

Tribune's Renaissance

\$1.13-billion purchase of six more TVs brings broadcaster into one-third of U.S. homes

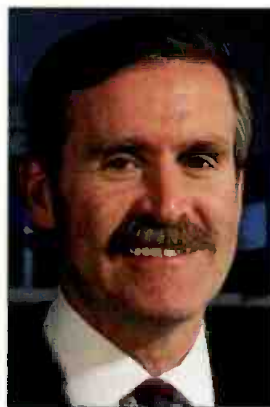
By Elizabeth A. Rathbun

Tribune Co.'s \$1.13 billion cash purchase of Renaissance Communications will extend Tribune's reach into arguably more households than any other TV group owner.

Under the deal, which is subject to FCC and federal antitrust review, Tribune will acquire four Fox and two WB Network affiliates. Tribune's holdings will grow to 16 TVs that cover 33.374% of the nation's TV households. Including WBDC(TV) Washington, which Tribune has an option to acquire, that cover-



Jim Dowdle, executive vice president/media operations, and Dennis FitzSimons, executive vice president, Tribune Broadcasting, will oversee 16 TV and five radio stations.



count—and by BROADCASTING & CABLE's exclusive ranking of the top 25 TV groups—Tribune actually reaches 24.963% of U.S. households. Westinghouse/CBS wins in that category with 30.95% (see list, page 12).

By any measure, the advantage of wide household reach should pay off handsomely for Tribune's programming unit, Tribune Entertainment (see page 9). The deal, the biggest in company history, is "a great opportunity for us," says Jim Dowdle, Tribune's executive vice president/media operations. "It greatly enhances our distribution system and...we have much

room to grow."

Whether Tribune is the top group depends on who's counting. The FCC lowers a group's reach by discounting the reach of UHF's by half. By the FCC's

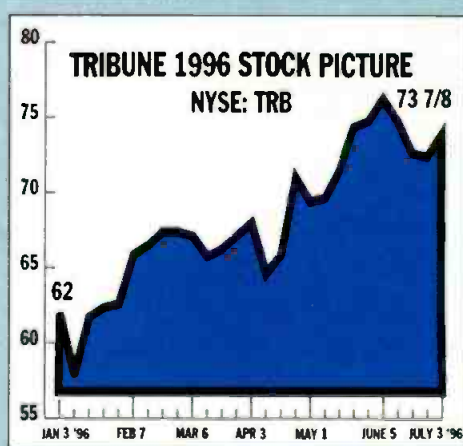
Likewise, there's plenty of room for programming on Tribune/Renaissance stations. All 17 are WB or Fox affiliates, except WGNX(TV) Atlanta,



Tribune's Chicago landmark

TRIBUNE

	1995 Revenue (\$millions)	1995 Operating Profit (\$millions)
Publishing	\$1,312	270
Broadcasting & Entertainment		
TV 1	630	186
Radio	88	11
Entertainment 2	104	(21)
Cable TV 3	7	(16)
Education	103	5
Corporate Expenses	—	(30)
	2,245	405



1 With five TV stations only, Renaissance reported 1995 operating profit of \$47 million on revenue of \$148 million. 2 Includes Chicago Cubs and related minor-league baseball operations and Tribune Entertainment Co., TV producer and syndicator. 3 Includes Chicagoland, 24-hour regional cable services: 31% interest in TV Food Network, 33% interest in Qwest Broadcasting, owner of two TV stations, and 11.1% interest in WB Network.

TV—35.4% coverage/17 stations

- WPIX New York (WB, ch. 11)
- KTLA Los Angeles (WB, ch. 5)
- WGN-TV Chicago (WB, ch. 9)
- WPHL-TV Philadelphia (WB, ch. 17)
- WLVI-TV Boston (WB, ch. 56)
- KDAF Dallas (WB, ch. 33)
- WGNX Atlanta (WB, ch. 46)
- KHTV Houston (WB, ch. 39)

- WZL Miami (WB, ch. 39)
- KWGN-TV Denver (WB, ch. 2)
- KTXL Sacramento, Calif. (Fox, ch. 40)
- WXIN Indianapolis (Fox, ch. 59)
- WTIC-TV Hartford, Conn. (Fox, ch. 61)
- KTTY San Diego (WB, ch. 69)
- WGNO New Orleans (ABC, ch. 26)
- WPMT Harrisburg, Pa. (Fox, ch. 43)
- WBDC* Washington (WB, ch. 50)

Radio—5 stations

- WGN(AM) Chicago
- KEZW(AM) Aurora/Denver
- KOSI-FM Denver
- KKHK(FM) Denver
- WQCD-FM New York

Renaissance Stations—Yellow

*Management agreement with option to buy