

# Public broadcasting gets it together

## New production service centralizes news operation to aid PBS, stations

The National Public Affairs Broadcast Center, a new public television production agency in Washington, was formally launched last week.

The center will offer programs of national news and public affairs to the Public Broadcasting Service for scheduling and distribution to noncommercial stations throughout the country, according to Sidney L. James, chief executive of the operation during its organization.

Mr. James also officially announced last week the appointment of Jim Karayn as vice president and general manager of the center. Mr. Karayn, chief of the Washington bureau of National Educational Television since the bureau's inception in 1965, has previously worked for NBC News and as news director of KTLA-TV Los Angeles. He has produced more than 150 major programs since joining NET in 1965, and won an Emmy award in 1968 for his coverage of the President's State of the Union message.

The center's schedule for the forthcoming season, beginning in November, will include special events coverage of events taking place in the nation's capital.

In addition, the center will assume responsibility for two programs originating at WETA-TV Washington, *Washington Week in Review* and *30 Minutes With . . .* It will have "institutional ties" with WETA-TV and will use the station's production facilities.

Creation of the center marks the first time that public broadcasting has attempted such centralization of its news operations.

Discussing the center's programming plans, Mr. Karayn said: "Public television has taken some very large steps in going beyond the headline capabilities of television journalism. But we have to try to go much further in really zeroing in on what is happening in this country—and why it's happening."

## ABC offers alcoholism special

An ABC news documentary is being offered to ABC-TV network affiliates for local rebroadcast. The documentary is *Alcoholism—Out of the Shadows*, first presented on the ABC-TV network on June 23. The program was fed by closed circuit to all ABC television affiliates last week. They may broadcast

the program as a public service on dates and times of their choice up until Oct. 1. The program features ABC news correspondent Frank Reynolds as host. It includes candid disclosures by a number of reformed alcoholics.

## New firm to lease production equipment

National Video Tape Center, Inc., New York, has been organized by Howard Zuckerman, president, and William Schwing, executive vice president, to provide TV networks, independent producers and stations with leased color mobile vans and with studio and post-production facilities.

Mr. Zuckerman was formerly president of National Teleproductions Corp., Indianapolis, and Mr. Schwing previously was executive vice president of Transmedia International Corp., New York. Both companies specialized in the leasing of studios and of mobile equipment to producers. The corporate and sales office of National Video Tape Center will be located in New York at a site still to be selected, and a studio and post-production facility will be established shortly in Chicago, according to Mr. Zuckerman.

## Viewers will now see those callers

A new wrinkle in call-in programs will be introduced today (Aug. 30) by WLS-TV Chicago in cooperation with the Illinois Bell Telephone Co. *Kennedy & Co.*, a 90-minute early morning show in which callers put questions to program guests, will start using Picturephones.

Three installations of Picturephones in the Chicago Loop area will enable passers-by to direct questions to the hosts, Bob Kennedy and Jenny Crimm, and their guests while going to work. The first program is to be dedicated exclusively to the future of Picturephone as a telecommunications tool. Illinois Governor Richard Ogilvie and Illinois Bell Telephone President Charles Brown will appear on the program.

## Well-selling NBA series

Football may be taking up much of the television sports picture, but basketball is just around the corner. *This Week in the NBA*, basketball highlights show produced and syndicated by NBA Films, Hollywood, returns on nearly 100 stations for the 1971-72 season, about twice the number of stations as last year. Executive producer Herb Golden said the weekly program would begin Jan. 8, 1972, with Black & Decker Manufacturing Co., Towson, Md., as major sponsor.

## Program notes:

**Banking on it** ■ The American Bankers Association is distributing a new series of nine, 25-minute public-service TV programs on money management and public affairs. The first in the series, all to be distributed free, features HUD Secretary George Romney on housing and is now available from the distributor, Association Sterling Films, 866 Third Avenue, New York, 10022. *Mind Your Money*, a series of 90-second public-service radio shows featuring Peter Weaver, nationally syndicated consumer advice columnist, is also available free from the association. Contact D. L. Vorrasi, American Bankers Association, 1120 Connecticut Avenue, N.W., Washington 20036.

**Dual premiere** ■ CBS-TV has scheduled a dual premiere for *You Are There*, the new children's version of the series of re-enactment of historic events that the network at one time programmed for adult audiences. The initial episode of the series—which has a regular 12:30-1 p.m. Saturday time slot—will be presented in prime time on Wednesday, Sept. 8, 7:30-8 p.m. Then on the following Saturday afternoon, Sept. 11, the lead-off episode in the series' regular time period will be broadcast. The night-time presentation of *You Are There* on September 8 will begin 90 minutes of special programming on CBS-TV on that date. It will be followed by *If You Turn On*, on hour special on the problem of drug abuse.

**Reference work** ■ The transcripts of the nearly 700 broadcasts of the CBS News *Face The Nation* series aired during the 17-year history of the program have been compiled into a 14-volume reference work. The collected transcripts are scheduled for publication this fall by Holt Information Systems, the reference publishing division of Holt, Rinehart and Winston Inc., a wholly owned subsidiary of CBS. It's believed to be the first time that the content of a TV news series have been transformed into a reference work for publication. In addition to the published volumes, selected individual broadcasts of *Face The Nation* also will be made available on audio tape, video tape and 16mm black-and-white film. Also, beginning in 1972, some of the programs will be offered on microfilm.

**Screen Gems duo** ■ A pilot for a proposed mystery-comedy series starring Arte Johnson for NBC-TV and a *Movie of the Week*, based on the life of Chicago Bears football player Brian Piccolo for ABC-TV, are being prepared by Screen Gems, Hollywood. The Arte Johnson special, "Double or Nothing," will air as part of an NBC *World Premiere Triple Play* during the 1971-72 season,