

# A Closer Look

By Ernest Kreiling

HOLLYWOOD—"Not for the bored and blasé, but for the everyday listener. 'So corny it's funny.' 'Spoofs rich and poor alike.'"

These are comments about The Beverly Hillbillies by people who rate the program excellent in the 10th annual Look and Listen Opinion Poll conducted by the energetic American Council for Better Broadcasts.

Some comments from the volunteer monitors who rated The Hillbillies as only fair were, "Just a child's show, which they have plenty of," and "Fun once in a while." And a Memphis monitor who graded the program poor commented, "Shows ignorance of people in the hills, degrades them."

More than 38,000 such varying opinions about 130 network television programs were offered by 7,000 adults and teenagers from 30 states.

HERE ARE a few other typical comments. A high school student in Albany, N.Y., who rated Hazel excellent, said, "I like Hazel because so often she unmask the superficiality of others." A Wisconsin monitor rated Hazel as fair and added, "I like the plots, but not the grammar."

Attitudes toward the Huntley-Brinkley Report range to both newsmen, from, "What sets it apart is the astuteness of the newsmen," to "Brinkley is too opinionated; both a bit sarcastic," and "deplorable editorial."

## Employee Gets 25-Year Pin From Edison

Mrs. Lois W. Bersticker of 2940 W. Carson St., has been honored by the Southern California Edison Co. with a new diamond service anniversary award, emblematic of 25 years of service with the Southland utility.

Mrs. Bersticker received her award at the Los Angeles Biltmore Hotel dinner meeting of the employees group composed of ladies with more than a quarter of a century service with the Edison Co. The award was presented by board chairman Harold Quinton.

Almost 100 Edison ladies joined Mrs. Bersticker at this first annual meeting, which was hosted by the officers of the electric utility.

## Engineer to Head CalProp Construction

Appointment of Robert P. Bergenty as construction coordinator for CalProp Investments, Inc., of Hawthorne, has been announced by Victor Zaccagnin, president of the publicly-owned firm.

Bergenty, graduate of Healds Engineering School, will head the construction department of CalProp as administrator of all current and future construction projects.

Last associated with Marina Del Rey Properties, Bergenty has been in the construction field 15 years.

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izing under the guise of reporting." THE LOOK and Listen Opinion Poll is but one of many active programs aimed at the improvement of radio and television programming sponsored by the American Council for Better Broadcasts, an organization which approaches its job in the spirit of constructive inquiry and in the knowledge that an actively interested and

responsive public is essential to improved programming. There are a number of organized listener-viewer groups around the nation, with the avowed purpose of improving television. But too often they become small cliques of closed and nagging minds who tend to look upon the broadcasters as enemies to be destroyed rather than friends to be cultivated and influenced. The American Council for Better Broadcasts, however, seems to be interested in activating and informing the public, not in molding programming to any preconceived shapes of its own.

LAST YEAR'S group of

7,000 monitors were made up almost equally of teenagers and adults, and was composed of individuals as well as groups such as high school classes, church organizations, PTAs and service clubs. Springfield, Ill., alone provided 1,100 monitors for the poll. Monitors are asked simply to watch and rate at least eight network television programs of their own choosing prior to January and to complete a simple rating card and to write their reasons for liking and disliking the programs. Volunteers need not even be \$1 a year members of the Council, and except for 3 cents for the rating cards, the materials are furnished free.

THE AMERICAN Council compiles the ratings and opinions into a final report which is sent to participating groups, but more importantly to the networks, sponsors, and the FCC. Here are the 10 highest rated programs of last year's 7,000 monitors: Huntley-Brinkley, Bonanza, Disney, Ben Casey, Hillbillies, Dr. Kildare, Andy Griffith, Hazel, Leonard Bernstein, Lawrence Welk. It's interesting to note that four of these were also in the A. C. Nielsen April estimate of the 10 most-watched programs. Volunteering to be a monitor in this year's poll is one way you can have your attitudes toward TV programming felt.

It's not much perhaps, but in the long run it's an active awareness and responsiveness by the public to television fare that will shape programming to more nearly conform to the tastes and needs of a larger part of our society. AS MORE and more people speak louder and louder, the networks will listen closer and heed better. Further information about the American Council for Better Broadcasts and how you or your organization can participate in this monitoring program can be obtained by addressing a card or letter to A Closer Look, The Torrance Herald.

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