

## ARMY-McCARTHY COVERAGE CUT

NBC-TV joins CBS-TV in presenting filmed excerpts each evening, citing low ratings of hearings which do not justify lost advertising revenue.

LIVE television coverage of the Army-McCarthy hearing was continued last week on ABC-TV and DuMont Television Network, but NBC-TV joined CBS-TV in presenting a nightly filmed digest of the proceedings in addition to presenting excerpts on various news programs.

NBC-TV had carried the first two sessions of the hearing "live" on April 20 and 21, although CBS-TV limited its coverage to a daily film summary from the start at 11:15 p.m.-12 midnight, EDT. Starting with last Monday's session, NBC-TV presented a daily filmed digest, also at 11:15-midnight, advancing as a reason that the "low ratings" for the first two days did not justify the advertising revenue it had lost in those days. A spokesman said that NBC had cancelled commercial programs regularly scheduled during these periods at a loss of more than \$125,000 in revenue.

One development deriving from NBC-TV's decision was an arrangement for a "feed" from ABC-TV of the telecasts of the hearings to seven stations not affiliated with the latter network. NBC-TV affiliates, which requested the "feed" and were accommodated, starting last Monday, were WLWT (TV) Cincinnati,

WLWD (TV) Dayton, WLWC (TV) Columbus, WSYR-TV Syracuse and KSLA-TV Shreveport. CBS-TV affiliates fed by ABC-TV were WSTV-TV Steubenville and WSEE (TV) Erie.

An NBC-TV spokesman said that few had complained about cancellation of live coverage of the hearing.

ABC-TV and DuMont both reported that congratulatory messages had been received at their headquarters in New York for presenting complete coverage of the hearing. An announcement from ABC-TV said that its New York headquarters had received "hundreds of telegrams, telephone calls and letters" thanking the network for "performing an important



DURING the televised McCarthy-Army hearings, Sen. McCarthy handed this note to photographers asking that they take the cameras off him while he used his handkerchief. While the photographers were reading the note, Sen. McCarthy used the handkerchief.

public service." DuMont reported that 514 viewers had telephoned the network's WABD (TV) New York, with all but 13 callers expressing appreciation for carrying the hearings. The dissenters were said to have expressed dissatisfaction with the preemption of the station's regular daytime shows.

On radio, Mutual and ABC continued to carry the full sessions of the hearing. NBC Radio devoted the 12:30-3 p.m. EDT periods to coverage, while CBS Radio presented a half-hour digest nightly.

### Newspaper Pays 50%

In Chicago WBKB (TV), the ABC o&o outlet, carried the hearings last week under an arrangement with the Chicago *Sun-Times*. The newspaper agreed to defray 50% of the cost the station figured to lose by dropping regular commercial programs. Actual sum defrayed by the *Sun-Times* was understood to be some \$7,000.

The telecasts were suggested by Marshall Field Jr., editor and publisher of the *Sun-Times*, as a public service venture to bring hearings originally expected to be blacked out in Chicago. (WGN-TV carried the hearings Tuesday and Thursday because of no Cubs ball games.)

Both WBKB and the newspaper reported heavy commendation for the public service project, with the station receiving numerous telephone calls and congratulatory letters from public officials, educators and viewers.

Sterling C. Quinlan, vice president in charge of WBKB, gave a conservative estimate of 300,000 home viewers. He said:

"Marshall Field and I both feel that this is a good thing. It might start a pattern for the future. The McCarthy-Army hearings take a lot of time, and the individual stations can't shoulder the burden of the cost."

The committee itself was quite conscious of

the broadcast media looking and listening in to proceedings.

When Acting Chairman Karl E. Mundt (D-S. D.) received telegrams asking about reduced live video coverage, the Senator said any complaints ought to be sent to the broadcasting companies, not the committee.

Sen. Mundt also warned photographers to stop getting in the way of tv cameras when snapping pictures at the hearing. He said he had received complaints from viewers.

Sen. McCarthy wrote a note to cameramen when he had to blow his nose (see cut).

At another point early in the hearing, Sen. Mundt directed electricians to turn off or redirect one of the banks of fixed lights (needed for newsreel cameras).

### Retraction Problem

A problem for the committee was how to strike from the record remarks already carried to the radio-tv audience. At one point, Sen. Mundt ordered stricken several minutes of debate on whether Sen. McCarthy was responsible for newspaper headlines on the secret hearings on Fort Monmouth, N. J. Sen. Henry M. Jackson (D-Wash.) wanted to know how this could be carried out since radio and tv had broadcast the remarks over the country. The ruling by Sen. Mundt: "Leave it in the record."

But one Senator, not on the committee, was not so radio-tv excited. Oregon's independent, Wayne Morse, suggested in telegrams to the program directors of NBC, CBS and MBS, that rebroadcasts of the Geneva Conference "would be placing first things first." According to Sen. Morse, the Geneva story was more important to the radio audience than the McCarthy-Army controversy.

## Three Join DuMont

AFFILIATION of three new stations with DuMont Television Network, raising the affiliate roster to 214, was announced last week by Elmore B. Lyford, DuMont's director of station relations. New affiliates are KWTW (TV) Oklahoma City (ch. 19), owned by the Oklahoma Television Corp.; KGLO-TV Mason City, Iowa (ch. 3), owned by Lee Radio Inc., and WKBT (TV) La Crosse, Wis. (ch. 3), owned by WKBT-WKBH Television Inc.

## COLORCASTING

### Advance Schedule Of Network Color Shows

#### CBS-TV

*The New Revue* every Friday, 5:30-6 p.m. (sustaining).

#### NBC-TV

May 3: *Voice of Firestone*, 8:30-9 p.m., Monday (Firestone Tire & Rubber Co. through Sweeney & James Co.).

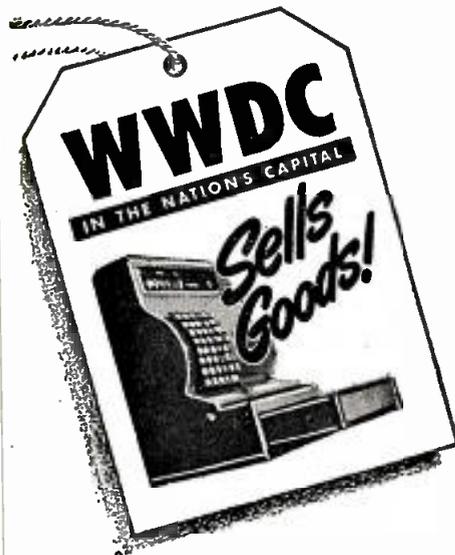
May 7: *Dave Garroway Show*, 8-8:30 p.m., Friday (Pontiac Dealers through McManus, John & Adams Inc.).

May 8: Metropolitan Museum of Art, 3:30-4 p.m., Saturday (sustaining).

May 9: *Kukla, Fran & Ollie*, 5:30-6 p.m., Sunday (Swift & Co. through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B-T]

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