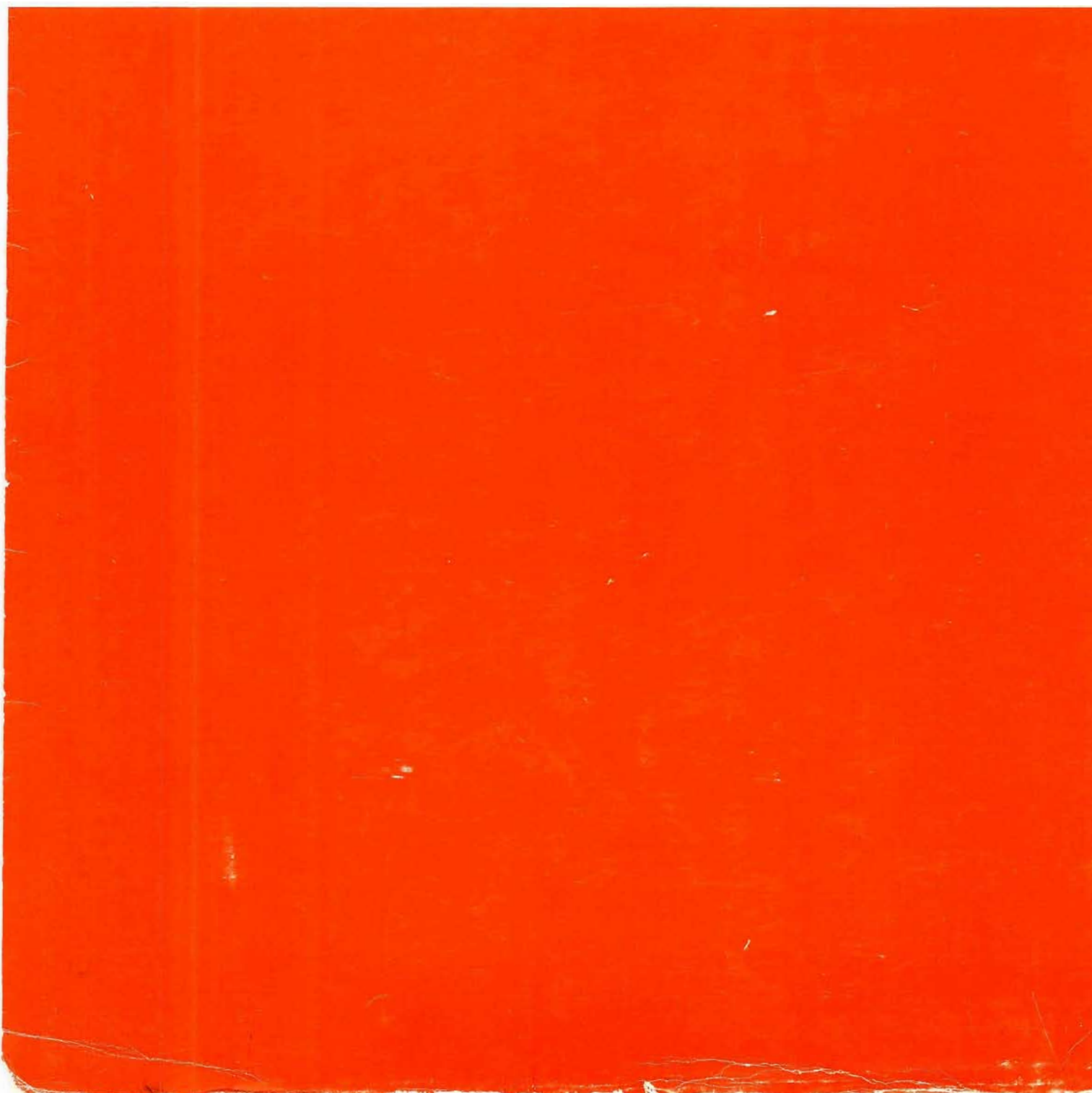


NBC NEWS
AND
INFORMATION
SERVICE



YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

1. W H Y

THE

A L L - N E W S F O R M A T ?

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YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

A BRIEF HISTORY OF ALL-NEWS RADIO

- * Gordon McLendon's XTRA pioneered ALL-NEWS RADIO. . . successfully!

- * Westinghouse and CBS expanded it on a local basis. . successfully!

- * NOW. . .NBC makes history with the first syndicated ALL-NEWS FORMAT coast-to-coast....
24 hours a day....7 days a week

THE BIGGEST NEWS IN RADIO HISTORY...
NBC/NEWS AND INFORMATION SERVICE!

AIR-BORNE JUNE 18, 1975

* * * * *

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOU WIN

WHEN YOU SWITCH

TO ALL-NEWS RADIO

NBC.NEWS & INFORMATION SERVICE

THE MEDIUM - RADIO
THE FORMAT - ALL-NEWS
THE THEME - SERVICE

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

MORE PEOPLE TURN TO RADIO FOR N E W S
 THAN TO ANY OTHER MEDIUM

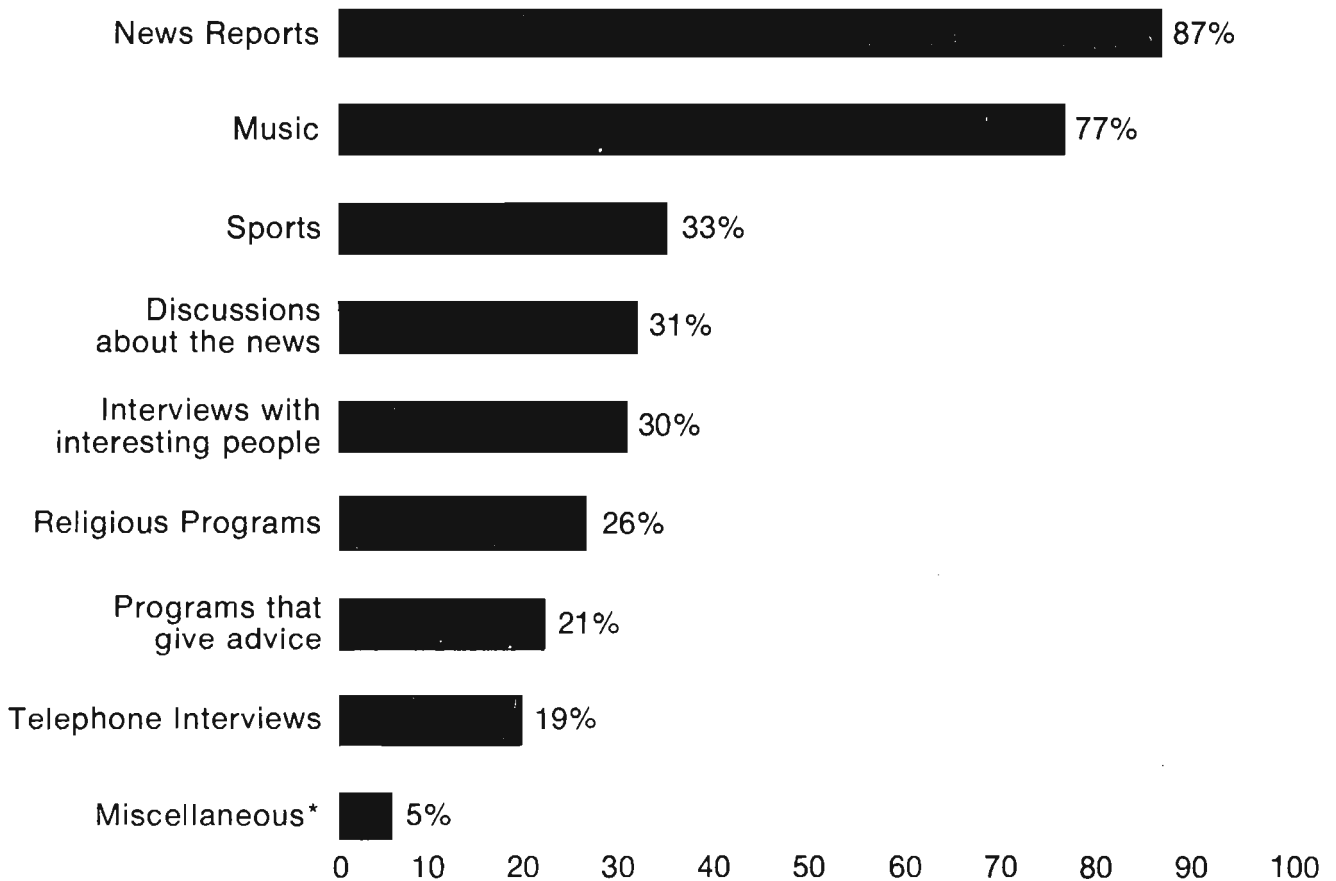
FOR ADULTS.
 RADIO IS THE PRIMARY SOURCE OF NEWS
 DURING MORNING AND AFTERNOON HOURS

	<u>Adults 18+</u>	<u>Household Income \$15,000+</u>
Radio	46%	52%
TV.	39%	33%
Newspapers. . .	34%	39%
Other People. .	8%	10%
Magazines . . .	2%	3%

Source: RAB Pocketpiece '75

**... NEWS IS THE PRIMARY REASON
PEOPLE LISTEN TO RADIO
DAY OR NIGHT!**

**Program Preferences "on an Average Day"
(Base 3148)**



Source: NAB

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

TWELVE STATIONS BECAME WINNERS IN
ONLY 6 MONTHS ! !

ALL-NEWS RADIO is a proven success
in every market where it is available.

In its 10-year history, ALL-NEWS RADIO
has never had a loser. . . .it has always
been successful.

Twelve stations in ten markets changed
to ALL-NEWS and became market leaders
and you don't have to wait -- these
twelve stations became winners in
only 6 months!!

See 6 Months and Current Growth
of ALL-NEWS Stations following. . .

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

ALL-NEWS WINNERS
GROWTH FIRST SIX MONTHS AND CURRENT

2 FIRSTS

5 SECONDS

2 THIRDS

<u>Market</u>	<u>Station</u>	<u>Date Began All-News</u>	<u>RANK IN MARKET</u>		
			<u>Preceding All-News</u>	<u>After First 6 Months</u>	<u>Current All-News Format</u>
NEW YORK	WINS	4/65	19	12	5
	WCBS	8/67	9	7	2
CHICAGO	WBBM	5/68	5	3	2
LOS ANGELES	KFWB	3/68	10	7	3
	KNX	4/68	7	4	1
PHILADELPHIA	KYW	9/65	18	9	2
BOSTON	WEEI	4/74	2	4	3
SAN FRANCISCO	KCBS	5/68	4	1	1
WASHINGTON	WTOP	3/68	2	2	2
SAN DIEGO	KSDO	7/73	7	7	3
DENVER	KDEN	9/73	24	10	10
PHOENIX	KTAR	9/73	12	3	2

Source: ARB - TSA Jan/Feb 1975
 Adults 18+, Mon-Sun, 6AM-12 Midnight

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

2.

W H Y S W I T C H

T O

A L L - N E W S ?

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

IF YOU OWN AND/OR OPERATE A RADIO STATION AND

You ask: "Why should I switch to ALL-NEWS RADIO?"

Our reply: "ALL-NEWS RADIO has always been a winner."

Not since Top 40 has there been

available such a proven format...

and in most instances your station's

ALL-NEWS format will be exclusive

in the market.

You'll achieve the phenomenal success

enjoyed by other ALL-NEWS stations.

The facts show there has NEVER BEEN

an ALL-NEWS LOSER!

AND....WHAT HAPPENS WHEN YOU SWITCH

TO AN ALL-NEWS FORMAT?

R E A D O N

YOU WIN 
**WHEN YOU SWITCH
TO ALL-NEWS RADIO**

WHEN YOU SWITCH TO AN ALL-NEWS FORMAT WHAT HAPPENS?

- to YOU?
- to YOUR MARKET?
- to YOUR STATION?
- to YOUR AUDIENCE?
- to YOUR IMAGE?
- to YOUR SALES?
- to YOUR EXPENSES?
- to YOUR PROFITS?
- to YOUR STOCKHOLDERS?
- to YOUR BANKER?

WHAT HAPPENS? **Y O U W I N**

AND YOU WIN IN ALL CATEGORIES ! ! !

HERE'S HOW.

Y O U . BECOME A VERY SPECIAL KIND OF BROADCASTER
(The only full-time ALL-NEWS broadcaster
in your community)

M O R E

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR MARKET.....EVFRY LISTENER IS YOUR MARKET!!

(Your community is hungry for news...they will welcome your ALL-NEWS "sound" and you'll welcome the tune-in by every listener in your market)

YOUR STATION.....BECOMES A VERY SPECIAL COMMUNICATIONS FACILITY!

(The most immediate, reliable source of news and information in your city)

YOUR AUDIENCE.....A LEADER'S SHARE IN ALL DAY-PARTS!

(In share, AQH and cumulative rank. Greater weekly gross impressions, higher reach, frequency and better advertiser efficiencies that hold in every day-part. Almost everyone listens to news. A loyal mass medium which delivers more different listeners and/or potential client customers than any two or three music stations combined)

YOUR IMAGE.....BECOMES NUMBER ONE

(No. 1 with legislators, No. 1 with community leaders, No. 1 with the general public, No. 1 with advertisers and Super No. 1 with FCC)

YOUR SALES.....INSTANT ADVERTISER ACCEPTANCE!

(Even hard-to-get accounts -- upscale accounts -- at higher unit rates -- a switch from mass to class accounts that pay their bills)

YOUR EXPENSES.....WIPE OUT THOSE LARGE ONES!

(i.e. high-priced jocks, BMI/ASCAP, special promotions/prizes/contests; music tapes, jingles, music personnel, and national news services)

M O R E

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR PROFITS.....GREATER CASH POSITION -
DECLARE LARGER DIVIDENDS

(Allowing for short turnaround period, you'll
have increased sales at higher unit rates, reduced
expenses and improved bottom dollar profits)

YOUR STOCKHOLDERS -
YOUR BANKER.....WILL LOVE YOU!

S U M M A R Y.....YOU'LL OWN AND OPERATE A
PRESTIGIOUS AND UPSCALE RADIO STATION!!

(A special broadcaster -- a prestigious station --
larger sales -- reduced expenses -- increased profits --
and happy stockholders)

* * * * *

See Growth of ALL-NEWS
Stations Following.

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

GROWTH OF ALL-NEWS RADIO STATIONS

2 FIRSTS...5 SECONDS...3 THIRDS

<u>Market</u>	<u>Station</u>	<u>Date Began All-News</u>	<u>RANK IN MARKET</u>	
			<u>Preceding All-News</u>	<u>All-News Format</u>
NEW YORK	WINS	4/65	19	5
	WCBS	8/67	9	2
CHICAGO	WBBM	5/68	5	2
LOS ANGELES	KFWB	3/68	10	3
	KNX	4/68	7	1
PHILADELPHIA	KYW	9/65	18	2
BOSTON	WEEI	4/74	2	3
SAN FRANCISCO	KCBS	5/68	4	1
WASHINGTON	WTOP	3/69	2	2
SAN DIEGO	KSDO	7/73	7	3
DENVER	KDEN	9/73	24	10
PHOENIX	KTAR	9/73	12	2

*Source: ARB-TSA Jan/Feb 1975
 Adults 18+, Mon-Sun, 6AM-12Midnight*

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

3.

A L L - N E W S

A S U C C E S S

I N

F A C T S

A N D

F I G U R E S

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

H I S T O R Y P R O V E S I T ---

YOU CAN IMPROVE YOUR STATION'S SUCCESS
WITH ALL-NEWS RADIO FORMAT. . . .

YOUR STATION BUILDS AUDIENCE LEADERSHIP.

YOUR STATION PROFITS WITH REACH OF MASS AUDIENCES.

YOUR STATION BECOMES A MARKET LEADER IN SHARE OF LISTENING.

YOUR STATION CAPTURES UPSCALE AUDIENCES
AND INFLUENTIAL INDIVIDUALS.

YOUR STATION EXCEEDS "TOTAL RADIO" WITH IN-HOME LISTENING.

YOUR STATION DEMOGRAPHICS AND AGE GROUP DISTRIBUTION
COMPARES FAVORABLY WITH OTHER RADIO FORMATS.

YOUR STATION WHETHER AM OR FM, CAN WIN LISTENERS +
INCREASE YOUR SHARE OF RADIO AUDIENCE.

YOUR STATION FORMAT SHARE, REGARDLESS OF MARKET SIZE,
WILL NOT CHANGE DRAMATICALLY. THIS PRINCIPLE
HOLDS TRUE FOR CONTEMPORARY, TOP-40,
BEAUTIFUL MUSIC,
OR ALL-NEWS.

FOR THE FACTS AND FIGURES READ ON

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR STATION CAN HAVE AUDIENCE LEADERSHIP
 BECAUSE ALL-NEWS HOLDS STRONG
IN ALL DAYPARTS!! -- NOT ONLY IN AQH RANK
 BUT A SUPER LEADER IN CUMULATIVE DELIVERY

<u>Daypart</u>	AUDIENCE RANKING					
	<u>ALL-NEWS RADIO</u>					
	<u>Average Quarter Hour</u>			<u>Cumulative</u>		
	<u>M-F</u>	<u>Sat.</u>	<u>Sun.</u>	<u>M-F</u>	<u>Sat.</u>	<u>Sun.</u>
6AM-10AM	2	2	2	2	2	2
10AM-3PM	5	7	7	3	3	3
3PM-7PM	4	7	8	3	4	4
7PM-12Mid.	4	6	4	4	4	3

Source: ARB-TSA, Adults 18+
 1974 4-Book Average
 in 10 Markets - 12 ALL-NEWS
 Stations

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR STATION CAN BE A MARKET LEADER IN

SHARE OF RADIO LISTENING.

DOUBLE NUMBER SHARES IN MOST DAYPARTS!!!

SHARE OF RADIO LISTENING
 ALL-NEWS RADIO

	<u>Monday- Friday</u>	<u>Saturday- Sunday</u>	<u>Monday- Sunday</u>
6AM-10AM	15	17	16
10AM-3PM	10	8	9
3PM-7PM	10	8	9
7PM-12Mid.	8	9	8
12Mid-6AM	14	11	13
6AM-12Mid.	11	10	11
24 Hours	11	10	11

Source: RADAR XI (Mar/Nov '74)
 Special Tabulation
 10 Markets - 12 ALL-NEWS Stations

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR STATION CAN PROFIT
 BY ALL-NEWS RADIO'S REACH OF MASS AUDIENCES.
 OUT OF 13 FORMATS MEASURED NATIONALLY
 ALL-NEWS RANKS #2 IN ADULT LISTENING PREFERENCE
 DESPITE ITS PRESENCE IN ONLY TEN MARKETS *

<u>Format</u>	<u>Adults (000)</u>	<u>% National Coverage</u>
Popular Music	30,591	21.9%
<u>NEWS</u> *	<u>29,149*</u>	<u>20.9*</u>
Top 40	27,163	19.4
Modern Country	25,095	18.0
Heavy Rock	19,371	13.9
Golden Oldies	19,329	13.8
Standards	15,409	11.0
Instrumental	13,650	9.8
Talk	12,324	8.8
Sports	11,291	8.1
Classical & Semi-Classical	9,007	6.4
Black	6,622	4.7
Farm	4,743	3.4%

- *(a) Reach of mass audience is demonstrated by radio's high weekday cume levels among adults.
- *(b) Since ALL-NEWS is only available in 10 markets yet has such high weekday cume levels, you have proof of its tremendous mass appeal. When more stations switch to ALL-NEWS, this format is expected to be a runaway #1 in overall adult listening.

Source: TGI 1975

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR ALL-NEWS STATION
 WILL HAVE A GREATER CONCENTRATION
 OF UPSCALE AUDIENCES AND
 INFLUENTIAL INDIVIDUALS --
 THOSE YOUR ADVERTISERS WANT TO REACH

	<u>Selectivity Index*</u>			
	<u>N</u>	<u>C</u>	<u>T</u>	<u>P</u>
	<u>E</u>	<u>&</u>	<u>O</u>	<u>U</u>
	<u>W</u>	<u>W</u>	<u>P</u>	<u>L</u>
	<u>S</u>		<u>40</u>	<u>A</u>
				<u>R</u>
<u>Better Educated Adults</u>				
Graduated College	130	52	111	128
<u>Higher Income Groups</u>				
Household Income \$15,000	111	88	109	123
20,000+	116	72	105	120
25,000+	122	54	107	125
<u>Professional/Managerial Adults</u>				
Professional/Technical	129	64	117	134
Managerial/Proprietor	136	105	84	102
Professional/Managerial	132	82	103	120
<u>Adults Owning High-Priced Homes</u>				
Own a Home	113	106	88	101
Own Home Valued at \$50,000+	137	63	74	117
Own Home Valued at \$25,000-49,999	120	91	93	118

* Selectivity Index over 100 is percentage above population average.

Source: TGI, 1975
 Adults 18+

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

IN-HOME LISTENING TO ALL-NEWS STATIONS

EXCEEDS "TOTAL RADIO" IN ALL DAYPARTS . . .

AM/PM DRIVE, DAYTIME AND EVENING, MONDAY-FRIDAY

	ALL-NEWS PERCENT IN-HOME LISTENING		
	<u>ALL-NEWS Stations</u>	<u>Total Radio</u>	<u>% News Radio Advantage</u>
<u>Monday-Friday</u>			
Combo Drive 6AM-10AM + 3PM-7PM	76.0	66.0	+15%
Daytime 10AM-3PM	69.0	56.0	+23%
Evening 7PM-12Midnight	84.0	80.0	+ 5%

Source: ARB/Metro Adults 18+
 Jan/Feb 1975
 Oct/Nov 1974

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

A L L - N E W S
 COMPARATIVE FORMAT DEMOGRAPHICS

ALL-NEWS MALE/FEMALE DISTRIBUTION OF
 LISTENERS AND BALANCE BY AGE GROUPS
 COMPARE FAVORABLY TO OTHER RADIO FORMATS

REPRESENTATIVE NEW YORK STATIONS

Station and Format	AQH Adult Audience	Audience Distribution By Sex		Audience Distribution By Age		
		Men	Women	18-34	35-49	50+
		WCBS <u>All News</u>	154,300	54%	46%	23%
WNEW <u>MOR</u>	85,200	41%	59%	20%	33%	47%
WMCA <u>Tele-Talk</u>	107,100	50%	50%	14%	18%	68%
WRFM <u>Beautiful Music</u>	129,000	46%	54%	13%	34%	53%
WABC <u>Contemporary</u>	139,000	39%	61%	54%	29%	17%
WHN <u>Country</u>	72,900	58%	42%	24%	46%	30%

*Source: ARB-April/May 1975-TSA
 Mon-Sun, 6AM-12Midnight
 Adults 18+*

Tomorrow's Opportunities

Boardroom interviews John M. McCarthy,
partner, Lord, Abbett & Co., New York

We're undergoing a long-term, fundamental change, moving from a consumer-oriented to a capital-goods-oriented economy.

Impact: Yesterday's glamor stocks—the favorites of the 1960s—won't be tomorrow's favorites. Tomorrow's winners may more closely resemble the favorites of the '50s: Dow, DuPont, Union Carbide, U.S. Steel, Owens-Corning Fiberglas—largely industries requiring huge amounts of capital.

Factors behind the change: U.S. reinvestment for plant and equipment has been slipping—but tomorrow's glamor companies are recognizing it, and they are the ones with the financial ability to correct it.

Perspective: As a percentage of Gross National Product, we've been reinvesting only 18% into capital equipment between 1960-73, compared with Japan's 36% and France's and Germany's 26%.

What that means: Our productivity is dropping and theirs is rising. We delude ourselves by looking at our industry's production levels and seeing we're only manufacturing at 75% of capacity. Only last year the rate was over 95% and we were faced with a strangling shortage economy.

Lesson: If we're to meet tomorrow's production needs, we must start investing heavily now—to have the facilities ready when the demand develops.

Another factor: Look at the U.S. demographics. We're shifting from a youth-oriented economy to a middle-age one. The demographics favor the 35-49-year-olds to become the fastest-growing segment of the population. And they aren't drinking Coke or wearing Levis; nor are they sitting and watching television. They're working and reading books.

Impact: Lifestyles are changing dramatically. And the changes will hit the consumer-oriented companies most heavily. *Here's how:* With the slowing growth of the consumer market, the competition within it will intensify. Even the smart operations, like K-Mart, will grow only by taking away someone else's business. Survival will depend on that. The buyer will think *budget* more than ever before. No more getting away on vacation and paying it off later or buying on time, etc. That means the low-cost concept of K-Mart and similar retailers has more growth potential than the high-priced department stores.

Prediction: To achieve this capital growth, the government will have to make some fundamental changes, and I see signs that the Administration's leaders understand the need for them and will eventually push them through.

Specifics: Create an environment where capital investment is encouraged; just the opposite of the current situation, where consumer spending is encouraged. Thus, we'll see such things as tax-sheltering a portion of the little guy's savings; giving the little guy more shelter on capital gains; accelerating depreciation levels to make them more realistic vis-a-vis inflation.

Investment possibilities for larger firms: The big, capital-intensive corporation with a good-looking balance sheet will be in the best position to join in this upcoming growth. Far-sighted firms will invest heavily for tomorrow, and they'll be generating the 15%-20%

rates of growth that Avon and Xerox did before. But those with less attractive balance sheets and less ability to use cash flow, loans and new equity to finance growth, will have a more difficult time riding this crest. Even worse will be the consumer firms, which will be battling each other intensely, but in only a slow-growing segment of the market.

Advice to smaller firms: This is the time to change your way of thinking. After the present recession, business won't return to the way it was before. Forget the euphoria of the '60s. The rate of growth of the economy will be slower. That's not to say the really smart, small firm won't find a niche in the market to exploit, but it'll be the exception. The small guy will have to watch his balance sheet; he won't be able to speculate as much. If he's wise, he won't try to extend too quickly in tomorrow's market.

Short-term forecast: The pundits are telling us that 1976 will be the year of the consumer. It's not that simple. In 1976, the consumer will just be getting over the recession. He'll be buying a lot of basic needs to catch up where he slipped behind this year. Maybe in late 1976 and in 1977 he'll consider the durables—the cars and appliances—but not before.

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11 West 42nd Street
New York, New York 10036, 1975

Youth market no longer will set style

Mid-young, elderly age groups will burgeon by 1990

BY GEORGE H. BROWN
Secretary, The Conference Board
New York

From the point of view of demographic change, all of the action for the next 15 years in the U.S. will be concentrated in two segments of the market—the age group 30 to 45, which will rise from 36,500,000 to about 60,000,000, and the age group 65 and over, which will rise from 22,100,000 to about 30,000,000.

None of the other age groups will show any change in absolute numbers for the next 15 years. The baby and infant market, which is lower today than it was in 1960, will rise a little and then fall a little for no change. The school-age population (6 to 20 years old) will be down to 52,000,000 from its present level of 61,100,000, and the middle-aged group (45 to 65) will hold steady at around 44,000,000. (See table at right.)

This is almost the reverse of the pattern of change which has taken place in the 15-year period, 1960 to 1975. Those years saw a sharp rise in the school-age and young adult population and in the age group 45 and older, but no change at all in the "with children in school" age group (30 to 45). This suggests it will be necessary to make major shifts in product and promotional strategies to stay abreast of the market.

While the youth market is here to stay, it is not growing and is not as likely to set the style for the rest of the population as it has in the past ten years. The key words for the foreseeable future will probably be price, value, durability, function, quality—in an easygoing and no-nonsense setting. Concern for the environment, product safety and product information are likely to continue, but don't depend too much on such proven approaches as new, im-

proved, modern, young, fresh, bold, pace setter, and the like.

Banks, credit agencies and sales people dealing with the general public should take a new look at the practices and procedures for dealing with the over-65 age group. According to the Bureau of Labor Statistics, the annual consumption budget for a husband-wife family over 65 was larger than the annual consumption budget of a husband-wife family under 35 years of age with no children. The over-65 age group is steadily emerging as active, independent, self-reliant and self-confident.

■ They eat, travel, entertain, go out, stay home and spend money like every other family. In total numbers they are about the same as the black population, but growing twice as fast. Except in a few cases, there is no need to design products or address advertising to the senior citizen group. However, there is money to be made in giving courteous, interested and responsive attention to this group of buyers whenever they appear in the marketplace. =

Middle and elderly age groups will soar

U.S. population by age group: 1960-1990 (000 omitted)

Projections based on series F—U. S. Bureau of the Census

	1960	1975	1975 +(-) 1960	1990	1990 +(-) 1975
0-5	20,337	16,216		17,752	
5-9	18,812	17,318		18,201	
10-14	16,923	20,062		17,154	
Sub Total	56,072	53,596	(2,476)	53,107	(489)
15-19	13,455	20,943		16,719	
20-24	11,124	19,404		17,823	
25-29	10,930	17,312		20,501	
Sub Total	35,509	57,659	22,150	55,043	(2,616)
30-34	11,979	13,802		21,290	
35-39	12,542	11,604		19,615	
40-44	11,680	11,117		17,287	
Sub Total	36,201	36,523	(322)	58,192	21,669
45-54	20,573	23,563		24,617	
55-65	15,627	19,867		20,357	
Sub Total	36,200	43,430	7,230	44,974	1,544
65-74	(b. 1895) 11,065	13,549 (b. 1900)		16,769 (b. 1925)	
75 & over	5,624	8,621		10,999	
Sub Total	16,689	22,170	5,472	27,768	5,607
Grand Total	180,671	213,378		239,084	
Memo: Total Black	18,872	22,580	3,708	n.a.	

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

4.

A L L - N E W S

A S U C C E S S

F O R

B O T H A M

A N D

F M S T A T I O N S

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

ALL-NEWS CAN BE THE ANSWER
FOR BOTH AM AND FM STATIONS !!

IN THE PERIOD 1970-1974 FM PENETRATION IN THE
TOP 20 MARKETS RANGED BETWEEN 83-96%.
MEANING FM HAS DEFINITELY ARRIVED!
NBC'S NEWS & INFORMATION SERVICE LINEUP
ALREADY INCLUDES 11 FM STATIONS
WITH SEVERAL OWNERS PLANNING AM/FM COMBINATIONS.
UNTIL NOW, FM LISTENERS HAD TO SWITCH TO THE
AM DIAL FOR NEWS.
SO WHETHER AM OR FM, YOU WIN LISTENERS TO YOUR
FREQUENCY AND INCREASE YOUR MARKET SHARE OF AUDIENCE
WHEN YOU SWITCH TO AN ALL-NEWS FORMAT.

See following two charts

- 1) FM Penetration-Top 20 Markets
- 2) AM-FM Share of Radio Audience '74 vs '70

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

FM PENETRATION

TOP 20 MARKETS

<u>Market</u>	<u>Percent Penetration</u>
NEW YORK	96.4%
PHILADELPHIA	95.6
DETROIT	95.4
WASHINGTON	95.4
ATLANTA	94.8
CHICAGO	94.6
MILWAUKEE	93.8
LOS ANGELES	92.8
BOSTON	92.7
HOUSTON	92.7
SAN DIEGO	91.9
CLEVELAND	91.3
ST. LOUIS	91.1
DALLAS	90.6
SAN FRANCISCO	89.7
SEATTLE	87.6
DENVER	87.5
BALTIMORE	85.7
PITTSBURGH	83.2
MINNEAPOLIS	83.2

Source: Pulse Beat 1973

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

AM/FM SHARE OF RADIO AUDIENCE
 1974 vs 1970
 TOP TEN MARKETS

Market	SHARE OF AUDIENCE				% Change	
	1970		1974		FM	AM
	FM	AM	FM	AM		
NEW YORK	23.4%	69.1%	33.2%	56.9%	+42%	-18%
LOS ANGELES	21.2	69.7	31.2	58.2	+47	-16
CHICAGO	13.3	78.6	27.8	63.6	+109	-19
PHILADELPHIA	19.7	68.3	34.5	53.3	+75	-22
SAN FRANCISCO	21.3	67.6	29.6	60.1	+39	-11
DETROIT	20.8	70.0	38.4	53.1	+85	-24
BOSTON	19.0	72.7	31.6	60.5	+66	-17
WASHINGTON	27.5	65.0	39.4	51.7	+43	-20
PITTSBURGH	14.7	79.2	30.2	62.4	+105	-21
ST. LOUIS	9.4	83.9	27.7	65.4	+195	-22
AVERAGE	19.0%	72.4%	32.4%	58.5%	+ 70%	-19%

Source: ARB April/May 1970 & '74
 Mon-Sun, 6AM-12Midnight

MEDIASTAT

8120 Fenton Street · Silver Spring, Maryland 20910 · Telephone 301—588-4878

NEW CHICAGO AND WASHINGTON
MEDIASAT SURVEYS SHOW
INCREASED FM CAR RADIO TOTALS

Special radio audience surveys conducted in the Chicago and Washington SMSA areas carried a question asked of all respondents concerning car radio availability and whether or not those persons having car radios were able to receive FM broadcasts on them.

Of all persons in the samples (1000 in Washington and 500 in Chicago), 87% in Washington had at least one car with a radio available to them; and of these 57.5% were capable of receiving FM broadcasts. In Chicago, 82% of sample persons had cars with radios, and of these 49% could receive FM.

It should be noted that the above FM figures are based on a person having at least one car radio with FM. Thus, the FM percentages do not apply to all car radios but to all persons (subject to sample limitations).

The questions were asked as a part of Media Statistics' new MEDIATREND monthly radio audience surveys and were based on June and July, 1975, in Washington, and July in Chicago.

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

5.

A L L - N E W S

A S U C C E S S

WITH

B L A C K A U D I E N C E S

**YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO**

NEWS AND INFORMATION RADIO
AND THE BLACK LISTENER

ALL-NEWS REACHES THE SAME PERCENTAGE OF
BLACKS AS TOTAL LISTENERS
A N D
ALL-NEWS ACCOUNTS FOR THE SAME SHARE OF
LISTENING AMONG BLACKS
AS AMONG ALL LISTENERS

IN A MARKET WITH A LARGE OR
PREDOMINANT BLACK POPULATION
THE PATTERN OF ALL-NEWS SUCCESS
SHOULD BE SIMILAR TO THE SUCCESS
EXPERIENCED IN CURRENT ALL-NEWS MARKETS.

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

ALL-NEWS RADIO REACHES
 THE SAME PERCENTAGE OF BLACK LISTENERS
 AS IT DOES OF TOTAL LISTENERS

ALL-NEWS BLACK AUDIENCE

CUMULATIVE LISTENERS

	<u>M E N 18+</u> <u>Black</u> <u>Audience</u>	<u>Total</u> <u>Audience</u>	<u>W O M E N 18+</u> <u>Black</u> <u>Audience</u>	<u>Total</u> <u>Audience</u>
<u>NEW YORK</u>				
WCBS	11%	22%	15%	23%
WINS	24%	22%	19%	19%
<u>CHICAGO</u>				
WBBM	31%	28%	29%	26%
<u>WASHINGTON</u>				
WTOP	21%	27%	24%	22%
WAVA-AM/FM	6%	8%	4%	6%
<u>PHILADELPHIA</u>				
KYW	28%	33%	33%	31%

*Source: ARB April/1974
 Special Report on Black Persons
 Metro Survey Area,
 Mon-Sun, 6AM-12Midnight*

YOU WIN  WHEN YOU SWITCH TO ALL-NEWS RADIO

THE ALL-NEWS SHARE OF AUDIENCE
 IS THE SAME OR HIGHER
 AMONG BLACK LISTENERS THAN
 IT IS AMONG ALL LISTENERS. . . .

ALL-NEWS BLACK AUDIENCE

S H A R E S

	<u>M E N 18+</u> <u>Black</u> <u>Listeners</u>	<u>All</u> <u>Listeners</u>	<u>W O M E N 18+</u> <u>Black</u> <u>Listeners</u>	<u>All</u> <u>Listeners</u>
NEW YORK	15%	14%	13%	14%
CHICAGO	15%	9%	14%	9%
WASHINGTON	15%	10%	13%	8%
PHILADELPHIA	17%	10%	14%	10%

Source: ARB, April/1974
 Special Report on Black Persons
 Metro Survey Area
 Mon-Sun., 6AM-12Midnight

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

6.

A L L - N E W S

S U C C E S S

R E G A R D L E S S

O F

M A R K E T S I Z E

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

ALL-NEWS A WINNER

REGARDLESS OF MARKET SIZE

SMALL...MEDIUM...LARGE

REGARDLESS OF YOUR MARKET'S SIZE --
SMALL, MEDIUM, LARGE -- THE SHARE
BY FORMAT WILL NOT CHANGE DRAMATICALLY.

THIS PRINCIPLE HOLDS TRUE FOR
CONTEMPORARY, TOP 40, BEAUTIFUL MUSIC
OR ALL-NEWS.

FORMAT POPULARITY IS NOT RELATED TO
MARKET SIZE!!!

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

Z.

M Y T H S

VERSUS

F A C T S

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

MYTHS VS. FACTS IN RADIO

THE THEORY THAT NIS ALL-NEWS RADIO CANNOT SUCCEED IN SMALLER MARKETS IS REMINISCENT OF A NUMBER OF OTHER NOW-DISPROVEN MYTHS OF BROADCASTING. LET'S TREK DOWN MEMORY LANE AND COMPARE THESE MYTHS OF YESTERYEAR WITH THE FACTS.

MYTH: Circa 1955, cynics said, "Sure, Todd Storz can play 40 records over and over again in Omaha, Nebraska; but the Top 40 format will never work in a big market because big markets require more variety...."

FACT: TOP 40 RADIO ENJOYS SUCCESS IN VIRTUALLY EVERY U.S. MARKET.

MYTH: Circa 1956, cynics said, "Top 40 gets big numbers, but the listeners are all teenagers and advertisers will not buy teen-oriented format...."

FACT: TOP 40 RADIO CANNOT EXIST -- LET ALONE PROSPER -- WITH AN EXCLUSIVELY TEEN-AGE AUDIENCE; ADULTS ALSO LISTEN, WHICH EXPLAINS WHY THIS FORMAT ATTRACTS HEAVY ADVERTISING MONEY IN MOST MARKETS. (THE PROBLEM TODAY IS THAT TOO MANY STATIONS ARE INTO THIS FORMAT.)

A N D M O R E

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

MYTH: Circa 1965, cynics said, "Country Music will never succeed north of the Mason-Dixon line..."

FACT: THE BIGGEST COUNTRY AUDIENCE IN THE WORLD BELONGS TO WMAQ IN CHICAGO. (ARB, APRIL/MAY 1975)

FACT: COUNTRY STATION WHN IS AMONG THE TOP-RANKING 10 IN ADULT AUDIENCES IN NEW YORK CITY. (ARB, APRIL/MAY 1975).

MYTH: Circa 1965, cynics said, "ALL-NEWS Radio will not succeed anywhere..."

FACT: WINS IN NEW YORK CITY RECENTLY CELEBRATED ITS TENTH ANNIVERSARY AS AN ALL-NEWS STATION.

FACT: WAVA IN WASHINGTON, D.C., A LOW-POWER DAYTIME FACILITY, HAS BEEN ALL-NEWS FOR EIGHT YEARS -- PROFITABLY SURVIVING THE MAJOR COMPETITION OF HIGH-POWER WTOP.

MYTH: Circa 1968, cynics said, "Even though the FCC has required broadcasters to separate programming, FM will never survive on its own...."

FACT: WJIB-FM IS NUMBER ONE IN BOSTON. (ARB, APRIL/MAY '75)

FACT: IN CLEVELAND, WDOK-FM IS NUMBER ONE; WQAL-FM IS NUMBER TWO. (ARB, APRIL/MAY 1975)

MYTH: Circa 1970, cynics said, "FM is a medium for Beautiful Music and Classical buffs only...."

FACT: CONTEMPORARY, PROGRESSIVE ROCK, AND EVEN COUNTRY FORMATS HAVE BECOME COMPETITIVE ALL OVER THE U.S.A. ON FM.

NOW -- QUESTIONS THAT ONLY YOU CAN ANSWER. . .

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

TEST YOURSELF

QUESTION:

WILL ALL-NEWS WORK IN YOUR MARKET?

QUESTION:

DO PEOPLE BUY NEWSPAPERS IN YOUR MARKET?
DO THEY BUY IT FOR JUST THE
CROSSWORD PUZZLE AND THE COMIC STRIPS?

QUESTION:

DOES THE NEWSPAPER IN YOUR CITY SELL ADVERTISING?

QUESTION:

DOES TIME MAGAZINE HAVE SUBSCRIBERS IN YOUR CITY?
OR HOW ABOUT THE WALL STREET JOURNAL....
COSMOPOLITAN...SPORTS ILLUSTRATED?

QUESTION:

DO THE PEOPLE IN YOUR TOWN CARE ABOUT THE MIDDLE
EAST?...DO THEY BUY GASOLINE?

QUESTION:

WILL PEOPLE IN YOUR CITY HAVE A DAILY INTEREST
IN THE CAMPAIGN FOR THE PRESIDENCY IN 1976?

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

8.

A L L - N E W S

S U C C E S S

WITH

A D V E R T I S E R S

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO



ALL-NEWS IS GOOD NEWS

WHEN ALL-NEWS RADIO IS INTRODUCED IN YOUR MARKET
AGENCY AND ADVERTISER DOORS SWING OPEN TO YOUR SALES STAFF!!

WHEN YOU SWITCH TO ALL-NEWS RADIO YOU OPEN DOORS....doors that lead to new upscale accounts for your new broad base adult audience. Those national, regional and local agencies and advertisers that once closed their doors to your sales representatives will welcome you...even call YOU... and in most cases, be willing to pay a higher unit rate to reach those larger and demographically attractive audiences you will be delivering. You will be closing the door on those low-pay, slow-pay or no-pay accounts. Advertiser reaction to the availability of ALL-NEWS Radio in the market is positive and immediate.

Remember, your retailer is already a newspaper advertiser... he is accustomed to selling in a news and information environment...he will undoubtedly be one of your first and most loyal listeners. Many accounts -- local, regional and national -- advertise exclusively on All-News Radio... it's already happening!

Read on.

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

NBC / NIS SUCCESS WITH ADVERTISERS. . . .

COMMENTS FROM STATIONS PROVE IT!

NORFOLK,
VIRGINIA

WKLX

SAYS MIKE DEESON, OPERATIONS MANAGER:

"...we are getting super response from clients and agencies. Everybody wants to hear our story... agencies want to go to lunch with our Account Executives and they say buys are coming our way. These are the same agencies that used to be too busy to see us, the same clients that used to say, 'WKLX...what?'"

"I'm also happy to report we've sold some year contracts already to some clients who are sold on the station and we've started getting a small chunk of that beautiful agency business." *July 7, '75*

WEST
PALM BEACH,
FLORIDA

WPOM

SAYS ALAN KORNISH, PRESIDENT AND GENERAL MANAGER:

"Most clients and agencies are favorable toward it (after receiving a full-blown presentation). We have signed six new long-term clients that we were previously unable to sell on our Contemporary format - which is ARB-rated the No.1 Contemporary radio station here."..... *June 18, 1975*

"Local and regional advertisers are buying on-the-come." *June 18, 1975*

ALL-NEWS sells well on paper, has many unique advertising characteristics, is fun to sell, lots of talk about, etc." ... *June 18, 1975*

"...starting in July I'll predict no-loss in billing; just changing partners from mass to class accounts (that pay their bills)."*May 19, 1975*

M O R E

PHOENIX,
ARIZONA

KRUX

SAYS HOWARD A. KALMENSON, OWNER/PRESIDENT

"We started out prior to going on the air with 25 charter advertisers, and many people who said, 'Let's wait and see.' Today, I can candidly report to you that our selling job has been much simplified by the advertiser's reception to our new sound. This applies to both agencies and retail accounts." *June 19, 1975*

SAYS DAVE L. CLINE, COMMERCIAL MANAGER:

"Our accounts are more than happy that they signed contracts prior to going on the air."

"I am sure our sales are going to skyrocket from here on out. But even so, as for sales prior to going on the air on June the 18th, we had more dollar volume scheduled than we had even anticipated." *June 19, 1975*

SAYS BILL ROCZ, DIRECTOR-PARK CENTRAL MERCHANTS ASSN.

"The new KRUX is a most welcome and notable addition to the 'Metroplex' media mix."....*June 20, 1975*

LAS VEGAS,
NEVADA

KBMJ

SAYS IVAN BRAIKER, VICE PRESIDENT:

"I finally have been able to put accounts on the air that I've been trying to get on our 'Beautiful Music' station for almost three years. Just to name a few of the new accounts I know you'd be interested in: Nevada State Bank, TWA, Midas Muffler; and I've received budget increases for First National Bank, Barclay Bank Travelers Cheques and First Western Savings and Loan." ... *June 23, 1975*

M O R E

SARASOTA,
FLORIDA

WQSA

SAYS TED ROGERS, PRESIDENT:

"An automotive client doubled his schedule after hearing the format (VW & Mercedes). The largest bank in Sarasota gave us our first term contract order, (vs. flights), that we have received in two years. The marketing director of that bank says he's had WQSA, since the day we went All-News, on in his office, and has listened to no other station."

"Agencies seem to accept it even quicker than local direct retail clients. Perhaps, it's because there are more transplants from northern major markets where media people are familiar with All-News radio. The Executive V.P. of Wm. Zemp, (Eckerd's, Publix and others) in St. Pete tells us he's had WQSA on exclusively since the first day. Many calls from agency people from Ft. Myers through St. Pete attest to its extremely favorable acceptance."... *June 26, 1975*

JACKSON
MISSISSIPPI

WRBC

SAYS DUDLEY EVANS, GENERAL MANAGER

"Practically every major advertiser is now telling us that they are getting excellent comment on the new station. We have managed to pick up some new banking and insurance business which we couldn't touch before. In short, the thing is already beginning to pay off. We think it's probably the best move we ever made." *July 21, 1975*

WICHITA
KANSAS

KWBB

SAYS C. HEWEL JONES, PRESIDENT

"NIS is a great idea. I'm surprised, if you guys aren't having to hide from Broadcasters, determined to sign up. We are set on making "All News Radio 14" a show case you'll be proud to point to." *August 4, 1975*

"Hey! You did a great job of stirring up the natives. Every person that we have been in contact with, that attended the meeting, has been most complimentary of your presentation. ...Again, today, they expressed their excitement with Orders." ...*August 15, 1975*

M O R E

MINNEAPOLIS,
MINNESOTA

WWTC

SAYS LEE E. ZANIN, GENERAL MANAGER:

"Although June has turned out to be a slow month in local billing, we have signed up six clients on contracts through December 31. Four of these clients have never used our facilities before. In addition, there have been many complementary conversations and telephone calls from the major advertising agencies, congratulating us on the performance of the format. Two months ago, some of these same individuals told me that an All-News format would never succeed in this market."*June 24, 1975*

"Two local car dealers, Kline Oldsmobile and Midway Ford, both of which have never used WWTC in the past, have signed orders until January 1976.

They're not alone. A local bank, F & M, and a local menswear store, Mr. K's, have done the same. WWTC Newsradio is now over two weeks old and the Win Cities advertisers realize its advertising potential."*July 7, 1975*

ORLANDO,
FLORIDA

WNBE

SAYS ROBERT W. RONSAVILLE, OWNER/CHAIRMAN OF THE BOARD:

"You will be happy to know that we sold six prestigious accounts prior to going on the air, and three or four times that many are 'in the works' during this first week. We feel we will sign most if not all of these." ...*June 24, 1975*

STATION
SPONSOR LISTS

FOLLOWING ARE COMPLETE LISTS OF NIS ADVERTISERS ON:

WRC- Washington, D.C.
WRR- Dallas, Texas
WBAL-Baltimore, Maryland
KLNG-Omaha, Nebraska
plus Crest Monitor Report, 1st Quarter 1975
for New York All-News Stations
WCBS and/or WINS.

Note: See Tab Section No. 12 for complete letters from which the foregoing excerpted comments were taken.

WRC

NEWS 98 **ALL NEWS 98** ALL NEWS 98 ALL NEWS 98

RADIO

CURRENT ADVERTISERS ON WRC/ NEWS 98

COMPILED JUNE 26, 1975

ADVERTISERS

AL PACKER FORD
BUTLER LINCOLN MERCURY
DATSUN DEALERS
D.C. AREA MERCEDES DEALERS
FORD LINCOLN MERCURY
FORD DIVISION
FORD MOTOR CO.
H.B.L. MOTORS
HERTZ CORPORATION
JERRY'S FORD
KOONS FORD
MIDAS MUFFLERS
OLMSTEAD OLDSMOBILE
OPEN ROAD SPORT VEHICLES
S.T.P.
SUBARU
WASHINGTON AREA FORD DLRS

BEER/WINES

SCHAFFER

COSMETICS

BODY ALL DEODERANT
COLGATE

DEPARTMENT STORES

KANN'S DEPT STORE
K-MART
MEMCO
PEOPLES DRUG
SEARS
SEVEN ELEVEN

AGENCIES

LEW RESSEGUIE ASSOC
ROZICER-TROTTER
PARKER ADVERTISING
WEITZMAN & ASSOC.
KENYON & ECKHART
J. WALTER THOMPSON
WILLIAM B. TANNER
GURA, BARROW & ASSO
HERTZ CORP (DIRECT)
BLAIR-CLARK ADV
WEITZMAN & ASSOC
WELLS, RICH & GREEN
IMPACT ADV
OPEN ROAD (DIRECT)
WM B. TANNER CO.
BLAIR RADIO NETWORK
J. WALTER THOMPSON

SUMMIT ADVERTISING

MORT KESHIN
WILLIAM ESTY CO.

PLUMRIDGE
BLAIR GROUP
LU GEM ADV
EHRlich, HARRIS & MANES
H.J. KAUFMAN
MEDIATORS, INC

4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016 (202) 686-4000



A Division Of National Broadcasting Company, Inc.

WRC ADVERTISERS

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ADVERTISERS

DEPT STORES CONT'D

WOODWARD & LOTHROP
ZAYRE

ENTERTAINMENT/RECORDS

BOWIE RACE TRACK
CAPITAL RECORDS/H. REDDY
KENNEDY CENTER
KINGS DOMINION
KODAK FILM
NATIONAL THEATRE
SHENANDOAH DOWNS
SUMMIT MANOR SUPPER CLUB
VACATION CENTER
WOLF TRAP

FINANCIAL INSTITUTIONS

AMERICAN SECURITY TRUST
BANKAMERICARD
CENTURY NATIONAL BANK
CHEVY CHASE S&L
1st FEDERAL S&L OF WASH.
FIRST VA BANK
INTERSTATE S&L
MARYLAND STATE S&L
PERPETUAL FEDERAL S&L
UNION TRUST CO OF D.C.
UNION TRUST CO OF MD

FOOD PRODUCTS

LOUIS SHERRY ICE CREAM
PLANTER'S PEANUTS
COCA COLA
DANNON YOGURT
GOOD HUMOR
TRIDENT

FOOD CHAINS

GIANT FOOD STORE

AGENCIES

WEST & BRADY ADV
INGALLS & ASSOC

DAVE HERMAN ASSOC
NINTH FLOOR ADVERTISING
LAWRENCE WEINER & ASSOC
LAWLER-BALLARD-LITTLE
J. WALTER THOMPSON
LAWRENCE WEINER
WM. J. McDONALD ADV
MANOR ADVERTISING
A&M ADVERTISING
BILL ROLLE

EHRlich, HARRIS & MANES
NBI COMMUNICATIONS, INC
WARREN ADLER
HARRILL & FARR ADV
H.I. CLARKSON ADV
SPRINGDALE ADV
CHARLES DELOZIER ADV
MASSLA CORP
KAL, MERRICK & SALAN
H.J. KAUFMAN
KETCHUM, MACLEOD & GROVE

MARSTELLER, INC
J. WALTER THOMPSON
WILLIAM MURDOCK ADV
MARSTELLER, INC
WILLIAM B. TANNER
TED BATES

DENNIBERG ADV

WRC ADVERTISERS

-3-

ADVERTISERS

GAS UTILITIES

C&P TELEPHONE CO
EXXON
GENERAL ELECTRIC
SUNOCO
WASHINGTON GASLIGHT

HOUSEWARE HARDWARE

RUSTOLEUM

INSURANCE

BLUE CROSS/BLUE SHIELD

MEDIA

WTTG

PUBLICATIONS

BERMUDA TRIANGLE
WASHINGTON POST

REAL ESTATE-HOTELS

HILTON HOTELS
NEW HOME GUIDE
PRIVATE HILLS APTS
SHERATON HOTELS

RELIGION-MUNICIPAL

CITY OF NORFOLK
MONTGOMERY CNTY BAPTIST

RESTAURANTS

EMERSON'S
JOHN BULL RESTAURANT

AGENCIES

KETCHUM, MACLEOD & GROVE
MCCANN ERICKSON
W.B. TANNER CO
WELLS, RICH & GREEN
EHRlich, HARRIS & MANES

D'ARCY MACMANUS

J. WALTER THOMPSON

WTTG (DIRECT)

PUBLISHERS' ADVERTISERS
ASSN.
H.J. KAUFMAN

MCCANN ERICKSON
GOLDBERG-MARCHESANO
ABRAMSON-HIMELFARB
SHERATON CORP (DIRECT)

DANN ADVERTISING
TIME RATE ADV

ABRAMSON-HIMELFARB
HAVILL & ASSOCIATES

WRC ADVERTISERS

- 4 -

ADVERTISERS

RETAILERS

AUDIO EXPO
ALTO GLASS
CAPPERS NURSERY
GEORGETOWN CYCLE SPORT
LANDMARK CENTER
LEE MOGUL CO
MASSEY SHOES
MELART JEWELERS
REED PLASTICS
RICHMOND BROTHERS
ROCKVILLE OFFICE MACHINES
SPEED UNLIMITED
STEPHEN WINDSOR
WEBSTERS

TRANSPORTATION

AMTRAK
EASTERN AIRLINES
OLYMPIC AIRLINES
TWA

AGENCIES

METRO COMMUNICATIONS
ALTO GLASS (DIRECT)
CAPPERS (DIRECT)
GEORGETOWN CYCLE SPORT (DIRECT)
LANDMARK CENTER (DIRECT)
LEE MOGUL (DIRECT)
PAM ROJAHN ADV
METHENY COMMUNICATIONS
MARIJAY CORP
MORCHOLK ADVERTISING
PERSONS ADVERTISING
SPEED UNLIMITED (DIRECT)
HAVILL & ASSOCIATES
MEADOWS, INC

NEEDHAM, HARPER & STEERS-NY
YOUNG & RUBICAM
MEDIATORS
WELLS, RICH & GREEN



WRR 1310 AM

Dallas, Texas

TO: Chuck Renwick
NBC/NIS - New York

July 2, 1975

FROM: Edd Routt

Following are the advertising contracts written since June 18 when we kicked off with NIS:

Allied Builders
American Alarm
Appliance Depot
Arcadia Plumbing
Building Tradesmen
Clayton Brokerage
Commercial National Bank
Coplin Industries
Cullum & Boren
Dallas Meat Market
Irving Bank & Trust
J & C Galleries
J.G. Boyd
Keystone Furniture
Monex International
National Smoking Centers
Northcutt's
Pig Stands
Red Bird - Ford
Sears
Steakley Chevrolet
Taylor Exterminators
Tiche's

ALL NEWS, TALK AND INFORMATION

FM 98 WBAL

3800 Hooper Avenue • Baltimore, Maryland 21211
(301) 467-3000

These major advertisers have shown confidence in All-News FM 98.

...THEY'RE ON THE AIR! ...and within four weeks since going NIS.

American National Building & Loan
Baltimore Area Chevrolet Dealers
Bible Stories
Biggs Antiques
B & W Engineering
Century Savings & Loan
Channel 67 - Maryland Center for Public Broadcasting
Chesapeake Cadillac
Childs Chevrolet - Oldsmobile - Cadillac
Colgate - Fab
Colgate - Irish Spring
Colgate - Ultrabrite
Colony 7
Connecticut Mutual Life Insurance
Emmanuel Episcopal Church
Equitable Trust Company
Exxon
Faidley's
First National Bank
Ford Division
Foreign Motors
Fox Chevrolet
Towson State College - Institute of Management
Korvettes
Kunkel Piano Company
Loyola College
The Maryland State Lottery Agency
Mercantile Bank and Trust Company
Michelob
Mobil Oil
Montgomery Ward
Northern Chesapeake General Contractors
Sears Roebuck
Schaefer Beer
Shangri La
Stu Berger Oldsmobile
Suburban Chevrolet
Sunoco
University College
Valley Chevrolet
Volvoland
Von Paris
Westminster Properties

July 15, 1975

NEWSRADIO:

*To reach an exclusive,
affluent audience.*

Advertisers are smart.

They've discovered through experience the best buys for their money. They know what produces results. It's not surprising then, that increasingly, advertisers are turning to All-News formats to turn their merchandise into profits.

Just how well the All-News and Information format works is attested to by advertising placement. From January through March, 1975, 227 advertisers bought All-News Radio in New York to sell their products and services. Of these 227 sponsors, 100 bought All-News Radio exclusively!

To show the diversity of sponsors, here's just a partial list:

Arrowhead Lakes	Modern Sash & Aluminum
Anchor Savings Bank	Marshall Construction
Auto Club of New York	New York Nets
Detroit Furniture	New York Telephone
Digital Equipment Corp.	Net Results Mktg. Society
European Travel Commission	Philosena Restaurant
Eaton Hall Clothes	Potamkin Cadillac
Eastern Savings Bank	Personal Touch Home Care
Fisher Bros. Clothes	Sachs, New York
G-M Oldsmobile	Sunkist Oranges
Harper's Magazine	Tri-State Kitchen Cabinets
Hanzel & Gretel Markets	Teltronics
Island Helicopters	Thermal Guard Windows
Kaufman Carpet	University Chevrolet
Lido Hotel & Surf. Club	Westinghouse Products
Merchant Bank of New York	Warner Brothers/Jeremiah Johnson



KLNG newsradio

OMAHA, NEBRASKA - KLNG - 1490 AM

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

ADVERTISERS WHO PURCHASED ALL-NEWS RADIO. . .

WCBS AND/OR WINS - NEW YORK

JANUARY - MARCH, 1975

For the 1st Quarter 1975, 227 advertisers bought ALL-NEWS Radio in New York. Of these, 100 or 45 percent, advertised EXCLUSIVELY on one or both of the ALL-NEWS stations. (Those marked (X) accounts used only ALL-NEWS Stations.

.....Moreover, these 227 advertisers represent 38 percent of ALL accounts buying New York Radio for the 1st Quarter 1975!! (Crest Monitoring Study)

<u>227 All-News Radio Sponsors</u>	<u>Used All-News Stations Exclusively</u>
American Airlines	
American International/Abbey	
Aamco Transmission	
Anco Wiper Blades	X
Air India	X
Aluminum Jelly Fixer	X
Ambassador Theatre/We Interrupt This Program	X
Amoco Gas Co.	
Arnold Bread	
Aits Carnival Charters	X
American Bakeries/N.Y. Soft Rye	
A & S	
Alexander's	
Arrow Head Lakes	X
American Dairy Association	
Air Jamaica	

227 All-News Radio Sponsors

Used All-News
Stations
Exclusively

Alitalia Airlines	
Anchor Savings Bank	X
Auto Club of New York	X
All City Rent-A-Car	X
Barneys	
Bowery Savings Bank	
The Bell System	
Bekin Moving & Storage	
Barton Bakers	X
Butler Ampac	
Brown Gold Coffee	
Book Digest	X
Breyers Yogurt	
Broadhurst Theatre/Sherlock Holmes	
B&B Lorry's	
Brooklyn Union Gas	X
Black Enterprise Magazine	X
British Airways	
Brandmart/Wasteking	X
BH&S Music/Big Bands	X
Bicentennial Times Magazine	X
Bohack Village Markets	
Chrysler Corp.	
Chrysler Dodge	
Castro	X
Channel 13	X
County Trust Savings Bank	X
Carvel	
Control Data Institute	
Dime Savings Bank	
D'Agostino Markets	
Dodge Dealers	
Dreyfus Fund	
Delta Airlines	
Detroit Furniture	X
Daily News	
Digital Equipment Corp.	X
Delmonte Products	
Eastern Airlines	
European Travel Commission	X
Eaton Hall Clothes	X
Eastern Savings Bank	X
Esquire Magazine	X
European American Bank	
Emigrant Savings Bank	

227 All-News Radio Sponsors	<u>Used All-News Stations Exclusively</u>
Finast Markets	
Franklin Society Federal Savings	
Four Winds Americana Trail Tours	X
Fisher Bros. Clothes	X
Fleischmann's Margarine	
Ford Dealers	
Freehold Raceway	
GM Chevrolet	
Grand Union Markets	
Gimbels	
Greenpoint Savings Bank	
Garden State Park	X
Greenwich Savings Bank	
Gramercy Park Clothes	
Group I/The Four of Us	X
Greenbriar Homes	
Gertz	X
GM Buick	
GM Oldsmobile	X
Getty Oil Co.	
Genovese Drug Store	
Gateway Overseas Inc.	X
Hartz Products	
Hills Supermarket	
Harpers Magazine	X
Howards Warehouse	
Helen Hayes Theatre/Don't Call Back	
HRB Music/Tchaikovsky	
Hertz Rent-A-Car	
Hanzel & Gretel Markets	X
Herman Sport Goods Store	
Helene Curtis/Every Night Shampoo	
International House of Pancakes	
Insta-Seal Portable Storms	
Island Helicopters	X
International Charge Card Registry	X
Imperial Stock Dry Vermouth	X
Japan Airlines	
JM Labs/Psorex/Compoz	X
Jockey Underwear	
Jimmy Dean Sausage	

Advertisers Who Purchased
All-News Radio
Page 4

227 All-News Radio Sponsors	<u>Used All-News Stations Exclusively</u>
Kava Coffee	X
Kaufman Carpet	X
Kleins Sleep Shop	X
Lufthansa Airlines	
Lipton Soup	X
LILCO	
Levine & Smith Store	X
Lincoln Rest Home	X
Loew's Drake Hotel	X
Livingston Mall	X
Lincoln Savings Bank	X
Long Island Press	
Long Island Savings Bank	
Leonard's of Great Neck	
LaCocotte Restaurant	
Lady Barbizon for Men	X
Loopoos Clothes	X
Lido Hotel and Surf Club	X
Mazda	
Macy/Simons	
Minskoff Theatre/Clarence Darrow	X
Merchant Bank of New York	X
Mens World Outlet	X
Modern Sash and Aluminum	X
Milleridge Inn	X
Midland Manor	X
Marshall Construction	X
Macys & Bambergers	
Male Shops	
Massachusetts Skiing	
Markon Communications	X
Manischewitz Wine	
Martin Paint Store	
Movie/The Great Waldo Pepper	
National Airlines	
New York State Lottery	
N.Y., N.J. & Conn. AMC	
New York Times	
Northwest Airlines	
New York Nets	X
New Jersey Oldsmobile	
Nassau Coliseum/Ceramic Show	X
New York Magazine	
Newsweek Magazine	X
New York Bank for Savings	
Newsday	
N.J. Society of Certified Accountants	X

227 All-News Radio Sponsors

Used All-News
Stations
Exclusively

N.Y., N.J. FF County, Datsun	
The New School	X
New York Telephone	X
New York University	X
Net Results Marketing Society	X
Philosenia Restaurant	X
Pergament Stores	X
Planters Peanuts	
Promenade Cafe	
Parks Sausage	
Potamkin Cadillac	X
Pobons Suit Mart	X
Personal Touch Home Care	X
Prod. Div. Inc./Morgan's Hair Pomade	X
Parkway Casino/The Boy Friend	
Pocketbooks/Mash/Give Us This Day	X
Piels Light Beer	
Prudential Savings Bank	
Pan Am Airlines	
Palace Theatre/Good Time Charlie	
Park Avenue Imp/Julep	
Quaker Oats/Puss-n-Boots Cat Food	
Rodale Press/Prevention Magazine	
Rothman's Store	X
Reliance Federal Savings	X
Ronzoni Products	
Robert Hall	X
Sears	
Savarin Coffee	
Schaefer Beer	
Sachs, New York	X
SBLI	
Siedman's Clothes	X
Season Brand Products	X
Sau Sea Susan Products	
Shoe Town	
Service Bureau Co.	X
Swiss Airlines	
Suburban Savings Bank	
Schieffelin/Blue Nun Wine	
Security National Bank	
Sera Mar Beach Hotel	X
Sheraton Royal Biscayne Hotel	X

Advertisers Who Used
All-News Radio
Page 6

<u>227 All-News Radio Sponsors</u>	<u>Used All-News Stations Exclusively</u>
Scientific American Magazine	X
Steak & Brew Restaurant	
Shop Rite Markets	
Sacramento Tomato Juice	
Shopwell Markets	
Sunkist Products/Pathmark	X
Sunkist Oranges	X
Saito Restaurant	X
Tastykake	
Time Magazine	
TRW	
Tri-State Kitchen Cabinets	X
Teltronics	X
Tax Training School	X
Thermal Guard Windows	X
University Chevrolet	X
United Mutual Savings Bank	X
United Airlines	
Universal/The Sting & American Graffiti	
Village Voice Magazine	
Volvo	
Van Munching/Heinekin	
Whitehall/Preparation H	

* * * * *

Source: Crest Monitoring Study
January/March 1975
WCBS & WINS

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9.

P R O G R A M M I N G

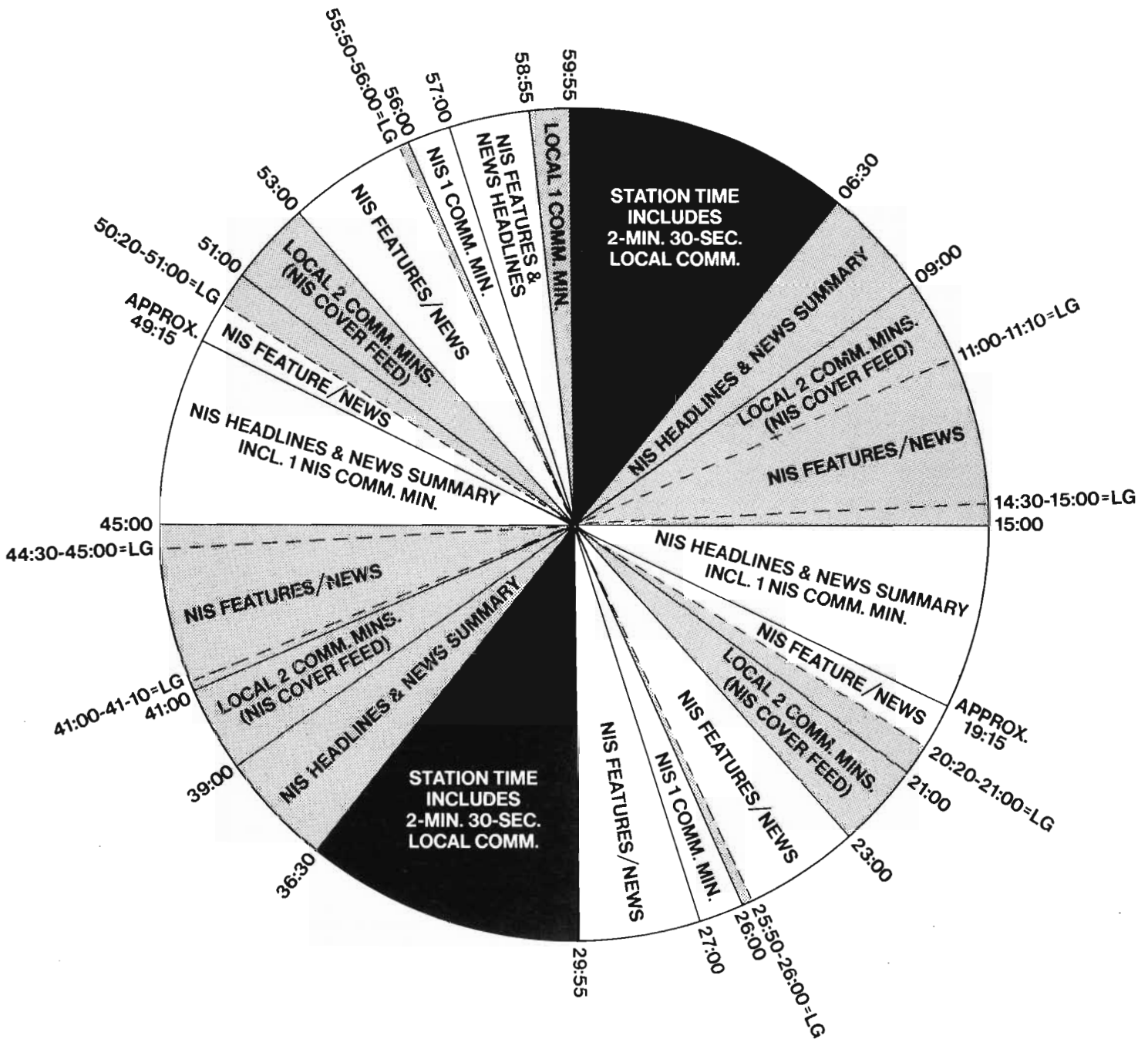
I N G R E D I E N T S

NBC / NIS

AND

Y O U R S T A T I O N

YOUR NEWS AND INFORMATION HOUR



NEWS →
NBC →
AND →
INFORMATION →
SERVICE →

STATION PROGRAMMING (NO NIS COVER FEED)
 NIS PROGRAMMING (STATION MUST CARRY)
 NIS OR STATION PROGRAMMING (ALL NIS, OR ALL STATION, OR MIX OF NIS AND STATION PROGRAMMING, DETERMINED BY THE STATION.)

 14 LOCAL COMMERCIAL MINUTES
 4 NIS COMMERCIAL MINUTES

EXPLANATION—LG: LOCAL GATES are 10, 30 or 40 seconds in length to provide breaks for local time, temp. and I.D. Total: 8 LG's per hour.

ALL LOCAL GATES AND DESIGNATED LOCAL COMMERCIAL POSITIONS ARE COVERED BY NIS FEED.

For additional program information call Roy Wetzel, 212-CI 7-8300, Ext. 5133
 For technical information call Jeff Kulliver, 212-CI 7-8300, Ext. 3657

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

PROGRAMMING INGREDIENTS

YOUR STATION AND NBC/NIS

*IN THE BEGINNING RADIO WAS ENTERTAINMENT.
TODAY, ITS MATURE POTENTIAL IS SERVICE....
THROUGH NEWS AND INFORMATION.*

*NBC WILL PROVIDE YOU WITH 47 MINUTES OF
PROGRAMMING EVERY HOUR -- 24 HOURS A DAY --
EVERY DAY OF THE YEAR. HARD NEWS...SPECIAL
FEATURES...HEADLINES...SPORTS...
MINI-DOCUMENTARIES...ETC.*

*FROM THE WORLD'S LARGEST BROADCAST NEWS
ORGANIZATION...MORE THAN 1,000 PROFESSIONALS
WORKING IN TANDEM WITH YOUR LOCAL STAFF
TO SERVE YOUR CITY.*

How It Works:

PART I: THE PROGRAM INGREDIENTS PROVIDED BY NBC/NIS

You will find in the special sections that follow a generalized overview. Familiarize yourself with "PROGRAM ASPECTS" and "PROGRAM CONTENT". They describe everything you need to know about integrating your local News and Information with NBC/NIS.

It is a concise guide: a catalog of dayparts and an example of how you can integrate each; an explanation of "hard" and "feature" news segments; a description of each kind of feature with concise percentage breakdowns by category: News, Public Affairs, Sports, and other. Also, most important, how to make NBC/NIS sound like your own selected resources....because it is truly your format --- you are at the news controls in your community!

NIS 16 ANCHORPERSONS AND 14 FEATURE CONTRIBUTORS

NBC/NIS provide dual anchorpersons in all dayparts except Night and Overnight. The two voices -- sometimes a male-female team -- provide a constant change-of-pace, an up-tempo, welcome urgency to news. In dual or single roles the NBC/NIS 16 anchorpersons are the chosen few from over 600 auditions and thousands of applications. They are the cream of their profession. Knowledgeable and warm, backed by worldwide NBC facilities, they give your listeners the news in a clear and interesting flow from News Central. They'll work for you.

NBC/NIS Features will range from the eye-opening to the rib-tickling, everything from Science to Movies, from Business to Consumerism, from Nutrition to Celebrities. The features contributed by 14 broadcast experts, and slotted throughout the day with an eye to your in-home and drive-time audiences. You'll find the names and "briefs" on their professional backgrounds following.

M o r e

A LETTER TO THE FCC

An advisory letter from Jack Thayer, President of NBC Radio to the FCC is included. It explains NBC's proposed News and Information Service, its contents and purpose, compensation; its relationship to NBC's existing Radio Network and all other aspects of this first-of-its-kind undertaking. It's information you'll want to read!

PART II: YOUR LOCAL STATION'S PROGRAM INGREDIENTS

Your minimum local commitment is 13 minutes an hour; 6-1/2 minute segments on the hour and half-hour, including commercials. NBC News Central does not program those minutes: they are yours.

Your maximum local option is 30 minutes per hour, less commercials: The first and third quarter hours, if you wish. Or in the case of an important local story -- fire, flood, disaster or -- at your Manager's discretion naturally -- you can pre-empt.

A color-coded Program Format Clock, "Your News and Information Hour", is enclosed for your reference, giving local options and NBC/NIS cover commitments in easy-to-see-and-read form.

M o r e

You have flexibility. The minimum or maximum of local programming is your decision to make -- by the hour or by the day.

You have staff considerations. To assist you in your planning, please see following the page, "Suggested Local Staffing for an NIS Operation". Because you know your market situation best, this is not a firm recommendation -- it is intended as a beginning point for you. Also, if you like, we can arrange a dialogue between you and our Licensees to exchange their All-News staffing experience.

PART III. ABOUT THE NBC/NIS PROGRAM COMMITMENT IT'S LONG TERM

The Bigger the investment, the heavier the commitment. NBC has committed in excess of \$10 million for start-up and first-year operating costs of NIS.

Prior to the announcement of NIS, NBC outlined its intentions and its long-term NIS commitment to the FCC. With NBC's investment in a diverse range of broadcast activities...Television... Network...Radio Network...Owned Radio and TV Stations -- from a purely business standpoint there is no way that NBC can take lightly its commitment to the FCC, the industry at large, to its NIS licensees, and to its owned stations.

* * * * *

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PROGRAM ASPECTS & PROGRAM CONTENT

FOR THE

NBC/NIS ALL-NEWS FORMAT

NIS PROGRAM ASPECTS

The following is a generalized overview of the program aspects of NBC/NIS. It will assist you in planning local integration of the service, but must be open to minor modification.

The service runs 47 minutes each hour, every hour of the week except 9AM to Noon and 9PM to 10PM Sundays (Eastern Time). Station option times are the entire first and third quarters of every hour. The program format clock shows the flexibility inherent in the sound-hour with respect to blending local with network programming.

Network commercials will be scheduled only in the second and fourth quarter hours.

The 3AM to 6AM segment (Eastern Time) will not have network commercials. That 3-hour period will always run sustaining.

Primary news summaries and up-dates are scheduled four times each hour. They will be anchored live, of course, and will always contain news spots of breaking events and actualities. In addition, the "network" time will be divided into two kinds of elements: "hard" news and "feature." "Hard" means information pegged to something that's happening; "feature" means providing the listener with information to fill out his world, in four general categories: Coping, Entertainment, Human Interest, and Listener Involvement.

M O R E

The news summaries will have their own unique sounder. Spots within the programs will have sign-off cues. The presentation and delivery will be less formal, more personable and "warmer" than the current "A" Network format, with a less-mechanical tone to it and with lower-profile network identification.

Program elements (all programming outside of the news summaries, local time and commercials) will have a similar pace and the same length, regardless of daypart. However, the kind of elements will differ according to daypart. Generally, the hours of morning drivetime, Monday-Friday, will have the feel of recapping overnight events, with more sports than normal, more stories covered and more ground covered in the kinds of stories, and fewer "feature" elements; i.e., those without a time peg.

Mid-day there will be a differing character to the program elements, shifting to "feature" type, while retaining a certain amount of "hard" news elements.

Afternoon drive will have a flavor which is a combination of the morning and mid-day, except that much of the "hard" news element (outside of the news summaries) will be recent or on a "right now" basis. Sports and news of importance to the business and working-person community will be emphasized.

In all three dayparts covered above, there will be two anchorpersons on at one time. Nighttime and overnight there is one anchorperson, with more review of what has happened, and a broader mix of elements.

On weekends, Saturday morning is almost identical to weekday mornings, but there's only one anchorperson throughout the weekend. There will be heavier sports mid-day on Saturdays and Sundays, and more leisure-time activities coverage.

There will be about 70-100 "feature" elements scheduled within a week with normal repeat pattern of about 3 times each; that actually is 200-300 "features" used and anywhere from 750-1000 "hard" spots, used both in the "News summaries" and outside of them. That means upwards of 1,300 network-fed "bits" or "features" of various lengths fed every week.

A typical weekday morning drivetime half-hour will include the two news summaries; local and network commercial avails; an entertainment feature; live sports recap; with actuality; an overseas report; a business report; a "letters" column; a Washington report; a regional report, and a close-out at the half-hour with national weather and headlines.

M O R E

A typical weekday mid-day half-hour will include the two news summaries; local and network commercial avails; Women's report; entertainment; a mini-documentary on current national issues; business report; coping, new products and how to use them wisely; a commentary; a human interest piece on nostalgia; and close-out on national weather and headlines.

A typical weekday evening drivetime half-hour will include the two news summaries, local and network commercial avails; coping, energy; sports; business report; political digest; human interest, life style; regional report, and close-out with weather notes and headlines.

The entire week, every hour, will have a planned schedule. The "features" can be pre-empted or moved if a big news event occurs and a "hard" news element is suddenly scheduled through editorial judgment.

The "feature" program elements in the ENTERTAINMENT category will include: movie reviews, television reviews, book reviews, periodical reviews, interviews, show biz.

The LISTENER INVOLVEMENT category will include "letters from listeners;" ideas; most-admired-person bits, answers to the listeners' questions.

The HUMAN INTEREST category includes nostalgia; history; life style; astrology, and "whatever became of _____ (news-name) "bits."

The COPING category includes: what to do when; beat the system; consumer report; new products; energy; inflation; health; psychology; sex; diet; food; travel; gardening; business success story, etc.

The emphasis, in both content and style will be to:

- 1) Relate the story of the feature to the individual listener's own life....how does what we're saying affect his world
- 2) Make the format sound as local as possible...make the format blend with and complement the station's local effort.

At its best, NBC/NIS should sound like the selected resources of the local radio station-All-News operator. It is, after all, your format.

* * * *

NIS PROGRAM CONTENT

Your News and Information Service will provide 33 minutes and 50 seconds of programming each hour during 164 hours each week. No programming will be provided between 9AM and Noon and 9PM and 10PM New York time on Sundays.

The weekly total of 332,920 seconds excludes commercial and represents 100% in the calculation of percentages of program material in each of four categories; listed below.

I. NEWS: 60%

This category contains the following specific program elements identified in "PROGRAM ASPECTS:"

Headlines	Regional Reports
News Summary	Business Report
Commentary	Consumer Report
Political Digest	Womens' Report
Overseas Report	Religious News
Washington Report	Minority News

II. PUBLIC AFFAIRS: 3.2%

This category is composed entirely of the mini-documentaries scheduled in "PROGRAM ASPECTS."

III. SPORTS:* 10.8%

This category contains the periodic sports reports contained in "PROGRAM ASPECTS."

* Sports may be categorized as News.

IV. OTHER 26.0%

This category contains the following specific program elements identified in "PROGRAM ASPECTS:"

What To Do When	Health
Beat the System	Psychology
New Products	Sex
Energy	Diet
Inflation	Food
Ideas from Listeners	Quiz
Nostalgia	History
Travel	Book Reviews
Gardening	Periodical Reviews
Business Success	Show Biz Interview
Movie Reviews	Show Biz News
Record Reviews	Letters from Listeners
Admired Person	Answer Questions
Life Style	Continued

* * * * *

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HEAR THE NBC/NIS SOUND

L I V E . . . N O W!

MERELY DIAL THE DIRECT MONITOR LINE
(FROM THE FOLLOWING LIST)
OF THE NIS STATION NEAREST YOU

<u>Market</u>	<u>Station</u>	<u>Frequency</u>		<u>DIRECT MONITOR LINE</u>
NEW YORK	WNWS	97.1	FM	(212) 765-8765
CHICAGO	WNIS	101.1	FM	(312) 266-7055
WASHINGTON	WRC	980	AM	(202) 363-7240
CLEVELAND	WERE	1300	AM	(216) 696-6358
SAN FRANCISCO	KNAI	99.7	FM	(415) 626-6388

* * * * *

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SUGGESTED LOCAL STAFFING FOR AN NIS OPERATION
24 HRS/DAY...7 DAY/WEEK....ALL LIVE

MONDAY-SATURDAY
Anchor Edit Street

6 AM	1	#2	6
7 AM	2	1	6
8 AM	1	2	6
9 AM	2	1	#7
10 AM	1	2	7
11 AM	2	1	7
12 NOON	1	2	7
1 PM	2	#3	7
2 PM	3	4	7
3 PM	#4	3	7
4 PM	3	4	7
5 PM	4	3	5
6 PM	3	4	5
7 PM	4	3	5
8 PM	3	4	5
9 PM	4	5	
10 PM	#5		
11 PM	5		
12 MID	5		
1 AM	6		
2 AM	#6		
3 AM	6		
4 AM	6		
5 AM	6	#1 *	

SATURDAY
#7 is off
P.T. #1 replaces #5
P.T. #2 replaces #6

SUNDAY
#5, 6, 7 Anchor Sunday with
editorial assistance from
P.T. #1 and 2. (Sign-off
1AM-5AM Monday or add 1 more
P.T. for Sunday overnight)

SUGGESTED TOTAL STAFF
7 full-time, 6 days
2 part-time, 2 days

N O T E: Above schedule
presumes 6-day, 48-hour work
week. If 5-day, 40-hour work
week is in effect, 3 or 4 addi-
tional 2-day part-timers will
be required for Saturday/
Sunday coverage.

* Begin 5AM with first staff call---Editor/Anchorman #1

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NBC / NIS ON-AIR TEAM

ANCHORPERSONS / FEATURE CONTRIBUTORS

ANCHORPERSONS

The appointment of 16 people who will serve as anchorpersons of NBC Radio's "News and Information Service," (NIS), the round-the-clock all-news service to radio stations, was announced today by James L. Holton, General Manager, NBC Radio News.

NBC Radio's "News and Information Service" will begin on Wednesday, June 18th.

"This staff of on-air reporters represents the very best team of news broadcasters in the business today," Holton said. "The geographical diversity of their origins reflects a truly national character, and their professional qualifications have withstood two months of intensive search and testing."

Roy Wetzel, Director of "NIS," and formerly News Director in Cleveland and Radio News Manager in Chicago, will have direct responsibility for the operation. Wetzel said of the appointment: "As spearhead of its all-news operations, 'NIS' has assembled an on-the-air staff of correspondents representing the complete journalistic spectrum."

Alan Walden, Executive Producer of "NIS," formerly News Director of WNBC AM and FM, responsible for the style and performance of the NBC Radio News correspondents participating in "NIS" commented: "The 16 reporters and anchorpersons chosen for "NIS" were selected following the evaluation of well over 600 recorded auditions and thousands of applications from interested professionals all over the nation."

Those appointed as anchorpersons, some of whom have been associated with successful all-news radio stations are:

Bill Lynch, who served as Assistant Director of News Operations and Programs at all-news radio WCBS, the CBS Owned Radio Station in New York City.

John Cameron Swayze, Jr., a familiar name in broadcasting circles, joins "NIS" as an anchorman after eight years as a correspondent for ABC/Entertainment radio network.

MORE

Ed Brown, who for the past nine years served as a news commentator at WNEW Radio in New York, where he also offered analysis of the news.

Charles McCord, a five-year veteran of NBC Radio News, who also served as one of the anchormen on hourly news broadcasts on the NBC Radio Network.

Ray Rice, editorial supervisor and anchorman at WNEW Radio in New York for the past nine years.

Frank Gorin, who was named an NBC Radio News Correspondent in February, 1974.

Rosemary Frisino, a newscaster with Radio Station WHDH in Boston for the past year. Previously, she was News Director for KLOK in San Jose, California.

Cliff Barrett, fifteen-year veteran in top markets in New York and Baltimore, was Program Director and News Director at WMCA Radio in New York 1973-75.

Barbara Hocht, an anchorwoman of hourly news at WFAS Radio in White Plains, New York.

David Henderson, a newscaster at WINS All-News Radio in New York before joining "NIS."

Doris McMillon, who comes to "NIS" from WJR Radio in Detroit, Michigan, where she was a general assignment reporter 1974-75.

Sue O'Brien, who served at KOA Radio & TV in Denver, Colorado, having worked at All-News KBTR Radio in Denver from 1970-73.

Gary Alexander, who joins "NIS" from freelance duties as a reporter at WNEW Radio and All-News WINS Radio in New York

Bob Schmidt, who comes to "NIS" from Radio Station WCAU in Philadelphia, where he was Managing Editor and morning anchorman.

Gordon Graham, an NBC News correspondent based in Washington, D.C., since January 1971.

Ann Taylor joined NBC Radio News in January, 1974. At present she is the anchorwoman of hourly news broadcasts on the NBC Radio Network.

Additions to the staff of "NIS" will be announced later.

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FEATURE CONTRIBUTORS

Humorist Cleveland Amory, Hollywood reporter Toni Gilbert and nutritionist Barbara Kraus are among the fourteen persons who will contribute topical and informative feature stories to NBC Radio's News and Information Service (NIS), which begins June 18. The announcement was made today by Roy Wetzel, Director, News and Information Service.

Other contributors are:

Roger K. Field, a science specialist for radio station WINS in New York, who has also written stories for Science Digest, and will offer "Beat the System" science reports.

Philip Greer, The Washington Post's financial correspondent, will give business reports.

Jim Newman, Financial Editor of the Associated Press' "Business Barometer," will also report business trends.

Mary McGeachy, who has been associated with Bill Moyers Journal" (NET) and has contributed articles to TV Guide, will give movie reviews.

Brad Holiday, formerly a contributor to NBC Radio's "Monitor," will present "what to do and when" stories on coping.

Mildred Newman and Bernard Berkowitz, authors of "How to Be Your Own Best Friend," will contribute feature stories on intimate human relations.

Joan Shepard, a reporter for the New York Daily News, will offer ways for consumers to save money.

Greg Taubeneck, a Chicago-based reporter/writer, will review movies.

"Big" Wilson, formerly with WHN Radio in New York and a gourmet cook, will do features on the culinary arts.

Lorry Young, a Chicago personality, will interview celebrities.

* * * * *

NBC RADIO DIVISION

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N. Y. 10020, CIRCLE 7-8300

JACK G. THAYER
President

February 7, 1975

The Honorable Richard E. Wiley
Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Mr. Chairman:

This will advise the Commission of NBC's plans to inaugurate a totally new national radio program service, in addition to the existing NBC Radio Network.

As the Commission is well aware, since the advent of television, radio has been developing into a medium of many specialized program formats. The explosive growth in the number of radio stations in the past 30 years due to the large increase in assignments in the standard broadcast band and to the development of FM broadcasting has resulted in a multiplicity of radio services typically available in American communities, so that the public is well served by specialization in radio. A large contributing factor has also been the development of television as the prime broadcast medium for longer form programs of entertainment and information for general audiences, enabling radio to develop programming for more specialized audience interests. As a result, radio has developed -- and continues to develop -- wide varieties of formats.

However, the success of individual radio stations in developing specialized program formats has made the task of national radio networks increasingly difficult since networks must provide a general service that will fit the diverse local program formats of a large number of stations.

In recent years, the American public appears to have developed a significant interest in news and information programming. Particularly with the growing tendency of the audience to listen to radio in shorter segments throughout the day, the interest in stations with a primarily news-and-information format has been growing. More than ever, the public seems to be interested in fast and in-depth coverage of newsworthy events occurring daily, and the ability to turn to a particular station where they can expect, at most times, to learn about those events. The so-called "all news" radio stations are generally successful, but there are relatively few stations with these formats, and the cost of launching and maintaining such a service is very substantial.

Taking all these considerations into account, NBC Radio proposes to provide to radio stations a 24 hour a day, 7 days a week news and information program service, using the worldwide facilities of NBC News, as well as other sources. It would be delivered to subscribing stations on NBC Radio's existing leased lines approximately 50 minutes per hour from 00:05:30-00:30 and 00:35-00:60. The service is structured to leave open a minimum of 10 minutes each hour for local programming. Additional local program time will be available several times daily, and regularly on a weekly basis on Sundays 9 AM-12M and 9-10 PM NYT according to current plans. The service plans to provide several different regional news reports a number of times throughout the day.

Over a period of time the program service will include, among its elements, features such as national news summaries; sports news and information; national weather and highway advisories; human interest news features; consumer reports; inflation reports; financial reports; educational news; reports concerning minorities, women, youth, religious faiths, and other groups; farm news; news interviews and commentaries; news documentaries; features on ecology, gardening, pets, travel; theme series dealing with current issues such as old age, government benefits and taxes; and national public service announcement campaigns.

In offering this new service, NBC recognizes that conventional radio networking has been facing increasing difficulties in obtaining sufficient clearances from affiliates to support strong radio network operations. In part this stems from the inability to match a uniform national service with widely varying local formats. As a result, radio networking has scarcely been profitable for more than a decade, and the 1973 figures released by the Commission show that radio networking was in a loss position that year. New initiatives are needed if it is to be successful over the long run, and the service NBC plans represents such an initiative. It is NBC's hope that enough stations will subscribe to its National News and Information Service to enable it to inaugurate that service by mid-year 1975. If such a service is successful, it should benefit the public and strengthen both the subscribing stations and NBC's radio operations.

NBC Radio is offering the new service in the expectation that it will be attractive to many stations which are now unable to afford substantial quality news, information and feature coverage, and will be interested in converting their formats to the "all news" type, with increased revenue resources to augment their local community service as well. NBC hopes that this consideration will result in providing a new service of news and information to stations with the greatest need for it and will substantially expand such radio service, which clearly serves the public interest, to many more communities.

The program service will be furnished to stations for a subscription fee to NBC. Additionally, NBC Radio will sell advertising in and retain the revenues from six minutes of commercial availabilities in each hour; the revenues from the remaining commercial availabilities will be retained by the stations. NBC Radio will not offer a discount for combined buys by advertisers in its existing network service and the new service. While advertisers may, of course, purchase commercials in both services, they will be free to purchase any single service. Commercials will be offered to advertisers in each service on a completely separate basis.

In entering into licensing agreements, NBC Radio will not give a preference to any station in one service simply because it is co-owned with another station affiliated with the NBC Radio Network. It is also our intention to limit the number of stations either affiliated with the NBC Radio Network or taking our new program service to no more than one AM station in a market having fewer than five AM stations and to no more than two AM stations in a market with five AM stations.

Regardless of whether the proposed service constitutes a network offering, NBC will institute measures which should avoid any issue in this area. The term of the subscription agreement will not exceed two years (See Rules, §§ 73.133, 73.233). The area within which exclusivity will be granted will not exceed the "primary service area" and the subscribing station will obtain exclusivity only as to programming it takes (See Rules, §§ 73.132, 73.232). Subscribing stations will, of course, be free to establish their own rates for the sale of their own commercial availabilities (See Rules, §§ 73.138, 72.238). Additionally, while it is contemplated that many subscribing stations will wish to accept the entire 50 minutes per hour which will be provided, they will not be required to do so (See Rules, §§ 73.134, 73.234). Stations will be required to accept no more than three hours of the service in any of the stated day parts. Thus, stations will be afforded additional time for their local news, information and other programming. Stations will, of course, have the right to reject any programs which they reasonably believe to be unsuitable or to substitute a program of outstanding local or national importance (See Rules, §§ 73.135, 73.235).

Finally, since NBC Radio presently plans to continue to operate its existing conventional network service,* stations taking either service will be required to broadcast the programming as it is fed over NBC facilities. Delays will be permitted to stations carrying one service into times when stations in the other service are not carrying NBC programming,

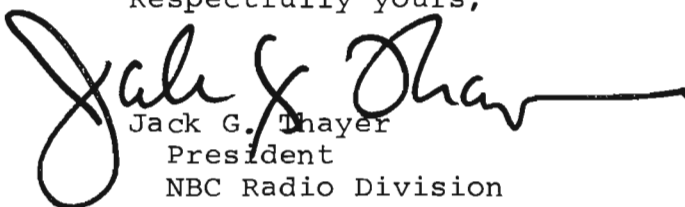
*The existing network service consists of news on the hour, Monday through Friday, with updates on the half hour on weekends, plus religious and public affairs programming on Sunday.

so there will be no simultaneous regular operation of the existing and proposed program services (See Rules, §§ 73.137, 73.237). While there may be occasions when circumstances or events make it desirable in the public interest to have simultaneous operations (Cf. Mutual Broadcasting System cases, FCC 74-1007, September 24, 1974; 43 FCC 2d 466, October 12, 1973), on such occasions NBC will seek prior FCC permission where necessary.

In sum, the proposed new service constitutes a significant step in the development of radio as a medium which meets the growing national need for news and information and continues to maintain the flexibility to respond to local needs, interests and problems.

It should, if accepted by sufficient stations, benefit the listening public by bringing more radio news and information to many more communities. In the process, it should strengthen the service of many radio stations which cannot now afford this type of service and are interested in having it. And it should enable NBC Radio to help reverse the declining state of national radio operations in this country. It is a needed innovation in radio networking and consistent with all FCC rules and policies. NBC believes it clearly serves the public interest in the "larger and more effective use of radio."

Respectfully yours,


Jack G. Thayer
President
NBC Radio Division

cc: The Honorable Robert E. Lee
The Honorable Charlotte T. Reid
The Honorable Benjamin L. Hooks
The Honorable James H. Quello
The Honorable Glen O. Robinson
The Honorable Abbott M. Washburn

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

11.

A L L - N E W S

S U M M A R Y

"W H Y Y O U W I N"

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

SUMMARY. . . WHY YOU WIN

FROM "WHAT'S GONE BEFORE," YOU CAN SEE YOUR PROFIT POTENTIAL FROM A PROGRAMMING PARTNERSHIP WITH NBC/NIS. WE NOW ADD, FOLLOWING, A SUMMARIZING CHECKLIST THAT PINPOINTS THE MAJOR FACTORS.

- ▶ You'll have the only ALL-NEWS "sound" in town... an exclusive no-competition format. Not since Top 40 has there been available such a proven winner -- and in most instances, an unchallenged franchise.

* * * * *

- ▶ Regardless of your market's size...small, medium or large... the share by format will not change dramatically. This principle holds for Contemporary, Top 40, Beautiful Music, or ALL-NEWS. Format popularity is not related to market size!!

* * * * *

- ▶ You'll enjoy the phenomenal success of other ALL-NEWS stations; in fact, there has never been an ALL-NEWS loser!! (See growth rankings of the 12 ALL-NEWS stations).

* * * * *

- ▶ You'll become your market's primary source of immediate news and information -- 24 hours a day / 7 days a week.

* * * * *

- ▶ You'll win by every meaningful measure: ratings, listener acceptance, retail and national advertiser acceptance, larger unit rates, reduced operating expenses, increased grosses and profits.

* * * * *

- ▶ You'll reduce or wipe out those heretofore large expenses, i.e. air personality contracts, BMI/ASCAP, promotions/prizes/contests; music tapes, jingle packages, music personnel, and national news services.

* * * * *

Read On

▶ You'll be the exclusive NBC/NIS ALL-NEWS service in your market, and at a fraction of the expense borne by the already established ALL-NEWS stations.

* * * * *

▶ Your market is experiencing an information boom. With ALL-NEWS, you'll deliver news and information whenever the listener wants to be informed.

* * * * *

▶ You'll have working with you the world's largest broadcast news organization of over 1,000 professionals. For 47 minutes every hour NBC delivers news, actualities, mini-documentaries, sports, special features with extraordinary insights, highlights and sidelights -- in tandem with your local staff, to fulfill your community's desire to "Be Informed."

* * * * *

▶ ALL-NEWS adds prestige, accompanied by an unusually strong community image to your present operation. Yes, listenership, advertiser and community acceptance far greater than any music station.

* * * * *

▶ When you switch to ALL-NEWS, the advertiser acceptance switch is instant: Your local businessman is your most ardent fan -- he is already a newspaper advertiser and will relate to ALL-NEWS. Objections to music preferences are immediately eliminated. Also, dislikes to air personalities or sensitivity to controversial talk programs are overcome.

* * * * *

▶ For the first quarter of 1975 in New York, 227 advertisers bought ALL-NEWS Radio in New York. Of these, 100 or 45%, advertised exclusively on one or both of the ALL-NEWS stations. Moreover, these 227 advertisers represent 38% of all accounts buying New York Radio for the First Quarter 1975. (Crest Monitoring Study, Jan/Mar '75).

* * * * *

▶ With ALL-NEWS, you'll deliver weekly at least, twice as many different listeners and/or potential advertiser customers than any one of the music stations in your market (cume audience).

* * * * *

Read On.

▶ With ALL-NEWS, your station is a market leader in quarter-hour and cumulative rank. A recent reach-and-frequency comparison with a Contemporary station showed ALL-NEWS with 18% greater weekly gross impressions -- higher reach and frequency with greater advertiser efficiency. (ARB Jan/Feb, 1975-Chicago).

* * * * *

▶ You'll have more people turn to your station for news than any other medium in your market -- Radio is the primary daytime news source for adults 18+. (RAB Pocketpiece, 1975).

* * * * *

▶ ALL-NEWS maintains its leadership in every daypart, Monday-Sunday, 6:00-12Midnight, with the all-important adults 18+. (ARB Four Book Average).

* * * * *

▶ You'll enjoy an "upscale profile" -- a high concentration among upper-educated, upper-income, professional and managerial adults. This listener profile also attracts the affluent spending advertisers in your community. You'll change from mass to class accounts (that pay their bills). (TGI, 1974).

▶ *SO IN BRIEF - - - YOU WIN WHEN YOU SWITCH TO ALL-NEWS. YOUR STATION BECOMES A SPECIAL WINNER IN YOUR MARKET, WITH LIMITED OR "NOSOUND" COMPETITION --- LARGER AND PRESTIGE AUDIENCE... IMMEDIATE ADVERTISER ACCEPTANCE...LARGER FIRM UNIT RATES... AND REDUCED OPERATING EXPENSES ACCOMPANIED BY INCREASED GROSS REVENUES AND PROFITS.*

● ● ● ● ●

▶ WE'VE TOLD YOU WHY AND HOW YOU'LL PROFIT FROM YOUR PROGRAMMING PARTNERSHIP WITH NBC/NIS....NOW YOU'LL HAVE TO DECIDE. SO RIGHT NOW IS THE TIME TO PICK YOUR PHONE AND CONFIRM WITH YOUR NBC/NIS REPRESENTATIVE THAT YOU'VE DECIDED TO PARTNER WITH NBC/NIS FOR A NEW....PROFITABLE FUTURE.

REMEMBER....YOU WIN WHEN YOU SWITCH TO ALL-NEWS RADIO!



Agreement between NBC Radio, a Division of National Broadcasting Company, Inc. (herein called NBC), 30 Rockefeller Plaza, New York, New York 10020 and the owner and operator of the radio station specified on the schedule annexed hereto (herein called Licensee).

NBC is planning to provide a national news and information service to radio stations (herein called the Service) and Licensee desires a license to carry said Service in its entirety on its facilities. Now, therefore, the parties agree as follows:

1. Term. This agreement shall be effective on execution by the parties. NBC will commence to provide the Service on the date specified for commencement of the Initial Service Period in the Schedule and, subject to earlier termination as provided herein, will continue to provide the Service until the end date of the Initial Service Period specified in the Schedule. On expiration of the Initial Service Period, the Term of this agreement shall automatically be renewed and extended for successive periods of one year, unless either party elects to terminate by written notice at least 90 days prior to the end of any year. This agreement may be terminated at any time by either party on not less than six months prior written notice. The Initial Service Period and all such extensions and renewals are herein collectively referred to as the Term.

2. Grant. Subject to the terms and conditions hereof and Licensee's compliance therewith, NBC hereby grants to Licensee the license to broadcast the Service over Licensee's radio station located in the City of License specified in the Schedule during the Term. NBC agrees that it will not license that part of the Service taken by Licensee or broadcast during the Term to any other radio station

licensed by the Federal Communications Commission to serve the City of License specified in the Schedule.

3. Description of Service. The Service will consist of news and information segments, interspersed with commercial announcement positions, 24 hours per day every day during the Term except for the following times: during each hour, the time from :00 to :05:30 and from :30 to :35:00, and on Sundays from 9 AM to 12 Noon (NYCT) and from 10 to 11 PM (NYCT), and subject to the provisions of Paragraph 9 hereof. NBC may change the excepted Sunday hours by not less than 56 days prior written notice to Licensee. If NBC elects otherwise to change the times of the Service, NBC shall give Licensee not less than 90 days prior written notice specifying the change involved and the effective date of such change, and Licensee may terminate this agreement effective on the date of change by notice to NBC not less than 60 days prior to the date of change.

4. Line Charges. NBC will pay for all connection and line charges made to transmit the Service to Licensee's control board unless otherwise specified.

5. License Fee. Licensee agrees to pay to NBC the license fee specified in the Schedule in monthly installments, payable as follows: the first (which shall include the first full calendar month and any part of the preceding calendar month from the commencement of the Initial Service Period) on execution hereof and the second and subsequent installments not later than the first day of each calendar month of the Service commencing with the second full calendar month of the Initial Service Period. Said license fee shall not be subject to escalation for any reason whatever during the

Initial Service Period. If NBC intends to increase the license fee for any year after the Initial Service Period, NBC shall notify Licensee of such increased license fee not less than 120 days before the end of the Initial Service Period or the then expiring year of the Term. The license fee does not include any taxes (other than direct income taxes) imposed or levied against NBC under any statutes now in effect or hereinafter enacted upon the license or use of the Service hereunder, and Licensee will pay any such taxes and hold NBC harmless with respect thereto.

6. Commercial Positions. During each clock hour of the Service, the following commercial positions will be provided: four NBC minutes and the remaining local minutes for Licensee. Licensee and NBC shall each be entitled to sell the commercial positions designated for it and to retain all of the revenue therefrom.

7. Licensee Program Undertakings.

(a) It is Licensee's present expectation to carry the entire Service, but Licensee agrees that in any event it will broadcast at least the second and fourth quarter hours of each clock hour of the Service between 6 AM (NYCT) of each day and 3 AM (NYCT) the following day, subject only to the provisions of Paragraph 9 hereof. Licensee shall notify NBC promptly and, whenever possible, in advance, of any portion of the Service which Licensee does not intend to carry.

(b) Except as specified in Paragraphs 7(a) and 9, Licensee shall not make any deletions from or additions to the Service as provided by NBC and Licensee shall not broadcast any local commercial or any other local announcement in the Service except at the positions designated for such local commercials or announcements. Licensee shall broadcast the Service simultaneously with its transmission to Licensee and shall not repeat or delay for later broadcast any part thereof, including the commercials.

(c) Licensee agrees not to authorize, cause, permit, or enable anything to be done whereby the Service or any part thereof may be used for any purpose other than broadcasting by Station.

(d) Licensee will submit to NBC in writing on forms provided by NBC and at times required by NBC such reports as NBC may request concerning the broadcast of the Service by Licensee, including without limitation affidavits of performance.

(e) Licensee will cooperate with NBC in taking precautions in advertising and promotion of the Service to protect the title of the Service and all other legally protectable aspects of the Service. Licensee will not

identify itself as associated with NBC except as licensed to broadcast the Service.

8. Licensee Responsibilities.

(a) If at any time Licensee may decide to change the transmitter location, power, frequency, or hours of operation, or program format of the station licensed hereby, Licensee will notify NBC within forty-eight (48) hours. If such change, in the sole opinion of NBC, renders Licensee less valuable to NBC for broadcast of the Service, NBC will have the right to terminate the agreement on thirty (30) days prior written notice.

(b) Licensee agrees to keep the operation of the broadcasting equipment and facilities entirely under its control for the period during which Licensee is licensed to operate.

(c) Licensee shall immediately notify NBC at such time as application may be made to the Federal Communications Commission for the transfer of any interest in the Licensee or any assignment of the license to operate the station specified in this agreement. Should such assignment occur, such assignment should express state that the assignee assumes all obligations contained in this agreement between the Licensee and NBC. Notwithstanding such assumption, NBC shall have the right to terminate this agreement effective as of the effective date of transfer or assignment or within a period of thirty (30) days thereafter by giving not less than ten (10) days prior notice to the Licensee.

(d) Licensee agrees that in the event Licensee ceases operation for any reason, Licensee will notify NBC promptly and NBC shall have the right, if it so desires, to terminate this agreement at any time thereafter upon 48 hours written notice.

9. Force Majeure and Preemption. Notwithstanding anything contained herein,

(a) neither NBC nor Licensee shall incur any liability hereunder because of NBC's failing to deliver or Licensee failing to broadcast the Service due to failure of facilities, labor disputes, government regulations or causes beyond the control of the party so failing;

(b) because of their respective public responsibilities (i) NBC may from time to time without liability to Licensee substitute during hours when the Service is being supplied a program which in NBC's judgment is deemed to be of greater public importance and which, therefore, NBC may offer to any station, notwithstanding Paragraph 2 hereof and (ii) Licensee may without liability to NBC reject or refuse any program matter which it reasonably believes to be unsatisfactory or unsuitable or contrary to the public

interest, or Licensee may substitute programming which, in Licensee's opinion, is of outstanding local or national importance.

10. Default. The following are deemed events of default:

- (a) failure of Licensee to pay promptly all license fees, which payment in no event may be later than ten (10) days after written notice from NBC;
- (b) failure of Licensee to submit prompt and accurate reports as required hereunder, unless cured by Licensee not later than ten (10) days after written notice from NBC;
- (c) failure of Licensee to carry the Service at the times required under Paragraph 7 (a) hereof and simultaneously with transmission to Licensee, without any grace period for cure;
- (d) any other failure by Licensee to perform and observe Licensee's obligations hereunder unless cured by Licensee not later than ten (10) days after written notice from NBC. Upon the occurrence of any event of default, NBC shall be entitled to terminate this agreement, effective upon notice to Licensee.

11. Apportionment of License Fee. The license fee for any license period hereunder of less than one calendar month shall be that amount which bears the same relation to the full monthly license fee as the number of days of the licensed period bears to 30.

12. Notices. Any notice required hereunder shall be in writing and shall be given by postpaid mail or prepaid

telegram (a) if to NBC, at the address stated on the first page of this agreement and (b) if to Licensee, at the address specified in the Schedule, or at such other address as may be specified in writing by the party to whom the notice is given. When notice is given by mail or by telegram, the date of mailing or the date of delivery to the telegraph office shall be deemed the date of giving the notice.

13. Entire Agreement. This constitutes the entire agreement between Licensee and NBC as to the subject matter hereof, all prior understandings being merged herein. All questions with respect to this agreement shall be determined in accordance with the internal laws of the State of New York. The waiver of any breach of this agreement must be in writing to be effective, and waiver of any breach shall not constitute waiver of any subsequent breach. This agreement may not be changed, modified, renewed, extended or discharged, except as specifically provided herein or by an agreement in writing signed by the parties hereto. In the event of any inconsistency between the provisions of this agreement and the attached Schedule, the provisions of the Schedule will be controlling.

14. Captions. The captions used herein are for convenience only and shall not control or affect the meaning or construction of any of the provisions of this agreement.

IN WITNESS WHEREOF, the parties have executed this agreement and the attached Schedule.

Licensee:

NBC RADIO, A Division of
National Broadcasting Company, Inc.

BY _____

BY _____

Dated: _____



INFORMATION →

SERVICE → **LICENSE AGREEMENT SCHEDULE**

Licensee Name:

Address:

Station Call Letters:

City of License:

Initial Service Period:

Monthly License Fee:

Agreed:

Licensee:

SAMPLE ONLY

NBC RADIO, A Division of
National Broadcasting Company, Inc.

BY _____ BY _____

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

12.

A L L - N E W S

S U C C E S S L E T T E R S

FROM

N B C / N I S S T A T I O N S

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

READ THE NIS STATION LETTERS
THEN ASK THE MAN
WHO MADE THE SWITCH TO ALL-NEWS

PICTURE A MAN LIKE YOURSELF: OWNER OF A STATION
IN A CITY AS LARGE AS CLEVELAND OR AS SMALL AS
WEST PALM BEACH WHO MAKES THE DECISION TO SWITCH
TO NBC'S NEW ALL-NEWS FORMAT DESPITE HIS POSITION
AS NUMBER ONE IN HIS MARKET!!! (IN CLEVELAND,
WERE, IN WEST PALM BEACH WPOM).

THESE ARE TWO OF THE LETTERS AWAITING YOU ON THE
NEXT FEW PAGES. READ HOW AND WHY THESE STATIONS
MADE THE SWITCH. AND THEN, IF YOU WISH, PICK UP
YOUR PHONE AND CALL ANY OF THESE STATIONS WITH
ANY QUESTIONS YOU MAY HAVE.

Read Success Letters
From NBC/NIS Stations

AM & FM
kudl

August 25, 1975

6230 Eby
Shawnee Mission, Kansas 66202
(913) 722-2866

Mr. Bob Adams
NBC/N.I.S.
30 Rockefeller Plaza
New York, New York 10020

Dear Bob:

The help you and Bob Mounty have given us has been just beautiful. Your staff is one of the greatest and since our commitment, to go "all news" on August 13, 1975, we have been expertly guided and aided by many of your people and things are really falling into place.

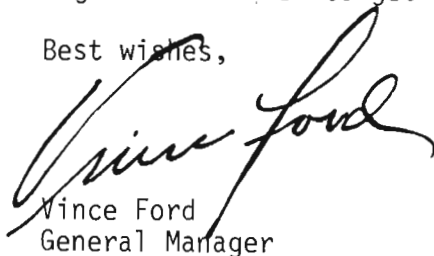
We began the introduction of our new sound via a number of cocktail parties for agencies and the reception on "all news" was overwhelming. We began sales pitches to retailers and agencies with a "Charter Sponsor" rate card, good until December 31, 1975 (at nearly double our previous rate). Each client signing and accepting the "Charter Sponsor" committed for 18 spots per week, 4 weeks, with the first week, September 8 - 15, as a required part of the schedule. The next 3 weeks could be placed anytime in the coming months.

As of this date, and with only about 9 days of selling we have 10 Charter clients in the house and at least 20 more to come. It's selling and it's accepted. So are the rates. It's on it's way.

Our phone has been hopping since the newspaper printed our change-over story. I've enclosed a couple of copies. The public, potential clients and interested people call to say - "Great, looking forward to it".

I'll be in touch with you soon and pass on more happenings -- but right now we need to get back to work for September 8, 1975.

Best wishes,



Vince Ford
General Manager

VF:plh

Enclosures

A **STARR** GROUP STATION



WPOM

RADIO

SERVING THE PALM BEACHES - 1,000 WATTS - 1600 KC - 24 HOURS

RIVIERA BEACH, FLORIDA

4286 UPTHEGROVE LANE - WEST PALM BEACH, FLORIDA 33407

PHONE (305) 686-8000 - FROM MIAMI PHONE TOLL FREE 945-2266

June 18, 1975

Mr. Chuck Renwick
NBC National News & Information Service
30 Rockefeller Plaza
New York, N.Y. 10020

Dear Chuck,

We have been pre-selling the NBC-NIS for about a month now and I wanted to share some of our experiences as we approach WPOM's start date of July 1st.

In general we have found the following:

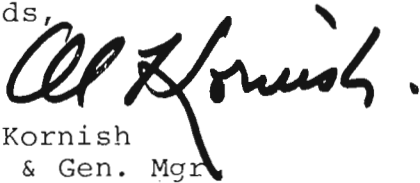
- (a) Most clients and agencies are favorable toward it (after receiving a full blown presentation). We have signed six new long term clients that we were previously unable to sell on our contemporary format - which is ARB rated the No. 1 contemporary radio station here.
- (b) The few cancellations received were all "teen" and 18-24 oriented - naturally!! Virtually all other advertisers are in tact. Its nice to get the slow pay and no pay clients off the books.
- (c) Local and regional advertisers are buying on-the-come.
- (d) Realistically, we don't expect to do very much national business because of the complete reliance on numbers. After the Oct/Nov ARB we expect to be very strongly in the ball game. Thats the price we will pay to get into the "lock" position of exclusivity in format and strong overall adult numbers we are anticipating.
- (e) The most effective selling sections of our presentation are:
 1. Ratings of existing "all news" stations.
 2. The data on "attentive" listening.

A RIVIERA BROADCASTING CORPORATION STATION

- (f) Our "modest" interum objective is to maintain the type of billing we have done in the past - making up national losses with local, moving toward the Oct/Nov book. We're on target.
- (g) Of course the future remains to be seen- our 1976 objective is for a 35% increase; which, we feel, is also modest. With an economic turn around who knows??!!!
- (h) "ALL NEWS" Sells well on paper, has many unique advertising characteristics, is fun to sell, lots of talk about, etc.

The general consensus of opinion by our competitors is that is "will never work here" which is a strong indicator in favor of our impending success.

Regards,

A handwritten signature in black ink that reads "Alan Kornish". The signature is written in a cursive, slightly slanted style. The first letter "A" is large and loops around the "l". The last letter "h" has a long, sweeping tail that extends downwards and to the right.

Alan Kornish
Pres. & Gen. Mgr

ASI COMMUNICATIONS, INC., 400 Park Avenue, New York, NY 10022

July 14, 1975

Mr. Robert Mounty
Vice President & Gen'l. Mgr.
NBC NEWS AND INFORMATION SERVICE
30 Rockefeller Plaza
New York, New York 10020

RE: WERE RADIO

Dear Bob:

With the debut of our Cleveland station, WERE, in the NBC/NIS Newsradio format just 2 weeks old...I wanted to tell you how extremely pleased we are with the NIS sound.

Both the concept of a National all-news radio service, and now the actual execution of the format can best be described in one word...BRILLIANT!!

As you know, we had strongly considered the possibility of going all-news on our own prior to the announcement of NIS. Our conclusion was that the advantages of a "sheltered" format notwithstanding, there is no way we could have produced the quantity and quality of programming we wanted and still stay profitable. NBC/NIS makes it all possible. With NIS, we were able to cut \$250,000.00 from our projected operating cost as an all-news independent.

We are delighted with the positive reaction we are getting in Cleveland, and our press reviews have been highly complimentary. More over, in my travels around the country, I've heard nothing but good things on how the network is sounding.

If you need any first-hand testimonials, I would be pleased to discuss NIS with any prospective station operators who are considering an affiliation with you. Just have them call me at the McGavren-Guild office in New York, (212) 826-4235.

If further persuasion is needed, the NIS format can be heard on WERE by dialing our telephone monitor line in Cleveland...(216) 696-6358. I promised you the best-sounding all-news station in the country...and WERE is delivering! We're going to be an even stronger #1 than we were before the switch.

Sincerely,



Ralph Guild
President

RG:tg



WPOM

RADIO

SERVING THE PALM BEACHES - 1,000 WATTS - 1600 KC - 24 HOURS

RIVIERA BEACH, FLORIDA

4286 UPTHEGROVE LANE - WEST PALM BEACH, FLORIDA 33407

PHONE (305) 686-8000 - FROM MIAMI PHONE TOLL FREE 945-2266

May 19, 1975

Mr. Charles Renwick
NBC News and Information Service
30 Rockefeller Plaza
New York, N.Y. 10020

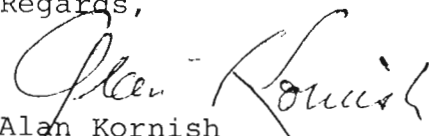
Dear Chuck,

WPOM is off and running with the ball - we are pitching NEWS RADIO all over Florida and the agencies are interested since we are the first to come out with it.

As we expected - the clients who are naturals (banks, S&L's, Class accounts, etc) seem willing to jump in from the start. Others will wait and see. In my view, June will be our down month - starting in July I'll predict no loss in billing; just changing partners from mass to class accounts (that pay their bills).

Because of the recession the blue collar market is out to lunch - no potential, unemployed, etc.; advertisers must change strategy to reach the white collar upper income upscale audience; that's why we're going to do business NOW.

Regards,


Alan Kornish
Pres. & Gen. Mgr



TV: Chuck Rowick - NBC - NIS

RADIO

SERVING THE PALM BEACHES - 1,000 WATTS - 1600 KC - 24 HOURS

RIVIERA BEACH, FLORIDA

4286 UPTHEGROVE LANE - WEST PALM BEACH, FLORIDA 33407

PHONE (305) 686-8000 - FROM MIAMI PHONE TOLL FREE 945-2266

Dear Chuck,

This radio station is
going to be your "Star
Baby" - I'm convinced

we are No 1 in
the Oct/Nov ARB.

Audience response good;
Client response excellent.

Al Hornish



wrbc/ P.O. BOX 9801 • OLD HIGHWAY 51 NORTH • JACKSON, MISSISSIPPI 39206

July 21, 1975

Mr. John Barry
National Broadcasting Company
30 Rockefeller Plaza
New York 10020

Dear John:

After three weeks on the air with NIS, I must say that we are most pleased. The acceptance of the format by our community of 300,000 plus has been excellent. We receive letters and phone calls daily commending us on the excellent sound and thanking us for such a fine broadcast service. Frankly, the reception we have gotten is a bit more than we expected.

The most common remark is something along the line of: "I didn't realize it was going to sound this good." I might add that this comment is from all demographic segments of the community. We are receiving about as many letters from women and blacks as we are from men and whites respectively. We found this to be a pleasant surprise, as we expected reaction primarily from white males in the upper income brackets. We have had excellent response from middle class listeners, also.

Practically every major advertiser is now telling us that they are getting excellent comment on the new station. We have managed to pick up some new banking and insurance business which we couldn't touch before. In short, the thing is already beginning to pay off. We think it's probably the best move we ever made.

Cordially,

Dudley Evans, Gen. Mgr.
Newsradio 13, WRBC

DE/sb

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

DYNAMITE!

... The KRUX, Phoenix, ALL-NEWS RADIO story ...

- * Letter to NBC from Howard Kalmenson, President,
Lotus Communications ... owner of KRUX.
- * Letter to NBC from Dave L. Kline,
Commercial Manager, KRUX.
- * Newspaper review of KRUX debut of NBC/NIS ALL-NEWS
format -- (ARIZONA REPUBLIC: June 20, 1975)
- * Client comments on KRUX ALL-NEWS RADIO
 ... Park Central Trade Association
 ... Phoenix Civic Plaza
- * Listener telephone call/comment

KRUX ... ALL-NEWS RADIO OFF TO A FLYING START
IN PHOENIX ...

AND THE BEST IS YET TO COME!!!

LOTUS COMMUNICATIONS CORPORATION

KWKW
Pasadena/Los Angeles

KENO
Las Vegas

KONE
Reno

KOXR
Oxnard

KRUX
Glendale/Phoenix

KTKT
Tucson

KFSD
San Diego

10850 Wilshire Boulevard / Suite 312 / Los Angeles, California 90024 / 213-475-0791

June 19, 1975

Robert F. Adams
NBC
30 Rockefeller Plaza
Room 816
New York, N. Y. 10020

Dear Bob:

Today, as a result of our affiliation with the NIS, KRUX Radio in Phoenix is the absolute talk of the town.

I can tell you this with all candor, that we went in one day from an ordinary rock station in a very over radioed market to an outstanding and important adult news facility, and someone to be reckoned with at all times.

You will be pleased to know that not only is the network news being received with ovations around town, but all of the features have been incredibly good and timely.

We started out prior to going on the air with 25 charter advertisers, and many people who said "Let's wait and see". Today, I can candidly report to you that our selling job has been much simplified by the advertiser's reception to our new sound. This applies to both agencies and retail accounts.

Anyhow, I just wanted to drop you this note to thank you and all of the people at NBC for coming through in such an incredibly professional manner, and making us look good in the eyes of the public and our advertisers in Phoenix.

Thank you again.

Best Regards.

Sincerely,



HOWARD A. KALMENSON
PRESIDENT

cc: Jack Thayer
Bob Mounty
Chuck Renwick



GLENDAL/PHOENIX

SALES OFFICES
CAMELBACK TOWERS
4776 NORTH CENTRAL AVENUE
PHOENIX, AZ. 85012
PHONE 248-8128

June 19, 1975

Mr. Bob Adams
NBC/NIS
30 Rockefeller Plaza
New York, NY 10020

Dear Bob:

Wanted to drop you a line to let you know that we are very excited about our new NIS Network. The response, in just the last couple of days, has been fantastic. Our accounts are more than happy that they signed contracts prior to going on the air.

I am sure our sales are going to sky rocket from here on out. But even so, as for sales prior to going on the air on June the 18th we had more dollar volume scheduled than we had even anticipated.

Looking forward to a long prosperous relationship.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Cline', is written over the typed name 'Dave L. Cline'.

Dave L. Cline
Commercial Manager

DLC:ab



PARK * CENTRAL

T R A D E A S S O C I A T I O N

SUITE 214
3300 N. CENTRAL AVENUE
PHOENIX, ARIZONA 85012
PHONE 266 4451

June 20, 1975

Mr. Dave Klein
Commercial Manager
KRUX Radio
7401 W. Camelback Rd.
Phoenix, Arizona 85033

Dear Dave,

Congratulations on your new format. It's both fast-paced and exciting.

Certainly all-news KRUX is the closest thing to KCBS in style and listenability. Hell, you're even better!

I'm even more impressed with how fast you put together a format and sound that comes over like you've been refining it for years.

The new KRUX is a most welcome and notable addition to the "Metroplex" media mix.

Sincerely,

Bill Rocz, Director
Park Central Merchants Association

BR/sfc

Adams

June 25, 1975

Joe Koff
KRUX
4776 N. Central
Phoenix, Arizona

Dear Joe:

Dynamite!

The trades are buzzing; the Republic gave you a great editorial sendoff; and I'm sure the listeners are growing everyday. KRUX is really here.

And this should help you in the sales department.

Thanks very much for the luncheon at the Adams.

In the next couple of weeks I want to return the nice gesture. I'll be getting in touch with you.

Sincere best wishes for a great KRUX future.

Jack
Jack Curtis
Civic Plaza



KIMMO Music

STEREO 97 FM / RADIO 74 AM

26 June 75

All-News K R U X,
P. O. Box 14707,
Phoenix, AZ 85033.

Gentlemen;

My sincere congratulations and hopes for success on your new ALL-NEWS format. At the end of your first week, it's sounding better all the time.


I was pleased to listen the first day of the change and hear so few mistakes, both locally and in New York.th

I think the old adage 'Practice makes perfect' is applicable in this case.

As a fellow broadcaster, in the business over 25 years, let me add just one little criticism: some of your overnight news readers need help in their reading. But...overall...it's great!! You make that other all-news operation sound like a broadcasting class that needs help.

Again, just keep on with the beautiful job that's been done thus far.

Sincerely,


Joe B. Stephens, Jr.
Programme Director

cc: NBC News
New York

COMMENTS ON KRUX RADIO 1360

DATE: 6/26
TIME: 10:23

NAME Margaret Metchell TITLE Hostess
COMPANY W. W. Wagon
ADDRESS 1611 E. Palmcrest Drive
CITY Phoenix STATE Arizona APPROXIMATE AGE 30 SEX F
CALL RECEIVED BY Amy Brinkman

COMMENTS: There is such a variety in our
features. Loved the way the plane
crash was covered, thought that they
and did such a fantastic job.
Just that it was great that we
got the news immediately when it
is happening. Likes the station very
much. Said that it was fun news
of hearing the news because she
has no time to read newspapers
or watch TV.

KRUX RADIO

June 18, 1975

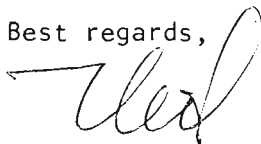
Mr. Howard Kalmenson, President
Lotus Broadcasting Co.
7401 W. Camelback Road
Phoenix, Arizona

Dear Howard:

At six o'clock this morning my clock radio wakened me with the sounds of KRUX News. I liked what I heard for the next two hours, and not just because of the natural relief at having one less programming competitor.

Dave and your guys have really put it together and I simply want to congratulate you on an excellent new service and wish you and the staff the very best of luck in this endeavor.

Best regards,



Neil Sargent
General Sales Manager

NS/lvv

WKLX 1350

RUST COMMUNICATIONS
GROUP, INC.

206 WEST YORK STREET

• POST OFFICE BOX 1350

• NORFOLK, VIRGINIA 23501

TELEPHONE (804) 622-5591

July 7, 1975

Mr. Steve White
National Broadcasting Co.
N.I.S.
30 Rockefeller Plaza
New York, New York 10020

Dear Steve:

I want to let you know what we at WKLX think of N.I.S. First of all our reaction to the N.I.S. programming ranges somewhere from extreme happiness to ecstasy. In my 9 years in broadcasting I have never heard a more listenable news format than N.I.S. and I've listened to most news stations across the country. I think the conversational and friendly approach that N.I.S. uses is what accounts for the enjoyability. The N.I.S. news people come across as believable and friendly rather than pompous and staid. N.I.S. seems to me more like the Today Show on radio rather than a cut and dry news network. One feels informed not only about the hard news of the day, but also regarding all information necessary to function in a day to day life style.

The network's ability to do live reports emphasizes the importance of a news station. On the day of the Eastern Airlines crash, the N.I.S. live reports from the scene made the listener feel as if he were at the scene of a tragic but important breaking story.

On the local level we have used the same technique of the live reports when a big story was going on ... most recently in the oil tank explosion in Richmond. As far as listener comments ... the response has been gratifying. The phone calls and letters of praise have been astounding. I'm pleased to say that favorable comments come regarding not only N.I.S., but also our local operation as we are making every endeavor to complement the network's programming with strong local news and a multitude of local features.

Mr. Steve White
National Broadcasting Co.

Page 2
July 7, 1975

Concerning sales, I'd like to tell you we've sold out for the next ten years, but that isn't true nor realistic. What has happened though, is that we are getting super response from clients and agencies. Everybody wants to hear our story... agencies want to go to lunch with our Account Executives and they say buys are coming our way. These are the same agencies that used to be too busy to see us, the same clients that used to say WKLX ... what?

I'm also happy to report we've sold some year contracts already to some clients who are sold on the station and we've started getting a small chunk of that beautiful agency business.

In assesing N.I.S., I must also include the relationship we've established with the network. I have worked with networks in the past who have made you feel as if you're the damn affiliate in Norfolk with another stupid problem, however, at NBC the feeling is just the opposite. Everytime we call, no matter how trivial the matter, and I'm afraid initially we were unsure about trivial matters, the NBC people have been warm, gracious and helpful. I've got to make special mention of Bob Mounty. As Vice President of N.I.S. Operations, I realize he must be busier than hell, however anytime I call Bob he gets any problem straightened out for me... he always returns my calls and he makes me feel as if WKLX is an integral part of the N.I.S. success.

If you feel that I could help convince a prospective station as to the worthiness of N.I.S., please have them call me. To say the least, we at WKLX are happy and feel as if we are sitting on a gold mine.

Best Regards,


Mike Deeson
Operations Manager

P.S.

Under separate cover I am forwarding the other information you requested.

MD:bk
cc: Bob Mounty

WWTC news radio 1280

June 24, 1975

Mr. Robert Mounty
NBC News & Information Service
30 Rockefeller Plaza
New York, NY 10020

Dear Bob:

Rick suggested I drop you a letter describing the Twin Cities reaction to the NIS format. In general, the acceptance has been more than we ever could have anticipated.

Our promotion will begin June 30th with painted billboards, television spots on local news shows, radio spots on two Beautiful Music stations, and personal letters being sent to approximately 1,000 key executives in the Twin Cities. We have already received articles in both the Minneapolis Star (evening) and Tribune (morning).

Although June has turned out to be a slow month in local billing, we have signed up six clients on contracts through December 31. Four of these clients have never used our facilities before. In addition, there have been many complementary conversations and telephone calls from the major advertising agencies, congratulating us on the performance of the format. Two months ago, some of these same individuals told me that an all-news format would never succeed in this market.

Our local on-air coverage varies throughout the day. In general, we are broadcasting locally 30 minutes per hour during drive times and carrying your entire feed midday and after 7 p.m. Both drive times are covered with a dual anchor team and we utilize your sounders throughout the day. I have enclosed an air check from 7:15 a.m. to 8:15 a.m., and would appreciate any suggestions you might have.

In addition to our own meteorologist and dual anchor team, we will be having

ALL NEWS...ALL THE TIME

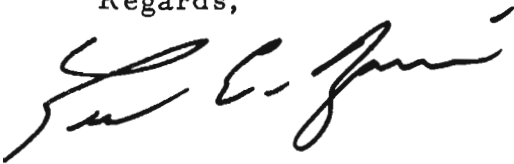
609 SECOND AVENUE SOUTH /MINNEAPOLIS, MINNESOTA 55402 /TELEPHONE (612) 333-2363
The Buckley Broadcasting Corporation

Mr. Robert Mouny
June 24, 1975
Page 2

live helicopter traffic reports, hopefully beginning within the next two days.

Bob, my personal opinion is that your new network will have much success.

Regards,

A handwritten signature in cursive script, appearing to read "Lee E. Zanin". The signature is written in dark ink and is positioned to the left of the typed name.

Lee E. Zanin
General Manager

mes
cc: Richard D. Buckley, Jr.
Enclosure

WWTC *news radio* 1280

NEWS.....FROM WWTC NEWSRADIO 1280

July 7, 1975

WWTC Newsradio is now over two weeks old and the Twin Cities advertizers realize its advertising potential.

Two local car dealers, Kline Oldsmobile and Midway Ford, both of which have never used WWTC in the past, have signed orders until January, 1976.

They're not alone. A local bank, F & M, and a local mens wear store, Mr. K's, have done the same.

Besides a strong network, our local coverage is extremely thorough. For the first time in TC's history, Wendell Anderson, the Governor of Minnesota, called us directly for an exclusive interview.

If you want to reach adults in the Twin Cities, you must buy WWTC all news.....all the time.

Regards,



Lee E. Zanin

mes

ALL NEWS...ALL THE TIME

609 SECOND AVENUE SOUTH /MINNEAPOLIS, MINNESOTA 55402 /TELEPHONE (612) 333-2363
The Buckley Broadcasting Corporation

STEREO
WQSR
1000 WATTS
1000 WATTS

1220 AM
WQSA
1000 WATTS

Mr. Charles Porretto
General Manager
WMEN AM
PO BOX 1695
Tallahassee, Florida 32302

June 26, 1975

Dear Mr. Porretto:

In answer to your letter about our reactions to the all-news N.I.S. service.....

We think it's excellent. From day one, the NIS feed has been 100% professional news radio, as good as any full time all-news station I've heard in any major market. In several respects, better.

Reaction at the local customer level has been very favorable. An automotive client doubled his schedule after hearing the format, (VW & Mercedes). The largest bank in Sarasota gave us our first term contract order, (vs. flights), that we have received in two years. The marketing director of that bank says he's had WQSA, since the day we went all-news, on in his office, and has listened to no other station.

Agencies seem to accept it even quicker than local direct retail clients. Perhaps it's because there are more transplants from northern major markets where media people are familiar with all-news radio. The Exec. V.P. of Wm. Zemp, (Eckerd's, Publix and others), in St. Pete tells us he's had WQSA on exclusively since the first day. Many calls from agency people from Ft. Myers through St. Pete attest to its extremely favorable acceptance. We look for orders.

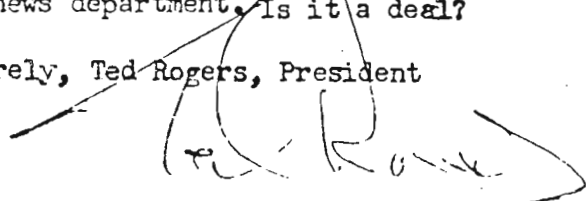
Profitable? Too early to tell. We fully expect, however, to be sold out mid-fall if orders continue to develop as they have in the past three weeks.

We too have a sun-downer on the AM side, (the news/NIS affiliate). So it was a big decision to go with the cost of NIS. We think our decision was correct, even with our "dark" hours.

On behalf of our News Director, I can assure you if you do indeed decide to go with NBC, (and we would so recommend), we would appreciate hearing from you regarding the possibility of your news department becoming our state capitol feed. We, in turn, would be your West Coast news department. Is it a deal?

Sincerely, Ted Rogers, President

TR/da



TELEGRAM

T12029 (052%) (2-011096E169) PO 6/18/75 0927
ICS IPMMIZZ CSP
2127320400 TOMT NEW YORK, NY 31 06-15 0927A EST

PMS JACK THAYER NBC, DIR
30 ROCKEFELLER PLAZA
NEW YORK NY 10020

WANTED TO LET YOU KNOW WE AT BLAIR RADIO ARE EXCITED AND
ENTHUSIASTIC ABOUT THE ALL NEWS WRC. AS WE SAY AT BLAIR FROM THE OLD

MASTER, IT'S SHOW TIME REGARDS

TOM HARRISON
BLAIR RADIO
WWW.1



BOX 11-1410 • HARTFORD, CONN. • 06111
AREA CODE 203 666-1411
278-2775
228-5215

July 2, 1975

Mr. Stephen B. White
NBC Radio
30 Rockefeller Plaza
New York, New York 10022

Dear Steve:

Now into the third day of WPOP's all news format, and it is a great feeling to be out of the dentist chair.

Listener reaction has been favorable and somewhat overwhelming. What a relief to have all that soul-searching and decision-making behind. For the first time in many days, Steve, I am starting to feel a strong--very strong capital gains itch.

Per your request, I am enclosing the following:

1. A copy of the full-page ad which broke in the Hartford Courant on Sunday, June 27, 1975.
2. A copy of the invitation which we mailed to approximately 300 people. Incidentally, all of the envelopes were hand-written.
3. Copies of various newspaper articles which appeared before we made the format change.
4. A local rate card which indicates the logo design that we will be using.

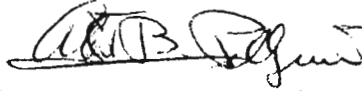
**THE MERV GRIFFIN
GROUP STATIONS**

WPOP-Hartford, Conn.
WBAX-Wilkes-Barre, Pa.
WENE-Endicott-Binghamton, N.Y.
WMRV-Stereo-Endicott-Binghamton, N.Y.
WMID-Atlantic City, N.J.
WIOF (W-104) Stereo-Waterbury, Conn.

Mr. Stephen B. White
Page 2
July 2, 1975

Will try to get you a picture of myself as soon as possible. Hope the enclosed information is of some help.

Very truly yours,

A handwritten signature in black ink, appearing to read "Albert B. Pellegrino". The signature is written in a cursive style with a horizontal line underneath.

Albert B. Pellegrino
General Manager

ABP:kas

Enclosures

June 12, 1975



1000 WATTS • 1230 KC
POST OFFICE BOX 2090
2323 EAST 15TH STREET
TELEPHONE 265-2727
CASPER, WYOMING 82601

NBC National News & Information Service
30 Rockefeller Plaza
New York, New York 10020

ATTENTION Jerry D. Coffin/License Relations

Dear Jerry,

I appreciate your research and concern over my letter regarding your "New York" news staff, "explanation accepted." I might argue just a bit about best people necessarily shooting for best salaries. I have seen such an immigration of "East Coast" talent to the West in recent years. Even one of your NBC TV executives from Washington, Bob Campbell, heading for Jackson, Wyoming. As the old saying goes, "Money Isn't Everything." However, to a great extent, and rightfully, so, it is.

At any rate, I just received the Music Beds for NIS and let me say you haven't forgotten us, the basic "Big Country" theme running subtly through them is fantastic.

Also, I cannot fail to be very impressed with the total smoothness and superb organization apparent in your entire set-up. It is one thing to spend large amounts of money, it is another to see the kind of results that only knowledgeable, dedicated people and team work can produce.

Congratulations,

Yours truly,

A handwritten signature in cursive script, appearing to read 'Fred'.

Fred Hildebrand
General Manager
KVOC Radio

FH:jj

cc

222 Hazard Street
Orlando, Florida 32804
(305) 425-5508

Licensed/Winter Park

Rounsaville Radio



June 24, 1975

Mr. Jack G. Thayer
President
NBC Radio Division
Thirty Rockefeller Plaza
New York, NY 10020

Dear Jack:

We were one of your charter subscribers to your new News and Information Service, having gone on-the-air with your initial broadcast on Wednesday, June 18.

Although I am sure you are well aware of the things that we did in preparation for this broadcast, I would still like to review them in order to tell you how successful I believe they were.

On Friday, June 13, we had one of the largest cocktail parties in the history of Orlando; inviting city, county, and state officials, school and college officials, advertisers, agencies, and representatives from all media. It was a great compliment to us and to Orlando that you saw fit to personally attend this party, and your remarks were well received and appreciated.

On Sunday night at midnight, June 15, we signed our AM station off-the-air with FCC approval. At that time we had WBJW-AM and WBJW-FM. For two full days, Monday and Tuesday, we had a total "dry run" twenty-four hours a day to make absolutely sure that our operation would be as nearly perfect as possible for the Wednesday morning initial broadcast. When we signed on Wednesday, we had new call letters WNBE. We continue to use WBJW for our FM operation. These two stations have entirely different formats and separate operations.

We purchased a large number of outdoor billboards as well as television time and newspaper space. You might say, "It is the talk of the town." Due to our "dry run," we have had practically no mistakes in our new operation.

You will be happy to know that we sold six prestigious accounts prior to going on-the-air and three or four times that many are "in the works" during this first week. We feel we will sign most if not all of these.

"The Sunshine Group"

Mr. Jack G. Thayer
June 24, 1975
Page 2



Jack, I believe that my staff and executives and certainly myself have to be the most enthusiastic group for the News and Information Service of anyone in the country. We believe in it, we live it, and we are going to make WNBE an outstanding example for you.

Very truly yours,

A handwritten signature in black ink, which appears to read "Robert W. Rounsaville". The signature is fluid and cursive, with a large initial "R".

Robert W. Rounsaville
Chairman of the Board

RWR/mb



AMERICAN MUTUAL INSURANCE ALLIANCE

20 North Wacker Drive / Chicago, Illinois 60606 ■Phone 312/346-5190

June 18, 1975

Mr. Russell C. Tornabene
Vice President - Public Affairs
National Broadcasting Company
30 Rockefeller Plaza
Room 520
New York, New York 10020

Dear Russ:

Been listening to your new national news network all day today in Chicago and it is superb! This is a service the broadcasting industry should have given on a national basis ten years ago -- but at least now we have it.

May I say from what bits I've heard so far, NBC's new service is giving a breadth and depth of coverage not had before to all the things that concern all of us. One example, the item at about 4:35 p.m. (EDT) today exploring the progress of state legislators in being responsive to the public need.

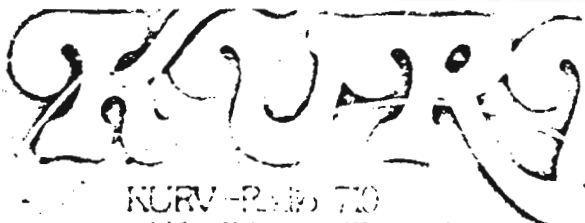
So glad to have a chance to visit with you, even by phone. Congratulations to you and to NBC.

Sincerely,

A handwritten signature in cursive script that reads "Larry".

Lawrence C. Christopher
Director of Communications

LCC:ma



As Good As Gold!

KURV-TV 710
PO Box 1109 Edinburg, Texas 78539
512 383-2777

June 23, 1975

Miss Diane C. Durne
Manager Advertising and Promotion
NEC Radio Division-Room 1611 W
30 Rockefeller Plaza
New York, N. Y. 10020

Dear Miss Durne:

The News and Information Service Network is the greatest ever, much better than I anticipated. Comments, cards, and letters are pouring in from listeners and advertisers unsolicited.

We have purchased twenty announcements on each of the two television stations (total forty) as "the biggest news ever heard in the Valley, etc. on KURV."

Thirty highway billboards go up July 1st on black background with white and red lettering. This enclosed front page story appeared in the Edinburg Daily Review.

Sincerely yours,

Lloyd Hawkins
President

LH:dt

Encl.



(402) 342-8282
511 South 17th Street
Omaha, Nebraska 68102

CBS RADIO

MEMORANDUM

To: BOB MOUNTY

From: DAVE FELICE

Date: 1 JULY 75

WHILE TALKING WITH RUSS TORNABENE, I RECALLED A STORY ABOUT THE SIGNIFICANCE OF RADIO NEWS WHICH MIGHT BE WORTH RECOUNTING.

"NIS" BROKE THE STORY ABOUT THE CHRYSLER REBATE PROGRAM AT 6:00AM CENTRAL TIME, AND WE HAD THE STORY ON THE AIR. ONE OF OUR CLIENTS IS HEAD OF THE LOCAL CHRYSLER-PLYMOUTH DEALERS, AND WHEN OUR ACCOUNT EXECUTIVE CONTACTED THE DEALER ABOUT REBATE SPOTS AT 10:00 THAT MORNING, THE DEALER HADN'T HEARD ABOUT THE REBATE PROGRAM. OUR ACCOUNT EXECUTIVE WAS ABLE TO SAY KLNG AND "NIS" HAD THE STORY ON THE AIR FOUR HOURS EARLIER, AND THE CLIENT WAS IMPRESSED. AS IT HAPPENED, THE DEALERS HAD A MEETING AT 11:00 THAT MORNING, AND THE REBATE PROGRAM WAS THE SUBJECT. THOSE WHO WERE LISTENING TO KLNG AND "NIS" WOULD HAVE KNOWN ALL ABOUT IT.

KARM

1430 AM-FM 101.9

Guarantee Financial Center
1314 East Shaw Avenue, Suite One
Fresno, California 93710
(209) 222-2425

June 13, 1975

Charles Renwick, V. P.
NBC National News & Information Service
30 Rockefeller Plaza
New York, New York 10020

Dear Chuck:

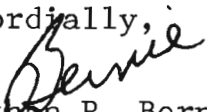
Many thanks for sending the License Agreements - as you have instructed, we have signed them and you will find them both attached. We have also executed the "Promotion Release" statement.

You and your associates must be terribly weary at this stage but I think you all will be getting a tremendous feeling of satisfaction in a few more days. We'd like to assure you that we think you've done a wonderful job in bringing things to this point in our behalf and we are most grateful to you.

Our people are extremely pleased with the product we are receiving down the line and we look forward to our start on June 23rd with great anticipation.

Again, our sincerest thanks to you, Chuck, and all of the others who have worked so hard to put this great programming together.

Cordially,


Ethan P. Bernstein
General Manager

EPB/me

KBMN 1400 AM

P.O. Box 15223 • Las Vegas, Nevada • (702) 732-7753

June 23, 1975

Mr. Jack G. Thayer
President
NBC National News & Information Service
30 Rockefeller Plaza
New York City, New York 10020

Dear Jack,

I've been trying to get this letter written for the past week but, needless to say, things have been as hectic here as I'm sure, they've been there.

Any amount of praise for you and the NIS staff does not seem adequate at this time. The many good things we experienced already have been surpassed by far.

We're also very satisfied about the dollars-and-cents aspect of the format. I finally have been able to put accounts on the air that I've been trying to get on our 'Beautiful Music' station for almost three years. Just to name a few of the new accounts I know you'd be interested in: Nevada State Bank, TWA, Midas Muffler; and I've received budget increases for First National Bank, Barclay Bank Travelers Cheques and First Western Savings and Loan.

As you know, we were apprehensive about how the community would react to the loss of the top beautiful music station in the market. However, I'm happy to report that the vast majority of our comments have been from an "Iated, news-hungry audience."

Once again, my thank-you and highest compliments to the many talented people on your staff that have made NIS a reality.

Kindest regards,


Leo Bratker
Vice President

cc: Ron Friedwald

ALL THE NEWS... ALL THE TIME.

EUGENE KNOPOFF & CO.

Box 2235 - Huntridge Station, Las Vegas, Nevada 89104
(702) 382-3695

June 20, 1975

General Manager
KBMI
1555 E. Flamingo Road
Las Vegas, NV 89109

Sir:

I am taking a moment to write you pertaining to the recent change in format on KBMI.

The one facet of radio listening which has not been covered in the past in Las Vegas is complete news service. The other stations in town are on a minimal catch-as-catch-can basis.

Although I do like beautiful music I want to commend you for opening the first all news station in this area and will assure you of my continued listening to this format.

Sincerely,

Eugene Knopoff

EK/vrt

NEWSTALK
RADIO 1310

EDD ROUTT, General Manager

June 18, 1975

Mr. Jack G. Thayer
President
NBC/NIS
30 Rockefeller Plaza
New York, New York 10020

Dear Jack:

Your mailgram was most appreciated but totally wasted if you were trying to give us a charge. This WRR gang is as hyped over NBC/NIS as you are.

Now that we've begun, let's be damned sure we continue. This has got to be the best thing that's ever happened to AM radio.

Luck to you, Jack; and thank you.

Kindest regards.



Edd Routt

ER:fh

NEWSTALK
RADIO 1310

EDD ROUTT, General Manager

June 26, 1975

Mr. Chuck Renwick
NBC/NIS
30 Rockefeller Plaza
New York, New York 10020

Dear Chuck:

The NBC crew did a magnificent job in covering the crash of the Eastern airliner. You were eight minutes ahead of UPI, and I suspect you clobbered the other networks.

Sincerely,



Edd Routt

ER:fh
Enclosure

YOUNG HADAWI INC

CONSULTING ENGINEERS

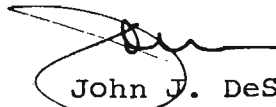
Mr. Ed Routt
General Manager
WRR Radio Station
Fair Park
Dallas, Texas 75226

June 30, 1975

Dear Ed:

Congratulations on your new radio format. Your new programming is great. I wish you continued success in your efforts to prove WRR.

Sincerely,



John J. DeShazo, Jr.
Vice President

JJD/dg

Al Watkins III
Box 7686, ACC Stat.
Abilene, Tx. 79601

June 28, 1975

WRR NewsRadio 1310
Fair Park
Dallas, Tx. 75226

Dear Sirs:

I want to congratulate you on your excellent new continuing news format. Because of various technical problems your signal is receivable in Abilene only during hours of darkness. However, during nighttime hours, I get better quality on the WRR signal than on the metroplex's "biggies" (KRLD 1080, WBAP 820, and that low frequency 5 KWer - WFAA 570). I am a mass communications major at Abilene Christian College. For the past couple of years I've gotten into the habit of tuning my radio to the CBS owned outlet in either Chicago (WBBM 780), or Los Angeles (KNX 1070). That's a thing of the past now that you guys have picked up NBC's N.I.S.

Keep up the good work!

Sincerely,
Al Watkins III

P.S. I really appreciate your getting Alan Stone. I remember listening to him on KRLD.

✓cc: Chuck Renwick, NBC

June 24, 1975

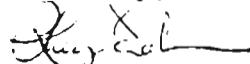
General Manager
WRR Radio
Fair Park
Dallas, Texas

Dear Sir:

I would like to express my appreciation and approval of the new NBC News and Information Service. For some time I have been hoping that this type of format would appear on a local radio station. I now listen to WRR approximately ten hours each day.

Let me also forward my thanks for your station broadcasting the Dallas Blackhawk hockey games. I trust that you will continue these broadcasts next year.

Sincerely,



Rhey Nolan

We greatly appreciate your new
format - We don't have to try
to get WBBM Chicago now -
with all the static and fading -

Two Senior Citizens of Dallas -

July 1, 1975

WRR
FAIR PARK.

1545 S. EWING
DALLAS, TEX
75216

Sir:

I have been listening to your program - from the last couple of days. I enjoyed the news. I have listened to the other radio program, and I was not getting as much news - as I get by listening to your program.

I am a night supervisor in the girls' dorm, and I need to keep myself awake, and by listening to your news and information, I am becoming a well-informed person. Thank you for your programs.

yours sincerely
(Mrs) Dilasi Solomon

RALPH E. TUCKER
3829 RIDGEDAK WAY
DALLAS, TEX
75234



July 9, '75

WKK Dallas

Count me as one of 126
your listeners

I'm a Linotype operator
and out of bed each
morning around 3:00, and
I appreciate tuning in
to your continuous news.

Keep up the good
work.

Sincerely,

Ralph E. Tucker

I LISTEN TO WRIR ALL NIGHT LONG.
I DON'T SLEEP SOUNDLY & WHEN I
WAKE UP I LIKE HEARING VOICES
TALKING ABOUT NEWS & THINGS OF
IMPORTANCE, RATHER THAN BEATING DRUMS
& LOUD "WAKE-UP" MUSIC. THEREFORE, I
DO LIKE THIS NEW FORMAT (I HARDLY
HAVE TO READ THE A.M. PAPER. I HEAR)
ALL THE NEWS DURING THE NIGHT. I AM A HOUSEWIFE
I. MAGEDSON

7-9-75

Gentlemen -

I love your recently acquired "all news" format. The NBC segments are informative as well as being geared to "easy listening." Another thing I like about the NBC coverage is the extremely down-to-earth personalities of their broadcast staff.

My wife and I will vacation in New York beginning July 21 and I hope to see their studio.

During the work week, I listen to WRR from 5 a.m. to 7:30 a.m. and from 4:30 p.m. to 5:30 p.m. as well as every other chance I get.

Larry G. Moore
7509 Pinehurst Dr. W.
Ft. Worth 76134

August 14, 1975

WRK Radio - a.m.
Dallas, Texas

Dear Sir:

For the first time in two and a half years in the Metroplex Area I have become an avid fan of your station! Being a lover of words, ideas and news (as opposed to twelve kinds of music) I am a constant dial-tweddler. Your new "all-news" format is just terrific and I hope your other listeners will agree - grow - and multiply.

Originally, I was a late night, after-the-talk-shows, listener. Liking what I heard I now keep my bedside radio as well as my car radio tuned to WRK. I certainly am hoping this format will be as popular with dial tweddlers all over the Metroplex, as it is with me.

Yours Sincerely,

J. Martin Nicholas

RECEIVED

AUG 20 1975

ROBERT MOUNTY

The
HORSEMAN'S MART *of Dallas*
"Everything for the Horse and Horseman"

Brand

6041 Forest Lane
DALLAS, TEXAS 75230

August 15, 1975

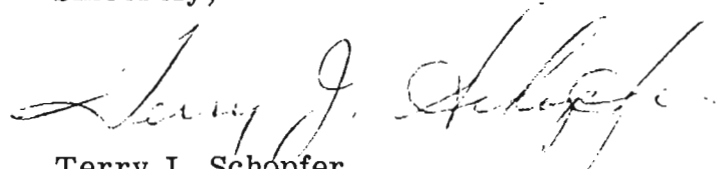
ADAMS 9-3727

Mr. Donald S. Newbury
Account Executive
Radio Station WRR
Fair Park
Dallas, Texas 75226

Dear Don:

It was a great surprise to me to find out WRR really worked! Our sponsorship of the Cactus Pryor commentary has more than paid for itself. I am continuing this sponsorship based on proven results.

Sincerely,



Terry J. Schopfer
President

Women are Wonderful

KWBB
1410

August 4, 1975

Mr. Jerry D. Coffin
NBC-NIS
30 Rockefeller Plaza
New York, New York 10020

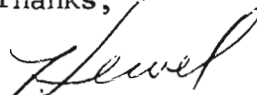
Dear Jerry:

WOW! We're beside ourselves with excitement.

The NIS service has to be the most innovative
thing to happen in the Radio Industry in years.

We're delighted to be a part of it.

Thanks,



C. Hewel Jones
President

CHJ/mtw

Women are Wonderful

KWBB 1410

August 4, 1975

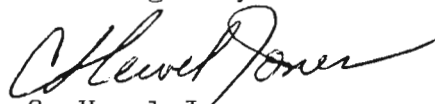
Mr. Robert Mounty
Vice-President & Gen. Mngr.
News & Information Service
30 Rockefeller Plaza
New York, New York 10020

Dear Mr. Mounty:

Thank you for taking time to welcome us aboard.
NIS is a great idea. I'm surprised, if you guys
aren't having to hide from Broadcasters, determined
to sign up.

We are set on making "All News Radio 14" a show
case you'll be proud to point to.

Best regards,



C. Hewel Jones
President

CHJ/mw

Women are Wonderful

KWBB
1410

August 15, 1975

Mr. Jerry Coffin
NIS
30 Rockefeller Plaza
New York, New York 10020

Dear Jerry:


Hey! You did a great job of stirring up the natives. Every person that we have been in contact with, that attended the meeting, has been most complimentary of your presentation.

Again, today, they expressed their excitement with Orders...Thanks to you.

Before I signed with you I called about 10 stations, basically asking...."Knowing about NIS, what you know now...would you sign?" Now I know why, without exception, they emphatically answered "YES".

Thanks again for taking the time to help us.

Best personal regards,


C. Hewel Jones
President

CHJ/mw

SHECTER & LEVIN

Advertising/Public Relations • 1800 N. Charles St., Baltimore, Md. 21201

AC 301 • 752-4088

LOUIS E. SHECTER
JACK L. LEVIN
ALAN SHECTER

July 21, 1975

Mr. Alfred Burk
General Manager
WBAL Radio
3800 Hooper Avenue
Baltimore, Maryland 21211

Dear Al:

I spent many delightful hours last weekend listening to FM-98 while recovering from eye-surgery. As an avid reader deprived temporarily of sight, I didn't miss it much. FM-98 provided almost every satisfaction of reading a good newspaper, magazine and book. And it probably shattered forever my years-old radio habit of turning in WTOP.

FM-98 is a whopper, a stopper, and a WTOP-topper. It gives us news-nuts all the international and national news we get on WTOP, plus better coverage of the state and local scenes.

As on an all-news station, the repetition of news items gets a bit tedious -- especially on slow news days -- but 98 tries harder to provide variations and new aspects of repeated items.

NBC, NIS and your localnews staff all achieve a lively style of news-presentation. Sometimes, I wonder if the musical fanfares and gimmickry aren't a bit overdone for a news format, but that's probably because I'm accustomed to WTOP's news-machine sound effects. I do think there could be a little lighter touch on these musical effects. 98's messages can be counted on to furnish all the needed musical accentation.

The quickie movie reviews are a good idea. I think they can be supplemented, however, with occasional more detailed reviews and criticism of movies and shows, by a name critic.

A few suggestions:

More interviews with the subjects of news stories. Their views and voices will be welcome interruptions to those of the regular commentators.

More editorials on hot local issues, with invitation to responsible opponents to disagree.

Generally, more bite, more controversey, a little less blandness.

Opinion is good, but differences of opinion better.

Finally, a bit of witty, humorous, even silly comment occasionally to lighten the often bleak and discouraging news picture.

Altogether, I think FM-98 is a long overdue, much needed and most welcome addition.

Congratulations, and warmest wishes for the continuing success you deserve.

Best -



Jack L. Levin

JLL:ss

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

YOUR STATION CAN BE THE TALK OF THE TOWN
WHEN YOU SWITCH TO ALL-NEWS

BECAUSE ALL-NEWS IS A NEWSWORTHY EVENT!! TV CRITICS
REVIEW IT....NEWSPAPERS COVER IT (INCLUDING FRONT PAGE)....
PEOPLE TALK ABOUT IT....AND MUSIC STATIONS CROSS-
PROMOTE WITH IT!

YOUR SWITCH TO ALL-NEWS RADIO IS AN EVENT NO NEWSPAPER
OR MAGAZINE IN YOUR CITY CAN IGNORE! THE CRITICS ARE
RAVING ABOUT THE PACE AND GREAT SOUND OF NBC'S NEWS RADIO
PROGRAMMING. EDITORS AND REPORTERS STRESS THE IMPORTANCE
OF THIS RADIO JOURNALISM TO THE COMMUNITY....LISTENERS
TALK ABOUT THE WARMTH AND EXPERTISE OF THE VOICES THEY
HEAR....EVEN THE COMPETITION PAY COMPLIMENTS BY
CROSS-PLUGGING!

Just read the Press coverage on the
following pages....from small, medium
and large markets....from Edinburg, Texas
and Sarasota, Florida in the south to
Boise, Idaho and Minneapolis in the
north....from New York and Norfolk to
Hartford, Connecticut in the east, to
San Francisco, Phoenix and Las Vegas in
the west....the Press is writing headline
stories about NBC's News and
Information Service!

Why WPOP (First In Connecticut) Went All-News Via NBC's NIS

By ROBERT H. ECHELSON

Hartford, Conn., July 1.

With 18 years of "Top 40" radio behind it, this city's WPOP last week made a 180-degree swing to a 24-hour all-news station. In doing so, it became Connecticut's first such operation.

In abandoning its youth-oriented format, station retains only one function from its prior commitment — around-the-clock service. It is dropping all else in its search for a future image. It is throwing out its youth-pitched advertising clientele (prior appeal was to 12 and up group). It is throwing out its various jingle i.d. slogans and four of its five disk jockeys, the fifth being made night helmsman of news and sports director.

In making the turnaround, WPOP has insured itself against statewide competition for some time to come. It will utilize the new NBC News & Information Service (NIS), which has given it exclusivity in heavily populated Hartford, Waterbury and New Haven.

Bridgeport, just south of New Haven, is available turf for the service for anyone foolhardy enough to want it. It is a short distance from New York City and under the umbrella coverage of some N.Y. stations that feature all-news formats. WTIC Hartford, an affiliate of the NBC radio net, sees no effect on the station or its relationship with the network. It plans no change in its news format, which it consider its number one output.

The Loot Is No. 1

In moving over to an all-news format (WPOP is owned by tv personality Merv Griffin) from its former hard rock policy, the station goes into a new ballgame in its appeal for the advertising dollar. Concentration on ad loot will be in the 25-49 age group.

Observers on the local radio

scene say that loot was the predominant factor. Recession, diminished jobs, and in many cases nullified spending allowances caused station officials to take a hard look. WPOP execs said the move had been planned for some time and when NBC announced its new service, the time was ripe.

Station claims to have been third in the ratings overall in the 12-year and up group. "Without the national service (NBC), the cost of the new format would be almost prohibitive," general manager Albert B. Pellegrino said. According to him, there was a terrible void in the area — which has a 2,500,000 population — for an all-news format. He said that the 25-49 age group are the ones that listen to it and that surveys show are the ones with the biggest spending of the population.

Deejays Pinkslipped

Following deejays have been let go: The Grease Man (air name), Bob Craig, Neal Steel and Lee Gordon. Rick O'Connor becomes an expinner and will handle the all-night news show as well as double as sports director. Station will maintain a news staff of 17 full and part-timers.

Overall format will be patterned after WCBS, 24-hour New York all-news. Latter station has for a long time maintained heavy Connecticut coverage and has a correspondent in Hartford.

WPOP has Charlie Steiner as its news director and Dick Springfield as operations manager.

Steiner's reasons for change-over: "I think when you get down to bare numbers, back in the '50s and '60s we were all listening to top 40 radio. We were all members of the postwar baby boom that has subsided. The postwar baby boom babies are all 25 and up now."

Another First: Nevada

By BILL WILLARD

Las Vegas, July 1.

KBMI has stopped its turntables spinning candy-coated soft music sounds for all-news format. Broadcast Associates Inc., which owns KBMI-AM and KFM-FM, becomes first Nevada operation to go this route.

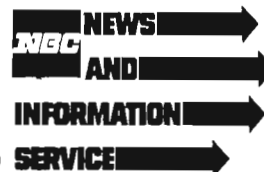
Ivan Braiker, KBMI's v.p., pointed to increasing popularity of FM "and the need to survive in the changing broadcast industry." He cited studies showing 94% of U.S. listeners have access to FM receivers, plus pending national legislation stipulating that all radios manufactured and sold in this country at \$12 retail must carry both FM and AM bands.

Braiker said there was sound logic behind the switch. "We thoroughly researched locally for this change," but added that the economic benefits will not be immediately realized. Reason is eight-person news staff which ups costs well over the old format. Braiker says the full news output costs five times as much as the "beautiful music" concept.

"It is doubtful that we'll make more money off this format for quite a while," he said, "but the longterm effect will be survival."

When Broadcast Associates purchased KMI three years ago, execs sounded out the all-news format, but nixed it because of prohibitive costs. Recent offering from NBC Radio Network couldn't be refused, however, and plans were put into effect immediately for the changeover.

KBMI was originally licensed in Henderson and began broadcasting in 1954. Studios are now a few blocks east of the MGM Grand on Flamingo Road. Steve Gold is prez of Broadcast Associates, with Chuck Mashontz news director, Bill Becker news ed and Elmiree Walter feature ed. Both KBMI and KFM are 24-hour operations.



WPOP Will Adopt All-News Format

By NANCY PAPPAS

Hartford's WPOP radio will switch to an all-news format June 30 after 18 years as a "Top 40" teen-oriented station.

"We just feel the Top 40 market in Hartford has become oversaturated," WPOP General Manager Albert B. Pellegrino said Tuesday. "We feel there's a terrific void in this market for an all-news format."

Five rock-and-roll disc jockeys will lose their jobs in the switch and four to six more news announcers will be hired, said Pellegrino.

The station hopes to attract listeners in the 25-to-49-year-old age bracket—the biggest-spending segment of the population and the ones surveys show listen the most to all-news radio, Pellegrino said.

Besides locally produced news, the station will subscribe to a radio news and information service being inaugurated this month by NBC, he said.

Without the national service, the cost of the new format would be "almost prohibitive," Pellegrino said.

He expects the program content to be divided almost evenly between national and local news.

While all-news stations have gained great success in

big markets such as New York and Washington, areas the size of Hartford have had little experience with the format.

But Pellegrino noted that when a Phoenix, Ariz., station switched to all-news in 1973, it jumped from 12th to second in local ratings.

Pellegrino said WPOP now ranks from fourth to sixth with adult listeners, among the 15 radio stations competing in the Hartford-New Britain market, depending on the time of day.

As part of the change, WPOP will scrap its present station identification jingles and probably will give up "teen-oriented" advertisers in favor of those seeking an adult market, said the manager.

The station will continue to broadcast 24 hours a day.

HARTFORD, CONN

WPOP

allnewsradio



wpop 1410

24 hours a day.
starts tomorrow.

listen.

a Merv Griffin Group Station

WPOP sacks 'rock'

Rock music rolls out of WPOP radio on its last trip June 29. One day later, the perennial "Top 40" station will start offering news 24-hours daily.

And it's all kind of a gesture toward the 25-to-49-year-old group who, General Manager Albert B. Pellegrino, says comprises the population segment with the largest spending power.

He adds, people in this age bracket are the ones who listen most to all-news radio, surveys show. For 18 years, WPOP's market has been teen-oriented.

"We were one of the first stations in the Top 40 field but that was 18 years ago when 50 per cent of the population was under 25-years-of-age," says Pellegrino.

Today, approximately half the stations in the Hartford area are in the contemporary

music field. "It was just not worth it to us anymore to continue in this oversaturated field," he stated.

Needs Full News

Merv Griffin, the TV talk show host, operates WPOP along with a number of other stations including WIOF, Waterbury. The corporate name is Merv Griffin Group Radio.

Pellegrino said the decision on an all-news format resulted from a conviction that the Hartford-New Britain area "is a sophisticated and cosmopolitan market that needs a full news supply on a 24-hour basis."

The switch will leave five rock-and-roll disc jockeys unemployed but the station will hire four to six additional news announcers, the manager explained.

"We plan to have two anchor-men sharing the on-air time during the day and also specialists in various news areas," Pellegrino said.

"More women and minority group members, including blacks, will be sought to handle news jobs," he commented.

Division of News

Locally produced news will be supplemented by a new NBC radio news and information service scheduled to begin this month, according to Pellegrino. National and local news will be divided evenly, he expects.

New York, Washington and other areas with big markets have experienced success in the all-news field but Hartford-sized areas have not dealt much with the field.

However, Pellegrino noted that a Phoenix, Ariz., station jumped from 12th to second in local rating when it went to all-news in 1973.

The change will also cause the station to eliminate its station identification jingles and perhaps lose its "teen oriented" advertising in favor of the adult market, the manager stated.

WPOP

POP Radio Leaves Rock Field After Years of Trying Everything

By HENRY McNULTY
When radio station WPOP assumes an all-news format this week, the Hartford area will lose its longest-lasting rock music station.

WPOP was born in 1957, when radio station WGTH changed its call letters and began broadcasting what was then called rock-'n'-roll. Three years later, station WDRC changed its format (but not its name) and Hartford's rock music battle began.

Until recently, WDRC and WPOP shared Hartford's rock music market. And for WPOP, it was mostly an uphill battle.

WPOP fought to become Number One by trying a number of different directions in the 18 years it played rock music. WDRC, on the other hand, has stuck to basically the same — successful — format it adopted 15 years ago.

In the mid-'60s, for example, WPOP went to the so-called "Drake format," a highly-programmed ar-

identified with his audience so much that he gave out his home telephone number on the air and invited listeners to call him up with their problems.

There was Dick Heatherton, the brother of movie bombshell Joey Heatherton.

And there was Ed Clancy, whose mostly-talk show "Women's Glib," stirred controversy with its discussion of sexual topics.

rangement invented on the West Coast that promised "much more music" and kept advertisements to a minimum. The personalities of individual disc jockeys were downplayed. The emphasis was on the music, not on the between-records chatter.

And then, taking another tack, WPOP hired disc jockeys with colorful personalities.

The most famous was Joey Reynolds, who started his long radio career at WPOP. Reynolds, an eccentric, once locked himself in a radio station while the on-air record, stuck in a scratched groove, repeated one phrase for more than an hour — or so radio lore has it.

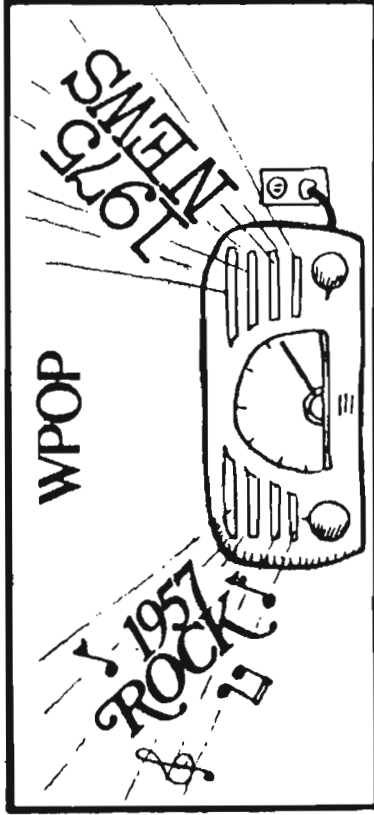
There was Lee Simms, a youngster who freely insulted his listeners (a la Don Imus) and occasionally burst into the studio, babbling like mad, while another disc jockey's show was on.

There was Scott St. James, who

Some syndicated rock programs broadcast on WPOP were also chosen for their colorful hosts.

"Mad Daddy," on the air in the early 1960s, rhymed everything he said. Wolfman Jack, a west coast disc jockey who acquired national fame in the movie "American Graffiti," recently broadcast his syndicated show on WPOP.

The WDRC-WPOP battle raged



for years. Its victories and defeats were registered in the published ratings.

Ratings can be interpreted in many ways, depending on who's doing the interpreting. But in the end, it was usually WDRC that emerged on top. For one thing, WDRC has both an AM and an FM station, while WPOP broadcasts only on AM.

WDRC moved to ultramodern downtown headquarters in the 1960s; WPOP broadcasts from a modest building on Newington's Cedar Street.

And in the 1970s, what had been a two-way fight for listeners broke wide open.

"Progressive" rock stations, like Hartford's WHCN and New Haven's WPLR, took large slices from the FM rock market. WCCC, a Hartford station started by jeweler Bill Savitt, broadcast rock music on AM and FM. WRCH, a "beautiful music"

station, changed its AM call letters to WRCQ and broadcast "golden oldies." Springfield's WAQY acquired many Hartford-area listeners. College radio stations, like Trinity's WRTC and the University of Hartford's WWUH, broadcast more rock and less "culture." Even the normally staid WTIC now plays mild rock and pop during the daytime.

For WPOP, the addition of every new rock station meant more competitors.

And in 1973, the station, which had been owned by WPOP Inc., was sold to January Enterprises Inc., a firm owned by television personality Merv Griffin.

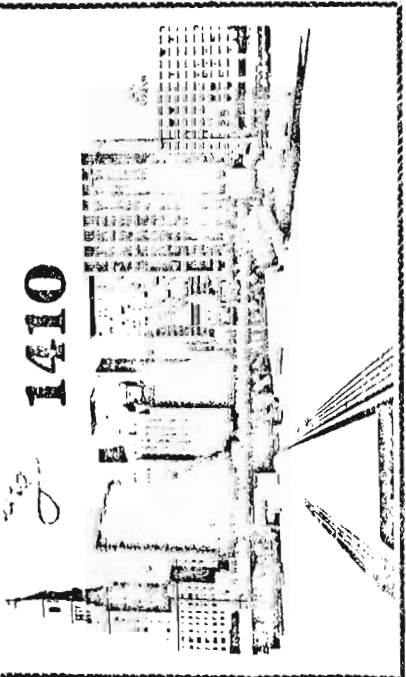
Griffin, whose firm will continue to own WPOP after it becomes an all-news station, said at the time that he planned to leave WPOP in the rock market until something better came along.

After 18 years, that time has apparently come.

HARTFORD, CONN
WFOP

WPOP 1410

Rocking over Hartford 24 hours a day.



POP Drops Rock For Harder Talk

By March Davis

It was a well kept secret, but once it broke it was everyone's "HOT LINE NEWS" AWARD WINNER WPOP, after nearly 30 years of rocking will, on June 30, be "all news" all the time. In my mind, logged with Hartford radio collectors of "Fannies, Lee Baby" and CCC as a classical station, this great change in format registered as an item acceptable only with further explanation. I speculated—could it be that WPOP's half hour of news in the morning and 15 minutes at noon was cutting into POP's ratings drastically? Did the fact that WGBS of New York always shows up in Hartford ratings give the station its cue?

The more terrifying of all possibilities crossed my mind as I drove in the swampy site of POP's transmitter and offices—has someone declared an end to rock and roll? Are we doomed to being only information gatherers? After all, even the call letters of this station proudly declare "We were the first in Connecticut to have played contemporary music."

Operations Manager Dick Springfield and News Director, Charlene Steiner provided the answers. They were high—very up on this station's perceptions at all. None of the changes I expected from two men who are in one of the most fickle of all communication businesses. But, then again they are both survivors too. Everytime they speak in person and over the airwaves they are selling a radio

What is WPOP changing format?
"The number one reason is thinking long term—the future of AM radio in Hartford reaches older people. Pop, and this is where news does the best, plus it's a service and no one else in the city or state is doing it," Springfield said.

How critical a part did the ratings play in the decision?
"The latest spring ratings have not come out yet (they're due next week) and even before the ratings came out the station decided to make the move. We're third in the ratings overall for age 12 and up, but we want to reach the older demographics," he said.

The trend to news is rare in New York and all over the country. Will it work in Hartford?
"I think the comparison can be drawn between the New York market and the Hartford market as far as sophistication is concerned. Hartford is a relatively intelligent market. I've worked in some dogs—this is not a Peoria; this is not a Daventry. Iowa, it's an aware market. We're in the State Capitol, a lot of things go on, it's a cosmopolitan market. We beam down to New Haven which is certainly an intellectual (for lack of a better term) community, all the way up to Springfield and out to Waterbury as well as to the east. There are a lot of people we would appeal to," according to Steiner.

How many rating periods will go by before this change will be judged successful or unsuccessful? How far is the management committed?
"We're going full tilt. We're going into it like this is what we'll be doing for a long

time," Steiner said.
"It might take two years. It took WINS (New York) five years to start making money," Springfield added.
How far up the management ladder did the decision go?
"Right up to the owner, Merv Griffin. Merv started in radio; he knows the radio business," Springfield said noting Griffin didn't have to be "convincing." "Merv is a businessman, a lot of careful thinking and planning went into this," he said.

What will a typical hour on the new POP sound like?
"There will be 30 minutes of local news per hour every hour, between 6 and 10 a.m. and again between 3 and 7 p.m. Generally news spins, features, traffic in a more laid back manner than POP has been accustomed to. During the rest of the day many features will be offered," Steiner said.

Will any big names, familiar newscasters or reporters names be coming on board?
"We can't tell you that. We're in the middle of negotiations."

How are the advertisers reacting to this change?
"In the past, when you sell contemporary radio one of the biggest things you always ran into is 'Oh, contemporary radio, my kids listen to it.' When you talk all news, the businessman says 'Oh, I listen to it or 'Oh, I try to pick up WGBS or WINS in New York.' The reaction has been unbelievable," Springfield said.

Did you have any feedback from advertisers before making the decision?
"No—the change was not for publication—but we know from other stations what the reaction would be. In fact the unique thing about all news radio is it got a lot of people on the air who never used radio to advertise: news magazines, airlines, stockbrokerage firms. They got into radio because of the all news thing because they want to be associated with it," Springfield said.

Steiner said "Obviously we're not going to be selling much Clearasil any more."
"What are your listeners saying?"
"One positive for every negative right down the line," says Springfield.

How is the present staff reacting? Springfield said.
"A lot of jocks who are now looking for

work admit they all news—that's not a bad idea." And a couple might make the switchover. We can't say now, it's unclear to the jocks. There's a difference between a disc jockey and a radio man. A disc jockey, as Merv Griffin said, was for moving the many minks and going nowhere the rest of his life. But a radio man can do any format.

POP will be subscribing to a National News and Information Service offered by NBC. This service will need 50 minutes of news every hour, seven days a week. Without this service, the logistics of running all news would be overwhelming for a local operation.

Of course WTTIC is a local network affiliate with N.E. Ross Miller, Program Director of WTTIC, sees no effect on his station or its relation with the NBC network. The News and Information Service is a totally separate operation from the network. It states there will be no cutback at all on WTTIC's news hour. News has been WTTIC's number one output. We have built our whole line of believability and credibility in the community on our news. An opportunity presents itself, so I'll add to our news coverage.

Other radio managers I contacted included Jay Muehlen of WTKR who left there to a need for this type of coverage during drive times (6-11 a.m. and 5-7 p.m.) but singled out about his value during other periods. He did, however, express the feeling that the diversity shown in radio in the last five years is not the same which contemporary WCCC's general manager, Sy Turcott, who just elected his himself to top all Albany, puts in hours of covering the 16 fringe group and shaking loose the bubble gummers has his doubts about the change.

WPOP's general manager, Richard Kinsky, expressed some less than winning WPOP in that medium as did all the other stations of radio in very competitive commercial business. He also said WTTIC is considering moving to Hartford, planning to do a lot of mounting, news and information news at night. A decision on that matter was made by June 2. Kinsky feels the move makes a lot of sense for a station with WTTIC facilities only. He also has possibility of POP picking up any old personalities from POP. There is no one left, not out role here.

Program Director, Greg Dixon of WKNB feels the change may benefit his station. "The way I look at it all the people who listen to POP will now listen elsewhere. POP played mostly white music, so they'll get some of them. But POP played a lot of Black music to which, because we're only a daytime station, Dixon is thinking that some of the changes will be made to be more serious toward people who do write music for the radio. We're quick to clarify this does not mean a change in format, just a slight change in sound to pick up people who may not have tuned in so far, as in previous.

There was one more reason I thought of as a possibility for POP's switch, and it was requested by my interviewee.

Steiner said "I think when you don't have numbers back to your old days, you were just learning to get to radio, we were a member of the post-war baby boom, but it has subsided. The post war baby boom is over all, and up-tick.

"We call it growing up with our audience," Springfield added.

COMMENTARY

Cleve. Shuffle Brings Gary Dee To WHK As WERE Goes All-News

By SANFORD MARKEY

Cleveland, July 1.

Hotter than a heatwave is the new battle for ratings in both radio and television, with news and personalities leading the station vanguard for positions.

Latest move is the hiring by WHK of former WERE top-rated air personality Gary Dee, ousted when the ASI outlet went all-news. Dee, dubbed by many "the big mouth," moves into the morning spot, with Joe Finan slated for later in the day in the outlet's country-western music format that is also incorporating a "Feminine Forum" garb.

Dee is reportedly getting \$75,000 a year in his three-year pact, a \$10,000 increase over what WERE had been shelling out. Recently, he had been shifted from his morning-drive period — where he had led the rating pack through several books — to the drive-home period. "We'll let Cleveland hear the true Gary Dee," said WHK officials, "and not load him down with controversial talk just to be controversial."

WERE's all-news formula has also brought NBC's new NSI service to town. The station had been a basic CBS outlet for many years, but as of today (Tues.) CBS shifted its franchise to Storer's WJW, which is beefing up its news operations in an effort to return to top honors in the rating parade. The WERE-to-WJW CBS moveover brought protests from WERE, which accused the network of bad faith and said the action helped undermine the proposed \$4,000,000 purchase by Paul Neuhoff, station manager, and George Forbes, black City Council president and evening talk host on WERE. Both CBS and WJW denied any shenanigans. In the switch to all

news, Forbes has been dropped. While WERE takes on the new Jack Thayer NBC offering, WWWE, the Nick Mileti-purchased NBC o&o, continues its truncated treatment of network news.

The ARB Tussle

The role of radio news takes on an even deeper significance in light of the latest ARB ratings — covering extended trial runs for both WERE and WJW news. The postings drop WERE to fifth, one notch above WJW, while good music nabs top honors in all-over coverage. Furthermore, leaders in the one-two position are both FMers — WQAL and WDOK. Formerly, when WJW was good music it had topped the parade until the WERE all-talk format swept the field.

In tv, where news is the most predominant area for exposure of local capabilities, the recent departure of WEWS' John Hambrick become the \$180,000-a-year managing editor-anchorman for KABC-TV Los Angeles has caused ripples in the rating wars.

Hambrick moved out of Texas in 1967 for the WEWS anchor spot when the station was floundering in the rating battle. Leading the major overhaul in news operation, Hambrick has put the station into a most successful news picture. With his departure, Dave Patterson, his former co-host, is now the anchorman, with Ted Henry as co-news voice.

Meanwhile, both opposition stations, NBC's WKYC-TV, with its extended early news operations, and Storer's WJW-TV, with its highly successful "City Camera" pattern, view the Hambrick departure as avenues for their upward thrust.





Bill Barrett TV-radio

*WERE is going all-news,
controversial talk shows out*

The other shoe fell at WERE today — the station goes to an all-news format July 1.

The decision, announced this morning at a meeting of the station's on-air staff, ends a stormy, controversial era that began Feb. 14, 1972.

The new WERE direction, set today by Paul Neuhoff, vice president and general manager, means the end of the line for the station's controversial talk show hosts — Gary Dee, George Forbes, John Manolesco and Mike Hudson.

The station, Neuhoff told his announcers, will build its around-the-clock news programming on a new NBC all-news service. Each news hour will be split approximately down the middle — national and international news provided by NBC, and local news and features provided by WERE.

This will be the city's first station carrying essentially nothing but news around the clock during the week. Most other big cities have at least one such station and, Neuhoff said, all are doing well.

The morning and afternoon drive-time periods will be handled by dual anchor-men — John Webster and Larry Matthews in the mornings, as now; and Bob Price, currently on the news staff, and Carl Monday, who used to be on the staff, in the afternoons.

Bob Neal will continue on sports in the mornings and afternoons, as now. In the

same way, Ceatta Mickey will continue morning and afternoon rush-hour traffic reports from the WERE helicopter. Brian Hodgkinson will continue to report business news in the mornings and afternoons.

But Dee, whose real name is Gary D. Gilbert, will be out of the schedule — an incredible end for a performer who has rarely failed to be No. 1 ever since he came here with the new, controversial talk format which now goes into its final two weeks on WERE.

Forbes, president of Cleveland City Council, will conclude his career as a talk show host, at least for now. If Count Manolesco knew in advance of his own fate from the stars, the astrologer gave no indication of it. Each gets two weeks' notice.

WERE will continue to air Mystery Theater weeknights from 10:30 to 11 until September. The rest of the CBS Radio Network programming — including the CBS news reports — will shift from WERE to WJW Radio July 1.

The talk shows on WERE have rocked the city since they began a little more than three years ago — but throughout that time, they have been the city's most popular radio programs.

There have been indications, though, that while the talk programs were popular in terms of audience size, there was a mounting resentment among various

groups against the shock-radio tactics employed.

Neuhoff, who tried unsuccessfully to buy WERE a while back with Forbes, had only this explanation for the change, which has been expected:

“This all-news format will stabilize the station in the community. The management and sales effort needed to maintain the high-rate talk programs has been difficult, at best.

Be interesting.

Get the news. Get all the news.

Fight for your opinions, but do not believe they contain the whole truth or the only truth.

**Above all, know that humanity is advancing;
that there is progress in human life and human affairs;
and that, as sure as God lives,
the future will be greater and better than the present and the past.**

**-- Charles A. Dana
Final issue of The Sun. New York**

*Presented on the occasion of the commencement of WERE Radio as Greater Cleveland's
first radio All News and Information Service. . . July 1, 1975*

Cleveland, Ohio

THE PLAIN DEALER, SATURDAY, JUNE 14, 1975

DIALING AROUND

By Raymond P. Hart

* * *

The WERE Radio news team will number 15 members when the station adopts an all-news format July 1. Before the recent news push began, six newsmen were on the staff.

National and international news will be supplied by the NBC National News and Information Service. WERE will lose its CBS Radio Network affiliation to WJW Radio.

"We will be the highest-rated, major-market station to join the NBC service," WERE vice president and general manager Paul F. Neuhoff said.

CLEVELAND, OHIO

WERE

Tomorrow's Miami Herald may be the last newspaper you will ever need to read.

Starting Wednesday at 6 AM, instead of reading a newspaper, you'll be able to listen to one.

On your radio.

Any time of day or night. Every day and night.

Because on Wednesday at 6 AM, WINZ (940 on your dial) will become South Florida's first 24 hour news station. And will bring you all the news and nothing but the news. All the time.

Of course, we won't be as detailed in our news stories as the Miami Herald. But we will give you all of the essential facts. And we'll be able to up-date the news the minute new news happens.

Our national and international coverage will come

directly from NBC. Our local news will be gathered by the largest radio news team in the state.

We'll also bring you political commentary, business news, stock market analyses and reports, minority features, fashion and home making tips, movie, record and book reviews and religious reports, like most newspapers do.

And we'll keep you right up to the minute on sports at least twice an hour, like most newspapers can't do.

Maybe you'll still want to read a daily newspaper. Because you like to read, or you like crossword puzzles, comics, horoscopes, bridge columns and gossip.

But starting Wednesday, you won't need to.

WINZ 940

All the news and nothing but the news.

All-News Radio Kicks Off This Morning on WINZ-AM

By JACK ANDERSON
Herald TV-Radio Editor

WINZ-AM (940) becomes this area's first all-news radio station today. No more Top 40 music, no more deejays. Just news — local, national and international — 24 hours a day.

The switch-over takes place at 6 this morning with Ron Harrison as the ground-breaker anchorman, reporting the overnight local news.

THE STATION will also start the first of its hourly news feeds from the NBC radio network in a new \$10-million national hook-up of which WINZ is one of 57 member stations.

The WINZ affiliation with NBC ends WIOD-AM's long affiliation with the network. The latter station had used little of the NBC programming for some time anyway. "We've got the largest local radio station news staff," said a WIOD spokesman. "We haven't needed the additional service."

WINZ is now building a larger local staff, says general manager Dick Casper, upping the number of its newsmen from five to 15.

IN THE inaugural stage of the news operation, Harrison will anchor the desk from 6 a.m. to noon, and John Emm from noon to 6 p.m. Both will be working in tandem, however, with newswoman Barbara Whiteside for three hours of each of their shifts.

Andy Reynolds will anchor the 6 to midnight shift — or drive, as they call it in the radio business — Ted Pickney, from midnight to 6 a.m.

On June 30, stock market analyst Dick Davis will join the staff, giving daily stock reports at 8:33 and 10:33 a.m. and at 4:33 and 5:33 p.m. and a wrap-up between 7:05 and 7:15 p.m.

THE ONLY station feature held over from the old format is the daily traffic report by Dick Lauder, the "Red Baron," from his trusty Cessna 172.

But they're adding a traffic report. In addition to his 7 to 9 a.m. monitoring, he's doing another from 4 to 6 p.m.

The rest of the cast consists of such sophisticates as Lee Remick, Richard Crenna, Don Murray, Anne Francis and Cloris Leachman.

ONLY CLORIS escapes having her scenes stolen by the little newcomer. Nobody — but nobody, young or old — ever shoplifts that seasoned performer.

Portraying a harridan mooushiner who is Sooner's first foster parent,

Cloris in rags and what appears to be a dirt and sandpaper make-up is Madam Buzzsaw herself. The kid never stood a chance in her vicinity.

Set as "The Waltons" series is, in the Depression years, and filmed in the beautiful hill country of Vevay, Ind., "A Girl Named Sooner" should tranquillize the industry's social hecklers for weeks to come.

★ ★ ★

THE MIAMI HERALD

Thursday, May 29, 1975

WINZ Going to All-News, 24-Hour Format on June 18

Miami's radio station WINZ-AM (940) will join more than 50 stations in other cities in converting to an all-news format, in association with the NBC network, on June 18.

The announcement of the long-rumored new operation was made here jointly Wednesday by Richard Casper, general manager of WINZ; George H. Anderson, executive vice-president of Guy Gannett Broadcasting Services, the station's group owner; and Jack Thayer, president of NBC's Radio Division.

"It will be the world's greatest news service 24 hours a day and the first of its kind offered to listeners in South Florida," said Casper.

"IT'S A new kind of radio," said NBC's Thayer. "It will provide constant, instant information and news, keeping people in touch with each other and with the world around them."

NBC is investing \$10 million in its new network all-news operation, said Thayer, and now has 57 stations committed to affiliation, with more than 60 expected to join it by the target date in June.

WINZ will beef up its own news operation, said Casper, from its present staff of five to 15 with three mobile news units in the field,



**JACK
ANDERSON**

plus making greater use of its company-owned plane, now largely a traffic monitoring operation.

All-news radio is not entirely an innovation. There are two such stations in New York, two in Philadelphia, two in Washington, D.C. and one each in Boston, Phoenix, Denver and Chicago.

"THE BEST evidence that the format works is that all these stations," said Thayer, "run first, second or third in their markets."

Among the stations simultaneously joining the new network operation will be NBC's own WNBC-FM. Already entirely news oriented are the Westinghouse station, WINZ, and the CBS network's WCBS.

Stations hooking up with NBC will not be "affiliates" in the traditional sense of the word. "We're calling them subscribing stations, as most of them are outside our af-

filiate group of 237 stations," Thayer said.

Significantly, however, Miami's WIOD-AM is ending its affiliation of many years with NBC radio on June 1, said Thayer.

UNDER THE agreement with NBC, WINZ is bound to use the network news service a minimum of two 15-minute periods an hour.

"But we're going to be what I call partners in progress," said Thayer. "This will be a reciprocal service. We'll call on WINZ — and the other stations — for news and feature feeds just as readily as they call on us. That's the beauty of the operation."

NBC is anchoring its new operation from New York with an entirely new force of 250 people.

"We'll have dual anchor men for each of our news feeds to the stations," said Thayer. "Each news feed will be updated and rewritten."

THE SERVICE will include features, interviews, sports reports, commentaries, movie and theater critiques.

At this end, said Casper, WINZ is assigning two of its newsmen to anchor its news flow — Ron Harrison, a recent addition to the staff, formerly with Cincinnati's WSAI radio, and John Emh, a staff member since last January, formerly with WMYQ and WHYI.

Anderson, the Gannett spokesman, said his company considers the new format the culmination of its recent \$600,000 investment in overhauling the station's technical facilities.

VIDEO *Thomas Goldthwaite*

KRUX

KRUX format clicks

The topic today is radio, despite the little sign up there that says "video." (If you want to read about last night's television programs, get out last autumn's newspapers. Everything is rerun on the channels. Networks can't cope with anything more complex than a 13-week concentration span. And you thought commercials insulted your intelligence?)

THE DEBUT Wednesday of KRUX all-news format had a crackling, suspenseful election-night stir about it that was undeniably impressive. It marked the initiation of an NBC Radio project that supplies affiliates with fast-paced news-feature segments around the clock.

KRUX (1360 on the AM dial) operates at 5,000 watts in daytime and 500 at night. A station spokesman reported Thursday that it has received more than 100 calls of congratulations for the all-news format. And local civic leaders are heard in taped endorsements for the project.

KRUX dropped its familiar "Top 40" format to jump aboard the NBC air express, which to date has recruited 33 radio stations across the nation. As of Wednesday KRUX had engaged eight full time anchormen who serve in alternating shifts at the microphone, updating local news and sports segments with weather reports and headline briefs.

NBC'S TEAM EFFORT, headed by John Cameron Swayze Jr., son of the pioneer TV newsman, supplies not only NBC News Bureau reports but mini-features as well. Book titles, film reviews, trivia, quizzes and consumer hints fill out the syndicated schedule.

Local listeners will soon realize that the KRUX team offers local news at 29-minute intervals and sports at 9 and 39 minutes past the hour.

Neither NBC nor local affiliates program anything longer than six minutes. It is a busy enterprise.

After two days of periodic listening, this corner is sufficiently impressed. NBC's style is cool, brisk and cheerful. The KRUX news team is absorbing a good, resonant delivery with a touch of network style.



Radio rates a new look

By THOMAS GOLDTHWAITE
Republic Entertainment Editor

The impact of a highly charged, aggressive NBC Radio all-news format which swept across the nation last week will undoubtedly stir broadcasting waves in areas particularly negligent in offering listeners a good, useful service.

KRUX radio in the Phoenix - Glendale area was among the 33 national initiates signed up. About 50 more stations (of the 7,807 in the U.S.) will hop aboard later in the year.

THE NEW, TELETYPED rhythms KRUX is airing — replacing its old, outworn "Top 40" drear — may give the Valley's other 32 radio stations pause for reflection.

For KRUX news teams manning mike and control board, a day's work shift is an electronic tennis match, constantly batting 1-2-and 3 minute cues to net, to local and back again.

WITH A CANDOR RARE in ratings — conscious broadcasting the all-news hosts invite the listener to dip in and out when convenient. No specials are offered, no in-depth commentary. It is viewed as an essential information service, and that is admittedly an incomplete and rather unexciting deal. But the beat goes on. Listeners must go elsewhere for analysis or switch on FM music for time to digest and comprehend the rat-a-tat reports clicking down the all-news wires.

Radio is large enough to embrace most tastes and the forest of transmitters in the Valley should connect with anyone's cultural antennae.

UNLIKE TELEVISION radio flourishes not because it is nowadays just conveniently pocket-sized and portable but because it is prolific, endlessly experimental and rooted in local soil.

One listener's impression of some Valley radio highlights:

KTAR-AM — The nearest all-news competitor, dropped its NBC news affiliation several months ago but retains ABC News and American Entertainment services with a local news team which provide spot news during daytime and evening hours, going to half-hour reports from midnight until 5 a.m. during the New York syndicated Barry Farber talk show, which sometimes repeats segments.

The KTAR format allows for some commentary and celebrity spots and its local staff is gaining in fluency. The 5 a.m. Farm Report with Johnnie Linn is tops in nostalgic radio. Linn, a chuckly old-timer type, has a deep, rich voice that oils the mike like cream in coffee and a wit that's as wry as a rooster's wink.

PHOENIX, ARIZONA

KRUX

KOOL-AM — The CBS Radio affiliate offers hourly network spot news, a much-promoted event but very much deflated by two minutes of commercials and three minutes of hasty headlines. CBS Radio owns five all-news stations in the U.S. and reports that listenership is increasing in its seven-city market with other affiliates.

KOOL station manager Bill Lester's 8:45 a.m. "Top of the Desk" report is sunny, old fashioned community radio at its best.

KHEP-FM — Light classics before noon (Strauss waltzes, overtures and rarities like "Valse Bluettes") precede the day's and nighttime heavy scheduling of classics and new classical records. Beethoven and devotion keep this valuable station's cultural level very high, though immersed in it all, staff tends to chat, endlessly it seems. Fanfares from the classics encase many commercials, something of a disarming intrusion that detracts from both endeavors.

KXIV-AM — At 8 o'clock every night (except Saturdays) comes veteran commentator John Sage, who introduces his 3½-hour telephone talk show with a "reading" of the day's news replete with growls, derision and undisguised contempt for the local Establishment and the state of the world ("we're all going to hell in a handcart!"). Sage's callers tend to agree. Frequent guests narrow in on local issues (at their own peril) and at election time Sage is the busiest broadcaster in town with candidates.

KMCR-FM — National Public Radio outlet is notable for broadcasting all city council and some school board meetings, congressional hearings and a good portion of NPR syndicated features of educational and cultural value, including original radio theater productions, town hall meetings and Capitol analysis. Records in between. Scheduling shifts frequently so a program guide is helpful.

KIFN-AM — All Spanish but mostly music and what's a day in the Southwest without a cheerful dose of Mexican music? It all sounds the same to this Anglo corner but the sameness is jolly good atmosphere.

FM100

KNBR-FM soon to be KNAI

PRESS COMMENTS



Grosvenor Plaza · San Francisco, CA 94102 · (415) 626-6700

“RADIO NEWS AT ITS BEST”

12—San Mateo THE TIMES Wednesday, July 16, 1975



Bob Foster

NEW NBC RADIO NEWS SERVICE PROVES A HIT

It's been nearly a month since NBC radio started serving a network of radio stations across the nation with 24 hours of news. Locally, the new service is heard on the company's owned and operated FM station, KNBR-FM (99). The service is radio news at its best.

The entire operation has been alert and many of the stories carried by the news and information service are heard as they are actually happening. The use of two-way conversations between the newsman doing the broadcast and reporters in the field are a fine example of what radio can do in the way of news given the opportunity.

It's the kind of news operation that one has come to expect from NBC News and, as a result, makes some of its competitors look bad. KCBS, which has been on a 24-hour, all-news operation for five or six years, has become so tightly formatted that, at times, it is almost impossible to break out of the format to handle a fast-breaking story. At the moment, the NBC operation, which is mostly network, seems to be able to swing with a story and is not bound by pre-recorded material.

There are still weaknesses. There are more than enough technical problems. These can be ironed out as the staff becomes more familiar with the automated equipment. Locally, the station had a problem with two commercials being broadcast at the same time, an intriguing state of affairs.

The local news inserts at first were a bit rough, but the local gang now seems to be finding some direction. The local reporting has been good, the voices are excellent and only the oversight editing of "actualities" needs work. This tight editing sometimes sounds like the guy took a breath and that ended the conversation.

In addition to giving the San Francisco Bay Area another competitive news service, it unquestionably will force KCBS to pull up its socks a bit.

The NBC network seems to be willing to give stories the time they deserve. The use of the two-way conversation between the main studio and such areas as Bangkok, Hong Kong, Buenos Aires, London or a remote town in the middle of Montana, makes the news live. Here's hoping that the people at NBC Radio and NBC News give the thing a fighting chance to prove itself. It is rather evident that given the right promotion, news and information radio can succeed.

FM100

KNBR-FM soon to be KNAI

LETTERS



Grosvenor Plaza · San Francisco, CA 94102 · (415) 626-6700

fan mail for our news

Fred G. Thomas
1841 Brittan Avenue
San Carlos, California 94070

July 12, 1975

KNBR-FM
Fox Plaza
San Francisco, CA 94102

Gentlemen:

As a long time member of the Society of Insomniacs, I would like to congratulate KNBR-FM (KNAI-FM) on its new program format. If you will pardon my enthusiasm, it's like a searchlight beacon penetrating the dark sea of radio stations interminably playing music, with an occasional minute or two of news.

What a pleasure it is to turn on the radio at any time of the night or day and be informed of the latest local, national and international news with fine reporters and correspondents. I have a radio that is always tuned to your station, so it's now a simple matter to get the news at any time. I'm familiar with those who claim to operate all-news stations but they practice a deception.

I wish you the greatest success, and I will do my best to patronize your advertisers.

Sincerely,

Fred G. Thomas



Bob Foster

NBC'S 24 HOURS OF NEWS STARTS WEDNESDAY

Next Wednesday the Bay Area will get its second, and maybe most important, all-news radio station.

The new operation will be heard on KNBR-FM (KNAI, just as soon as the FCC gives the nod) on 99.7 khz. The bulk of the news, 24 hours a day, will come from the new NBC News and Information Services (NIS) which feeds 25 minutes of news and features out of every half-hour for 24 hours a day.

Gene D'Accardo, news director at KNBR, and KNBR-FM will have to fill the two five-minute news slots every half-hour with locally originated and regional news. This has required Gene to double the size of his on-the-air news staff to eight. Four already working the regular news shifts on KNBR and KNBR-FM — Jo Interrante, Ed Brady, Jim Titus and Curtis Kim — will be joined by Mark Provost, who comes from K-101 and KYA; Jessica Caffereta, formerly of KSFO, K101, and KTVU, Channel 2; Juan Escobar, formerly of the Armed Forces Network, the CBS-TV affiliate in Durham, N.C., and KQED, and Jim Beaver, formerly of KING, Seattle.

D'Accardo says that for the time being he will fill the five minutes allocated by the new service with strictly local news. As the service moves along, more time will be devoted to local news and features. Under conditions of the contract with NBC, local stations will eventually be permitted to take an additional 20 minutes an hour.

All-news radio stations have done well in most markets, and in most markets the all-news format rates among the top five stations.

A lot of those who must compete against the new service, like the people of KCBS, seem to pooh-poo the service and the ideas of an all-news operation on FM, but San Francisco is the best FM market in the world, and it is the logical place to try it. There are more in-car FM sets here than any other place, and FM has deep roots in home listening.

I have heard the new network service. It is bright, sparkling and impressive and should make KCBS pull up its socks, so to speak. I don't question that it will probably not have as big an audience as KCBS, for some time at least, but it should have an effect on the station. If there is anything that KCBS needs, it's real competition — and this is it.

In the hour that I heard there was more hard news, and better and brighter features than those usually heard on the air. Pia Lindstrom, formerly of KGO-TV and now in New York, did a short piece on the tattooing of women's breasts, a rather gamy feature for NBC. But apparently things are changing. Frank Goren, formerly of KRON-TV and KPIX, is also to be a regular on the show, as well as John Cameron Swayze Jr., who calls himself Cameron Swayze. A lot of the NBC regulars will be on hand to help out, including David Brinkley and Edwin Newman.

I liked what I heard of the new service. I have a feeling that it will become infective as it goes along and will become must listening.

Omaha World-Herald, Wednesday, June 11, 1975

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KLNG to Drop Talk for All-News

KLNG will drop its talk shows for a total news format June 18 as one of 57 stations to join the new NBC News and Information Service.

Local and network programming will vary in proportion throughout the 24-hour, seven-day-a-week operation, and KLNG will continue to draw on the ABC Information Network and CBS for news and features.

"During the day, we'll program locally about 30 minutes of each hour," says Frank Scott, in charge of operations for the parent Welcome Radio, Inc.

"At night, we'll have about 20 minutes locally and 40 minutes of network each hour."

Sports, Too

"MORNING and evening drive times will contain harder news, more local news," adds Jerry Misner, station manager. "It'll remain very close to what it is now."

KLNG will continue to program sports such as Nebraska football and Creighton basketball. Also remaining will be the religion-oriented block of "Voice of Prophecy" and "The World Tomorrow."

Besides regular updates on news, the NBC service will provide features aimed at consumers, minorities and religious interests, plus celebrity interviews, reviews, human interest stories and culinary arts features.

KLNG will supplement these with four daily five-minute features by its current morning talkmaster, Lyle DeMoss, who also will focus on cooking, personalities, how-to-do-it sessions, travel and reviews.



'Strongest Suit'

"OUR strongest suit has been our news blocks," Scott says in explaining the shift.

"That's where our advertisers always wanted to be placed, and while the station has been making money, it's never been a big winner, always a marginal operation."

"We would have gone all-news a long time ago if we could have afforded to," adds Misner. "The new NBC service makes it possible."

NBC had hoped to start June 18 with 75 stations nationwide, according to the current issue of "Variety." President is Jack Thayer, formerly of Nebraska.

KLNG will maintain its present news staff, though it will be freer to do more local and investigative reporting, according to Dave Felice, news director.

Besides DeMoss, daily talkmasters included Michael Metz and Jim Sipes. When Sipes left the station a few weeks ago, he was replaced with a part-time appointee, Larry Hollon.

With DeMoss doing features, Metz seems the only host caught in the air, and Scott says Metz will remain on the staff unless and until he chooses to go elsewhere.

June 13, 1975

Vol. 1 No. 3

OVER CITY REVIEW

75¢

OMAHA, NEBRASKA

KLNG



A final word about KLNG and its announcement recently that Talk Radio will end June 18. The decision, publicized primarily through Peter Citron's column in the Herald June 11, marks the end of an era. The talk format had its moments: "redlining" public officials on questions of the day, embroiling listeners in public debate and allowing talk hosts to express their opinions.

The format was entertaining, if not always informative. The telltale statement on why talk

(Continued Page 15)

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(From Page 14)

radio didn't hold up came from Frank Scott, the parent Welcome Radio's chief of operations. He told Citron KLNG's newsblocks have been "our strongest suit." Scott noted advertisers wanted time during newsblocks.

On the bright side of the dial, KLNG may be able to offer Omahans another distinctive flare in radio—incisive reporting. The new all-news format, adding NBC's News and Information Service to the other two networks KLNG draws on, will apparently give staff more time for what News Director Dave Felice calls "local and investigative reporting." Future HUZSAHS are possible if KLNG can bring us real reporting on the air—something to replace the beep-beeps, flip phrases and three-sentence news stories we get now passing for radio news.

KLNG reception launches new program format

by Robert Hoig

A reception in the outdoor courtyard of the Aquila Court Building Wednesday launched radio station KLNG's new affiliation with the news and information service of the National Broadcasting Co.

KLNG used the occasion, attended by government officials and news media representatives, to present the Salvation Army with \$20,000 the station holds in trust for relief after the May 6 Omaha



Charles Warner, NIS vice president in charge of sales, welcomes KLNG.

tornado.

"I can't think of a charitable organization more worthy of receiving these dollars," Mayor Edward Zorinsky



GETTING THE WORD. Guests Ken Shearer, Lloyd Berg and Robert Satrapa listen to KLNG's new service on a special earphone hookup at the reception.

told the reception goers. Station manager Jerry Misner presented the check to Brigadier Donald A. Rose, divisional commander of the Salvation Army. The money and pledges were collected at Hinky Dinky, Bakers and Safeway locations and by a variety of other groups and organizations.

On hand for the news

service announcement were Harrison Fuerst, president of Welcome Radio, parent company of Paxton Broadcasting Co. which owns KLNG, and Frank Scott, regional vice president of Welcome Radio and general manager of KLNG and of KTLK, Denver.

Misner said that KLNG, at 1490 on the AM dial, will offer an

around-the-clock service of local, regional, national, and international news. It will also offer community-oriented features, weather, news, consumer advice, sports news and features and a wide range of mini-documentaries and special events coverage.

National and international stories will be researched and reported through the facilities of NBC news—the world's largest broadcast news organization. Local news and features will be reported locally by the

staff of KLNG. Misner said.

"We are extremely pleased to announce that KLNG will be offering

Photos by

Robert Hoig

this unique form of public service to the Omaha community," he added. "The concept of all-news radio, which has proven so successful in many U.S. cities, has grown in response to the ever-increasing appetite

for information."

Jack G. Thayer, president of the NBC radio division, speaking in New York, commented: "We are delighted to welcome KLNG to the family of 'NIS' stations. KLNG has always been deeply committed to community service, as evidenced by its outstanding record over the years. We are very happy with this new association, which will enable the station to build on that record and to provide even greater service to the Omaha community."



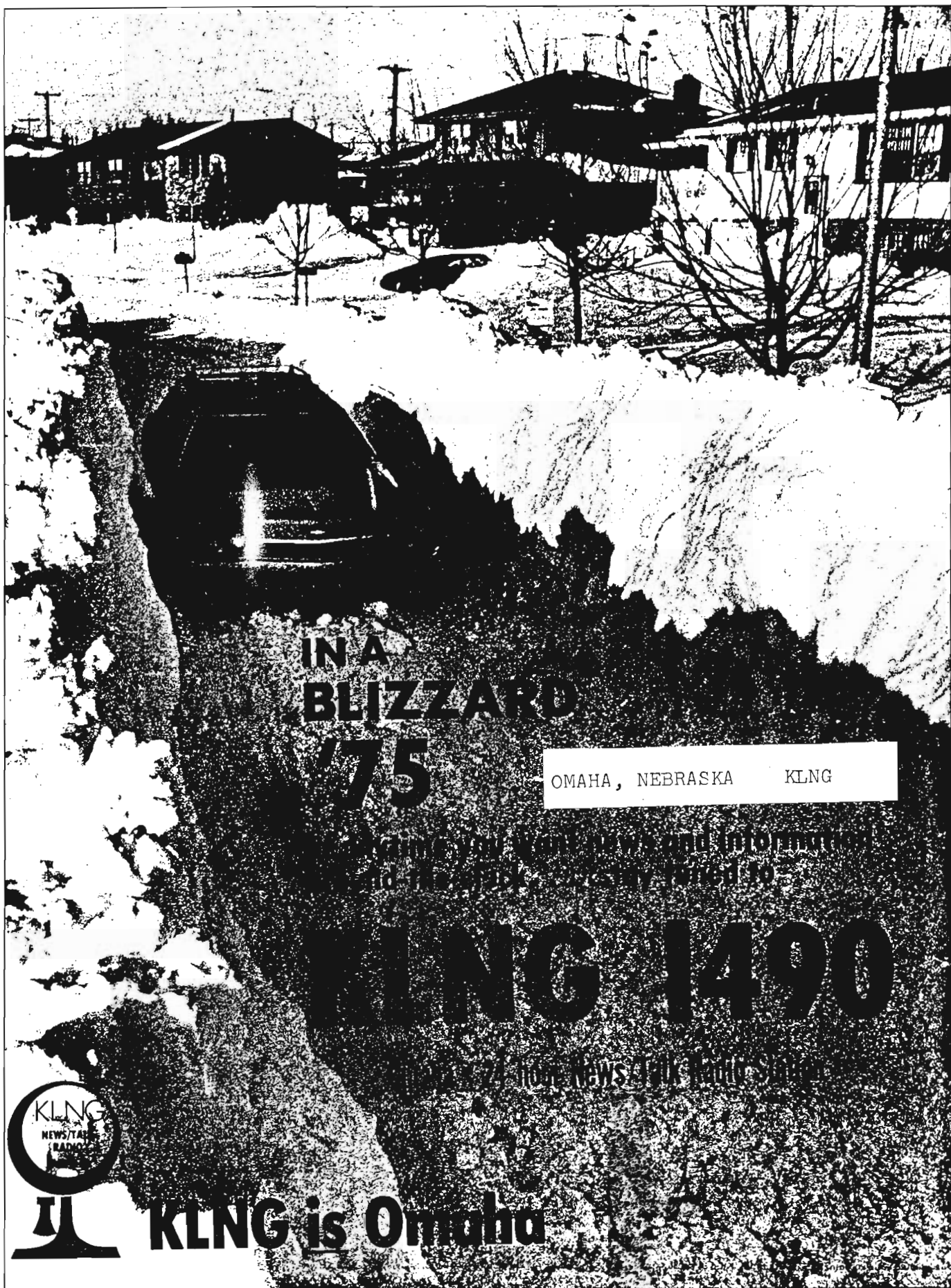
AMONG THE GUESTS in the Aquila Court outdoor courtyard were, from left, Gary Randall, general manager of Advertising Distributors, Inc., Mr. and Mrs. Dean Parnest, owners of Parnest's store in Benson, and Zane Randall, president of Rapid Printing Co., publisher of the Shopping Guides of Omaha.



Mayor Zorinsky, third from right, was introduced to Harrison Fuerst, third left, of Welcome Radio. At left is Lyle DeMoss of KLNG.



TORNADO RELIEF money from a drive launched by KLNG is accepted by Brigadier Rose of the Salvation Army. KLNG reporter Allison Vicery records Rose's acceptance. Others are, from left, Mayor Zorinsky, Regional Vice President, Frank Scott and station Manager Jerry Misner.



**IN A
BLIZZARD
'75**

— OMAHA, NEBRASKA — **KLNG**

Keeping you warm, dry and informed
and the only station tuned to

KLNG 1490

24 Hour News/Talk Radio Station



KLNG is Omaha

KLNG dispatched
this mobile unit
to downtown
Omaha's four alarm
fire on

OMAHA, NEBRASKA KLNG

first on the scene

Anytime .. all the
time is the time to
stay tuned to KLNG,
1490 Omaha's 24
hour news/talk/info
station.

FOREMAN



KLNG is Omaha

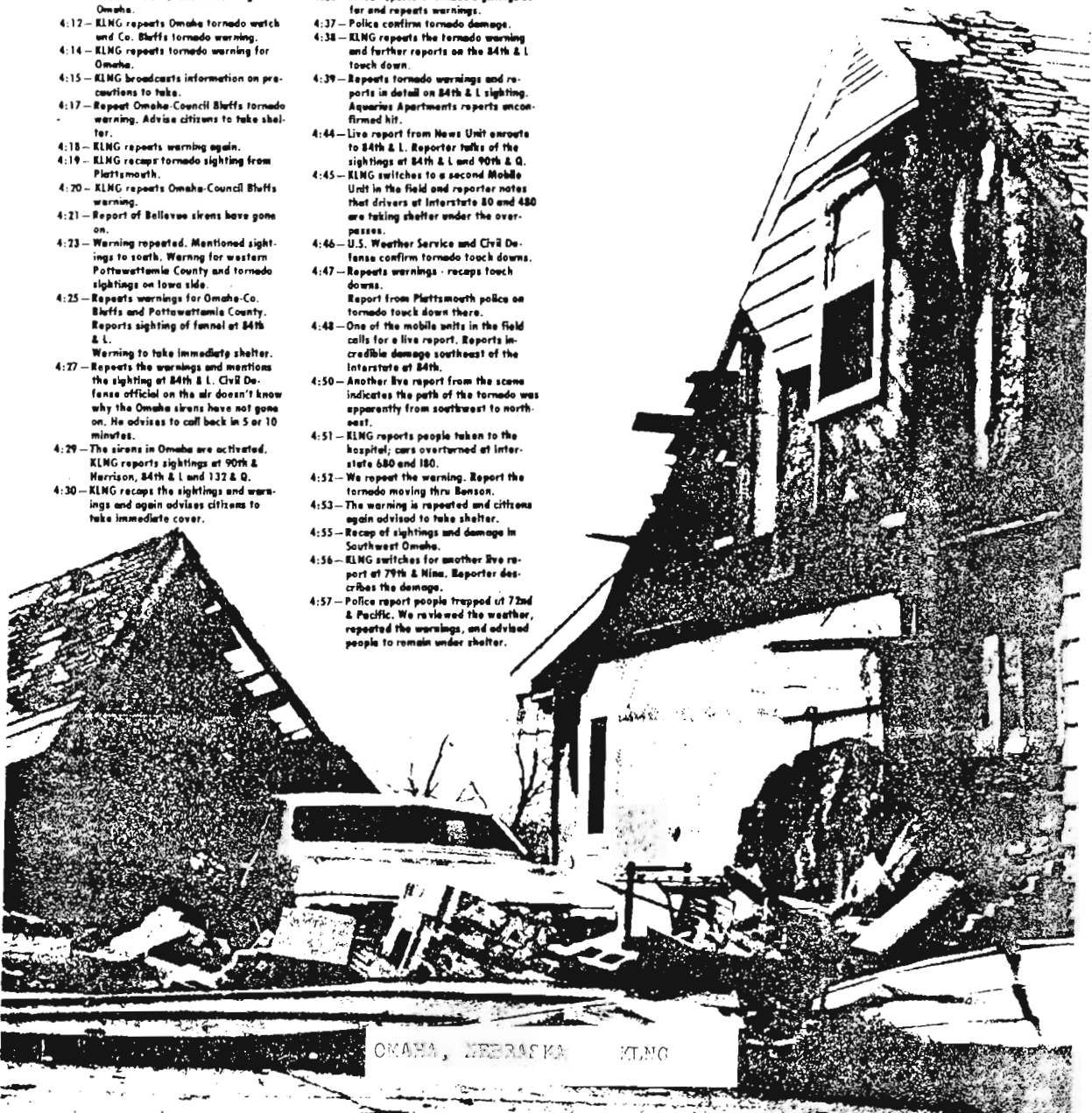
KLNG NEWS/TALK RADIO
1490

Calling
Radio

Time buyers: KLNG's
"foreground listen-
ing" gives your buck
TWICE the BANG.

- 4:10 - KLNG reports tornado warning for Council Bluffs. Reports on non-metro area sightings of tornadoes. Reports severe weather storm warning for Omaha.
- 4:12 - KLNG reports Omaha tornado watch and Co. Bluffs tornado warning.
- 4:14 - KLNG reports tornado warning for Omaha.
- 4:15 - KLNG broadcasts information on precautions to take.
- 4:17 - Repeat Omaha Council Bluffs tornado warning. Advise citizens to take shelter.
- 4:18 - KLNG repeats warning again.
- 4:19 - KLNG recaps tornado sighting from Plattsmouth.
- 4:20 - KLNG reports Omaha-Council Bluffs warning.
- 4:21 - Report of Bellevue sirens have gone on.
- 4:23 - Warning repeated. Mentioned sightings to south. Warning for western Pottawattamie County and tornado sightings on Iowa side.
- 4:25 - Repeats warnings for Omaha-Co. Bluffs and Pottawattamie County. Reports sighting of funnel at 84th & L. Warning to take immediate shelter.
- 4:27 - Repeats the warnings and mentions the sighting at 84th & L. Civil Defense official on the air doesn't know why the Omaha sirens have not gone on. He advises to call back in 5 or 10 minutes.
- 4:29 - The sirens in Omaha are activated. KLNG reports sightings at 90th & Harrison, 84th & L and 132 & Q.
- 4:30 - KLNG recaps the sightings and warnings and again advises citizens to take immediate cover.

- 4:33 - Civil Defense official, Steve Lee, comes on the air to declare that the warning is official.
- 4:36 - KLNG reports 4 tornado sightings so far and repeats warnings.
- 4:37 - Police confirm tornado damage.
- 4:38 - KLNG reports the tornado warning and further reports on the 84th & L touch down.
- 4:39 - Repeats tornado warnings and reports in detail on 84th & L sighting. Aquarius Apartments reports unconfirmed hit.
- 4:44 - Live report from News Unit enroute to 84th & L. Reporter talks of the sightings at 84th & L and 90th & Q.
- 4:45 - KLNG switches to a second Mobile Unit in the field and reporter notes that drivers of Interstate 80 and 480 are taking shelter under the overpasses.
- 4:46 - U.S. Weather Service and Civil Defense confirm tornado touch downs.
- 4:47 - Repeats warnings - recaps touch downs. Report from Plattsmouth police on tornado touch down there.
- 4:48 - One of the mobile units in the field calls for a live report. Reports incredible damage southeast of the Interstate at 84th.
- 4:50 - Another live report from the scene indicates the path of the tornado was apparently from southwest to northeast.
- 4:51 - KLNG reports people taken to the hospital; cars overturned at Interstate 680 and 180.
- 4:52 - We repeat the warning. Report the tornado moving thru Benson.
- 4:53 - The warning is repeated and citizens again advised to take shelter.
- 4:55 - Recap of sightings and damage in Southwest Omaha.
- 4:56 - KLNG switches for another live report at 79th & Mine. Reporter describes the damage.
- 4:57 - Police report people trapped at 72nd & Pacific. We reviewed the weather, reported the warnings, and advised people to remain under shelter.



KLNG has raised \$26865.00 as of May 12, 1975. All contributions are being turned over to the Salvation Army. If you wish to contribute, please send your donation to the KLNG Fund, Southwest Bank, 88th and Center. Thank you!



KLNG is Omaha

KLNG NEWS/TALK RADIO
1490

The Valley Times

"Stand with anybody that stands right. Stand with him while he is right, and part with him when he goes wrong." — Abraham Lincoln

Phone [702] 642-2567

North Las Vegas, Nevada 89030

10 Cents Per Copy

Tuesday, June 24, 1975

All-news station a first for Nevada

By DAVID DEARING

Times Staff Writer

Why would a radio station drop a highly popular "beautiful music" format in favor of only news broadcasting?

A lot of Las Vegas are asking that question and Ivan Braiker, vice-president of KBMI Radio, is the man with the answers.

"ECONOMICS," Braiker says, "and the need to survive in the changing broadcasting industry."

Braiker says that AM stations everywhere are being hurt by the increas-

ing popularity of FM radio.

In addition, pending national legislation will add to the FM boom by requiring that all radios manufactured and sold in the U.S. at a retail price of over \$12 must have both AM and FM bands.

Braiker says that studies show that 94 per cent of the American people already have access to FM receivers and the higher quality of FM reception, plus the increasing availability of FM, will lead it to the forefront in broadcast music.

"In five years, we would be facing a

crisis as an AM station broadcasting beautiful music," he says.

SO THE officials at Broadcast Associates, Inc., which owns KBMI-AM and KFM stereo FM, opted for a new approach for their AM facilities.

KBMI is the first station in Nevada to use the all-news format although it has been highly successful elsewhere.

Braiker points out that two such stations in Los Angeles are first and second in the ratings and an all-news station in San Francisco tops the

ratings there.

"We did thorough local research on this change," he says. "There's sound logic behind it."

Braiker says the economic benefits of the change are not immediately realized.

THE STATION has an eight-man news staff which makes the new format more costly than the old one — in fact, Braiker says the new format costs five times more than the "beautiful music" concept.

[Please turn to page 3]

All news station in Vegas

(Continued from page 1)

"It is doubtful that we will make more money off this format for quite a while," he says, "but the long-term effect will be survival."

The company originally investigated the prospects of using the all-news format when it purchased KBMI in 1972, according to Braiker.

He says that at that time the costs of such an operation were prohibitive.

But a recent offering from the NBC Radio Network changed all of that.

THE NBC News and Information Service, in effect a brand new network, presented the news gathering service to individual radio stations at a price that has made the idea viable.

NBC kicked off the network this month in 40 major cities including Las Vegas. By the end of September, the network plans to be operating in 115 markets, Braiker says.

With the worldwide service of NBC and a well grounded local news team, Braiker says his station can inform its listeners on all the news at home and around the world in the shortest period of time.

"Our idea is immediacy," he says, adding, "anyone can push 1400 on his radio and get all the news at any time."

HE SAYS his station is pushing for a different, more exciting news format that is feature oriented and responsive to the needs of the listeners.

Steve Gold is president of Broadcast Associates and Chuck Moshontz serves as news director for KBMI. Bill Becker is news editor and Elmiree Walter, feature editor.

KBMI Radio was originally licensed in Henderson and began broadcasting in 1954.

Its present studios are located at 1555 E. Flamingo Rd.



By **KEN BURROWS**
TV Weekly Editor

ALL-NEWS RADIO, considered a trend of the future by some industry spokesmen, received a needed shot in the arm last week when NBC Radio introduced its News and Information Service (NIS).

With an initial investment of \$10 million, the network threw the switch on the country's first all-news franchise operation.

At last count 57 broadcasters had signed up for the service which offers 50 minutes of news every hour, 24 hours a day.

NIS may be a salvation of sorts for Boise's KSPD all-news radio station which had found Idaho's capital city to be a not-too-lucrative proposition.

The all-news concept in broadcasting never had been adapted to a market as small as Boise until a little over a year ago. At that time, Earl McRoberts, who helped originate XTRA, the world's first all news station in Tijuana, was assigned KSPD's license and began operating the local non-music format.

"The concept of all-news radio which has proven so successful in many U.S. cities, has grown in response to the ever-increasing appetite for information," McRoberts said in announcing his station's affiliation with NBC's NIS.

While the network association will add a glossy touch to KSPD, McRoberts said the Boise station will "continue its involvement with the widest possible variety of community interests through public affairs programs, editorials, community relations, religious programs, locally oriented interviews and public service announcements."

The all-news concept is a relatively new standard in broadcasting. Fifteen years ago there was no such thing; now the non-music format is the hottest item in radio in the nation's major cities.

From its humble beginnings in Tijuana, all-news radio may now be on the brink of an "explosion."

Humorist Cleveland Amory, Hollywood Reporter Toni Gilbert and Nutritionist Barbara Kraus are among the 14 personalities who will make contributions to NIS.

★ ★ ★

IN OTHER NEWS about Boise Valley radio, Nampa's KAIN President Brent Larson has announced his company has purchased Seattle's KXA, one of the West's oldest operations.

Larson presently operates KODL at The Dalles, Ore., in addition to KAIN.

The purchase of KXA, a weekly Dumm Broadcasting property, is subject to approval by the Federal Communications Commission.

Also pending before the FCC is Larson's application for a Nampa FM license.

BOISE, IDAHO

KSPD

THE ENTERPRISE of SOUTHERN IDAHO

THURSDAY JUNE 12, 1975

KSPD joins NBC's NIS program

KSPD, Boise's first all-news radio station will premiere NBC's "News and Information Service" on June 18th, Earl McRoberts, General Manager announced today.

KSPD, at 790 on the AM dial, will offer a 7-Day-a-week service of local, regional, national and international news, community-oriented features, weather, consumer advice, sports news and features, a wide range of mini - documentaries and special events coverage. National and international stories will be researched and reported through the facilities of NBC News --the world's largest broadcast news organization. Local news and features will be reported locally by the staff of KSPD.

"We are extremely

pleased to announce that KSPD will be offering this unique form of public service to the Boise community," Mr. McRoberts said. "The concept of all-news radio, which has proven so successful in many U.S. cities, has grown in response to the ever-increasing appetite for information."

"KSPD has now become a prime source of news and information, helping you to become better informed. to better cope with the news and information explosion. Thus KSPD has now become THE NEWS VOICE of Boise backed by the resources, manpower, experience and integrity of NBC News."

"In the best tradition of local radio, KSPD will continue-- and expand--its in-

volvement with the widest possible variety of community interest through public affairs programs, editorials, community relations, religious programs, locally oriented interviews and public service announcements."

Jack G. Thayer, President of the NBC Radio Division, speaking in New York, commented: "We are delighted to welcome KSPD to the family of "NIS" stations. KSPD has always been deeply committed to community service, as evidenced by its outstanding record over the past year. We are very happy with this new association, which will enable the station to build on that record and to provide even greater service to the Boise community."

BOISE, IDAHO

KSPD

KSPD, Boise's all-news radio adds new program

NBC's "News and Information Service" will premier June 18.

KSPD, Boise's first all-news radio station will premiere NBC's "News and Information Service" on June 18, 1975, Earl McRoberts, General Manager announced today.

KSPD, at 790 on the AM dial, will offer a 7-days-a-week service of local, regional, national and international news, community-oriented features, weather, consumer advice, sports news and features, a wide range of mini-documentaries and special events coverage. National and international stories will be researched and reported through the facilities of NBC News — the world's largest broadcast news organization. Local news and features will be reported locally

by the staff of KSPD.

"We are extremely pleased to announce that KSPD will be offering this unique form of public service to the Boise community," Mr. McRoberts said. "The concept of all-news radio, which has proven so successful in many U.S. cities, has grown in response to the ever-increasing appetite for information."

"KSPD has now become a prime source of news and information, helping you to become better informed . . . to better cope with the news and information explosion. Thus KSPD has now become THE NEWS VOICE of Boise backed by the resources, manpower, experience and integrity of NBC News."

Page 2, June 7, 1975

... from JOURNALS OF COMMERCIAL
Boise Idaho...6/4/75

Page 12 — Idaho Farm Bureau News February, 1975

All news station has the "Voice"

By W.F. (BILL) Whittom

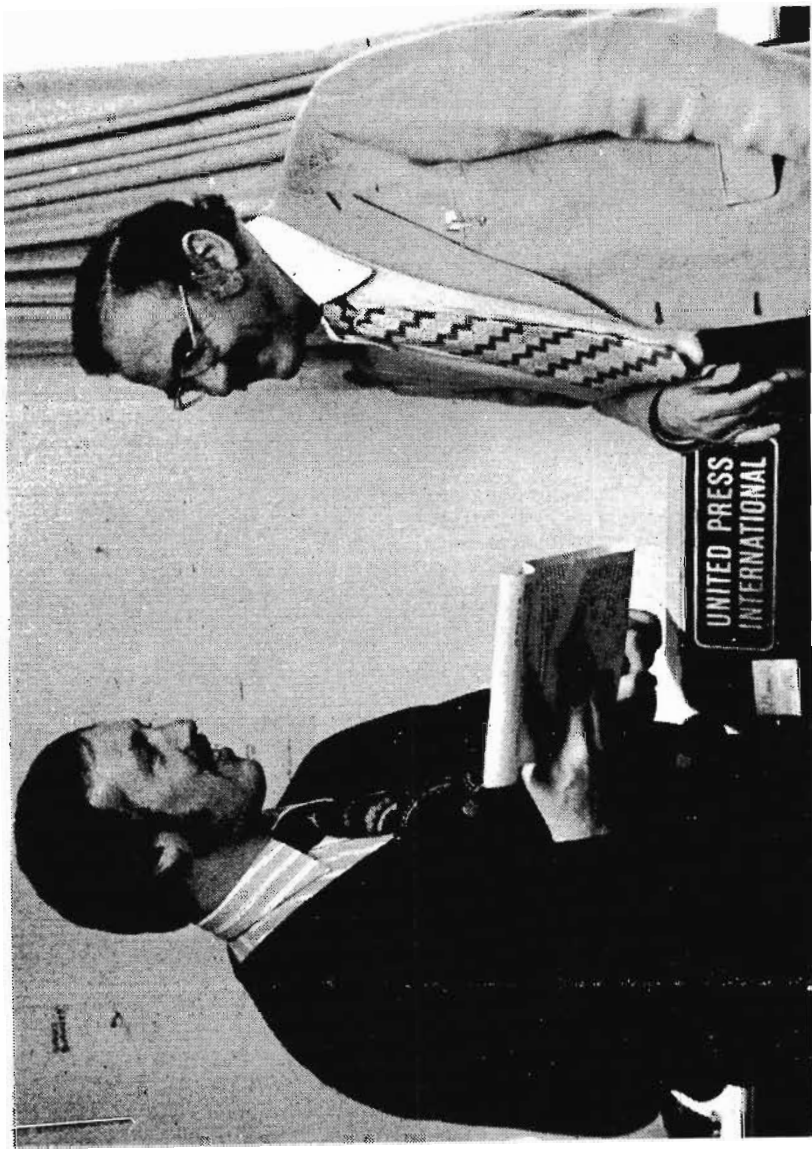
On April 5, 1974, the 15th all news — all the time radio station in the world went on the air in Boise. It is KSPD, 790 on the dial. Immediately we in the Idaho Farm Bureau contacted station owner Earl J. McRoberts and offered KSPD with the daily farm information service — the Voice of Idaho Agriculture — provided by the Farm Bureau.

KSPD has continued to air these programs three times daily, at 6:25 a.m., 12:55 p.m. and again at 4:55 p.m.

All news radio is a completely new concept in the broadcast industry here in Idaho. It is dedicated totally to comprehensive public service designed to give all segments of the Idaho public information about local happenings, world events, stock market reports and fishing and hunting developments. All news radio is completely different from other broadcasting organizations. It does not entertain. It is merely a "Newspaper of the Air," providing a verbal picture of information vital to the life of every citizen under this evolution in world communications, all of us are beginning to understand the planet earth. Soon we will be able to predict earthquakes, volcanic eruptions, natural potential catastrophes, and provide information to farmers that will save him much money.

KSPD all news radio creates competition against the so-called

"entertainment media" that is healthy and fills a need in the general public's "news day" where newspaper mergers or monopoly help report only monolithic thought. Idaho's new all news radio station KSPD provides an unduplicated service to the farmer, stock broker, the teacher, the student, the retailer, the wholesaler and the general public, in all walks of Idaho life. Instinct tells the modern American — push the 790 button — listen for a half hour, find out what's going on in the world. This in-and-out, unfixed recurring tune-in, with people switching to continuous news as much as five or six times a day is KSPD all news radio's basic promise for creation and existence of the Broadcast Journalism Company. Give KSPD all news radio a listen, tell your friends to tune to the mighty 790 today! It's valuable to you!



BILL WHITTOM talks with KSPD's Earl McRoberts.

BIGGEST NEWS EVER HEARD IN THE VALLEY

NON-STOP NEWS AND INFORMATION ■ ACROSS THE NATION AND ALL AROUND THE TOWN ■ ALL OF THE HOUR ■ ALL OF THE DAY AND ALL NIGHT ■
 SOLID ■ COMPLETE ■ IN EVERY COMMUNITY NON-STOP "ALL-NEWS" IS GOOD NEWS ■ INFORMATION PEGGED TO THE MIND, THE HEART, THE SPIRIT
 ■ TO HELP WITH THE PROBLEMS INHERENT IN OUR RAPIDLY CHANGING WAY OF LIFE ■ COMMUNICATION FROM EVERYWHERE WITH EVERYWHERE ■
 EVENTS, IDEAS, PERSONALITIES AND PROJECTS ■ INSIGHTS INTO THE WORLDS OF MEDICINE, SCIENCE, SPORTS, THEATRE, MUSIC, SEX AND POLITICS
 ■ LIFE AS A FOUR LETTER WORD SPELLED OUT MINUTE BY MINUTE TO ENTERTAIN, INVOLVE, SUPPORT, INSTRUCT, ILLUMINATE ■ A UNIVERSE OF
 NEED-TO-KNOW INFORMATION BROUGHT TO YOUR FINGERTIPS BY THE LARGEST, MOST PROFESSIONAL STAFF OF INFORMATION SEEKERS, GATHERERS,
 PROBERS, MOVERS, WRITERS, INTERPRETERS, RESEARCHERS, REPORTERS, EDITORS AND SPECIAL CORRESPONDENTS ■ REPORTED WITH THE HUMAN
 INTEREST THAT TOUCHES THE MIND AND WARMS THE HEART ■ NBC NEWS AND INFORMATION SERVICE ■ PULSING THROUGH EVERY HOUR... EVERY DAY
 ■ TO HELP UNIFY AND CLARIFY THE CONSTANT FLOW OF INFORMATION TO THE READY TOUCH OF THE PEOPLE WHO NEED TO KNOW ■ NON-STOP
 INFORMATION YOU CAN USE. YOU'LL NEVER FEEL ALONE AGAIN ■

NBC NEWS →
AND →
INFORMATION →
SERVICE →

KURV 710
24 HRS. A DAY
STARTING JUNE 18, 1975
IN THE VALLEY

ALL THE NEWS - ALL THE TIME

KURV Adopts News Format

KURV, the Valley's first all-news radio station will premiere NBC's "News and Information Service" tomorrow, Lloyd Hawkins, president and general manager announced today.

KURV, 710 on the AM dial, will offer around-the-clock service of Valley, Texas, national and international news, community-oriented features, weather, consumer advice, sports news and features and a wide range of mini-documentaries and special events coverage. National and international stories will be researched and reported through the facilities of NBC News - the world's largest broadcast news organization. Valley news and features will be reported locally by the staff of KURV.

"We are extremely pleased to announce that KURV will be offering this unique form of public service to the Valley," Mr. Hawkins said. "The concept of all-news radio, which has proven so successful in many U.S. cities, has grown in

response to the ever-increasing appetite for information."

"KURV will now be the prime source of news and information, helping you to become better informed. . . to cope better with the news and information explosion. KURV will now be THE NEWS VOICE of the Valley backed by the resources, manpower, experience and integrity of NBC News."

"In the best tradition of radio, KURV will continue - and expand - its involvement with the widest possible variety of community interests through public affairs programs, editorials, community relations, religious programs, locally oriented interviews and public service announcements, bringing you all the news all the time."

"KURV has always been deeply committed to community service, as evidenced by its outstanding record over the years. We are very happy with this new association, which will enable KURV to build on that record and to provide even greater service to the Valley."

atch, Sun., July 6, 1975

All-News Radio Success in Tidewater

By Norman Rowe

A Tidewater radio station that switched its format from "very high energy" rock to a 24-hour all-news policy some two weeks ago now reports enthusiastic audience reception in the Norfolk-Portsmouth area.

WKLX, an AM station (1350) with studios in Norfolk and a transmitter and additional studios in Portsmouth, joined NBC's new National News and Information Service (NNIS) June 18. It became Virginia's

first all-news station although listeners in Northern Virginia are exposed to similar Washington stations.

Public reaction to the switch, according to station manager Harold F. Payne, is "really going good and we are excited. We've had a few protest calls from teen-agers, but the positive response has been much greater than the negative reaction."

Payne, a veteran in radio broadcasting, is a former Richmonder who had held several management positions here. Changes in broadcast structure are not new to Payne. Before he left Richmond a few months ago, he had managed WRXL (the FM sister station to WRNL) when that station changed from soft music to a rock format. Previously, he had been at WTVR when that AM facility switched to an all-country format.

NORFOLK, VA.

WKLX

Payne already has arranged state news feeds from WRNL to WKLX. Both stations are members of the Rust Communications Group, Inc., owners of several broadcast operations in the east.

Payne reports that: "The concept of all-news radio, that has proven so successful in many U.S. cities, has grown in response to the ever-increasing appetite for information.

"In the Tidewater area, we are now getting 15 to 20 letters a day and many phone calls. Most of them are congratulatory, and many say, 'we're staying with your station all day'."

Jack Thayer Idea

NBC's new National News and Information Service is the creation of Jack Thayer, a former executive of the broadcast division of Nationwide Insurance Company.

Thayer became president of NBC Radio last Aug. 1 when the parent Radio Corporation of America was considering phasing out its radio network. The company had sold network-owned stations in Cleveland and Pittsburgh. From some 700 stations, NBC Radio had shrunk to 200 stations.

NBC is reported to have invested \$10 million in the new network, which also supplies its members with features without a hard news content. The radio news service is available on a part-cash, part-barter basis with stations paying from \$750 to \$15,000 per month, depending on market size.

At the moment, some 40 stations are affiliated with the new network and 40 more expected by Sept. 1.

At the Tidewater station, there are many new voices. Station manager Payne reports, "When we announced our new format, several of the WKLX personalities felt they couldn't do radio without music; now we have a more news-oriented staff."

NORFOLK, VA.

WKLY



WKLY Radio recently announced a change in programming format unique to the Tidewater area. The 5,000-watt station will begin a 24-hour all-news format on June 18 in cooperation with NBC's new network, the National News and Information Service. "We will be the exclusive all-news station in the Tidewater area and one of 75 radio stations in the top 100 markets to use the all-news format," stated Harold Payne, WKLY station manager.

The new programming will include local and national news, network national features and local community events. According to William Rust, president of Rust Communications, Inc., and owner of WKLY, "There are many stations in the Tidewater area that duplicate their efforts. Previously, only major markets could afford all-news stations because of the tremendous cost and manpower involved. NBC employs around 200 people to generate the news we will broadcast on WKLY. In addition, our local news staff will be on the scene constantly to cover area news events."

WKLY recently moved into new headquarters at 206 York Street. Pictured above are Thom Wilborn, WKLY News Director, interviewing First District Congressman Thomas Downing at launching ceremony of USS Baton Rouge; the WKLY logo at new offices on West York Street; and Harold Payne, general manager, with Mike Deeson, operations manager at WKLY.

WKLX plans all news format

By MARY ANNE LEONARD
Times-Herald Staff Writer

When Tidewater listeners turn to 1350 on their radio dial on June 18, they will be in for a big surprise.

The sounds of rock music will be a thing of the past, as WKLX becomes the first 24-hour, all news station in the area.

"I foresee it as a newspaper of the airwaves," explained Mike Deeson, WKLX operations manager.

"We're hoping to be the station for people to turn to when they want information."

Deeson said the station will be joining the National Broadcasting Corporation (NBC) News and Information Service, a new operation that will be supplying news to stations across the country that have an all news format.

NBC announced its intentions to form a news net-

work last March, and Deeson said the WKLX management expressed an interest in affiliating with NBC and converting at that time.

The station had conducted a survey earlier this year to determine whether Tidewater would accept an all news station. The results were positive, but Deeson said the undertaking would have been economically infeasible at the time without NBC help because of the

costs involved in hiring an additional news staff.

NBC will provide its news affiliates with a maximum of 50 minutes of news time per hour, Deeson said.

"Hopefully, we will try to do as much local news as possible," he said, adding that the amount of network news will be gradually reduced as the local staff becomes more proficient.

In preparation for the changeover, the station has increased its news staff from two to 10 people. Thom Wilborn will be the station's news director.

"There are 28 stations in this market, and 27 of them will be playing music. We feel we will be providing an option to the people."

their trip home.

"We don't expect to be a station that people list all the time, but we expect to be one of the buttons on the car radio that will turn to," Deeson said. "Radio is a companion of people, especially the car."

The station, owned by Communications Studios in Norfolk and smooth but will be covering news on the sula.

In addition to hard news, the station will be offering sports, weather, traffic and local feature stories and reviews.

Following the format of other all news stations, WKLX will announce the time and weather frequently in the morning as people get ready for work and will provide regular traffic reports in the afternoon for



WKLX Music Club 10
Jeannie 13

You're in Control..... 15

Area 10 EW News... 10
2:10 Area 10 Tidewater
Report..... 10

Movies

9 a.m. (13)—"We Were Strangers" (1949). Jennifer Jones, John Garfield, and Pedro Ar-

mendariz. Cuban revolutionaries plot to assassinate an important politician, then bomb a tyrannical

president when he attends the politician's funeral.

Today's Best Radio Bets

7 a.m. (WKLX-AM-1350)—News 24 Hours a Day Shortly before 6 a.m. today, WKLX will play its last song, "The X-135 Song," a song that was composed for the station, and will then to an all-news format, consisting of news, weather, sports, the news and information service of NBC, local, state, national, and worldwide features, local news, on the hour and half-hour.

and traffic reports in the morning

7:50 p.m. (WVHR-FM-101)—Baseball. Tidewater Tides at Toledo

8 p.m. (WTGM-FM-89.5)—Showcase. An all-Vivaldi program. Concerto in C, P. 75, with Maurice and Raymond Andre, trumpeters. "Judith's Triumphs," with Alberto Zedda conducting soloists, the Chorus of the Philharmonic Academy of Rome, and the Orchestra of the Angelicum Mailand.

8:05 p.m. (WGH-FM-97.3)—Cleveland Orchestra Concert, from the Amsterdam Concertgebouw June 24, 1974 with George Szell conducting and George Browning, as piano soloist. With this series of concerts the Cleveland Orchestra will offer—for the next several weeks—some of the last concerts by the Cleveland Orchestra under the great George Szell. Tonight's program: "Die Meistersinger" Overture (Wagner), Piano Concert (Barber), and Symphony No. 9—"The Great" (Schubert).

8:30 p.m. (13)—"Reptiles." Carl Ottosen, Ann Smyrner. A mighty city is strangled to destruction, civilization riots with fear, missiles and atom bombs are powerless as a monster 50 million years old is suddenly loosed upon the earth.

8:30-10 p.m. (15)—"The God-child." is a Western with warmth and heart. Jack Palance is very good as one of three escaped Civil War prisoners. The others are Jose Perez and Ed Lauter. They are followed by a by-the-book lieutenant (Keith Carradine). Hardships are rigorous. Then the trio comes on a woman (Flonzi Lippman) about to give birth. (Color) REPEAT

11 p.m. (27)—"The Actress" (1953) Spencer Tracy, Jean Simmons, and Teresa Wright. A girl wins over her cantankerous father to become an actress and rises to stardom.

11:30 p.m. (3)—"Rogue's Gallery" (1967). Roger Smith, Edgar Bergen, and Farley Granger. A private detective is hired by a top psychiatrist to protect a wealthy woman who seems determined to commit suicide.

TV Mailbag

Q. I would like to know Carol Burnett's age, her zodiac sign, if she has any children, and the names of any movies she has starred in.—A Fan, Chicago, Ill.

A. Carol is 41 and with an April 26 birthday, a Taurus. She has three daughters, Carrie, 10, Jodie, 8, and Erin nearly 7. She has been in the films "Who's Been Sleeping in My Bed?", "Pete and Tillie," and has a cameo in "The Front Page."

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Starting at 6am today on WRC All News 98... Radio's Most Spectacular Advance in 40 Years!

NBC NEWS PRESENTS THE FIRST 24-HOUR-A-DAY
NATIONAL NEWS-SERVICE IN RADIO HISTORY

NIS: What It Is. The best and biggest news operation in the business. On your radio continuously. The big stories. The how-to-live-better features. The local weather, traffic and time. In short, all kinds of news all around the clock.

NIS: How It Works. NBC News gathers the word from all over the world. Mean-

while, the best news operation in town covers what's happening here. Every NIS hour is a mix of the two. The best of both worlds.

NIS: Where You Come In. While NIS is big--the first coast-to-coast 24-hour-7-

day news service -- it's designed for your personal use. Listen for hours (it's continuously updated). Or dial in for headlines now and then. Or just catch the weather. NIS is always there. It's a service -- you call the shots as to how to use it. Whichever way, you know you can't do better than NBC News. Now you have it all the time. Tune in...when you want to know.

NIS

NBC NEWS &
INFORMATION
SERVICE

THIS WEEKEND, WASH-FM IS ACCEPTING NEW LISTENERS.

"I pledge to WASH at work! (My boss is a good person.)"

"I pledge to WASH at least an hour and 22 minutes a day!"

"I pledge to WASH each and every time I get into my car!"

WRC Radio is becoming what they call an all-news station. Soon, all the music you'll hear on WRC will be on commercials and if they decide to cover a parade.

Think of how all these WRC newscasters are going to feel. Depressed? Yes. Discouraged? Absolutely.

After all, as one guy writes, you just can't go around humming commentary by Edwin Newman.

Well, anyway, we at WASH stand ready to receive you and any other inWASHed who may be out there.

But it isn't good enough just to tune in 97.1 FM. It's not good enough to be a WASH listener. We're after WASH aficionados.

So this weekend, we're asking you to *pledge* that you'll WASH everywhere.

Listen for the cue to call in and pledge your faith. We'll also be mentioning several locations where you can stop by, make a pledge and meet one of our own stars: Eddie Gallaher, Bob Duckman, Jerry Clark, John Bodnar, John Dowling, Jim Leahley, Jim Herron and Greg Cole.

We'll be taping and replaying some of the pledges, and if we see yours on the air, you'll get one of these spiffy tee shirts listing some of the stars we play everyday. Free, match. (See our music schedule at the right.)

All this is designed to introduce you new folks to WASH (the radio station with the best music, the longest-running money giveaway game in the mercantile world of Washington radio, and some very important extras like Jim Simpson on sports and a radio news department that regularly scoops the competition).

So tune in. Pledge your faith. Win a shirt. Hear yourself. May be win some money. And enjoy.

Who knows when we'll be opening up for new listeners again?



THURSDAY, JUNE 20

6:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

7:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

8:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

9:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

10:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

11:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

FRIDAY, JUNE 21

6:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

7:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

8:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

9:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

10:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

11:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

SATURDAY, JUNE 22

6:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

7:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

8:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

9:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

10:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

11:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

SUNDAY, JUNE 23

6:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

7:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

8:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

9:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

10:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.

11:00 PM **Top of the World** - Contemporary Top 40 hits from the 1970s.



The Most Talked-At Town in U.S.

By Ned Scharff

Washington Star Staff Writer

"How is traffic on 495? . . . Where is Henry Kissinger? . . . Is it going to rain? . . . What's the stock market doing? . . . Who won the game? . . . Keep in touch . . . Keep in touch . . . Keep in touch . . ."

The promo for WTOP radio, one of the area's two all-news stations, is monotonous, mechanical sounding, a talking computer, dependable as morning rush hour.

Got an itch to hear the headlines? Fill the room with talking noise? While away the traffic jam by packing your head with transitory facts?

ALL-NEWS radio is the insomniac's medium. Hour after hour, it is still there, grinding out information like a Dow Jones stock ticker.

Tomorrow Washington becomes the most talked at town in the nation with not just two, but three all-news, all-the-time radio stations recycling the latest newsworthy events and non-events every 30 to 60 minutes.

WRC, owned and operated by the National Broadcasting Co., will make the change tomorrow from a middle-of-the-road rock-and-roll station to an all-news format. It will join WTOP, a CBS affiliate and the area's second most listened to radio station (behind WMAL-AM), and WAVA, an independent venture broadcasting on both AM and FM which was among the pioneers in all-news radio.

But WRC has no intention of taking a lowly third place in the all-news competition. NBC officials, who also are inaugurating a new radio news syndicate called News Information Service (NIS), claim it is a matter of simple prestige: NBC's radio outlet in Washington will succeed — one way or another.

UNTIL NOW, WRC's pop format has kept it third or fourth in the ratings, good enough to bring in steady profits, station officials said, but not much prestige.

Harold Green, WRC vice president for radio news, said the station is making the change in part because most serious music listeners are tuning to FM stations, which have better fidelity. WRC disc jockeys have been encouraging listeners to switch to WKYS-FM, also owned by NBC.

Although an all-news station is far more costly to operate than a music station, Green also believes it will attract more staid adult listeners, the kind advertisers are willing to pay top money to reach.

"We're going to be unyielding in our devotion to news," said Green, "and we'll be working to develop a local, metropolitan image with a sense of local participation. We won't have the sound of a network station, as such."

BUT GREEN and his newly hired news manager, Frank Barnako, are conscious of WRC's showcase status as the only network-owned station in Washington. "We've got to be good from Day One, and good we will be," said Barnako.

With NIS supplying up to 50 minutes of each hour with national news, commentary and features, WRC ought to be good. The station wants to supplement the national service with at least 20 minutes per hour of local news. For that reason, WRC has quadrupled its news staff, which now numbers 21.

By contrast, WTOP has a slightly larger staff, but that staff must prepare both local and national news, except for the few daily segments of CBS network news. WAVA, a scrappy competitor with fewer resources, gets by with 12 full-time staff members, four part-timers, and stringers in Richmond and Annapolis.

"We like to think of WTOP as the New York Times and ourselves as the (New York) Daily News," said WAVA station manager Wynn Hott with the kind of immodesty that often adds color to WAVA's style.

HOTT LIKES to describe his station as a "community gadfly," tweaking the nose of the local establishment. Like the Daily News, WAVA carries plenty of race-track results and assaults its listeners with spicy right-wing jargon from the likes of Ronald Reagan and the Liberty Lobby (which reportedly pays mightily for its morning segment).

"People are fascinated by hate," says Hott, defending the Liberty Lobby program. "People call us up and accuse us of being fascists, but they keep listening."

Despite WAVA's tabloid style, it does not share the Daily News' popularity — widest of any newspaper in the country. The station currently ranks a respect-

able seventh in the AM market.

But WRC's entrance into the all-news business, while it may mean fancy competition for WTOP, poses a serious threat for WAVA.

CAN WAVA survive? Officials of all three stations vigorously assert that it can. "We don't expect to wipe anybody out . . . just to get our share," said WRC's Green, who claims that the introduction of more than one all-news station in other cities has brought about a larger audience, not the death of any existing stations.

WAVA's experience so far seems to support Green's contention. WAVA, founded in 1965 by Arthur Arundel, first got competition from WTOP in 1968. The smaller station's demise was widely predicted at the time.

But WAVA had a lot of loyal listeners, many of whom, no doubt, appreciated the station's special interest in Northern Virginia affairs. (WAVA's headquarters are in Rosslyn).

According to Arbitron, the radio rating service of the American Research Bureau, WAVA had 205,500 listeners at the beginning of 1975, just a slight decline from the fall of 1968, when it had 212,000.

DURING THE same period, however, WTOP has grown from 341,000 to 438,700 listeners, making it the undisputed leader in non-stop news.

Jim Snyder, WTOP vice president for news, predicts that WRC will have a difficult transition from rock to all-news.

"Our experience is that you have to put your time in (on all-news). You have to do it and do it . . . build and educate an audience."

But after a year or so, Snyder believes, the radio news audience will have expanded to accommodate all three stations. Eventually, he said, each station will carve out distinct identities and styles.

"I can't imagine people ever losing their desire for all-news radio, or their need for it," Snyder said.

Maybe not. But can people listen to three all-news all-the-time stations all the time?

"You'd be surprised," he said. "Some people are happy to keep listening all day. There's a fascination in knowing when things change."

Tuesday, June 17, 1975

THE MINNEAPOLIS STAR

15B IV

WWTC moves to all news

FORMAT STARTS TOMORROW

WWTC will stop the music tonight.

When the station resumes operations at 5 a.m. tomorrow, it will offer an all-news format.

The change coincides with the introduction of the NBC National News and Information Service (NIS), which will begin offering affiliates up to 50 minutes of programming each hour.

WWTC (1280 on the AM dial) will carry, on an average, about 30 minutes of the NIS feed each hour during its 5 a.m.-until-1 a.m. broadcast day.

"During the morning and afternoon drive-time hours," general manager Lee Zanin said, "we will be carrying more local news. During midday and nighttime, we will rely more heavily on the network."

Covering local news on the air will be station holdovers Bob Bundgaard, Tom Myhre and Jim Stewart. News director Ken Trimble and R.J. Berglund have been hired as replacements for the former disc-jockey personnel.

"What we are trying to be," Zanin said, "is the greater Twin Cities area news and information station. Our local coverage will include news, sports, weather, traffic and special features. We plan a weekly "Meeting With the Mayors" program and a number of public affairs segments designed to provide information for listeners."

Lou Nanne of the Minnesota North Stars will do local sports for the station, Zanin said, and Fred Wagner, a meteorologist based in Green Bay, will do the weather.

The NIS feed will not replace NBC radio network's current fare of features, commentaries and newscasts, which is being carried on KFMX-FM in the Twin Cities. The new operation is manned by a separate staff.

NIS will contain national news, reviews, show-business interviews, features such as "Coping" which Zanin said ranges from the subjects of sex to traffic and nostalgia and "Whatever Happened To?" sequences.

"The features will be rotated," he said. "None will be repeated more than twice."

Studies show that all-news stations rank among the top five in their respective markets, according to Zanin, and the key is network participation.

"WMIN and KDAN tried the format here before," he said, "but they had no network backing. Without network help, a local station can't make it because the cost factor is too extreme."

The reaction of WWTC's current advertisers to the changes, according to Zanin, is that "not one dropped out per se. A few however, want to hear what the new format

Forrest Powers



sounds like.

THE SUN, Tuesday, June 17, 1975

Baltimore, Md.

FM 98 to mix NBC, local reports in all-news format

By ANTERO PIETILA

FM 98 — as WBAL's new news station will be known officially unwrapped its name yesterday, pledging it would be "all news, talk and information" 24 hours a day, seven days a week, beginning 5 A.M. Monday.

The Hearst Corporation's 100-watt station, which recently abandoned its classical music format, will thus become the first Baltimore outlet to try an all-news concept.

WAYNE's unsuccessful

experimentation with it eight years ago.

Unlike WAYNE, which tried a locally produced news format, FM 98 will derive most of its news and features from NBC's new 24-hour News and Information Service. Twice an hour it will have 5½-minute local newscasts.

NBC's NIS, the first network adaptation of the increasingly popular all-news format, will begin tomorrow on 40 stations across the nation, according to Jack G. Thayer, president of the NBC radio division, who was in Baltimore yesterday promoting FM 98's new format.

He was as enthusiastic about his brainchild as one would expect of a man who has invested \$10 million in the project and hopes that it will reverse the NBC radio network's current losses.

Enthusiastic also were Al Burk, WBAL's vice president, and Richard Sher, FM 98's news director. But although both of them underlined the station's "heavy emphasis" on local news, their lack of specificity was noticeable.

Mr. Sher said that FM 98 and WBAL-AM will together have 10 news people, 2 or 3 of them on the street.

Included in the half-hourly

5½-minute local newscasts will be short featurettes by station's staff.

Elane Stein will specialize in entertainment and Molly Martin in the Maryland scene. The only outside commentators so far, according to FM 98's Thomas O'Connor will be A.J. Downs, a teacher at Gilman School, and Gilbert Sandler, a Baltimore advertising executive, who will do featurettes on Baltimoreana.

There were those yesterday who acknowledged that FM 98's all-news format would be a gamble because of the conventional wisdom that there are fewer FM receivers in cars and homes than AM sets, although the Federal Communications Commission is soon expected to require both broadcast bands in all new receivers.

Whether that will be soon enough for FM 98 and NBC's new News and Information Service, only time will tell.

Said Mr. O'Connor, "It's entirely conceivable that Thayer invented something that could be for radio journalism what *Time* magazine was to print journalism."

Tuesday, June 17, 1975

THE NEWS AMERICAN

Baltimore, Maryland

WBAL

All-News Premiere Is Moved to June 23

Radio station WBAL-FM has experienced some technical difficulties and is asking listeners to bear with it.

The station was scheduled to begin presenting an all-news format on Wednesday, June 18, but Alfred E. Burk, vice president and general manager, said the premiere has been reset for Monday, June 23.

The programming change required the construction of an entirely new studio at WBAL and Burk said the extra time was needed to guarantee a smooth transition.

With the new format, FM 98, the station's official name, will provide listeners with news, sports, weather, features and special events coverage around the clock seven days a week.

National news and features will be presented by NBC Radio's "News and Information Service", a new network which is starting with 40 outlets, including Maryland's WBAL-FM.

Local news coverage will be directed by Richard Sher, a Maryland native who has joined WBAL after a lengthy journalistic career in California.

Among feature contributors on NBC's "News and Information Service" will be humorist Cleveland Amory, Hollywood reporter Toni Gilbert and nutritionist Barbara Kraus.

Other contributors are:

Roger K. Field, a science specialist who will offer "Beat the System" reports.

Jim Newman, financial editor of the Associated Press' "Business Barometer", who will report business trends.

Greg Taubeneck, a Chicago-based reporter and writer, who will review movies.

Lorry Young, a Chicago personality, who will interview celebrities.

Mildred Newman and Bernard Berkowitz, authors of "How to Be Your Own Best Friend, who will contribute feature stories on intimate human relations.

ORLANDO, FLORIDA

T O D A Y

**There's a new business
in the news business**

**ALL-NEWS AND INFORMATION
RADIO**



AM 1440

NBC/NIS ... 24 HOURS A DAY ... NOW

Dial WBJW For All-News

All-news radio, a fixture in New York, Chicago and other major cities, is about to become a reality in Orlando. On June 13, NBC Radio is launching its new round-the-clock, seven-day-a-week News and Information Service, and WBJW-AM will be the subscriber in this area.

Currently featuring an announcerless "beautiful music" format, the AM station (1440 on the dial) will sign off Sunday, June 15. When it returns to the air the following Wednesday at 6 a.m., it will have new call letters (WNBE) and an all-news format.

ORDINARILY, A station in a radio market the size of Orlando's could not go to an all-news format, even if the costs weren't prohibitive: "Orlando — or Miami, for that matter — doesn't generate enough news in a day," said Ron Hill, the station's news director. "There'd be too much repetition."

And that's where NBC Radio's News and Information Service comes in.

The News and Information Service (NIS) is a new broadcast entity not to be confused with the NBC Radio Network which feeds news and features to more than 200 affiliated stations across the country. The main man behind NIS is Jack Thayer, a veteran radio executive the National Broadcasting Co. put in charge of its radio division last year in hopes he could do something about the \$4 million annual deficit.

AS PRESIDENT of that division, Thayer wasted little time before sinking the aged Monitor, a rusty NBC Radio staple. Further paring down of the radio network was predicted early this year, but Thayer instead decided to retain the current network service and line up new subscribers for the full-time NIS.

As NIS is set up, in return for a fee that varies with a radio market's size, a station can get up to 50 minutes per hour of national and international news, mini-documentaries, sports news and features, and a variety of features umbrella-titled "Information Center of the Mind." (Additionally, NIS will get income from six commercial minutes per hour; the subscribing station gets to keep the income from its 12 commercial minutes.) NIS, with broadcasts originated from New York, will have a staff of more than 200.

Here in Orlando, WNBE will be taking about 30 minutes of each hour's NIS feed and fill the rest of the

Noel Holston



time with local coverage.

ACCORDING TO Ron Hill, his news staff, which is two "rip and read" announcers at present, will number 23 by the time the station goes on the air with its new call letters. That includes six full-time reporter-anchors, five full-time producers, three contributing reporters and nine correspondents in various Florida cities.

Except for the correspondents, Hill said, almost all the news staff will be from the Orlando area. That is how he believes it should be. Hill, who came here from Miami's WMYQ, said he was "really surprised at the amount of radio talent in the area, and we didn't have to pirate other stations, either."

Over the phone, Hill sounded ebullient at the prospect of working at a station at which music was not the money-maker and, thus, the top priority. "Our newsmen are newsmen," he said rather proudly. "We've hired people who want to do more than announce the news."

WHEN I talked to Hill Wednesday, he said carpenters were at work on new sound studios. He also said the station would have four fully-equipped mobile units; it has only one now.

As Hill explained it, the hourly breakdown will go something like this:

During the "drive periods" (6-9 a.m. and 4-7 p.m.), the first seven minutes of each hour will be devoted to Orlando-area news, "as it happens"; the next eight minutes to sports and the stock market; then features (man-in-the-street, guest editorials, among them). The next 15 minutes will be NIS. At the half-hour, there'll be state and regional news, sports, and local news updates; then features. NIS reports will round out the hour.

The basic difference during the non-"drive period" hours is that national features, provided by NIS, will replace local features.



PAN AMERICAN BANK
OF SARASOTA

PUBLIC FILE

July 8, 1975

WQSA AM Radio Station
1111 Beneva Road
Sarasota, Florida 33580

ATTN: Mr. Sherwood Lorenz

Dear Sherwood:

I can assure you that this is an unsolicited letter and also one that I felt must be written because of my enthusiasm for the new format of your station programming.

I may not be the average listener, but I have obeyed your instructions to set my center radio car button on your station and am very pleased with the results. As I ride around in my car throughout the area, I can now feel that I am keeping up with news, sports and all of the special events that you are broadcasting.

I am sure that your prediction will come true and that your ratings will reflect the wisdom of your changing format. Congratulations from a satisfied listener. I think your program is great!

Sincerely,

Harry H. Schall
Senior Vice President

HHS/bp

✓ Clearwater, Fla.

7 July 1975

Ted Rogers
WQSA Radio
Sarasota, Florida

PUBLIC FILE

Dear Ted:

May I commend you on your application of astute radio programming judgment in introducing the Suncoast to a concept that is almost 10 years late in arriving: All-News Radio.

The mixture of NBC's professional competence on the national and international level along with your blend of local news and features is what radio (on the AM dial) is all about.

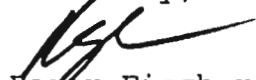
Having spent most of my life in the New York City area where we had two all-news stations, I have missed that type of information-at-your-fingertips idea since moving to the Suncoast four years ago. Here, it seems, everybody figures the winning formula on AM to be spinning plastic until it comes back out of the listener's ears. That's been the easy way out: any hack can fill that kind of job.

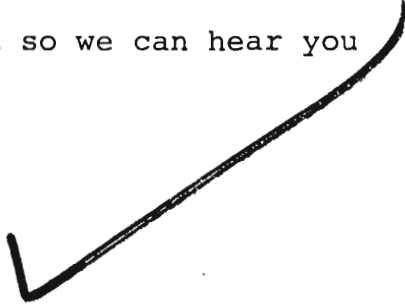
But it takes talent, foresight and guts to have initiated such a move as you have. There's so much that can be done with radio, and it's about time someone took the first step in delivering "first class" radio to markets other than those around the big, smoggy cities.

Be proud of both your AM and FM outlets. You're probably the most advanced in the state in information and music. And you give us a choice.

Now, if you'll only boost your 1220 signal somewhat so we can hear you in Clearwater. I'll be listening anyway.

Sincerely,


Roger Fischer
Sports writer
St. Petersburg Times



PINKUS SUGARMAN
7200 34th Street South
St. Petersburg, Fla. 33711

7-2-75

PUBLIC FILE

Manager
W O S F

Dear Sir -

Congratulations
You're coming in loud
and clear.

St. Petersburg is
growing up and you're
helping.

Cordially,
Pinkus Sugarman

J. TYSON FORKER, JR.

443 EAST ROYAL FLAMINGO DRIVE - BIRD KEY - SARASOTA - FLORIDA - 33577

PUBLIC FILE

July 5, 1975

WQSA Radio Station
1111 Beneva Road
Sarasota, Florida 33580

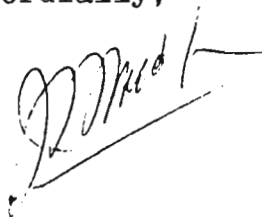
Gentlemen:

I recently discovered your continuous news broadcast and had to take time out to tell you that this is a great service to this area.

Having moved here from Philadelphia, Pa., where there is also a station broadcasting continuous news and current events, I am very pleased that we have such a service in the Sarasota area.

I hope you will be able to extend your broadcasts to 24 hours in the future.

Cordially,



JIM TOLLERTON, CLU
3212 Southgate Circle
P.O. Box 5248, Sarasota, FL-33579
Phone: 954-988-1111

NORTHWESTERN
MUTUAL LIFE •
MILWAUKEE

NML

PUBLIC FILE

6.30.75

Ted,

Just a note of congratulation
on the new format. NBC
has found a wide open
market. Frankly I
appreciate the availability of
24/7 news.

I'll be listening more
than ever! Best wishes.

Jim

Top Station Goes to News And Some Go

By JOHN M. PURNELL

Post Staff Writer

Cookin' with the Rolling Stones beats chasing fire engines around town for Robert W. Conrad.

So he decided not to hang up his rock 'n' roll shoes.

"News just ain't my bag," the flashy 27-year-old disc jockey at WJNO-FM explained yesterday as 100,000 watts of the song, "It's Only Rock 'n' Roll," blasted across South Florida in stereo.

Conrad, a former on-the-air personality at WPOM-AM, left the top-rated Riviera Beach radio station when he learned an all-news-and-information format was being planned.

Jonathan Doll and Jack Murphy, two other WPOM disc jockeys also left and got jobs at WJNO, which switched from-middle-of-the-road programming to rock when WPOM went all-news.

In lavender bell bottoms and a flowing, white embroidered shirt, Conrad elaborated: "I'm a cooker, not a newsman. I like to compete with the beat of the music — not the Miami Herald."

Twenty-year-old Doll, who graduated from Palm Beach Academy in 1972, says he had a "taste of news" at a radio station in Tallahassee and didn't like it.

"I guess I'm a rock 'n' roller and like having a good time," he said. "Besides, you have to think of your audience; and kids don't want to hear news."

But Bob McCord, who now goes by his real name of Dennis Lindstrom, stayed on at WPOM to become a newsman.

The 29-year-old former DJ says he's glad about the switch because he can no longer "relate" to rock 'n' roll.

Identifying with the community is exactly what WPOM's station manager, Al Kornish, says he is trying to do with the all-news format.

"This market is getting older, not younger, you know," he said. "Even though we were No. 1, I think it was time for us to go" all-news.

The trend, Kornish said, is for FM stations to become entertainment-oriented, while AM outlets are leaning more toward news and information.

The station later will go from "no newsmen to five newsmen" in the attempt to cover Palm Beach County.

Because West Palm Beach is radio's 85th largest market, Kornish said, he is paying "less than \$8,000 a month" to NBC, which is producing most of the all-news-and-information package.

Some youth-oriented advertisers have canceled their contracts, he said, but advertisers appealing to "older, more affluent" people will sign up.

WPOM

WEST PALM BEACH, FLA

7/2

To:
Chuck Renwick
NBC-NIS

WJNO

Freeman

Bag

WRRR NEWSTALK RADIO 1310

DALLAS, TEXAS

WRR

New York Air Crash

FIRST NEWS FIRST

WHEN YOU NEED TO KNOW, WRR IS THE PLACE TO GO

WRR HIT WITH FIRST REPORTS OF THIS MAJOR STORY:

10 MINUTES AFTER IT HAPPENED

8 MINUTES BEFORE IT CAME ACROSS THE UPI
WIRE

30 TO 40 MINUTES BEFORE ANY OTHER AREA
RADIO STATIONS AIRED THE STORY

2 TO 3 HOURS BEFORE IT REACHED TV NEWS

AND

THE DAY BEFORE IT MADE NEWSPAPER HEADLINES

DALLAS' ONLY TOTAL NEWS • TALK • SPORTS STATION
STATE FAIR GROUNDS • DALLAS • TEXAS • 75226 • (214) 823-1310 • NATIONAL • CALL AVCO

NBC turns to news in search of a national radio audience

By Martin Levine

In about 36 hours, the National Broadcasting Co. will dramatically change the face of all-news radio in the United States.

The idea of giving listeners a 24-hour-a-day diet of reporting and commentary arose in 1963 in Tijuana. XTRA, one of several Mexican radio stations aimed primarily at the Southern California market, pioneered the format.

It has since spread to 13 stations in the U.S., including WCBS and WINS in New York City. The high cost of staffing an all-

news operation—plus the expertise demanded—has kept the number from growing larger.

At 6:06:30 AM Wednesday, however, NBC will inaugurate a nationwide, round-the-clock "news and information service." About 40 stations are scheduled to be carrying it by July 4. Forty more will come aboard by Labor Day. There are hopes of having another 80 subscribers by New Year's.

The news service will not only (at the least) septuple the number of all-news out-

lets in the country; it will constitute an important experiment in radio economics. Since the 1920s, networks have been at the heart of broadcasting. But there have been fewer and fewer radio programs commanding a national audience, station owners have found that they can maximize their profits by playing records and running local advertising; and radio networks, including NBC's, have been losing money and slashing their schedules. By offering a syndicated package rather than trying to revitalize its network, NBC hopes to foreshadow the future of radio.

In the New York Area, the News and Information Service will be carried on WNBC-FM (97.1 MHz), whose call letters will become WNWS. Since fewer people listen to FM than to AM, WNWS is not expected to make heavy inroads against the competition. But it, too, will be an experiment closely followed by the industry. The question is whether the FM band, hitherto devoted mostly to music, can support an all-news operation.

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—Continued on Page 10A



Newsday Photo by Walter del Toro
Anchormen at the mikes during a runthrough of the WNWS-FM total news format.

The Day the Music Died

Sleepy listeners to WITT, a soft-spoken popular-music FM radio station in Tuscola, Ill., may have wondered whether some lunatic had just been named station manager. A news program came on at 6 a.m., as it does every morning—but it did not go away. At this moment, the news is still playing on WITT, and there is no indication when Glenn Miller and the top 40 will return.

The Tuscola station is merely one of the latest converts to the "all news" format, a music-free marathon of news, sports, weather and feature programs that has become the hottest formula in radio. Pioneered in 1961 by XTRA, a station in Tijuana, Mexico, that beamed its signal to Southern California, all-news had until last week been adopted by fewer than 20 of the nation's 7,140 AM and FM outlets. But those form an elite group: New York City's WCBS, the nation's most listened to station; KNX in Los Angeles, which has climbed from eighth place to first place in L.A.-area ratings after switching to all-news in 1968; and first- or second-place stations in Chicago, Philadelphia, Boston and San Francisco, all of which have moved up sharply in the ratings after going all-news.

Big Expenses. One important reason that relatively few stations have adopted the format, despite its impressive success, is its equally impressive cost. Instead of a skeleton crew of disc jockeys and rip-and-read announcers, an all-news station typically has platoons of street reporters, anchor persons, helicopter-borne traffic spotters, weather analysts, consumer reporters, writers, editors, directors and producers. New York's WCBS, for example, has 60 editorial employees, nearly three times its pre-all-news complement, and Chicago's WBBM went from 32 staffers to 64 when it made the switch in 1968. Says WBBM General Manager Bill O'Donnell:

"We could run two or three stations with the overhead of this one."

Why, then, is Tuscola's tiny WITT plunging into that high-priced circle? Last week, for the first time, all-news radio was brought within the means of every 50-watt hymn-and-hog-price station in the nation. NBC, which has been taking losses since 1973 on its network radio broadcasts, is trying to reverse those fortunes with a round-the-clock, syndicated all-news package. News and Information Service, as the venture is called, originates from the old Monitor studio in Rockefeller Center and is fed live over telephone lines to subscribing stations for 50 minutes of every hour. The other ten minutes are set aside for local news, but stations can devote up to 36 minutes to local programming if they choose to. When the service first opened its mouth at 6:06.30 a.m. last Wednesday, some 80 stations had signed up—from Tuscola's WITT to NBC's own FM station in New York City, newly renamed WNWS—for a monthly fee of from \$750 to \$15,000, depending on the size of the local market.

Last week's debut included irregularly spaced servings of national and international news from network correspondents, as well as book and movie reviews, interviews with Jerry Lewis and Pearl Bailey, features on natural childbirth and photography, and a two-part series on the war against cancer. Says NIS Director Roy Wetzel, who designed NBC's all-news package: "People will listen to radio news for more than an hour if you provide them with something interesting."

The universal applicability of that statement remains to be seen. All-news is a proven success in major cities, where there is enough compelling local news to fill much of that abundant air time, as well as enough interested listeners to care. But will all-news play in Tuscola?

JUNE 30, 1975



ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020 ■ (212) 247-8300

KUDL Introducing All News Format

By Joyce Wagner
Television Editor

A new dimension in radio programming will be unveiled in Kansas City this fall when KUDL, as an affiliate of NBC Radio's newly created News and Information Service (N.I.S.), switches from its format of rock music to a 24-hour-a-day, 7-day-a-week format of news, sports and entertainment features.

Developed as a special radio package last year, the service began on a national basis June 18 and so far has picked up almost 50 outlets. KUDL AM radio, which will undergo the N.I.S. transition Sept. 8, was the 43rd affiliate in what NBC hopes will be a network of 150 stations within the next 1½ years.

The package, which reflects a \$10-million investment by the NBC radio network, includes the services of almost a thousand employees, including 16 anchorpersons, four sports reporters, two financial specialists, 14 feature contributors and 87 producers, writers, engineers and editors. It is a gigantic operation and impressive in scope, and its success already is being measured in other markets.

For instance WINZ radio in Miami went on the air as an N.I.S. affiliate last month as the 22nd station in the market. A Hooper survey last week, however, showed the station had moved into a No. 2 position with its recently acquired all-news service.

Although new to Kansas City the total news radio format is not unique. It has been successful in other major markets for years, such as in New York, where WINS radio moved from 19th to seventh place in a 30-station market shortly after it made the transition eight years ago.

"There's no doubt in my mind that total radio news is a format of the future for AM radio," Vince

Ford, KUDL general manager, said yesterday. "I think what you're going to see happen within the next few years is that FM radio will become the primary source of music programming. It's already taking over.

"Also," he continued, "the problem with our current format, a mixture of rock from 1955 to 1974, current best sellers and a pick of the best coming out, is that we're competing for listeners with just about every other station in town. There's no way to win that kind of competition and, besides, what programming void are we filling if we're doing what everybody else is? With N.I.S. we're going to have our own identity and we're also going to be offering listeners a service they can't find anywhere else on the radio dial."

According to Ford the station will carry the complete N.I.S. service, except for a half hour of local news in the morning and afternoon drive times.

"We're going to increase our news staff and extend our newscasts for in-depth coverage of local news and we've hired Ed Podolak as sports director. He'll be doing sports features and also covering the Shawnee Mission high schools and University of Oklahoma football games, which we'll begin carrying this fall, as well as whatever else comes along."

In the move from music to news KUDL is shifting its entire AM rock format to FM, which has been a progressive rock station, and retaining only the best of both staffs.

"There have been a lot of format changes at this station in the last 10 years, too many changes, in fact. But I think the switch to N.I.S. is going to be the last change for quite awhile," Ford said. "I think it's a wise move and that it's going to put KUDL in a very competitive position for the first time in this community."

Broadcasting Jun 16

The newswweekly of broadcasting and allied arts

Our 44th Year 1975

NBC puts NIS in starting gate

**Though short of expected number
of affiliates for start, Thayer
sees nothing but brights things ahead**

NBC Radio will have 33 subscribing stations picking up its News and Information Service (NIS) when the venture starts Wednesday morning (June 18) at 6:06:30 a.m. NYT. NBC Radio President Jack Thayer expects that number to grow to 40 by July 1, and to 80 by Sept. 15. Eight of the original list, including three in the top-10 markets, are FM stations.

NIS, described by one NBC source as "a \$10-million risk," thus goes on the air substantially short of the 75 of the top 100 markets Mr. Thayer had said the service would need to be effective (BROADCASTING, Feb. 10). Mr. Thayer's enthusiasm for the project's chances, as well as NBC's commitment to it, remain undimmed: "We're going to make money on it in '76," Mr. Thayer predicted.

The NIS staff began 24-hour dry runs for the service last Tuesday (June 10), and will continue them up until Wednesday morning. The dry runs are being fed down closed-circuit lines to enable participating stations to practice with their own personnel prior to air time. NIS also fed a series of seminars on sales, marketing and operations for the service to its subscribers last Wednesday and Thursday. Included in the seminars were recorded messages from National Association of Broadcasters President Vincent Wasilewski and Radio Advertising Bureau President Miles David.

Mr. Thayer attributed the delay in adding stations in part to the service's mid-week, mid-month starting time, with some stations also unable to join immediately because of prior sponsor commitments. "We're interested in making their transition as smooth as possible," Mr. Thayer said. NIS's selectivity in its acquisition of subscribers also is a factor in the slow growth of its station list, he said.

Noting that "we've faced more problems than you can imagine" in setting up the service, Mr. Thayer said NIS would work out its on-air bugs gradually, as procedures become more familiar.

Mr. Thayer claimed that relations have remained relatively good between NBC Radio affiliates and new competitors buying NIS, with the notable exception occurring in the Palm Beach, Fla., area. WPBR(AM), the NBC Radio affiliate there, took umbrage at an advertising campaign undertaken by WPOM(AM) Riviera Beach, Fla., in which that station claimed to be the "NBC News Radio" station in the area. Mr. Thayer pointed out that NBC does not use that title, and thus does not



Inaugurators. Cliff Barrett (1) and Ray Rice will be the first co-anchor team as NBC's News and Information Service begins operations in newly-rebuilt studios this Wednesday (June 18) at 6:06:30 a.m. NYT.

own it, but has asked WPOM to discontinue the advertising.

NIS's first 33 stations on-line (including eight FM outlets): WNBC-FM New York (soon to be WNWS, subject to FCC approval); WJOI(FM) Chicago; KNBR-FM San Francisco; WRC(AM) Washington; WRR(AM) Dallas; KLYX(FM) Clear Lake City (Houston), Tex.; WBAL-FM Baltimore; WERE(AM) Cleveland; WWTC(AM) Minneapolis; WINN(AM) Atlanta; WINZ(AM) Miami; KRUX(AM) Glendale (Phoenix), Ariz.; WPOP(AM) Hartford, Conn.; KBBC(AM)-KSTU(FM) Centerville (Salt Lake City), Utah; WKLX(AM) Portsmouth, Va.; KHVH(AM) Honolulu; KLNG(AM) Omaha; WBJW(AM) Winter Park (Orlando) Fla.; WMAX(AM) Grand Rapids, Mich.; KARM(AM) Fresno, Calif.; KTSM(AM) El Paso; WPOM(AM) Riviera Beach, Fla.; WSCQ(FM) Columbia, S.C.; WBUD(AM) Trenton, N.J.; KBMI(AM) Henderson (Las Vegas), Nev.; WMMB(AM) Melbourne, Fla.; KURV(AM) Edinburg, Tex.; WQSA(AM) Sarasota, Fla.; KSPD(AM) Boise, Idaho; WKWF(AM) Key West, Fla.; WITT(FM) Tuscola, Ill.; KVOC(AM) Casper, Wyo., and WRBC(AM) Jackson, Miss.

NBC turns to news in search of a national radio audience

By Martin Levine

In about 36 hours, the National Broadcasting Co. will dramatically change the face of all-news radio in the United States.

The idea of giving listeners a 24-hour-a-day diet of reporting and commentary arose in 1963 in Tijuana. XTRA, one of several Mexican radio stations aimed primarily at the Southern California market, pioneered the format.

It has since spread to 13 stations in the U.S., including WCBS and WINS in New York City. The idea of offering an all-news operation—plus the expertise demanded—has kept the number from growing larger.

At 6:06:30 AM Wednesday, however, NBC will inaugurate a nationwide, 'round-the-clock "news and information service." About 40 stations are scheduled to be carrying it by July 4. Forty more will come aboard by Labor Day. There are hopes of having another 80 subscribers by New Year's.

The news service will not only (at the least) septuple the number of all-news outlets in the country; it will constitute an important experiment in radio economics. Since the 1920s, networks have been at the heart of broadcasting. But there have been fewer and fewer radio programs commanding a national audience, station owners have found that they can maximize their profits by playing records and running local advertising; and radio networks, including NBC's, have been losing money and slashing their schedules. By offering a syndicated package rather than trying to revitalize its network, NBC hopes to foreshadow the future of radio.

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In the Rockefeller Center headquarters of NBC radio, where work on the news service began last January, a slightly eerie 12-day dry run is drawing to a close. News is being gathered, written, read—but not broadcast. Officials want all the bugs eliminated before the switch is thrown Wednesday morning.

Jim Holton, general manager of NBC Radio news, discussed the operation recently in his office. Holton is a military-looking man, friendly but laconic, erect, mustached. His office is modest and

dominated by a blackboard with a diagram of personnel newly hired and still being sought.

"We have 50 producers, writers and editors," he said. "In addition to that, there are 15 anchor people in New York, plus four sports people and two financial people full-time. Those are the performers. Our management staff totals 12. It's almost impossible to figure out what the news service costs, but I can give you the figure used by the press releases: \$10 million."

To make that all back, NBC is charging subscribers \$750 to \$15,000 a month.

The system was inspired by the syndicated packages that have long been available in rock, jazz and middle-of-the-road music. Subscribing stations will make their profits by selling local commercials. If they don't have enough commercials, the news service has a "cover feed" of less important news that will fill the air time.

The only times that local stations absolutely must fill are the 6½-minute main newscasts on the hour and half-hour. They may run as much as 30 minutes of local news and commercials per hour.

As far as format goes, the news service is hardly innovative. It will carry no item longer than two minutes and work on a 30-minute cycle. Many media critics feel that that is too short (although WINS, which just celebrated its 10th anniversary and is now the oldest all-news station on the air, has gone to a 20-minute cycle). There will be a few features, Holton said, commentaries by "Cleveland Amory and people like that."

He admitted that it was somewhat perverse to read news in New York City on the FM band with its stereo capabilities, wide frequency response and freedom from interference, but pointed out that it was an untapped market. (Others note that WNBC-AM has been healthy, while the FM station has long been light on staff and commercials, and recently made an apparent move to increase its listenership by abandoning Top 40 for "beautiful music.") Because the news service will be carried on FM in New York, Holton said, the showcase station for the news service will be another of the four stations NBC itself owns, WRC in Washington.

Down the hall, in Studio 5 (formerly occupied by the NBC network's late weekend show, "Monitor"), "correspondents," writers, messengers and an associate director or two milled around. Mostly young and many female, they were clearly visible from the hall, for NBC has a tradition of bringing tourists past its studios. Alan R. Walden, the news service's executive producer (and a cinch to be played by Walter Matthau in the movie), stood outside, sipping a paper cup of coffee to combat the effects of having worked all night and explained the scene. "Ignore those clocks over there," he said at one point. "They're supposed to show the time in various world capitals but we haven't decided what capitals yet."

Inside, while a spot finished raising funds for CARE, an associate director hissed "Sssssounder", and the engineer, a woman, popped in a cartridge of bouncy theme music. "Studio," said the assistant director, and Newscaster 1 intoned, "Twenty-three minutes past the hour." Weather information traditionally comes from a furry little fellow in the East, the groundhog. ["Stand by," directed the associate director]. Now the folks out in Oregon have a furry little fellow to handle traffic information. Gordon Graham has the story. [Cart.] The engineer put the cartridge of Gordon Graham into the player. While Gordon Graham explained that a gopher named Gardner was reputed to be able to predict holiday traffic and gasoline availability, the associate director was saying things like "Time check, play 19, then stand by for F-31." Newscaster 2: Twenty-four minutes past the hour of 12. ["Sounder."] At least half the fun of following baseball is recalling those unbelievable moments of seasons past . . .

Why have all those correspondents, rodents and athletes been mobilized? What explains the growth of all-news radio?

A sociologist who was asked that question replied that little work had been done in the field, but added that she herself was listening to WINS at the moment and that her mother often listened, too. Could it be that people don't really feel any compulsion to know the latest news (especially when it is repeated, with only slight variations, every few minutes) but simply like the sound of a pleasantly modulated human voice discussing generally undemanding topics?

"I think there's a lot to that," Jim Holton said

NEWSday
THE LONG ISLAND NEWSPAPER
15 CENTS
MONDAY
JUNE 16, 1975

NEW YORK CITY
WNWS

NBC turns to news for a radio audience

—Continued from Page 32A

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Have We Got News For You!

- * A significant number of listeners who enjoy beautiful music on FM, have to turn to AM for news. Now this audience can hear all the news on WNWS—FM Newscenter 97.
- * WNWS—FM Newscenter 97 is the exclusive New York City area outlet for the prestigious NBC News and Information Service.
- * Latest research indicates that 96% of the homes in the New York City area are equipped with FM radios. 80% of the all news audience listens in their homes, not in their cars. That means that Metropolitan New York homes are equipped with FM and are ready to listen to all news in their homes.
- * June 18th is the historic date and time. All news and information is coming to New York City on FM. . . Newscenter 97, WNWS—FM.

(source: April May 1975 ARB)

anny sam mac

June 24, 1975

Jack G. Thayer
President
NBC Radio

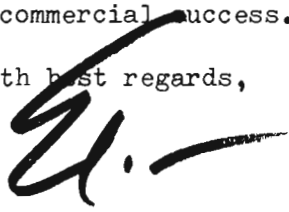
Dear Jack,

I've been listening to WNWS for most of this past week and really must say that it sounds amazingly good.

It is a great achievement to have started off with such good voices, so few goofs (actually I have heard not a single slip) and with a fast moving format which makes your competition sound as if they, not you, are the beginners.

I will look forward to seeing you turn a tremendously good editorial start into an equally good commercial success.

With best regards,



Edwin D. Cooper
Publisher

RECEIVED

JUN 25 1975

Jack G. Thayer - President
NBC Radio Division

Programming

All news on FM? NBC says 'You Gotta Believe!'

It was hardly a surprise when word came from **NBC Radio** that **WNBC-FM** New York, the station in search of a format for lo these many years, would be the New York outlet for the new National News and Information Service. Starting June 18, the call letters will be **WNWS-FM** and the station will be beaming a 50-50 mix of **NIS** and local news and features.

The first reaction of some industry insiders was one of general head-scratching. All-news on an FM station—in the number one market? Wasn't there something of a "common law" understanding that radio listeners took their music on FM and their information on AM?

Perry Bascom, vice president and general manager, **WNBC-AM-FM**, says it doesn't have to be that way. To prove it, he recently dispatched his program manager **John Lund** and **NBC Radio** research mogul **Dick Stone** down to the Arbitron command post at Beltsville, Md. to wade through the mounds of listener diaries for the purpose of digging up evidence that would support a switch of **WNBC-FM** to all-news.



Bascom



Stapleton

"It was just as we suspected," Bascom points out. "The confirmed FM music listeners, especially those who listened to the good music stations, switched to **WINS** or **WCBS** for their news. So we reasoned that if we could give those same listeners a news outlet on FM, that they would have no need to change to AM at all. Take **WRFM's** audience, for example. Our trip to Beltsville revealed that 25 per cent of **WRFM** listeners turned to **WCBS** for their news, another 25 per cent turned to **WINS** and 14 per cent turned to **WOR**. We intend to capture that audience and keep those listeners on the FM side for good."

And thanks to some bargaining over mutual interests between Bascom and **WRFM** president and general manager **John C. Moler**, **WNWS-FM** and **WRFM** will be trading promo spots through the first months of the all-news venture. Moler's station will be carrying messages plugging **WNWS-FM** as the ideal news outlet for FM good music listeners. Bascom's station, in turn,

NIS: T-minus 37 and counting

NBC Radio's News and Information Service is moving closer to launch date, June 18 (37 days from issue date). The new, syndicated news and information network continues to tack on stations to its clearance list while lining up news personnel to staff the **NIS** operation.

Command pilot for the venture is **James L. Holton**, general manager, **NBC Radio News**, the man tabbed by **NBC Radio** president Jack Thayer and vice president and general manager Russell C. Tornabene to assemble a support crew and oversee the technical fitting out of the new news vehicle. Reporting to Holton is **Roy Wetzel**, director, **NIS**. Wetzel will be in direct charge of the round-the-clock, seven-day-a-week operation. Reporting, in turn, to Wetzel, is veteran newsman **Alan Walden**, executive producer, **NIS**. Walden will have responsibility for the style and performance of **NBC Radio News** correspondents participating in the **NIS** mission. Also reporting to Wetzel will be **Alan N. Wasser** and **Helen A. Psaros**, **NIS** news and feature managers, respectively.

According to sources close to **NIS** "mission control," the **NIS** has already lined up, in addition to its managers, all anchormen, on-air news reporters and engineers. Still in the screening process are feature reporters and writers of all categories.

While launch date has been set for June 18, the entire **NIS** crew will have up to a full month of dry-run preparation and testing. All **NIS** personnel will be on duty at the **NBC** radio broadcast center in New York starting May 18.

While the pre-launch activities continued in New York, another major market station, the **NBC**-owned FM in Chicago, **WJOL** (nee **WMAQ-FM**) formally announced it would hook-up with the **NIS** when the service takes off.

Television/Radio Age

MAY 12, 1975 • \$1.50

NBC Hires 15 News 'Voices' For NIS Feed

NBC Radio has lined up 15 news readers for its News and Information Service, the 24-hour national news feed scheduled to begin June 18.

NIS exec producer Alan Walden says the 15 readers were selected after an evaluation of more than 600 recorded auditions and thousands of job applications from around the country.

Anchors from the N.Y. area, headquarters of the new service, are Ed Brown, for nine years with WNEW; Charles McCord, a five-year vet of NBC Radio news; Ray Rice, editorial supervisor and anchorman at WNEW for nine years; Frank Gorin, who has been with NBC Radio as a correspondent since February 1974; Ann Taylor, with NBC Radio News since January 1974; and two from all-news WINS, David Henderson and Gary Alexander, who has been freelancing at both WINS and WNEW.

Also from New York is Cliff Barrett, program and news director at WMCA who was veepee and g.m. of WCBM Baltimore from 1970

(Continued on page 335)

NBC Hires 15

(Continued from page 325)

to 1973.

Otherwise, NIS has hired Rosemary Frisino, newscaster with WHDH Boston; Barbara Hottor, anchor of hourly news at WFAS New Rochelle, N.Y.; Sue O'Brien, from KOA-AM-TV Denver; Doris McMillon, from WJR Detroit; Bob Schmidt, managing editor and morning news anchor at WCAU; Gordon Graham, an NBC newsmen in Washington, D.C., since 1971; and Ann Taylor, with NBC Radio news since January 1974 and currently anchor of hourly news on the NBC radio web.

Rules are relaxed to avoid NBC's news series problems

WASHINGTON (AP) — The Federal Communications Commission relaxed its rules Thursday so the National Broadcasting Co. won't run into problems with its new National News and Information Service.

The NIS program for radio stations went into operation Wednesday.

The rule waiver will permit NBC in limited cases to broadcast network radio programs simultaneously by two or more stations in the same community.

The rules forbid one company from operating two networks where affiliated stations are in the same area and the network material is presented simultaneously.

This is to prevent network dominance in one community.

NBC requested the waiver to permit it to present various religious and public affairs programs simultaneously over the NBC radio network at the same time

as another station in the market is carrying NIS news. The FCC limited the waiver to such programs.

The FCC, in going along with NBC, commented:

"It is of more than usual importance to encourage innovation and experimentation, and to emphasize the statutory mandate to encourage larger and more effective use of radio, rather than rigid adherence to regulations or policies."

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

14.

A L L - N E W S

U P D A T E

YOU WIN  WHEN YOU SWITCH TO ALL-NEWS RADIO

THE F I R S T R E T U R N S ARE IN !!

NBC/NIS ALL-NEWS FORMAT
F O R
MIAMI - WINZ

THE NBC/NIS ALL-NEWS FORMAT HAS MADE AN EXPLOSIVE IMPACT
IN MIAMI. . . . LIFTING WINZ FROM THE BOTTOM TO THE T O P
IN F O U R W E E K S ! !
(WINZ began All-News on June 18, 1975).

	BEFORE ALL-NEWS				1ST 30 DAYS AFTER ALL-NEWS	
	ARB		HOOPER		HOOPER	
	Apr/May '75		Apr/May '75		July Spc. Study	
	Share	Mkt Rank	Share	Mkt Rank	Share	Mkt Rank
<u>Morning Drive</u> 7AM-10AM	0.6	#21	3.1	#12	11.6	#1
<u>Mid-Day</u> 10AM-3PM	0.3	#22	3.5	#12	8.1	#2
<u>Afternoon Drive</u> 3PM-7PM	0.7	#22	1.7	#20	6.4	#4
<u>TOTAL DAYTIME</u> 7AM-7PM	0.5	#21	2.8	#15	8.4	#2

WINZ' MIAMI....FROM NOWHERE TO LEADERSHIP
IN JUST 30 DAYS.
WITH THE NBC/NIS ALL-NEWS FORMAT.

SOURCE:ARB & C.E. Hooper Apr/May '75
C.E. Hooper Special Study
July 14-18, 1975
Avg. 1/4 hr. Shares Persons 12+

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

**YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO**

STATION WERE - CLEVELAND
SCORES IMMEDIATE AUDIENCE GAINS
IN SWITCH TO NBC/NIS ALL-NEWS

. . . . IN JUST FOURTEEN DAYS
SINCE SWITCHING TO AN ALL-NEWS FORMAT
WERE INCREASED ITS SHARE OF AUDIENCE
BETWEEN 7AM-7PM, MONDAY-FRIDAY. . . .

	<u>BEFORE ALL-NEWS</u>		<u>1ST 14 DAYS AFTER ALL-NEWS</u>	
	ARB Apr/May, '75		HOOPER July Spc. Study	
	<u>Share</u>	<u>Mkt. Rank</u>	<u>Share</u>	<u>Mkt. Rank</u>
<u>Morning Drive</u> 7AM-10AM	7.7	#5	9.4	#3
<u>Mid-day</u> 10AM-3PM	7.2	#5	10.3	#3
<u>TOTAL DAYTIME</u> 7AM-7PM	7.3	#4	8.9	#3

STATION WERE IS MOVING UP
WITH THE NBC/NIS ALL-NEWS FORMAT
. . . .A MARKET LEADER IN CLEVELAND

Source: ARB, Apr/May '75
C.E. Hooper Special Study July 7-14,
1975
Average 1/4 hr Shares Persons 12+

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

BULLETIN: NBC/NIS EXPERIENCES IMMEDIATE SUCCESS
IN WASHINGTON ON WRC

WRC EXPANDS THE WASHINGTON ALL-NEWS AUDIENCE

THE DEBUT OF NBC/NIS ALL-NEWS ON WRC HAD AN IMMEDIATE IMPACT in Washington, expanding total All-News listenership by 14% vs. the prior market survey, to a 6.6% share of listeners.

ALL-NEWS SHARE OF TOTAL LISTENING
MONDAY-FRIDAY, 6AM-MIDNIGHT

	<u>Share</u>
June 1975. . . . WTOP ALL-NEWS	5.8%
July 1975. . . . WTOP and WRC	6.6%
PERCENT INCREASE in ALL-NEWS listening. .	<u>+14%</u>

NBC/NIS RAISES LISTENER INTEREST IN WASHINGTON

ALL-NEWS WRC ATTAINED A WEEKLY CUME OF 234,000 persons in the July report, indicating strong listener interest in the new NIS ALL-NEWS format. Further, this level represents 80% of WTOP's weekly cume -- a remarkable feat achieved by WRC in its few short weeks of ALL-NEWS.

WEEKLY CUME LISTENING

WTOP.	294,500
WRC	<u>234,200</u>

NBC/NIS ATTRACTS 32% OF THE WASHINGTON ALL-NEWS AUDIENCE

ONLY TWO WEEKS INTO ITS ALL-NEWS FORMAT, WRC delivered a strong 32% share of the Washington All-News audience among total persons, Monday-Friday, 6AM-Midnight.

SHARE OF NEWS AUDIENCE
MONDAY-FRIDAY, 6AM-MIDNIGHT

Total News. .	100%
<u>All-News WRC.</u>	<u>32%</u>

Source: Mediastat
June 2-June 13, '75
June 30-July 11, '75

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

NBC NEWS & INFORMATION SERVICE
CHARTER SUBSCRIBERS

<u>MARKET</u>	<u>CALL LETTERS</u>	<u>FREQUENCY</u>	<u>AIR DATE</u>	<u>ALL-NEWS</u>
Baltimore, Maryland	WBAL	97.9 FM	June 18	
Bangor, Maine	WLBZ	620 AM	Sept. 1	
Boise, Idaho	KSPD	790 AM	June 18	
Casper, Wyoming	KVOC	1230 AM	Oct. 1	
Chicago, Illinois	WNIS	101.1 FM	June 18	
Cleveland, Ohio	WERE	1300 AM	July 1	
Colorado Springs, Colorado	KRDO	1240 AM	Sept. 2	
Columbia, South Carolina	WSCQ	100.1 FM	Aug. 3	
Dallas, Texas	WRR	1310 AM	June 18	
Edinburg, Texas	KURV	710 AM	June 18	
El Paso, Texas	KTSM	1380 AM	July 1	
Fresno, California	KARM	1430 AM	June 23	
Grand Rapids, Michigan	WMAX	1480 AM	June 30	
Hartford, Connecticut	WPOP	1410 AM	June 30	
Honolulu, Hawaii	KHVH	1040 AM	June 18	
Houston, Texas	KLYX	102.1 FM	June 30	
Jackson, Mississippi	WRBC	1300 AM	June 18	
Kansas City, Missouri	KUDL	1380 AM	Sept. 8	
Klamath Falls, Oregon	KLAD	92.5 FM	Sept. 1	
Las Vegas, Nevada	KBMI	1400 AM	June 18	
Little Rock, Arkansas	KMYO	95.7 FM	July 15	
Louisville, Kentucky	WHAS	97.5 FM	Sept. 3	
Miami, Florida	WINZ	940 AM	June 18	
Milwaukee, Wisconsin	WRIT	1340 AM	Sept 29	
Minneapolis, Minnesota	WWTC	1280 AM	June 18	
New York, New York	WNWS	97.1 FM	June 18	
Norfolk, Virginia	WKLY	1350 AM	June 18	
Omaha, Nebraska	KLNG	1490 AM	June 18	
Orlando, Florida	WNBE	1440 AM	June 18	
Palm Springs, California	KGUY	1270 AM	Sept. 8	
Phoenix, Arizona	KRUX	1360 AM	June 18	
Portland, Maine	WCSH	970 AM	Sept. 1	
Providence, Rhode Island	WEAN	790 AM	Oct. 1(t)	
Reno, Nevada	KOH	630 AM	Sept. 1	
Richmond, Virginia	WNRL	910 AM	Sept 22(t)	
Sacramento, California	KFBK	1530 AM	Sept. 1	
Salt Lake City, Utah	KLAT	1600 AM	June 18	
San Francisco, California	KNAI	99.7 FM	June 18	
Sarasota, Florida	WQSA	1220 AM	June 18	
Tallahassee, Florida	WMEN	1330 AM	Sept 29	
Trenton, New Jersey	WBUD	1260 AM	June 18	
Tuscola, Illinois	WITT	93.5 FM	June 18	
Ventura, California	KAAP	1400 AM	Aug. 11	
Victoria, Texas	KTXN	98.7 FM	Sept. 1	
Washington, D. C.	WRC	980 AM	June 18	
West Palm Beach, Florida	WPOM	1600 AM	June 30	
(47) Wichita, Kansas	KWBB	1410 AM	Sept. 1	

(t) *Tentative*

9/1/75

NOTE FOR THIS BOOK:

AUDIENCE AND RELATED DATA ARE BASED ON ESTIMATES
PROVIDED BY THE RATING SERVICES INDICATED AND
ARE SUBJECT TO THE QUALIFICATIONS ISSUED BY
THESE SERVICES, COPIES OF SUCH QUALIFICATIONS
AVAILABLE ON REQUEST.

* * *

**JUNE
18
1975**

*the most
important day
in radio
history*

**JUNE 18, 1975 ■ FOR THE FIRST TIME... NON-STOP NEWS COAST-TO-COAST
■ THE FULL SPECTRUM ■ ALL-NEWS 24-HOURS-A-DAY ■ FROM THE WORLD'S
LARGEST BROADCAST NEWS ORGANIZATION ■ FRESH, EVER-CHANGING SOUND
■ PROVEN FORMAT ■ MORE SERVICE, MORE FEATURES FOR YOUR LISTENERS
THAN EVER BEFORE ■**

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