

ROSS REPORTS — TELEVISION INDEX

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PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Feb 18)

NBC- 1-1:30pm EST, Mon thru Fri; DEBUT - Close-Up - LIVE from WRCA-TV(NY), to 7 NBC-owned stations, plus indefinite no. of affiliates. § Participations for NBC-owned stations; others co-op. § Pkgr- NBC-TV(NY); Exec Prod- George Heinemann; Dir- Marshall Stone; Writer- Hank Wexler. § Tex and Jinx McCrary interview news-making personalities in all fields, with Friday devoted to opinions from guest celebrities on topics of general interest. The program originates from Peacock Alley in the Waldorf-Astoria Hotel, New York City. It is in local time.

NBC- 1:30-2:30pm EST, Mon thru Fri; DEBUT - Club 60 - LIVE (COLOR) from WNBQ(Chicago), to 7 NBC-owned stations, plus indefinite no. of affiliates. § Participations for NBC-owned stations; others co-op. § Pkgr- NBC-TV(Chi); Prods- Bob Dressler, Harry Trigg; Dir- Dave Barnhizer; Music Dir- Joseph Gallicchio(NBC Chicago). § Music-variety show with guest talent. Regulars are Don Sherwood as m.c., the Mello-Larks quartet, vocalists Nancy Wright and Mike Douglas, backed by Joseph Gallicchio and the NBC Chicago orchestra. Sherwood is a jack-of-all-humorous-trades, as well as a mimic and dialectician. The program will originate from WNBQ color studios and is in local time.

Saturday (Feb 23)

NBC- 5-5:30pm EST; SPECIAL - The City Decides - FILM from WRCA-TV(NY), to the net. § Sustaining, public service (under auspices of National Conference of Christians and Jews, thru NBC Public Affairs). § Pkgr & Prod- Charles Gugenheim & Associates for The Fund for the Republic. § A filmed documentary report on the accomplishments of St. Louis, Mo., in effecting integration in its public schools. Three clergymen representing the nation's three major faith groups introduce the film in a brief discussion. The program is in open time.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Brothers (Tue, 8:30-9pm EST) Lever Brothers Co thru J. Walter Thompson Co becomes alternate week sponsor, replacing The Procter & Gamble Co., effective Feb 19. W. A. Sheaffer Pen Co. continues as alternate week sponsor.

CTPN- (Columbia TV Pacific Net) Panorama Pacific (Mon thru Fri, 7-9am PST) Fred Levings named producer, succeeding William Gordon, Jr., effective Feb 11.

NBC- The Adventures of Sir Lancelot (Mon, 8-8:30pm EST) Program switches to colorcasts, effective Feb 19. Film series has been seen black & white since debut.

TALENT SHOWSHEET FEBRUARY 15 - FEBRUARY 24
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Most of the shows on February 15, 16, 17, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 22. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY FEBRUARY 15
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<u>West Point</u>	CBS 8pm	<u>White Fury</u> ; with Bruce Bennett, Jerome Courtland, Clint Eastwood.
RAY ANTHONY SHOW	ABC 10pm	Margaret Whiting(S), Johnny Mercer(M).

SATURDAY FEBRUARY 16
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<u>The Buccaneers</u> (Robert Shaw)	CBS 7:30pm	<u>Mother Doughty's Crew</u> ; with regulars & Anna Walmsley; (SW&SD).
PERRY COMO SHOW	NBC 8pm	ADD: Vic Damone(S), Mickey and Sylvia(S).

SUNDAY FEBRUARY 17
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LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>The Strangers</u> ; (O)Clair Roskam; with Miriam Colon, Ernesto Gonzalez, Eleni Kiamos, Richard Bright, Geena Goodwin, George Maharis; Dir - James MacAllen.
LOOK UP & LIVE	CBS 10:30am	David McKay(M), Jimmy Giuffre(M), Bobby Brookmeyer(M), Oscar Pettiford(M), Osie Johnson; Recording Session.
CAMERA THREE	CBS 11:30am	Japanese Culture; Part 1 - with Tachibana(D), Yoki Shimoda(A).
FRONTIERS OF FAITH	NBC 1:30pm	The Manhasset (N.Y.) Congregational Church Choir.
ODYSSEY	CBS 4pm	<u>The World of Robert Flaherty</u> ; Excerpts of Flaherty's films will be shown - Guest - Lillian Gish.
<u>Telephone Time</u> (John Nesbitt)	CBS 6pm	AUTHOR CORRECTION: <u>Plot To Save A Boy</u> ; KILL: John Nesbitt ADD: Donald S. Sanford.
OMNIBUS (Alistair Cooke)	ABC 9pm	E.G. Marshall(A); <u>White Mane</u> ; Prize-winning film.

MONDAY FEBRUARY 18
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<u>Wire Service</u> (George Brent)	ABC 7:30pm	<u>El Hombre</u> ; (O)Richard Bluel & M.L. Lynn; (A)Frederic Brady; with Mr. Brent, Edvardo Noriega, Rafael Alcayde, Elvira Quintana; Dir - Alvin Ganzer.
<u>Sheriff of Cochise</u> (John Bromfield)	WABD 7:30pm	with regulars & Stan Jones, John Close, Judith Ames; (SW&SD)
Burns & Allen	CBS 8pm	with regulars & Jody McCrea, Marian Collier, Robert Carson. (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Kirsten, Earl Wild.
TALENT SCOUTS	CBS 8:30pm	Toby Reynolds(S), The Commodores(S).
<u>I Love Lucy</u>	CBS 9pm	<u>Love Thy Neighbor</u> ; with regulars & Mary Jane Croft, Frank Nelson, Ray Farrell, Parley Baer; (SW&SD)
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Jeanne & Jane Black(S), Hal Shutz(S-M), Stan Boreson(S-M).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	with regulars & Arlene Harris, Chick Chandler, George Meador, Maxine Gates; (SW&SD).

MONDAY FEBRUARY 18 (Cont'd)

ROBERT MONTGOMERY	NBC 9:30pm	<u>Wait For Me</u> ; (0) William Kendall Clarke; with Barbara Barrie, Diana Douglas, Leona Powers, Jenny Egan, Fran Bennett; Dir - John Newland.
STUDIO ONE	CBS 10pm	<u>The Hollywood Complex</u> ; (0) John Vlahos; with Tony Randall, David Opatashu, William Redfield, Michael Tolan, Lawrence Fletcher, Bert Thorn; Dir - Norman Felton.

TUESDAY FEBRUARY 19

<u>Conflict</u>	ABC 7:30pm	<u>The Money</u> ; (0) Howard Browne; with Charles McGraw, Peggie Castle, Andrew Duggan, John Smith, Kathy Nolan; Dir - Walter Doniger.
JONATHAN WINTERS SHOW	NBC 7:30pm	Betty Johnson(S)
<u>Phil Silvers Show</u>	CBS 8pm	re-run - <u>The Court Martial</u> .
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>Command Performance</u> ; with regulars & Ray Kellogg, Lloyd Corrigan, Steve Rowidan; (SW&SD)
<u>The Brothers</u>	CBS 8:30pm	<u>Romeo & Juliet</u> ; with regulars & Nancy Hadley, Oliver Blake; (SW&SD)
<u>Broken Arrow</u>	ABC 9pm	<u>Powder Keg</u> ; (0) Arthur Orloff; with regulars & Roland Winters, Lurane Tuttle, Walter Coy, Bernie Gozler, George Chandler, Howard Wendell, Russ Bender, George Selk, Donald MacDonald; Dir - Hollingsworth Morse.
<u>Jane Wyman Show</u>	NBC 9pm	<u>Farmer's Wife</u> ; (0) Norma Mansfield; (A) Michael Fessler; with Miss Wyman, John Dehner, Beverly Washburn; (SD)
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Frightened Witness</u> ; (0) Mildred Cram; with Dan Duryea, Harold Stone, Barbara Billingsley, Christian Pasques, Wendy Windleman, Herbert Rudley; Dir - Tony Leader.
RED SKELTON SHOW	CBS 9:30pm	Elena Verdugo(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>The Trial of Poznan</u> ; (0) Alvin Boretz; with Peter Cookson, Hurd Hatfield, Fert Freed, Frederick Tozere, Louis Van Rooten; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	The Rosegger Steirer Austrian-Hungarian Folk Dancers.

WEDNESDAY FEBRUARY 20

<u>Navy Log</u>	ABC 8:30pm	<u>Operation Hideout</u> ; with Paul Richards, Jacqueline Scott, Stephen Joyce, Harry Landers, William Hickey, Russell Hardie, Ward Costello, Crahan Denton, William D. Cotterell; (SW&SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Trip To Hillsborough</u> ; with regulars & Horace McMahon, Percy Helton, Paul Wallace; (SW&SD)
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Judge Westholme</u> ; with Harry Shannon, Elisha Cook, Marilyn Buford, Will J. White, Michael Winkelman, Doris Packer, Addison Richards, Robert Carson, Ralph Moody, James Parnell; (SD)
KRAFT THEATRE	NBC 9pm	<u>Give Me The Courage</u> ; (0) Frances O'Neil; with Louisa Horton, Gene Lyons, Charles Aidman, Bret Somers, Katherine Hynes.
<u>Ford Theatre</u>	ABC 9:30pm	<u>With No Regrets</u> ; (0) Irving Cooper & Edmund Morris; with Ann Sotern, Louis Lettieri, Zina Provendie, Larry Thor, Helen Wallace, Paul Engle, Ned Wever; Dir - Oscar Rudolph.
<u>20th Century Fox Hour</u>	CBS 10pm	<u>Man Of The Law</u> ; (0) Frank Fenton & Joseph Petracca; (A) David Lang; with Wendell Corey, Marsha Hunt, Ron Randell, Johnny Washbrook, Sean McClory, Constance Ford, Trever Bardette, Denver Pyle, Robert Foulk, Clancy Cooper, Robert Griffin, William Shallee, Mike Ragan; Dir - Lewis Allen.

THURSDAY FEBRUARY 21
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Sgt. Preston CBS 7:30pm with regulars & Chuck Webster, Lane Bradford, Marc Sheeler, (Richard Simmons) Lyn Thomas; (SW&SD)

CIRCUS TIME ABC 8pm ( coming from Miami Beach, Fla.) Dorothy Lamour, Lecuona Cuban Boys(M-S), Rocky Graziano(C), De Jongh's Chimps, Ross & Ross(punching-bag act).

Bob Cummings Show CBS 8pm Bob Picks A College; with regulars & King Donovan, Mary Lawrence; (SW&SD).

CLIMAX! CBS 8:30pm The Long Count; (O)John McGreevey; with John Ericson, Viveca (Bill Lundigan) Lindfors, Helmut Dantine, Paul Stewart; Dir - Buzz Kulik.

Danny Thomas Show ABC 9pm Danny's Fiancee; with regulars & Ann Lee; (SW&SD)

The People's Choice NBC 9pm with regulars & Jesslyn Fax, Charles Meredith, Byron Foulger; (Jackie Cooper) (SW&SD).

PLAYHOUSE 90 CBS 9:30pm One Coat of White; (O)H.Allen Smith; with Paul Henreid, Claudette Colbert, Larry Blyden, Leif Ericson; (A)Leonard Spigelgass; Dir - Vincent Donahue.

FORD SHOW NBC 9:30pm Tommy Sands(S).

AIRTIME '57 ABC 10pm Betty Johnson(S).

LUX VIDEO THEATRE NBC 10pm One Way Street; (O)Lawrence Kimble; (A)Sanford Barnett; with (Gordon MacRae) George Nader, Nancy Gates, William Talman; Dir - David McDearmon.

FRIDAY FEBRUARY 22  
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Adventures of Rin- ABC 7:30pm Rusty Gets Busted; (SW) Sidney Morse; with regulars & Barry (Lee Aaker) Froner, Hal Hopper; (SD) Lew Landers.

Adventures of Jim ABC 8pm German George; with regulars & Wanda D'Otoni, Kathy Garver, (Scott Forbes) Bowie Paul Frees, Edith Angold.

West Point CBS 8pm One Command; (O)Gene Roddenberry & Jack Bennett; (A)Gene Roddenberry; with Richard Jaeckel, Dick Davalos, Edward Platt; Dir-Jim Sheldon.

Crossroads ABC 8:30pm Boontown Padre; (O) Herbert R. Purdom; with Dick Foran, Mort Mills, Liam Sullivan, Nancy Hale.

Dick Powell's Zane CBS 8:30pm The Hanging Tree; (O) John McGreevey; with Robert Ryan, Cloris (Grey Theatre) Leachman, John Hoty, Howard Petrie, Whitner Bissell, Stuart Randall, Parley Baer, Ken Dibbs, Leo Gordon; Dir - Felix Feist.

Life of Riley NBC 8:30pm Pied Piper of Poetry; with regulars & Glen Langan, Frances (Robinson, Judy Short, Karen Green; (SW&SD)

Mr. Adams & Eve CBS 9pm Howard Goes To Jail; with regulars & Ellen Corby; (SW&SD) (Ida Lupino, Howard Duff)

CHEVY SHOW NBC 9pm Roy Rogers, Dale Evans, Pat Brady, The Sons of the Pioneers, Trigger, Trigger Jr., The Kilgore College Rangerettes, The Texas Rangers, Tony Martin's Rodeo Orchestra; Dir - Bill Benington.

The Vise ABC 9:30pm Man On A Cliff; with regulars & Sandra Dorne, Katherine Finn, (Donald Gray) Colin Tapley; (SD).

Schlitz Playhouse CBS 9:30pm The Wedding Present; (O)Lynne Sherman; (A)Zoe Akins; with Celeste Holm, Gary Merrill, Gail Kobe, Kathleen O'Malley, Roberta Jonay, Wally Brown, Johnstone White, Harry Jackson, Nolan Leary, Lewis Martin, Bob Bice, Fred Coby, Robert Keys, Myrna Dell, Pamela Beard, Wayne Mallory; Dir - Justus Addiss.

The Lineup CBS 10pm The Bay Meadows Case; with regulars & John Banner, Nicky Blair, (Tom Tully) Bill Leicester.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 18 - FEBRUARY 22

GOOD MORNING (Will Rogers Jr.) CBS 7am 2/18 - Rose Murphy(S); 2/19 - Jeannie Carson(S), Hermione Gingold(C), Frank Fontaine(C); 2/22 - Carole Bennett(S), Arthur Treacher(A), Frank Fontaine(C).

GARRY MOORE SHOW CBS 10am 2/20 - Martha Davis & Spouse(M); 2/21 - Russell Oakes(inventor); 2/22 - Danny Dillon(C), Linda Lynch & Dancers.

NBC MATINEE THEATRE NBC 3pm 2/18 - re-run - (FILM) From the Desk of Margaret Tydings; (O) Robert Esson; 2/19 - The Remarkable Mr. Jerome; (O) Anita Leslie; (A) Helene Hanff; 2/20 - Bobbie; (O) Warda Stokes; 2/21 - The Hickory Limb; (O) John Van Druten; (A) Meade Roberts; 2/22 - The Bridge; (O) Joseph Caldwell.

MODERN ROMANCES NBC 4:45pm The Badger; (O) Ben Radin; with Phil Abbott, Jane Du Frayne, Vaughn Taylor.

TONIGHT! (Jack Lescoulie) NBC 11:15pm 2/18 - The Marx Bros.; 2/19 - Charlie Ventura(M), Carmen McRae(M).

SATURDAY FEBRUARY 23

PERRY COMO SHOW NBC 8pm The Andrews Sisters

Hey Jeannie! (Jeannie Carson) CBS 9:30pm with regulars & Dick Reeves.

Gunsmoke (Jim Arness) CBS 10pm with regulars & Susan Morrow, Joe Sargent, Guinn Williams.

GEORGE GOBEL SHOW NBC 10pm Eddie "Rochester" Anderson.

SUNDAY FEBRUARY 24

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am Walls; (O) Rose Lein Schiller; with Sador, Szabo, Eva Sorenyi.

FRONTIERS OF FAITH NBC 1:30pm The Princeton (N.J.) Seminary Choir.

RAY BOLGER'S WASHINGTON SQUARE NBC 4pm with regulars & Ann Sothern.

Telephone Time (John Nesbitt) CBS 6pm The Unsinkable Mrs. Brown; (O) John Nesbitt; (A) Donald S. Sanford; with Cloris Leachman, Barry Atwater, Theodore Van Eltz; Dir - Roy Kellino.

77th Bengal Lancers NBC 7pm The Enemy; (SW) Lee Erwin; with regulars & Angela Greene, Michael Ansara, James Lanphier, Michael Carr; (SD) Frank McDonald.

Circus Boy NBC 7:30pm Joey's Wedding Day; (SW) Lee Erwin; with regulars & Angela Stevens, Brad Morrow, Barbara Wooddell, Connie Cezon; (SD) George Archainbaud.

JACK BENNY SHOW CBS 7:30pm with regulars & Bob Hope.

ED SULLIVAN SHOW CBS 8pm Xavier Cugat & Band, Eddie Mayehoff(A), Lena Horne(S), Abbe Lane(S), Doretta Morrow(S).

STEVE ALLEN SHOW NBC 8pm Brenda Lee(S), Arlene Dahl(A), Yehudi Menuhin(M).

OMNIBUS (Alistair Cooke) ABC 9pm The Boyhood of William Shakespeare; (O) Walter Kerr; America's High Society of Former Years; (FILM); Jean Louis Barrault(pantomimist) in Baptiste.

General Electric Theatre CBS 9pm Flight From Tormendero; (O) Merwin Gerard; with Donna Reed, Helmut Dantine, George Macready, John Anderson, Penny Santon; Dir - John Brahm.

GOODYEAR PLAYHOUSE NBC 9pm The Princess Back Home; (O) John Van Druten; with Celeste Holm, John Beal, Richard Derr, Evelyn Varden, Abigail Kellogg; Dir - Herbert Hirschman.

SUNDAY FEBRUARY 24 (Cont'd)

<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>End of Indian Summer</u> ; (O)Maurice Baudin; (A)James P. Cavanagh; with Gladys Cooper, James Gleason, Steve Forrest, Kathleen Maguire, Philip Coolidge, Hal Dawson, Ned Weaver, Mason Curry, Hope Summers, Mike Huhn; Dir - Robert Stevens.
<u>Loretta Young Show</u>	NBC 10pm	<u>Wedding Day</u> ; (O)Beulah R. Stevens; (A)Pauline Stone; with Miss Young, Carol Veazie, Lewis Martin, Oliver McGowan, Peter Damon; Dir - Richard Morris.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC will probably get ready-made opposition to CBS' planned Seven Lively Arts for next fall, if negotiations between NBC and Robert Saudek Associates work out. Omnibus, which has been subsidized as an activity of the TV-Radio Workshop of the Ford Foundation, has been taken over by Saudek and will be presented next season by his new company, with his associates Alistair Cooke, current host for Omnibus; Walter Kerr, drama critic for the N. Y. Herald Tribune, who has been drama consultant for the workshop and the program, and Henry May, Omnibus art director. The decision of the Ford Foundation has been rumored for some months and the formal notice of its discontinuance of the support for the program was issued yesterday with the comment by Ford Foundation president Henry T. Heald that there is "no need for the foundation to continue in this area." The news of Saudek's new production organization recently had presaged the move.

Lee Cooley goes active in a big way for CBS starting Feb 27, when he begins a five-week series of book musical-variety shows as replacements for the vacationing Arthur Godfrey in the Wednesday, 8-9pm EST spot. Each show will have a different title, after the stars appearing each week: Feb 27, The Peter Lind Hayes Show; March 6, The Guy Mitchell Show; March 13, The Jo Stafford Show; March 20, The Teresa Brewer Show; March 27, The Vic Damone Show. The "book" aspect of each will be the link that ties together the different sketches, song numbers and variety turns. The Peter Lind Hayes opus will star Hayes and his wife, Mary Healy, with featured performers including Jack Whiting, The Toppers, Genevieve, Dorothy Jarnac, the four Step Brothers, actus the Horse, and Zippy, the chimpanzee. All programs will have Godfrey's regular Wednesday night sponsors. Production staff for the first one, with Cooley as producer, includes Byron Paul, director; Lou Wills, Jr., dance director; Ben Wampler, sets; Don Fisher, costumes, and Burt Farber as musical conductor. Tony Marvin is the announcer. Writers for the show are Norman Barasch and Carroll Moore.

Biggest shock for the trade in the changes scheduled for Your Hit Parade next fall is the dropping of Raymond Scott as musical director. With his late brother, Mark Warnow, whom he succeeded as music director of the show, Scott had seemed to be setting a long distance record in broadcasting for family continuity in one position. The clean sweep set for next season will introduce in starring singing roles Virginia Gibson, Jill Corey and Tommy Leonetti. The big obvious emphasis will be youth appeal to stimulate new interest and attract a new audience to the show..... NBC will also have a big change in its late Monday evening drama lineup, with the new one-hour Crisis series slated to replace Robert Montgomery Presents. Plans call for over 40 programs in the series, with 20 on film and the rest live; the films from a new Alfred Hitchcock company, the live shows to be produced by MCA-TV. If Studio One continues in the same time next season, the two shows will lock horns, 10-11pm.

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(MORE)

If there can be said to be any kind of programming pattern being formulated for TV for the next few seasons, aside from the big sweep into Western adventures, it is in the time segments being set. There are exceptions in any of the categories, but it seems to be a coming rule that spectaculars must be one and one-half or two hours long; drama anthologies, whether live or film, one hour; variety shows, one hour; situation comedy and quiz shows, half-hour; documentaries, one hour. Possibly the most important reason for the lengthening of the program patterns to one hour shows is the need for opening up enough time for multiple sponsorships. Half hour programs with the multiples or alternate-week plug-and-plug schedules have created a lot of criticism. The one hour shows give longer program stretches before interruptions, although the commercial content is proportionately the same or longer. In line with this, the pioneering of ABC with its Cheyenne and Wire Service series has resulted in several new one-hour filmed programs being projected by all nets for next season. One is CBS' Perry Mason series; another would be the Revue Productions-produced Wagon Train for NBC; with others including three new ones planned by Warner Bros. for ABC: Sugar Foot, Oklahoma Kid and The Texan. The latter three would all be alternate-week filmed shows, like Cheyenne and CBS' 20th Century-Fox Hour (which debuted a couple of weeks after Warner Bros. Presents, the forerunner of Cheyenne, in 1955).

ABC's plans not only include the most expensive half-hours in television, but also an attempt to become the most musical-variety network going. The Frank Sinatra shows will be the highest budgeted half-hours in TV up to now (balanced by ABC's interest in Sinatra's production firm). The signing of Pat Boone and Guy Mitchell for their own shows adds to the music impact for next season. A string of Warner Bros. and Lou Edelman entries in the film series list will expand the Western adventure look of the net, with many of the currently successful half-hours in this vein continuing.....Tales of Wells Fargo is the official title for the film series replacing Stanley on March 18 on NBC. Dale Robertson stars as Jim Hardie, a Wells Fargo agent, with varied assignments.....Things move fast in TV. Kraft TV Theatre's drama for Feb 27 had been announced as a melodrama, "A Traveller From Brussels," starring comedian Orson Bean, supposedly as a serious actor. Monday, NBC announced that "the script has been changed from a melodrama to a comedy." Whether he will still be a diamond smuggler, as in the original announcement, was not mentioned.....The use of one word titles for some of the new drama-suspense shows has created much trouble for the literary rights and research staffs of the networks, with more coming. Panic, Crisis, and Impact are the merry-go-rounders of the past month, with Panic! a final title for the Al Simon series replacing Noah's Ark on March 5.

CBS TV Operations has formed a new Operations Information Center to act as a clearing house for all production services, materials and facilities to service CBS clients and producers. It will also follow the production status of all CBS programs.NBC's Tonight! changes are moving slowly into a predictable format. This week INS columnist Bob Considine began a 10-minute news, feature and interview segment, in line with his rep for diversified reporting and feature columns. The New York staff has been beefed up with Ed Cosgrove raised from senior unit manager to associate producer, joining Roger Gimbel at that level. Two new NY feature writers have been added to the staff. Some staff shakeouts are expected as better features are retained and the flop spots are cancelled out.

PEOPLE GOING PLACES: Audrey Gellen is script editor at Talent Associates for Kaiser Aluminum Hour.....Malcolm Beelby named director of music operations, Hollywood, for CBS Television, handling administrative duties. Lud Gluskin, general music director, will devote more time to creative music needs of CBS programs.....Oscar Rudolph signed to direct 30 television films a year for three years for Screen Gems in Hollywood.....William Berns, director of new and special events for WRCA-TV(NY), takes a one-year leave of absence March 1 to become managing director of the Marine Amphitheatre at Jones Beach, L. I.