

wave has been substituting programming on WWOR-TV. The lineup includes *Ironside* (5-6 p.m.), *Comedy Wheel* (7:30-8), *Quincy* (8-9), *Kojak* (9-10), *Switch* (11-Midnight), *It Takes a Thief* (midnight-1 a.m.) and *Comedy Tonight* (1-1:30). The company also substitutes movies, and will, for instance, program nine of the 18 movies on WWOR-TV this month.

The advertising breaks within the programming are a 60-second spot between one and three minutes past the hour and half hour, and two minutes at 10 and 20 minutes past the hour and half hour. That timing would allow operators to share insertion equipment with another cable network whose local breaks occur at different points in the hour. In order to help operators, Eastern Microwave is considering purchasing insertion equipment and having the operator pay it back over a year's time. The offer is designed to help operators who had not budgeted for insertion equipment this year.

Eastern Microwave has purchased national numbers from Arbitron and broken them down into local market numbers to show operators the value of WWOR-TV. Those ratings, especially in New York markets, are comparable to other cable networks. Eastern Microwave reports that in Binghamton, N.Y., WWOR-TV scored a 0.7/2.2 in prime time during the February sweeps, compared to 0.9 for WPIX(TV) New York and WTBS(TV) Atlanta. In Buffalo, N.Y., WWOR-TV scored a 0.6 in that same time period, versus a 1.4 for WTBS and a 0.2 for WPIX. In Baltimore, WWOR-TV scored a 0.3 in February versus a 0.7 for WTBS, Eastern Microwave said.

While WWOR-TV is seen primarily east of the Mississippi River, with the Northeast its biggest stronghold (New England, Pittsburgh, Philadelphia, New York state, Detroit, Chicago and Florida), it has a smattering of systems in the South and in Los Angeles and San Francisco. Because it carries New York news, as well as the New York Mets, it has appeal to transplanted New Yorkers beyond the state's borders.

United Video, carrier of superstation WGN-TV Chicago, has no local advertising component. It carries, on average, less than five hours per day, and some of that programming is obtained from WGN-TV and includes its own barter advertising, thus reducing the amount of time available. Additionally, WGN-TV carries far more Cubs games than WWOR-TV has Mets games, and the substituted programming is scattered more widely throughout the schedule, which would make ad sales more difficult. —MS

DERSHOWITZ V. BRILL: IRRECONCILABLE DIFFERENCES

Prominent attorney and Harvard University law professor Alan Dershowitz is no fan of Courtroom Television Network. His syndicated *Boston Globe* column last week attacked the network for "falsely claiming that it holds the exclusive rights to the [William Kennedy] Smith trial," and urged the judge overseeing the case to "disqualify Court TV from having its camera in the courtroom, because Court TV has abused that right by misleading the public." Dershowitz claimed a *Boston Globe* article, as well as comments from two Court TV executives, used the word "exclusive." Court TV is the pool camera for the Smith trial, and must share its coverage with other news organizations.

In a response to Dershowitz, Court TV President Steven Brill wrote, "We have been especially careful not only not to claim or advertise any exclusive right to this or any other trial, but also to do no advertising at all concerning

this sensitive and easily exploitable case...."

In his column, Dershowitz went on to question "the appropriateness of having a for-profit cable channel exploiting the miseries of crime victims, criminal defendants and other litigants in order to sell soap, dog food and laxatives." He also did not have kind words for Brill's *American Lawyer* magazine organization, which he says has a history of making "the facts fit the personal agenda of its publisher."

Brill says Dershowitz has been none too happy with the organization since *American Lawyer* ran an article critical of the attorney several years back. Dershowitz himself characterized his relationship with Brill as "a long-running feud" in a recent article in *New York* magazine.

As for Court TV being "commercially exploitative, I guess that means he'll start giving his book [the best-selling *Chutzpah*] away for free," said Brill.



BRADLEE ON TV AND NEWSPAPER NEWS

I think what CNN is doing and what [C-SPAN] does has dealt the cards quite a lot," said former *Washington Post* executive editor Ben Bradlee in a special one-hour *American Profile* on C-SPAN, Aug. 26 at 8 p.m. Bradlee, interviewed by C-SPAN Chairman Brian Lamb, said: "But you take the average network news, and even with weather and stocks, you've got 22 minutes. If you want to know more—and our theory here is that you can't hold down a job unless you know more—you've got to go to the newspaper."