

Satellite sharing is under study by different types of cable service

Home Box Office, Target Network talk of starting by end of year

The possibility of a cooperative venture between a pay-cable service and an advertising-supported cable network for the distribution of their programming by satellite was reported under development.

Informed sources said exploratory discussions had been held between Home Box Office, the pay-cable subsidiary of Time Inc., and Target Network Television, the cable-service subsidiary of KBMA-TV Kansas City, Mo., that currently serves systems in seven Middle Western states.

HBO feeds its sports service and other pay-cable programming essentially between 5:30 p.m. and 1:30 a.m., whereas TNT feeds in daytime and prime time, these sources said, suggesting the two companies might divide the time on a single satellite channel to accommodate their respective basic needs. Others suggested there might be a division by geographic regions, since HBO's immediate interest is in the Northeast and TNT's in the Midwest.

The possibility of bringing broadcast services into the venture also was suggested: The TV News (TVN) syndicated news service, for instance, has announced plans to go to satellite distribution, and Target Network Television officials are interested in interconnecting independent stations as well as cable systems.

HBO officials said that they had held "various talks" with Target Network but said these had led to "nothing definite."

Bill Wormington, programming and sales vice president of Target Network, confirmed discussions with HBO and said Target "will very much like to get [satellite plan] in operation late this year" if the expansion and needs of the two companies can be accommodated by then.

Reports of a possible joint venture developed coincidentally with HBO's announcement that it had named George Gilbert of CPI Microwave Inc. as manager of transmission development and had retained the new firm of Transcommunications Corp. as consultant on domestic satellite services. Transcommunications is also a consultant to Target Network.

Gerald M. Levin, HBO president, said the moves underline HBO's commitment to networking from a central studio and quality-control center. From its quarters in New York the company currently transmits motion-pictures, sports and special-interest programming to 85,000 interconnected homes in Pennsylvania, New Jersey, New York and Delaware.

"We presently are using almost all available forms of terrestrial transmission

comedy-police series produced on tape by Four D Productions Inc., Hollywood, that began last January (Thursday, 8-8:30 p.m., NYT). Syndication date has not yet been set.

New on the beat. Warner Bros. Television, Burbank, Calif., announces 90-minute pilot for NBC of *Any Number Can Kill*, about woman police officer. Starring in potential series, being made in association with Douglas S. Cramer Co., is Kate Reid. Other regulars are John Anderson and A. Martinez. Producer is Alex Beaton; director, Paul Wendkos; script by Stanley Ralph Ross.

Sea specials. Four Star Entertainment, Beverly Hills, Calif., has released five one-hour color TV specials under title, *Conquest of the Sea*, by Italian oceanographer and film-maker, Bruno Vailati. Individual episodes cover Japanese Sea, eastern Mediterranean, region off Brazil, Hawaii area, and region off Azores. Series is available for worldwide TV release this spring.

Fix-em. Gray-Schwartz Enterprises Inc., Beverly Hills, Calif., reports signing of more stations for *Wally's Workshop*, half-hour home-repair/improvement barter TV series that is sponsored by Simon & Schuster, publisher of "Wally's Handbook" except for 20 states in Middle West where sponsor is HWI, cooperative group of hardware stores. New stations, bringing total to 65, are: KFMB-TV San Diego, KMPH(TV) Fresno-Visalia, Calif.; WTOG(TV) Tampa-St. Petersburg, Fla.; KEZI-TV Eugene, Ore.; WSJV(TV) South Bend-Elkhart, Ind.; WMTW-TV Portland-Poland Spring, Me., and KOA-TV Denver.

Six more. American International Television, Beverly Hills, Calif., has sold its *Amazing Sci-Fi* feature-film package of 73 films in six additional markets, bringing total to 168. Latest buyers: WCIX-TV Miami; WJAR-TV Providence, R.I.; KTAR-TV Phoenix; WVEC-TV Hampton-Norfolk, Va.; WUAB(TV) Cleveland and KSFY(TV) Sioux Falls, S.D.

Country honors. KLAC(AM) Los Angeles and Larry Scott, that station's midnight-5:30 a.m. personality, were honored by Academy of Country Music Feb. 27 at that association's 11th annual awards ceremony. Station was named "Radio Station of the Year," honor it had won for last four years; Mr. Scott was named "Disk Jockey of the Year," honor he had won in 1968, 1972 and 1973.

WGA cites loss. Residuals to writers in television and films-to-TV dropped in January of this year, compared to same month last year, Writers Guild of America, West has reported. TV residuals fell by 23.6%; films-to-TV by 17.9%. Figures:

	Jan. 1975	Jan. 1974
Television	\$343,069	\$448,995
Films-to-TV	48,748	59,393
Supplemental markets	211	—
Total	\$392,028	\$508,388

RKO General guidelines. RKO General Inc.'s four TV stations will begin carrying announcement on April 1 prior to all motion pictures which company considers unsuitable for children, suggesting

parents exercise proper guidance. Announcement mentions film has been edited for showing but may not be suitable for persons under age 16. RKO General stations are WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles and WHBQ-TV Memphis.

Upheld. FCC has affirmed Broadcast Bureau decision that rejected complaint by Michael McKee that WCCO-TV Minneapolis-St. Paul presented one-sided programming on abortion issue. Fairness complaint was dismissed, bureau said, because claim that WCCO-TV's over-all programming did not present opposing views was not substantiated.

Credit card cover. International Charge Card Registry, Arlington, Va., is barter sponsor of two syndicated TV series, both becoming available April 15. First is one-hour weekly *National Fight of the Week* with Mickey Davis; second is 52, half-hour *Three Passports to Adventure*, featuring Linker family. Both are being distributed by Sentinel Advertising Inc. Programming Division, Seattle. (Toll free phone: 800-426-8116).

Ziv/Tel sets up shop

Formation of Ziv/Tel, a TV syndication firm, with John N. Heim as its president, has been announced. Ziv/Tel, connected with Ziv International, a Los Angeles-based marketing corporation, has started by acquiring syndication rights to *Street People*, 26 half hours produced by Mal Sharpe; *Superman*, a two-hour special produced by Mark Twain, and *Will to Win*, a half-hour special produced by Peter S. Brown.

Mr. Heim is the former domestic sales manager of National Telefilm Associates, and before that was an executive of Warner Bros. Associated with Mr. Heim in Ziv/Tel are industrialist Max Ruderin and Irv Hollander, president of Ziv International. 600 North Sepulveda Boulevard, Los Angeles 90049.

Grade concedes on 'Burr'

The controversy about where ABC's *Burr* will be produced (BROADCASTING, Nov. 4, 1974) apparently was resolved last week when Sir Lew Grade, chairman and chief executive of Associated Television Ltd., London, announced that if the program goes into production, it will be in the U.S.

In a letter to the Screen Actors Guild, Los Angeles, the union that has led the fight for American production of the series, based on Gore Vidal's book of the same name, Sir Lew said the TV production of *Burr* will not be done in Great Britain. "If the project does proceed, which will depend entirely on the scripts, production will take place in the U.S.A.," he commented.

One of the burrs under SAG's seat is the fact that the prospective ABC series is particularly American, aimed as part of that network's Bicentennial programming. It also would have deprived American workers of employment if it were shot overseas, SAG said.