

Sign of times: Gaylord breaks up crossownership

Oklahoma Publishing sells WKY-TV to 'Detroit News' but plans to buy stations elsewhere with the money

The Oklahoma Publishing Co. last week sold WKY-TV Oklahoma City to the Detroit-based Evening News Association for \$22.5 million, subject to FCC approval. The seller, which also owns WKY(AM) and both daily newspapers in Oklahoma City, was understood to be prepared to ask the FCC for a tax certificate on the grounds that the sale is in compliance with a general FCC policy discouraging common ownership of co-located newspapers and television stations.

The FCC's recently adopted crossownership rules permit the continued ownership of co-located newspapers and television stations, except in a few small markets where the only newspapers and stations were commonly owned. But they also prohibit future formations of co-located crossownerships anywhere. In a number of markets—not including Oklahoma City—the Justice Department has filed petitions with the FCC to deny renewal of television licenses held by newspaper publishers, on grounds of concentration of media control. None of the Justice filings has yet come up for FCC action. Licenses of all Oklahoma stations are due for renewal next in 1977.

Oklahoma Publishing, through a subsidiary, Gaylord Broadcasting Co., owns a group of broadcast stations in several markets and said it would use the proceeds from its WKY-TV sale to purchase others. Edward L. Gaylord, chairman of the broadcasting company and president of the parent, said: "We plan to look for two more TV stations and several radio stations to purchase."

A tax certificate, if granted, would exempt Gaylord from payment of capital gains taxes, provided the proceeds from the sale were reinvested in other properties.

The Evening News Association, controlled by the descendants of the late James E. Scripps, who founded it, owns the *Detroit News* and WWJ-AM-FM-TV Detroit. Peter Clark, president, said the company had no intention of selling any of its properties. Detroit is also served by the rival *Detroit Free Press*. Evening News also owns WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz.; *The Desert Sun*, Palm Springs, Calif., and Times Graphics, a printing company in Vineland, N.J.

Oklahoma Publishing owns the *Daily* and *Sunday Oklahoman* and the evening *Oklahoma City Times* in addition to its Oklahoma City radio and television stations. Its other broadcast properties are WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth, and KSTW(TV) Tacoma, Wash., all

VHF stations; KHTV(TV) Houston and WTVT(TV) Milwaukee, both UHF, and KRKE(AM) Albuquerque, N.M. The Gaylord family are principals.

WKY-TV is an NBC-TV affiliate on channel 4 with 97.7 kw visual, 19.5 kw aural

and antenna 1,540 feet above average terrain. It is a pioneer commercial station that went on the air in 1949.

Gaylord will retain WKY(AM) and its call letters. The Evening News Association will apply for a new call for WKY-TV.



At the signing. Edward L. Gaylord (seated left), president of Oklahoma Publishing Co. and chairman of its subsidiary, Gaylord Broadcasting Co., and Peter B. Clark (seated right), president of The Evening News Association, Detroit, met in Oklahoma City last Monday to sign a contract for the News's acquisition of Gaylord's WKY-TV. Standing are Norman P. Bagwell (l), vice president of Oklahoma Publishing and general manager of WKY-TV, who will stay on as vice president and general manager of the station under the new ownership, and Don F. DeGroot (r), The Evening News Association's vice president for broadcasting.

In Brief

Now that President Ford is candidate, CBS News has asked FCC to declare broadcast pickups of **presidential news conferences** to be on-spot coverage of bona fide news events and thus exempt from equal-time requirements of Section 315. It would mean reversal of 1964 FCC ruling ... FCC Friday issued proposed rulemaking against **regional concentrations**. No owner could acquire more than four stations of all classes in any state. AM-FM combinations in same community would count as one; UHF stations would be treated case by case ... **Starr Broadcasting** officially settled differences with two citizen groups that will now drop petitions to deny renewal of Starr's WOIV(FM) New York and with Chicago group headed by Charles Benton that will withdraw competing application for station's facility—clearing way for WOIV sale for \$2.2 million to GAF Corp., which will restore classical-music format that Starr abandoned. Reimbursements exceeding \$100,000 provided in settlement are subject to FCC approval... Committee of Social Science Research Center has reported to Chairman John O. Pastore (D-R.I.) of Senate Communications Subcommittee that **violence on TV** can be meaningfully measured and should be funded by FCC, not National Institute of Mental Health which spent \$1 million on earlier research into TV violence ... FCC has ruled that **broadcast of auctions** in which bids are made in calls to stations and stations benefit from sales must be logged as program-length commercials. (Ruling doesn't apply to noncommercial stations that commonly run major auctions to raise operating funds) ... FCC, acting on complaints, admonished WPRO(AM) Providence, R.I., for inadequately warning listeners that Halloween-eve 1974 broadcast of H.G. Wells's "**War of the Worlds**" was dramatization. (Orson Wells's adaptation of same work on CBS in 1938 caused panic in some areas.) ... **Walter A. Schwartz**, president of ABC Radio, 1967-72, president of ABC Television until named president of ABC Leisure Group II last fall, resigns to look for new job in broadcasting ... **Raymond Guy**, 76, who retired as NBC senior staff engineer in 1961 after distinguished career, died July 12 of cancer at Lighthouse Point, Fla.