

series of columns and articles he felt were inaccurate and unfair in their treatment of Mr. Small stemmed from a Nov. 25, 1974, "Profile" on him in BROADCASTING magazine.

But the defense made most passionately was that of Mr. Paley, who along with CBS was dealt with in considerable and not always flattering detail by David Halberstam in two articles ("The Power and the Profits") in *Atlantic* magazine. "I have had my differences with him, once or twice acutely," Mr. Severeid said of the CBS chairman. "But we had our differences out, and never once was his treatment of me less than candid and honorable. He is now in the evening of his career; I am now pretty much the gray-beard of CBS News [he is scheduled to retire in November 1977]. I must soon go gently into that good night of retirement. But I shan't go so gently that I shall not say what I think of the mythologists who now surround us, what I think of these ignorant assaults on Paley. It would be cowardly of me not to say that many of these critics are simply wrong—wrong in their attitude, wrong in their premises, repeatedly wrong in their facts."

Bundy criticizes CPB role in public television

He says it is a trustee, not a manager, of the system

McGeorge Bundy, president of the Ford Foundation, took the Corporation for Public Broadcasting to task last week for failing to perceive "its true role is that of the insulating and arbitrating trustee, not that of the bureaucratic manager" of public television.

Mr. Bundy's remarks, delivered at non-commercial WCET(TV) Cincinnati, came down hard on CPB in the ongoing power struggle that has existed between it and the Public Broadcasting Service. A better arrangement of responsibilities among the stations, PBS and CPB is needed, he said, and the place where change is needed most is at CPB.

"As with other grown-up organizations," said Mr. Bundy, "the right place for program decisions is as far from the original source of funds, and as near to the consumer, as it is possible to get. If CPB and PBS resolve their differences by this basic guideline, PBS will be the active agent and CPB the trustee and public defender."

Mr. Bundy also criticized the White House for refusing to produce nominations for the five vacancies on the CPB board. He further charged the administration with not seeking CPB leadership that "remotely approaches" the standard set by James Killian, the first CPB chairman and Carnegie Commission head that helped map out the public broadcasting structure.

In Brief

- **"The cable industry in the United States has not made very much of the opportunities which it had a year ago.** It was out-lobbied at the White House and was out-argued during the recent hearings [of the House Communications Subcommittee] by the broadcasters. The broadcasters have many compelling arguments, and they have been making them in compelling fashion. No convincing effort has been made by the cable industry ... Possibly it is because the industry has already reached its potential and is about to be left behind by even more exciting technologies such as video disks."—*Harry M. (Chip) Shooshan-III*, House Communications Subcommittee counsel and co-author of subcommittee staff report on cable TV, in speech last week before Canadian Cable TV Association, Toronto.
- McGraw-Hill's VHF ch. 10 KGTv(tv) will replace Storer Broadcasting's UHF ch. 39 KCST-TV as **ABC affiliate in San Diego.** KCST-TV is expected to assume KGTv's present NBC affiliation. Question is when. NBC's contract with KGTv runs until November 1977, and network says it will hold station to it. ABC also announced that Garryowen Corp.'s KXLF-TV Butte and satellite KPAX-TV Missoula, both Mont., currently CBS primaries and ABC secondaries, will become ABC primaries Sept. 1.
- FCC has ordered Don Burden's **WIFE(AM) Indianapolis off air** when it grants program test authority to Indianapolis Broadcasting, competing applicant that has been awarded facility. WIFE call will remain temporarily; new licensee has until October to choose another.
- Cosmopolitan Broadcasting has been **denied renewal of its WHBI(FM) Newark, N.J.** FCC agreed with initial decision that held licensee abdicated control over programming by selling "virtually every available minute" of air time to brokers. Also cited were violations involving lottery information, false advertising and improper logging and financial records.
- **Hearing on family viewing and children's TV** planned by House Communications Subcommittee for Denver, July 9, **is on again**, contrary to earlier report (page 40). Los Angeles hearing remains postponed.
- Young & Rubicam seminar in New York last Thursday (June 3) heard **presidents of three TV networks** take common, **hard line** on subject of prices. ABC's *James E. Duffy* said cost-per-thousand rates were at record high because of supply and demand, and that medium had previously been underpriced. CBS's *Robert Wussler* said prices are not likely to fall, or even to stabilize, because of "skyrocketing increase" in cost of entertainment programming and news coverage. NBC's *Robert T. Howard* said current price of single hour for prime time is over \$300,000.
- Indications that **FCC would take harder line on UHF** ("Closed Circuit," April 19) have come true. In order setting for hearing application by VHF WFMV-TV Greensboro, N.C., to improve facilities in way that would increase service in area served by several UHF's, and with unused U's allocated there, commission said opposition would have to bear burden or proving near-term potential of activating unused UHF's in area, or expansion of existing UHF service. Commission posture is that new policy signals UHF's being able to stand on its own, end to need to shelter that segment of medium, and that V's should have chance to show what they can do in such situations.
- **Headliners.** *Anthony L. Conrad*, president and chief executive officer of RCA Corp., named to additional post of chairman of board, filling position vacant since resignation of *Robert Sarnoff* last Dec. 31. ■ *Jerry Rubin*, VP-business affairs for CBS-TV in Hollywood, named VP-business affairs for network over-all, headquartered in New York. He succeeds *Robert Daly*, recently named executive VP. *Michael Marden*, director of feature films, CBS-TV New York, named director of motion pictures for TV and mini-series, CBS-TV Hollywood. *Jerome Dominus*, account executive, CBS-TV New York, named director of daytime sales, succeeding *Dana Redman*, resigned to join General Foods Corp., White Plains, N.Y. ■ *Jack Haley Jr.* has resigned, effective June 30, as president of 20th Century-Fox Television. He'll become independent producer under exclusive contract to Fox. Successor: *Sy Salkowitz*, VP prime-time programming. ■ *Edward Bleier*, VP-network sales and programming, Warner Bros. Television, New York, named executive VP and assigned additional responsibilities in pay cable, video disks and other electronic technology. ■ *Renee Valente*, VP-talent, Columbia Pictures Television, Los Angeles, named VP for long-form programming. ■ *William T. McClenaghan* resigns as VP-general manager of operations and productions of Arbitron radio and television, New York.