SAN FRANCISCO CHAPTER NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

OFF CAMERA

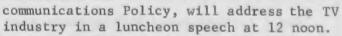


Nixon's Telecommunications Policy

CLAY T. WHITEHEAD -ACADEMY'S NEXT SPEAKER

An opportunity to question the present political Administration's influence on broadcasting will be presented Academy members on Thursday, September 14, at the Mark Hopkins Hotel.

Clay T. Whitehead, Director of President Nixon's Office of Tele-



The discussion will include an exploration of the recent startling proposal made by the Federal Trade Commission that certain portions of broadcast time be set aside for "counter-advertising" when conditions warrant it; that the Fairness Doctrine be applied directly and broadly to all commercial advertising.

As Max Gunther stated in the June '72 issue of TV Guide, "It (the Fairness Doctrine) could destroy television as an entertainment medium...TV executives are worried not only about being forced to give away big chunks of time (the only thing we have to sell), but that advertisers might desert the medium if it becomes an electronic soapbox for grumblers."

Whitehead, who is the President's personal adviser in matters relating to TV, says he is "disturbed by the FTC proposal," and "considering the huge economic

SEPTEMBER, 1972

LOCAL CRITICS TO REVIEW TV'S FALL SEASON AT SEPT. 21ST LUNCHEON

Terrence O'Flaherty, Dwight Newton and Bob MacKenzie, three of the Bay Area's top television critics, will soon face the very industry that produces the commodity they dissect with the written word.

The print media's TV sages will offer a critic's eye-view of the coming fall season at a luncheon at the Mark Hopkins Hotel on Thursday, September 21st.

This affair offers an excellent opportunity for producers and programmers to question the basis for criticisms and accolades leveled at the product of their toils.

No-host cocktails will be served at 12. Lunch is at 12:30. Tickets are \$5.00.

difficulties involved, we don't think it is a responsible act on the FTC's part. Without sufficient advertising revenues," he stated, "the media cannot live in its present form."

He will also comment on the hotbed of tension between the Corporation for Public Broadcasting and the Office of Telecommunications Policy resulting from the President's veto of the appropriations bill containing \$45 million for CPB. It is felt the changing political scene, and particularly Nixon's veto, is a major factor in the recent resignation of CPB President John W. Macy, Jr.

Following the election in 1968, Whitehead was a member of the President-elect's (Cont'd on Page 6)

	THE THETOP STORE		
	THE INSIDE STORY	Pa	ge
	CLAY T. WHITEHEAD LUNCHEON		1
	TV CRITICS REVIEW		1
	MOSCONE LUNCHEON		2
	RUSS COUGHLAN - KGO-TV's New Manager		3
	MANAGEMENT VUES By Roger Rice		4
	SANTA ROSA'S KFTY - Channel 50 On the Air		4
	AWRT FORUM	-	5
	JOE RUSSIN - "Newsroom's" New Director		5
	CASEY MAC KENZIE - The Consumer Champion		6
,	KCSM - CHANNEL 14 By Doug Montgomery	-	6
	STATION NEWS & NOTES By Lillian Fortier	-	7

LAW AND MEDIA FORM PRESS ACCREDITATION COMMITTEE

The second in a series of forums designed to establish guidelines of conduct under the First Amendment in the area of civil disorders, August 17th's Law and Media Seminar at the Mark Hopkins Hotel was successful in establishing a press accreditation committee.

The organization, consisting solely of media persons, will structure criteria for accreditation; when these standards are established, the committee will meet with various police departments and law enforcement agencies for acceptance thereof, after which press credentials will be issued at the media committee's discretion instead of by police agencies.

Under this arrangement and through screening by the media committee, qualified news gatherers from the so-called "underground" can receive credentials, which they are presently being denied by the majority of law enforcement agencies.

Organized by KQED's Marilyn Baker and Jack Armstrong of NATAS, the seminars will continue to be held on a bimonthly basis until desired guidelines are structured.

SENATOR MOSCONE REPORTS ON SENATE RESOLUTION 65

An unusually ambivalent audience faced Senator George Moscone during his address to members of the television industry on August 24th at the Mark Hopkins Hotel.

The Senate Majority Leader explored aspects of Senate Resolution 65, talked about the State Legislature and its present problems, and probed Governor Reagan's tax reform bill.

In clarifying what he feels is a "misconception" about Senate Resolution 65, the Senator stated, "This matter is directed toward network owned stations and would affect also those stations affiliated with the networks. It does not urge the FCC to interfere in any way with the programming offered by independent stations. There is evidence to indicate that independent stations would benefit, since material cast off by the networks would be fresher."

Apparently some misunderstanding prevailed over the Resolution's possible effect on the FCC, which Moscone dispelled by commenting, "I admit a Resolution from the California State Senate directed to the FCC is somewhat less than binding upon that august body. I further admit that perhaps the unfriendly newspaper editorials mistook a Resolution for Legislation."

"And I further realize," he continued,
"...that the FCC will do what it damn well
pleases in this decision no matter what
the California Senate has decided by an
18 - 17 decision."

Station representatives in attendance presented a study in mixed emotions. There flows an unspoken feeling throughout the industry that Senator Moscone's Resolution would tend to increase programming costs to prohibitive levels, thereby creating serious financial difficulties for local stations. Certainly it follows that original programming costs money and reducing reruns would serve to wound somebody's pocketbook.

(Cont'd on Pg. 8)

Contributions to Off Camera should be addressed to: The Editor, Off Camera, NATAS, 235 Montgomery Street, #1620, San Francisco, CA 94104. Copy deadline is the 20th of the month for the following month.

OCTOBER'S BOARD OF GOVERNORS' MEETING

October's regularly scheduled meeting of the Board of Governors, Executive Officers and Committee Chairmen will be held on the second Tuesday of the month (October 10th) at 5:00 p.m. in the Main Conference Room of KRON-TV, 1001 Van Ness Avenue, San Francisco. General membership and their guests are invited to attend.

NEW APPOINTMENTS TO BOARD OF GOVERNORS AND EXECUTIVE COMMITTEE

Free-lance writer and Off Camera Editor Alma Carroll replaces departing Larry Kingen as the San Francisco Chapter's 2nd Vice-President. Larry has moved to Seattle.

KQED reporter Marilyn Baker has been appointed to the Board of Governors. She will replace Don Zavin who transferred to Los Angeles where he will continue to engage in film production.

* * *

COMING EVENTS:

- Sept 14 CLAY T. WHITEHEAD Director of the White House Telecommunications Police Office
- Sept 21 THE CRITICS REVIEW A critic's eye-view of the Fall Season
- Oct 19 WILLIE BROWN LUNCHEON
- Oct 26 ALAN CRANSTON
- Nov 2 DON DURGIN President of NBC
- Nov 15 NICHOLAS JOHNSON FCC Commissioner
- Dec 4 HOWARD COSELL, "DANDY" DON MEREDITH & FRANK GIFFORD (An Encore Performance)
- Mar 21 SAN FRANCISCO ANNUAL EMMY AWARDS

Reservations for all Academy activities should be made through the San Francisco Office of NATAS - Telephone: 392-8002.

RUSS COUGHLAN - KGO-TV'S NEW GENERAL MANAGER

Russ Coughlan
has been named
General Manager
of KGO-TV, it was
announced on
August 28th by
Richard A. O'Leary,
President of ABC
owned television
stations.



Coughlan has, been a familiar

face and voice to San Francisco residents for the past three years as host of both television and radio public affairs series. He presently conducts KGO-TV's Sunday evening program "Call Out," and is heard each weekday night on KGO Radio in a similar broadcast featuring leading city and state officials discussing a variety of public affairs issues.

A native of San Francisco, Coughlan began his broadcasting career during the Second World War as one of the original members of Armed Forces Radio. After serving throughout the Pacific, he was discharged in 1945 and joined Oakland's KROW as a radio announcer.

Coughlan joined KGO-TV in 1958 after leaving KCBS Radio and became the station's General Sales Manager the following year, a post he held until 1968.

The new General Manager is a past president of the Milline Club of San Francisco and the San Francisco Chapter of NATAS.

GET ACQUAINTED MEMBERSHIP PARTY HELD ON AUGUST 16TH

Background for the Membership Committee's beer bust was provided by the Coalyard on Union Street on Wednesday, August 16th.

There was free food, free beer, great people and stimulating conversation -- many new faces, some Academy members, some not.

One of a series of periodic "get acquainted" get-togethers, the event actually precedes the Academy's fall membership drive which will begin this month.



MANAGEMENT VUES By Roger Rice

I have been asked to make comments "From Management" as the first General Manager who will do this column every month.

As a viable independent, our program philosophy is counter programming which means that if the three network stations have news at 6 p.m., we do not provide additional service by adding more news. Therefore, KTVU schedules entertainment programs against news, and when the three network stations are in entertainment, we program our 10 p.m. News.

KTVU's counterprogramming philosophy has been very successful, with last July's ARB showing KTVU in No.1 place in homes reached from 4:30 in the afternoon to 8 p.m. at night.

Because we program news against entertainment, KTVU's news has doubled in audience since the first of the year, and the 10 p.m. news is now beating the KGO 4:30-6 p.m. "News Scene;" beating KRON's 6 p.m. "Newswatch;" and KPIX's 11 p.m. "Eyewitness News."

Being licensed to the East Bay, 80% of KTVU's many public service programs are involved with problems affecting the East Bay. Therefore, programs like "Head On" (the hour-long prime time debate program), "All the People," "On the Square," and "Our Men in the Capitol" draw their subjects from KTVU's three to four community affairs luncheons with community leaders each week, and from yearly surveys and other community resources such as advisory boards drawn from our community on specific topics.

KTVU was the first station in the Bay Area to ask for and put on weekly Free Speech messages, and KTVU at the present time is the only station in the Bay Area that carries public service spots on both sides of the issue of the Vietnam war by carrying recruiting spots for the five Armed Forces and public service announcements for Clergy and Laymen Concerned. So, KTVU, with community programs and concern for the community, has been able to build, by the July ARB, a 20% share of homes 9 a.m. to midnight compared with 21% for KPIX, 24% for KGO, and 23% for KRON.

'49ER KICK-OFF LUNCHEON A SWINGING SUCCESS:

Everyone who is anyone could be seen at the '49er Kick-Off Luncheon on August 29th in the Grand Ballroom of the Hilton Hotel.

Sponsored by The Greater San Francisco Chamber of Commerce, NATAS and the Professional Football Writers of America, the huge event was MC'd by Gordy Soltau, the ex-'49er and placekicker.

Entertainment was presented by the Niner Nuggets, and several celebrity guests were introduced. One of the highlights of the affair was a five-minute satirical film on '71 '49er Highlights produced by NFL Film Productions. George Kirby, one of "Laughin's" stars, received a tremendous ovation for his penetrating remarks on color and character. Kirby will soon begin his own syndicated program, which will be seen locally on Channel 5.

Speakers included a number of football "names," such as John Brodie, Frank "The Michigan Kid" Nunnely, Len Rohde, Charlie Kruger and, of course, Coach Dick Nolan.

At the main table were other "names," Jim Stretch, President of the Chamber of Commerce; Dick Rector, NATAS Chapter President; Lou Stabler, '49er President; and Ron Pelosi, Chairman of the Board of Supervisors.

All in all, it was a swinging success!

ON THE AIR -- KFTY SANTA ROSA'S CHANNEL 50

Santa Rosa's new television station, KFTY - Channel 50, recently began daily broadcasting, transmitting with 300,000 watts visual and 36,000 watts aural. Programming is from 5:30 p.m. to 10:30 p.m.

Its primary coverage area includes 5
North Coast counties (Sonoma, Napa, Northern Marin, Lake and Mendocino) an estimated 197,000 TV homes, including 117,000 cable subscribers; extended coverage will take in portions of the Bay Area and Sacramento.

A full story on the station and its facilities will be carried in the October issue of Off Camera.

"AFFIRMATIVE ACTION FOR WOMEN -FACT OR FALLACY"

The Golden Gate Chapter of American Women in Radio and Television will hold a forum on "Affirmative Action For Women -- Fact or Fallacy," in San Francisco on Wednesday, September 27, from 5 to 7 o'clock in the evening.

The forum is open to the public and will be held in the Confucious Room of the Holiday Inn - Financial District (Chinatown), 750 Kearny Street. No-host cocktails will be served at 5 p.m., the meeting begins at 6 p.m.

Moderated by Madeline Mixer, Regional Director, Women's Bureau, U.S. Department of Labor, the panel will include: Barbara Phillips, lawyer, Advocates for Women; Chet Casselman, National President of the National News Broadcasters Association; Ray Taliaferro, KRON Producer-Director of the Series Forum.

Advance registrations are required with a registration fee of \$1.00. Reservations should be sent to Mrs. Fran Slides, 177 Bovet Road, San Mateo, CA 94402. For further information, call Pru Dorn, 421-3510

ACADEMY MEMBERS INVITED TO ST. GREGORY'S 15TH ANNUAL ARMENIAN BAZAAR AND FESTIVAL

Academy members are cordially invited to attend the 15th Annual Bazaar and Festival presented by St. Gregory's Armenian Church of San Francisco on Saturday, September 16, (5 p.m. to 1:00 a.m.) and Sunday, September 17 (2 to 10 p.m.).

To be held in the Kabuki Theatre of the Japanese Cultural Center, Post Street at Fillmore, the Festival will feature traditional folk dancing, game booths, and a continuous buffet of authentic Armenian dishes, such as paklava, dolma, shish kebab, pilaff and other delicacies.

Previews of the entertainment and sumptuous displays of Armenian cuisine can be seen during the preceding week on: "The Bentley Affair" with Helen Bentley (KPIX); "San Francisco Today," Gerri Lange (KBHK); "The Bay Scene," Claire Mack (KGO-TV); "Community Circle," Terry Lowry (KRON-TV); KTVU News; and "Paisley Teahouse," with

RUSSIN NAMED NEWS DIRECTOR OF KQED'S "NEWSROOM"

Joseph M. Russin has been named News Director of KQED and producer/editor of the Public Television Station's "Newsroom," it was announced on August 3rd by Jonathan Rice, Channel 9's Director of Programming.

Russin will step into the post vacated when Mel Wax resigned his "Newsroom" administrative responsibilities in order to



assume more reporting assignments. Wax,
who has some 30 years
experience as a
working journalist,
will also continue
as anchorman for
"Newsroom."

Formerly producerhost of KQED's variety talk show, "Scan," Russin

initially joined the station as City Editor of "Newsroom." He has also served as producer and political reporter.

Before coming to Channel 9, Russin was social science editor and an executive producer of the Public Broadcasting Laboratory in New York City. He was a correspondent and education editor for Newsweek magazine.

Russin graduated cum laude from Harvard University, where he was sports editor and President of the Harvard Crimson. While still in school in Laramie, Wyoming, he began his broadcast and journalism career serving as sports editor of the Laramie Boomerang and as a producer-announcer for radio station KOWB.

* * *

ACADEMY DUES ARE NOW PAYABLE

Members will soon be receiving notices for payment of yearly dues in the National Academy of Television Arts and Sciences. Memberships are \$10.00 for Associate and \$20.00 for Active.

Jan Woolley (KEMO-TV).

Promotion Director for the event is Academy member Diane Donian.

* * *

SAN MATEO COMMUNITY COLLEGE AND KCSM-TV

By Doug Montgomery

We're changing our name! KCSM-TV Channel 14, the television station owned and operated by the San Mateo College District, feels that its name is finally catching up to the station's true purpose.

In line with a number of Junior Colleges in California, effective January 1, 1973, the San Mateo Junior College District will be known as the San Mateo Community College District.

In eight short years, the credit-course offerings have grown considerably and this year the College of the Air, in cooperation with the Television Consortium of Bay Area Community Colleges, is scheduled to broadcast fourteen and one-half hours per week of college-credit courses. In addition, arrangements have been made with KRON-TV to carry two college-credit courses in the early morning hours.

LEARN TO FLY IN YOUR LIVING ROOM!!??
Dr. Jacob H. Wiens, a pilot and Director of the College of the Air, says, "This college-credit course is attracting both novice and veteran pilots in the Bay Area."
College of San Mateo Aeronautics instructor Bruce Walters, a thirty-year veteran flyer and commercial pilot, taped this series of 45 programs.

The course meets FAA requirements for the student desiring a private pilot's license, gives partial instruction for the commercial license, and is a means for veteran pilots to up-grade themselves.

AERONAUTICS 2a: BASIC GROUND SCHOOL FOR PILOTS will be carried on Channel 4 at 6:15 a.m. two mornings a week, and on alternate mornings, HISTORY OF ART, a series produced by Pasadena City College, will be shown on KRON at 6:30 a.m.

Most of the college-credit courses are broadcast both mornings and evenings, with the remainder of the evening hours devoted to offerings from the Public Broadcasting Service (PBS) and local live programming from the campus studio.

Facilities limit the number of students in the popular Telecommunications courses. An entering student is usually on campus for a semester before he can find an opening in a Telecom course. However, in his

CASEY MAC KENZIE - CONSUMER CHAMPION

Consumer Report, a regular feature of KTVU's "10-0' Clock News," and one of the first consumer services offered by Bay Area television, has been well received by both critics and viewers.



Consumer champion, Casey MacKenzie, deals with every organization in the city, county and state that offers consumer protection services, and handles her own investigations.

Her topics range from door-to-door fraud, auto repair rackets, nutrition, credit rating bureaus, bait and switch advertising and much, much more.

An employee of KTVU since September of '68, Casey currently writes for the "10 - 0'Clock News" in addition to reporting and investigating the consumer service stories. Her background includes extensive experience in journalism in Houston where she worked for the Houston Post, a stint with an advertising agency, employment at KGO-TV and KBHK-TV before joining KTVU's Publicity Department. She then moved to the News Department as a news writer.

* * *

CLAY T. WHITEHEAD (Cont'd from Pg. 1)

task force on budget policies and assisted on transition matters. He joined the White House staff in January of 1969.

Tickets for the luncheon may be obtained by reservations through the Academy Office. No-host cocktails will be served at 12 noon. Lunch is at 12:30. The cost is \$5.00.

second year, a student's lab hours are spent in actual on-the-air production situations, with each student working several shifts a week. Almost all of the Bay Area stations have on their staffs one or more former CSM Telecom students.

* * *

Means of Achieving Public Access

KPIX COMMUNITY MEDIA CLINIC IN REDWOOD CITY

KPIX, the Group W station in San Francisco, conducted the first of four community based media clinics at Canada College in Redwood City on August 9th.

More than 200 organizations were asked to participate in the clinics, which were designed to expose groups within the Bay Area to methods of attaining greater access to KPIX for promotion of community services and publicizing community activities.

In this clinic, members of KPIX management informally discussed with Peninsula organization representatives how the station functions in the areas of news, editorials, public affairs programs, and public service announcements, and how these formats can be used by the public to gain access to the station for organizational or informational purposes.

A portion of the clinic was devoted to questions, comments and suggestions from the audience on how the public may improve its access to KPIX.

News Director Ron Mires, public affairs director Len Schlosser, assistant public affairs director Ann Hershey, editorial director Bruce Kennedy and "Peterson Principle" producer-director Bill Strubbe were among persons representing the station.

An audio-visual presentation showing various uses of television was part of the first clinic.

THOMAS MULLAHEY REAPPOINTED TO BASPC BOARD

KRON-TV's Public Affairs Director was reappointed to the Board of Directors of the Bay, Area Social Planning Council.

Mullahey joins a select group which actively directs this Council, now in its seventh year of providing coordinated social planning to serve the approximately 3-1/2 million persons who live in the five Bay Area Counties of Alameda, Contra Costa, Marin, San Francisco and San Mateo.



STATION NEWS & NOTES

By Lillian Fortier

CHANNEL 4:

Several changes at KRON-TV. Dick Behrendt has been appointed to the newly created position of Operations Manager. Rani Martin assumes another new position, that of Assistant to the Station Manager for Business Affairs. And Al Scollay was appointed Program Manager, replacing Behrendt.

On the scene in Miami during the Republican Convention were "Newswatch" reporter Kevin McCullough and cameraman Roger Carnegie.

CHANNEL 5:

Charles A. Brailer is KPIX's new Broadcast Operations Manager, so stated General Manager William E. Osterhaus recently. Brailer comes to Channel 5 from KFWB, the Group W. all-news radio station in Los Angeles. He has also spent 9 years with the Group W News Bureau in London and Paris as well as the United States.

He is a former producer for the Voice of America and worked as an announcer in Washington and Tucson, Arizona. A graduate of the University of Maryland with a B.S. Degree in journalism, he and his wife, Geneva, have two sons, Michael and Christopher.

CHANNEL 7:

Robert A. Sunderland was recently appointed KGO-TV's Editorial Director, which the station's management says, "...marks a new direction...in that editorials will have greater emphasis on the people and their immense social problems. The focus will shift toward an examination of the Bay Area community and the issues facing it."

Former Vice-President of Student Affairs and Dean of Men at the University of San Francisco, Sunderland is an ordained Priest (1962) and is a member of the Society of Jesus (Jesuits). During the past year, he has been on leave from USF engaging in private study and some counseling of prospective college students at St. Ignatius College Preparatory in San Francisco.

"Prize Movie" hostess <u>Pippa White</u> has a fascinating series of filmed interviews (Cont'd on Pg. 8)

OFF CAMERA

Published monthly by the SAN FRANCISCO CHAPTER of

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES 235 Montgomery St. #1620 San Francisco, California 94104

JAN WOOLLEY Advertising Director JOHN AITKEN

SAN FRANCISCO CHAPTER
OF NATAS
235 Montgomery St. #1620
San Francisco, CA 94104

STATION NEWS & NOTES (Cont'd from Pg. 7)

scheduled for the fall season. Beginning September 11th, she will be seen interviewing stars like Paul Lynde, Florence Henderson, Robert Young, Efrem Zimbalist, Jr., Shirley Jones, and scores of others, at the Beverly Hilton Hotel in Hollywood.

"News Scene" gets into the problem solving business in a new feature called "Action Seven" weekdays at 4:30 p.m. with reporter John Brian. John came to KGO-TV in December 1970 from Philadelphia's KYW-TV (Westinghouse Broadcasting) where he was a staff reporter, anchorman for morning newscasts inserted into the Today Show (KYW being an NBC Affiliate) and host of various weekend public service programs.

CHANNEL 20:

Off Camera's Jan Woolley has a smashing interview program every Friday morning from 10 to 10:30 on KEMO-TV -- something called "Paisley Teahouse." Very good.

PEOPLE:

Former Academy VP Stanley Brady is keeping busy in Hollywood these days. In addition to his weekly "Teen Age Trials" on KCOP, which has just been picked up by Taft Broadcasting for its five 0 & 0's, Stan has a new weekly show "Family Crisis" due to start in September, as well as two documentaries in the works.

Stu Zuckerman, former Promotion Director for KBHK-TV, writes from WCAS in Cambridge, Mass. "Time really flies in Boston," he says. "We revamped our program format in April and are currently pioneer-

ing an exciting new idea in contemporary music. We call it "For City Folk;" basically, it's a mellow blend of folk, folk rock and rock...lots of uninterrupted music, a minimum of deejay jibberish, no jingles and no hype. It is a very FM approach to AM, and all indications are that it is catching on.

"We're also spearheading a bit of nostalgia by way of the original Lone Ranger radio programs, which air five nights a week on WCAS. Hello to everybody out there, and if anyone finds themselves on the East Coast, please give a holler, send smoke signals, or do something."

Nancy Townsley just returned from a cruise on the P&O (The British Cruise Line) ORONSAY as Shore Activities Coordinator. They sailed from L.A. to Alaska and she apparently had quite a time. She says her primary goal was to explore children's and youth oriented facilities and activities aboard ship for P&O's new "Spirit of London," which will begin sailing the first of the year from San Francisco to Mexico and to Alaska during the summer months.

MOSCONE LUNCHEON (Cont'd from Pg. 2)

Reactions at the luncheon proved the Senator's observation that his name had become "a household word among California television network officials" to be indeed astute.

Coordinators for the Moscone luncheon were Alma Carroll and Jack Armstrong.

Ludy

Rebessed Copy - was Rityand to Stater; Same as Lingle Spaced Version

REMARKS OF

Clay T. Whitehead, Director

Office of Telecommunications Policy Executive Office of the President

before the

San Francisco Chapter National Academy of Television Arts and Sciences

> Mark Hopkins San Francisco, California

> > September 14, 1972

Last year around this time I made a speech in New York City that got some attention because of my proposals for restructuring the framework in which the government regulates broadcasting. I attempted to deal with fundamental problems, such as license renewals, the Fairness Doctrine, public access, and the whole scheme of radio regulation. We've done more work on these proposals and have had many constructive discussions about them with people in the broadcast industry and others. Soon we may be able to take concrete action in some of these areas—license renewals may be the first.

But these proposals constituted the second half of my speech last year. The first half--which got much less notice--dealt with the new television season of 1971-72, some harsh realities of the television business and how the viewers perceive and react to the programs provided to them. Now there's a new fall season. I'm going to kick it off by stressing some of the same realities.

I'll start with my annual predictions about the new television season that began this week. I predict that CBS will have success with its ethnic lineup, especially "Bridget Loves Bernie," in which a rich Irish girl marries a poor Jewish boy, who is disowned by his

family after showing up at Friday night services in a McGovern sweatshirt. NBC will find a large audience for its "Ghost Story" series, which tells the haunting tale of Lyndon Johnson's role at the Democratic convention.

The biggest surprise of the season will be ABC's "The Rookies," starring Sargent Shriver—it should get a rating of at least 1000 percent.

The opening of a new TV season is an exciting time. Television has the viewer's attention. It's a novelty again. While the professionals anxiously scan the overnights, the viewers have a grand time. For them, the television industry is what they see on their sets. What the advertisers are buying, or what the prime time access rule is all about hardly enters their picture. They see the best movies, the best of the series, the greatest specials, the biggest name guest stars -- it's enough to make them want to stay glued to their sets for the life of a 13-week contract. But the bloom wears off quickly. The audience has learned by now that the new season isn't a rebirth of television's golden age; it's just another new season. Soon we will hear the familiar complaints about the blandness, the sameness, the lack of quality, the commercials, the violence and all the rest. The people want it the way it was back in the fall, but this level of programming isn't sustained, and the viewers urge the government to do something about television. So

as we go into a new season we should look beyond the excitement of the new programs and deal with some difficult, continuing realities of the TV business. But look at the complexities involved.

It is an unpleasant fact that broadcasting is the only medium of expression under direct regulation. the regulatory process the government tries to avoid content regulation and keep its attention focused on the technical and operational aspects. But something must be done about the realities of television. To regulate TV within the public interest context of the Communications Act, the FCC has to devote some attention, at least indirectly, to the programming seen by the viewers. This Administration has strongly and consistently urged that regulatory involvement in broadcast content be kept to a bare minimum, and that the Communication Act's public interest constraints not be permitted to overshadow the Constitution's principles of free expression. We shall continue to urge this approach most strongly, for it's the only approach consistent with the First Amendment and with the maintenance of a private enterprise broadcast system in this country.

The FCC has worked well in the very difficult and anomalous position of regulating a medium of expression in a country that values the First Amendment as its most precious right. But it's not the only arm of government

that has an interest in or a responsibility for this crucial balancing of interests. OTP was created two years ago, with the support of the FCC and the approval of the Congress, to advise the President on these sensitive questions. Some have suggested that once created, OTP should stay silent; but it is wholly appropriate and necessary for the Executive Branch to grapple with the important communications issues of our time. Given the pervasiveness of broadcasting, the importance of television in our society, and the fast changing technologies, it's essential that the President have available to him a source of expert, independent judgment. That's why there is an OTP.

I believe OTP has played its role responsibly and with restraint. We have attempted to stay above the smoke of the battle and take a long view. There are, however, immediate problems that also come to the attention of the Executive Branch. One of these problems is the question of network reruns. Once the glow of the new season fades, the viewers will be up in arms when they realize the extent to which the networks are programming reruns. A study made by the Hollywood unions, which have been hit hard because of this practice, claims that the general nationwide average of reruns in network prime time is close to 60 percent. This has happened

slowly, but it's now getting to critical proportions.

I've read that the networks are working with a 44-week schedule, which contemplates 20 or 22 weeks of reruns, and this doesn't even take the summer weeks into account.

The problem was recently brought to the President's attention by the program production industry and its talent and craft unions. The President has written to John Gavin, the head of the Screen Actors Guild, expressing general agreement that the increasing number of reruns constitutes an economic threat to the program production industry. And the President has asked OTP to look into this matter and recommend appropriate action.

From what I've seen already, this will be a good profit year in the TV industry. I've also heard that the Hollywood studios are on the ropes—that at any one time there are many craft unions with 50% to 75% of their members out of work. It is not clear whether there is a relationship between either of these facts and the spreading blight of reruns, but this is a matter that requires some close scrutiny. The skilled and creative people in the film industry constitute a great national resource—one that sustains the TV industry and provides enjoyment for millions of Americans. This resource is now drastically under—used—and it is the TV viewing public that suffers.

It may be cheaper to buy programming overseas, where production costs may be recovered before the program is put on the international market, but it's certainly not in the public interest nor in the networks' long-range interests, to have our domestic program production industry sapped of its vitality. After all, this resource of creative talent and skills is capable of generating audience interest in television during September and October every year and, if given the chance, it could sustain that interest right through to June.

The rerun problem is complicated. It's irresponsible to criticize the entertainment programs the viewer sees on his screen and blame evil-intentioned network executives for not doing better. We have to understand the economic complexities of why the program industry resource is under-used, and why the system produces the kind of programs it does. We are going to look at the rerun problem carefully, and make our recommendations to the FCC, if necessary, or urge the networks to take whatever action is deemed appropriate.

The mix of public interest, film industry employment, and broadcast schedule factors, which is present in the rerun problem, is also present in the prime time access problem. Some argue forcefully for abolition of the prime time rule as the salvation of Hollywood--after all it seems

to be costing the studios some \$50 million annually. And it is questionable whether the public has gotten much out of the game shows and quiz shows that so often fill the 7:30 p.m. time slot. I don't think all the facts are in yet on the prime time rules. But I do think it's time for the FCC to take a close look at the effect of the rules, as Dean Burch has indicated they will. Chairman Burch is an outstanding regulator who has always taken an open-minded approach; when the requirements don't serve their intended purpose, he moves to change them. I'm confident all concerned will get a fair hearing on the prime time rules.

The prime time access rule and the rerun problem are a part of the need for more program diversity and more program choices for the viewers. In many ways, these needs result from the fact that we have only three national television channels of programming in prime time. As long as we are working within a three-network system, we have to deal with problems such as reruns and prime time access as best we can. But, from a longer-run policy perspective, creation of new networks may well be the only way to meet the needs of program diversity and audience choice.

Some have charged that OTP has opposed development of public broadcasting into a fourth national network.

because we wanted to stifle dissent or protect the commercial networks' profits. Nothing could be further from the point; we simply believe that the government has no business creating and subsidizing a national television network. But it is perfectly consistent with our legal and economic traditions to help expand program diversity and viewer choice by creating conditions favorable to the development of additional commercial networks or other new program suppliers.

This, you may say, sounds like "pie in the sky."

After all, the practical problems of starting up

additional networks have been insurmountable. True

enough; the high costs of interconnection and the need

to achieve a critical mass of major market affiliates

have blocked the chances for successful operations of

new networks. But the times are changing:

First, the "open skies" policy for domestic satellites could substantially lower the costs of national and regional network interconnection. When combined with an open entry policy for ownership and use of ground receiving stations by broadcasters and cable operators, satellites could facilitate affiliations with new national, regional and specialized programming networks.

Second, the critical mass problem of collecting enough major market affiliates could be eased by cable TV

development. The new networks do not have to look like the present networks or operate in the same way. There does not appear to be any reason why new networks can't be combinations of broadcast stations and cable systems, or why they can't simply be real-time program syndicators.

All of us owe the viewers our best effort in dealing with the important issues raised by the communications revolution that is upon us. They will get the Administration's best effort, whether we are dealing with longer range policy for the technologies that could offer new services and expand the range of programs available to the viewers or whether we are grappling with a problem such as the one posed by reruns. The consumer movement has made those of us in government sensitive to the fact that our policies have to be formulated in terms of their impact on the consumers. That is also the proper perspective for broadcasting's leaders. I hope that we can work together to expand television's role as a vital factor in our national life.

remayivania, which has parted our a new mariners reported pay and more more

TV's High Rerun Figure Under Government Attack

day that viewers would be "up cent.

Clay T. Whiteheard diment ... ston arts and Sciences

the Office of Telecommunication new season fades, the view- President Nixon his office was

SAN FRANCISCO (UPI)-A average of reruns in network the networks are programming presidential adviser said Thurs. prime time was close to 60 per reruns."

Whitehead said he has read in arms" when they realize the but it's now getting to critical a 44-week schedule which conextent of reruns being pro-proportions," Whitehead told templated 20 to 22 weeks of regrammed by television net the San Francisco Chapter of runs and "this doesn't even take the National Academy of Televi- the summer weeks into ac-

tions Policy, said a union study ers will be up in arms, when investigating the issue. showed the general nationwide they realize the extent to which "From what I've seen al-

ready, this will be a good profit year in the TV industry." Whilehead said. "I've also heard that the Hollywood studios are on the ropes-that at any one time there are many craft unions with 50 to 75 per cent of their members out of work."

The director said it was "not clear whether there is a relationship between either of these facts and the spreading blight of reruns but this is a matter that requires some close scrutiny."

But, Whitehead said, the resources of skilled and creative persons in the film industry was 'now drastically under-usedand it is the TV viewing public Hou that suffers."

> rotu und rde

TN oll Th 061 rin' dir on

OK 1 n

Solzhenitzin. In a document recently relea ed, the maverick writer said:

As seen from the outside, the amplitude of the convulsions of Western society is spproaching a point the system becomes un-stable and must fall."

McGovern's positions on many lasties are suspect. His military budget slashes, his promises to withdraw support from the balgon and Greek governments, his promise to "normalize" relations with the illegitimate Castro regime are nothing but invitations to aggression, and continued subversion.

Even if he tries to amend his stands it is doubtful that his supporters would let

McGovern is not their "final answer," unly stepping stone towards a United States that would be a far cry from the nation we have known.

McGovern could become the American Alexander Kerensky.

What is most disturbing to many an ethnic leader is the fact that so many people including many in the news media are taking the 1972 elections for granted and are now discussing who is going to run for Predeut in 1976. It is true that President Nixon has a considerable lend over McGovern at this time, but they fear complacency and apathy.

"If we don't win in 1972," said one, "forget about 1976."

BANKING COMMITTEE APPROVES A DIRECT HOUSING LOAN PRO-GRAM FOR AVERAGE INCOME FAMILIES

HON. LEONOR K. SULLIVAN

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES Thursday, September 14, 1972

Mrs. SULLIVAN, Mr. Speaker, as many of the Members know from the article this morning in the Washington Post, the consumer took a beating yesterday in the House Committee on Banking and Currency on proposals to reform settlement practices in the closing of residential real

10, and it was one of the worst defeats I have suffered on a consumer issue in all of the years I have served on that committee.

Today, however, the committee redeemed itself somewhat by agreeing 14 to 13-with 13 Democrats and one Republican voting in favor-to an amendment of mine adding to the omnibus housing bill a program for direct home loans for average income families unable to obtain mortgages in the regular market "at reasonable rates of interest."

I have been advocating such a program since the tight money situation of 1969-70, when millions of average-income families were priced out of the housing market by soaring interest rates. They just could not afford the monthly cost of an 812-percent or 9-percent mortgage.

Under the provision agreed to this morning, such families-if they are credit worthy and earning no more than \$13,-000 a year—could go directly to the Federal Government to borrow mortgage money at no more than 612-percent annual interest. The rate could, of course, be less, depending upon market conditions. Maximum loans would vary geographically from about \$22,000 to \$28,-

000, depending upon average building come families which are priced out of the

Mr. Speaker, I submit herewith as part of my remarks a press release I issued today explaining the new section of the omnibus housing bill which contains the proposed Home Owners Mortgage Loan Corporation Act.

I urge the Members to familiarize themselves with this issue because it will certainly be one of the major controversies in the House when we take up the housing bill. This is a provision to aid the solid. substantial citizens in this country who make up the foundation of our economy, who do the hard work of the country and pay their own way and are not subsidized by anyone but who are left out in the cold when interest rates go up and they cannot afford the mortgage on a decent home.

REMEMBER THE HOLC OF THE THIRTIES

Just remember, Mr. Speaker, that we now spend hundreds of millions of dollars a year subsidizing home ownership for the poor. The new HOMLC is a program to provide the opportunity for good housing for working families which do not need a subsidy and cannot qualify for a subsidy, but who cannot afford 81 and 9 percent mortgages during tight money situations.

During the Depression of the 1930's, Congress created the HOLC—the Home Owners Loan Corporation-to save the homes of moderate income families from foreclosure. It saved millions of homes for their owners, and ended up making a profit for the Government when the loans were repaid with interest, as nearly all of them were repaid. The HOMLC can enable the moderate income family to obtain a home, and this agency, like the old HOLC, would make a profit for the Government, too.

Mr. Speaker, the press release referred to is as follows:

BANKING COMMITTEE APPROVES SULLIVAN DIRECT LOAN HOUSING PROPOSAL

The House Commission on Currency today approved, 14 to 13, a proposal to establish a pilot program of direct loans from the Federal government to "credit-worthy" moderate income families which cannot obtain loans in the regular mortgage market "at reasonable rates of interest.

Offered by Congresswoman Leonor K. Sullivan, Democrat, of St. Louis, Missouri, the proposed Home Owners Mortgage Loan Corporation Act was added to the omnibus housing bill now in the final stages of committee consideration following many weeks of markup sessions.

The maximum interest rate on the direct loans authorized in the bill would be 614 % but could be less. Loans could be extended to families with incomes up to \$13,000 a year. to purchase homes costing, in some areas of the country, up to about \$28,000. The maximum mortgage amounts would vary geographically under the same formula approved by the Committee for subsidized mortgages for low-income families under the Section 235 home ownership program, from about \$22,000 to \$28,000.

However, Mrs. Sullivan stressed that there would be no subsidy involved for the average income family qualifying for a direct loan, since the rate would reflect the government's own costs of borrowing money.

The St. Louis Congresswoman has been advocating a direct loan program for moderate income families-"the mailman, the policeman, the teacher, the bus driver, average in-

mortgage market when money is tight and rates po up" - ever since the tight money alluation of 1909-70. As originally introduced, her bill would have established a \$10 billion revolving fund built by five annual apropriations of \$2 billion a year. After losing on this proposal in the Housing Subcommittee earlier this year, she scaled the initial cost down today to a pilot operation of \$10 million to get the program started.

An independent board consisting of the Fild commissioner and eight public mem-bers appointed by the President and confirmed by the Senate would set policies for the new direct lending program. Actual loan operations under the program would be handled by the Federal Housing Administration.

Under a revised provision suggested by Chairman Wright Parman of the Banking Committee to Mrs. Sullivan's proposal, the Government could also use this program to make direct loans to families qualifying for Section 235 subsidized loans, thus reducing the cost of the subsidized loans to the Treasury. Under present law, the family purchasing a subsidized home pays as little as 1% interest on the mortgage and FIIA pays the mercest on the mortgage and FHA pays the rest. In 1969, when rates on FHA-insured mortages reached 8'2", the Government was paying 7'2" interest on these insured loans for low-income home buyers.

"Eventually, under this new program, we could phase out the subsidized insured loans and replace them with direct loans at substantial savings to the Government," Mrs. Sullivan explained.

"But primarily, this is a program to come to the rescue of the family which gets no subsidies, which pays taxes and pays its own way, but which is unable to afford a home when interest rates soar, as they did in 1969 and 1970," Mrs. Sullivan said. "We have for many years had a direct mortgage loan program in operation for farm and rural families, and it has worked successfully. This would bring the same benefits to city folks when they can't get mortgages in the private market at reasonable rates."

The Congresswoman said she would do her best to hold the new direct loan program in the bill when it goes through the House and through Conference with the Senate.

"Now in the time for all good consumers to come to the aid of themselves by letting their Congressmen and Barators know the ande program for the average income family,"

Mrs. Sullivan declared.

In the showdown vote in the Banking and Currency Committee this morning, one Republican, Congresswoman Margaret M. Heckler (R.-Mass.) joined 13 Democrats in providing the winning margin of one vote. Three Democrats joined 10 Republicans in voting against the Sullivan direct loan program.

REGULATING TELEVISION PRIME TIME RERUNS

HON. JAMES C. CORMAN

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES Thursday, September 14, 1972

Mr. CORMAN. Mr. Speaker, in June of this year I was joined by several of my California State colleagues in urging the Federal Communications Commission to adopt a proposed regulation of television prime time reruns. The glut of reruns in recent years has often amounted to more than half of the network shows during prime time, Repetitions programme does not serve the growth of superior viewing content for the 63 million Americans who rely on television as a major source of their entertainment

Following is an article by Art Arthur. countrie conditiator of STOP-Save Programing-of relevision Original the Film and Television Coordinating Committee which is composed of entertrimment industry guilds and unions. Also included in these remarks is a press release by STOP concerning their recent survey of television reruns across the country:

[From Screen Actor, July 1972]

FIFTY MILLION REASONS CANNOT BE WRONG (By Art Arthur)

There's nothing happier in campaigning than when a private interest and the public interest coincide. That's the utlimate in any drive by any private interest for public sup-

And that's the situation we are finding in circulating the petitions to amass signatures calling on the FCC to act against excessive reruns. The film and television unemployed skills and talents have a vital personal stake in atimulating much more original programming by a cutback in rerun prime time pollution, But the Great American Public has its own very good separate reasons for wanting action against reruns-reasons such as boredom, tedium, discust, frustration and anger

experimental continues of

Members who started out with the first petitions at shopping centers and super-markets reported that people practically snatched the papers out of their hands in their eagerness to sign. They were uncovering an enormous and unsuspected public fury and resentment of the rerun glut-far beyond what anyone had realized And it's the Great American Public that will finally put an end to the rerun rables. What we've learned is that they don't need any convincing—they just want to know where to register how they already feel. The lating and able to provide.

This sense of strong public suppore is also recognized by the many formidable allies who are giving the "S.T.O.P." campaign their important backing-the Los Angeles City Council, which passed a hard-hitting resolution without a discenting vote: similar action in the State Senate through Senate Majority Leader George Moscone: the Executive Council. California Labor Federation, API-CIO, as well as the Los Angeles County Federation of Labor-a swelling roster.

There's a final frony in all this-we are doing the networks a favor for which they aren't likely ever to thank us but from which they will benefit far more than any of the rest of us. The public response makes it clear that the public has just about had it with overdone reruns-and that this network shortcut to super-profits is also a shortcut to viewer oblivion-in turn, a shortcut to

network suicide.

Network accountants can't be blamed if the dollar signs perpetually before their eyes produce a kind of Midas myopia. But must the rest of us co over the chill with thembecause all that golden glitter makes it impossible for them to see ten feet past their noses? The answer, of course, is hell, no.

In our own interest and in the public interest, we'll do our best to save the networks from themselves. There may still be

time . . .

NEW PROCESS DISCLOSE APPALLING NATIONS WIDE JUMPS IN RESUN RATIOS BY NETWORKS SAVE PICC SCALLY REISER PRIME TIME RERES INCREASES FOR HIGHER THAN PIRST SUBPRCIES IN STOP PARKET

In some parts of the nation, reruns occupy as high as seventy-five percent of network prime time viewing hours.

In no area of the country, including major cities such as New York and Los An-

pelen, is the average of reruns in network prime time has then fifty percent of network

total prime time programing.
And the general nationwide average of network prime time reruns is much closer to mixty percent than to fifty percent.

These are among the findings disclosed today following a nationwide tatistical study of the hours devoted to reruns in network prime time, carried out under the auspices of the Film and Television Coordinating Committee, composed of entertainment industry guilds and unions which have banded to-gether to wage the "S.T.O.P" campaign aimed at curbing excessive network prime time re-runs. ("S.T.O.P." is an acronym for "Save Television Original Programming.")

The statistics revealing network prime time hours to be "virtually overrun with reruns," also brought forth a new phrase to describe the network retrogression from original programing into ever-increasing repeat showings. Previously described by a California legislator as "Titans of Entertainment who had allowed themselves to become Titank of Tedium-mere merchants of monotony," the network rerun policy makers were labelled by an FTCC spokesman today as barren Barona of Boredom."

The blue-covered FTCC study, compiled into sixty-seven pages for presentation to the

undertaken on a majou. A de tools and ered seven separate sections of the countrygrouped into Southwest Area, Midwest Area, Northwest Area, Southeast area, Northeast Area, Southern Area and Central Area.

"These figures convince us more strongly than ever that the Federal Communications Commission should place a twenty-five percent ceiling on all rerunt in prime time hours on the networks. The abuse is far more flagrant than anyone has suspected and constitutes a dreadful breakdown in network program responsibility to the American people. Presh new programming clearly is in an everincreasing decline. It's a shocking dereliction of their FCC-licensed obligation to serve 'the public interest, convenience and necessity," declared Keith R. Williams, co-chairman of "S.T.O.P." campaign and President of Musicians union Local 47, American Federation of Musicians. "There is more justification than ever for the description of this network illness as "rerun rables."

The new figures are expected to put redoubled vigor behind the drive in support of a petition filed with the FCC by film editor Bernard Balmuth urging a 25 per cent network prime time rereun limitation, and strongly backed by member-organizations of the Film and Television Coordinating Committee-including Writers Guild of America, West, Composers and Lyrichts Guild, Musiclans Union, Screen Actors Guild and the Hollywood AFL Film Council. Already on record in support of the petition are the California State Senate, the Los Angeles City Council and other major public bodiesas well as hundreds of thousands of private citizens who have placed their signatures on support petitions being circulated all over

In one sample week, deliberately chosen because it was typical rather than exceptional, the FTCC figures showed such contrasts on only 74 regular programs vs 337 regular program reruns on a single network in the northeast region of the country—for a ratio exceeding 80 per cent. Another network, in the same week in the southwest region of the country, showed only 63 regular programs in its prime time periods in contrast to 238 reruns. A third network offered 297 reruns in prime time in the same week while presenting 110 regular programs.

By regions, the FTCC survey revealed that the highest number of network prime time reruns occur in the northeast area, which included cities like Washington, Baltimore. Pittsburgh, Philadelphia and New York, as

well as much of New England, New York State, New Jer et, Maryland and Virginia Closest rivals in rerun abuse within network station prime time were the Southern region. taking in much of Texas, Alabama, Arkansai. Mississippi and Louisiana-and the Southeast area, including Florida, the Carolinas, Tennessee and Georgia. Least afflicted by excessive reruns was the Central area, including Missouri and Oklahoma.

"But the difference in rerun abuse between one section of the country and another is hardly enough to alter the fact that all of it is a disgrace," declared Williams.

The FICC spokesman expressed doubt that even the networks themselves realized the extent to which they had receded from original programs to repetitious rerunning.

"Our study reveals that it's an insidious creeping process which evolved so gradually that awareness of what has been happening and of how bad it really is still comes as a startling realization," said Williams. "It startled us, it will certainly startle the Fedral Communications Commission—and my nuess is that it will startle the networks, too, when they fully realize how much they have slipped backwards. These figures leave no doubt that it's high time they took a hard look at where they've been-but especially

at where they are going!
"Perhaps the odder pened of all the works have retrogressed from the standards of fresh new enterminment that made them America's greatest entrepreneurs and impresarios for the millions, Recently, a California legislative leader, in pledging support for a twenty-five per cent network rerun celling, commented that the networks, which once were our Titans of Entertainment have let themselves become Titans of Tedium-mere merchants of monotony.

"This study clearly establishes that we must agree. Once they were America's supreme showmen-proud, respected and admired. What pride can there possibly be for them in reducing themselves. by this sterile policy of repeat after repeat, into barren Barons of Boredom.

"They've become like the man in their own commercials who can't believe he 'ate the whole thing.' But it's the viewing public who are the victims of the indigestion "

The general average of around sixty per cent shown in the FTCC study sharply raised the figure of 431 per cent which was the hash for the original petition to the Federal Communications Commission protesting excessive reruns, filed by Balmuth.

"When we first began to challenge this network rerun glut," said Williams, "we were under the impression that 4312 per cent of network prime time annually was devoted entirely to reruns. And that was bad enough! Now we find, through a much more detailed survey than Mr. Balmuth was able to make as an individual, that we had considerably underestimated the odious extent of this ever-growing paralysis in the public's nationwide viewing pleasure—this withering of new programming in favor of rerun after regul after regun—to the detriment of everybody concerned, above all the public.

"If we thought we and the public were being short-changed before, you can imagine how much more strongly we feel after looking at these appalling new statistics. It's worse than any of us ever believed. No wonder our employment, which depends so heavily upon original programming, has been devastated."

The voluminous FTCC study was carried out under the direction of Mrs. Paulyne Golden, comptroller of the Screen Actors Guild and past president of the San Fernanda Valley chapter of the National As jociation of Accountants, She was loaned to the Film and Television Coordinating Committee by SAG to act as the FTCC's Statistical Coordinator. Working with her was a staff

which included others with equivalent financial and rerun policing duties in the Writers Guild of America and other memberorganizations of the FTCC.

Basis for the statistical study was television logs published in each of the seven regions blanketing the country, crosschecked with individual rerun records of the member-organizations. Representative weeks were chosen and balanced to provide an objective fact-finding approaching between network summer rerun maximums (on some evenings as high as one hundred per cent) In order and mid-winter rerun minimums. to assure a very conservative statistical approach, allowance was made for an error ratio of at least five per cent.

Each half hour of network prime time within the survey periods was individually recorded in one of three classifications—"movie," "regular" and "special"—and each program within the classifications was identified in terms of whether it was original programming or a rerun. Even in the supposedly minimal month of February, the number of network prime time reruns was surprisingly high, in contrast to original programming, said Williams.

Each of the three networks was studied separately as well as being part of the combined totalling of percentages. FTCC officials stated that they would not identify "at this time" which of the three networks was the greatest rerun offender. "All three are in the flagrant' category," was the comment. twenty-five per cent ceiling on network prime time reruns, such as has been proposed to the FCC, would be equally healthy and constructive for all three."

> U.S.S.R. INVADES POLAND-**SEPTEMBER 17, 1939**

HON. FRANK ANNUNZIO

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES Thursday, September 14, 1972

Mr. ANNUNZIO. Mr. Speaker, September 17 marks the 33d anniversary of the brutal and unprovoked invasion of Poland by the Soviet Union. It was on this day in 1929 that Poland was forced to begin a sad era of history under the cynical tyranny of communism. Though the Polish forces fought with incredible bravery, independent Poland was overcome in a matter of days by the Soviet armies on the eastern front and the armies of Hitler in the west. The gallantry of the Poles was of no avail against the inhuman terror unleashed by the invaders.

The Polish people suffered horribly in that war. The nation lost close to one quarter of her population and the romantically beautiful city of Warsaw, the Polish capital, was leveled to the ground. Poland's brief, but brilliant, experiment in independence and self-determination was ended by stark terror and foreign occupation. To this day, the Polish people have not known a gov-ernment which is answerable to their wishes and which respects their will for democracy.

The entire world was awed and inspired by the almost superhuman courage displayed by the Polish people during those tragic wartime years. It is this steadfast spirit and energetic drive for

freedom during the subsequent darkness of Communist misrule that have earned for the Polish people a special heroism in the age-old struggle of the human race for dignity and justice. The mindlessness and random brutality of the commissar will never conquer the Polish

As we again observe this anniversary in the House of Representatives, I am honored to join the Polish Americans of Chicago in their hopes and prayers for the reentry of Poland into the community of free nations. Freedom-loving people the world over are watching and the Communists must never be allowed to forget this or to ignore the yearning for liberty in the hearts of the Polish

FIGURES PROVE VIETNAM MISTAKE

HON. JOHN G. DOW

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Thursday, September 14, 1972

Mr. DOW. Mr. Speaker, the following study, compiled by the Congressional Action Fund, concerns the war in Vietnam. The study addresses itself first to the cost of the war, in terms of loss of human lives, damage to the Vietnam environment, possible genetic damage, and a shattered culture. Consideration is given likewise to the financial costs of the war, both in direct monetary and military support, and the effect of this war on our own economy.

The study goes on to discuss the key issues in negotiations for ending the war, dealing with the issue of a coalition government, American prisoners of war, and the bloodbath theory.

The information contained here is more evidence that American policies in South Vietnam have no real rationale. There is little justification for our conworld that is hardly a security threat to us, and in a conflict that is essentially a civil war. The figures given here tell in very concrete terms the appalling cost of a monstrous mistake that we would evidently rather perpetuate—at more cost—than admit. I commend this study to the attention of my colleagues:

COST OF THE WAR TO THE VIETNAMESE 1. KILLED AND WOUNDED (MILITARY PERSONNEL)

	South Vietname to deaths	Enemy deaths	South Vietnamese wounded
1960	2, 223 4, 004 4, 457 5, 665 7, 457 11, 243 11, 953 12, 716 27, 915 21, 833 23, 346 22, 069 14, 325	5, 669 12, 133 21, 158 20, 575 16, 785 35, 436 55, 524 88, 104 181, 149 158, 954 103, 638 98, 094 54, 310	2 788 5 449 7, 195 11, 488 17, 117 23, 118 20, 974 29, 448 70, 696 65, 276 71, 852 59, 873 40, 449
1960 72	169, 206	849, 529	425, 574

¹ Through May 31.

2. KILLED AND WOUNDED (CIVILIANS ONLY)

	Deaths	Wounded	Total
1965	75, 000 50, 500 60, 000 100, 000 60, 000 30, 000 25, 000 50, 000	75, 000 100, 000 115, 000 200, 000 140, 000 95, 000 75, 000 100, 000	100, 000 150, 000 175, 000 300, 000 200, 000 125, 000 150, 000 150, 000
1965-72	400,000	900, 000	1, 300, 000

1 Through June 30.

3. REFUGEES GENERATED IN SOUTHEAST ASIA

	South Vielnam	Cambodia	Lags
1964-66	2, 400, 000 435, 000 1, 410, 000 590, 000 400, 000 150, 000	+2, 000, 000	
1971 1972 (to July 31)			
1964 72	2 6, 385, 000	+2,000,000	1, 000, 000

4. MUNITIONS EXPENDED IN INDOCHINA (IN TONS)

	Air	Ground	Sea	Total
1965 1966 1967 1968 1969 1970 1971	932, 763 1, 431, 654 1, 387, 237 977, 446 763, 160	590, 177 1, 203, 530 1, 484, 403 1, 405, 823 1, 181, 534 832, 968 8 308, 842	5, 000 30, 000 50, 500 30, 000 13, 000 (¹)	315, 000 1, 107, 177 2, 166, 293 2, 966, 557 2, 823, 060 2, 171, 980 1, 596, 128 812, 721
1965 72	6, 824, 139	7, 007, 227	128, 500	13, 959, 916

1 Figures not available since Jan 1, 1971. 2 Through June 30. 3 Through May 31.

5. ENVIRONMENTAL DESIRUCTION - CRATERS

U.S. bombing has created over 20 million

12/28/71) and over 10 million in South Vietnam. The craters are caused by standard 500 pound bombs dropped by B-52s; they are 20 to 50 feet wide and 5 to 20 feet deep. The crater holes together would cover a combined area of 325,000 acres. In addition to the interruption of agriculture, these craters collect water which become breeding pools for malaria and other diseases. Many experts be-lieve that cultivated areas which have been heavily hit by bombing "will be very difficult, if not impossible, to recultivate."

6. ENVIRONMENTAL DESTRUCTION -- HERBICIDES

In addition to bombs, the United States has sprayed fifty thousand tons of herbicides on Indochina. In all, about one-fifth of the forests and one-eighth of the entire land area of Vietnam have been aprayed. 35% of South Vietnam's 14 million dense forest acres have been sprayed. Six million board feet of lumber have been destroyed in South Vietnam, equivalent to thirty years of lumber for the country and \$500 million in tax revenues.

7. ENVIRONMENTAL DESTRUCTION-LAND CLEAR-ING

Land clearing is accomplished with herbicides (see above) and with 20-ton Caterpillar tractors with 2,5 ton, 11-foot wide "Rome Plow" blades and 14 tons of armor. The tractors have levelled over 750,000 acres

¹ Recent rates: 200,000 to 300,000 per year.
2 From USAID statistics, Figure does not include subcommittee estimate of 2,000,000 refugees not officially registered in urban areas, Senator Kennedy on Aug. 3, 1971 reported over 8,000,000 refugees generated in Victnam.

Voluntary Solution Is Asked

By United Press International

President Nixon has threatened federal intervention unless television networks voluntarily agree to reduce program reruns.

In a letter to the Screen Actors Guild, released by the guild Thursday, Nixon said he had ordered a White House investigation of the network's rerun policies. He said that if the networks do not find "a voluntary solution" to the use of reruns at current levels, "we will explore whatever regulation.

order."

The Screen Actors Guild in recent months has mounted a nationwide campaign to force a reduction of prime time reruns because, they charge, the repeated programs have forced film actors out of work.

The President's letter, addressed to the guild's president, actor John Gavin, and dated Sept. 12, stated in part:

"I can tell you now, that in general, I agree with your view that the increasing number of reruns on the networks in prime time constitutes an economic threat to the talented men and women of the American film industry.

"I am convinced that in cutting the amount of original programming the TV networks are failing to serve their own best interests as well as those of the public. No one will gain with this network practice which has the long run effect of drying up the domestic sources of new programming."

The letter to Gavin stated that "following our discussion on the growing tendency of the networks to use reruns in place of original programming, I asked Tom Whitehead, the director of the Office of Telecommunications Policy to look into this problem . . .

"Given the potential serious effect of this practice, I have instructed that Mr. Whitehead thoroughly investigate this

(Continued on Page A-2, Col. 5)

Los Angeles Evening and Sunday Herald Examiner - Friday, September 15, 1972

Nixon Hits TV Reruns

(Continued from Page A-1)

problem. I am hopeful that Mr. Whitehead, working with the networks, will find a voluntary solution, otherwise we will employ whatever regulatory recommendations are in ordan.

In a response, Gavin wrote: "Your endorsement and support of the goals with which we seek to better the welfare and work opportunities of the people in the entertainment field is most deeply appreciated . . ."

In New York, the president of the NBC television network, Don Durgin, said the network believed a limitation on reruns would be prohibitively expensive and would serve to throw more actors out of a job.

Durgin, reiterating an argument advanced by the President of CBS Television "As we have told the FCC, the most feasible, immediate way to increase employment in the motion picture industry would be through repeal of its prime time access rule, which reduced the network's program production by 12 hours a week and eliminated new production estimated at \$60 million annually."

The CBS president, Robert D. Wood, said in New York that his network would "welcome any thoughful consideration of the question of network reruns," but retused further comment on Nixon's letter. ABC had no comment.

The authoritative service for broadcasting, consumer electronics & allied fields

SEPTEMBER 18, 1972

VOL. 12, NO. 38

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

NIXON ENTERS RE-RUN DISPUTE: Not in public interest, he tells SAG's Gavin, orders OTP to investigate. Whitehead sees viewers 'up in arms' over re-runs. Observers see political motivation behind White House move. (P. 1)

BUNCH UNDES ALLES SELET-LARROVEMENT: 10HI IRTS FCC will keep hands off journalism but chides industry for rejecting 'sincere criticism.' Defends FCC inquiry into Munich satellite-use dispute. (P. 2)

BURCH ISSUES WORK ORDERS to colleagues, sets special meetings on major items through Oct. Bureau chiefs to report at each regular meeting. (P. 3)

PRICE COMMISSION RILES NAB, which charges Q-&-A on broadcasting is 'intolerable' & 'grossly unfair.' (P. 4)

CURTIS NEW CPB Chmn. succeeding Frank Pace, USIA's Henry Loomis expected to be named pres. PBS Chmn. Loper charges NAEB with lulling stations into 'false sense of security.' (P. 5)

STAGGERS CALLS TV BLACKOUTS of major sports 'unpopular' with public, orders probe. Macdonald halls action, plans hearing, but sets no date. (P. 5)

Consumer Electronics

FOREIGN-BRAND TV clobbered in first half as U.S. brands increase market share while total TV sales rise to new highs. Total imports rise, but as result of sharp increase in U.S. manufacturers' shipments from own foreign plants. (P. 7)

rights to Ampex Instavideo cartridge VTR. Results indecisive in videoplayer industry's first confrontation with govt, at House hearing. Ampex-Cartridge TV litigation. (P. 8)

RCA SEEN LEADING in race with GE for set maker approval of competing slot-mask color tube approaches. Key factors are Zenith & Warwick, latter believed leaning toward RCA-type tube for small-screen. (P. 9)

JAPAN'S FTC threatens crackdown on firms involved in restricting exports. Japanese govt. turns down British request for limits on color TV exports. Treasury pledges no letup in dumping, countervailing enforcement. (P. 10)

SARKES TARZIAN says blame in comparable-tuning snarl belongs to FCC for dragging feet on approval of 70-channel detent, then changing testing rules in midstream. (P. 11)

NIXON ENTERS RE-RUN DISPUTE: In move many consider politically motivated, President Nixon has entered side of movie industry & labor unions in their efforts to curtail network use of re-runs. "I am convinced that, in cutting the amount of original programming, the TV networks are failing to serve their own best interests as well as those of the public," Nixon wrote SAG Pres. John Gavin.

Mixon said he had instructed OTP Dir. Clay T. Whitehead to "thoroughly investigate this problem. I am hopeful that Mr. Whitehead, working with the networks, will find a voluntary solution. Otherwise, we will explore whatever regulatory recommendations are in order." Neither Nixon nor Whitehead—latter in Sept. 14 speech to NATAS during which President said "he will be representing my point of view"—discussed what sort of regulatory recommendations they had in mind.

One Bernard Balmuth and coalition of talent unions have asked FCC to restrict network primetime re-runs to 25% of program time for any given year. Petition has been supported by 22 Cal. congressmen. Networks now have re-runs about 45% of time, maintain they're necessary because of escalation of program production costs. Answering Nixon-Whitehead statements last week, all 3 networks said restricting re-runs would cause less—not more—employment in Hollywood and would cause drastic cutback in news & public affairs.

Washington observers, Republicans included, are convinced White House move is thinly-dis-

2_TELEVISION DIGEST SEPTEMBER 18, 1972

guised effort to get votes in key state of Cal. and contributions out of film industry. They point out that MCA's Taft Schreiber is co-chmn. of financial committee for President's campaign.

"Something must be done about the realities of TV," Whitehead told NATAS. "One of [the] problems is the question of network re-runs. Once the glow of the new season fades, the viewers will be up in arms when they realize the extent to which the networks are programming re-runs... This will be a good profit year in the TV industry... At any one time there are many craft unions with 50% to 75% of their members out of work. It is not clear whether there is a relationship between either of these facts and the spreading blight of re-runs, but this is a matter that requires some close scrutiny... We are going to look at the re-run problem carefully, and make our recommendations to the FCC...or urge the networks to take whatever action is deemed appropriate."

Whitehead also was critical of prime-time access rule, said it has many common problems with re-run situation, and in part blamed 3-network economy. "From a longer-run policy perspective, creation of new networks may well be the only way to meet the needs of program diversity & audience choice," he said.

Two days before Whitehead's talk, CBS-TV Pres. Robert Wood defended re-runs before hostile audience at Hollywood Radio-TV Society. He said charge that use of re-runs is unfair to viewers is "completely cockeyed. The argument rests on the fallacious assumption that just about everyone everywhere watches a program the first time it is on the air." He said average Balmuth proposal is forced on networks, "it would not create a boom," Wood said. "It would bring on a bust...Only by averaging the high cost of a first run with low cost repeats could programming expenditures be kept under some measure of control. Tamper with this fine line of balance and the entire broadcast economy is in big trouble." Proper course to assure more Hollywood employment is abolition of prime-time access rule, he said.

BURCH URGES NEWS SELF-IMPROVEMENT: FCC Chmn. Dean Burch obtained generally good reaction—not total hurrah but little serious criticism—with his speech on broadcast journalism before IRTS in N. Y. Sept. 15. No one quarreled with his basic concept that industry should promote self-criticism and display willingness to listen to outside complaints—and strict FCC hands-off news.

We talked to many industry leaders after speech, and most reacted as above. There were some modest dissents. Said NAB Pres. Wasilewski: "A good speech, but some of his examples weren't so good. He mentioned how FCC kept its hands off of the Stoner case in Atlanta—the racist candidate. But the law wouldn't let the Commission do anything else." Said NBC Pres. Goodman: "We do plenty of self-criticism, all the time." How about that, we asked Burch later. His response: "Where?"

Burch was unhappy about network (which he didn't identify, but understood to be CBS) which "quite literally" told an FCC staff member to "get lost" when he asked about fracas over use of satellite to cover Munich murders (see p. 4). Burch got laugh when he said network "has almost surely locked up the W. K. Henderson Award for '72-'73." Henderson was Shreveport radio operator who is reputed to have broadcast, Burch related: "And if the FCC don't like it, they can come on down here and kiss my sweet white ass—she's tied up right out behind the transmitter."

But journalistic freedom, responsibility & self-regulation were basic to whole speech: Said Burch: 'Believe it or not as you choose—but I am on your side. I do believe that you must be free to call 'em as you see 'em, and I'm prepared to defend to the death your right to do so—even, in the pinch, your right to be wrong. It would simply make the job easier if broadcasters were to react to sincere criticism from whatever source with something other than outraged innocence, or with countercharges of repression & dark designs of official censorship... Absent hard extrinsic evidence of deliberate rigging or distortion, we simply do not look over your shoulders... Our most recent ruling, in the J.B. Stoner case, clearly shows our adherence to the statutory scheme and the First Amendment—even in a situation involving the presentation of racist views wholly abhorrent to every member of the Commission... Even if there were no First Amendment and no Sec. 326, I would still be on your side... It's not that your collective editorial judgment is im—

Page 1

Fewer reruns in prime TV time are wanted by the White House. Nixon has ordered an investigation of TV rerun policies, and "will employ whatever regulation recommendations are in order" if the present level of reruns continues, officials said. Nixon was said to agree with actors that high reruns are "an economic threat" to the program-production in-

Nixon Hits Volume of TV Reruns in Bid To Bolster Program-Production Industry

Page 6

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON-The Nixon administration, expressing concern over a faltering televisionprogram-production industry, suggested it will try to discourage the trend toward using more TV reruns at night.

Clay T. Whitehead, who speaks for the White House on communications policy matters, said President Nixon has written the Screen Actors Guild "expressing general agreement that the increasing number of reruns constitutes an economic threat to the program-production industry."

Mr. Whitehead, director of the White House Telecommunications Policy Office, said the President had asked his office to look into the matter and recommend appropriate action, He added that the telecommunications policy office would make its recommendations either to the Federal Communications Commission, or to the television networks.

The White House official made his comments in San Francisco to the local chapter of the National Academy of Television Arts and Sciences; the text of the speech was made available here.

Mr. Whitehead didn't specify how his office would tackle the rerun problem. However, he asserted that the program-production industry is "drastically" under-used and argued that it isn't in the public interest for this industry to be "sapped of its vitality."

Earlier in his speech, Mr. Whitchead asserted that the federal government tries to avoid regulation of broadcast programming content, keeping its attention focused on techni-"something must be done about the realities of ! television.

Currently, the FCC is considering a pro- industry.

posal that would limit television reruns at night to 13 weeks a year. The proposal was filed by a group called Stop Excessive Reruns and Save Television Original Programming. The group consists of various trade associations, unions and professionals in Hollywood.

In Los Angeles Tuesday, Robert D. Wood, president of Columbia Broadcasting System Inc.'s network division, said the prosposal was "unrealistic" and argued that the cost to television networks would be prohibitive.

In a statement issued yesterday, Mr. Wood referred to his Los Angeles speech, but added: "We welcome any thoughtful consideration of the question of network reruns."

Don Durgin, president of RCA Corp.'s NBC television network, said that "since the cost of television-program production is at an all-time high and repeat programming is an economic necessity, a (rerun) limitation would result in less-elaborate production and consequently less employment,'

A spokesman for American Broadcasting Cos. said: "It is likely that any federal or state intervention to compel fewer film reruns would well result in networks turning to different and less-expensive forms of programming with disastrous results to the entire film industry."

One industry source said he viewed Mr. Whitehead's remarks and the Nixon letter as 2 campaign ploy designed to gather support from the Hollywood unions whose members are employed in the production of television programming. The proposal that would limit the amount of program time that could be devoted cal and operational matters. But he added that to reruns is believed to have originated with the various Hollywood unions, which are concerned over widespread unemployment in the

Television Reruns During Prime Time Draw Nixon Fire

The Nixon administration has placed itself firmly behind an actors' union effort to force network television to reduce the number of reruns in prime time.

And a White House communications adviser has suggested that a fourth national commercial TV network "may be the only way to meet the needs of program diversity and audi-

ence choice."

Clay T. Whitehead, director of the President's office of telecommunications policy, told the San Francisco chapter of the National Academy of Television Arts and Sciences last night that viewers "will be up in arms when they realize the extent to which the networks are programming reruns."

Put at 45 Percent

The networks estimate they now devote about 45 percent of prime time — 8 to 11 p.m. — in any given year to prime time, most of it in the summer. Hollywood guilds and unions have petitioned the Federal Communications Commission to order the networks to limit reruns to no more than 25 percent of the choice time.

The unions, with the backing of Gov. Ronald Reagan and two California Republican congressmen, Barry Goldwater Jr. and Alphonzo Bell, contend that reruns on the networks have resulted in less new programming and a subsequent loss of jobs in the television and film industries. Whitehead said a study by the unions claims the nationwide average of network prime-time reruns is close to 60 percent.

"From what I've seen al-

ready, this will be a good profit year in the TV industry," Whitehead said. "I've also heard that the Hollywood studios are on the ropes — that at any one time there are many craft unions with 50 to 75 percent of their members out of work."

Looking at Problem

"We are going to look at the rerun problem carefully and make our recommendations to the FCC if necessary, or urge the networks to take whatever action is deemed appropri-

ate."

Nixon, in a letter yesterday to John Gavin, president of the Screen Actors Guild, said, "Given the potential serious effect of this practice, I have instructed Mr. Whitehead to thoroughly investigate this problem. I am hopeful Mr. Whitehead, working with the networks, will find a voluntary solution. Otherwise we will explore whatever regulatory recommendations are in order."

As for creating a new network, Whitehead conceded that in the past, problems in "starting up additional networks have been insurmountable" but he said "times are

changing."

"First, the 'open skies' policy for domestic satellites could substantially lower the cost of national and regional network interconnections," he

said

"Second," he said, "the critical mass problem of collecting enough major market affiliates could be eased by cable TV development. The new networks do not have to look like the present networks or operate in the same way." Friday, Sept. 15, 1972

By John Carmody

President Nixon, responding to complaints from the Screen Actors Guild and Hollywood television unions that the increase in TV reruns during prime time has meant a sharp decrease in work for their members, has ordered his Office of Telecommunications Policy to look into the situation.

Dr. Clay T. Whitehead, OTP director, suggested that the administration would "urge the networks to take whatever action is deemed appropriate" after an investigation but said Federal Communications Commission action was a possibility, too.

The FCC has already indicated that it will look into the controversial prime-time access rule — which currently bans network-produced shows between 7:30 and 8 p.m. — another factor blamed for the serious cutback in Hollywood film production.

Whitehead made the announcement yesterday before the San Francisco chapter of the National Academy of Television Arts and Sciences.

He cited Hollywood union figures indicating that the "general nationwide average of reruns in network prime time is close to 60 per cent." He said that currently "the networks are working with a 44-week schedule, which contemplates 20 or 22 weeks of reruns."

Citing "the good profit year in the TV industry," Whitehead said that "the Hollywood studios are on the ropes—at any one time there are many craft unions with 50 to 75 per cent of their members out of work."

He called the "skilled and creative people in the film industry...a great national resource." Whitehead did not need to add that they also comprise thousands of votes in a critical state dur-

ing a presidential election year.

On Tuesday, Robert D. Wood, president of CBS, defended the networks' policy of reruns on grounds that it gives viewers a chance to see programs they missed the first time around. He was commenting on proposals presently before the FCC to limit the number of reruns to 25 per cent of prime time during a year.

Responding to the Whitehead speech yesterday, Don Durgin, president of the NBC TV network, said in a statement that "it is our belief that a limitation on repeat programming would be self-defeating and will not ultimately serve the interest of the audience."

He said, "As we have told the FCC, the most feasible, immediate way to increase employment in the motion picture industry would be to repeal the prime-time access rule, which reduced the networks' program production by 12 hours a week and eliminated new production estimated at \$50 million annually."

An OTP sopkesman here said yesterday that "there isn't anything concrete" planned yet by the agency to implement the rerun investigation. "We would like to start a dialogue, however," he said.

Whitehead, in his speech, admitted the problem was complicated. "It's irresponsible to criticize the entertainment programs the viewer sees on his screen," he said, "and blame evil-intentioned network executives for not doing better." But, he pointed out, the FCC has to devote "some attention, at least indirectly, to the programming seen by the viewers."

He sald the problems of prime-time access and reruns were "part of the need for more program diversity
... for the viewers." He suggested that the solution might be the creation of new networks, either national, regional or for specialized programming, whose initial costs could be eased by use of cable and domestic satellites.

President Supports Coast Unions' Fight Against TV Reruns

Page 1 By ALBIN KREBS

President Nixon yesterday placed his Administration firmly behind the efforts of Hollywood unions to force the three television networks to cut back on the number of reruns programed in prime evening time.

The President made his views known in a letter to the Screen Actors Guild, in which he suggested that unless the networks voluntarily reduced the amount of prime time devoted to reruns, "we will explore whatever regulatory recommendations are in order."

The text of the letter was released to coincide with a speech delivered in San Francisco by Mr. Nixon's director of the White House Office of Telecommunications Policy, Clay T. Whitehead. In the speech, Mr. Whitehead referred to "the spreading blight of reruns."

Uniform Rejoinder

Spokesmen for the American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company made the uniform rejoinder that the chief reason the networks program reruns is the spiraling cost of film production in West Coast studios.

Mr. Nixon's letter was addressed to John Gavin, president of the Screen Actors Guild. Along with most other guilds and unions in Hollywood, it has petitioned the Federal Communications Commission to order the networks to limit reruns to

Continued on Page 61, Column 2

Nixon Backs Unions on Coast Against TV Reruns

Page 61M Continued From Page 1, Col. 4 representing my point of view" At one point in his speech, in not think it's time for the

the talented men and women of the American film industry. nationwide average of reruns I am convinced that in cutin network prime time is nearly in network prime time is nearly 60 per cent. "This has happrograming the television networks are failing to serve getting to critical proportions," their own best interests, as well as those of the public. No one will gain with this network practice, which has the long-range effect of drying up the domestic sources of new programing. programing.

Whitehead Is Spokesman

effect of this practice, I have instructed Mr. Whitehead to instructed Mr. Whitehead to thoroughly investigate this problem. I am hopeful Mr. Whitehead, working with the networks, will find a voluntary solution, otherwise we will eximple the problem. I am hopeful Mr. Whitehead went on, "whether there is a relationship between either of these facts and the spread solution, otherwise we will eximple the problem." plore whatever regulatory recommendations are in order." a matter that requires some close scrutiny.

The President went on to say that Mr. Whitehead "will be people in the film industry con-

The unions, with the backing tive Branch, through the office of Gov. Ronald Reagan and he heads, to play a role in the two California Republican Conproblems faced by the tele-

at any one time there are many craft unions with 50 to 75 per "Given the potential serious cent of their members out of work."

Calls for Scrutiny

close scrutiny,
"The skilled and creative

stitute a great national resource one that sustains the TV industry and provides enjoyment for millions of Americans. This resource is now drastically underused—and it is the TV-viewing public that suffers."

Mr. Whitehead suggested that

it may be cheaper for the networks to buy programing over-seas, "but it's certainly not in the public interest nor in the networks' long-range interests, to have our domestic program-production industry sapped of its vitality.

continued From Page 1, Col. 4 in the speech Mr. Whitehead no more than 25 per cent of evening prime time—8 to 11 P.M.—in any given year. The networks estimate they now devote about 45 per cent of prime time to reruns, much of it in the summer.

The unions, with the backing tive Branch, through the office

The unions, with the backing tive Branch, through the office

The unions with the backing tive Branch, through the office

In the speech Mr. Whitehead a conceilatory vein, Mr. Whitehead at the effect of the rule."

The unions with the backing tive Branch, through the office to take aclose look at the effect of the rule."

The unions with the backing tive Branch, through the office to take aclose look at the effect of the rule."

Commenting on Mr. Nixon's letter, a spokesman for A. B. C. said "it is likely that any Fedical or state intervention to compel fewer reruns could well result in the networks' turning to different and less expensive

Access Rule Questioned

two California Republican Congressmen, Representatives Barry Goldwater Jr. and Alphonzo Bell, contend that network reruns have resulted in less new programing and a concomitant, of the new season fades, the programing and a concomitant, of the new season fades, the television and film industry.

In his letter to Mr. Gavin, Mr. Nixon said:

"In general, I agree with your view that the increasing number of reruns... constitutes an economic threat to the alented men and women of the American film industry."

The television and film industry. The television and film industry. The talented men and women of the American film industry.

"In general, I agree with your view that the increasing number of reruns... constitutes an economic threat to the television industry.

"In general, I agree with your view that the increasing number of reruns... constitutes an economic threat to the alented men and women of the American film industry."

The television industry.

"One of these problems is the television industry.

"One of these problems is the television industry.

"One of these problems is the television and the prime-time-access rule, the

in the speech Mr. Whitehead a conciliatory vein, Mr. White-F. C. C. to take aclose look

to different and less expensive Part of the problem, Mr. forms of programing with dis-Whitehead suggested, may be astrous results to the entire

White House Rerun

Once again the White House broadcasting czar, Clay T. Whitehead, has raised political implications in a statement about what American TV viewers ought to be watching. Previously he had let it be known that the stations would be better off not putting on controversial subjects and also that public service activities ought to be localized, meaning that major documentaries on the issues of the day could be ignored. Now Mr. Whitehead is worried about the increased number of reruns in prime time—the second or umpteenth showing of the family, situation, medical and similar half-hour or hour shows.

The networks maintain that the high cost of producing entertainment programs necessitates repeats, enables viewers to see a program they may have missed or want to see again, and, indirectly, provides the wherewithal for the less profitable coverage of news and information broadcasts. The White House counters by saying that the networks increase their profits through reruns, harm the Hollywood studios as well as actors and craft unions suffering from unemployment, and open the door further for importation of programs from abroad (mainly Great Britain).

There may well be a case for a better balancing of original and repeat broadcasts in entertainment shows; summer reruns have indeed stretched back to early spring. But the proper forum for study and possible rule-making should be the Government agency designated by law and Congress for this purpose, the Federal Communications Commission. The agency with the licensing and rulemaking authority can and must conduct hearings before taking drastic steps that, in effect, tell stations what the proper mix should be in programing. The F.C.C. represents the public interest and the television viewers rather than the networks and the unions.

The suspicion exists that California unions and votes—and not TV viewers and programs—are the first consideration in the White House statement. If the President felt otherwise, he would hardly have vetoed the modest two-year appropriation for the Corporation for Public

Broadcasting and caused the despair and resignation of its leadership. The first remarks about the diminished role of public broadcasting by the President's new head of the C.P.B., Henry Loomis, give little hope for bold programing in news, documentaries or entertainment in this election year. MEMORANDUM FOR

Mr. Gerald Marren
The white House

The President has sent a letter to John Gavin, President of the
Screen Actors Guild about the problem reruns in commercial
television. Tom Whitehead will deliver a speech on this subject
on Thursday before the San Francisco Chapter of the National
Academy of Arts and Sciences. He is scheduled to talk at 4:00 p.m.
EDT.

I have attached a copy of that letter and the speech. Should you
need to get in touch with me, I will be at the Mark Hopkins
Wednesday evening and during the day, Thursday. If anything
immediate arises, please call Paul FitzPatrick at OTP. His telephone number is 395-4990.

- Brian P. Lamb Assistant to the Director

Attachments

cc: DO Records

Eya Mr. Lamb (2) Mr. FitzPatrick

PAFitzPatrick:slb 9-13-72

September 12, 1972

Dear Mr. Gaving

Following our discussion of the growing tendency of the networks to use re-runs in place of original programming, I asked Tom Whitehead, the Director of the Office of Telecommunications Policy to look into this problem, and you were contacted by Hr. Whitehead's General Counsel.

I can tell you now that, in general, I agree with your view that the increasing number of re-runs on the networks in prime time constitutes an economic threat to the talented men and women of the American film industry. I am convinced that, in cutting the amount of original programming, the television networks are failing to serve their own best interests, as well as those of the public. No one will gain if this network practice has the long-run effect of drying up the domestic sources of new programming.

Given the potential serious effect of this practice, I have instructed Mr. Whitehead to thoroughly investigate this problem. I am hopeful that Mr. Whitehead, working with the networks, will find a voluntary solution. Otherwise we will explore whatever regulatory recommendations are in order.

Incidentally, Mr. Whitehead has advised me that he intends to address the question of ra-runs in a speech he will be making in San Francisco on September 14, and he will be representing my point of view. I urge you to keep in touch with him.

Once again, thank you for bringing this to my attention. You can be assured that we shall continue to work with you on this important problem.

Sincerely, RICHARD NIXON

Mr. John Gavin President Screen Actors Guild 7750 West Sunset Boulevard Los Angeles, California 90046

September 22, 1972 MEMORANDUM FOR: Herbert G. Klein The White House I am in receipt of your September 20, 1972, memorandum regarding your position concerning tax exempt foundation. Regarding my speech in San Francisco, I am very disappointed that you were caught unaware. As you may know, I was responding to a request from the President made through Chuck Colson to do something about the rerun problem and the need for diversity and additional program options for the American people. Brian Lamb of my staff informed Al Snyder of this project five to seven days prior to last Thursday. A copy of a draft of the speech was cleared by the President through Mr. Colson the day before. Last minute revisions were still needed and a final draft of the speech was delivered to Al Snyder at 10:00 a.m. Thursday morning. I apologize to you for any misunderstanding, but as you can see it seemed apparent to me that this situation had been coordinated with you both by OTP and Mr. Colson. As you know, I have made a point of keeping you informed through Al Snyder and have assumed that you and Mr. Colson are coordinating within the White House. My comments on additional networks were not so specific as you indicate. I of course share your view that the government should not sponsor a fourth network; but I fail to see how we could in good conscience discourage it. I would be pleased to discuss this with you any time, and will be in touch as our rerun project proceeds. Clay T. Whitehead CWhitehead/BLamb/slr:9/22/72 cc: Mr. Whitehead DO Records DO Chron Mr. Lamb Mr. Goldberg Eva

cc: Brian Lant Origto Director THE WHITE HOUSE WASHINGTON September 20, 1972 Tom Whitehead MEMORANDUM FOR: Herbert G. Klein H . FROM: Attached is a copy of my recommendation regarding your suggestion concerning tax-exempt foundations. I think the idea is sound, if the time is right. I would like to discuss with you at the earliest possible moment my shock regarding the speech you delivered at San Francisco without any consultation with me. It caught me in an embarrassing position in New York. I would hope that whatever action you proceed on with regard to legislation would not be designed unilaterally. I must tell you that in good conscience I am not sure I can support your proposal for such things as a government-advocated fourth or fifth network if I am asked the question by broadcasters. I don't think the plan presently is economically feasible. The tenor of the subject seems contrary to the philosophy you have expressed before-less regulation and less government involvement—a philosophy I agree with. I am aware of the fact that others have worked on this, but it seems to me we ought to have a team operation.

THE WHITE HOUSE

September 20, 1972

MEMORANDUM FOR:

John Campbell

FROM:

Herbert G. Klein

I am in support of the efforts to eliminate foundation tax-exempt support for radio-television license challengees. I do not think there should be a public statement on this prior to the election. The President's views on this subject have been made well-known to broadcast officials so we have that plus, but any action now would be enlarged as an anti-minority initiative.

I believe this proposal should be given early priority after the election, and I would be glad to work on this.

Street

9/27/72

To: Chuck Colson

From: Clay T. Whitehead

FYI

Attachment: Memo to Herb Klein from Whitehead dated 9/22/72.

cc: DO Records
DO Chron
Eva

1

S.F. Speed THE WHITE HOUSE WASHINGTON September 21, 1972 EYES ONLY MEMORANDUM FOR: HERB KLEIN FROM: CHARLES COLSON I was distressed to read your memo to Tom Whitehead of September 20 because I had assumed in our conversation on Wednesday that you understood that I was taking full responsibility for having cleared Whitehead's speech. I also took full responsibility for failing to include you in the staffing. As I didn't have time to express on Wednesday, I did discuss the issues raised in Whitehead's speech with the President and Tom was speaking, of course, with the President's full authority. It would be awkward I would think from our standpoint for you to get into a position that would be in contradiction to Tom's. I would think it would probably be best to avoid the issue if you are not in accord with what Whitehead discussed. Again, I don't think that you should chastise Whitehead; it was very much my responsibility to check out everyone here and I failed to do so with you, as I told you Wednesday. cc: Tom Whitehead -EYES ONLY

September 22, 1972

MEMBRANDEM POR

Mr. John D. Ehrlichman The White House

Subject: Network Reruns and Meeting with John Gavin

There has been enthusiastic reaction to the President's letter and my San Francisco speech from most of the programming studies and the talent and craft unions. There are, however, some risks in pushing the anti-rerum view too hard. While no one disputes the strong statement in the President's letter that the increase in rerums constitutes a financial threat to the film industry, simple restrictions on the number of rerums in prime time could actually drive down the number of expensively produced original programs, and hence mean fever jobs in Hollywood. Taft Schreiber has heard from officials at MOM, Disney, and others, and advises that we take great care in arriving at our "solutions." This seems to be another example of the love-hate relationship that Hollywood has with the networks--they do not want to endanger the prefits of the only game in town.

All this argues for a carefully measured response on our part. We have started out right by not endersing the unique' proposal that the FCC place a 25t coiling on the permissible amount of prime time reruns. We intend to proceed in a similarly responsible vain, and will most likely try for a voluntary solution to the reman problem tied to some related issue, such as the prime time access rule or the mose for more competition with the present networks.

As to our timetable, we plan to keep up considerable visible activity. For example, I not with a selection of union and studio people in Los Angeles the day after my speech last week. I have placed working responsibility for this project under Henry Goldberg, my Acting General Counsel. He is meeting new with the Mashington representatives of the networks and will be helding a series of meetings on the West Coast at the end of next week. He has also begun to coordinate our activities with PCC and Justice. Steps are also under way to obtain some quick entside assistance on the economics and operations of the network program business. He hope to have some results on the rerun problem by December 1.

CTWhitehead: #Geldberg: imc: 9/22/72

EC:

DO Records HGeldberg Subj Clay T. Whitehead

DO Chron HGoldberg Reading

Mr. Whitehead Blamb-

Eva

OFFICE OF TELECOMMUNICATIONS POLICY EXECUTIVE OFFICE OF THE PRESIDENT WASHINGTON, D.C. 20504 September 22, 1972

DIRECTOR

MEMORANDUM FOR

Mr. Charles W. Colson The White House

Subject: Network Reruns and Meeting with John Gavin

There has been enthusiastic reaction to the President's letter and my San Francisco speech from most of the programming studios and the talent and craft unions. There are, however, some risks in pushing the anti-rerun view too hard. While no one disputes the strong statement in the President's letter that the increase in reruns constitutes a financial threat to the film industry, simple restrictions on the number of reruns in prime time could actually drive down the number of expensively produced original programs, and hence mean fewer jobs in Hollywood. Taft Schreiber has heard from officials at MGM, Disney, and others, and advises that we take great care in arriving at our "solutions." This seems to be another example of the love-hate relationship that Hollywood has with the networks--they do not want to endanger the profits of the only game in town.

All this argues for a carefully measured response on our part. We have started out right by not endorsing the unions' proposal that the FCC place a 25% ceiling on the permissible amount of prime time reruns. We intend to proceed in a similarly responsible vein, and will most likely try for a voluntary solution to the rerun problem tied to some related issue, such as the prime time access rule or the need for more competition with the present networks.

As to our timetable, we plan to keep up considerable visible activity. For example, I met with a selection of union and studio people in Los Angeles the day after my speech last week. I have placed working responsibility for this project under Henry Goldberg, my Acting General Counsel. He is meeting now with the Washington representatives of the networks and will be holding a series of meetings on the West Coast at the end of next week. He has also begun to coordinate our activities with FCC and Justice. Steps are also under way to obtain some quick outside assistance on the economics and operations of the network program business. We hope to have some results on the rerun problem by December 1.

Clay T. Whitehead

Identical letter sent to Erlichman, same date.

Dear Mr. Gavin:

Pollowing our discussion of the growing tendency of the networks to use re-runs in place of original progranking, I asked for Whitehead, the Director of the Office of Telecommunications Policy to look into this problem, and you were contacted by Mr. Whitehead's General Counsel.

I can tell you now that, in general, I agree with your view that the increasing number of re-runs on the networks in prime time constitutes an economic threat to the talented non and weren of the American film industry. I am convinced that, in cutting the amount of original programming, the television networks are failing to serve their own best interests, as well as those of the public. No one will gain if this network practice has the long-run effect of drying up the domestic sources of new programming.

Given the potential serious effect of this practice, I have instructed Mr. Whitehead to thoroughly investigate this problem. I am hopeful that Mr. Whitehead, working with the networks, will find a voluntary solution. Otherwise we will explore whatever regulatory recommendations are in order.

Incidentally, Hr. Whitehead has advised me that he intends to address the question of re-runs in a speech he will be making in San Francisco on September 14, and he will be representing my point of view. I urge you to keep in touch with him.

Once again, thank you for bringing this to my attention. You can be assured that we shall continue to work with you on this important problem.

Sincerely, RICHARD NIXON

Mr. John Gavin President Screen Actors Guild 7750 West Sunset Boulevard Los Angeles, California 90046

OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

WASHINGTON, D.C. 20504

September 13, 1972

To:

Mr. Whitehead

From:

Paul FitzPatrick

Subject

San Francisco Speech Statistics

TV Stations - 1972

I. VHF Commercial - 510 UHF Commercial - 189 Total 699

II. Network affiliated - 599 Independents Independents in TOP-50 - 56 % of population reached by Independent VHF - 36% % of population reached by Independent UHF-VHF - 65%

Total TV Homes - 63,000,000 approx. Total TOP-50 - 43,000,000 approx. - 70% % TOP-50

IV.	Revenues	Expenses	Earnings
1970	\$2.8 billion	\$2.3 billion	\$453 million
1969	\$2.8	\$2.2	\$553
1968	\$2.5	\$2.0	\$494
1967	\$2.3	\$1.8	\$414
1961	\$1.3	\$1.1	\$237

OFFICE OF TELECOMMUNICATIONS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

WASHINGTON, D.C. 20504

September 12, 1972

To:

Mr. Whitehead

From:

Paul FitzPatrick

Subject:

San Francisco Speech

Below are some statistics which may prove helpful during question and answer session.

Fact

Source

- \$400,000,000 allocated by three networks for new season

Variety

- (1) NBC \$150 million
- (2) CBS \$130 million (3) ABC \$125 million
- Reasons
 - (1) More specials
 - (2) Blockbuster pictures, e.g., "Patton," "Love Story"
 - (3) Rising labor and talent costs
- 22 new shows

TV/Radio Age

- (1) ABC seven
- (2) CBS nine
- (3) NBC six

Mr. Richard R. Rector President The National Academy of Television Arts & Sciences San Francisco Chapter 235 Montgomery Street, \$1620 San Francisco, California 94104

Dear Mr. Rector:

Thank you for your letter of April 6 and for the invitation to be a guest at a "Celebrity Luncheon" of the San Francisco Chapter of the National Academy of Television Arts and Sciences.

I would be delighted to speak at one of the luncheons, and I think that the September 14 date would be most convenient. Unless I hear from you to the contrary, I shall plan on being with you on that date, and Mr. Brian Lamb, my Assistant for Media and Congressional Relations, will be in touch with you to iron out the details.

I look forward to meeting you and to exchanging ideas with the Chapter. I know it will be both an interesting and a useful occasion.

Sincerely,

Clay T. Whitehead

Oh PWILLE

LKSmith: jem 4/28/72

CCI

DO Records

DO Chron

Mr. Whitehead /

Mr. Lamb

Eva

LKS Subject

LKS Chron

PREPARED BY :

Linda

CLEARED THROUGH:

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

April 18, 1972

To: MR. WHITEHEAD

From: Linda Smith LKS

Subject: Invitation to Address the San Francisco Chapter of the National Academy of Television Arts and Sciences

You have been invited to address any one of a series of "celebrity luncheons" of the San Francisco Chapter of the National Academy of Television Arts and Sciences.

The NATAS lunches usually draw from 50 to 60 people in TV broadcasting, but if you come, they estimate an attendance of 200, including cable, educational TV, university (Berkeley, Stanford, San Francisco State) and advertising people.

The President of SF NATAS, Richard Rector, moved to San Francisco about 2 years ago to run VIACOM Marketing/Sales. He is now doing something else, but is credited with revitalizing the Academy in the last year. He and Jack Armstrong would go all out for you, arranging press coverage, allowing your remarks to be off the record, and allowing you to choose your format (their usual is lunch, a 20 minute speech, then questions and answers.)

Ranny Martin, assistant to the vice president for programming of KRON-TV, says they will put you on the 5:30 or 6:30 p.m. news.

Brian says you have been wanting to go to San Francisco and that this looks like a good opportunity. He recommends accepting for September 14, as you could combine this with your obligation to the Oregon Broadcasters on September 12. (You remember you had to regret their May 11 invitation and we are holding the September one.) In between these two stops, Brian suggests working in a visit to another place, perhaps Seattle.

Ranny has said that the San Francisco September 14 date is good because everyone will be fresh from the summer, and because it will be the first time the broadcasters will be facing the new FCC syndication rules.

Accept	San	Francisco	
Regret	San	Francisco	
Accept	Ore	gon	-
Regret	Orec	con	

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES



SAN FRANCISCO CHAPTER 235 MONTGOMERY ST. # 1620 SAN FRANCISCO CALIF. 94104 TELEPHONE (415) 392-8002

OFFICE OF THE PRESIDENT

April 6, 1972

Mr. Clay T. Whitehead, Director Office of Communications The White House 1600 Pennsylvania Ave. Washington, D.C. 20006

Dear Mr. Whitehead:

The rapid growth in the communication industry, its controversies and widespread influences are of major concern to the members of the San Francisco Chapter of the National Academy of Television Arts and Sciences. Our membership is anxious to keep its finger on this pulse of the industry by asking the leaders and "trend setters" to speak at our special "Celebrity Luncheons."

We are attempting to set our "Celebrity Luncheon" schedule in advance so that we can prepare our publicity properly and insure a good attendance. We have scheduled the following dates for luncheons: August 10th and 24th, September 14th and 28th, October 12th and 26th, November 16th and 30th, December 12th, 1972. If on one of these dates it is convenient for you to be in San Francisco, would you please let us know so that we might plan your being one of our guest celebrities.

I thank you in advance for your consideration and hope we will hear from you soon.

Sincerely.

Richard R. Rector

President

RRR/rs



8-419 8/22 April 12

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

April 18, 1972

To: MR. WHITEHEAD

From: Linda Smith

Subject Invitation to Address the San Francisco Chapter of the National Academy of Television Arts and Sciences

You have been invited to address any one of a series of "celebrity luncheons" of the San Francisco Chapter of the National Academy of Television Arts and Sciences.

The NATAS lunches usually draw from 50 to 60 people in TV broadcasting, but if you come, they estimate an attendance of 200, including cable, educational TV, university (Berkeley, Stanford, San Francisco State) and advertising people.

The President of SF NATAS, Richard Rector, moved to San Francisco about 2 years ago to run VIACOM Marketing/Sales. He is now doing something else, but is credited with revitalizing the Academy in the last year. He and Jack Armstrong would go all out for you, arranging press coverage, allowing your remarks to be off the record, and allowing you to choose your format (their usual is lunch, a 20 minute speech, then questions and answers.)

Ranny Martin, assistant to the vice president for programming of KRON-TV, says they will put you on the 5:30 or 6:30 p.m. news.

Brian says you have been wanting to go to San Francisco and that this looks like a good opportunity. He recommends accepting for September 14, as you could combine this with your obligation to the Oregon Broadcasters on September 12. (You remember you had to regret their May 11 invitation and we are holding the September one.) In between these two stops, Brian suggests working in a visit to another place, perhaps Seattle.

Ranny has said that the San Francisco September 14 date is good because everyone will be fresh from the summer, and because it will be the first time the broadcasters will be facing the new FCC syndication rules.

Accept	San	Francisco	Page .
Regret	San	Francisco	
Accept	Oregon		Comment
Regret	Ore	gon	

OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall
University of Oregon

Telephone
(503) 636-3900

Post Office Box 3025
Eugene, Oregon 97403

March 7, 1972

Miss Linda Smith Office of Telecommunications Policy Executive Office of the President Washington, D.C. 20504

Dear Miss Smith:

We were sorry to learn that Mr. Whitehead could not be with us in May. We do understand, and hope he can be with us this fall.

We had previously extended an invitation to Mrs. Charlotte Reid, Federal Communications Commission Commissioner, and she has accepted. So, would you please inform Mr. Al Snider that this place on our May Convention program has been filled by Mrs. Reid. At some other time, we would like to invite Mr. Snider.

Would you ask Mr. Whitehead if he would be interested in attending our annual OAB Fall Meeting, September 11-12-13, 1972, at Pendleton, Oregon.

In addition to our business sessions, we will be attending the world famous Pendleton Roundup.

Thank you for your courtesies.

Lee Bishop General Manager

LB: dn

11:00

Mr. Lee Bishop, Manager, Oregon Association of Broadcasters, called re his invitation to Mr. Whitehead to speak to his association in May. This call was a follow-up to his letter of December 3. Referred the call to Linda.

(503) 686-3900

John John

Routing Slip Office of Telecommunications Policy

Date: DEC 6 1971

/ White	ehead, C. T.	0	
Mansu	ır, G. F.		
	1 0		
Babco	ock, C.		
Buss	L.		
Carro	ithers, B.		
Cooke	e, A.		
Doan	epper, C.		
Dean,	W.		
Doyle	3, 5.		
Cold!	e, S. bw, P. berg, H.		
GOTUL	erg, n.		
Haile	ey, L.		
Hall.	, U.		
lanel	nman, W.		
Jansi	(y, D.		
Johns	ton, B.	-	
Joyce Lamb	2, 6.		
Lamb	В.		
Lasne	er, S.		
Lyons	, W.		
Molec	idden, M.		
Neis	on, R.		
Owen.	В.		
Raisi	i, L.		-
RODII	nson, K.		
Scd I	d, A.	12.1	
Thora	ia, Å. n, L. nell, J.	Origin	ul
Hori	ierr, J.	1	
	ıy, F.		
Ward	, U.		

Remarks:

Jon 5/11-12/72

OREGON ASSOCIATION OF BROADCASTERS

O R 210 Al

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

December 3, 1971

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

Dear Mr. Whitehead:

President of Oregon Association of Broadcasters R. M. Brown, KPOK, Portland, has asked us to invite you to be the principal speaker at the annual State Convention of OAB, Thursday and Friday, May 11-12, 1972, at the Inn at Spanish Head, Lincoln City, Oregon.

We are inviting you to be the featured speaker at our banquet either Thursday, May 11, or Friday, May 12; whichever would be the more convenient for you.

The OAB represents the radio and television stations of Oregon both commercial and educational. Our banquets are attended by members, spouses, guests, associate members. There will be about 150 persons at the banquet.

We would arrange transportation for you from Portland to Lincoln City.

The Inn at Spanish Head is spectacularly beautiful. The Inn is located right on the beach. Every room is directly overlooking the surf.

And if you are not personally acquainted with the beauty of the Oregon Coast, we feel certain you know of its fame.

Your address on current matters concerning the entire spectrum of communications would be of utmost importance to our members.

Our conventions are adequately covered by the news media, AP, UPI, plus the local news media.

Mr. Clay T. Whitehead December 3, 1971 May 11 and 12, 1972 are six months away; and yet we realize that planning for travel must be made in advance. May be look forward to your acceptance. Lee Bishop General Manager LB:dn cc: Congressman Wendell Wyatt OAB President R.M. Brown Att: 2

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES



ITINERARY AND AGENDA

Thursday, Sept. 14, 1972

7:30 AM - AM Show - Jim Dunbar host, Howard Harden, Producer
KGO-TV Linda Gaugel
277 Golden Gate Ave.
San Francisco

8:30 AM - Sam Ewing will pick you up and take you to hotel

8:45 AM - Mike Powell, KSFO will interview you in your suite

9:30 AM - KRON-TV - Taping for Noon News 1001 Van Ness Ave. San Francisco, Ca.

10:15 AM - Meeting with station managers, cable operators, etc.
Golden Empire Room, Mezzanine, Mark Hopkins (see attached)

11:30 AM - Gerri Lange Show KBHK-TV 420 Taylor Street San Francisco, Ca.

12: Noon - Cocktail Reception - Room of the Dons Hotel Mark Hopkins

12:30 PM - Luncheon with Television Press

1:10 PM - Introduction by President, Richard R. Rector

1:15 PM - Speech (25 minutes)

1:40 PM - Question & Answer Period

2:00 PM - Press Conference

5:30 PM - KQED - Newsroom Taping - Joe Russin 525 Fourth St. San Francisco, Ca.

10:15 GOLDEN EMPIRE ROOM, HOTEL MARK HOPKINS

CH.	STATION	REPRESENTATIVE
2 3 4 5 6 7 8	KTVU (Cox) KCRA (Kelly) KRON (Chronicle) KPIX (Group W) KVIE (PBS) KGO-TV (ABC) KSBW	Roger D. Rice, Manager Roger Cooper, Co-Manager Aldo H. Constant, President William E. Osterhaus, Manager Art Paul, Manager Russ Coughlan, V.P. and Gen. Mgr. John Cohan, President
9	KQED (PBS)	Dean Lawler, Exec. V.P. Dick Moore, President Mortimer Fleishhacker, Chairman BAETA Mrs. Allan E. Charles, V.P. BAETA
9R 10 11	KIXE (PBS) KXTV (Corinthian) KNTV	Bill Reed, Manager Cal Bolwinkle, Program Director Al T. Gilliland, President Bob Hosfeldt, Manager and Vice President
14 15	KCSM (PBS) KPBS (PBS)	Dr. Jacob Weins, Manager Doug Montgomery, Program Director Jack Summerfield - San Diego
20 28 36 44 46 54	KEMO KCET (PBS) KGSC (Cont. Urb) KBHK (Kaiser) KMST KTEH (PBS)	Leon Crosby, President Doug Norberg, Sr. Vice President - Los Angeles Sid Connelly, Manager and Vice President Carlo Anneke, Manager William Schuyler, V.P. and Gen. Mgr. Dr. Lindy Wade, Manager Dr. Leo Bleier, Program Director
	KQED -FM (PBS) latchey Broadcasting - ingual Children's Televis	Bernard Mayes, Manager Frank McPeak, Director of Public Relations Douglas Foster, Attorney ion, Inc.
Padi	io-Television News Direct	Dr. Rene Cardenas Dr. Jay Ball cors Association
West Tele Cond	tern Communications - ecommunications, Inc cord TV Cable -	Chet Casselman, National President Ed Allen, President Harve Ingham Court Kirkeeng, President Gene Hambleton, Program Director
	ta Rosa TV Cable - ayette Cablevision -	Jack Schrouf, President Hy Triller, President

U.C. Graduate School of Journalism - Edwin Bayley, Dean Andrew Stern, Head of TV Broadcasting Dept.

Nor. Calif. Conf. of United Church of Christ - Rev. George C. Conklin

Itinerary for Clay T. Whitehead September 13-15, 1972 San Francisco/Los Angeles, California

Wednesday, Sept. 13

5:45 p.m. Lv. Dulles airport via United Flt. 57 8:10 p.m. Arrive San Francisco, California

> Mr. Whitehead and Mr. Lamb will stay at The Mark Hopkins Hotel 1 Nob Hill

(415) 392-3434

San Francisco, Calif. 94106

Thursday, Sept. 14

7:30 a.m. Interview on the Jim Dunbar Show KGO-TV

8:45 a.m. Interview with KSFO-TV Radio - - 1202
Mark Hopkins Hotel

10:00 a.m. Taped interview at KRON-TV

10:15 a.m. Meeting with Northern California Broadcasters
Florentine Room
Mark Hopkins Hotel

11:30 a.m. Interview at KBHK-TV

12:00 noon Reception by National Academy of Television Arts and Sciences
Mark Hopkins Hotel

12:30 Luncheon address following reception

2:00 p.m. Press conference following luncheon

5:30 p.m. Taped interview at KQED

7:00 p.m. Lv. San Francisco via United Flt. 529

8:05 p.m. Arrive Los Angeles, California

Friday, Sept. 15

Meeting with John Gavin Screen Actors Guild

S.F. Spurt DOT 2 6 1972 Mr. Leo J. Murray Vice President, Corporate Affairs Goldmark Communications Corporation One Communication Plaza Stamford, Connecticut 06904 Dear Mr. Murray: Thank you for your very kind remarks about my speech to the National Academy of Television Arts and Sciences in San Francisco and for enclosing some of Dr. Goldmark's remarks on the potential of a satellite/cable network. Dr. Goldmark's thoughts as always are refreshing and I appreciate your taking the time to bring them to my attention. Sincerely, T. Whitchead cc: DO Records DO Chron Mr. Whitehead Eva Mr. Lamb (2) HCH Subject HCH Chron HCHa11:sTb 10-24-72

GOLDMARK
COMMUNICATIONS
Corporation
One Communication Plaza
Stamford, Connecticut 06904
(203) 327-7270

Leo J. Murray Vice President, Corporate Affairs

September 20, 1972

Hon. Clayton T. Whitehead, Director The Office of Telecommunications Policy Executive Office of The President Washington, D. C. 20504

Dear Mr. Whitehead:

I read with extreme interest of your talk in San Francisco to the National Academy of Arts and Sciences as highlighted by the Associated Press.

It was most refreshing, indeed, to read of your thoughts and the letter by President Nixon to the Screen Actors Guild reminding the broadcast media of their first obligation to serve the best interest of the public.

As you may know, Dr. Peter C. Goldmark, the eminent communications scientist and president of Goldmark Communications Corporation, fully shares these thoughts. Dr. Goldmark has called upon the broadcasting fraternity to meet the public's needs via a new network linking domestic satellites and CATV, providing cultural and educational enrichment beyond that which is presently available from commercial broadcasting. In particular, Dr. Goldmark, as you may note from the enclosed material, has called for a satellite/cable network to carry cultural enrichment beyond the urban centers to the 63 million Americans in rural America who have been deprived of this privilege.

Hon. Clayton T. Whitehead Executive Office of The President September 20, 1972 Page Two

In this respect, I have taken the liberty of enclosing a release on Dr. Goldmark's presentation at the recent National Cable Television Association Convention in Chicago, and a lecture he gave as a Poynter Fellow at Yale University. "The New Rural Society," which extends the use of telecommunications to also include imaginative applications which can improve the quality of life in such areas as health care, education, local government, employment, etc., is the title of that lecture.

Again, I would like to commend you for bringing to the public's attention the very salient and necessary thoughts you presented in San Francisco.

Cordially,

Lo J. Memory

Enc.

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES



SAN FRANCISCO CHAPTER 235 MONTGOMERY ST. # 1620 SAN FRANCISCO CALIF. 94104 TELEPHONE (415) 392-8002

OFFICE OF THE PRESIDENT

September 15, 1972

Mr. Clay T. Whitehead White House Office of Telecommunications Policy Washington, D.C. 20054

Dear Tom:

On behalf of the San Francisco Chapter of the National Academy of Television Arts and Sciences, I wish to thank you for your address to the broadcast community of San Francisco. I am sorry that time did not allow you to meet each and every one of the broadcasters and cable managers we had in attendance as they represented program stations from San Diego to Redding, California.

I hope that we can call upon you to honor us again when you are in the San Francisco Bay Area. If for any reason you are scheduled to be in our area, please let us know so that we can schedule a program around your visit. Please send our regards and thanks to Brian Lamb for his cooperation and efforts on our behalf.

Sincerely

Richard R. Rector

RECEIVED

SEP 20 2 56 PM '72

TELECOMMUNICATIONS POLICY

TAN EN MESTAGE

California

KTEH-TV

SCHOOL SERVICES



(408) 299-2061

Warren L. Wade, Director & Station Manager

Ray McKelvey Assistant Director School Services

Roberta "Tobe" Snow Utilization Specialist

Televised Learning
Resources
for
Today's Teaching
Strategies

September 21, 1972

Mr. Jack Cox Administrative Assistant Representative Barry Goldwater, Jr. 1421 Longworth Bldg. Washington, D.C.

Dear Jack:

I attended the San Francisco September 14th meeting of the TV Academy of Arts and Sciences where Tom Whitehead made a major policy statement. In the course of his presentation, he made some highly complimentary remarks about Congressman Goldwater. I thought you would want to know of this, was not sure the press carried it and, therefore, thought I'd write.

Sincerely,

WLW/ec

Warren L. Wade Station Manager KTEH/Channel 54 Honorable Dean Burch Chairmen Federal Communications Commission 1919 M Street, N.W. Washington, D.C. 20554

Dear Dean:

I have enclosed for your information a copy of a speech I'll be making in San Francisco today. The main thrust of my remarks concern the increase in network reruns and the decrease in original programming.

As I make public in the speech, the President has expressed his concern about the rerun problem in a letter to John Gavin of the Screen Actors Guild, and has asked me to look into the matter and see if OTP can recommend any solution.

We should coordinate on this problem, as long as you feel this would be consistent with the Commission's own responsibilities with respect to this aspect of network operations. If appropriate, such coordination should probably be handled handled through our respective General Counsel's offices and I shall proceed on this basis unless you have some other suggestion.

Sincerely, Signed Tom

Clay T. Whitehead

Enclosure

cc: DO Chron
DO Records
Mr. Whitehead (2)
GC Chron
GC Subject
HGoldberg

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

Brian Lamb

From: Mike McCarthy

Subject Brief discussion of attempts to establish fourth networks piior to PBS-CPB

On the eve of the commercial development of television, there were four major national radio networks in operation: NBC,ABC,CBS and the Mutual Broadcasting System. The first three of these networks all made the transition over to television networking and today constitute the only large-scale national television networks.

The only truly major assault on the dominance of the big three was the DuMont network, a new television network with no radio background, which was developed by one of the pioneers in television, Dr. Allen DuMont. The DuMont network began in 1950 lasting for five years, its last transmission being on September 15,1955. The mamor' reason given for DuMont's demise was the limited number of available VHF affiliates.

A potential assault on the network market was launched by ITT in the period 1966-1968. ITT attempted to merge with ABC during this period. Though this merber would not have resulted in a fourth network, it would have had repercussions on the structure of the industry. Moreover, it would have revitalized the sagging position of ABC much as the merging of Paramount Dictures did with

OFFICE OF TELECOMMUNICATIONS POLICY WASHINGTON

that network in 1953.

A Justice Department intervention resulted in a can ellatoon of the proposed merger. A Memorandum submitted by the Department to the F.C.C. is interesting for its claim that ITT was considering entering the networking besiness not by means of a merger but on its own either by buying a number of T.V. groups, or some individual stations, or by building its own group in the UHF. These feelers also were pulled in when the merger was cancelled.

A somewhat similar idea, in regards to UHF networking was attempted by the United Network during this time. This network, which was formerly called the Overmeyer Network, tried and failed in this attempt to launch a fourth network entirely in UHF from a nucleus of its own stations.

Since DuMont, however, and upt to the time of the PBS, no mamor fourth network has entered and survived for any length of time on a national scales/.

(the above represents a very sketchy outline of previous network attempts. A search of the readily accessible materials on this subjects reveals little more than the above. Concrete facts and figures did not appear readily (retrievable and within the time period of this discussion)

May 1, 1972 Mr. Francis A. Martin, III KRON-TV 4 Chronicle Broadcasting Company Box 3412 San Francisco, California 94119 Dear Ranny: Thanks again for the information you gave me on the phone the other day, and now for passing on the San Francisco Chapter of the National Academy of Television Arts and Sciences newsletter, "Off Camera." It was very helpful. The plan at the moment is for Tom to speak at the September 14 "Celebrity Luncheon," unless NATAS has some problem with that date. We'd love to take you up on your suggestion to have Tom interviewed on KRON, and Srian Lamb (who handles media relations and whom you met in Chicago) will be in touch to iron out the details. I appreciate all you've done, and I hope I can even get to San Francisco to see the fruits of our efforts! JT sends his best. Sincerely, Linda K. Smith Special Assistant to the Director LKSmith: jem ce: DO Records DO Chron Mr. Whitehead _ Mr. Lamb EVA LKS Subject LKS Chron

CHRONICLE BROADCASTING CO.
SAN FRANCISCO

B

FM Service 96.5

April 18, 1972

To: Linda Smith

Dear Linda:

Enclosed is a copy of the most recent edition of the San Francisco Chapter of the National Academy of Television Arts and Sciences publication entitled "Off Camera." I thought that since Tom Whitehead is considering speaking before this group, it might assist you in evaluating the organization if you take a quick glance at this issue. If I can answer any questions or assist in any way, please feel free to give me a call.

Best regards,

Francis A. Martin, III

FAM:j Enclosure

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES



SAN FRANCISCO CHAPTER 235 MONTGOMERY ST. # 1620 SAN FRANCISCO CALIF. 94104 TELEPHONE (418) 392-8002

RICHARD R. RECTOR President

IVAN LADIZINSKY

1st Vice President

CLARENCE R. ANDERSON and Vice President

TERESA LOWRY
Secretary

HENRIETTA MATTA
Treasurer

JACK A. ARMSTRONG National Trustee

BOARD OF GOVERNORS

CLARENCE R. ANDERSON FRED E. BEAL ALMA CARROLL VALERIE D. COLEMAN GEORGE C. CONKLIN R. 'BOB' FOSTER FLORENCE H. FOWLER NORMAN E. GILBERT DAVID GRIEVE GENE HAMBELTON DONALD L. KUHN IVAN LADIZINSKY KEN LANGLEY PETER J. MARINO, Jr. GERALD MINNUCCI DOUGLAS MONTGOMERY ZEV PUTTERMAN NOLA OBERMIRE RICHARD R. RECTOR A. RICHARD ROBERTSON ALBERT B. STURGES NANCY B. TOWNSLEY DONALD ZAVIN

HONORARY GOVERNORS

SHIRLEY TEMPLE BLACK

Former Presidents

WILLIAM HOLLENBECK 1961-62
SEYMOUR HOROWITZ 1962-63
JOHN H. BUTLER 1963-64
LOUIS S. SIMON 1964-65
DAVID M. SACKS 1965-66
RUSS COUGHLAN 1966-67
ROLFE PETERSON 1967-69

May 24, 1972

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

Dear Mr. Whitehead:

Thank you for your letter of May 2 to Dick Rector. This will confirm the September 14 date for your appearance before the San Francisco Chapter of the National Academy of Television Arts and Sciences.

I shall look forward to your visit, and to working with Mr. Brian Lamb on the final details.

Best regards,

Jack A. Armstrong

National Vice President & Trustee

JAA/rs

WAS TO MAN

RECEIVED

MAY 26 3 05 PM '72

TELECOMMUNICATIONS POLICY

2:30

We have made the following first-class reservations for Mr. Whitehead and Mr. Lamb with TWA. Because we are on the waiting list for their flight 63 at the same time going to S. F. as the United flight, we made the reservations thru TWA. They expect space to become available to accommodate both Whitehead and Lamb. Pick-up is arranged for Tuesday, 9/12.

9/13/72, Wednesday

5:45 p.m. Lv. Dulles airport via United Flt. 57

8:10 p.m. Arrive San Francisco Airport

9/15/72, Friday

8:00 a.m.

Leave Oakland airport via United Flt. 394

1:45 p.m.

Arrive O'Hare airport

2:15 p.m.

Leave O'Hare airport via United Flt. 634

4:54 p.m.

Arrive National airport

While in San Francisco, they have reservations at the Mary Hopkins Hotel.

MEETING 9/13/72 11:30 - end of day

5:00 Col. Jiggetts is making arrangements for Mr. Whitehead to go to NSA on Wednesday, Sept. 13, leaving OTP at 11:30 and spending the afternoon there.

He will arrange for Mr. Whitehead transportation to Dulles Airport in time to catch the 5:45 TWA flight to San Francisco.

OEP/OTP EOBA Wash DC 20504 3. Title Director 4. Type of appointment Presidential 5. Orgn. unit (Divinio Office of Telector) 6. Official station Washington, D.Ctorology 8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate privately-owned automobil Reimbursable cost not Administratively determed	g. S. S. Sog-34-3700 9. Est. No. of days of travel status 3 11. Office number of traveler 770. 1800 G St. NW 13. Phone number of traveler 6161 Calif.; and return to		
2. Name and address of Clay T. Whiteher OEP/OTP EOBA Wash DC 20504 3. Title Director 4. Type of appointment Presidential 5. Orgn. unit (Divinio Office of Telector) 6. Official station Washington, D.C. 8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate privately-owned automobil Reimbursable cost not Administratively determ Government—common explain under item 2	g. S. S. Sog-34-3700 9. Est. No. of days of travel status 3 11. Office number of traveler 770, 1800 G St, NW 13. Phone number of traveler 6161 Calif.; and return to		
EOBA Wash DC 20504 3. Title Director 4. Type of appointment Presidential 5. Orgn. unit (Division Office of Telector 6. Official station Washington, D.Ctor 8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate if.; Los Angeles, privately-owned automobil Reimbursable cost not Adm.inistratively determ Government—common explain under item 2	9. Est. No. of days of travel status 3 11. Office number of traveler 770, 1800 G St, NW 13. Phone number of traveler 6161 Calif.; and return to		
Director 4. Type of appointment Presidential 5. Orgn. unit (Division Office of Telector) 6. Official station Washington, D.C. 8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate if.; Los Angeles, privately-owned automobil Reimbursable cost not Administratively determ Government—common explain under item 2	9. Est. No. of days of travel status 3 11. Office number of traveler 770, 1800 G St. NW 13. Phone number of traveler 6161 Calif.; and return to		
4. Type of appointment Presidential 5. Orgn. unit (Divisio Office of Telec 6. Official station Washington, D.C 8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate if.; Los Angeles, privately-owned automobil Reimbursable cost not Adm.inistratively determ Government—common explain under item 2	9. Est. No. of days of travel status 3 11. Office number of traveler 770, 1800 G St. NW 13. Phone number of traveler 6161 Calif.; and return to		
8. Period of travel 9/13-9/15/72 10. Per diem rate \$25.00 12. Mileage rate if.; Los Angeles, privately-owned automobil Reimbursable cost not Adm.inistratively determ Government—common explain under item 2	9. Est. No. of days of travel status 3 11. Office number of traveler 770, 1800 G St. NW 13. Phone number of traveler 6161 Calif.; and return to le: to exceed common carrier cost or nined to be more advantageous to the carrier use impracticable (if checked, 0, 'Remarks'.)		
privately-owned automobil Reimbursable cost not Administratively determined Government—common explain under item 2	Calif.; and return to le: to exceed common carrier cost or nined to be more advantageous to the carrier use impracticable (if checked, 0, 'Remarks'.)		
privately-owned automobil Reimbursable cost not Administratively determined Government—common explain under item 2	le: to exceed common carrier cost or nined to be more advantageous to the carrier use impracticable (if checked, 0, 'Remarks'.)		
130601	64		
class travel autho	orized.		
	71		
	MANAGEMENT BRANCH USE ONLY		
22. Funds Obl	NUMBER OF MATER		
_	SEP 1 3 1972		
у	- rougher are		
	O E P Title		
Preparedness and the Standar on this authorization.	allable appropriations in accordance		
	FINANCIAL 22. Funds Obl TE OF AUTHORIZATIO It expense, to be paid from av Preparedness and the Standar on this authorization.		

Form OEP 9 April 1969 SEP 13 2 51 PM '77

OFFICE OF ENERGENCE
PREPAREDNESS
FISCAL SECTION

			1 1	ate of request								
EXECUTIVE OF	FICE OF THE PRES	IDENT	1. Date of request September 12, 1972									
	ERGENCY PREPARE		2. Name and address of traveler Clay T. Whitehead, SS 509-34-3700									
	ON OF OFFICIAL T		(OEP/OTP EOBA Wash DC 20504								
Submit original and 2	copies to Fiscal Section in advance of proposed	n at travel	3.	ritle Director								
				Type of appointment								
ficial travel onl	omes an authorizati y when the certifica	te of au-		Presidential								
thorization has been signed by the designated authorizing official. This travel 4s ordered on			5. Orgn. unit (Division) Office of Telecommunications Policy									
official business for the convenience of the Government.				Official station	OHMUTTIC	actors Policy						
	velTo address t	he		Washington, D.C.								
7. Purpose of travel To address the San Francisco Chapter of the National			8.	Period of travel		9. Est. No. of days of travel						
Academy of Tel	evision Arts ar	nd	10.	9/13-9/15/72 Per diem rate		11. Office number of traveler						
	to meet with er representatives			\$25.00		770, 1800 G St, NW						
Los Angeles	representatives	. 111	12.	Mileage rate		13. Phone number of traveler 6161						
14. Itinerary			-			0101						
a. (X) Common ca Including	erformed as indicat rrier commercial airline t-owned vehicle	(1)	O Ad	iministratively determ	to exceed sined to be carrier us	d common carrier cost or e more advantageous to the e impracticable (if checked, s'.)						
16. Allotment numb		17. Approp				el authorization No.						
83/0TP/210			1130601 64									
19. Estimated cost	of travel	20. Remark	S									
Transportation	\$444.00	Final	-1-	ss travel autho	wa and							
Per Diem	75.00	First	Cla	ss travel autho	rizea.							
Other	20.00											
Total	539.00											
21. Requested by	1 000.00			FINANCIAL	MANAGEM	ENT BRANCH USE ONLY						
				22. Funds Obligat	ed	BLIGATED						
	Director				PED 1	2 50700						
Office of	Telecommunicat	ions Poli	CV		OLI X	Signature						
-		t10			0 1	Title						
23.		CERTIFIC	ATE	OF AUTHORIZATIO	N							
with the		e of Emergenc	у Ргер	ense, to be paid from avaredness and the Standar								
				Exe	ecutive	Assistant						
Brya	in M. Eagle				7	itie						
		concerning	this	travel must refer	to the tra	avel authorization number.						

Form OEP 9 April 1969

SEP 13 2 51 PM 272

OFFICE C EM ROEHGE PREPAREDNESS FFISCAL SECTION

Released Copy REMARKS OF Clay T. Whitehead, Director Office of Telecommunications Policy Executive Office of the President before the San Francisco Chapter National Academy of Television Arts and Sciences Mark Hopkins San Francisco, California September 14, 1972

Last year around this time I made a speech in New York City that got some attention because of my proposals for restructuring the framework in which the government regulates broadcasting. I attempted to deal with fundamental problems, such as license renewals, the Fairness Doctrine, public access, and the whole scheme of radio regulation. We've done more work on these proposals and have had many constructive discussions about them with people in the broadcast industry and others. Soon we may be able to take concrete action in some of these areas--license renewals may be the first.

But these proposals constituted the second half of my speech last year. The first half--which got much less notice -- dealt with the new television season of 1971-72, some harsh realities of the television business and how the viewers perceive and react to the programs provided to them. Now there's a new fall season. I'm going to kick it off by stressing some of the same realities.

I'll start with my annual predictions about the new television season that began this week. I predict that CBS will have success with its ethnic lineup, especially "Bridget Loves Bernie," in which a rich Irish girl marries a poor Jewish boy, who is disowned by his family after showing up at Friday night services in a McGovern sweatshirt. NBC will find a large audience for its "Ghost Story" series, which tells the haunting tale of Lyndon Johnson's role at the Democratic convention. The biggest surprise of the season will be ABC's "The Rookies," starring Sargent Shriver--it should get a rating of at least

1000 percent.

The opening of a new TV season is an exciting time. Television has the viewer's attention. It's a novelty again. While the professionals anxiously scan the overnights, the viewers have a grand time. For them, the television industry is what they see on their sets. What the advertisers are buying, or what the prime time access rule is all about hardly enters their picture. They see the best movies, the best of the series, the greatest specials, the biggest name guest stars -- it's enough to make them want to stay glued to their sets for the life of a 13-week contract. But the bloom wears off quickly. The audience has learned by now that the new season isn't a rebirth of television's golden age; it's just another new season. Soon we will hear the familiar complaints about the blandness, the sameness, the lack of quality, the commercials, the violence and all the rest. The people want it the way it was back in the fall, but this level of programming isn't sustained, and the viewers urge the government to do something about television. So

as we go into a new season we should look beyond the excitement of the new programs and deal with some difficult, continuing realities of the TV business.

But look at the complexities involved.

It is an unpleasant fact that broadcasting is the only medium of expression under direct regulation. the regulatory process the government tries to avoid content regulation and keep its attention focused on the technical and operational aspects. But something must be done about the realities of television. regulate TV within the public interest context of the Communications Act, the FCC has to devote some attention, at least indirectly, to the programming seen by the viewers. This Administration has strongly and consistently urged that regulatory involvement in broadcast content be kept to a bare minimum, and that the Communication Act's public interest constraints not be permitted to overshadow the Constitution's principles of free expression. We shall continue to urge this approach most strongly, for it's the only approach consistent with the First Amendment and with the maintenance of a private enterprise broadcast system in this country.

The FCC has worked well in the very difficult and anomalous position of regulating a medium of expression in a country that values the First Amendment as its most precious right. But it's not the only arm of government that has an interest in or a responsibility for this crucial balancing of interests. OTP was created two years ago, with the support of the FCC and the approval of the Congress, to advise the President on these sensitive questions. Some have suggested that once created, OTP should stay silent; but it is wholly appropriate and necessary for the Executive Branch to grapple with the important communications issues of our time. Given the pervasiveness of broadcasting, the importance of television in our society, and the fast changing technologies, it's essential that the President have available to him a source of expert, independent

judgment. That's why there is an OTP.

I believe OTP has played its role responsibly and with restraint. We have attempted to stay above the smoke of the battle and take a long view. There are, however, immediate problems that also come to the attention of the Executive Branch. One of these problems is the question of network reruns. Once the glow of the new season fades, the viewers will be up in arms when they realize the extent to which the networks are

programming reruns. A study made by the Hollywood unions, which have been hit hard because of this practice, claims that the general nationwide average of reruns in network prime time is close to 60 percent. This has happened slowly, but it's now getting to critical proportions. I've read that the networks are working with a 44-week schedule, which contemplates 20 or 22 weeks of reruns, and this doesn't even take the summer weeks into account.

The problem was recently brought to the President's attention by the program production industry and its talent and craft unions. The President has written to John Gavin, the head of the Screen Actors Guild, expressing general agreement that the increasing number of reruns constitutes an economic threat to the program production industry. And the President has asked OTP to look into

this matter and recommend appropriate action.

From what I've seen already, this will be a good profit year in the TV industry. I've also heard that the Hollywood studios are on the ropes--that at any one time there are many craft unions with 50% to 75% of their members out of work. It is not clear whether there is a relationship between either of these facts and the spreading blight of reruns, but this is a matter that requires some close scrutiny. The skilled and creative people in the film industry constitute a great national resource--one that sustains the TV industry and provides enjoyment for millions of Americans. This resource is now drastically under-used--and it is the TV viewing public that suffers.

It may be cheaper to buy programming overseas, where production costs may be recovered before the program is put on the international market, but it's certainly not in the public interest nor in the networks' long-range interests, to have our domestic program production industry sapped of its vitality. After all, this resource of creative talent and skills is capable of generating audience interest in television during September and October every year and, if given the chance, it could

sustain that interest right through to June.

The rerun problem is complicated. It's irresponsible to criticize the entertainment programs the viewer sees on his screen and blame evil-intentioned network executives for not doing better. We have to understand the economic complexities of why the program industry resource is under-used, and why the system produces the kind of programs it does. We are going to look at the rerun problem carefully, and make our recommendations

to the FCC, if necessary, or urge the networks to take

whatever action is deemed appropriate.

The mix of public interest, film industry employment, and broadcast schedule factors, which is present in the rerun problem, is also present in the prime time access problem. Some argue forcefully for abolition of the prime time rule as the salvation of Hollywood--after all it seems to be costing the studios some \$50 million annually. And it is questionable whether the public has gotten much out of the game shows and quiz shows that so often fill the 7:30 p.m. time slot. I don't think all the facts are in yet on the prime time rules. But I do think it's time for the FCC to take a close look at the effect of the rules, as Dean Burch has indicated they will. Chairman Burch is an outstanding regulator who has always taken an open-minded approach; when the requirements don't serve their intended purpose, he moves to change them. I'm confident all concerned will get a fair hearing on the prime time rules.

The prime time access rule and the rerun problem are a part of the need for more program diversity and more program choices for the viewers. In many ways, these needs result from the fact that we have only three national television channels of programming in prime time. As long as we are working within a three-network system, we have to deal with problems such as reruns and prime time access as best we can. But, from a longer-run policy perspective, creation of new networks may well be the only way to meet the needs of program diversity

and audience choice.

Some have charged that OTP has opposed development of public broadcasting into a fourth national network because we wanted to stifle dissent or protect the commercial networks' profits. Nothing could be further from the point; we simply believe that the government has no business creating and subsidizing a national television network. But it is perfectly consistent with our legal and economic traditions to help expand program diversity and viewer choice by creating conditions favorable to the development of additional commercial networks or other new program suppliers.

This, you may say, sounds like "pie in the sky."
After all, the practical problems of starting up
additional networks have been insurmountable. True
enough; the high costs of interconnection and the need
to achieve a critical mass of major market affiliates
have blocked the chances for successful operations of

new networks. But the times are changing:

First, the "open skies" policy for domestic satellites could substantially lower the costs of national and regional network interconnection. When combined with an open entry policy for ownership and use of ground receiving stations by broadcasters and cable operators, satellites could facilitate affiliations with new national, regional and specialized programming networks.

Second, the critical mass problem of collecting enough major market affiliates could be eased by cable TV development. The new networks do not have to look like the present networks or operate in the same way. There does not appear to be any reason why new networks can't be combinations of broadcast stations and cable systems, or why they can't simply be real-time program syndicators.

All of us owe the viewers our best effort in dealing with the important issues raised by the communications revolution that is upon us. They will get the Administration's best effort, whether we are dealing with longer range policy for the technologies that could offer new services and expand the range of programs available to the viewers or whether we are grappling with a problem such as the one posed by reruns. The consumer movement has made those of us in government sensitive to the fact that our policies have to be formulated in terms of their impact on the consumers. That is also the proper perspective for broadcasting's leaders. I hope that we can work together to expand television's role as a vital factor in our national life.

REMARKS OF

Clay T. Whitehead, Director

Office of Telecommunications Policy Executive Office of the President

before the

San Francisco Chapter National Academy of Television Arts and Sciences

> Mark Hopkins San Francisco, California September 14, 1972

The time has come again for my annual predictions about the new television season that started this week. I predict that CBS will have success with its ethnic line-up, especially "Bridget Loves Bernie," in which a rich Irish girl marries a poor Jewish boy, who is disowned by his family after showing up at Friday night services in a McGovern sweatshirt. NBC will find a large audience for its "Little People" series featuring a group of network executives figuring out ways to cut station compensation. The biggest surprise of the season will be ABC's "The Rookies," starring Sargent Shriver—it should get a rating of at least 1000 percent.

The opening of a new TV season is a heady time.

Television has the viewer's attention. It's a novelty again. While the professionals anxiously scan the overnights, the viewers have a grand time. For them, the television industry is what they see on their sets and what the advertisers are buying, or what the prime time access rule is all about hardly enters their picture. They see the best movies, the best of the series, the greatest specials, the biggest name guest stars—it's enough to make you want to stay glued to your set for the life of a 13 week contract. But the bloom wears off quickly and the familiar complaints start up again about the blandness, the sameness, the

lack of quality, the commercials, the violence and all the rest. The people want it like it was back in the fall, but this level of programming isn't sustained, and the viewers urge the Government to do something about television. So as we go into a new season we should look beyond the excitement of the new programs and deal with some difficult, continuing realities of the TV business.

It is an unpleasant fact that broadcasting is the only medium of expression under direct Government regulation.

The Government must do something about the realities of television; but look at the complexities involved. The Government tries to avoid content regulation and keep its attention focused on the technical and operational aspects. But to regulate TV within the public interest context of the Communications Act, Government has to devote some attention, at least indirectly, to programming seen by the viewers. The FCC has this very difficult and anomalous job of regulating a medium of expression in a country that values the First Amendment as its most precious right.

But it's not the only arm of Government that has an interest in or a responsibility for this crucial balancing of interests. OTP was created two years ago, with the support of the FCC and the approval of the Congress, to advise the President on these sensitive questions. Some have suggested that once created, OTP should stay silent,

but it is wholly appropriate and necessary for the Executive Branch to grapple with the important communications issues of our time. Given the pervasiveness of broadcasting, the importance of television in our society and the fast changing technologies, it's essential that the President have available to him a source of expert, independent judgment. That's why there is an OTP. I believe OTP has played its role responsibly and with restraint. We have attempted to stay above the smoke of the battle and take a long view. Our consistent call has been for less Government regulation of content and more competition in the marketplace. We shall continue to urge this approach for it's the only one consistent with the First Amendment and with the ideal of a private enterprise broadcast system.

But there are immediate problems that also need the attention of the Executive Branch. There are immediate adjustments that have to be made when such problems arise. It is also OTP's job to deal with these problems. For example, right now trouble is brewing in Hollywood over the question of reruns on the networks. Once the glow of the new season fades, the viewers will be up in arms when they realize that the network programs they see are all too familiar reruns. A study made by the Hollywood unions, which have been hit hard because of this practice, shows that the general nationwide average of reruns in network

prime time is close to 60 percent. This has happened slowly, but it's now getting to critical proportions. I've read that the networks are working with a 44-week schedule, which contemplates 22 weeks of reruns, and this doesn't even take the summer weeks into account.

I've heard that this will be a good profit year in the TV industry. I've also heard that the Hollywood studios are on the ropes--that at any one time there are many craft unions with 50% to 75% of their members out of work. I don't know for certain whether there is a relationship between either of these facts and the spreading blight of reruns, but I do know that this is a matter that requires some close scrutiny. The skilled and creative people in the film industry constitute a great national resource--one that sustains the TV industry and provides enjoyment for millions of Americans. This resource is now drastically under-used.

It may be cheaper to buy programming overseas, where production costs may be recovered before the program is put on the international market, but it's not in the networks' long-range interests and it's certainly not in the public interest to have our domestic program production industry go down the drain. After all, this resource of creative talent and skills is capable of generating audience interest in television during September and October every year and, if given the chance,

it could sustain that interest right through to June.

The critics of television can't decry the quality of
the programs and ignore the fact that, in large measure,
our entertainment industry has not been able to perform
up to its full potential.

on this rerun problem. We don't want to saddle the networks with burdensome regulations. We intend to investigate this matter carefully. We'll get the facts from all sides. We'll work with the FCC on the rerun problem and will urge the Commission and the networks to take whatever action is deemed appropriate. The problem will not go away. It must be dealt with, and OTP intends to stay with it until it is resolved.

The relationships among the public interest, the film industry's employment, and the broadcasters' schedules are not unique to the rerun problem. They also affect the prime time access requirements. Some argue forcefully for abolition of the rule as the salvation of Hollywood--after all it seems to be costing the studios some \$50 million annually. And it is questionable whether the public has gotten much out of the game shows and quiz shows that so often fill the 7:30 p.m. time slot. I don't think all the facts are in yet on the prime time rules. I do think it's time for the FCC to take a close look at the effect

of the rules, as Dean Burch has indicated they will.

Chairman Burch is an outstanding regulator who has always taken an open-minded approach to FCC rules; when the requirements don't serve their intended purpose, he moves to change them. I'm confident all concerned will get a fair hearing on the prime time rules.

Naturally, the rerun problem and the problems that give rise to the prime time access rule are parts of a larger problem caused by the fact that we have only three national television channels of programming in prime time. That's not to say we have to let these immediate problems fester until we solve the big one. As long as we are working within a three-network system, we have to deal with problems such as reruns and prime time access as best we can, even though, from OTP's long-run policy perspective, creation of new networks may be the ultimate approach to improving program diversity, expanding original programming, and serving special-interest audiences.

Some have charged that OTP opposed development of public broadcasting into a fourth national network because we wanted to stifle dissent or protect the commercial networks' profits. Nothing could be further from the point; we simply believe that the government has no business creating and subsidizing a national television network.

But it is perfectly consistent with our legal and economic traditions to get at the larger problems of what the viewer sees on his home screen by creating conditions favorable to the development of additional commercial networks. I realize that some may argue that increased competition would reduce profits and, thus, lower the quality of programs, but quality is a subjective thing, and a government agency can't get very far pursuing its own idea of quality programming. I'd prefer to have government seek ways to increase viewer choice and expand viable and competitive program production sources.

This, you may say, sounds like mere repetition of conventional wisdom. After all, few would dispute—at least in public—the advantages that could accrue from having additional networks, but the practical problems of getting started have been insurmountable. True enough: the high costs of interconnection and the need to achieve a critical mass of major market affiliates have blocked the chances for successful operations of new networks. But the times are changing:

First, the "open skies" policy for domestic satellites could substantially lower the costs of national and regional network interconnection. When combined with an open entry policy for ownership and use of ground receiving stations by broadcasters and cable operators, satellites

could facilitate affiliations with new national, regional and specialized programming networks.

Second, the critical mass problem of collecting enough major market affiliates could be eased by cable TV development. The new networks do not have to look or operate like the present networks. There does not appear to be any reason why new networks can't be combinations of broadcast stations and cable systems, or why they can't simply be real-time program syndicators.

Third, it is time to examine the rules and regulations that affect networking and station affiliations to see if regulatory policy has helped keep us locked into a three network system. If there are any legal barriers to additional networks, they should fall just as the technological and economic barriers are falling.

The viewers are entitled to our best effort. They will get the Administration's best effort, whether we are dealing with longer range policy to encourage the development of additional networks, so that competition can be strengthened and regulation can be decreased; or whether we are laboring to make a short run adjustment of a problem such as the one posed by network reruns. We intend to proceed without delay in both of these important areas, and I urge everyone concerned with improving the vitality of the television industry to cooperate in this effort.

STANDARD FORM 1012 August 1970 Title 7, GAO Manual 1012-113

TRAVEL VOUCHER

DEPARTMENT, BUREAU, Executive Offic Office of Telepayees NAME	OR ESTABLISH CE of the COMMUNICA	Presiden tions Pol	ticy			VOUCHER			_	
Clay T. Whiteher MAILING ADDRESS (Incl.) OEP/OTP EOBA WA DC 20504		509 <u>-34-3</u> 7	00			PAID BY				
OFFICIAL DUTY STATIO	N		RESIDENCE							
Washington, D.	C.		Washing	ton. D	.C.					
FOR TRAVEL AN	ID OTHER EX	(PENSES (DATE)	TRAVEL ADVANCE Outstanding NONE \$			CHECK NO	CHECK NO			
Sept. 13, 1972 APPLICABLE TRAV	EL AUTHORI	15, 1972 ZATION(S)	Amount to be app	lied,		CASH PAY RECEIVED	MENT OF \$			
NO. 64	DATE 9	/12/72	Balance to remain outstanding		\$		(Signature of Pavee)			
			NSPORTATIO	ON REQ	UESTS ISSU			-		
TRANSPORTATION REQUEST NUMBER	AGENT'S VALUATION OF TICKET	INITIALS OF CARRIER ISSUING	MODE, CLASS OF SERVICE. AND ACCOM-	DATE		POINTS (OF TRAVEL	TO-	_	
		TICKET	MODATIONS *			THOM:				
3-2,469,997	444.00	TWA	First/Air	9/12	Washingt	con, D.C.	San Franc Los Ange and retur D.C .	les, Cal	if.	
** Certified correct. Payment	t or credit has not	been received.					AMOUNT	Dollars	Cts	
October 6, 1	972			(Sign	ature of Payee)		CLAIMED	112	76	
Approved. Long distainterest of the Government with para 3.2	ment. Admin	. approve	tified as necessa ed in accor	ry in the	DIFFERENC	ES:				
(Date)			pproving Officer)							
NEXT PREVIOUS VOUC	D.O. SYMBO		DATE (MONTH			correct for charge to				
Certified correct and proper	for payment:		-		1	avel advance (appro				
	-		(Authorizal Carl	ina Officer		NET TO				
(Date)	SIEICATION		(Authorized Certify	ing Onicer)					1	

^{*} 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; 5, 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. 28*, id 1001).

***It long distance telephone calls are included, the approving other must have been authorized in writing by the head of the department or agency to so certify (31 U.S.C. 680a).

SCHEDULE OF EXPENSES AND AMOUNTS CLAIMED

PREVIOUS TEMPORARY DUTY (Complete these blocks only if in travel status immediately peror to period covered by this souther and if admin istratively required) DEPARTURE FROM OFFICIAL STATION TEMPORARY DUTY STATION LAST DAY OF PRECEDING VOUCHER PERIOD (LOCATION) (DATE OF ARRIVAL) AUTHORIZED MILEAGE AMOUNT CLAIMED DATE RATE . NATURE OF EXPENSE* 19 72 SPEEDOMETER READINGS No. OF MILEAGE SUBSISTENCE OTHER Lv Office at 1800 G St., NW 5:00 p.m. 9/13 AR Dulles Airport 5:35 p.m. LV Dulles via UA #57 5:45 p.m. AR San Francisco, Calif. 8:10 p.m. LV San Francisco via UA #529 7:00 p.m. AR Los Angeles, Calif. 8:05 p.m. Rental car (minus insurance) Receipt attached 31 51 9/16 LV San Francisco via TW #204* 8:45 a.m. AR Washington National 5:55 p.m. *Traveler was scheduled to return the evening of 9/15. However, late evening meeting on 9/15 required traveler to return the morning of 9/16. PER DIEM: 81 25 3½ days at \$25.00 per day Grand total to face of voucher \$112.76 81 25 31 51 (Subtotals, to be carried forward if necessary)

R U S GOVERNMENT PRINTING OFFICE 1970 OF-430-454 (4A)

^{*}If per diem allowances for members of employee's immediate family are included, give members' names, their relationship to employee, and ages and marital status of children (unless this information is shown on the travel authorization).

Nov 30/972 BILL TO Office of Emergency Prenarada	31	CARRIED BA 33 BUMBER 97 39	7100 18388 7		2,469,99
to formal First Sans Air Tomps for Many Control of TAU OR SUS, ETC.)	on at lowest sale from	POINTS AND WHERE MIXED CLASS	FO; UA-SFO	DO NOT	3 %
to tomes host mot over the of excess baggage from tenter that I have acceived the transportation service on tickets neouested except as stated on neverse side. TRAVELER'S SIGNATURE	ADUND TRIP SERVICE REQUIRED W	(LOWER BERTH, R.C.	There of the self-origination	-)LD, SPINDLE	Inited States
TRAVELER MUST ASCERTAIN COST OF TRANSPORTATION AND/OR ACCOMMODATIONS AND RECORD IN SPACES BELOW TRANSPORTATION AMT. ACCOMMODATION AME. TOTAL	FISCAL DATA (APPROPRIAT 83/0TP/ 113060	210	er 	OR MUTILATE	of Requests.
TICKET AGENT WILL NOT ACCEPT THIS	300				16.1

- 福子

No.

NAME OF PASSENGER NOT NOT PASSENGER NOT PASSENGER NOT PASSENGER NOT PASSENGER NOT VALID BEFORE 2 13 12 13 13 15 15 15 15 15 15 15 15 15 15 15 15 15	TRANSFERABLE		P	ASSENGE	R'S CO	UPON	POR IS PESMYICA	OUNG OFFICE ONLY CARRIER CALCULATION	015:30 1:054:414
NOT GOOD FOR PASSAGE	FARE BASIS	CARRIER	PLICHT/CLASS	SC/ =	545C	STATUS ALLOW	PARE		DATE AND PLACE OF 1994/9
SAINFRANCICO	F	NA	529F	EF	709	101	FORM OF	PAYMENT	OPURCE
10= 11,16 = 10= 100= 11,16 = 10= 110= 11,16 =	DAGGAGE CHECKED UNGHECKED	TII)	UNCK PCI WT.	/w	NCR PCS.	Unck WT.	61	K 182-	- 469997 ILE BURYWALL TO SHOW WAS AND
411.11 32.09 444 FV									•

AVIS RENT A CAR Los Angeles International Apt.

Minimum charge one day plus mileage. Insurance not applicable in Mexico

71934656 Los Angeles, Calif. 90009

(2) R/A NUMBER (3) CHECK-OUT LOC. (4) CAR NUMBER (5) DWHING			(6) CHECK-IN LOCATE	100	AMOUNT DUE			
V	A STORY	11	1 0434	21	56)			
6 43591	(8) LICENSE PLATE NUMB	ER (9) RETUI	N LOCATION NAME	(10) RETURN TIME & DATE			
11)			(52) AUTHORIZATION NUMB	ER OUT (53) AUTHORIZATION NUMBE	-		
			MILEAGE DETERMINED BY	(20) TIME USED				
1000	3. %	A	READING FACTORY INSTALL ODOMETER (21)	ED -	16SEP	9-11		
1 220 L	1825 000 5	6	MILES 5549	/ (22) TIME IN 0				
DEE1 0	7036	*	MILES OUT	C (24) TIME OUT				
CLAY T WH	ITEHEAD	些 1	(25) MILES //	3 4	4 921 SE	714		
DENTIFICATION	CO LDC JUN	73	(26) HOU	RS @	12	43		
OTHER	A QD 1 GOLORC/ PA	CM	(27) DA	S a		-		
DRIVERS LICENSE NUMBER	and the same of th		+ 6x 12	45 1 5	14	100		
42 .			(28) WEE	(S a		1		
LOCAL CONTACT/ADDITIONAL IN	FORMATION		(29) 41-N	4 .460		1		
REMARKS	No- 1 154		(30)	_		1		
STOMER IS LIABLE FOR AL	L PARKING AND TRAFFIC VIOLA	HONS -	(31)	ADJUSTMEN	TS			
IAL NEV -	11 D 15		(32)	TOTAL LINE (25 THRU 31		111:		
	SVV + IN N. E.		(33) YES COM	(33A)	%	+		
	- (3=	СНО	(34) TIME AND MILEAG	E CHARGE	21	14:		
am -tinite	e ne domente		(35) INTER CITY FEE	36) MISCELLANEOUS				
		CASH	COLLISION DAMAGE WAIVER (CDW)	(37) GASTO FIGURE	3	134		
4) CAR EXCHANGE RA NUMBER(S)	(55) CAR EXCHANGE CAR NUM	MBER(S)	RENTER ACCEPTS OR DE- CLINES THE COW AT A FEE AS SHOWN BY AD- JOINING COLUMN	\$ Z PAY	0 4	100		
4A)	(55A)		X DECLINES	SUB TOTAL	33	10		
ESTATE OF INSURED)	RELATIONSHIP		ACCIDING INSURANCE	(40) TAX OF SURCEY-OF	6	161		
		-	TO SELECTION OF STREET OF THE PROPERTY OF THE	(41) GAS TO FILL		1		
	DITIONS ON MOTH SIDES OF THIS RENTAL A	GREEMENT AND	ACCEPTS IDECLINES	(NON-TAXABLE		1		
AGREE THERETO		IIIIC	I STATE OF THE STA	\$ TOTAL		-		
HIS RENIALIS TO RE CHARLET	TO ANY CREDIT CHIEF THE	CIVI	CASH CHECK PRAVEL VOUCHER	CHARGE	35	10		
THIS RENTAL IS TO BE CHARGED OVE SIGNATURE IS DEEMED TO PLICABLE CREDIT CLUB VOUC	HAVE BEEN MADE ON THE LIC	ENSEE		LESS GAS ETC		1		
(18) CORRECT BILLING NAM	E AND ADDRESS	\$	grant she	(45) NET CHARGE	25	IT		
		- I	11111	NET CHARGE	03	1		
	,	, 1	(46) CASH CENT CLUB	DUE (U.S. S	35	+5		
		-	(47) CASH REFUND RECEIVE	REFUND FROM		-		
,			(48) OUT BY NUMBER	HQTS. TRAVE AGENC 49) IN SY NUMBER	(50) EHECK-IN LOCA	KTION		
			(11)	5192	-			
EDEC141			(51) INTERCHTURE	LENTAL AGREEMENT NO				
SPECIAL DOCUMEN NUMBER			0 2 4	THIS NUMBER MUST APP	71934	5.51		