

# In Brief

**Joint statement from National Association of Broadcasters, National Radio Broadcasters Association, Daytime Broadcasters Association and Broadcast Financial Management Association** was released last Friday (July 20) issuing "a unified public plea" for **Broadcast Music Inc.** and **All Industry Radio Music License Committee (AIRLC)** to resume "good faith negotiations." Talks between BMI and committee for new music licensing terms (old agreement expired Dec. 31, 1983, but was extended until June 30) broke off June 21 ("In Brief," June 25) with BMI issuing contracts effective July 1, but raising rates for three years beginning Jan. 1, 1985. Committee has said it will sponsor legal action against BMI through its counsel, New York-based law firm of Weil, Gotschal & Manges. Authors of statement said they weren't blaming any one party for breakdown of negotiations "but simply calling for a cessation of hostilities ...and immediate resurrection of face-to-face discussions." NAB, NRBA, DBA and BFMA called upon all-industry committee "to refrain from bringing its intended litigation" and upon BMI "to refrain from pressing copyright infringement action for a period of two weeks." In separate statement by AIRMLC also released last Friday, committee chairman Robert Henly, president, KGNR(AM)-KCTC-FM Sacramento, Calif. said group has enlisted, on interim basis, broadcaster Don Thurston, co-owner of North Adams, Mass.-based Berkshire Group, to help resume negotiations with BMI on new music license terms. Thurston and Henley worked together in negotiations that resulted in previous ASCAP and BMI licenses. Henley noted preparations have been completed for lawsuit against BMI if firm doesn't continue to negotiate. "We will do nothing that could in any way be interpreted as a refusal to negotiate, and we will meet at any time and place. . . . The money terms and other wording of the new BMI license cannot be allowed to take effect Jan. 1."

**Comsat has given up on Satellite Business Systems.** It has reached agreement, it announced last Friday, to sell its one-third interest in **Ku-band satellite carrier** to its partners in venture: Aetna Life & Casualty and IBM Corp. Comsat would not disclose sale price, but said it would realize after-tax gain of about \$15 million. By selling its interest in SBS, Comsat ends flow of money into losing venture that began when partnership was formed in 1975 and that totals around \$250 million through first six months of 1984. Its interest in SBS has continually depressed Comsat's earnings. SBS investment resulted in reduction of earnings of \$24 million, or \$1.33 per share, in 1983, and \$8.4 million, or 46 cents per share, in first half of

**CBS inks football pact.** CBS Sports last week signed an agreement with the Big 10 and Pacific 10 conferences for the rights to televise a package of the two leagues' football games for the 1984 season. The rights package—CBS will televise 14 games over 10 weeks—is valued at \$8 million or a little more than \$570,000 per game, about one-fourth the amount the network would have paid the National Collegiate Athletic Association this season for a package of 35 national and regional telecasts.

That leaves the 63-member College Football Association to deal with ABC for a national broadcast television package. At press time, the two organizations were negotiating toward that end. NBC says it is not interested in college football for the 1984 season, but is interested in seasons beyond that.

CBS rejected the CFA's primary package, which would have committed the network to carry between 33 and 50 games, because of the number of regional telecasts involved, and the diminished ratings expected from an increase in local and regional televised games. However, CBS and the CFA continue to negotiate the possibility of the network carrying a few CFA games in the coming season, perhaps four to six games in two or three exposures.

The CBS Big 10-Pac 10 games will be carried on Saturday, either in the early- or late-afternoon time period, depending on which schools are scheduled to play. In addition to Big 10-Pac 10 contests, and possibly a few CFA games, CBS has contracted to carry the Boston College-Miami game on Nov. 23 and the Army-Navy game on Dec. 1. The network paid \$800,000 for each of those games.

1984. Said one Chicago-based telecommunications executive: "They killed the cow before it burnt down the barn."

With 180 hours of summer Olympics television coverage scheduled to begin this Friday (July 27), ABC Television Network executives are still meeting with representatives of Los Angeles Olympic Committee over **ABC's proposed reduction of its current \$225-million rights agreement with LAOOC** for 1984 summer games coverage. In interview, LAOOC President Peter Ueberroth refused to comment on substance of negotiations but said "you can safely assume" that **talks are continuing.** Ueberroth and ABC Sports President Rooney Arledge began meeting last month in attempt to reach final agreement on ABC contract and at that time LAOOC executive had insisted issue be resolved before official opening of games on July 28. Arledge had asked that remaining payments to committee be placed in escrow account until after games, but Ueberroth rejected proposal. ABC has \$30-million payment due on Aug. 1 followed by final payment of \$15 million payable Sept. 1. **ABC has not specified size of give-back it is seeking,** other than to say it is less than \$60 million that remained at end of June.

**Network radio business in June totaled \$25,703,921,** according to Radio Networks Association, which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by accounting firm of Ernst & Whinney. Figure represents **\$13.4% rise** over comparable period of year ago.

**NBC has acquired rights to Paramount's Bosom Buddies,** former ABC comedy series (1980-1982), and will begin airing episodes on Saturday, July 28, at 9 p.m. NBC is picking up 10 out of 25 available episodes for broadcast until start of 1984-85 season. Shows will replace *People Are Funny*, which was not renewed for next season. *Bosom Buddies* features Tom Hanks, star of recent Disney Studios' "Splash" and 20th Century/Fox's "Bachelor Party."

**ABC scored average 9.7/19** for its telecast of Sunday (July 15) prime time **USFL championship football game** between Arizona Wranglers and Philadelphia Stars in Tampa, Fla. **Rating was beaten by both NBC (13.6/26.5) and CBS (12.0/23)** during same time period (8 p.m.-11 p.m.). Last year, championship game yielded ABC 11.9/23. Seventeen weeks of regular season USFL games on ABC this year averaged 5.5/14, compared to 6.0/17 for 18-week slate of games last year. However, excluding highly-sampled first game of 1983 season, 14.2, last year's season average would also have been 5.5. ESPN averaged 2.9 for its schedule of 36 games this season, with Monday contests outperforming Saturday games by average four-tenths of rating point—3.1, compared to 2.7. Last season ESPN averaged 3.3 rating overall for its USFL telecasts.

**FCC last week lifted freeze on applications for about 125 unlimited-time stations on U.S. clear and adjacent channels** resulting from its 1980 action reducing protection to clear channel stations. About 300 applications are already pending or have been designated for hearing. In 1982, FCC stopped accepting applications while completing negotiations over new AM agreement with Canada. U.S. and Canada signed agreement earlier this year (BROADCASTING, Jan. 23), but continued freeze for six months to permit parties with pending applications to bring those into line with new agreement.

Independent motion picture and television producer **Leonard Goldberg** is leaving wing of MGM/UA Entertainment Co. and entering exclusive long-term production agreement with **Paramount Pictures Corp.,** latter studio announced last week. Goldberg had similar exclusive three-year production deal with MGM/UA, where he produced theatrical motion picture, "War Games"; made-for-television movie, *Something About Amelia*, and several TV series, including new ABC-TV program, *Paper Dolls*. Goldberg, who remains partnered with Aaron Spelling in their Spelling-Goldberg Productions, will continue his commitments to MGM/UA while starting new projects at Paramount. Former ABC Entertainment programing executive is expected to remain involved in combina-