

Assignment TV

By **TERRENCE O'FLAHERTY**

One of the questions asked most frequently of this column is how to market an idea for a television show. After looking at the junk offered day-in-day-out on TV it is not surprising that so many viewers think their ideas are better. In most cases they are right.

But if scripts are difficult to market, ideas for scripts on show formats are even more so. The following letter is an example:

I have submitted several ideas for TV programs to David Susskind whom I admire and I have received no reply. I am not so naive as to expect a fat check by return mail but I did at least expect a polite why-don't-you-stick-to-being-a-housewife acknowledgement . . .

THE SIX suggestions for programs which were enclosed were excellent but I think I can guess why the Susskind office didn't acknowledge her letter. TV producers, networks, agents and actors receive program suggestions almost daily from strangers. Many of them are fine but many of them have already been considered. The identical program might then be in the shooting stage with that producer. If he has acknowledged that he has read your letter—and then six months later you see it on the air with an all-star cast, making thousands of dollars for its producers and actors, you will be mad enough to sue them and the network—and many people have done this.

In a recent case, two professional writers sued the producers of "Sea Hunt" and won a huge cash judgment based on idea material sent to them prior to its filming. While this was a great boost for writers and idea men, it undoubtedly had a terrible effect on those who might volunteer suggestions in the future.

"IDEAS" ARE sketchy things and often duplicated—but even complicated scripts are considered dangerous by most production offices. Long ago the movie studios learned this and refused to open a script until the writer had signed a waiver.

Today most producers of television shows not only are afraid to open unsolicited material, they are afraid to even acknowledge the receipt of such an envelope which in itself would be an admission that idea has passed through their office. The honorable producer has two alternatives: to return them unopened, or file them away, unopened. There are also the other kind (exact number unknown, but sizeable is suspect) who will read your idea, use it himself and claim he never received it.

TAKE THE only two new programs last year to hit the jackpot — "Petticoat Junction" and "The Fugitive." The former is written by the man who writes the "Beverly Hillsbillies." He writes fast and he's successful. People listen to success in Hollywood.

The idea for "The Fugitive" was suggested by one writer-producer to another around a pool in Beverly Hills and the idea was bought immediately but it was a long time before a network or sponsor was as enthusiastic. Also the appeal of an innocent man being chased is not new as any reader of "Les Miserables" will know immediately.

So where does the producer of television programs turn for new ideas? Many of them are actually smart enough to have ideas of their own and this number is increasing. Many turn to knowledgeable people in the business, people with whom they have worked in the past.

After considerable thought, I would offer this advice: get into the business and get an agent. Then get into a bathing suit, go to Beverly Hills and start making friends.

Dance Slated For June 27

The annual Marianist League of Southern California benefit dance is scheduled for Saturday, June 27, starting at 8:30 p.m. in the Serra High School gymnasium, 14830 Van Ness Ave., Gardena.

Proceeds will be used for the Marianist Novitiate Scholarship fund. Tickets may be purchased from members or at the door.

Area Students in Huge CSCLA Graduating Class

Ten students from Torrance, two from Redondo Beach, and one from Lomita were among members of the record class of 3,068 receiving degrees in commencement exercises at California State College at Los Angeles Saturday.

Melvin Weiner, 18808 Felbar Ave., received a bachelor of arts in English. Receiving bachelor of sci-

ence degrees were Walter Boden Jr., 18404 Patronella Ave., business administration; Michael Freschi, 3214 W. 181st St., engineering; and Kazuya Kametani, 20631 Mariposa, mathematics.

MASTER OF ARTS degrees were awarded to Gaylan Bagley, 4808 Emerald St., elementary school administration; Darrell Jung, 4427 Newton

St., secondary school administration; Ralph Pagan, 3515 W. 228th Place, elementary school teaching; and William Shea, 416 E. 213th St., secondary school administration.

Master of science degree was awarded to Janet Hart, 17040 Yukon Ave., in the field of vocational rehabilitation counseling.

REDONDANS receiving de-

grees were Cornelia Hollarn, 1800 Grant Ave., bachelor of science in mathematics, and Eugen Lairmer, 1312 S. Helberta, master of arts in elementary school administration.

The one Lomitan in the class was Larry Willson, 24247 Ocean View Ave., who received a bachelor of arts in geography.

Dance Class Being Offered

A woman's modern dance class is being offered by the Torrance Recreation program.

The classes will begin Wednesday, June 24, and continue through to Wednesday, July 19. Class hours are from 10 to 11:30 a. m.

The classes, designed for

learning and performing the basic movements of dance for exercise, may be registered for at the Joslyn Recreation Center, 3335 Torrance Blvd. beginning with the first class session.

A registration fee of 50 cents will be charged.

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FATHER'S DAY SPECIAL . . . Screw drivers — he needs a handy tool like this! **11⁹⁹**

BAR-B-QUE BOWL, patio special! Stock reduction **\$13⁹⁹** at just

19-IN. COMPACT FIRESTONE TV, one only at this **\$59⁹⁹** low price!

ALIGN, BRAKE ADJ., BALANCE 2 WHEELS, PACK WHEELS, by appointment only . . . (just call FR 8-7881) **9⁹⁹**

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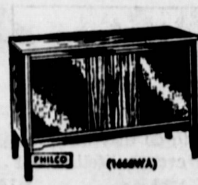
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14 CU. FT. PHILCO DOUBLE DOOR REFRIGERATOR (one only) floor model — Reduced! Now only **\$110⁰⁰**

CARPENTER'S SPECIAL! Tubular handle, rubber grip hammers. **2 for 99⁹⁹**
Buy a pair!

VIGORO DICHONDRA FOOD — 42-lb. bag—limit 2 bags per customer **\$2⁹⁹** ea.

PEG BOARDS—Complete with hooks . . . limited quantities **29⁹⁹**

P.C.V. SYSTEMS— **\$12⁹⁸** 3-day special!

BRAKE RELINE for Ford, Chevrolet or Plymouth. Only **\$12⁹⁸**

BATTERIES . . . major brands . . . our prices are as low as **\$8⁹⁸**

GOLF BALLS — Top quality Spalding brand **3 for 1⁹⁹**

SEAT BELT RETRACTORS . . . Keeps seat belts out of the way! **4 per customer 2⁹⁹**

SCREWDRIERS — Assortment of 10, limited quantities **\$9⁹⁹**

FREE! FREE ZENNIA SEEDS . . . come early! No purchase is necessary!

CHROME WHEELS — Top quality. No money down **\$59⁹⁸**

AUTO FLOOR MATS — Fit door-to-door. Assorted colors **\$1⁹⁹**

HAIR DRYER—1 only, major brand. Damaged handle **\$4⁴⁴**

50 FT. VINYL HOSE, one per customer (Additional hose \$1.59 ea.) **77⁹⁹**
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ROTARY LAWN MOWERS . . . No money down . . . Take months to pay — with your trade. Prices start at **\$29⁹⁹**

FREE VACATION AUTO SAFETY INSPECTION — Appointment only. No obligation. (Just call FA 8-7881).

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JUNE GRAD . . . Carol L. Abbott, daughter of Mr. and Mrs. W. J. Mathlin, 1115 Corrise Ave. was graduated from University of Redlands Sunday with a BA degree.



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