

prints of its spot announcements than it can supply. Most of the antismoking material being provided the broadcasters by the ACS and other agencies uses low-keyed persuasion which avoids scare techniques. The working assumption is that most people know smoking is harmful but need to be reminded and made constantly aware of this threat to their health. "The Ashtray" is a 20-second ACS spot showing cigarette butts disappearing from an ashtray, while a violin plays softly in the background. A voice says, "The moment you stop in most cases the effects of smoking will begin to reverse themselves till your lungs are nice and clear again." "Is Smoking Worth It?" is a 16-minute ACS film which reviews the evidence linking lung cancer and cigarette smoking. Some ACS material is prepared especially for very young viewers. "Huffless, Puffless Dragon" is

an 8-minute animated cartoon showing an unequal struggle between "Drag Knight," who does not smoke, and "Drag Goon," who does.

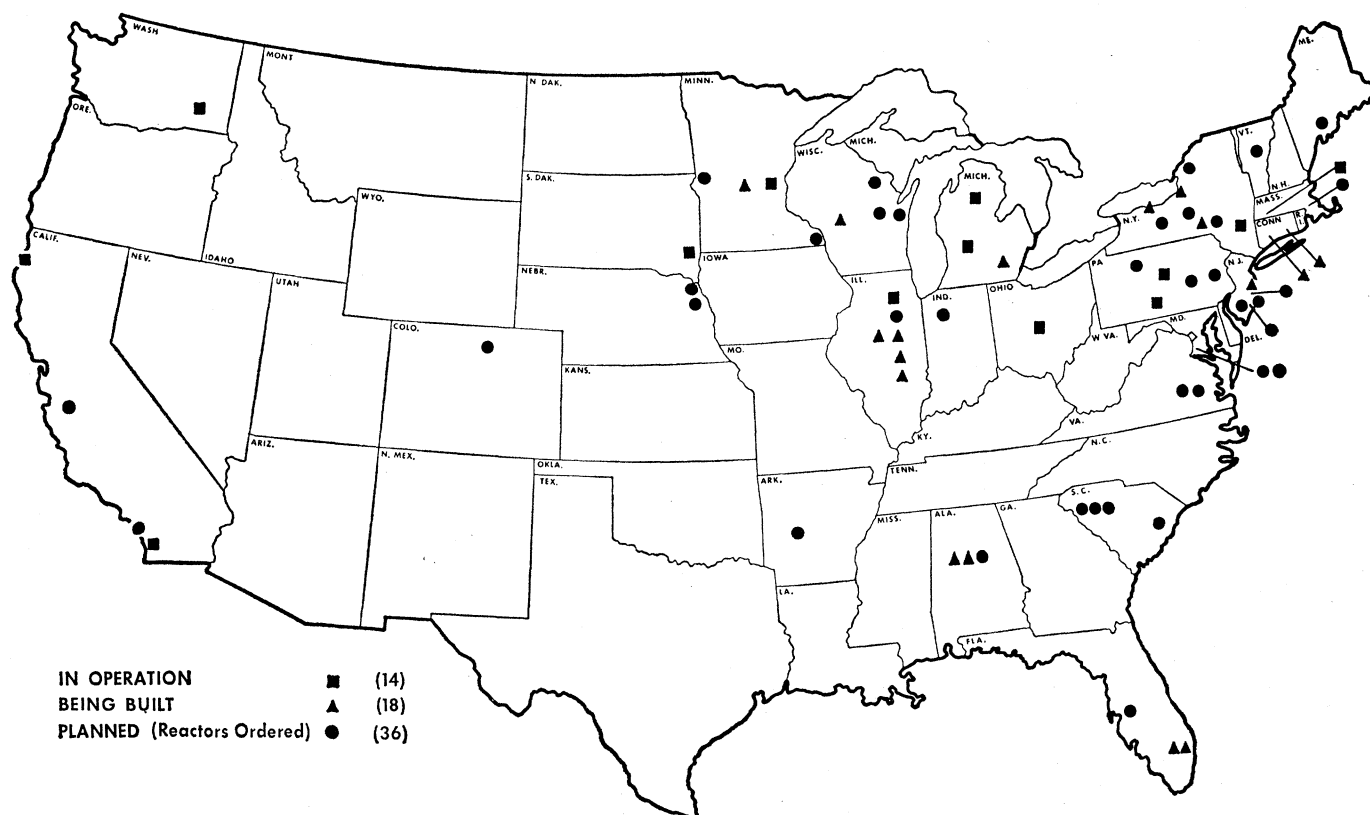
The fairness doctrine, which has been under attack by broadcasters as permitting unconstitutional abridgements of freedom of the press and "due process," is causing still deeper concern in the broadcasting industry now that it has been applied to cigarette advertising. The broadcasters are alarmed for a variety of reasons. The effect the ruling will have on cigarette advertising—which in 1966 accounted for 7 percent of television advertising revenue—is highly uncertain. Moreover, a significant amount of valuable air time will have to be given away. And, finally, there is concern that eventually the ruling will be extended to other products.

In making their case against the rul-

ing, the broadcasters contend, of course, that it violates the congressionally imposed moratorium on health warnings in cigarette advertising. But the argument that the ruling cannot be logically limited to cigarettes also is a central point in the briefs filed by the broadcasters, the tobacco industry, and other parties. In its brief, the National Association of Broadcasters says that private and governmental reports holding that various products can be hazardous in their normal use are no rarity. Such reports, it says, have dealt with a number of commodities, such as automobiles, alcoholic beverages, and pesticides. FCC attorneys believe, however, that the cigarette labeling act represents an expression of congressional interest in a health problem for which no close analogies will be found.

Although Congress itself could nullify the ruling, thus far most of the at-

The Growth of Nuclear Power



Ten years after the first U.S. nuclear power plant went into operation with a 90,000-kilowatt potential, the generation of nuclear electric power has increased more than 25 times. And the outlook for nuclear power plants continues to be one of rapid growth. Fourteen plants now produce 2.3 million kilowatts. This is less than 1 percent of the nation's power, but by 1980 nuclear power is expected to account for more than 13 percent of the nation's anticipated 523-million-kilowatt capacity and will nearly equal hydroelectric generation. By 1975, 80 nuclear plants are expected to be in operation with a capacity of 51.4 million kilowatts and by 1980 nuclear facilities are expected to have a generating capacity of 69.7 million kilowatts. [U.S. Atomic Energy Commission]