

shown signs of disunity in Washington this year, said Rubenstein. The call for relief must not only apply to both TV and radio, but it must seek elimination of all content regulations from broadcasters, including section 315, the equal time rules of the Communications Act and rules on editorials and personal attack, he said.

"Our freedom of speech cannot be traded for spectrum fees or alternative forms of content regulation," said Rubenstein. "Changing the name to 'quantification' doesn't change the facts."

Flights of the ad will run weekly in *Newsweek* and *Forbes* through August, according to a Mutual spokesman, while those in *Atlantic Monthly* and *Nation's Business* will run in August, September and October. Company officials would not disclose the budget for the campaign, except to say that it is in six figures.

If the company decides to feed an accompanying campaign over its radio network, it will be up to affiliates to decide whether to run the spots, said Rubenstein, because affiliates would be subject to restraints under the fairness doctrine for running them.

The design of the print ad is being kept under wraps until the campaign breaks, but its copy will read as follows:

The First Amendment guarantees the rights of free speech and freedom of the press which magazines and newspapers enjoy. But these constitutional rights are effectively denied to radio and television by federal regulations that govern the content of news broad-

casts.

The "Fairness Doctrine," which embodies several regulations, is good case in point. It looks good in theory since it proposes "equal opportunity" for and "reasonable access" to opposing viewpoints. In practice, it doesn't work. Stations often choose to remain silent on many important issues for fear of opening a Pandora's box of competing claims for airtime. The result is that viewpoints which could contribute to public knowledge and debate go unheard.

According to a recent Roper poll, 82% of Americans now get their news primarily from

the broadcast media. For this majority, the press is radio and TV. But these media are protected by the First Amendment. Could this have been the intent of our founding fathers? We don't think so.

When the primary news source for a majority of citizens is denied its First Amendment rights, it's time we all became alarmed. At the Mutual Broadcasting System we think it's time to give radio and television the same First Amendment protections that newspapers and magazines have enjoyed since 1791. Congress should repeal the so-called "Fairness Doctrine" in the name of fairness.

## Changing Hands

### PROPOSED

**WJIM-TV Lansing, Mich., and WKBT(TV) La-Crosse, Wis.** □ Sold by Gross Telecasting Inc. to Universal Communications Corp. (Unicom) for \$48 million. **Seller**, based in Lansing, Mich., is publicly held company headed by James H. Gross, president. It also owns WJIM-AM-FM Lansing. **Buyer** is newly formed venture of Forstmann Little & Co. and John D. Backe, former CBS president. Forstmann Little & Co. is private New York investment firm. Backe is also president of Tomorrow Entertainment Inc., television production company he owns jointly with Dancer Fitzgerald Sample Inc. Unicom also bought WRGB(TV) Schenectady, N. Y. (see ap-

proved sales below). WJIM-TV is CBS affiliate on channel 6 with 100 kw visual, 20 aural and antenna 1,000 feet above average terrain. WKBT is CBS affiliate on channel 7 with 955 kw visual, 191 kw aural and antenna 1,140 feet above average terrain. *Broker: R.C. Crisler & Co. Inc.*

**WHEC-TV Rochester, N.Y.** □ Sold by Broadcast Enterprises National Inc. to Viacom International Inc. for \$24.5 million plus sw of Viacom's KDIA(AM) Oakland, Calif., a WDMA(AM) Memphis to BENI. **Seller**, based in Philadelphia is, principally owned by Frank A. Henry, president. It owns WPDQ(A) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJZ(AM) Pittsburgh. **Buyer**, based in New York is publicly traded company headed by Ral M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). WHEC-TV is CBS affiliate on channel 10 with 316 kw visual, 39.8 kw aural and antenna 500 feet above average terrain. KDIA is on 1310 khz with 5 kw full time. WDMA is on 1070 khz with 50 kw day and 5 kw night.

**WNOV(AM)-WQXA(FM) York, Pa.** □ Sold by stockholders of Rust Communications Group Inc. to Central Penn Broadcasting Inc. for \$4 million. **Seller** is owned by William F. Rust Jr. and family. It also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It recently sold, subject to FCC approval, WPTR(AM) Albany and WFLY(FM) Troy, both New York (BROADCASTING, July 4). **Buyer** is owned by Harold G. Fulmer III. It also owns WLKK(AM)-WLVU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa. WNOV is daytime timer on 1250 khz with 1 kw. WQXA is on 105.7 mhz with 46 kw and antenna 520 feet above average terrain.

**WLQR(FM) Toledo, Ohio** □ Sold by Radio Airtron Inc. to WSPD Inc. for \$3,275,000, including \$500,000 for noncompete agreement. **Seller** is owned by Susquehanna Broadcasting Co., York, Pa.-based group owner of six AM's, seven FM's and one TV, principally owned by Louis J. Appell, president, and family. They sold, subject to FCC approval, WSBA-TV York for \$2 million (BROADCASTING, Jan. 17). **Buyer** is principally owned by Willard Schroeder, chair-

## Attractive Opportunities

- |         |  |             |
|---------|--|-------------|
| Midwest | Fulltime in attractive and economically healthy market. An opportunity to purchase an AM at just over one times this year's gross sales and six times cash flow. Terms available.      | \$1,300,000 |
| West    | Absentee owned Class A FM in gorgeous and booming resort area. Priced at only eight times last year's cash flow with plenty of potential. Station is ahead this year. Terms available. | \$1,000,000 |

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