

ring expenses. Also announced was a 3% stock dividend to holders of record as of Oct. 21. Filmways has been operating under an agreement with Warner Brothers Pictures Inc., whereby its west coast facilities are exchanged for Filmways' east coast operations. Filmways has a California subsidiary: Filmways of California Inc. The company produces *21 Beacon Street* for NBC.

Tel Ra sports • Tel Ra Productions, Phila., is offering the following tv programs of this year's sports highlights: *Bowl Preview* (15 minutes); *Consensus All America* (closeups of 11 college football players); *College Football Highlights*; *Pro Football Highlights*, and *Sports Highlights of 1959*. Excepting *Bowl*, all are 30-minute shows. Stations that have already ordered: KSTP-TV St. Paul-Minneapolis; WBNS-TV Columbus, Ohio; WLAC-TV Nashville; WXEX-TV Richmond-Petersburg, Va., and WTRF-TV Wheeling, W.Va.

Peabody deadline • Closing date for entries to the 1959 George Foster Peabody Radio & Television Awards is Jan. 10. Entries may be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia. Award categories: News (reporting, interpretation-commentary), entertainment (musical, non-musical), education, youth-children's programs, promotion of international understanding, public service and outstanding radio or tv writing.

Enters Peru • Fremantle International Inc., N.Y., reports its first film sales in Peru. Station Cia. Peruvana de Radio-difusion, S.A., in Lima purchased the Spanish-dubbed series *I'm the Law*, and *Hopalong Cassidy* plus the feature length movie "Hopalong Cassidy." The two series have also been sold in Venezuela to Zuriguel Asociados, Fremantle said.

'Death Valley' Syndicated • Tv series, *Death Valley Days*, owned by U.S. Borax & Chemical Co., which has been its sole sponsor for more than six years,

is being put into syndication by Crosby-Brown Productions through an agreement by U.S. Borax and its agency McCann-Erickson, which has handled placement of the program for this client. The contract gives Crosby-Brown the distribution rights to 52 episodes of the program, selected for syndication under the title *Pioneer Playhouse*. Syndication production, like that of the original program, is under the supervision of McCann-Erickson.

New talent office • Marge Kerr, formerly casting director of Young & Rubicam Inc., N.Y., has become president of People & Productions Inc., new casting and talent consultation office located at 750 Third Ave., N.Y. Telephone: Murray Hill 7-0440. Agency functions include casting in all phases of tv, film and radio, in addition to talent promotion, out-of-town advertising agency representation and sales promotion consultation in specialized fields.

New films distributor • Lopert Films Inc., N.Y., announced plans to distribute feature films directly to tv stations throughout the country. Packaged for immediate distribution are 60 films produced in the past three years. Robert B. Morin, formerly eastern sales manager for MGM-TV, has been appointed general manager for tv distribution of feature films, according to Ilya Lopert, president of the company.

Animated 'Nebbishes' • Gene Deitch Assoc. Inc., N.Y., has been named to represent Herb Gardner, creator of the "nebbishes," for tv animation. Mr. Gardner's characters also appear in syndicated color comics, greeting cards, ash trays, etc.

Tv producers make no minimum pay demand

Preliminary draft of a collective bargaining agreement, proposing a one-year contract, a guild security clause, a minimum residual schedule and other

provisions, but making no minimum salary demand, was unanimously approved Nov. 21 by a general membership meeting of Television Producers Guild at the Beverly Hills Hotel, Beverly Hills, Calif. The proposed contract is virtually unique in omitting any minimum salary demands.

The contract will be presented to employers early in December, Ben Brady, TPG president, said. Its three chief objectives, he explained, are "to define the status of the tv producers, to establish a minimum residual schedule and to fix the matter of acceptable screen credits."

The agreement identifies a tv producer as "anyone employed by a producing company on a term contract or free lance basis who is responsible for and coordinates the essential elements necessary to present a television program," Mr. Brady stated. "It will include all producers, irrespective of title, provided they qualify by way of function performed and shall include executive producers, executive or corporate officers who are employed to produce a television program as well as producers who have an entrepreneurial interest."

When the contract is signed, all such producers will be required to hold TPG membership, Mr. Brady said. He noted that the guild does not intend to include executives "whose function it is to employ and disemploy producers."

Storz goes into pop record business

Storz Stations this month debuted as a record company, when the multiple station chain issued its first record on its own label, Storz Records. The record, which was purchased from Csida-Burton Inc. on a cost basis arrangement, features the voices of "Tweety and Sweety" in whistling arrangements of two Christmas songs.

According to a Storz representative, the record was issued on a one-shot basis to the five areas served by Storz stations — Minneapolis-St. Paul (WDGY); New Orleans (WTIX); Kansas City (WHB); Miami, Fla. (WQAM); and Oklahoma City (KOMA). Arrangements for local distribution have been made in all areas but Kansas City.

The Storz spokesman also said that the record was purchased because it was "an unusual novelty with great program potential. This is strictly a local situation," he said. He emphasized that no plans have yet been made for national distribution of the record and that the venture is merely "experimental."

Earlier, President Todd Storz had said that if the record is successful in the five station area, it would be made available to other cities.

