

Itinerary for
Clay T. Whitehead
September 22-26, 1972

Friday, September 22, 1972

- 11:30 a.m. Lv. National airport via United 277
12:14 p.m. Arr. Chicago, Illinois
1:00 p.m. Lv. Chicago via United 149
3:10 p.m. Arr. Portland, Oregon
(To be met by Bob McGill (KOIN-TV) and Marilyn Day) (503) 228-3333
3:15 p.m. Press conference at the airport
Two-hour drive to Kah-Nee-Ta Hotel (accompanied by Mr. McGill)
Warm Springs Indian Reservation (503) 553-1112
Pendleton, Oregon
6:30 p.m. Reception
7:30 p.m. Annual banquet (Mr. Whitehead's address)
Oregon Association of Broadcasters
9:30 p.m. Native Indian Entertainment
Will stay overnight at the Kah-Nee-Ta Hotel

Saturday, September 23, 1972

Drive back to Portland

Fred Leonetti
3326 S.W. Fairmount Blvd., Portland (503) 228-0727

Sunday, September 24, 1972

- 8:05 a.m. Lv. Portland via United 632
11:16 a.m. Arr. Denver, Colorado
12:05 p.m. Lv. Denver via United 460
2:15 p.m. Arr. Omaha, Nebraska

Sunday, September 24, 1972

2:30 p.m. Press Conference
VIP Room
Omaha Airport

3:00 p.m. Fly to Grand Island (Pilot: Ron Epp)
3:45 p.m. Arrive Grand Island

6:00 p.m. Reception (308) 382-5800
Nebraska Broadcasters Association
Yancey Hotel

7:30 p.m. Dinner
Nebraska Broadcasters Association

9:30 p.m. Fly back to Omaha Airport
Stay overnight in Airport Motel (402) 348-0222

Monday, September 25, 1972

7:30 a.m. Lv. Omaha via United 728
11:37 a.m. Arr. National Airport
(Coyt will pick you up)
12:15 p.m. Meeting in Mr. Ehrlichman's office

3:23 p.m. Lv. National airport via American 488 317
4:32 p.m. Arrive LaGuardia

Evening Dinner with Neal Freeman

Stay overnight at the Howard Johnson (201) 824-4000
at the Newark Airport

Tuesday, September 26, 1972

8:35 a.m. Lv. Newark airport via Allegheny 21
9:38 a.m. Arr. Wilkes-Barre, Pa.
(Will be met by Bell Labs driver -- (201) 582-3248
arranged by Morgan Sparks)

Spend the day at Skytop, Pa.

3:50 p.m. Lv. Wilkes-Barre via Eastern 137
5:21 p.m. Arr. National airport
(Coyt will pick you up)

DOCUMENT CONTROL

SEC. CL. ORIGIN

CONTROL NO.

DATE OF DOC DATE REC'D DATE OUT SUSPENSE DATE

10/10/72 10/16/72 10/23/72

CROSS REFERENCE OR
POINT OF FILING

trip folder

TO Director
FROM Morgan Sparks
SUBJ. Ltr thanking the Dir. for speech
in September 26 at the Bell Labs
conference at Skytop.

ROUTING

DATE
SENT

H. H. 10-16
Dir 10-17
L.A. 10-2

COURIER NO.

ANSWERED

NO REPLY *✓*

Morgan Sparks
President

Sandia Laboratories
Albuquerque, New Mexico 87115

October 10, 1972

Dear Tom:

My change in jobs occurred immediately following the Bell Labs Conference at Skytop so I am a little late in my thanks to you for your talk to us on September 26.

I am sorry the weather made your travel in and out such a cliff hanger, but it all worked out and we were very pleased with your comments. They were just exactly what I hoped you would do, i.e., candid, informal and relevant. I heard a number of very favorable comments.

Again thank you very much and good luck in your own assignment.

Sincerely,

A handwritten signature in cursive script that reads "Morgan Sparks". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

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



RECEIVED

OCT 16 5 03 PM '72


OFFICE OF
TELECOMMUNICATIONS
POLICY

Thursday 9/21/72

TRIP
9/22-26/72

4:15

We have made hotel reservations for Mr. Whitehead and Mr. Lamb at the Howard Johnson at the Newark Airport for the evening of Monday, Sept. 25 -- \$19.00 per night/

 (201) 824-4000

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

September 14, 1972

To: Brian Lamb

From: W. Dean, Jr. *W.D. 9/14/72*
S. A. Lasher *SL 9/14/72*

Subject: Information for DTP's Presentation at BTL

At the September 11 staff meeting, you mentioned the need for inputs in connection with the September 26 presentation by the Director at the Bell Telephone Laboratories. The Director requested that we prepare same.

Attachments 1 and 2 are submitted accordingly.

Attachments

BRYAN —

- My note to Dick Gabel after last week's Senior Staff meeting, atop the typed material below it from him, produced something of value.
- I give same to you today with the following thoughts:
 - a. It could very well be the central thought of Tom's talks.
 - b. It would be useful for the future, seems to me, if the attached were not only plugged in anonymously to whomever is developing Tom's first draft for the Pococore, but also if it were fed to Tom as is, to credit Dick.

1AD 9/17

Dick G. —

- There is ~~an~~ ^{opportunity} ~~chance~~, if we we want to, and can, take advantage of it, as follows.
- Tom Whitehead is giving a talk towards the end of this month (seems to me its the 26th) to the top 50 executives of the Bell System, at a retreat in the Poconos.
- He has asked me, among others, to consider what sensible inclusions we might have, to plug into his talk. See $\frac{1}{2}$ Bruce (the

latter I'm not sure of I have
the lead responsibility.

- What are your thoughts? Do
we wish to exercise the
opportunity? Do you
have some good axes for
Tom to grind?

- Seems to me that it's a
libely opportunity to get
some good thoughts in
where they certainly can
do no harm, and just
might do some good (??)

IAD 9/14

A Note for Dr. Whitehead in Addressing Bell System
Executives at Pocomo Retreat, September 1972

Probably the single major problem confronting the Bell System today is the acquisition of adequate capital to meet all its service plans. From a public policy standpoint, Bell executives might consider reformulation of some of these plans: The System cannot be all things to all people.

Telephone plant has grown roughly twelve times from \$5 billion in 1945 to \$60 billion in 1971. The major portion of this growth has been required in the provision of POTS - plain old telephone service. The service needs of POTS will continue to grow and these requirements will still have to be met. Onrushing events - the growth of new technologies, the burgeoning needs of new information systems - may blur the perspectives of the participants.

Nobody questions the technical ingenuity and engineering acumen of the Laboratories and Western to meet ^{their} ~~there~~ new requirements. In commercial rivalry, as in military warfare, there is such a thing as "overkill." If Bell responds by providing those portions of the market that it can supply efficiently, where real economies of scale exist, establishes its prices based upon costs, market development will differ greatly from that which will occur if the company adopts the philosophy of coopting all markets and imposing barriers to

all competitors. A beneficial consequence to the telephone company will be relief of its tremendous capital requirements.

Suggested Points for Consideration in Director's Presentation at Bell Labs, Scheduled for September 26, 1972

1. Importance of R&D--One of the more pressing problems affecting our communications-electronics industry is the deficit in trade balance in electronic products (other than computers)--having fallen from a surplus of \$206 M in 1965 to a deficit of \$570 M in 1971. Preliminary investigation in this area by OTP indicates that if there is a legitimate problem here, it is in the area of under investment by US firms in research and development. Research is needed to produce:

- i - New technology/products
- ii - New tools to manufacture products
- iii - Reorientation of industries from "hardware" to "service" objectives.

OTP and other elements of the Executive Branch are currently looking into this problem to see what remedies might be proffered. In any event, it can be emphasized that R&D, such as that conducted at Bell Labs, is imperative if the United States is to maintain leadership in telecommunications. The importance of constantly seeking new breakthroughs which can be applied and taken advantage of by our free enterprise system cannot be overemphasized.

2. Constant and increased attention to the pressing needs of Society
(BTL has done much, has potential to do more)--

- o Land Mobile--The need is for more, better, and cheaper land mobile communications capabilities to serve the needs of a nation on the move. Contributions of Bell Laboratories are recognized and most commendable in connection with the 900 MHz land mobile matter currently pending before FCC.
- o Handicapped--Alertness is needed to the possible application of electronics in alleviating impediments of hearing, sight and limb. Also the impact of advances in technology should be weighed carefully. It is understood for example that the Princess Phone, while reportedly an improved instrument, has a reduced magnetic field such that those with hearing aids find it difficult, if not impossible, to couple into the conventional telephone system. It is understood that, in this particular instance, technical solutions have been proffered by BTL.
- o Medicine--The potential here is tremendous. Examples include: telemetering in connection with hospital patient care, telemetering from cardiac patients to hospital centers, increased applications of electronics in diagnostics, and improved communications for paramedics to provide timely medical attention to those involved in accidents, particularly highway accidents.

- o Law Enforcement--The needs of today's law enforcement activities are comparable to those of our military services with respect to operational requirements involving increased reliability and security. At the same time, advancements must be attainable within budget limitations of city and local governments. Within the Government, the need is great for the fast location of phone calls--e.g., bomb scares at airports and Government buildings. Airways security is one of the most pressing needs of our times.
 - o Highway Safety--The need is for the application of electronics in such areas as improved traffic control and automobile warning devices.
 - o Telecommunications as a substitute for transportation--Much has been said about providing improved communications (marketing, news stock reports) to the home and business as a substitute for transportation, but, in fact, little has been done. Cost effective analyses are needed.
 - o Education--The foreseen contributions which communications-electronics can make in this field are unlimited, not only as regards homes, school, and university educational processes, but also through special attention to the needs of mentally retarded students. Also, there is a need for text book and course materials for education training in the concepts, implementation, and performance in realistic environments of telecommunication systems. Has BTL considered publishing a compendium of information from Bell Laboratories Technical Journals and other sources--organized around various themes such as efficiency, compatibility, noise, etc.? This type of information would be particularly useful as regards the overall subject of electromagnetic compatibility and its treatment.
 - o Environment--The need is great to apply electronic sensing in preserving and protecting the environment.
3. A suggestion has been made that the greatest improvement Bell Labs could make would be to devise a capability which would automatically limit teenagers use of the telephone to not in excess of ten minutes.
4. The effect of nonionizing radiations--
- o Biological--The five year OTP program, developed by ERMAC, is seeking to determine whether radiations from communications-electronics devices have an adverse impact upon human beings. Research in this area by non-Government entities is encouraged.
 - o Electronic--While little is known about the effects of non-ionizing radiations upon new and emerging electronic technology (microminiaturization, bubble technology, etc.), sufficient is known to warrant investigation into this field. Certain activities are currently underway under Government sponsorship, but attention

should be given to this area by non-Government activities as well. What has been BTL's experience with physical degradation effects of nonionizing radiation upon solid state circuits?

5. Spectrum efficiency--

- o The burgeoning requirements for use of the limited radio frequency spectrum demand constant attention to the goal of providing more information per kilohertz per dollar.
- o Pollution--Greater attention should be paid to the need for reduction of spurious and harmonic and image responses, i.e., those characteristics of radio signals which are not a part of and do not contribute to the transfer of intelligence.
- o More use of non radio--Certainly Bell Labs has led the way in the development of pipe, laser and optic technology. Intensive operational application of these devices is a must if future requirements are to be met, for example in the growing saturation in the use of microwaves systems. *dealing with*
- o Higher Spectrum Resources--The World Administrative Radio Conference in the last summer extended the International Table of Frequency Allocations to 275 GHz. This provides incentive for exploration of higher regions of the radio spectrum in order to relieve pressure on lower portions, particularly below 10 GHz which are reaching saturation.

6. Information reduction--With the expanding capability for handling more and more information, we are rapidly approaching, if not have already reached, the point where decision makers have more information than they can handle. They are becoming in the posture of feeding a mouse with a fire hose. The problem is how to handle, manage, and process information in such a manner that communications assists in the decision process rather than becoming an impediment thereto.

7. Personnel Resource--One of the critical deficiencies facing the Federal Government and the nation as a whole is the area of qualified personnel in the engineering/scientific fields of endeavor. At the time when more expertise is needed in the Executive Branch to manage and overview such program as space research, communications satellite applications and improved systems for defense and security, the input of highly qualified capable people is on the wane. Better ways must be sought to encourage young people to become involved in engineering and scientific fields of endeavor if the United States is to continue to lead the world in this regard.

8. Long Range Objectives--

- o CNS--One can envisage many long range objectives in telecommunications research. Based on information available to OTP, an area which appears to be being investigated in certain other countries has to do with the feasibility of tying the central

nervous system of the human being directly into the telecommunications process (impingement of nonionizing radio fields).

- o Talk to Print--Are there any developments pending looking toward direct talk to print readouts? Certainly needed in many applications--home, business, government, etc.

Suggested Points for Consideration in Director's Presentation at Bell
Labs, Scheduled for September 26, 1972

An Objective Achieved

The 1934 Act essentially set forth a single objective of universal service. This can be measured by the number of telephones installed. Few would argue that this ambitious objective for all intents and purposes has not been achieved in telephony. The percent of U.S. households with telephone service has steadily climbed from 31.4% in 1934 to over 93% today (representing a sevenfold increase in the number of telephones in use). The total use of the system measured in number of calls has likewise increased dramatically. However, the number of calls per phone has remained remarkably constant at about 1,300 per year from 1920 to today!

Economies of Technology, Large Scale, Long Life.

During the phenomenal growth since the 1934 Act, prices for telephone service have remarkably declined in the face of the underlying diseconomies of basic network theory, i. e., number of links = $\frac{n(n-1)}{2}$ where n is the number of nodes. This remarkable achievement is largely the product of innovation. We have proceeded from paired wires and manual switches through microwave electro-mechanical switching machines to coaxial cables, waveguides, satellites, optical techniques, and fully electronic stored program ESS's. Advanced modulation techniques and other technological innovations have kept pace with the basic transmission and switching hardware. Through all of this, I detect a bias in both inventive and innovative activity toward large-scale plant, e. g., the cheapest way to obtain one and only one voice circuit between A and B is, within reasonable limits, still a pair of wires. Much of the application of technology in the past depended directly upon increasing demand for larger and larger plant.

Also, as the network became more complex, the component reliability requirements became greater. The discrepancy between imbedded costs and those of the newest equipment available testifies to the fact that technological obsolescence occurs far sooner than the useful life based on physical deterioration or wearout.

A question arises if these two observations are peculiar to the observation period (a period characterized by rapid growth in plant) or whether they more inherently represent communications technology.

Where to Next

The future is clouded with uncertainty, but one trend is already becoming clear. The birthrate in the United States has been declining since 1960 until it's now below the replacement rate. This has already impacted on firms associated with baby products and is now progressing through our school systems. It surely will impact on the future growth of telephone service. Perhaps the effect will be most severe on the R&D patterns established over the past; most certainly it will affect the R&D community before the operating companies. What major new directions are anticipated for BTL when the market saturation we are surely headed for occurs? Beyond that, what major public policy issues will these new directions impose on a concerned Government?

Is our research necessarily predicated on ever-increasing growth and, if so, what directions will this new growth take? A traditional corporate approach toward product differentiation and expansion into many new services may create serious anti-trust problems for a regulated monopoly utility. Will the longevity of high reliability products dampen significantly the rate of innovation (the exploitation of inventions in operation systems)?

Friday 9/8/72

VISIT
9/26/72

4:00 Mr. Whitehead advises that he may see Herb Dordick when they are in New York at Bell Labs on Sept. 26.

Mr. Dordick's address: 1307 Municipal Building
Center and Chambers Street

(212) 566-2654

We have told Mr. Dordick's office.

*Met w/ Dordick
in Wash.
9/12*

Ena
orig: Mr Lamb
9/26/72
11am

Morgan Sparks
Vice President

Bell Laboratories

600 Mountain Avenue
Murray Hill, N.J. 07974
Phone (201) 582-3248

September 8, 1972

Mr. Clay T. Whitehead, Director
Office of Telecommunications Policy
Executive Office of the President
1800 G Street, N.W.
Washington, D. C. 20504

Dear Mr. Whitehead,

We are particularly pleased that you will be with us on Tuesday, September 26, at Skytop Lodge, Skytop, Pennsylvania. Your talk is scheduled for 11:00 A.M. I have been in touch with Mr. Lamb of your office, and understand that you expect to be in New York City overnight on September 25. We will arrange to pick you up on the morning of the 26th and drive you to Skytop. The trip should take about two and a half hours. I'll arrange the details with Mr. Lamb.

Tuesday afternoon is a recreation time for the conference. If your schedule permits we would welcome your staying on to participate in golf, tennis, lawn bowling, or just relaxing. Skytop is located in a beautiful part of the Pocono mountains.

We are looking forward to seeing you on the 26th.

Sincerely,

Morgan Sparks

Enc
orig: Mr Lamb
9/26/72
11am

Morgan Sparks
Vice President

Bell Laboratories

600 Mountain Avenue
Murray Hill, N.J. 07974
Phone (201) 582-3248

September 8, 1972

Mr. Clay T. Whitehead, Director
Office of Telecommunications Policy
Executive Office of the President
1800 G Street, N.W.
Washington, D. C. 20504

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We are looking forward to seeing you on the 26th.

Sincerely,

Morgan Sparks

Mr. Sparks's
secretary—
Miss Connor

201-582-3249

September 26

Cabinet meeting
Sky Top Penn.
at 11:00

Bell Lab.

Wants bio sketch

Wednesday 8/16/72

TRIP

9/25, 26/72

9:00 Brian advises that Mr. Whitehead will go to the Pocono Mountains on September 25 after his speech before the Nebraska Broadcasters Association. On September 26 he will attend the annual meeting at Bell Labs of the directors and project managers that Ed Crosland has invited him to attend.

Mr Sparks 201 582-3249
Sey Miss Connor

Monday 7/31/72

INV.
9/26/72

11:30 Ed Crosland called to invite Mr. Whitehead to join the next Annual Meeting at Bell Labs of all the directors and project managers. They would like to have him give a talk. Julius Molner, No. 2 man at Bell Labs, is handling the conference.

Mr. Crosland will call us back about where the conference will be and the topic they would like Mr. Whitehead to discuss.

J

NOV 2 1972

Mr. Bob Thomas
Manager/Vice President
"Beef Empire Stations"
P.O. Box 789
Norfolk, Nebraska 68701

Dear Mr. Thomas:

Thank you for your kind words and thoughtful letter after
my speech to the Nebraska Broadcasters Association.

I am certainly pleased to note that you felt it was well
received and appreciate your taking the time to let me
know.

Best regards.

Sincerely,



Clay T. Whitehead

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

HCHa11:s1b 10-26-72

W J A G

SINCE 1922

AM 780 Khz 1000 w

FM 106.7 Mhz 43,260 w

NORFOLK, NEBRASKA, 68701

October 4, 1972
WJAG's 51st Year
1922 - 1972

Dr. Clay T. Whitehead
Director, Telecommunications
The White House
Washington, D.C.

Dear Dr. Whitehead:

I enjoyed meeting you with Dick Chapin at the Nebraska Broadcaster Meeting - even so briefly.

Our mutual friend, Don C. Dailey, who preceded me as District 10, NAB Director, sent me a carbon of his letter to you of September 29. Evidently, he shared my opinion of your speech to the Nebraska Broadcasters Association in Grand Island, Nebraska. I think it was great and it will interest you to know that your interview in Omaha as well as your Grand Island speech received very prominent coverage in the major Nebraska Dailies. I am sure it will promote greater understanding of our current broadcast problem with the Public, for whom our services are eventually intended.

I do not think there is any doubt that the frustrations of attempting to interpret the so called "Fairness Doctrine" have markedly reduced the broadcast of controversial issues, especially on smaller market stations where well-qualified "Legal Aid" is scarce or so dearly purchased.

Our very best wishes.

Cordially,

RADIO STATION WJAG
Norfolk, Nebraska



Bob Thomas
Manager/Vice President
"Beef Empire Stations"

BT/lr

CARDHOLDER

6229 61852 000 2

EXPIRES

SEE REVERSE SIDE
FOR EXPENSE RECORD

CLAY T WHITEHEAD

1969 1 DC JUN 73

**DINERS CLUB**10 COLUMBUS CIRCLE
NEW YORK, N.Y. 10019

ESTABLISHMENT

AIRPORT INN

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RECORD OF CHARGE

15 00	AMT. FOR PURCHASE OF SERVICE OR MDSE.
53	TAXES
	TIPS
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CARDHOLDER'S SIGNATURE

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DATE

CREDIT APPROVAL

THE AMOUNT OF THE CHARGES
RECORDED HEREON WERE
INCURRED BY ME AND RECEIPT
OF THE SERVICE OR MERCHANDISE
IS HEREBY ACKNOWLEDGED BY ME.

WRITE FIRMLY

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FORM DC 300 REV 7/70 PRINTED IN U.S.A.

CARDHOLDER'S RECEIPT

3141193



Thank You

A cordial thank you from Diners Club and this establishment.
We hope you enjoyed our service.

Remember, your Diners Club Card is accepted worldwide. You can charge airlines, hotels/motels, car rentals, restaurants, retail stores and other special services.

TYPE OF EXPENSE (DINNER, LUNCH, HOTEL, ETC.)	AMOUNT (\$ OR %) ALLOCATED TO:		NUMBER OF INDIVIDUALS INCLUDED		AMOUNT (IF ANY) REIMBURSED BY COMPANY
	BUSINESS	PERSONAL			

G U E S T	NAME	TITLE OR FUNCTION	COMPANY

USE SPACE BELOW TO INDICATE BUSINESS PURPOSE & BUSINESS RELATIONSHIPS

139

white heat

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DATE	24												
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ROOMS	1500												
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LOCAL CALLS													
TOLL & L. DIS.													
VALET													
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ALLOWANCES													
TRANSFERS													
TOTAL CREDITS													
BAL. FWD.													

DON C. DAILEY
VICE PRESIDENT

 SPRINGFIELD BROADCASTING CO.

KGBX SPRINGFIELD
HMO HANNIBAL

September 29, 1972


RADIO

Dr. Clay T. Whitehead
Director, Telecommunications
The White House
Washington, D.C.

Dear Clay: *Tom*

I appreciated your letter of thanks on forwarding Senator Eagleton's letter on communication legislation to you.

I have just received a copy of a story out of Grand Island, Nebraska where you recently spoke to the Nebraska Broadcasters Association. From what I hear the speech was very well received. Why is it that you are so much better informed than so many who have spent years on the Washington communications scene? Your comments about the Fairness Doctrine were particularly outstanding. We have shuddered everytime a controversial issue was aired here for years because the Fairness Doctrine seems to change with the seasons! It has tied our hands many times when we would have aired what we knew to be important issues in our local community. Many stations in smaller markets have avoided controversy entirely for fear of the "Doctrine."

I note you will be one of our guest speakers at the Missouri Broadcasters Meeting in Kansas City next month. I look forward to seeing you then.


Best Regards,

Don C. Dailey

DCD:gm
enclosure

Box 767
Springfield, Mo. 65801
Telephone (417) 869-2822

*"Serving over 1,000,000 people
in Mid-America"*

Broadcasters Are Told Rule Changes 'Possible'

Dr. Clay T. Whitehead, director of the office of Telecommunications Policy, of Washington, D.C., told broadcasters Sunday "the Nixon administration recognizes the great importance of the broadcast media and is pledged to work with the industry to bring about conditions that encourage the media, with a minimum of government regulation."

Whitehead said that court

decisions and FCC rulings in recent years had disillusioned broadcasters. He was speaking at the meeting of Nebraska Broadcasters at the Yancey Hotel.

He said that the license renewals, the "heart of the business," represent millions of dollars of investment to the broadcasters. If the renewal procedure keeps the licenses in constant jeopardy, then the investments necessary for the

continuance of the broadcast industry will not be made.

He said that the administration has consistently tried to cope with the problems, but that if there is to be any stability in the renewal process, then changes in the law must be made.

Whitehead said that his office is drafting new legislation to present to Congress concerning license renewals.

He said that the FCC must

insure that the best person and station has the license and then allow the station to serve the public interest.

Whitehead said that the "Fairness Doctrine," always spelled with a capital F and a Capital D, is hard to find.

He said that in fact, there isn't a Fairness Doctrine. Instead it is a stack of court rulings. He said that he had asked to see the Fairness Doctrine when he took office two years ago and lawyers couldn't produce the document. "If lawyers can't find it — how can we expect broadcasters to understand it," Whitehead asked.

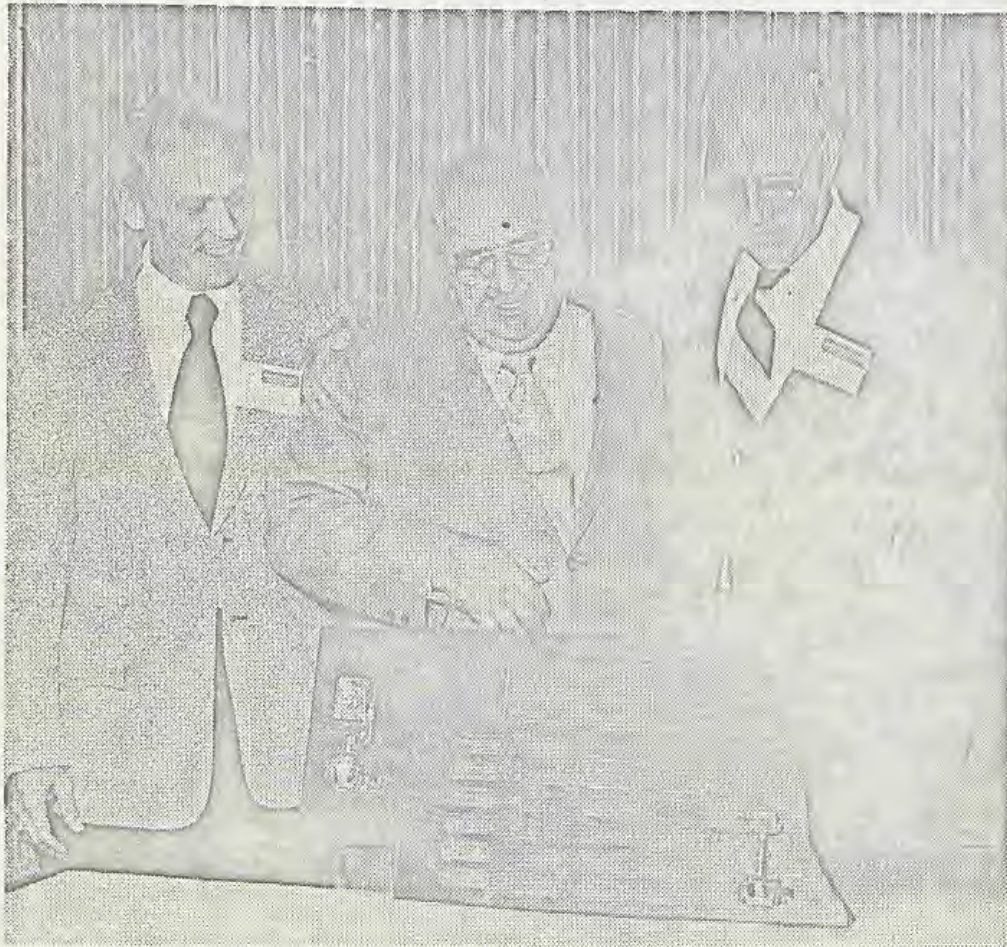
He spoke out against proposals to have "counter commercials" required.

Whitehead said that there were three reasons for opposing the proposal.

First, he said, was the belief that the so-called Fairness Doctrine should not be involved in commercial advertisement. Second it would be unworkable, and thirdly, he said, it discriminates against the broadcast media.

Whitehead said that new regulations were being designed for radio and television. Under the present system, he said the regulations for the two media are under one set of rules, broadcasting.

He said that plans are being formulated to have separate rules for each of the two.



HALL OF FAME HONOREES — Four of the eight men named to the Nebraska Broadcasters Hall of Fame were present at the 39th Annual Convention of the Nebraska Broadcasters Association Sunday in Grand Island. Pictured above, from the left, are

Bob Thomas, Lyle DeMoss and L. L. "Les" Hilliard. Also present but not shown in the photograph was Richard W. Chapin. The men were among the eight charter members of the newly created Hall of Fame.

The

(Continued from Page 2)
Livingston - Sondernann
Funeral Home conducted the
services.

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TO	FROM			ROUTING	DATE SENT
SUBJ.	Director Dan C. Bailey Springfield Broadcasting Co. Springfield, Mass. Looking toward to starting the radio station			10-10 Air LAHB-C	10-11
COURIER NO.				ANSWERED	NO REPLY
					4



© C/R

HAPPY DAY RADIO

5,000 WATTS

NB *Affiliate*

BOX 767

SPRINGFIELD, MISSOURI 65801



Radio...The
Sound
of
Service



Dr. Clay T.
Director, Telecomm.
The White House
Washington, D.C.

DOCUMENT CONTROL

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9-28-72	10-2	10-2	10-10	trip folder	
TO	Director			ROUTING	DATE SENT
FROM	KFOR - Regt. - 10-2			Director	10-6
SUBJ.	Thanking him for sending to file.			Adams	
COURIER NO.				ANSWERED	NO REPLY
					4

KFOR

A *Stuart* STATION P.O. Box 80209 Lincoln, Nebraska 68501 Telephone 432-6606

September 28, 1972

Dr. Clay T. Whitehead, Director
Office of Telecommunications Policy
The White House
Washington, D.C.

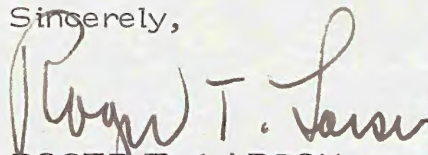
Dear Dr. Whitehead:

Thank you very much for coming to Nebraska to speak to our State Association. It was an honor to have you visit us.

Your speech was very well received and received very good press coverage.

Thanks again for coming. It was nice to meet you.

Sincerely,



ROGER T. LARSON
Vice President & General Manager

RTL/kh

SPRINGFIELD

WMAY

ILLINOIS

SIoux CITY

KMNS

IOWA

GRAND ISLAND

KRGI

NEBRASKA

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KFOR

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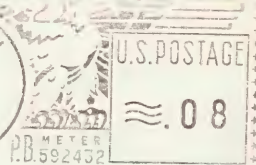
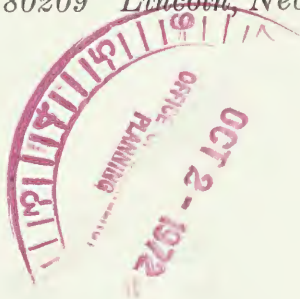
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OFFICE OF
TELECOMMUNICATIONS
POLICY

KFOR

P.O. Box 80209 Lincoln, Nebraska 68501



760

Dr. Clay T. Whitehead, Director
Office of Telecommunications Policy
The White House
Washington, D. C. 20554

DOCUMENT CONTROL

SEC. CL.		ORIGIN		CONTROL NO.	
DATE OF DOC	DATE REC'D	DATE OUT	SUSPENSE DATE	CROSS REFERENCE OR POINT OF FILING	
9-27-72	10-2	10-2		Speech 9/24	
TO	<p>Adm. Serv. Div.</p> <p>Mr. E. J. Chavella</p> <p>Pres. elect. Adm. Div. Washington</p> <p>Ch. King, Div. for</p> <p>Administrative to</p> <p>the Director of 39th</p> <p>Annual Convention of</p> <p>the American Association of</p> <p>Public Relations Execs.</p>				
FROM					
SUBJ.					
	ROUTING	DATE SENT			
	Mr. H.	10-30			
	Div	10-2			
	LAMB				
COURIER NO.	ANSWERED	NO REPLY			
				4	

KGIN-TV

CHANNEL 11

KOLN-TV

CHANNEL 10

Cornhusker Television Corporation

A FETZER



STATION

YANCEY MOTOR HOTEL
PHONE 382-6100
P. O. BOX 1069
GRAND ISLAND, NEBRASKA 68801

September 27, 1972

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

Dear Mr. Whitehead:

Thank you very much for your tremendous contributions to the success of the 39th annual convention of the Nebraska Broadcasters Association. Your appearance certainly was a highlight at our convention and we appreciate your taking time from your extremely busy schedule to talk to the Broadcasters of this great state.

Again, thank you very much and best wishes for continued success.

Best personal regards,

Robert E. Schnuelle
President-elect
Nebraska Broadcasters
Association

BS/da

THE FETZER STATIONS

WKZO-TV
KALAMAZOO

KOLN-TV
LINCOLN, NEBR.

KGIN-TV
GRAND ISLAND

WWTW
CADILLAC

WWUP-TV
CADILLAC

KMEG-TV
SIOUX CITY

WKZO
KALAMAZOO

WJEF
GRAND RAPIDS

WJEF-FM
GRAND RAPIDS

WWAM
CADILLAC

September 17, 1972

Honorable Jay E. Byrnes
Director, Office of
Telecommunications Policy
Washington, D.C.

Dear Mr. Byrnes:

Thank you very much for your enthusiastic contribution to the success of the 1972 annual convention of the National Telecommunications Association. Your appearance certainly was a highlight of the convention and we appreciate your taking time from your extremely busy schedule to call on the Association at this event.

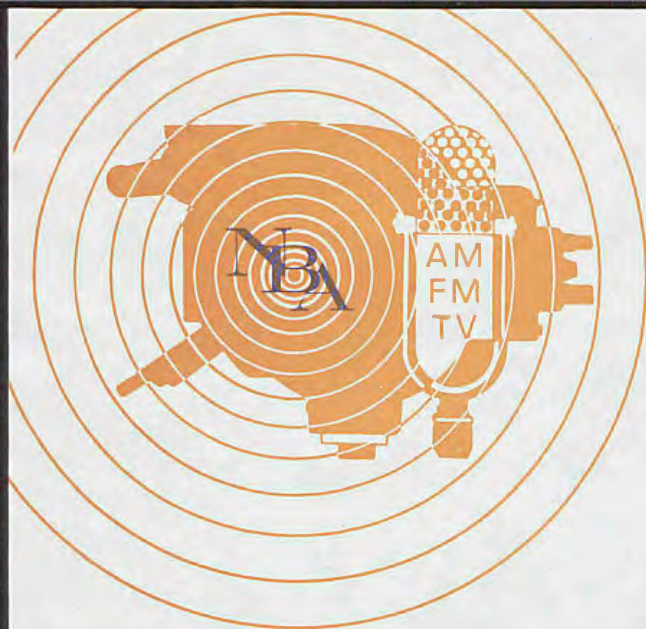
Sincerely,
SUCS

RECEIVED
OCT 2 10 38 AM '72
OFFICE OF
TELECOMMUNICATIONS
POLICY

Best personal regards,

Robert L. Schuchman
President-Elect
National Telecommunications
Association

10/1/72



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) 346-0505

September 19, 1972

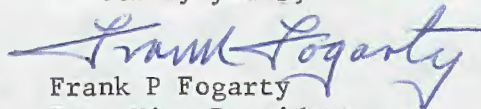
Mr Brian P Lamb
Assistant to the Director
Office of Telecommunications Policy
Executive Office of the President
1800 G Street, NW - Room 775A
Washington, DC 20504

Dear Mr Lamb:

This confirms our telephone conversation in which I told you that Dick Chapin will have his company plane meet you at the Omaha Municipal Airport next Sunday, take you to Grand Island and then fly you back to Omaha after Mr Whitehead's speech. It is my understanding that you will be arriving from Portland, Oregon, on United Air Lines flight 632/460, 2:15 PM Central Daylight Savings Time.

From our previous correspondence you will note that I have made single room reservations for you at the Airport Inn Motor Hotel in Omaha, very late arrival Sunday night, one night only.

Sincerely yours,


Frank P Fogarty
Exec Vice President

FPP jlc

cc Mr Richard W Chapin

BOARD OF DIRECTORS

AMOS EASTRIDGE, PAST PRESIDENT, KMTV, OMAHA	ROGER T. LARSON, PRESIDENT, KFOR, LINCOLN	ORVAL KOCH, TREASURER, STUART STATIONS, LINCOLN
JOSEPH DI NATALE, KODY, NORTH PLATTE	GLEN ILGENFRITZ, KHUB, FREMONT	ROBERT SCHNUELLE, KGIN-TV, GRAND ISLAND
RUSSELL GAST, WOW AM-FM, OMAHA	JOHN POWELL, KHAS, HASTINGS	LARRY WALKLIN, KRNU, LINCOLN
	FRANK SCOTT, PRESIDENT-ELECT, KJNG, OMAHA	

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.

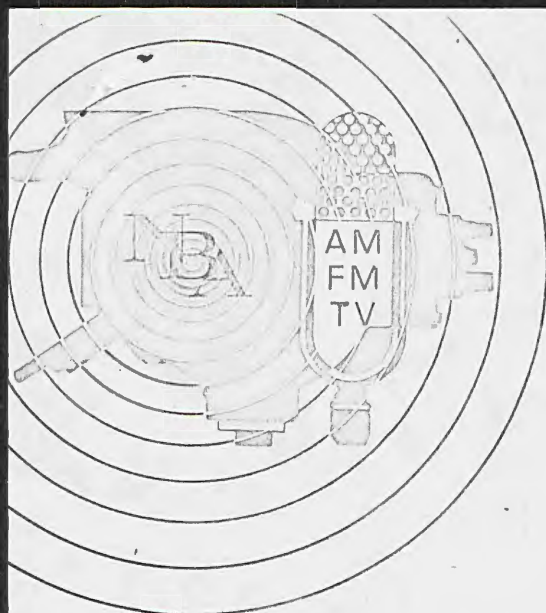
Sincerely,

Brian P. Lamb
Assistant to the Director

Enclosures

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

HCHa11:slb 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) 346-0505

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

ROGER T. LARSON, PRESIDENT, KFOR, LINCOLN

S EASTRIDGE, PAST PRESIDENT, KMTV, OMAHA

GLEN ILGENFRITZ, KHUB, FREMONT

ORVAL KOCH, TREASURER, STUART STATIONS, LINCOLN

(308) 382-5800

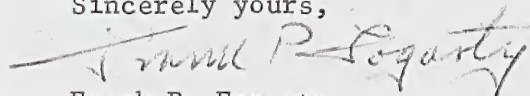
The Honorable Clay T. Whitehead
Page Two

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 cursive script, reading "Frank P. Fogarty". The signature is written in dark ink and is positioned above the printed name and title.

Frank P. Fogarty
Executive Vice President

FPF:po

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

TRAVEL VOUCHER

DEPARTMENT, BUREAU, OR ESTABLISHMENT Executive Office of the President Office of Telecommunications Policy		VOUCHER NO.
PAYEE'S NAME Clay T. Whitehead, SSN 509-34-3700		SCHEDULE NO.
MAILING ADDRESS OEP/OTP EOBA WA DC 20504		PAID BY
OFFICIAL DUTY STATION Washington, D.C.	RESIDENCE Washington, D.C.	
FOR TRAVEL AND OTHER EXPENSES FROM (DATE) TO (DATE) Sept. 22, 1972 Sept. 26, 1972		CHECK NO.
APPLICABLE TRAVEL AUTHORIZATION(S) NO. DATE 84 9/19/72		CASH PAYMENT OF \$ RECEIVED (DATE) (Signature of Payee)
TRAVEL ADVANCE Outstanding NONE \$ Amount to be applied Balance to remain outstanding \$		

TRANSPORTATION REQUESTS ISSUED

TRANSPORTATION REQUEST NUMBER	AGENT'S VALUATION OF TICKET	INITIALS OF CARRIER ISSUING TICKET	MODE, CLASS OF SERVICE, AND ACCOM- MODATIONS *	DATE ISSUED	POINTS OF TRAVEL	
					FROM-	TO-
B-2,470,363	510.00	EA	Mixed/Air	9/21	Washington, D.C.	Chicago, Illinois; Portland, Oregon; Denver, Colorado; Omaha, Nebraska; Washington, D.C.; New York, New York; Wilkes-Barre, Pa.; and return to Wash., D.C.

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

<u>October 6, 1972</u> (Date)		(Signature of Payee)	AMOUNT CLAIMED →	Dollars	Cts
				112	50
APPROVED (Supervisory and other approvals when required)			DIFFERENCES:		
NEXT PREVIOUS VOUCHER PAID UNDER SAME TRAVEL AUTHORITY VOUCHER NO. D.O. SYMBOL DATE (MONTH-YEAR)			Total verified correct for charge to appropriation(s) (initials)		
Certified correct and proper for payment:			Applied to travel advance (appropriation symbol)		
(Date)		(Authorized Certifying Officer)	NET TO TRAVELER →		
ACCOUNTING CLASSIFICATION					

* Abbreviations for Pullman accommodations: MR, master room; DR, drawing room; CP, compartment; BR, bedroom; DSR, duplex single room; RM, roomette; DRM, duplex roomette; SOS, single occupancy section; LB, lower berth; UB, upper berth; LB-UB, lower and upper berth; S, seat.

** FRAUDULENT CLAIM—Falsification of an item in an expense account works a forfeiture of the claim (28 U.S.C. 2514) and may result in a fine of not more than \$10,000 or imprisonment for not more than 5 years or both (18 U.S.C. 287; id. 1001).

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

TEMPORARY DUTY STATION	
(LOCATION)	

LAST DAY OF PRECEDING VOUCHER PERIOD	
(DATE OF ARRIVAL)	

DATE	NATURE OF EXPENSE*	AUTHORIZED MILEAGE RATE _____¢	AMOUNT CLAIMED					
		SPEEDOMETER READINGS	NO. OF MILES	MILEAGE	SUBSISTENCE	OTHER		
9/22	LV Washington via UA #277 AR Chicago, Illinois	11:30 a.m. 12:14 p.m.						
	LV Chicago via UA #149 AR Portland, Oregon	1:00 p.m. 3:10 p.m.						
9/24	LV Portland via UA #632 AR Denver, Colorado	8:05 a.m. 11:16 a.m.						
	LV Denver via UA #460 AR Omaha, Nebraska	12:05 p.m. 2:15 p.m.						
9/25	LV Omaha via UA #728 AR Washington, D.C. *	7:30 a.m. 11:37 a.m.						
	LV Washington via AA #317 AR New York, New York	2:30 p.m. 3:22 p.m.						
9/26	LV New York via AL #21 AR Wilkes-Barre, Pa.	8:35 a.m. 9:38 a.m.						
	LV Wilkes-Barre, Pa. via EA #137 AR Washington, D.C.	3:50 p.m. 5:21 p.m.						
	* Traveler was required to return to Washington for a meeting.							
	PER DIEM:							
	4-1/2 days at \$25.00 per day					112 50		
Grand total to face of voucher (Subtotals, to be carried forward if necessary) →		\$112.50				112 50		

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

Office of Emergency Preparedness
Washington, D. C. 20504

Bill TO: **Office of Emergency Preparedness**
Washington, D. C. 20504

Carrier: **Eastern Airlines**
Class: **Mixed**
Transportation at lowest rate from **UA(F)-DCA to ORD;**
UA(F) ORD to PDX; UA(F) PDX to DEN; UA(F) DEN to OMA; UA(F) OMA to DCA;
AA(Y) DCA to LGA; AL(A) EWR to AVP; EA(F) AVP to DCA.
for use of **Clay T. Whitehead** and **No** others with **accommodations**
from **Wash., D.C.** to **Sept. 21, 1972**
I CERTIFY THAT I HAVE RECEIVED THE TRANSPORTATION SERVICE OR TICKETS REQUESTED EXCEPT AS STATED ON REVERSE SIDE.

TRAVELER'S SIGNATURE: **Director**
ISSUING OFFICER'S SIGNATURE: **Administrative Officer**
FISCAL DATA (APPROPRIATION, AUTHORIZATION, ETC.):
83/OTF/210
1130601

TRANSPORTATION AMT. **510.00**
ACCOMMODATION AMT.
TOTAL

TICKET AGENT WILL NOT ACCEPT THIS

DO NOT FOLD, SPINDLE OR MUTILATE

MEMORANDUM CARD COPY

The United States of America
Transportation Request

ISSUED BY **EASTERN AIR LINES** PASSENGER TICKET AND BAGGAGE CHECK
SUBJECT TO CONDITIONS OF CONTRACT ON PAGE 10
PASSENGER'S COUPON
DATE OF ISSUE: **21 SEP 72**

NAME OF PASSENGER: **Clay T. Whitehead**
NOT TRANSFERABLE
ORIGIN: **WASH**
DESTINATION: **DEN**
TICKET DESIGNATOR/TOUR CODE: **1**

NOT VALID BEFORE: **1**
NOT VALID AFTER: **3**

FROM: **WASH** TO: **DEN**
FARE BASIS: **F** CARRIER: **UA** FLIGHT/CLASS: **111** DATE: **9/22** TIME: **8:00** STATUS: **OK** ALLOW:

TO: **CHICAGO** FARE BASIS: **F** CARRIER: **UA** FLIGHT/CLASS: **111** DATE: **9/22** TIME: **11:00** STATUS: **OK** ALLOW:

TO: **PORTLAND** FARE BASIS: **F** CARRIER: **UA** FLIGHT/CLASS: **111** DATE: **9/24** TIME: **8:00** STATUS: **OK** ALLOW:

TO: **DENVER** FARE BASIS: **F** CARRIER: **UA** FLIGHT/CLASS: **111** DATE: **9/24** TIME: **8:00** STATUS: **OK** ALLOW:

BAGGAGE CHECKED: **WT** UNCK: **WT** PCS: **WT** UNCK: **WT** PCS: **WT** UNCK: **WT** PCS: **WT**

FARE: **510.00** TAX: **37.75** TOTAL: **547.75**

CPN: **1** TICKET NUMBER: **1130601** ICK:

FOR ISSUING OFFICE ONLY
AIRLINE FORM SERIAL NUMBER: **007:4300:133:130**
3 CTO DCAS WASHINGTON DC
DATE AND PLACE OF ISSUE: **PT**
CONJUNCTION TICKET: **0074300133121/2**
FORM OF PAYMENT: **6.12 1304 10 363**

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET FROM/TO ANY OTHER SOURCE THAN EASTERN AIR LINES OR ITS AUTHORIZED TRAVEL AGENT

ISSUED
BY

EASTERN AIR LINES

PASSENGER TICKET AND BAGGAGE CHECK

SUBJECT TO CONDITIONS

OF CONTRACT ON PAGE 10

PASSENGER'S COUPON

DATE OF ISSUE

21 SEP 72

ISSUED IN EXCHANGE FOR

DATE AND PLACE OF ORIGINAL ISSUE

ENDORSEMENTS

NAME OF PASSENGER

NOT TRANSFERABLE

ORIGIN

NOT VALID BEFORE

3

NOT VALID AFTER

3

DESTINATION

TICKET DESIGNATOR/FOUR CODE

X/O NOT GOOD FOR PASSAGE

FARE BASIS

CARRIER

FLIGHT/CLASS

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FOR ISSUING OFFICE ONLY

FROM/TO

CARRIER

FARE

CALCULATION

AIRLINE FORM

SERIAL NUMBER

007:4300:133:131



3 CTO DCAS

WASHINGTON DC

CONJUNCTION TICKET(S)

FORM OF PAYMENT

DATE AND PLACE OF ISSUE

6110 12410 20-

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET
FROM/TO ANY OTHER SOURCE THAN EASTERN AIR LINES
OR ITS AUTHORIZED TRAVEL AGENT

FARE

TOTAL

CPN

TICKET NUMBER

CK

TAX

EQUIV.

AMT. PD.

FOR ISSUING OFFICE ONLY

AIRLINE FORM SERIAL NUMBER
007:4300:133:130

Page 9

ISSUED
BY



EASTERN AIR LINES

PASSENGER'S COUPON

21 SEP 72

ISSUED IN EXCHANGE FOR

DATE AND PLACE OF ORIGINAL ISSUE

FOR ISSUING OFFICE ONLY

AIRLINE FORM SERIAL NUMBER 6

AIRLINE FORM SERIAL NUMBER 007:4300:133:132

3 CTO DCAS
WASHINGTON DC

IT IS UNLAWFUL TO PURCHASE OR RESELL THIS TICKET FROM/TO ANY OTHER SOURCE THAN EASTERN AIR LINES OR ITS AUTHORIZED TRAVEL AGENT

UNITED STATES
REV. 10/1/76

DEAR MR. PRESIDENT: I AM WRITING YOU TODAY...

ENDORSEMENTS		ON CONTRACT ON PAGE 10 PASSENGER'S COUPON DATE OF ISSUE	
NAME OF PASSENGER <i>Mrs C. Whitehead</i>		NOT TRANSFERABLE ORIGIN <i>LWS</i>	
1 <i> </i> 2 <i> </i> 3		DESTINATION <i>LWS</i>	
1 <i> </i> 2 <i> </i> 3		TICKET DESIGNATOR/TOUR CODE	
PRINTED IN U.S.A.		ISSUED IN EXCHANGE FOR	
		DATE AND PLACE OF ORIGINAL ISSUE	
X/OI NOT GOOD FOR PASSAGE		FARE BASIS CARRIER FLIGHT/CLASS DATE TIME STATUS ALLOW	
FROM <i>NEW YORK</i>		<i>A H L 3/10/76 033 CR</i>	
TO <i>DUNKES BUREAU</i>		<i>F E 11/13/76 333 CR</i>	
TO <i>WASH D.C.</i>		<i>— — VC 1D —</i>	
TO <i>VC 1D —</i>		PCS. UNCK PCS. UNCK PCS. UNCK PCS. UNCK WT. WT. WT. WT. WT. WT. WT. BAGGAGE CHECKED UNCHECKED	
FARE <i>472.22</i>	TOTAL <i>510.00</i>	CPN. <i>1</i>	TICKET NUMBER <i>1 CK</i>
TAX <i>37.78</i>			
EQUIV. ADT. IN			

Itinerary for
Clay T. Whitehead
September 22-26, 1972

Friday, September 22, 1972

8:00 a.m. Car will pick you up at home

11:30 a.m. Lv. National airport via United 277

12:14 p.m. Arr. Chicago, Illinois

1:00 p.m. Lv. Chicago via United 149

3:10 p.m. Arr. Portland, Oregon

(To be met by Bob McGill (KOIN-TV) and Marilyn Day) (503) 228-3333

3:15 p.m. Press conference at the airport

Two-hour drive to Kah-Nee-Ta Hotel (accompanied by Mr. McGill)
Warm Springs Indian Reservation (503) 553-1112
Pendleton, Oregon

6:30 p.m. Reception

7:30 p.m. Annual banquet (Mr. Whitehead's address)
Oregon Association of Broadcasters

9:30 p.m. Native Indian Entertainment

Will stay overnight at the Kah-Nee-Ta Hotel

Saturday, September 23, 1972

Drive back to Portland

Fred Leonetti
3326 S.W. Fairmount Blvd., Portland (503) 228-0727

Sunday, September 24, 1972

8:05 a.m. Lv. Portland via United 632

11:16 a.m. Arr. Denver, Colorado

12:05 p.m. Lv. Denver via United 460

2:15 p.m. Arr. Omaha, Nebraska

Sunday, September 24, 1972

2:30 p.m. Press Conference
VIP Room
Omaha Airport

3:00 p.m. Fly to Grand Island (Pilot: Ron Epp)
3:45 p.m. Arrive Grand Island

6:00 p.m. Reception (308) 382-5800
Nebraska Broadcasters Association
Yancey Hotel

7:30 p.m. Dinner
Nebraska Broadcasters Association

9:30 p.m. Fly back to Omaha Airport
Stay overnight in Airport Motel (402) 348-0222

Monday, September 25, 1972

7:30 a.m. Lv. Omaha via United 728
11:37 a.m. Arr. National Airport
(Coyt will pick you up)
12:15 p.m. Meeting in Mr. Ehrlichman's office

2:30 p.m. Lv. National airport via American 317
3:22 p.m. Arrive LaGuardia

Evening Dinner with Neal Freeman

Stay overnight at the Howard Johnson (201) 824-4000
at the Newark Airport

Tuesday, September 26, 1972

8:35 a.m. Lv. Newark airport via Allegheny 21
9:38 a.m. Arr. Wilkes-Barre, Pa.
(Will be met by Bell Labs driver -- (201) 582-3248
arranged by Morgan Sparks)

Spend the day at Skytop, Pa.

3:50 p.m. Lv. Wilkes-Barre via Eastern 137
5:21 p.m. Arr. National airport
(Coyt will pick you up)

EXECUTIVE OFFICE OF THE PRESIDENT OFFICE OF EMERGENCY PREPAREDNESS AUTHORIZATION OF OFFICIAL TRAVEL		1. Date of request September 19, 1972	
		2. Name and address of traveler Clay T. Whitehead, SSN 509-34-3700 OEP/OTP EOBA WA DC 20504	
Submit original and 2 copies to Fiscal Section at least 3 working days in advance of proposed travel		3. Title Director	
This document becomes an authorization of official travel only when the certificate of authorization has been signed by the designated authorizing official. This travel is ordered on official business for the convenience of the Government.		4. Type of appointment Presidential	
		5. Orgn. unit (Division) Office of Telecommunications Policy	
7. Purpose of travel To address the Oregon Assoc. of Broadcasters; Nebraska Broadcasters Association; attend meeting at Bell Laboratories in Poconos		6. Official station Washington, D.C.	
		8. Period of travel Sept. 22-27, 1972	9. Est. No. of days of travel status 5
		10. Per diem rate \$25.00	11. Office number of traveler 770, 1800 G St, NW
		12. Mileage rate	13. Phone number of traveler 6161
14. Itinerary Washington, D.C.; St. Louis, Mo.; Portland, Oregon; Denver, Colorado; Omaha, Nebraska; New York, New York; Wilkes-Barre, Pa.; Washington, D.C.			
15. Travel to be performed as indicated a. <input checked="" type="checkbox"/> Common carrier including commercial airline b. <input type="checkbox"/> Government-owned vehicle c. <input type="checkbox"/> Other (Specify) d. By privately-owned automobile: (1) <input type="checkbox"/> Reimbursable cost not to exceed common carrier cost <u>or</u> (2) <input type="checkbox"/> Administratively determined to be more advantageous to the Government—common carrier use impracticable (if checked, explain under item 20, 'Remarks'.)			
16. Allotment number 83/OTP/210		17. Appropriation symbol 1130601	
		18. Travel authorization No. 84	
19. Estimated cost of travel		20. Remarks First class travel authorized. Use of taxi authorized between place of abode and places of official business.	
Transportation	\$496.00		
Per Diem	125.00		
Other	25.00		
Total	\$646.00		
21. Requested by Director _____ Office of Telecommunications Policy _____ Signature Title		FOR FISCAL USE ONLY	
		22. Funds Obligated _____ FUND'S OBLIGATION _____ SEP 22 1972 _____ Signature Title	
23. CERTIFICATE OF AUTHORIZATION You are hereby authorized to travel at government expense, to be paid from available appropriations in accordance with the regulations of the Office of Emergency Preparedness and the Standardized Government Travel Regulations as amended, under conditions noted on this authorization.			
_____ Bryan M. Eagle Signature		_____ Executive Assistant Title	
IMPORTANT- Every voucher or message concerning this travel must refer to the travel authorization number.			

Clay T. Whitehead .

Tickets to be picked up Thurs., 9/21 at ~~NY~~ Eastern Airlines
Ticket Office at 16th & K Sts., NW

Friday, September 22, 1972:

~~11:30~~ 277
~~8:25~~ a.m. LV Wash. National via UA ~~277~~
~~9:13~~ a.m. ~~12:14~~ AR Chicago, Illinois
~~10:10~~ a.m. ~~8:00~~ LV Chicago via UA ~~141~~ 149
~~12:15~~ p.m. ~~3:10~~ AR Portland, Oregon

Sunday, September 24, 1972:

8:05 a.m. LV Portland via UA #632
11:16 a.m. AR Denver, Colorado
12:05 p.m. LV Denver via UA #460
2:15 p.m. AR Omaha, Nebraska

Monday, September 25, 1972:

7:30 a.m. LV Omaha via UA 728
11:37 a.m. AR Washington National
2:30 p.m. LV Wash. via AA 317
3:22 p.m. AR New York (Laguardia)

Tuesday, September 26, 1972:

8:35 a.m. LV New York (Newark aprt) via AL 21
9:38 a.m. AR Wilkes-Barre, Pa.
3:50 p.m. LV Wilkes-Barre via EA 137
5:21 p.m. AR Washington National

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CLAY T WHITEHEAD

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		BUSINESS	PERSONAL			

	NAME	TITLE OR FUNCTION	COMPANY
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U			
E			
S			
T			

USE SPACE BELOW TO INDICATE BUSINESS PURPOSE & BUSINESS RELATIONSHIPS

October 16, 1972

Kah-Nee-Ta
Warm Springs, Oregon 97761

Gentlemen:

I am enclosing Mr. Clay T. Whitehead's check for \$15.00 which covers his room while attending the Oregon Association of Broadcasters meeting on September 23, 1972.

He enjoyed his visit very much.

Sincerely,

Eva Daughtrey
Confidential Assistant
to Clay T. Whitehead

Enclosure

ROOM 231	NAME (Last) Whitehead	First Clay t.	Out 9/23
NO. PARTY 1	ADDRESS P.O. Box 3025		
RATE 35.00	CITY Eugene	STATE Oregon	ZIP 97403
ARRIV. 9/22	<div style="text-align: right;"> CLA 0633 </div>		

TRAVEL AGENT

FROM		TO		<input type="checkbox"/> CASH		<input type="checkbox"/> CREDIT CARD	
REMARKS	DATE	* CODE	CHARGES	CREDITS	BALANCE	PREV. BAL. PICK UP	
SEP 23 RD TR.CH.		231 A*	15.00		* 15.00		
Room charge while attending Oregon Ass'n of Broadcasters meeting at Warm Springs, Ore.							
						BALANCE DUE Last Entry This Column	

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Kah-neeta



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Warm Springs, Oregon 97761 / 503 653 1112

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Initial Reading

Total Units _____ x .25¢ \$

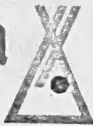
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9-27-72	As per attached			15.00

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OCT 13 2 14 PM '72

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TELECOMMUNICATIONS
POLICY

Kah-neeta



STATEMENT

TERMS: NET ON RECEIPT

Mr. Clay Whitehead
Box 3025
Eugene, Oregon 97403

PLEASE DETACH AND RETURN THIS PORTION WITH REMITTANCE

CLAY T. WHITEHEAD

2440 VIRGINIA AVE., N.W.
WASHINGTON, D.C. 20037

1138

Oct. 16, 1972 ⁹⁰⁻¹⁹⁷⁸/₁₂₂₂

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[Signature]

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POINT OF FILING

TO Director
FROM Lee Bishop, WX General Manager
SUBJ. Oregon Assoc. of Broadcasters

Encl. articles fm Oregon newspapers
following Dir's visit to OAB Convention.
Thanking Dir. for speech.

trip file

ROUTING	DATE SENT
<i>Holt.</i>	<i>10-24</i>
<i>W...</i>	<i>10-27</i>
<i>B. Lamb</i>	<i>10-28</i>
<i>Judy</i>	<i>10/28</i>

COURIER NO.

ANSWERED

NO REPLY

✓ - B...



OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall
University of Oregon

Telephone
(503) 686-3900

P.O. Box 3236 ~~P.O. Box 3025~~
Eugene, Oregon 97403

October 12, 1972

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

Dear Mr. Whitehead:

Attached are Xerox copies of some of the newspaper articles which appeared in Oregon newspapers following your visit to our OAB Convention, September 21 - 22, at Kah-Nee-Ta:

Oregonian, September 27

Oregonian, " 28

Oregonian, October 3

Oregonian, " 10

Eugene Register-Guard, September 28

Let me again thank you for an excellent job.

Sincerely,

Lee Bishop
General Manager

LB:dn

Attachments

cc: Brian Lamb

OAB President Dick Brown

RECEIVED

OCT 16 5 04 PM '72

OFFICE OF
TELECOMMUNICATIONS
POLICY

FORWARDED
ATTACHED
ENCLOSURE

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?

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.

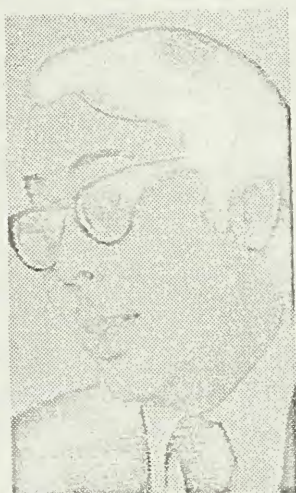
Despite this modesty, Whitehead has impressive credentials for his job. He attended Massachusetts Institute of Technology.

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.



CLAY WHITEHEAD

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

9-28
CORRECTION

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."

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.

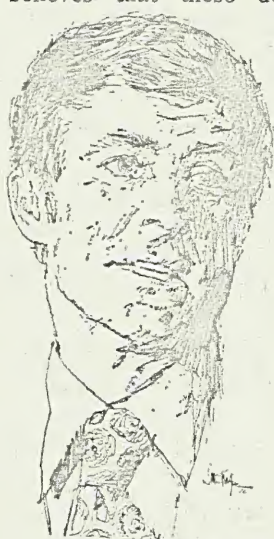
"You can buy any type of publication you desire — Fortune, Vogue, movie fan magazines, city magazines, even mimeographed sheets on specific subjects. There's no reason this same type of thing can't happen on cable TV."

"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."



ROBERT CONRAD

"The Last Target," premiere of

Assignment: Vienna, KATU-TV, 7 p.m.

ALTON F. BAKER JR.
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WILLIAM L. WASMANN
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Editorial Page Editor

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The Register-Guard's policy is the complete and impartial publication in its news pages of all news and statements on news. On this page, the editors of the Register-Guard offer their opinions on events of the day and matters of importance to the community, endeavoring to be candid but fair and helpful in the development of constructive community policy. A newspaper is a CITIZEN OF ITS COMMUNITY.

PAGE 10A

EUGENE, OREGON, THURSDAY, SEPTEMBER 28, 1972

Impossible limits on public broadcasting

Public broadcasting is stuck between Clay Whitehead and the deep blue sea. Whitehead, who visited Oregon last weekend, is director of the White House Office of Telecommunications Policy.

Whitehead doesn't look the part of nemesis. He appears no older than his 33 years, behaves calmly, talks quietly. But the articulate ease with which he handles his complicated subject is a good clue to the fact that he is, indeed, the Kansas boy who took three degrees at M.I.T., worked for the Rand Corporation, then two years ago conceived and became the first occupant of his present office.

Whitehead spoke at the closing banquet of the annual meeting of the Oregon Association of Broadcasters at Kah-Nee-Ta lodge in central Oregon. Most of his audience represented private radio and television interests. But one questioner, long associated with educational broadcasting and its would-be successor which we know as public broadcasting, finally asked: Are there any circumstances under which the administration would support long-term federal funding for public broadcasting?

Yes, said Whitehead, there are: If public broadcasting would return to the original intent of the 1967 act which created the Corporation for Public Broadcasting, in two major respects. That is, if the public system would act primarily as a service for local public stations, rather than strive to become a "fourth network" in competition with the three commercial national networks. And if the public system would emphasize "educational and cultural affairs rather than journalism."

The visitor thus stated the Nixon administration's chief objections to the direction in which public broadcasting had been moving. Those objections caused President Nixon recently to veto a bill that would have given the system a two-year appropriation — hardly long-term funding, but at least a more stable financial base than annual appropriations.

Under the severe limits desired by the White House, public broadcasting can never amount to much. Very likely the President and his young communi-

cations spokesman are aware of that and are not unhappy about it.

The idea that a national television service should feature educational and cultural matters but avoid "journalism" is not realistic. No such restriction was envisioned by the Carnegie Commission on Educational Television, whose report served as the foundation of the 1967 legislation making federal funds available for noncommercial programming. A section of that report entitled "Contemporary Affairs" begins:

"Public television can extend our knowledge and understanding of contemporary affairs. Its programming of the news should grow to encompass both facts and meaning, both information and interpretation. It should be historian, in addition to being daily journalist. Its programs should call upon the intellectual resources of the nation to give perspective and depth to interpretation of the news, in addition to coverage of news day by day..." That doesn't sound averse to journalism.

Nor can public television achieve the excellence that will attract an audience (even a special as opposed to a "mass" audience) if its program production resources are confined to local stations. Producing good TV programs takes a lot of money and talent. Both resources are scarce. The only way to use them to good effect is to concentrate them in major production centers.

Spreading public TV funds thinly across the country only guarantees that the system cannot achieve a consistently high level of quality. And that would be true even if the system confined itself to the arts, as the administration would seem to prefer.

Philosophically, Whitehead might make a stronger case for eliminating federal participation in public broadcasting entirely. A strong rationale for noncommercial broadcasting has never been developed in this country, where both radio and television are by tradition commercial operations.

But it makes no sense to support public broadcasting while advocating limits that are guaranteed to prevent the kind of development that would make the effort worthwhile.



10-3 -
CORRECTION

Behind the mike

Radio-TV opening for minorities

By FRANCIS MURPHY

of The Oregonian staff

MINORITY GROUPS have received active help in finding employment in radio and television for the past two months through a department established by the National Association of Broadcasters in Washington, D.C. Elbert Sampson, who is in charge with the title of co-ordinator of Public Affairs, hopes that he'll be able to work himself out of a job within two or three years. Right now, he's concentrating on employment, programming and station ownership. "I'm asking stations with job openings into which minority people might fit, to notify me on availability."

He's also compiling lists of members of minority groups seeking employment on radio and TV. These fall into three categories: those with experience in the broadcast media; those with some training who are veterans, attended college or vocational school; and people who haven't the educational skills, but want to get into the business.

Sampson also is setting up a seminar for minority businessmen who are interested in investments in the broadcast field. This will be held in Washington, D.C. in November.

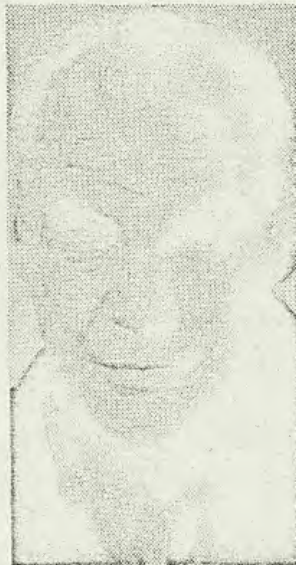
He'll have bankers discussing financing of station ownership, attorneys discussing the legal aspects of buying a station and how lawyers can intercede before the FCC. People from the NAB will lecture on station management, engineers will answer technical questions.

Sampson also is doing a survey on minority-oriented programs and the presentation of minority problems on public affairs programs.

These will be compiled in a booklet and set around to the nation's broadcasters to serve as guidelines.

Sampson would like to encourage more boards on racial problems, such as the one established by KOIN-TV. "These boards are usually established to offset a problem. I wish more stations would develop these boards regardless of whether they have been faced with threats. They are a good between stations and the community."

Sampson was one of the speakers at the recent Oregon Association of Broadcasters meeting at Kah-Nee-Ta.



JOHN DOUCETTE

"Television, as a medium, has done a great disservice to the American public."

Oregonian, 10-10-72

No pipe dream

To the Editor: The comments made by Clay T. Whitehead (Director, White House Office of Telecommunications Policy) regarding his reservations about the "optimistic predictions" for the future of cable television, as reported in Francis Murphy's column of Sept. 28, seemed somewhat curious to one working in instructional television here in Oregon. That he overlooks the potential of cable for educational uses and does not mention the progress made in this particular application is disturbing.

For example, Mr. Whitehead appears to be unaware of the fact that the University of Oregon and Oregon State University are pioneers in the development and utilizations of cable transmission for educational purposes. Both institutions are provided exclusive dedicated channels by the cable company operating in the area, which are used for extensive instructional and enrichment programs for their students, faculty, and community. Both systems have received wide national attention in the public press as examples of how cable can be used successfully to meet the unique needs of education. One instance of this can be found at the University of Oregon where, through a cooperative arrangement with the public schools and Lane Community College, extensive playback service for all of the schools in Eugene is provided, thus making possible effective and economical operation of the facility.

It is hoped that Mr. Whitehead will discover that in Oregon the picture of how cable can serve education at least is no pipe dream.

JOHN R. SHEPHERD,
Division of Broadcast Services
& Televised Instruction,
University of Oregon,
Eugene.

OCT 11 1972

*reger
folder*

Mr. R. M. 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. Cur-
rent 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 pro-
blems in small markets. The attached F.C.C.
financial data figures on profit and loss stations
by market size, in my opinion, support this con-
tention. Among others, I have talked to Commis-
sioner 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:t1
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 Associations 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

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.

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.

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."

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?

New Telecommunications Office Fights Free Cable TV Channels

DOCUMENT CONTROL

SEC. CL.		ORIGIN		CONTROL NO.	
DATE OF DOC	DATE REC'D	DATE OUT	SUSPENSE DATE	CROSS REFERENCE OR POINT OF FILING	
9-22-72	10-2	10-2	10-10	trip folder	
TO	Director				
FROM	Lee Bishop, Oregon				
SUBJ.	Assoc. of Broadcasters				
<p>Thanking all for speaking at Oregon Broadcasters Assn. Convention.</p>				ROUTING	DATE SENT
COURIER NO.	ANSWERED	NO REPLY		4	

Wednesday 9/27/72

9:30

Do you have any extra expenses from your trip?

A handwritten signature in blue ink, consisting of a series of loops and a long diagonal stroke extending upwards and to the right.



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

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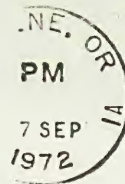
OCT 2 4 03 PM '72

OFFICE OF
TELECOMMUNICATIONS
POLICY

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



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



760

DOCUMENT CONTROL

SEC. CL.		ORIGIN		CONTROL NO.	
DATE OF DOC	DATE REC'D	DATE OUT	SUSPENSE DATE	CROSS REFERENCE OR POINT OF FILING	
9-26	9-28-77	9-28	10-4	Spec 7/22	
TO DIRECTOR				ROUTING	
FROM				DATE SENT	
SUBJ. R. M. Brown - KPOK - Radio				Head 9-28	
<p>Thanking Dir. for his instructions for the meeting of Oregon Assoc. of Broadcasters at Kah-nec-ta.</p>				Dir. 9-28	
				Lunt	
COURIER NO.		ANSWERED		NO REPLY	
				✓ 57	
				3	

am fm

1019 S.W. 10TH AVENUE

PORTLAND, OREGON 97205

503/227-3484

kpOk
RADIO

September 26, 1972

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

Dear Clay:

Our sincere thanks for your very substantial contribution to the success of our Oregon Association of Broadcasters meeting at Kah-nee-ta this past weekend.

You made a great hit with our members, not only because you talked directly to the subjects we have been discussing and the problems we face, but even in the face of your long strenuous day you volunteered to answer the questions put to you.

I do hope it will be possible to reach some of the goals and objectives the administration has set up for the F.C.C. I know it is a difficult effort to change rules and regulations that have once been established, but do agree with you that there is every reason in the world why they should be reviewed, updated and modernized. As you are aware our Oregon broadcasters have participated substantially in the efforts of the Section 73 Task Force.

I hope you will continue your important efforts to make our communications system in the United States even better than it is today. If there is anything that Oregon broadcasters or I personally can do to assist in this regard, I assure you we will.

I hope you had an opportunity over the weekend to get some relaxation and see some of the beauty of the surrounding country. From what we saw on our drive home I am afraid the weather may not have cooperated as well as we would have liked.

Again we thank you as well as Mr. Lamb for helping to work our assignment into your schedule.

Sincerely,

Rick Brown

R. M. Brown
President

cc: Mr. Brian Lamb
Mr. Lee Bishop

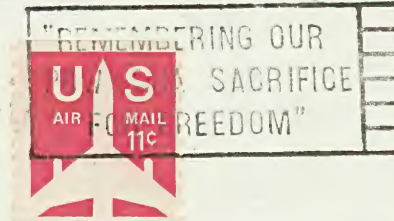
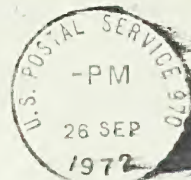
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OFFICE OF
TELECOMMUNICATIONS
POLICY

kpOk
RADIO

1019 S.W. 10TH AVENUE PORTLAND, OREGON 97205



AIR MAIL



760

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

1

2

3

4

W. W. W. W.

Thursday 9/21/72

MEETING

9/25/72

12:15

9:00

Mr. Whitehead and Mr. Lamb will return to Washington on Monday, Sept. 25, from Nebraska to attend a meeting at 12:15 in John Ehrlichman's office with Mr. Ehrlichman and Chuck Colson and John Gavin.

After that they will fly to New York.

Jan Hruska 2237

9/22/72

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 me 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

HCHa}}:slb 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.

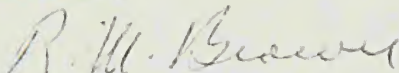
Kah-Nee-Ta Lodge where the meeting will be held is not only brand new and beautiful, but also is unique in that it is owned by the Confederated Tribes of the Warm Springs Indian Reservation.

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.

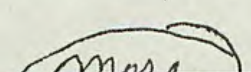
Location: In dry country on the eastern slope of the Cascade Mountains in Central Oregon; 11 miles north of the town of Warm Springs off U. S. 26; 114 miles southeast of Portland; 74 miles south of The Dalles; 570 miles north of San Francisco.

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



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.

#



OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall
University of Oregon

Telephone
(503) 686-3900

Post Office Box 3025
Eugene, Oregon 97403

August 14, 1972

Judy
9/22/72
7:30

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.

9/2 4/72
AUG 30 1972

Mr. Lee 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.

(503)
553-
1112

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.

9/25/72

AUG 30 1972

Mr. Lee 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
Eya
✓ 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

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



OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall
University of Oregon

Telephone
(503) 686-3900

Post Office Box 3025
Eugene, Oregon 974

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

SEC. CL.		ORIGIN		CONTROL NO.	
DATE OF DOC	DATE REC'D	DATE OUT	SUSPENSE DATE	CROSS REFERENCE OR POINT OF FILING	
2-17	3-17	3-17	5-17-72	Spec 7/12	
TO FROM SUBJ.				ROUTING	DATE SENT
COURIER NO.	ANSWERED	NO REPLY		5	



OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall
University of Oregon

Telephone
(503) 686-3900

Post Office Box 3025
Eugene, Oregon 97403

May 17, 1972

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Office of Telecommunications Policy
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Sincerely,

Lee Bishop
General Manager

LB:dn

cc: Brian Lamb
Linda Smith
OAB President Dick Brown

ATT: 3

RECEIVED
MAY 19 11 02 AM '72
OFFICE OF
TELECOMMUNICATIONS
POLICY

Umatilla County,

OREGON



*Eastern Oregon's Recreation
Center*



THIS SCENE is taken on top of the Blue Mountains. The mountains afford excellent skiing, hiking, horseback trails and beautiful scenery for the photographer. Visit them soon.



GOLFING is a sunshine sport enjoyed in Umatilla County. Scenes such as this can be found daily on any one of three courses, McNary, Echo and the Pendleton Country Club.



OUTDOOR LIVING is one of the great enjoyments of residents of Umatilla County. The countryside affords wonderful color and many interesting sights.

Umatilla County

Heart of Eastern Oregon's Vacationland

UMATILLA COUNTY, "where the sun goes to winter" is truly a vacationer's paradise. In winter, the Blue Mountains afford excellent skiing in brilliant sunshine. In the summer Umatilla County offers boating, water skiing, golf, camping and of course excellent deer, elk and bird hunting in the fall.

PLAN YOUR VACATION . . . or better yet . . . **MOVE** to Umatilla County . . . Truly "Oregon's County of Sunshine."



CATTLE SCENES such as these are common throughout Umatilla County, and any visitor will enjoy seeing fine cattle in lush pastures. There are several cattle feeders in Umatilla County that serve the Northwest.

*Umatilla County -- where
agriculture and industry
work together*

- **Mobile Home Manufacturing**
- **Flour Mills**
- **Furniture Factories**
- **Port Facilities**
- **Logging**
- **Canneries**
- **Woolen Mills**



HARVESTING OF WHEAT in the valleys and foothills of Umatilla County presents scenes such as this each year. Over 700,000 acres are devoted to cropland in the county.

Photo credits: Oregon State Highway Commission, Throckmorton Studios, Bob Grant Studio, and The East Oregonian.



THE UMATILLA INDIAN Reservation is located in Umatilla County and is the home of many of our finest citizens. Their land is bountiful with wheat, peas, hunting and fishing, as much of it is in the Blue Mountains.



AN AERIAL VIEW of the Pendleton Round-Up stadium showing the tremendous crowds that annually arrive in September to see one of the country's largest rodeos. Round-Up week is celebration week in Pendleton each year. Family reunions, dinners, cocktail parties, parades, all are a part of this great show. Plan to visit Umatilla County during Round-Up.



From the king of North American big game, the Rocky Mountain elk, to upland game birds, from mighty chinook salmon to sassy trout, Umatilla County abounds in opportunity for the sportsman. In this land of sunshine you can golf the year around, ski among rugged peaks, or boat on a huge man-made lake on the Columbia. The mild, but invigorating climate, invites recreation seekers. Horse-back riding at dude ranches, swimming year around in hot springs, hiking, searching for gem stone, photographing the magnificent scenery, or simply sitting in the sun . . . there's a wide range of activities awaiting you.



HUNTERS invade the outer areas of Umatilla County in the fall to fill their freezers with deer and elk.

TROUT AND STEELHEAD fishing abound in the fine streams of Umatilla County. The Columbia near Umatilla and McNary dam affords some of the finest steelhead fishing in the northwest.

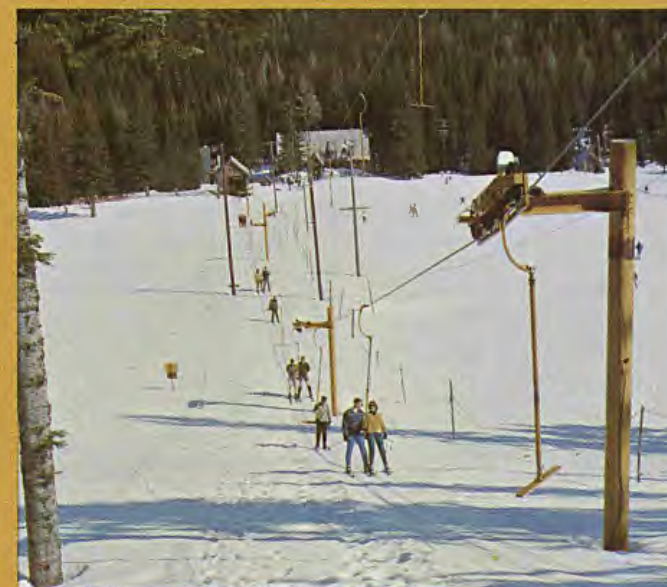


UPLAND GAME BIRDS are prevalent. Pheasants, quail, chukars, ducks, geese and partridges are always present for the scattergun sportsman.

Vacationland in Eastern Oregon



M McNARY DAM, located on the Columbia two miles upstream from the town of Umatilla. It is a navigation project having multi-purpose aspects such as power production and recreational facilities.



SPOUT SPRINGS SKI RESORT in the Umatilla National Forest at Tollgate, 60 miles northeast of Pendleton. It has ski runs, T-Bar lift, three tow ropes, lodge with over-night facilities.

THE UMATILLA TOLL BRIDGE crosses the Columbia below McNary Dam making all points in Washington accessible to Interstate 80N (Highway 30) which cuts through the heart of Umatilla County.

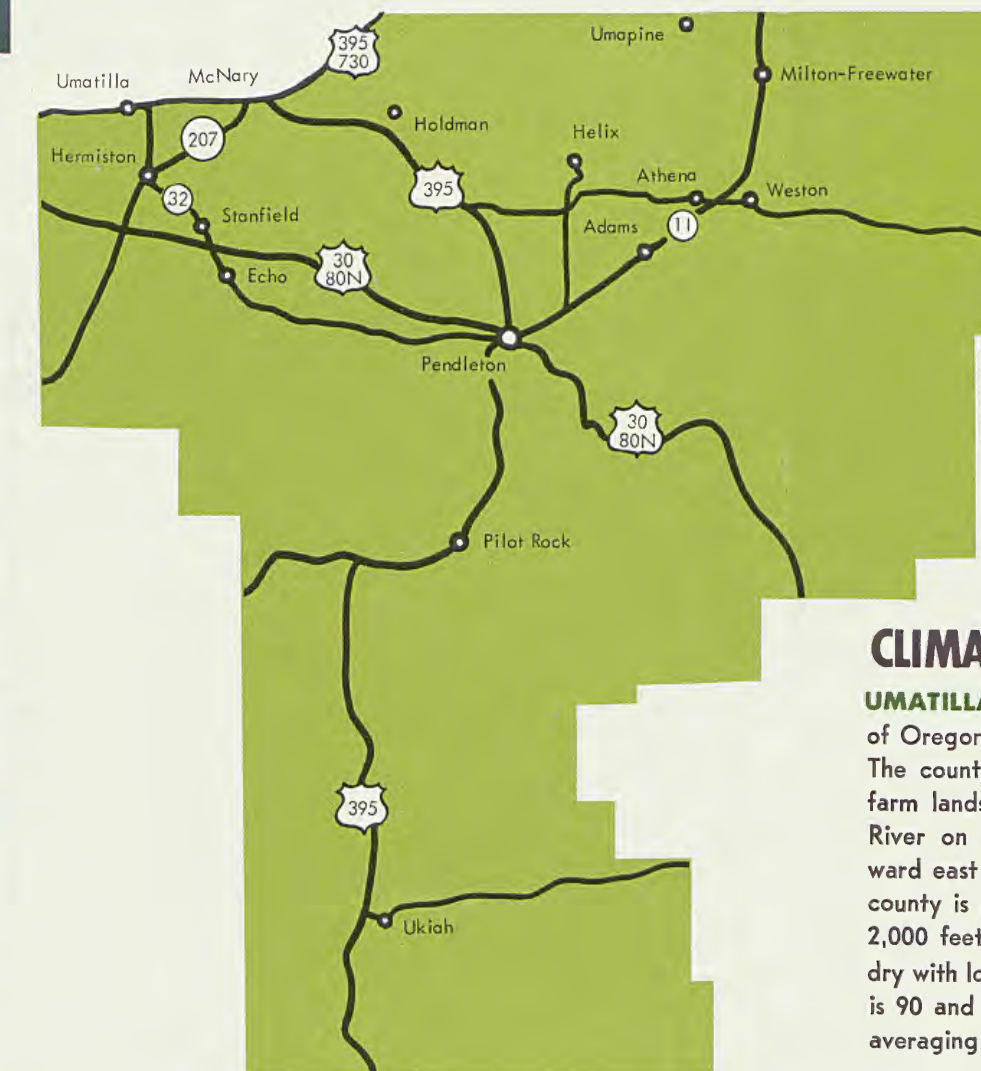


PONDEROSA PINE of the Blue Mountains are majestic and stately and provide the shutterbug with scenes such as the photo above.

CELEBRATIONS: The Pendleton Round-Up is world famous. A festival air reigns during the four-day show. Happy Canyon, an epic tale staged under the stars with local talent, has become as famous as the Round-Up.

MILTON-FREEWATER, "Pea Capital of the World," and named an All-American city, stages the annual pea festival that is held in the spring. (This attracts thousands from the northwest each year.) A large variety of irrigated and non-irrigated crops features the district's agriculture and industry.

Umatilla County MAP



HERMISTON is the hub of one of the fastest growing industrial and irrigated farm area of the Pacific Northwest. It is also the site of the Umatilla County Fair.

**MAKE YOUR PLANS NOW TO VISIT
UMATILLA COUNTY EACH YEAR**

Umatilla County is thoroughly served by a great many miles of graveled and hard-surfaced roads. In addition there are 372 miles of paved state and federal highways.

The Port of Umatilla, located on the Columbia, has an operating frontage of 2400 feet with 217 feet of steel-faced docks and four steel dolphins. This offers over 900 feet of barge mooring space.

*We invite you to make
Umatilla County your
recreation home in the
West.*

CLIMATE AND GEOGRAPHY . . .

UMATILLA COUNTY is located in the northeast corner of Oregon. It's about 300 miles from the Pacific Ocean. The county's 3,231 square miles range from irrigated farm lands to timbered mountains. From the Columbia River on the northwest boundary, the land slopes upward east and south in the Blue Mountains. Most of the county is in level to rolling plains that average 1,500 to 2,000 feet above sea level. Summer weather is hot and dry with lovely cool nights. Average summer temperature is 90 and the winter average is 26. The humidity is low, averaging 45-50 percent.

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 teepees, 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

HEAD FOR THE WORLD FAMOUS
ON HWY. 80-30—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 Pendleton Round-Up

FOUR GLORIOUS DAYS and NIGHTS

SEPTEMBER 13, 14, 15, 16, 1972



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 attenders 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 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.



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

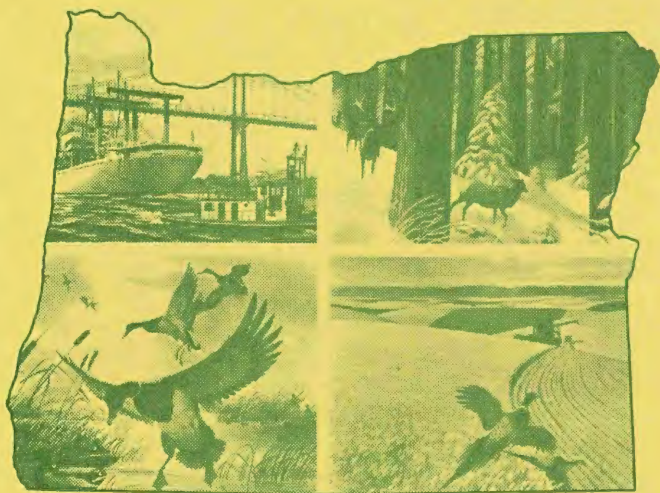
HOUSING — The Round-Up Association will attempt, upon request, to make housing reservations in private homes in Pendleton and in motels in nearby communities, after August 1.

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.



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

KUSTOM ELECTRONICS Broadcast Console **HIGH** in performance yet **LOW** in cost

Inputs: • 2 Mics • 2 Turntables • 2 Tapes

Outputs: • 600 ohm balanced • 6 Watt Monitor

Cue: On turntables and tapes

Response: 40 Hz to 15 KHz $\pm 1\frac{1}{2}$ db

- FULLY GUARANTEED
- IDEAL FOR REMOTE OR STUDIO USE

ONLY
\$495
F.O.B. PORTLAND

Call or send for more details

UNITED RADIO SUPPLY, INC.

Portland, Oregon
503/233-7151

Eugene, Oregon
503/342-3381

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 Toro 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.

ENJOY THESE SPECIAL SERVICES



Instant Reservations

Dial This Number

800-336-0336

anywhere in the U.S. Toll Free
to use the AAA reservation system.



RESERVATIONS

Colored Triptiks—

The TRIPTIK now appears in bright
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More reasons why



Automobile Club of Oregon

600 S.W. Market Street
Portland, Oregon
Phone 277-7788



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 device is made of clear plastic, revealing the internal mechanical components, including the tape reels and the transport mechanism. It is shown at an angle, highlighting its compact and complex design.

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. Donaca, 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.

HARRIS

INTERTYPE

CORPORATION

NEIL ARVESCHOUG

DISTRICT MANAGER

P. O. BOX 849, VANCOUVER, WASHINGTON 98660

PHONES: BUS. 206/693-1456

RES. 206/695-1543

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





**We feel about
banking the way
you feel about broadcasting.
It's a personal
thing.**

Technology is fine.
It's helped your business
and ours.

But, we haven't let it
overwhelm us. If you still
want the personal touch,
come to United States
National Bank of Oregon.





Do-it-yourself Picturephone.®

Be the first in the business to actually see the people you're talking to when you order program lines from the phone company. All it takes is your ordinary phone and a pair of scissors. This remarkable scientific advance is brought to you by Bob, Mary Lou and Pennie and all the rest of us who enjoy working with broadcasters.



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., IGM, National Association of Broadcasters, ONPA, Fred Meyer, Inc., American Advertising Federation, Gates Radio Co., Portland General Electric.



for manual use . . .
for automated use . . .

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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

welcome
to



the inn at
spanish head

enjoy
la plaza
Restaurant & Lounge

4-52

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

May 1, 1972

To: MR. WHITEHEAD

From: Linda Smith *UKS*

Subject: Lee Bishop, President of the Oregon Broadcasters Association

no
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.

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

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

March 14, 1972

To: MR. WHITEHEAD

From: Linda Smith

LKS

Subject: Oregon Association of Broadcasters

As you know, we had to tell the OAB that you would not be able to speak at their May 11 meeting. We offered them Al Snyder instead, but it now turns out that Charlotte Reid has accepted to speak.

They are now asking you to address their fall meeting, to be held September 11-13 in Pendleton, Oregon. The program is basically the same as in May, same number of people, etc. The Pendleton round-up starts on September 13, so the best day to speak would be the 12th.

Brian feels that you should accept this. You should note that September 12 is a Tuesday, which would mean spending the preceeding weekend or part of the following week on the coast to really get to universities, talk shows, etc.

Accept _____

Regret _____

Can we put them off a while?



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,

A handwritten signature in blue ink, reading 'Lee Bishop', is written over the typed name.

Lee Bishop
General Manager

LB:dn

April 18, 1972

MR. WHITEHEAD

Linda Smith

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

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

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

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

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

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

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

Accept San Bransisco ✓

Regret San Francisco

Accept Oregon ✓

Regret Oregon

LKSmith:jem

cc:

DO Records

DO Chron

Mr. Whitehead ✓

Eva

LKS Subject

LKS Chron

*Speech
5/11/72*

February 15, 1972

Reg

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

Routing Slip
Office of Telecommunications Policy

Date FEB 14 1972

From: _____

To: _____

	Whitehead, C. T:	<input checked="" type="checkbox"/>
	Mansur, G. F.	

	Babcock, C.	
	Buss, L.	
	Carruthers, B.	
	Chesbrough, G.	
	Colby, D.	
	Cooke, A.	
	Culpepper, C.	
	Dean, W.	
	Doyle, S.	
	Eagle, B.	
	Enslow, P.	
	Goldberg, H.	
	Hailey, L.	
	Hall, D.	
	Hall, H.	
	Hinchman, W.	
	Jansky, D.	
	Jiggetts, C.	
	Johnston, B.	
	Joyce, C.	
	Lamb, B.	
	Lasher, S.	
	Lyons, W.	
	McCrudden, M.	
	Mustin, T.	
	Owen, B.	
	Raish, L.	
	Robinson, K.	
	Scalia, A.	
	Smith, B.	
	Smith, L.	Original
	Thornell, J.	
	Urbany, F.	
	Ward, D.	
	Washburn, A.	

Remarks



OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

Telephone
336-3900

February 10, 1972

5/11/72
7:30 PM

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

Dear Mr. Whitehead:

Welcome to Oregon!

We were delighted to receive your letter of confirmation:
Principal speaker at OAB banquet, 7:30 P.M., Thursday, May 11, 1972,
at The Inn at Spanish Head, Lincoln City, Oregon.

Of course, we would hope you could remain over, for some of
our sessions on Friday, May 12.

Would you have time to do some deep sea fishing? Our Host
Committee would be happy to arrange a charter trip for salmon
fishing. Just let us know.

About transportation, to and from the Portland airport. Let
us know your arrival and departure times from the Portland airport,
and the Host Committee will provide transportation to and from
Lincoln City.

A complimentary room at The Inn is being reserved for you.
Just let us know your arrival and departure times and days.

Please send us Bio and glossy.

Your visit to Oregon should prove most worthwhile, and too,
we hope, pleasant.

Sincerely,

Lee Bishop
General Manager

LB:dn

cc: OAB President Brown
OAB Host Committee Chm.,
Buzz Florip, KECH, Lincoln City

FEB 4 1972

*Done
5/11/72*

Honorable Wendell Wyatt
House of Representatives
Washington, D.C. 20515

Dear Mr. Wyatt:

I am happy to be able to advise you that my schedule will permit me to accept the invitation of the Oregon Association of Broadcasters to speak at their Annual State Convention, to be held May 11 and 12 in Lincoln City, Oregon.

I look forward to this opportunity to meet with the Oregon Broadcasters, and am sure that it will be an informative and useful experience.

Sincerely,



Clay T. Whitehead

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

LKSmith:jem 2/2/72

5/11/72

FEB 4 1972

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

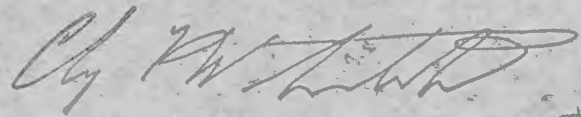
Dear Mr. Bishop:

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 Subjec-
LKS Chron

LKSmith:jem 2/2/72



Telephone
686-3900

OREGON ASSOCIATION OF BROADCASTERS

210 Allen Hall

Post Office Box 3025

Eugene, Oregon 97403

Judy

5/11/72

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

Wednesday 2/2/72

INV. ACC.
5/11-12/72

4:30

Linda advises Mr. Whitehead will be going to Oregon on May 11-12.

Spent 5/11-12/72

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

checking w/Brian