

in peace rather than die in shame."

Since that time, Hall said that the Corporation for Public Broadcasting had been informally asked to help pay some of the NAEB's debt.

"They [CPB] were not rude or ugly, but it was a very firm no," he said about the corporation's response. And he added that he was disappointed and that "we are at an age where children don't always help their parents."

Hall, however, noted that CPB indicated it may carry forward some of NAEB's training programs.

Attempts had been made earlier by NAEB management to form Telecommunications Services Inc., an organization that would assume some NAEB functions. But plans for TSI that were expected to materialize at the New Orleans convention never did.

The downfall of the organization was mainly attributed to financial problems, but, according to Fellows, there were organizational problems. He said that an organization like the NAEB can't survive unless it's subsidized. In 1973 the association was reorganized from a station membership to an individual membership with the necessary support from the institutions no longer accessible. And since the advent of the Public Broadcasting Service and the National Association of Public Television Stations, some of the services provided by NAEB were assumed by those organizations.

Fellows previously stated that those groups did not "put the NAEB out of business" but that it was one of the association's functions to help form other organizations in the public broadcasting field.

He expressed optimism that the NAEB's education and training programs along with its counseling services will be picked up by other organizations.

"Education and training programs and professional counseling are all important activities that once it's clear there is nobody here to work on these things, people will miss them," he said. In addition,

the public broadcasting newsletter, *Current*, published by the NAEB, continues its search for a new publisher.

Fellows also voiced his disappointment at CPB's refusal to help, but noted that it had no formal obligation, only that it would have been an "honorable thing to do."

Efforts are being made by NAEB board members to pay off its debts, accumulated over three years, but nothing concrete has been established. Although Fellows noted earlier that in addition to possible fund raising efforts, the NAEB may make requests from its 1,300 members.

Changing Hands

PROPOSED

WJKS-TV Jacksonville, Fla. □ Sold by Ziff-Davis Broadcasting to Media General for about \$18 million. **Seller**, New York-based group owner of six TV's, is owned by William Ziff and family. I. Martin Pompadur is president. It announced intention to sell entire television portfolio earlier this year (BROADCASTING, June 1). **Buyer** is publicly traded Richmond, Va.-based newspaper publisher and owns WFLA-AM-FM-TV Tampa, Fla., and cable system serving Fredericksburg, Va. Alan S. Donnahoe is president. WJKS-TV is NBC affiliate on

ch. 17 with 4,570 kw visual, 25.5 kw aural and antenna 980 feet above average terrain.

WWRL(AM) New York □ Donated by Viacom International Inc. to United Negro College Fund and in turn sold to National Black Network for \$1.5 million. ("In Brief," Nov. 30). **Donor** is publicly traded New York-based MSO and group owner of four AM's, four FM's and two TV's. It has bought, subject to FCC approval, WLAK-FM Chicago for \$8 million (BROADCASTING, Sept. 14). License renewal of WWRL had been challenged by National Black Media Coalition, which withdrew petition upon Viacom's announcement of gift. **Buyer** is New York-based black-oriented radio news and information network with 82 affiliates. Principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president, it also owns WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, latter bought for \$2,695,000 (BROADCASTING, Sept. 14). WWRL is on 1600 khz with 5 kw full time. **Broker:** Blackburn & Co.

KYOK(AM) Houston □ Sold by Starr KYOK Inc. to All Pro Broadcasting Inc. for \$1.5 million. **Seller** is subsidiary of Shamrock Broadcasting Inc., Hollywood-based group of four AM's, four FM's and two TV's owned by Roy E. Disney family. It sold, subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22 et seq.). **Buyer** is owned by Willie Davis (66.67%) and Northwestern Mutual Life Insurance Co. of Milwaukee (33.33%). They own KACE(FM) Inglewood, Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. They also bought, subject to FCC approval, KQIN(AM) Burien, Wash., for \$750,000 (BROADCASTING, March 9). KYOK is on 1590 khz with 5 kw full time.

WHPL(AM)-WEFG(FM) Winchester, Va. □ Sold by Shenval Broadcasting Inc. to Holt Ltd. Partnership for \$1,025,000. **Seller** is owned by Edwin R. Fischer who has no other broadcast interests. **Buyer** general partner is Holt Corp. of Virginia, which is principally owned by Arthur H.

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