

said that sales up to that time were made to alleviate economic problems of Avco Corp., which suffered a 1974 consolidated loss of \$20,687,000.

Aside from its broadcast holdings, Avco makes electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial services. It also owns Carte Blanche, Avco Embassy Pictures and is involved in film distribution and production through Avco Film Productions Co.

Under the WLWT agreement, Walter E. Bartlett, Avco Broadcasting's senior VP-television since 1969, will take charge of the station for Multimedia. Mr. Bartlett is vice chairman of the television board of directors of the National Association of Broadcasters.

Multimedia owns WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C., and WXII(TV) Winston-Salem, N.C. It has recently acquired KEEL(AM)-KMPQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. (BROADCASTING, April 28).

Multimedia also publishes daily newspapers in Greenville, S.C., Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn.

WLWT(TV), an NBC affiliate, was put on the air by Avco in 1948. WLWT is on channel 5 with 100 kw visual, 10 kw aural and an antenna 685 feet above average terrain.

Changing Hands

Announced

The following broadcast station sales were reported last week, subject to FCC approval:

■ WLWT(TV) Cincinnati: Sold by Avco Broadcasting Corp. to Multimedia Broadcasting Co. for a reported \$17 million. See story above.

■ WCNZ(AM)-WWCK(FM) Flint, Mich.: Sold by Heritage Broadcasting Co. to Realin Corp. for \$650,000. Sellers, John Nogaj, L. James Hicks, William J. Bishop and Bernard C. Norko, have no other broadcast ownerships, though Mr. Nogaj is general manager of WCNZ-WWCK. Buyer is owned equally by Frazier Reams Jr., a communications attorney who controls WCWA(AM)—WIOT(FM) Toledo, Ohio, and owns WKBZ(AM) Muskegon, Mich., and John R. Linn, who has interest in WCWA-WIOT. WCNZ is daytimer on 1570 khz with 1 kw. WWCK is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. Brokers: Richard A. Shaheen Inc. and Cecil L. Richards Inc.

■ WDBM-AM-FM Statesville, N.C.: Sold by Iredell Broadcasting Corp. to Radio Statesville Inc. for \$500,000. Seller is owned by Walter A. Duke family which has no other broadcast interests. Buyers are Miles Ferguson (55%), Alford M. Pearce (20%), Ernie L. Pearce (17%) and others. Mr. Ferguson owns WRLD(AM) Lanett, Ala.-West Point, Ga., and has interests in WJHO(AM) Opelika, Ala., and WDSR(AM)-WTLD(FM) Lake City, Fla. Mr. Ferguson and Pearce brothers last week

were among sellers of WWCC(AM) Bremen, Ga., subject to FCC approval. (see below). Alford Pearce is program director and Ernie L. Pearce is general manager at WRLD. WDBM is daytimer on 550 khz with 500 w. WDBM-FM is on 96.9 mhz with 3.6 kw and antenna 340 feet above average terrain. Broker: Chapman Associates.

■ WWCC(AM) Bremen, Ga.: Sold by Bremen Radio Inc. to Marlin L. Lamar for \$172,000. Sellers are Miles Ferguson (40%), Thad K. Brown (30%), Ernie L. Pearce, Alford M. Pearce and Charles Nix (10% each). Messrs. Ferguson and Pearce last week were among purchasers of WDBM-AM-FM Statesville, N.C., subject to FCC approval. (see above). Mr. Brown is VP and general manager of WWCC and Mr. Nix is West Point, Ga., attorney. Mr. Lamar owns 85% of WACX(AM) Austell, Ga., and owns Austell-based retail clothing store chain. WWCC is daytimer on 1440 khz with 1 kw.

■ WGTW(AM) Mount Dora, Fla.: Sold by Lake Radio Inc. to Community Broadcasting Inc. for \$87,000. Principal in seller is Houston Pearce who owns 50% of WARF(AM) Jasper, Ala., and WDAL-AM-FM Meridian, Miss. Buyers, Stephen G. Aicher, Matthew Byrne and Walter J. Kaufman Jr., have no other broadcast interests. Mr. Aicher was production manager at Lower Bucks (Pa.) Cablevision and has worked for Pennsylvania radio stations. Mr. Byrne is Levittown, Pa., insurance agent. Mr. Kaufman is Cherry Hill, N.J., insurance adjustor. WGTW has

been off the air since Jan. 30. If sale is approved by FCC, buyers plan to resume operation on assigned 1580 khz with 5 kw daytime. Brokers: Reggie Martin and Richard A. Shaheen Inc.

Approved

Sales approved by the FCC last week include: WKSJ(FM) Eldorado, Ill.; WLTN(AM) Littleton, N.H.; WELZ(AM)-WHBM(FM) Xenia, Ohio; WBUX(AM) Doylestown, Pa., and KQYZ(AM) Everett, Wash. See pages 56 and 57 for details.

Donrey buy hung up

The FCC has deferred action on the application of Boise Valley Broadcasters Inc. to sell KBCI-TV (formerly KBOI-TV) Boise, Idaho, to Donrey Communications Co. for \$2.1 million until the basic character qualifications of buyer Donald W. Reynolds are determined.

The KBCI-TV sale has been pending since last winter (BROADCASTING, Feb. 3). The commission, however, is also concerned with the renewal of KORK-TV Las Vegas, also owned by Mr. Reynolds. In an initial decision last summer (BROADCASTING, July 1, 1974) an administrative law judge denied KORK-TV's license on the ground of fraudulent billing practices. Exceptions to that ruling have been filed and the proceeding is still pending, and the commission said the decision on the KBCI-TV sale must be deferred until the Las Vegas station's renewal is resolved.

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