

# what is the status of TELECASTING today?

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You'll find these answers, and many, many other important TV facts in the December 4 BROADCASTING • TELECASTING. This special Television Broadcasters Convention issue will be out—

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Marking purchase, Bryan Mathis (sitting), secretary-treasurer, Griffin Grocery Co., signs check as (standing l to r) Messrs. Bernard, Griffin and Leake look on.

## News Censorship

(Continued from page 25)

tion, handling and emphasis of news, can be circumscribed by certain protections. The first, said Mr. Utley, is selection of a commentator who is basically a newsman, and who will "not falsify news to gain a maximum audience." He should also be "sharp enough in his moral background so he will face issues honestly."

Secondarily, opinion should be labeled as such when there is departure from fact. "This helps the listener to think soundly and to differentiate between fact and fiction," Mr. Utley said.

A panel on crime reporting by radio Saturday afternoon included Erle Smith of KMBC Kansas City; Fred B. Siebert, director of the school of journalism and communication at the U. of Illinois, and Louis B. Nichols, assistant director of the FBI, Washington.

Mr. Siebert concluded that "we cannot today assess the effect of crime news on the listener," and that use of it day by day must be guided by experience, intelligence and integrity.

He suggested that newsmen work locally with judges, who have complete jurisdiction over what goes on in their court rooms.

Mr. Nichols, after greeting the newsmen on behalf of J. Edgar Hoover, FBI director, said the FBI's job is to detect, apprehend and prevent crime. "The only permanent and lasting relief is prevention, in which the newsman can help," he said.

Speaking on a panel on the profitability of news, Ken Church of WIBC Indianapolis, said the station itself is the best promotion medium. Appearing with him were Bill Warrick, WJOB Hammond, Ind.; Gren Seibels, WMSC Columbia, S. C., and Dee Coe, manager, WWCA Gary, Ind.

Mr. Coe pointed out that compe-

tion for WWCA is "tough," inasmuch as 28% of the homes have television. However, in 11 months of operation, the station has been in the black on its news operation. Stressing the use of many local names, he said an audience is built if local matters are highlighted.

WMSC has 50% of its newscasts sold, and expects 75% to 85% will be sold by Christmas, said Mr. Seibels.

Wilton Cobb, manager of WMAZ Macon, Ga., reported 12 of 15 newscasts are sold on his station, and that news programming represents 15% of the time, 13% of the gross and 20% of the net. "News has been a tremendous thing with us," Cobb said, reporting news department salaries "comparable to those at the commercial level." He suggested use of women newscasters, if "suitable personalities" can be found.

## Wire Service Talks

A discussion on wire services was participated in by Seymour Berkson, general manager of International News Service; Oliver Gramling, assistant general manager of the Associated Press; Herbert Moore, board chairman of Transradio Inc.; Charles Ahrens, radio manager, United Press, Chicago, and Jim Borman of WMT Cedar Rapids.

Lyle Wilson, manager of the UP Washington bureau, talked of Washington news Friday morning, after which U. S. Steel sponsored a luncheon with Gen. Hoyt Vandenberg, chief of staff of the Air Forces, as guest speaker.

That afternoon, newsmen met for a session on radio news in the government, as outlined by Charlie Dillon, head of the radio-TV branch, Dept. of Defense, and William A. Wood, acting chief, radio-television and visual media branch, division of public liaison, Dept. of State.

The buffet supper that evening was given by Zenith Radio Corp.,

# KOMA BUYS

Laying TV Color Plans

PURCHASE by KOMA Oklahoma City of the tower and land owned by KOCY at 74th and Lincoln that city as a location for a new radio and TV building has been announced by J. J. Bernard, KOMA vice president and general manager.

While the purchase price was not revealed, it was indicated that the transaction was one of the largest in Oklahoma radio history. The new facilities will be constructed as soon as FCC approves the sale, it was added. Conducting negotiations for KOMA were John T. Griffin, president and James C. Leake, vice president, Griffin Grocery Co., the parent organization, which also owns KTUL Tulsa, Okla., and is acquiring KFPW Fort Smith, Ark., subject to FCC approval.

Mr. Bernard said that KOMA, which has an application for black-and-white TV pending, plans to eventually telecast color according to CBS standards when FCC gives its approval. A modification of the application to that effect is being prepared Mr. Bernard revealed.

Influencing the decision to plan color telecasting, according to the KOMA management, is the belief that "color is inevitable" and "further delay in adopting color" would work hardship on the public in converting thousands of future sets.

KOMA will vacate its present location at the Biltmore Hotel, where the station occupies the top two floors, when the new studios and offices are completed, he added.

after which Lowell Thomas broadcast his 10 p.m. CBS news show.

Cocktail parties were given under the auspices of AP, UP and INS on successive convention days.

The political and economic situation in the Far East was outlined Saturday morning by Russ Brines, manager of the AP bureau in Tokyo who was flown from Tokyo especially for the occasion. In the afternoon, Jim Byron of WBAP Fort Worth, chairman of the NARND television committee, presented his group's report (see TELESTATUS page 72).

The research panel, concerned with research needed by a newsroom consisted of Mitchell Charnley, professor of journalism at the U. of Minnesota, and Erle Smith of KMBC Kansas City. Charles E. Swanson, Minnesota School of Journalism, discussed "How Professional Research Fits Newsroom Needs," after which Arthur M. Barnes of the Iowa School of Journalism talked on how to organize research in the average newsroom.

Acceptance of, and competition with, television was advocated as the approach for radio newsmen by Baskette Mosse, instructor in journalism at Northwestern U., who concluded the roster of panels and speakers before the final session.

That evening, at the annual NARND banquet, Lowell Thomas appeared as featured speaker.