and low net for the two days combined.

A block of starting times has been reserved, starting at 1 p.m. each day, for the tournament play. Specific starting times can be requested by calling 7842 or 7843. Foursomes have not been prearranged and you are to form your own groups. Before teeing off, register your foursome (and each player's handicap) with the scorer, and report to him your score at the end of your match. (Players not having a regular club handicap will be scored by the Callaway system.)

Transportation to The Breakers West Course: The Breakers West Course is located about 20 minutes from the hotel. Wherever possible, it will be appreciated if golfers use their own transportation to get to and from the course. Those without transportation should notify the MPA Registration Desk before 10 a.m. so that transportation can be arranged.

Storage of Clubs: Upon arrival, your clubs will be taken to The Breakers Ocean Course clubhouse for storage. Golfers playing The Breakers West Course can arrange for their clubs to be delivered to the front door of the hotel to take them to the West Course by calling the Ocean clubhouse.

Luncheon: Lunch is served at both the Ocean and West clubhouses from 11:30 a.m. to 4:00 p.m. There is also bar service at either clubhouse.

* * *

TENNIS

The Tennis Tournaments will also be held on Monday and Tuesday afternoons, with the men's doubles play on Monday and the mixed doubles' play on Tuesday, beginning at 2 p.m. each day.

Trophies will be awarded to the winners and runners-up in each event. The tournament will be conducted on a modified round-robin basis, depending upon the number of entrants.

* * *

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OFFICE OF TELECOMMUNICATIONS POLICY MPA Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

February 22, 1972

Mrs. Linda K. Smith
Special Assistant to the Director
Office of Telecommunications Policy
Executive Office of The President
Washington, DC 20504

Dear Mrs. Smith:

Seems to me that every time I pick up the New York Times or Broadcasting or other magazine, I see the name Clay T. Whitehead.

Just wanted to thank you for the biography and picture of Mr. Whitehead, and confirm that we have reserved a room for him at The Breakers, for Sunday night, April 30.

We hope he will be able to join us at a reception and buffet we'll be having on Sunday evening, followed by what I think will be an interesting "Inside Washington" panel which will include Hugh Sidey of Time Inc., Mel Elfin of Newsweek and Robert Farrell of McGraw-Hill.

We have Mr. Whitehead scheduled for the opening of the general business session on Monday morning, May 1, beginning at about 9:30 a.m.

Enclosed is some information on the Conference, and we'll be in touch again shortly.

Sincerely,

John K. Montmeat Marketing Manager

JKM:WJY Enclosures Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

STEPHEN E. KELLY, President

To: Executives of MPA Member-Organizations

MPA MANAGEMENT CONFERENCE THE BREAKERS, PALM BEACH, FLORIDA APRIL 30-MAY 3, 1972

With a stimulating program covering Government, Industry, Marketing and "Mind-Stretching," the annual MPA spring conference will open on Sunday, April 30 at the beautiful facilities of The Breakers in Palm Beach, Florida.

Among the program highlights (in order of their appearance):

"Inside Washington" - a panel of magazine Washington Bureau Chiefs discussing the background and trends of significant developments

Clay T. Whitehead, Director of Office of Telecommunications Policy, The White House — previewing some of the dramatic new developments in communications and their implications for magazines

Ambassador Charles W. Yost, Chairman of the Advertising Review Board - reporting on progress, cases and plans in an area of urgent current interest, the self-regulation of advertising

Edward H. Lotspeich, Vice President-Advertising of The Procter and Gamble Company - showing some of the important public service contributions of the Advertising Council and magazines' role in it

James L. Hayes, President and Chief Executive Officer, American Management Association - presenting innovative ideas in executive development techniques and "What Management Should Be Doing"

"Wall Street Looks At The Magazine Industry" - Jerome S. Hardy, President of the Dreyfus Corporation, formerly Publisher of Life, moderating a panel of security analysts who specialize in the publishing industry, discussing profitability, diversification and forecasts for the magazine industry

David J. Mahoney, Chairman of the Board and President of Norton Simon Inc. - named by Advertising Age "Marketing Man of the Year," showing an exciting visual presentation on Bicentennial plans and the role of magazines.

James J. McCaffrey, Chairman of the Board of McCaffrey and McCall - with a major address after assuming the Chairmanship of the American Association of Advertising Agencies

There will also be reports on the latest <u>Postal</u> developments, a Breakfast Round Table discussion of the results and implications of current tests of <u>Alternate Delivery</u> ... <u>Marketing activities</u> and Regional Marketing Committee plans.

Social activities will include a <u>Black Tic</u> Reception on Monday, followed by an open evening for dining where you choose. On Tuesday evening, at the Beach Club, we'll enjoy a "<u>Luau</u>" which The Breakers does so well. And of course there will be the traditional golf and tennis tournaments as well as all the other attractions of Palm Beach.

* * *

The Conference begins on Sunday, April 30 with registration desk open all day in the Gold Room. The MPA Board will meet on Sunday morning from 10:00 a.m. until noon. On Sunday evening there will be an informal reception and buffet followed by the "Inside Washington" panel. Business sessions will be held on Monday, Tuesday, and Wednesday mornings, concluding at noon on Wednesday May 3.

A registration form is enclosed. Also, as an experiment this year to encourage participation by a wider group of executives from each member-organization, we are offering a special "NEW FACES" reduced registration fee for executives who have never attended the MPA spring conference. Details are enclosed. Also enclosed is a sched-spring conference. Details are enclosed. (Please note that April 30 ule of airline flights serving Palm Beach. (Please note that April 30 is the date of the change of daylight saving time, so there may be changes.)

* * *

I think this will be one of the outstanding conferences we've ever held and I hope to see you there!

If you haven't already done so PLEASE SEND IN YOUR REGISTRATION JUST AS SOON AS POSSIBLE.





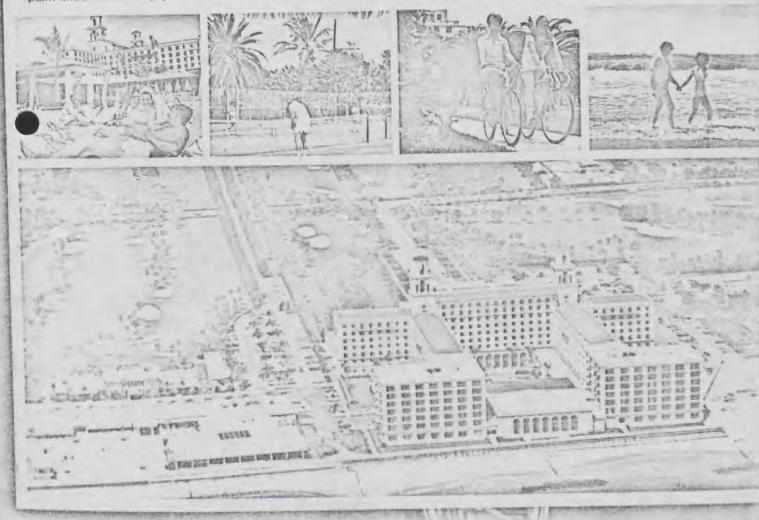
A FLAGLER SYSTEM RESORT



Every thrilling sport, fun activity and exciting visitor attraction is here at the glamorous Breakers and in lively Palm Beach. Play golf on two of The Breakers' own championship courses ...the Ocean Course at the hotel...or the West Course minutes away. At The Breakers Beach Club indulge in saunas and massage, sunning and swimming in indoor and outdoor pools. Stroll along our mile-long private beach, bicycle over palm-lined trails or enjoy tennis, putting, lawn bowling.



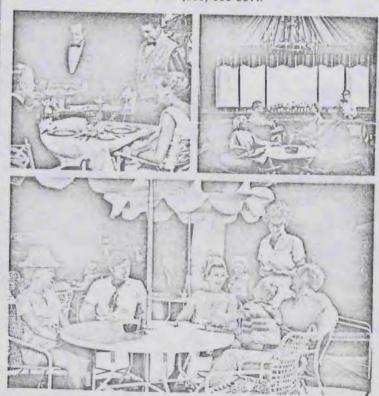
Action-packed Palm Beach offers sport fishing, surfing, yachting, greyhound races, jai alai, Lion Country Safari, famous Flagler Museum. Shop on Worth Avenue or Royal Poinciana Plaza with their art galleries, fashionable boutiques and specialty shops. Tour palm-lined, flower-bordered streets, admire the resplendent homes and unique architecture. The Breakers and Palm Beach...the pleasure paradise with every suntime and nighttime enjoyment.





The Breakers is a world-renowned resort, famous for warm hospitality and gracious service. Guest rooms are tastefully decorated, generous in size, with color TV in every room and breathtaking tropical views. Fine food and beverage service is featured in the Dining Room and at the Beach Club on the pool terrace or the pool patio. Enjoy entertainment, dancing and cocktails at the Alcazar overlooking the majestic Atlantic Ocean. Palm Beach International Airport is only a few minutes from the hotel.

THE BREAKERS, PALM BEACH, FLA. 33480 PHONE (305) 655-6611.



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MPA Magazine Publishers Association, inc.

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

STEPHEN E. KELLY, President

January 4, 1972

Mr. Clay T. Whitehead

Mr. Clay T. Whitehead Director Office of Telecommunications Policy 1800 G Street NW Washington, DC 20504

Dear Mr. Whitehead:

I am writing to ask if you will address our MPA Management Conference, to be held at The Breakers in Palm Beach, Florida, April 30 to May 3.

Our audience will include approximately 200-250 magazine publishing executives and their wives, representing many of America's leading magazines.

At this annual conference, in addition to discussion of matters of current concern, we try to look ahead at future developments in all communications media, in order to gain perspective on the future role of magazines. Many of the dramatic developments that will be taking place were described in a special report in the November 6, 1971 issue of Business Week (one of our member magazines.) It is in the area of future developments that we would like very much to hear your views.

Our schedule is flexible. We have three morning business sessions, Monday May 1 through Wednesday May 3, and we could schedule you for whichever morning would be most convenient for you. A memo outlining the program is enclosed.

We hope you will be able to accept our invitation, and I would greatly appreciate it if you would let me know.

Sincerely, Lolly

SEK: WJY

Magazine Center / 575 Lexington Avenue, New York, N. Y. 10022 / 212 752-0055

November 22, 1971

STEPHEN E. KELLY, President

To: Executives of MPA Member-Organizations

On behalf of the MPA Board of Directors, we are pleased to announce the annual spring —

MPA MANAGEMENT CONFERENCE

THE BREAKERS, PALM BEACH, FLORIDA

APRIL 30 - MAY 3, 1972

Offering up-to-date and unusually beautiful conference facilities, convenient transportation and superb recreational facilities, THE BREAKERS provides an ideal setting for an outstanding conference.

Designed to provide a hard, searching view of the magazine industry today — its problems, its opportunities, its future directions — the four-tiered program will explore:

Government - current and up-coming legislative activity at Federal, state and local levels; postal developments; preview of the Bicentennial plans

<u>Industry</u> - new channels to greater profitability through diversification; results and implications of the just-completed tests of alternate delivery; new editorial developments

Marketing - viewpoints of innovative and influential advertiser and agency executives; developments in other media; progress in self-regulation; FTC activities

Mind-stretching - a look ahead at trends and developments in communications that will affect magazines in the future

The MPA Board of Directors will meet on Sunday morning, April 30, with Committee Chairmen reporting current activities. The Conference officially opens on Sunday evening with an informal reception and buffet. We hope to have on Sunday evening an "Inside Washington" program, featuring a panel of congressmen and magazine editors.

Business sessions will begin on Monday morning, May 1 and will conclude at noon on Wednesday, May 3. Afternoons will be free for the enjoyment of the golf courses (2), the Tennis Club, the Beach Club and the other attractions of Palm Beach.

Further program details will be sent you as they develop. Meanwhile, in order that we may advise the hotel of our probable needs for accommodations, will you please fill out and return the enclosed form — even if your plans are only tentative.

And please, MARK YOUR CALENDAR

April 30 to May 3

at THE BREAKERS !

OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

Hudy: For Tomis schedule there is a reception Sunday April 30 at 5:30 tabuffer following to which Tom is inuted. He waso asked to the Washington Bureau chiefs briefing following dinner. Linda

January 19, 1972 Hr. John K. Montmeat Marketing Manager Magazine Publishers Association, Inc. 575 Lexington Avenue New York, New York 10022 Dear Mr. Montmest: I am delighted that Mr. Whitehead will be able to speak at the Magazine Publishers Association Management Conference on Monday morning, May 1. As soon as Mr. Whitehead's plans are more definite, I'll be in touch with you, but meanwhile, I appreciate your reserving a room at the Breakers for the night of April 30. I am enclosing for you, as we discussed, a biography and a picture of Mr. Whitehead. If there are any other materials that you need, or if there are any questions, please don't hesitate to call me. Sincerely, Linda K. Smith

Linda K. Smith Special Assistant to the Director

cc:
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DO Records
Whitehead (2)/
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"Wicker mentioned that he was opposed to the notion of advocacy journalism. 'It is dangerous to have a journalism that accepts the status quo as the norm. If anything is advocacy journalism, that is.'"

Wicker: 'Turn Reporters Loose'

By Sally Quinn

NEW YORK—After being labeled "the Earl Warren of journalism," New York Times associate editor and columnist Tom Wicker delivered a call to "turn reporters loose" before assembled writers here yesterday.

The luncheon at which he spoke, one of the features of the two-day A. J. Liebling Counter-Convention at the Martin Luther King Labor Center, was squeezed in between a morning, afternoon and evening of panels discussing the problems of journalism.

Meanwhile, the organization it was meant to counter, the American Newspaper Publishers Association, was holding its annual meeting across town in the Waldorf Astoria Hotel.

In a very short speech, Wicker summed up the basic causes of discontent, by saying, "Until we can have a journalism in which the reporter himself can come to a story and deal with it as he perceives and as it should be dealt with, we are not going to have journalism that can survive. You have to turn reporters

loose. The future of journalism in America doesn't depend on changes of style and political revolution, what it needs is to let its honesty come through, a kind of journalism which lets a hundred flowers bloom. We should beware of new rules and procedures and should work for publications which are put out in an open and inquiring spirit, which are not published out of reluctance to seek the truth."

Wicker began by telling the audience that he was "not here to extoll or criticize the old or new journalism." He mentioned that he was opposed to the notion of advocacy journalism. "It is dangerous to have a journalism that accepts the status quo as the norm. If anything is advocacy journalism, that is."

Wicker said that journalists should not "allow ourselves to be lured away from the main issues by easy pickin's which result from simple human fallibilities," and he listed several deficiencies of an open and free press: the reliance on official sources, versions and attitudes for stories, the

front page mentality, or the idea of bringing people news they didn't know already, and lastly "spurious objectivity."

Wicker's speech was the only event of the day which did not have a question-answer period afterwardsmuch to the delight of some and the disappointment of others. After nearly two days of heavily philosophical discussions about journalism, the simplicity of his speech seemed to leave many of the convention participants startled.

FCC's circus performs in the main tent on cable

Cable's unabashed proponent and evangelist

White House compromise: swallow it or else

Publisher's Letter

Television/Radio Age, April 17, 1972

The circus is in town. But Madison Square Garden is not the only locale of a three-ringer. You need only to gaze at the Washington scene featuring the Federal Communications Commission in the main tent—but also plenty of side shows. Take special note of the leading personalities:

Ring master: Dean Burch, an adroit whip snapper, he is currently basking in the reflected glory of his latest achievement, the FCC's CATV rules which went into effect March 31—and on schedule. These rules, as it turns out, have been one of the major objectives of the Chairman. His position reinforced by several zealous advisers says a great deal about his attitude vis-a-vis the broadcaster.

Admittedly, the rules will hurt the small markets but the Commission has not been overly concerned with this aspect of the regulations.

The Chairman has also stated recently before the Senate Commerce Subcommittee that if copyright legislation were not enacted he would be in favor of a revision of the rules. But what the Chairman says and what he does may be two different things. Attempts to revise and modify and update the copyright laws have been going on for many years without any success. While taking a signal off the air and selling it for a fee may be perfectly legal at this point, there is an ethical and moral issue which no one, regardless of how staunch an advocate of cable, can explain away. Congress is not disposed to draw up legislation governing CATV since it is a political hot potato and they find themselves in a pincer's movement which politicians don't like to be in. They would prefer that the FCC handle this particular hot potato and the ring master has handled it with dramatic dispatch.

Chief barker: Sol Schildhause, CATV's most consistent and most vocal evangelist. Even before he became chief of the Cable Television Bureau, Schildhause was pumping hard for CATV, a most unusual stance for a government official in a supposedly impartial agency. Schildhause has consistently and unabashedly pushed for an importation of distant signals, leap-frogging, in fact, an open handed laisse faire approach leading to the "wired city" concept. Schildhause has been CATV's loudest advocate. Had anyone taken up the cudgels for the broadcast industry as Schildhause has for CATV, he would have been drummed out of the Commission long ago.

Chief lion tamer: Clay (Tom) Whitehead, incisive, articulate and cool headed chief of the Office of Telecommunications Policy, the long arm of The White House on communications matters. He is also a self-appointed ombudsman of the broadcast industry. Tom Whitehead engineered the CATV agreement between the NAB and the NCTA. He did this by utilizing a simple device: compromise or else you will get legislation that neither group will like. The NAB agreed to the compromise because it felt it had no other choice; also hope was held out for copyright legislation. The NCTA agreed to support copyright proposals and then reneged on that part of the agreement. It is not a pretty picture and most of the broadcasters who voted for the proposal now feel that they have been had.

And so the circus continues on its merry way. The price of admission is high, but to most broadcasters it is not very entertaining.

Cordially,

Sg. Paul

Radio Report

RAR shows how to reach working wives in drive. evening and weekend time

Shopping habits differ from stay-at-home wives

FCC cool to Whitehead's 'de-regulation' ideas

and his me

Radio Advertising Representatives has combined an impressive batch of data, some old but most new, to correct what the rep firm sees as the error of many advertisers' ways in reaching women-especially their favorite target, wives and mothers. The error, says RAR, has grown as more and more of the ladies have gone to work.

RAR notes that the big package goods ad budgets geared to reaching women are poured into daytime tv and, in radio, into 10 a.m. to 3 p.m. "housewife time." This is great for reaching housewives, but hardly, says RAR, the three of every five women who are also wives, nor the nearly half of all women with school-age children who work

How to reach them? RAR research director Claire Horn, herself a working mother, assures advertisers that working women can be reached on radio with a moderate budget. Her solution is combinations of early and late drive times and evening and weekend radio. Extensive Numath and Numa reach and frequency runs of such schedules through the computer indicate, she says, that not only do they offer the same reach and frequency potential as housewife time but at lower cost. Dollars normally used solely in housewife time can buy "substantially greater reach with the alternate schedules, and get very attractive frequencies."

These alternative schedules cover 6 a.m. to 3 p.m. and 6 a.m. through midnight time in the top 28 radio billing markets—those accounting for at least \$2.5 million in national and regional spot radio billing in 1969.

On top of RAR's hundreds of reach and frequency computer run-throughs based on both ARB and Pulse listening data, the rep also points up shopping differences between working women and their homebody sisters. These are based on some of the first data released from Group W's new Retail Information Bank plus information from the Bureau of Labor Statistics. They show, for example, that working women spend more on clothing, beauty aids, transportation, child care, convenience foods and eating out than stay-at-home wives. Their shopping times differ too. There are more working women in department stores in the evening and on Saturdays, and they've caused more supermarkets to stay open evenings and to open up on Sundays. RAR has 30 pages of numbers to back it all up.

Furthermore, according to the Bureau of Labor Statistics, all these trend lines are continuing in the same upward direction: "41 per cent of all married women, husband present, are in the labor force, 10 percentage points higher than the rate in March 1960 . . . The rapid increase in the number of working wives continued unabated during the year ending March, 1970 . . . For the fourth year, they made up the largest portion of the increase . . . in the civilian labor force. . .

Clay T. Whitehead, director of the White House's Office of Telecommunications Policy, is still talking radio "de-regulation," though there's no indication the FCC sees it in quite those terms. Whitehead told the recent IRTS College Conference in New York that present-day competition does away with the need for the type of radio regulation developed in pre-tv days. But the FCC appears to be directing its attention to such situations as those involved with stations in smaller markets who find certain regulations regarding equipment and personnel to be onerous.

Proposals of the OTP director to the FCC include testing de-regulation in one area or another. But in informal comments recently to Television/Radio Age, FCC executive director John M. Torbet indicated the FCC was cool to such an approach. De-regulation, said Torbet, is a "bad" word to describe what the FCC has in mind.

To judge from questions thrown at Whitehead at the College

Inside the FCC

(continued)

attorneys general (Rogers, Kennedy, Katzenbach, and Mitchell) without a green light from above is not to be believed.

Clay T. Whitehead, director of the Office of Telecommunications Policy and adviser to the President, said he was not consulted by the White House or Justice on the matter—that it was Justice's prerogative to move in antitrust cases on its own, including communications cases.

In its press release announcing the filing of the complaint, Justice acknowledged its hoary origins:

"The suits are the result of an antitrust investigation which originated in the 1950's and was held in abeyance during an FCC hearing on network programming. The FCC inquiry, which began in 1959, resulted in an order in May 1969 aimed at making a limited amount of network time available to independent (non-network) program producers."

...

1970 letter was remarkable for blandness

The release has the date wrong (it was May 1970) and the FCC order went considerably further than stated.

At the time of the FCC inquiry, Richard W. McLaren, assistant attorney general for antitrust, filed a letter with the FCC which is remarkable for its blandness in light of the heated indictments of the recent antitrust complaint.

He merely said that the primetime access rule and rules prohibiting networks from acquiring any rights in programs produced by other persons (other than right of network exhibition) and barring domestic syndication were "remedial steps" which "appear well designed to have substantial impact" on network control over programming.

Had Justice wanted the FCC to go further at the time of the letter (1969), it could have said so. It also could have then appealed the rules to a court on grounds they didn't go far enough. The very conditions cited by Justice in its recent suit have been substantially improved, not worsened, since the passage of the FCC order. That is, the networks have less financial interest in programs they air; they have withdrawn steadily from syndication. Furthermore, a court test of the FCC's right to forbid the networks from acquiring financial interest as a condition to airing was decided in favor of the FCC since that time.

For Justice to file an antitrust suit superseding (or reinforcing) an FCC order is not unprecedented. Justice acted similarly in the chain broadcasting case of 1943 and in the early '60s against the CBS rising

scale of compensation to affiliates.

The timing and techniques of this Justice assault are, however, unusual. The Washington broadcasting community is puzzled, perhaps a bit stunned.

Since Justice is seeking to take away only a little bit more than the FCC already has, why didn't the networks agree to a consent decree? For one thing, there is a matter of principle: Justice would reduce the networks to a "gatekeeper" or quasi-common-carrier status. For another, the stakes have already escalated. When Justice called representatives of the three networks and Viacom in on April 12, they said certain demands were not negotiable. Initially, only network primetime production seemed affected; the final complaint covered all entertainment programming, including CBS's lucrative daytime shows, NBC's Tonight. Third, the history of the suit will make it hard for Justice to win.

If fought in court (the networks have the option of signing a consent decree any time), the suit will probably cost each network in the neighborhood of \$1 million. All three have engaged outside counsel and may need Los Angeles lawyers as well.

Could be that the fund raising teams for The Harrisburg 8 will now devote their attention to The Avenue of the Americas 3.—Mal Oettinger

Broadcast community puzzled and stunned