

## PROGRAMMING

# TV LESSONS FOR CANDIDATES

## ABC-TV trains politicians in air tactics

Tv-conscious political job-seekers trooped to "schools" in New York and Washington last week as part of a nationwide curriculum organized by ABC-TV to teach politicians the do's and don'ts of tv campaigning.

Classes were held (Aug. 17) under the auspices of WABC-TV New York and WMAL-TV Washington. WXYZ-TV Detroit held its coaching seminar several weeks ago and the venture was termed "very successful," attracting about 150 politicians.

Other affiliated stations are expected to conduct their schools in coming weeks as the political campaigns move into high gear. Stations which have notified ABC-TV they intend to hold such courses in the next few weeks are KABC-TV Los Angeles, KGO-TV San Francisco, WFIL-TV Philadelphia, KOMO-TV Seattle, WTCN-TV Minneapolis-St. Paul, WHBQ-TV Memphis, WTAE (TV) Pittsburgh, WLWI (TV) Indianapolis, WNHC-TV New Haven, WLWA (TV) Atlanta, WISN-TV Milwaukee, KAKE-TV Wichita, and KBTW (TV) Denver.

ABC-TV officials noted that information they had obtained from station executives indicated the classes were of interest to incumbent U.S. congressmen and senators, as well as lower-echelon politicians, including sheriffs and councilmen.

Among elected officials, ABC-TV said, its stations had received communications, expressing interest, from such political personages as Rep. Carl Elliot (D-Ala.), Rep. Joe M. Kilgore (D-Tex.), Rep. Bruce Alger (R-Tex.), Rep. John V. Lindsay (R-N.Y.), Rep. Martha W. Griffiths (D-Mich.), Rep. Robert T. Ashmore (D-S.C.), Rep. Thomas N. Downing (D-Va.), Rep. Don L. Short (R-N.D.) and others.

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Sen. Leverett Saltonstall (R-Mass.) advised WMAL-TV that he would be away from Washington this summer, but suggested that his executive secretary participate and pass on the information.

The courses generally will be conducted by programming and news executives at the stations and cover such topics as material preparation, speech delivery, camera and microphone technique, dress and makeup.

The session at WABC-TV in New York attracted approximately 100 politicians, including candidates, campaign managers and organization workers. They were drawn from New York, New Jersey and Pennsylvania. Instructors were Joseph Stamler, vice president and general manager, WABC-TV; Bill Shadel, ABC-TV commentator; and Scott Vincent, WABC-TV newsman and announcer.

The "students" included a candidate for the U.S. Senate, seven for congressional seats, freeholder and sheriff bidders, and an aspirant for the vice presidency of the United States. The last-named was Mrs. Myra Tanner Weiss, vice presidential candidate of the Socialist Workers Party of New Jersey ticket. Mrs. Weiss quipped during the instruction: "I asked for equal time and got it."

Among the suggestions offered by WABC-TV officials to the tv tyros were: Wear light blue shirts and somber ties and take off jewelry; keep your eye on the cueing device and not on the camera lens; don't shuffle papers as you speak ("it sounds like a fire"); don't tap the desk ("it comes out like a trip-hammer"); don't lean back in your chair or twist around to look at a chart ("your voice will be a block away"); avoid use of involved charts ("they come out like one big blur on the screen.")

## Mansfield foresees election overhaul

Sen. Mike Mansfield (D-Mont.), Senate majority whip, thinks television may cause a change in the way the candidates for President and Vice President are nominated and elected.

Addressing the Senate last week, he complimented the tv networks for "an outstanding job" of covering the political conventions, but said he suspects the "very excellence" of the tv coverage has led millions of Americans to question the present nominating and elect-



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