

vealing point. (4) While it is essential to ask pertinent questions, it is not necessary that you be either impertinent or fawning in asking them."

A foreword by John F. Day, director of news, CBS News, states: "We are busy trying to open up new sources of news to the eye of the camera. We are busy trying to secure public acceptance and status for television reporting. We are wrestling with the matter of translating news which is made where the camera cannot go—whether it is in a man's mind or in a remote corner of the earth—into meaningful visual terms. And

we must deal with the associated problem of how to get adequate verbal interpretation in the face of the time limits which the visual elements impose.

"There can be no last word on television news now, and possibly never. But CBS News has come up against most of the problems of television coverage and has, for the most part, evolved successful *pro tem* methods for dealing with them. As more and more stations attempt their own news programming, CBS News believes it may be of service to the television community to pass on its findings."

BROADCASTERS ON TOP OF WORLD CRISIS

Electronic journalism again was proved at its best in a major crisis last week as the eyes and ears of the nation turned to radio-tv networks and to local stations for the fast-breaking developments in the Middle East and before the United Nations.

The networks alone pre-empted several hundred thousand dollars worth of commercial time to report what was happening as U.S. Marines landed in Lebanon and the UN Security Council met in emergency session. All carried substantial portions of the UN proceedings, cutting away usually only during lengthy translation periods, and aired the night session Thursday until conclusion. Live pickups from the scene of the USMC "holding action" plus eyewitness reports were aired frequently during the week. President Eisenhower used radio-tv Tuesday to bring the seriousness of the situation to the attention of the American people.

Mutual's Fulton Lewis Jr. claimed a 14-hour "beat" on the Marine landing with his Monday night (July 14) prediction. The White House called newsmen for an important announcement at 7 a.m. Tuesday, but it wasn't until 9:40 a.m. that the Marines officially were reported landing. Mr. Lewis' claim soon became but one of the many assertions by the networks of "first," "the only," and "the most" as the week continued, all significant of one important fact: broadcasters were on the job.

ABC began direct pickup from the UN Tuesday at 10:40 a.m. and ABC-TV at 11:30 a.m., the latter reporting it made its "Crash Unit" pickup available to other tv networks. ABC had begun its special crisis coverage at 8 a.m. Tuesday with reports from Washington. By the time the UN Security Council adjourned for supper Thursday ABC had aired nine hours of special coverage and ABC-TV eight hours, aside from regular newscasts and bulletins.

CBS bulletined the White House announcement at 9:45 a.m. Tuesday and subsequently aired the UN proceedings beginning that day at 10:38 a.m. By early Thursday evening CBS had aired more than 10 hours of foreign and domestic pickups and commentary aside from regular newscasts and bulletins while CBS-TV totaled nearly seven and one-half hours, including three hours of commercial pre-emption.

NBC flashed news about the alleged escape of Iraqi Premier Nuri as Said (later confirmed slain by rebel-held Radio Bagh-

dad) at 3:18 a.m. Tuesday following at 6:30 a.m. with a flow of foreign reports on Middle East affairs, including a 7:30 a.m. bulletin that the White House momentarily had an important announcement. NBC-TV aired UN proceedings starting at 11:30 a.m. Tuesday and both NBC networks continued intensive blanket coverage the rest of the week. NBC's "Hot Line" was hot with reports all week and commercial programs were partially pre-empted frequently for additional reports. NBC-TV by early evening Thursday had pre-empted partially or fully 25 commercial and sustaining programs and aired more than 13 hours of coverage. Films of the Marines landing in Beirut Tuesday hit the air on NBC-TV at 10:30 a.m. Thursday after plane shuttles to Rome and New York. The film was processed and broadcast within 90 minutes of U. S. arrival.

By early Thursday evening Mutual had pre-empted nearly seven hours, including nearly an hour of network commercial time and six hours of station service programming sold locally by affiliates.

Westinghouse Broadcasting Co. reported it was spending \$12,096 daily on AT&T lines alone to provide simultaneous live feeds for its radio-tv stations in Boston, Baltimore, Pittsburgh, Cleveland and Chicago. WBC reported its five tv outlets together used \$26,500 worth of commercial time daily for the coverage excluding network feeds. The seven WBC radio stations totaled \$19,200 daily. Keith McBee, WBZ-TV Boston news director, was sent to Ankara and Beirut early Thursday morning to report and film for all WBC stations.

WOR New York sent Lee H. Callison to Lebanon Thursday to begin direct reports Friday.

WMCA New York reported correspondent Barry Gray couldn't leave Thursday for Lebanon since he had been refused a visa by the Lebanon counsel general "because of his Jewish faith." WMCA reported the Lebanon official said this didn't apply to U. S. Marines on the scene, however.

The major portion of the UN debates was broadcast to all parts of the Soviet Union by Radio Liberation.

Reports reaching BROADCASTING indicated individual stations across the country devoted extensive time to the Middle East crisis, ranging up to wholesale cancellation of commercial schedules to present the U.N. debates.

RADIO SELECTS 17 FOR ASCAP TALKS

The new 17-man All-Industry Radio Music License Committee was organized last week under "a mandate from the industry" and started getting ready to negotiate new radio music license agreements with ASCAP and, later, BMI.

The committee, elected in a mail ballot which had brought financial commitments from close to 300 stations before the meeting got underway, named Robert T. Mason, WMRN Marion, Ohio, as its chairman. He had been acting as interim chairman since the voting procedure was authorized in a meeting during the NAB Convention [NAB CONVENTION, May 8].

George W. Armstrong of Storz broadcasting was elected vice chairman; Elliott M. Sanger, WQXR New York, treasurer, and Sherwood J. Tarlow, WHIL Boston, secretary. A seven-man executive committee will consist of the officers plus Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Enoch, WXLW Indianapolis, and Herbert E. Evans, Peoples Broadcasting Corp.

While the ballot returns before the meeting stood at just under 300 stations, another big stack of untabulated responses awaited the group. In a brief report on its session, held Wednesday in New York, the committee gave this indication of its support:

"All 17 members of the committee, representing radio stations coast to coast, were present. At this first meeting the committee reviewed initial response to its appeal for industry support. From the response, which included hundreds of stations representing all 48 states, the committee concluded it had a mandate from the industry, as a whole, to aggressively pursue negotiations to a favorable conclusion with the various music licensing organizations. . . ."

To be eligible to vote, stations were required to commit themselves to financial support of the committee, whose expenses will include legal counsel (yet to be chosen), research, etc. "Dues" for each participating station are the equivalent of 10 times the station's daytime one-minute rate.

Whether the committee will negotiate on behalf of radio networks as well as stations remained unclear. NBC authorities reportedly have indicated willingness to have the committee negotiate for their radio network. But officials of both CBS Radio and ABC Radio told BROADCASTING they "probably" would do their own negotiating. They noted that this is the way they had worked in prior negotiations, but indicated their decisions to do so again were not yet definite. Mutual's position was not learned.

Informed observers said the committee clearly could represent the networks if the networks wished, even though the committee membership includes no representatives of the networks or of network owned stations. On the other hand—as happened in the ASCAP tv license negotiations completed early this year—the networks also are free to negotiate for themselves.

This also is true of stations individually,