

tion causes credits to be perceived as commercial) as well as a study of past use of underwriting. Recently, representatives of nine noncommercial stations and state organizations agreed that credits shown on public stations should emphasize corporate identification rather than products. Those representatives will review the focus group and past underwriting results, then forward any recommendations to the member stations before they are acted upon by members of the PBS executive committee or the full board.

Senator Lawton Chiles (D-Fla.), who is in charge of the appropriations subcommittee that sets funding levels for public broadcasting, has voiced concern over what he perceives as the increasing commercialization of public TV ("Closed Circuit," Sept. 7).

TV profile

The National Association of Broadcasters and the Broadcast Financial Management Association have published this year's pro-

file of television stations, the "1987 Television Financial Report." The report contains 117 tables highlighting revenue sources, departmental expenses, profits, cash flow and other station information. Among the figures:

■ For the average station, 50% of total time sales came from local advertising sources, 46.1% from national/regional advertising and 3.9% from network compensation.

■ Program and production costs accounted for 30.6% of total expenses, general and administration for 30.2%, news 15.4%, sales 9.2%, engineering 8.7% and advertising and promotion 5.9%.

■ The average affiliate reported trade-out revenue of \$146,688 and barter revenue of \$241,324, while the average independent reported trade-out revenue of \$223,221 and barter revenue of \$487,915.

The report can be obtained from NAB Station Services by calling (800) 368-5644. The cost is \$95 for NAB members and \$195 for nonmembers.

Changing Hands

PROPOSED

WRGT-TV Dayton, Ohio and WVAH-TV Charleston, W.Va. and CP on channel 11 in Charleston □ Sold by Meridian Communications Corp. to Act III Broadcasting for approximately \$22 million. **Seller**, based in Pittsburgh, is principally owned by Henry Posner Jr., Albert M. Holtz and Thomas D. Wright. It has no other broadcast interests. **Buyers** intend to return license for WVAH-TV to FCC and switch from its channel 23 to channel 11 on April 11, 1988. **Buyer** is principally owned by producer Norman Lear and headed by Burt Ellis, president. It also owns WTAT-TV Charleston, S.C., and WNRW-TV Greensboro, N.C. WRG-TV is independent on channel 45 with 5,000 kw visual, 500 kw aural and antenna 1,166 feet above average terrain. WVAH-TV is independent on channel 23 with 5,000 kw aural, 500 kw visual and antenna 1,722 feet above average terrain.

WNAV(AM)-WHFS(FM) Annapolis, Md. □ Sold by ABW Broadcasting Inc. to Duchossois Communications Co. for \$8,240,000. **Seller** is owned by Jacob Einstein and family, J. George Cuccia, Sike Sharigan and Robert Urquhart. It has no other broadcast interests. **Buyer** is Chicago-based group of three AM's, three FM's and one TV, principally owned by Richard L. Duchossois. It recently bought KEBR(FM) Sacramento, Calif. ("Changing Hands," Oct. 5), pending FCC approval. WNAV is on 1430 khz with 5 kw day and 1 kw night. WHFS is on 99.1 mhz with 50 kw and antenna 390 feet above average terrain. It holds CP to change tower to 492 feet above average terrain. **Broker:** Blackburn & Co.

WVOK(AM)-WLTB(FM) Birmingham, Ala. □ Sold by REBS Inc. to Signature Broadcasting Co. for \$7,550,000. **Seller** is Nashville-based group of five AM's and five FM's, equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. **Buyer** is owned by Richard Oppenheimer, Kent Anderson and Robert L.

Clarke, who also own WMFX(FM) St. Andrews, S.C. It is also buying WTMG(FM) Murfreesboro, Tenn. (see below). WVOK is daytimer on 690 khz with 50 kw. WLTB is on 99.5 mhz with 100 kw and antenna 870 feet above average terrain.

WTMG(FM) Murfreesboro, Tenn. □ Sold by Transcolumbia Communications Ltd. to Murfreesboro Partners L.P. for \$6.5 million.

Seller is headed by Ed Yodell, president. It has no other broadcast interests. **Buyer** is also buying WVOK(AM)-WLTB(FM) Birmingham, Ala. (see above). WTMG is on 96.3 mhz with 100 kw and antenna 840 feet above average terrain.

WPHR(FM) Cleveland □ Sold by Beasley Broadcast Group to Ardman Broadcasting Corp. of Ohio for \$4.7 million. **Seller** is Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. **Buyer** is subsidiary of Ardman Broadcasting Corp., Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman, Adrienne Arsh and Bruce Houston. WPHR is on 107.9 mhz with 12.5 kw and antenna 390 feet above average terrain.

WTHM(FM) Goulds, Fla. □ Sold by Beach Communications Inc. to Hispanic-American Radio Broadcasting Corp. for \$4 million. **Seller** is owned by Malcom Kahn and George Delsou, who also own WSBR(AM) Boca Raton and WVBH(FM) Key Largo, both Florida. **Buyer** is owned by Amancio V. Suarez, who also owns WAQI(AM) Miami. WTHM is on 98.3 mhz with 1.1 kw and antenna 426 feet above average terrain.

KNTF(FM) Ontario, Calif. □ Sold by Best Communications Inc. to Boulder Ridge Cable TV Inc. for \$2.7 million. **Seller** is owned by Jack L. Siegal, who also owns KSRF(FM) Santa Monica, Calif. **Buyer** is owned by John Dean Hazen, who owns cable systems in Half Moon Bay and Ridgecrest, both California and Hickam Air Force Base, Honolulu. KNTF is on 93.5 mhz with 3 kw

September 28, 1987

Guild Radio Co., Inc.

has completed the acquisition of the assets of

WCSC AM & WXTC FM

Charleston, SC

from

WCSC, Inc.

The undersigned initiated this transaction and assisted both parties in the negotiations.

THE
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