

OCT 11 1972

Mr. R. H. Brown  
President, KPOK Radio  
1019 S.W. 10th Avenue  
Portland, Oregon 97205

Dear Dick:

Thank you for sending along the clippings from the Portland papers and the information on small marginal stations in large markets.

I appreciate having your views on deregulation and would agree that all aspects of this complicated problem must be taken into account before an adequate solution can be devised.

Thanks again for your very kind hospitality in Oregon and please stay in touch.

Sincerely,

*Signed*  
TOM

Clay T. Whitehead

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)  
HCH Subject  
HCH Chron

HCHall:slb 10-11-72

am fm

1019 S.W. 10TH AVENUE

PORTLAND, OREGON 97205

503/227-3484

**kpOk**  
RADIO

September 28, 1972

Mr. Clay T. Whitehead, Director  
Office of Tele-communications Policy  
The White House  
Washington, D. C. 20504

Dear Clay:

Our Portland reporters treated you quite well, especially Murphy. I hope you feel the same.

Note in the Oregonian, our KPOK ad in which we are pitching for more audience against the 28 radio and five TV stations in Portland. Current ratings make us look good, but the overall competition is intense.

Incidentally, I have been concerned over the emphasis on small market vs. large market stations placed by some people at the F.C.C. in the matter of de-regulation.

I believe there are as many, if not more, "small" marginal stations in large markets with economic problems, as there are stations with such problems in small markets. The attached F.C.C. financial data figures on profit and loss stations by market size, in my opinion, support this contention. Among others, I have talked to Commissioner Wiley on this matter. He reflects an understanding of this problem in his speech before the West Virginia Broadcasters reported in Broadcasting Magazine, August 28 (enclosed). I also agree thoroughly with the other points made in his address.

Thank you again on behalf of the Oregon Broadcasters.

Sincerely,

R. M. Brown  
President

RMB:tl  
Encl.



F.C.C. FINANCIAL DATA 1970

RADIO STATIONS

COMPARISON OF PROFIT AND LOSS STATIONS

BY MARKET SIZE

<u>MARKET SIZE</u>	<u># of STATIONS</u>	<u>PROFIT STATIONS</u>	<u>% OF ALL STATIONS</u>	<u>LOSS STATIONS</u>	<u>% OF ALL STATIONS</u>
2,000,000 - and over	227	145	63.9	82	36.1
1,000,000 - 2,000,000	174	97	55.7	77	44.3
500,000 - 1,000,000	343	214	62.4	129	37.6
250,000 - 500,000	405	249	61.5	156	38.5
200,000 - 250,000	89	64	71.9	25	28.1
150,000 - 200,000	148	85	57.4	63	42.6
100,000 - 150,000	169	109	64.4	60	35.6
50,000 - 100,000	125	74	59.2	51	40.8
25,000 - 50,000	363	250	68.9	113	31.1
10,000 - 25,000	693	483	69.7	210	30.3
5,000 - 10,000	625	462	73.9	163	26.1
2,500 - 5,000	459	323	70.4	136	29.6
Less than - 2,500	257	173	67.3	84	32.7
TOTALS	4,977	2,728	66.9	1,349	33.1



# At Deadline

## Wiley, Staggers have some encouraging words

West Virginia broadcasters brief on commission's 're-regulation' study

FCC Commissioner Richard Wiley last week gave gathering of broadcasters progress report on commission's radio "re-regulation" inquiry—study which he is supervising. And commissioner, who spoke before West Virginia Broadcasters Association Friday (Aug. 25) gave ample indication that he is pleased with results thus far.

Evident areas of exploration in inquiry, Mr. Wiley said, could include such questions as whether all outlets in markets served by numerous outlets should be required to meet programming obligations "in precisely the same manner." Also up for consideration, Mr. Wiley indicated, is proposal for different license period for radio and television stations. But initially at least, he said, primary emphasis will be devoted to technical regulations.

Of 400 comments from radio licensees thus far submitted to commission, Mr. Wiley said, most commonly referred to problems are in technical area. Among suggestions broadcasters have made is revision in rules that now require log entries every half hour to require such entries as seldom as three times daily.

Other technical recommendations by Mr. Wiley include: (1) Requirement for inspections of transmitting equipment two or three times per week, rather than once daily; (2) three or four yearly field strength measurements rather than presently required 10; (3) elimination of requirement that stations identify prerecorded programs as such; (4) axing specific requirements for station identification; (5) alphabetical indexing of FCC rules; (6) repeal of rule requiring stations to post operator licenses; (7) creating separate bureau for radio; (8) combining operating and technical logs into single document.

Mr. Wiley also said "extensive analysis" of various FCC forms is being undertaken, premise being that documents are both too long and too many.

Inquiry is also examining present system of ascertaining community needs, commissioner said, noting that "it is perhaps a persuasive argument that formal surveys may be less effective than informal discussions identifying small-town problems" in case of small-market radio stations.

At same meeting House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) commended FCC's efforts in attempting to clarify fairness doctrine, adding that broadcasters need better statement of what is expected of them under law.

And he suggested "that we not simply sit back and wait for positive proof" that TV violence affects behavior. If it can be admitted that there may be a link, "then it becomes our duty to act on that possibility," he said. "Certainly no one is going to suffer if we have less violence on television—and I think we could do with a lot less."

One of problems, Mr. Staggers said, is that industry is being regulated by laws enacted when today's technology was undreamed of. "It may be time to start over from scratch," he said.

He urged broadcasters to put themselves in place of public, which is seeking improved television service, and said those in Congress should try sympathizing more with problems of broadcasters. "We could do with less confrontation and more consultation," he said.

## AAMCO shifts gears

AAMCO, Bridgeport, Pa., franchiser of automatic transmission specialists, has named Albert J. Rosenthal, Chicago and New York, as national advertising agency. Rosenthal has been handling several regional AAMCO dealer groups. It suc-

**Steinberg changes hats.** Charles S. Steinberg, CBS-TV vice president, public information, is resigning to join faculty at Hunter College, City University of New York, as professor of communications, effective Sept. 1. He has been with CBS 16 years, 15 as VP, and before that was director of education for Warner Brothers pictures and head of Warner public relations in East. He also has taught and lectured, is author of three books and has signed for fourth, all on mass media.

**Mrs. Lee suffers stroke.** Mrs. Robert E. Lee, wife of FCC commissioner, was reported to be in "poor" condition late Friday (Aug. 25) by spokesman for Washington's Georgetown University hospital. Mrs. Lee was taken to hospital earlier last week after she suffered stroke.

**More chess for TV.** Spanish International Network, New York, reported it has acquired worldwide television, radio, theatrical and cable-TV rights to International Chess tournament to be held in San Antonio, Tex., Nov. 18-Dec. 14. Rene Anselmo, president of SIN, said 16 grandmasters have accepted invitations including Boris Spassky of Soviet Union, now competing with Bobby Fischer of U.S. Mr. Fischer is not expected to participate but Mr. Anselmo said he is negotiating to have Mr. Fischer narrate competition.

ceeds Bearden Advertising, New York. Rosenthal's Bruce Rutenberg will be account supervisor with Ben Rhodes as account executive.

## NBC sees no wrong in showing GOP film

NBC late last week defended its showing of what Democratic National Committee had called "Republican propaganda" during network's coverage of Republican convention (see page 12).

DNC Chairman Jean Westwood, in telegrams Aug. 23 to both NBC and CBS, contended that Aug. 22 showing of film, "which was not part of the convention proceedings on the day they were shown" amounted to "gift of network prime time" to Republicans. Pointing out broadcasters are exempt from equal-time requirements only in news-event situations, she asked for explanation of showing and "assurance that you will maintain proper balance of film time between the two parties."

Benjamin D. Raub, vice president and assistant general attorney for NBC, replied that convention schedule called for two films (Monday and Tuesday) that were shown in correct sequence on television. But "through a technical error," he said, presentation in convention hall was reversed.

He said both films "were on-the-spot news coverage" of convention "and activities incidental thereto. NBC will, of course, continue its long-standing policy of fairness to both major parties, including compliance with equal-time requirements."

CBS sources said Friday (Aug. 25) they had received Mrs. Westwood's telegram but have not yet responded.

## Albuquerque CATV says local TV's put on squeeze

Cable company that holds franchise for Albuquerque, N.M., asked FCC late last week to revoke broadcast licenses of that city's three television stations and commonly owned radio outlets, because of what it called "ruthless" joint attempt to keep cable out of Albuquerque.

General Entertainment and Communications Co. (Gencoe), subsidiary of LVO Cable Inc., charged that "individual and concerted efforts" of three stations have prevented it from starting service even though it was awarded original permit four years ago. Gencoe said that opposition went beyond typical efforts by local TV stations and included dissemination of "false and misleading information," on and off air, about cable generally and Gencoe's plans in particular; fairness violations; using station facilities to "harass" city officials by encouraging floods of



= Wiley stages here  
some encouraging words.

MEDIA

- FCC

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LA NITA ANDERSON on

## TV★Radio



**KAH-NEE-TA** — The fall conference of the Oregon Association of Broadcasters Thursday and Friday was more diversified and broader than the spring conference earlier this year.

The most interesting segment of the convention to me was the panel on minorities, which I missed due to a conflict of meetings, but did hear later on tape. Elbert Sampson, coordinator of public affairs for the National Association of Broadcasters in Washington, D.C., and the first black in the NAB; Forest Amsden, KGW-TV general manager; and Bill Mears, KOIN-TV public service director, made up the panel.

**SAMPSON TOLD** the broadcasters of a minority employment service he is setting up for them to use, and he explained to them that what minorities really want is a chance to be heard, primarily on news

and in documentaries.

Amsden talked of the placing of women at stations, particularly of promoting them to management-type jobs. He suggested it boiled down basically to an examination of personal attitudes and prejudices concerning women in management, and of how station managers and department heads found they truly felt about this "wasted economic resource."

Mears told of KOIN-TV's minority council and what he, the station and the minorities had learned together. He stressed that the U.S. is really a nation of minorities and of individuals within minorities, and the real problem for stations is to fully represent all segments of the community.

**THE THREE** principal speakers at the conference were Wallace Johnson, chief of the Broadcast Bureau of the Federal Communications Commission, who spoke

## Broadcasters Gain Hope At Fall Meet

Thursday night; Sen. Mark Hatfield, who spoke at lunch Friday, and Clay T. Whitehead, director of the White House office of telecommunications, who spoke Friday night.

All three talked of the re-regulation, or de-regulation of radio broadcasting, a topic of extreme interest to all broadcasters, and of the FCC rules on the fairness doctrine, licensing renewals and the new threat of counter-advertising.

Whitehead, a young PhD from MIT, was made the first director of the new telecommunications office in 1970. He is that cold, self-assured breed of young politician who deals well with the double talk and subtleties of an election-year campaign appearance.

Or, that is, he did until his closing remark, an interesting slip of "If President Johnson is not re-elected in November, my candidate is Nicholas Johnson." The lat-

ter Johnson is the outspoken FCC commissioner who most broadcasters regard as their arch enemy.

**WHITEHEAD TOLD** broadcasters everything they wanted to hear, particularly that his office is looking into possible legislation on all of their concerns to make the laws "something you can live with."

A conversation with a man who is not a broadcaster, but who has attended all of the states' broadcasting meetings this year, made it perfectly clear that at each meeting someone has attended to tell them that Nixon would, if necessary, override the FCC, the courts and Congress to assist broadcasters with their concerns. This is, after all, an election year.

New officers elected at the meeting were John Ferm, KAGO, Klamath Falls, president; Gary Capps, KGRL, Bend, vice president, and Forest Amsden, KGW-TV, secretary-treasurer.

use titles

- Broadcast
- Oregon speech

media



## Behind the mike TV chief raps industry setup

By FRANCIS MURPHY  
of The Oregonian staff

CLAY T. (TOM) WHITEHEAD, director of the White House Office of Telecommunications Policy (OTP), has been called a "communications czar," an "ogre" and several less complimentary names by his enemies. Federal Communications Commissioner Nicholas Johnson has commented that Whitehead "is scaring the bejesus out of the industry." Both friends and enemies would agree that Whitehead is the most powerful man in the nation when it comes to shaping the future of television, radio or CATV. Surprisingly, Whitehead turns out to be an affable, polite, mild-mannered young man who answers all questions with a directness and sense of humor.

Whitehead paid his first visit to this state to address the Oregon Association of Broadcasters meeting at Kah-Nee-Ta.

Why did President Nixon veto long-term funding for the Corporation For Public Broadcasting?

"Public television has done many good things," he said. "But it should be a supplement to commercial television rather than trying to become a competitive fourth network. It should concentrate on educational and cultural affairs rather than journalism and entertainment."

Whitehead doesn't believe that federal money, contributed by taxpayers, should be used to set up another television network which would compete with the three already in existence.

"Many things we'd like to see on television aren't attractive to a mass audience."

"The Corporation for Public Broadcasting should offer educational stations programming from which they could choose, rather than say to stations in Portland and Corvallis, for example, that they must carry a certain schedule if they expect to receive federal money."

Whitehead's most recent assignment has been to investigate the rerun problem for President Nixon. With many series only producing from 22 to 24 new shows a year, reruns now constitute almost two-thirds of television programming. How does the OTP director plan to solve this problem?



CLAY WHITEHEAD

Public television should supplement,  
rather than compete with the  
commercial networks.

He'll take a positive rather than negative approach. "We're going to talk to the television networks, to the film people, study the economics and see what can be accomplished voluntarily."

"We're interested in increasing the number of original programs rather than putting a limit on the reruns."

"If the public could watch original programs on one network, it wouldn't mind so much if reruns were being offered on other networks."

Despite the "time lag" in flying to Oregon, the 33-year-old Whitehead arose before breakfast for an invigorating hike along the Warm Springs River.

He recalled that he had stood in President Nixon's office exactly two years ago to be sworn in as director of OTP, an office with 65 employees, created by executive order to advise the President on communications. Whitehead said the President must have a sense of humor for he was probably the advisor who knew the least about television.

He admitted that he still doesn't own a television set. This can be explained by his busy work schedule. He works 12 hours a day, watches TV on an office set and at the homes of friends.

Despite this modesty, Whitehead has impressive credentials for his job. He attended Massachusetts Institute of Technology.

There he received a bachelor's and master's degree in electrical engineering and a Ph.D. in management. At 33, he's been a college instructor in political science, a chemical and biological warfare expert for the Army, a Rand Corporation consultant in arms control and air defense and presidential advisor on budget, space and atomic energy. In the Kennedy era, he would have been called a "Whiz Kid."

Whitehead said that three or four domestic communications satellites will be launched within the next few months. "I consider this the first concrete result of OTP." Some of these will be used by the telephone companies, some for specialized data communications. He foresees the possibility that the three commercial TV networks will use the new satellite system if it proves cheaper than microwaves.

But even more important there is the possibility of "new television networks popping up in order to distribute programming to independent VHF stations and cable companies."

And this might solve the rerun problem, he observed. Such a network could provide a constant flow of original programs to the public far more cheaply than can be done under present circumstances.

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- radio
- CPB
- PBS

- Scaring the business  
out of the industry

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## Behind the mike

# Official envisions cable TV growth

By FRANCIS MURPHY

of The Oregonian staff

WILL ALL the optimistic predictions about cable television come true? Will cable soon provide shopping, banking and entertainment facilities, fire and police protection for the majority of Americans?

Clay T. Whitehead, director of the White House Office of Telecommunications Policy, believes that these developments are a good many years in the future.

"One trouble with cable television predictions seems to be that no one specifies whether he is talking about two or 50 years in the future," said President Nixon's communications advisor.

He was having salmon for breakfast at the luxurious Kah-Nee-Ta Lodge on the Warm Springs Indian Reservation, where he had addressed the Oregon Association of Broadcasters.

Whitehead said that the most probable estimates show that half the American homes will be wired for cable by 1980 and that the number will approach 90 per cent by 1990.

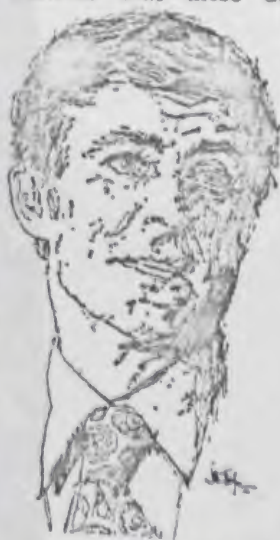
He said that cable today is in the same position that regular television occupied in the early 1950s. The number of television sets rose slowly for several years, then accelerated during the 1960s.

"Cable's problem won't be the communications cycle, but the consumer's pocketbook," he observed.

Will cable television bring pay TV through the back door?

"Pay TV will play an important role, but it will be somewhat different than we expected. With cable, there will be almost no limit to the number of channels available. So we face a supply and demand problem, rather than a technical one."

Using a few of these available channels, cable will probably offer entertainment programs not available on regular television - for a price. "By and large, people arguing against this form of pay TV will be opposing something that the public would like to have. However, I don't think over-the-air pay TV is ever going to come."



ROBERT CONRAD

"The Last Target," premiere of  
Assignment: Vienna, KATU-TV, 9 p.m.

What about the argument that cable television will be a toy for the wealthy? That minority groups and poverty neighborhoods, which should benefit most from the wired revolution, will not be able to afford it?

"I don't accept that premise. Let's look at it this way. The basic hookup charge for cable is small. The cost per hour per channel per home is between one-one hundredth and one-tenth of a cent. So the cost of receiving the program will be tiny; the cost will come in producing the program."

"We've found that people with lower incomes spend a far greater percentage on entertainment than people with higher incomes."

"If you're living at a poverty level, you can't afford to see all the first-run movies and expensive stage shows. For people in low income groups, TV or cable can provide a tremendous increase in entertainment at a cost they can afford."

"Our studies show that cable penetrates right now into lower income neighborhoods as fast as into higher income ones."

Whitehead agrees with an argument of KOIN-TV's Bill Mears that cable will take pressure off regular television stations to allow minority groups to be heard. Many blacks and chicanos are dissatisfied with the type of minority programming done on the regular television channels. "They come into my office and say, 'We want to do it ourselves, to produce our own programs.' Cable will offer them this opportunity."

Whitehead compared cable TV to the news stand in a drugstore or supermarket.

"You can buy any type of publication you desire - Fortune, Vogue, movie fan magazines, city magazines, even mimeographed sheets on specific subjects. There's no reason this same type of thing can't happen on cable TV."

"Whether we ever realize this potential depends upon how the government regulates it. If we apply such things as the fairness doctrine or some of the other regulations on broadcasting, we will prevent this sort of development from ever happening."

We discussed the lack of network news and commentary on the 19 radio stations in the Portland area, particularly during the Republican and Democratic conventions. Whitehead said that one almost overlooked aspect of cable TV was its ability to bring 100 FM radio channels into the home.

Some of these radio bands could bring news commentary and classical music (played by automated FM stations) into the home at nominal cost, he said.

Whitehead declared, "We believe that news ought to be left in private hands. The government should keep hands off."



one filler

MEDIA

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- Broadcasting
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**kpOk**  
RADIO

October 3, 1972

Dear Clay:

A not unexpected reaction from this  
reporter.

I like the free enterprise philosophy  
myself, accredited to you.

Regards,

*Lick Brawley*

LA NITA ANDERSON on

## TV★Radio



The broadcasting industry recently learned of the possibility of radical changes in the regulation of cable television. Of particular concern to the public is a new federal agency's plan allowing no free channels for public, government or educational use.

There is little doubt that the 1970-created Office of Telecommunications Policy for the White House, under directorship of Clay T. Whitehead, is assuming an increasing amount of authority previously reserved for the Federal Communications Commission—which is basically answerable to Congress and the courts. The purpose of Whitehead's office is to provide the President with information for legislation and for policy purposes such as the recent Public Broadcasting decisions and veto.

LAST NOVEMBER, White-

head's office intervened with the FCC-proposed rules for cable and created an informal agreement without hearings between broadcasters, cable operators, film and theater people which severely limited the amount of material which could be used on cable, and on distant signal importation. This altered the FCC hopes of rapid growth for cable in major cities, but did protect the filmmakers' and over-the-air TV, Whitehead said in an interview when he was here for the Oregon Association of Broadcasters' conference.

Now Whitehead has formed a committee of three Cabinet officers and three White House aides, and this committee has drafted cable rules to be approved by the President.

"Congress hasn't yet given the FCC any authority over cable, and whether or not

what they are doing with it is legal has not been decided," Whitehead said. "The FCC is a hodgepodge of rules, objectives and values. We feel they are going in the wrong direction with cable."

ACCORDING TO July trade journal reports, the principal difference in direction is that FCC sees cable as a kind of broadcasting system with some common carrier functions. Whitehead's committee views it as a true common carrier, although not a public utility. The committee wants separate ownership and program origination, and would allow broadcasters and newspaper ownership as a common carrier, or to lease channels. The market place would basically decide most of the things the FCC is trying to regulate.

"Part of our reasoning is

economic and part is we don't know yet that much about cable," Whitehead said. "We would like to see government subsidy of cable in some areas to see what it can really do."

WHEN ASKED whether three, five or six free channels dedicated in the public interest would economically hurt a cable system which can now have 60 possible channels, and may reach 200, Whitehead said cable operators were operating under a very small profit margin and 10 per cent could make or break them in terms of ability to serve.

"We don't want, basically, to see any government control," he said. "Why should the government decide who should have free channels or force them to be given? These things should be de-

cided at the local level. Besides, the costs are not large to lease a channel."

WHEN PRESSED about a time table for possible legislation, and asked whether he felt that his committee, with no public hearings, knew more than the FCC did after three years of public hearings, Whitehead hedged and gave the politically correct answer—that the information on the regulations draft had been leaked prematurely in trade journals.

A premature leak just before a convention is always good politics, particularly when only a certain affected industry receives the leaked information. The real question is, just how premature is the possible attempt to alter the potential public good of cable TV?



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# Public Broadcasting: New Chief, New Policy

By John Carmody

After two days as chief of the nation's public broadcasting industry, Henry Loomis has announced a tough new policy toward programming, including the controversial area of public affairs.

The new president of the Corporation for Public Broadcasting, who lives in Middleburg, Va., said yesterday that he had "never seen a public TV show." But he laid it on the line: CPB, with its hands-off policy on programming, "had tried to duck its responsibility and it wasn't successful."

In a separate session before the PBS board of directors meeting here and in a half-hour, nationwide closed-circuit broadcast with the network's 225 station managers, Loomis said:

- The CPB, formerly only a management "umbrella" for public broadcasting, will take a strong role in determining daily program content over the nationwide PBS network.

- "Instant analysis" and other public affairs programming techniques that mimic commercial TV practices probably will be dropped.

- Long-range financing for public broadcasting will not be pushed for at least several years.

- While it eventually should be "much more," funding is currently at a satisfactory level.

"Loomis' views are virtually identical to those of the Nixon administration and congressional opponents of public TV..."

- "The cultural field" and programs directed at a "specialized" audience, rather than mass audiences, should be stressed.

Loomis' views are virtually identical to those of the Nixon administration and congressional opponents of public TV over the last year. His appointment as CPB president has been expected by industry sources following the takeover of the 15-member CPB board this summer by an administration majority. Former Rep. Tom Curtis of Missouri, a longtime Republican, was named board chairman last month.

Public television programming, particularly in the area of public affairs, has brought criticism in the last year from the administration, Congress and some local station managers.

Loomis said the corporation would at present not actively seek long-range financing, which had been called essential to proper programming by its supporters in the industry and in

Congress, where backers were mostly Democrats.

"We'll be trying for that one a couple of years from now," he told the station managers. President Nixon vetoed a two-year funding plan in June.

As Loomis sees it, the industry, founded in 1968, should be pleased with its present 30 per cent annual growth. (The funding is \$45 million this year.) "It's possible to get too much too soon," while staff excellence and expertise lags, he told the PBS board.

Following Loomis' appearances yesterday, industry sources took a wait-and-see attitude. They suggested he had not had time to be properly briefed since accepting the \$42,500-a-year job, which he starts officially on Oct. 1.

Loomis told a reporter later that when approached about the job following the resignation of John Macy Jr. as CPB president in August, he had asked, "What the hell is it?"

An independently wealthy man, Loomis said he had long regarded his previous service in important posts in the Departments of Defense, HEW, USIA and at the White House during the last 20 years as "nonpartisan."

"I always considered myself what the British call a 'permanent undersecretary,'" he said yesterday.

See LOOMIS, B6, Col. 4

LOOMIS, From B1

"But four years ago (when Mr. Nixon appointed him to the USIA, where he is currently deputy director), I changed. Mr. Nixon was my guy in 1968 and I feel very strongly about it this election year."

In hinting that the "instant analysis" of major political events will be dropped, he said public affairs programming should only "supplement and enrich" what is offered by commercial networks. He later told a reporter that he was "concerned about the propriety of using public funds to be competitive with commercial networks" in any area of broadcasting.

Loomis asked PBS station managers to do "much more in the cultural field." The role of public broadcasting is to direct programming to a specialized, not a mass audience, he said. An example would be "a program of an excellent cultural nature that is too expensive for the commercial networks to do."

Loomis' remarks yesterday were in line with Nixon administration criticism of public television beginning last October with an attack by Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy.

The CPB was formed in 1968, a year after President Lyndon Johnson successfully backed a public broadcasting bill. Under Macy, the new corporation took over what had been the loose-knit educational TV network and, as PBS, with federal equipment and programming money, grew to the present 225 TV stations and hundreds of public radio outlets.

Last fall, the political roof fell in on Macy. The PBS (and the Ford Foundation) pushed through a public affairs outlet in Washington. The National Public Affairs Center for Television promptly hired liberal correspondents Sander Vanocur and Robert MacNeil at high salaries, which drew even Democratic criticism in Congress.

A series of controversial network shows as well as a marked increase in the PBS national audience attracted further notice for the public network. In June, Mr. Nixon vetoed a two-year \$65-million authorization for CPB. Macy, in ill health, subsequently resigned, along with other top CPB aides.



**32nd ANNUAL  
FALL CONFERENCE**

**SEPTEMBER 21, 22, 1972**



**OREGON ASSOCIATION  
OF BROADCASTERS**

**Kah-Nee-Ta  
Hotel**

**Warm Springs  
Oregon**




KGW broadcast studio during a presidential address by  
Warren G. Harding.  
Photo courtesy of Oregon Historical Society.

# They made listeners out of us all.

In the early days of broadcasting no one could have predicted the widespread acceptance of what was then an innovative form of communication. Today we depend on the broadcast media for news... opinion... entertainment... In fact, it's hard to imagine what life would be like without radio and television.

Like broadcasting, the banking business, too, had its pioneers. Men whose determination and far-sightedness were responsible for the kind of banking service we're able to provide today. At First National we like to remember these men... and their counterparts in broadcasting... for making their respective businesses something to be truly proud of.

We'd like to  
get to know  
you. 

FIRST NATIONAL BANK OF OREGON





R. M. (DICK) BROWN

Congratulations to the Confederated Tribes of the Warm Springs Reservation of Oregon for the magnificent new resort hotel.

Sincere thanks from all of us to our Associate Members for their participation, and their contribution to the success of our meetings.

My personal thanks to all of you who have without exception accepted assignments and executed them promptly and effectively.

We are indeed fortunate to have the services of Lee Bishop as our Manager. He is on top of the job at all times, and in my opinion is one of the best in the business.

I thank you for the opportunity to have been your president this year. I have been proud to represent Oregon Broadcasters, who, through OAB, are a strong force in this industry. You can be ever stronger by continuing aggressively your constructive activities.

R. M. BROWN  
President,  
Oregon Association of Broadcasters

# Program

**THURSDAY, SEPTEMBER 21, 1972**

9:00 a.m. - 12:00 p.m.—Board of Directors  
Council Room

12:00 noon—Registration

12:30 p.m.—Board Luncheon: Juniper Room

1:30 p.m.—Minority Groups Panel  
Wasco Paiute Room  
Bill Mears, KOIN, chairman  
Forest Amsden, KGW-TV  
Elbert Sampson, NAB, Special Guest

2:30 p.m.—State Representative Stafford Hansell:  
"How Laws Are Made"

3:00 p.m.—Time Buyers' panel  
Gary Capps, KGRL, chairman  
Dick McLaughlin, Equitable Savings & Loan Association  
Don McNiven, Fred Meyer, Inc.  
Sally Goswell, Seller, Ferlisi, Jensen & Wells  
Dee Medley, Theummel, Marx & Whiting  
Rosemary White, Cole & Weber

4:00 p.m.—Bob Burns, Pacific Northwest Bell:  
"What's New in PNB for Broadcasters"

4:30 p.m.—Nominating Committee Report  
Bob Chapping, KAST, chairman  
Announcements

6:30 p.m.—Social Hour: Wasco Paiute Room  
Host: General Telephone Co.

7:30 p.m.—Banquet: Confederated Room  
Speaker: Wallace E. Johnson  
Chief, Broadcast Bureau, Federal Communications  
Commission





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# Program

**FRIDAY, SEPTEMBER 22, 1972**

8:00 a.m.—Continental Breakfast  
Conference Lobby  
Host: U.S. National Bank of Oregon

8:30 a.m.—OAB Business Session  
Wasco Paiute Room

Coffee Break  
Host: SESAC

11:00 a.m.—John C. Hampton, president, Western Wood Products  
Association: "Econology and the Forest Products Industry"

12:30 p.m.—Luncheon  
Speaker: U.S. Senator Mark O. Hatfield

## 1973 SPRING MEETING IN PORTLAND

The 1973 Spring Meeting of OAB is set for May 14, 15, 1973,  
Thunderbird Motel, Jantzen Beach, Portland.

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SENATOR MARK O. HATFIELD

WARMEST GREETINGS TO  
OREGON BROADCASTERS

from

Roy Rowan  
Colin Selph

**Blackburn & Company, Inc.**

BEVERLY HILLS,  
WASHINGTON, D.C. — CHICAGO — ATLANTA

# *Program*

## **FRIDAY (continued)**

- 2:00 p.m.—OAB Workshop: Wasco Paiute Room  
Senator Hatfield
- 3:00 p.m.—General Session  
Election of officers and board of directors
- 4:00 p.m.—Announcements
- 6:30 p.m.—Social Hour: Wasco Paiute Room  
Host: Western Wood Products Association  
Oregon Cheese Buffet  
Host: Oregon Dairy Products Commission
- 7:30 p.m.—Banquet: Confederated Room  
Speaker: Clay T. Whitehead  
Director, Office of Tele-communications Policy
- 9:30 p.m.—Native Indian Entertainment  
Confederated Tribes of the Warm Springs Reservation of Oregon

## **CONFERENCE HOST COMMITTEE**

Bob Matheny, KRCO, chairman



**CLAY T. WHITEHEAD**





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member of  
every broadcast  
team.

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that makes things nicer for everybody*



WALLACE E. JOHNSON



JOHN C. HAMPTON





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Pennie  
Meyers



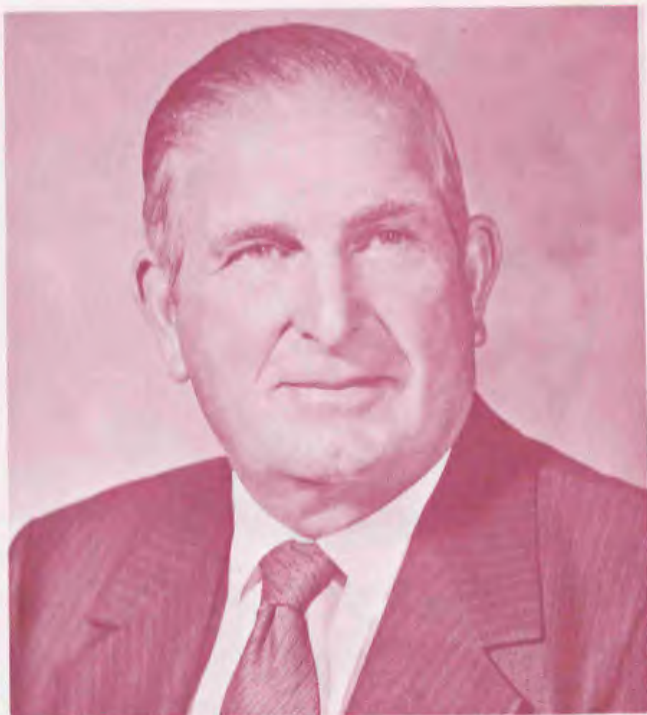
Mary Lou  
Hanson



Bob  
Burns



**Pacific Northwest Bell**



STAFFORD HANSELL

### OAB ACKNOWLEDGEMENTS

The Conference Host Committee and the membership of the Oregon Association of Broadcasters thank the organizations and people for making the Conference a success. Included are the conference speakers and General Telephone Co., Western Wood Products Association, Oregon Dairy Products Commission, Pacific Power & Light, SESAC, First National Bank, U.S. National Bank, Pacific Northwest Bell, Kah-Nee-Ta Hotel, Systems Marketing Corp., Automobile Club of Oregon, Blackburn & Co., Hamilton-Landis, National Association of Broadcasters.





ROBERT BURNS

# **BROADCASTING SCHOLARSHIPS 1972-1973**

## **OAB**

UO—Steven G. Mueller	\$ 250
UO—Janet L. Nelson	250
OSU—Claudia A. McKinnon	250
OSU—Dennis Woltering	250
LCC—Roger J. Thompson	100
LCC—Kevin Moran	100
BMCC—Donald L. Maxwell	100
BMCC—Thomas L. Groat	100

## **KPOK — BROADCASTING**

UO—Jeanine M. Navarra	\$1000
MHCC—Patrick A. Leary	500
PCC—Mark E. Rossman	500

## OAB OFFICERS AND DIRECTORS

### President:

R. M. Brown  
KOPK, Portland

### Vice-President:

John Ferm  
KAGO, Klamath Falls

### Secretary:

Gary Capps  
KGRL, Bend

### Board of Directors:

Forest Amsden, KGW-TV	Ernest McKinney, KQIK
Don Stonehill, KOTI-TV	Bruce Kerr, KSLM
Bill Mears, KOIN Radio	Bob Thomlinson, KATR
Dean John Crawford, U of O	

## PAST PRESIDENTS OF OAB

Lee Bishop, KMED, Medford . . . . .	1941-44
Ben Stone, KOOS, Coos Bay . . . . .	1944-45
Glenn McCormick, KSLM, Salem . . . . .	1945-47*
Frank Loggan, KBND, Bend . . . . .	1947-49
Lee Jacobs, KBKR, Baker . . . . .	1949-51*
Ted Cooke, KOIN, Portland . . . . .	1951-52*
Bud Chandler, KFLW, Klamath Falls . . . . .	1952-53
S. W. "Bill" McCready, KUGN, Eugene . . . . .	1953-54
Paul Walden, KODL, The Dalles . . . . .	1954-55
James Mount, KGW, Portland . . . . .	1956-57
Dave Hoss, KFLY, Corvallis . . . . .	1957-58
Carl Fisher, KUGN, Eugene . . . . .	1958-59
Ray Johnson, KMED, Medford . . . . .	1959-60
Gordon Capps, KSRV, Ontario . . . . .	1960-61
Ted Smith, KUMA, Pendleton . . . . .	1962
Irwin Adams, KGON, Oregon City . . . . .	1963
Robert Chopping, KAST, Astoria . . . . .	1964
Robert La Bonte, KERG, Eugene . . . . .	1965
Lester Smith, KXL, Portland . . . . .	1966
C. R. Matheny, KRCO, Prineville . . . . .	1967
John Hansen, KPTV, Portland . . . . .	1968
Tom Becker, KNPT, Newport . . . . .	1969
Jerold Poulos, KOBI-TV, Medford . . . . .	1970
R. E. Thomlinson, KATR, Eugene . . . . .	1971

\*Deceased





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**Warm Springs, Oregon**

**Herbert R. Moller, General Manager**





# OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall  
University of Oregon

Telephone  
(503) 686-3900

Post Office Box 3025  
Eugene, Oregon 97403

September 27, 1972

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

Dear Mr. Whitehead:

OAB President Dick Brown has asked me to thank you for coming to Oregon and speaking to our convention at Kah-Nee-Ta Resort.

Your appearance, remarks, interviews and discussions were meaningful and well expressed.

We especially appreciate the fact that you spoke to us at the end of a very long day.

We do hope you can visit us again, and have a little more time to relax in Oregon.

Sincerely,

Lee Bishop  
General Manager

LB:dn

cc: Brian Lamb  
Dick Brown

COPY

APR 27 1972

Mr. Lee Bishop  
General Manager  
Oregon Association of Broadcasters  
210 Allen Hall  
Post Office Box 3025  
Eugene, Oregon 97403

Dear Mr. Bishop:

I was glad to learn that the plans for your May meeting worked out so well, and I am flattered that you are reinviting me for your September meeting.

I am delighted to be able to speak to the Oregon Association of Broadcasters, and I think that the date you suggested to Mrs. Smith, September 12, would be the best. Mr. Brian Lamb or Mrs. Smith will be in touch with you to work out the details.

I look forward to meeting with you and the OAB in September.

Sincerely,



Clay T. Whitehead

LKSmith:jem 4/26/72

cc:

DO Records

DO Chron

Mr. Whitehead

Mr. Lamb ✓

Eva

LKS Subject

LKS Chron





# OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall  
University of Oregon

Telephone  
(503) 686-3900

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.

Sincerely,

Lee Bishop  
General Manager

LB:dn

*Soldu -  
Sp. 108*

December 17, 1971

Mr. Whitehead

Linda Smith

Invitation to Address Oregon Association of Broadcasters

You have been invited to be the principal speaker at the annual state convention of the Oregon Association of Broadcasters to be held in Lincoln City on May 11 and 12, 1972.

OAB represents commercial and educational radio and TV stations. The banquet at which you would speak is attended by 150 members, wives, guests, etc. You have been asked to speak on any current topic. Last year's speaker at the OAB fall conference was Arch L. Madsen, President of the Bonneville International Corp., Salt Lake City.

Congressman Wendell Wyatt has written you a letter urging you to accept.

Brian feels that it would be worthwhile to accept this and to put together a swing through the Pacific Northwest. I feel that this is an awfully small group to go such a long distance for, although this would probably do the Administration a lot of good. The best part of such a trip would be the scenery -- (look through the attached booklet) -- and you have nothing else scheduled in May. So you could even get in a little fishing!

cc: Mr. Lamb ✓

LKSmith/dgm

cc:

DO RECORDS

DO CHRON

MR. WHITEHEAD (2)

DR. MANSUR

LKS Subject

LKS Chron





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.

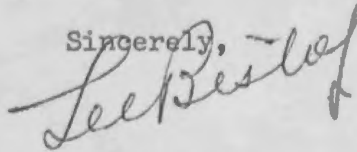
Our conventions are adequately covered by the news media, AP, UPI, plus the local news media.

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.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lee Bishop".

Lee Bishop  
General Manager

LB:dn

cc: Congressman Wendell Wyatt  
OAB President R.M. Brown

Att: 2





Telephone  
686-3900

*speaking engagements:*  
OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

February 1, 1972

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

Dear Miss Smith:

Confirming.

Mr. Clay T. Whitehead to be banquet speaker, Thursday, May 11, 1972, Oregon Association of Broadcasters, The Inn At Spanish Head, Lincoln City, Oregon.

We will make the complimentary room reservation for Mr. Whitehead at The Inn for Thursday, May 11.

Please let us know Mr. Whitehead's arrival time at the Portland airport. We will provide transportation, car and driver, from Portland airport to Lincoln City and return to Portland airport.

Social Hour is 6:30 P.M., the banquet is 7:30 P.M.

We will look for further word from Mr. Bryan Lamb.

It is with real pleasure that we look forward to Mr. Whitehead's visit to Oregon and the Oregon Association of Broadcasters.

Sincerely,

Lee Bishop  
General Manager

LB:dn

cc: Congressman Wendell Wyatt  
OAB President Brown

*Speaking Eng. new folder*

February 15, 1972

Mr. Lee Bishop  
General Manager  
Oregon Association of Broadcasters  
210 Allen Hall  
Post Office Box 3025  
Eugene, Oregon 97403

Dear Mr. Bishop:

Since Mr. Whitehead is out of town, he has asked me to reply to your letter of February 10 concerning arrangements for Mr. Whitehead's speech at the OAB Banquet, May 11.

First of all, I enclose for you, as you requested, a copy of Mr. Whitehead's biography, and a glossy photograph of him.

We appreciate your offer of transportation and rooms at the Inn at Spanish Head, and will be in touch as soon as plans become less tentative. I know Mr. Whitehead will be very tempted by the offer of salmon fishing - it certainly sounds great.

If there's anything else I can do, please don't hesitate to let me know.

Sincerely,

Linda K. Smith  
Special Assistant  
to the Director

Enclosures

cc:  
DO Chron  
DO Records  
Whitehead (2)  
Mansur  
Lamb ✓  
LKS Subject  
LKS Chron

LKSmith:jem



FEB 4 1972

Mr. Lee Bishop  
Oregon Association of Broadcasters  
210 Allen Hall  
Post Office Box 3025  
Eugene, Oregon 97403

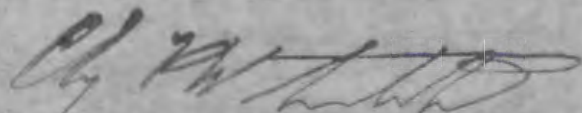
Dear Mr. Bishop:

Thank you for the invitation to be the principal speaker at the Oregon Association of Broadcasters Annual State Convention, to be held in Lincoln City on May 11 and 12.

As Mrs. Smith informed you, I would prefer to speak at the banquet on Thursday, May 11. I am sure that Mrs. Smith and Mr. Brian P. Lamb, my Assistant for Media and Congressional Relations, will continue to be in touch with you about any further arrangements.

I appreciate your offer to assist with transportation and room reservations for my speech. I am looking forward to meeting the Oregon Broadcasters and to seeing your beautiful state.

Sincerely,



Clay T. Whitehead

cc:  
DO Chron  
DO Records  
Whitehead (2)  
Mansur  
Lamb ✓  
LKS Subject-  
LKS Chron

LKSmith:jem 2/2/72



Telephone  
686-3900

563

# OREGON ASSOCIATION OF BROADCASTERS

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.

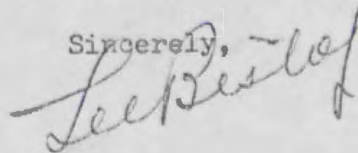


Mr. Clay T. Whitehead  
December 3, 1971

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.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lee Bishop".

Lee Bishop  
General Manager

LB:dn

cc: Congressman Wendell Wyatt  
OAB President R.M. Brown

Att: 2



# OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall  
University of Oregon

Telephone  
(503) 686-3900

Post Office Box 3025  
Eugene, Oregon 97403

May 17, 1972

Mr. Brian Lamb  
Office of Telecommunications  
Executive Office of The President  
Washington, D.C. 20504

Dear Mr. Lamb:

We are delighted Mr. Whitehead can meet with us in Pendleton  
September 12.

We hope you can accompany him.

Please contact our office in regard to details. We will  
keep in touch with you as to rooms, arrival and departure times, etc.

Sincerely,

Lee Bishop  
General Manager

LB:dn

cc: Linda Smith

Att: 3





Telephone  
686-3900

# OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

MAY 17, 1972

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

Dear Mr. Whitehead:

Thank you for your letter of April 22.

This confirms: You are to be the principal speaker at the OAB Convention, Tuesday, September 12, 7:30 P.M., at Pendleton, Oregon.

Our convention is scheduled for September 11 - 12, and we hope you could attend some of our other functions.

The world-famous Pendleton Round-up opens on Wednesday, September 13 and we hope you can join us for this colorful event.

We did miss you at Lincoln City, May 11 - 12. We had a very successful conference.

We are asking Mr. Brian Lamb and Mrs. Linda Smith to keep in touch with us regarding details.

Sincerely,

Lee Bishop  
General Manager

LB:dn

cc: Brian Lamb  
Linda Smith  
OAB President Dick Brown

ATT: 3

COPY

HEAD FOR THE WORLD FAMOUS

ON HWY. 44 30—OREGON TRAIL

# PENDLETON ROUND-UP

and colorful HAPPY CANYON



**PENDLETON, OREGON**

*Four Big Days Of Fun in the Ol' West*

**SEPTEMBER 13, 14, 15, 16, 1972**



# *Mount up and head for World Famous Exciting . . .*



## **THE FASTEST MOVING RODEO IN AMERICA**

In 1910 the ranchers and farmers gathered in Pendleton to celebrate the end of harvest. They still do at the world famous Pendleton Round-Up. Ranchers, farmers, bankers and lawyers still put on the show . . . 6 major R.C.A. events are run each day, plus pony express, Indian, cow-girl and baton races and wild horse races—a total of 18 events run with clock-like precision. Veteran rodeo attend-ers say when they leave Pendleton "Now we know why it has the reputation of being the King." Why not take time this year and do what you have always wanted to do . . . attend the Pendleton Round-Up!



# The Pendleton Round-Up



**THE WESTWARD HO PARADE** Friday morning at 10:00 a.m.—Two hours by a given point this history of transportation moves (no motor drawn vehicles allowed . . . no signs) . . . Indians in full regalia . . . pack trains . . . stage coaches . . . Mormon carts . . . ox teams, 12 mules on a jerkline pulling the wagon freight trains . . .

the primitive travois-mounted chiefs and little warriors make this a camera paradise. Friday night the Main Street Cowboys take over the Main Street . . . free street shows . . . gun fights, pony rides, buggies and stage coach rides for the kids . . . meet your friends . . . see horse shoeing, saddlemaking and many other crafts.





**FOUR GLORIOUS DAYS and NIGHTS**

**SEPTEMBER 13, 14, 15, 16, 1972**



**FOR FOUR NIGHTS** starting promptly at 7:45, the colorful thrilling night show "Happy Canyon" takes you into the past to relive the lives of our forefathers—Indians and whites take you back to the land of the Indian in his native surroundings—the white man comes—they fight—then peace—the scenery changes to the live brawling frontier town—mounted quadrille, zany characters. Come dance and frolic until the wee hours of the morning at "Fun Center—U.S.A. Happy Canyon."



# 1972 ORDER BLANK

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

*Please mail me the following tickets:*

	No. Seats	Price	Total
Wednesday	_____	_____	_____
Thursday	_____	_____	_____
Friday	_____	_____	_____
Saturday	_____	_____	_____
TOTAL			_____

## ROUND-UP TICKET PRICES

North Grandstand (covered) Buckaroo Section	Wednesday, Thursday	\$5.00
(Sold out Saturday)	Friday	6.00
South Grandstand (covered)	Wednesday, Thursday	3.00
	Friday, Saturday	5.00
Sections J thru Q	Wednesday, Thursday, Friday	\$2.50
	Saturday	3.00
Sections R-S-T (not sold in advance)	Wednesday, Thursday	2.50
Sections R thru V	Friday	2.50; Saturday 3.00
Sections X-Y-Z (not sold in advance)	Saturday	2.50

Children occupying seat will be charged full admission. No ticket reservations made without payment in full, and absolutely no refund or resale will be accepted. Tickets will not be mailed after Sept. 9, 1972, but will be held in will-call at ticket office.

## HAPPY CANYON

*(same performance all four nights)*

	No. Res. Seats	No. Box Seats	Price	Total
Wednesday	_____	_____	_____	_____
Thursday	_____	_____	_____	_____
Friday	_____	_____	_____	_____
Saturday	_____	_____	_____	_____
TOTAL			_____	_____

## HAPPY CANYON TICKET PRICES

Box Seats	\$5.00
Grandstand Seats (Rows AA-M)	4.00
Grandstand Seats (Rows N-U)	3.00
Grandstand Seats (Rows OO-ZZ)	2.50

All seats reserved

Mail to: **ROUND-UP ASSOCIATION**  
P. O. Box 609  
Pendleton, Oregon 97801

Phone Area 503 276-2553



## 1972 SCHEDULE OF EVENTS

- Sept. 9** 7:00 p.m. Dress-Up Parade thru downtown area—Finish Round-Up arena  
9:00 p.m. Dance
- Sept. 11** 5:00 p.m. Deadline for entry fees.
- Sept. 12** 9:00 a.m. First go around
- Sept. 13** 7:00 a.m. Cowboy Breakfast Stillman Park  
8:00 a.m. Go Round continues  
1:15 p.m. Round-Up  
5:00 p.m. Barbecue—Round-Up Arena  
7:45 p.m. Happy Canyon Dance and Pageant
- Sept. 14** 7:00 a.m. Cowboy Breakfast Stillman Park  
8:00 a.m. Go Round Continues  
10:00 a.m. Junior Indian Beauty Pageant  
1:15 p.m. Round-Up  
7:00 p.m. Main Street Cowboy Activities  
7:45 p.m. Happy Canyon Dance and Pageant
- Sept. 15** 6:00 a.m. Cowboy Breakfast  
9:00 a.m. Westward Ho! Parade forms  
9:00 a.m. American Indian Beauty Contest —Main Street  
10:00 a.m. Westward Ho! Parade  
1:15 p.m. Round-Up  
7:00 p.m. Main Street Cowboy Show on Main Street  
7:45 p.m. Happy Canyon Dance and Pageant
- Sept. 16** 6:00 a.m. Cowboy Breakfast  
9:00 a.m. Tribal Ceremonial Dancing Contest—Round-Up Arena  
10:00 a.m. Main Street Cowboy Show on Main Street  
1:15 p.m. Round-Up Finals  
7:00 p.m. Main Street Show  
7:45 p.m. Happy Canyon Dance and Pageant

---

**HOUSING** — The Round-Up Association will attempt, upon request, to make housing reservations in private homes in Pendleton and in motels in nearby communities, after August 1.

**TRAILERS & CAMPERS**—During the week of Round-Up, space is available for 2,500 trailers and campers. Cost is \$2.00 per night. Advance reservations not necessary.

**FAMILY DAY**—Wednesday, September 13—For a total of \$15.50, any couple and their minor children can attend the Round-Up, a barbecue dinner immediately following in the Round-Up arena, and the Happy Canyon show that night. Round-Up seating is in sections J thru Q.



THRILLING • COLORFUL • EPIC OF THE WEST

# HAPPY CANYON

and WORLD FAMOUS

## ROUND-UP



### TRUE AMERICAN

Symbolized by Round-Up Chief Clarence Burke, shown above, the American Indian is represented by six different tribes at the Pendleton Round-Up, in the largest numbers at any rodeo in the world. Camped in tepees, as shown on the aerial photograph on the interior of this brochure, this congregation proves to be an additional and spectacular experience which you will not soon forget.

*Thrill Packed Days & Nights*

**SEPTEMBER 13, 14, 15, 16, 1972**

**PENDLETON, OREGON**



31st ANNUAL  
SPRING CONFERENCE

MAY 11, 12, 13, 1972



OREGON ASSOCIATION  
OF BROADCASTERS

INN AT  
SPANISH HEAD

LINCOLN CITY  
OREGON

# Keeping in touch with Oregon.



Communication. No one knows what it means quite like broadcasters. At First National we, too, are vitally concerned with the art of communication. As Oregon's leading bank, it's our job to keep in constant touch with the people of Oregon. In this way, we're able to provide the most up-to-date banking service possible. It's a big job, but thanks to Oregon's professional broadcasters who bring us the news, our job is made easier.

We'd like to  
get to know  
you.



FIRST NATIONAL BANK OF OREGON





R. M. (DICK) BROWN

Broadcasters are seriously concerned about the climate in which they exist, particularly about legislation and regulations in effect or proposed, that discriminate against broadcasting to such a degree that its ability to serve the public interest is seriously impaired.

Of paramount concern are these five areas:

1. **Journalism**—faced with pressures which stifle its obligation to serve American citizens in their right and need to know what is happening.
2. **Advertising**—discrimination as to rates, and proposals regarding so-called controversial advertising claims, with provisions requiring broadcast time for anti-advertising responses.
3. **Program Content**—i.e., total implications and economic impact of proposals that broadcasters be required to carry blocks of non-commercial children's educational programs.
4. **Access to Air Time**—for dissidents, ethnic groups, and others over and above the traditional requirements of the fairness doctrine.
5. **Stability of Licensees**—and complexity of license renewal procedures.

In addition there should be added these secondary problems:

1. The need for "re-regulation" of radio and its operating procedures.
2. Lessening of the burden of paper work.
3. Equitable copyright laws.

Oregon broadcasters through OAB are working in all of these areas. We thank you for your active participation in OAB affairs. With your continued direction and support we can effectively contribute toward improving broadcasting's role as one of our society's most vital institutions.

R. M. (DICK) BROWN

President,

Oregon Association of Broadcasters

# Program

THURSDAY, MAY 11, 1972

- 9:00 a.m. - 12:00 p.m.—Board of Directors  
Cortez Room
- 12:30 p.m.—Board Luncheon: Balboa Room
- 12:00 noon—Registration: Main Lobby
- 1:30 p.m.—Frederick E. Baker  
Chairman, N.W. Ayer - F. E. Baker  
Cortez Room
- 2:00 p.m.—Fred J. Dye, Vice-President, Sales Promotion  
Director, Fred Meyer, Inc.
- 2:30 p.m.—Ray Watson, KXL  
"How To Make a Sales Presentation"
- 3:00 p.m.—Vic Ives, KEX  
"Programming That Sells"
- 3:30 p.m.—Dave Jack, KLIQ  
"How To Sell Syndicated and Feature Programs"
- 4:00 p.m.—Roger W. Williams, Secretary/Manager,  
Oregon Newspaper Publishers Association  
"How To Work Together on Common Problems"
- 4:30 p.m.—Announcements
- 6:30 p.m.—Social Hour: Balboa Room  
Host: Pacific N.W. Bell Co.  
Clam Bake  
Host: Oregon Fish Commission
- 7:30 p.m.—Annual Banquet: El Toro Room  
Annual Public Service Awards  
Address: The Honorable Charlotte T. Reid,  
Federal Communications Commissioner

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**CHARLOTTE T. REID**

Federal Communications  
Commissioner



**FREDERICK E. BAKER**

Chairman,  
N.W. Ayer - F. E. Baker



**FRANK J. DYE**

Vice-President  
Fred Meyer, Inc.



**ROGER W. WILLIAMS**

Secretary/Manager  
Oregon Newspaper  
Publishers Association

# Program

FRIDAY, MAY 12, 1972

8:00 a.m.—Continental Breakfast  
The Cortez Room  
Host: U.S. National Bank of Oregon

8:30 a.m.—OAB Business Session  
Cortez Room  
Coffee Break  
Host: SESAC

10:30 a.m.—Workshop  
Congressman John Dellenback

12:30 p.m.—Luncheon  
El Tora Room  
Address: Congressman John Dellenback

## 1972 FALL MEETING IN PENDLETON

The 1972 Fall Meeting of OAB is set for September 11, 12, 13, at Pendleton. Includes Pendleton Roundup, September 13.

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CONGRESSMAN JOHN DELLENBACK

# FIDELIPAC

## AUTOMATIC TAPE CARTRIDGES

UNITED RADIO SUPPLY, INC.

123 N.E. 7th Avenue  
Portland, Oregon 97232  
Phone: 503/233-5346

A detailed photograph of a Fidelipac automatic tape cartridge. The cartridge is shown from a top-down perspective, revealing its complex internal mechanism, including the tape reels and the transport system. The clear plastic housing is partially open, showing the internal components.

This is Fidelipac, the automatic, continuous single reel tape magazine that has set the standard for cartridge operation in the broadcast industry. It provides a tape supply in an endless loop for the recording and playback of any material that is to be used repeatedly. It is available with prepackaged tape lengths from a few seconds to four hours. When the playing cycle is complete, Fidelipac is automatically in position to repeat your message. It does not have to be rewound or threaded and will perform as long as you desire.

# Program

## FRIDAY (continued)

2:00 p.m.—OAB Business Session

2:30 p.m.—Thomas C. Donaea, Counsel,  
Associated Oregon Industries

3:00 p.m.—Ray Siegenthaler, Administrative Director,  
Liberty TV Cable

4:00 p.m.—Coastal Weather panel

6:30 p.m.—Social Hour  
Host: Portland General Electric Co.  
Oregon Cheese Buffet  
Host: Oregon Dairy Products Commission

7:30 p.m.—Banquet  
Address: Vincent T. Wasilewski, President,  
National Association of Broadcasters

A model of P.G.E. Trojan Nuclear Plant is on display in the Balboa Room.

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NEIL ARVESCHOUG

DISTRICT MANAGER

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PHONES: BUS. 206/693-1456

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GATES RADIO COMPANY

A DIVISION OF HARRIS-INTERTYPE CORPORATION  
QUINCY, ILLINOIS 62301



**VINCENT T. WASILEWSKI**

President,  
National Association  
of Broadcasters



**THOMAS C. DONACA**

Counsel,  
Associated Oregon  
Industries

**RAY SIEGENTHALER**

Administrative Director,  
Liberty TV Cable





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Pennie  
Meyers



Mary Lou  
Hanson



Bob  
Burns



Pacific Northwest Bell



# *Program*

**SATURDAY, MAY 13, 1972**

10:00 a.m.—Annual OAB Golf Tournament

Salishan Golf Course

Register at OAB desk in the main lobby of The Inn

Bob Chopping, KAST, Chairman

## **OAB CONFERENCE HOST COMMITTEE**

Buzz Florip, KBCH, Chairman

Norm Oberst, KURY

Ron Phillips, KNPT

Bob Chopping, KAST

Ray Watson, KXL

## **OAB ACKNOWLEDGEMENTS**

The Conference Host Committee and the membership of the Oregon Association of Broadcasters thank the organizations and people for making the Conference a success: included are the conference speakers and Oregon Dairy Products Commission, Oregon Fish Commission, Pacific Power & Light Co., SESAC, U.S. National Bank of Oregon, Automobile Club of Oregon, First National Bank of Oregon, Pacific Northwest Bell Telephone Co., The Inn at Spanish Head, United Radio Supply Co., IQM, National Association of Broadcasters, ONPA, Fred Meyer, Inc., American Advertising Federation, Gates Radio Co., Portland General Electric.



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## OAB OFFICERS AND DIRECTORS

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R. M. Brown  
KOPK, Portland

### Vice-President:

John Ferm  
KAGO, Klamath Falls

### Secretary:

Gary Capps  
KGRL, Bend

### Board of Directors:

Forest Amsden, KGW-TV

Ernest McKinney, KQIK

Don Stonehill, KOTI-TV

Bruce Kerr, KSLM

Bill Mears, KOIN Radio

Bob Thomlinson, KATR

Dean John Crawford, U of O

## PAST PRESIDENTS OF OAB

Lee Bishop, KMED, Medford . . . . .	1941-44
Ben Stone, KOOS, Coos Bay . . . . .	1944-45
Glenn McCormick, KSLM, Salem . . . . .	1945-47*
Frank Loggan, KBND, Bend . . . . .	1947-49
Lee Jacobs, KBKR, Baker . . . . .	1949-51*
Ted Cooke, KOIN, Portland . . . . .	1951-52*
Bud Chandler, KFLW, Klamath Falls . . . . .	1952-53
S. W. "Bill" McCreedy, KUGN, Eugene . . . . .	1953-54
Paul Walden, KODL, The Dalles . . . . .	1954-55
James Mount, KGW, Portland . . . . .	1956-57
Dave Hoss, KFLY, Corvallis . . . . .	1957-58
Carl Fisher, KUGN, Eugene . . . . .	1958-59
Ray Johnson, KMED, Medford . . . . .	1959-60
Gordon Capps, KSRV, Ontario . . . . .	1960-61
Ted Smith, KUMA, Pendleton . . . . .	1962
Irwin Adams, KGON, Oregon City . . . . .	1963
Robert Chopping, KAST, Astoria . . . . .	1964
Robert La Bonte, KERG, Eugene . . . . .	1965
Lester Smith, KXL, Portland . . . . .	1966
C. R. Matheny, KRCO, Prineville . . . . .	1967
John Hansen, KPTV, Portland . . . . .	1968
Tom Becker, KNPT, Newport . . . . .	1969
Jerold Poulos, KOBI-TV, Medford . . . . .	1970
R. E. Thomlinson, KATR, Eugene . . . . .	1971

\*Deceased

welcome  
to



the inn at  
spanish head

enjoy

la plaza

Restaurant & Lounge

OREGON ASSOCIATION OF BROADCASTERS  
P.O. Box 3025  
Eugene, Oregon 97403



775  
Mr. Brian Lamb  
Office of Telecommunications Policy  
Executive Office of The President  
Washington, D.C. 20504



May 1, 1972

MR. WHITEHEAD

Linda Smith

Lee Bishop, President of the Oregon Broadcasters  
Association

Mr. Bishop called on Monday to ask whether he and  
a Mr. Brown, also of the OAB, could drop by to see  
you on Wednesday. I told him that unfortunately you  
could not meet with them, but that you would be at  
the NAB State Association President's reception,  
and that he can chat with you there. He wants to  
let you know how glad they are that you will be  
giving the dinner speech at the OAB meeting in  
Pendleton, Oregon, on September 12.

LKSmith:jem

cc:

DO Records

DO Chron

Mr. Whitehead

Mr. Lamb

Eva

LKS Subject

LKS Chron

AUG 30 1972

Mr. R. M. Brown, President  
Oregon Association of Broadcasters  
1019 S.W. 10th Avenue  
Portland, Oregon 97205

Dear Mr. Brown:

In behalf of Mr. Whitehead who will be away from the office until September 5, I want to thank you for sending us the information on Kah-Nee-Ta Lodge.

It certainly looks like a beautiful setting, and I know Mr. Whitehead is very much looking forward to getting together with the Oregon broadcasters. If either you or Lee Bishop have any questions or if we can be of assistance in any way before the 22nd, please let us know.

Sincerely,

Brian P. Lamb  
Assistant to the Director

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
Mr. Lee Bishop  
✓ (Oregon Association of Broadcasters)  
✓ Mr. Lamb (2)  
HCH Subject  
HCH Chron

HCHall:s1b 8-29-72

am fm

1019 S.W. 10TH AVENUE

PORTLAND, OREGON 97205

503/227-3484

**kpOk**  
RADIO

August 24, 1972

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

Dear Mr. Whitehead:

We are indeed delighted you will be able to participate in the annual meeting of the Oregon Association of Broadcasters September 22nd.

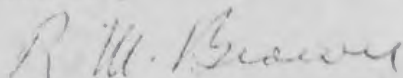
Kah-Nee-Ta Lodge where the meeting will be held is not only brand new and beautiful, but also is unique in that it is owned by the Confederated Tribes of the Warm Springs Indian Reservation.

These Indians have been most progressive over a number of years, and have demonstrated that they know how to compete in, and benefit from, our American economy. I am enclosing a bit of background information which I hope you will find useful.

We look forward to your visit. Oregon Broadcasters are a progressive group. I am confident you will find your time with them well spent.

We lean quite heavily to the radio side with approximately 100 commercial radio stations in Oregon and 13 commercial television stations. Most of them are members of OAB. The educational and public radio and TV stations also have membership in our association and participate regularly in our meetings.

Sincerely,



R. M. Brown  
President

RMB:tl

Encl.

cc: Mr. Herb Klein  
Mr. Brian Lamb  
Mr. Lee Bishop



Rockey/Marsh Public Relations, Inc.  
222 SW Harrison Street, Suite GA-2  
Portland, Oregon 97201  
(503) 226-6855

(Contact: W. W. Marsh)

FOR IMMEDIATE USE

Kah/Nee/Ta--"Gift of the Gods"

FACT SHEET

The new Kah/Nee/Ta Lodge and its owner, the Confederated Tribes of the Warm Springs Indian Reservation.

**Location:** In dry country on the eastern slope of the Cascade Mountains in Central Oregon, 11 miles north of the town of Warm Springs off U. S. 26; 114 miles southeast of Portland; 74 miles south of The Dalles; 570 miles north of San Francisco.

**Elevation:** 1,800 feet.

**Climate:** Bright, warm summer days tempered by cooling breezes; little snow in winter; an average of 340 sunny days a year.

**1855:** Reservation established by treaty with bands of the Warm Springs and Wasco Indians, which now have a total membership of just under 2,000. About 1,500 live on the reservation's 565,000 acres. Paiutes were added to reservation in 1866.

**1938:** Tribe voted to take over self-management rather than remain under the Bureau of Indian Affairs, which continues in an advisory role. Governing body is the Tribal Council of three chiefs and eight elected members. Council president is Olney Patt. General manager and council secretary is Kenneth Smith, a 1959 graduate of the University of Oregon

*Marsh*

in business administration. He succeeded the late Vernon Jackson, who guided early planning for the lodge and other tribal enterprises.

- 1943: First commercial timber sales made from the reservation's 298,508 acres of timber, mostly ponderosa pine and Douglas fir.
- 1956: Federal government paid \$4 million indemnity for loss of ancestral fishing grounds at Celilo Falls on Columbia River, inundated by The Dalles Dam reservoir.
- 1958: Tribe paid \$100,000 to Oregon State University for a two-year study of the reservation's potential for development.
- 1961: Tribe paid \$165,000 to recover 320 acres at hot springs on the Warm Springs River, one of the few individual allotments of land ever sold outside the tribe.
- 1962: Area Redevelopment Administration made a grant for feasibility study of developing Kah/Nee/Ta Village resort at the hot springs.
- 1963: Tribal council voted \$750,000 of tribal funds for the resort village, and later added enough to make the total \$1,074,000.
- 1964: Kah/Nee/Ta Village opened on Memorial Day.
- 1965: Tribal council decided to plan convention center and resort as supplement to village, to be called Kah/Nee/Ta Lodge.
- 1967: Tribe bought sawmill on reservation and plywood plant in Madras where reservation timber had been processed.
- 1968: Herbert R. Moller hired as general manager of newly planned lodge.
- 1970: Contracts for the lodge were let with Wolff-Zimmer-Gunsul-Frasca-Ritter of Portland as architects and Lawson Construction, Inc., Portland, as general contractor. Don Shook, Portland, was named head inspector for the tribe.
- 1970: The Economic Development Administration approved a grant of \$2,434,000 and a loan of the same amount. The tribe added \$291,000, making \$5,159,500 available for the lodge complex.



1971: Ground broken for lodge on January 11.

1971: Contract let to Chas. Schmiedeskamp, Milwaukie, Oregon, for construction near lodge of 50 apartments to house lodge staff, a Department of Housing and Urban Development project under the tribe's housing construction department. The staff housing area, to include a service garage and grocery store, is to be known as Kah/Nee/Ta Hamlet.

1972: Lodge opened, making tribe-operated commercial projects Kah/Nee/Ta resort, one sawmill, one plywood plant, an electronics assembly subcontracting unit, a garage, a residential construction unit from all of which the tribe's net worth in the past year increased by more than \$1 million.

# # #



AUG 30 1972

Mr. Len Bishop  
General Manager  
Oregon Association of  
Broadcasters  
P.O. Box 3025  
Eugene, Oregon 97403

Dear Mr. Bishop:

As Mr. Whitehead will be away from the office until September 5, I am taking the liberty of replying to your letter spelling out the details of his visit to Nebraska.

Enclosed is the photo and biography you requested which I hope will be helpful. I will be in touch with Bob McGill to confirm further arrangements and hope that he will let us know if we can be of additional assistance.

Thanks again for all of your efforts. We are very much looking forward to the occasion.

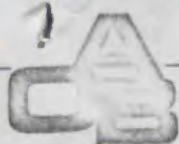
Sincerely,

Brian P. Lamb  
Assistant to the Director

Enclosures

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
Judy  
Mr. Bob McGill  
✓ Mr. Lamb (2)  
HCH Subject  
HCH Chron

HCHall:slb 8-23-72



# OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall  
University of Oregon

Telephone  
(503) 686-3900

Post Office Box 3025  
Eugene, Oregon 97403

August 14, 1972

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

Dear Mr. Whitehead:

We were delighted when Brian Lamb confirmed to us that you would come to Oregon and speak to our convention of the Oregon Association of Broadcasters.

You are to be the principal speaker at our annual banquet, Friday, September 22, 1972, 7:30 P.M., at the new Kah-Nee-Ta Hotel, on Warm Springs Indian Reservation.

In planning your travel schedule would you please keep the following in mind:

Try to arrive at the Portland airport sometime during the morning of Friday, September 22. You will be met at the Portland airport by Bob McGill of KOIN-TV, Portland.

Bob McGill will arrange a press conference with you in Portland.

Following lunch in Portland, Bob will drive you to the Kah-Nee-Ta Hotel, located on the Warm Springs Indian Reservation. Your two-hour drive from Portland to Kah-Nee-Ta takes you through the beautiful foothills country of Mt. Hood.

Our Social Hour is 6:30 P.M. The banquet is at 7:30 P.M. And at 9:30 P.M. there will be Native Indian Entertainment.

On Saturday, September 23, Bob McGill will arrange car transportation for you to the Portland airport.

If you have questions about any matters, please contact Bob McGill, KOIN-TV, 140 S. W. Columbia Street, Portland, OR, 97201. Phone: (503) 228-3333.

Mr. Clay T. Whitehead  
August 14, 1972  
Page Two

Please let us know how many persons there will be in your party, so that we can reserve the proper rooms for you and your party at the hotel. We do hope Brian Lamb can accompany you.

I am asking Bob McGill to write direct to you soon so that he may work with you on these travel arrangements.

Sincerely,

*Lee Bishop*  
Lee Bishop  
General Manager

LB:dn

cc: Brian Lamb  
Bob McGill, KOIN-TV  
OAB President Brown

P.S. Please send us your current bio and glossy photo.



# KGW AM TV

1501 S.W. Jefferson Street  
Portland, Oregon 97201  
Telephone 503/224-8620



September 26, 1972

Mr. Brian Lamb  
Office of Telecommunications Policy  
Executive Building  
Washington, D. C.

Dear Brian:

Hope you survived the Nebraska and Pennsylvania meetings since we've last seen you. Here are the columns of your friends Francis and LaNita. There may be more later and if so we'll also send that along.

It was a pleasant Saturday with you here in Oregon, and both Neva and I enjoyed meeting you and Clay. The Government Pass area we drove through from Kah Nee Tah to Portland now has six inches of snow - we may have just made it through in time.

Best Regards,

Dean Woodring  
General Manager

DW:sc  
Enclosure

October 12, 1972

Mr. Francis Murphy  
Radio and Television Editor  
Oregonian Newspaper  
1320 S.W. Broadway  
Portland, Oregon 97201

Dear Francis:

We have received copies of your stories on Clay Whitehead's recent trip to Oregon and your subsequent interview. Clay and I wanted you to know how much we appreciated the very accurate way in which you reported the results of the interview. The stories were very clear and concise and very able to be understood by the average reader which sometimes in our business is quite difficult. It is my understanding that Congressman Wendell Wyatt plans to place these articles in the Congressional Record soon.

Again, thank you very much for your interest in OTP. Please let me know if I can be of any assistance to you in the future.

Sincerely,

Brian P. Lamb  
Assistant to the Director

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)

BPLamb:slb 10-12-72



October 12, 1972

Mr. Dean Woodring  
General Manager  
KGM AM TV  
1501 S.W. Jefferson Street  
Portland, Oregon 97201

Dear Dean:

Sorry for the delay in writing you this note, but things have been a bit busy back here. Tom and I enjoyed very much getting to know you and your lovely wife, Neva. Your hospitality was above and beyond the call of duty. You have a beautiful State and some very nice people, and I am looking forward to another visit soon.

Please thank Forest and his wife for being so thoughtful and having me as a guest in their home on Saturday evening. Thank you again for all your help, and please let me know if I can be of any assistance in the future.

Best regards.

Sincerely,

Brian P. Lamb  
Assistant to the Director

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)

BPLamb:slb 10-12-72



October 12, 1972

Mr. and Mrs. Forest Amsden  
1414 S.W. Highland Parkway  
Portland, Oregon 97201

Dear Forest and Claire:


Please excuse my delay in writing, but I wanted you both to know how very much I enjoyed the Saturday evening I spent in your home in September. It was most enjoyable getting to know you and helpful to get your ideas on the future of broadcasting and politics. As I have always been told, Oregon is a beautiful State with extremely interesting and pleasant people.

Again, thank you very much for your very fine hospitality. I look forward to seeing you both again soon.

Best regards.

Sincerely,

Brian P. Lamb

cc:  Mr. Lamb (2)

BPLamb:slb 10-12-72

October 12, 1972

Mr. Robert McGill  
Sales Manager, KDIN TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

Dear Bob:

Sorry for the delay, but Tom Whitehead and I wanted you to know how much we appreciated your fine hospitality on our recent trip to Oregon. We very much appreciated your driving us to the Warm Springs Indian Reservation which in itself was a real treat. Thanks again for all your help, and if there is any assistance we can give you in the future, don't hesitate to call.

Sincerely,

Brian P. Lamb  
Assistant to the Director

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)

BPLamb:slb 10-12-72



October 12, 1972

Ms. Marilyn Day  
Promotion Director, KOIN TV  
140 S.W. Columbia Street  
Portland, Oregon 97201

Dear Marilyn:

I am very sorry for the delay in thanking you for your assistance during our recent trip to Oregon. I very much appreciate your sending the newspaper articles on Tom Whitehead. It is rather obvious from this vantage point that Francis Murphy is quite a reporter. The two columns he wrote were very thorough and written in an interesting way.

We sure enjoyed meeting you and Bob and the other Oregon broadcasters, and hope to visit your beautiful State again soon.

Best regards.

Sincerely,

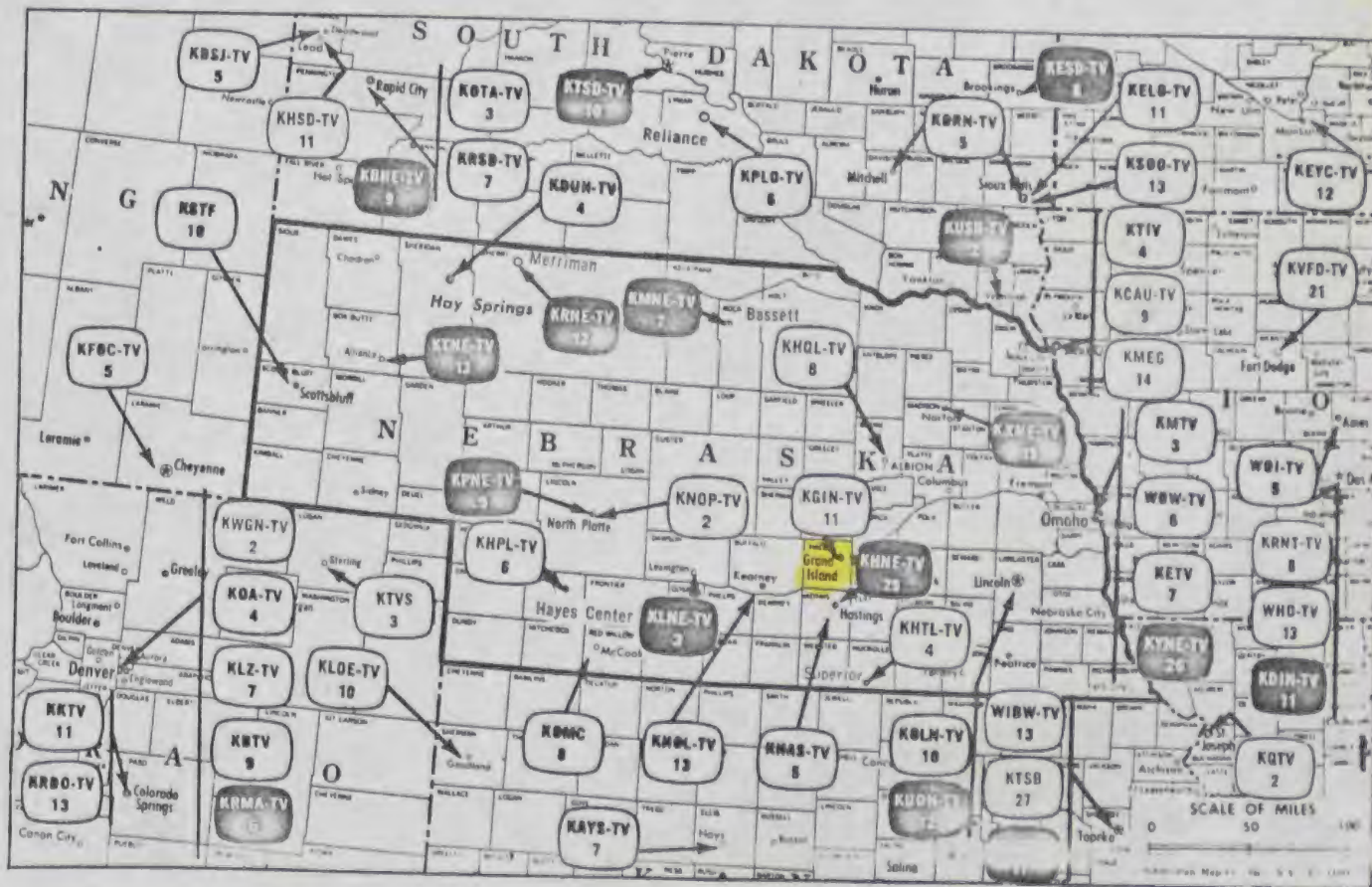
Brian P. Lamb  
Assistant to the Director

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)

BPLamb:slb 10-12-72



# Nebraska



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Omaha	345,700	59	276,100	63
Lincoln-Hastings-Kearney	210,900	97	203,100	80
North Platte	21,300	214	14,000	203

Nebraska Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23



ABC-TV, NBC-TV. Rep: Moore. Color: Net, slides.

ple, pres & film buyer; en mgr & natl sls mgr; Lee dir; Marlene Horde, prom t, news dir; J. R. Middle-Wash atty: Midlen & Red-affil.  
Trans: 62.

March 15, 1958, 316 kw vis, 750t/531g.  
Box 1031, 252-4676. TWX 910-975-1915. Licensee: Harriscopes Bestg Corp. Own: Harriscopes Sins.

NBC-TV, CBS-TV. Rep: Reilly; McGuire. Color: film, tape.

son Jr., VP & gen mgr; mgr; Hugh Bader, dir of n, news dir; Dean Jansma, h atty: Cohn & Marks.  
Trans: 37.

#### er Bow county

ay 12, 1970, 100 kw vis, 1,936t/234g.

40 W. Main, Missoula  
3. TWX 406-728-3340. Li-TV Inc. Own: Dale G. interviews Development Co., hers. Mr. Moore owns in-(AM) Helena, KGVO-AM-KCFW-TV Kalispell, all T-TV & KTFI(AM) Twin

ABC-TV, Rep: Meeker; color: Net, slides, film, tape. pres; Earl E. Morgenroth, film buyer; Paul Meissner, Newcomb, sls mgr; Jack & prom mgr; Don Westin, Drader, chief engr. Wash ayland, Duvall, Southmayd

4. Aug 14, 1953, 100 kw ant 1,890t/202g.  
(9701). 792-9111. TWX licensee: Garryowen Butte ee Garryowen Sins.

ABC-TV, Rep: Avery-Color: Net, slides, live,

ss, gen mgr & film buyer; s mgr; Paul Simitzes, prog r; Ken Woosley, news dir; t, chief engr. Wash atty: y. KXLF(AM) affil.  
ubs: 9,100. Trans: 19.

#### Dawson county

5. Nov 1, 1957, 14.8 kw ant 500t/146g.  
las. (59330). 365-3377. Li-e Bestg Corp. Own: Lewis interests) & family, 100%. ABC-TV, NBC-TV, Rep: D/C. Color: Net.  
e, pres; Robert D. Towe, Donald Powers, chief engr. Joyce & Borsari. KXGN-

ubs: 2,000. Trans: 6.

#### 6) Cascade county

March 21, 1954, 100 kw ant 590t/694g.  
03). 453-4377. TWX 910-see: Harriscopes Bestg Corp. scope Sins.  
CBS-TV, NBC-TV, Rep: re: Simpson Reilly; Hyett. es, live, film, tape.  
Clintock, VP & gen mgr;

Jack Olsen, stn mgr; Gary Teddy, mgr prog & ntl sls; Dick Monaco, opns mgr; Ken Dunham, news dir; Earl Crowder, chief engr. Wash atty: Cohn & Marks.  
On 7 CATV's. Subs: 16,600. Trans: 40.

KRTV ch 3. Oct. 5, 1958, 30.5 kw vis, 6.1 kw aur; ant 450t/358g. (CP: 87.1 kw vis, 17.4 kw aur; ant 590t/550g.)

Box 1331, (59403). 453-2433. TWX 910-975-1915. Licensee: Garryowen Cascade TV Inc. Own: See Garryowen Sins.  
Net: NBC-TV, CBS-TV. Rep: Avery-Knodel; Moore. Color: Net, slides, live, film, tape.

Joseph S. Sample, pres & film buyer; Clifford Ewing, gen mgr; Ed Kolman, sls mgr; Glenn Lockwood, opns dir & prom mgr; Dick Shreves, news dir; Karl Black, chief engr. Wash atty: Midlen & Reddy.  
On 8 CATV's. Subs: 18,000. Trans: 28.

#### Helena (406) Lewis and Clark county

KBLL-TV ch 12. Jan 1, 1958, 973 w vis, 180 w aur; ant—370t/97g.

2433 N. Montana Ave. (59601). 442-6627. Licensee: Capital City TV Inc. Own: Tim Babcock, 56.6%; Bob Magness, 43.3%.  
Net: NBC-TV, ABC-TV, Rep: Masla; McGuire. Color: Net, slides, live, film, tape.

Tim Babcock, pres; Dave Holliday, gen mgr; LeRoy Bender, sls mgr; Terry Dolan, prog dir; Don Koterba, chief engr. Wash atty: Fletcher, Heald, Rowell, Kenehan & Hildreth. KBLL(AM) affil.  
On 8 CATV's. Subs: 25,500.

#### Kalispell (406) Flathead county

KCFW-TV ch 9. June 10, 1968, 26.5 kw vis, 5.3 kw aur; ant 3,780t/240g.  
Box 857 (59901). 756-9990. Licensee: KMSO-TV Inc. Own: See Dale Moore Sins.

Net: NBC-TV, ABC-TV, Rep: Meeker; Simpson/Reilly; Hyett; Busby, Finch & Woods; Hix. Color: Net, slides, film, tape. (Semi-satellite of KGVO-TV Missoula).  
Dale G. Moore, pres; Earl E. Morgenroth, VP; Scott Graber, gen mgr; Mike Sullivan, opns dir; Mike Stockton, news dir; Bill Pliley, chief engr. Wash atty: Fisher, Wayland, Duvall, Southmayd & Cooper.  
On 5 CATV's. Subs: 7,300. Trans: 16.

#### Miles City (406) Custer county

KYUS-TV ch 3. Aug. 29, 1969, 8.68 kw vis, .868 kw aur; ant 118.5t/93g.  
Box 760 (59301). 232-3540. Licensee: Custer Bestg Corp. Own: David G. Rivenes, L.B. Foster, each 49.98%.

Net: NBC-TV, ABC-TV, Rep: Savalli/Gates; Hix. Color: Net, slides, live, film, tape.  
David G. Rivenes, pres, gen, sls & prom mgr & news dir & film buyer; Ella M. Rivenes, prog dir; Ron Schlosser, chief engr. Wash atty: McKenna & Wilkinson.  
On 1 CATV. Subs: 2,000. Trans: 3.

#### Missoula (406) Missoula county

KGVO-TV ch 13. July 1, 1954, 231 kw vis, 23.2 kw aur; ant 2,003t/289g.  
Drawer M. (95801). 543-8313. TWX 910-963-2490. Licensee: KMSO-TV Inc. Own: See Dale Moore Sins.

Net: NBC-TV, ABC-TV, Rep: Meeker; Simpson/Reilly; Hyett; Busby, Finch & Woods; Hix. Color: Net, slides, live, film, tape.  
Dale G. Moore, pres; Earl E. Morgenroth, VP; Lynn H. Koch, gen mgr; Paul Meissner, stn mgr; Tom Newcomb, sls mgr; Jack

## Montana, Nebraska

Cheley, prog dir & prom mgr; Don Weston, news dir; Doug Drader, chief engr. Wash atty: Fisher, Wayland, Duvall, Southmayd & Cooper. KGVO(AM) affil.  
On 10 CATV's. Subs: 17,500. Trans: 24.

KPAX-TV ch 8, June 5, 1970, 557 kw vis, 49 kw aur; ant 2,150t/292g. (Satellite of KXLF-TV Butte.)

c/o Joseph S. Sample, Box 3500, Butte (59701). Licensee: Garryowen Butte TV Inc. Own: Joseph S. Sample, 99.90%, and others. Mr. Sample has interest in KXLF-AM-TV Butte, KOOK-AM-TV Billings & KRTV(TV) Great Falls, all Montana.  
J. S. Sample, pres. Wash atty: Midlen & Reddy.

## NEBRASKA

\*Noncommercial.



#### Albion (402) Boone county

KHOL-TV (Columbus-Norfolk) ch 8. Dec 3, 1964, 316 kw vis, 63.2 kw aur; ant 1,142t/1,134g.

Licensee: Bi-States Co. Own: See Bi-States Sins.  
Semisatellite of KHOL-TV Kearney.

#### Alliance (308) Box Butte county

\*KTNE-TV ch 13. Sept. 7, 1966, 288 kw vis, 57.5 kw aur; ant 1,550t/1,499g.  
Licensee: Neb. ETV Commission.  
Satellite of \*KUON-TV Lincoln.

#### Bassett (402) Rock county

\*KMNE-TV ch 7. Sept. 1, 1967, 275 kw vis, 27.5 kw aur; ant 1,480t/1,524g.  
Licensee: Neb. ETV Commission.  
Satellite of \*KUON-TV Lincoln.

#### Gering (308) Scotts Bluff county

KSTF (Licensed to Scottsbluff-Gering. See Scottsbluff.)

#### Grand Island (308) Hall county

KGIN-TV ch 11. Oct. 1, 1961, 316 kw vis, 55 kw aur; ant 1,010t/1,069g.  
Box 1069. (68801). 563-2200. TWX 402-591-1544. Licensee: Cornhusker TV Corp. Own: See John E. Fetzer Sins.  
Satellite of and sold with KOLN-TV Lincoln.

Robert Schnuelle, opns mgr. Wash atty: Dow, Lohnes & Albertson.

#### Hastings (402) Adams county

KHAS-TV ch 5. Jan. 1, 1956, 100 kw vis, 16.2 kw aur; ant 730t/767g.  
Box 578 (68901). 463-1321. TWX 910-624-8123. Licensee: Neb. TV Corp. Own: Seaton Pub. Co., 51.6%, and others. See



## Nebraska, Nevada

Seaton Stns. also Nwspr.

Net: NBC-TV. Rep: Adam Young. Color: Net, slides, live, film, tape.

Fred A. Seaton, pres; Duane L. Watts, VP, gen mgr & film buyer; Bob Booe, asst gen mgr & prog dir; Anthony Day, sls mgr; Anne Stout, prom mgr; Chuck Warren, news dir; Duane B. Allison, chief engr. Wash atty: Dow, Lohnes & Albertson. KHAS(AM) affil.

On 23 CATV's. Subs: 33,000.

\*KHNE-TV ch 29. Nov 17, 1968. 383 kw vis, 76.6 kw aur; ant 1,220t/1,238g. Licensee: Neb. ETV Commission. Satellite of \*KUON-TV Lincoln.

### Hayes Center (308) Hayes county

KHPL-TV ch 6. Feb. 9, 1956. 100 kw vis, 20 kw aur; ant 710t/586g. Box 37 (69032). 286-3300. Licensee: Bi-States Co. Own: See Bi-States Stns. Satellite of and sold with KHOL-TV Kearney.

### Hay Springs (308) Sheridan county

KDUH-TV ch 4. March 5, 1958. 100 kw vis, 15 kw aur; ant 2,000t/1,965g. Box 356, Scottsbluff, Neb. (69361). 638-2741. Licensee: Duhamel Bestg Enterprises. Own: Helen S. Duhamel, 66.7% & others. See Duhamel Bestg Stns.

Net: NBC-TV, ABC-TV. Rep: Avery-Knodel. Color: Net, slides, live, film. Helen S. Duhamel, pres; Al Brinkman, gen & sls mgr; Naomi Rezek, prog dir; Jerry Dishong, prom mgr; Robb DeWall, news dir; Dan Lesmeister, film buyer; Elmer Nelson, chief engr. Wash atty: Fisher, Wayland, Duvall, Southmayd & Cooper. On 15 CATV's. Trans: 21.

### Holdrege (308) Phelps county

KHOL-TV (Licensed to Kearney-Holdrege. See Kearney).

### Kearney (308) Buffalo county

KHOL-TV (Holdrege) ch 13. Dec. 24, 1953. 316 kw vis, 63.2 kw aur; ant 1,115t/1,163g.

TV Manor (68847). 234-4411. TWX 308-456-3741. Licensee: Bi-States Co. Own: See Bi-States Stns.

Net: ABC-TV. Rep: Meeker. Color: Net, slides, live, film, tape.

F. Wayne Brewster, pres & gen mgr; Harry Packard, mgr & film buyer; W. Mirven Greeley, chief engr. Wash atty: Fisher, Wayland, Duvall, Southmayd & Cooper.

On 8 CATV's. Trans: 10.

### Lexington (308) Dawson county

\*KLNE-TV ch 3. Sept 6, 1965. 100 kw vis, 15.1 kw aur; ant 1,062t/1,065g. Licensee: Neb. ETV Commission. Satellite of \*KUON-TV Lincoln.

### Lincoln (402) Lancaster county

KOLN-TV ch 10. Feb 18, 1953. 316 kw vis, 60.3 kw aur; ant 1,530t/1,500g.

40th & W Sts. (68503). 434-8251. TWX 402-591-1544. Licensee: Cornhusker TV Corp. Own: See John E. Fetzer Stns.

Net: CBS-TV. Rep: Avery-Knodel. Color: Net, slides, live, film, tape.

John E. Fetzer, pres; A. James Ebel, VP & gen mgr; M. Duane Holman, sls mgr; Paul

Jensen, asst mgr, prog dir & film buyer; Lynne Grasz, prom mgr; Bob Taylor, news dir; D. Ray Taylor, chief engr. Wash. atty: Dow, Lohnes & Albertson.

On 23 CATV's. Subs: 13, 600. Trans: 8.

\*KUON-TV ch 12. Nov. 1, 1954. 310 kw vis, 31 kw aur; ant 830t/874g.

1600 R St. (68508). 472-3121. TWX 910-621-8110. Licensee: U. of Neb.

Net: PBS. Neb. ETV Commission.

Phillip Heckman, comm chmn; Durward B. Varner, pres; Jack G. McBride, dir of TV & gen mgr; Ron Hull, prog mgr & film buyer; Edward F. Vitzthum, dir of info; Henry C. Cronin, dir of engr. Wash atty: Dow, Lohnes & Albertson.

KALR ch 45 (target date unknown). 210 kw vis, 42 kw aur; ant 339t/397g.

c/o David Noyes, 3863 South St. (68506). Permittee: Capital City TV Corp. Own: David Noyes, Paul J. Noyes, each 37.5%, and others.

David M. Noyes, pres.

### McCook (308) Red Willow county

KOMC ch 8. Nov. 28, 1959. 100.8 kw vis, 20 kw aur; ant 710t/677g.

Licensee: Kansas State Network Inc. Own: See Kan. State Network Stns.

Satellite of KARD-TV Wichita, Kan. Robert Berkheimer, stn mgr. Wash atty: Kooten & Burt.

### Merriman (402) Cherry county

\*KRNE-TV ch. 12. Dec. 9, 1968. 169 kw vis, 16.9 kw aur; ant 1,066t/1,029g.

Licensee: Neb. ETV Commission. Satellite of \*KUON-TV Lincoln.

### Norfolk (402) Madison county

\*KXNE-TV ch 19. Nov 10, 1967. 308 kw vis, 61.6 kw aur; ant 1,042t/1,071g.

Licensee: Neb. ETV Commission. Satellite of \*KUON-TV Lincoln.

### North Platte (308) Lincoln county

KNOP-TV ch 2. Dec. 2, 1958. 56.9 kw vis, 11.2 kw aur; ant 630t/609g.

Box 749. (69101). 532-2222. Licensee: N. Platte TV Inc. Own: Richard F. Shively, controlling int. He is principal in Tele-sis Corp., multiple-CATV operator. Mr. Shively owns WLFI-TV Lafayette, Ind.

Net: NBC-TV. Rep: Masla; Hix. Color: Net.

Richard F. Shively, pres; Ulysses A. Carlini, gen & sls mgr; Gene Larsen, news dir; Roger Hird, chief engr; Wash atty: Wilner, Scheiner & Greeley. KNOP(AM) affil.

On 2 CATV's. Subs: 1,500. Trans: 5.

\*KPNE-TV ch 9. Sept. 12, 1966. 316 kw vis, 31.6 kw aur; ant 1,020t/1,006g.

Licensee: Neb. ETV Commission. Satellite of \*KUON-TV Lincoln.

### Omaha (402) Douglas county

KETV ch 7. Sept. 17, 1957. 316 kw vis, 60.3 kw aur; ant 1,356t/1,362g.

27th & Douglas Sts. (68131). 345-7777. TWX 910-622-0710. Licensee: Herald Corp. Own: Peter Kiewit Sons' Inc., 100%. See Nwspr.

Net: ABC-TV. Rep: Peters, Griffin, Woodward; Hyett. Color: Net, slides, live, film, tape.

Ben H. Cowdery, pres; Kenneth H. James, VP, gen mgr & film buyer; R. A. Corley, reg & loc sls mgr; James S. Dugan, gen sls mgr; Al Dullnig, prog & pub ser mgr; Rosalee Roberts, prom mgr; Lee Terry, mgng edit, news; Russell V. Goyette, chief engr. Wash atty: Kirkland, Ellis, Hodson.

Chaffetz, Masters & Rowe.

On 31 CATV's. Subs: 12,500. Trans: 1. KMTV ch 3. Sept. 1, 1949. 100 kw vis, kw aur; ant 1,370t/1,345g.

2615 Farnam St. (68131). 345-3333. T 910-622-0337. Licensee: May Bestg

Own: See May Bestg Stns. Net: NBC-TV. Rep: Petry. Color: slides, live, film, tape.

Owen L. Saddler, exec VP & gen mgr; Norman W. Williams, bus mgr; Joe Baker, prog dir; Amos Eastridge, dir mktg & rsch; Art Jacobson, prog & dir; Mark O. Gautier Jr., news dir; R. mond J. Schroeder, VP engr; Gale Totten, chief engr. Wash atty: McKee

Wilkinson & Kittner.

On 25 CATV's. Trans: 4.

\*KYNE-TV ch 26. Oct. 25, 1965. 33.9 vis, 6.76 kw aur; ant 430t/409g.

U. of Neb. at Omaha (68132). 533-47 ext 516. Licensee: Neb. ETV Commission. Net: Neb. ETV. Color: Net, slides, film, tape.

Philip Heckman, chmn; Paul Borje, mgr; Leon Benschoter, asst mgr; Sha K. Pechar, prom mgr; George Ragan, engr. Wash atty: Dow, Lohnes & Albertson.

On 2 CATV's. Trans: 1.

WOW-TV ch 6. Aug. 29, 1949. 100 vis, 20 kw aur; ant 1,380t/1,358g.

3501 Farnam St. (68131). 346-3400. TV 910-622-0488. Telex: 342-6328. Licensee: Meredith Corp. (acq 9-29-51). Own: Meredith Corp. Stns. also Nwspr.

Net: CBS-TV. Rep: Katz. Color: Net, slides, live, film, tape.

Howard L. Stalnaker, VP & gen mgr; Zachary, gen sls mgr; Howard Green, prog dir & film buyer; Judy Horan, prom mgr; Steve Murphy, news dir; Glen Flynn, dir engr. Wash atty: Haley, Ba & Potts. WOW-AM-FM affil.

On 28 CATV's. Subs: 28,680. Trans: 2.

Scottsbluff (308) Scotts Bluff county

KSTF (Gering) ch 10. Aug. 7, 1955. 2 kw vis, 24 kw aur; ant 840t/674g.

Box 731, Scottsbluff (69361). 632-610 Licensee: Frontier Bestg Co. Own: 9 Frontier Bestg Co. Stns. also Nwspr.

Net: CBS-TV, ABC-TV. Rep: Scottsbluff Color: Net, slides, live, film.

Robert S. McCracken, pres; William Grove, exec VP & gen mgr; William Walter, res mgr; W. G. Walter, natl & Loren Mueller, loc sls; W. J. Brennan, prog dir; Bill Walter, prom mgr; De Suhr, chief engr. Wash atty: Kooten & Burt.

On 6 CATV's Subs: 6,000. Trans: 4.

Superior (402) Nuckolls county

KHTL-TV ch 4. October 1965. 100 kw vis, 19.1 kw aur; ant 1,130t/1,086g.

Licensee: Bi-States Co. Own: See Bi-States Stns.

Semi-satellite of KHOL-TV Kearney.

NEVADA

\*Noncommercial

Elko (702) Elko county

KFKO ch 10 (not on air, target date: F. 1971). 26.38 kw vis, 5.276 kw aur; ant 1,885t/71g.

Permittee: Washoe Empire. Satellite KTVN Reno.

Henderson (702) Clark county

KVVU (Licensed to Henderson. See 1 Vegas).



October 12, 1972

Mr. Richard Chapin  
President  
Stuart Broadcasting Company  
625 Stuart Building  
Lincoln, Nebraska 68508

Dear Dick:

Excuse the delay for this long overdue note, but we still wanted you to know how much we appreciated all your help on our recent trip to Nebraska. It looked like to me that your meeting was extremely successful this year, and I am sure you deserve most of the credit.

Tom and I played golf on Tuesday with Al Warren and Tack Nail at the FCBA annual outing. We thought we might see you but it was just as well we didn't because all four of us were knocking balls from one side of the course to the other and into every sand trap and water hole. Tom may have scored high gross for the whole event but that is off the record.

Thanks again for all your help and let's get together when you have time on one of your future trips to Washington.

Best regards.

Sincerely,

Brian P. Lamb  
Assistant to the Director

cc; DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)

BPLamb:slb 10-12-72

AUG 18 1972

Mr. Frank P. Fogarty  
Executive Vice President  
Nebraska Broadcasters  
Association  
502 Twin Towers North  
Omaha, Nebraska 68131

Dear Mr. Fogarty:

Enclosed is a copy of Mr. Whitehead's biography and picture which I hope will be helpful.

We are looking forward to seeing you at Grand Island on the 25th.  
Let me know if I can be of any further assistance.

Sincerely,

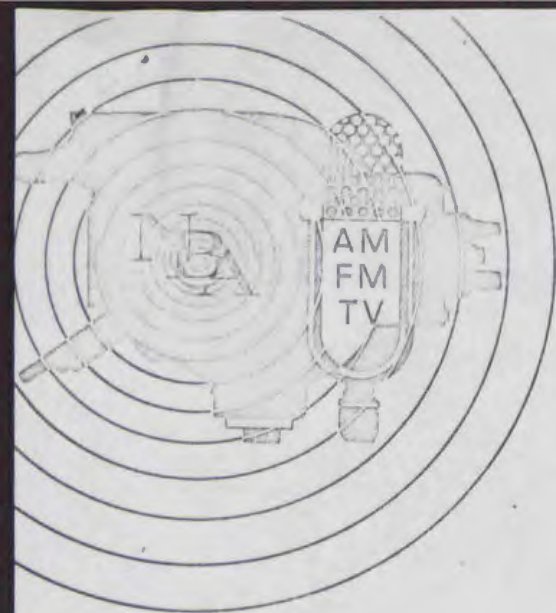
Brian P. Lamb  
Assistant to the Director

Enclosures

cc: DO Records  
DO Chron  
Mr. Whitehead  
Eva  
✓ Mr. Lamb (2)  
HCH Subject  
HCH Chron

HCHall:sib 8-17-72





# Nebraska Broadcasters Association

ROGER T. LARSON, PRESIDENT  
KFOR, P. O. BOX 80209, LINCOLN, NEBR. 68501  
TELEPHONE (402) 432-6606

FRANK P. FOGARTY, EXECUTIVE VICE PRESIDENT  
502 TWIN TOWERS NORTH, OMAHA, NEBR. 68131  
TELEPHONE (402) 346-0503

April 24, 1972

The Honorable Clay T. Whitehead  
Director  
Office of Telecommunications Policy  
Washington, D. C. 20504

Dear Mr. Whitehead:

Confirming what Dick Chapin said to you at NAB in Chicago, we extend you a cordial invitation to attend and speak at the Annual Convention of the Nebraska Broadcasters Association to be held in the Yancey Hotel, Grand Island, Nebraska, September 24-26.

The time we have in mind for you is Monday afternoon, Sept. 25. We understand that the Omaha Federation of Advertising and the Nebraska Chapter of the American Women in Radio and Television are planning to ask you to speak at the luncheon of the Federation in Omaha Tuesday noon, Sept. 26. This in no way conflicts with what we have in mind for you.

It is our practice to invite as our guests the presidents of the broadcasting associations in the five adjacent states, so that any message you may bring us will be available to our neighbors as well.

Nebraska is a "Whitehead state". Our Association promptly endorsed in principle your speech before the IRTS in New York Oct. 5, 1971, with special reference to the revision of radio rules.

Grand Island is 140 miles by highway from Omaha. If you have any problem with air connections, we can arrange to have you transported from Omaha to Grand Island by automobile or private plane.

I will be in Washington May 1-3 attending the annual conference of the National Association of Broadcasters with state association executives.

## BOARD OF DIRECTORS

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S EASTRIDGE, PAST PRESIDENT, KMTV, OMAHA

GLEN ILGENFRITZ, KHUB, FREMONT

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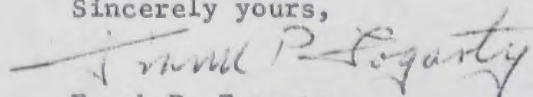
The Honorable Clay T. Whitehead  
Page Two

April 24, 1972

Also attending will be our President-elect, Mr. Frank Scott, Vice President and General Manager, KLNG, Omaha. Mr. Scott and I will call your office for an appointment so that we may answer any questions you may have and receive your reply.

Thanks for your consideration of our invitation.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Frank P. Fogarty", with a horizontal line extending to the left.

Frank P. Fogarty  
Executive Vice President

FPF:po

cc: Mr. Roger Larson  
Mr. Frank Scott  
Mr. Richard W. Chapin



## Nebraska Broadcasters Association

FRANK SCOTT, PRESIDENT  
511 SOUTH 17TH STREET, OMAHA, NEBR. 68102  
TELEPHONE (402) 342-8282

FRANK P. FOGARTY, EXECUTIVE VICE PRESIDENT  
P. O. BOX 31802, OMAHA, NEBR. 68131  
TELEPHONE (402) 346-0505

February 5, 1973

Mr. Brian Lamb  
Federal Communications Comm.  
1919 "M" Street N.W.  
Washington, D. C. 20554

Dear Brian:

I very much enjoyed the opportunity to see and talk with you, Henry, and Dr. Whitehead in Washington last Wednesday. All of us in the delegation from Nebraska found it to be a very fruitful session.

Thanks very much for the great job you are all doing in working for the good of our industry.

Warmest regards,

FRANK SCOTT, President  
Nebraska Broadcasters Assoc.

FS/dlb

### BOARD OF DIRECTORS

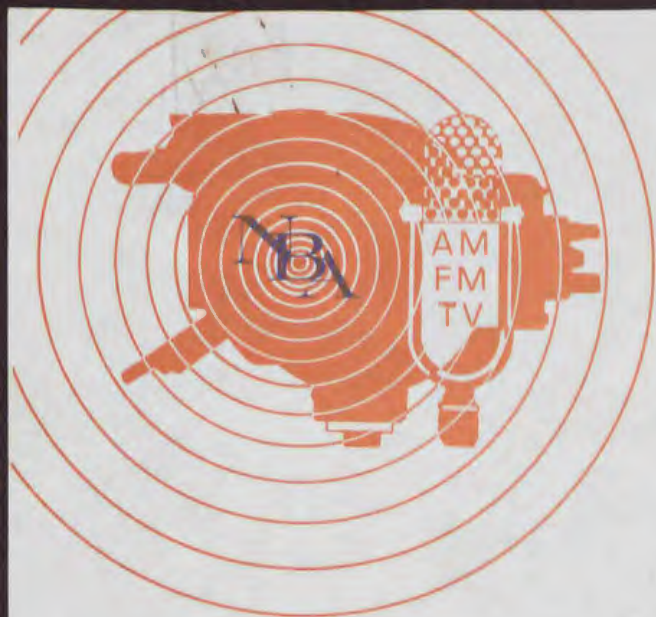
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HOWARD STALNAKER, WOW-TV, OMAHA  
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## Nebraska Broadcasters Association

ROGER T. LARSON, PRESIDENT  
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TELEPHONE (402) 432-6606

FRANK P. FOGARTY, EXECUTIVE VICE PRESIDENT  
502 TWIN TOWERS NORTH, OMAHA, NEBR. 68131  
TELEPHONE (402) 346-0505

May 8, 1972

Mr. Brian P. Lamb  
Assistant to the Director  
Office of Telecommunications Policy  
Executive Office of the President  
Washington, D. C. 20504

Dear Mr. Lamb:

Thanks for the time and the courtesies you gave me in your office the other day. We will appreciate it if you will discuss with Mr. Whitehead my letter of April 24, 1972, inviting him to speak at the Annual Convention of our Association at the Yancey Hotel in Grand Island, Nebr., Monday afternoon, September 25.

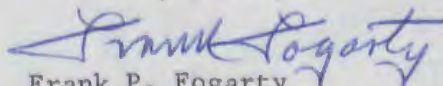
I am enclosing a copy of the letter for quick reference.

If it would be more convenient for Mr. Whitehead, we could schedule him on Tuesday morning, September 26.

I enclose the schedule of the current service between Omaha and Washington by United Air Lines. As I indicated, we will be happy to arrange automobile transportation from Omaha to Grand Island and return to connect with any of these schedules.

If there are any questions I left unanswered in your office, please call me collect at the number appearing on this stationery. Again, thanks and best wishes.

Sincerely yours,

  
Frank P. Fogarty  
Executive Vice President

FPF:po  
Encl.

cc: Mr. Roger Larson  
Mr. Frank Scott

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ROBERT SCHNUELLE, KGIN-TV, GRAND ISLAND

RUSSELL GAST, WOW AM-FM, OMAHA

FRANK SCOTT, PRESIDENT-ELECT, KLNQ, OMAHA

LARRY WALKLIN, KRNU, LINCOLN