

---

## Report Information from ProQuest

---

March 01 2014 11:12

### Table of contents

---

#### [1. WROC to switch owners](#)

#### [Bibliography](#)

---

Document 1 of 1

#### **WROC to switch owners**

**Author:** Bilovsky, Frank

[ProQuest document link](#)

#### **Abstract:**

BY FRANK BILOVSKY, STAFF WRITER WROC-TV, Channel 8, will change ownership for the third time in a little more than three years when Nexstar Broadcasting Group pays \$46 million to Sunrise Television Corp. for the CBS affiliate with a long history of low ratings in local newscasts.

#### **Full text:**

---

Pennsylvania-based Nexstar agrees to pay \$46 million, Channel 8's third recent sale.

BY FRANK BILOVSKY, STAFF WRITER

WROC-TV, Channel 8, will change ownership for the third time in a little more than three years when Nexstar Broadcasting Group pays \$46 million to Sunrise Television Corp. for the CBS affiliate with a long history of low ratings in local newscasts.

It marks the third time in the last 13 months that a Rochester television station has been sold. WOKR-TV, Channel 13, was sold last September and WUHF-TV, Channel 31, in February 1998.

Rochester will become the largest of Pennsylvania-based Nexstar's eight markets when the WROC deal is completed in the second quarter.

Nexstar's other stations include two in Erie, Pa., and one each in Port Arthur/Beaumont, Tex.; Wichita Falls, Tex.; Wilkes-Barre, Pa., and Joplin and St. Joseph's, Mo. Nexstar is based in Clarks Summit, Pa., near Scranton.

Sunrise, the TV broadcasting subsidiary of Dallas-based Hicks, Muse, Tait & Furst Inc., acquired WROC and three other stations from Smith Broadcasting Group Inc. early in 1997 for an undisclosed price. Smith had completed its purchase of Channel 8 and stations in Flint, Mich., and Steubenville, Ohio, from Television Station Partners LP for \$63.5 million in January 1996.

Both Nexstar and Sunrise are privately-held companies.

"We are pleased to sell WROC on terms that are attractive to Sunrise and its investors," said Sunrise

---

President and CEO Robert Smith. He said the company would use proceeds from the sale to support long-term growth, including acquisitions.

"We are confident that under Nexstar's leadership, WROC will be well positioned to realize its growthpotential," he added.

Calls to WROC seeking comment on the sale were not immediately returned. WROC's local news ratings have trailed WOKR and WHEC-TV, Channel 10, by a wide margin for more than a decade. Business; Corporation; Buyout WROC-TV; Nexstar Broadcasting Group Northeast

BUSINESS; Pg. 12D

---

**Company / organization:** Name: Sunrise Television Corp; NAICS: 515120

**Publication title:** Rochester Democrat and Chronicle

**Pages:** D.12

**Publication year:** 1999

**Publication date:** Mar 9, 1999

**Year:** 1999

**Section:** BUSINESS

**Publisher:** Gannett Co., Inc.

**Place of publication:** Rochester, N.Y.

**Country of publication:** United States

**Source type:** Newspapers

**Language of publication:** English

**Document type:** News

**ProQuest document ID:** 911516439

**Document URL:** <http://search.proquest.com/docview/911516439?accountid=47680>

**Copyright:** Copyright 1999 - Rochester Democrat and Chronicle NY - All Rights Reserved

**Last updated:** 2013-01-06

**Database:** Gannett Newsstand

---

## Bibliography

Citation style: APA6

Bilovsky, F. (1999, Mar 09). WROC to switch owners. Rochester Democrat and Chronicle. Retrieved from <http://search.proquest.com/docview/911516439?accountid=47680>

---

[Contact ProQuest](#)

Copyright © 2014 ProQuest LLC. All rights reserved. - [Terms and Conditions](#)

---