

Film on Dr. King to Be Offered For TV in April as a Memorial

By GEORGE GENT

A filmed documentary on Dr. Martin Luther King Jr. will be offered to television stations around the country for presentation by the highest bidders during the week of April 2. The entire proceeds from the sale of the film will go to a memorial fund for the slain civil-rights leader headed by his widow, Mrs. Coretta King. Dr. King's birthday was commemorated last Saturday.

The three-hour documentary, "KING: A Filmed Record ... Montgomery to Memphis," has been shown only once. It was presented on March 24, 1970, in a simultaneous showing at more than 700 theaters in 300 cities before an audience of 500,000 people, each of whom contributed \$5 to the Martin Luther King Jr. Special Fund.

Screen Gems, which will distribute the film without cost to the fund, announced plans for the event yesterday at its offices at 711 Fifth Avenue. The conference was attended by Mrs. King, Ely Landau, producer of the documentary, and William Hart, vice president of syndication for Screen Gems.

"Through the kind cooperation of Columbia Pictures and Screen Gems," Mrs. King said, "it will now be possible for millions of Americans, particularly those who were too young to know my late husband, to see this remarkable film and, hopefully, re-dedicate themselves to the ideals and principles for which my husband lived and died."

The film will be available for showing in every television market in the United States. Mr. Hart said it was hoped that the bidding for the film would gross at least \$250,000 for the King memorial fund, proceeds of which are distributed as grants to local and national organizations working against poverty, illiteracy and social injustice through nonviolent means.

Plans call for the film to be shown in either one, two or three segments, with advertising permitted only at the beginning, middle and end of each segment. However, it is hoped that stations will present the film in one showing.

Screen Gems is the television division of Columbia Pictures, Inc.