

Dear Friends:

Welcome to W★USA-TV, The One and Only Channel 9.

As President and General Manager, I'm often asked how the station works and what goes into producing the kind of local news, information and entertainment programs we offer. In response to your many requests, we've prepared this brochure to help you get to know us better as broadcasters and as neighbors.

We've experienced some changes since I joined the station fifteen years ago, but one thing remains the same. Everything we do here, we do as a team.

You see many of our team members on the air every day, but there are so many more working behind the scenes. They are a diverse group of dedicated individuals who share a special pride in their work and a special interest in their local community. Their involvement, both on and off the air, ranges from work with young people and the elderly, to volunteering in social service agencies, fire departments, church groups and recreational leagues.

We are able to do even more for our town as members of a larger team: Our parent company Gannett Co., Inc. has a strong community commitment throughout the USA in its broadcast stations, newspapers and other media outlets. It is through the Gannett Foundation, a private organization which distributes grants to subsidiaries, that W★USA-TV is able to contribute thousands of dollars to worthwhile projects in the Washington Metropolitan Area.

I'm proud to be a part of Channel 9 and Gannett. And we are working harder every day to give *you* the very best in news, sports, weather and community affairs programming.

It is my hope that this brochure will give you special insight into how we work together to achieve our goal, and let you know that you are a vital part of our team.

Sincerely,



Ron Townsend  
President and General Manager  
W★USA-TV



*Ron Townsend with  
Burandous Kennedy, Jr.  
Mr. Townsend has been  
an active leader of Big  
Brothers of The Greater  
Washington Area.*



*In the early days everything was shot on 16 millimeter film or broadcast live.*

*“In the early days,  
you could do no wrong. . .  
mainly because no  
one knew exactly  
what was right.”*

— “Eyewitness News” Anchor  
Bob Dalton has worked at the  
station for nearly 40 years.

Television wasn't always the way we know it today. On January 16, 1949, a new CBS network affiliate station began its first official television broadcast from



*Ranger Hal with his companion Oswald Rabbit on the set at Channel 9 in the late 50's.*

a location that later became “Broadcast House.”

Four days later, Harry S. Truman made history. His Inaugural Address was witnessed by several thousand spectators on the Capitol grounds, and by several hundred thousand more who watched it in their homes—courtesy of station WOIC (that was us, Channel 9) and the CBS network.

In 1953, we expanded to our current headquarters and called it Broadcast House. From here, we've brought you such programming firsts as “Quality Playhouse,” 90 minutes of feature film entertainment (sponsored by the Pledged Quality Laundries of Washington).

We were the first to televise our town's high school football

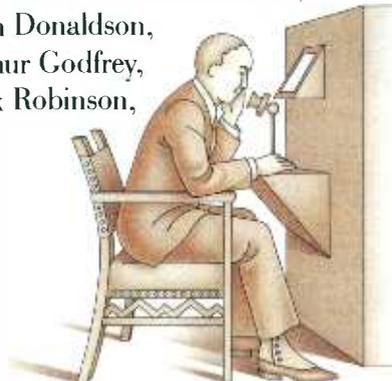
games. When “Harambee” premiered in 1969, it was one of the country's first regularly scheduled black community affairs programs. In 1968, following the assassination of Dr. Martin Luther King, Jr., “Washington, A Tale of Two Cities,” depicted the city through the eyes of two reporters, one black and the other white. This exclusive, unprecedented Channel 9 news special is often credited with helping to reduce racial tension at a time when that kind of help was badly needed. In 1977, a station-wide effort



*On the set of “Harambee.” This black affairs program took its name from the Swahili phrase for “Let's all pull together.”*

called “PROBE” brought together programs such as “Town Meeting,” “Morning Break” and special documentaries to address pressing local issues.

Some of the most revered and familiar names in the business have shared desks here at Channel 9—Walter Cronkite, Sam Donaldson, Arthur Godfrey, Max Robinson,



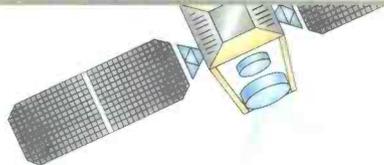
*Walter Cronkite and Eric Sevareid worked at Channel 9 when the CBS network broadcast news programs live from Washington, D.C.*

Eric Sevareid, Howard K. Smith and Lowell Thomas.

A lot has changed at Channel 9 in the 40 years we've been broadcasting. We've had several sets of call letters (WOIC, WTOP, WDVM, W★USA). Washington has grown from a small television town to one of the top ten local markets in the country. But one thing has not and will not be changed. Channel 9 started with the primary objective of serving the local Washington community and that objective—even in today's world of satellite transmissions, hand-held cameras and instant replays—remains our single mission.

*QUESTION: When was the first television transmission?*

*ANSWER: By the 1920's there were experiments with “television” in many parts of the world. In 1927, AT&T scored a political coup when they successfully transmitted pictures from New York to Washington, D.C., where they were seen by then Secretary of Commerce Herbert Hoover.*



*How to be in two places at the same time. From the "Eyewitness News" studio, Anchor Gordon Peterson confers with Reporter/12 Noon Anchor Andrea Roane via satellite.*

*“We still believe people turn on the news to see the news. That’s what we do, and we do it best”*

— Vice President of News Dave Pearce

If you judge a station by its ratings, Channel 9 sets the pace. “Eyewitness News” has been the most-watched local news program in Washington for more than a decade.\*

But, we’re even more proud of another fact: at those moments when the need to know is the most critical—a major accident on the Beltway cripples traffic, an important local election or a weather emergency in our area—it doesn’t matter what other programs people may be watching, or what else Washingtonians may be doing . . . viewers instantly and almost instinctively turn to W★USA-TV to get



*After the Chase, MD train crash, the continuing “Eyewitness News” focus on drug abuse by rail workers prompted Congressional action.*

the facts. When Hurricane Gloria struck our area, one out of every three homes was tuned to 9. When Air Florida’s Flight 90 crashed in the Potomac, one out of three homes relied on 9.

It’s that kind of public trust that makes W★USA-TV “The



*Channel 9 first reported Washington’s “Ambulance Crisis” in 1978. “Eyewitness News” has stayed on the story ever since.*

One & Only.”

Credibility in a newscast comes only with time. Gordon Peterson, dean of Washington news anchors, has earned his credibility through 20 years on the air; Maureen Bunyan and J.C. Hayward through more than 15.

Our other anchors also are familiar faces in whom Washingtonians feel comfortable placing their trust—Bob Alhage, Bob Dalton, Andrea Roane, Mack Lee and Phyllis Armstrong.

The “Eyewitness News” team of over 100 anchors, reporters, photojournalists, researchers, writers and engineers, we think, is the best in the business. They are the reason, time after time, we’re the first on the air with the story. Why time after time the national press and the networks credit Channel 9 as the source for fast-breaking news all across our region.

From investigative to consumer to health, “Eyewitness News” stories frequently do more than report the facts, they generate action. Mark Feldstein’s investigative reporting first

turned up the heartbreaking story of Dr. Milan Vuitch’s abortion clinic malpractice. As a result of Mark’s follow-up reporting, authorities shut down the clinic.

Ellen Kingsley’s piece, “Legal but Lethal,” knocked potentially dangerous toys off the shelves at Christmas time.



*Baby J, an abandoned infant stricken with AIDS, found a home as a result of Reporter Don Torrance’s coverage of this news story.*

Bruce Johnson’s coverage of the death of a local resident brought the D.C. ambulance crisis to a boiling point. Persistent “Eyewitness News” follow-up coverage moved local officials to make changes.

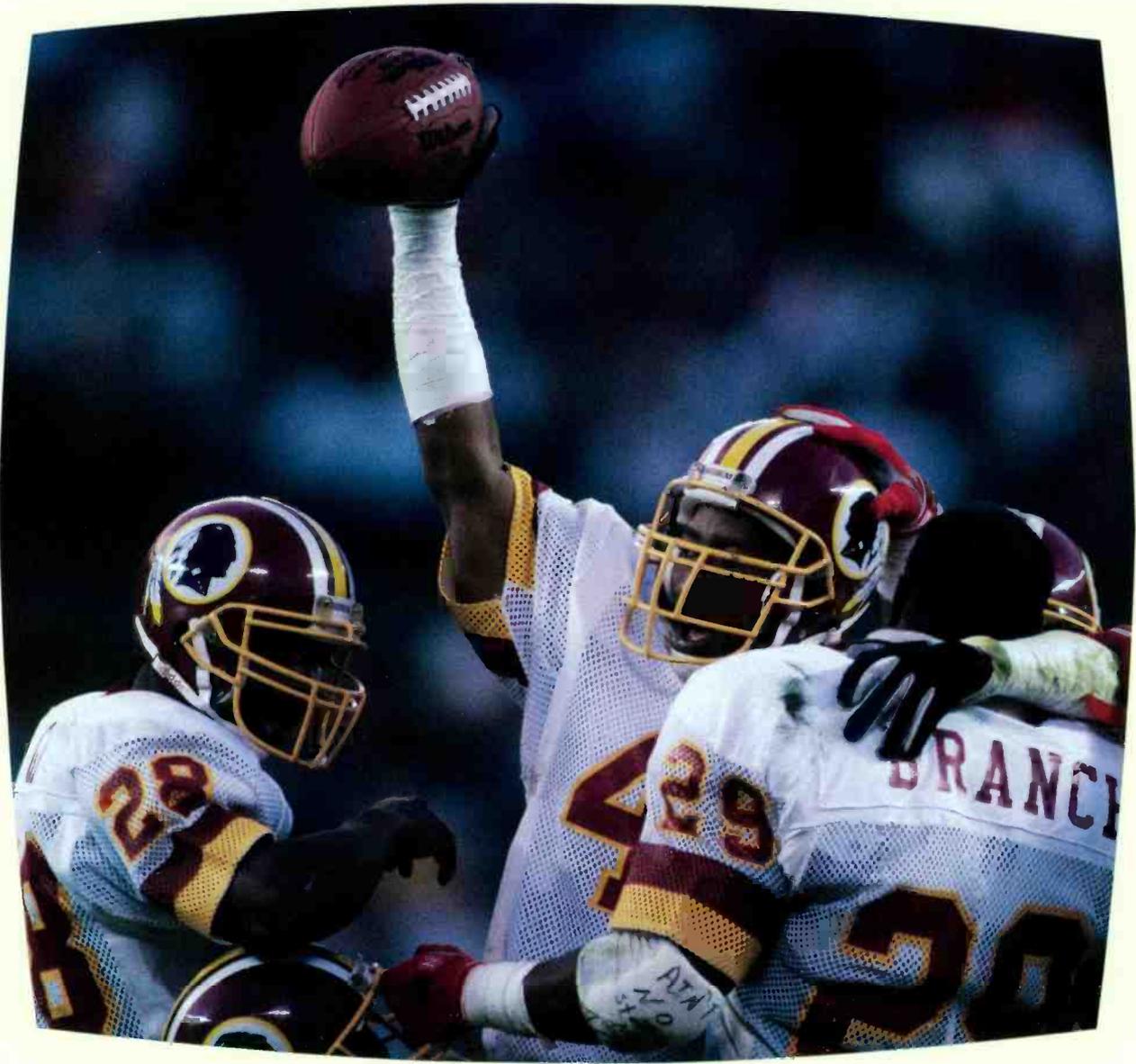
Credibility, competence, thoroughness and integrity. . . these are what made Channel 9 number one. And they are what will keep us there.



\*Source: Nielsen Ratings Survey

*QUESTION: Television signals can’t travel over the horizon or through obstructions like hills and buildings. So, how do we transmit on-the-spot reports from Carlisle, PA, Ocean City, MD or Richmond, VA directly to you?*

*ANSWER: A special “Eyewitness News” truck beams signals (the “uplink”) up to a satellite which relays the signals down to a receiving dish (the “downlink”) at W★USA-TV. Then, our transmitter beams them to your home.*



*A victorious moment at Super-  
bowl XXII. Channel 9 sent 30  
people and 3,000 pounds of equip-  
ment for 10 days to cover the event.*

*"When it comes to sports, Channel 9 gives you the whole nine yards."*

— "Eyewitness News"  
Sports Director/Anchor  
Glenn Brenner

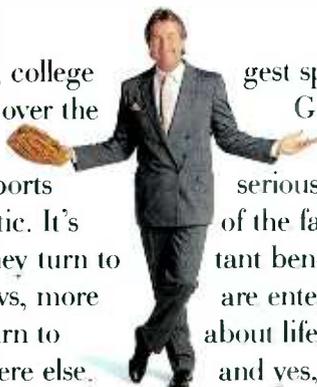
With professional, college and amateur teams all over the area, our town is a natural haven for the sports fan and the sports fanatic. It's a sure bet that when they turn to television for sports news, more of them are going to turn to Channel 9 than anywhere else.

And why not? We've got two NFL Hall-of-Famers, former Redskins Sonny Jurgensen and Sam Huff, in our line-up. Add to this roster former DeMatha High School basketball star James Brown plus award-winning Sportscaster Ken Mease, and you won't find a team with more depth on the bench. At the center of it all sits "Eyewitness News" Sports Director/Anchor Glenn Brenner, once a professional



*On "Countdown to Kick-off," Sonny Jurgensen and Sam Huff preview upcoming Redskins games.*

baseball player with the Philadelphia Phillies and the New York Mets, whose reporting, perspective and humor over the past 12 years have won him Washington's big-



*"In addition to offering the best coverage—through our Sports News, Programming and Specials—we offer the best entertainment around." "Eyewitness News" Sports Director/Anchor Glenn Brenner.*

gest sports audience.

Glenn takes his sports seriously—but not too seriously. He never loses sight of the fact that the most important benefits we get from sports are entertainment, lessons about life, competition, winning, and yes, sometimes losing.

To prove you don't have to play a sport to have fun at it, Glenn and Sonny team up at the Kemper Open Golf Tournament, interviewing the players, getting tips from area pros and covering play-by-play on Avenel's toughest holes. During the 1986 World Series, we sent former Bostonian Gordon Peterson and Orioles fan Mike Buchanan to Fenway Park for live coverage of the final games.

When it comes to capturing timeless moments in sports, nothing does it like our W★USA Specials. James Brown's "Street Kids" profiled a local man who helps inner-city kids get basketball scholarships to college. During our 1986 Superbowl Special, former Redskins teammates Sonny Jurgensen and Billy Kilmer reflected on their unique on-and-off-the-

field relationship.

And of course, nobody covers the Redskins like we do at W★USA. . . from "Countdown to Kickoff" to live action coverage to "Redskins Sidelines" to "Countdown to Superbowl."

We also spotlight local high-school basketball with "Fast-break," hosted by James Brown and legendary DeMatha coach Morgan Wooten.

We've been following Sugar



*Every year W★USA takes "Redskins Sidelines" the show to Children's Hospital.*

Ray Leonard since he won the Gold in the 1976 Olympics. We've been watching Jimmy Connors since he was a Junior Davis Cup player. We've always been hot on the Washington Bullets, even in years when the fans were cool. The same goes for our combative Washington Capitals.

Whatever the sport, you just can't keep any of us at W★USA-TV from getting into the game. . . because we're Washington's biggest fans.

*QUESTION: How can I get free tickets to sit in the studio audience of "Redskins Sidelines" or "Countdown to Kickoff?"*

*ANSWER: Simply write to us. Be specific about the program you wish to attend. Also enclose a self-addressed, stamped envelope so we can send your tickets to you. Mail your request to: W★USA (put name of program here), 4001 Brandywine Street, NW, Washington, DC 20016*





*Host Maureen Bunyan on the set of "22:26." This weekly talk show borrows its name from the actual minutes and seconds left in a programming half-hour after commercial time.*

*“Producing is a continual learning experience and an on-going challenge to the creative process.”*

— Award-Winning Producer  
Madeline LaCore

Washington may well be the news capital of the world. But it's also the hometown of a diverse and demanding television audience.

From the beginning, our commitment has been to provide a kaleidoscope of programs to our Metropolitan Area community.

“Capital Edition” keeps a balance between hard-hitting and uplifting stories—from the threat of acid rain on Virginia’s Shenandoah National Park to the blossoming of the Washington Ballet. On the studio set of “22:26,” Maureen Bunyan’s guests discuss such wide-ranging and timely topics as Alzheimer’s disease, the



*More than 200,000 people tune to “Capital Edition” each week.*

increase of truck accidents on the Beltway and the influence of jazz on our local culture. “In Our Lives” talks tough to teenagers about birth control, suicide prevention and drugs. “Music



*Prior to Gorbachev’s visit in 1987, President Reagan asked for a copy of “Moscow: Inside the Mystery,” part of our documentary series, “Capitals of the World.”*

Video Connection,” hosted by music aficionados Candy Shannon and Jeff Leonard, features interviews with top entertainers and, of course, the hottest videos.

And here’s something you may not know:

Award-winning prime time documentaries you

see on Channel 9 are created in-house. “Searching for Justice: Three American Stories” featured an unprecedented interview with Supreme Court Justice Thurgood Marshall. “Capitals of the World” has taken us to Paris, Moscow, and Tokyo, digging deep into the cultures of people who have been our allies and, at times, our enemies. Our “Capitals of the World” has shown us things the history books never taught us.

Likewise, many of our topics are inspired by intimate experiences and concerns of our staff and their families. “Eyewitness News” Investigative Consumer Reporter Ellen Kingsley still receives letters thanking her for sharing her personal ordeal with breast cancer

in “Cancer: A Portrait of Hope.” A Channel 9 staff member and his mother, a Metropolitan Area teacher, inspired us to produce a booklet on safety for children at home. The “Latch-Key” booklet reached more than 140 schools and over 40,000 students in the Metropolitan Area.

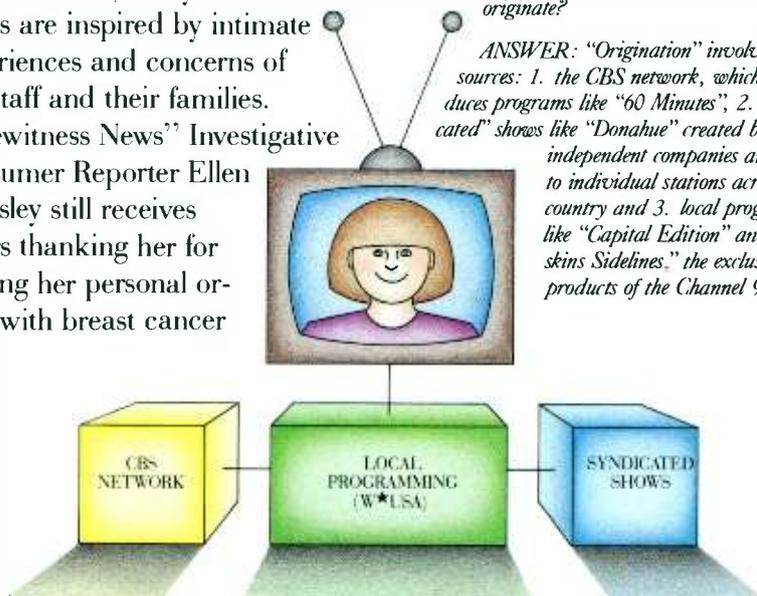
*“Music Video Connection” appeals to music lovers across the board.*



At Channel 9, creating programs that offer something for every segment of our audience is a round-the-clock job. But we manage to do it, with a lot of help from our 4 million friends and neighbors.

**QUESTION:** Where do Channel 9 programs originate?

**ANSWER:** “Origination” involves 3 sources: 1. the CBS network, which produces programs like “60 Minutes”; 2. “syndicated” shows like “Donahue” created by independent companies and sold to individual stations across the country and 3. local programs like “Capital Edition” and “Redskins Sidelines,” the exclusive products of the Channel 9 staff.



# Eyewitness Weather



*W★USA-TV Meteorologist Doug Hill  
in the "Eyewitness Weather Center"*

*"We all have one common goal—to provide you with the most comprehensive, informative, and interesting weather-cast in Washington."*

—The Weather Team

Channel 9 Eyewitness Weather has recently changed direction spectacularly. It began in 1988, with the installation of our Doppler 9 System, the most sophisticated early warning radar system on television. And, it culminated in our decision to put together a full-time team of meteorologists—experts who consider their jobs much more of a science than an art.



*Snowstorms can paralyze the Washington area. We provide advice and direction in weather emergencies.*

Weather is a serious business at W★USATV, 365 days a year. Using the Doppler radar as a critical point of reference, our weather team goes to work, piecing together data from a number of other sources such as the National Weather Bureau and state cooperative weather bureau reports. We also can talk to computers at 128 weather radar sites around the country. We can even tell you, via satellite, if it's snowing in Moscow.

Yet, despite all of this state-of-the-art technology, we still consult such time-honored sources as the

Farmer's Almanac. We believe there's truth to some of the old wives' tales about woolly caterpillars forecasting rough winters ahead. . . and rings around the moon predicting rain within 24 hours. Which brings something important to mind about Channel 9 meteorologists. They delight in explaining the "how and why" of weather, not just the "what, when, and where."

They can tell you that the ring you see around the moon is actually a reflection of moonlight on ice crystals in clouds that will be transformed into pre-



*Doppler is an effective early-warning system for damaging winds or tornadoes.*

cipitation by the heat of the sun. Bill Kamal can show you why that cloud formation lingering off the coast of Africa might become the next hurricane. Doug Hill can explain how arctic air masses raise the price of Florida orange juice. Topper Shutt can help you understand how weather affects our moods and attitudes; why depression caused by weather



*Channel 9 enlists 90 area citizens like Cheryl Popielasz to act as Weather Observers who help verify Doppler reports across our viewing area.*

is a bigger problem in Seattle than in Miami Beach.

Weather can be a pleasure too. We're there to help you plan for those times that mean a lot. . . a springtime outdoor wedding, summer barbecues, graduation ceremonies, Easter sunrise services, the exact time of sunset during the Jewish Holidays, snow on Christmas Day. When we get a call

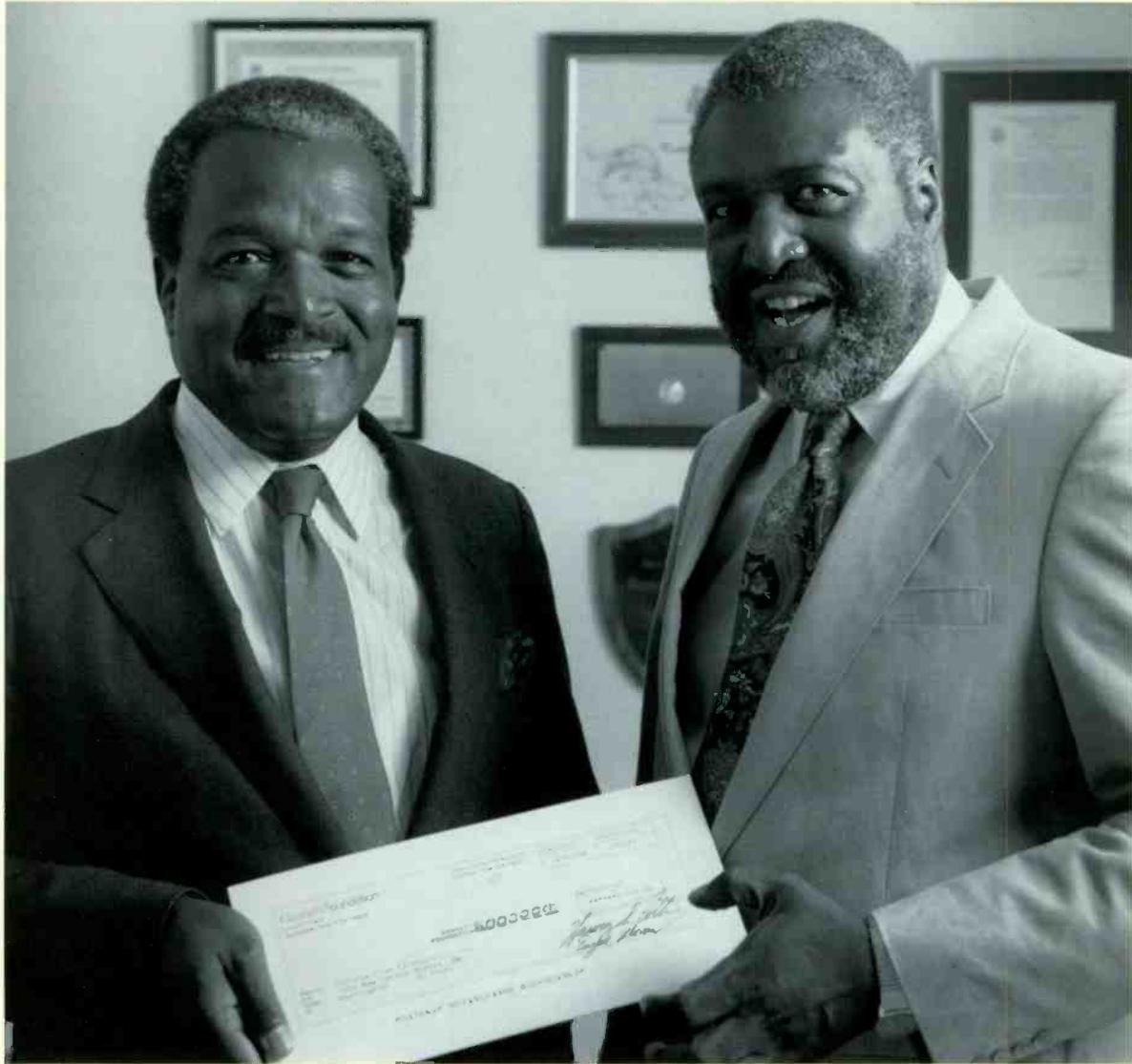
about a bright object in the sky, we can ease your fears—it's not a flying saucer, but the planet Mars you see up there.

It's no wonder the majority of people in our Nation's Capital wouldn't think of starting their day without us.



*QUESTION: How does Doppler Radar make Channel 9 weather more of a science?*

*ANSWER: With it, we've been able to vastly reduce the margin of error in weather forecasting. Doppler signals, unlike other state-of-the-art radar technology, can cut through ground clutter (such as trees and tall buildings) and zoom in to pinpoint exact locations of storms anywhere in the U.S. It is so precise that we can track conditions within ten miles; target a thunderhead on a segment of River Road, or time a snowstorm's arrival from the suburbs to the city.*



*Channel 9 President and  
General Manager Ron Townsend  
presents Gannett Foundation Grant  
to Rudolph Yates, President of the  
Ralph "Petey" Greene Foundation.*

*"We have a true  
commitment to  
enriching the lives  
and standards of  
living of people in  
the Washington  
Metropolitan Area."*

— Vice President of  
Broadcast Operations  
Sandra Butler-Jones



*Technician Bob  
McHenry, volunteer  
firefighter for the  
Montgomery County  
Fire Rescue Service.*

On the air, W★USA has always worked to be a community leader, using our news and public affairs programming to the benefit of the Washington Metropolitan Area. Even when we're off the air, we're doing our part . . . working as volunteers through our churches and non-profit organizations.

When we decide to move on a local issue or problem, nobody moves faster than we do. When a Washington baby needed money for a kidney operation, we raised the money on the air. You told us you wanted National and Dulles Airports back under local government control: six months of Channel 9 news specials and 20 editorials helped Congress make up its mind.

Where young people are concerned, our doors are always open. In 1986, we co-sponsored "Rock the Future," a regional

youth forum on values and education, bringing together some 3,000 teens at the Washington Convention Center.

Bruce Johnson's news special, "No Minor Crime," recorded the grief of local families who lost children to drug-linked violence. Air time wasn't enough for us. We organized a community-wide effort called "Coping: A Family Affair" to help find solutions.

Public service announcements are another way we interact with our community. These non-commercial announcements are offered free to non-profit organizations. Our award-winning PSA, "Deaf/Aids," was produced in-house and offered information for the hearing-impaired. Through the Gannett Foundation, we donate thousands of dollars to charitable causes and organizations every year.

Washington has been good to us and we've been able to build a dominant station here. But with that go many responsibilities. Most of us here at Channel 9 have lived in the area for years;

some of us for all our lives. And now, we're in a position to give something back to the community.

Here are but a few examples of this involvement. Photojournalist Tad Dukehart, a twenty-year



*Sales Account  
Executive Davin  
Drittler and his  
family volunteer at  
a soup kitchen in  
Silver Spring, MD.*

news veteran, offers seminars on media relations. "Eyewitness News" Anchor/Reporter Phyllis Armstrong is an honorary trustee at the Oakleaf Center in MD, a treatment center for abused children. Editorial Director Rich Adams is a Volunteer Emergency Technician with the Bethesda-Chevy Chase Rescue Squad. "Eyewitness News" Assignment Editor Pam Gentry sponsors midshipmen from the US Naval Academy in Annapolis. Associate Sports Producer Grace Lee tutors children for the Community of Hope in DC. "Eyewitness News" Reporter Bob Strickland is a board member of Big Brothers of the National Capital area.

*QUESTION: How can I get a public service announcement on the air or respond to a W★USA editorial?*

*ANSWER: Each programming day, we reserve a limited amount of time for non-commercial announcements. Simply send public service announcements to our Community Affairs Dept. If you're interested in responding to or have any suggestions for a W★USA editorial simply write to The Editorial Department at our address.*



*J.C. Hayward, "Eye-  
witness News" Anchor,  
pictured here with Ryan  
Richmond and Sarah An-  
derson, is vice president  
of the Boys and Girls Clubs  
of Greater Washington.*





*In 1988, nine local residents accepted the First Annual "One & Only 9 Awards for Community Service." From left to right (back row): Michael L. Kirwin, Lillie B. Curry, William N. Price, Miriam A. Galvez, Thomas A. Kennelly; from left to right (front row): Grace Stephenson, George M. McManmon, Genevieve B. Smith Artis, Mel Willis.*

*“How your spirit  
soars when your  
efforts are recognized  
by others.”*

— Vice President and  
Station Manager  
Hank Yaggi



*Each year, the Washington Chapter of the National Academy of Television Arts and Sciences awards Emmys for excellence in broadcasting.*

In January 1949, WOIC General Manager Eugene Thomas inaugurated his new station with a quote from a 1787 verse by the poet Robert Burns: “. . . it pleaseth me to the nines.” Thomas went on to pledge that from that day forward Channel 9 would likewise strive to please its Washington audience.

If you judge a station by the number of awards it has won, we’ve done our job well. The station has received more than 300 local and national accolades for excellence over the past five years. We’ve also picked up five Peabody Awards, including honors for overall public service effort. That’s more than any other local TV station in the market. Add to that five consecutive Ted Yates



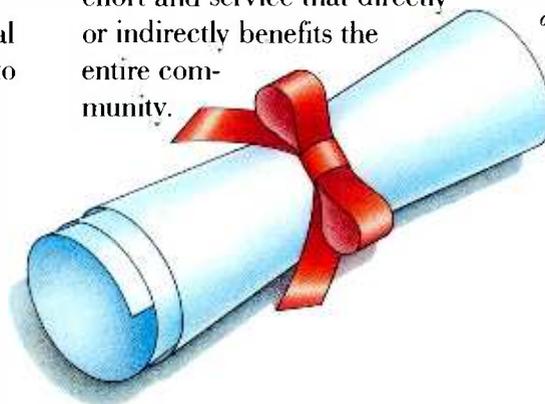
*W★USA-TV was honored for its leadership in the community by the National Conference of Christians and Jews.*

Awards, the highest award to be bestowed on local journalists. And when it comes to editorials we’re the most decorated of any station in this market.

But as proud as we are of the awards we’ve won, we’re even more proud of some that we give—“The One & Only 9 Awards for Community Service.”

Each year we present these awards to nine outstanding volunteers in recognition of their humanitarian volunteer contributions to our community. The recipients are people who make a difference—unsung heroes who devote their time and energy to serving the people of the Washington, DC area. These efforts may include service over a long period of time, service to the disadvantaged and underprivileged, service that requires an unusual amount of time and

effort and service that directly or indirectly benefits the entire community.

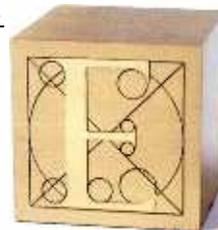


*The George Foster Peabody Award is given “in recognition of meritorious service in broadcasting” by the Regents of the University System.*

“The One & Only 9 Awards” are presented during a black tie banquet and televised live on W★USA. Each individual receives an honorarium, a portion of which is donated to the charity of his or her choice. All proceeds from the awards banquet benefit a local charity.

In years to come, we hope to bestow hundreds more of these awards on local citizens. Until then, let us raise a toast to all of

*The National Broadcast Editorial Association has cited Channel 9 for its “high quality of research, political acumen and awareness of complex issues.”*



you out there who have helped make Channel 9 the “One & Only.” May we continue to “please you to the nines.”

*QUESTION: How can I nominate someone for the “One & Only 9 Awards for Community Service?”*

*ANSWER: Official nomination forms can be obtained by writing to “One & Only 9 Awards,” W★USA, 4001 Brandywine Street, NW, Washington, DC 20016. All questions regarding the awards competition can be directed to W★USA’s Community Affairs Department at (202) 364-3970.*

**A TV PRIMER:**

**AFFILIATE:** A broadcast station, not owned by a network, which contracts with a network to air that network's programming. W★USA-TV is a CBS affiliate.

**ASCERTAINMENT:** A process by which a local broadcaster determines the interest, needs and concerns of the community and uses that information to develop effective local programming.

**ASSIGNMENT DESK:** The central information and communication system of the newsroom where assignment editors dispatch photojournalists and reporters to cover daily events and stories.

**COMMERCIAL:** A paid advertisement of usually 10 or 30 seconds in length that runs in prescribed periods throughout the broadcast day.

**CONTROL ROOM:** The production center for all broadcasts where producer, director and

technician combine pictures with sound to make a program.

**DB (Delayed Broadcast):** A program which is taped at one time and broadcast later due to scheduling requirements.

**DIRECTOR:** The person in charge of the actual production of any broadcast. A director instructs the on-air talent, studio technicians and production assistants for a particular show.

**DOCUMENTARY:** An in-depth report on a subject or issue usually presented in a 30-minute or one hour program. W★USA-TV's locally-produced documentaries include: "*Searching For Justice: Three American Stories.*" "*Thurgood Marshall The Man,*" and "*The Capitals Of The World*" series.

**EDITORIAL:** A broadcast opinion representing the views of the station's management. Viewers have an opportunity to respond to Channel 9 editorials by either calling or writing W★USA-TV's

Editorial Department.

**FCC:** The Federal Communications Commission was established in 1934 as the government agency responsible for regulating the broadcast media and issuing licenses to radio and television stations.

**INDEPENDENT STATION:** A television station neither owned by nor affiliated with a major network.

**GROUP OWNED STATION:** Many stations in the USA are owned by large corporations which also may own newspapers and other media. W★USA-TV is owned by Gannett Co., Inc. a nationwide news and information company that operates 10 television stations—including W★USA—and 16 radio stations, and publishes 88 daily newspapers, including USA TODAY, 35 non-daily newspapers and USA WEEKEND, The Newspaper Magazine.

**LIVE:** When a program or event

is broadcast as it happens and not videotaped. All Eyewitness Newscasts are live.

**MASTER CONTROL:** The technical heart of all broadcast stations. Here technicians check the sound and picture quality of all broadcasts, insert commercials and coordinate switching between network and local programs. Many master control functions are computerized.

**NETWORK OWNED AND OPERATED STATION:** Each of the three networks CBS, NBC and ABC are allowed to own a total of 12 television and radio stations across the country.

**PRE-EMPT:** When a regularly scheduled program is replaced by a special program or coverage of a special news event. Coverage of Congressional hearings or Presidential news conferences often pre-empt regularly scheduled programming.

**PRIME TIME:** The period of peak television viewing.

**PRODUCER:** The person responsible for the content of any broadcast.

**PROMOTIONAL ANNOUNCEMENT:** An announcement designed to heighten viewer awareness of programs.

**PUBLIC SERVICE ANNOUNCEMENT:** A segment of broadcast time donated by the station or network to community groups or charitable organizations. Public service announcements on W★USA are an effective tool for non-profit groups to generate community support for their efforts.

**PUBLIC AFFAIRS PROGRAM:** Informational broadcasts other than news which deal with issues of community interest and concern. W★USA's public affairs shows are: "*Capital Edition*," "*22:26*" and "*In Our Lives*."

**RATING:** The estimated percent of all television households or persons tuned to a specific station.

**RATING PERIOD:** The designated time when rating services, including Nielsen and Arbitron, measure audience viewership. All TV markets have measurements at least four times a year. We have six monthly reports in this area—January, February, May, July, October and November. We also have daily and weekly reports covering every day of the year.

**REMOTE:** Throughout the news broadcast, you'll see reporters like Chris Gordon, Kent Jarrell, Dave Statter and Nancy Mathis delivering on-the-spot live reports at a remote location as the news story unfolds.

**SHARE:** For a specific time, the percent of those households or persons using television that are tuned to a specific program or station.

Special thanks to Diane Digit.

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4001 Brandywine Street, N.W. Washington, D.C. 20016  
(202) 364-3900

