ARRANGING LOCAL BROADCASTS FOR AJC-SPONSORED TV PROGRAMS

1. When contacting your local CBS television station you may find that the station has no information concerning the program. You should explain to your contact (either the program manager or director of public service programs) that the telecast is currently being booked or scheduled from CBS New York's Public Affairs Department and they shortly will be receiving information on it.

2. If your local CBS station cannot carry the program as it is originally scheduled, you might suggest to the station that they carry it on a delayed basis via a kinescope or film recording of the program.

3. It is possible for a television station to carry a program on a delayed basis up to 60 days after its original presentation, as per the regulations laid down by various unions involved in television broadcasting. The station can order its kinescope directly from the Film Kinescope Department at CBS, New York. They are used to this procedure and are constantly involved in this kind of operation throughout the broadcasting year. The local stations usually pay for this kinescope film since they get a special price from CBS, New York. The kinescope cost for a half-hour program usually runs under $50 for a station.

4. There may be local interest in having the program broadcast within a week of the original broadcast. In this case, the local CBS station might be able to secure what is called a "hot kinescope" by making special advance arrangements with CBS, New York. "Hot kinescopes" are usually sent air express immediately after the program. Please be cautioned, however, against scheduling our programs on the Jewish Sabbath or Holy Days.

IT:RL
1/18/57