

for \$5.77 million.

Both stations are CBS affiliates, but that's sheer coincidence, says Ralph W. Gabbard, president of the buyer, Gray Communications Systems Inc. Gabbard also is chairman of the CBS Affiliate Board. Rather, WCTV-TV and WKXT-TV are "two very good markets that fit our profile," Gabbard says. That profile is one that concentrates on college towns in the Southeast.

Gabbard, who ran Gray's Broadcast Group until he was named president of the entire company last month, says the company's goal was to buy one station a year (see "Fifth Estater," page 69). So far this year, it has bought three stations, he says. The other is WRDW-TV Augusta, Ga., purchased for about \$34 million ("Changing Hands," April 17, 1995).

Gray already owns WJHG-TV Panama City, Fla.; WALB-TV Albany, Ga.; WKYT-TV Lexington and WYMT-TV Hazard, Ky., and KTVE(TV) Monroe, La./El

Dorado, Ark.

FCC waivers will be required for signal overlaps between the new Tallahassee holding, WJHG-TV Panama City and WALB-TV Albany, Gabbard says. Though Gabbard is optimistic that the deal will go through, one knowledgeable observer gives it a 50-50 chance. "That does not make [the deal] a slam-dunk at the FCC," the observer says.

Along with Phipps's TV stations, Gray is acquiring Phipps's Porta-Phone, a communications and paging business in the Southeast, and its Tallahassee-based satellite and production business. With PortaPhone, Gray will take over Phipps's bids for \$1.38 million worth of MMDS wireless cable spectrum in the FCC's ongoing auction. "It's a good companion business and it's highly profitable," Gabbard says.

The likewise-lucrative satellite and production business is actually five

satellite trucks affiliated with the Tallahassee TV station that do so much outside work that they were spun off into their own company, Gabbard says.

The deal also included some real estate owned by Phipps, including a plantation in Thomasville and a Radisson Hotel in Tallahassee. The property was immediately spun off to an undisclosed New York investment group, however, and is not included in the price.

The new stations give Gray eight network affiliates, six of which are rated number-one in their markets, Gabbard says. Gray also owns the daily *Albany (Ga.) Herald*, two five-day-a-week newspapers in Georgia, and seven advertising weeklies in southwest Georgia and North Florida.

Phipps officials did not return several telephone calls seeking comment. But Gabbard says the younger generation of the family-owned company is not interested in broadcasting. ■

Changing Hands

The week's tabulation of station sales

Proposed station trades

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

This week:

TVs □ \$270,000,000 □ 8

Combos □ \$7,858,598 □ 3

FMs □ \$4,950,000 □ 8

AMs □ \$1,753,000 □ 2

Total □ \$284,561,598 □ 22

So far in 1995:

TVs □ \$3,587,475,545 □ 140

Combos □ \$2,480,610,569 □ 222

FMs □ \$778,426,481 □ 361

AMs □ \$102,919,747 □ 207

Total □ \$6,974,890,248 □ 930

TV

WHOI(TV) Peoria/Bloomington, Ill.; **WWLP(TV)** Springfield/Holyoke, Mass.; **WILX-TV** Onondaga/Lansing, Mich.; **KOSA-TV** Odessa/Midland and **KAUZ-TV** Wichita Falls/Lawton, Tex.; **WTRF-TV** Wheeling, W.Va./Steubenville, Ohio, and **WMTV(TV)** Madison and **WSAW-TV** Wausau/Rhineland, Wis.

Price: \$270 million (\$225 million cash; \$45 million stock)

Buyer: Benedek Broadcasting Corp., Rockford, Ill. (A. Richard Benedek,

chairman/CEO); also owns WTVY-TV Dothan, Ala./Panama City, Fla.; WIFR-TV Rockford/Freeport, Ill.; WBKO-TV Bowling Green, Ky.; KDLH-TV Duluth, Minn./Superior, Wis.; WTKO-TV Meridian, Miss.; KHQA-TV Quincy, Ill./Hannibal, Mo.; WYTV(TV) Youngstown, Ohio; WHSV-TV Harrisonburg, Va., and WTAP-TV Parkersburg, W.Va., and is buying KCOY-TV Santa Maria/Santa Barbara/San Luis Obispo, Calif.; WIBW-TV Topeka, Kan.; KMIZ-TV Columbia/Jefferson City, Mo.; KGWC-TV Casper/Riverton, Wyo., and KGWN-TV Cheyenne, Wyo./Scottsbluff, Neb./Sterling, Colo.

Seller: Brissette Broadcasting Corp., Boca Raton, Fla. (Paul Brissette, CEO); no other broadcast interests
Facilities: WHOI: ch. 19, 2,240 kw visual, 224 kw aural, ant. 636 ft.; WWLP: ch. 22, 4,170 kw visual, 417 kw aural, ant. 877 ft.; WILX-TV: ch. 10, 309 kw visual, 61.7 kw aural, ant. 970 ft.; KOSA-TV: ch. 7, 316 kw visual, 39.8 kw aural, ant. 741 ft.; KAUZ-TV: ch. 6, 100 kw visual, 20 kw aural, ant. 1,021 ft.; WTRF-TV: ch. 7, 316 kw visual, 30.9 kw aural, ant. 960 ft.; WMTV: ch. 15, 1,050 kw visual, 105 kw aural, ant. 1,161 ft.; WSAW-TV: ch. 7, 316 kw visual, 63.2 kw aural, ant. 1,210 ft.

Affiliations: WHOI: ABC; WWLP: NBC; WILX-TV: NBC; KOSA-TV: CBS; KAUZ-TV: CBS; WTRF-TV: CBS, ABC; WMTV: NBC; WSAW-TV: CBS

COMBOS

KACY(AM)-KSMB(FM) Lafayette, La.

Price: \$4.4 million

Buyer: Powell Group Inc., Baton Rouge (Nanette N. Kelley, president/17.17% owner); is buying KSCJ (AM) Sioux City, Iowa-KSUX(FM) Winnebago, Neb. ("Changing Hands," Dec. 11, 1995)

Seller: Media Properties, Birmingham, Ala. (Rish Wood, president); no other broadcast interests

Facilities: AM: 1520 khz, 10 kw day, 500 w night; FM: 94.5 mhz, 100 kw, ant. 1,079 ft.

Format: AM: sports, talk; FM: top 40

WCSY-AM-FM South Haven, WYTZ(FM) Bridgman (formerly WCSE) and CP for WZTY(FM) Hartford (formerly WAFU), all Mich.

Price: \$3.088 million

Buyer: WSJM Inc., St. Joseph, Mich. (William R. Walker, secretary/39.87% owner); also owns WSJM(AM)-WIRX(FM) St. Joseph. Walker also owns 53.26% of WTDY(AM)-WMGN(FM) Madison, Wis.; 49.92% of WOSH(AM)-WVBO(FM) Oshkosh and WFDL(FM) Lomira, Wis.; 22.9% of GP of WIXC(FM) Essexville, Mich.; 22.51% of WMAY(AM)-WNNS(FM) Springfield and WQLZ(FM) Taylorville, Ill.; 20.97% of WIZM-AM-FM La Crosse, Wis., and 4.05% of WCHT(AM)-WGLQ(FM) Escanaba, Mich.; and is 47.64% owner of general partner of and 72.53% of limited partner of KOSP(FM) Willard, Mo.; LP of and 12.5% owner of GP of WJO-FM Watertown, Wis.; 4.08% of GP of WEAQ(AM)-WIAL(FM) Eau Claire and WECL-FM Elk Mound, Wis.,