

ch. 3 in Philadelphia—the channel now occupied by the network's WRCV-TV.

All of these transactions have been set for hearing by the FCC. Involved also are license renewals for some of the NBC and RKO General stations, as well as the application for license of KTVU itself. The hearing issues, as spelled out by the commission, run the gamut—promise vs. performance, character qualifications, antitrust considerations, duopoly, trafficking in licenses, etc. (BROADCASTING, May 1).

EDITORIALS SDX TOPIC

Broadcast editorial vices, virtues explored at Miami

What would happen if a broadcast station editorialized against the FCC?

That question enlivened a panel discussion at last Thursday's opening session of Sigma Delta Chi's annual convention in Miami Beach.

William Arthur, managing editor of *Look*, owned by Cowles Magazines & Broadcasting Inc., opened the subject by inquiring how long the FCC would tolerate a licensee if it "took after the FCC" or how long a congressman would tolerate a station's renewal of license after he had been attacked. From the floor, James Bormann, news

director of WCCO Minneapolis and a board member of the journalism society, said his station had criticized the FCC for its position on Sec. 315, had sent a copy to the commission and had heard nothing about it.

Russ Van Dyke, news director of KRNT-TV Des Moines, a panel member, doubted that the FCC would revoke a license for criticism of the FCC because "it wouldn't be that stupid."

Richard Yoakam, assistant professor of journalism, radio-tv, Indiana U., said he hoped that if revocation proceedings were instituted because of an attack upon the FCC, "some brave man is around when that day comes."

The virtues of broadcast editorializing were explained by Mitchell Wolfson, president of Wometco, operator of WTVJ (TV) Miami, WFGA-TV Jacksonville, Fla., WLOS-TV Asheville, N. C., and the recently acquired KVOS-TV Bellingham, Wash. Mr. Wolfson said the three stations that have been longest in Wometco's portfolio have editorialized regularly on local and state affairs but not on national or international issues. He said the stations had exercised care in selecting responsible editorialists and had received public acceptance.

Mr. Van Dyke, a foe of broadcast editorializing, said many stations had rushed into it with inadequate prepara-

Newsman arrested

George Berkeley, newsman at WCOP Boston, was arrested by East Berlin police Wednesday while he was taping an on-the-scene report of East German military activities for the Plough stations. Held for two hours, he was questioned and ordered to erase his tape. Upon his release Mr. Berkeley was told that in the future he would have to obtain permission from the East German Ministry of Information before "broadcasting" from East Berlin. He is on a two-week assignment to cover the Berlin crisis and phones five reports daily to Plough stations (WMPS Memphis, WJJD Chicago, WCAO Baltimore, WPLO Atlanta and WCOP).

tion. Station newsmen, he said, will be identified with whatever editorial position their stations take. "You'll be known by the company that keeps you," he said. He expressed similar views at the convention of the Radio & Television News Directors Assn. in Washington last month.

Professor Yoakam, who has been studying general trends in broadcast editorializing, said there had been a recent decline in the number of stations doing it. Some of those that went into it as a "promotion gimmick" have given it up; others that undertook ambitious schedules of editorializing have cut back. He thought the next step would be in the direction of treatment of more significant issues and the hiring of more responsible manpower.

William Monroe, chief of the Washington office of NBC News, the panel moderator, said he thought stations ought to editorialize vigorously. They "can't be fearful of government and should exercise their privilege to comment," he said.

At a Thursday luncheon at which he was host, James M. Cox Jr., president of the Cox newspaper and broadcast properties, expressed gratification at the full recognition of radio and television in the Sigma Delta Chi membership. It is "particularly important in these times," he said, that newspapers and broadcasting should join forces.

In elections to be held Saturday, Buren McCormack, vice president and editorial director of the *Wall Street Journal*, was expected to move up to the presidency, succeeding E. W. (Ted) Scripps II, Scripps-Howard newspapers and radio. Nominated for first vice president was Walter Burroughs, publisher of the Costa Mesa (Calif.) *Globe-Herald*. Theodore F. Koop, Washing-

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