

the sales force.

In addition, Hamill said, advertisers and agencies will obtain competitive data for budgeting, planning, buying and evaluation, including advertising expenditures for specific markets.

The service will issue local market reports, national reports and special reports. Monitor-Plus will operate in the top 75 markets and service stations on a continuous basis, expand to 10 markets by April 1986 and reach the top 75 markets by December 1986.

Hamill acknowledged that Monitor-Plus

is a direct competitor of Broadcast Advertisers Reports, which has been in operation since 1953. He felt both services can co-exist and believes Nielsen can be superior because it will be monitoring in the 75 markets on a continuous basis while BAR functions in only a few markets continuously and others on a one-week-a-month basis.

Jerry Grady, president of BAR, said he has had no opportunity to review the Nielsen system but said he will be watching developments with "considerable interest." He said he "welcomes the competition." □

Changing Hands

PROPOSED

WZZM-TV Grand Rapids, Mich. □ Sold by Wometco Broadcasting Co. to Price Communications Corp. for \$62 million. **Seller** is Miami-based station group of six TV's, recently purchased by Kohlberg, Kravis and Roberts, New York-based investment firm. KKR has also submitted tender offer to purchase Storer Communications (BROADCASTING, April 29). **Buyer** is publicly owned, New York-based station group of five AM's, four FM's and three TV's. It is headed by Robert Price, president. WZZM-TV is ABC affiliate on channel 13 with 295 kw visual, 69 kw aural and antenna 1,000 feet above average terrain.

KEES(AM) Gladewater, Tex.; WXVI(AM) Mont-

gomery, Ala., and WGIV(AM) Charlotte, N.C. □ Sold, along with seller's newspaper group, by Attaway Companies to Founders Communications Inc. for \$18 million total price and \$1.5 million for radio group. **Seller** is Shreveport, La.-based newspaper publisher and station group of three AM's, principally owned by Douglas Wesley Attaway. It publishes three daily newspapers and 15 weekly and semiweekly newspapers in Texas. Attaway will remain president. **Buyer** is affiliated with Founders Equity Inc., New York-based investment capital group with interests in mobile home and fluid power equipment manufacturing, headed by John Teeger, president. It also owns KSSA(AM) Fort Worth. **KEES** is on 1430 khz with 5 kw day and 1 kw night. **WXVI** is on 1600 khz

with 5 kw day and 1 kw night. **WGIV** is on 1600 khz with 1 kw day and 500 w night.

WKAB-TV Montgomery, Ala. □ Sold by Montgomery Independent Telecasters Inc. to Montgomery Alabama Channel 32 Operating Limited Partnership for \$10,225,000 cash. **Seller** is subsidiary of Bahakel Communications, Charlotte, N.C.-based station group of six AM's, seven FM's and five TV's owned by Cy N. Bahakel. **Buyer** is owned by Terrapin Communications, (99.9% general partner) and Michael S. Cutler (.01% limited partner). Terrapin is owned by Joseph D. Tydings (70%), Cutler (10%), Louis Frey (10%) and two others. It also owns WTXL-TV Tallahassee, Fla. Tydings is former Maryland senator (D). Frey has interest in Southern Starr Broadcasting Group, Altamonte Springs, Fla.-based station group of three FM's and one TV. **WKAB** is ABC affiliate on channel 32 with 1,236 kw visual, 123.6 kw aural and antenna 1,043 feet above average terrain.

WIOU(AM)-WZWZ(FM) Kokomo, Ind. □ Sold by Kokomo Community Service Radio to Caravelle Broadcast Group of Indiana for \$2.1 million, comprising \$600,000 cash, \$550,000 note and remainder mortgage payment. **Seller** is owned by David C. Keister (95%) and Jeffrey L. Hancock (5%). Keister owns WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Cornersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio, and is applicant for LPTV in Kokomo. **Buyer** is owned by Howard L. Schrott (10%), Robert E. Beacham (10%), Richmond G. Bernhardt (10%), Roger L. MacBride (12%) and 32 others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C., and WAIZ(AM)-WQFX(FM) Gulfport, Miss. **WIOU** is on 1350 khz with 5 kw day and 1 kw night. **WZWZ** is on 93.5 khz with 3 kw and antenna 340 feet above average terrain.

WLET-AM-FM Toccoa, Ga. □ Sold by Kelott Inc. to Faver Broadcasting Group Ltd. for \$1.8 million, comprising \$540,000 payable in annual installments of \$150,000 with interest of 12.25%, \$390,000 over two and one half years at 12.25%, and remainder note at 10.75% over 10 years, with balloon payment in 10th year. **Seller** is principally owned by H. Otto MacDonald, who has no other broadcast interests. **Buyer** is principally owned by Ronald J. Verlander and William O. Woodall. It owns WGAF(AM) Valdosta and WTGQ(FM) Cairo, both Georgia, and WSMY(AM)-WPTM(FM) Roanoke Rapids, N.C., and WWVN(AM) Vienna, Ga. **WLET(AM)** is daytime on 1420 khz with 5 kw. **WLET-FM** is on 106.1 mhz with 100 kw and antenna 285 feet above average terrain.

KLSZ(AM) Denver □ Sold by Leo Payne Broadcasting Inc. to Century Broadcasting Corp. for \$1,778,000, comprising \$378,000 down and assumption of \$1.4-million note. **Seller** is owned by Leo Payne, who has no other broadcast interests. **Buyer** is Chicago-based station group of two AM's and two FM's, principally owned by George Collias, chairman, Howard Grafman, president, and Lynn Christian, vice president. **KLSZ** is on 1090 khz with 50 kw day and 500 w night. *Broker: Prikryl Media Investments/Norman Fischer Associates.*

Storz Broadcasting Co.

(Robert H. Storz, President)

has sold

WHB (AM)

Kansas City, Missouri

to

Shamrock Broadcasting Co.

for

\$3,500,000

We are pleased to have served as
broker in this transaction.

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