

tionally passed batsmen as distinguished from the unintentional base on balls.

We have also thought it wrong for a batsman not to get credit for a run batted in on a double play. The fact is that the run has scored and that the batsman has actually hit the ball. Had he failed to hit the ball at all—striking out for example—no run would have scored. The fact that he hit the ball at all and actually drove in the base runner is to us more important than the liability of having created two outs on one play.

Many years ago a batter driving in a base runner with a long fly ball was not penalized with a time at bat, but given a sacrifice fly. Then, some years back, the sacrifice fly rule was dropped for a time, and properly so, we felt. Anyone who has watched a long-ball hitter swing from the heels for the center-field fence and only incidentally drive in a run on the fly that did not become a homer realizes how ridiculous the word “sacrifice” is in this case. In recent years the scoring rules have reverted to a no-time-at-bat and a sacrifice on the fly ball driving in a runner. We think this rule should be dropped and that the change made a few years ago charging the long fly ball hitter with a time at bat, regardless of scoring results, should be re-established.

WE also think that the method of selecting “winning pitcher” is a total botch and ought to be completely revised. Under present rules, a starting pitcher must pitch at least half a game to be eligible, but a Sandy Koufax (that dates us) can go twelve full innings and not get credit for a pitching victory because the relief pitcher came in after the pinch hitter and worked only one inning. Other scoring changes are long overdue in such categories as “mental errors”—those ghastly occurrences when, through mental lapses afield, professional ball players fail to play their defensive positions professionally. Under present rules if they do not come near the ball they were supposed to have caught they cannot be charged with an error, though in the opinion of professional writers and broadcasters in the press box any average major league fielder should have made a put-out on the play. Joseph Durso of *The New York Times* sports staff suggests there ought to be some such category as “team error” for mental lapses, particularly when they involve more than one fielder.

In a word, baseball scoring rules aren't perfect yet, well over two-thirds of a century after the game became a national pastime, and they're still fun to talk about, though the hot-stove league will never be quite as exciting as the thing that happens every spring, hypnotizes most of us all summer, and ends in a blaze of autumn glory. —R.L.T.

Letters to the Communications Editor



Ally of the Right to Know

STANFORD SMITH of the American Newspaper Publishers Association called to my attention R.L.T.'s thoughtful and perceptive editorial, “The People's Right to Know” [SR, Jan. 14]. Our committee is grateful for the generosity of his appraisal of our report, which, by the way, was drafted by Sam Ragan of the *Raleigh News and Observer*.

He has pointed out so clearly the danger to all individual liberty inherent in the restrictions recommended by the bench and bar for imposition upon the press that I feel sure we can count on SR for support in our continuing dialogue with the ABA committee and others who seek to aggrandize the importance of the Sixth Amendment at the expense of the First.

The citizens of this country are only vaguely aware of the efforts being made to circumscribe their right to know by those who stigmatize the American newspaper press as self-seeking, sensational, and commercially motivated. In our opinion this will be a continuing struggle and we are heartened to have you as an ally.

DAVID TENNANT BRYAN,
Chairman and Publisher,
Richmond *Times-Dispatch*
The Richmond *News Leader*.

Richmond, Va.

I ALWAYS look forward to the Communications Section and read it with great interest. Most of the time I am in agreement with your editorial stands. However, I have to ask, “Are you kidding?” about a comment in your editorial “The People's Right to Know.” Within the editorial you report this comment which you evidently agree with: “. . . the ANPA Committee admits that, in isolated cases, pre-trial reporting may be a small factor in creating prejudice in potential jury panels.” Isolated cases? Small factor? How small was the factor in the case of Sam Sheppard's trial in Cleveland? Or numerous others that could be cited?

You also mention many of the procedural

remedies that a trial judge has at his disposal. You don't mention the fact that the trial judge is usually a resident of the community and one who is influenced, as a member of the public, directly or indirectly by the same influences. How many changes of venue do we see in the United States as a result of trial reporting?

No, the Bar Association should certainly not get its way in suppressing news, but let's also take with several grains of salt the continuing outcry about “The People's Right to Know” by our newspaper publishers. If they had their way, unhindered and unfettered, the drawing of justice which adorns your editorial page would really show the lady blindfolded and on her knees rather than standing upright and holding the scales.

MITCHELL M. BADLER,
Manager,
Public Relations Department,
First National City Bank.

New York, N.Y.

Wiser than the Boss

THE PUBLIC RELATIONS ESSAY, “Wanted: Sophisticated Management” [SR, Jan. 14], is one of L.L.L. Golden's best in a long list of good ones. His statement, “today's corporation has the kind of public relations that management wants; no better and no worse,” speaks volumes.

What is so often blamed on the public relations official of a corporation, institution, or agency is not his fault at all. Indeed, he probably recommended otherwise. But too often the management view is that the PR man is supposed to take what inherently is bad and make it look good. He simply can't do it. And because he can't perform miracles, he becomes the whipping boy for bad policy, bad practice, and bad management.

On the whole, the PR men I have known have been abler, wiser, and a good deal more concerned with the public interest than the bosses to whose buzzers they must respond.

JAMES W. ARMSEY.

New York, N.Y.

Mary Haworth's Worth

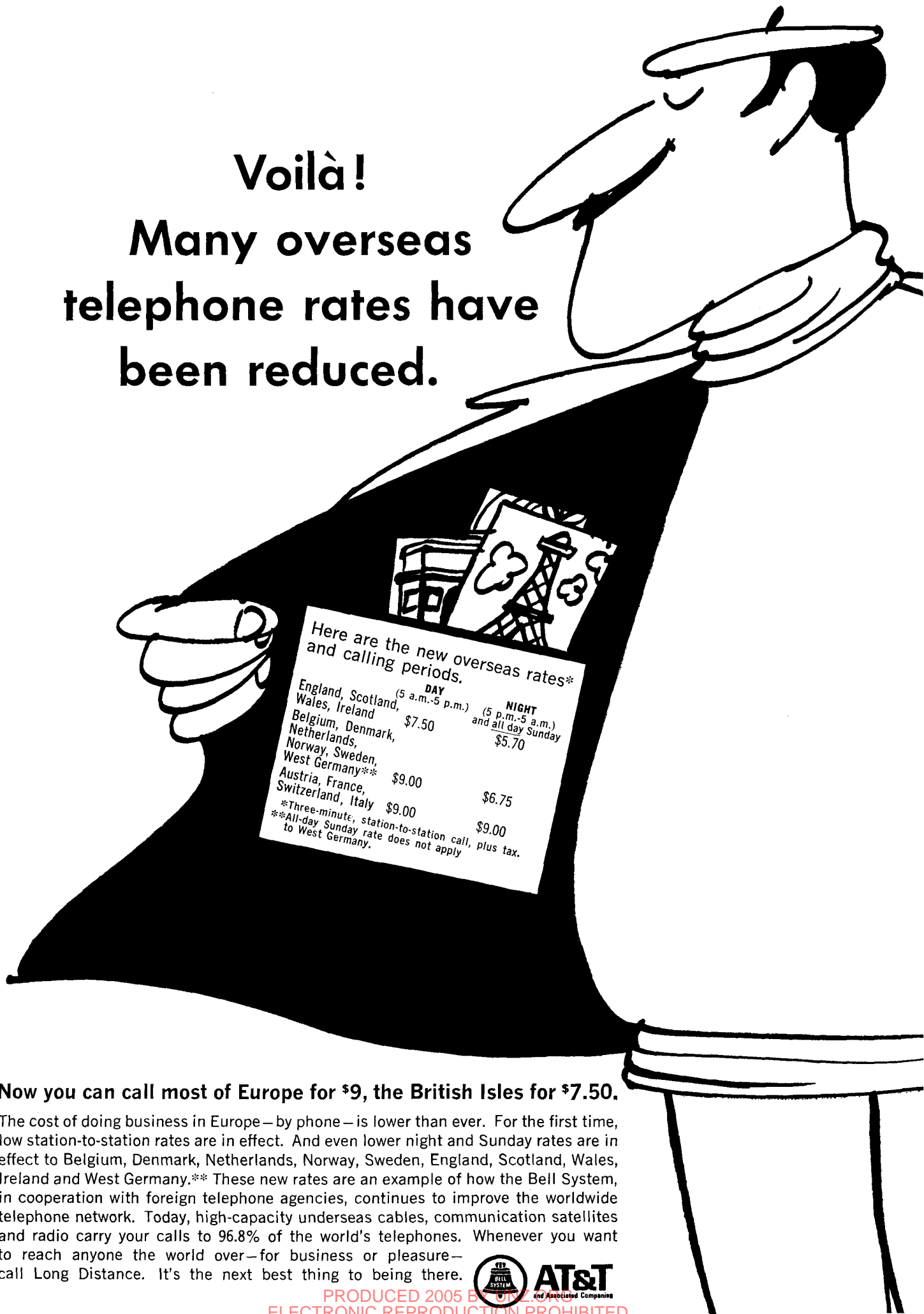
TWO CORRESPONDENTS in the January 7 issue ask for an article about columnist Mary Haworth. Let me make it three and, at the same time, disagree with one of them, who says that Miss Haworth has no appeal for teen-agers, that they want the glib, no-sweat wisecrack, Abby and Ann style.

Our daughter is seventeen, and a little over a year ago she was panting to quit school and be a court reporter. She had read those ads about the stenotype machine that writes in “plain English”; how the notes

(Continued on page 83)



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CHILDREN'S TV, EUROPEAN STYLE

By JOHN TEBBEL

ROME.

IF IT IS any consolation to Americans who deplore television programing for children, a good many Europeans share their belief that what is done is not enough, and often inferior.

The Europeans have somewhat less reason to view with alarm, however. Their children are given programs of a generally higher caliber than most of those offered in America, and what is perhaps more important, the broadcasters seem to be seriously concerned with what they are putting on the air for young eyes. "Broadcasters" means "government" in these countries, but, with a few exceptions, there is little or no attempt to use the medium as a means of indoctrination.

As in America, European programmers are confronted with the common dilemma of defining exactly what a children's program is. In the golden days of radio, there was no such difficulty. From 5 to 7 o'clock, American

children were entertained with the good clean fun of *Jack Armstrong, the All-American Boy*, and a procession of storytellers who concentrated on action dramas that were unquestionably juvenile.

Television mass audiences and the space age have changed all that. Except for the phenomenon of Soupy Sales, whose complicated appeal would take a qualified psychologist to explain, children in the United States and Europe have, for several years, been sharing the tube with fathers, and even mothers, who also enjoy the endless horse operas, crime stories, and science fiction tales that appear to enchant all ages. (A somewhat similar phenomenon occurs in the book business. Children today are reading books written for adults at increasingly early ages, although picture and story books for the very young continue to hold their own. But the YA designation used in the trade for "young adult" titles is coming to mean less and less.)

This problem hung like a large black

cloud over the Fifth International Television Festival and Third Seminar, held at Cairo last November, which was attended by representatives of thirty-six nations, including nine delegates from broadcasting, motion picture, and government interests in the United States. When it was followed a week later in Rome by another conference on children's television, with delegates from eighteen countries, the cloud simply moved across the Mediterranean. Conferencees in both cities listened respectfully to a few of the papers, yawned their way through most of them, and over their drinks later complained that no one really knew exactly what to do about child television watchers, and that few, if any, new ideas had been advanced.

WHAT might have interested lay observers, however, if there had been any, was the paper from Soviet Television on "Television and the Child," and one titled, "Spanish Research and Studies on the Influence of TV on Children and Young People," offered by Luis Ezcurra, vice-director general of television in Spain and director of Television Española.

In the Soviet Union, surveys have disclosed that children predominate in the television audience, and that they are the most impressionable of viewers and the least organized. Consequently it was no surprise to hear the Soviet spokesman assert, "Children's television in the Soviet Union is organized on Soviet educational principles and serves the Communist education of the coming generation." He added that the problem of dealing with children in the television medium was not the same as producing for them in the cinema and theater, because tube images come to them daily and speak to them directly.

"The main task facing children's television in the Soviet Union," said the Russian representative, "is to educate cultured people with a community spirit, active in social life, and capable of standing up for human ideals." That is done, he continued, through a five-point program: 1) by drawing as clear a line as possible between programs for children of different age groups; 2) by carefully selecting the most significant, important, and interesting themes for these programs, keeping in mind "the cultural and civic development of the child"; 3) by making a strict rule that a definite part of each program "must stimulate collec-



"Live and let live, I always say."