

only might disclosure cause irreparable harm to the employee, but such documentation could possibly lay open the licensee to a charge of libel . . . Simply stated, the commission is ill equipped, nor is its mission, to adjudicate each individual's case for dismissal."

On the other side of the fence was the joint filing by the Citizens Communications Center on behalf of a number of groups who said the earlier proposals will help the commission "make what now is nearly an empty excuse in paperwork into an effective tool of disclosing compliance with the commission's equal employment opportunity rules." Such amendments to the form, it continued, "would facilitate an accurate evaluation of the EEO performance of all broadcasters by the commission and the public, while encouraging self-regulation by individual broadcasters."

It also criticized the practice of applying EEO filings to stations with more than 5 employees and proposed a change. "The failure to require all broadcasters to file employment reports neglects important policy and public interest considerations. It prevents ascertainment of true station size. It allows distortion of the industry employment picture. It overlooks the importance of the small broadcaster to its local community, as well as to the industry." Thus, Citizens said, "in order to eliminate the possibility of any small station, either intentionally or unintentionally

hiding its true size and employment policies and practices, the petitioners suggest that the commission should require all stations to submit annual employment reporting forms regardless of apparent size."

Citizens concluded that "the present form provides only incomplete and inaccurate statistical data that precludes effective interindustry comparison and it could be amended without imposing any additional burden on broadcasters."

Reply comments in the matter (Docket 21474) are due May 24.

## Taft's turn to buy WDCA-TV; price this time is \$13.5 million

**Chicago's Tribune Co. made pass at \$12-million level, but that deal fell through**

WDCA-TV Washington, which was almost sold to Chicago's Tribune Co. for \$12 million earlier this year, was contingently sold to Taft Broadcasting Co. last week for \$13.5 million.

Taft announced it had signed a letter of intent to buy the channel 20 independent from Superior Tube Co., with the final

transaction subject to execution of a definite agreement and approval by the FCC. Taft said the \$13.5-million purchase price would be payable over four years.

Taft officials said the proposed acquisition reflected Taft's confidence in the future of independent UHF television. WDCA-TV would be the second such station for Taft, which already owns WTAFTV Philadelphia, an independent on channel 29. WDCA-TV would also become Taft's seventh television station, the maximum allowed by FCC.

The Tribune Co., which owns the *Chicago Tribune*, *New York Daily News* and other papers and is also the parent company of WGN Continental Broadcasting and of WPIX Inc., announced in January that it was buying WDCA-TV (BROADCASTING, Jan. 16). The price was said to be \$12 million.

The deal subsequently fell through from what a Tribune spokesman called "disagreement on the financial terms," although he denied published reports that the seller had wanted to jack up the sales price after the station showed ratings gains in January and February (BROADCASTING, March 6).

Superior Tube is a Philadelphia-based manufacturer of precision tubing and specialty metals. It is principally owned by the families of Clarence A. Warden Jr. and Robert H. Gavel. Superior bought WDCA-TV in 1969 from Capitol Broadcasting Co., headed by Milton Grant, now vice president and general manager of the station, for \$4.8 million, including liabilities and an agreement not to compete. Mr. Grant will continue as general manager under the new ownership.

Taft said Ted Hepburn Co. assisted in getting the Taft and Superior Tube officials together. Taft television stations, in addition to WTAFTV, are WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WDAF-TV Kansas City, Mo., and WGR-TV Buffalo, N.Y. Taft also owns five AM and five FM stations.

### Changing Hands

#### Announced

The following station sales were announced last week subject to FCC approval.

- WDCA-TV Washington: Sold by Superior Tube Co. to Taft Broadcasting for \$13.5 million (see story above).
- WRNB(AM)-WRBK(FM) New Bern, N.C.: Sold by First Capital Radio to Conway M. Smith for \$850,000. Seller is owned by Ted J. Gray who also owns WKDE-AM-FM Altavista and WTTX-AM-FM Appomattox, both Virginia, and WRHI(AM) Rock Hill, S.C. Mr. Smith also owns WDEC(AM)-WIPE(FM) Americus, Ga., and WTTL(AM) Madisonville, Ky. WRNB is on 1490 khz with 1 kw day and 250 w night. WRBK is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.
- WEPM(AM)-WESM(FM) Martinsburg, W.



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