Four stations sold for $6.8 million

Only one TV in the group, FCC approves sales of New Orleans and Reno stations

Four broadcast properties were sold last week for an aggregate price of $6.8 million and only one of the properties included a TV station. All the sales are subject to FCC approval.

Sold were WDOK-AM-FM Cleveland to Norman Wain, Robert Weiss and Joseph Zingale and others for $2 million; WSVA-AM-FM-TV Harrisonburg, Va., to James Gilmore, for $1.8 million; KRTSA San Antonio, Tex., to Bernard Waterman, and WNAX Yankton, S. D., to Red Owl Stores Inc., for $1.5 million each.

In addition the FCC last week approved two major station transfers: WYUE(TV) New Orleans to Screen Gems Inc. for $7,950,000, and KEBO Las Vegas to Lotus Theatre Corp. for $330,000.

WDOK-AM-FM was sold by Northeastern Pennsylvania Broadcasting Co. to the owners of WPAS-AM-FM White Plains, N. Y. Besides Messrs. Wain, Weiss and Zingale, the buying group includes Mr. and Mrs. Harry Stone of Cleveland, Frank Celeste, former Lakewood, Ohio, mayor, and Nick Mileti, a Cleveland attorney. Mr. Stone is president of American Greetings Corp., Cleveland. No changes are planned in programing or personnel, it was announced.

Northeastern Pennsylvania is the company that was formed to hold the Cleveland stations after Transcontinental Television Corp. was dissolved following the sale of all its other broadcast properties last year.

Messrs. Wain, Weiss and Zingale at one time worked for WHK Cleveland and Mr. Wain at one time was program director of WDOK.

WDOK operates fulltime on 1260 kc with 5 kw; WJDK-FM is on 102.1 mc with 31 kw.

Overlap Problem = The WSVA stations were sold because the principal owner, the Washington (D. C.) Evening Star, which owns WMAL-AM-FM-TV Washington, plans to increase the height of WMAL-TV's tower. If it did so, it would involve itself in an overlap with the Harrisonburg stations which are about 100 miles west of Washington.

The WSVA stations are owned 63% by the Star and 37% by Hamilton Shea. Mr. Shea, who is the chief executive of the stations, will remain, it was announced.

Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT(TV) Evansville, Ind.

WSVA operates fulltime on 550 kc with 5 kw day and 1 kw night; WSVA-FM is on 100.7 mc with 7.2 kw, and WSVA-TV, on channel 3, is affiliated with all three TV networks.

The WSVA stations were originally bought by Transcontinental Television Corp. and Mr. Shea jointly for $560,000 in 1956; in 1959 the Star bought TTC's 50% and 1% from Mr. Shea for $700,000. Subsequently the...