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Marriotts Buy WPGC Radio Station

The Federal Communications Commission announced yesterday it has approved the sale of radio station WPGC and its FM affiliate to Marriott Corp. executives Richard E. and J. W. Marriott Jr.

The Morningside, Md., based top-40 station, currently owned by the estate of Maxwell Evans Richmond of Boston, will be sold for $4.5 million in cash, plus $1.3 million for consultant work and a noncompetitive covenant over the next 10 years.

Richard Marriott, vice president of the Washington restaurant, hotel and entertainment corporation, is chairman and principal, 43 per cent stockholder of the firm buying the station First Media Corp. His brother, president of the Marriott Corp., owns 30 per cent First Media is not affiliated with the Marriott enterprise, a spokesman said.

Glen T. Potter, former vice president of WTTG, is president of First Media and will be chief executive officer WPGC.

Ralph W. Hardy Jr., an attorney and an officer of the company, said that neither the station's top-40 format nor its employees would be changed. Station manager Robert Howard, who has been in a dispute with the station's owners over his right of first refusal to buy it has left and has applied to the FCC to buy two radio stations in Buffalo, N.Y., Hardy said.