

# Assignment TV

By **TERRENCE O'FLAHERTY**

"I am 20 years old and a successful career girl and I consider myself intelligent. But I also enjoy 'Shindig' and 'Hullabaloo' shows on television. Also the Hollywood-a-Go-Go program and I think you are too critical of these shows," writes J. Johnson. "The dances are wild and free, yes, but one thing you can never say is the girls look unkept (cq). Or the boys either, for that matter."

Only a successful career girl would be capable of making such an absolutely splendid observation. You are right. There is not an unkept looking girl in these shows. Why, even the unkept girls don't look unkept. About the fellas, I'm not sure. Maybe we ought to consult a successful career boy, preferably one that is kept, of course.

IT IS THE same show and it has been highly honored. However, the eligibility and not the quality of the program was at issue. Local Emmies are given to local shows, national Emmies to national shows. Some dividing point had to be established and the Academy rules stated that at least "half of the potential national audience" is the point. "My Childhood" was seen in 11 cities with a potential 25 per cent. If you're not in agreement with the nomination procedure then fight to change the rules; don't resign.

Apparently television is now on the threshold of a Test Trend. The success of the CBS show "The National Drivers Test" has prompted NBC to announce a series of five one-hour programs to test viewers in these areas: aptitudes and interest, political beliefs and knowledge of politics, prejudice, observation and perception, and reading ability. The first is planned for late August or early September.

"WHAT WAS the outcome of Sargent Shriver's frugging pitch for the tenement kid in 'It's What's Happening, Baby?'" asks Leonard Johnson. "Did anyone write in?"

According to a telegram reportedly signed by Shriver and sent to the show's producer Barry Shear, 10,000 letters were received. Three per cent critical, the rest complimentary. "Those most knowledgeable about the teenagers and young adults believed that you helped us to do something not done before—identify our national program with the personal needs, personal hopes, and personal problems of millions of youngsters..." wrote Shriver. "Other government and private agencies are already studying the show to see if they can build upon our experience of communicating effectively with young Americans."

"What is the source for the implication that some Congressmen have broadcasting interests of their own?" asks Jean Smith.

A report in Broadcasting Magazine, the issue of May 17, 1965, lists 23 Congressmen (9 in the Senate and 14 in the House) with some kind of direct or family-related interest in the U.S. broadcasting stations, AM, FM and TV. There are 17 Democrats and 6 Republicans from 15 states on the list.

"YOU HAVE quoted Ronald Reagan as saying that the program he hosts called 'Death Valley Days' represents 'the kind of things most Americans want to preserve. What are they?' writes Mrs. Ruth Holbrook.

The free individual in a land of promise, I would guess, with divine retribution, just deserts, and the right woman—all before the final commercial. Who can argue with it?

"I noticed that Bennett Korn, a broadcaster, has resigned from the TV Academy because his program titled 'My Childhood' was taken off the nomination list for the Emmy award," writes Mrs. Helen Jensen. "If that is the same show that contrasted the early lives of Vice President Humphrey and the Negro writer James Baldwin, is was deserving of an award and I do not blame Mr. Korn for his action, I would have resigned too."

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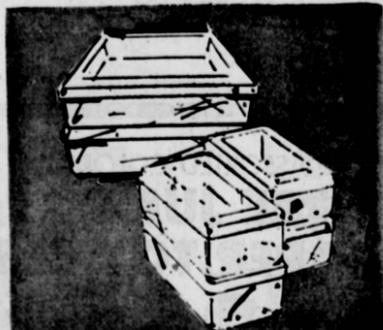
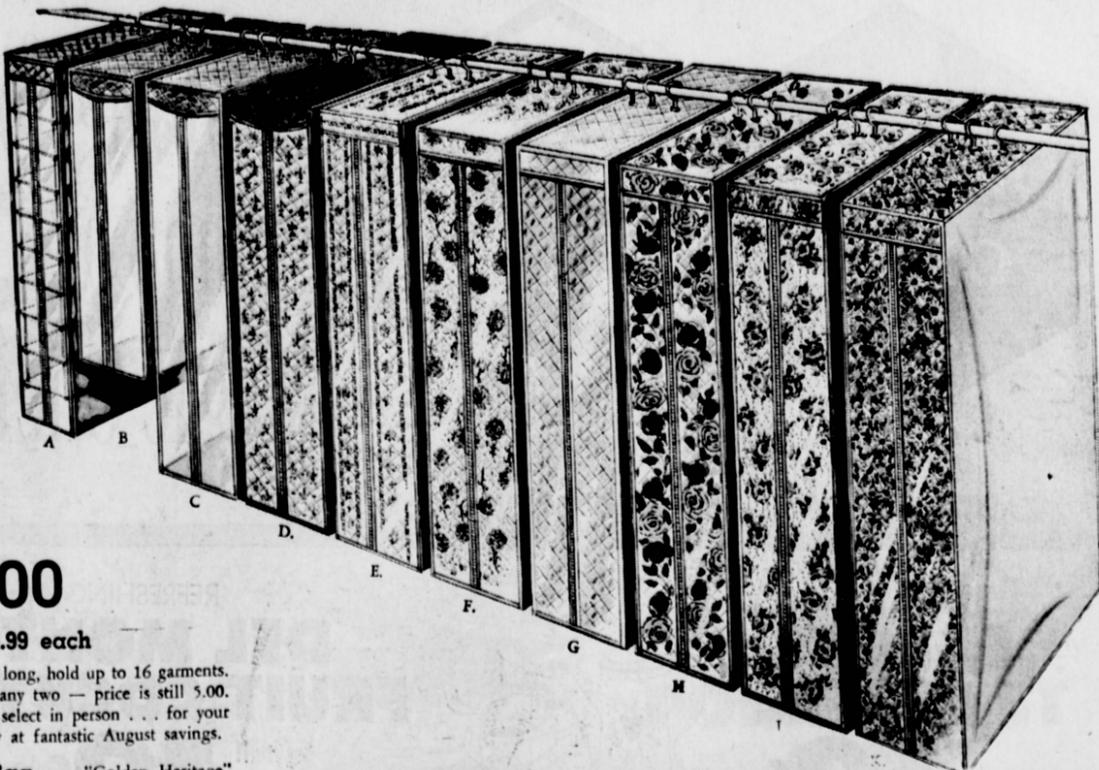
**F. Carnation** . . . vinyl floral print; pink or aqua on white; matching pink or aqua side panels.

**G. Fair Lady** . . . diamond-quilted vinyl in soft pink, turquoise and gold . . . a good basic style.

**H. Garden Chintz** . . . spring-like floral pattern on white glazed cotton chintz; pink or turquoise sides.

**J. Peony** . . . unusual floral print on quilted vinyl background, decorative effect in pink or turquoise sides.

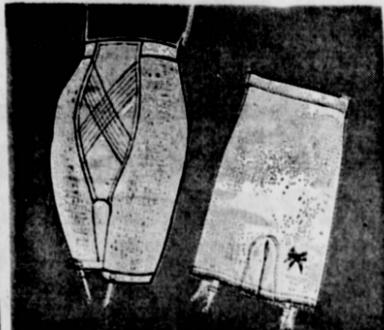
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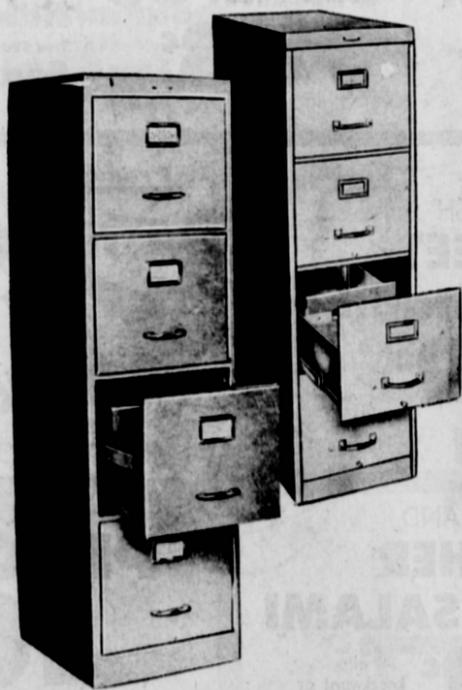


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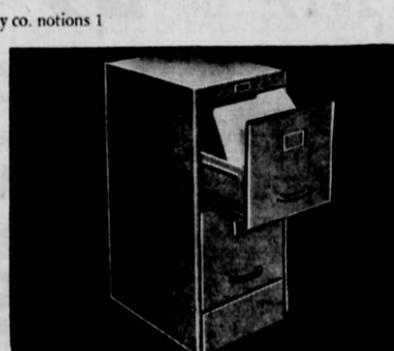
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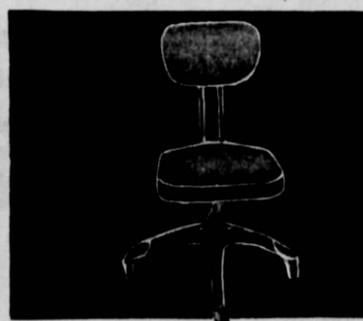
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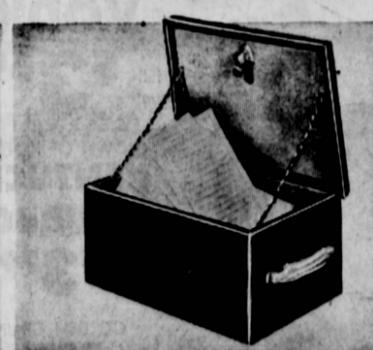
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