

Changing Hands

PROPOSED

firms." He said that a consolidation of overbuilt franchises may, therefore, result in "significant economic efficiencies" which may lead to lower prices and enhanced service for consumers. On the other hand, he said, competitive pressures may not necessarily force operators to return to consumers the benefit of efficiencies that result from consolidation and, "can, at least in the short run, result in higher prices."

As a result, McGrath believes the decision on whether to permit consolidation is best left to the local government responsible for franchising. That authority, he said, "usually is in the best position to evaluate the preferences of their citizens in the face of these potentially conflicting economic effects."

He even sees the department's policy of deferring to local authorities as enhancing the likelihood that those authorities will authorize competition among systems. McGrath noted that most communities have issued exclusive franchises and that the department has not challenged the grant of any franchise: "If, in an ordinary case, the department were to take action that would have the effect of preventing a municipality that chose to grant more than one franchise from thereafter permitting consolidation of the franchises, this could tend to discourage municipalities from experimenting with competing franchises in the first place."

The exchange thus far has been approved by local franchise authorities in three of the communities—Point Pleasant Beach, Louisville and Little Rock-Jacksonville. Approval of the swaps in Phoenix and Paradise Valley is still awaited. □

WKFT(TV) Fayetteville, N.C. □ Sold by Fayetteville Television Inc. to Central Carolina Television Inc. for \$5,175,000, comprising \$3,675,000 cash and \$1.5 million note. **Seller** is owned by Derwood H. Godwin (35.57%), Assad Meymandi (19.47%), Norman J. Suttles (11.74) and Howard Bullard, Oscar L. Norris and Gerald Edmunds (10.4% each). It owns WPLJ(AM) Raleigh, N.C. **Buyer** is owned by George D. Lilly, who owns four TV's in Montana. Lilly is former vice president, television operations, Park Broadcasting, Ithaca, N.Y. He purchased Montana group from Garryowen Corp. ("For the Record," Nov. 28, 1983). WKFT is independent on channel 40 with 1,542 kw visual, 154.2 kw aural and antenna 709 feet above average terrain.

WLIP(AM)-WJZQ(FM) Kenosha, Wis. □ Sold by Kenosha Broadcasting Inc. to Wisconsin Cablevision and Radio Inc. for \$4.6 million cash, including \$300,000 non-compete agreement. **Seller** is owned by Anna L. Lipman and family, who have no other broadcast interests. **Buyer** is owned by Donald G. Jones, who also owns KFIZ (AM) Fond du Lac, Wis. He also has interest in several cable systems in Wisconsin. WLIP is daytimer on 1050 khz with

250 w. WJZQ is on 95.1 mhz with 28.4 kw and antenna 385 feet above average terrain. **Broker:** Dex Card Associates.

KXOK(AM) St. Louis □ Sold by Storz Broadcasting Co. to Chester Broadcasting Co. for \$2 million cash. **Seller** is owned by Robert Storz, who also owns WQAM(FM) Miami. It was former owner of WHB(AM) Kansas City, Mo., recently sold to Shamrock Broadcasting. **Buyer** is owned by Emmett A. Capstick, chairman (55%), and John E. Connelly, John C. Hottle, Jerome V. LaBarbera and Louis Werner (11.25% each). It has no other broadcast interests. Capstick is president of St. Louis Federal Savings & Loan. Connelly owns J. Edward Connelly Investments Inc., Pittsburgh-based investment firm. Hottle is partner in Hottle & Wisniewski, St. Louis real estate development firm. LaBarbera is executive with Engineered Airsystems Inc., St. Louis-based manufacturing firm. Werner is St. Louis insurance executive. KXOK is on 630 khz full time with 5 kw.

KPGA(FM) Pismo Beach, Calif. □ Sold by KPGA Inc. to Five Cities Broadcasting Corp. for \$500,000 cash. **Seller** is owned by Charles A. Kent, and his wife, Patricia. It has no other broadcast interests. **Buyer** is principally owned by Michael Nigris, president (11%); James Sweida and Dan Armstrong (15% each), Phillip Zimmerman (12.33%); Steven Baum (11%), and Kenneth Eisenberg (3.67%). Nigris, Zimmerman, Eisenberg and Baum are New York certified public accountants with firm of Paneth, Haber & Zimmerman. Sweida is former sales manager of KWAQ(FM) [now KMZK(FM)] Sun City, Ariz. Armstrong is operations manager of KLFF(AM)-KMZK(FM) Phoenix. They have also purchased KVEC(AM) San Luis Obispo, Calif. ("Changing Hands," April 1), subject to FCC approval. KPGA is on 95.3 mhz with 1.75 kw and antenna 390 feet above average terrain. **Broker:** Chapman Associates.

WAOC(AM) St. Augustine, Fla. □ Sold by Gatorland Broadcasting Inc. to Ariel Broad-

Affiliate gains. NBC Research has compiled information pointing to gains made by its affiliates in the February 1985 Arbitron and Nielsen local market reports for prime time, including first-place rankings in both women and men, 18-49, and children, 2-11, and second place in prime time households as a whole. In placing second in prime time households, NBC affiliates trailed CBS affiliates in Arbitron by 14,580,000 to 14,112,000 and in Nielsen by 15,038,000 to 14,533,000. NBC said its affiliates' totals were the only ones to show year-to-year gains in categories including prime households, men and women, 18-49, as well as teen-agers and children 2-11.

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