

NBC NEWS
AND
INFORMATION
SERVICE

"MINI" PRESENTATION BOOK
Sections 1, 2, 9 and 11

NBC NEWS & INFORMATION SERVICE

SUBSCRIBERS

<u>MARKET</u>	<u>CALL LETTERS</u>	<u>FREQUENCY</u>	<u>AIR DATE ALL-NEWS</u>
Albuquerque, N.M.	- To Be Announced -		May, 1976 (T)
Baltimore, Md.	WBAL	97.9 FM	June 18, 1975
Bangor, Me.	WLBZ	620 AM	Sept. 1, 1975
Boise, Id.	KSPD	790 AM	June 18, 1975
Casper, Wyo.	KVOC	1230 AM	June, 1976 (T)
Chicago, Ill.	WMIS	101.1 FM	June 18, 1975
Cleveland, Oh.	WERE	1300 AM	July 1, 1975
Colorado Springs, Colo.	KRDO	1240 AM	Sept. 2, 1975
Dallas, Texas	WPR	1310 AM	June 18, 1975
Detroit, Mich.	W-CAR	1130 AM	Jan. 1, 1976
Edinburg, Texas	KURV	710 AM	June 18, 1975
El Paso, Texas	KTSM	1380 AM	July 1, 1975
Eugene, Ore.	KASH	1600 AM	March 22, 1976 (T)
Fort Worth, Texas	KRXV	1540 AM	March 4, 1976
Fresno, Cal.	KARM	1430 AM	June 23, 1975
Grand Rapids, Mich.	WMAX	1480 AM	June 30, 1975
Hartford, Conn.	WPOP	1410 AM	June 30, 1975
Hilo, Ha.	KKEA	97.9 FM	June, 1976 (T)
Honolulu, Ha.	KHVH	1040 AM	June 18, 1976
Houston, Texas	KLYX	102.1 FM	June, 30, 1975
Indianapolis, Ind.	WNTS	1590 AM	Feb. 9, 1976
Jackson, Miss.	WRBC	1300 AM	July 1, 1975
Kansas City, Mo.	KUDL	1380 AM	Sept. 8, 1975
Klamath Falls, Ore.	KLAD	92.5 FM	Sept. 1, 1975
Knoxville, Tenn.	WBIR	1240 AM	Jan. 12, 1976
Las Vegas, Nev.	KBMI	1400 AM	June 18, 1975
Little Rock, Ark.	KMYO	95.7 FM	July 15, 1975
Louisville, Ky.	WNNS	97.5 FM	Sept. 3, 1975
Lubbock, Texas	KEND	1590 AM	Nov. 10, 1975

NBC/NIS SUBSCRIBERS

PAGE 2 OF 2

<u>Market</u>	<u>CALL LETTERS</u>	<u>FREQUENCY</u>	<u>AIR DATE ALL-NEWS</u>
Miami, Fla.	WINZ	940 AM	June 18, 1975
Milwaukee, Wis.	WRIT	1340 AM	Sept. 29, 1975
Mirneapolis-St. Paul, Minn.	WWTC	1280 AM	June 18, 1975
New York, New York	WNWS	97.1 FM	June 18, 1975
Norfolk, Va.	WKLX	1350 AM	June 18, 1975
Omaha, Neb.	KLNG	1490 AM	June 18, 1975
Orlando, Fla.	WNBE	1440 AM	June 18, 1975
Palr Springs, Cal.	KGUY	1270 AM	Sept. 8, 1975
Peterborough, N.H.	WSLE	92.1 FM	Feb. 24, 1976
Phoenix, Ariz.	KRUX	1360 AM	June 18, 1975
Pittsburgh, Pa.	KQV	1410 AM	Oct. 15, 1975
Portland, Me.	WCSH	970 AM	Sept. 1, 1975
Providence, R.I.	WEAN	790 AM	Oct. 27, 1975
Reno, Nev.	KOH	630 AM	Sept. 1, 1975
Richmond, Va.	WRNL	910 AM	Sept. 22, 1975
Rochester, New York	WBFB	92.5 FM	Jan. 30, 1976
Sacramento, Cal.	KFBK	1530 AM	Sept. 1, 1975
Salem, Ore.	KROW	1460 AM	Dec. 1, 1975
Salt Lake City, Utah	KWMS	1280 AM	Feb. 22, 1976
San Francisco, Cal.	KNAI	100 FM	June 18, 1975
Sarasota, Fla.	WQSA	1220 AM	June 18, 1975
Shreveport, La.	KJOE	1480 AM	Nov. 1, 1975
Spokane, Wash.	KSPO	1230 AM	Oct. 13, 1975
Springfield, Mass.	WNUS	1490 AM	Dec. 30, 1975
Tallahassee, Fla.	WMEM	1330 AM	Sept. 29, 1975
Toledo, Ohio	WANR	1520 AM	Oct. 21, 1975
Trenton, N.J.	WBUD	1260 AM	June 18, 1975
Tuscola, Ill.	WITT	93.5 FM	June 18, 1975
Vertura, Cal.	KAAP	1400 AM	Aug. 11, 1975
Victoria, Tex.	KTXH	98.7 FM	Sept. 1, 1975
Washington, D.C.	WRC	980 AM	June 18, 1975
West Palm Beach, Fla.	WPOM	1600 AM	June 30, 1975
Wichita, Kansas	KWBB	1410 AM	Aug. 11, 1975
Wilkes-Barre, Pa.	WBRE	1340 AM/ 98.5 FM	Nov. 10, 1975
Wilmington, Dela.	WILM	1450 AM	Jan. 2, 1976

(64)

(T) Tentative start date

3/5/76

C O N T E N T S

▶ Why the All-News Format

▶ Why Switch to All-News

▶ Programming Ingredients

▶ Summary "Why You Win"

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 ?

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

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

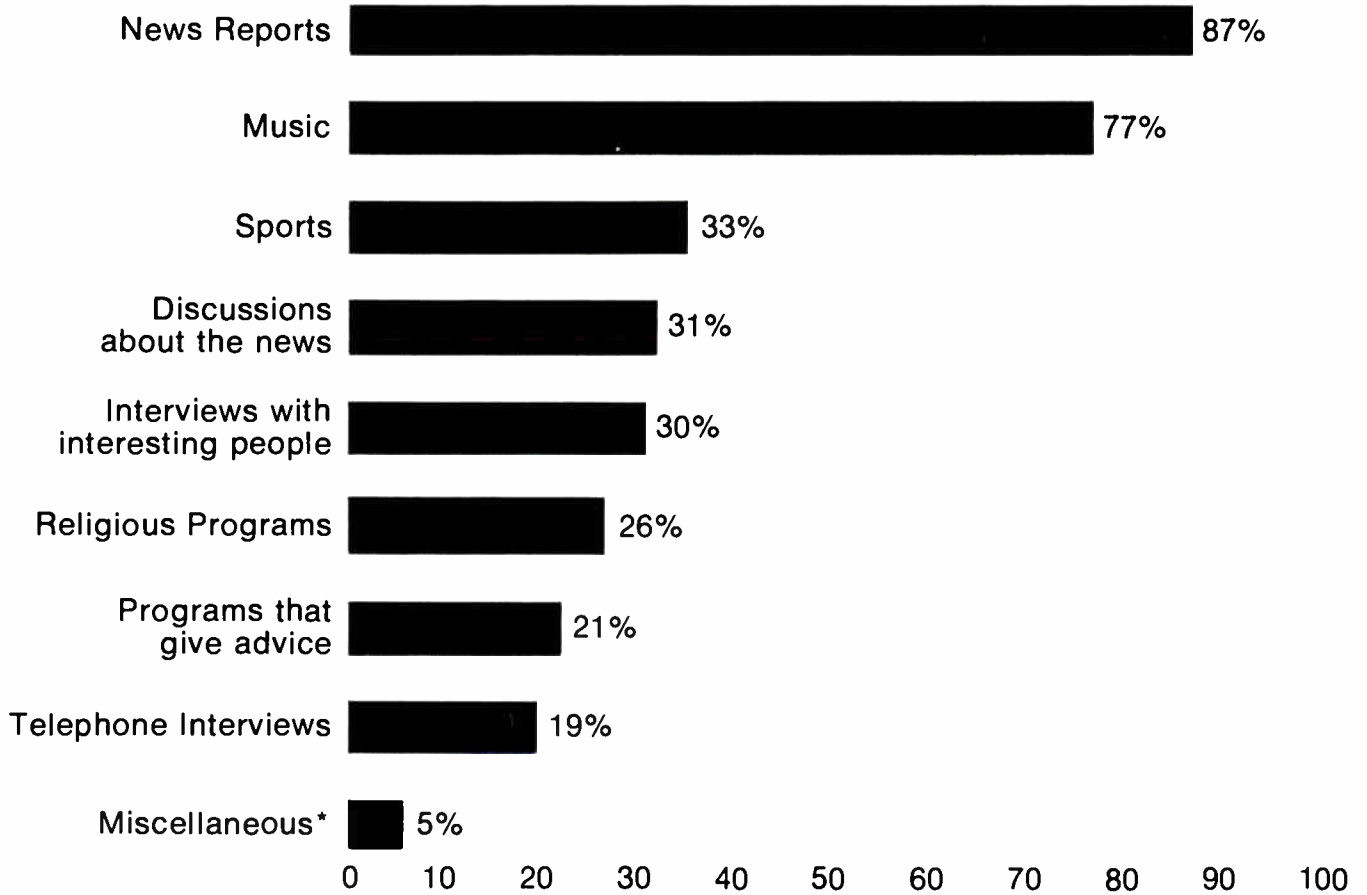
THE BIGGEST NEWS IN RADIO HISTORY...
NBC/NEWS AND INFORMATION SERVICE!

AIR-BORNE JUNE 18, 1975

* * * * *

**... 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

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>
<u>Radio</u>	<u>46%</u>	<u>52%</u>
TV	39%	33%
Newspapers . . .	34%	39%
Other People . .	8%	10%
Magazines . . .	2%	3%

Source: RAB Pocketpiece '75

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
<u>Talk</u>	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>O</u>
	<u>W</u>	<u>W</u>	<u>P</u>	<u>U</u>
	<u>S</u>		<u>40</u>	<u>L</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		% News Radio Advantage
	<u>ALL-NEWS Stations</u>	<u>Total Radio</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

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.

Reprinted with permission.
Copyright: Boardroom Reports, Inc.
11 West 42nd Street
New York, New York 10036, 1975

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

9.

P R O G R A M M I N G

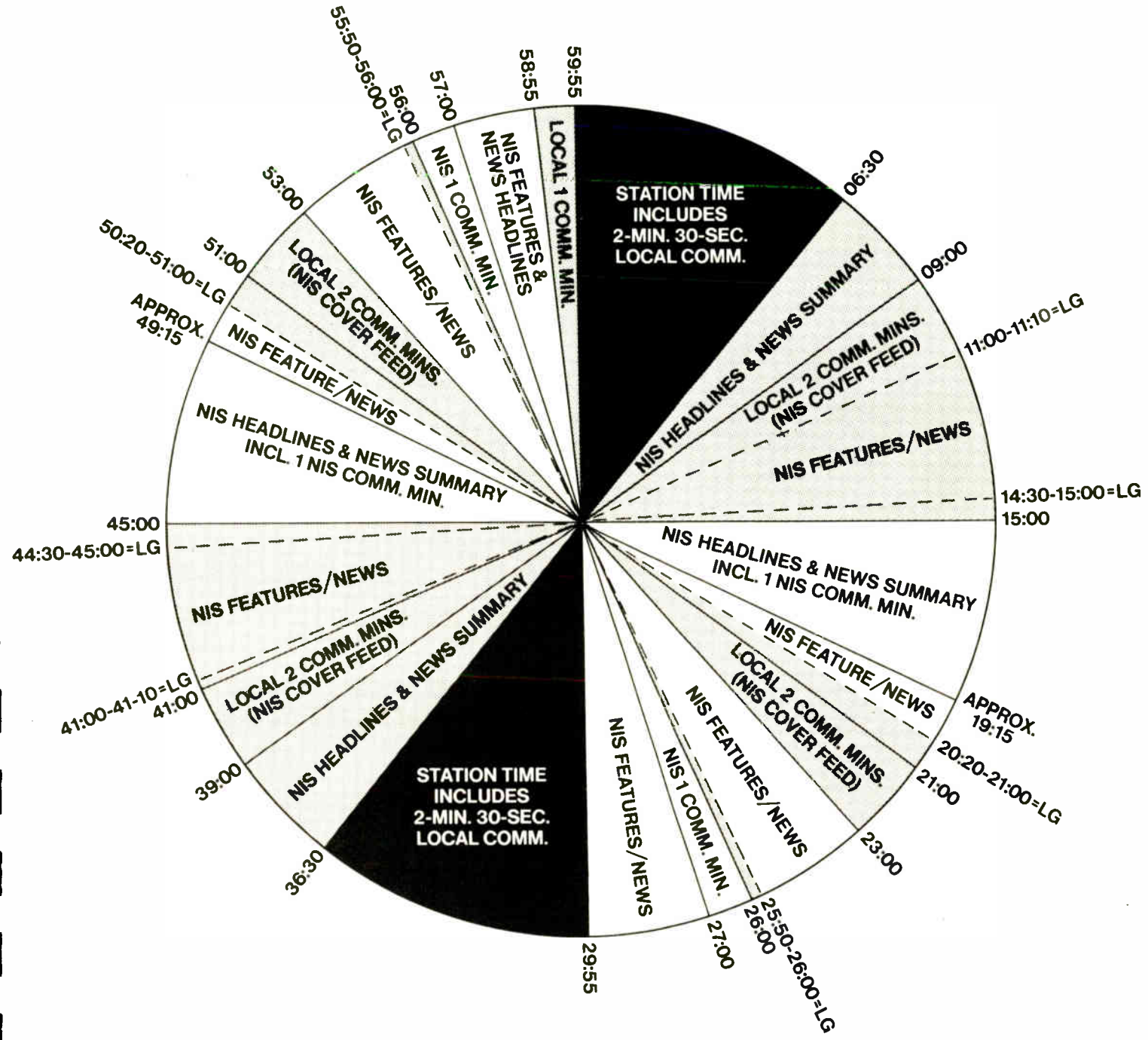
I N G R E D I E N T S

NBC / NIS

AND

Y O U R S T A T I O N

YOUR NEWS AND INFORMATION HOUR



NEWS →
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.

* * * * *

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

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.

* * * *

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

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.

M O R E

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

* * * * *

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

HEAR FOR YOURSELF!

YOU CAN LISTEN FIRST-HAND TO THE NBC/NIS SOUND.
MERELY DIAL THE DIRECT MONITOR LINE OF THE
STATION NEAREST YOU (FROM THE FOLLOWING LIST).

		<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) 363-5923
CLEVELAND	WERE - 1300 AM	(216) 696-6358
SAN FRANCISCO	KNAI - 99.7 FM	(415) 626-4483

* * * *

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

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

YOU WIN 
WHEN YOU SWITCH
TO ALL-NEWS RADIO

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 Hocter, 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.

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

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,

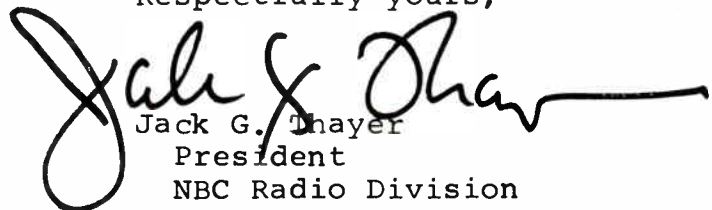
*The existing network service consists of news on the hour, Monday through Friday, with updates on the half hour on weekends, plus religious and public affairs programming on Sunday.

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!

WESTERN ■ 3000 WEST ALAMEDA, BURBANK, CALIFORNIA 91503 ■ (212) 845-7000
DETROIT ■ 1721 CROOKS ROAD, TROY, MICHIGAN 48084 ■ (313) 643-0050 ■ (313) 564-4800
CENTRAL ■ MERCHANDISE MART PLAZA, CHICAGO, ILLINOIS 60654 ■ (312) 644-8300
EASTERN ■ 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020 ■ (212) 247-8300

