MTS gets pact for Ali-Frazier TV

FCC's ex-chairman's firm will handle closed circuit; $20-million TV intake seen

Chartwell Artists Ltd., New York and Los Angeles, has named Management Television Systems Inc., New York, to provide the closed-circuit network for the world's heavyweight championship bout between Joe Frazier and Muhammad Ali from Madison Square Garden on March 8, it was announced last week.

MTS, which is headed by board chairman E. William Henry, a former chairman of the FCC, will arrange for all the equipment, line connections and other technical details for the closed-circuit event. Mr. Henry said he is aiming to arrange for the telecasting of the bout in 750 locations in the U.S. and Canada, eclipsing the previous record of 268 for the second Ali-Liston fight.

Mr. Henry said MTS itself intends to supply equipment and personnel at about 125 locations and the remaining projectors will be assembled from other closed-circuit TV operators and industry sources. He estimated that approximately 150 sites will telecast the bout in color.

Chartwell, which holds the ancillary rights to the bout, has put up $4.5 million toward a $5-million guarantee, which will be divided evenly between the two fighters (Madison Square Garden Corp. has pledged the remaining $500,000). Chartwell has predicted the closed-circuit audience can reach as high as 1.5 million and gross revenues from the telecast will be from $20 million to $30 million.

Chartwell has revealed that Jack Kent Cooke, multimillionaire sports promoter and cable-TV owner, has advanced the $4.5 million of the guarantee pledged by Chartwell.

One of the unsuccessful bids for closed-circuit TV and other rights to the fight was made by NBC Enterprises in conjunction with Raritan Enterprises, the Johnny Carson-Sonny Werblin partnership that, among other things, packages the Carson *Tonight* show on NBC-TV.

The bid, reportedly the highest submitted, offered $5 million plus contingencies that could have raised the total to $6 million, but was withdrawn when representatives of the fighters failed to agree to all of the proposed terms.

NBC Enterprises, which has gained experience in arena bookings through its handling of the live, touring "Disney on Parade" show, had planned to handle the booking of theaters and arenas for closed-circuit coverage of the fight and also merchandise it around the world via satellite TV.

Mr. Henry

Winters/Rosen gears for production push

Winters/Rosen Productions, Los Angeles, which shifted its corporate sales headquarters to New York last month, is assembling a staff of 15 to market an expanded list of television series and specials in 1971.

Brad Marks, who was named executive vice president of Winters/Rosen Distribution Corp., New York, last December, said last week he has hired his first three sales executives. They are Stephen Leff, senior radio-TV account executive for McCann-Erickson, who has been named vice president in charge of special projects; Vic Bikel, formerly with Metromedia Producers Corp., and Marvin Levine, previously with American International Television, who have been appointed sales executives.

Mr. Marks said Winters/Rosen Productions has set a production budget of $10 million for 1971, including seven series and 18-22 entertainment specials, up from $3 million in 1969. Winters/Rosen sales headquarters is at 10 East 49th St., New York 10017. Telephone number is 838-5105.

Tinker severs ties with Fox

Grant Tinker for the past two years, vice president in charge of television at 20th Century-Fox, Los Angeles, has requested and received release from a long-term contract with the studio. It was reported that Mr. Tinker will begin independent production and several other undetermined projects.

How to help UHF, CATV get shows?

FCC asks comments on freer access; urges probe of exclusivity time factor

The FCC raised some basic questions concerning the exclusivity of nonnetwork television programing in a further notice of proposed rulemaking last week.

The commission particularly invited comments on ways to allow UHF stations and CATV systems freer access to nonnetwork material.

In the original rulemaking proposal issued in May 1968, the commission had proposed to prohibit agreements between stations and nonnetwork program suppliers that would prevent a television station in one community from presenting programs being offered by stations in another community (BROADCASTING, May 13, 1968). The rule would apply to such nonnetwork programs as syndicated features and feature films.

The commission said last week it has concluded that the length of time of exclusivity should be more fully explored. It noted that contracts for nonnetwork programing are usually for an extended period and for multiple showings, and that exclusivity generally lasts as long as the right to broadcast under the contract, including multiple runs.

These facts raise the question of whether desirable programs are being rendered "unduly or inordinately unavailable" to other stations and their audiences and unavailable to any viewers while they are not being shown on the first station, the commission said. The present method of distributing nonnetwork programing works "markedly" to the benefit of established VHF's and against new UHF's, it added. It asked whether the degree of exclusivity now permitted "is unnecessary for the well-being of the copyright owner, broadcaster or advertiser" and inhibits development of CATV origination capabilities?

The commission said it did not propose to set forth specific proposed rules and stressed that it had reached no conclusions on this aspect of exclusivity. However, it did raise these possibilities:

- Limiting the time of exclusivity to one or two years for film packages (with or without specifying the number of showings) or to one showing of a film or series.
- Eliminating all exclusivity.
- Restricting it to a short period (with or without specifying the number of showings) with no exclusivity permitted thereafter or, alternatively, with no ex-