

This was written before Neil + Tom  
ripped WIOD. Due to the U.S. mail  
I could not get it out earlier.

I just found out from a reliable source that Jere Sullivan was demoted, again. Now he will be driving around at night looking for news. I can't express how I feel about this in words, but one thing I can say is that I don't regret a word I wrote in last weeks newsletter. At first I believed that maybe I was too harsh on Mike "Pinstrip" Anthony. As I discovered today, I was not harsh enough. I realize that what I might write in this letter might not mean much or nothing at all, but it sure upset Anthony. I talked to him on the phone on Tuesday, (2-10-87) and he seemed awfully angry, very angry. He said, "Hi Avi, I'm the guy in the pin striped suit... are you using our call letters?" He went on to say that he was going to track me down, check my phone number in a cross reference [BRESSERS]. He said, "You know your a crack pot," in a tone to assure himself that I was wrong about what I said in last weeks newsletter. Well Mike, [I write this because he is getting a copy of this one too] if I were the only one to say that what you are doing to WIOD is detrimental to the ratings and the overall "product" of WIOD then it would be just one person out of many and should be ignored. But Mike, when people like Neil Rogers, Tom Jicha, employees at WIOD, and listeners whom I have spoken to say either, "Mike Anthony is going to bury the station," or "I don't listen to WIOD as much as I use to because the host's were moved around," then something is wrong, terribly wrong, deadly wrong. Neil Rogers knows what he is talking about, he has been around for along time, especially down here in the Miami market. It's been over 11 years, right Neil? Although he is not WIOD's program director, you have got to say to yourself, "Maybe he is right?" I don't want to speak for Jicha, but I did hear through the grape vine what he thinks about what you have done to WIOD. He too, has his years and no matter what you [Mike] say, both these people have credibility and both know what they are talking about. I am sure it is hard to admit that you have done a grave mistake, but there is no time better than the present, you can still mend the damage you have done and at the same time be the laughing stock of local radio. But people will still say, along with all the jokes about you, "At least he had the guts to fix everything before it was too late." You can call everyone all the degrading names you want to, but when that book comes out you will be the one who's job will be at stake and it seems to me that your station will go down at least a full point (it certainly won't go up). If I am wrong, and I don't think I am, I will admit to my mistake. We will find out around the third week of March and by then I hope you take one of those \$0.59 trips on Greyhound to Anchorage. Maybe you could introduce radio to the Eskimos. I think I made my point clear, just incase I have not. Mike, good luck, you will need it.

As for Jere Sullivans' situation, as Neil would say, "Unbelievable." I say "Fowlerpractice." Fowlerpractice is a term for someone who humiliates people into leaving their job. Mike you don't know about Bev Smith. She use to do the 9-12 p.m. show on WNWS but due to Neil's presence at night her ratings were quite low. I am not saying that Bev would have had a 10 share if Neil was not on opposite her, actually she was slightly better than Shirley Peters. Anyways, Lee Fowler decided to move her to a different time slot, the overnight slot. Why? Because she had a clause in her contract which gave the managment the right to do so. Bev did not accept the overnight slot and left for WKIS. The moral of this story is, if there is a contract and you want to get rid of the person humiliate them until they leave. But if they don't have a contract you can fire them, right? Well why don't you just get it over with? I, as a human "crackpot", would not humiliate anyone the way you are humiliating Jere. Don't forget, when the Winter book comes out you might find ~~yourself~~ Screening Miller's calls. Lee might have been slightly justified in what he did but in this case, THERE IS NO CONTRACT. I don't want to see anyone fired except you. You are not doing anything that will enhance the **employer - employee relationship**. I know for a fact that alot of your employees are not too excited about your way of working. If you keep it up you might be just as popular as Lee Fowler. Or something even worse could happen, Jere might get awfully upset and who knows what might happen. I know it does not look to good on the record when someone is fired because then there could be any number of disputes. But at times it is better to just fire the person and get it over with. When ~~you are~~ next up in line I wish you that same treatment that Mr. Sullivan is getting. I truly do.