

period.

While on the surface that would seem to save stations the expense of buying and choosing shows to air, the stations also would give up much of the ad time they sell in that time period and could lose money.

Many potential affiliates also fear that another afternoon of kids programming would take away more dollars from the local spot market, cutting into a station's bottom line.

"The last thing we want is another batch of nationally delivered animated programming," says a potential affiliate.

**The broadcast factor**

On the broadcast side, Warner Bros. last week confirmed what most already knew: The Tribune broadcasting stations (except superstation WGN-TV Chicago) will become affiliates of the WB Network. Also signing on is Gaylord Broadcasting, Pacific FM (which owns KOFY-TV San Francisco); Renaissance Communications (WDZL-TV Miami) and a handful of other broadcasters, giving Warner Bros. 11 stations in the top 20 markets.

Tribune is making it even easier for WB to find affiliates. The group owner last week bought Gannett Broadcasting's WLVI-TV Boston (see box, page 43), which it will add to the WB list.

Tribune, which has long preached the value of localism and the importance of sports programming, says that it was thinking of the future when it agreed to sign on.

"In the 200- to 500-channel universe, you have to have a franchise," says Tribune chairman Jim Dowdle. Baseball, long a staple of the Tribune-owned stations, may go more and more to cable and pay TV, making the Warner opportunity something worth considering, the executive says. Dowdle also expressed concern that, in the future, stations will have to spend "enormous amounts of money" on promotion. The WB Network will remove some of that burden, he says. Tribune says it will honor all of its sports contracts.

But WGN-TV will not be a part of WB Network. Aside from several different sports contracts with the local teams, that station is also a superstation, which could cause copyright problems with WB affiliates.

That leaves independent stations WPWR-TV or WGBO-TV Chicago as po-



**ROLL-OUT SCHEDULE**

Time Period	1994	1995	1996	1997	1998
Kids AM 7-9:00AM		Full Schedule	Full Schedule	Full Schedule	Full Schedule
Daytime Noon-2:00PM		Full Schedule	Full Schedule	Full Schedule	Full Schedule
Kids PM 3-5:00PM		1 Half-Hour Strip	2 Half-Hour Strips	Full Schedule	Full Schedule
Family 5-6:00PM			Partial Schedule	Full Schedule	Full Schedule
Prime time 8-10:00PM	4 Hours 2 Nights	8 Hours 4 Nights	11 Hours 5 Nights	13 Hours 6 Nights	15 Hours 7 Nights
Late Prime 10-10:30PM		Full Schedule	Full Schedule	Full Schedule	Full Schedule
Late Fringe 11PM-12:00AM			TBD	TBD (To Be Determined)	TBD
Saturday AM 8AM- Noon		Full Schedule	Full Schedule	Full Schedule	Full Schedule

tential WB Network affiliates.

**Affiliates would pay studio**

Warner Bros. also spelled out its cable-like method of affiliate relations. Instead of Warner Bros. paying stations to carry programming, WB affiliates would pay the studio roughly 25% of the incremental profits from the WB Network schedule. Stations also make an upfront investment that would be credited against the 25% cut.

Tribune executives Dowdle and TV group president Dennis FitzSimons called the WB terms "more than fair."

WB needs the 25% cut because, unlike other networks, the studio does not own any TV stations, which usually provide much of the profit to a network's bottom line.

Warner Bros. CEO Robert Daly says the studio wants in to the network business because "a national distribution outlet not only complements our current television operations but also gives us the opportunity to profit from the original broadcast of programs," something the studio is unable to do in the current environment of deficit financing shows that it provides to the networks.

According to Warner Bros., its affiliation agreements already give WB Network a reach of 40%. But Paramount, which is launching its own fifth network in partnership with the Chris Craft stations, claims WB

reaches only about 30%; just 3% more than Paramount's network.

Paramount Television Group chairman Kerry McCluggage was on the road last week pitching the stations still up for grabs, which include key groups River City Broadcasting, Sinclair Broadcasting (which is in the midst of a bond offering and can't sign with anyone until the offer is done), Clear Channel TV and ABRY Communications.

Spin-doctoring was the order of the week for both Paramount and Warner Bros. Paramount—which is counting on its new Star Trek series *Voyager* to land affiliates, says that WB Network is misleading broadcasters about how many stations it has signed up and lacks the strong programming, such as *Star Trek*, that can deliver audiences.

"They don't have shows, and it is less than a year away," says one Paramount executive commenting on the fact that WB has yet to say what shows would be on its network.

WB executives counter that it does not make sense to announce the lineup now.

But programming is the factor on which many of the stations still up in the air may base their decision.

Says one broadcaster: "My concern with WB is that the studio is the leading network supplier; it supplies the PTEN programming. Am I getting the best stuff or my quota of the best stuff?"