

Public television and what makes it go

Often the name of the game in public broadcasting is grants. Last week several underwritings of noncommercial television efforts were announced.

A grant of \$185,000 has been made to *Soul!*, a black entertainment series carried on 213 public TV stations, by Interdisciplinary Metropolitan Systems Inc., New York, a black consulting firm that deals in the area of social sciences.

The one-hour series is produced each week by the NET division of the Education Broadcasting Corp., which said last week the grant was "the first ever made by a black organization in support of a national television program."

The grant was made in partial support of *Soul!* which is in its third year as a national series. Twenty programs are scheduled for the 1971-72 season, with each segment budgeted at \$15,000 to \$20,000, according to an NET official.

And three grants totaling \$125,000 were announced by WNET-TV New York to support the public station's children's programming and specialized-news efforts.

The Kraftco Corp., New York, parent company of Kraft Foods, contributed \$75,000 for the presentation on Saturdays of five hours of *Sesame Street* and two-and-a-half hours of *The Electric Company*—repeats of shows carried during the week.

The Van Ameringen Foundation and the New York Foundation have made grants of \$25,000 each, stipulating that the money be used to hire specialized reporters in the areas of minority affairs and education for WNET's nightly half-hour news show, scheduled to go on the air in mid-January.

ProgramNotes

"Squares" in syndication ■ Rhodes Productions, Hollywood, a division of Taft Broadcasting Co., has been named to handle syndication for the version of *Hollywood Squares* game show that began on the NBC-owned television stations several weeks ago in the Friday, 7:30-8 p.m. slot. Series is produced by Heatter-Quigley Inc., a Filmways company.

What's happening ■ Poole Productions has placed into syndication a daily two-minute series of interesting and unusual things to do. *A Light Look Around* is designed as a news insert and is being sponsored nationally by the recreational vehicle division of Boise Cascade, Atlanta, manufacturers of camping equipment and trailers. The insert is being

used as part of Boise-Cascade's 1972 marketing campaign. Poole Productions is located at suite 11-A, Lawyers building, Greenville, S.C. 29601.

For the girls ■ CPM Programs Inc. will distribute to stations a half-hour daily television series, *What Every Woman Wants to Know*, starring Bess Myerson. The women's service show is being offered on behalf of E. I. duPont de Nemours & Co. on a trade-out basis in the top-70 markets, with air date set for January.

TV tribute to JFK ■ Embassy Pictures Television is offering to stations a full-length motion picture titled "John F. Kennedy: Years of Lightning, Days of Drums," produced by the United States Information Agency. It was originally made available for theatrical release by a special act of Congress. Initial TV sales have been made to KTLA(TV) Los Angeles; WKYC-TV Cleveland; WFLD-TV Chicago; KARK-TV Little Rock, Ark., and KBTW(TV) Denver.

One-minute radio ■ Beckwith Presentations Inc., New York, has announced an agreement with King Features Inc., New York, to distribute and produce a radio adaptation of two King Features columns, *Hints From Heloise* and *The Gossip Column*. Plans call for the delivery of 10 one-minute programs on each show per week to radio station clients.

Action with Music ■ National Copacetic Ltd., New York, reports it has acquired rights to characters in the Marvel Comic Book series and plans to produce a 65-episode, five-minute radio series. Stephen Lemberg, president of National Copacetic, has staged rock-music festivals throughout the U.S. and intends to use a contemporary musical score as the background for an action story in each segment.

Columbia Pictures evolves into video tape

Columbia Pictures Industries is expanding into video-tape distribution. It has signed to serve as exclusive U.S. distributor of video tape for the Fuji Photo Film Co. Ltd. of Tokyo and has set up a new division, ColTape, to handle the marketing of Fuji's video-tape products nationwide.

Jerome S. Hyams, senior executive vice president of Columbia, who announced the agreement jointly with Minoru Ohnishi, manager of the export sales division of Fuji Photo, said the move was "a natural involvement" in view of the widespread growth of the video-tape industry. He said the agreement would be "only the first step in Columbia's plans to expand our interests in the marketing of products in the communications field."

Network rejection a barter success?

The votes aren't in yet on whether what may be one of the season's biggest gambles with pay off or not: the attempt to put 26 first-run segments of *Hee Haw* on stations throughout the nation on an individual basis, without the benefit of a network line-up or a sponsor to finance the placement. How big a gamble is it? It's estimated that each weekly hour show costs \$125,000 to produce or \$3,250,000 to produce the 26 new shows for the 1971-72 season.

Footing the bill are five partners in Beverly Hills, Calif.-based Youngstreet Program Services Inc. The partners—Nick Vanoff, Frank Peppiatt, John Aylesworth, William Harbach and Alan Courtney—have not only financed the show; they are producing, promoting and selling it in syndication, all on their own.

The results of their efforts so far are statistically impressive, financially inconclusive.

As of Oct. 21, according to Youngstreet's accounting, 195 stations (some 55 carrying the show on the same day and time) have cleared time for the program, and make up the *Hee Haw* station lineup: 103 of them CBS-TV affiliates, 49 NBC-TV affiliates, 10 non-network affiliated stations. This lineup safely tops the 150 stations Youngstreet felt would be necessary to make the syndication project feasible. Once again, according to Youngstreet calculations, the lineup of stations assembled for the program covers 82% of the country.

The show went on the air Sept. 18 with one national sale. It was hardly enough. Youngstreet's contract with stations calls for the same production values and qualities for *Hee Haw* as it had on CBS-TV. It continues to originate from Nashville. It continues with the same cast. It continues to cost \$125,000 a week to produce. As the shows actually began to make it on the air, and with production values apparently intact, sales resistance softened somewhat. Now *Hee Haw* is three-quarters sold through the fourth quarter of 1971, half sold through the first quarter of next year. The advertisers are: the Procter & Gamble Co. through Compton Advertising; J. B. Williams Co. through Parkson Agency; Warner-Lambert Pharmaceutical Co. through J. Walter Thompson Co.; Dodge Division, Chrysler Motor Corp. through BBDO.

There is some evidence that stations, on their part, are having much greater success selling the show locally, with the Chevrolet Motor Division of General Motors Corp., for one, buying on a regional basis.