

Bullfighting aficionado loses fairness plea

Does the fairness doctrine cover bullfighting too? CBS-TV thinks not, and so, apparently, does the FCC. The commission has upheld an earlier staff ruling that CBS did not violate the fairness doctrine in refusing to present opposing viewpoints in a feature it aired condemning the cruelty of bullfighting.

Denying a petition by Lyn A. Sherwood, editor and publisher the Long Beach, Calif., *Clarion*, for review of the staff ruling, the commission said that it was not its duty to substitute its own judgement as to what is a controversial issue for that of a licensee.

Mr. Sherwood complained that a 20-minute presentation by correspondent Cleveland Amory on CBS-TV's *60 Minutes* (Feb. 3, 1970), dealing with the inhumanities of bullfighting, was "filled with innuendos, distortions and false statements," and that CBS had not presented contrasting opinions on the program.

The commission noted that CBS's documentary dealt with bullfighting and its practices in Spain and not in the United States, where it is outlawed.

Newsman's privilege sought in Pearson bill

Senator James B. Pearson (R-Kan.) introduced legislation last Tuesday (March 23) to protect newsmen from being required to disclose confidential information.

The bill (S. 1311) would provide that newsmen could not be required by any court, grand jury, agency, department, commission or the Congress to disclose news sources or any information they obtain in a professional capacity. However, the protection would not apply to the source of alleged defamatory information in cases where the defense is based on the source of that information. In addition, it would not apply to sources of information about a proceeding that is required by law to be kept secret. The bill also establishes procedures for divesting the privilege when there is substantial evidence that disclosure of confidential information is required to prevent a threat to human life or to protect national security.

A similar measure was introduced by Representative Charles W. Whalen Jr. (R-Ohio) last month (BROADCASTING, Feb. 15).

Weather warnings for deaf

WHO-TV Des Moines has developed a system of sign communication with deaf viewers during severe-weather bulletins. Sets of films dealing with tornado watches, tornado warnings, severe

thunderstorms, heavy snow and all-clear notifications are now being used in conjunction with the station's usual weather bulletin announcements.

Special film clips featuring Becky Morgan are involved, according to Alvin H. Barcheski, program director, who worked out the system with the aid of Miss Morgan's mother, Darlene Morgan, and deaf grandfather, Ralph Clayton. Miss Morgan wears a red dress in tornado watch films and a white dress in tornado warning films. Red is the universal color for tornado watch and white for warning.

ABC summertime additions

ABC-TV announced last week three new programs and two reruns for its summer schedule. Joining the network line-up as new programs are *It was a Very Good Year*, starring Mel Torme, starting Monday, May 10 (8:30-9 p.m. EDT); *NFL Action* featuring highlights of the 1970 professional football season, slated to start Wednesday, May 12 (10:30-11 p.m. EDT); and *Val Doonican* a musical-variety series, starring the English recording artist, Saturday, June 5 (8:30-9:30 p.m. EDT). Returning to ABC-TV this summer will be *Love on a Rooftop*, a comedy series, Wednesday, May 12 (9-9:30 p.m. EDT), and *The Immortal*, following at 9:30-10 p.m. EDT.

Emmy night to include news

Awards for the outstanding television news and documentary accomplishments will be presented along with program and performer achievements on the May 9 telecast of the 23rd annual Emmy awards. Original plans by the National Academy of Television Arts and Sciences had called for a separate awards program for news and documentary winners. Entry forms in the added categories have been mailed to network news directors and independent producers of TV documentaries. Deadline for return to the Hollywood office of NATAS is March 30.

Children's bonanza

CBS Television Stations Division said last week it is committed to a two-year policy of carrying a variety of special children's programs, including dramatized classics, on its owned stations, starting in the fall. D. Thomas Miller, president of the division, said the programs will be carried in existing children's slots on the weekend. Many of the productions were obtained from the British Broadcasting Corp., including episodes of *Ivanhoe*, *Little Women*, *The Black Tulip* and *Mother Goose Assembly* and others will be produced by the various CBS-owned stations.

Program notes:

New offices ■ M & K Program Sales Inc., Denver, has relocated headquarters in Hollywood at 1019 North Cole Avenue. The firm distributes programs to television stations and CATV systems. Telephone: (213) 463-2600.

Creation cometh ■ A new radio production company, Creation!, has been formed in Los Angeles with a quadra-sonic radio broadcast as its first project. Principals are Mike Saxon and Jeff M. Salgo, both formerly with KRHM(FM) Los Angeles. Firm is also developing music format for automated stations. Company is at 336 North Plymouth Boulevard, Los Angeles 90004. Telephone (213) 464-1414.

Filmmakers signed ■ Cartridge Television Inc., a subsidiary of Avco Corp., has signed agreements with Color Music Inc. and filmmakers Tom DeWitt and David Hanson covering their programming for use on its Cartrivision color video-tape cartridge system.

T or C for next 52 ■ Metromedia Television has renewed its airing of *Truth or Consequences* for a full year, according to Richard Woollen, vice president, programming. The Ralph Edwards-produced program, is syndicated in more than 100 markets, including the four MM television stations. Program host Bob Barker will continue for the new season's shows.

Drug-abuse films ■ American Educational Films, Beverly Hills, Calif., subsidiary of Project 7 Inc., New York, is distributing five 15-minute drug-abuse films geared for the 9-to-14-year-old viewers. The educational series are available for purchase by TV stations, educational institutions and corporations.

Dickens classic ■ *David Copperfield*, two-hour special based on the Charles Dickens novel, will be rebroadcast on NBC-TV, Wednesday, April 21 (9-11 p.m. NYT), pre-empting *Kraft Music Hall* and *Four-in-One*. The special was originally presented on the network March 15, 1970.

Pro-Rodeo primer ■ *Pro-Rodeo*, a news and interview radio program about professional rodeo is being syndicated by Morgan & Associates, Los Angeles. Scheduled to start in April, the series is being produced in cooperation with the Rodeo Cowboys Association, Denver. It will feature rodeo personalities discussing rodeo problems and competitive activities of their profession.

ABC series ■ ABC Radio's American Entertainment Network will begin a Monday-Friday *World of Commentary* series, effective April 4 (4:45-4:48 p.m. EST). The program will feature analysis by a different ABC News corre-