

Cox expands into production

Group owner pays \$2.75 million plus payments to founder for Walter Schwimmer Inc., independent production firm

Cox Broadcasting Corp., the Atlanta-based group-station owner that has been expanding into community antenna television and other fields, last week purchased Walter Schwimmer Inc., Chicago, an independent production firm that has been producing and packaging television programs for some 15 years.

The purchase price was \$2.75 million plus a "substantial" annual payment to founder Walter Schwimmer over the next five years based on earnings. Mr. Schwimmer continues as president and chief executive officer of the production company which becomes a wholly owned subsidiary of Cox. Schwimmer Vice President Arthur Pickens's 5% interest also was included in the sale.

Mr. Schwimmer said Thursday he decided to sell because he "wanted to slow down" his personal involvement and have more time in the future to work "more leisurely on some new television productions based on interesting and unorthodox ideas." Color videotape production may be among the new ventures. Schwimmer to date has concentrated chiefly in film.

The negotiations were concluded within just a few weeks and were handled by Cox Broadcasting President Leonard Reinsch and Charles Pratt, the firm's director of development. In the past year Schwimmer had been approached by about a dozen firms interested in merger or acquisition.

Schwimmer each year has been turning out 26 full hours of *Championship Bowling* in color and produces two major golfing events on NBC-TV, the two-day *World Series of Golf* each fall and the *National Golf Day* show each Memorial day.

Schwimmer recently turned out 26

half hours in color of *Let's Go to the Races* and an equal number of *Harness Sweepstakes* in color. It also is distributing 156 color half hours of *Cisco Kid* as well as a sports package of 623 half hours, many in color. Schwimmer also has a pilot for *Wonder Circus*, a new series of full-hour color shows.

Orlando court ban is underscored

The First Amendment got short shrift in Florida last week when a state circuit judge said that the right to a fair trial is superior to freedom of the press.

Judge Frank Smith made this point in ruling on requests by WFTV(TV) Orlando and the *Orlando Sentinel-Star*. The TV station and the newspapers were seeking to overturn another judge's prohibition against newsmen taking photographs in the courtroom or in the courthouse, as well as a ban on anyone connected with a case from talking to newsmen (BROADCASTING, Nov. 21).

Both the TV station and the newspaper had gone to the Florida Supreme Court in their effort to overrule the coverage policy issued earlier in the month by Orange County Judge Douglas Lambeth. They were particularly stung by Judge Lambeth's threat to invoke his power of contempt against any newsmen violating his order.

The Florida Supreme Court held that it had no jurisdiction in the case.

Last week, Judge Smith maintained that there was no case, since no one yet had actually been held in contempt. The case, with political overtones, involves a woman charged with maintaining a house of prostitution.

In his ruling last week, Judge Smith declared that "the defendant's right to a fair trial is paramount to freedom of the press." He also upheld Judge Lambeth's right to issue the order on news coverage and added "the press must yield to [Judge Lambeth] . . .".

Among those testifying in behalf of the Lambeth ruling was Mitchell Goldman, president of the Florida Association of Trial Attorneys. Mr. Goldman charged that "the public flocks to criminal trials like the bloodthirsty to gladiator's arenas. And the press is interested in satisfying this public appetite, not in the defendant's rights."

WFTV's news chief, Ray Ruester, said

TV to look at miniskirts

In its first network transaction, RKO General Productions has sold *The Mini Skirt Rebellion*, a half-hour color special, to Clairol Inc. for showing on ABC-TV on Feb. 28 (9:30-10 p.m.). The program was filmed in London, Hollywood and New York and was produced by RKO General Productions in association with La Fata Films and Filmsmiths. Foote, Cone & Belding, New York, is the agency for Clairol.

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