CBS brings games back to daytime

First since quiz-show scandals include revised "Price is Right"

CBS-TV is scheduling three half-hour game shows in place of reruns of former nighttime hits in Monday-Friday daytime next fall, starting Sept. 4.

Donald F. Grant, vice president daytime programs, said shows are The Joker's Wild (10-10:30 a.m. NYT), The New Price is Right (10:30-11 a.m.) and Gambit (11:30-12:30 a.m.). Dropped from schedule will be reruns of The Lucy Show at 10 a.m. and The Beverly Hillbillies at 10:30 a.m. Family Affair reruns move from 11-11:30 a.m. to 4:30-5 p.m. on Sept. 4, displacing reruns of My Three Sons, whose final telecast will be Sept. 1.

New programs were described as combining entertainment and valuable prizes. CBS spokesman said network has not carried game shows with valuable prizes in more than decade, apparently because of environment created by TV quiz scandals.

United Church backs out of WBZ-TV protest

Office of Communications of United Church of Christ announced withdrawal of request that renewal of license of wbz-TV Boston be held up pending investigation of charges of discrimination in employment. Withdrawal was made through amendment of petition that UCC office and allied groups had filed asking FCC to reconsider decision renewing licenses of 11 Massachusetts TV stations (BROADCASTING, June 26).

Office of communications and groups associated with it said, "Significant improvement in employment practices...justifies a full three-year renewal" for wbz-tv. They said they also were relying on statements by Westinghouse Broadcasting Co., station's licensee, that further efforts toward fair employment will be made, particularly as to female officials and managers. But they "continue to urge that the investigation of employment practices include all Massachusetts TV stations."

Universal TV, BBC work together again

Universal Television and BBC have entered into agreement for co-production of 13-program historical drama titled Fall of Eagles, marking fourth project in which companies are involved.

Latest series will consist of 60-minute or 90-minute productions on three monarchs who dominated European political affairs from 1900 to 1918. Other joint undertakings previously announced are two-hour made-for-television movie, Don Quixote, starring Rex Harrison; 15-part series Colditz, centering on castle that was turned into prisoner-of-war camp by Nazis in World War II; and 26 one-hour dramas based on Winston Churchill's four-volume "History of the English-Speaking Peoples."

Programming is aimed for prime-time showings on networks during 1973-74 season. Co-productions will be carried in England simultaneously with or before showings in U.S., with MCA TV handling distribution here.

Bias 'report' turns murky

Actual study yet to be seen; Mikelson resigns from board of sponsoring organization

Purported study in which American Institute for Political Communications claimed to find elements of bias in TV networks' evening newscasts (BROADCASTING, July 10) is becoming center of controversy including resignation, being announced today (July 17) of Sig Mikelson as member of AIPC board of directors.

Mr. Mikelson, former CBS News president, now vice president of Encyclopaedia Britannica Educational Corp., Chicago, said he had no knowledge of AIPC study or that one was being conducted until he received AIPC news release summarizing its findings—after story based on release appeared in July 9 New York Times.

Since release was on AIPC letterhead that carried his name as a board member, he said, it "effectively committed me to endorsing a number of conclusions which are a complete surprise to me." Lacking further information as to "methods employed, the evidence developed or support for the conclusions," he said in letter of resignation, "I am obviously unable in any way to endorse the project or its findings." Mr. Mikelson also notified heads of three network news organizations of his position and resignation.

Another AIPC board member, Edward W. Barrett, former dean of Columbia University Graduate School of Journalism, now director of Communications Institute of Academy for Educational Development, New York, also issued statement saying he could "neither support nor refute" assertions made in AIPC release. He added that he had "asked that board members have prompt opportunity to review the data and that such opportunity be provided in advance of future releases involving charges of comparable character."

CBS News executives said they had asked AIPC officials early last week for copy of report on which release was based and were told no formal report existed but that details would be made available by end of week. As of Friday (July 14) they said they had received none. They also said they had found apparent discrepancies in AIPC release itself.

Gist of release was that monitoring found certain items contained bias but that "the great bulk" did not.

Allott's prescription for bureaucracy pains

Senator Gordon Allott (R-Colo.) last Friday (July 14) outlined six-point program of "sensible regulatory policy" that he said could relieve broadcasters of much of pressures from federal bureaucracy.

Addressing summer meeting of Colorado Broadcasters Association in Snow Mass, senator maintained that media access is limited privilege rather than right, and that "this principle is not to be toyed with by a government bent on promoting this or that passing goal."

Second point was his contention that "mandatory counteradvertising is counterproductive." It is not government's duty to insure accuracy of every broadcast claim "and it certainly is not the obligation of broadcasters to give vent to every contrary opinion that a paid advertisement might generate," he said.

Broadcasters' First Amendment rights are "no less precious" than those of newspaper publishers, senator said, and in fact those of broadcasters are "more fragile" because they are "inextricably entwined with government decisions."

Campaign-spending law raises grave First Amendment questions," he said, because it limits rights of anyone to spend money to disseminate his political views. And, he said, law is "grotesquely incongruous and unfair" because it sets limits on broadcasters that do not apply to print media. But he also reminded broadcasters that, although many members of Congress had misgivings about campaign-spending measure, they felt compelled to vote for it "in part because of pressure from the media...which was brutal in its treatment of all opposition."

Fifth point made by Senator Allott was that "it makes no sense to apply the same regulations to a small radio station and to a major television network." He pointed out that government has not applied same economic controls "to General Motors and the corner grocery store."

"What is it that the government has so much difficulty behaving with equal good sense when it comes to broadcasting?" he asked.

Final item was Senator Allott's contention that government could take three steps to bring stability to broadcasting