

**TRANSACTIONS**

# Taylor Tackles Orlando FM For \$12 Million

**Deal Of The Week:**

**WHLY/Leesburg-Orlando, FL**  
**PRICE:** \$12 million  
**BUYER:** J.J. Taylor Companies, principally owned by John Taylor. The company also owns WIVY/Jacksonville and WEAT-AM & FM/West Palm Beach, FL.  
**SELLER:** Southern Starr Broadcasting Group Inc., headed by Peter Starr. The company also owns WPLR/New Haven, CT; WCAT/Leesburg, FL; WPMO & WKNN/Pascagoula, MS; and KZLR-FM/Pine Bluff, AR.  
**FREQUENCY:** 106.7 MHz  
**POWER:** 100 kw at 928 feet  
**FORMAT:** CHR  
**BROKER:** Gary Stevens of Gary Stevens & Co.

**BUYER:** Tuscaloosa Broadcasting Corp., headed by President William Dunnavent. The company is a subsidiary of Athens Broadcasting Inc., which owns WVNN & WZYP/Athens, AL.  
**SELLER:** Radio WHKW Inc., owned by Jim Mauldin.  
**FREQUENCY:** 98.1 MHz  
**POWER:** 100 kw at 354 feet  
**FORMAT:** CHR  
**BROKER:** Jay Bowles of Blackburn & Co. Inc.  
**COMMENT:** Mauldin purchased this station in May 1984 for \$600,000.

ley of Santa Maria, CA and Michael Reichert of Harlingen, TX. The company also owns KUHL & KXFM/Santa Maria, CA and KLIT/Carpinteria, CA. A five percent stockholder, Fred Blencowe, owns WTPO/Conyers, GA.  
**SELLER:** Wischnia Communications Corp., owned by Abe Wischnia.  
**FREQUENCY:** 1340 kHz  
**POWER:** 1 kw  
**FORMAT:** AC/Talk  
**BROKER:** William A. Exline Co.

**Alabama**

**WHKW/Fayette**  
**PRICE:** \$1.25 million

**California**

**KATY/San Luis Obispo**  
**PRICE:** \$160,000  
**TERMS:** Cash  
**BUYER:** Great Electric Communications Corp., headed by Andrew What-

**Florida**

**WAPE/Jacksonville**  
**PRICE:** \$875,000  
**TERMS:** \$600,000 cash and promissory note for \$275,000 at nine percent interest. The buyer may elect an alternate financing option which would increase the price to \$925,000.

**TRANSACTIONS AT A GLANCE**

**Deals So Far In 1989:**  
**\$530,590,166**

**Total Stations Traded This Year: 298**  
**This Week's Action: \$33,478,794**  
**Total Stations Traded This Week: 25**

**Deal Of The Week:**

● **WHLY/Leesburg-Orlando, FL**  
**\$12 million**

- WHKW/Fayette, AL \$1.25 million
- KATY/San Luis Obispo, CA \$160,000
- WAPE/Jacksonville \$875,000
- WVCF/Ocoee, FL \$450,000
- KSOK & KWKS/Arkansas City-Winfield, KS \$453,444
- KTOP/Topeka, KS \$46,000
- WREN/Topeka, KS \$375,000
- WQSI & WZYQ/Frederick-Braddock Heights, MD \$450,000 for 15%
- WALE/Fall River, MA \$650,000
- WHFB-AM & FM/Benton Harbor, MI \$4,564,350
- KVOX-AM & FM/Moorhead, MN \$1.6 million
- KWTO-AM & FM/Springfield, MO \$5.2 million
- WCGC/Belmont, NC \$330,000
- WFOB & WBVI/Fostoria, OH \$350,000
- KRSB/Roseburg, OR \$725,000
- WFIG & WWDM/Sumter, SC \$3.7 million for 35%
- KPHDI/Conroe, TX \$300,000

## Why One-Man Shops don't know all the qualified buyers:

One-Man Shops do not have the time or resources to analyze, package and professionally market your stations. One-Man Shops must often resort to high exposure publicity to produce prospective buyers. In the end, one or two top buyers may not have been personally called, increasing the chances that you will leave money on the table.

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**BUYER:** Genesis Communications, headed by Bruce Maduri and Robert Sterling III. The company also owns WNIV/Atlanta and WLQY/Hollywood, FL.  
**SELLER:** Evergreen Media, headed by Scott Ginsburg. The company also owns WLUP-AM & FM/Chicago; KHYI/Arlington, TX; WVCG/Coral Gables, FL; and WAPE-FM/Jacksonville.  
**FREQUENCY:** 690 kHz  
**POWER:** 50 kw day/10 kw night  
**FORMAT:** CHR

**WVCF/Ocoee**  
**PRICE:** \$450,000  
**TERMS:** Escrow deposit \$5000, additional \$85,000 cash at closing. Promissory note for \$360,000 payable in

72 monthly installments of \$3000, 18 quarterly interest payments at ten percent of the declining balance of the principals due, and a final balloon payment of \$145,200 at the end of the 73rd month. Allocations include \$150,000 for real estate; \$100,000 for station property; \$125,000 for noncompete agreement; and \$75,000 for goodwill.

**BUYER:** Efrain Archilla Roig of Tampa, FL. He also owns WALO/Humacao, PR and WAMA/Tampa.  
**SELLER:** Metro Orlando Broadcasters Inc., owned by William Masi. He also owns WNSI/Sanford, FL.  
**FREQUENCY:** 1480 kHz  
**POWER:** 1 kw daytimer  
**FORMAT:** Religion

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March 10, 1989

**West-Land Communicators, Inc.**

has completed the acquisition of the assets of

**WZFM-FM**  
 White Plains, NY  
 from  
**Sage Broadcasting**

The undersigned initiated this transaction and assisted both parties in the negotiations

**THE TED HEPBURN COMPANY**

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