

# Game shows making strong comeback

## FORMAT GAINS POPULARITY DESPITE STRINGENT NETWORK CONTROLS

"Game shows," the tv baby that almost went out with the bath water when the quiz scandals broke two years ago, are on the rise again. But they're being scheduled primarily in daytime, and precautions are being taken by the networks to police the programs and keep merchandise and money prizes at comparatively modest levels.

A check by BROADCASTING last week showed the following:

■ CBS-TV, which dropped all game programs in the wake of the television quiz scandals in the winter of 1959, is back in the field in a substantial way



Assisting star Jan Murray on his NBC-TV daytime game show, 'The Jan Murray Show,' is Micki Marlo, the program's hostess.

with four daytime programs—*Your Surprise Package*, *Double Exposure*, *Video Village* and *Face the Facts* (with a Saturday-only version of *Video Village*, aimed at the children's audience, to start shortly).

■ ABC-TV, which had utilized few game programs up to 1959, currently carries five—*Camouflage*, *Seven Keys*, *Number, Please*, *Who Do You Trust* and *Queen For a Day*.

NBC-TV continued to schedule a full complement of game programs even after the quiz scandals but, a spokesman pointed out, controls at the network level are stringent to eliminate any possible criticism.

NBC-TV now schedules *Concentration*, *The Price Is Right*, *Say When*, *It Could Be You*, *Play Your Hunch*, *Truth Or Consequences* and *The Jan Murray Show*, with *Price* and *Concentration* also seen in nighttime versions once a week.

Network officials stressed there is a distinct difference between a game show (which offers merchandise or money to a contestant who participates in a game), a quiz program (which usually offers large sums of money for the right answers), and a panel show (which spotlights the panel, rather than the contestant). They added that game programs never were tainted in any way but that CBS-TV and ABC-TV became reluctant to schedule them because of the climate of opinion which evolved from the quiz scandals.

Networks also were sensitive to criticism which charged that they did not control the acquisition and distribution

of merchandise and the length of the "plugs" for products offered on the programs. Shortly after the quiz scandals, the networks established units to "police" programs that offered prizes. Control was asserted by the networks in these ways:

■ They now acquire the merchandise themselves, either directly from manufacturers or through a so-called prize agency and direct the distribution of merchandise to winning contestants. This move was aimed at eliminating criticism that the producer and/or the prize agency kept duplicate prizes for



Monty Hall and Eileen Barton are the personalities on CBS-TV's 'Video Village' daytime game show, which will add a Saturday children's version.

in GAC's television department for the past two years, will also join the new literary division.

**New studios** ■ Tele-Visual Aids, Miami, has opened a new 500-square-foot studio, complete with sound stage, sound control room and editing facilities. The firm specializes in audio-visual services for television, industry and education. It is headed by Bernard Blynder, president.

**Giant schedule** ■ Metropolitan Broadcasting's WNEW New York will carry the complete 19-game schedule of the New York football Giants this fall. A lineup of four sponsors is expected to be announced shortly. The station's exclusive New York area radio coverage will begin Aug. 12, the first of five pre-season games. The regular schedule in-

cludes seven home games which will not be covered by local tv (WCBS-TV New York) and seven out-of-town games. WNEW has a two-year deal, with options, with the pro-football team. Announcers will be Joe Hasel, sports editor of WNEW, and Al DeRogatis, former Giants' player.

**1962-63 entry** ■ Screen Gems Inc. reports that Clarence Greene and Russell Rouse, who produced *Tightrope* for SG, are preparing a new half-hour tv film program, *The Seekers*, for the 1962-63 season. The series will depict the adventures encountered by a group of scientists undertaking the solution of problems which their clients cannot solve.

**Opening for business** ■ Taynod Productions, N. Y., has been formed by

Sherril Taylor and Jory Nordland as a tv program packaging and production company. New York office will be established in September at 330 E. 46th St. The company will produce half-hour *Kuklapolitans*, which have been scheduled for NBC-TV next fall, and is preparing another half-hour tape show, *Dear Abby*, featuring lovelorn columnist Abigail Van Buren. Other offices will be opened in Chicago and Los Angeles. Mr. Taylor formerly was radio-tv senior group supervisor with J. Walter Thompson Co., Chicago; Mr. Nordland has been a radio-tv producer with various companies.

**First series** ■ Project III Enterprises, N. Y., independent tv production firm, is planning its first series, *All That Jazz*, hour-long situation comedy to be fi-