

**CBS may be having second thoughts about its purchase of UHF WVEU-TV** Atlanta. CBS has stopped due diligence and planning for a Dec. 11 CBS affiliation transfer from WAGA-TV to WVEU-TV, according to WVEU GM Vance Eckersley. CBS has yet to file for FCC approval of the purchase. Under one scenario making the rounds in the market: Instead of WVEU, CBS affiliates with Tribune's WGNX, ch. 46, which was to join WB Network. Tribune's new minority-controlled group buys Fox-owned WATL and makes it a WB Network affiliate. Only problem is CBS's contract to buy WVEU.

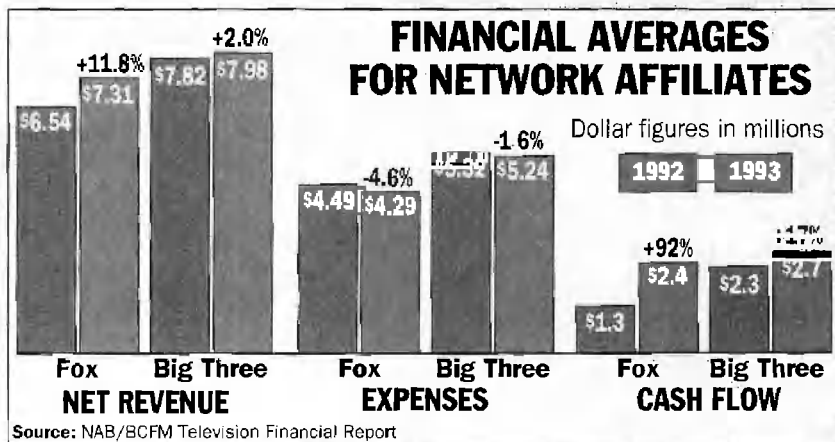
**Paramount Television Group and MTV Productions**, both units of Viacom Inc., have signed a deal giving Paramount the right of first refusal on projects developed by MTV. MTV Productions will develop and produce television series and specials for networks and first-run syndication. The deal follows the two entities' first project together, the *Jon Stewart* late-night syndicated talk show, launched this season.

**Preliminary, prime time Nielsen numbers released late last week show mixed results for Cleveland and Kansas City stations that recently switched network affiliation to Fox.** Cleveland's WJW-TV, formerly a CBS affiliate, saw its household numbers drop 36% in October as a Fox station versus its October 1993 ratings while with CBS. However, the station's rating among adults 18-49 was even with last October's, while seeing 50% gains among adults 18-34. In adults 25-54, the station experienced a 12% decline. WDAF-TV Kansas City, Mo., a former NBC affiliate, had a 13% gain in adults 18-49, and a 29% boost in adults 18-34 in October '94 vs. October '93. On the downside, the station dropped 27% in household ratings and 13% in adults 25-54.

## Cash flow rises at network affiliates

Typical TV affiliate cash flow jumped 17% in 1993 for affiliates of ABC, CBS and NBC, according to a report issued last week by the NAB. The NAB/Broadcast Cable Financial Management Association Television Financial Report for 1994 says cash flow of median affiliates of the three traditional networks went from \$2.3 million in 1992 to \$2.7 million in 1993, while cash flow at the median Fox affiliate nearly doubled from \$1.25 million to \$2.4 million. The NAB reports increases in net revenues for both Fox and traditional network affiliates, as well as decreases in expenses for the affiliates.

The full report is available from NAB Services for \$160 for NAB members and \$300 for non-members. —CM



**Gary Hoffman**, Fox Broadcasting senior VP, movies and miniseries, is leaving. No reason was given, but his departure came as no surprise given the arrival two months ago of John Matoian, president, Fox Entertainment. Matoian was senior VP, movies and miniseries, at CBS prior to his hiring at Fox, and it had been assumed that he would bring in his own executive to oversee Fox's long-form department. **Trevor Walton**, Matoian's replacement at CBS, just resigned from the network and is expected to take over the Fox long-form job.

**Something Wilder**, starring Gene Wilder, which has been airing on Saturday nights, will move to NBC's highly rated Tuesday night at 8:30 beginning Dec. 6. It replaces *The Martin Short Show*, which was pulled

last month for retooling. Since then, NBC has been airing repeats of several highly rated shows. Taking over *Wilder's* Saturday, 8:30 p.m., time slot is *The Mommies*, the moderately rated series that debuted last season and was put on back-up this season. *Mommies* returns on Jan. 7. NBC also gave Spelling Television's *Madman of the People* a six-episode pickup, bringing its season total to 19 episodes.

For the week of Oct. 31-Nov. 6, NBC's **Tonight Show with Jay Leno averaged a 4.6 Nielsen rating/14 share** compared with a 5.3/17 for CBS's *Late Show with David Letterman*. The numbers mark the closest competitive difference for original episodes, excluding stunt weeks when the show was on the road.

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