

tions, but with '90s sensibility, style and marketing budgets."

Sabin says it's not the station's goal to match what WPWR-TV has accomplished—at least not for a while. "I will consider it a triumph if we are able to match the revenues we had as a Univision affiliate," he says.

Others in the market say significant growth beyond that will be difficult at best. Among the reasons they cite: WCIU-TV will be the seventh mainstream competitor in the market, not the sixth like WPWR-TV. Station executives add that syndicated program prices are on the rise again with the recovery of the economy.

Also, another station that covers



WCIU-TV's new general manager, Neal Sabin

part of the Chicago market, WJVS-TV Hammond, Ind., has taken steps to remarket itself more as an independent and has acquired some of WGBO-TV's syndicated programming. Sources say the program and marketing strategy of the station, a former Home Shopping Network affiliate, isn't clear. Station officials could not be reached for comment.

Sabin acknowledges that there's a limit to the amount of A-tier, first-run product the station can buy. But WCIU-TV has created an afternoon reality/talk block with *Juvenile Justice*, *Richard Bey*, the new (much kinder and gentler) *Morton Downey Show* and *Shirley*. For prime time, it has acquired

Northern Exposure and *In the Heat of the Night*. Later this year the station will introduce a slate of kids programming.

Local programming also will be a major ingredient in the station's on-air schedule, Sabin says. A local business news block, which has kept the station in the black for years, will continue to air weekdays from 8:30 a.m.-3:30 p.m. A local dance show, *U-Dance*, is being co-produced with local radio outlet WBBM-FM.

"We could run a test pattern where the Univision programming was and still make money," Sabin says. "But we intend to be a station in the foreground. With new networks taking up time on the other independents here [Warner Bros. on WGN and United Paramount on WPWR-TV], we think we can be an alternative outlet to local advertisers who are getting squeezed out." ■

Changing Hands

This week's tabulation of station and system sales

WATL(TV) Atlanta □ Purchased by Qwest Broadcasting from Fox TV Stations (Rupert Murdoch) for \$150 million (see BROADCASTING & CABLE, Nov. 21, 1994). Qwest is a newly formed, minority-controlled broadcasting company whose principals, with 55% of the stock, are Quincy Jones, Willie Davis, Geraldo Rivera and Don Cornelius. Tribune Broadcasting is a 45% shareholder. **Seller** owns KTTV(TV) Los Angeles; KSTU(TV) Salt Lake City; KRIV(TV) Houston; KDAF (TV) Dallas-Fort Worth; WTTG(TV) Washington; WNYW(TV) New York; and WFLD(TV) Chicago. WATL will be part of the Warner Bros. Network on ch. 36 with 2682 kw visual, 402 kw aural, and antenna 1,170 ft.

WSBK-TV Boston □ Purchased by Viacom International Inc. (Sumner Redstone, chairman) from WSBK License Inc., a wholly owned subsidiary of New World Communications of Boston Inc. (Ronald Perelman, chairman of the board/CEO) for \$100 million. **Buyer** owns WLTW-FM New York, WHEC-TV Rochester

Proposed station trades
By dollar volume and number of sales

This week:

AMs □ **\$2,132,000** □ 3
 FMs □ **\$2,035,000** □ 6
 Combos □ **\$4,075,000** □ 3
 TVs □ **\$189,000,000** □ 4
 Total □ **\$197,242,000** □ 16

So far in 1994:

AMs □ **\$132,370,636** □ 169
 FMs □ **\$837,728,522** □ 325
 Combos □ **\$2,973,624,119** □ 154
 TVs □ **\$2,818,692,834** □ 89
 Total □ **\$6,862,416,111** □ 737

and WNYT-TV Albany, all New York; WLTJ (FM) Detroit; WLIT(FM) Chicago; WMZQ (AM) Arlington, WCPT(AM) Alexandria and WJZW-FM Woodbridge, all Virginia; KSLA-TV Shreveport, La.; KMOV-TV St. Louis; WVIT(TV) New Britain, Conn.; KBSG(AM) Auburn, Wash.; KBSG-FM Tacoma, Wash.; WMZQ-FM Washington; KYSR(FM)/KXEZ(FM) Los Angeles,

KSOL(FM) San Francisco and KYLZ(FM) Santa Cruz, all California, and KNDD(FM) Seattle. **Seller** owns 10 TVs. WSBK-TV will be part of UPN on ch. 38 with 3160 kw visual, 316 kw aural and antenna 1,161 ft. Filed Dec. 13 (BTCCT941213KU).

WVEU(TV) Atlanta □ Purchased by CBS Inc. (Larry Tisch, chairman of the board/president/CEO) from Broadcast Corporation of Georgia (David Harris, president) for \$22 million. **Buyer** owns 8 AMs, 13 FMs and 8 TVs. **Seller** has no other broadcast interests. WVEU is independent, licensed to ch. 69 with 2630 kw visual, 263 kw aural, and antenna 980 ft. Filed Dec. 6 (BALCT941206KN).

WNOL-TV New Orleans □ Transfer of control of QJP Inc. from Quincy Jones (100% stockholder of QJP Inc., parent of licensee) to Qwest Broadcasting LLC for \$17 million. **Seller** has no other broadcast interests. See WATL(TV) Atlanta, above. WNOL-TV will be part of the Warner Bros. Network on ch. 38, with 5000