THE RADIO BEAT

Murrow's Latest: KABC - 790 KFI KALI - 1430 'Educated Woman' KBIG -740 KELA - 1490

KDAY - 1580 KFAC - 1330

8:00

BY DON PAGE

Edward R. Murrow's last radio report, "The Business of Sex." a study of call-girl rackets in American business, created a small furor throughout the country and was received with sharp and violent criticism from certain areas of industry.

Nearly every time Murrow looses one of his CBS specials, quite a rumble follows, Ed has touched on the segregation issue, the call-girl thing and many other controversial matters.

At least Murrow, unlike other reporters in radio, has the fortitude to disturb the medium's staguant atmosphere and to provide some indication that radio is still alive.

This all leads up to the latest Murrow effort, "The Educated Woman," which airs Saturday over KNX at 9:05 p.m. Perhaps this broadcast may not create a nation-wide uphcaval, but, nevertheless, it should be stimulating. "The Educated Woman"

is a report on higher education for women, its aims and achievements, its successes and failt tes and the deep-seated differences in educational philosophics.

Educators to Speak The program will present, in their own voices, the views and experiences of noted educators, alum-nae and their families, sociologists, employers and others.

Among the list of educators are Jerome Ellison, member of the faculty at Indiana University and author of the recent controversial magazine ar-ticle, "Are We "urning Our Colleges Into Play-grounds?"; Euuice Rob-erts, dean of faculties at Indiana University, and Dr. Mirror Komarovsky of Barnard College, sociolo-gist and author of "Wom-en in the Modern World." Irving Gitlin, director of the public affairs department of CBS news, in announcing the program, "In this age where wom-

en are assuming a constantly increasing responstanty increasing respon-sibility in the professions and in public life, in addi-tion to their traditional role of wife and mother, this program is designed to examine what here a not to examine whether or not our institutions of higher learning are preparing their students properly to face the challenge of the critical years ahead."

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ABC takes over the Don . PAGE TWENTY-SIX

ED MURROW **Probing Reporter**

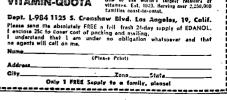
Lee network today. Some of the personalities formerly heard on KHJ who will now occupy posts on KABC are Frank Hemingway, Cliff Engle, John Holbrook and Mel Venter.

Walter Dundon, of CBS-TV, who remembers when the Manhattan Merry-Go-Round belonged to the Indians, is another radio pioneer who would like to see the return of Lights Out to the airwayes. "I think it would be wonderful, just what radio needs. Lights Out was MY kind of show.'

10:45 KHJ-Music KABC-Child & You NO WITH ALUMINUM SIDING ALCOA • KAISER REYNOLDS aluminum SIDING with built-in Bak-R-Foam* INSULATION WP Winter 3276 . OLYMPIC BLVD. LOS ANGELES . RE. 4-3147 24 hrs. NAMI ADDRESS

10:00





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