

make [broadcast promotion] professional from the ground up."

The BPA has recently grown from a full-time staff of one to three permanent employees. Bergendorff sees this as allowing the association to more effectively plan its annual seminar, its printed materials and its ad hoc network programming fed directly to television stations via the Seminars by Satellites series produced with the cooperation of the Robert Wold Co. Another sign of growth has been the increase in submissions to BPA's annual advertising and promotion awards competition. This year entries exceeded 6,000.

Jerry Cappa, art director for WLS-TV Chicago, will preside over the portion of the



seminar sponsored by the Broadcast Designers Association. Hands-on design as well as management workshops have been slated, with sessions on video art, animation, scenery and computer graphics scheduled throughout the five-day meeting. Cappa reported that approximately 3,500 entries from 220 stations were received in this year's design awards competition, with winners to be announced Tuesday night. (BPA's awards will be bestowed on Wednesday evening.)

Although some concurrent BPA and BDA events are scheduled, Bergendorff emphasized the importance of allowing and even encouraging professionals from design and promotion to attend each group's sessions.

"I've been very insistent about have a co-working seminar. I want people to have the opportunity to go to just about anything they want to. There will be very few closed sessions," he stressed, adding that "tracks" are set up for those interested in specializing in single areas, such as radio, cable, television and so on.

During his tenure, Bergendorff has also sought to strengthen ties with "sister associations," such as the National Association of Broadcasters, National Radio Broadcasters Association and international promotion or advertising organizations.

"We want to have a subhead for our name that reads, 'an international professional association,' to stress the contributions of other countries," he said. "We have a lot to learn from the promotion and design people in other countries. I see this as a definite goal in the years ahead."

Another goal is to increase use of the BPA archive and resource library, established recently at San Diego State University. A catalogue is available to members describing examples of exceptional promotional material kept on file in the repository. □

Changing Hands

PROPOSED

WBTI(TV) Cincinnati □ 90% sold by United Cable Television to channel 64 Ltd. for \$9.5 million cash. **Seller** is publicly traded, Denver-based cable MSO with 36 systems serving 628,000 subscribers. **Buyer** is owned by Stephen J. Kent, general manager of station, Lawrence H. Rogers II, retired president of Taft Broadcasting Co., and Raymond Balson, former general manager of WOFL(TV) Orlando, Fla. which Rogers and others formerly owned. WBTI(TV) airs subscription television service which will be continued under new ownership. It is on channel 64 with 1,000 kw visual, 20 kw aural and antenna 940 feet above average terrain.

WNYR(AM)-WEZO(FM) Rochester, N.Y. □ Sold by Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for \$7.36 million. **Seller** is publicly traded, Cleveland-based station group with six AM's, seven FM's and four independent TV's. **Buyer** is owned by Harvey Grace and Siedman, Jackson, & Fisher, Chicago-based venture capital firm. They also have majority interest in KDON-AM-FM, Salinas, Calif., and recently purchased WOOD-AM-FM, Grand Rapids, Mich. ("For the Record," Feb. 20). WNYR is on 990 khz with 1 kw day and 250 w night. WEZO(FM) is on 101.3 mhz with 27 kw and antenna 640 feet above average terrain.

WDGY(AM) Minneapolis-St. Paul □ Sold by Storz Broadcasting Co. to Malrite Communications Group Inc. for approximately \$3.5 million. **Seller** is Omaha-based station group owned principally by Robert H. Storz, president. It has sold two of its other five AM stations, WTIX(AM) New Orleans and KOMA(AM) Oklahoma City, Okla., subject to FCC approval ("Changing Hands," March 27). **Buyer** is selling WNYR(AM)-WEZO(FM) Rochester, N.Y. (see above) and also selling KLBB(AM), Minneapolis-St. Paul to comply with FCC duopoly rules (see below). WDGY is on 1130 khz with 50 kw full time. **Broker:** Blackburn & Co.

KENI(AM) Anchorage □ Sold by KENI Associates to Eagle Broadcasting Group for \$2,150,000, comprising \$538,500 cash, \$425,000 cash for real estate and remainder note. **Seller** is owned by William L. Simpson, Wally Christiansen, Art Greenfield and Charles Gray, who also own KSPL(AM) Seattle, Earl Reilly and R.D. Jensen. Reilly, Gray and Christiansen also own KINY(AM) Juneau, Alaska. Jensen has no other broadcast interests. **Buyer** is owned 25% each by Harry Woodworth, Richard Cattansasch, Julian Mead and Van Carragan, Anchorage investors with no other broadcasting interests. KENI is on 550 khz with 5 kw full time. **Broker:** Broadcast Properties West.

KLBB(AM) Minneapolis-St. Paul □ Sold by

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