

éral and in "In Cold Blood" in particular. WJBK-TV's decision not to air the CBS-edited version of the film provoked much public comment—both pro and con—in the Detroit market. Defending the station's action, Mr. Carino claimed: "We found that in the opinion of the people who screened the program at the station the language was unacceptable for home television viewing." He noted that one portion of the version cleared by CBS carried the exchange:

"You're some kind of a bastard, aren't you? . . ." "Yeah. It was just a piece of tail in the back seat of a car and I knocked up the broad and had to do the right thing by her."

Mr. Carino continued: "In our market, we have a potential five million viewers. We've got to think about the tastes and likes and dislikes of all those viewers."

(Later in the program, a woman called in to inform Mr. Donahue that she resented Mr. Carino's graphic description of the objectionable phrases in "In Cold Blood." "It doesn't sound any better coming over the air on your program than it would in the movie," she complained. A caller from the Detroit area, however, termed WJBK-TV's decision "absolutely ridiculous," and said she was "so mad" that she had arranged to watch CBS programming via cable from Toledo, Ohio.)

Discussing other problems in his work, Mr. Traviesas claimed that truth in advertising "is the biggest problem facing

the broadcast standards editor today. I welcome the problem of sex and violence; they're easy. But truth in advertising has always been with us. I don't allow a commercial on the air without substantiation." He cited one particular case in which NBC originally refused to carry spots for Winchester little cigars, only to be informed by the client that the Internal Revenue Service had judged the product suitable for broadcast promotion. "How can I argue with the government?" he asked. Mr. Traviesas said his department, which reviews 36,000 commercials each year, is particularly cautious about spots that could be imitated by children.

Nudity, while taboo in the real sense on American television, is also a problem, according to Mr. Traviesas. "This country, believe it or not, is still basically puritanical. We still receive volumes of mail from irate viewers who can't believe the bikini is here to stay."

FCC again says no to fairness guidelines

It rejects KMBC-TV defense of conditions it had hoped would keep it out of trouble

The FCC has refused to retreat from its position that guidelines imposed by Metromedia's KMBC-TV Kansas City, Mo., for the airing of replies to controversial broadcasts are overly restrictive. In a

ruling last week, the commission denied a Metromedia request for reconsideration of an original order issued last January (BROADCASTING, Jan. 17).

Metromedia had contended that the conditions it desired to place on the acceptance of response messages would not, as the commission had feared, inhibit the presentation of contrasting sides of controversial issues, but would rather work to protect KMBC-TV and responding spokesmen from accusations of defamatory conduct. The conditions were that the response must not subject the station or any individual to ridicule or public censure, contain any "personal attack" as defined by the FCC, or contain any material that might subject the station to any further fairness-doctrine obligation. A fourth condition—that the response avoid defamatory, scandalous or obscene material—had initially won the commission's approval.

In denying the Metromedia request, the commission ruled last week that while the intentions behind the conditions were proper, the wording of the conditions themselves was too vague to achieve their intended purpose or to state specifically what Metromedia intends to exclude from the responses.

The issue came to light after two Kansas City attorneys filed a complaint with the commission charging that a 17-part KMBC-TV series on the activities of certain Jackson county, Mo., judges violated the fairness doctrine and the personal-attack rules. Although the commission found the station to be innocent of those charges in its action last January, it did find fault with KMBC-TV's general procedures for dealing with fairness replies.

The Colonel's quote...

"I can understand why many broadcasters—faced with the spectrum of counter-advertising, meeting license renewal challenges and trying to interpret the conflicting decisions made under the umbrella of the fairness doctrine—feel like the 'shuttlecock in a badminton game'...

Don't take these blows at your freedoms or at your economic base. Fight back."

The Hon. Fred Rooney
U.S. House of Representatives
before the Pennsylvania Broadcasters
Association as recorded in the
Congressional Record by the
Hon. Lionel Van Deerlin 1972.

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Oklahoma official ousted after ethnic slur

Anti-Semitic remarks on KWTV prompt governor's action

A filmed "conversation" broadcast by KWTV (TV) Oklahoma City and featuring the chairman of the Oklahoma Securities Commission has resulted in that official's formal resignation.

On Nov. 16, Andrew Fisher, KWTV's urban affairs reporter, was covering a routine monthly meeting at which the commission's staff briefs the commissioners on the OSC's activities. One of the items under discussion was a proposal to require Goldstein/Samuelson Inc., a Los Angeles-based commodities brokerage, to register certain securities with the OSC.

According to Mr. Fisher, Charles E. McCune, the 73-year-old chairman of the commission, remarked at one point: "They [the brokerage firm] shouldn't be allowed in business with a name like that." And: "That name alone tells me there's something screwy about the whole thing."

After the session, in what Mr. Fisher described as a "filmed conversation in which we made no effort to hide the fact that he was being recorded," Mr.