



Murdoch



Davis

ers reportedly quit.

Dan Rosenheim, now a reporter for the *Chicago Tribune*, was among those who left. And he said a primary motivation was his concern that the *Sun-Times's* editorial product would be "downgraded" under Murdoch. "I think that's happened, but not to the degree some people feared," Rosenheim said. "But overall the quality of the paper is lower."

Rosenheim also asserted that the *Sun-Times* has not been as financially successful as Murdoch had hoped. Rosenheim said that, according to a *Sun-Times* source, the paper lost \$4 million last year. Rosenheim also said Murdoch, in reflecting his own conservative views, has changed the *Sun-Times* from a "liberal" paper to an "extremely conservative" one.

But there's no evidence to suggest that Murdoch will turn the Metromedia television news operations into video clones of his *Star*; neither the *Village Voice* nor *New York* magazine fits into the supermarket tabloid niche. (David Schneiderman, editor-in-chief of the *Village Voice*, declined comment on what influence Murdoch has exerted upon that publication. Laurie Jones, managing editor of *New York* magazine, did not return a telephone call.)

What impact the acquisition will have on Metromedia news staffers is unclear. Betty Endicott, news director of Metromedia's WTTG-TV Washington, said it was too early to tell. "I don't think we know enough to get nervous," she said.

Murdoch hasn't won them all. In the summer of 1983, he laid plans to launch Skyband, a five-channel low-power nationwide satellite broadcasting service. But he pulled the plug on that operation before it got off the ground and ended up having to pay Satellite Business System \$12.7 million to get out of a long-term satellite contract. And his hostile effort last year to take over Warner Com-

munications Inc. was not successful, even though his News Corp. walked away with a \$40-million "greenmail" settlement (BROADCASTING, March 26, 1984).

There also is some evidence to suggest that Murdoch may be a bit thin-skinned. Last year, for example, Murdoch expressed his displeasure about *Inside Story* coverage of him and his publishing empire that he alleged was unbalanced and contained inaccuracies (BROADCASTING, May 14, 1984). "Will hold you and PBS [Public Broadcasting Service] participating stations responsible for any defamatory falsehoods," said Murdoch's attorney in a telegram to the show's host.

Those close to Murdoch's partner, Davis, describe him as charming, gracious and jovial. Denver newspapermen, however, say Davis is downright reclusive. "He is a very difficult person to know about," one newspaperman said. "He never, ever talks to reporters."

Davis's oil company, Davis Oil Co., is private, as is the Denver-based real estate acquisition firm of Miller-Klutznick-Davis-Gray, in which he is a partner. It's anyone's guess what Davis Oil is worth. But it was big enough to sell \$630 million of its oil and gas properties in 1981, the same year Davis and Rich bought 20th Century Fox. It sold another \$180 million of oil and gas properties to Apache Petroleum Co. of Minneapolis last month.

Miller-Klutznick-Davis-Gray is said to be concentrating on "developing properties on the West Coast."

Davis, according to a spokesman, received a B.S. in engineering from New York University in 1947, and got his start in the oil business working for his father. He moved to Denver in the early 1950's and took over the reins of the oil business.

Davis, who has three daughters and two sons, owns homes in Denver and Palm

Springs, Calif. And another one of his recent acquisitions would seem to indicate that he intends to make show business his business for some time: According to a spokesman, he has added Kenny Rogers's Beverly Hills home to his own portfolio. That one went for an estimated \$21 million.

#### Breakdown shows Murdoch-Davis paying seller's price for six TV stations; Hearst's purchase of Boston station sets record

Rupert Murdoch and Marvin Davis appear to be paying top dollar for Metromedia's six TV stations, and so, also, is Hearst for WCVB-TV Boston, say industry analysts. In the sale, Murdoch and Davis are paying just over \$2 billion for WNEW-TV New York, WFLD-TV Chicago, WTTG-TV Washington, KNBN-TV Dallas, KRIV-TV Houston and WCVB-TV Boston. The figure is said to include assumption of Metromedia's \$1.3 billion debt, \$650 million in cash and an estimated \$40 million of accrued interest. Hearst Broadcasting, in turn, is buying WCVB-TV Boston from Murdoch and Davis for \$450 million.

Tom Buono, president of Broadcast Investment Analysts, which publishes *Investing in Television*, analyzed the stations sold and estimated the various values placed on each station.

Metromedia has owned its stations in the first, second and eighth markets for over 20 years. Buono's figures, which reflect the fair market value of the station, are based on estimates of cash flow derived from market share and other considerations. They represent the price the stations would sell for in an open market as stand-alones, or what a seller could reasonably expect to ask for his station. For instance, WTTG Washington (channel 5, 100 kw, 700 foot tower), rated as the