



Emmy handshake ■ NBC-TV's new deal for the Emmy awards telecasts was worked out by Thomas W. Sarnoff (third from right), NBC's vice president for administration on the West Coast, and ATAS executives (1 to r) Thomas Freebairn-Smith, executive

secretary Los Angeles; Loren L. Ryder legal committee; Harry S. Ackerman, ATAS president; Henry S. White, president of the New York chapter, and Martin Leeds, member of the negotiating committee. The new contract extends NBC's Emmy option through 1965.

Emmy to stick to NBC for five more years

NBC-TV last week extended its hold on the Emmy Awards telecasts through 1965. It paid dearly for the privilege.

The network and the Academy of Television Arts & Sciences renegotiated their existing 5-year contract—which would have expired in 1962—in favor of a new 5-year pact which starts with the 1961 awards. Under the existing contract NBC-TV would have paid a total of \$400,000 for the Emmy rights; under the new deal it will pay \$1.1 million.

Breaking it down on a per-year basis, the old contract cost NBC-TV an average \$80,000 per telecast. The new one will cost an average \$220,000. Figuring it another way, the network will pay a premium of \$910,000 for the extra three years it gets through the renegotiation—or something over \$300,000 for each of the extra three.

In addition to the new pay scale, NBC-TV agreed to provide a substantial increase for promotion and public relations activity for the awards. Harry S. Ackerman, ATAS president, who handled the renegotiation with NBC Vice President Thomas W. Sarnoff (head of administration on the West

Coast), congratulated the network for what he called "appreciation of the growth in prestige and added significance" of the Academy and the awards.

ABC-TV had indicated it was interested in bidding for the Emmy telecasts after 1962, as had CBS-TV.

Stewart sues KRAK

William A. Stewart, former program director of the Storz and Star station, has filed suit in California Superior Court for \$70,227 damages against KRAK Stockton-Sacramento, Calif., and Manning Slater, station executive, charging he had been wrongfully discharged as director of operations, a post he assumed last Feb. 1.

The suit alleges Mr. Stewart was to receive a salary of \$15,000 per year for the first nine months and \$17,500 for the next 27 months plus 500 shares of stock in Hercules Broadcasting Co. In addition it is charged the station owes Mr. Stewart \$853 for money he had advanced. The suit stated the employment contract was partially written and partially oral.

Code adherence urged

Industrywide compliance with NAB Radio and TV Codes was urged Oct. 1 by G. Richard Shafto, WIS-TV Columbia, S.C., in an address to Alabama Broadcasters Assn. (see BROADCASTING, Oct. 3). Mr. Shafto is a member of NAB Policy Committee. He suggested broadcasters step up contacts with local, state and national leaders.

NAB

FALL CONFERENCES . . .

OCTOBER 13-14 (This Coming Thursday & Friday)

ATLANTA—HOTEL BILTMORE

Ray V. Hamilton, Washington, D. C. office, who handles the East and Joe A. Oswald, who covers the South and Southeast, will be registered at the Biltmore Hotel and at the NAB Atlanta Fall Conference Meetings.

We look forward to seeing all our old friends.

OCTOBER 18-19 (Week from tomorrow and Wednesday)

DALLAS—HOTEL SHERATON-DALLAS

DeWitt (Judge) Landis, Dallas Office, who handles the Southwest, and Joe A. Oswald, who covers the South and Southeast, will be registered at the New Sheraton-Dallas and at the Dallas NAB Fall Conference.

We will enjoy seeing you at the meetings or at our nearby Dallas Office to discuss markets and radio-television facilities.

OCTOBER 20-21 (End of Next Week)

SAN FRANCISCO—MARK HOPKINS

John F. Hardesty, San Francisco Office, who handles all the West, has some excellent radio and television investments to discuss.

I will appreciate your calling me at the Mark or at our office at One Eleven Sutter.

Let's all make the most of these meetings.

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