

Pompadur, vice president and general manager; Martin Starger, vice president in charge of programing; Edwin T. Vane, vice president in charge of nighttime program production; Marshall Karp, vice president, daytime programing; James E. Duffy, vice president in charge of sales; Warren Boorum, vice president and national sales manager; Frederick Pierce, vice president in charge of planning; Don Foley, vice president in charge of advertising and promotion, and Ellis O. Moore, vice president in charge of public relations. Other speakers will be Roone Arledge, president of ABC Sports Inc. and Elmer Lower, president of ABC News.

## Chicago area U goes into operation

WLXT(TV) (ch. 60) Aurora, Ill., was to go on the air Sunday (May 18) with a three-hour live color dedication program including Illinois Governor Richard Ogilvie and other dignitaries.

Although much of its programing will be live color, WLXT will be an economical operation, according to Ray L. Sherwood, manager of the suburban Chicago outlet. WLXT has a full-time staff of 11 people, plus part-timers and volunteers. Initial local business signed is \$150,000, he said.

WLXT has leased a former dance studio in downtown Aurora and its transmitter is in nearby Warrenville, Ill. WLXT is using one of International Video Corp.'s Model 100 studio color cameras for live work. Another IVC color camera is in the film chain.

WLXT was to go on the air at a total cost much less than the expected, Mr. Sherwood said, because of such fortunate finds as a bargain General Electric transmitter purchased from noncommercial WCET(TV) Cincinnati.

WLXT has a 400-foot tower and effective radiated power of 217 kw.

## Lower sees media problem in bridging generation gap

Both "establishment and anti-establishment would-be-censors of broadcast news" were assailed last week by Elmer W. Lower, president of ABC News.

Calling newsmen "one of the few communications links" between rebels and the establishment, Mr. Lower urged youth to strive for greater communication across the generation gap, both in direct talks and through the mass media. He addressed his plea to some 800 preparatory school students in a speech at Phillips Academy in Andover, Mass., Thursday (May 15).

Mr. Lower objected to attempts at hobbling broadcast journalists from both rebels and establishment figures. While he criticized "those government-

al and private-sector critics who want electronic newsmen 'directed'—a nicety for 'muzzled'"—he also deplored what he termed a tendency of radical students to "do their own thing to censor us—by excluding us from their demonstrations, by shouting obscenities to hinder our interviews with their opponents, and by other—sometimes violent—actions."

Mr. Lower asked of the would-be censors: "Do they really fear public disclosure of their points of view? If so, then they can't have very much faith in the rightness of their cause." At the same time, he acknowledged that "the generation gap often seems unbridgeable," and expressed his opinion that "the current variance in viewpoints of the old and young is one of the most complex, difficult stories I have encountered in 36 years as a newsman."

He exhorted his audience: "If you differ with members of an older generation philosophically, talk to them, not at them; and talk to the media, too . . . but talk." Without communications, he said, "rebellion could easily boil over into anarchy and resistance into repression."

## Modified newspaper bill set for June hearing

Chairman Philip A. Hart (D-Mich.) announced last week that hearings have been set for June 12-13 for Senate Judiciary Antitrust and Monopoly Subcommittee consideration of a bill to give certain newspaper joint operating arrangements exemptions from antitrust laws.

The bill (S. 1520), known last year as "the failing newspaper bill," but modified and retitled this year, would allow joint printing facilities, advertising and circulation rates for newspapers that would otherwise be forced out of business for economic reasons.

The proposed antitrust exemption would apply to newspapers that maintained separate and independent editorial facilities. Such joint arrangements have been under Justice Department and legal attack, which came to a head earlier this year when the U.S. Supreme Court decided against joint agreements in the key Tucson, Ariz., newspaper case (BROADCASTING, March 17).

The court decision added steam in the Congress for passage of remedial legislation, which Senator Hart had shown no interest in bringing to a subcommittee vote. The present hearings, on the ramifications of the court decision, were assured when senators favoring the legislation threatened to bypass Senator Hart.

One criticism raised at earlier hearings was that the antitrust exemption did not take into consideration subsid-

iary nonnewspaper operations—broadcasting stations in particular—the profits of which could be used to bolster a "failing" newspaper or be used to subsidize a drive by a strong newspaper to reduce a competitor to "failing" status in, say, an advertising rate war.

## Schwartz calls for more social concern from media

Broadcasters and advertisers are being unfairly criticized today. But by stepping up efforts to "come to grips with the things that are threatening our communities, we will avoid future Indian hand-wrestling matches with [FCC] commissioners and congressmen," Walter A. Schwartz, president of ABC Radio, told the Seattle Advertising Club last week.

Mr. Schwartz said "advertising continues to be blamed for all the weaknesses inherent in politicians, doctors, dentists, lawyers, commercials, producers and people in general," and that broadcasters are "under the gun" of more aggressive government regulation.

He countered that "the decay of our cities, the ghettos, the wanton destruction of our natural resources, pollution of our atmosphere and pollution of our minds and morals, crime in the streets, and wars around our globe are not directly related to broadcasting or advertising. A violent performance on TV or so-called sensual rhythms on the radio—even plays, books, pictures are but chroniclers of what is already there. They only mirror our society; they cannot sculpture it."

He added: "Some of the winds of change that are blowing up from Washington were fanned by unscrupulous people within our industry. There are 'schlock' broadcasters who forget they have a public trust—as there are 'schlock' advertisers. Every industry has its share of 'robber barons'—but they are a vanishing breed."

To counteract action against the industry, Mr. Schwartz said, "the stream of social consciousness that runs through our business must widen and deepen so that it touches on every port of trouble and concern."

## Double-billing charges earn WLAS hearing

An alleged fraudulent billing charge against WLAS Jacksonville, N. C., could cost licensee Seaboard Broadcasting Inc. up to \$10,000 or revocation of its license.

The FCC, in directing Seaboard to show cause why the license of WLAS should not be revoked, cited the commission's rules against double billings. Double-billing involves issuance of two