

# Salem, Eugene TV Stations Now Being Considered by FCC

By A. ROBERT SMITH  
Mail Tribune Correspondent  
Washington — The Federal Communications Commission, long suffering from the disclosure of congressional investigators who turned up enough evidence of influence peddling to indict one FCC commissioner, is now getting into the act.

Except for an air of evasion that will probably evaporate with the passage of time, nothing fundamentally has changed at the FCC in the important realm of policy. No guidelines of any clearer character have been laid down for determining how valuable TV channels should be handed out.

An indicator of the lag in decisiveness at the FCC recently is seen in the fact that the Salem case has been before the commissioners for a decision since last March. An examiner that month recommended that Salem channel 3 be thrown up for grabs, inasmuch as KSLM-TV never used the channel in the four years it had a license to do so. Two other groups want to bid for the franchise, one headed by W. Gordon Allen, the other by Carl H. Fisher of Eugene.

In the Eugene case, an examiner has just set a timetable for hearings on who should get channel 9, which had been reserved for educational use until last year when FCC opened it to commercial applicants. Bidders are Glen Stadler, radio station owner; Donald McDonald, theater operator; and two California engineers and broadcasters, Dawkins Espy and Thomas B. Friedman.

In the past, the FCC has listed a number of major considerations in evaluating the applications of prospective TV station operators. They have been:

1. Local ownership vs. absentee ownership.
2. Integration of ownership and management — this is something of an extension of the first, for it puts a value on ownership that also actually runs the station.
3. Past performance of other broadcast facilities, radio or TV.
4. Diversification of mass media — this places a value on applicants who are not in control of competing mass media of communication in the area, such as newspapers.
5. Diversification of business activities — this follows the theory that multiple ownership is preferable if the owners are in various lines

of other businesses in the community, from which various points of view might be reflected in operation of the station.

6. Merit of the proposed operations, based on programming outlined by each applicant, time of operation, range of coverage, etc.

**Minor Consideration**  
A minor consideration is the extent to which the applicants are involved in civic affairs, which the FCC takes as a measure of the applicants' sensitivity to local needs.

There has been criticism of the FCC for not adopting tighter guidelines than these and for being inconsistent in applying those it does have. It has granted channels to newspapers in some cities and denied them in others. It has talked of the virtue of local ownership but granted licenses to many absentee owners.

The FCC, in a word, has been in the vulnerable position of apparently selecting TV winners and then finding reasons to support the selection, for the award of these valuable channels has followed no clear pattern. Nothing has changed since the congressional investigation in this respect.

The investigation, of course, centered on alleged influence peddling. Commissioner Richard Mack was forced out and now has been indicted for taking money he called it a loan — from an interested party in a Miami case.

Without a policy of adhering more consistently to specified consideration, the FCC will continue to be open to criticism for playing favorites in awarding these valuable franchises.

**French Newspaper Gives Up Contest**  
Pau, France — (UPI) — A local newspaper known as "The Pyrenees Fourth Republic" changed its name today.

France is launching its fifth republic and something had to be done.

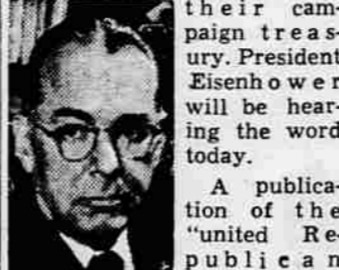


**GRANTING** his first press conference in three and one-half years Generalissimo Chiang Kai-shek told 100 newsmen he reserved the right to bomb Red mainland when and if "crucial moment arrives." Chiang is 71.

Annapolis, Md. — (UPI) — Capt. Harold V. McKittrick, 73, a retired veteran of the Navy, died Saturday. He was captain of the U. S. Naval Shipyard in Brooklyn during World War II.

# GOP Money Difficult To Get; Dissatisfaction Seen Reason

By LYLE C. WILSON  
UPI Correspondent  
Washington — The grass roots word is that the Republicans are hurting most in their campaign treasury.



Lyle C. Wilson, UPI Correspondent, asks this question: "Why should money be so difficult to raise?"

feeling that Republicans have not taken a strong enough stand on vital issues, that in certain important respects Republicans don't seem to be much different from Democrats.

The President may also hear something about that today in the top level political strategy huddle at the White House. The Illinois Republican fund raisers contend, however, that the reasons often cited by former contributors who balk now are in error.

**Hard Sell**  
The Illinois Republicans, like Vice President Richard M. Nixon on last week's campaign swing and like Eisenhower, are making a hard sell on their issue of the Republican spending record

against what the Democrats wanted to spend.

The Republican contention is that the Democrats, if given the chance, would spend the nation into higher taxes and inflationary bankruptcy.

"One fact stands out," said the Illinois fund raisers. "In the last session of Congress the Democrat (sic) Party exceeded even its own unchallenged record as a party of big spending. The non-duplicating spending proposals introduced by Democrats since last January 1 added up to \$206 billion, or three times the entire federal budget—\$1200 in added tax burden for every man, woman and child in the United States."

Political Education scored individual congressmen on 58 major votes of which 16 directly involved labor legislation.

"The most striking comparison," said the Illinois report, "is between Republicans who have been displaced in recent elections by Democrats, usually as a result of strong

union leader support for the Democrat (sic) candidates. In the 1954 and 1956 elections, 21 Republican members of Congress were unseated by Democrats.

"These 21 Republicans had an average COPE score of 98 per cent. The Democrats who replaced them scored 89.9 per cent in favor of

union-supported legislation."

The Illinois fund raisers claim those figures prove that there is a difference between Republicans and Democrats, despite what people say. Another difference, of course, is that Republican issues and candidates have failed for 30 years to put the GOP firmly in office.

# Porter to Suggest Adding Forest Road To Highway System

Eugene — Congressman Charles O. Porter (D-Ore.) will appear before the Oregon State Highway commission at its next regular meeting to argue in favor of adding the proposed Selma-Agness-Gold Beach road to the Federal Forest Highway system.

Such an addition could only be made on recommendation of the commission.

The commission is scheduled to meet at the State Highway building in Salem Oct. 23 and 24. Porter will appear before the group at 2 p.m. on Thursday, Oct. 23.

Several times over the past year Porter has decommitted in correspondence with the commission and with State Highway Engineer W. C. Williams that action be taken to designate the long-needed road along the Illog and Rogue rivers a forest highway. This would make it eligible for a greater share of federal money at points where it runs

through or adjacent to national forest lands.

**Refused To Act**  
The highway commission has so far refused to take action on the request, maintaining that highways now on the forest highway system should be improved before additional roads are added to the system. Porter has said he "cannot understand the decision in view of the small amount of road actually involved."

"As I understand it," Porter said, "only the portion of the road between Collins Bar and Oak Flat on the Illog river would be constructed with forest highway money. The remainder of the road could look to other sources for support."

He pointed out that there is now no direct route from the Medford-Grants Pass area to the Oregon coast and that the proposed highway would provide virtually a water-level route from the inland population centers to the coast.

"The portions of the road would open up portions of the Illog river drainage not presently tapped by existing roads," Porter said. "It would make accessible an area containing timber estimated by the U. S. Forest Service to total one billion, 750 million board feet exclusive of the Illog Canyon Limited Area, which may never be available for logging activity."

Congressman Porter said today he understands that many city and county organizations as well as private firms and individuals in the Southwestern Oregon intend to write and petition the State Highway Commission to add the route to the forest highway system. Some are expected to appear at Salem during the commission meeting as a delegation favoring the action.

# Snider Summons Finance Group For Centennial

Portland — Almost 50,000 volunteers will be at work on the Oregon centennial by Jan. 1, the beginning of the centennial year.

Such is the estimate of Ted Hallock, state co-ordinator for centennial activities.

Hallock reported that more than 2500 persons now are on volunteer committees working on phases of the state-wide centennial program, ranging from fine arts to finances, welcome booths for visitors to historical pageants.

At the same time Mayor John W. Snider of Medford, a member of the centennial commission, announced the appointment of a 12-man finance committee and called its first meeting for 1 p.m. Oct. 23 at Eugene.

Snider will preside at the first meeting of the committee, which will seek to outline ways to raise \$2 million being sought from local governmental agencies for city and county centennial activities.

The members of the committee are H. E. Eakin of the First National Bank of Oregon, Cottage Grove; William F. Blitz of the Blitz-Weinhard company, Portland; R. H. Tisdale of the First National Bank of Oregon, Klamath Falls; M. P. Monroe, of the Monroe Food Machinery corporation, Portland; Wallace Langworthy of the United States national bank, Coos Bay; William Niskanen of Pacific Trailways, Bend; H. E. Schmeer of the United States national bank, Roseburg; Wesley C. Ballaine of the University of Oregon, Eugene; E. H. Armstrong of the First National Bank of Oregon, Salem; Wendell L. Hamilton of Winn, Shinn, Snyder & Co., Eugene; Archie Fries of the United States national bank, Ashland, and Ehrman V. Giustina of Giustina Brothers lumber company, Eugene.

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