

syndication," the report says. "In addition, studios with weak syndication arms [the perception is that Turner falls in that group] may find King World an attractive means of improving distribution in the face of network competition." King World also might be attractive to foreign entities looking to crack the U.S. market, according to the report.

Meanwhile, TBS reported that operating profits for its entertainment segment totaled \$47.3 million in the first quarter, compared with a loss a year ago of \$190,000. Revenue for the entertainment segment increased 26%, to \$498 million. The company said the lack of sports rights costs helped boost operating profits. A year earlier, TBS bore substantial rights fees for the 1994 winter Olympics.

TBS also said subscription revenue for its entertainment networks—TNT, The Cartoon Network and WTBS—climbed 32%, to about \$80 million, due to subscriber gains and rate increases. Advertising revenue was up 16%, or \$19 million, to roughly \$138 million, due to higher advertising rates and increased viewership.

Home video revenue, driven by sales of Turner's New Line release "The Mask," climbed 60%, to almost \$115 million. Box-office sales from films put out by New Line and Castle Rock, also owned by Turner, climbed 51%, to about \$55 million.

Combined operating losses for four of its new networks totaled \$5 million, as improvements at The Cartoon Network and Cartoon Latin America were offset by start-up costs for TNT and Cartoon Network Asia, which were launched in October 1994, TBS said.

The news segment had O.J. Simpson to thank for substantial first-quarter gains. News-segment revenue rose 21%, to \$183 million, largely due to a 28% gain in domestic advertising sales for CNN, to more than \$80 million, and a 10% gain (\$55 million) in domestic subscription revenue primarily due to sales in the home satellite-dish market.

Revenue for CNN International was up 31%, to \$30 million, TBS said. Operating income for the news operations was up 37%, to almost \$67 million. ■

## Viacom takes WVEU-TV off CBS's hands

By Julie A. Zier

**S**even months after buying paid-programming station WVEU-TV Atlanta (ch. 69) and promptly deciding to sell it, CBS has found a buyer: Viacom, for \$27 million.

The purchase price is being divided; original licensee Broadcasting Corp. will receive \$22 million, and CBS will get \$5 million.

Last May's Fox-New World agreement forced CBS to move from its Atlanta outlet, WAGA-TV (ch. 5). CBS then bought WVEU-TV from Broadcasting Corp. for \$22 million (BROADCASTING & CABLE, Sept. 26, 1994). But a month after announcing the acquisition, CBS affiliated with Tribune's powerhouse WGNX-TV (ch. 46) and promised to find another buyer for WVEU-TV.

In January, WVEU-TV became a United Paramount Network affiliate. Its usually low ratings picked up as it reduced paid programming from 40 hours a week to 13 and added Paramount movies and shows.

Viacom, which already is at the 12-station ownership cap, is making room for WVEU-TV by selling KSLA-TV Shreveport, La., to Hillside Broadcasting of Louisiana for \$30 million. Hillside is owned by Della and Mario Baeza, who also own WWAY-TV Wilmington, N.C. Atlanta-based Ellis Communications is an investor in Hillside.

Two major Viacom transactions still are awaiting FCC approval. Viacom is purchasing WGBS-TV Philadelphia and WBFS-TV Miami from Combined Broadcasting and selling WTXF-TV Philadelphia to Fox and KRRT-TV San Antonio to Myron Jones and John Kanzius.

CBS's purchase of WVEU-TV was close to FCC approval, Broadcasting Corp. owner David Harris says. However, the purchase agreement will have to be refiled to show Viacom as the proposed assignee. Harris expects the deal to close in September. ■

# CLOSED!

WLUK-TV, Green Bay WI from Burnham Broadcasting Company, Peter Desnoes, Managing General Partner, to SF Broadcasting L.L.C., Thomas Herwitz, President and Chief Executive Officer, for \$38,000,000.

Brian E. Cobb  
and  
Randall E. Jeffery  
initiated the transaction

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