

Animator, Warner Bros. team up for TV, movies

Warner Bros. Inc. and Filmation Inc., a subsidiary of Teleprompter Inc., have signed a long-term contract under which Filmation will produce animated product for television and theaters and Warner Bros. Television will handle distribution.

An announcement being released today (Feb. 1) by Gerald J. Leider, WB-TV president, and Lou Scheimer and Norm Prescott, president and chairman of Filmation, said that all new animation films derived from Warner's existing motion-picture and television characters; titles and properties will be produced by Filmation. It added that these films and all future Filmation programs will be distributed exclusively off-network throughout the world by WB-TV.

The transaction also calls for production of new theatrical cartoons by Filmation for distribution by Warner to theaters initially and to TV subsequently. In addition, Licensing Corp. of America, a WB subsidiary, will continue to represent exclusively both Filmation and Warner Bros. properties for character licensing and merchandising.

The agreement does not cover network properties to be developed by Filmation. It is now represented on CBS-TV with *Sabrina and the Groovie Goolies* and *Archie's Fun House* and on ABC-TV with *The Hardy Boys* and *Will the Real Jerry Lewis Please Sit Down*. Warner's cartoons on network are *Bugs Bunny/Road Runner Hour* on CBS-TV and *Lancelot Link, Secret Chimp Hour* on ABC-TV.

ABC arranges workshop on children's programs

ABC plans to invite advertisers and agencies concerned with children's programming to an "industry-oriented" children's programming workshop within the next few weeks, according to James E. Duffy, president of the ABC-TV network.

Mr. Duffy revealed the ABC plan in an address Wednesday (Jan. 27) to the annual Georgia Radio-Television Institute on the University of Georgia campus at Athens.

He said clients would be invited to meet with the network and with its producers at a workshop that will seek ways "in which, together, we can bring about a commercial television for children that we can be proud of."

Mr. Duffy cited FCC Chairman Dean Burch's statement several months ago and figures by A. C. Nielsen Co. as underscoring the substantial amount of time children spend watching TV. He

said "the line can no longer be drawn between 'education' and 'entertainment,'" and "we in network programming have at last come to see that television can no longer be a babysitter for children."

While it may entertain, he noted, TV must also be teacher and friend to children. He pointed to ABC-TV's *Curiosity Shop* for the 1971-72 season as an example of a series promising children an "even greater dimension" by attempting to bring them into the world they view.

Country-western music library in Memphis

Pepper & Tanner Inc., Memphis-based broadcasting services supplier, has created what it terms "the nation's first country-and-western radio library."

Sales Manager Tony Armstrong said the new library is being offered for exclusive market use by C & W stations across the nation. He said more than 830 individual productions with more than 90 C & W musical backgrounds and 454 authentic sound effects are included in the library, with a minimum of 30 supplemental productions added per month.

Packaged on 27 12-inch vinyl discs, the library includes specific business commercials, national brand productions, holiday productions, sales commercials, station feature productions, programing and commercial sing-lines, C & W star promos, sound effects, and music beds.

CBS mum on plans for renewal of Griffin show

Along with other decisions to be made by CBS-TV this winter on programing for next fall is whether to renew the *Merv Griffin Show*. The current contract covering the late-night talk show expires Aug. 14 but reportedly under its provisions CBS has the choice by March 15 to renew or not renew the contract.

Network officials said last week they had not yet made a decision on the contract renewal. They declined to release results of a survey of affiliate preferences for the starting time of late-night programing ("Closed Circuit," Dec. 14, 1970), but felt that it would be one hour after CBS-TV completes its prime-time service.

Thus if CBS-TV programs 7:30-10:30 p.m. EST—as it has said it will when FCC's prime-time access rule goes into effect next fall—its late-night programing would start at 11:30 EST, as it does now. If the network should change plans and program 8-11, a one-hour delay would start network programing at midnight EST.

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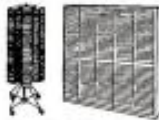
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