

by the decision of the U.S. Appeals Court for the District of Columbia that broadcasters may not reject "editorial" advertising if they accept "commercial" advertising—Mr. Burch said the commission probably would appeal. He indicated being troubled by the idea that price would be the determinant of who would be heard on the air, and suggested that many advocating this type of access—presumably liberals—might be distressed in the long run should such conservative groups as "Texas oil interests" be among the beneficiaries of the court's opinion.

It was in the area of the broadcaster's role that the chairman indicated being most troubled, particularly regarding license renewals and the fairness doctrine. Of the first he remarked that "The renewal decision [by the same court that handed down the ruling concerning editorial advertising] raises one of the problems that in this country we've really never grappled with successfully . . . the conflict [between] a profit-oriented business commercial system and a concept of public service for the sake of public service." He termed the "marriage" of these concepts one of the most difficult jobs before the FCC because "we expect broadcasters to make a living out of their broadcasting station. Quite obviously that's a little

bit different concept than simply being a purely public trustee and giving away all the time you can and hopefully ending up with a zero balance sheet at the end of the year."

Referring to the FCC's own policy on renewals—overturned by the court's decision—the chairman said that "all we were trying to do . . . was to recognize the fact that people who own broadcast stations have substantial investments in those stations [and that] under common law principle it is settled that there is an inherent value in the license and that it is alienable. That whole concept seems to be up for grabs at the moment."

Commenting upon the commission's plan for a major review of the fairness doctrine, Mr. Burch said that a number of ad hoc decisions had piled one on another until "it's become quite obvious, particularly in the past year or so, that broadcasters interpret the fairness doctrine at their peril."

Mr. Burch dodged any opinion of whether there is a liberal slant in network news, but did say "I don't think there's a strong conservative slant." That point aside, he came down strongly on the side of the broadcaster's protection by the First Amendment. Asked how significant slanting of the news might have to be before he would

have the government intervene, he said: "As far as I personally am concerned it would have to be outrageous because I am more frightened of government interference of news than I am of the news being a bit, well, let's say slanted to—in terms of a philosophical point of view."

## AFTRA tactics stiffen in Miami AM strike

The American Federation of Television and Radio Artists has asked sponsors to pull their commercials off Storz Broadcasting's WQAM (AM) Miami as a strike by nine newsmen and disk jockeys entered its second month last week.

The strike, which began July 14, resulted from a breakdown in contract negotiations between station management and union members over "money and job security." About two months ago, union officials said, the station offered a 4% pay increase but since "has refused to budge."

AFTRA has also been distributing leaflets to the Miami public, asking: "Please help us in our struggle to obtain a fair union contract—Don't buy at Sears." Sears is an advertiser on WQAM. An AFTRA spokesman said complaints and charges are directed only at WQAM, not at other Storz-owned stations.

AFTRA petitions have been filed with the Equal Employment Opportunity Commission and the National Labor Relations Board. A petition to the FCC is being considered, the union said.

WQAM General Manager Phillip W. Trammell said last Thursday (Aug. 12) that he would have "absolutely no comment" on the strike. He did confirm that negotiations are continuing.

## Changing Hands

### Announced:

The following sale of a broadcast station was reported last week, subject to FCC approval:

■ WIMA-TV Lima, Ohio: Sold by George E. Hamilton and Robert W. Mack to Wayne Current, Lewis Dickey, John Wiley and others for sum in excess of \$1.5 million (see page 29).

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 39).

■ KASH (AM) Eugene, Ore.: Sold by Erwin Kincaid to Frederick A. Danz for \$160,000. Mr. Danz is head of Sterling Recreation Organization, a Seattle-based



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