



THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series G: Speaking Engagements. 1975-1992

Box 107, Folder 1, TV Bureau Advertising - Shoreham Americana
Invocation [New York]. 9 November 1976.

Walter M. Vetter
Vice President
Technical Services
212-397-3469

TELEVISION
BUREAU OF ADVERTISING

1345 Avenue of the Americas, New York, N.Y. 10019

October 18, 1976

Rabbi Marc H. Tanenbaum
The American Jewish Congress
165 East 56th Street
New York, N. Y. 10022

Dear Rabbi Tanenbaum:

Thank you for accepting the invitation to deliver the invocation at the key-note dinner of the Annual Membership Meeting of the Television Bureau of Advertising.

The dinner will be held at the Shoreham Americana Hotel, Washington, D. C. (Connecticut Avenue at Calvert Street) in the Regency Ballroom on November 9, 1976. The reception will be held from 7:00PM to 8:00PM in the Ambassador Room and the dinner will be in the Regency Ballroom from 8:00 to approximately 10:30 PM. You will be seated at the head table. At approximately 7:30 PM an announcement will be made for the head table guests to assemble in the VIP room from where there will be a march in to the head table when dinner begins.

Enclosed please find a list of our Board of Directors who will be seated at the head table with you. The principal executives of TvB are: Walter E. Bartlett, Chairman of the Board, Norman E. Cash, Vice Chairman and Roger D. Rice, President.

I am also enclosing information regarding TvB and the Annual Meeting.

Thank you again for your kind acceptance. We look forward to seeing you on November 9th.

Sincerely,

Walter Vetter

WMV/jt
Enc.

Your invitation to the annual meeting of the Television Bureau of Advertising



**PLAN
AHEAD
FOR
1976
AND THE
TEN
YEARS
HENCE**

Place: Washington, D.C.

Date: November 9-11, 1976

16 reasons why you should register NOW!

Tuesday November 9, 1976

Registration—4:30-6:30pm

Hall of Fame Dinner—7:00-11:00pm

Walter Cronkite

Harry Reasoner

Tom Brokaw

Entertainer—

Mark Russell, political satirist

Brief report: "The News About Television News" for members, wives and invited guests.

Wednesday

November 10, 1976

8:00am-4:00pm

Changes in the **client-agency-station relationship** in the next ten years.

Changes in **syndicated TV programming formats and sales** in the next ten years.

A **department store** executive looks at TV in the next ten years.

Nomination and election of **new station members to the board of directors of TvB.**

Security analysts look at TV in the next ten years.

TvB's **local-regional-national sales** efforts: a report to members.

A **report to the members** from Sales Advisory Committee and National Sales Advisory Committee.

Thursday November 11, 1976

8:00am-2:00 pm

Concurrent **workshops:**

Computers and Sales

Minicams and Commercials

Sales training—plans for 1977 and beyond.

A **mass merchandiser** executive looks at TV in the next ten years.

A **national manufacturer** looks at TV in the next ten years.

FCC Chairman Wiley looks at TV in the next ten years.

**PLAN AHEAD
FOR
1977**

Reception for members and wives on Wednesday evening.

Special Washington tours for wives: Wednesday includes Kennedy Center, Thursday tour includes luncheon at exclusive Georgetown Club. These and Hall of Fame dinner and reception are included in wife's registration.

TELEVISION BUREAU OF ADVERTISING

BOARD OF DIRECTORS

November 1976

Walter E. Bartlett (513 352-5900)
Executive Vice President
Multimedia of Ohio, Inc.
General Manager
WLWT
140 West Ninth Street
Cincinnati, Ohio 45202

Norman E. Cash (212 397-3464)
Vice Chairman
Television Bureau of Advertising
1345 Avenue of the Americas
New York, N. Y. 10019

Thomas B. Cookerly (202 686-3000)
General Manager
WMAL-TV
4461 Connecticut Avenue, N.W.
Washington, D. C. 20008

Robert Dudley (212 682-2170)
President
The Meeker Company
521 Fifth Avenue
New York, N. Y. 10017

William B. Faber (813 229-7781)
President
WFLA-TV
Box 1410, 905 Jackson Street
Tampa, Fla. 33601

David E. Henderson (401 751-5700)
President
The Outlet Company
176 Weybossett Street
Providence, R. I. 02903

Kenneth M. Johnson (713 666-0713)
Vice President & General Manager
KTRK-TV
3310 Bissonnet
Houston, Texas 77005

Albert P. Krivin (213 462-7111)
President
Metromedia Television
5746 Sunset Blvd.
Los Angeles, Calif. 90028

James Marino (212 764-7000)
President
RTVR, Inc.
1440 Broadway
New York, N. Y. 10019

Alfred M. Masini (212 759-8787)
President
TeleRep, Inc.
919 Third Avenue
New York, N. Y. 10022

James P. McCann (212 644-0930)
President
Top Market Television
437 Madison Avenue
New York, N. Y. 10022

Bruce McGorrill (207 772-0181)
Station Manager
WCSH-TV
579 Congress Street
Portland, Maine 04101

D. Thomas Miller (212 975-5858)
President
CBS Television Stations Division
51 West 52 Street
New York, N. Y. 10019

Wynn Nathan (212 556-7783)
Vice President, Worldwide Syndication
Time-Life Television
Time Life Building
New York, N. Y. 10020

Richard A. O'Leary (212 581-7777)
President
ABC Television Stations
1330 Avenue of the Americas
New York, N. Y. 10019

Thomas M. Percer (205 539-5743)
Executive Vice President
& General Manager
WHNT-TV
Box 19
Huntsville, Ala. 35804

C. P. Persons, Jr. (205 432-5505)
Executive Vice President
& General Manager
WKRG-TV
Box 2367 162 St. Louis Street
Mobile, Ala. 36601

Robert E. Rice (309 694-4351)
President
WRAU-TV
500 North Stewart Street
Creve Coeur, Ill. 61610

Roger D. Rice (212 397-3460)
President
Television Bureau of Advertising
1345 Avenue of the Americas
New York, N. Y. 10019

Marvin L. Shapiro (212 983-6500)
President-Station Group
& Executive Vice President
Group W-Westinghouse
Broadcasting Co., Inc.
90 Park Avenue
New York, N. Y. 10016

Norman E. Walt (212 997-4282)
President
McGraw-Hill Broadcasting Co., Inc.
1221 Avenue of the Americas
New York, N. Y. 10020

William G. Walters (212 826-6000)
President
Peters, Griffin, Woodward Inc.
277 Park Avenue
New York, N. Y. 10017

*Arthur A. Watson (212 664-4444)
Executive Vice President
NBC TV Stations Division
30 Rockefeller Plaza
New York, N. Y. 10020

EXECUTIVE COMMITTEE

Walter E. Bartlett, Chairman
Norman E. Cash, Vice Chairman
Roger D. Rice, President
Alfred M. Masini, Vice President
Marvin L. Shapiro, Secretary
Arthur A. Watson, Treasurer
Kenneth M. Johnson, Ex-officio

8/28/76

*phone no.
change