and antenna 610 feet above average terrain.

KJOP(AM) Lemoore, Calif. □ Sold by Goodwill Broadcasting to Radio Rey Inc. for $375,000. **Seller** is owned by John Pembroke and his wife, Ophelia, who also own WOAD(AM) Jackson, Miss. **Buyer** is owned by Paul Santiago, KJOP general manager, and Richard R. Dixon, sales manager. KJOP is on 1240 khz full time with 250 w.

KSTA-AM-FM Coleman, Tex. □ Sold by Coleman County Broadcasters Inc. to Long Broadcasters Inc. for $360,000, comprising $40,000 cash and remainder note. **Seller** is owned by Ben A. Flynn, Don Johnson, Ross L. Jones, Rodney O. McCarty and Ray Parker. It has no other broadcast interests. **Buyer** is owned by Richard A. Long, his son, Joseph, and Joseph's wife, Kathryn. Richard and Joseph Long are Odessa, Tex., ministers. KSTA(AM) is daytimer on 1000 khz with 250 w. KSTA-FM is on 107.1 mhz with 3 kw and antenna 180 feet above average terrain.

WJDR(FM) Prentiss, Miss. □ Sold by Polk Inc. to Thomas F. McDaniel for $289,568.50, comprising $80,000 cash and remainder note. **Seller** is owned by John A. Polk, who has no other broadcast interests. **Buyer** has interest in WCJU(AM) Columbia, Miss. WJDR is on 98.3 mhz with 1 kw and antenna 94 feet above average terrain.

For other proposed and approved sales see "For the Record," page 115.

NAB continues debate on joint radio convention

Association contemplates withdrawal from its partnership with NRBA on RMPC; decision was expected this week, but now appears delayed

The fate of the Radio Management and Programing Conference, conducted jointly by the National Association of Broadcasters and the National Radio Broadcasters Association for the past two years, remains up in the air: It appears unlikely that NAB will make a decision this week, as expected, on whether to continue its participation (BROADCASTING, Oct. 7). NAB President Eddie Fritts indicated last week it is doubtful the association's executive committee will have all the data it needs to make a decision, and will probably delay action on the matter until "we get more information."

NAB assigned its research department to survey industry reaction to last September's conference. Even though the department was planning to work steadily on the project over the weekend, Fritts was uncertain it would be finished in time for this week's executive committee meeting.

NAB's decision to re-examine its role in the radio convention stems in part from several incidents. NRBA's push to form a "super" radio association angered many NAB radio board members. And NAB officials have expressed concern about their partnership with NRBA after NRBA President Bernie Mann gave an antiadvertising agency speech at the conference. NAB felt his remarks reflected poorly on NAB. (Mann characterized agencies as "snake-oil salesmen.")

Indeed, NAB is still disturbed by the incident. A memo to NAB radio directors from Fritts contained copies of letters he received from an agency in response to Mann's speech. Fritts wrote: "We are perceived by some as having responsibility for NRBA actions because of the joint nature of the convention."

Robert W. Foster, president of Arnold Harwell McClain & Associates, Dallas, sent Fritts a letter on the incident as well as a letter his agency mailed to local radio stations criticizing Mann's remarks. "Our agency believes in the value and effectiveness of radio," Foster wrote Fritts. "We recommend it to many of our clients and have been recognized for creativity in its use. Too bad radio has to rely on such inappropriate leadership," Foster said.

In the letter to radio stations, the agency is particularly harsh on Mann. "Mr. Mann's obvious contempt for agencies is even more amazing because it demonstrates two glaring perception flaws by a spokesman for the radio industry: a general ignorance of the nature of the client/agency relationships and blindness to some of radio's weakness." The industry, the letter continued, "might do itself a further service by selecting leadership that demonstrates a better grasp of advertising, marketing, salesmanship and public relations, since Mr. Mann seems bent on 'badmouthing' his customers."

Fritts, in his reply to Foster, noted that "the joint nature of the NAB/NRBA convention is one which involves planning and executing the logistics of a major meeting, but clearly does not consist of joining in presenting one voice or commentary." Fritts said: "I do not, nor do the members of the board of NAB, associate ourselves with the opinions expressed by the president of NRBA."

NRBA, meanwhile, is waiting to hear from NAB, although it plans to hold a convention next year in New Orleans, regardless of what NAB decides. "We hope they [NAB] will want to do it again," said Peter Ferrara, NRBA executive vice president. But, he noted, "we can't say: 'Either do it or don't do it.' " □

CBS puts KMOX-TV on the block

Sale of St. Louis VHF, to reduce company's debt, is expected to bring upward of $200 million

CBS announced last week it will sell one of its five TV stations: KMOX-TV St. Louis. Last Tuesday's (Oct. 22) announcement said CBS expects to complete the sale "expeditiously," and for that purpose had hired Morgan Stanley, which will, it is expected, conduct a sealed-bid "auction" of the property, which one station broker said should bring $150 million to $200 million. Two co-located CBS radio stations, KMOX(AM) and KHTR(FM), will not be sold.

The sale of the 18th-ranked-market station will leave CBS with coverage of 19.44% of the nation's television households—ranked third behind ABC and NBC. Because the KMOX-TV sale voluntarily ends a grandfathered crossownership situation, CBS would be eligible for a tax certificate, allowing it to avoid capital gains tax on the sale if the profits were invested soon in another media property. The company has shopped for television stations in the past and could conceivably use the KMOX-TV sale as an opportunity to pick up a station in another market.

The sale fits in with a previously announced decision by CBS to accomplish divestitures by next summer that would give the company $300 million, after taxes. That decision was made as a result of the large debt CBS recently undertook in its $1-billion share repurchase. Other divestitures undertaken as a result of that plan are that of a Texas cable system and several small publishing operations.

The sales announced so far do not bring CBS to the $300-million level, it is believed, and review of additional candidates for sale is currently under way by top management. Last year, the company issued its financial results for the third quarter on Oct. 9, and the failure to have done so up to this point this year is because the divestiture decisions, which will affect the accounting treatment of last quarter's numbers, are still incomplete. □