

Double play. Bay Area baseball fans may be split in their allegiances to the San Francisco Giants and the Oakland A's, but this season they will be agreed on local TV channel 2 as the one spot on the dial to watch their respective heroes. It's the result of an announcement last week by Roger D. Rice, vice president and general manager of KTVU(TV), of a unique plan for the Oakland-San Francisco station to carry a schedule of 19 games of the National League Giants and 22 games of the American League A's. KTVU, which will be in its 13th year of telecasting Giants games, made the agreements with Horace Stoneham, chairman of the Giants, and Charles O. Finley, owner of the A's.

FCC is going to do something next year," a syndication executive remarked. "Maybe the entire rule will be scrapped or maybe it will be modified. But a number of stations are waiting to see if action leads to more favorable circumstances for them."

Another depressant to the syndicated feature market cited by some distributors and station buyers is the plethora of features carried on the TV networks. With seven movie periods each week in prime time, according to these specialists, some stations feel there is scant need to invest added dollars for the newer packages being offered.

Also damaging to the features syndication marketplace was CBS-TV's decision to slot movies in the post-11:30 p.m. period. Although major studios have a shot at a network sale, syndication executives point out this shuts off another local business sector, which is their primary interest.

Distributors stressed that since syndication is a cyclical business, there can be no generalization that can apply to all companies in a given year. They explained that if stations are locked in under a three-year contract that has another year or two before expiration, that outlet is not an immediate prospect for renewal. But, conversely, a station whose pact is expiring in late 1972 becomes a prime target for a re-sale in 1973. In other words, the releasability of a product in a given year is a key consideration in the potential sales gross.

Syndicators, ever an optimistic breed, held out hopes that 1973 would be an improvement over 1972. They reasoned that stations that have been reluctant to buy features in the past two years may have reached the point where a replenishment of their supply is indicated. And, almost unanimously, they felt ABC-TV's late-night experiment in Dick Cavett/Jack Paar/potpourri programing seems destined for failure.

"And what could be more logical than turning over the time period to stations to program locally?" one distributor conjectured. "And what could be better in

late-night than features, which have a track record with audience and advertisers?"

MGM TV, with access-proof films, is talking of special network

One film organization bullish—or at least hopeful—about features is MGM TV, which last Thursday (Feb. 8) announced formation of the "MGM Television Network" to present family-appeal films on a line-up of TV stations throughout the country. Harris Kattelman, MGM Television vice president, said the aim is to clear about 125 stations to present films on a Saturday or Sunday, 6-8 p.m. The presentations will be offered for sponsorship by national advertisers and the films delivered by interconnection or by air freight.

Ed Montanus, director of sales, MGM Television, said both station and advertiser interest in the project is "high." The present plans are to schedule one feature showing in October 1973 and another in December 1973 before proceeding on a more regular basis.

Mr. Montanus said films available to the MGM TV network include "The Wonderful World of the Brothers Grimm," "Tom Thumb," "Knights of the Round Table," "National Velvet," "The Sleeping Beauty," "Peter Rabbit and the Tales of Beatrix Potter" and "The Glass Slipper." In reply to a question, Mr. Montanus said none of the features would violate the prime-access rule. Many are first-run, and others will have been rested for two years by the time they are telecast.

Made in Japan meets made in the U.S.

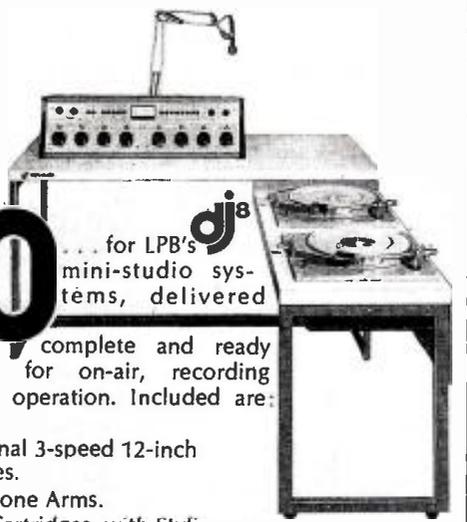
First in a planned annual series of program exchanges will take place in New York and then at the NAB

The first in a projected series of alternating annual U.S.-Japanese TV program festivals, looking toward a continuing program exchange, is scheduled to be held in New York March 21-22, then moved to Washington for the National Association of Broadcasters convention and then probably returned to New York for additional showings.

Two "digest" films of about 30 minutes each, containing highlights of some 60 Japanese TV programs, will be shown for U.S. broadcasters. The programs excerpted in the digest films will also be available in cassettes, so that broadcasters can take a complete look at those they are most interested in scheduling for broadcast.

The festival and exchange projects are part of the U.S.-Japan cultural and educational interchange program sponsored by the State Department. Plans were refined during a 10-day visit to Japan last fall by a delegation of leading U.S. broadcasters, headed by J. Leonard Reinsch of Cox Broadcasting Corp. (BROADCASTING, Dec. 11, 1972).

The March 21-22 showings will be



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