

turned. Respondents were chosen at random from phone books in the 50 cities chosen.

Among other feelings expressed by respondents were these:

- Networks air their best programs simultaneously, preventing the public from getting a chance at all of them.

- Many programs are copies of earlier shows, and program types tend to run in cycles.

- Although the respondents generally agreed that the cultural level of TV programming is not good, they did feel that television ought to be primarily an entertainment medium rather than educational.

- They do not believe that complaints about television programming are confined to "a small group of snobs," but come from all socio-economic levels.

- There is no question in their minds that ratings are the strongest factor in determining the length of a television program's life.

Questionnaires confronted viewers with 25 statements to which they could respond in one of five ways: agree strongly, generally agree, neither agree nor disagree, generally disagree or disagree strongly.

The survey showed 76% of those polled were in disagreement with the contention that "American people do not know what TV programs are good and have to be told." Only 12% indicated agreement with that statement.

Respondents demonstrated unusual reluctance to express an opinion when confronted with the proposition that "viewers in the end actually control TV—they get what they want." To this statement 24% gave assent, 22% were in disagreement and the balance either held no opinion or did not care to express one.

A large number of those questioned, 72%, held that most TV programs today are not intellectually stimulating; only 15% disagreed.

The results were tabulated by respondent demographics including age, sex and educational level, and by the number of television channels available in the market.

**Younger More Pleased** ■ It was found that the younger the respondent and the fewer years of formal education he had completed, the more satisfied he is with current programming.

Although 72% felt programming to be not intellectually stimulating and the majority understood a casual relation between the size of a show's audience and its life on the air, when asked to list their favorite programs the shows most frequently mentioned were those which had enjoyed high rating status.

The 10 shows mentioned most fre-

quently as favorites were *Bonanza*, *Man from U. N. C. L. E.*, *Peyton Place*, *Dick Van Dyke*, *Lawrence Welk*, *The Fugitive*, *Walt Disney*, *Andy Williams*, *Combat* and *Perry Mason*. The study was completed late last summer before the current television season began.

Warwick & Legler said its purpose in underwriting the research was to promote study of questions raised by recent discussion of programming standards and sources at the FCC and within the broadcasting industry. W&L will bill approximately \$30 million in 1965, about 38% of that amount in television.

## Juggling act accelerates

### Networks announce more schedule changes in season's 5th week

The overhauling of the TV network's nighttime schedules continued at a faster rate last week, the fifth week of the new season.

ABC reported several changes, some of which take place next week and others in mid-January. CBS noted some changes effective in early December, and a replacement on NBC is being set after the first of the year.

Still further assessment is under study at the networks, which will receive today (Oct. 25) the second A. C. Nielsen Co. ratings report on the new season, covering the two weeks from Sept. 27 through Oct. 10.

ABC-TV confirmed that a new twice-a-week series, *Batman*, an action-adventure series, produced in color by Greenway Productions in association with 20th Century-Fox, will be placed in the Wednesday and Thursday 7:30-8 p.m. periods starting Jan. 12 (BROADCASTING, Oct. 18).

It also confirmed that *Farmer's Daughter* will be moved from Monday 9:30-10 p.m. to Friday at 9:30 p.m. in place of *Peyton Place III*, effective Nov. 5. The move of *Daughter* will be accomplished by advancing the first of the *Peyton Place* three-parter to start on Monday at 9:30 p.m., effective Nov. 1.

*Batman I* replaces *Ozzie & Harriet*, which will be shifted from Wednesday to Saturday at 7:30-8 p.m. *Batman II* on Thursday goes in place of *Shindig I*

and *Ozzie* replaces *Shindig II*, with both segments of *Shindig* dropped out of the ABC lineup.

The addition of *Batman*, 20th Century said, gives the studio a total of nine network series in production, totaling eight-and-a-half hours per week in prime time with representation on all three networks. *Batman*, which stars Adam West, is based on the comic book masked hero who thwarts criminals.

**English Show** ■ Meanwhile, it was reported that ABC-TV has purchased *The Baron*, a one-hour color series starring Steve Forrest. The show, which is to be produced in England by Associated Television (ATV), was sold through ITC, its U.S. subsidiary. ABC-TV has not indicated whether this series would be used as a replacement show this season or is being readied for use in the 1966-67 season.

Another ATV product, the one-hour *Secret Agent*, which was seen on CBS-TV last spring and summer, will return as a replacement effective Dec. 4 on CBS when it moves into the hour occupied by *The Trials of O'Brien* (Saturday, 8:30-9:30 p.m.). CBS has deferred earlier plans to slot a new Art Linkletter program in the Friday 10-11 p.m. slot, shifting *O'Brien* into that spot instead. *Slattery's People*, now in the Friday hour slot will be dropped.

CBS previously had announced it is replacing *Rawhide* with an MGM series based on its feature film, "Clarence, the Cross-Eyed Lion," at Tuesday 7:30-8 p.m. after the first of the year. (The series, tentatively titled *Daktari*, will have an action-adventure format changing the emphasis from the movie that was on comedy.) The possibility exists, however, that *Rawhide* may be shifted to another time period, perhaps replacing *The Loner* on Fridays at 9:30-10 p.m.

NBC-TV plans to replace *Convoy* on Friday at 8:30-9:30 p.m. with a new musical variety show that would have Sammy Davis Jr. as the host. The change would take place on Jan. 7.

### 54 buy 'March of Time'

A group of eight one-hour *March of Time* documentaries created by David L. Wolper Productions in association with Time-Life Broadcasting, has been sold in 54 markets, it was announced last week. The first special, "Seven Days in the Life of the President," which examines a week of crises and decisions involving President Lyndon B. Johnson, was carried on WNEW-TV New York last week and will be presented subsequently on other stations. Wolper is a division of Metromedia Inc.