

REPORTS AND ANALYSIS BY THE EDITOR

Col TV Taps Block For Syndie Berth

Los Angeles, June 10.

1975

Richard C. Block, former president of Kaiser Broadcasting, has been named by Columbia Pictures TV to develop its syndicated programming, part of a new thrust CPT is making into the first-run syndie field.

Block's initial emphasis will be on development of a daily 90-minute variety-talk show for the 4:30-6 p.m. timeslot.

Block was with Kaiser Industries and Kaiser Broadcasting Co. 17 years as a sales and programming exec involved in development of programs for both network and local station broadcasting. He left Kaiser about a year ago, becoming a broadcast consultant. He is on the faculty of Stanford U. in the Dept. of Communications.

Block was with KRCA-TV Sacramento and KRON-TV San Francisco before joining Kaiser.

'Beacon Hill' Jumps Gun With Early-Season Start

CBS-TV will start its "Beacon Hill" series two weeks before the 1975-76 season starts, airing the two-hour pilot at 9 p.m. Tuesday, Aug. 26, and following it the next Tuesday with a standard hourlong episode airing at 10 o'clock — its regular time period.

The early start is predicated on a web desire to insure the Americanized version of "Upstairs, Downstairs" of an ample viewership sample before the season begins and then to follow through while the impact of the pilot is fresh. The pre-season start is not a new device — ABC-TV employed it last year with its "That's My Mama" sitcom series and gave that skein a better sendoff sample than otherwise seemed likely.