

Reiner heads new Four Star arm

International division will handle distribution of all TV programing; Firestone resigns during changeover

In a reorganization and expansion move, Four Star Television announced last week it has formed a new subsidiary, Four Star International, to handle both domestic and international distribution of its TV programing.

The new subsidiary will be headed by Manny Reiner, who has been vice president of Four Star Television International (see page 10). In the changeover Four Star Television International and Four Star Distribution Corp., which handled domestic sales of syndicated programs, have been absorbed by Four Star International.

Len Firestone, who has been vice president and general manager of Four Star Distribution Corp. since its founding in 1962, has resigned as a result of "policy differences" with the management of the company.

Jerry Weisfeldt who has been sales

manager for Four Star Distribution since 1962, has been named vice president in charge of domestic sales for Four Star International, reporting to Mr. Reiner.

In announcing the changes, Thomas J. McDermott, president of Four Star Television, said Four Star International will step up its efforts in the acquisition, production and distribution of theatrical films and syndicated series for TV, the distribution of motion pictures to theaters and the establishment of a unit for the production of Broadway musicals and plays.

Four Star International has 17 filmed series and 59 motion pictures in domestic distribution, reaching 254 stations in 186 cities.

The company also has 5,100 hours of programing on the air in 54 foreign countries.



Mr. Reiner



Mr. Weisfeldt



Mr. Firestone

ABC Radio gets heavyweight title bout

ABC Radio last week purchased the radio rights to the Cassius Clay-Floyd Patterson heavyweight championship bout scheduled for Nov. 22 in Las Vegas, Nev. ABC Radio obtained the rights from Sportsvision Inc., promoter of the contest, and no financial terms were disclosed.

A blow-by-blow announcer for the event will be named within two weeks. Howard Cosell, network director of sports, former heavyweight champion Rocky Marciano and sportscaster Tom Harmon will serve as color commentators.

Sportsvision also granted rights to Telestar Products & Publications Inc.,

Westport, Conn., to produce and syndicate a 15-minute radio program and a 15-minute TV show, based on interviews with Messrs. Clay and Patterson and their aides. They will be available for broadcast on the day of the bout and the preceding day.

Film sales . . .

Nutcracker (Desilu Sales): WABC-TV New York; WRC-TV Washington; WHDH-TV Boston; KGO-TV San Francisco; KCOP (TV) Los Angeles; WFLD (TV) Chicago; KCRA-TV Sacramento, Calif.; KPTV (TV) Portland, Ore.; WTCN-TV Minneapolis; WAGA-TV Atlanta, and WAFB-TV Baton Rouge.

B'wana Don & Jungle-La (Storer Programs Inc.): WNBC-TV New York, 65 episodes.

'Mesta's Washington'

Now the "hostess with the mostest," Perle Mesta, is being projected as the start of her own television series. Seven Arts Television, in cooperation with the McCall's Corp., is preparing a half-hour, across-the-board series in color, *Perle Mesta's Washington*, designed for network showing.

The proposed series will be produced in Washington and will spotlight the former minister to Luxembourg in interviews with legislators, diplomats, government officials, entertainment personalities and businessmen. Occasionally the series will move out of the studio to locations of interest and to homes of guests, according to W. Robert Rich, executive vice president of Seven Arts TV.

Program notes . . .

Easter program ■ Woroner Productions Inc., Miami, has just completed a new holiday program entitled *Easter—The Beginning*. The program will re-create what a radio station would have broadcast had it been on the air during the days of the death and resurrection of Christ.

Pope at U. N. ■ CBS-TV will present an hour-long program Sunday, Oct. 3, *Paul VI: A New Journey, An Ancient Mission* in preparation for the Pope's impending visit to the U. N. The feature film will include biographical material on the Pope and interviews with UN, U. S., and church leaders concerning their expectations regarding the visit.

Triple-threat man ■ Universal Pictures reports that Jack Webb has been signed to a pact in which his services will be available to Universal as a producer, director and performer for motion pictures and television.

Offices opened ■ Program Production Syndicators, formed by Bob Bowman and Bill Edwards, has opened offices and studios at 102 South Vermont Avenue, Los Angeles 90004. Phone: 382-9951. New firm's initial radio program offerings include: *The BB Bowman Sports Report*, a 15-minute program; *The Frank Laine Show*, also 15 minutes, and *Late Date with Sylvia*, half-hour series.

Producers named ■ Mel Stuart has been named by Wolper Productions as executive producer and Jack Kaufman as producer of *The Rise and Fall of the Third Reich*, a series of three one-hour TV documentaries based on the best-selling book by William L. Shirer.