

cated that before NATRA could serve as a quasi-bargaining unit for its members, it had to thrash out its own internal differences. "This really can be a very worthwhile organization," he said.

Black-culture series looks for financial aid

Among the fringe elements at the National Association of Television and Radio Announcers convention (see page 44), was a representative of The People Inc., a nonprofit corporation "organized to promote black awareness of black culture through the mass media."

According to a prospectus shown to NATRA members by The People representative, George C. Corbin, the corporation is planning an hourly, biweekly television series for national syndication—that is, if it can find \$87,000 in seed money. Mr. Corbin said the programs would include "light drama about life as found in black America and Pan-African news," produced by black talent for a national black audience.

Talent who have pledged their support to the project are Hal Walker, CBS News correspondent, and Max Robinson, newscaster for WTOP-TV Washington, Mr. Corbin said. The corporation is located at 3511 39th Street, N.W., Washington.

A classical conflict fails to block sale

A vigorously protested application for transfer of WGKA-AM-FM Atlanta from Glenkaren Associates Inc. to Strauss Broadcasting Co. was affirmed by the FCC last week. The sale was approved in August 1968 after spirited opposition from The Citizens Committee to Preserve the Present Programming of WGKA and WGKA-FM, which feared loss of the station's classical music format (BROADCASTING, Sept. 2, 1968).

Strauss also owns KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., both middle-of-the-road programming operations.

After the transfer application was filed in March 1968 Strauss surveyed Atlantans' tastes and announced plans to substitute show tunes and light classics for the classical programming. Listeners complained to the commission and filed an informal petition protesting the change. The commission at first said it found no "substantial question" requiring hearing, but after the citizens committee filed a petition for reconsideration, the FCC directed Strauss to undertake an additional survey of public needs.

A marketing and research firm hired by Strauss produced a survey showing that "73% of all Atlantans would, if

asked, vote in favor of the new Strauss format." Strauss said it would endeavor to satisfy the needs of the classical music audience by presenting such music over its FM facility six evenings a week, and a complete opera on Sunday nights. It also offered to further alter its format as needed to satisfy the public interest.

The commission observed that "the fact that one station started with a classical music format does not mean that forever more it must continue with that format," and, dismissing as unfounded subsequent charges that Strauss made misrepresentations in its surveys, found the sale approval justified.

Apollo 11 film available from NASA

A color documentary on the Apollo 11 moon flight, "Eagle Has Landed," has been released by the National Aeronautics and Space Administration for use by TV stations in public-affairs programming.

The film runs 28:30 minutes, and includes motion-picture footage and still photos taken by the Apollo astronauts. A major feature of the film is a section devoted to crew activities on the surface of the moon. The film was directed by Ted Lowry and produced by the NASA staff.

The film may be ordered through Clayton Edwards, Code FP, NASA headquarters, Washington 20546.

Program notes:

From Dayton to New York ■ Avco Embassy Pictures Television Corp. has placed *The Phil Donahue Show* into syndication and has completed its initial sale (outside of Avco TV stations) to WPIX(TV) New York. The interview program originates from WLWD(TV) Dayton, Ohio, an Avco outlet, as a daily 90-minute show, but WPIX will strip a 30-minute version.

Joint venture ■ Hanna-Barbera Productions, Hollywood, and the National Catholic Office for Radio and Television, are involved in joint development of a series of 26 half-hour films projected for network TV presentation in the 1970-71 season. The series, which is still untitled, would be meant for an essentially juvenile audience. It would combine animation with live-action and specially produced films said to deal with "contemporary ethical and moral problems." It's stressed that "no aspect of religion" would be involved in the projected series.

Here comes Pearly Mae ■ Pearl Bailey will make her television series debut on ABC-TV during the 1970-71 season in her own musical variety series. Miss Bailey has been a guest star on many television programs.

Two-city sale ■ Screen Gems has sold *The Naked Truth*, a daily half-hour taped series focusing on people with emotional or social problems, to American Home Products Corp. for showing on WNEW-TV New York and KTLA(TV) Los Angeles, starting in the fall. In addition, AHP will sponsor six *Screen Gems Presents* one-hour entertainment specials on WNEW-TV for showing on Sunday evenings, starting Aug. 31 and extending through February 1970.

'Anything Goes' today ■ Metromedia Program Sales is placing into syndication a 60-minute special, *Anything Goes*, which examines the new freedom in the arts and the permissiveness in today's entertainment. The program was produced by Metromedia Television News and has been presented on the Metromedia stations

In time ■ *The Singers*, a music and comedy show, will be presented as a one-hour special on CBS-TV Monday, Sept. 8, 10-11 p.m. EDT.

Bout time ■ ABC-TV will televise the World Boxing Association heavyweight boxing championship between Jimmy Ellis and Henry Cooper Sept. 27 via satellite from London. The fight will be carried on ABC's *Wide World of Sports*, 5-6:30 p.m. EDT.

More foundation awards

Awards of \$5,000 each in both radio and TV will be presented by Freedoms Foundation for programs dealing with the theme, "Goals for America for 1976." Radio nominations should include a recording, script and synopsis of individual programs that "stimulate thoughts about U.S. goals to create a stronger and free society." TV nominations may be dramatic or documentary and should include a kinescope or videotape along with a script and program synopsis. Awards will go to the program producer. Contact awards administration, Freedoms Foundation, Valley Forge, Pa. 19481, by Nov. 1.

'Misterogers' gets support from Sears

The Sears-Roebuck Foundation will support National Educational Television's *Misterogers' Neighborhood*, a children's program, for the third consecutive year. The \$180,000 Sears grant will be used in the production of 65 half-hours for the daily series.

Misterogers' Neighborhood is produced by Fred Rogers at WQED(TV) Pittsburgh. About 135 of the 165 NET affiliates carry the series.