

terrain. *Broker: Chapman Associates.*

KXGN-AM-TV Glendive, Mont. □ Sold by Glendive Broadcasting to Stephen A. Marks for approximately \$1 million. **Seller** is headed by Lewis Moore, who has no other broadcast interests. **Buyer** is headed by Stephen A. Marks, who also owns WBKB-TV Alpena, Mich. KXGN(AM) is on 1400 khz with 1 kw-U. KXGN-TV is CBS affiliate on channel 5 with 14.8 kw visual and 2.9 kw aural and antenna 500 feet above average terrain. *Broker: Chapman Associates.*

KIKV(FM) Alexandria, Minn. □ Sold by Lusk Broadcasting Inc. to BDI Broadcasting Inc. for \$950,000. **Seller** is owned by Richard and Marilyn Lusk (husband and wife). Purchase includes covenant not to compete for period of 5 years valued at \$230,000. They have no other broadcast interests. **Buyer** is headed by Louis H. Buron Jr., who is sole shareholder of PB Broadcasting Inc., which holds all stock of Paul Bunyan Broadcasting Co., licensee of KBUN(AM)-KBHP(FM) Bemidji, Minn. Louis H. Buron Jr. and Sue Buron, officers of assignee, are husband and wife. KIKV is on 100.7 mhz with 100 kw and antenna 755 feet above average terrain.

WSKI(AM) Montpelier, Vt. □ Sold by Green Mountain Broadcasting Co. to Context Inc. for \$575,000. **Seller** is headed by Daniel Ruggles, who has no other broadcast interests. **Buyer** is headed by Michael Kaplan, former station manager, reporter for Associated Press, and, most recently, marketing consultant. He has no other broadcast interests. WSKI is on 1240 khz with 1 kw-U. *Broker: Hickman Associates.*

KVIV(AM) El Paso, Tex. □ Sold by Fiduciary Broadcasting Corp. to Lorenza P. Butler for \$450,000. **Seller** is headed by Connie Jackson Thigpen and has no other broadcast interests. **Buyer** is owned by Lorenza P. Butler, who is secretary, director and 24% voting shareholder of Central Life Broadcasting of Alabama Inc., proposed assignee of WOIM(FM) Prattville, Ala.;

Distant Signals

Greece's new government will grant two private TV licenses, ending the state's broadcasting monopoly. AP reported. Private radio was introduced two years ago, and the previous Socialist government gave entry to six international satellite channels, including CNN. The two new TV channels, which will transmit locally and provide 5% of its profits to the state, were granted to publishing consortia Tiletypos Corp. and Antenna-TV.

□
The European Broadcasting Union has selected former Swiss Broadcasting Corp. executive **Jean-Bernard Munch** as new secretary general, effective next January. Munch succeeds Regis de Kalbermatten. In other personnel news, Eutelsat has delayed selection of a new director general, apparently unable to agree on a replacement for retiring Director General Andrea Caruso following meetings with five candidates in early July. Caruso has said he will continue his term until at least the end of November.

Study claims racial bias in TV shows

There is still an element of racial bias perceptible in the casting of roles on today's TV entertainment programs, according to a study released last week. "Unequal Picture: Black, Hispanic, Asian and Native American Characters on Television," released by the National Commission on Working Women of Wider Opportunities for Women (WOW), concludes that while there is a much greater number of black characters on TV today than were present 20 years ago, the other groups "have been much less successful.... Such a lack of visibility suggests that Hispanics, Asians and Native Americans are still suffering from token status on TV. An important first step is to increase their numbers."

Over 150 episodes of 30 network TV series featuring minority characters were examined for the study. Black characters appear regularly on nearly a third of all shows on television and black men and women are equally cast, the report found. But among the other groups, there are nine Hispanic, three Asian and one Native American characters on network shows. The report concludes that the main reason for the imbalance is that 93% of producers of shows featuring minority characters are white. "The television industry is seemingly unable or unwilling to recruit and fully employ minority men and women, many of whom bring to the job sensibilities and experiences quite different from its own."

One distortion that the report finds is that "the TV workplace is an egalitarian one, with little hint of racism or bias despite the fact that whites are almost always in charge." Viewers are left with the impression that little racial prejudice exists in the workplace today, and when it is presented, it is exhibited by obviously "wrong-headed or malicious" characters, the report says. "By consistently sweeping such major societal problems under the rug, television to a certain extent denies the actuality of racism in America. Real world racism, which is pervasive, subtle and blatant, is commonplace in America but virtually invisible on entertainment television."

and WBLX-AM-FM Mobile, Ala. KVIV(AM) is on 1340 khz with 1 kw-U.

KVEC(AM) San Luis Obispo, Calif. □ Sold by U.S. Media Co. to Chorro Communications Inc. for \$300,000. **Seller** is headed by Nick J. Mileti and also owns KPGA(FM) Pismo Beach, Calif. **Buyer** is owned by Richard E. Mason and Francis Sheahan. Mason is also president of

Cabrillo Communications Inc., licensee of KKUS-FM San Luis Obispo, Calif. He is also 80% limited partner in Banks FM, California limited partnership that is applicant for FM permit on channel 298A, to serve Banks, Ore. KVEC is on 920 khz with 1 kw-D, 500 w-N.

For other proposed and approved sales see "For the Record," page 61.

**Kelly Callan, Fred Kalil, Dick Paye,
Dick Beesemyer and Frank Kalil**

will be at

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for the N.A.B.**

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