

Week's Headliners



Mr. Goldberg



Mr. Starger



Mr. Courtney



Mr. Powell



Mr. Solow



Mr. Kratky



Mr. Lee



Mr. Mallison

Leonard Goldberg, VP in charge of programming for ABC-TV since 1966, appointed VP in charge of production, Screen Gems Inc., Hollywood. He succeeds **Jackie Cooper**, who has resigned to enter independent feature-film production for parent Columbia Pictures. Replacing Mr. Goldberg at ABC-TV is **Martin Starger**, who has been VP and national programming director since 1968. Mr. Goldberg joined ABC-TV in 1963 after prior service with NBC-TV and BBDO. Mr. Cooper has held his post at SG for past five years. Mr. Starger joined ABC-TV in 1966 as VP in charge of programs, East Coast, and earlier was with BBDO in New York.

Alan D. Courtney, senior VP for Four Star International Inc., Culver City, Calif., named to new position of executive VP. **Norman S. Powell**, VP-production, named senior VP. Mr. Courtney went to Four Star in January 1968. Previously, he was director of programs for MGM-TV for two years and programming executive for NBC

for 17 years, leaving in 1961 when he was head of program administration for network. Mr. Powell, son of Four Star co-founder, late Dick Powell, has been with company since start of his business career.

Herbert F. Solow, VP in charge of television production for Mctro-Goldwyn-Mayer Inc., Culver City, Calif., named VP in charge of theatrical and TV production. In assuming responsibilities in theatrical area, Mr. Solow assumes duties formerly handled by **Clark Ramsey**, who has been appointed VP in charge of administration in New York. Mr. Solow joined MGM in 1967. He had earlier held top production posts at Desilu Productions, CBS and NBC.

Warren J. Kratky, president of Gardner Advertising Co., St. Louis, also named chairman. **A. Laney Lee** and **William H. Mallison**, general managers of central and eastern divisions, respectively, elected executive VP's. (see page 32).

For other personnel changes of the week see "Fates & Fortunes."

when it began daylight-saving time operation, commission said, despite notifications. Commission noted that licensee, after receiving notice of apparent liability for \$10,000, did not deny violations. Rather, it said it had complied with directives for presunrise authority since Aug. 17.

WACA said it felt full power, rather than reduced power, was necessary to discharge its "duty" to serve outlying areas at time when they needed "special

announcements, encouragement and news."

Commission said it was "obvious" that licensee, "with full knowledge of the commission's requirements, deliberately chose to violate the terms of its license." It said WACA's efforts to justify "flagrant violations" by stating "reduced power would 'break listener habits in the fringe areas' are indicative of the licensee's attitude toward the commission's authority."

New pitch for record fees

Revised performers'-rights amendment to pending copyright legislation was submitted in Senate just before Easter recess by Senator Harrison Williams Jr. (D-N.J.). Measure is simplified version of amendment sought by recording artists he offered in last Congress.

Spelled out in new draft are terms broadcasters would have to pay artists and recording firms for airplay of records. In general, stations would ante in "3.5% of net receipts from sponsors"—same as blanket license fee presently paid to composers and publishers under existing copyright law.

Lower "pro rata" license would be available for stations using fewer than average number of records in programming, such as talk or all-news formats. Small stations with less than \$25,000 annual revenues would be exempt.

License fees would be collected and distributed by Register of Copyrights, using computerized monitoring system based on off-air inaudible signals pressed into records.

Justice backs appellate view

Justice Department has urged Supreme Court not to review appellate-court decision affirming FCC's ruling that fairness doctrine applies to cigarette advertising.

Justice supported court's conclusion that First Amendment (and public interest generally) are served by attempt to "redress the balance" in debate over smoking and health.

More CATV for CBS

CBS has acquired Clear View Cable System Inc. and Marin Cable Television Inc., both in Marin county, Calif., it was announced Friday (April 4) (BROADCASTING, Dec. 23, 1968).

CBS bought these systems, which serve total of 7,500 subscribers, for 51,510 shares of common stock. Transaction is estimated at \$2.5 million.

CBS also has filed registration with Securities and Exchange Commission regarding contemplated purchase of Tele-Vue Systems Inc. and subsidiaries, which have CATV holdings in California and state of Washington (see page 109).

Loomis gets approval

Nomination of Henry Loomis as deputy director of U. S. Information Agency has been confirmed by Senate ("Closed Circuit," March 10). Mr. Loomis served as director of Voice of America, 1958-65; was deputy commissioner of education in Department of Health, Education and Welfare, 1966, and worked with Nixon campaign last year.