

U.S. getting ready for PanAmSat talks. Administration officials on Friday (Aug. 1) were putting finishing touches to the U.S.'s plans for seeking successful consultation with Intelsat on Pan-American Satellite Corp.'s proposed separate satellite system (see page 67). Rush Taylor, chief deputy in State's Bureau of International Communications and Information Policy, disclosed that three former ambassadors—including former FCC Chairman Dean Burch—are among those who in the next few weeks will visit foreign governments to seek support for the U.S. position.

What's more, he said government agencies involved in the consultation process—State, the National Telecommunications and Information Administration and the FCC—have agreed on the strategy and tactics to follow in dealing with Intelsat. And representatives of those agencies were meeting Friday afternoon with officials of Comsat, the U.S. signatory to Intelsat, to brief them on the approach on which agreement has reached.

Taylor said Burch, who was named an ambassador when he headed the U.S. delegation to the Space World Administrative Radio Conference, last year, will visit a number of European countries, including Italy, Spain, France, West Germany, Sweden and the United Kingdom. Former Ambassador John Countryman will travel to Algeria, Egypt, Saudi Arabia, Kuwait, the United Arab Emirates and Greece. And former Ambassador Robert Brewster will call on the governments of Mexico, Chile, Peru, Ecuador, Bolivia, Venezuela and Brazil.

he commission's view that a trustee arrangement could, consistent with the public interest, be utilized where stock is 'locked up' even before an STA application has been filed with the agency?"

Management of **Outlet Communications**, in partnership with **Wesray Capital Corp.**, completed last Thursday (July 31) leveraged buyout of one AM, three FM's and four TV's from **The Rockefeller Group**. Value of transaction was said to be \$617.5 million. Simultaneously, spin-off of three television stations took place. WCPX-TV Orlando, Fla., was sold for \$200 million to First Media Corp. KSAT-TV San Antonio, Tex., was sold for \$153 million to H & C Communications. And KQVR-TV Sacramento, Calif., was sold for \$104 million to Narragansett Capital Corp. Stations being sold to management and Wesray are: KIQI(FM) Los Angeles; WTOP(AM) Washington; WRKS(FM) Bethesda, Md. (Washington); WATL-TV Atlanta; WPDS-TV Indianapolis; WORS-FM Detroit; WCMH-TV Columbus, Ohio; WIOQ(FM) Philadelphia, and WJAR-TV Providence, R.I.

Heritage Communications said it would begin, last Thursday (July 31), tender offer for remaining shares of **Rollins Communications Inc.** at \$41 cash per share. None of 7.9 million shares will be paid for until Des Moines, Iowa-based Heritage receives necessary approval of FCC and other regulatory agencies. Heritage already owns 43.5% of company purchased from Rollins family (BROADCASTING, May 9) and certain additional stock purchased on open market. Atlanta-based Rollins, which has cable systems serving 160,000 subscribers, outdoor advertising division, and five AM's, one FM and four TV's, will be merged into Heritage.

It prodding of National Cable Television Cooperative, **American Fireless**, Tulsa, Okla., satellite resale carrier, is going ahead with plan to distribute via satellite superstations **WTBS-TV Atlanta** and **WGN-TV Chicago** to cable systems in head-to-head competition with **Tempo Enterprises** and **United Video**. According to President Tom Keenze, American had originally planned to start services Jan. 1, 1987, but forced by Tempo and United Video to resign affiliates to new three-year contracts is putting pressure on American to start this fall. Keenze said he is negotiating with three satellite carriers for two-band transponders on one of four satellites: Westar IV, Westar V, Pacenet I and Telstar 303.

Newly released spring **RADAR 33 network radio ratings** report (BROADCASTING, July 28) showed both **24-hour satellite-delivered**

format networks posting 12-plus average audience gains (audiences to all commercials) from previous book. **Satellite Music Network** rose 5.6% in listening from fall 1985 RADAR 32 report to 899,000 listeners (SMN measurement is for Monday through Saturday, 6 a.m. to 7 p.m.) while **Transtar Radio Network** climbed 5% in audience to 592,000. (TRN listening is for Monday through Saturday, 6 a.m. to midnight.) New to RADAR report this year is **Satellite Music Network 2**, which RADAR measured Monday through Saturday, 7 p.m. to midnight, and on Sunday from 6 a.m. to midnight. SMN 2 registered 208,000 12-plus listeners during those time periods.

As service to broadcasting industry, **Conus Communications** plans to roll satellite news truck to FCC in Washington Thursday morning (Aug. 7) to distribute **live television coverage of FCC meeting** that will take up question of new must-carry rules to whatever television stations want to receive it. Coverage, which starts at 8:30 a.m. NYT, will be fed over Satcom K-2, channel 18. Conus's Charles Dutcher said Association of Independent Television Association came up with idea and Conus agreed to do it as "service to our broadcasting brethren."

Rodney Joyce has resigned as deputy assistant secretary of **Commerce for Communications and Information** to practice communications law in Washington with firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey. He will be of counsel. Joyce, who joined Commerce as second in command of National Telecommunications and Information Administration in November, 1985, is former minority counsel on House Telecommunications Subcommittee.

WBBM-TV Chicago said last week it signed veteran TV news correspondent **Lester Holt**, effective today, Aug. 4. Holt had most recently been with WCBS-TV New York. Holt, who is black, is joining WBBM-TV as weekend anchor and station said they expected to move him into weekday anchor role "soon." Move may have been enough to satisfy Operation PUSH, which has been boycotting WBBM-TV since last October, when white anchor Bill Kurtis rejoined station. But as result, black was demoted and subsequently left station. With signing of Holt, sources said last week, PUSH was preparing announcement for Saturday (Aug. 2) that it would discontinue boycott.

CBS predicts revenue drop in 2d half. *CBS Inc. attempted last week to correct what it felt were some overly optimistic assessments of the company's near-term prospects by the financial community. Last Wednesday's "up-to-date forecast," by CBS Chairman Thomas Wyman and CBS/Broadcast Group President Gene Jankowski, apparently had the desired effect with the price of a CBS share sliding five dollars before the close of that day's trading.*

The announcement said: "With the completion of upfront sales activity for the 1986-87 television season... we now believe there will be little [three-network] growth in 1986. In that context, we expect CBS television network revenue will decline year-to-year in both the third and fourth quarters, resulting in a substantial reduction in network profits, despite very moderate cost growth."

The two-page announcement further said that unit price declines in both the daytime upfront market, where CBS committed three-quarters of that daypart's inventory, and prime time, where two thirds was sold, indicate that "... the weakness in revenues will be reflected through the third quarter of 1987."

Currently, the CBS/Broadcast Group president told BROADCASTING, "We know where we are and we know where we are going." He said there were some good things going for the network, including the ratings improvement of its daytime schedule, and the fact that three new shows on the network's fall prime time schedule, Designing Women, Kay O'Brien and My Sister Sam, have been well received by the advertising community.