

day, a five-minute program featuring Joseph C. Harsch will be fed, followed by a five-minute feed of commentary by Bob Considine at 6:35 p.m.

On Saturdays, affiliates will get five minutes of news on the half-hour beginning at 7:30 a.m. through 10:30 a.m., and again at 1:30 p.m. through 6:30 p.m. The Sunday schedule is similar except that the first news feed begins an hour later at 8:30 a.m., and a five-minute newscast replaces the 15-minute commentary of Mr. Harvey carried at 11:30 a.m. on Saturdays.

The first five minutes of Mr. Harvey's six-day-a-week show are for national sale; the concluding 10 minutes are co-op.

Don McNeill's *Breakfast Club*, which will also contain local availabilities, will be fed in two 25-minute segments at night for local broadcast the following day whenever the local station wishes to slot it. Also to be fed for delayed broadcast will be additional public affairs programs and religious shows.

FM ■ The American FM Network will feed 13 five-minute news programs at a quarter past the hour, seven days a week, beginning at 10:15 a.m., with a final feed at 10:15 p.m. The network will sell one minute: 30 seconds will be available to the local station.

In addition, the FM service will provide features and programs at night to all stations; material may be used at the station's option. This material will consist of public affairs and religious programming.

While most of the present ABC Radio affiliates are expected to opt for one or more of the above schedules, disappointment at what was described as the paucity of feature material was expressed by some station operators. "Network is a misnomer for the schedules I received from ABC," one affiliate said. "It's really just a glorified news service."

Another operator said he found nothing in the schedules that differentiated them from the present single source of network programming: "There's not much to choose between the four schedules. One might offer a couple of more personalities, but it will be hard for them to write the news in four different ways without sacrificing something."

Dissatisfaction with the ABC plan has led some dozen affiliates into what was described by one source as "negotiation" with Mutual. "There seems to be a lot of resentment over the loss of exclusivity in a particular market, especially the large markets. We've considered offering our services to more than one station in the same market some time ago, but abolishing exclusivity would hurt us and the stations," he said.

MBS was quick in its efforts to capitalize on the dissatisfaction some ABC affiliates feel for the four-part plan. In telegrams to several ABC affiliates sent shortly after public announcement of the ABC plan, MBS President Matthew J. Culligan said:

"There may be some aspects of the ABC plan which are not consistent with your station's objectives. In this event, you should be aware that Mutual is a network oriented for independent stations. If you are interested in learning how we can serve you exclusively in your market, call Gary Worth [manager of station relations for MBS's west-

ern division] at 212-LT 1-6100. Call collect."

Mutual officials described response to the message as "surprising."

Wolper syndicates two-hour rock show

Metromedia, through its Wolper TV Sale's Inc., will syndicate *Steve Paul's Scene*, a two-hour television rock-music special.

The show was produced by Metromedia's WNEW-TV New York. Its stars

The WJEF Countrypolitans



What's this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitans couples aren't hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they're in the *acquisitive* stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.

The Wolper Stations
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 WJEF-TV GRAND RAPIDS
 WJEF-TV GRAND RAPIDS
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WJEF

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 Avery-Knodel, Inc., Exclusive National Representative