

own WHDM(AM) McKenzie and WBHT(AM)-WTBG(FM) Brownsville, both Tennessee. Mr. Brooks is general manager of WHDM. WALR-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales announced last week include: KNBT(AM) Norton, Kan.; WAYV(FM) Atlantic City and WWWW(FM) Johnstown, Ohio (see page 98).

Approved

The following station sales were approved last week by the FCC:

■ WLAK(FM) Chicago and WKYF(FM) Miami: Sold by Sudbrink Broadcasting Inc. to Storer Broadcasting Co for, respectively, \$4.25 million and \$5.56 million, plus \$540,000 consulting agreement. Approval of sales leaves Sudbrink, owned by Robert W. Sudbrink and his wife, Margareta, with only WNWS(AM) (formerly WFUN) South Miami, Fla. Sudbrink recently received FCC approval of sales of WIN(AM) Atlanta to Clinton County Radio Inc. (subsidiary of San Juan Racing Association) for \$750,000; WPCH(FM) Atlanta to Meredith Broadcasting for \$5.2 million, and WEZW(FM) Wauwatosa, Wis. (Milwaukee) to Multimedia Inc. for \$3 million. Storer,

Miami-based group owner, is publicly traded owner of WAGA-TV Atlanta; WSBK-TV Boston; WJKW-TV Cleveland; WJBK-TV Detroit; KTNQ(AM)-KGBS(FM) Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHN(AM) New York; KCST-TV San Diego, and WSPD-AM-TV Toledo, Ohio. Bill Michaels is chairman, and chief executive officer. Peter Storer is president. WLAK is on 93.9 mhz with 6 kw and antenna 1,530 feet above average terrain. WLYF is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain.

■ KNRO(FM) Conroe, Tex.: Sold by Family Group Enterprises to Jimmy Swaggart Evangelistic Association for \$803,750. Seller is owned by Rigby Owen and family, owners of KIKR(AM) Conroe. Buyer is nonstock, nonprofit religious association headquartered in Baton Rouge. Jimmy Swaggart is president of group which owns WHYM(AM) Pensacola, Fla.; WLUX(AM) Baton Rouge; WJYM(AM) Bowling Green, Ohio; KGOY(FM) Bethany, Okla., and KFRN(AM) Amarillo and KWJS(FM) Arlington, both Texas. KNRO is on 106.9 mhz with 100 kw and antenna 240 feet above average terrain.

■ Other station sales approved last week by the FCC include: WLRW(FM) Champaign, Ill.; KCNW(AM) Fairway, Kan.; KHAP(AM) Aztec, N.M.; KOKN(AM) Pawhuska, Okla.; WSIM(FM) Red Bank, Tenn.; KPRE(AM) Paris, Tex.; WMEK(AM) Chase City, Va., and WYVA-FM Yorktown, Va. (see page 99).



Well enough alone. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) told the opening television meeting at the NAB convention that his subcommittee likes broadcasting the way it is, provided the industry continues to live by the rules Congress wrote for it. In a speech that was deliberately low key, the senator tipped his hat to his counterpart in the House, Lionel Van Deerlin (D-Calif.), whose subcommittee is rewriting the Communications Act, but expressed some skepticism that the project will succeed in solving all the problems and competing interests in communications. From his panel's standpoint, "we just don't want to go in and mess up broadcasting," the senator said. "We think it's working good." But some of the parts that work are those that Congress imposed or inspired—the fairness doctrine, equal time and access—and they should continue, he said. "Other than that, we don't want to put anything in your way."

Selling ENG: what's common to broadcasters may be new to viewers

A Monday morning, promotion-oriented NAB convention session, "Making ENG Work for You," reminded broadcasters that while electronic newsgathering may be old hat to them, it isn't to their audiences.

"Never let go of the idea that the viewer is excited by ENG, even if there are four stations with ENG in your market," said Marjorie Schmidt of KBTW(TV) Denver. "That still doesn't make it commonplace for the viewers."

ENG can be a strong selling point for a station, contended Ms. Schmidt, but it has to be sold right. "Consistent promotion is the key," she said, both on air and in the print media. But the mobility of ENG equipment makes it a uniquely promotional item. It's "one of the few things that can be in actual operation and promoting itself at the same time." That ENG van, she said, "is an exhibit, a moving billboard." Her station, she says, looks for opportunity to give its "ActionCam" van maximum public exposure—at fairs, parades and rodeos. The van crew is supplied with brochures that explain the electronic newsgathering process. On-air ENG promotions are done live on street corners with heavy pedestrian traffic and run in prime advertising slots. "On-air is

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