

KCET(TV) gets grant

KCET(TV) Los Angeles ETV, which began regular programming on channel 28 last Monday (Sept. 28), got a fine debut present from the Ford Foundation—a grant of \$500,000 for the production of “quality programs not otherwise possible.” The grant makes \$250,000 available during the first year of KCET’s operation, \$150,000 the second year and \$100,000 the third year.

Dr. Lee A. DuBridge, chairman of the station’s board of directors, pointed out that the grant was made “with the expectation that our community itself will provide the basic dollars to pay salaries and operating expenses. This means we must apply ourselves even harder to securing \$1 million in tax-deductible contributions from business, industry and the general public to assure KCET’s sound operation for its first two years.”

The grant is the largest gift to KCET

to date. The Department of Health, Education and Welfare made a matching grant of \$476,790 to help buy equipment, and commercial broadcasters have contributed \$850,000 to Los Angeles’s first educational TV station (\$250,000 each from NBC, CBS and KTTV[TV] Los Angeles and \$100,000 from KCOP[TV] Los Angeles).

Radio series sales . . .

The Shadow (Charles Michelson): WBNS Columbus, Ohio and WGGA Gainesville, Ga.

The First Christmas (Woroner Productions): WRYT Pittsburgh; WBZE Wheeling, W. Va.; WMOA Marietta, WMPO Middleport-Pomeroy, and WATH Athens, all Ohio; WRVM Rochester, and WGVA Geneva, both New York; WTOG Savannah, Ga., and WAVY Portsmouth, Va.

July 4, 1776 (Woroner Productions):

WRYT Pittsburgh; WATH Athens and WMPO Middleport-Pomeroy, both Ohio; WFSR Bath and WRVM Rochester, both New York.

IATSE begins negotiations

Negotiations for a new contract for the International Alliance of Theatrical Stage Employes with the Association of Motion Picture and Television Producers start today (Oct. 5) at AMPTP headquarters in Hollywood. Each of the 22 IATSE locals will meet individually with the producers committee to work out problems of concern only to that particular type of worker. After these sessions are concluded, the producers will meet with a union delegation headed by Richard Walsh, IATSE national president, to negotiate a new over-all agreement covering the basic wages and working conditions for all IATSE locals. The current agreement expires Jan. 31, 1965.

THE MEDIA

NAB presidency: up for grabs

Anybody know a hot executive with political savvy, intelligence, integrity, energy and a liking for commercial broadcasting who’s looking for a job?

The committee that was appointed to find a new president for the National Association of Broadcasters sent out a cry for help last week. To the more than 3,000 members of the NAB the committee dispatched a letter soliciting recommendations of candidates.

Over the signature of Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the NAB boards and of the 10-man presidential selection committee, the letter was mailed last Thursday. Mr. Schroeder said he hoped it would produce results the selection committee could consider when it meets in Washington Thursday (Oct. 8).

So far the selection committee has settled only on broad criteria that are wanted in an NAB president. As described by Mr. Schroeder’s letter last week, the man to head the broadcasters’ association ought to be “an already proven executive, with a capacity for leadership and administration.” He must be sympathetic to commercial broadcasting and must have “adequate political talent to deal with government en-

titles and the diverse community of broadcasters who are NAB members.”

Additional qualities that are being sought, wrote Mr. Schroeder, are “high intelligence and judgment, credibility, imagination, integrity and courage, and energy and enthusiasm.”

Sounding Out ■ In the past month 24 men who have been considered, with varying degrees of seriousness, as candidates for the NAB presidency have been talked to by members of the selection committee. Nine others have been suggested but not yet approached. Some of the 24 are known to have rejected the advances.

Mr. Schroeder has refused to identify any of those who have been under consideration. “It would be unfair to them and to us,” he explained. “The final selection may be one of them or someone who is not on the list at all.”

In his letter seeking recommendations from NAB members, Mr. Schroeder said that the committee had fewer candidates than it thought it should have.

The deficiency in names now before the committee was what prompted him to seek the “active assistance” of the membership, he wrote.

The contacts made so far have been tentative, said Mr. Schroeder. No individual member of the selection committee or of the NAB has the authority to offer the presidency to anyone. The selection committee is empowered to make recommendations to the joint NAB radio and TV boards which alone have the authority to hire a president.

The NAB presidency has been vacant since Aug. 1, when LeRoy Collins left to become director of the Community Relations Service that was set up under the Civil Rights Act. As NAB president Mr. Collins was paid \$75,000 a year plus expenses.

Members of the selection committee, in addition to Mr. Schroeder, are: Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille, Jr., Communicana Stations, vice chairman, television board; Rex Howell, KREX Grand Junction, Colo., chairman, and Jack W. Lee, WPRO Providence, R. I., vice chairman, radio board, and F. Van Konyenburg, WCCO-AM-TV Minneapolis-St. Paul; Otto P. Brandt, KING stations; Carlton D. Brown, WTVL Waterville, Me.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., and A. Louis Read, WDSU-AM-FM-TV New Orleans.