

the increase for a comparable period in 1967—figures, the article notes, which are “remarkable when compared with the increase nationally of about 8%.”

(In June BROADCASTING found among Detroit radio-TV stations polled that they were cautious about claiming too much credit for retail gains. They cited the broad trend upward of business nationally [BROADCASTING, June 17].)

The article adds that Detroiters “seemed in no way” less informed about world events than they were before the strike: “The broad array of broadcast and print [suburban newspapers and national magazines] media gave them all [the news] they could use.”

## Broadcasting majors now at 147 colleges

There are 147 American colleges and universities offering a major in broadcasting leading to one or more degrees,

according to a survey by Dr. Harold Niven, vice president for planning and development of the National Association of Broadcasters.

The 1968 study, the 11th report of “Broadcast Education,” says that 146 schools offer the bachelor’s degree, 14 more than in 1967; 75 offer the master’s degree, an increase of 11 from the previous year, and 18 have a doctoral program in broadcasting.

## Carol Music Inc. gets \$18,000 settlement

A \$530,000 lawsuit against a Washington law firm by Carol Music Inc., one-time licensee of WCLM(FM) Chicago, has been settled for \$18,000, according to William G. Drenthe, a principal of Carol Music.

The suit was filed last spring against the now defunct law firm of Roberts and McInnis. The law firm represented

Carol Music after its license for WCLM had been revoked in 1964 by the FCC.

The commission said the station had failed to operate within the terms of its license, had misrepresented and concealed facts and had violated various technical rules. The station originally was cited for allegedly airing information used by bookies.

## Media reports:

**Moving day** ■ WHB Kansas City, Mo., is moving to new studios and offices in the Power and Light building, 14th and Baltimore Streets, Dec. 15. Since 1954 the WHB studios have been located in the Pickwick hotel. WHB founded in 1922, is owned by the Storz Broadcasting Co. of Omaha.

**RKO move** ■ WNAC-TV, WRKO and WROR(FM) have moved to the RKO General building, Government Center, Boston 02114. Phone: (617) 742-9000.

## Programming

# Mixed reaction to NBC’s disclosure policy

## Order to newsmen to bare investments meets both acceptance and resentment

Major network news correspondents appeared split last week over NBC’s announcement of a new policy requiring all news personnel to furnish reports of private financial investments and outside employment.

Although no newsmen registered personal objection to filing a report of his own finances, several expressed resentment of what they considered a slur on the integrity of the profession.

“It’s a bit of an insult, it seems to me,” said CBS’s Eric Sevareid. “If I were asked, I would do it, but I would resent it. This is a function of the private purse, and I don’t think it fair to ask a journalist in television to do something a congressman wouldn’t.”

But at the same time, Mr. Sevareid’s fellow CBS newsmen, Mike Wallace, said: “My first instinct is that it’s a good idea. Congress should be like Caesar’s wife, and by the same token so should anyone who reports and analyzes the news.”

CBS has not joined in the new disclosure practice outlined by NBC in a letter to the FCC, which was made public last Monday. However, CBS News officials said that in addition to standard conflict-of-interest questionnaires required of employes at all three networks, they were asking their legal

department to determine whether further measures are feasible.

Chet Huntley, the newsmen whose outside cattle-industry holdings spurred the NBC action, sees the move as one piece of a larger attack on broadcast journalism.

“I have two feelings about this thing,” he said. “Personally, as far as I’m concerned if I were singled out, I wouldn’t mind divulging my personal interest to anyone. But taken as a group—all of us in broadcasting—I do resent an air of suspicion cast on the whole profession.”

“It seems to me part of the malaise of the year,” Mr. Huntley added, “from Mayor Daley in Chicago to some congressmen and FCC commissioners and the rest. Many very plainly want to throttle the press. They can’t [throttle] the print media, but they apparently are trying to go after TV.”

“There’s something more at work there than some congressman raising a damn-fool question about my beef interests. It goes deeper.”

Mr. Huntley’s partner, David Brinkley, said only that he doesn’t “mind in the slightest” disclosing his outside holdings.

ABC’s Howard K. Smith said: “I don’t know that I can have any simple

view. While I don’t have any personal objection to it, I do find it ironic and a little silly that members of Congress don’t have to go through such a procedure, but this is being done to appease Congress.”

ABC officials said that at this time they plan no further disclosure regulations than the traditional conflict-of-interest questionnaires for all personnel, which date from the wake of the payola investigations of 1960.

While dismissing the NBC move as being blown out of proportion because “we’ve always had a disclosure form and so have they,” one ABC News source, when asked if he keeps the form updated, said, “you’re supposed to, but—you know. . . .”

The situation at CBS appeared similar. Mr. Sevareid said: “I have a faint memory” of filing a conflict-of-interest form, and Mr. Wallace said that although “I think it is in the contract, I don’t remember signing anything. They don’t know what securities or real estate I own.”

Some newsmen remain relatively unconcerned. Said NBC’s Edwin Newman, “I really haven’t thought about it, although I have no personal objections. If there is any justification for it, I would tend to think it should be ex-