

(65%), and David W. Sommerville (35%). It also owns WFYC-AM-FM Alma, Mich. Buyer is equally owned by David Sommerville's brother, Richard S. Sommerville, and Richard's son, Jeffrey P. Richard Sommerville also owns WSMA(AM) Marine City, Mich.

Two other sons of Richard Sommerville, David R. and John F., are equal owners of WDEY-AM-FM Lapeer, Mich., where Jeffrey Sommerville is employed as news director and chief engineer. Two other sons of Richard Sommerville, Thomas J. and James R.

own 90% of applicant for new FM at Port Huron, Mich. WADM is 250 w daytimer on 1540 khz. WADM-FM is on 92.7 mhz with 3 kw and antenna 100 feet above average terrain.

Other proposed station sales include: WORL(AM) Orlando and WJYO(FM) Mount Dora (Orlando), both Florida ("Changing Hands," Jan. 9); WBYG-FM Kankakee, Ill. ("Changing Hands," Jan. 23), and WSNE-FM Taunton, Mass. ("Changing Hands," Jan. 30). (see "For the Record," page 178).

Testing market. Plough Broadcasting Co., a Memphis-based radio group owner of six AM's and six FM's, has put its two Chicago stations up for sale and has retained the investment banking firm of Merrill Lynch to determine whether it should sell its 10 other stations as a group. Plough Broadcasting is owned by Schering-Plough Corp., the Kenilworth, N.J.-based pharmaceutical and health care products company. Schering-Plough "decided to focus its long-range goals on development of pharmaceuticals and mass marketing of consumer products," said Howard McIntyre, president of Plough Advertising.

Wayne Hudson, president of Plough Broadcasting said that Merrill Lynch has been assigned to assess the degree of interest in Plough Broadcasting's other stations being sold as a group—possibly to a "highly leveraged group of investors with no other broadcast interests." Hudson declined to say what the asking price is for the group of 10 stations, but industry sources indicated that Merrill Lynch had presented at least half a dozen prospective buyers with a price tag of \$75 million, a 11.5 multiple of the estimated \$6.5 million 1983 cash flow. He said there is no intention to sell the group piecemeal, although inquiries have been made about splitting up the Chicago stations. Hudson said those stations—WJJD(AM)-WJEZ(FM)—have been listed with media brokers R.C. Crisler Co., Ted Hepburn Co. and Robert O. Mahlman Inc., with an asking price of \$14.5 million.

Other Plough stations are WKDJ(AM)-WHRK(FM) Memphis; WCAO(AM)-WXYV(FM) Baltimore; WPLO(AM)-WVEE(AM) Atlanta; WMLX(AM)-WUBE(FM) Cincinnati, and WZNE(FM) Tampa/St. Petersburg, Fla.

Plough Broadcasting began in 1944 when Abe Plough, founder of Plough Inc., bought WKDJ(AM) Memphis (formerly WMPs) from Scripps-Howard. Schering-Plough was formed in 1971 after Plough Inc., maker of Coppertone, Maybelline and Dr. Scholl's lines of products, merged with Schering, a pharmaceutical company.

The company reported revenues in 1983 of \$1.8 billion and net earnings of \$190 million. Revenues for the broadcast division in 1982—the most recent year available—were \$25.1 million, or 1.4% of the total.

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WJAX-AM-FM Jacksonville, Fla. Sold by City of Jacksonville to Silver Star Communications for \$3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFXE-FM Columbus, Ga., and recently bought WJIZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFV(AM) Cordele, all Georgia, in distress sale, subject to FCC approval ("For the Record," Nov. 7, 1983). Lee recently sold his 28.5% interest in KLBK-TV Lubbock, Tex. ("Changing Hands," Oct. 10, 1983). WJAX is on 930 khz fulltime with 5 kw. WJAX-FM is on 95.1 mhz with 100 kw and antenna 460 feet above average terrain.

KFDA-TV Amarillo, Tex. Half interest sold by Midessa Television Trust to Lawton Cablevision for \$3 million. Seller, one of four partners in licensee, is 27.5% owned by R.H. Drewry, who also controls buyer. Seller recently sold KMID-TV Midland, Tex., for \$15 million ("Changing Hands," Jan. 23). Other half of KFDA-TV is owned by KSWO Television Inc. (45%), which also owns KSWO-TV Lawton; Duncan Broadcasting (2½%), which also owns KRHD-AM-FM Duncan, and Oklahoma Quality Broadcasting Inc. (2½%), which also owns KSWO(AM) Lawton, all Oklahoma. Drewry is controlling stockholder in all three. Buyer owns 22,000-subscriber cable system in Lawton. It is controlled by Drewry, who votes, directly and indirectly, 55.1% of shares. With purchase of seller's interest, and with his majority control of other partners, he will effectively own station. KFDA-TV is CBS affiliate on channel 10 with 316 kw visual, 31.6 kw aural, and antenna 1,572 feet above average terrain.

WNDB(AM)-WWLV(FM) Daytona Beach, Fla. Sold by Broadcast Management of Florida Ltd. to Root Communications for \$2.5 million, plus other considerations. Seller is Fairfield, Ohio-based group owner, with 46 shareholders, headed by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It also owns WRKR-AM-FM Racine (Milwaukee), Wis.; and has sold, subject to FCC approval, WCNW(AM) Fairfield (Cincinnati), Ohio, and WINF(AM) Manchester (Hartford), Conn., (see "Changing Hands," Jan. 23). It is also applicant for new FM at Naples Park, Fla. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of

GAMMON & NINOWSKI

Media Brokers, Inc.

The Assets and Broadcast License of:
WLCS (AM)/WQXY (FM) Baton Rouge, LA
KQXY (FM) Beaumont, TX have been transferred



Lamar Simmons January 1984 Richard Oppenheimer

Lamar Simmons receiving \$4,100,000 cashier's check from Richard E. Oppenheimer, President of Louisiana Broadcasting Corp.

Tom Gammon represented the owners, initiated, negotiated and closed this transaction.

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