

**Line Drawn
Between Services
Donated to TV**

By DICK WEST
Washington - (UPI) - As I understand it, the House Commerce Committee thinks it's okay for a television cowboy to ride a gift horse on his program.
But if he takes home the manure to fertilize his garden, that might be "payola."
The committee has attempted to draw the line between what is and what isn't payola in a report on a bill it approved this week to tighten the Federal Communications Act.

One purpose of the legislation is to make clear what sorts of donated products and services a broadcaster must identify on the air as being gratuities.
I am not certain that I follow the committee's thinking but I have drawn up some examples to illustrate what I think it had in mind.
Hope for Plug

Let us suppose that the script for a TV mystery show, "The Hour of Harm," calls for the maid to find a body in the refrigerator. The producer of the program then arranges for the Frostbite Refrigerator Co., to provide the icebox.

Frostbite, of course, is hoping to get a plug on the program in exchange for this service. Unless this is handled right, the producer will have to announce to the audience that Frostbite donated the refrigerator.

For instance, there naturally will be a close-up shot when the maid finds the body. No announcement need be made if the refrigerator brand name can be seen by the viewers.

But if the maid should exclaim "look how rosy this Frostbite refrigerator is! It holds a 190-pound corpse!" - then the audience must be informed of the backstage arrangement.

Maid Reports Discovery
In the next scene, the maid rushes into the drawing room to report the discovery to her employer, an elderly Englishman who likes to take a short nap before dinner.

The committee bill would permit her to say "I beg your pardon, Sir Sidney, I hate to bother you but there's a body in the refrigerator."
However, a payola announcement would be necessary if she said "I beg your pardon, Sir Sidney, I hate to bother you but there's a body in your new Frostbite refrigerator."

At this point, I wish to make an announcement of my own. "Frostbite" is a name I made up and does not, as far as I know, represent a real brand name.

The last time that I mentioned a refrigerator by name I got involved in a payola case myself. The company that makes it gave me an ice cube.

**CP Jaycee To Go
To Convention**

Central Point - Ernie Kennedy, representing the Central Point Junior Chamber of Commerce, will represent Oregon at the National Jaycee convention June 20 in St. Louis.

Central Point is one of 3,850 cities in the U.S. which have local jaycee organizations with a total individual membership of some 200,000.

At the convention, delegates will elect a national vice president from Oregon. Throughout jaycee history there have been only two other occasions where Oregon has had the vice president.

Seeking the vice presidential spot is O. W. (Cork) Corbett of Burns, Ore., immediate past Oregon Jaycee president.

Kennedy will join about 70 other Jaycees from the state at the convention. The meeting marks the 40th anniversary of the jaycee movement which was founded in St. Louis.

The state delegates will march as 12th best in the U.S. Jaycee Parade of States in St. Louis, according to the Oregon State Junior Chamber of Commerce.

MAGICIAN DIES
Chicago - (UPI) - Harlan E. Tarbell, 70, a magician who once was hailed as "the man who has had the greatest influence on magic in modern times," died Thursday.

New York - (UPI) - Mrs. Sarah H. Silver, 85, noted comedian Phil Silvers, died Thursday. She is survived by four other sons and two daughters.

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