



Bigger and better. Ground has been broken on a \$4.5-million expansion program at CBS's Television City in Los Angeles. The addition, shown in the forefront, will increase the facility by one third and means an extra 138,000 square feet of space on three levels. The expansion is expected to be complete by Jan. 1, 1977. Gin Wong Associates is the architect. Television City originally was completed in 1952.

Tune." Because the season's programs will all have been taped in advance (by July), stations airing the show will be able to tie in promotion to the \$100,000 prize segments.

No other network O&O group has signed up for Viacom's \$64,000 series, although Metromedia stations—including the New York and Los Angeles outlets—joined the line-up last week, bringing the station list to about 50. Viacom is investigating the possibility of doing that show live. Toronto, Nashville, New York and Los Angeles are in contention as the originating city.

KPIX to roll its own in prime-time access

Group W officials said last week that they've given their approval to KPIX(TV) San Francisco to strip a new, locally produced half-hour magazine-type show in its Monday-through-Friday prime-time access periods next fall. This move will entail the cancellation by KPIX of the five game shows now holding down those periods, including such popular series as *The Price Is Right* and *Name That Tune*.

Group W sources said the station would make a full-year commitment to the new series at a cost of upwards of \$400,000.

"We think a show of this type can work as alternative programming to the standard game and animal shows in prime access," said Win Baker, the president of Group

W's TV stations. The new series, which is still untitled, will encompass three broad areas. The first is "serious, in-depth investigative pieces of the *60 Minutes* variety." A second will be consumer-information reports, which he said would not be so much a hard-digging, naming-of-names format as a comparison shopper's guide to where to get the best buys. The third area, more entertainment-oriented than information-oriented, "will focus on lighter, more featurey-type material," he concluded.

Program Briefs

Boo. Warner Bros. TV has made initial sale of *13 Classic Thrillers*, package of off-network feature films, in 13 top-100 markets, including WNEW-TV New York, KTTV Los Angeles, WXIX-TV Cincinnati, WFAA-TV Dallas and WCCO-TV Minneapolis.

Skins' stations. Washington Star Station Group and Washington Redskins have signed new three-year radio-TV contract. WMAL(AM) will cover preseason, regular season and any playoff games of pro football team and will feed to 21-station Redskins network. WMAL-TV will carry preseason games only with away games live and home games on delayed tape. WMAL has been broadcasting the Redskins continuously since 1964, WMAL-TV since 1971.

MBS in Memphis. WDIA(AM) Memphis has

become 685th affiliate of Mutual Broadcasting System. Licensed to Sonderling Broadcasting Corp., WDIA is on 1070 khz with 50 kw day and 5 kw night.

Hoppy rides again. U.S. Film Office Inc., Northbrook, Ill.-New York, has been appointed by William Boyd Enterprises as distributor of Hopalong Cassidy motion pictures for TV. Distributor in turn has named Dalton Danon, Teleworld Inc., to handle sales west of Mississippi and Robert King, King World for area east of Mississippi.

Partners. Jack Kent Cooke, president of California Sport Inc., and Clair Higgins, president of Video Tape Enterprises, Los Angeles, have become partners in enterprise that gives VTE exclusive access to all Los Angeles Forum sports events including Lakers basketball, Kings hockey and Forum boxing matches. VTE originates programming for Home Box Office Inc. and provides remote mobile-TV coverage of sports and special events in California.

Into the breach

Wes Harris, vice president, programs for the NBC-owned TV stations, has urged local stations to get involved in the production of shows and help fill the gap created by the decline in numbers of off-network syndicated series. Speaking at luncheon sponsored by New York chapter of National Academy of TV Arts and Sciences, Mr. Harris cited four reasons for the drying up of off-network properties: 1) the move to more long-form series on network TV (theatrical and made-for-TV movies) at the expense of 30- and 60-minute series, 2) fewer original episodes of network series, 3) higher casualty rates resulting in a small fraction of series hanging on long enough to qualify for syndication, and 4) family-viewing restrictions on when stations can play police series.

Try the local variety

Local television stations were urged by Paul Dooling, president of the William Esty Co., New York, to devise new local programming ideas instead of relying on networks or syndicators for the "least objectional alternative" programs. Mr. Dooling told a convention of the Michigan Association of Broadcasters in Lansing last week that local stations must "regenerate the excitement that the medium has enjoyed in the past." He claimed that newspapers, radio and magazines had come up with formats of specialized interest and said that local TV stations should be able to develop ideas and concepts related to their communities. He said that Esty's programming department would be happy to work with local stations on programming ideas and the agency has clients interested in sponsoring telecasts with local appeal.

We have a fine
Phoenix AM radio facility
available for sale

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
16255 Ventura Boulevard, Suite 415
Encino, California 91436
Area Code 213 988-3201