

# Taft to sell WBRC radio to Tennessean

A veteran Tennessee broadcaster has entered into an agreement to purchase WBRC-Radio AM-FM in Birmingham for more than \$2 million.

Lawrence Rogers, of Cincinnati, Ohio, president of Taft Broadcasting Corp., announced Wednesday that Taft is selling its local radio facilities to George Mooney, of Knoxville, Tenn.

THE SALE is subject to approval of the Federal Communications Commission.

Mooney, who was present at a press conference to make the announcement, pointed out that he already operates radio stations in Knoxville, Nashville, Tenn., Pensacola, Fla., and San Juan, Puerto Rico.

"I am not unfamiliar with the Birmingham market and the Birmingham people," Mooney said. "I was the Tennessee broadcaster for the games with Alabama and Auburn for 20 years. Birmingham has been the football capital of the world in my mind for many years."

Rogers said that Taft is relinquishing its radio facilities in Birmingham "because we felt a necessity to concentrate on our television and allied interests in this area."

Rogers also said that in the past two years the FCC has made some menacing gestures toward people who operate television and radio stations in the same community. That is why we're willing to make this change, which will enable us to concentrate on television."

Rogers was referring to WBRC-TV, which Taft owns. He said his organization will continue ownership of the television facility.

Rogers said that Taft Broadcasting under present laws, may not acquire any more television stations.

MOONEY said that Paul Murphy, present manager of WBRC Radio will continue to manage the station until the purchase is approved by the FCC. Murphy will then move to Kansas City, Mo., where he will become manager of the Taft radio station in that city.

Mooney also said that WBRC-Radio's call letters will