

tions "we haven't dreamed of" but that just now it represents a classic case of "technology push." The industry has had to figure out its applications, and what needs it can meet and fill, he said.

CBS' seven-month market test in Ridgewood, N.J., starting in the fall, aims among other things to test varying customer reaction to a keyboard and to an integrated unit for videotext only. Videotext and teletext won't totally supplant other communications media, Bauer's sure, but will co-exist with them.

Closely tracking consumer dependence on and interest in the new media is Robert Schultz, president of VideoProbeIndex ca-

ble research firm.

His surveys of 12,000 households have found that viewers there tend to be heavy TV users before buying cable or pay TV, and have simply transferred their watching.

The average cable household spends \$14 a month for its service, half of the homes surveyed have an additional pay tier, and 36 percent of cable subscribers have bought something through direct response advertising.

Would they pay \$16 a month for an electronic data bank? Only 11% of those surveyed said yes, and only eight percent said they'd pay \$199 for a home security device. □

nati-based group owner of six AM's, six FM's and seven TV's. It bought KQV along with co-located WDVE(FM) from ABC eight years ago for \$3.5 million (BROADCASTING, Nov. 11, 1974). Taft will keep WDVE. **Buyer** is owned by Richard M. Scaife and Robert W. Dickey. Scaife is Pittsburgh investor and publisher of daily *Sacramento* (Calif.) *Union* and daily newspapers in Greensburg, Pa. Dickey is general manager of KQV. Neither has other broadcast interests. KQV is on 1410 khz with 5 kw full time.

**KJLS(FM) Hays, Kan.** □ Sold by Lesso Inc. to Radio Inc. for \$1.35 million plus \$100,000 for five-year noncompete agreement. **Seller** is owned by Lawrence E. Steckline, who owns KWLS-AM-FM Pratt and KSLs(FM) Liberal, both Kansas, and, with wife, WWLS(AM) Norman, Okla. Steckline also bought, subject to FCC approval, KXXX-AM-FM Colby, Kan., for \$1.5 million (BROADCASTING, March 8). **Buyer** is principally owned by Bruce W. Kent, Donald L. Buster and Norman W. Brandeberry. Kent is Hays attorney. Brandeberry is Russell, Kan.-based oil and gas investment company executive. Buster is Hays investor. None have other broadcast interests. KJLS is on 103.3 mhz with 100 kw and antenna 463 feet above average terrain.

**WMAK(FM) Hendersonville, Tenn.** □ Sold by Hendersonville Broadcast Corp. to Phoenix of Hendersonville Inc. for \$1.35 million. **Seller** is owned by Mooney Broadcasting Corp., publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's. George P. Mooney is president and 19% owner. **Buyer** is subsidiary of Phoenix Communications Group Inc., which is principally owned by Samuel H. Howard. Phoenix Communications owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTRK(FM) Topeka, Kan. WMAK is on 92.1 mhz with 1.5 kw and antenna 430 feet above average terrain.

**WYBR(FM) Belvedere-Rockford, Ill.** □ Sold by The Broadcasting Corp. of Belvedere-Rockford to Sentry Broadcasting Inc. for \$1,050,000 plus \$60,000 for three year noncompete agreement. **Seller** is owned by John J. Ambrozic (85%), Robert S. Goddertz (10%) and Ambrozic's brother, Robert P. Ambrozic (5%), who have no other broadcast interests. John Ambrozic was principal stockholder in group that bought WYBR six years ago for \$150,000 (BROADCASTING, March 15, 1976). **Buyer** is subsidiary of Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. John W. Joanis is chairman and Don Colby is president. WYBR is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

**WTKC(AM) Lexington, Ky.** □ Sold by Triplett Broadcasting Co. of Kentucky Inc., debtor-in-possession, to Group M Broadcasting for \$745,600. **Seller** is owned by Wendell A. Triplett and wife, Donna J.

## Changing Hands

### PROPOSED

**WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va.** □ Sold by Bay Cities Communications Corp. to Abell Communications for about \$3 million. **Seller** is owned by Aubrey E. Loving Jr. and Martha Davis (50% each), who have no other broadcast interests. Earlier deal to sell WQRK to general manager Paul Todd and Austin, Tex., small-business investment firm for \$2.25 million fell through (BROADCASTING, March 29). **Buyer** is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV

Baltimore. Last year it bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981) and also has been granted FCC approval to buy WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 (see below). Stuart D. Frankel is president of Abell radio group. WTJZ is on 1270 khz with 1 kw full time. WQRK is on 104.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Cecil L. Richards.**

**KQV(AM) Pittsburgh** □ Sold by Taft Broadcasting to Calvary Inc. for about \$2 million. **Seller** is publicly traded, Cincin-

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FM New York	Class A in scenic college/university town and tourist region. Excellent turnaround opportunity; Terms.	\$250,000
AM/FM Florida	Daytimer and Class A combo in isolated market. Attractive potential; Cash.	\$500,000
FM Iowa	This Class A is the only FM station in the entire county; Terms available.	\$325,000
FM Indiana	Class A opportunity in college town and agricultural center; Terms.	\$420,000
AM/FM Virginia	Profitable fulltime AM and FM in university setting; Possible terms to substantial buyer.	\$500,000

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