

charge. (The alleged gift of free time is the basis for issues aimed at determining whether WIFE violated the corrupt practices act and the commission's fairness doctrine.)

Ron Mercer, general manager of the station at the time, is quoted as saying that Mr. Burden told him that "Hartke wanted to help him on his FCC problem if WIFE would give him publicity on each newscast and some free publicity." Senator Hartke did not testify in the proceeding.

Star said there was never any intention on the part of the station that the spots were not to be paid for in full. Star contended that a misunderstanding apparently led to the senator's failure to pay the bill by 1965, by which time Mr. Mercer "recommended that it be charged off as a bad debt." That, Star said, is what was done. (Senator Hartke finally paid the bill, in 1969, after it was again brought to his attention, Star noted.)

And it said that while Mr. Mercer was the only witness testifying to a charge that Mr. Burden instructed newsmen to give Senator Hartke favorable mention in news shows, the station newsmen who testified agreed nothing was broadcast "concerning Senator Hartke that was either untrue or un-newsworthy."

The bureau's conclusions regarding alleged favored treatment of Senator Hatfield by KISN are based on testimony of Burden employees as well as on what the bureau said was a preponderance of coverage given the then Oregon governor as compared with his Democratic opponent for the Senate. The bureau said that Mr. Burden deliberately set out to favor Senator Hatfield—although, it added, there is "no evidence that Hatfield was aware of Burden's scheme."

The \$1,000 donation was said by the bureau—citing testimony of Star's former bookkeeper and secretary-treasurer, Dorothy Storz—to have been made from Star funds, in violation of the corrupt practices act, although the bureau said "the record is not clear as to the disposition of the money after it was received by Hatfield's staff." The bureau noted that the \$1,000 was later charged to Mr. Burden's personal account.

As Star saw the record, the station's coverage of the 1966 Senate race in Oregon was "reasonably balanced." And it noted that both Senator Hatfield and Mr. Burden denied that a \$1,000 contribution was made or received. Star also said that Mrs. Storz cannot be believed "because of the overt hostility and bias she held with respect to Don Burden."

The Broadcast Bureau, in recommending denial of the five renewals, noted that the commission had warned Star about any deviations from a high standard of performance when it granted WIFE-AM-FM a six-month probationary license. "As demonstrated by the record in this proceeding," the bureau added, "the licensees did not heed the commission's admonition. The scope and magnitude of the transgressions revealed by this record are unparalleled."

## Broadcast Advertising

### On tap for ANA: sun, sand, surf and consumerism

Advertisers take their problems  
to Puerto Rico for convention

The roles of advertising—and of advertisers—in an increasingly consumer-oriented society will be put in the spotlight for the country's top advertisers this week at the annual meeting of the Association of National Advertisers.

Some 650 members and guests are expected to attend the three-day meeting, which opens today (Nov. 27) at the Cerromar Beach hotel at Dorado Beach, Puerto Rico.

Elton H. Rule, president of ABC Inc., is one of the key speakers at the Monday-morning examination of "The Roles of Advertising." He will discuss "Advertising and Broadcasting: Responsible Partners in the New Society."

Others at the Monday session include Under Secretary of Commerce James T. Lynn, the keynote speaker, who is slated to sketch the role of advertising as a contributor to the economy; Edgar H. Lotspeich, advertising vice president of Procter & Gamble, who as co-chairman of a task force of the Business Council for Consumer Affairs is expected to present highlights of the task force's findings on how advertising can and does serve consumer interests; Commissioner David Dennison Jr. of the Federal Trade Commission, presenting a regulator's viewpoint, and Pierre A. Rinfret, president of Rinfret-Boston Associates, Boston-based economic and financial consulting firm.

The "disciplines of advertising," specifically as they relate to the advertiser's responsibilities, will be examined at Tuesday's sessions. Speakers will include Donald S. Perkins, chairman of Jewel Companies Inc. and co-chairman of the National Business Council for Consumer Affairs; Edward P. Reavey Jr., vice president and general manager of the consumer products division of Motorola Inc.; Robert E. Oliver, president of the Canadian Advertising Advisory Board, and the Rev. Arthur G. Gibson, chairman of the department of religious studies at St. Michael's College, Toronto.

A panel on "A Business Response to Consumerism," also at the Tuesday meeting, will include Roland P. Campbell, director of creative services for General Foods, and three executives of the Council of Better Business Bureaus; H. Bruce Palmer, president; Bette Clemens, director of consumer affairs, and Dean W. Determan, vice president for government and legal affairs.

A final session on Wednesday will consider what to expect in 1973, with reports and appraisals by James S. Turner, a consultant to Ralph Nader's Center for the Study of Responsive Law; Victor P. Buell, associate professor of marketing at the University of Massachusetts Grad-

# Squelched: 500 nasty rumors



## WHBF-TV

"Rumor Control Center" helps cool  
the threat of racial violence.

Recent racial strife spreading from a metro area high school forced Rock Island mayor Jim Haymaker to declare a state of civil emergency and order a city-wide curfew.

Alerted to the impending action, the WHBF-TV staff, in cooperation with the City's Human Relations Commission, organized "Rumor Control Center."

The Center's battery of telephones, manned by WHBF-TV staff and volunteers, handled nearly 500 citizen calls for accurate and reliable information.

Hundreds of nasty, unfounded rumors of burnings, beatings, and murder were thereby effectively squelched by the WHBF-TV "Rumor Control Center," a service recognized by Mayor Haymaker as contributing significantly to the successful cooling of threatened racial violence.

We were glad to be of service.

## WHBF-TV4

*It's our habit to help.*

CBS for the No. 2 market  
in Illinois-Iowa (Davenport  
Rock Island, Moline & East Moline).