

NCC stands firm on radio-TV control

The National Council of Churches last week restated its position in regard to control of broadcasting.

The Reverend Dr. S. Franklin Mack, retiring executive director of the council's Broadcasting and Film Commission, said "having declared itself publicly, the National Council should stand its ground. It should insist that it is the duty of the FCC to establish clear guidelines for station operation and that it should establish and enforce minimal rules wherever self-regulation, either through no-acceptance or noncompliance, proves ineffective.

"The council's position is not that there ought to be law, but rather that there ought not to have to be a law." Dr. Mack made the remarks at the annual meeting of the Broadcasting and Film Commission in New York.

A pronouncement passed by the council's general board last summer, among other things, called for FCC regulation of networks, government adoption of the National Association of Broadcasters radio and TV commercial codes and further FCC regional hearings for evaluation of the performance of local stations (BROADCASTING, June 17, 1963).

Dr. Mack said the pronouncement has brought about a serious confrontation between the churches and the broadcasters. He asserted that newspaper and trade press articles on the pronouncement and proposed meetings between churchmen and broadcasters show how seriously the broadcasting industry regards the church as "a dynamic force."

Succeeding Dr. Mack as executive director of the Broadcasting and Film Commission is the Reverend William F. Fore, who took office last week.

McLendon in Texas race for U.S. Senate seat

Gordon B. McLendon, president of the McLendon Corp., Dallas, Monday (Feb. 3) entered a three-way Texas race for the Democratic nomination for U. S. senator in the May primary. He said last fall he "might possibly" run (BROADCASTING, Sept. 30, 1963).

Mr. McLendon, who has never run for public office before, said his only other political work was as Southern chairman of the Young Industry for Eisenhower committee in 1952, a year when many Texas Democrats bolted the party's national ticket. Asked why he is running, he said, "I think I can do a better job than Senator [Ralph] Yarborough" [D-Tex.]. Philosophically "we are worlds apart," Mr. McLendon said.

The broadcaster, whose firm operates

More money for L.A. ETV

Good things come in pairs, according to Community Television of Southern California, nonprofit, noncommercial organization which is preparing to establish an educational TV station in Los Angeles. It probably will be called KCET(TV).

On Jan. 27, the FCC approved CTSC's application for a construction permit for a transmitter to operate on UHF channel 28 from a location on Mount Wilson, where all present Los Angeles TV stations have their transmitters. Plans call for completion of the transmitter in time to permit signal tests during the summer, with regular programming to start with the beginning of the school year in September.

In the same week, CTSC received a gift of \$100,000 from KCOP(TV) Los Angeles, local commercial station, presented by John Hopkins, president and general manager of KCOP, to Dr. Lee A. DuBridge, board chairman of CTSC. The KCOP grant followed gifts of \$250,000 each from CBS, NBC and Metromedia, whose Metropolitan Broadcasting division owns and operates KTTV(TV) and KLAC Los Angeles. Late last month, the U. S. Dept. of Health, Education and Welfare awarded a grant of \$468,790 to CTSC.



John Hopkins (l), president of KCOP-TV Los Angeles, presents \$100,000 grant to Dr. Lee A. DuBridge, chairman of the board of newly granted ETV station.

six radio stations—three in Texas—faces Senator Yarborough, the incumbent, and John Van Cronkhite, also of Dallas.

Asked about campaign plans last

week, Mr. McLendon said he would utilize as much radio and television time as he can raise money to buy and he also intends to continue voicing editorials on McLendon stations and would gladly offer equal time where appropriate. His stations are KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, all Texas; KABL Oakland-San Francisco, WYSL-AM-FM Buffalo and WYNR Chicago.

The youthful broadcaster (42) said he would like to debate the senator. "I will offer Senator Yarborough the opportunity to meet me on the field of oral combat," he said.

Asked for comment, Senator Yarborough said in Washington, "Since I'm the one who seems to be challenged, I get the choice of weapons. I choose foghorns at 100 paces."

The senator is completing his first Senate term and serves on both the Senate Communications Subcommittee and its Special Freedom of Communications Subcommittee, of which he is chairman.

Mr. McLendon planned to visit the White House Friday (Feb. 7) and to meet House members of the Texas congressional delegation in Washington.

Taishoff argues for new broadcast law

Broadcasters should get behind an all-out effort to persuade Congress to draft a new communications act now, Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines, told the Wisconsin Broadcasters Association last Thursday (Feb. 6).

"A new act must be written," he said, and "the time was never more propitious." The publisher said the legislation should clearly mark the limits of federal influence and regulation, and establish a national policy that will provide maximum freedom for the creative energies of broadcasting. "Adding patchwork to the existing law won't do," Mr. Taishoff said.

At present, he said, there are too many regulations, too many court decisions and too many amendments to the present act which enables that FCC to find "some precedent somewhere for practically any kind of sanction it chooses to invoke."

Alvin M. King, director of state association liaison for the National Association of Broadcasters, told the annual WBA meeting in Milwaukee that although there has been a relaxation in federal interference with broadcasting, "this is not the time to relax." He said today there is a much better understanding in Congress of the industry