

**More to peacock.** NBC-TV last week announced signing of its 215th affiliate station which will begin serving Nacogdoches-Tyler-Lufkin, Tex., next spring. Licensed to Dogwood Broadcasting, station will operate on channel 19 there. Call letters have not yet been assigned. With new affiliation agreement, NBC claims to have "the most [affiliates] in the history" of network television. Currently ABC has 206 affiliates; CBS it's understood has 206 also. Eastern Texas—Tyler, Tex., being Arbitron Television's ADI (area of dominant influence) now is served by Buford Television's KLTU(TV) Tyler and satellite KTRE-TV Lufkin. Stations have primary affiliation with ABC-TV and secondary affiliation with NBC and CBS.

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**Changing roles.** Actress Lynn Redgrave, dropped from cast of CBS-TV's *House Calls* last summer, has been signed to co-star in *Teachers Only*, NBC-TV midseason replacement series produced by Carson Productions. Half-hour sitcom also stars Norman Fell and Adam Arkin. New contract reportedly will allow Redgrave to breast-feed her infant daughter on set. Denial of that permission was said by actress to be basis of her contractual dispute with Universal Television that led to her departure from *House Calls*. Studio claims money was primary issue.

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**Watt's environment.** Secretary of Interior James Watt's environmental policies are subject of PBS documentary, *James Watt's Environment: Promised Land*. Set to air Dec. 9 documentary concerns Watt's environmental policies and strong opposition they have received from environmentalists.

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**Eight for pay.** Home Box Office announced licensing agreement for eight Columbia Pictures Industries films: "Stripes," "Nice Dreams," "Tess," "Heavy Metal," "Modern Romance," "Nobody's Perfect," "Happy Birthday to Me," and "American Pop." All eight are for 1982 runs on pay service.

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**NBC's new day.** NBC-TV last week announced schedule changes for its daytime programming, including Nov. 30 premiere date for *Day to Day*, tentative title of new talk show hosted by Regis Philbin, in 10-10:30 a.m. ET slot.

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**One roof.** Various West Coast offices of ABC Video Enterprises Inc. will be consolidated at ABC Entertainment Center in Century City. Move to 2040 Avenue of Stars involves ABC Pictures International, ABC Video Sales Division, ABC Wide World of Learning, legal and business affairs division office, and cable programming office for Alpha Repertory Television Service (ARTS) and future ABC cable operations.

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**In the marketplace.** KOMO-TV Seattle's *Boomerang*, children's series now in seventh season at Fisher Broadcasting station, is being distributed by Century City, Calif.-based Berg, Albert, Wiley Corp. in association with Four Star Productions. Series, with 172 half-hour episodes and three seasonal specials, stars singer-actress Marni Nixon with puppets. Backers claim series is first from Seattle market to go into worldwide syndication... Lionheart Television has U.S. syndication rights to *Poldark*, 29 "swashbuckling" hours. BBC-TV/London Films co-production previously ran domestically on Public Broadcasting Service... New York Times Syndication Sales Corp. already has looked in NBC O&O TV's, among other stations for *The Final Sunday*, half-hour preview show scheduled to run Friday before Super Bowl. It's produced by Reid-Dolph Inc.

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**Silverman picks name.** InterMedia Entertainment Co. is name of new independent production company formed by former NBC president, Fred Silverman, and independent TV producer, George Reeves, to be exclusively affiliated with MGM and United Artists (BROADCASTING, Oct. 19). Silverman will serve as president and Reeves as executive vice president of new company.

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**New game.** NBC-TV has ordered pilot for new audience participation game show entitled *Temptation*, to be produced by Ralph Andrews Productions in association with Columbia Pictures Television. Concept of show involves host Jed Allan trying to talk members of audience out of their money.

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**Long season.** Debut date for *The Powers of Matthew Star*, one of NBC-TV's new series, has been postponed until Sunday, Jan. 3, 7-8 p.m. ET. Program, about American teen-ager with super powers derived from outer space, was originally set to begin airing Dec. 6.

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**Clearing the way.** Lexington Broadcast Services, New York-based TV syndicator, reports it has cleared 93 of top 100 markets for two half-hour children's specials, *The Wonderful World of Strawberry Shortcake* and *Strawberry Shortcake in Big Apple City*. Lexington reports its *Dr. Snuggles* has been cleared in over 60 U.S. markets and *Hot Fudge*, half-hour children's show, cleared in top 10 markets during its first year in strip.

## Pirate radio makes a comeback in England

**Radio Caroline, 50 kw AM operated on ship in international waters, will beam pop music to Britain and Europe; Wolfman Jack heads staff of DJ's; Major Market Radio handling sales.**

Radio Caroline, the pirate AM radio station that broadcast rock music to Europe during the 1960's and 70's, will resume operation this month from a ship anchored off the Essex Coast of England. The nondirectional 50 kw station will have an adult contemporary format directed primarily toward Great Britain, but will include continental Europe as well.

Radio Caroline is now scheduled to sign on the air Nov. 28, after a two-month delay. The ship housing the station was hard hit by a storm as it moved into position off the Essex coast and the decision was made to add 150 tons of ballast in order to offset the imbalance of the craft's 300-foot transmission tower.

Announcement of the station's return was made in the New York offices of Major Market Radio, a broadcast sales firm that will handle all time sales for Radio Caroline.

Major Market's vice president for marketing, Ray Lindau, said that the station is seeking advertising from multinational corporations, "especially those doing business already in the United States. We think they can translate their success here into success in Europe, where a multinational medium has not been available."

According to Lindau, the venture is backed by "a group of private European investors who would prefer to remain anonymous." He said that there is no involvement of American individuals or corporations in the operation and dismissed a published report that Gene Autry, whose Golden West Broadcasting is the parent company of Major Market Radio, has a financial interest in the station. "We are international sales representatives for Radio Caroline," explained Lindau, "that's as far as it goes."

Lindau declined to estimate the amount of annual billing he expects Radio Caroline to draw, but predicted it will eventually outdistance London's Capital Radio, said to generate \$34 million a year. "It has the potential of becoming the biggest radio station in the world, in terms of billing," said Lindau. He also would not release names of any advertisers the station has already signed, but said they include accounts in the hotel, fast food, magazine, apparel and cosmetics industries.

The new Radio Caroline will be permanently anchored in international waters, at