

Publisher Knight Replies: John S. Knight, a leading figure in American journalism, publisher of 5 major newspapers (*Chicago Daily News, Detroit Free Press, Miami Herald, Akron Beacon-Journal, Charlotte Observer*), part owner of several TV-radio stations (WKAR-TV & WKAR, Akron; WCKT, Miami), past pres. of American Society of Newspaper Editors, replies rather trenchantly to NBC chairman Robert W. Sarnoff's recent charges that the newspapers, hurting badly as an advertising medium while TV continues to do quite well, are deliberately derogating TV (Vol. 14:25).

Whether you agree with what he writes, like it or not, Jack Knight's July 13 signed editorial, out of the scores published since young Sarnoff's provocative address at Syracuse (for text, see our Special Supplement of June 21), merits attention in our opinion because it's the most cogent and least emotional exposition yet of the other side's viewpoint. He writes:

"Speaking as one editor, I can assure Mr. Sarnoff that there is no conspiracy on our staff either to overplay the investigative difficulties which must inevitably plague a government-licensed medium, or to give TV the muddy end of the stick in our program reviews.

"Investigations are news whether they concern TV networks, Sherman Adams or the Government's anti-trust actions against the *Kansas City Star*.

"The TV editor, who watches more shows than I would care to, is a man of his own mind. He praises or

criticizes according to what he sees. No one tells him what to write.

"Sometimes, when wearing the publisher's hat, I am appalled at the amount of space we give to TV in program listings and general comment. And all of it for free [sic!] even though the TV stations seldom mention our newspaper unless we get sued for libel.

"Now when Mr. Sarnoff mentions that newspapers are taking a calculated aim at TV in terms of its effectiveness as a sales tool, he is dead right.

"Newspapers, as the basic medium, certainly are fighting for the major portion of the advertiser's dollar.

"To do this, they not only sell the worth of newspapers but also present facts and figures debunking the more fantastic coverage claims of TV's statistics jugglers.

"But that's competition, Bob, not a conspiracy.

"TV should be eternally grateful that it merits so much attention from the newspapers."

"John Crosby, recalling the days when radio wasn't considered worthy of criticism, says that if TV gets any blander, Mr. Sarnoff won't have to complain about rough treatment, but about no treatment at all.

"Sylvester (Pat) Weaver, who was chairman of the NBC before Sarnoff's elevation to that post, predicts: 'The television set will become like a jukebox in the corner of the room, to keep the kids quiet.'

"In exaggerated form, Pat Weaver is saying that TV is failing to fulfill its role in a democratic society.

"Most Americans don't take TV that seriously and I'm one of them. I like TV and I like Bob Sarnoff.

"But if he really thinks that newspapers are deliberately 'derogating TV' he should listen to what his own boys tell the advertisers about newspapers."

USIA Foreign TV Report: Quarterly analysis of foreign TV developments, released by U. S. Information Agency, concludes that growth has exceeded expectations—with total sets-in-use reaching 20,184,300 as of June 30, expected to hit 25,000,000 by year's end. Report covers all nations except U. S., Canada and U. S. Armed Forces stations abroad.

USIA reports 560 foreign TV stations operating (vs. 503 as of April 1, 1958), 161 more planned by year's end, broken down as follows: Western Europe, 350 operating, 36 planned; Latin America, 66 & 44; Near East, So. Asia & Africa, 7 & 10; Far East, 35 & 31; Communist bloc, 102 & 40.

The 25-pp. report, available from USIA at 1776 Pennsylvania Ave. NW, Washington, gives 'country-by-country breakdown of TV activity during 1958 second quarter, is based on official & unofficial sources and estimates. It cautions, properly, that sources vary greatly in reliability—particularly in Communist bloc.

Our own new Foreign TV Directory, carried regularly in our semi-annual *TV Factbook*, is in process of revision in preparation for publication in our Fall-Winter issue. Because of some difference in sources and in evaluation of reliability, our information varies from USIA's in some cases—but there's fairly close correlation on basic figures. We go into considerable more detail—covering location of each station, name of licensee, technical standards, channel, power, date station started, commercial or non-commercial operation, etc. (see pp. 285-293, *Spring-Summer TV Factbook*). Following is USIA's compilation of number of stations on air and sets-in-use as of June 30, 1958:

Country	Stations	Sets	Country	Stations	Sets
Western Europe			Uruguay	1	4,500
Austria	10	40,000	Venezuela	10	200,000
Belgium	5	300,000	Near East, South Asia & Africa		
Denmark	6	150,000	Algeria	1	15,000
Finland	5	8,000	Cyprus	1	1,000
France	24	800,000	Iraq	1	3,000
West Germany	81	1,666,400	Morocco	2*	5,000
Italy	167	881,000	Saudi Arabia	1	700
Luxembourg	1	1,600	Turkey	1	500
Monaco	1	10,000	Far East		
Netherlands	5	338,100	Australia	6	320,000
Norway	1	300	Hong Kong	1**	2,500
Portugal	5	12,000	Japan	25	1,452,200
Spain	1	20,000	Korea (So.)	1	2,700
Sweden	4	150,000	Philippines	1	18,000
Switzerland	7	39,700	Thailand	2	20,000
United K'dom	25	9,000,000	Communist Bloc		
Yugoslavia	2	4,500	Bulgaria	1	500
Latin America			Czechoslovakia	4	250,000
Argentina	1	150,000	E. Germany	9	200,000
Brazil	7	700,000	Hungary	1	8,000
Colombia	9	140,000	Poland	6	31,000
Cuba	20	315,000	Rumania	1	12,000
Dominican Rep.	3	7,500	USSR	79	2,500,000
El Salvador	1	7,000	TOTAL	560	20,184,300
Guatemala	2	11,000			
Mexico	11	375,000			
Nicaragua	1	2,000			

*Off air. **Closed-circuit cable system; not included in station total.

Veteran broadcaster Benedict Gimbel Jr., gen. mgr. of Gimbel Bros. pioneer radio WIP, Philadelphia (5-kw, 610-ke) heads local group of business men, including other staff executives, purchasing WIP with WIP-FM, will continue as mgr. His family's dept. store gets around \$2,500,000 in deal, which sets at rest reports station was being sold to Todd Storz, et al (Vol. 14:23).

TV-radio techniques are taught in 85 colleges and universities according to new *Directory of College Courses in Radio & TV, 1957-58*, available free from author Gertrude G. Broderick, TV-radio specialist, Office of Education, Dept. of Health, Education & Welfare, Washington.