

is not advertising, and that no law bars our accepting underwriting from either cigarette companies or liquor companies," one paper said. "However, in the past, we have been reluctant to relax our prohibitions because of the possible legal or public relations ramifications that underwriting by either type of corporation might have."

Some of the problems involved, the paper said, could include the possibility of litigation on whether underwriting constitutes advertising for some purposes.

"Similarly, some congresspersons may use the relaxed standards as an opportunity to castigate public broadcasting for becoming insensitive to public policy concerns," it added. "We may also be confronted with significant audience/public criticism."

The paper noted, however, that there is another side to the story. "Refusing underwriting by cigarette or liquor companies may give the appearance of our passing moral judgments about particular kinds of companies," it said.

The proposals, which were discussed at the last Distribution and Support Committee meeting, will be further explored at the annual meeting in June.

The proposal to press for the use of corporate logos in on-air announcements came from member stations, which reported that the current policy has, over-all, "a negative impact on attracting corporate

underwriting."

Although the FCC now prohibits the use of logo credits, the paper says the time might be right to ask the commission to change its rules.

It noted, for example, a speech by FCC Chairman Charles Ferris before the Public Radio Conference (BROADCASTING, March 24) in which he predicted a shift in the way the commission would view public broad-

casting.

"In light of this statement and the current federal budget cutbacks, the FCC may be more receptive to arguments that public broadcasting must aggressively pursue corporate funding in order to support itself," the paper said. "It may, therefore, be an appropriate time to raise the issue of permitting corporate logos in underwriting credits."

Changing Hands

PROPOSED

■ **WXIL(FM) Parkersburg, W.Va.:** Sold by Electrocom Inc. to Burbach Broadcasting for \$1 million. Seller is owned by David Strook and wife, Carolyn (26% jointly), James Fenton and wife Dorothy (25% jointly), Ruby Carter (14%) and others. They have no other broadcast interests. Buyer is owned by Robert H. Burstein (50.5%) and John L. Laubach (49.5%). Burstein owns Pittsburgh scrap brokerage company and has real estate interests there. Laubach is Pittsburgh attorney. He owns 50% of coal business there and also has various real estate interests in Pittsburgh. They also own WESA-AM-FM Charleroi and WGGO(AM)-WCKC(FM) Erie,

both Pennsylvania, and 75% of WBSR(AM) Boca Raton, Fla. WXIL is on 95.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Chapman Associates.

■ **KEUN(AM) Eunice, La.:** Sold by Tri-Parish Broadcasting to Karl R. and Ferdinand DeRoven, brothers, and E. Warner and Joseph Veillon, brothers (25% each), for \$633,500. Seller is owned by Paul H. DeClouet Jr. (23.8%), Roland Fink and Vincent Riehl (20% each), Joseph Riehl (10%) and five others. DeClouet owns 19% of KVPI-AM-FM Ville Platte and 21.25% of KFRA-AM-FM Franklin, both Louisiana. Fink and Riehl brothers own 15% each of KVPI. Tri-Parish is applicant (in hearing) for new FM in Eunice. Karl DeRoven is assistant general manager of KEUN. Ferdinand DeRoven is Eunice physician. Warner Veillon is president and 25% owner of Eunice bank. Joseph Veillon is Eunice certified public accountant. They have no other broadcast interests. KEUN is on 1490 khz with 1 kw day and 250 w night.

■ **WBBX(AM) Portsmouth, N.H.:** Sold by Kressmann Broadcasting Co. to Seacoast Broadcasting Co. for \$550,000. Seller is owned by J. Harrison Holman who has no other broadcast interests. Buyer is owned by Earl H. Goldstein and wife, Lois (50% each). Goldstein is 50% owner of Boston clothing manufacturer, of which his wife is a director. They have no other broadcast interests. WBBX is 1 kw daytimer on 1380 khz.

■ **KSEE(AM) Santa Maria, Calif.:** Sold by Cal-Coast Broadcasters Inc. to Pueblo Broadcasting Co. for \$450,000. Seller is owned by Buddy Black who has no other broadcast interests. Buyer is owned by Frank Oxarart, son, Frank Jr., John Young, Al Sturges and Milton Zack (20% each). Senior Oxarart is president and 52% owner of KIBS(AM) Bishop, Calif. Junior Oxarart is general manager of KFVB(AM) Los Angeles. Young is general manager and 10% owner of KIBS. Sturges is sales manager of KRUZ(FM) Santa Barbara, Calif. Zack is Santa Maria investor. KSEE is 1 kw daytimer on 1480 khz. Broker: Hogan-Feldmann, Inc.

■ **WTNC-AM-FM Thomasville, N.C.:** Sold by Thomasville Broadcasting Co. to Radio Thomasville Inc. for \$425,000 plus \$125,000 noncompete agreement. Seller is

Mid-Atlantic \$950,000

Profitable daytime operation serving large metro area with excellent signal low on the dial. Terms for qualified buyer.

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