

Fox Broadcasting feted advertisers in New York last Thursday in preparation for **premiere of its second night of programing**, Saturday, on July 11 and July 18. Advertising for that night, along with Sunday, is now sold out through rest of summer, according to Fox. FBC's Saturday lineup will consist of *Werewolf*, *Down and Out in Beverly Hills*, *New Adventures of Beans Baxter* and *Karen's Song*. Advertisers said that sales of Fox prime time schedule have been strong through third quarter because of young demographic strength of Sunday night lineup, as well as *The Late Show*. In total audience, Sunday lineup has begun to show growth recently, scoring its highest numbers (4.5/9) on May 31 from 7 to 10 p.m. Additionally, Fox has benefited from strength of network scatter market in third quarter, where prices have been 25% to 60% higher than in upfront. Thirty-second unit in Sunday lineup now runs roughly \$35,000-\$40,000. FBC President Jamie Kellner said Fox delayed putting Saturday lineup on air until ratings improved for Sunday night. Had Fox rushed into debuting its Saturday-night programing, he said, its promotional efforts would have been fragmented. He said that there was no established plan for roll-out of other nights of prime time programing, but said Fox would add nights at either end of week, working toward middle. Next night of prime time programing would probably be Friday, he said. "Thursday is not a day I look forward to," he said in reference to NBC's dominance on that night.

FCC Mass Media Bureau has asked commissioners to deny settlement agreement under which **Walt Disney Co.** would acquire RKO General Inc.'s **KHJ-TV Los Angeles** for \$324 million, with Fidelity Television, long-time competitor for RKO's facilities, getting about \$105 million of that amount for bowing out of contest. In filing, bureau noted that RKO challenges to Fidelity's character in proceeding have not been resolved and that transfer to Disney "would violate the commission's policy against granting an assignment application until outstanding qualifications questions are resolved favorably." In separate filing, Los Angeles Television, which has



Viacom go-ahead. Shareholders of Viacom International overwhelmingly approved the company's merger with National Amusements Inc., acquisition group headed by Dedham, Mass.-based theater exhibitor and investor, Sumner Redstone. Redstone said after the specially convened meeting, which lasted less than 10 minutes, that no offers would be entertained for all or a part of any of the company's assets until after the merger is complete, expected to take place by June 9. He said that among the parties who had talks with the company were various "Hollywood" interests that had expressed an interest in Viacom's seven cable channels. Viacom's current chairman, Ralph M. Baruch, said he intended to stay with the company "... as long as they need me." Of over 23 million shares voting, only 172,000 were cast against the merger. Assuming a June 9 closing date, the consideration to be received for each Viacom share would be \$43.20 cash, a partial share of cumulative exchangeable preferred stock, and one-fifth of a share in the newly restructured company.

been seeking to persuade FCC to accept competing application for RKO's facilities, also is seeking to block settlement.

Taft Broadcasting board signed definitive agreement last week to **merge company with TFBA Limited Partnership**, group composed of Taft's three largest shareholders. As previously proposed ("Top of the Week," April 20), Taft shareholders will be bought out for \$157 per share cash, or alternately, \$144 cash and one share of FMI Financial Corp., company affiliated with Carl Lindner, who heads one of TFBA Partners. Others in partnership are members of Taft and Ingalls families, and Robert M. Bass Group. Merger agreement calls for parts of company, including cable TV interests and WTVN-TV Columbus, Ohio, and WGHP-TV Greensboro, N.C., to be spun off among partners, while entertainment division and rest of station group will, for time being be run under current management. Merger is still subject to shareholder and regulatory approval.

FCC has affirmed Review Board decision approving settlement agreement clearing way for **Spanish International Communications Corp.** and **Bahia de San Francisco TV Co.** to sell their way out of broadcasting (BROADCASTING, June 30, 1986). Under settlement, FCC Mass Media Bureau had agreed to drop opposition to those companies' renewals on condition that they sell to independent parties. Licensees have proposed to sell their six TV's to Hallmark Cards for \$324 million. Several parties have petitioned FCC to deny sales (BROADCASTING, Oct. 20, 1986), and those petitions are pending. In order last week, FCC noted that administrative law judge had found licensees basically unqualified and had denied their renewals on finding that they were in violation of Section 310 (b) of Communications Act prohibiting alien control of broadcast license (BROADCASTING, Jan. 13, 1986). FCC noted that it generally hasn't permitted parties facing qualifications issues to sell their stations. Yet it also said it was "vested" with broad discretion under mandate to serve public interest in its choice of remedies. "Given the technical nature of the violation, the absence of any character violations or any other misconduct by these licensees, and the lack of commission precedent requiring nonrenewal or the imposition of other sanctions for past Section 310 (b) violations, we are persuaded that the deterrence value of rejecting the settlement agreement would be minimal, while the benefit of accepting the settlement agreement would be significant," FCC said. Said Emilio Nicolas, SICC president: "We feel completely vindicated now that the commission has recognized the problem for what it was."

Home Shopping Network has bought KUTV Irving, Tex., from CELA Inc. for \$16,250,000. CELA, owned by Eldred Thomas, has no other broadcast interests. HSN will own 11 TV stations. Broker: Communications Equity Associates.

Wilks/Schwartz Broadcasting, which recently bought WHYN(AM)-WHFM(FM) Springfield, Mass. (BROADCASTING, June 1), purchased **WLKW(FM) Providence, R.I.**, and **WROW-AM-FM Albany, N.Y.**, last Friday from JAG Communications for \$15,390,000. W/S, based in East Longmeadow, Mass., and owned by Mike Schwartz and Don Wilks, will own four AM's and five FM's. JAG, owned by John Gambling and Mort Hamburg, will own **WLIF(FM) Baltimore** and **WFOG(FM) Suffolk, Va.** Broker: Americom.

CBS Chairman Laurence Tisch fired off letter last week to **Washington senior writer Barbara Matusow**, denouncing her story in June issue of magazine suggesting Tisch felt *CBS Evening News* anchor **Dan Rather** had become too powerful for good of news organization and that he is overpaid. Tisch was quoted as having been overheard to say, "Why do I have to pay the number-one salary to the number-two anchorman?" Tisch was apparently angered most by fact that Matusow failed to call his office for response to story, which Matusow last week confirmed was true. Tisch said it was "irresponsible" of Matusow not to try to reach him, and "a violation of basic journalistic rules." Matusow had tried to reach Tisch for earlier story without success and settled for denial by CBS News President Howard Stringer in June piece. Stringer was quoted in story as saying, "I know what Larry Tisch thinks about everything." But last week, Matusow conceded that, "I should have