

iginations by CATV systems will be the only way many small communities "will ever know the true value of television."

Speaking on Tuesday, Mr. Wasilewski noted that the FCC didn't try to come up with rules on many vital CATV aspects such as origination of programs and commercials, importing distant signals, pay TV, cross-ownership of CATV and stations and the relationship of CATV to radio. "Of all of these questions," he asked, "which are the most important in the long run?" He pointed out that the FCC had asked for comments in these areas.

Attacks Pay TV ■ Mr. Ford, speaking at the Monday luncheon, attacked those who would make CATV and pay TV synonyms. "If pay TV comes," he charged, "the broadcaster will bring it and not the CATV operator." He said CATV's would concede no simultaneous duplication of programming in a station's grade A contour, but said beyond that the decision should be made by the CATV system on a case-by-case basis.

Mr. Mullinax, speaking on a CATV panel, said he hopes to have his 12-channel system in operation by October, and since LaGrange would never have a local TV station he saw no reason to deprive the residents of local programming. "One of the main reasons we are in CATV is to offer a local service," he said. "We propose to have studio facilities for local programs on the cable and to run a few movies and other features." He said the city council had given "much weight" to this when it awarded the franchise to Community Telecable of Georgia Inc. Mr. Mullinax indicated that the local programs would be locally sponsored.

He charged that the NAB "supposedly supports the free enterprise system" and should not seek government control of CATV programming. "If city governments grant local franchises for local programming, the public should have a right to enjoy it," he charged.

Microphone's power not fully realized

The power of the press has long since given way to the power of the microphone, but broadcasters have not laid claim to this power. George W. (Bud) Armstrong, executive vice president, Storz Broadcasting Co., Kansas City, Mo., told the Georgia Association of Broadcasters' annual meeting last week that the industry must be ready to stand up, act "our age and our size" and put "our house in order so that we



Mr. Armstrong

can move into the commanding position" that broadcasting is being called to fill.

Mr. Armstrong, at the Monday (June 14) session at Callaway Gardens, said it is imperative that the FCC and Congress "unite the hands of this most powerful medium and cease imposing upon it vague and unrealistic restrictions. We have shouted long enough about the incongruity of an official encouragement to editorialize—coupled with directives which, in effect, emasculate any respectable effort to comply with the encouragement."

He charged that a "basic need and desire" of the public "is being thwarted every day that Section 315 and the fairness doctrine remain in effect."

Editorializing, he said, must and can be improved. But the broadcaster who "can find nothing to say that is more important, more virile, than to be for motherhood and the flag, would do the medium more credit if he sat down and waited until he had something to give that's worth hearing." Mr. Armstrong charged "vapid, safe-playing" editorials are no help in the drive for "straight, unfettered editorializing."

Higher Plane ■ The Storz executive said broadcasters must not fear the "power of the press" and must work for the one matching of media which can "provide the might of the mike vs. the power of the press. That is in the endorsement of political candidates." He said newspapers have shown "routine, predictable endorsements" and "blind party alignments." It is incumbent on broadcasters, he said, to "move on a higher level of public service than that. And we must be able to support

—and elect—strong and far-sighted candidates."

Mr. Armstrong also cited the need of broadcasters to support clean advertising, particularly in the area of motion picture commercials. He noted the "lax standards of newspapers" on such advertising and said broadcasters' only "genuine protection" is in amending the codes of the National Association of Broadcasters so that the station will preview all movie copy before it goes on the air.

However, Mr. Armstrong also found some broadcasting practices subject to criticism if the industry is to "stand up freely and criticize the blue movie pages in newspapers and the outright vulgarity which crops up in magazines." He charged increasing laxity among the networks on what is said and done on late evening programs. "The smirking double-meaning line . . . has got to come out," he said.

The hour of greatness has arrived for broadcasting, he declared and the industry must "discard the passiveness and hesitancy of communications adolescence. . . . We are too close to the people to be told any longer to shut up and sit down."

Speaking on Tuesday, Henry Geller, general counsel of the FCC, pointed out that the "clear thrust of the fairness doctrine is if a broadcaster acts reasonably and in good faith he need have no fear. If the record shows a clear pattern of operation contrary to the requirements set forth, then the license may be in jeopardy." He said the recent case of Mississippi stations that had been given conditional license renewals (BROADCASTING, May 24) was due to a long pattern of violation by the stations and their refusal to remedy the situation.

CBA meeting centers around press access

The annual meeting of the California Broadcasters Association, June 11 in Los Angeles, was a victory meeting for the association, whose efforts were largely responsible for the passage of a bill allowing radio and TV newsmen to take their mikes and cameras into meetings of public administrative agencies within the state. In broadcast editorials and through meetings with their individual representatives in the state legislature, both at home and in the state capital in Sacramento, California broadcasters used their persuasive powers successfully. The bill, AB 432, has been passed by both the assembly and the senate and is now awaiting the governor's signature.

To expedite and enlarge such activi-