

PBS's National Program Service is currently \$209 million, and although an additional \$100 million may seem "a shocking figure," it is just one-tenth of the public television industry's revenue. The PBS staff "has carefully looked at where we are and where public television should be," he said, and determined that \$300 million should be spent on national programming.

Christensen said he has seen evidence that public television executives feel "it's time to come to grips, collectively, with our future." Managers have advocated investing more money, producers support "finding a way to nurture programs from their beginnings," state network heads have asked for stronger national leadership, and some major market managers have offered "to pledge their stations' future CSG growth in order to fund a much larger pot of money for national production," he said. (Community service grants are federal grants given yearly to public radio and television stations by the Corporation for Public Broadcasting.)

Christensen cited common carriage (synchronized scheduling of PBS programs by PBS stations), reducing underwriter credit disparity and allocating resources for advertising and promotion as three issues that need to be addressed by members of the system. The "absence of agreement and cooperation now threatens the entire enterprise," he said. And he stressed the importance of maintaining program exclusivity, saying the appearance of PBS shows on cable services and independent stations has led to "a battle for our very programing life." □

Local honors. The Corporation for Public Broadcasting gave out its Public Television Local Program Awards at the Public Broadcasting Service's annual Program Fair last week in Austin, Tex. The awards, public television's highest for programs produced for a local or regional audience, honored programs in eight categories. The top winners:

- Cultural documentary—*This Time Each Year*, UNC Center for Public Television, Chapel Hill, N.C.
- News—*Wisconsin Magazine*, Wisconsin PTV Network and WHA-TV Madison, Wis., and *Almanac*, KTCB-TV Minneapolis-St. Paul.
- Informational programing—*Keith County Journal*, KJON-TV Lincoln, Neb., and Nebraska ETV Network.
- Performance programing—*Anna Wyman Dance Theatre*, KCTS-TV Seattle.
- Children's programing—*Santa's First Christmas*, KPTS-TV Hutchinson, Kan., and *Summer's End*, Arkansas ETV Network, Conway.
- Target audience programing—*The Dream Deferred: Black Politics in Texas*, KERA-TV Dallas.
- Public affairs—*The Asian Connection*, KCTS-TV Seattle.
- Instructional programing—*Forever Wild Study Modules*, WCFE-TV Plattsburgh, N.Y.

Changing Hands

PROPOSED

WPWR-TV Aurora, Ill. □ Sold by Metrowest Corp. to Silver King Broadcasting of Illinois, wholly owned subsidiary of Home Shopping Network, for \$25 million cash. **Seller** is owned by Fred Eychaner, who also has interest in CP for KTVJ(TV) Boulder, Colo., and in CP for WCAE(TV) Gary, Ind. Programing currently carried on WPWR-TV will move to Gary station upon approval of sale by FCC. **Buyer** is Clearwater-Fla.-based, publicly traded producer of home shopping programs headed by Roy Speer.

chairman. HSN has completed purchase of three TV's and is purchasing seven others, including WPWR-TV. WPWR-TV is on ch. 60 with 5,000 kw aural, 600 kw visual and antenna 1,615 feet above average terrain.

WIL-AM-FM St. Louis, WEMP(AM)-WMYX(FM) Milwaukee and WBBF(AM)-WMJQ(FM) Rochester, N.Y. □ Sold by LIN Broadcasting to Heritage Communications for \$23 million. **Seller** is publicly traded, New-York based communications company, which owns five AM's, five FM's and seven TV's. It also has interest in cellular radio operations in New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston. Donald A. Pels is chairman. **Buyer** is publicly traded, Des Moines, Iowa-based cable MSO with 950,000 subscribers in 22 states. It also owns five AM's, one FM and six TV's. James M. Hoak Jr. is president. WIL(AM) is on 1430 khz with 5 kw full time. WIL(FM) is on 92.3 mhz with 97 kw and antenna 900 feet above average terrain. WEMP is on 1250 khz with 5 kw full time. WMYX is on 99.1 mhz with 50 kw and antenna 450 feet above average terrain. WBBF is on 950 khz with 1 kw full time. WMJQ is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Wertheim & Co.

WAGQ(FM) Athens, Ga. □ Sold by Broadcast Properties Inc.—C.A. McClure and F.K. Brown—to Diamond Broadcasting Inc. for \$8 million. **Seller** also owns WRCG(AM)-WCGQ(FM) Columbus, Ga., and WCHK-AM-FM Canton, Ga. **Buyer** is owned by Daniel R. Lee and Seth Mason. Lee also owns WSBC(AM)-WXRT(FM) Chicago. Mason is general manager of WXRT. WAGQ is on 104.7 mhz with 50 kw and antenna 240 feet above average terrain.

WHWH(AM) Princeton, N.J.-WPST(FM) Trenton, N.J. □ Sold by Herbert W. Hobler to Louis Mercatanti for \$8 million cash. **Seller** is chairman and 80% owner of licensee, Nassau Broadcasting Co., and will be founder-chairman under Nassau's new ownership. John J. Morris, president of Nassau, will retain 20% ownership in stations and will become president and chief executive officer. Hobler has no other broadcasting interests. **Buyer** is Princeton businessman with

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for

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