

network officials and affiliates' representatives did not want to present them at later hours.

The way the plan works out, on Wednesday and Friday nights Central Standard Time stations, for instance, will have no network programming at 6-6:30 p.m. CST; will carry live the programs that originate at 8:30-11 p.m. New York Time (6:30-9 CST); then will get the hot kines of the 8-8:30 New York programs (9-9:30 CST); will have no network programming from 9:30-11 CST; then will get, as now, the last hour of *Tonight*, but on a seven-day delay basis during DST months (11-12 midnight CST).

The only difference for these Central Standard stations on Monday, Tuesday and Thursday evenings is that they will have no network programming from 6 to 7 p.m. (CST) and 10 to 11 p.m. (CST).

The plan provides for the once-a-month Monday Night Spectaculars (8-9:30 NYT), which will continue through the summer, to be carried live in Standard Time areas.

The NBC Plan—still subject to affiliate approval—was developed jointly by affiliates' representatives and network officials headed by President Robert W. Sarnoff, staff vice president David C. Adams, and station relations director Donald Mercer. The proposal was put into final form in sessions last Monday by network officials and the four-man affiliates group, composed of Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and Fred C. Mueller, WEEK-TV Peoria, Ill. [CLOSED CIRCUIT, Feb. 20].

The CBS-TV plan, affecting only evening hours but applicable all seven nights of the week, was originated by Sales Service Manager Robert F. Jamieson, who noted that in the Central Standard areas—where CBS-TV has 52 affiliates representing almost one-fourth of the total interconnected CBS-TV Network gross hour rate—the entire nighttime program schedule will remain within the same time periods normally used when the network is operated on an EST basis.

In essence, the plan provides this: CBS-TV programs normally seen at 6:30-7 p.m. CST will continue to be seen at those hours (with few exceptions these are film shows and CBS-TV will ship prints in advance to these stations for local showing at their normal times); programs usually seen at 7-8 p.m. CST will be seen at 9-10 p.m. CST (through the regular West Coast repeat feeds, which will be extended to the

Central Standard stations for these shows), and programs normally seen at 8-10 p.m. (9-11 New York Time) will be carried live and seen in the Midwest at 7-9 p.m. CST.

In the earlier evening time spots, CST stations will get the regular West Coast repeat feed of the Monday-Friday *Douglas Edwards News* show at 6:15-6:30 p.m. CST, while the Saturday *Lucy Show* and Sunday *Lassie* program, both on film, will be originated locally at 6-6:30 p.m. CST with prints to be supplied in advance by CBS-TV.

The CBS-TV blueprint envisions one repeat show; *Sunday News Special*, 11 p.m., New York Time, will be repeated at 12-12:15 a.m. New York Time for viewing on Central Standard stations at 10-10:15 CST. There also is one seven-day delay program; Tuesday's *Name That Tune*, a live show in the otherwise solid film block across the board at 7:30-8 p.m., will be presented by kinescope with one week's delay in its same time spot, 6:30-7 p.m. CST.

Mr. Jamieson noted that the plan keeps CBS-TV's so-called "kid shows" strip—7:30-8 p.m. EDT—within Class A time (6:30-7 p.m. CST), avoiding a loss of revenue "in the six-figure range" that has occurred heretofore because DST operations moved these shows back into Class B time in CST areas. In addition, it was understood, the plan will deliver evening network features to Mountain Zone stations at hours that are more acceptable, locally, than in past summers. In the past, stations have cancelled some of these programs because they arrived too early.

Mr. Jamieson said that, among other benefits, the plan has a political advantage—in that it will permit political preemptions within the current evening commercial schedule without disrupting more than one program per preemption.

XETV (TV) To Carry ABC Films, Kines

ABC announced last week that it had signed an affiliation contract for the San Diego, Calif., market with XETV (TV) Tijuana, Mexico. The affiliation is effective April 5. Negotiations were conducted by Ernest Lee Jahncke Jr., ABC vice president, and Julian M. Kaufman, XETV vice president-general manager.

The move is another in a series of arrangements with the Mexican station which has aroused protests by San Diego tv stations. Some months ago, ABC sought FCC permission to feed live programs to the ch. 6 Mexican outlet

(38 kw power with 500-ft. above ground antenna atop Mt. San Antonio). After FCC approval over objections by the San Diego stations, the grant was protested. The Commission accepted the protest and scheduled hearing for March 19 before Hearing Examiner Herbert Sharfman.

Protesting are ch. 8 KFMB-TV and ch. 10 KFSD-TV, both San Diego. The former carries CBS; the latter, NBC. Both also carry ABC programs. They claim that ABC's relationship with XETV would constitute unfair competition, since XETV is not subject to American laws. They said that the Mexican outlet would deliver "substandard" programs and "debauch" the San Diego audience.

The affiliation contract between ABC and XETV will permit the network to deliver film and kinescope programs to the Tijuana station. FCC approval is not required for this.

Profanity on 'Alcoa Hour' Meets Quick Public Reaction

THE TERM "God damn" made its tv debut Feb. 19 and public reaction was so immediate that the night executive at NBC-TV ordered the slip of tongue stricken from the "hot" kinescope of the *Alcoa Hour* before it could be retecast on the West Coast that same night.

Actor Lloyd Bridges, portraying a migrant worker standing up to a lynch mob in Reginald Rose's "Tragedy in a Temporary Town" (see IN REVIEW, page 14), "got so worked up during the rehearsals of the climactic scene," an NBC spokesman reported last week, "that he broke down and cried several times." On the air a few hours later, Mr. Bridges, instructed via script to shout "you dirty, stinkin' pigs," shocked not only Alcoa's viewers but his co-workers when he cried, "you God damn stinkin' pigs."

NBC said close to 700 calls were received at the network almost immediately, 200 of them expressing "mixed feelings." The network defended the actor, but regretted the lapse of discipline. Mr. Bridges later was quoted as saying, "I didn't even know I'd said it until afterwards."

Smith Switched to ABC Unit

APPOINTMENT of George Smith, ABC-TV Network account executive, as administrative officer of ABC's Political Unit is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president. Mr. Jahncke heads the unit, which is responsible for all aspects of ABC radio-tv political broadcasts in the 1956 campaign.

With ABC since 1949, Mr. Smith has been manager of *Playhouse Theatre*, sales representative in the co-op program department, manager of television co-op program sales, and manager of tv station clearances. He became a tv network account executive in September 1954.

Mrs. Manes to Head ABC Dept.

SHEILA MANES has been appointed head of ABC Radio's Western Sales Service Dept. She succeeds Marion Russell, who last week joined Erwin, Wasey & Co., the network announced. Dennis Alward was named Mrs. Manes' assistant.

KDTH to Join ABC Radio

KDTH Dubuque, Iowa, will become an ABC Radio affiliate on March 15, it was announced jointly last week by K. S. Gordon, KDTH general manager, and Edward J. De Gray, national director of station relations for ABC Radio. KDTH, which operates with 1 kw on 1370 kc, is owned by the Dubuque *Telegraph-Herald*.

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