

Business

Independent TV's strategy: Neutralizing the competition

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"affiliates" do carry some separate public affairs programming and also receive one local avail per hour in non-Fox dayparts.

Similarly, WNRW's simulcast agreement helps its signal reach into the northeastern part of Greensboro, N.C., where it previously had signal problems, according to General Man-

ager Donita Todd.

Joint sales agreements may pull additional national advertising dollars into a market. A weaker station, whose 1 or 2 rating might have been ignored by a national rep, may get some credit when combined in a joint sale with the dominant independent. But it appears that national spot adver-

tisers are less likely to be impacted than local buyers, who may lose a low-priced station on which to begin advertising if the weaker station is closed or sold to a non-profit entity.

Squeezing the programming marketplace

Having control over more than one

A TV station consolidation chronology

Market	Date begun	How indie market has been consolidated	Market	Date begun	How indie market has been consolidated
Birmingham, AL	3/91	WDBB Tuscaloosa & WNAL-TV Gadsden simulcast ABRY's WTTO under affiliation agreement.	Nashville cont.		Agreement not expected to be renewed at expiration in 1995.
Buffalo, NY	9/90	Act III gave partial equity interest in its WUTV to owners of competing WNYB-TV, who then sold that station to religious broadcaster.	Oklahoma City	8/91	Heritage Media sold its KAUT to educational TV authority, while simultaneously buying KOKH-TV.
Greensboro-Winston-Salem-High Point, NC	10/91	WGGT simulcasts, under lease agreement, Act III's WNRW.	Pittsburgh	9/91	Sinclair Broadcasting sold WPTT to station manager, who signed home shopping agreement. Simultaneously bought WPGH-TV. Three months later WPGH-TV leased time of WPTT-TV.
Hartford, CT	3/93	Renaissance is to sell WTXN to nonprofit broadcaster, while buying WTIC-TV.	Richmond, VA	9/88	Act III's WRLH-TV bought assets of WVRN-TV, turned license back to FCC.
Little Rock, AR	9/92	Clear Channel's KLRT leases commercial time of KASN, for which it also handles promotion.	Sacramento, CA	**	Joint sale of Koplak's KRBK-TV and GE's KSCH-TV would allow buyer to spin off one to non-competitive third party. Another proposal would turn one of the independents into an all-news channel to be programed by KCRA-TV.
Milwaukee	*	ABRY's WCGV-TV has proposed leasing time of competing WVTU.	Tucson, AZ	10/91	Providence Journal's KMSB-TV leases time of Clear Channel's KTTU-TV.
Mobile, AL-Pensacola, FL	**	WPML is in talks with WJCT; same two parent firms are involved in Little Rock joint sales agreement.			
Nashville	2/91	Act III's WZTV bought most of program assets of WXMT, which became part home shopping.			

* Under negotiation. ** Under consideration.