

In Brief

Outraged. ABC-TV affiliate WPVI-TV Philadelphia has refused to carry tomorrow's (Oct. 1) *Marcus Welby, M.D.*, episode dealing with teen-aged boy sexually assaulted by adult male. Network — which expects further affiliate defections — feels turndown is result of massive campaign against program by various Gay Liberation groups; WPVI-TV said show, titled "The Outrage," is "false stereotype of homosexuals." Broadcast itself carries disclaimer that rapist teacher is not homosexual but disturbed.

Regional ownerships next? FCC rulemaking to establish "clear standards" on regional concentrations of media control was advocated by Commissioner Glen O. Robinson in opinion endorsed by Chairman Richard E. Wiley. Opinion issued in concurrence with 6-to-1 approval of sales of WTCM-FM Eaton, Ohio, and KAUZ-TV Wichita Falls, Tex., to buyers with other stations in same states. Commissioner Benjamin Hooks dissented on grounds, according to aide, that in absence of regional standards FCC could not say transfers met them.

Atlanta sale approved. FCC has granted assignment of license of WGST (AM) Atlanta to Meredith Corp. for \$5 million. Takeover of station from Georgia Board of Regents should occur within 30 days, according to Richard F. Carr, vice president of Meredith Radio. WGST operates on 920 khz with 5 kw daytime and 1 kw night.

Carrying the mail. Young & Rubicam International, New York, has been named advertising agency for U.S. Postal Service, Washington, replacing Needham, Harper & Steers. Postal Service spends more than \$13 million in advertising, of which about \$10 million is in measured media and about \$1.5 million is expected to go into TV. Y&R will handle account on fee basis. Finalists in contention for account were said to be Y&R, NH&S and Grey Advertising, New York, and Humphrey Browning MacDougall, Boston.

Sold in San Diego. FCC is reported to have approved Storer Broadcasting's purchase of KCST(TV) San Diego, for \$12 million. Acquisition of UHF station from Western Telecasters brings Storer's complement of TV outlets to maximum of seven.

Consent order. General Foods Corp., maker of Gaines Burgers, has agreed to stop advertising that dogs have special need for milk protein or that their dog food is good source of such protein, Federal Trade Commission announced last week. GF spent \$3.7 million on Gaines Burger TV advertising last year, \$2.8 million in first half this year.

Free and clear. National News Council has dismissed complaint against Mutual Broadcasting System filed by former MBS newscaster Robert Edwards, who alleged network executives ordered promotion material on December 1973 black college all-American football team broadcast in news packages (*Broadcasting*, May 13).

To hearing. License renewal application of Storz Broadcasting's WTIX (AM) New Orleans has been set for hearing, because FCC could not resolve conflict of affidavits on whether station had broadcast unauthorized announcement on Jan. 7, 1973, inviting armed civilians to aid police in apprehend-

ing sniper atop Howard Johnson motel.

Networks seek end to suit. ABC, CBS and NBC filed joint motion Friday in Los Angeles federal court asking dismissal of government's antitrust suit against them. They claim that since White House tapes and documents they need to prove contention suits were politically inspired are now under control of former President Nixon, Justice Department cannot itself make search required by earlier court order.

Late Fates. *William D. Shaw*, vice chairman, Golden West Broadcasters, Los Angeles, has resigned that position and been named vice chairman of Major Market Radio Inc., station representative subsidiary of GWB. He will continue to headquarter in San Francisco. *George E. Lindman*, president of MMR, remains in that position in New York. . . . *Scott S. Miller*, formerly vice president and assistant to president, Mego International Inc., New York toy manufacturer, joins Corporation for Public Broadcasting, Washington, as executive vice president. He fills No. 2 post vacated by advertising executive *Keith Fisher* last June . . . *Pat Whitley*, program director for WNBC (AM) New York since 1970, has resigned. Station is scouting for replacement; according to Perry Bascom, general manager, station will retain present format (music/personality).

Headliners



Allbritton



Stulberg



Sandstrom

Joseph L. Allbritton, Houston banker, is new chairman and chief executive officer of *Washington Star-News*, post he assumed upon approval of offer to purchase Washington Star Communications Inc., parent of paper and radio-TV interests there and in other cities. Broadcast portion of \$25 million deal awaits approval by FCC (story page 26).

Gordon T. Stulberg, president, 20th Century-Fox, and **Sid Sheinberg**, president and chief operating officer, MCA Inc., both Los Angeles, elected chairman and vice chairman, respectively, of Association of Motion Picture and Television Producers. Mr. Stulberg replaces **Lew R. Wasserman**, chairman and chief executive officer of MCA, who has headed association since 1966, named chairman emeritus.

Thad M. Sandstrom, broadcasting VP, Stauffer Publications, Topeka, Kan., elected chairman of CBS Radio Affiliates Association for 1974-75. He succeeds **Odin Ramsland**, president, KDAL-AM-TV Duluth, Minn., who becomes *ex officio* board member. **Gene Ellerman**; WWAM-AM) Cadillac, Mich., elected vice chairman.

Melvin Laird, former secretary of defense and presidential counselor for domestic affairs, elected to board of directors of Communications Satellite Corp., Washington.

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