

Fisher asked what had prompted Mr. McCune's remarks. "I think they are Jewish and I think that they are skunks—the name and what they've done," was one of those remarks, according to Mr. Fisher.

Although Mr. McCune said he did not want to be quoted, KWTW broadcast the interview on its 6 and 10 p.m. newscasts that night. The reaction was immediate: Governor David Hall called for Mr. McCune's resignation.

New group mounts grass-roots attack on offensive TV

Lee explains FCC options; Steinfeld cites HEW findings on video violence and children

A national movement whose aim is "clean up TV" was initiated last week in Washington by the Leadership Foundation Inc., whose founder and president is Martha Rountree, originator and first moderator of *Meet the Press*. The Leadership Foundation was organized in 1969 as a non-profit, tax-exempt group whose 25,000 members represent over 7,000 women's clubs and organizations.

At a meeting of more than 350 women, representing women's clubs and church groups, the audience was urged to establish monitoring groups in their home communities and, when they find offensive TV programming, to write to the station and to the sponsor, with copies going to the FCC.

Miss Rountree said she thinks this operation can become effective because "basically, the TV stations want to please their audiences and the sponsors want to sell their products."

The campaign, the Leadership Foundation literature says, is aimed at "bad taste, crime, violence, vulgarity and other features in TV programs which the majority of people find objectionable." The purpose, it continued, is to persuade TV stations to "confine their programming to presentations, subjects and language which is acceptable in your own living room with family and friends present." The movement, it says, is "definitely" not an attempt at censorship.

TV's depiction of "demonstrators, malcontents and others" was attacked by Helen Bentley, chairman of the Federal Maritime Commission, who was the keynote speaker at the meeting. Miss Bentley said TV must be made to serve as a catalyst for the betterment of the spirit, morality and patriotism of Americans. "TV can be used to sell America," she said. She commended WBAL-TV Baltimore and WTOP-TV Washington for showing the flag and playing the national anthem before the beginning of prime-time news and entertainment, instead of at 1 a.m. or 2 a.m. as most stations do.

The audience also heard Ruth Hankins, a black Washington lawyer, call for complaints to stations and sponsors. "If enough people complain, you will see improvement," she said. And, she added,

the power of a boycott ought not to be underestimated.

FCC Commissioner Robert E. Lee told the audience about the problems the commission has because of the legal definition of obscenity. He agreed that writing to stations and sponsors would help, and suggested that objections could also be filed at license-renewal time.

And, he added, if there is sufficient financial backing, a local group could file for the facility in competition with the existing licensee.

The meeting also heard Jesse L. Steinfeld, surgeon general of the U.S., state that a causal relationship between TV violence and aggression in some children had been established by the three-year, \$1-million study. Dr. Steinfeld emphasized that it is the parents' responsibility to use the "off" button on the TV set showing programs they don't like.

ABC-TV goes to affiliates

In regional meetings this week, network hopes to encourage heavier line-ups for its schedule

Station clearances will be a major objective of ABC-TV officials in two meetings with affiliates this week, one Tuesday (Dec. 12) at the Century Plaza hotel in Los Angeles and the other Thursday (Dec. 14) at the Sheraton-Blackstone in Chicago.

Network officials are especially hope-

ful of getting strong affiliate line-ups for ABC-TV's new late-night programming, which starts Jan. 8 in the 11:30 p.m.-to-1 a.m. NYT period now occupied by the *Dick Cavett Show*, and for the new *Reasoner Report*, a magazine-format news program featuring Harry Reasoner on Saturdays at 6:30-7 p.m., starting Feb. 24.

The official announcement of this week's regional sessions said they would review "a very successful series of meetings" between ABC officials and the ABC-TV affiliates' board of governors in Puerto Rico two weeks ago (BROADCASTING, Dec. 4). Many of those sessions dealt directly and indirectly with clearances, especially as a factor in ABC's ratings gains, according to participants. Even one of the relatively few complaints reported from the affiliates' side—that their compensation from the network seemed to be somewhat down this year—was turned into a clearance argument by ABC officials: If all affiliates had cleared all programs, they said, compensation would have been higher this year than last.

The two meetings this week, like the Puerto Rico sessions, will also focus on ABC-TV's new January prime-time schedule, on the new late-night programming and *Reasoner Report*. The late-night programming will provide weekly rotations of Jack Paar, dramatic shows, Dick Cavett and comedy-variety programs, in that order.

James E. Duffy, president of the ABC

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