

nish weather information, and some such other indicia as pollen counts. The new system, due to become available in mid-September, will permit broadcasters to announce a factor for air quality. The need for such an environmental index was confirmed by a survey conducted by the National Association of Broadcasters.

In essence, the Oak Ridge group is preparing a chart that will permit broadcasters to deduce a single number from information indicating the amount of six pollutants in the air—carbon monoxide, particulates, sulphur oxide, hydrocarbons, nitrogen oxides and photo-chemical oxidants. This information will be supplied to broadcasters by local environmental agencies. At present most broadcasters who air pollution information identify the amount of some of the pollutants in the atmosphere, but do not provide sufficient information for their audiences to understand the potential total effect.

The single-number index, on a scale from 0 to 100, it is hoped, will allow the public to make a judgment on the level of pollution.

The federal Environmental Protection Agency is working to have pollution monitoring devices in all cities with populations of 50,000 or more.

## No chance for lottery news

A station may not broadcast the winning numbers in a public lottery, even if the information is treated as a news item, the FCC has ruled. In handing down that ruling, the commission said such broadcasts are reasonably necessary or helpful to the promoters of the lottery and are therefore in violation of the commission's rules and federal criminal statutes.

The ruling came at the request of WCMC-AM-FM-TV Wildwood, N.J., which said it had contemplated presenting the winning numbers in the weekly New Jersey state lottery on their newscasts. The commission said the distinction between information directly promoting a lottery, which is prohibited by law, and news information pertaining to a lottery but not promoting it, which is permitted, has been defined by the courts in past cases of a similar nature—notably in a suit brought by the New York State Broadcasters Association against the federal government, in 1969, in reference to broadcasts of New York state lottery information.

The commission said it had conferred with the Justice Department in defining the applicability of the WCMC stations' request with the criminal statute.

In another decision two weeks ago, the commission imposed a notice of apparent liability for a \$2,000 fine on



**Mother may I? ■ Ken Wong (l) and Jake Jacobson take part in a discussion of machines on NBC-TV's newly unveiled children's series, Take a Giant Step. NBC-TV previewed its newest children's programing entry in New York last week. The program will begin Saturday, Sept. 11 (10:30-11:30 a.m. NYT) and run for 40 episodes concurrent with the**

school year, ending June 21, 1972. The preview of the new entertainment-information series came on the heels of other announced new children's programs. (BROADCASTING, July 19).

George A. Heinemann, NBC vice president, children's programing, said the new series, geared toward 7- to 14-year olds, has three major goals: To help children make their own value judgments; to build vocabularies by introducing new words of varying difficulty, and to enrich a generation of children who are already information-rich but experience-poor. Each week the program's format will have one topic—family, machines, beauty, etc.—for discussion by two to five teen-age hosts, aged 13 to 15 years, selected from the program's pool of 20. The youngsters, from varying socio-economic backgrounds, will have familiarized themselves with the week's topic through a 10-week briefing session under the supervision of Scholastic magazine.

The program will be presented live, with no script or instructions. The hosts will be supplied with a library of film clips, video tapes and a computer to draw on at any time to illustrate their ideas.

KDON(AM) Salinas, Calif., for broadcasting information about a lottery. The station admitted broadcasting commercial announcements last October promoting a musical show at which a \$25 door prize was given away to a ticket holder. Although the station licensee contended that the broadcasts were an oversight and precautions had been taken to guard against a reoccurrence, the commission said a rule violation had taken place because the winner was selected through a drawing, and contestants had to buy a ticket in order to be eligible.

## Michelson warns on pirated programs

Charles Michelson Inc., New York, program distributor, served notice last week on radio stations that various taped programs of copyrighted drama series under Michelson's exclusive control have been broadcast illegally on some outlets.

Charles Michelson, president, said about 300 radio stations are broadcasting series to which they have bought rights and some have notified him that other stations in their markets have also been carrying them without authorization. Mr. Michelson said that certain record collectors and other individuals are selling the programs illegally.

Mr. Michelson warned that he would start legal action against stations broad-

casting the following series without authorization from his firm: *The Shadow*, *Nick Carter*, *Gangbusters*, *The Lone Ranger*, *The Green Hornet*, *Sherlock Holmes*, *Chick Carter*, *Boy Detective* and *Blackstone*, *Magic Detective*.

## Lyrics, lyrics, who's got the lyrics?

Broadcasters who want to see the lyrics of records they receive from record manufacturers will have to ask the music publishers for them, not the record makers, the National Association of Broadcasters announced last week.

Earlier, the NAB board had adopted a resolution that required record manufacturers to supply printed copies of the lyrics of all recordings released after May 1 of this year.

But the record makers, through the Recording Industry Association of America, objected that they had no right to supply lyrics since lyrics are copyrighted material under the control of the copyright owners—in this case the music publishers.

Following a meeting among the National Music Publishers Association, the RIAA and the NAB, it was decided that the NAB-RIAA liaison committee, on request, will provide broadcasters with the names and addresses of copyright owners to whom requests for lyrics may be addressed.

It was stressed that such demands