

Pollier, *Philadelphia Bulletin*.

"... slick production values. Richard Roundtree projected a cool and strong hero, toned down quite a bit from the movie character... incredible." Anthony LaCamera, *Boston Herald American*.

"Shaft has been shafted... it bears only a surface resemblance to the flamboyant, always-ready-to-smite-or-smooch movie supersleuth." Harry Harris, *Philadelphia Inquirer*.

"It is a slick, acceptable new uptown 'Shaft'... The new story line has much more imagination and there are even elements of suspense—a factor that was conspicuously absent in the first film version." Adrienne Manns, *Washington Post*.

"As the video Shaft, Roundtree is an absolute pussycat, de-ethnicized into a colorless mold that CBS apparently feels will keep him in good stead in Middle America... Aside from Roundtree, there is hardly a black face to be seen... Shaft is strictly the white man's buddy." Gary Deeb, *Chicago Tribune*.

"In a fashion typical of so much of television, Shaft has been completely laundered... There are some nicely painted portraits and some tight sequences that work up considerable momentum. But there are slack stretches, also. Shaft, naturally, conquers, but a Shaft who is an imposter." Morton Moss, *Los Angeles Herald-Examiner*.

"The villains are a vigilante committee of New York's prominent citizens whose self-righteousness turns to sadism and a string of grisly killings—a preposterous plot but a terrifying one. Beside them, Shaft looks as germ-free as the Rev. Billy Graham." Terrence O'Flaherty, *San Francisco Chronicle*.

"Whether you find the new John Shaft like fine wine or flat soda water probably depends upon how much you enjoyed the 'Shaft' movie. Personally, I like Richard Roundtree's new image. There's a bit more substance now. He is emerging as a fine actor." Barbara Holsopple, *Pittsburgh Press*.

"... Shaft's first TV case had about as much punch as a wet prune... a silly exercise in stretching the credibility gap... " Ann Hodges, *Houston Chronicle*.

"In the movies, Roundtree created a flamboyant black James Bond whisking through exotic dangers draped by shimmering females... He was all fringed leather and gleaming ornaments. The TV Shaft by comparison is the private eye in the gray flannel suit. If it wasn't for the spine tingling Isaac Hayes electronic score, you'd swear these were two different dudes." Cecil Smith, *Los Angeles Times*.

Changing Formats

■ KHAY(FM) Ventura, Calif. (formerly KVEN(FM)), has introduced a stereo country-western format. The station was formerly simulcasting the programming of KVEN(AM) Ventura.

■ KORD-AM-FM Tri Cities, Wash., have switched from a good-music format to

MOR programming. Along with the change in musical programming, the stations have expanded local-news programming 100%, but reduced public-affairs offerings by 50%. The stations have also made arrangements to add a live audience-participation "public forum" program to their new programming.

■ KTAR(AM) Phoenix, formerly offering a contemporary MOR format, has switched to 24-hour all-news and sports programming.

■ WBUS(FM) Miami Beach, Fla., has adopted a combination blues, jazz and rock format to replace its rock programming.

■ WCSI-FM Columbus, Ind., has adopted a modern-country format to replace a format that featured MOR selections and show tunes.

■ WJJT(AM) Jellico, Tenn., programming a combination of rock, country-western and religious music, has dropped the rock portion of its format. Its new format calls for an 80% country and 20% religious mix.

■ WHFI(FM) Birmingham, Mich., a station that was acquired by Greater Media Inc., in July, will feature the Drake/Chenault Enterprises programming package, "classic gold," under its new ownership. The station was formerly playing an "oldies" format.

■ WMOC(AM) Chattanooga has changed from a good-music format to "modern gospel."

■ WQXX(FM) Hialeah, Fla., has switched from good music to country, a move that the station asserts will make it the first full-stereo country outlet in the Miami metropolitan area.

The radio programming listeners don't want

Magid says they reject commentary on news or sports, want shorter, brighter straight news shows

Radio listeners are more than ever interested in radio personalities, but apparently many of them are more than ever dissatisfied with some of those they hear. They don't care much for sports news on radio, as distinguished from sports contests or sports actualities, and they have virtually no interest at all in sports commentary offered by radio networks. More than that, "there is no time of day when news commentary, as presently done by all the [radio] networks, is seen as having any merit whatsoever."

These were among the findings of an audience study, encompassing personal interviews with a sample of 1,200 listeners across the country, conducted for NBC Radio by Frank Magid Associates, Cedar Rapids, Iowa. Frank Magid, who with his firm has been engaged in radio-audience research for more than 16 years, gave the report at the NBC Radio affiliates convention in Palm Beach, Fla., earlier this month (BROADCASTING, Oct.

PLEASE TAKE NOTICE, THAT THE TOWN BOARD OF THE TOWN OF PIERREPONT, St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Pierrepont, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Pierrepont, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system, with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh NBC; Channel 6 CBMT Montreal; Channel 7 WWNYY Watertown CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH, Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education); and Channel 13 WNYS Syracuse ABC.

(c) Applications for the Franchise shall be submitted in writing to the Town Clerk of the Town of Pierrepont on or before the 9th day of January 1974. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E. Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office, Route #1, Colton, New York.

(d) All persons interested in additional information concerning the proposed award may contact William M. Rogers, Chairman, Star Route, Potsdam, New York, telephone 315-265-8043.

Kathryn Paul
Town Clerk