

clude John C. Doerfer, FCC chairman; Harold E. Fellows, NAB president; Edward Stanley, NBC; Dr. George D. Crothers, CBS; Wiley F. Hance, ABC, and Robert F. Hurleigh, MBS.

Theme of the meeting is "Preserving Our American Heritage." Dr. C. B. Nordland, WMBI Chicago, and Rev. Ralph Freed, of "The Voice of Tangier," Morocco, will speak on religious broadcasting. Dr. Oswald C. J. Hoffman, of the *International Lutheran Hour*, will review work of this series.

ARTNA Report Expresses Concern Over Problems of Broadcast News

The chance of "massive and possibly even chaotic changes" in the financial base supporting news and related public service programs poses serious problems for broadcast newsmen, according to the Assn. of Radio-Television News Analysts. The association has issued a report on public service broadcasting with emphasis on news analysis.

Quincy Howe, ARTNA president, said the association hopes to interest a foundation or other group in financing a comprehensive study of news coverage, special events broadcasting and the educational, religious and cultural field. He lauded William Costello, of the association, for his work in directing the current study.

Besides reviewing the history of federal regulation and problems facing the news analyst, the report discusses operation of the NAB radio standards and tv code. "In

the main the codes are pious verbiage," the report says. A section on American Federation of Television & Radio Artists suggests the union "is probably not in a position to advance the interests of newsmen professionally, whatever value it might have economically."

Pay tv is described as the most unsettling influence in the industry, with the possibility it can have a profound influence on the future of ARTNA members. "The FCC has never been weaker nor more political-minded than at present," it is stated.

Citing a need for comprehensive data on news broadcasts, the survey said the Assn. of Radio & Television News Editors (apparently referring to Radio Television News Directors Assn.), "which conducts a yearly convention, has never attempted to analyze itself quantitatively or statistically."

Networks are chided in a section on editorializing for incidents in which newscasts were edited or kept off the air in efforts to be objective in presentation of news. A statistical supplement shows data on programming at a score of stations plus a series of economic tables.

Still Photographers Adopt Code for Courtroom Behavior

A code of courtroom ethics has been adopted by National Press Photographers Assn., representing still cameramen, according to Robert McCandless, of the *Champaign-Urbana (Ill.) Courier*, chairman of the

group's freedom of information committee.

The code was drawn up to aid cameramen in courtroom department so court decorum will not be disturbed, Mr. McCandless said. It advocates pre-trial conferences with judges to determine rules of conduct. Photographers are urged to dress conservatively, avoid flash shots, use telephoto lenses for closeups and pool pictures when necessary.

Newsreel and tv cameramen are advised to use noiseless cameras and a minimum of cables and to take advantage of natural courtroom light. Tripods should not be placed between court principals and the audience, the code states.

Rating Service Spokesmen To Address Disc Jockeys

The role of rating services in popular music broadcasting will be covered by three top research executives at the "Pop Music Disc Jockey Convention & Seminar" to be held March 7-9 under sponsorship of Storz Stations. The site will be the Muehlebach Hotel, Kansas City.

Rating service speakers will be Sydney Roslow, president of Pulse Inc.; Frank Stisser, president of C. E. Hooper Co., and Edward Hynes, president of Trendex.

The program opens March 7 with an evening reception to be hosted by the Storz Stations. Record companies will underwrite meals and the March 8 banquet. Attendance may reach 1,000, judging by present indications, said Bill Stewart, Storz national program director. Mr. Stewart is handling reservations at the Storz office in Kilpatrick Bldg., Omaha 2, Neb. All disc jockeys, program directors, and management personnel in broadcasting and record industries are eligible to attend.

Boorum Promoted by Sweeney To Direct RAB Member Service

Warren J. Boorum, Radio Advertising Bureau promotion manager, has been promoted to director of member service, effective Jan. 15, President Kevin B. Sweeney announced last week.

Mr. Boorum will be in charge of an expanded department that will have responsibility for increasing RAB's individual services to its members and also for expanding the bureau's station membership.

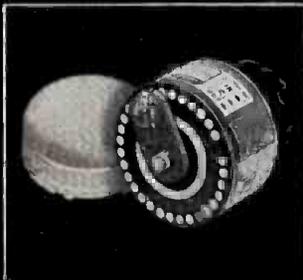
He will be assisted by four regional managers. From New York headquarters they will travel territories eight to twelve states in size to help RAB members and recruit new ones.

Some service functions of the promotion department also will be merged into the new department, which also will absorb personnel currently assigned to the membership department.

TRADE ASSNS. SHORT

Television Bureau of Advertising has announced it will give its presentation "The Vision of Television—1958" in Minneapolis today (Monday), Indianapolis Jan. 16, Cincinnati Jan. 17 and St. Louis Jan. 20. Presentation reports "latest research findings, answers questions of tv's costs, suggests new demonstration techniques, proves efficiency of tv and shows where it is going," company reports.

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