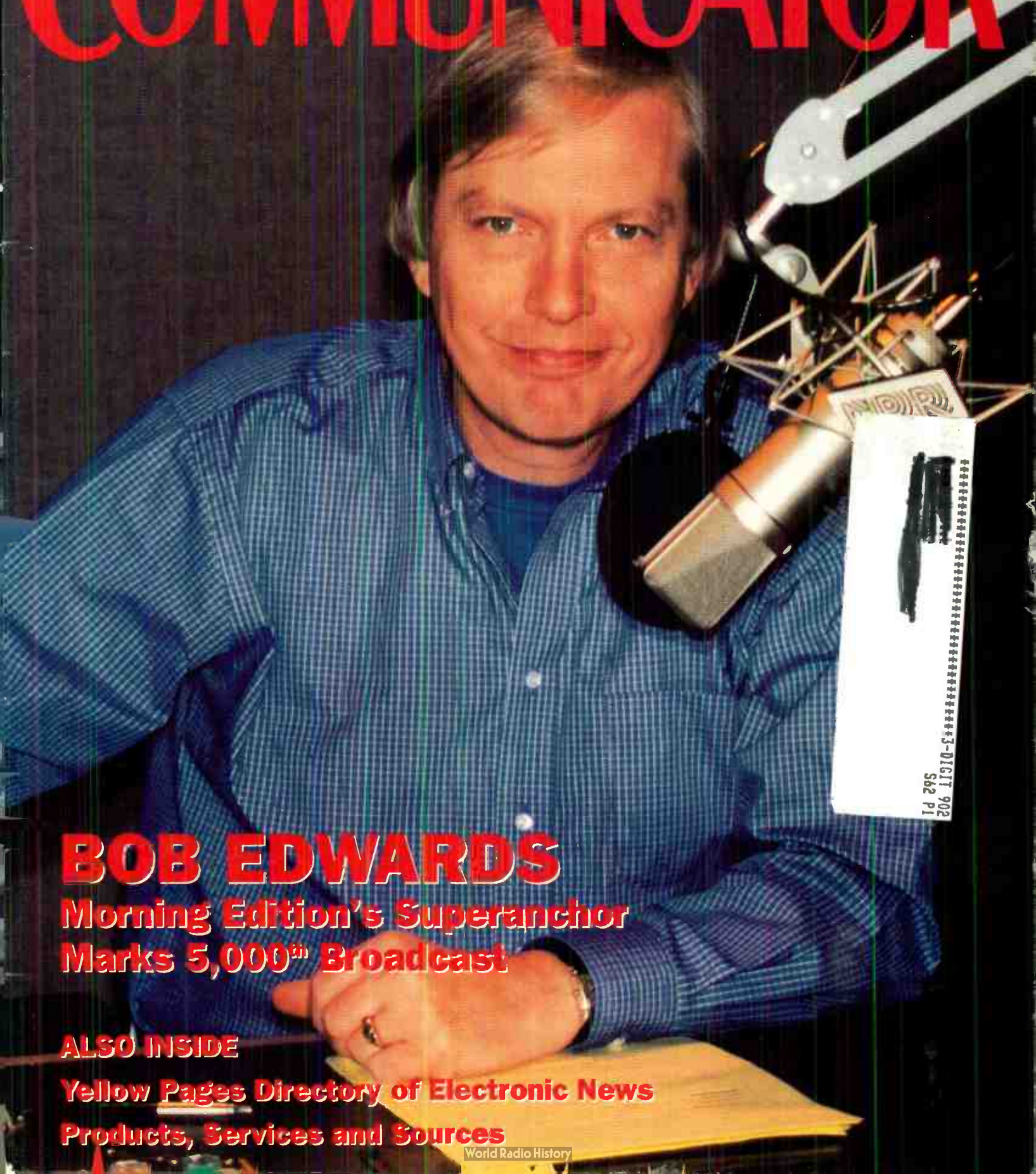


COMMUNICATOR



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BOB EDWARDS

**Morning Edition's Superanchor
Marks 5,000th Broadcast**

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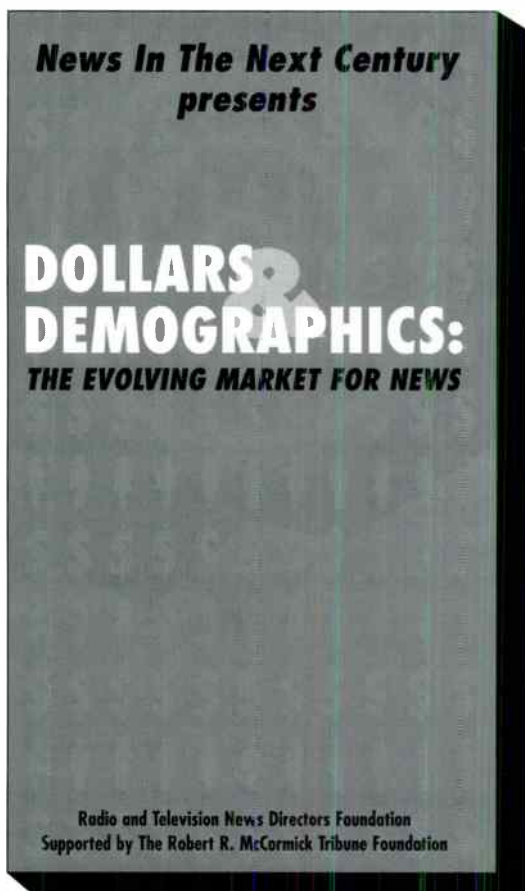
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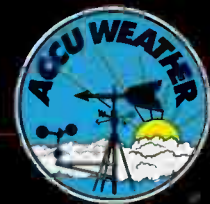
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MORNING EDITION'S SUPERANCHOR 10

by Peter M. Herford

"Bob Edwards is Morning Edition," say the folks at National Public Radio. The show's weekly listeners total 7.5 million, and among the frequent listeners are Tom Brokaw, Peter Jennings, Dan Rather, Charles Kuralt, Hillary and Bill Clinton, as well as senators, representatives and governors. Edwards just marked his 5,000th broadcast and describes it as "just another day at the office."

LAUNCHING LATER TODAY 13

by Rob Puglisi

In 1989, Glenn Barbour left WNBC-TV to pursue his vision of a new kind of news show. The product of his dream, *Later Today*, is set to debut mid-April. Barbour and his staff say they've put together a revolutionary new news show with a razor-sharp focus and a narrowly defined target demographic. Barbour's brainchild is good, clean, wholesome news and information targeted to today's homemaker. He quickly deflects the criticism that his newscast might be too condescending to the audience, saying that the talk shows are talking down to them, not him.

AFFILIATE SWITCHING NOW AND THEN 19

by Terry Likes

The last two years will not be forgotten in the history of network affiliation changes, especially at CBS. However, plenty of affiliation changes occurred prior to the uproar of 1994. Between 1975 and 1993, 58 markets experienced affiliation switches. In the long run, the real winners may be the affiliates. With more and more networks trying to reach a mass audience, local affiliates can afford to wait for the highest bidder.

DEMOCRACY, SOCIETY AND JOURNALISTS 23

by Aliza W. Rieger

A group of journalists and educators delved into the timeless topic of "Democracy in the News: Citizens, Journalists and Contemporary Politics" at a recent Alfred I. duPont-Columbia University Journalism Forum. Topics ranged from media ownership issues, to the lack of representation of ordinary people in the media, to ideological diversity in the newsroom. Although these are not the kinds of issues with easy solutions, the audience ended the day reinvigorated with a desire to improve their journalistic practice.

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FROM THE CHAIRMAN

TRAINING: A KEY TO SUCCESS

This month marks an important step for RTNDA, and I hope you can be a part of it.

For years one of the most important things we have provided to members is training. It is at the heart of what we stand for as an association. Training has taken on many forms throughout the years. My first exposure to the Radio-Television News Directors Association was at a regional conference. This was before I had ever attended the international conference. It was a good meeting and, yes, I did walk away with some things I could put to use in my shop.

This month and next we will venture into hosting Spring Training Conferences. They are more than the traditional regionals you may have attended in the past. The Spring Training Conferences are affordable, day-long events designed to give everyone in your newsroom the kind of training they need to do their job better. News managers, anchors, producers, reporters — all will benefit. Whether you are new to the business or a seasoned veteran, there are elements of the training that will help you and your news operation. No matter how much we may know, professional development is the key to continued success in this competitive industry.

Specific Spring Training Conference topics include:

- Staying on the Air and Out of Court
- Sound Advice: Developing the Broadcast Voice
- News in Cyberspace: Developing Your Newsroom Web Site
- The Wired Journalist: Introduction to Newsgathering from the Internet
- Giving Effective Feedback to Talent
- Storytelling Strategies
- Advanced Computer Assisted Reporting for Your Newsroom



- Follow the Money: Covering the '96 Elections
- I-Team Innovations: Breathing New Life Into Investigative Reporting

The conferences are being held in Philadelphia on March 23, San Francisco on March 30 and St. Louis on April 13, with the goal of reaching as many people as possible. For complete conference information, contact RTNDA Headquarters at (800) 80-RTNDA [(800) 807-8632]. As an association, RTNDA must fulfill its mission of providing the best possible training for members. I think the Spring Training Conferences are a step in the right direction. But you are the final judge. I encourage you to attend one of the conferences and then let me know what you think. Your feedback will help us plan future conferences and develop other training opportunities. Many of our members aren't able to attend our annual fall conference. This is an excellent opportunity to get a taste of what RTNDA has to offer.

Loren Tobia

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ON THE MOVE

Martin Gill named director of news and programming for WWJ Newsradio 950, Southfield, MI, from news director for the mideast region for CBS NEWSPATH.



Bob Reid promoted to Los Angeles Bureau chief, Fox News.



Michael Sechrist named to station manager for news and operations at WKRN-TV, Nashville, TN, from vice president of news, KDFW-TV, Dallas.



Glenn Bar promoted to producer at WXYZ-TV/Channel 7, Southfield, MI.

Donella Crawford promoted to executive producer-special projects at WXYZ-TV/Channel 7, Southfield, MI.

Fred deSousa promoted to executive producer at WDAF-TV, Kansas City, MO.

Ardyth (Ardy) Diercks named president and general manager of KSDK-TV, St. Louis, from president and general manager of KVUE-TV, Austin, TX.

Deborah Holmes named reporter at WDAF-TV, Kansas City, MO, from reporter, producer and anchor at KCPT-TV, Kansas City, MO.

David Juris promoted to vice president/general manager of KOSI/KEZW and KVOD, Denver.

Mack Lee promoted to noon anchor at W*USA-TV, Washington.

Frank Mancini promoted to senior vice president of broadcast operations. WKNR-AM, Cleveland.

Coleen Marren named to vice president news director for WFXT-TV, Fox 25 in Boston, from news director at WTIC-TV Fox 61 in Hartford, CT.

Heather McMichael named reporter and anchor at WDAF-TV, Kansas City, MO, from anchor and reporter for WPTA-TV, Fort Wayne, IN.

Laura Oxley promoted to executive producer at WDAF-TV, Kansas City, MO.

Andrea Parquet promoted to managing editor at WXYZ-TV/Channel 7, Southfield, MI.

Andrew Peplowski promoted to news director at The Weather Network, Montreal, Quebec.

Sam Rosenwasser promoted to vice president and general manager of KVUE-TV, Austin, TX.

Mike Schneider named national political correspondent at Fox News, New York, from NBC News.

Scott Swan named general assignment reporter/backup anchor at WISH-TV, Indianapolis, from reporter/producer for Disney at the Disneyland Resort, Anaheim, CA.

Matthew Zelkind named news director at WKRN-TV, Nashville, TN, from news director, KTNV-TV, Las Vegas.

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By Peter M. Herford

MORNING EDITION'S SUPERANCHOR

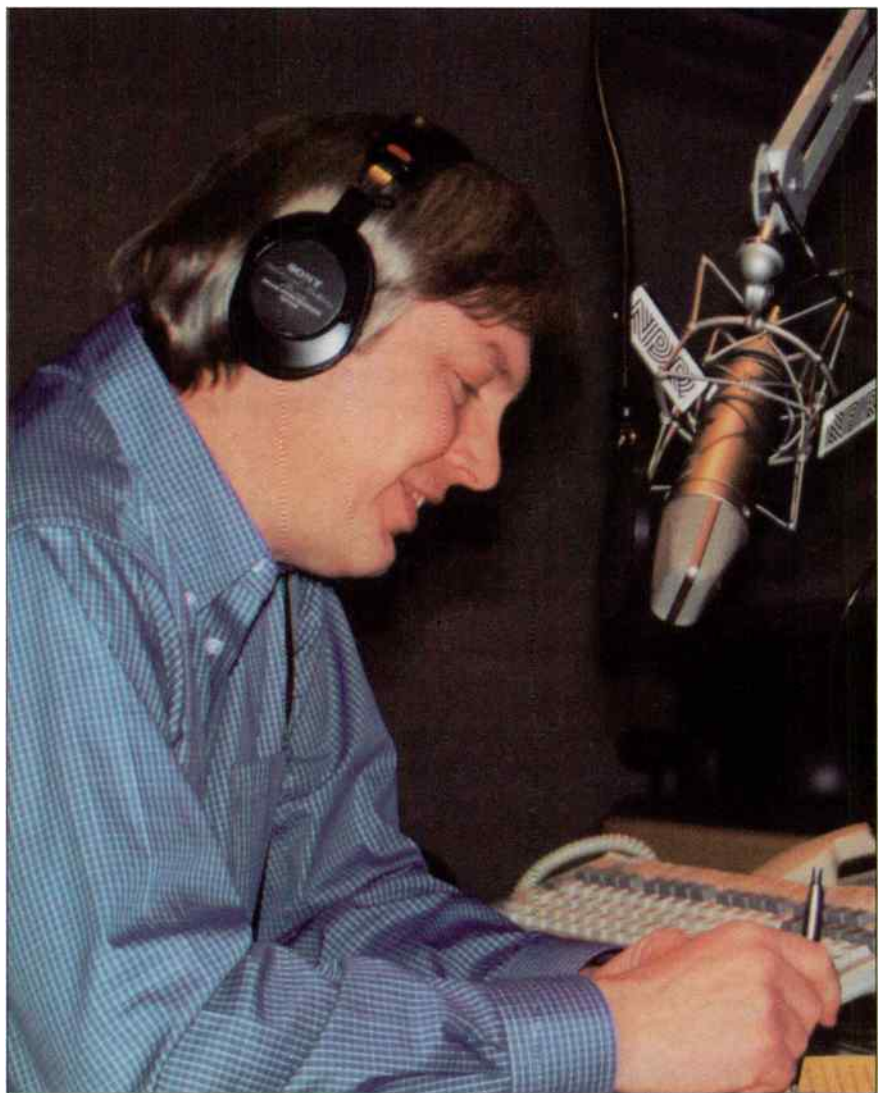
His colleagues describe him as calm, unflappable, disciplined, the consummate professional. He describes himself as tall, blond, increasing in size, awkward with a tendency to stumble into things. NPR Morning Edition anchor Bob Edwards just marked his 5,000th broadcast, which he described as "just another day at the office."

He has to be forced to take vacations, he gets sent home when he comes in with a fever and a cold, and he works holidays. He's up every morning at 1:30, into the office by 2:15, reads in and writes about half his own copy. He interviews between four and eight people every day, many of them live. He's Bob Edwards, superanchor to seven and a half million people who listen to NPR's Morning Edition every week. Edwards just marked his 5,000th broadcast. He did not think much of the feat when confronted with the figure and thought it would be "just another day at the office."

He's the highest paid and most popular anchor in public radio and makes less than 3 percent of what Paul Harvey is paid. He does not have an agent and works on an AFTRA contract. He makes overtime, which explains why he was anchoring Morning Edition on Christmas Day. "I'm not allowed to take holidays; my wife will not allow it because we get double time and a half. She makes me come in off vacation to do holidays. I took Christmas off until this year, but she (Sharon, his wife) says: 'They're old enough now (two daughters at home and a son away at college); we'll open the presents when you get home.'"

He's a vice president of the union and a proud union man. "I've always believed in the collective good; I think it has been very worthwhile at NPR. I'd be awful negotiating on my own," says Edwards. On the other side of the negotiating table, they say Edwards is one of the toughest and best negotiators. NPR does not have personal service contracts with their anchors, but that may change.

It all began back in November 1979 when Bob Edwards and Susan Stenberg were co-anchoring NPR's premiere



Bob Edwards at home at the anchor desk.

broadcast: All Things Considered. One day Bob got a hurry-up call to rescue a fledgling morning broadcast that had crashed before it ever reached air. The first Morning Edition pilot was hosted

by Pete Williams and Mary Tillotson. Edwards remembers: "I wish you could have heard the pilot; it sounded like bad local TV. The producer thought we were young pups of no account, and he was

going to radically change the place. The first thing he did was institute a dress code." That worked about as well as Disney trying to deny the French their wine at EuroDisney. There is not a dress code; NPR is a culture, personified by a look of upscale grunge.

Euthanasia killed the Morning Edition pilot. Within a week Pete and Mary were gone. There is a smile in Bob Edwards' voice today when he recalls: "We helped make them a success by forcing them into TV." Today Morning Edition with Bob Edwards is the engine that drives the NPR train. It was not always that way.

"We had very few resources," remembers senior producer Ellen McDonnell. Edwards, McDonnell and Carl Kasell, the man they call "the rock," the news voice of Morning Edition, are charter members of the broadcast. "I was a writer for a year working for Carl and Jackie Judd (the other news reader) when Morning Edition started in 1979," recalls McDonnell, who survived the pilot. I can remember splicing UPI actualities in those early days and writing around them, because we just didn't have enough material." "But Cokie, Linda and Nina figured it out very quickly," says McDonnell. That's Cokie Roberts, Linda Wertheimer and Nina Totenberg. They used Morning Edition to break the stories and provide the insight that put them in the ranks of the most formidable reporters in the United States. Linda has joined the All Things Considered hosts, Cokie has taken her stardom to ABC News but she keeps her NPR affiliation alive on Morning Edition in conversations with Bob, and Nina is generally considered the best broadcast reporter on the law beat. And Bob seems to go on forever.

"Bob Edwards is Morning Edition" according to NPR vice president for news Bill Buzenberg, who was hired as a reporter in 1979 to help the fledgling broadcast. "It's the most important program in public radio," says Buzenberg. "It has the largest audience, 7.5 million people a week. It is the cash cow, which is an unflattering term, but reflects the reality that it raises the most money for stations. It is the bedrock of the broadcasting day."

"Bob Edwards is Morning Edition," a phrase heard often from the public and echoed by the program's executive producer Bob Ferrante and senior editor Vicki O'Hara. "Bob Edwards holds Morning Edition together," says Ellen McDonnell. His colleagues call him: calm, unflappable, disciplined, the consummate professional. Ferrante says, "He has conservative values but liberal

emotions. He feels strongly; he cares for family and the everyday hard-working American who struggles to understand what goes on around him in an increasingly complex world."

Dr. Edwards received an honorary degree in 1991 from Grinnell College in Iowa. The man from Kentucky who had graduated from a night school program at the University of Louisville wrote a 20-page commencement address in long-hand and offered these values to the young graduates: "The one who can keep you from achieving your goal is the one you see in the mirror. I hope you like what you see." He remembers: "I want to pass this on to my kids. I was thinking of Jim Abbott. As long as there is a guy in

"Bob Edwards is Morning Edition. It's the most important program in public radio....It is the cash cow, which is an unflattering term, but reflects the reality that it raises the most money for stations," according to Bill Buzenberg, NPR vice president for news.

major league baseball with one hand I can't imagine that a young person would let anything get in his or her way."

Edwards says he was born to radio. "Maybe it was because my brother was five years older and didn't want to play with me, but I was a child of radio. My pal was the radio; I knew every format and all the people. I wanted to be one of them. At night you would pull in the far-off points, the clear channels, the Nashvilles and New Orleans, and I'd dream of going to those places. It seemed like a really exotic life."

Bob Edwards still has his big Zenith radio with tubes and the original call letters of the far-away stations. "It's refinished now. It works. It's the only thing I have left from my boyhood home," he says.

"He is an excellent writer, an outstanding writer," says McDonnell, recalling that Bob was trained by Ed Bliss in the graduate program at American University in a class that included David Molpus, now an NPR correspondent.

Ed Bliss is still close to his former graduate assistant: "Bob used to have a

picture of Ed Murrow on his desk; Ed was one of Bob's heroes. Bob was always opposed to anything false. He was a great story teller; he'd make a great teacher. He was special." The feeling is mutual. "A gently nice man I have always thought of as a surrogate father. He taught me to write. He's taught most of the people in this business. There was his blue pencil all over everything and now when I'm tempted to let something go, I say to myself: 'No, Ed might be listening' and I fix it. He instilled pride. Perfect copy or no copy at all. There are no small errors: An error is an error is an error." Morning Edition senior editor Vicki O'Hara echoes another theme: "Bob is not an easy task master. When I'm writing for Bob I always hear Bob in my ears. When I let something go he lets me know about it. He came out of the studio one morning shaking his head and said: 'I hope we get to write for you some day.'"

Bob says he'd like to interview the Pope and J.D. Salinger, among others. "You always want to interview the people you cannot get," he says. It's hard to find someone Bob has not interviewed. A thousand to 1,200 people a year speak to Bob on Morning Edition; that is 20,000 people in the history of the broadcast. "People ask me what's most memorable. I don't have a good story; they're news interviews. They're told once and you have done them. They're in the ether. I remember authors and performers a lot better than I do George Bush and Ted Kennedy. I remember the disasters. Someone had the bright idea to interview a New Hampshire voter, the great patriarch of Dixville Notch, that little village that always votes first at midnight on primary day. Well, the patriarch turned out to be an 80-year-old Yankee. "Who'd you vote for?" I asked. 'Reagan,' he said. 'Why?' I asked. 'Liked 'em,' he said. We had him booked for five or six minutes. We heard a lot of music that morning."

And then there was the time Bob was doing a live interview with Wyoming's lively wit, Republican senator Alan Simpson. Another phone rang in the senator's office, and he put Bob on hold to take the call.

Bob has become one of the best interviewers in radio. "I'm much more relaxed. I think Red made me a lot better," says Bob. Red Barber, a Friday fixture on Morning Edition for more than a decade until he died, became a not-to-be-missed weekly adventure. "It was more a conversation than an interview. You never knew where he was going; he had me think on my feet. There was that

(continued on page 12)

(continued from page 11)

“We should never have photographs taken of ourselves. We should retain the mystery.”

spontaneity, to be loose and be ready for anything.” They also spoke to Edwards’ abiding interest and knowledge of sports.

Edwards says he forgets all the news interviews, but every morning after the broadcast he turns to the typewriter—yes, the typewriter—and makes notes on every interview he does. “He’s a very old-fashioned guy,” says Ferrante. “That’s a basic part of his personality. When we moved into a new studio, we put computers in and he said: ‘You have to promise me that I will never have to read copy from a computer,’ and I said as long as I am executive producer you never will have to. And he still doesn’t.”

The Morning Edition audience may be the most powerful in broadcast journalism. Cabinet officers, governors, senators, representatives, Hillary and Bill Clinton, Charles Kuralt, Peter Jennings, Dan Rather and Tom Brokaw are just a few of the frequent listeners. College and graduate students, and 20-, 30- and 40-somethings who have given up on newspapers tune to Morning Edition where award-winning reporting from the

Gulf War and Bosnia-Herzegovina mix comfortably with reporting on social welfare and peregrine falcons. Network TV news magazine broadcasts assign producers to listen to NPR because of the broad-range depth of their stories. They pick off ideas to produce for TV.

“They should be in the grocery store; that’s where I get my ideas. They should go to more PTA meetings and avoid the middle man,” says Ellen McDonnell. “When I had my first baby the doctor asked me if I was ready for motherhood. Are you kidding? I’m a producer! The fact is motherhood made me so much better a producer. We have to be ever so vigilant about other points of view, which we try to do with our commentators. I can only look through my frame of reference being a white middle-class woman of a certain economic status. I don’t know what it is like to be on welfare, black, Native American. We always think we are being objective but things look different from a different frame of reference. We can always do better.”

The charter crew of Morning Edition

and the late-comers all answer one question the same way: After 5,000 broadcasts, how do you keep going? “It’s still fun,” comes the chorus of replies. And Bob Edwards is just 49. “I’m a tall person. I used to be blond. There’s increasingly more of me, and I’m awkward and stumble into things,” is as far as descriptions go. “We should never have photographs taken of ourselves. We should retain the mystery. I even have listeners who think I am black.” So what about the future for the man who is very much in the middle of middle age? His wife, Sharon, works hard at restoring the 160-year-old log cabin farm house they bought in Virginia. “Retire? As soon as possible: May 16, 2012, but who’s counting?” he says. If you are counting, that’s 4,237 broadcasts to go, Bob; you’re more than halfway there. ■

Peter M. Herford teaches journalism at Columbia University in New York.



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By Rob Puglisi

LAUNCHING LATER TODAY

Timing is everything in life, and maybe this is the right time for Glenn Barbour's alternative news program for the 9 a.m. weekday time slot. With the recent backlash against talk shows, Barbour's brainchild is good, clean, wholesome news and useful information targeted to today's homemaker.

Call it "the vision thing." George Bush, the critics said, didn't have it. But Glenn Barbour's got it, and this fast-talking, forward-thinking TV journalist-turned-entrepreneur doesn't want you to vote for him...just buy his philosophy, and get your station to buy his new nationally syndicated newscast.

After several weeks of rehearsals, Later Today is set to debut mid-April.

Barbour and his staff say they've put together a revolutionary new news show with a razor-sharp focus and a narrowly defined target demo. They've already nicknamed it America's InForMation SuperNewsCast (and if there's any doubt it's special and different, just look at all those capital letters).

"What we have here is something that is a new dimension in television news,"

says Barbour. "I just got sick and tired of the old adage, 'If it bleeds it leads.' Your first block and the beginning of your second block are nothing but bad news. And if you look at news from the '50s to the '90s, it hasn't changed. Only the technology around it has changed."

Barbour himself got into TV news in the 1960s, starting out as a reporter in Augusta, GA. He worked at stations in Youngstown, OH; Little Rock, AR; Detroit; at the Connecticut-based Satellite News Channel; and then ended up as a producer at WNBC-TV in New York.

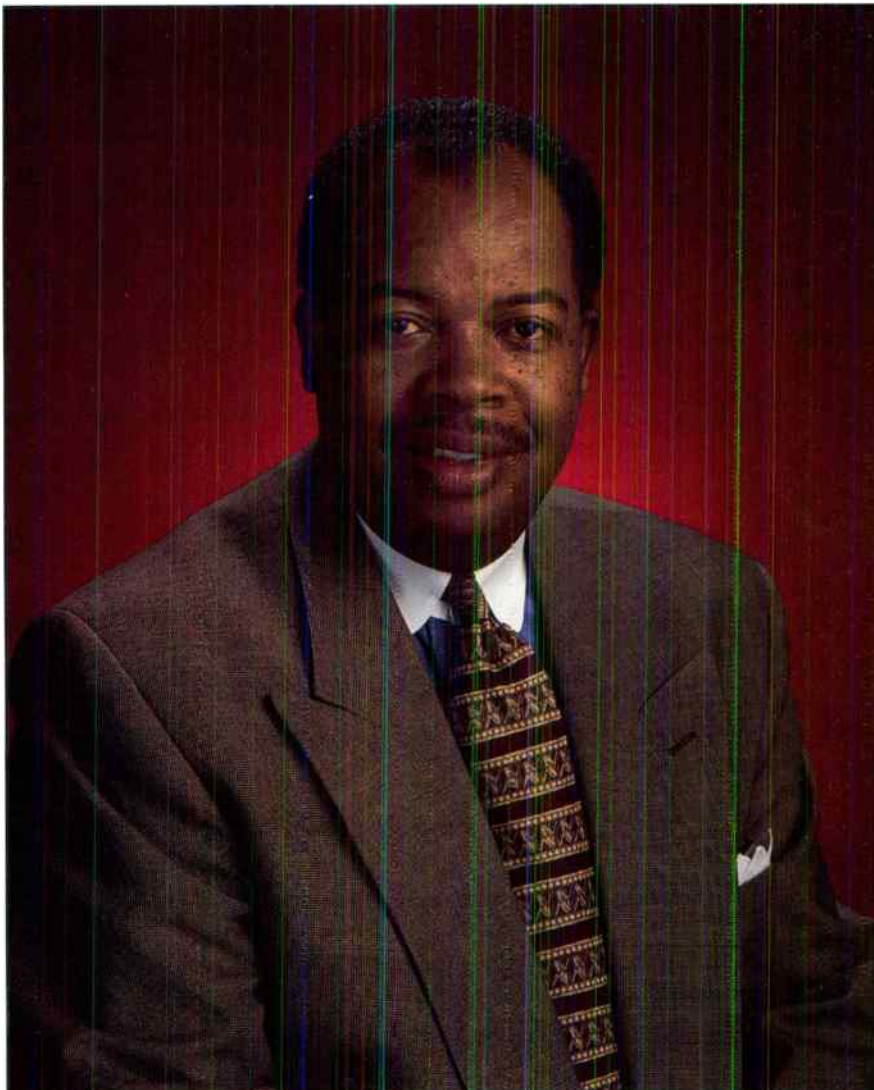
"One day, when I was producing the morning cut-ins in New York, my wife called me. She was really upset. Because as she was watching, one of our kids asked her why all those people were coming out in bags. That really disturbed me," recalls Barbour, who quit his job at the network's flagship in 1989 to strike out on his own.

"I left to pursue my vision, my dream. I had an agenda, so to speak," says Barbour, who formed his own production company, did some documentaries and sketched out plans to launch a new kind of news show.

"We've defined who our audience is—homemakers at nine o'clock in the morning—and we're going to give them an overview of the day before they go out," says Barbour. "And it's our chance to avoid blood, guts and body bags. Most women in America don't like to see that stuff. Ask your mom, ask your sister, ask your wife. We know our audience."

The homemakers Barbour's aiming for are the moms who are usually too busy at dinnertime, and too tired late at night, to watch the news. They get up, get breakfast for the family, get the kids off to school and then finally steal a few moments for themselves.

"If you know your audience, you should produce a program conducive to their lifestyle. At nine o'clock in the morning, my wife didn't turn the TV on for two reasons: She didn't want to see the



Glenn Barbour

(continued on page 16)



The entire Later Today staff joins in the ribbon-cutting ceremony.

THE CAST OF CHARACTERS

The résumés came pouring in late last year after large help wanted ads appeared in the industry trades—promising lots of jobs in sunny Florida to TV journalists who wanted to try their hand at something new and different. Of those potential candidates, about 80 will have been chosen by the time Later Today goes into production. Here's our short playbill featuring a few of the key players:

Glenn Barbour

Chairman and CEO

He conceived the Later Today baby that's about to take its first steps. First job in commercial TV news: reporter at WRDW-TV in Augusta, GA. Last job: producer at WNBC-TV in New York, where he argued in favor of a morning newscast to precede the Today Show and was given the green light in 1987 to produce a 15-minute show.

Otis Buchanan

Assistant News Director

He's Barbour's right-hand-man. They've known each other for 20 years, and worked together for awhile at

WJBK-TV in Detroit. After Detroit, Buchanan went to WMAQ in Chicago, and for the last nine years has hosted the nationally syndicated Minority Business Report, produced at WGN-TV.

Marleen Ong

Executive Producer

Barbour sought her out in Kansas City, MO, where she had just launched and produced a two-hour morning show at WDAF, then moved over to the public TV station in town to produce a new public affairs program, Ruckus.

Mary Hamill and Paula McClure

Anchors

The main anchors. Hamill was at WCPX in Orlando, FL, for 10 years and anchored the station's 5 p.m., 6 p.m. and 11 p.m. newscasts. McClure worked on ABC's The Home Show for eight years.

John Hambrick

Senior Executive Producer/Special Projects Anchor

Also serves as senior executive

producer. Longtime anchor at WNBC-TV in New York, he later anchored at both WTVJ and WCIX in Miami. He'll help anchor the news segments and will anchor from events such as the Olympics and the political conventions.

Florence Griffith Joyner

Sports Anchor

Well-known Olympian, she'll be handling the sports segments while still training for this summer's Olympics in Atlanta. But she's apparently told Later Today if she can't handle both, she'll give up her 1996 Olympic dreams to concentrate on the show.

Dr. William Ferguson Reid, Jr., and Dr. Kelly Reid

Medical Segments

A brother and sister medical team. She's a psychiatrist and will anchor the health segments; he's an emergency medicine physician who will go out and report on the latest developments. Neither has done television before.

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World Radio History

(continued from page 13)

"As I like to say to the staff around here, every day is Mother's Day."

talk shows, and she asked, "How many more reruns of I Love Lucy can I watch?" So she'd sit down, go through the paper, clip coupons, then go do errands."

Based partly on what he saw his wife doing, partly on his gut and partly on focus groups he conducted in five cities, Barbour refined his plans for Later Today.

"What we have here is something working moms have never had, their own newscast. We work for them, by letting them know what's going to be hap-

pening later today. We even tell them about what's going to be on the soap operas later today, a pilot will be telling us where the airport delays will be later today, and we'll be telling viewers what major supermarkets will be honoring double and triple coupons later today," says Barbour, who's developed the keen ability to end most of his sentences with the name of his program.

"A six o'clock newscast will tell you there was a sale, and all you can do is react.

With our newscast, you can respond. We'll be taking a look at every major department store in America and telling viewers what sales they're having later today."

Updates on sales and coupon alerts? Is that what today's homemakers are looking for? Barbour thinks so.

"These are fairly well-educated women who make most of the discretionary decisions in the household, and what we're doing is educating them more about what's out there."

Since the show sounds like good, wholesome programming, the folks at Disney-MGM convinced him to lease a sound stage at their Orlando, FL, theme park and produce the newscast from there. So while a newsroom and set were being built this winter, camera-bearing tourists taking the park's walking tour got to view it all from overhead, just as they'll be able to watch the live newscasts in production.

Plans actually call for the Later Today staff to put on four live hour-long newscasts each morning. The first will be fed at 9 a.m., then there will be live feeds at 10 a.m., 11 a.m. and noon. While the news content probably won't drastically change from show to show, they want to have the flexibility to update the news, and they want to be able to offer stations a live show no matter what their time zone.

No matter which live feed a station picks up, no matter which time zone a station is in, Barbour says the audience will be the same from Tacoma, WA, to Tampa, FL. And he's always reminding his new employees that the viewers are going to be homemakers 18 to 49 and 25 to 54.

"As I say to the staff around here, every day is Mother's Day," Barbour says. And he quickly deflects any criticism that his newscast, with its segments on sales and soaps, might be a little too condescending to the audience he's trying to target.

"The talk shows are the one's who've been talking down to them, not us," Barbour says. "Would you talk down to your mom? I certainly wouldn't talk down to mine." ■

Rob Puglisi is executive producer at WTEN-TV, Albany, NY.

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By Terry Likes

AFFILIATE SWITCHING NOW AND THEN

The last two years will not soon be forgotten in the history of network affiliation changes, especially at CBS. As dramatic and traumatic as the changes may have been, the American broadcast industry has a long history of affiliation switching. And it has everything to do with money and power.

The recent shakeup in news management at CBS can be blamed in part on the past two years of network affiliation changes. Eric Ober's mid-January departure and the subsequent promotion of Andrew Heyward to head CBS News are just some of many changes occurring at the network. The talk at "Black Rock" since November is of a pioneering tradition in broadcasting, the new CBS and a bright future for the network and new owner, Westinghouse. That was the message touted in full-page ads in the *New York Times* and other publications when the FCC finally gave its permission for the sale of "the Tiffany network."

As Westinghouse chief Michael Jordan plans the reemergence of CBS, he faces issues concerning prime time, network news coverage and mending affiliate relations. For, in the war for network affiliates, CBS has suffered the biggest losses. In the 1994-1996 upheaval, affiliations changed in 41 markets, and 21 of those involved CBS. The network took direct hits when it lost longtime VHF affiliates and had to settle for weaker and lesser-known UHF stations.

Back in 1994, New World Communications' 12-market switch to Fox marked a turning point in the relationship between TV networks and their affiliates. Never before had there been such a mass defection of TV affiliates from one network to another.

Many will be surprised to know that there were plenty of affiliation changes before the uproar of 1994. In fact, between 1975 and 1993, 58 markets experienced affiliation switches, 15 prior to 1980 involving ABC. In the 1994-1996 upheaval, 29 affiliation changes involved the Fox network. Of course, these switches affected news departments, with some networks gaining affiliates with no news operations at all while others gained a dom-

inant force in local news.

While the number of switches in the last two years is alarming to some, it may be helpful to analyze the trends of switches in the past. One method for seeing a trend of affiliation changes is to determine when switches occurred, then analyze the factors (such as network compensation or UHF to VHF status) as to why a switch occurred.

1950-1975

Affiliation changes in the early years of television were scarcely documented. In fact, interviews with several network researchers produced little written documentation of switches before 1970. ABC's former executive vice president for affiliate relations, George Newi, said there were three affiliation changes in the 1950s: Cincinnati, OH; Birmingham, AL; and Columbus, GA.

Rich Schoenholtz of CBS affiliate relations reported that there were not many switches in the early years because of CBS' 20-plus years of dominance over number two NBC and number three ABC. Mike Nissenblatt, ABC vice president of affiliate research and marketing, cited 10 switches involving ABC.

ABC's Nissenblatt said that in the early years, ABC attracted many new stations. "We signed on as the last network and in the number of stations in terms of attractiveness to our network, we were not on the top. So what happened, as new stations signed on, and CBS and NBC were already affiliated, they came to us. We really didn't swing a lot of them until we started getting better performance. Probably the mid- to late 1970s we started to hit our stride as a full-service network. Before then you had switches here and there but it was really more compensation money. It is not so much a strength of their programming as it is a financial consideration," said Nissenblatt.

Arnold Becker, CBS vice president for television research, has been with the network for 35 years and agrees with Nissenblatt about CBS and NBC having a head start on ABC in affiliate acquisition. "Affiliate switches were relatively rare. In the old days, when many cities only had two stations, they were CBS and NBC, and ABC was on both stations as a secondary affiliate in many places. But, in terms of switches, it was like family, like belonging to a fraternity. Everybody was making money. It wasn't until the 'family' sold to a larger corporation that the business aspect came into consideration as in 1975. The attitude was really of deep warmth and affection."

1975-1980

Twenty-one affiliation changes occurred during the late 1970s and most switches occurred as ABC made moves to enhance its position in the marketplace. In 1972, ABC had 172 affiliates compared to more than 200 each for CBS and NBC. Early in the 1970s, ABC's clearance was around 95 percent compared to approximately 98 percent for both CBS and NBC. However, by the early 1980s, ABC also had a clearance rate above 98 percent. Furthermore, ABC had developed a tremendous appeal among viewers in the 18-34 demographic, which, in turn, made ABC more attractive to advertisers.

In 1976, ABC overtook the other networks and became number one. At this time the network decided to seek top-rated affiliates. In a period of less than two years (1976-1978) eight affiliate switches involving ABC occurred. ABC's ratings climbed with an emphasis on prime-time sports coverage, including the 1976 Olympics, and an accent on youth typified by its lineup of situation comedies.

(continued on page 20)

“You really can’t be number one in the market unless you’re number one in news.”

During this period, ABC went out on a specific quest for new stations and stations with a better news product. In fact, Newi says ABC threw a lot of money at stations to switch to ABC on the basis not only of the money, but that ABC was the up-and-coming network. The switch by KSTP-TV Minneapolis in 1979 was pivotal for ABC in achieving its goal to become number one. KSTP not only switched to ABC, but encouraged other stations to follow suit. “What we’re looking for is not only a VHF station, but the strong news station in the market. You really can’t be number one in the market unless you’re number one in news,” said Newi.

1981-1990

Thirty-seven switches occurred during these 10 years. Media researchers had begun to study the affiliation switching phenomenon in the previous decade and continued in the '80s. They found viewer loyalty in relationship to local news and prime-time entertainment programming, but little viewer loyalty to network newscasts or other

local station programming.

In Miami, WSVN-TV lost its affiliation with NBC in 1989. The station’s market value, by some estimates, may have been reduced by \$100 million since it was forced to become an independent/Fox. Yet, rather than taking a reactive stance, WSVN management took proactive measures to become a top independent station. A mid-1990 ratings survey projected WSVN as the number-two rated station in Miami from sign-on to sign-off. It was reported at the time that WSVN rejected the typical strategy of increasing syndicated programming and positioned itself, in a major promotional campaign, as “South Florida’s News Station.”

A switch in the same period also occurred in West Palm Beach, FL, a switch that can be partly attributed to West Palm’s proximity to Miami. Where compensation was a factor in some switches, West Palm Beach represented the first-known case of reverse compensation. It was reported that WPBF agreed to pay ABC \$1.5 million per year for its affiliation.

In comparison to the large market change in Miami in the late 1980s, an affiliation change in the medium market of Rochester, NY, may seem less significant, but this switch reshaped this market too. WHEC, formerly CBS, decided to switch to NBC. Meanwhile, WROC, an NBC affiliate for 40 years, was given the boot by the “peacock.” The station that would try to bank on consistency was the ABC affiliate, WOKR, which remained stable during the confusion of the switch. Where many markets saw switches occur as stations and networks positioned for strong VHF affiliates, Rochester was rare for a switch since all stations involved were VHF stations.

1990-present

Only one switch (Louisville, KY) occurred in the 1990s before the upheaval in 1994. The first switch of the 1990s occurred September 9, 1990, in the nation’s 46th market. *Courier-Journal* media reporter Tom Dorsey reported WHAS-TV, Louisville, KY, announced it would end a 40-year marriage with CBS in favor of an affiliation with ABC. “CBS’ ratings have dropped sharply with the network’s performance....WHAS leads local stations in ratings for news and local programming. Affiliation with WHAS would considerably enhance ABC’s standing



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in the region.”

Two and a half months after WHAS made its announcement, CBS and WLKY made their alliance official in mid-August of 1990, but WLKY had to make concessions. “Close to \$2 million will be spent to make the transition and to upgrade programming, including the addition of noon and 5 p.m. newscasts....CBS also offered to help Channel 32 (WLKY-TV) buy a satellite truck,” said Dorsey. CBS’s long-standing reputation for news demanded that WLKY raise its standards to become competitive with other local affiliates.

The switches in 1994-1995 involve Fox’s climb to become a fully competitive fourth network. In late May 1994, Fox chairman Rupert Murdoch announced a move that he said would forever change the competitive landscape of network television. The Associated Press reported, “Fox is going to invest \$500 million in New World Communications Inc. The deal could push dozens of stations in major markets from ABC, CBS and NBC to the Fox network. Fox and New World say the switches represent the largest network affiliation realignment in the 60-year history of American broadcasting.”

The deal saw Murdoch invest in Ronald Perelman’s New World Communications Inc., and in turn

Perelman agreed to switch 12 of New World’s stations to Fox. “No one in their right mind can ever say ‘the three traditional networks and Fox’ anymore. Everybody should refer to them as ‘the four networks’....Luring 12 stations to shift affiliations may not sound like a big to-do, but in one stroke, the coup managed to throw the TV industry into turmoil by exposing the networks’ tenuous bonds among affiliates,” AP reported.

Fox is still looking to upgrade to VHF affiliates and get into markets that still lack a Fox affiliate. As WB and UPN gobble up larger market independent stations, the new battleground for affiliates may be in markets 100 and smaller.

Many predicted that Fox will be the early winner in the affiliate switch race, but the race is far from over. On the other hand, the real winners in the long run may be the affiliates. With more and more networks trying to reach a mass audience, local affiliates now can afford to wait for the highest bidder. ■

Terry Likes, a former radio/TV reporter, teaches broadcast journalism at Western Kentucky University. He has been researching network affiliation changes for the past six years.

SWITCHES PRIOR TO THE 1994 UPROAR

1990 Louisville, KY
1989 Miami
1989 West Palm Beach, FL
1989 Rochester, NY
1988 Knoxville, TN
1988 Jacksonville, FL
1987 Billings, MT
1986 Springfield, MO
1986 Omaha, NE
1986 Eureka, CA
1986 Montgomery, AL
1986 Casper, WY
1986 Charleston-Huntington, WV
1986 Waco, TX
1985 Raleigh-Durham, NC
1985 Fresno, CA
1985 Columbia-Jefferson City, MO
1985 Savannah, GA
1985 Twin Falls, ID
1985 Alexandria, LA
1984 Bakersfield, CA
1984 Missoula-Butte, MT
1984 Rapid City, IA
1983 Fargo, ND
1983 Green Bay, WI
1983 Harrisburg-York-Lancaster, PA
1983 Sioux Falls, SD
1983 Waco, TX
1983 Medford, OR
1982 Monroe, LA
1982 Panama City, FL
1982 Eugene, OR
1982 Joplin, MO
1982 Midland-Odessa, TX
1982 Savannah, GA
1981 Baltimore
1981 Albany, NY
1980 Atlanta
1980 Fort Smith, AR
1980 Wheeling, WV/
Steubenville, OH
1980 Jacksonville, FL
1980 Dayton, OH
1980 Meridian, MS
1979 Indianapolis
1979 Minneapolis
1979 Knoxville, TN
1979 Columbus, MS
1978 Medford, OR
1978 Charlotte, NC
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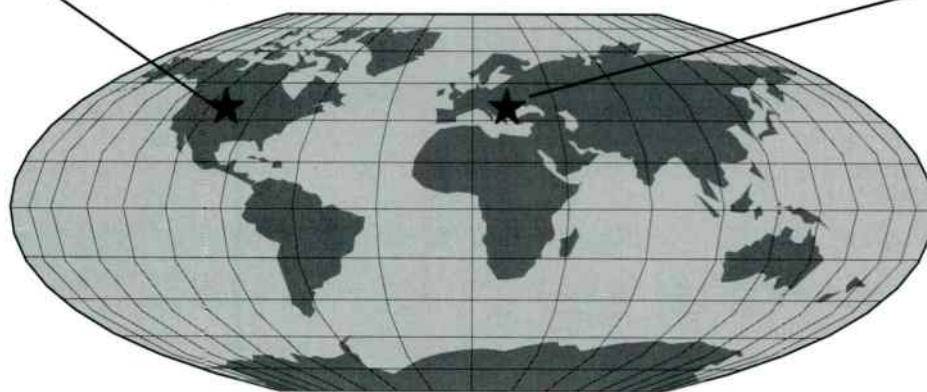
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By Aliza W. Rieger

DEMOCRACY, SOCIETY AND JOURNALISTS

The timeless journalistic challenges of reporting the news and promoting constructive public debate are essential in a democratic society. A group of educators and journalists delved into this topic—with the added issues of media ownership, information overload, personal bias, etc.—at a recent Alfred I. duPont-Columbia University Forum, “Democracy in the News: Citizens, Journalists and Contemporary Politics.”

On April 29, 1993, University of Pennsylvania law professor Lani Guinier came to her conclusion of how journalists conduct the conversation of democracy. As one of President Clinton’s nominees for assistant attorney general for civil rights, Guinier attended the one press conference held before the Senate confirmation hearings. After being asked about her desire to change the direction of civil rights enforcement, she discussed the detailed facts of a case she litigated for the NAACP. The next day a headline appeared in *The Wall Street Journal* that doomed her nomination: “Clinton’s Quota Queen.”

“Here I was to learn the hard way that only one message—and not even the message I thought I was sending—was received by the press,” Guinier said while addressing an audience of 200 journalists at an Alfred I. duPont Forum at Columbia University. “I was not skilled at the task of facing down journalists, projecting symbols and reducing complex ideas to sound bites,” she added.

Seventy-six years ago Walter Lippman addressed the role of journalists in a democratic society in the book “Liberty in the News.” In it he described the link between truth and journalism, and liberty in a democratic society. Lippman wrote, “The news of the day as it reached the newspaper office is an incredible medley of facts, propaganda, rumor, suspicion, clues, hopes and fears. And the task of selecting and ordering the news is one of the truly sacred and priestly offices in a democracy.”

Lippman’s ideas still hold true today where journalists continue to grapple with how best to report the news and promote a constructive public debate.

This was the subject of the Alfred I. duPont Forum, where a panel of journalists and academics discussed, on January 25, the subject “Democracy and the News: Citizens, Journalists and Contemporary Politics.”

The monopoly over information, the tyranny, as it were, is inadvertent,” said Rutgers University professor Ben Barber. “I don’t suggest for a minute that any of the Rupert Murdochs or Michael Eisners or Speilbergs or Bill Gateses have a particular interest in narrowing the range of information to us. That is simply an outcome, a consequence of the conglomerating practices in which they are engaged,” he continued.

With the recent mergers of NBC and General Electric; CBS and Westinghouse; and ABC/Cap Cities and Disney, ownership of information sources has become increasingly concentrated. Disney now owns not just film studios and theme parks, but trademark tie-ins, publishing houses, television stations, sports teams and newspapers.

Barber is concerned about the ability of the media to operate freely in these conglomerate structures. He said the problem with the media is that they are becoming entrenched in the free-market sphere and private, rather than public, modes of discourse will be used. “As a consumer I may want a car that goes 130 miles an hour. But as a citizen I may vote for a reasonable speed limit that will conserve gasoline and secure safe streets,” said Barber. With the media operating in the private sphere, citizens are prevented from speaking as citizens to one another about the social consequences of private consumer choices.

Jean Bethke Elshtain, professor of social and political ethics at the

University of Chicago Divinity School, also spoke of how consumer concerns have affected the news. “Democracy and the news is too often democracy and the damage done to it by the proliferation of pseudonews and the interests of tawdry dramas that, of course, sell,” she said.

Elshtain saw her theory play out in the way domestic violence was covered on television, especially during the O.J. Simpson case. She said women who watch the news and not just the “docudramas” believe that the likelihood they will become a victim of violence is high. She claimed that the news elevates extreme cases of domestic violence so that people think that is the norm. This perception is not only inaccurate, according to Elshtain, but it has created an environment where people don’t trust each other and have stopped speaking.

Elshtain’s concern for the lack of representation of ordinary people in the media was echoed by Guinier. “There are ways in which we talk in public and then there are ways in which we deliberate. And the ways in which we now talk in public, it is as if our democracy is theater; it is not participatory; it is staged,” she said. “It is scripted by sound bites; it doesn’t deal with nuance; it doesn’t deal with gray,” she continued. The role of the public, in turn, has moved from audience to spectator, and the journalists have been raised to the level of adjudicators of the winners and losers in society.

David Mathews, president of Kettering Foundation, said the press should not be adjudicating but presenting information that allows people to deliberate. He describes deliberation as the process where a discussion allows

(continued on page 24)

(continued from page 23)

"It is not the job of the press to do the public's job."

people to "make a decision, a choice, after carefully weighing the pros and cons." Mathews said to do this people need issues presented to them in all their complexity and decide how valuable they are to their lives.

The Kettering Foundation is studying the public and the practice of politics. Researchers have traveled throughout the country studying the role of journalists in informing the public and how people become public citizens. Mathews said, "The first thing that we concluded was that it is not the job of the press to do the public's job."

But newsrooms are not equipped to deal with presenting neutral information that people can use to weigh the pros and the cons of an issue, said Tom Rosenstiel, the chief congressional correspondent for *Newsweek*. Journalists need to recognize that they can't get beyond their personal biases and present information that gives equal value to all sides. He said the press is now Balkanized into camps of liberal and conservative press, which is destroying people's trust in the objectivity of their information.

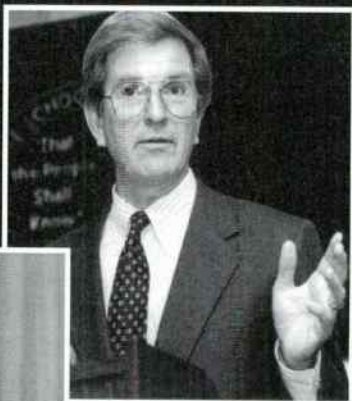
Rosenstiel's remedy is for newsrooms to represent not just ethnic diversity but ideological diversity. "We need to bring people who are more acknowledged conservatives into the newsroom and help them change the debate, help them get into the arguments over what is news, what isn't, what's fair, what's accurate," he said.

After the forum discussion, members of the audience were reinvigorated with a desire to improve their journalistic practice. Kathy Wolff, who worked at Channel 7 in New York and ABC and now owns her own film production company, Enterprise Telefilms, said, "We should stay away from polarity. We'll take an extreme view and suppose that we've covered the middle when in fact we have left the most important part out....Television is so black and white, we need to leave much room for discourse." ■

Aliza Rieger is a journalism graduate student at Columbia University in New York.



Lani Guinier



David Mathews



Benjamin Barber



Tom Rosenstiel



Jean Bethke Elshtain

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WORDWATCHING

Mervin Block

If someone in your newsroom whispered, "They say you're resigning," wouldn't you ask, "Who are *they*?" And wouldn't you want to know whether *they* is one person or several? And, if only one person, whether she's the news director? Or an intern?

Wouldn't you want to find out who has been bad-mouthing you? Or, worse yet, true-mouthing you? If you can learn who *they is* (or are), perhaps you can gauge the weight of the assertion. Or whether the informant is making it up. Making it up, perhaps, to get your goat, or to make himself seem knowledgeable. And did *they say resign* or *re-sign*?

Those questions—and more—come to mind whenever newscasters present news that's sourced so vaguely that it's not sourced at all. So vague that listeners are left up in the air.

On a recent network newscast, a U.S. general in Bosnia commented on camera about a U.S. colonel who was quoted in a newspaper. The colonel had spoken too bluntly about the U.S. mission there. The general's reaction: he was "disappointed in what I read, and I am looking into it."

In the next scene, the correspondent said, in a follow-up to the flap, "But sources say the U.S. government is embarrassed and concerned."

Sources is too vague. All news comes from sources. Was *sources* the general? Almost certainly, he knows better than to go on record with that comment, so if he *was* the source, perhaps the correspondent could have attributed the remark to a *high-ranking U.S. officer*. Or if that would put the general on the spot, then perhaps a *U.S. officer*. But the correspondent said *sources*, plural. Two generals? Other reporters? A high-level U.S. official? A foreign official? A grave-digger? All of them? None of them? The correspondent himself?

The assertion attributed to *sources* is such an obvious conclusion that you wonder whether it's the correspondent's own assertion, one that he decided to pin on the ubiquitous *sources*. But putting words in other people's mouths is unhygienic. And *attributing* them to someone else is unsavory.

The remark about the U.S. government sounds plausible. But the best news organizations ban the practice of quoting *sources*. And ban the plural *sources* when a reporter has only one source.

When you attribute a fact or a remark

to that one small word, a *source*, you raise several big questions: was the source a piece of paper or a human? Did someone really say that? And say it like that? If a listener believes you're honest *and* accurate, still another question arises: is that unidentified someone in a position to know what he's talking about? Is he someone whose word we can take, someone whose opinion is worth listening to?

Another sore spot: using the passive voice to say a news organization *has been told*. This type of non-sourcing is as uninformative as *sources*. A television network script:

"___ News has been told that this is the critical weekend for retired General Colin Powell. Powell [should be *he*] is known to want to run for President, but his family is known to have deep reservations about that. He reportedly will finish weighing all considerations and decide this weekend whether he will or won't run..."

___ *News has been told*? By whom? Powell? Someone in Powell's camp? Someone in a rival camp who wants to push Powell into declaring himself? A pollster? A consultant? A mischief-maker? A phantom?

If, for valid reasons, reporters can't identify a source, they should at least give us a sense of who their sources are. But the best sources say that *sources say* should go.

The "Wall Street Journal Stylebook" tells the WSJ staff: "The word *source* itself is usually best avoided. It often conveys the idea of either more or less authority than the person deserves. *Sources say* may suggest to the reader that we are uncertain that we have the facts straight, so we are putting the onus on an unnamed *source*. In other cases, *sources say* carries the connotation of *inside knowledge*..."

"If a negative quotation isn't involved and the person's identity isn't confidential, there may seem to be no specific objection to calling a source a source: a *police source*, a *White House source*. But *spokesman* or *representative* is much preferred if the information is provided on the record."

The "New York Times Manual of Style and Usage" says: "The best news source...is the source that is identified by name. But it is also true that a newspaper, to give its readers information vital to them, must sometimes obtain it

from sources not in a position to identify themselves.

"The decision to permit anonymity of a source must first of all be justified by the conviction of reporter and editor not only that there is no other way to obtain the information, but also that the information is both factual and important.

"When it is established that anonymity of the source cannot be avoided, the nature of the source must be specified as closely as possible. The bald and meaningless *sources said* will not do, and *reliable sources* is not much better. "*United States diplomat* is better than *Western diplomat*, which is better than *diplomat*. And better still is a *United States diplomat who took part in the meeting*."

Canada's national news service, The Canadian Press, says in its stylebook: "News sources given anonymity should be identified as specifically as possible. *Sources said* is bare bones and lacks credibility. Also don't use the hackneyed or meaningless phrases *political observers* and *senior officials* and adjectives like *key*, *informed*, *veteran*."

In its four-and-a-half page rundown of sources—and the stylebook does run 'em down—CP also says: "Don't use others' unnamed sources as if they were CP's. Unnamed sources in stories picked up from newspapers or broadcast should be [tied to the specific] paper or broadcaster..."

And the "Reuters Handbook for Journalists" says, "Avoid the vague *reliable sources*, *well-informed sources*, *sources*, *quarters*, *circles* or *observers*." (As long as we're avoiding *veteran observers*, we certainly should avoid *apprentice observers*.)

So be as specific as possible. That way, listeners can consider the source. Feel free to quote me—by name, please:

What's source for the goose isn't fit for the editor who takes a good gander. ■
© Mervin Block 1996

Mervin Block is the author of a new book, "Broadcast Newswriting: The RTNDA Reference Guide." He's also the author of "Rewriting Network News: WordWatching Tips from 345 TV and Radio Scripts" and "Writing Broadcast News—Shorter, Sharper, Stronger." His books are sold by RTNDA to members at a discount.

FEEDBACK

Joni M. Brander

After an anchor finishes an on-camera read, should he or she toss to the co-anchor using a first name, or is it better to say nothing when tossing?

The name reference toss technique can easily be over-employed and may even be construed by viewers as a contrived maneuver, especially when the technique is used regularly during the shorter 30-minute news format. My advice is to use this technique sparingly, once or twice at most during a half-hour broadcast. A more natural and subtle tossing technique is the visual toss, simply turning your head to indicate the transition. It also is very important to distinguish between using the name reference technique at the beginning of a read vs. the conclusion of a read. Though often used, it is not appropriate to begin your read using your co-anchor's name; the implication, of course, is that your colleague does not know what's happening in his or her own newsroom.

Several male members of our on-air staff favor light or bright-colored suit jackets, especially the sportscasters. Specifically, do you think red, light blue or bright green jackets are appropriate on the air?

In general, the answer for male talent is no. Anchors, especially, must strive for an extremely credible, professional look, and bright and light suit fabrics can take away from that credibility. Darker colors help establish a consistently solid on-camera presence; talent simply don't have to work as hard to be seen in a positive light. The dark suits are also more versatile and therefore, more economical. Conversely, there are those individuals, often male sportscasters or weathercasters, who have carved their niche and established a trademark look in their market. If the look is working and affects viewers in a positive or comforting way, you may consider enforcing wardrobe restrictions on new staff members or with those who absolutely must come off in a more credible manner.

Could you please answer this one for all of us in multitask shops: Anchors in my shop are running their own prompters and hitting buttons to bring up graphics while delivering casts. This prevents total concentration on the copy. Are there any hints you might have to help anchors look more focused on the story content?

The ideal anchoring situation is one in which the anchors only have to deal with



their scripts and stay aware of the newscast content itself, as opposed to having technical responsibilities added to the mix. If it's not possible to have another person in your shop run prompter and bring up graphics, the next best thing is to be as prepared as possible given your limitations. Do your best to avoid merely reading from the prompter as your mind races to keep things under control. Be sure you are pre-reading the copy aloud several times. Clearly and boldly marking your scripts (marking key elements within the copy as well as indicating the various graphic commands) will help you feel more in control and can save you when you lose your place or if concentration is flagging. One final tip is to be sure to physically work the copy with your free hand, gesturing as you relay the information. This technique alone will give you more facial expression and heighten your inflections, and the added body movement will help you look more committed to the information you present.

When anchoring, it seems like every night I have a producer shouting in my ear: "Go right to break; we have no time for chit-chat...." Is there any general rule when it comes to cross-talk with weather and sports? Do viewers still like to see those light moments?

In general, viewers expect a certain amount of interplay and an expression of teamwork among the talent, and they like to see evidence of respect and professional camaraderie. Producers should do their best to allow some time for these transitions and exchanges to occur, and it needn't take but a few extra moments. What you don't want viewers to witness are forced, insincere comments and interactions, rushed or dismissive

responses, and talent who always appear to want the last word or to one-up their colleagues. "Happy talk" is out; respectful listening and sincere and insightful reactions, along with presenting a balanced team image, are in.

I'm a female news reporter in a very large market. Is it ever appropriate to dress down or casually on the air?

Yes. Though you should routinely present a credible, professional image to viewers when reporting hard news by wearing solid-color suits and jackets, certain stories can be enhanced when the reporter matches her clothes to the story content or field location. For example, you'll present a much better report on the rodeo if you don casual clothing and get involved, as opposed to staying detached and distant by reporting in your usual garb. Obviously, if you're on a long-term or remote assignment, you'd want to consider wearing pants or tasteful jeans, with a jacket or without, depending upon story content. Keep in mind, however, that "casual" should never be construed as "revealing." Even in very warm climates, tank tops, sleeveless or fitted shirts and dresses (without jackets), revealing necklines and shorts are best avoided.

What are your comments regarding using a pen, pencil or marker while on the anchor desk. Is it distracting to the viewer?

I know many anchors who retain a pen in hand while on-air. It's become such a crutch for them that they'd be lost without it. I do, however, recommend going on without it if at all possible. Holding a pen can not only be distracting, the use of it on-air may seem contrived in some instances. Holding the pen also can hamper one's natural proclivity to physically interpret the copy, encouraging an anchor to become more reticent and self-contained as his or her energies are focused on clutching, twirling and clicking. ■

Joni M. Brander, of Brander Broadcast Consulting, is a talent coach/consultant based in Chicago. Questions are welcome and encouraged. Please fax your questions to (312) 275-9804, e-mail to bbctvcoach@aol.com, or address them to: 5320 N. Sheridan, Suite 2306, Chicago, IL 60640. Phone: (312) 907-9761.

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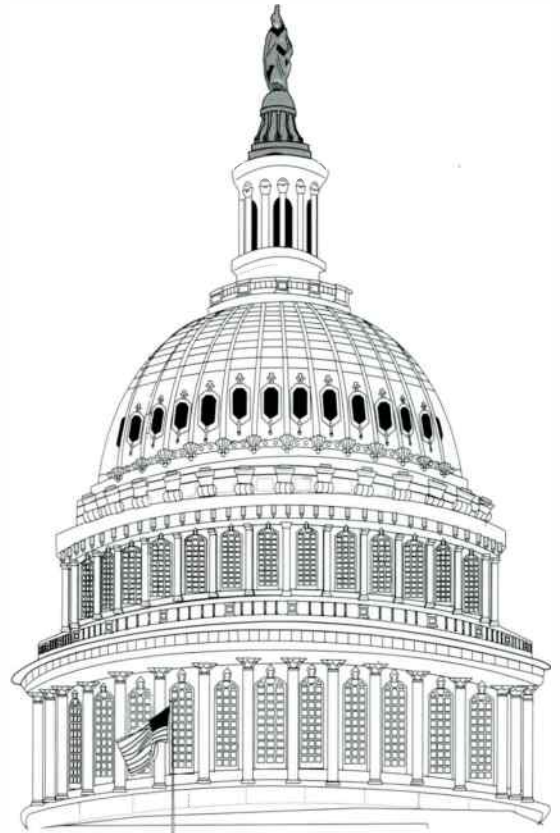
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RTNDA HISTORY

Jack Shelley

We win a round on the fairness doctrine. But RTNDA takes some body shots, too.

The association had an important opportunity to underscore Larry Scharff's position paper on the fairness doctrine late in 1977, when RTNDA president-elect Ernie Schultz and past president Bill Monroe appeared at hearings that the Van Deerlin subcommittee held on revisions of the Communications Act.

As one example of problems caused by the fairness doctrine, Schultz told how KREM-TV, Spokane, WA, spent \$20,000 fighting a fairness complaint. One such complaint can ruin the whole profit-and-loss picture for a station, chilling the news effort, he said.

RTNDA member Harry Kevorkian, then an executive of WNDU Radio at Notre Dame University, told the subcommittee that Section 315 had forced stations to give time to "frivolous candidates" with no reasonable chance of getting elected.

In 1978, Van Deerlin's subcommittee formally proposed a sweeping rewrite of the basic broadcast law. Among other things it would free radio from program regulation, including the fairness doctrine and equal time. RTNDA could fairly claim that its position paper and frequent discussions with Van Deerlin might have had important influence on the recommendation.

RTNDA had fought a fairness doctrine skirmish on another front during that time. President Jimmy Carter left no doubt within a short time after taking office that he felt RTNDA was important. He held a special one-day briefing on April 29, 1977, for RTNDA officers and directors. In his personal discussions with them he asked, among other things, for help in simplifying the kinds of regulatory reports broadcasters filed with the government.

White House aides briefed the RTNDA members on administration policies on energy, human rights, foreign policy and communications. On that last topic, the officials got a barrage of complaints from news directors about how the fairness doctrine and equal time provisions made it hard for them to provide full coverage of political news or comment on political questions.

A short time later, FCC commissioner Benjamin Hooks fired back at RTNDA, saying that the fairness and equal time requirements were really not a serious concern of most news broadcasters. Hooks quoted results of a Vernon Stone survey in the March 1977 *Communicator* showing 67 percent of TV news directors and 80 percent of the radio news directors said the equal time provisions were "no problem."

Hooks used those figures in a discussion with other FCC commissioners in May to support his view that both the fairness doctrine and Section 315 should be retained.

RTNDA president Wayne Vriesman quickly fired back that the real question was not whether news directors considered these requirements a "major problem" on a daily basis, but whether they resulted in broadcasters simply avoiding certain kinds of programming to make sure they didn't trigger action under the regulation. "The end result," the news director said, "was a sort of self-censorship in which the public is the loser."

And Stone told Hooks the response figures in his survey were relative. Compared to economic, budgetary and staff problems, he said, the fairness and 315 difficulties probably didn't loom as large to the average news director. But that didn't mean they were not still problems.

The seemingly endless fight to gain uniform access to courtrooms for cameras and recorders went another round in August. Vriesman and RTNDA counsel Larry Scharff appeared before a committee of the American Bar Association (ABA), which again was considering its stand on the issue. This time, the RTNDA spokesman came away a bit more cheerfully because the committee had made a preliminary finding that "as long as electronic coverage does not upset courtroom decorum or unduly distract trial participants, there is no sound reason for refusing to allow it."

That showed enlightenment, in RTNDA's view, compared to the attitude of ABA committees in earlier years. But the enlightenment was limited. The recommendation didn't make it through the ABA's House of Delegates in 1977.

The next disappointment came in August 1978. An ABA committee recommended the association alter its long-time stand on cameras and recorders in

courtrooms. The committee had approved a new statement making it "clear that television, radio and photographic coverage of judicial proceedings is not per se inconsistent with the right of a fair trial." The committee had gone on to say that such coverage "should be allowed if it does not interfere with the conduct of the trial. Further," it said, "the court has the duty to maintain strict control...."

But the board of governors, on a voice vote, refused to adopt the committee report.

Even though the ABA thus showed itself still unable to break with its long tradition of sticking to the ancient prejudice of Canon 35, RTNDA's leadership was more optimistic on the issue than ever before. Early in August 1978, electronic journalism was vastly encouraged when the Conference of State Chief Justices voted 49-1 that courtrooms could be opened to cameras and recorders without damaging the right to a fair trial. Since state supreme courts normally set the rules for operations of courts in their jurisdictions, that vote was seen as a major breakthrough.

But several more frustrating years were to pass before the judicial walls began to crumble in large chunks.

In November 1977, RTNDA began publishing a huge compendium of information about the status of the fight to get electronic coverage into courtrooms. It summarized the history of the effort, as well as outlining the current situation in every state. Keeping track of developments as courtroom rules changed from state to state was a major task RTNDA shared cooperatively with other organizations—notably the First Amendment Counsel's office of the NAB, manned until mid-1983 by attorney Stephen Nevas.

Late in 1982 RTNDA alone took over the complicated task of maintaining and updating the status report, with executive vice president Ernie Schultz and general counsel Larry Scharff shouldering responsibility for the project, which still continues. ■

Next month: A big convention and something for small markets wrapping up the busy year of 1977.

YOU'RE ON!

By Catherine Cowdery

THE INFO-WAY BLUES



And you'll be out of a job!" It no longer surprises me to hear nonjournalist friends gleefully reach that conclusion, whenever we discuss the future of broadcast news on the Internet.

Their reason is simple: No longer will they be "forced" to watch or hear stories put together by what they believe are overpriced, biased journalists.

And that's one of the main reasons we journalists shy away from discussion of the upheavals that are under way in the communications industry: fear of the fundamental changes it will bring and the fear of losing our jobs. Couple fear with ignorance and you've got two excellent reasons to bury your head in the sand.

What doomsayers forget is the essential timelessness of our jobs. In times gone by, we were known as minstrels, bards, storytellers, chroniclers. After all, ours is as old as the "oldest profession."

Picture this: It's the Stone Age and a group of hunters has just returned from its foray. As they noisily finish eating their mastodon, one of them starts to speak, and the rest fall quiet. In the eerie firelight, he weaves his tale of the day's exploits, making them feel like heroes. His role is as important as the best hunter's.

I, too, am a weaver of tales. Many years ago at a local school board meeting, I joined some colleagues gossiping in a corner after a particularly long and complicated meeting. A woman purposefully headed our way and asked if I was the reporter from the local station. I swallowed hard, expecting a complaint, and acknowledged my employment.

"I'm so glad you're here," she told me. "Will you be putting this story on your next newscast?"

I nodded.

"Great," she said. "I'll find out what happened then. I sat through this whole meeting and for the life of me, I don't

know what happened. But you'll tell me at 11."

It took me several months of reflection to realize the woman listened for my reports because of my perspective, and that's what sets apart all good storytellers.

We must be able to weave a beautiful, cohesive tapestry out of the raw material: the news event. A pattern of facts must first be chosen from the many that clamor for attention. What details are most important to the woman, to her family? What facts will have the biggest impact on her daily life or strike her imagination?

But facts are lifeless without the emotions they evoke. In our choice of sound bites, images and words, we fill in the pattern, breathing color and vibrancy into the tapestry—compelling the woman to pay attention to our story. That perspective and delivery are what will set us apart from our neighbors armed with their own video camcorders or tape machines. We always have played a vital role in society.

So let's leave the irrelevant baggage out of the debate and focus on what's truly important to us. Our current focus

should be to identify and develop young reporters who have the potential to be tomorrow's Charles Kuralt or Paul Harvey. We need to find journalists who can build a story with perspective but without prejudice.

In addition to identifying and nurturing storytellers, the leaders in our industry must develop a product for the information superhighway: programming that allows journalists to present their stories in an appealing way. It doesn't have to be a three-dimensional tapestry right now. Our audience isn't ready for that and neither are we. We are in a transitory period and it is better to provide the audience (and ourselves) with a product that feels warm and fuzzy, something familiar.

It's time for us to shake the sand off our heads, face our fears and learn more about this World Wide Web. It's up to us to take a deep breath, hold our fears in check and hit the Net at the speed of light, with programming that sparkles with good storytelling. ■

Catherine Cowdery is a radio correspondent/anchor for ABC News.

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How To Place A Listing:

- On this form, mark category type(s), circle the appropriate rate category, complete payment information (if applicable), and list your company and the contact for any questions about your insertion.
- Send this form by fax or mail with a separate sheet describing your company/organization: Name,

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- Camera Crews
- Computer/Automation Systems/Software
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- Crisis Communications
- Election Coverage/Services
- Employment Services
- Equipment/Supplies — Audio
- Equipment/Supplies — Video
- Facility Planning
- Journalism Awards/Grants/Fellowships
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- Journalism/Media Publications
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- Media Law Firms
- Music/Sound Effects
- News Services — Radio
- News Services — Television
- Newsfeeds
- Newsgathering Equipment/Vehicles
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- Production Studios/Services
- Public Opinion Polling
- Research
- Satellite Equipment/Transmission Services
- Search Firms/Placement Consultants
- Stock Footage/Stock Photos
- Studio Set Design/Furniture/Lighting
- Syndication/Programming Services
- Talent — Coaching/Training
- Talent — Management/ Representation
- Video News Releases
- Video Production
- Weather
- Wire Services
- Other (Please indicate a category that better describes your products/services and we will try to accommodate you: _____.)

Information Sources

- Business/Finance
- Education
- Energy
- Entertainment
- Environment
- Government
- Industrial, Commercial or Consumer Products/Manufacturing
- Insurance
- Medical/Health
- Nutrition/Diet
- Recreation/Sports
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Antennas/Microwave Equipment

BAF Communications Corp.

314 Northstar Court

Sanford, FL 32771

Phone: (800) 633-8223

(407) 324-8250

Fax: (407) 324-7860

e-mail: baf@gate.net

Internet: <http://www.gate.net/~BAF/>

RTNDA

Contact: Charles G. Angelakis, Pres. & CEO;
Bob King, VP Sales, (800) 506-7162;
Transponder Space: Jim Vautrot,
(800) 966-3822, (800) 223-2290

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Fax: (916) 446-7893

Contact: Marcia Calvin, Operations Manager;
Steve Mallory, President

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that are also included in our portable video production
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denotes participating or supplier
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Metropolitan Technology Park

One Park West

Tewksbury, MA 01876

Phone: (800) NEWS-DNG

(800) 639-7364

(508) 640-6789

Fax: (508) 640-1366

e-mail: info@avid.com

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Contact: Sales

Avid Technology provides integrated, disk-based systems
for news capturing, editing and playback to over
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working solution that supports simultaneous media
sharing. As a result of 1994 acquisitions of BASYS
Automation Systems and SofTECH Systems, Inc., Avid
also provides NetStation and NewsView newsroom
automation systems.

Comprompter, Inc.

Grandview Center, Suite 113

1707 Main St.

La Crosse, WI 54601

Phone: (608) 785-7766

Fax: (608) 784-5013

e-mail: ENRNews@aol.com

Internet: <http://home.aol.com/ENRNews>

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Contact: Ralph King, Bill Sacia, Gerry Jensen

ENR™ Electronic NewsRoom offers scripting, editing,
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DCM, Inc.

841 Baxter St.
Suite 108
Charlotte, NC 28202
Phone: (704) 377-1496, ext. 101
Fax: (704) 377-6336
e-mail: sales@dcm.net

R T N D A

Contact: Rick Summers, Vice President -
Sales & Marketing

DCM provides integrated newsroom automation systems based on SCO Open Server Network and Microsoft Windows 95 and NT technology. With over 130 installations across the United States, DCM systems meet the requirements of today's fast-paced journalists. Newswire management, split-screen editing and processing, on-line indexed archiving, full dynamic machine control, Internet support, and more make DCM the system of choice among news professionals around the world.



Dynatech NewStar

6400 Enterprise Lane, Suite 200
Madison, WI 53719
Phone: (608) 274-8686
Fax: (608) 273-5876

R T N D A

Contact: Robert M. Long, President;
e-mail: Blong@DVG.com
Gail Jordan, Sales;
e-mail: Gjordan@DVG.com

The integration of video, text and audio coupled with advanced machine control is the future of newsroom automation. Full information integration and distribution — a capability of NewStar and EditStar — will give reporters and producers unprecedented control over the on-air product. CCapture, a brand new product, will record closed-caption text off the air to archive for later reference. NewStar's full information integration will result in exceptionally informative, visually powerful newscasts — newscasts that will set the standard of excellence around the world.

Generation Technologies Corp.

6420 W. 110th, Suite 100
Overland Park, KS 66211
Phone: (913) 345-1012
Fax: (913) 345-0156
e-mail: MBennett@tyrell.net

R T N D A

Contact: Mike Bennett, President; David Cunningham,
Vice President-Engineering

The Integrated Newsroom System (INS) builds upon industry-standard Microsoft Windows NT, SQL database and PC network technology. Generation's INS meets newsroom requirements for newswire capture, text and script processing, assignment desk, e-mail, lineups, prompting, captioning, archiving, CG-ESS-Betacart/LMS automation and machine control, bureau communications, remote dial up and Internet support. Installed systems are managing the production requirements of CBS News, WGN Radio, U.S. House and Senate, Tribune Media Services/VNN, the Rendon Group, Public Strategies, Inc., and state and federal government media relations groups.

NewsMaker Systems, Inc.

28720 Roadside Drive
Agoura Hills, CA 91301
Phone: (818) 879-0000
Fax: (818) 865-1421
e-mail: sales@NMaker.com

Contact: Olaf Saugen, VP/Sales and Marketing;
Dean L. Kolkey, President

NewsMaker is dedicated to building, implementing and supporting newsroom systems and automation solutions for the television and radio industries. Systems are PC-based and use Novell networks. Architecture suitable for configurations from a few workstations up to several thousand. System includes industrial-strength wire service handler and ultra-rapid archive. Excels in machine control. Easy to learn. State-of-the-art e-mail on all workstations. Ask for product description and customer list.

News Technology Corp.

201 Castro St., 4th Floor
Mountain View, CA 94041
Phone: (415) 965-7722
Fax: (415) 965-1516

Contact: Peter Kolstad, Sales Manager

Mercury — Radio News Computer.
ORION-TV — Newswire Capture Computer.
HeadLiner — TV Titling System.
Election Central — TV Elections Reporting System.

PCD Broadcasting, Inc.

2424 Honey Creek Lane
Matthews, NC 28105
Phone: (704) 377-1496, ext. 101
Fax: (704) 364-8316
e-mail: sales@dcm.net

R T N D A

Contact: Rick Summers, Sales

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Consultants

Don Fitzpatrick Associates

The Hobart Building
582 Market St., 16th Floor
San Francisco, CA 94104-5301
Phone: (415) 954-0700
Fax: (415) 954-0820
e-mail: Don@TYSPY.com
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Berley@TVSPY.com
Adam@TVSPY.com

R T N D A

Contact: Don Fitzpatrick, President; Keitha Mashaw, VP; Melissa Rohrer, Director, Entertainment Division; Berley Farber, Talent Coordinator, News; Adam Freifeld, Talent Coordinator, Weather & Sports

Don Fitzpatrick Associates is the largest television news, programming and management talent placement firm in the United States. DFA and McHugh & Hoffman, Inc. with its parent company, Market Strategies, Inc. have announced a digitized talent library and direct on-line talent search access system. This system will provide the most comprehensive and technologically advanced talent search capabilities available to the television industry today. The system will enable broadcast executives seeking talent for news information or entertainment programming to screen talent, tapes and review data on an immediate demand basis without leaving their own offices.

Frank N. Magid Associates, Inc.

One Research Center
Marion, IA 52302
Phone: (319) 377-7345
Fax: (319) 377-5861
e-mail: info@magid.com
Internet: www.magidweb.com

RTNDA

London Office:

Frank N. Magid Associates, Ltd.
18 Maddox St.
Mayfair
London W1R 9PL
Phone: 44-71-499-1200
Fax: 44-71-499-1600

Contact: Bruce Northcott, President; Steve Ridge, Senior Vice President; Joe George, Senior Vice President; Eric Braun, Vice President

Frank N. Magid Associates is the world's leading media consulting and survey research firm, serving successful radio, television, cable and business clients around the world and in many languages. Magid consulting services are research based and strategically build ratings, station image and profitability. Magid's pioneering research methods provide tactical information to hold and build viewership. Specialized client support services include talent and executive placements, coaching, training, Magid Institute® workshops, and organizational behavior and development consultation.

McHugh & Hoffman, Inc.

2000 Town Center, Suite 2600
Southfield, MI 48075
Phone: (810) 350-1284
Fax: (810) 350-3023

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Contact: John E. Bowen III, Chief Executive Officer; Franklin Graham, Principal; Jacques de Suze, President

McHugh & Hoffman, Inc. is a full-service television consulting firm with over 30 years of experience and expertise in national and international markets. Client services include the development of station/channel strategy in the areas of positioning, news programming, audience development and promotion and marketing. M&H offers the broadcast industry's most sophisticated, customized research approaches through its parent company, Market Strategies, Inc.

McHugh & Hoffman, Inc./Market Strategies, Inc.

The VBS Group, Inc.

Box 5576
Rockefeller Center Station
New York, NY 10185
Phone: (718) 875-2735
Fax: (718) 858-5221

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Contact: Vice President/General Manager

Research and consulting services; planning, analysis, selection and installation of computer support systems; vendor negotiation; specification and development of customized applications (mainframe or micro-based). Support services with access to personnel trained in the use of specific broadcast computer systems; crisis support; training; personnel search services.

Video News International, a New York Times Company

150 South Independence Mall West
Philadelphia, PA 19106
Phone: (215) 351-2300
Fax: (215) 351-1100

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Contact: Paul Gruenberg, Chairman & CEO; Michael Rosenblum, President

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Communication Concepts

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Phone: (704) 365-5027
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Contact: Kathleen Hessert, President

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Election Coverage/Services

Voter News Service

225 W. 34th St., Suite 310
New York, NY 10122
Phone: (212) 947-7280
Fax: (212) 947-7756

Contact: Lee C. Shapiro, Director, Media Services

Voter News Service is the cooperative effort of ABC News, CNN, CBS News, NBC News and the Associated Press providing the most comprehensive election coverage available. VNS collects, tabulates and disseminates Vote Returns, Exit Poll Data, and Projections of Presidential Primaries, State and National Elections. Join us for our coverage of Campaign '96.



VOTER NEWS SERVICE

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Phone: (603) 888-6788
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Contact: C.J. Feger, President

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RTNDA Job Services

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Fax: (202) 223-4007
e-mail: michelef@rtnda.org
Internet: <http://www.rtnda.org/rtnda/>

Contact: Michele Fitzgerald, Director of Membership

Twice a month, RTNDA publishes *Job Bulletin*, a comprehensive listing of positions in the electronic journalism industry and individuals seeking positions. The newsletter is available by request to RTNDA members only. And only RTNDA members may place situations-wanted ads in the newsletter. RTNDA's Job Line is updated daily with the latest positions in the industry. Call (900) 40-RTNDA for only 85 cents/minute. If you are looking to fill a vacancy within your news organization, you may list the position at no cost in *Job Bulletin* and on the Job Line. Simply fax a position description, including closing dates to RTNDA.

RTNDA



THE ASSOCIATION
OF ELECTRONIC
JOURNALISTS

Equipment/Supplies — Audio

Bradley Broadcast Sales

12401 Twinbrook Parkway
Rockville, MD 20852
Phone: (800) 732-7665
(301) 231-7800
Fax: (301) 230-6526
e-mail: bradcast@aol.com

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Contact: Paul J. McLane, Marketing Manager

Bradley Broadcast Sales supplies audio and related equipment. Customers can obtain a free reference catalog by calling Bradley's toll-free number. Products include ENG supplies, digital and analog field recording devices, hand-held and shotgun microphones, RPU, pressboxes, frequency extenders, mixers, headphones, phone interfaces, carrying cases, blank tape and headsets. New technology includes MiniDisc, DAT and digital phone codecs. Bradley represents 300+ companies including Marantz, Sony, Electro-Voice, Shure, Telex, Anvil, Tascam, Telos, Gentner, PortaBrace and Excalibur.

Equipment/Supplies — Video

LEITCH Inc.

920 Corporate Lane
Chesapeake, VA 23320-3641
Phone: (804) 548-2300, ext. 198
Fax: (804) 548-4088

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Leitch Technology Corporation designs, manufactures and markets electronic equipment to distribute, process and switch high-quality video and audio signals required by television broadcast facilities, independent and post-production studios, and telecommunications companies. The company produces more than 500 video and audio products that employ both digital and analog technology. Its six major product groups are: distribution and routing equipment; test, synchronizing and processing equipment; production equipment; clock systems; scramblers; and converters.

Pioneer New Media Technologies, Inc.

2265 E. 220th St.
Long Beach, CA 90810
Phone: (310) 952-2111
Fax: (310) 952-2990
Internet: www.PioneerUSA.com

R T N D A

Contact: Richard Bauarschi, Director, Broadcast & Professional Marketing; James Burger, National Sales Manager

Pioneer New Media Technologies, Inc. manufactures innovative electronics products for industrial, entertainment and educational applications. The Cable and Broadcast Systems Group applies Pioneer's electronics products expertise to the broadcast/professional and cable television industries, with products such as video disc recorders/players, multi-disc changer systems, cable television set-top home terminals and projection CUBE video display systems.

Facility Planning

Broadcast Design International

785 Grand Ave., Suite 212
Carlsbad, CA 92008
Phone: (619) 729-9229
Fax: (619) 729-2154
e-mail: BROADDES@aol.com

R T N D A

Contact: Tim Saunders, President

News Set and Newsroom Design and Construction: Broadcast Design International brings to your market a new twist, international design flair and true news production experience. Now see all of your camera shots via our CAD 3-D presentation. See why CBS EVENING NEWS chose BDI from a field of over 10 designers.

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Phone: (800) 831-2410
Fax: (412) 363-4318

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Contact: Park Warne, President

Park Place Studio is a full-service design company specializing in set design and space planning for newsrooms, studio sets, talk and informational broadcasts. Park Place Studio is a turnkey operation providing lighting direction, graphic design and project management services. Our design staff creates the finest custom-designed broadcast news environments designed to give you a new image, an image with impact, an image your viewers will recognize, remember and turn to.



Information Sources

Business

National Federation of Independent Business

600 Maryland Ave., SW, Suite 700
Washington, DC 20024
Phone: (202) 554-9000
Fax: (202) 554-0496

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Contact: Terry Hill, Angela Jones

The National Federation of Independent Business (NFIB) is the nation's largest small-business advocacy organization. It represents more than 600,000 small firms in all 50 states. Small business research data, economic trend information and legislative updates are available. NFIB also has economists and experts on health care, tax and budget policy and labor issues available for interviews.

Energy

The American Gas Association

1515 Wilson Blvd.
Arlington, VA 22209
Phone: (703) 841-8662
Fax: (703) 841-8687
e-mail: mstultz@aga.com
Internet: <http://www.aga.com>

RTNDA

Contact: Julie Stewart, Mark Stultz

The American Gas Association represents the natural gas utility and pipeline industry. It has about 300 corporate members across the U.S. and works to keep the public informed about natural gas, energy and environmental issues. Pre-recorded radio reports with actualities, weekly updates, are available by calling (800) 336-4795.

American Petroleum Institute

1220 L St., NW
Washington, DC 20005
Phone: (202) 682-8000
Fax: (202) 682-8115
Internet: <http://www.api.org>

R T N D A

Contact: Jim Craig, (202) 682-8120;
Chris Kelley, (202) 682-8181

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Fax: (216) 586-5593
Internet: <http://www.bp.com>

R T N D A

Contact: Tom Koch, Ian Fowler

BP America Inc. is the wholly owned U.S. subsidiary of The British Petroleum Company p.l.c. BP's primary businesses include oil exploration and production; crude oil refining, marketing and transportation; and the manufacture and marketing of petrochemicals and related products. BP is the largest domestic oil producer and operates a retail gasoline marketing network in a 25-state area. It is also a world leader in the production and sales of acrylonitrile – a raw material for fibers, plastics and synthetic rubber.

Edison Electric Institute

701 Pennsylvania Ave., NW
Washington, DC 20004
Phone: (202) 508-5778
Fax: (202) 508-5759

R T N D A

Contact: Mary D. Kenkel

EEl is the trade association for investor-owned electric utilities whose members generate and distribute nearly three-quarters of the nation's electricity. EEl provides information on energy and environmental issues of national importance.

National Mining Association

1130 17th St., NW
Washington, DC 20036
Phone: (202) 463-2651
Fax: (202) 857-0135

R T N D A

Contact: John Grasser, Vice President, External Communications; Robert Webster, Director, Media and Public Information

Established in 1995 following the merger of the National Coal Association and the American Mining Congress, the National Mining Association is the single voice of the mining industry. Its 400 members strongly support economic activity in every region of the United States. The National Mining Association serves as the information center for the entire U.S. mining industry, as well as the political presence for mining in Washington. The association promotes policies that balance economic, political and environmental concerns, and works closely with Congress, the Executive Branch and the federal agencies to ensure the establishment of constructive policies that will best enable the mining industry to serve the needs of the nation.

Virginia Power

P.O. Box 26666
Richmond, VA 23261
Phone: (804) 771-4791
(804) 771-6115
Fax: (804) 771-3054

R T N D A

Contact: Ken Blackwell, Corporate Communications

Virginia Power is the eighth-largest stockholder-owned electric utility in the United States. Corporate headquarters are in Richmond, VA. The company serves 1.9 million customers in Virginia and North Carolina. Virginia Power operates four nuclear units, nine fossil units and three hydro units. We can work with news organizations to get video and information on a wide variety of electric utility subjects.

E n t e r t a i n m e n t

Anheuser-Busch Theme Parks

Sea World of CA — Fred Jacobs, (619) 226-3619
Sea World of FL — Nick Gollattscheck,
(407) 363-2282
Sea World of OH — Lisa Lauf, (216) 995-2110
Sea World of TX — Bob McCullough, (210) 523-3635
Busch Gardens Tampa Bay — Jan DeCamp,
(813) 987-5409
Adventure Island — Jan DeCamp, (813) 987-5409
Busch Gardens Williamsburg — Cindy Sarko,
(804) 253-3370
Water Country USA — Cindy Sarko, (804) 253-3370
Sesame Place — Sharla Feldscher, (215) 627-0801

R T N D A

The nine Anheuser-Busch Theme Parks, including Sea World and Busch Gardens, offer thrilling attractions, a variety of visually exciting shooting locations and the cost-effectiveness you require. The parks have the resources to accommodate on-location requirements: experienced video crews, state-of-the-art equipment and stock footage. Park experts are available for satellite media tours with anchors and reporters. News segments, weather remotes, magazine programs, drama series and prime-time specials stand out when they take place place at A-BTP parks.

Disneyland Broadcast Publicity

1313 Harbor Blvd.
Anaheim, CA 92803
Phone: (714) 999-4445
Fax: (714) 999-4416

R T N D A

Contact: Lindsay Schnebly, Supervisor, Disneyland Broadcast Publicity

We're more than the original Disney theme park. Disneyland Broadcast Publicity offers news programming produced by professionals. Our "Interactive Publicity" opportunities allow your talent to become a part of the Disneyland story they cover. Our "Franchise Publicity" gives your viewers useful tips on features like Gardening, Travel Planning, Holiday Decorating and Culinary Magic. We cover Disneyland visits by your local dignitaries and school groups. With everything from a simple hot box to fully produced shows, our producers and technicians are ready to help your next remote be your best.

Walt Disney World Broadcast Publicity

P.O. Box 10,000
Lake Buena Vista, FL 32830
Phone: (407) 397-6397
Fax: (407) 397-6420

R T N D A

Contact: Rod Madden, Broadcast Manager; Rick Sylvain, Print Manager

You can count on our broadcast news professionals to assist in your station's coverage of Walt Disney World events and attractions. Broadcast facilities include Ku-band and C-band uplinks; ENG crews and editing. The new Disney World News Bureau provides: biweekly satellite newsfeeds furnishing show producers feature material relating to fun, food, sports, weather, pets and much more; local story angles and custom video upon request; market-exclusive franchises focusing on sports, cooking, fitness and home improvement; Promotable News Series packages with custom liveness and standups for use during ratings periods. Annual events include: WDW Marathon (Jan.), Health South Inaugural (LPGA - Jan.), WDW INDY 200 (Jan.), EPCOT International Flower & Garden Festival (April).

I n s u r a n c e

State Farm Insurance

Corporate Headquarters
One State Farm Plaza
Bloomington, IL 61710
Phone: (309) 766-7550
Fax: (309) 766-1181
Internet: <http://www.statefarm.com>

R T N D A

Contact: Media Relations

State Farm insures more homes and cars than anyone. We're also big in personal life and health insurance. The next time you have a question about insurance or would like to interview one of our experts, give us a call.

USAA

9800 Fredericksburg Road
San Antonio, TX 78288
Phone: (see contacts)
Fax: (210) 498-8754

R T N D A

Contact: Hal Schade, AVP, Public Relations,
(210) 498-1483; Paul Schattenberg, Director,
USAA News Bureau, (210) 498-0910

USAA is a diversified insurance and financial services association headquartered in San Antonio. As the nation's fourth-largest homeowners insurer and fifth-largest auto insurer, USAA is known worldwide for its customer service and financial stability. Other products and services offered by our family of companies include mutual funds, banking services, life and health insurance, travel and a buying service. Experts are available to speak on any of these topics and more.



N u t r i t i o n / D i e t

International Food Information Council

1100 Connecticut Ave., NW, Suite 430
Washington, DC 20036
Phone: (202) 296-6540
Fax: (202) 296-6547
e-mail: foodinfo@ific.health.org
Internet: <http://ifinfo.health.org>
gopher://ifinfo.health.org

R T N D A

Contact: Amelia Morgan, Media Relations Manager

The International Food Information Council (IFIC) is a nonprofit organization that communicates sound, science-based information on diet and health issues to the media, health professionals, educators, government officials and consumers. We can recommend expert interview sources and also provide video, audio and print resource materials on food safety and nutrition. Subscriptions to *Food Insight*, a free bimonthly newsletter, are available on request.

The Sugar Association, Inc.

1101 15th St., NW, Suite 600
Washington, DC 20005
Phone: (202) 785-1122
Fax: (202) 785-5019

R T N D A

Contact: Ginny Thiersch, Vice President, Public Relations

The Sugar Association is a nonprofit organization that funds scientific research and disseminates educational and informational materials on sugar's role in diet and health, including medical fact sheets, nutrition information, health and fitness information, educational videos, software and teaching packages for students and consumer leaflets.

Religion

The Church of Jesus Christ of Latter-Day Saints

Public Affairs Department
15 E. South Temple
Salt Lake City, UT 84150
Phone: (800) 453-3860
Fax: (801) 240-1167

Contact: Gerry Pond, Radio News; Tom Daniels,
Television News; Don Russell, Radio
Programming

The Church of Jesus Christ of Latter-day Saints, one of the fastest growing churches, is also a source for news and information. The Church is the focus of news and feature reports printed and broadcast throughout the world. Through the Radio and Television News and Feature Service, the Church offers broadcasters a variety of free services, including: radio, TV public affairs programs; radio, TV talk show guests including family history specialists; weekly radio newscast; video footage; and audio and video news releases.

Stock Market

American Stock Exchange

86 Trinity Place
New York, NY 10006
Phone: (212) 306-1222
Fax: (212) 306-1644
e-mail: ocooper@amex.com
Internet: <http://www.amex.com>

RTNDA

Contact: Owen A. Cooper, Director, Broadcast Services

The American Stock Exchange is the only major U.S. market for both equities and derivative securities. The AMEX continues to be a valuable resource in covering these markets. Through our expanding TV studio facilities on the trading floor we provide both live and taped interviews, b-roll and up-to-the-minute stock information. We produce daily stock market reports customized for local radio stations and networks. Find out how we can enhance your coverage of Wall Street and the economy.

The Nasdaq Stock Market

1735 K St., NW
Washington, DC 20006
Phone: (see contact)
Fax: (202) 457-1114

RTNDA

Contact: Cameron Brown, Associate Director-Media
Relations/Broadcasting. (202) 728-8379;
(800) 777-6273

The Nasdaq Stock Market offers free local business information to TV stations in top 50 markets. Our free market report service is delivered via AP Express or Fax and allows stations to track their local companies on a daily basis. Nasdaq is the world's busiest market, listing more than 5,000 companies.

The New York Stock Exchange

11 Wall St.
New York, NY 10005
Phone: (212) 656-5483
Fax: (212) 656-6973 (NYSE)
e-mail: ayemma@nyse.com

RTNDA

Contact: Robert Zito, SVP Communications;
Andrew Yemma, Vice President, Media
Relations

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BellSouth Corp.

Washington

1133 21st St., NW, Suite 900

Washington, DC 20036

Phone: (202) 463-4100

Fax: (202) 463-4149

e-mail: mccloskey.bill@BSC.BLS.COM

RTNDA

Atlanta

1155 Peachtree St., NE, 19G03 Campanile

Atlanta, GA 30309-3610

Phone: (404) 249-2832

Fax: (404) 249-3839

e-mail: info@BellSouth.com

Internet: <http://www.bellsouth.com>

Contact: *DC:* John Schneidawind, Bill McCloskey, Lois Phillips. *Atlanta:* Tim Klein, Kevin Doyle, Al Schweitzer

BellSouth is a \$17.9 billion communications services company. It provides telecommunications, wireless communications, directory advertising and publishing, and information services to more than 25 million customers in 16 countries worldwide.



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Fax: (203) 965-3496

e-mail: Kathleen.Lobb@HQ.GTE.com

Internet: <http://www.GTE.com>

RTNDA

Contact: Harvey W. Greisman, Vice President Corporate Public Affairs; Kathleen Lobb, Director, GTE News and Information Bureau, Home Phone: (212) 213-5769

With net income of \$2.6 billion and revenues of \$20 billion in 1995, GTE is one of the largest publicly held telecommunications companies in the world. GTE is also the largest U.S.-based local telephone company and a leading cellular-service provider — with wireline and wireless operations that form a market area covering more than one-third of the country's population. GTE also is a leader in government and defense communications systems and equipment, aircraft-passenger telecommunications, directories and telecommunications-based information services and systems.

Tobacco Issues

The Tobacco Institute

1875 Eye St., NW, Suite 800

Washington, DC 20006

Phone: (202) 457-4800

Fax: (202) 457-9350

RTNDA

Contact: Walker Merryman, Vice President & Director of Communications; Tom Lauria, Assistant to the President; Susan Russell (for advance bookings only)

The Tobacco Institute is the trade association for America's cigarette manufacturers. It provides articulate spokesmen for live or taped interviews on a variety of tobacco industry issues. Some of the issues we handle include cigarette taxes, smoking bans and advertising restrictions.

Travel / Tourism

Branson Convention & Visitors Bureau

P.O. Box 636
Branson, MO 65615
Phone: (417) 334-6543
Fax: (417) 334-1994

RTNDA

Contact: Beth Wanser, Director of Public Relations

Branson Convention & Visitors Bureau is a nonprofit tourism promotion agency funded by businesses in the Branson area. Services include: on-site production coordination, satellite interviews, broadcast-quality footage, press kits and research, itinerary and interview set-up, and locating production resources and equipment. During the last four years, the Branson Convention & Visitors Bureau has worked with hundreds of television and radio affiliates from across the country plus 60 Minutes, CBS This Morning, The Today Show, NBC Nightly News, The Jim Bohannon Show and Live with Regis & Kathie Lee.

Journalism Awards/Grants/Fellowships

National Fellowships in Education Reporting

Education Writers Association
1331 H St., NW, Suite 307
Washington, DC 20005
Phone: (202) 637-9700
Fax: (202) 637-9707
e-mail: ewaoffice@aol.com

Contact: Lisa J. Walker, Executive Director

Two-month study/travel fellowships for enterprise and investigative projects in education. All full-time journalists in news and editorial are eligible if they have covered education. Stipends, travel assistance. 1996 deadline: May 10, 1996.

RTNDA Edward R. Murrow Awards

1000 Connecticut Ave., NW, Suite 615
Washington, DC 20036
Phone: (800) 80-RTNDA [(800) 807-8632]
Fax: (202) 223-4007
e-mail: lse@rtnda.org
Internet: <http://www.rtnda.org/rtnda/>

Contact: Leslie Sansom Emery, Director
of Communications

Recognized as one of the most prestigious honors in the electronic journalism industry, the RTNDA Edward R. Murrow Awards honor outstanding achievements in electronic journalism. Entries for both radio and television are accepted from stations, networks and syndication and program services. Station entries are judged by staff size on a regional basis, and regional winners automatically are considered for the prestigious national Murrow Awards. Networks and syndication and program services are eligible only for national Murrow Awards. Deadline: January 31.

RTNDA



THE ASSOCIATION
OF ELECTRONIC
JOURNALISTS

Media Law Firms

Davis Wright Tremaine

1155 Connecticut Avenue, N.W., Suite 700
Washington, DC 20036
Phone: (202) 508-6600
Fax: (202) 508-6699
e-mail: stuartpierson@dwt.com
richardcys@dwt.com

RTNDA

Contact: Stuart Pierson or Richard Cys

Newsgathering and media law counseling
and representation.

Music/Sound Effects

King Music & Marketing, Inc.

20 Park Plaza, Suite 613
Boston, MA 02116-4303
Phone: (617) 350-0077
Fax: (617) 350-0078

R T N D A

Contact: Jack King

As Director of Sales & Marketing for Frank Gari Productions, Jack King and the Frank Gari creative team offer over 25 years of experience and knowledge in the important area of music as a signature for television stations. Working with many of the most successful and respected television networks, stations and programmers, they have supervised and helped develop countless news music signatures for terrestrial and satellite broadcasters alike (in the United States, Canada, the United Kingdom, Europe and Australia). If you are looking for original music or a proven syndicated package to significantly complement new graphics for news programming, station image or other locally produced programs, a call to Jack King will be the first step in finding the appropriate solution for your station.

News Services — Radio

Consumer News Systems, Ltd.

6045 N. Scottsdale Road, Suite 206
Scottsdale, AZ 85253
Phone: (800) CNS-8525
Fax: (602) 905-8190

R T N D A

Contact: Mark Perkins

Our database of consumer information is available to radio and television stations through our CNS News Fax Service. This timely information on LOCAL mortgage rates and programs, financial rates, auto loans, CD rates, IRAs, money market accounts and other products from LOCAL financial institutions is in great demand. Our Market Commentary covers the mortgage market, housing and mutual funds. CNS can also provide you with recreational information like regional, national and international ski reports. Local financial institutions, title companies, accountants, financial planners and law firms are excellent sponsors. Please call or fax for our brochure. CNS has been providing information to the newspaper industry for more than 14 years and is now working with radio and television networks.

News Services — Television

Consumer News Systems, Ltd.

6045 N. Scottsdale Road, Suite 206
Scottsdale, AZ 85253
Phone: (800) CNS-8525
Fax: (602) 905-8190

Contact: Mark Perkins

Our database of consumer information is available to radio and television stations through our CNS News Fax Service. This timely information on LOCAL mortgage rates and programs, financial rates, auto loans, CD rates, IRAs, money market accounts and other products from LOCAL financial institutions is in great demand. Our Market Commentary covers the mortgage market, housing and mutual funds. CNS can also provide you with recreational information like regional, national and international ski reports. Local financial institutions, title companies, accountants, financial planners and law firms are excellent sponsors. Please call or fax for our brochure. CNS has been providing information to the newspaper industry for more than 14 years and is now working with radio and television networks.

Consumer Reports TV News

101 Truman Ave.
Yonkers, NY 10703-1077
Phone: (800) 729-7495
(914) 378-2454
Fax: (914) 378-2901

Contact: Shelia Coughlan, Station Coordinator; Paul Frega, Sales; Hillary Martin, Executive Producer

CONSUMER REPORTS TV NEWS is a nationally syndicated news service produced by America's most trusted consumer organization. It is a one-of-a-kind service providing 12 highly promotable consumer stories each month. Extra B-roll packages, updates on breaking news and background information are also provided. In its seventh season, **CRTV NEWS** currently appears on local newscasts in most major cities. Stations receive a mix of stories including money savers that name the best buys, reports on unsafe products and services, and investigations that uncover ripoffs. **CRTV NEWS** is offered on a market-exclusive basis. Demo reel is available upon request.

**Consumer
Reports
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Conus Communications

3415 University Ave.
Minneapolis/St. Paul, MN 55414
Phone: (612) 642-4645
Fax: (612) 642-4680
Internet: <http://www.allnews.com>

Washington Office:

1825 K St., N.W.
Washington, DC 20006
Phone: (202) 467-5600
Fax: (202) 467-5610

Contact: Tom Becherer, Account Executive; Tom Mart, Account Executive; Denise Hungerford, Marketing Coordinator

Conus Communications operates the Conus Satellite News Cooperative, which includes more than 100 television stations exchanging taped, live and custom news coverage on a daily basis. Conus produces *TV Direct*, a television news service providing daily coverage out of Washington, DC, *All News Channel*, a 24-hour television news program in a joint venture with Viacom International. Conus also provides satellite transmission, video production services and satellite media tour coordination.

Ivanhoe Broadcast News, Inc.

401 S. Rosalind Ave., Suite 100
Orlando, FL 32801
Phone: (407) 423-8045
Fax: (407) 425-2413
e-mail: mthomas@ivanhoe.com
Internet: <http://www.ivanhoe.com>

R T N D A

Contact: Marjorie Bekaert Thomas, CEO; Bette BonFleur, President; John J. Cherry, Vice President/Syndication Sales

Ivanhoe produces and distributes three in-depth, compelling news series covering breakthroughs in medicine, innovations in education and crime prevention from across the country. Two hundred network affiliates rely on Ivanhoe for the solution-oriented information television viewers are demanding. Each Ivanhoe report is provided in a split audio format along with extensive support material and on-air promotion. Each series also has a complement of :30 vignettes and half-hour specials designed to enhance and support the news franchises as well as provide additional revenue opportunities.

Prime Sports Access

100 E. Royal Lane, Suite 250
Irving, TX 75039
Phone: (214) 868-1500
Fax: (214) 868-1620
e-mail: plenau@libertysports.com
Internet: <http://libertysports.com/access/>

R T N D A

Contact: Paul Lenau, General Manager

Prime Sports Access provides broadcast TV stations and news services "highlight" access to the encrypted satellite signals for the majority of live sporting events transmitted in the United States. Broadcasters subscribing to our service improve their sports reporting capability by supplementing the sports highlights provided by their cut feed services with excerpts from the live games. In addition to offering more events than any news service, Prime Sports Access provides equipment needed to descramble the live satellite feeds.

Newsfeeds

British Information Services

845 3rd Ave.
New York, NY 10022
Phone: (212) 745-0376
Fax: (212) 758-5395
Internet: <http://britain.nyc.ny.us>

Contact: Mark Hopkinson

Free radio and television services from London to stations and networks in the U.S. Radio services include: "Newsbreaks from Britain," a daily dial-up audio news service in both English and Spanish. Television services (in various language versions) include: "In Good Company," a series of half-hour programs covering competitive British industries; "Inside Britain," an ongoing series of half-hour programs providing an in-depth look at life in the UK; "Profiles," a "day in the life" series which profiles a diverse range of people in the UK; and "UK Today," a half-hour monthly television news magazine. Assistance also is provided to TV stations on location in the UK.

CNN Television

Turner Program Services (TPS)
One CNN Center
5th Floor, North Tower
Atlanta, GA 30303
Phone: (404) 827-2085
Fax: (404) 827-2373 or 3088

R T N D A

Contact: (TPS): W. Russell Barry, Chairman; Susan Grant, President; Gary Anderson, Sr. VP, CNN Television

TPS Sales Offices:

Atlanta: Terry Dolan, VP Sales, Southern Region, (404) 827-2302
New York: Joe Middelburg, VP Sales, Northeast Region (212) 852-6862
Los Angeles: Bob Morris, VP Sales, Western Region, (310) 551-6365
Chicago: Gary Butterfield, VP Sales, Midwest Region, (312) 645-8547

CNN Newsource offers 11 satellite feeds each weekday and eight feeds each weekend day. In addition to live correspondent reports from the scene of breaking news stories, CNN Newsource feeds local, national and international news, sports, medical, business and entertainment stories, along with graphics to enhance local news programs.

CNN NEWSOURCE ON DEMAND and CNN Newsource are services of CNN Television, the world's most extensive syndicated news service. CNN Television is comprised of more than 400 network affiliates and independent television stations nationwide. CNN NEWSOURCE ON DEMAND is distributed by Turner Program Services.

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Worldwide Television News

1995 Broadway
New York, NY 10023
Phone: (212) 362-4440
Fax: (212) 496-1269

R T N D A

Contact: Bob Sullivan, Bureau Chief; Terry O'Reilly, VP, Americas; Scott Michaeloff, Reg. Exec., North America; Luiz Carlos Sá, Reg. Exec., South America; Dolores Wilson & David Weiss, Managers, Special Events and Facilities; Earl Adams, Marketing Manager

Owned by Capital Cities/ABC (United States), ITN (United Kingdom) and the Nine Network (Australia) Worldwide Television News (WTN) draws on four decades of international broadcast television experience. WTN is the leading international television news agency providing satellite news, sports and entertainment feeds to more than 1,000 broadcasters worldwide. With camera crews and production facilities on six continents, WTN is the definitive source for international crewing and facilities. WTN's commercial division, WTN Productions, offers a full range of international corporate video services.



Newsgathering Equipment/Vehicles

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(407) 324-8250

Fax: (407) 324-7860

e-mail: baf@gate.net

Internet: <http://www.gate.net/~BAF/>

R T N D A

Contact: Charles G. Angelakis, Pres. & CEO;
Bob King, VP Sales, (800) 506-7162
Transponder Space: Jim Vautrot,
(800) 966-3822, (800) 223-2290

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8501 65th St. N.
Pinellas Park, FL 34665
Phone: (813) 541-4441
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R T N D A

Contact: Jonathan Sherr, General Manager; Doug McKay, Sales Manager; Lisa Robinson, Marketing Manager

Manufacturer of custom broadcast vehicles for microwave ENG transmission, satellite uplink/downlink and mobile field production applications. Specializing in custom design, fabrication and systems engineering. Frontline Communications features a full line of ENG, SNV and EFP vans and trucks in rack-ready to complete turnkey systems integrated configurations. Additional services include operation training, systems support and custom graphics. Frontline Communications, a proven leader of quality that the broadcast industry depends on.

Harris Broadcast Systems

7920 Kentucky Drive
Florence, KY 41042
Phone: (606) 282-4800
Fax: (606) 283-2818

Contact: Jay Adrick, Product Line Director; Joe Mack, Sales Manager

Harris Broadcast Systems is a worldwide supplier and manufacturer of mobile and fixed newsgathering, broadcast and production systems. Our line of mobile systems includes our air-transportable Flyaway satellite systems, and our vehicle-based SNG, ENG and Production systems. We also specialize in digital transmission systems utilizing MPEG II compression, turnkey studio design and installation.



HARRIS

Wolf Coach, Inc.

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R T N D A

Contact: Richard Wolf, Mark A. Leonard

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Internet: www.lexis-nexis.com

R T N D A

Contact: Dawn Conway, Senior Director,
LEXIS-NEXIS; Kathryn Hutchins, Director,
Media Marketing, LEXIS-NEXIS

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15 Bloomfield Ave.
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Fax: (201) 857-8578

R T N D A

Contact: Fred Bierman

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Research

The Eagle Group

12157 W. Cedar Drive
Denver, CO 80228
Phone: (303) 980-1888
Fax: (303) 980-5980

R T N D A

Contact: Roger Wimmer, President; Suzanne Sell, Vice President, Research

No-nonsense research for the next generation of local news leaders. The Eagle Group provides both quantitative and qualitative research to help you position your news and information programming, track relations to your product, choose on-air personalities, develop high-impact content and create effective promotion. Our hard-nosed, market-specific approach produces knowledge you'll use to build your audience, newscast by newscast, day by day.

McHugh & Hoffman, Inc.

2000 Town Center, Suite 2600
Southfield, MI 48075
Phone: (810) 350-1284
Fax: (810) 350-3023

R T N D A

Contact: John E. Bowen III, Chief Executive Officer;
Franklin Graham, Principal; Jacques de Suze,
President

McHugh & Hoffman, Inc. is a full-service television consulting firm with over 30 years of experience and expertise in national and international markets. Client services include the development of station/channel strategy in the areas of positioning, news programming, audience development and promotion and marketing. M&H offers the broadcast industry's most sophisticated, customized research approaches through its parent company, Market Strategies, Inc.

McHugh & Hoffman, Inc./Market Strategies, Inc.

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(407) 324-8250

Fax: (407) 324-7860

e-mail: baf@gate.net

Internet: <http://www.gate.net/~BAF/>

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Contact: Charles G. Angelakis, Pres. & CEO;
Bob King, VP Sales, (800) 506-7162;
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(800) 966-3822, (800) 223-2290

Turnkey and rack-ready ENG, SNV and EFP vehicles,
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Phone: (609) 987-4000
Fax: (609) 987-4517

RTNDA

Contact: Andreas Georghiou

GE American Communications operates eight SATCOM
domestic satellites (one hybrid, five C-band and two Ku-
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Global Access

Telecommunications Services, Inc.

77 N. Washington St.
Boston, MA 02114

RTNDA

Phone: (617) 624-7400
(800) 648-3333 (Operations)
(800) 648-4144 (Sales & Marketing)
Fax: (617) 624-7399

Contact: Jack Morse, President & CEO; Dick King,
Executive Vice President & COO; Keith
Buckley, Vice President, Sales

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lite and fiber transmission services for the television and
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works; syndication distribution services; fixed and
transportable satellite uplinks and downlinks; and coor-
dination and transmission services for news, sports,
business and special events.

Hughes Communications, Inc.

P.O. Box 92424
Worldway Postal Center
Los Angeles, CA 90009
Phone: (310) 607-4511
Fax: (310) 607-4065

RTNDA

Contact: Carl Brown, Senior V.P., Galaxy Satellite
Services.; Lisa Whitcomb, Dir., Corporate
Comm.

Hughes Communications, Inc. (HCI), a subsidiary of
Hughes Aircraft and unit of GM Hughes Electronics, is
the leading supplier of satellite communications ser-
vices in the United States. HCI's fleet of owned and
operated satellites provides video, voice and data com-
munications for domestic and international customers.

PACSAT

1121 L St., Suite 109
Sacramento, CA 95814
Phone: (916) 446-7890
Fax: (916) 446-7893

Contact: Marcia Calvin, Production Manager; Steve Mallory, President

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New York, NY 10001
Phone: (212) 620-3955
Fax: (212) 645-2137

R T N D A

Contact: Rick Decroix

Archive Films/Archive Photos is America's leading historical image library, with more than 14,000 hours of historical stock footage and film clips from newsreels, TV news, Hollywood feature films, silent films, historical documentaries, vintage industrial and educational films, and special collections like The March of Time and the Prelinger Collection of American Life, Culture and Industry, plus 20 million historical photos, engravings and drawings on all subjects. Extensive computer database and in-house duplication services.

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Broadcast Design International

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e-mail: BROADDES@aol.com

R T N D A

Contact: Tim Saunders, President

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Channel One Design

4470 Acacia Ave.

La Mesa, CA 91941

Phone: (619) 461-1011

Fax: (619) 461-1015

e-mail: Design2@1X.netcom.com

RTNDA

Contact: Keith Newby, Joe Marino

News set/newsroom design and construction. More than 17 years of combined experience in broadcast design providing stations with fresh, functional news venues. Our concepts fulfill your needs through architectural statement, lighting, camera blocking, mechanical and video systems integration, and of course, budget consideration. We also provide renovation services and deliver design solutions alone or coupled with construction and complete installation assistance.

Devlin Design Group, Inc.

12526 High Bluff Drive, 3rd Floor

San Diego, CA 92130

Phone: (619) 792-3676

Fax: (619) 942-2664

RTNDA

Contact: Dan Devlin, President

Devlin Design Group offers cutting-edge set designs and Emmy Award-winning creativity. Now you can see a "virtual" set before the sawdust hits the floor. Through advanced computer design technology, we can key your talent and graphics into the set design and create multiple camera angles. Your design choices will be a breeze! The result of this high-tech approach is the most comprehensive, state-of-the-art solution to your on-air image needs without sacrificing the creativity that sets you apart from the competition. Our award-winning design team is ready to immerse itself in your project and meet any challenges you send our way. Services include: set design and construction, consultation, newsroom and space planning, and lighting direction.

The Express Group

3518 3rd Ave.

San Diego, CA 92103

Phone: (619) 298-2834

Fax: (619) 298-4143

RTNDA

Contact: George Andrus, Senior Design Consultant

The Express Group is design experience. As the original set design firm, we have created over 1,000 custom sets. Our designers each have over 20 years of design experience, while our senior consultant provides the insight of 30 years as a producer/director in television broadcasting. We know better than any other designer how to incorporate our clients' goals and needs into innovative news environments. Experience in design has made us the leader in our industry.

Gil Jimenez Broadcast Design

1185 Park Center Drive, Suite H

Vista, CA 92083

Phone: (619) 598-9556

Fax: (619) 598-9455

RTNDA

Contact: Gil Jimenez, Steve Schock

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CNN Television

Turner Program Services (TPS)
One CNN Center
5th Floor, North Tower
Atlanta, GA 30303
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Fax: (404) 827-2373 or 3088

R T N D A

Contact: (TPS): W. Russell Barry, Chairman; Susan Grant, President; Gary Anderson, Sr. VP, CNN Television

TPS Sales Offices:

Atlanta: Terry Dolan, VP Sales, Southern Region,
(404) 827-2302
New York: Joe Middelburg, VP Sales, Northeast Region,
(212) 852-6862
Los Angeles: Bob Morris, VP Sales, Western Region,
(310) 551-6365
Chicago: Gary Butterfield, VP Sales, Midwest Region,
(312) 645-8547

CNN Newsource offers 11 satellite feeds each weekday and eight feeds each weekend day. In addition to live correspondent reports from the scene of breaking news stories, CNN Newsource feeds local, national and international news, sports, medical, business and entertainment stories, along with graphics to enhance local news programs.

CNN NEWSOURCE ON DEMAND and CNN Newsource are services of CNN Television, the world's most extensive syndicated news service. CNN Television is comprised of more than 400 network affiliates and independent television stations nationwide. CNN NEWSOURCE ON DEMAND is distributed by Turner Program Services.

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Contact: Shelia Coughlan, Station Coordinator; Paul Frega, Sales; Hillary Martin, Executive Producer

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R T N D A

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RTNDA

Contact: JoNell Patterson, Executive Producer

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Talent — Coaching/Training

Carol Dearing-Rommel & Associates

Talent Development
7557 Rambler Road, Suite 704
Dallas, TX 75231
Phone: (214) 750-1030

Contact: Carol Dearing

Carol continues to serve the broadcast industry with the goal of producing master communicators deserving of the viewers' fidelity. She guides the development of news talent in custom-designed individual, small group and seminar sessions. Carol evaluates speech and vocal skill development, pitch problems, projection, appearance, nonverbal language and interaction skill. She is a firm believer in the power of nonverbal language and team chemistry. She is committed to regular follow-up through monthly tape evaluation and feedback. The key to talent development is regular feedback from a credible and reliable communicator. Carol is an accomplished speaker and has served on several RTNDA panels, led RTNDA workshops, was a short-course leader in 1995 and will present two sessions for RTNDA's 1996 training sessions.

Eve Pruden & Associates

3805 N. 8th
Tacoma, WA 98406-4915
Phone: (206) 761-0700
Fax: (206) 761-0172
e-mail: EvePruden@aol.com

RTNDA

Contact: Eve Pruden

Eve has been a talent coach since 1982. She tries to work with your total newsroom, including various talent and producers. Talent do not work by themselves, and it is important that everyone work together to deliver the best possible newscast. Eve helps talent develop their most polished cosmetic look; and with an M.A. in Voice and Articulation, she teaches them to develop a more expressive voice and clearer articulation. She will work with you to devise a plan that works best for you and your talent. If your newscasters need to become more dynamic, expressive communicators, or your team needs to learn to work more compatibly together, Eve can help.

Television News Center

184 New Mark Esplanade
Rockville, MD 20850
Phone: (301) 340-6160
Fax: (301) 340-7297
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RTNDA

Contact: Herb Brubaker, President and Chairman

Focusing on the demands of 21st century television news, TNC trains reporters, producers, directors and technicians. The instruction, for employees at all levels of experience, is conducted in the client's newsroom and in the field. TNC designs a practical, hands-on program to meet a client's specific needs, whatever the market size. The Center's standards are extremely high. Among TNC's trainers are correspondents Dawn Fratangelo, Faith Daniels, Gary Matsumoto, Bill Zimmerman and George Strait.



Ann S. Utterback, Ph.D.

10053 Maple Leaf Drive
Gaithersburg, MD 20879-1131
Phone: (301) 963-8463
Fax: (301) 963-2814

RTNDA

Contact: Ann S. Utterback, Ph.D., Broadcast Voice Specialist

As a nationally recognized broadcast voice specialist, Ann S. Utterback, Ph.D., has helped network anchors sound more credible and instructed hundreds of reporters and anchors in proper voice usage. As a guest speaker for RTNDA, she has taken her workshops to news directors and on-air talent around the country. Her book, "Broadcast Voice Handbook," is co-published by Bonus Books and RTNDA. Accompanying audiotapes include: "Broadcast Voice Handbook: Vocal Exercises," "Vocal Expressiveness" and "Coping With Stress." Contact Dr. Utterback for private consultations, lectures, intensive two- or three-day packages for broadcast voice improvement and broadcast voice tape evaluations.

Talent — Management/ Representation

Athletes and Artists

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Fax: (212) 268-9439

RTNDA

Contact: Michael Glantz, Carol Leff, Lou Oppenheim, Dennis Holland, Alan Sanders

Representation of anchors, reporters and weather and sports talent.

Burt Shapiro Management

2147 N. Beachwood Drive
Los Angeles, CA 90068
Phone: (213) 469-9452
Fax: (213) 469-9452

RTNDA

Contact: Burt J. Shapiro

Representation of anchors, reporters, producers, weather and sports talent.

The Conrad Shadlen Corp.

141 E. 44th St., Suite 804
New York, NY 10017
Phone: (212) 370-9757
Fax: (212) 370-9766

RTNDA

Contact: Conrad Shadlen, Esq.;
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Eastern Athletic and Media Services

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Fax: (410) 252-8965

RTNDA

Contact: Anthony Agnone, President

Represents on-air talent including anchors, reporters, sports, weather, disc jockeys and talk show hosts. Representation includes contract negotiations and financial planning.

Geller Media Management, Inc.

250 W. 57th St., Suite 213
New York, NY 10019
Phone: (212) 246-1212
Fax: (212) 541-6712
e-mail: GMMInc@aol.com

RTNDA

Los Angeles Office
Phone: (714) 962-2323
Fax: (714) 962-3542

Dallas Office
Phone: (817) 788-5177
Fax: (817) 788-5180

Garrison Office
Phone: (914) 424-3939
Fax: (914) 424-4440

Contact: Alfred Geller, CEO; Sandra Freeman Geller, President; Liz Sherwin, Vice President (LA); Francine Lalande, Representative (Dallas)

For more than 30 years, GMM has been a full-service company representing on-air anchors, talk and magazine hosts and reporters including weather, consumer, medical, investigative, etc. The company specializes in individual career management and planning. GMM provides contract negotiation and one-on-one talent coaching for its clients, as well as job placement in news and reality programming for network, local, cable and syndication. GMM Sports, Inc., a new division of the company, provides the same high level of service and individualized attention exclusively for clients in all facets of sports television.

GMM Sports, Inc.

250 W. 57th St.
New York, NY 10019
Phone: (212) 246-1212
Fax: (212) 541-6712
e-mail: GMMInc@aol.com

RTNDA

Contact: Steve Herz, President; Alfred Geller, Chairman; Sandra Freeman Geller, CEO

A newly created division of Geller Media Management Inc., GMM Sports, Inc. is exclusively devoted to the representation of local/national sportscasters, play-by-play and game analysts, and sports marketing and commercial endorsement opportunities.

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1740 Broadway, 24th Floor
New York, NY 10019
Phone: (212) 765-3040
Fax: (212) 757-6411

R T N D A

Contact: Richard Leibner, Carole Cooper

The largest agency specializing in broadcast news talent, Bienstock has over 20 years of experience representing anchors, reporters, hosts, weather and sports casters in the top markets and at networks. The agency is active in talk and reality shows. It develops and packages MOWs, feature films and programming for syndication, networks and cable, utilizing represented on-air talent, producers, directors and writers. The agents work together, sharing information and strategies in order to benefit all clients.

Sherlee Barish & Associates

47 S. Palm Ave., Suite 201
Sarasota, FL 34236
Phone: (941) 952-0199
Fax: (941) 952-0466

R T N D A

Contact: Sherlee Barish, President;
Colleen Marone, Assistant to the President

Representation of television news on-air talent and news management as a personal manager.

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Ridgewood, NJ 07450
Phone: (201) 445-1711
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e-mail: djohnson@dwjtv.com
Internet: www.dwjtv.com

R T N D A

Contact: Dan Johnson

DWJ specializes in VNRs, satellite packages, PSAs, employee video, sales and marketing tapes. The firm, with nearly 50 full-time employees in four cities, handles all phases of production and placement in-house. DWJ was founded by Daniel G. Johnson, former producer at WNEW-TV in New York, and Michael L. Friedman, former editor at ABC Radio News. The company produces over 200 VNRs and TV newsfeeds per year.

Hill and Knowlton, Inc.

466 Lexington Ave.
New York, NY 10017
Phone: (212) 885-0300
Fax: (212) 885-0570

R T N D A

Contact: George Glazer, Managing Director, Worldwide Broadcast and Satellite Services

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Ketchum Public Relations

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Phone: (212) 878-4600
Fax: (212) 878-4792

R T N D A

Contact: Darcel Dillard-Suite, Vice President/Director of Media Relations

The National Media Relations Department of Ketchum Public Relations services account teams throughout the company's network in all areas of media relations. Areas of expertise include national print and broadcast publicity, corporate media relations and media relations strategy development. The department has extensive experience in VNR/b-roll production, satellite media tours and is dedicated to incorporating the use of emerging technology and new media into their media relations initiatives.

Medialink

708 Third Ave., 9th Floor
New York, NY 10017

Phone: (212) 682-8300

Fax: (212) 682-2370

e-mail: npeters@medialinkworldwide.com

Internet: http://www.videonews.com

R T N D A

Contact: Mary Buhay, AVP/Sales; Nick Peters, Sr.
VP/Operations

Medialink is the world's largest distributor of broadcast public relations to television and radio newsrooms, including video news releases, satellite media tours, live video conferencing, radio media tours, audio conferencing and public service announcements. Headquartered in New York, Medialink has offices in Los Angeles, Chicago, Dallas, Washington, Atlanta, Chicago and London.

PACSAT

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Fax: (212) 265-0852

e-mail: vidicom@pipeline.com

R T N D A

Contact: Christy Ferer, President; Jane L. Hawley, VP;
Deborah Wittner, Director of Media Services

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GTE Services Corp.

One Stamford Forum
Stamford, CT 06904

Phone: (203) 965-3791

Fax: (203) 965-2463

R T N D A

Contact: John Mucci, Director

GTE VisNet is a full-service production unit, operating as part of GTE Service Corp. Offering remote and studio services, with locations across the country, VisNet produces linear and interactive video, multimedia and business TV broadcasts. VisNet manages the corporate video library, servicing GTE locations nationwide.

Weather

Weather Metrics, Inc.

14645 W. 95 St.
Lenexa, KS 66215
Phone: (913) 438-7666
Fax: (913) 438-2666

R T N D A

Contact: Peter Levy, President; Alice Robinson,
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WSI Corporation

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Contact: Don Freeland

WEATHERproducer™ – Silicon Graphics-based, high-speed, broadcast weather programming and graphics system. Custom-produced shows of any length right up to air time...alert-prompted graphics created instantly and automatically...drag-and-drop nonlinear editing...fast-access, post-production animations...immediate playback from disk.

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Contact:

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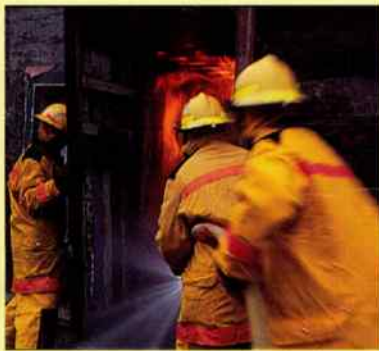
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◆ THE ASSIGNMENT DESK ◆

Volume 3 No. 1

A QUARTERLY PUBLICATION OF RTNDA

March 1996

**"DIGITAL
RADIO WILL
BLOW
SCANNERS OUT
OF THE WATER."**

SCANNER HOUNDS: WHEN LISTENING ISN'T ENOUGH

by Tony Castrilli, assignment editor, WUSA, Washington

A recent episode of NBC's top-rated sitcom *Seinfeld* portrayed the character Kramer as an obsessed emergency police and fire scanner buff. Kramer eventually tried to change the way the New York City Fire Department responded to fire calls. The show ended with a hysterical scene: Kramer steering the tail-end of a huge fire truck through the streets of New York. Hopefully, Kramer's aggressive and enthusiastic scanner listening reminded you of some of your assignment editors. However, a scanner hound on your desk is no laughing matter.

The crackle of a scanner is the most common sound in any newsroom and one of the assignment desk's most important tools. The scanners are often your first indication of a big spot news story. There is nothing more distinct than a fire call with children trapped or the police responding to a frantic call for an officer down. We sometimes wonder in our newsroom what the first police radio call sounded like during the early morning hours of June 17, 1972, for the report of a burglary in progress at the Democratic National Committee headquarters inside the Watergate. However, in today's newsroom just listening to the scanners isn't enough.

The bad news is that technology is working against the scanner hound on your desk. With the rapid development of cellular telephones, alpha numeric pagers and mobile data terminals, your average cop and fire investigator are not using easily monitored radios like they did in the past. In addition, two-way radio trunking systems (800MHz), which are practically impossible to monitor, are becoming more popular and economical to big cities as well as small counties. Trunking systems use computers to determine which

frequency is used, and the frequency varies with every transmission.

Dr. Willard Hardman, a counter-terrorism, law enforcement and intelligence professor at Catholic University in Washington and co-author of "The Washington-Baltimore Scanner Almanac," says, "We can only hear about 65 percent of the radio traffic that we heard five years ago." Hardman adds, "Five years from now we will only be able to monitor 50 percent of all radio traffic."

For example, Fairfax County police in Virginia converted to the 800 MHz conventional band years ago, and all of their cruisers have mobile data terminals. Fairfax police communications specialist Lt. Curtis Andrich says that the next advancement for his department is digital trunked radio, and buying that system may be only a year away. Digital radio will be especially challenging because future systems use only digital bytes to communicate, therefore no voice is heard over the air at all. Andrich says, "Digital radio will blow scanners out of the water."

Right now it appears the only available way to monitor digital transmissions is with a high-priced digital two-way radio. Also, the digital radio must be pre-programmed by the agency that uses it. Competition eventually will bring the price down, but you still will be forced to rely on and trust the programming agency to give you all its frequencies.

Now for some good news. Decoders and scanners will continue to catch up to the rapidly changing technology, and emergency scanner frequencies still will be easy to find. Also, other tools such as highway traffic cameras and automatic vehicle locators which help keep track of news crews will make covering breaking news easier.

SUPPLEMENT TO *COMMUNICATOR*

**"INFORMATION
OBTAINED
FROM A
SCANNER OR
PAGER SHOULD
NEVER BE
CONSIDERED A
FACT OR A
SOURCE FOR
BROADCAST."**

Denver's KCNC owns a two-way radio that was programmed by the city police department and has been using traffic cameras for almost 10 years. KCNC also is currently looking into automatic vehicle locators. Brian Rackham, KCNC assignment editor, says he is fortunate that he works with some of the newest technology, such as SKYWARN, an amateur radio system set up to alert the public of dangerous weather. However Rackham stresses, "With tighter budgets you have to be increasingly vigilant with your resources."

One developing resource may be the least expensive new tool found on the assignment editor's belt: the spot news paging system. These systems are organized by some of the top scanner hobbyists in the country and have found their way into newsrooms everywhere. The best part is that the benefits are high, and the subscription cost is low.

Here's how the paging systems work. A network of scanner enthusiasts all have access to alpha numeric paging terminals; 24 hours a day a volunteer or paid dispatcher is monitoring the scanners in a particular region. As soon as news breaks, the information is paged out to every subscriber. The paging networks are usually for profit; therefore, only the best systems survive.

When a small plane crashed into the White House in October 1994 at 2 a.m., the FIRECOM breaking news paging system alerted newsrooms across Washington just moments after the crash. Vito Maggiolo, veteran CNN Washington assignment editor and FIRECOM co-founder, says the White House plane crash was one of his system's finest moments. Maggiolo, who has been monitoring emergency radios since 1965, says his revenue-generating FIRECOM network has more than 300 subscribers, and the regional media are the second-biggest user.

The breaking news paging concept originated in Boston in the mid-1980s, but has

just recently found its way into most newsrooms. Joe Enea, Phoenix's KPNX-TV assignment editor, works with Incident Command Page (ICP). Enea points out that everyone is listening to the radios—desk editors, photographers and reporters—but still can't hear everything all the time. That is where ICP comes in. Adds Enea, "ICP serves as a heads up, background or gives us a frequency to listen up to."

KCNC uses a similar service, the Rocky Mountain News Net, and Rackham says, "They cover us in areas we may be weak or at times when we're thin; it's a good backstop." To develop a special relationship and to cultivate News Net sources, KCNC even has contributed toward the purchase of a scanner for the network's dispatchers.

Covering breaking news as it happens is everyone's goal, but don't forget there are rules. First, solid scanner monitoring can never be replaced by the paging system; the breaking news pagers are only a backup. Information obtained from a scanner or pager should never be considered a fact or a source for broadcast. Federal law grants the media the right to access the information, but you cannot use the information for anything other than newsgathering purposes. It is also against the law to intentionally intercept scrambled, encrypted or coded transmissions or cellular telephone conversations of any type.

There is no telling what tools tomorrow's assignment editors will have at their fingertips, but a few things are certain. We need to know what the those cops and firefighters are talking about, and we have a right to know. Also, today's technological advancements are no longer measured in steps but rather in leaps. To remain number one you have to keep in stride. It will be the Kramers on the assignment desk listening to the scanners who will get the last laugh and the breaking news first.



The Assignment Desk is a quarterly newsletter distributed free to RTNDA members. ©1996 RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036; Phone: (202) 659-6510; Fax: (202) 223-4007. Please direct comments and suggestions regarding this publication to Leslie Sansom Emery, Director of Communications; (202) 467-5203; e-mail: lse@rtnda.org.

◆ LEGAL NOTES ◆

Volume 5 No. 3

A MONTHLY PUBLICATION OF RTNDA

March 1996

WHO CAN USE YESTERDAY'S NEWS? NEWS PROGRAMMING AND FAIR USE

by Kathleen A. Kirby, attorney, Reed Smith Shaw & McClay, Washington

**"DETERMINING
EXACTLY WHAT
USES ARE
'REASONABLE'
HAS PROVEN TO
BE ONE OF THE
MOST
TROUBLESOME
ISSUES IN ALL
OF COPYRIGHT
LAW."**

Electronic journalism is unparalleled as a source of information in our society. Traditionally, the perceived value of news programming has been the readily accessible, timely summary of the day's most important events. Increasingly, however, given the tremendous impact of news programming, particularly daily television newscasts, there now exists demand to obtain such programs for a variety of secondary uses. Certain consumers, for example, may want to examine the subjective elements used by the producers of a program. Public relations firms may want to sample television characterizations of their clients; manufacturers may want to see where, when and how their products are featured; or politicians may want to review and/or use their opponents' performances.

While videotaped reproductions of previously aired television programs can satisfy the demand for a multitude of secondary uses, the existence and use of such reproductions has spawned a host of questions concerning whether such use runs afoul of copyright law. Most of the questions have no clear answer. Regardless, newsrooms should be aware of issues that may confront them concerning reuse of news programming. We review several of those issues in this article.

We start with the most basic and, perhaps, the only easily answerable question— are newscasts copyrightable? That answer is yes— newscasts are generally copyrighted as compilations. The copyright is owned by the news organization (broadcast station, cable programmer, etc.) that produces the program. Individual employees' contributions to the newscast are usually owned by the producing organization as works for hire.

Despite this copyright protection, under the "fair use doctrine" an individual would almost certainly be able to record and thereby reproduce a newscast for his or her own use without incurring liability to the broadcaster. The fair use doctrine, which has been described as an "equitable rule of reason," is a privilege that allows its holder to use copyrighted material in a reasonable manner without the consent of the copyright owner.

In determining whether the "fair use" exception applies, courts consider: (1) the purpose and character of the use (whether for commercial or nonprofit educational purposes); (2) the nature of the copyrighted work; (3) the amount and substantiality of the portion used; and (4) the effect of the use upon the potential market for, or value of, the copyrighted work.

Determining exactly what uses are "reasonable" has proven to be one of the most troublesome issues in all of copyright law. There have been a few yardsticks, however. The Supreme Court has ruled that private, noncommercial videotaping of copyrighted television programs is a fair use, provided that the user reproduced the program to view it at a later time. Thus, viewers who record newscasts for personal use are not likely to infringe on the broadcaster's copyright of a news program.

Individuals unable to record newscasts themselves may request a copy from broadcasters, some of whom make reproductions available at a nominal fee. Or, consumers may turn to video monitoring services. These "clipping" services essentially reproduce and sell broadcasters' copyrighted news programming in the secondary news market, often without broadcasters' authorization. The services offer either the entire newscast or relevant portions to their clients.

SUPPLEMENT TO *COMMUNICATOR*

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This unauthorized reproduction, for profit, of copyrighted newscasts would seem to test the limit of the fair use doctrine. Broadcasters claim that monitoring services are gaining an undeserved benefit, profiting by selling the broadcasters' product. Monitoring services claim that they are simply acting as agents for individuals who would be entitled to record newscasts without compensating the copyright holder.

The unsettled status of the fair use doctrine is demonstrated by the conflicting approaches courts have taken with respect to video monitoring services. For example, two separate panels of the Court of Appeals for the Eleventh Circuit have come up with two different answers. In 1985, one panel held that the recording and resale of a newscast by a monitoring service was not a fair use. More recently, a different panel, in an infringement action brought by CNN, suggested that the monitoring service's similar use of CNN's programming was fair. That decision was vacated on procedural grounds but indicates that a broadcaster's ability to prevent monitoring services is far from clear.

While we're delving into the realm of the uncertain, let's explore some fair use questions which are particularly timely as campaign '96 heats up. Suppose your station airs a copyrighted newscast or news interview program. During that program, a candidate appears and completely fumbles his answers to questions concerning several important issues. That candidate's opponent tapes that portion of

your news programming and incorporates it into her negative advertising campaign. Fair use? Should your station refuse to air the spot?

The courts have not definitively answered the question of whether partisan political use of program excerpts may be a "fair use" of copyrighted matter, but, in this example, the public's interest in information may well win out over the station's right to assert a copyright claim. Regardless, stations should not automatically refuse to air the spot, as the FCC's political programming policies forbid broadcasters from censoring candidates' paid spots and programs if a candidate "use" is present.

Here's another twist. Your station is airing a paid commercial for a candidate. Your news department is doing a special feature on political advertising and wants to use part or all of the spot in a newscast to critique its accuracy. Can you use the tape provided by the candidate to include his commercial in the newscast? The answer to that question is probably governed by the advertising contract, which likely limits use of the tape to that intended: the broadcast of advertisements. But what if you tape the spot off the air and include it in your newscast? Fair use? Maybe so. In this case, a sound argument could be made that the use of the previously aired spot for criticism or comment is a fair one.

In sum, the question of fair use is difficult, and the law surrounding it is unsettled. The answers to fair use questions may rely on very specific factual situations, requiring advice from counsel.



These notes are intended as a general overview of the topics addressed. They should not be relied upon as a substitute for legal advice. RTNDA's *Legal Notes* is published monthly and distributed free to RTNDA members. ©1996 RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036; Phone: (202) 659-6510; Fax: (202) 223-4007. To order back issues of *Legal Notes*, call Leslie Sansom Emery, Director of Communications; (202) 467-5203; e-mail: lse@rtnda.org. Please direct comments and suggestions regarding this publication to Leslie Sansom Emery.