

Old guard carries SAG elections

Insurgents defeated in first real challenge to nominating committee

In what was the first contested election in the 38-year history of the AFL-CIO Screen Actors Guild, actor John Gavin, well-known for his performances in motion pictures and television, was elected by a large margin to a one-year term as president of the 20,000-member national union. Mr. Gavin, the candidate of SAG's nominating committee, defeated character actor Bert Freed by a vote of 6,407 to 3,237. Mr. Freed had unexpectedly challenged Mr. Gavin's candidacy and entered his own slate of candidates for lesser offices in the union as well. The entire insurgent slate of 20 candidates was defeated.

Mr. Gavin succeeds Charlton Heston, who served for six one-year terms as president of SAG but was not a candidate for re-election. Mr. Heston supported the nominating committee's candidates.

The election contest was a bitter one that on occasion descended to name-calling. Mr. Freed and actor Donald Sutherland, who ran for first vice president, made it a contest by entering their names after SAG's nominating committee announced its slate of approved candidates. The insurgents charged that SAG leadership had turned the guild into a "sweetheart union," implying that the union was working in collusion with management.

Union membership across the country voted by mail ballot. Votes were counted by the certified public accounting firm of Lybrand, Ross Brothers & Montgomery in Hollywood on Nov. 1. Winning candidates for national offices and board of directors, all backed by the guild's nominating committee, and the votes they received were, in addition to Mr. Gavin and Mr. Freed:

Ed Platt, 6,156, over Donald Sutherland, 3,474, for first vice president; Robert Lansing, 6,436, over Frank Maxwell, 3,176, for second vice president; Robert Easton, 5,058, over Barry Sullivan, 4,515, for third vice president; Joyce Gordon, 5,903, over John A. Randolph, 3,687, for fourth vice president; Kathleen Freeman, 6,179, over Beah Richards, 3,442, for recording secretary; Gilbert Perkins, 6,262, over Don Knight, 3,271, for treasurer.

Newly elected officers and directors were scheduled to be installed at a national board meeting at guild headquarters in Hollywood on Nov. 5.

Elected to three-year terms on the

guild's board of directors were: Frank Aletter, Whit Bissell, Ann Doran, Joe Flynn, Ena Hartman, Rodolfo Hoyos, Victor Jory, Jack Gruschen, Monte Markham, Mercedes McCambridge, Ed Nelson, Walter Pidgeon, William Reynolds and Ray Teal. Elected for one-year board terms were Fritz Feld and Dennis Weaver.

In a separate election in the New York branch of the guild, Ralph Bell, Leon Janney, Bob Kaliban, Laurence Luckinbill, Pat Mahen, Joe Silver and Karl Weber were elected to the national board of directors. In San Francisco, Johnny Weissmuller Jr. was elected to the national board. In Chicago, Paul Barnes and Norman Barry were elected to similar positions.

CBS's all-news night: a told-you-so disaster

Why did CBS-TV devote the entire evening of Oct. 21 to news and public-affairs programming when it had to know its ratings would be depressed, not only for that evening but for the entire week?

Robert D. Wood, CBS-TV president, said last week that the question really involved only one hour, 8-9 p.m. EDT, and whether to program it with entertainment or public affairs, because the network was already committed to pull the *Thursday Night Movie* and carry news 9-11 p.m. once a month.

In view of critics' frequent contention that there isn't enough public-affairs programming, he said, "we thought it would be an interesting experiment, though dangerous probably, to see what happens when a whole evening goes to public affairs." The network thought it had a good program line-up for such an experiment, so it put in *60 Minutes*, which normally will be seen on Sundays, and documentaries on Picasso and on West Coast Mexican-Americans. The rating results became clear when the Nielsen 70-market report appeared (BROADCASTING, Nov. 1) and again when Nielsen's Fast National came out last Monday (see page 20): CBS dropped from first to second place in the weekly reports for the first time this season.

Mr. Wood put it this way: "We wanted to see what audiences will do and we found out. They defect to entertainment in droves. Absolute disaster."

Is CBS-TV likely to try the experiment again any time soon? Mr. Wood had his doubts.

Rhodes to L.A.

Rhodes Productions, syndication and distribution division of Taft Broadcasting Co., has moved from New York City to Los Angeles. Facilities for video tape and film screening as well as office

space for sales research and promotion personnel have been leased at 6535 Wilshire Boulevard. According to Jack Rhodes, head of the company, the move is for "closer contact with the major production sources of syndicated programming."

Rhodes Productions handles product produced by Hanna-Barbera Productions, another Taft subsidiary. Rhodes also provides sales and distribution services for other independent producers of TV programming.

Changing Formats

The following modifications in program schedules and formats were reported last week:

KOSY(AM) Texarkana, Ark.—Gateway Broadcasting announced that station has discontinued its middle-of-the-road format in favor of contemporary programming. Station operates on 790 khz with 1 kw day and 500 w night and a night-time directional antenna.

WEDR(FM) Miami—WEDR Inc. announced that station has switched from top-40 format with limited amounts of underground programming to predominantly black-oriented programming. Station broadcasts on 99.1 mhz with 18 kw and an antenna 175 feet above average terrain.

WRIE(AM) Erie, Pa.—Radio Erie Inc. announced that station has increased total broadcast week from 123½ hours to 181½ hours. Station broadcasts on 1330 khz with 5 kw and a directional antenna with patterns varying in daytime and night-time hours.

WIBF(FM) Jenkintown, Pa.—Fox Broadcasting has augmented station's foreign-language programming. It has added nearly 16 hours of Italian and Spanish shows to its schedule. Station broadcasts on 103.9 mhz with 180 w and an antenna 1000 feet above average terrain.

■ WBCM(AM) Bay City, Mich.—Michigan Broadcasting announced that station's middle-of-the-road format has been changed to top-40 programming. WBCM operates on 1440 khz with 1 kw day and 500 w night.

WCUE-FM Akron, Ohio.—WCUE Radio has modified station's format from up-tempo middle-of-the-road to more contemporary music. WCUE-FM will simulcast WCUE(AM) for 75 hours of its 164 hour broadcast week. WCUE-FM operates on 96.5 mhz with 50 kw and an antenna 105 feet above average terrain.

■ WIZO-FM Franklin, Tenn.—Harpeth Valley Broadcasters announced station has ceased simulcasting AM, except for special hour-long program and news segments. FM has also increased its