

UPI895

(BROADCAST)

WASHINGTON (UPI) -- CLAY WHITEHEAD, DIRECTOR OF THE WHITE HOUSE OFFICE OF TELECOMMUNICATIONS, SAID WEDNESDAY THAT THE MAJOR PROBLEMS IN THE BROADCASTING INDUSTRY ARE BEHIND THE SCREEN "AND I DON'T MEAN THE TRANSISTORS OR TUBES."

WHITEHEAD TOLD A GROUP OF BROADCASTERS AT THE NATIONAL BROADCASTING EDITORIAL ASSOCIATION (NBEA) THAT THE ANSWERS TO THE PROBLEMS IN TELEVISION MUST COME FROM THE STATIONS THEMSELVES AND NOT FROM GOVERNMENT CONTROL.

"WHATEVER THE PROBLEMS OF BROADCASTING TODAY ... THEY WILL NOT BE SOLVED BY REMOVING 1ST AMENDMENT RIGHTS," HE SAID.

STRESSING THAT TELEVISION WAS NOW A MATURE MEDIUM AND "THE IMPORTANT MEDIUM," WHITEHEAD SAID THE LOCAL BROADCASTER MUST EXPLORE THE HOWS AND WHYS OF THE INDUSTRY.

WE MUST KNOW WHY WE SEE WHAT WE SEE ON TELEVISION, HE SAID.

IN A LOW-KEY SPEECH, THE TELECOMMUNICATIONS CHIEF RECOMMENDED THAT BROADCASTERS READ A BROOKINGS INSTITUTE STUDY ON THE ECONOMIC ASPECTS OF TELEVISION BROADCASTING.

THE BROOKINGS STUDY RECOMMENDED THAT THE NUMBER OF NATIONAL NETWORKS BE DOUBLED AND CALLED FOR MORE COMPETITION WITH THE INDUSTRY TO LESSEN THE NEED FOR GOVERNMENT REGULATION.

"MORE COMPETITION NATIONALLY CANNOT BE ACHIEVED BY GOVERNMENT FIAT, BY DOING AWAY WITH LOCAL STATIONS," HE SAID. "WE NEED THE LOCAL STATIONS."

"WHETHER YOU AGREE WITH THE REPORT OR NOT, THIS KIND OF ANALYSIS HAS TO COME ... BECAUSE CHANGES HAVE TO COME."

WHITEHEAD THEN CAPSULIZED HIS CONTROVERSIAL INDIANAPOLIS SPEECH, DELIVERED DEC. 18, IN WHICH HE OUTLINED A NIXON ADMINISTRATION PROPOSAL FOR EXTENDING BROADCASTING LICENSES FROM 3 TO 5 YEARS, AND ADDED THE PHRASES "IDEOLOGICAL PLUGGOLA" AND "FAIRNESS DOCTRINE" TO THE INDUSTRY'S TERMINOLOGY.

IN THAT SPEECH HE EMPHASIZED THAT THE PRINCIPLE OF FREE PRESS MUST ALSO BE FULLY APPLIED IN BROADCASTING AND CALLED UPON LOCAL STATIONS TO TAKE TIME TO REBUT NETWORK NEWSCASTS. HE REITERATED THAT THE ADMINISTRATION'S PROPOSED BILL WOULD PROVIDE "MORE INSULATION FROM THE FCC," AND MAKE LOCAL STATIONS MORE RESPONSIVE TO THE PUBLIC. BUT, HE SAID, "I AM NOT OPTIMISTIC FOR CHANCES OF PASSAGE OF THE BILL --SIMPLY BECAUSE THE NIXON ADMINISTRATION PROPOSED IT."

UPI 66-27 21:32 PED



National Broadcast Editorial Association

In cooperation with The National Association of Broadcasters and The Radio Television News Directors Association

Bryson Rash, President
WRC-TV, Washington, D.C.
202-362-4000

Peter Kohler, Vice President
WCBS-TV, New York, New York
212-765-4321

Fred Dressler, Secretary Treasurer
KBTU, Denver, Colorado
303-266-3601

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Bob Schulman, WHAS-TV
Louisville, Kentucky

July 5, 1973

Mr. Clay T. Whitehead
The White House
1600 Pennsylvania Avenue
Washington, D. C.

Dear Mr. Whitehead:

Thank you very much for participating in the first annual meeting of the National Broadcast Editorial Association.

Your presentation on "Communication Policies - Directions for the 70's" was an outstanding discussion on that subject. We are grateful to you for your ready answers to the questions asked by our members. That was a most helpful and informative part of our program.

At the NBEA Board Meeting, on June 30th, I was asked to extend to you on behalf of the entire organization our thanks for helping to make our first meeting the great success it was. Our members went home better informed and more able to serve their communities.

When the complete transcript is finished, we will forward a copy to you.

Sincerely,

Bryson B. Rash

BBR:nmm

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

April 20, 1973

MEMORANDUM TO MR. WHITEHEAD

From: Helen C. Hall *HCH*
Subject: Invitation to Speak to the First Annual
Meeting of the National Broadcast Editorial
Association On the Morning of June 27

You have received the attached invitation from Bryson Rash, Editorial Director of WRC-TV and President of the National Broadcast Editorial Association, to speak at the first annual meeting of the NBEA which will be held in Washington from June 27 through the 29th. Apparently the members of the NBEA used to be part of the Radio-Television News Directors Association but last year they formed their own association. The membership of NBEA includes broadcast editorial policy makers and writers.

They hope the conference this year will address the general subjects of freedom of information, the editorial function of broadcasters, and the government in broadcasting. They would like you to speak for 10 or 15 minutes followed by a question and answer session.

Brian recommends that you accept this invitation.

Accept *✓*

Regret



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Los Angeles, Calif.
Bob Schulman, WHAS-TV
Louisville, Kentucky

April 12, 1973

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

Dear Mr. Whitehead:

The National Broadcast Editorial Association will hold its annual meeting in Washington on June 27, 28 & 29.

Among the most important subjects we would like to discuss are freedom of information, the editorial function of broadcasters, and the government in broadcasting. We feel these are vital to us and to the nation.

We could think of no one who could better discuss one or all of these subjects than yourself. Would you please honor us by speaking to our group on the morning of June 27th. What we envision is a brief 10 or 15 minutes statement by you, with a 15 minutes or so question and answer session.

The National Broadcast Editorial Association is made up of those who determine editorial policy, write or broadcast editorials on many of the radio and television stations throughout the country.

For 8 or 9 years, it was a conference of the Radio Television News Directors Association. Last year, we formed our own association, and this will be our first annual meeting as an independent group.

We feel you can contribute greatly to our understanding of these complex issues.

Sincerely,

Bryson B. Rash
President, NBEA

BBR/bb

6/27

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

June 5, 1973

MEMORANDUM FOR MR. WHITEHEAD

From: Helen C. Hall *HC*

Subject: Additional Information on National
Broadcast Editorial Association Speech
Wednesday, June 27th

Attached is a follow-up letter from Bryson Rash with further information on the June 27th speech which probably doesn't require an answer but I wanted to send it in for information purposes anyway.

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Inv acc.

TO
FROM
SUBJ.

*Director
Guyson Rash*

ROUTING

DATE
SENT

*H. Hall 5/23
Dir.*

*Requested that Dir.
will speak to the
Nat. Broadcast Editors*

*Assoc. June 22 in
Colonial Room - Main House Hotel*

COURIER NO.

ANSWERED

NO REPLY

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DATE
SENTH. G. H.
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5-23

COURIER NO.

ANSWERED

NO REPLY

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Louisville, Kentucky

May 19, 1973

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

Dear Mr. Whitehead:

We are delighted that you have accepted our invitation to speak to the National Broadcast Editorial Association at its annual conference in Washington. The time is 11:00 A.M., Wednesday, June 27th in the Colonial Room of the Mayflower Hotel.

The Theme of the opening session is Freedom of Information, The Editorial Function, and Government in Broadcasting. However, do not feel constrained to confine yourself to any one or all of those subjects. Anything you have to say to us as Editorial Broadcasters will be of extreme importance and interest. We would like to have you speak for ten or fifteen minutes to be followed by a question and answer session for twenty or twenty-five minutes.

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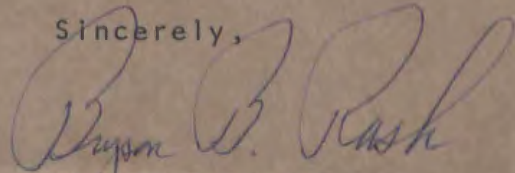
Mr. C. Whitehead

May 19, 1973
Page Two

If you have any questions, please do not
hesitate to contact me.

Again, we are most grateful for your parti-
cipation.

Sincerely,



BBR:nmm

Bryson B. Rash
President



National Broadcast Editorial Association

KBTW 1089 Bannock Street Denver, Colorado 80217



760

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

MAY 1 1973

Mr. Bryson B. Rash
President
National Broadcast Editorial
Association
4001 Nebraska Avenue
Washington, D.C. 20016


Dear Mr. Rash:

Thank you for your invitation to speak to the first annual meeting of the National Broadcast Editorial Association on the morning of June 27.

I am very pleased that I will be able to accept your invitation and am looking forward to meeting you and the members of the NBEA. We share many concerns and I feel this will be an excellent opportunity to exchange views. Mr. Brian Lamb, of my office, will be happy to discuss any further arrangements which may be necessary (202-395-4990).

Best regards.

Sincerely,



Clay T. Whitehead

cc:
DO Records
DO Chron
Mr. Whitehead
Mr. Lamb
Eva
Judy
M. McCarthy
HCH Chron
HCH Subject

HCHall:mlf:4-27-73



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April 12, 1973

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

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Sincerely,

Bryson B. Rash
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President, NBEA

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June 19, 1973

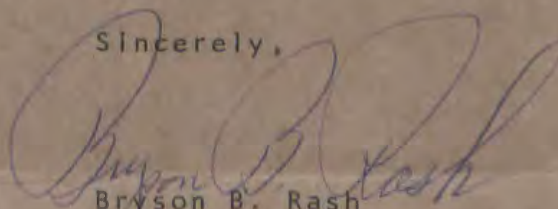
Mr. Clay T. Whitehead
Office of Telecommunication Policy
Executive Office of the President
Washington, D. C. 20505

Dear Mr. Whitehead:

We have had a slight change in plans for our National Broadcast Editorial Association Conference. We now have you scheduled to speak to our meeting in the Colonial Room of the Mayflower Hotel, June 27th at 10:15 A.M. rather than 11:00 A.M. as originally scheduled.

We look forward to having you with us at the meeting.

Sincerely,



Bryson B. Rash
President, NBEA

BBR:nmm

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