

Crosley TV's find news specials a profitable business

The importance of advance preparation and technique in production of documentaries and news specials by local television stations was pointed up last week at a news seminar held by Crosley Broadcasting Corp. in Cincinnati.

How to reconcile commercial reality with the problems inherent in news coverage and production of specials on local subjects, emerged as the focal point of the two-day (May 9-10) meeting.

News staffs of the four Crosley TV stations and the group's WLW Cincinnati heard an analysis of special news programming at WLWC(TV) Columbus which revealed a profit-making operation.

Walter Bartlett, vice president and general manager of WLWC(TV) through the past year and now vice president in charge of television for the group, said that 63 news specials produced by the Columbus station during the year had returned \$50,000 in income on an investment of approximately \$22,000. Only two of the 63 specials had gone unsponsored, he noted.

Mr. Bartlett said that about 50% of the specials had been placed in prime time positions notwithstanding the problem of network pre-emption.

Each of the four Crosley TV stations presented taped and filmed doc-



umentaries or news specials at the seminar for criticism of production technique, deployment of news personnel for maximum efficiency and sales methods.

Crosley officials at the conference referred to an increasing emphasis on

local programming by all stations in the group. Over the past three years, Crosley TV stations report an average increase in local live programming of 29%. Local live programming of the stations now constitutes about 21% of their program output.

Mayor Walton Bachrach of Cincinnati scans the program for Crosley Broadcasting Corp.'s seminar in that city last week. Looking on are John T. Murphy, Crosley president (l) and Walter Bartlett, vice presi-

Program notes . . .

New Bell format ■ NBC-TV's *Bell Telephone Hour* (10-11 p.m. EDT, alternate Tuesdays) will switch to a musical-theater-in-the-round format for the summer months, beginning June 30. Programs will be colorcast live from New York with the studio audience encircling the stage. Name professionals will star on the programs, which will feature new talent in all fields of musical entertainment.

Warner sales rep ■ Warner Bros. Television has named Creative Management Associates, Hollywood-based talent agency, to act as its representative in the sale of programs to the networks. The appointment is a first for both firms. CMA, founded about three years ago by its president, Freddie Fields, has not previously been associated in a sales capacity with any major film producer. And, prior to the appointment,

Warners had handled its own network sales.

'Typical' American ■ NBC-TV will present "Election Year in Averagetown" June 18 (7:30-8:30 p.m. EDT), a *David Brinkley's Journal* special program concerning the "typical" small American community's political attitudes during this election year. Salem, N. J., which was selected by NBC-TV after research at the U. S. Bureau of Census, will be cast as the "typical town."

Poll rights ■ Time-Life Broadcast Inc. has acquired exclusive rights to broadcast results of the California Poll in San Diego for KOGO-AM-FM-TV there. The 17-year-old public opinion poll has established "an enviable reputation for accuracy, dependability and a complete unbiased source of information about public opinion in California," Clayton H. Brace, vice president and general manager of the KOGO stations, said.

New name ■ NBC-TV has changed the title of its new international espionage program that will begin next fall from *Solo* to *The Man from U.N.C.L.E.* (Tuesdays, 8:30-9:30 p.m. NYT).

Desilu expands creative staff

Desilu Productions has completed arrangements with the writing-producing team of Hal Goodman and Larry Klein, who had been under contract to MGM for program development. They will be involved in developing three new half-hour comedy series for Desilu.

In another deal, Martin Jurow, former president of Famous Artists, brings his Martin Jurow Productions to Desilu, which gets exclusive rights to his television activities. He will serve as executive producer of three pilots.

A third agreement brings writer-producer Gene Roddenberry to Desilu to develop and produce three one-hour dramatic series.