

Teenagers speak on radio music

Teenagers disapprove of disc jockeys' taking payola but they feel they'll like or dislike records on merit no matter how many times a disc is played. This was one of the conclusions arrived at by a survey of teenagers conducted by WAFM (FM) Miami, a good-music station.

In cooperation with the supervisor of music for Dade County schools, the station broadcast a spontaneous discussion of teenagers' tastes in music direct from a high-school classroom composed of "a good cross-section of the 15-17 age group." The youngsters were articulate on the subject of broadcast music, listing as an advantage of radio that they could study while listening to it and that they did not have to argue with their parents

about choice of program as they did with tv.

"Songs today are crucified," several teenagers said, pointing to rock 'n' roll versions of "God Bless America," spirituals and Christmas carols as examples. Commercials were criticized as being "too loud and too often. You find yourself singing commercials instead of songs."

Taste in music expressed by the group was broad. Most of those interviewed said they switched stations often for different types of music to correspond with different moods. Or switched stations when a commercial came on. Some students complained about format programming. "I like to switch from pops to classical. The stations ought to offer more variety."

WPCA (TV) debut near

WPCA (TV) (ch. 17), shifted from Camden, N.J., to Philadelphia by the FCC last March, will begin broadcast operations "early this summer," according to Percy B. Crawford, station president.

Mr. Crawford said that the station

will program "shows devoid of excessive crime or violence; shows that any parent can permit for the whole family."

The ch. 17 facility, licensed to the Young People's Church of the Air, was acquired by Mr. Crawford last February. Mr. Crawford also owns WDAC (FM) Lancaster, Pa.; WMUZ-

FM Detroit, and WYCA (FM) Hammond, Ind.

Philadelphia also has another uhf facility, WHYH (TV) (ch. 35), a non-commercial, educational outlet.

Changing hands

ANNOUNCED ■ *The following sale of station interests was announced last week subject to FCC approval:*

■ **WKOW-AM-TV** Madison, Wis.: Sold by Stewart Watson and associates to Midcontinent Broadcasting Co. for consideration in neighborhood of \$1 million. Midcontinent principals are N. Lawrence Bentson, Joseph L. Floyd and E.R. Ruben who also own WLOL-AM-FM Minneapolis-St. Paul, KSO Des Moines, KELO-AM-TV Sioux Falls, KPLO-TV Reliance, KDLO-TV Florence, all South Dakota. WKOW is on 1070 kc with 10 kw day and 5 kw night and is affiliated with CBS. WKOW-TV has been operating since 1953 on ch. 27. It is affiliated with ABC-TV.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ **WHCT (TV)** Hartford, Conn.: Sold by Edward D. Taddei and associates to RKO General Inc. for \$150,000 plus \$242,200 for 10-year lease with option to buy property after four years for \$570,000 (see story, page 78).

■ **KVOY** Yuma, Ariz.: 83.3% interest sold by William L. Lindsey and associates to Colonial Broadcasting Corp. for \$176,596 plus consulting agreement for five years at \$6,000 per year. Colonial president is Loe A. Newsome Jr.

■ **WSIP** Paintsville, Ky.: Sold by Ted Arnold Silvert to Big Sandy Broadcasting Co. (James D. Cox, president) for \$150,000.

■ **WDAL** Meridian, Miss.: Sold by Louis Alford and associates to R.E. Hook & Assoc. for \$65,000. R.E. Hook and wife have interests in WMAG Forest, WDOD Canton and WELZ Belzoni, Mississippi; WRAG Carrollton, Ala.; WRUS Russellville, Ky., and WKIZ Key West, Fla.

MBS news on WKMH

WKMH Dearborn, Mich., has contracted with Mutual for five-minute news programs broadcast every hour on the half hour. The station has a CBS radio affiliation which is continuing. The affiliation between CKLW Detroit and MBS was terminated May 29. WKMH started MBS news May 30.

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