Radio & Television

NAB Moves Towards Establishing TV Code

A preliminary move by the National Association of Broadcasters for the possible formulation of a code to govern television shows was announced yesterday before a luncheon meeting of the American Television Society by Theodore C. Streibert, president of stations WOR and WOR-TV.

Streibert shared the rostrum with Joseph I. Breen, vice-president of the Motion Picture Association of America and administrator of the production code which governs the manufacture of all entertainment films in this country.

Addressing approximately 200 executives of the television industry at the Hotel Roosevelt, Streibert said that the National Association of Broadcasters was engaged in forming a committee to study means of setting up "some kind of television code."

BERGMAN

"The time is coming," he said, "when we will have to adopt basic regulations or a code for our guidance."

He warned that unless such regulations were set up, television broadcasters could expect interference from governmental bodies.

"And as soon as we get censorship from the city, state, or government, we cease to be a free medium," he added.

Streibert told reporters later that WOR-TV was enforcing the "principal applications of the motion picture code" to programs on that station. He said that the NAB committee will undoubtedly study the motion picture code for possible application of its provisions to television.

Breen said it would be "an unpardonable presumption on my part to suggest what you should do."

He told of difficulties encountered when the motion picture code was first applied twenty years ago, but pointed out that self-regulation by the industry has negated the activities of seven state censorship boards and at least 40 municipal censorship boards. He said it has also resulted in eliminating demand for national legislation.

"In the old days," he said, "a picture was subject to the censorship of state and city boards. Sometimes it was manhandled and kicked around to the point where it was not usable. And all the boards injected you fees."

"We are getting our ears beaten down by this terrible tragedy of Ingrid Bergman and Rossellini," said Breen. "We saw the picture and said it did not exceed the code. If it was a mistake to make the picture, that was none of our business. We concerned ourself with the code."

• • •

Wallace to Speak

Henry Wallace will deliver an address titled, "How to Strengthen the United Nations," tomorrow from 6:15 to 6:30 p.m. over WNBC. Wallace will speak from New York. . . . John Peurifoy, Deputy Under-secretary of State, will evaluate the effect of Sen. McCarthy's charges against the State Department on "Washington Report," tomorrow at 7:30 p.m. over WFDR (FM-104.3).

Mrs. Eleanor Roosevelt and Brig. Gen. David Sarnoff, RCA board chairman, will be honored by the Joint Defense Appeal for their contributions "to better understanding among Americans," on video's "Today With Mrs. Roosevelt," Sunday at 4 p.m. over WNBT.

Arturo Toscanini and the NBC Symphony Orchestra brought the house down in Richmond, Va., Wednesday night when they played "Dixie" as the final encore in their concert. The audience, not knowing what was coming, listened with quiet appreciation for the first few bars. Then, as they realized what was being played, the audience of 5,000 rose, then sang and beat time with their hands and feet as the house lights were turned up.

INDEXED - 2

100-340922-A

JUL 5 1950

Clipped from page 16
THE DAILY COMPASS
4-21-50

FIVE