

ship were approved last week by FCC:

■ WKY-TV Oklahoma City: Sold by Oklahoma Publishing Co. through subsidiary, Gaylord Broadcasting Co., to Evening News Association for \$22.5 million plus \$197,000 for improvements to studio building. Edward L. Gaylord is president of seller which owns WKY(AM) Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth, and KSTW(TV) Tacoma, Wash., all VHF stations; KHTV(TV) Houston and WVTM(TV) Milwaukee, both UHF, and KRKE(AM) Albuquerque, N.M. Seller's newspaper interests are *Daily* and *Sunday Oklahoman* and evening *Oklahoma City Times*. Buyer, controlled by descendants of late James E. Scripps, owns the *Detroit News*; WWJ-AM-FM-TV Detroit; WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz.; *The Desert Sun*, Palm Springs, Calif., and Times Graphics, printing firm in Vineland, N.J. WKY-TV is NBC affiliate on channel 4 with 97.7 kw visual, 19.5 kw aural and antenna 1,540 feet above average terrain.

■ KMPX(FM) San Francisco: Sold by National Science Network Inc. to Coppola FM Co. for \$875,000. Price was previously reported as \$900,000. Seller is part of estate of late Ludwig W. Frohlich; executors are Thomas R. and Ingrid Lilly Burns. Francis Ford Coppola, motion picture screenwriter-director-producer ("The Godfather," "Patton"), owns buyer. Neither buyer nor seller has other broadcast interests. KMPX operates on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain.

■ Other sales approved by the FCC last week include: KWEI(AM) Weiser, Idaho; WTXL(AM) West Springfield, Mass.; WMSO(AM) Collierville, Tenn.; KMWT(FM) Mineral Wells, Tex.; KMIO(FM) Sinton, Tex. (see page 69).

## More sparks fly over roadside radio

**FCC proposal draws added broadcaster opposition; DOT endorses suggestion**

The controversy over roadside radio has intensified as the comment deadline passed and the FCC received more pros and cons on its proposed Travelers Information Service (BROADCASTING, Oct. 27, 20).

What has caused the furore is a commission proposal to establish a government-operated 10-w radio class to provide information to motorists and to operate on either 1606, 1612 or 530 khz.

Among those joining the opposition were the Maryland-District of Columbia-Delaware Broadcasters Association; state associations from Ohio, Iowa, Indiana, Alabama, Pennsylvania, Mississippi, and Connecticut, and the National Radio Broadcasters Association. As did other opponents who filed earlier, the associations basically claimed the service would be duplicative, compete with commercial

operations, waste tax dollars, have the potential for unfair trade practices and prove an unwarranted intrusion into the broadcasting field by the government.

The Ohio Association of Broadcasters added a new light to the duplication argument claiming that the service would repeat efforts already undertaken or proposed by the government. OAB cited the National Weather Service, the Department of Defense and other agencies as already providing programs to warn the public of hazards.

If the commission finds that commercial broadcasters are not fulfilling the need for information, NRBA suggested a program wherein local authorities would work in cooperation with commercial broadcasters. NRBA described a system in which one or more agencies could collect the information and feed it to local stations. The agencies could also inform the station of the information's urgency.

A similar proposal was advanced by Pacific FM Inc., licensee of KIQI(AM)-KIOI(FM) San Francisco, which suggested an optional service encompassing the Emergency Broadcasting System. Pacific noted that its president, James J. Gabbert, is state industry advisory chairman of EBS and from meetings of various groups has concluded there could be alerts through a remote pick-up frequency. The suggested service was likened to Los Angeles's "Sigalert."

Pacific also charged that the commission

proposal discriminates against FM's since the "official" car station would be AM.

The Department of Transportation, however, took the side of the proponents and said the service could provide "a valuable supplement to the information presently available." DOT said that travelers information usually is only available during rush hour and that broadcasts are short and interspersed within a station's regular programming.

Earle S. Thall Associates, a Pennsylvania group involved in electronic communication technology, urged the commission not to ban advertisements on the service, and said that goods and services mentioned could be limited to those within a reasonable distance of the transmitting point.

Halstead Communications Inc., which holds the rights to the cable used at the Los Angeles International Airport experiment, said cable would be more suitable to the service than would a standard antenna.

Through cable, Halstead said, the radiated field over long distances can be more strictly limited to a highway. It also claimed that cable is less likely to cause interference and that cable would be more versatile since several systems could be used in close proximity.

Telesis Corp, which operates cable systems in several states, said that the proposed stations should also be licensed to private groups.

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