



"It's awfully hard to find Kent's likes and dislikes in food... he eats everything!"

### Sight & Sound

By Ernest Kreiling

After nine months of heated psychological warfare, the two giant adversaries in the battle of television have now met face to face. Which head is bloodied or bowed remains to be seen.

For three weeks the three national networks met the Federal Communications Commission in close combat in a full dress hearing in Washington. Each network had a week to testify to what a splendid job it was doing in the public's interest, and the FCC had ample opportunity to ask all the embarrassing questions it could.

**WHAT'S AT STAKE** and what will be the outcome? This hearing was the last of several staged in recent years to determine just how the networks operate and whether or not legislation is needed to control them.

In a few months the Commission will publish a report of its finding, and will probably recommend legislation it believes is needed to ensure that the networks serve the public's interest better.

**THE NETWORKS** have never been licensed or regulated by the FCC, except insofar as the five stations each network owns and operates are subject to FCC rules and regulations. Mr. Minow's public statements clearly show his inclination to favor some degree of regulation, although the extent of any malfeasance revealed by the hearings will have some effect on the Commission's ultimate recommendations.

The chairman is also concerned about the limited number of commercial TV stations on the air and what he considers a resulting low intensity of competition. He hopes to push legislation that will force the manufacturers of TV sets to produce only sets capable of receiving all channels, numbers 2 through 83. This would mean that more stations operating on channels 14 through 83 would come on the air and presumably raise the level of programming through intensified competition.

also looked into the relationships between networks and their affiliated stations, with a particularly jaundiced eye being cast toward a thing called option time. This is a contractual stipulation which requires all network-affiliated stations to carry a minimum stated number of hours of network produced programs during each portion of the day. Some observers believe that such option time agreements remove from the local station the right to choose and control its own programming, something it is responsible for under the law.

Other points of inquiry were the degree to which outside program packagers, such as Hollywood film producers, control the content of programs, the influence of sponsors, and the criteria, by which networks select the programs they air.

**DURING THESE** three weeks the networks mustered all their facts and fluency toward discouraging any further steps toward governmental control over programming.

The Commission meanwhile probed deeply into sensitive areas, and will now take the transcripts into its chambers for quiet study. Although it will probably find a number of ways legislation could correct apparent weaknesses in current television, the proposals aren't necessarily destined for an easy trip through Congress.

**ALTHOUGH ALL'S** not the best in the world of television, the public seems to be generally satisfied with TV today. And not only do many elected officials depend heavily on broadcasting for their political lives, a large number of Senators and Congressmen have financial interests in radio and TV stations, including Vice President Johnson's wife.

Consequently there is some built-in resistance to abrupt changes in a system of free enterprise broadcasting that's been operating with some effectiveness since 1927.

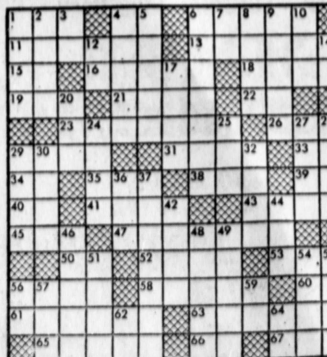
### CROSSWORD PUZZLE

#### ACROSS

- 1-Perform
- 4-Symbol for cerium
- 6-Cowboy competition
- 11-Covered
- 12-Pit to be eaten
- 13-Sun god
- 14-Hay window
- 15-Was horns
- 16-Shade tree
- 17-Otherwise
- 21-Printer's measure
- 23-Storehouse
- 24-Hill
- 25-Synagogue
- 31-Brother of Jacob
- 32-Faust (colloq.)
- 34-Conjunction
- 35-Beast of burden
- 38-He mistaken
- 39-Freak; not
- 40-Exist
- 41-Stroke
- 42-Poker stake
- 43-Consumes
- 47-Christian
- 50-Spanish article
- 52-Ache
- 53-Flag
- 55-Liberate
- 58-Rhove
- 60-A state (abbr.)
- 61-Fruit
- 62-Ceremony
- 63-European poplar
- 64-Cooled lava
- 67-Pronoun

#### DOWN

- 1-Land measure
- 2-Fuel
- 3-Symbol for ratalum
- 4-Modest of vegetation
- 5-Roman official
- 6-Lat so
- 7-Hypothetical force



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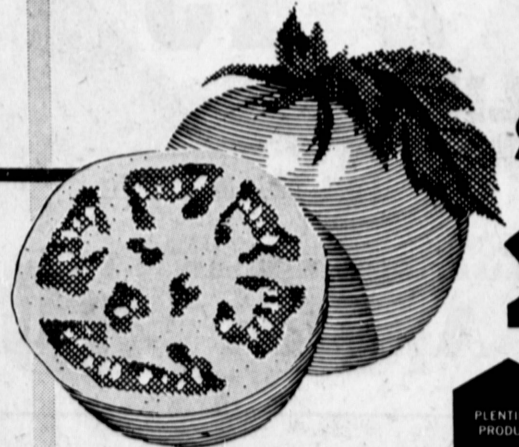
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