

# Theater-of-the-Air: Citation

By FAIRFAX NISBET

Newton N. Minow, chairman of the Federal Communications Commission, hasn't exactly won popularity contests with broadcasters for his frank, hard-hitting criticism of them and their methods.

But when he does see a hopeful

sign in the broadcasting procedure he says so. At the current meeting of the National Association of Broadcasters in Chicago, the group's 40th annual convention incidentally, he cited Mike Shapiro, general manager of WFAA for improving communications between the broadcaster and his community.

Said Mr. M., "Some broadcasters like Shapiro have found exceptionally satisfying rewards by putting programs on the air and inviting the viewers' comments on the station's service.

"As Demosthenes told the Athenians 2,000 years ago: 'Our troubles come from those who

wish to please us, rather than serve us'."

Minow, who was main speaker at the convention, is referring to Shapiro's popular "Let Me Speak to the Manager" program which runs at 10:30 p.m. Fridays on Channel 8. In this show Shapiro pulls no punches, allows viewers and listeners to air their grievances and gives all networks and all stations in the area both pats and pans. It is also a sounding board for ascertaining the TV-radio audiences' preferences in programming.

DALLAS friends will be sorry to hear that George Maharis, co-star of the TV series "Route 66" which filmed here recently, is being treated in St. John's Hospital in Hollywood for infectious hepatitis. Maharis, who went to the hospital Monday is expected to be hospitalized for several weeks. Production of the show, scheduled to film in Seattle at the World Fair opening, April 21, will continue with co-star Martin Milner.

Officials at Screen Gem studios, producers of the series, have alerted actors who worked with Maharis to get medical check-ups because of the infectious nature of the disease. That could apply to many in Dallas who were with him, either socially or working in the segments made here.

Just in passing fans and friends could send him a card to cheer him up.

**THERE'S** A better than even chance that there'll be an hour-long comedy series next fall on CBS, starring Eddie Foy Jr., one of the Seven Little of that ilk. This is unusual as the current format is for half-hour segments of comedy series. All the nets have experimented with the hour-long comedy show and none has really made a smash hit yet. This one, which is a Desilu production, would deal with two families, one American and one English, each with an 18-year-old daughter and an 11-year-old son. The gimmick is that the families exchange offspring for a year.

The series is already one third sold, but must get tap-picker-uppers on the other two thirds before it's a deal.

**FILMS OF** the orbital flight by Lieut. John H. Glenn will be shown next Monday on NBC-TV from 6:30 to 7:30 p.m. The film, in color was made by the National Aeronautics and Space Administration during the three orbits of the space capsule and contains pictures made from the vehicle Friendship 7. And this is a good comfortable way to make the flight.

Another TV series summer filming schedule, that of "77 Sunset Strip" is so heavy Edd Byrnes had to bow out of a warm weather stage tour in "Bye Bye Birdie." He and his bride, Asa Maynor, can use any off time fixing up their home.

Cal Druzman, Channel 11 staffer turns professor on the side, starting April 12. At that time he will instruct a class in television announcing for young ladies at the Robert Powers Charm and Modeling School. This is getting to be a popular field for the distaff side.