

KWTV Cameraman Devises New Film Rig

Shoulder saddle arrangement permits one cameraman to handle sound-on-film operation while remaining mobile.

KWTV (TV) Oklahoma City last week unveiled a new one-man-operated rig designed to permit a cameraman working alone to do the nearly impossible news film job of getting local spot events recorded sound-on-film.

The several pieces of comparatively bulky photographic equipment have been consolidated into an aluminum shoulder saddle, lined with sponge rubber and worn over the photographer's right shoulder. The unit was designed and built by Staff Photographer Bill Horton. He has applied for a patent.

Using an Auricon Cine-Voice, the photographer attaches wet cell batteries to the rear of the saddle and an audio control panel to the front. The camera itself is mounted on a platform bolted to the top of the saddle.

Audio is monitored by a dictaphone-type earpiece, cutting down the usual headset size. The view finder automatically sets in front of the photographer's right eye.

The power is controlled by a thumb-compressed button attached to the aiming and steadying handle. In short, the right hand aims and actuates while the left hand controls audio.

Power is boosted to 110 volts by means of a vibrator contained in a case attached just above the batteries. The special batteries are cut-down Frezzo Light power units.

Primary benefit of the rig is its use in situations where sound-on-film is needed, but time, space or circumstances do not allow the standard tripod arrangement.

According to KWTV News Director Bruce Palmer, the shoulder saddle puts the sound-on-film news photographer on an almost even competitive basis with the cameraman using the much smaller and more portable silent motion picture camera.

Savage, Cole Appointments Announced by Guild Films Co.

APPOINTMENTS of David Savage as assistant to the president of Guild Films Co. and John J. Cole as western division sales manager were announced last week by Reub Kaufman, Guild Films president.

Mr. Savage also will continue to serve as Guild's liaison official with the Vitapix Corp., with which the film production and distribution company has a working agreement. He joined Guild last fall from NBC, where he was director of film procurement. He previously had served in a similar post with CBS.

Mr. Cole, who will report to Manny Reiner, sales director of Guild, joins the company from Motion Pictures for Television, the firm from which Guild recently assumed \$13 million worth of feature film contracts for television. Mr. Cole had worked for MPTV since 1952 and had served as central division manager in Chicago and western division manager in Hollywood.

Last week Guild moved into new headquarters at 460 Park Ave., New York 22. A spokesman said Guild will have more than 15,000 square feet of space with 62 offices and will operate under a 10-year lease involving a \$750,000 rental. Vitapix Corp. has its own offices in the same building.



KWTV (TV) staff photographer Bill Horton demonstrates his one-man rig for sound-on-film news coverage which does away with necessity of tripod arrangement.

Two Prockter V.P.'s Resign, Form Pyramid Productions

FORMATION of Pyramid Productions by Everett Rosenthal and Leonard Loewenthan, vice presidents of Prockter Television Enterprises Inc., was announced last week. Messrs. Rosenthal and Loewenthan have resigned from Prockter to establish the new tv production firm, which will be located at 1 East 57th St., New York, effective March 21.

Pyramid will specialize in the creation and production of tv programs, live and on film, for network showing and syndication. Mr. Rosenthal will serve as president and Mr. Loewenthan as executive vice president and general counsel. At Prockter, Mr. Rosenthal was executive producer of *The Big Story*, *Treasury Men in Action*, *The Man Behind the Badge*, *International Police* and *Pepsi-Cola Short Short Dramas*. Mr. Loewenthan was general counsel in charge of financing.

Shayon Replaces Rosenthal As 'Big Story' Producer

APPOINTMENT of Robert Lewis Shayon as producer of *The Big Story*, tv film series, was announced last week by Bernard J. Prockter, president of Prockter Television Enterprises Inc., which produces the show. Mr. Shayon replaces Everett Rosenthal who has resigned to form his own production company with Leonard Loewenthan, formerly Prockter's general counsel (see story above). The new general counsel for the firm is Phillips, Nizer, Benjamin & Krim, Mr. Prockter announced.

Mr. Shayon was at one time with CBS as writer, director and producer on *You Are There*. He won a Sylvania award in 1952 for "creative technique in programming" in the tv series, *The Whole Town Is Talking*.

'Science Theatre' Sales Reach 58 as Three Buy

TOTAL SALES of *The Science Fiction Theatre* reached 58 last week, according to M. J. Rifkin, Ziv Television Programs vice president in charge of sales, who reported Emerson Drug Co. (for Bromo Seltzer) will sponsor the program in 20 major markets and PictSweet Foods in 11 markets, some of which are in association with Olympia Brewing.

Emerson, through Lennen & Newell, will begin *Science* in early April as a replacement for its *Janet Dean, Registered Nurse*. Markets

include New York, Philadelphia, Washington (D. C.), Baltimore, Detroit, Chicago, St. Louis and Salt Lake City. The firm also bought Ziv's *I Led Three Lives* for showing in San Francisco and Los Angeles and the *Eddie Cantor Comedy Theatre* in Portland, Ore. PictSweet, through Brisacher, Wheeler & Staff, San Francisco, purchased *Science* in Sacramento, Fresno, Denver, Tucson, Los Angeles, San Francisco, San Diego, Portland (Ore.), Seattle and Salt Lake City (where it co-sponsors with Emerson). Olympia Brewing Co., which also is sponsoring the show in some markets in association with PictSweet, has expanded, through Botsford, Constantine & Gardner, Seattle, its original buy of seven west coast markets, to a total of 16 stations. Serutan Corp., through Edward Kletterer & Assoc., bought the program in Cincinnati, Dayton and Columbus, Mr. Rifkin said.

VanCoevering Adds 7 Markets

ADDITION of seven new markets, bringing the total to 14 for its *Adventures-Out-of-Doors* tv film series, has been announced by VanCoevering Productions, Chicago. New markets include: KTXL-TV San Angelo, Tex.; KOOK-TV Billings, Mont.; WJBF-TV Augusta, Ga.; WGVL (TV) Greenville, S. C.; WISH-TV Indianapolis, and WKAR-TV (Michigan State College) East Lansing, Mich. According to Al LeVine, VanCoevering sales manager, new merchandising plans—which include color prints for use by sponsors at point of sale or local community showings as well as booklets and sales "helps"—have been responsible for the stepped up sales.

MCA-TV Forms New Unit

AS PART of MCA-TV Film Syndication's "after sale audience promotion" campaign, designed to service clients after sales have been made, Frank McMahon, director of advertising and sales promotion, announced creation of a new station relations department to be headed by Heyward Ehrlich. Mr. Ehrlich, who has served MCA-TV in audience promotion, publicity and merchandising capacities, will be responsible for audience promotion activities for stations carrying MCA-TV Film Syndication's 22 properties.

Howard Berk, who has been with MCA in its publicity department, has been named eastern publicity manager of the film syndication divi-