

## **OBITUARY**

### **FRANK M. RUSSELL**

Frank M. (Scoop) Russell, a former vice president of the National Broadcasting Company and for 30 years an important figure in broadcasting liaison with the Federal Government, died Saturday (*Nov 11, 1972*) at his home in Kenwood, Md. He was 77 years old.

Mr. Russell was vice president in charge of Washington operations for the network from 1929 to his retirement in 1958. He continued with the company as a business consultant and represented it before Congress and the Federal Communications Commission.

Although he spent 30 years in the broadcast industry, Mr. Russell never faced a microphone or television camera. Asked why he avoided the spotlight, he once said, "I learned long before I joined N.B.C. that the worst thing a guy can do in Washington is stick his neck out. That's the quickest way to get in trouble."

Mr. Russell was born in Lohrville, Iowa, graduated from Iowa State College and served as a sergeant in the Army in World War I. After his discharge he worked as a newspaperman with The Ames (Iowa) Times, a career that was brief but left him with the nickname he carried the rest of his life.

In 1922, Mr. Russell went to Washington as, assistant to the Assistant Secretary of Agriculture and from 1924 to 1929 served as assistant to the Secretary of Agriculture. He organized and ran the department's press service and established its radio extension service.

For the next three decades through the golden age of radio and the birth of television, Mr. Russell served as N.B.C.'s chief representative for all matters in the capital. Professionally he preferred to work in the background, yet he became one of the best known and most influential figures in his field. His name appeared only twice in N.B.C. press releases — when he joined the company and when he retired.

Mr. Russell was a board member of the National Association of Broadcasters and a member of Phi Delta Theta, Sigma Delta Chi, the National Press Club, the Metropolitan Club of Washington and the Congressional Country Club.

Survivors include his widow the former Phebe Gale; three children, Jean Russell, and Morgan Niles Russell of Washington and Mrs. Philip Hulberton of Bronxville, N.Y., and three grandchildren. ‘

A funeral service will be held tomorrow at 11 A.M. at Gawlees Funeral Home in Washington.

*-<http://www.nytimes.com/1972/11/14/archives/>*