

of setting up a target for hiring a prescribed number of women and minorities and then of setting the timetables for meeting them is the subject of debate within the staff. The industry EEO unit feels that, in the interest of efficiency, only those broadcasters and systems that could demonstrate they are employing women and minorities at optimum levels should be excused from the goals-and-timetables requirement; others, that only stations and systems whose utilization analyses and employment records indicate their affirmative action programs are not working properly should set them. In any event, the goals and timetables would be subject to commission review—and presumably a kind of negotiation between the regulated and the commission. But those who fail to meet their goals and timetables could face a commission hearing on nonrenewal or revocation.

One reason the commission postponed consideration of the matter last week was the absence of Commissioner Abbott Washburn. But another reason is that the staff decided to cut back on the estimate of the number of additional personnel that would be required to implement the program. The Broadcast Bureau at one point felt it would require 20 staffers to administer a program in which only the worst cases among stations and systems would be required to file goals and timetables; 12, if most stations and systems automatically filed them. Cable Bureau sug-

gested it would need six. However, the staff felt the commission would not approve that much manpower. So those aspects of the document were rewritten.

Avco sells off another TV

Financially strapped conglomerate will deal WLWC Columbus for \$16 million to Outlet; it's third television station sold by firm in recent months

The Outlet Co., Rhode Island-based retail and broadcasting company, has agreed to purchase WLWC(TV) Columbus, Ohio, from Avco Broadcasting Co. for an estimated \$16 million in cash. The sale has been approved by Outlet's board of directors and formal approval from Avco's board is expected tomorrow (May 27).

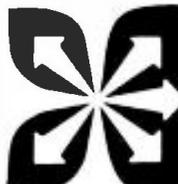
The acquisition would be Outlet's fifth VHF television station, the maximum permitted by law. Outlet currently owns WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WJAR-AM-TV Providence, R.I., and 80% of WNYS-TV Syracuse, N.Y. In addition, Outlet owns 38 department stores and women's specialty stores and has announced plans to acquire the outstanding stock of Philipsborn, Inc., a Washington-based chain of 44 women's specialty stores.

Joseph S. (Dody) Sinclair, board chairman, owns about 25% of Outlet stock. Outlet's 1974 revenues were \$100,360,327 and its earnings were \$4,077,827, or \$2.70 a share, the highest in the company's history and 21.0% above the previous year.

The WLWC transaction marks the latest in a series of stations sold by Avco. The company has sold KMOL-TV formerly WOAI-TV San Antonio to 20th Century-Fox Film Corp. for \$9.3 million (BROADCASTING, Dec. 2, 1974 et seq.); WWDC-AM-FM Washington to Capitol Broadcasting Co.—a new firm headed by local construction firm owner Morton Bender—for \$3.6 million (BROADCASTING, Oct. 14, 1974), and WLWI(TV) Indianapolis to Edgar T. Wolfe family's Dispatch Printing Co. for \$17,650,000 (BROADCASTING, March 31). All sales are pending FCC approval. Last month the FCC approved Avco's sale of WOAI(AM) San Antonio to Clear Channel Communications, owned by L. Lowry Mays and B.J. McCombs, for \$1.5 million (BROADCASTING, May 5).

Avco's remaining broadcast properties are WLW(AM)-WLWT(TV) Cincinnati and WLWD(TV) Dayton, both Ohio, and KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. One broker suggested last March that Avco is expected to sell as many stations as are needed to aid the financial status of its parent. Avco Corp. suffered a \$20,687,000 consolidated loss last year. Avco also manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial firms. It owns Carte Blanche, Avco Embassy Pictures and is involved in film distribution and production through Avco Film Productions Co.

WLWC is an NBC affiliate operating on channel 4 with 100 kw visual and 20 kw aural and antenna 440 feet above average terrain. Howard E. Stark of New York is the broker negotiating the transaction.



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Changing Hands

Announced

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

- WLWC(TV) Columbus, Ohio: Sold by Avco Broadcasting Co. to The Outlet Co. for approximately \$16 million in cash (story this page).
- KLFM(FM) Ames, Iowa: Sold by Lunde Corp. to Bunce Broadcasting Corp. for \$310,000. Paul D. Lunde (60%) and wife, Barbara K. Lunde, (40%) own seller and have no other broadcast interests. Robert D. Bunce owns 70% of buyer and has 50% interest in KCBC(AM) Des Moines, Iowa, which is being sold to Minnesota Iowa Broadcasting Co. for \$650,000, subject to FCC approval (BROADCASTING, March 31). KLFM operates on 104.1 mhz with 100 kw and antenna 450 feet above average terrain. Lunde also holds construction permit to change to 100 kw horizontal and 100 kw vertical and antenna 460 feet.