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CBS and Warner Bros.—

TV Movie Partners

SC4-01,4 Warner Bros.

Reporting From The World Of Television and Radio

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TV and Radio Editor

CBS and Warner Bros. have entered into a "partnership arrangement" to produce movies for theatrical release and showing later on television.

Jack Warner, president of the Hollywood studio, announced the agreement, saying the "initial goal" will be to film six features "which, it is hoped, will also contain the seeds of TV series formats."

CBS made no announcement of the long-rumored deal, but unofficially confirmed it.

"We will start meetings on it next week," CBS-TV program chief Mike Dann reported. "Three or four story properties are already under consideration. We hope to be in production on two of them by July 1."

Dann noted that the CBS-Warner productions will probably not reach TV before the 1968-69 season.

The joint project is said to represent a total commitment of between \$8 and \$10 million. Dann described it as "the most important step so far in this area."

All of the networks have entered into deals with Universal for making one or more two-hour feature films. Dann recently reported that CBS was negotiating with three studios in addition to Warner Bros. and Universal to shoot movies-for-TV. ABC has such a deal with MGM.

Behind the buildup of TV-implemented movie production is the growing popularity of old pictures in TV primetime and the mounting shortage of such films.

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