

## FCC stands ground on KRLA decision

It repeats that engineering alone was enough to win for Western

The FCC has sought again to explain its reason for basing its decision in the 11-year-old KRLA(AM) Los Angeles case on engineering-efficiency grounds alone. The commission went through the exercise at the request of the U.S. Court of Appeals in Washington, which is considering the appeals of six applicants for the 1110 khz frequency of the commission's decision to grant the application of Western Broadcasting Corp.

The court had asked whether the commission had considered any standard comparative issues other than the efficiency factor and, if not, whether the decision was inconsistent with previous decisions (BROADCASTING, Sept. 29). The commission said that efficiency factors under a section of the Communications Act requiring "a fair, efficient and equitable" distribution of radio service throughout the country were of "dispositive weight." Accordingly, it added, since Western's application was the only one that did not pose "severe technical problems," it was not necessary to reach the standard comparative issue.

"To hold otherwise," it said, "would be

to suggest that even in the case of flagrantly inefficient proposals and marked violations of our technical standards," a full hearing would be required before a case could be disposed of.

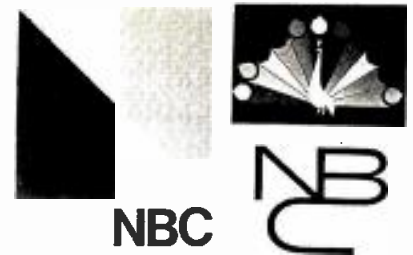
### Changing Hands

#### Announced

The following broadcast station sales were reported last week, subject to FCC approval:

■ **KSLY(AM)-KUNA(FM)** San Luis Obispo, Calif.: Sold by KSLY Broadcasting Co., the AM to KSLY Inc. and FM to KUNA Inc. for \$535,000 plus \$50,000 noncompetition covenant. Seller is owned by Homer Odom who has no other broadcast interests. Buying corporations are both owned by Michael Rovell, attorney; Drs. Gerald Winegard and Daniel Lassman, dentists, and Drs. Pasquale De Marco and Murray Rosenberg, physicians, all of Chicago. KSLY is on 1400 khz with 1 kw day, 250 w night. KUNA is on 96.1 mhz with 3.8 kw and antenna 510 feet below average terrain. Broker: John Grandy/Western Business Brokers.

■ **KFIG(FM)** Fresno, Calif.: Sold by Universal Broadcasting Co. to Kadota Wireless Co. for \$372,500 plus \$152,500 in liabilities. Seller is equally owned by George Mardikian, B. Floyd Farr and George D. Snell who also have interests in **KCVR(AM)-KWIN(FM)** Lodi, Calif., and



**Progress.** On the left is NBC's new logo, introduced Jan. 1. On the right are the peacock and old "snake" logo that will be abandoned (except for occasional uses of the peacock to retain the trademark). The new design was selected from 1,000 submitted by Lippincott & Margulies, New York, whose fee is being kept confidential. The new "N" symbol will appear in red, white and blue in color media.

**KAHU(AM)** and construction permit for **KULA(FM)** Waipahu, Hawaii, and recently sold, subject to FCC approval, **KEEN(AM)-KBAY(FM)** San Jose, Calif. (BROADCASTING, Oct. 27). Principals in buyer are James M. Bennan (23.8%), **KIQQ-FM** Los Angeles account executive; Stephen G. Courtney (23.8%), vice president and sales manager, Metro Radio Sales, Los Angeles; William M. Holmberg (14.4%), **KBAY-FM** San Francisco sales manager, and J. Patrick Lannan Jr. (23.8%) with no other broadcast interests. **KFIG** is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.


■ **WQYK(AM)** Tampa, Fla.: Sold by Sun Coast Radio Inc. to Forus Communications for \$325,000 plus \$25,000 option to buy **WQYK-FM** St. Petersburg, Fla., in one year. Principal in seller is Marshall W. Rowland who owns **WQYK-FM** and **WQIK-AM-FM** Jacksonville, Fla., and interests in applications for new FM in Jensen Beach, Fla., and new AM in Lawrenceburg, Tenn. Principals in buyer are Simon Rosen and Lind Carl Voth, partners in Tampa advertising and marketing firm. **WQYK** is 10 kw daytimer on 1110 khz.

■ **WTIG(AM)** Massillon, Ohio: Sold by Great Scott Stations to Miller Broadcasting for \$310,000. Seller, owned by Herbert Scott, also owns **WPAZ(AM)** Pottstown, **WFEM(FM)** Ellwood City, **WFEC(AM)** Harrisburg and **WKST(AM)** New Castle, all Pennsylvania; **WJWL(AM)-WSEA(FM)** Georgetown, Del.; **WTTM(AM)-WCHR(FM)** Trenton, N.J.; and **WTRY(AM)** Troy and **WHS(AM)** Albany, both New York. Principal in buyer is Richard Miller who also owns **WLEC-AM-FM** Sandusky, Ohio. **WTIG** is 250 w daytimer on 990 khz. Broker: R.C. Crisler & Co.

■ Other sales reported at the FCC last week include: **WVLC-AM-FM** Orleans, Mass.; **WDHK(FM)** Wilmington, Ohio (see page 111).

#### Approved

■ Sales approved by the FCC last week include: **KBTA(AM)** Batesville, Ark.; **KWIP(AM)** Merced, Calif.; **WGCH(AM)** Greenwich, Conn.; **WPOM(AM)** Riviera Beach, Fla.; **WVCM-AM-FM** Brazil, Ind.;



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