

# The Beatniks don't...



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multi-million audience built by entertainment programs.

**Fellows Optimistic** • NAB President Harold E. Fellows led quiz scandal discussions at Fort Worth and Denver with a flat declaration that "the entire industry is responsible, by the very terms of the license under which it operates." He called for strict adherence to NAB's radio and tv codes.

Voicing optimism over the future of the broadcasting industry, he said, "If broadcasters demonstrate a sense of cohesiveness, loyalty to each other, a quality of statesmanship, and an active participation, we can anticipate that as an industry we shall, through the years, demonstrate our capacity for greater freedom of operation, and be thusly rewarded. Nothing should be permitted to weaken or vitiate that hope and strength—nothing said by others, nothing of conflict among ourselves."

At an off-record discussion with members of Assn. of Broadcast Executives of Texas, meeting Nov. 9 in Dallas, Mr. Fellows frankly stated that broadcasters can't pass off blame for the quiz scandals on others despite the fact they weren't direct participants in program rigging. He called for a constructive approach to the crisis, including above-reproach programming.

John M. Couric, NAB public relations manager, chided Fort Worth and Denver delegates for their failure to tell the public about their impressive public service.

**Family Problem** • A personal concept of the quiz crisis was given Nov. 9 at the Texas Assn. of Broadcasters meeting by Charles H. Tower, NAB economist-labor relations manager.

Mr. Tower said the quiz affair is a family problem for the whole broadcasting industry, with no defense available for those directly involved. "We can't paint this lily white," he reminded.

"What will happen?" he asked rhetorically, in view of the wide variance in the way people view the situation. "What sort of crime or ethical offense was this? Are these producers and contestants bank robbers or murderers?"

**Nobody Really Hurt** • The lack of candor before the grand jury was "serious," he suggested. Trying to put the matter into a reasonable perspective, he said producers and contestants were in an unusual show business environment with its make-believe facade. "Nobody was really hurt," he said. "The sponsors sold goods and the public had a good show but these are rationalizations."

The public may not realize that networks were not directly involved or that they acted when aware of the situation, he continued; adding that stations were neither directly nor indirectly involved. "Some people believe quiz shows were

95% of programming," he said, "though actually they were a small share of video fare." He felt few persons "attribute evil to the broadcasting industry" and described industry ethics as "very high—as high as the legal and medical professions."

Mr. Tower ascribed the "tremendous" public reaction to the fact that people get a major share of their entertainment from radio and tv; to screaming headlines and to the normal interest "in somebody else's sin." He added, "It's a fine topic to whale away at."

Like President Fellows, Mr. Hartenbower and others, Mr. Tower said broadcasters must take precautions and exercise their program responsibility. "The press is making a big mistake by calling for correction in careless terms," he said. "Federal program control could easily reach to the press, which shares with broadcasting the responsibility of maintaining free communications."

Voicing hope the industry can emerge without serious damage, he urged each broadcaster to set his house in order and to tell the public what his station is trying to do, simply and effectively.

The new emphasis on radio programming requires station managers to take more interest in this phase of station operation, George W. Armstrong, executive vice president of the Storz Stations, told the Fort Worth radio session. He said the sales curve will be in deep trouble if managers fail to watch their programming at least as carefully as they watch sales. He urged broadcasters to develop a public relations and scholarship campaign that will attract young people into radio broadcasting.

## Tv group authorizes two technical studies

The Assn. of Maximum Service Telecasters, meeting in Washington last week, authorized financial underwriting for two tv technical field studies to be undertaken by the engineering experiment station of Iowa State U., Ames. One project, a one-year study of uhf wave propagation, is scheduled to begin in January.

The second study will attempt to determine the extent and severity of interference to tv service which results from operations on adjacent channels. This study will begin in December and is expected to last three months. Dr. William L. Hughes, professor of electrical engineering, will supervise both projects.

AMST also approved WRGB (TV) Schenectady, N.Y., WTVD (TV) Durham, N.C. and WIBW-TV Topeka, Kan., for membership in AMST.