

Assignment TV

By **TERRENCE O'FLAHERTY**

The three easiest ways to get into the news today—either TV or print—are these: (1) kill someone, (2) undress in public, or (3) protest against something. To the average citizen the most confusing of these, by far, is The Protester.

It's not difficult to understand The Undresser because most of us have had the temptation to check the trappings of civilization and run naked through the neighborhood. And anyone who has been really mad or even stalked a mosquito with a swatter can understand, to a small degree, the urge to destroy. Most civilized people resist both temptations.

But I have a hunch that today's public protestor is not fully understood by a great percentage of the people who see him on television regard-

less of his complaints of injustices. This is not due to a lack of exposure, God knows, but a failure to enumerate specific dissatisfactions and suggest a means of improvement. As a result of the Back-Talk Rating is high for viewers who carry on a running dialogue with their TV sets during discussion or news programs and their most-asked question of any protesters, regardless of cause or color, is:

"What do they WANT?"

THERE's plenty of general talk about "opportunity," "improved relations," and demands made of school boards, educators, employers, police chiefs, mayors and others who established their positions of authority by gentler means. But outside of outright an-

archy—any specific suggestions for change are notably absent. Without them, it is difficult for viewers to distinguish legitimate protest from unreasonable demand.

Television itself has been equally responsible for the failure to answer the home viewers' question. Thousands of hours have been filled with pictures of marchers, shouters, student sit-in-ers, pickets and rioters whose discontent is never fully delineated by the TV reporters who cover their demonstrations.

The result is total rejection by viewers who are left with the impression that the United States now has a sizable minority which enjoys discontent largely for its own sake.

WE ARE only on the threshold of the Presidential election and already it is occupying an enormous amount of television time, causing the three commercial networks to glance warily at their profit-and-loss estimates for covering the Republican Convention (Miami Beach August 5-8) and the Democratic Con-

vention (Chicago Aug. 26-29). Early this year ABC announced it will not attempt gavel-to-gavel convention coverage but will offer its affiliated stations a nightly summary at 9:30 p.m. Such a policy undoubtedly pleased the local ABC stations because it means on convention nights they will be able to make far more money by selling entertainment shows than NBC or CBS stations which will be carrying the conventions full time at a cost of \$9 million to each network.

THIS YEAR CBS will not compensate its affiliated stations for revenue loss due to carrying conventions and election night returns which has been a broadcasting tradition in the past. CBS estimates it will mean \$7,500 for a large city outlet. All three nets feel that the individual stations should carry a heavier part of the load for public service programming of national interest.

Inasmuch as both Republicans and Democrats ignored the network's appeals to hold both conventions in the same

city to reduce their technical expenses by several million dollars, there is an even greater chance that less-than-marathon convention coverage will be the result.

Guest Groups Will Appear At Singalong

The Saturday-Night-Singalong sponsored by the Youth Fellowship of the Harbor Church, 1032 W. Pacific Coast Hwy., Harbor City, will be held at 7:30 p.m. the Saturday, according to Cliff Murray and Ed Dufresne, youth directors.

Guest groups will include "The New Creatures," who appear on television each Sunday night, and "The Brothers Three," who won first prize at the recent Youth Convention of Northern California.

Gary Archer, formerly with the Golden State Quartet, is master of ceremonies.

Harbor General Hospital Accredited for New Term

Harbor General Hospital has met the high standards for patient care set by the Joint Commission on Accreditation of Hospitals (JCAH) and has been granted continued accreditation for another three years.

Announcement of the commission's action came in a letter to Leslie R. Smith, administrator of the hospital at 1000 W. Carson St.

The letter read in part: "The Board of Certification of the JCAH has approved the recommendation that your hospital be accredited for three years. This was the result of the evaluation of the hospital survey which was conducted by their field representative on March 18, 1968."

by John D. Porterfield, M.D., Director of JCAH, who wrote: "The Commission wishes to commend you for maintaining standards deserving of the accreditation, and for your constant efforts to improve the quality of patient care."

Four national medical and hospital organizations comprise the JCAH. They are the American College of Physicians, the American College of Surgeons, the American Hospital Association, and the American Medical Association, with headquarters in Chicago. The commission is a non-profit organization and accreditation is sought on a voluntary basis by individual hospitals.

must seek accreditation," Smith said. "But hospitals, and certainly we at Harbor General, are constantly striving to improve the quality of services in plant structure, equipment, and, most of all, patient care. We are proud to display the certificate of accreditation by the JCAH. It is a symbol guaranteeing the residents in the communities it serves that Harbor General Hospital measures up to high standards of operation in every major respect."

The accreditation program was started in 1918 by the American College of Surgeons which invested more than \$2,000,000.00 during its years of sponsorship until the program became too big for one organization and the JCAH

"THERE'S no law or regulation that says a hospital

THE LETTER was signed

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U.S.D.A. 'CHOICE' CHUCK ROAST

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