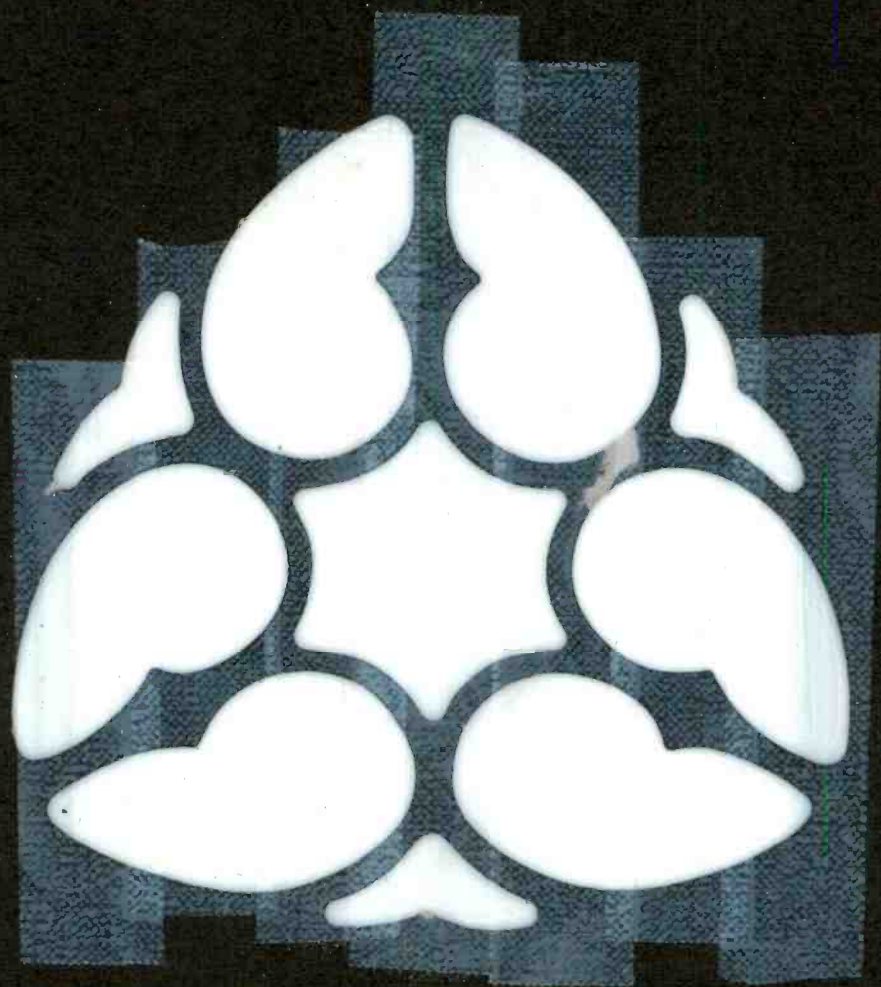




Radio has changed in Washington, D.C.



It's all because of

WTOP Radio

non-stop news

Ten years ago all-news radio was an idea. Today it's a reality. In fact, according to *Media Decisions* "it is probably the hottest new concept in radio." The presence of all-news radio has spread from coast to coast and beyond, serving major urban areas. On March 10, 1969 WTOP went all-news to serve the news capital of the world.

What Makes All-News Big News?

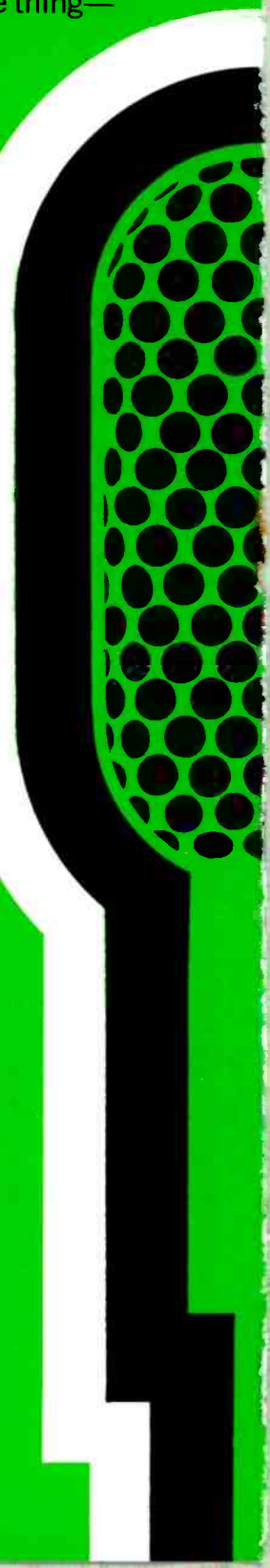
The growth of the all-news station is a phenomenon, unlike any in the history of the industry. But then, all-news programming is like no other format. And it is not the format alone that make all-news radio unique.

All-news radio fills a vital need, the essential function of informing people—as the news occurs and as they want and need to know it. That's why audiences *seek out* all-news stations. Listening to an all-news station is not a routine thing—it's a choice. And all kinds of people choose to listen.

This selective yet wide-ranging audience, is not only information oriented, it is product conscious, too. That's why so many national companies, blue chip industries and associations, seek its ear. Businesses that want to talk to men choose news radio. Products that are sold to the housewife are advertised on all-news stations. Industries and associations with institutional messages spell them out on all-news wave-lengths.

Because of its very nature, created by the pace and pulse of news, all-news radio is the voice of the community. It is a unique means of communicating with an urban area about the issues, events, business, political, social and cultural trends that move metropolises.

So, it is the format, the audience, the advertiser and unique geographic impact that makes all-news radio big news.



1969—the year Washington, D.C. got some great news.

As the hub of news, not only nationally but internationally, Washington, D.C. demanded the service and facilities of a comprehensive all-news station—a source of “instant news” for news-hungry Washingtonians.

But there was more than that challenge. Washington is more than a city. It's the main news artery of the world. Here, newsmakers—The

President, The Congress, The Cabinet and other government officials, both local and federal—initiate and enact policies that affect millions. These people urgently need to keep abreast of events all over the globe.

Beyond the newsmakers is a community. The community of people who keep Washington going—the businessmen, the teachers, the military, the professionals and semi-professionals, the clerks and laborers and their families who live and work in and around Washington. They, too, need and want to know the news.

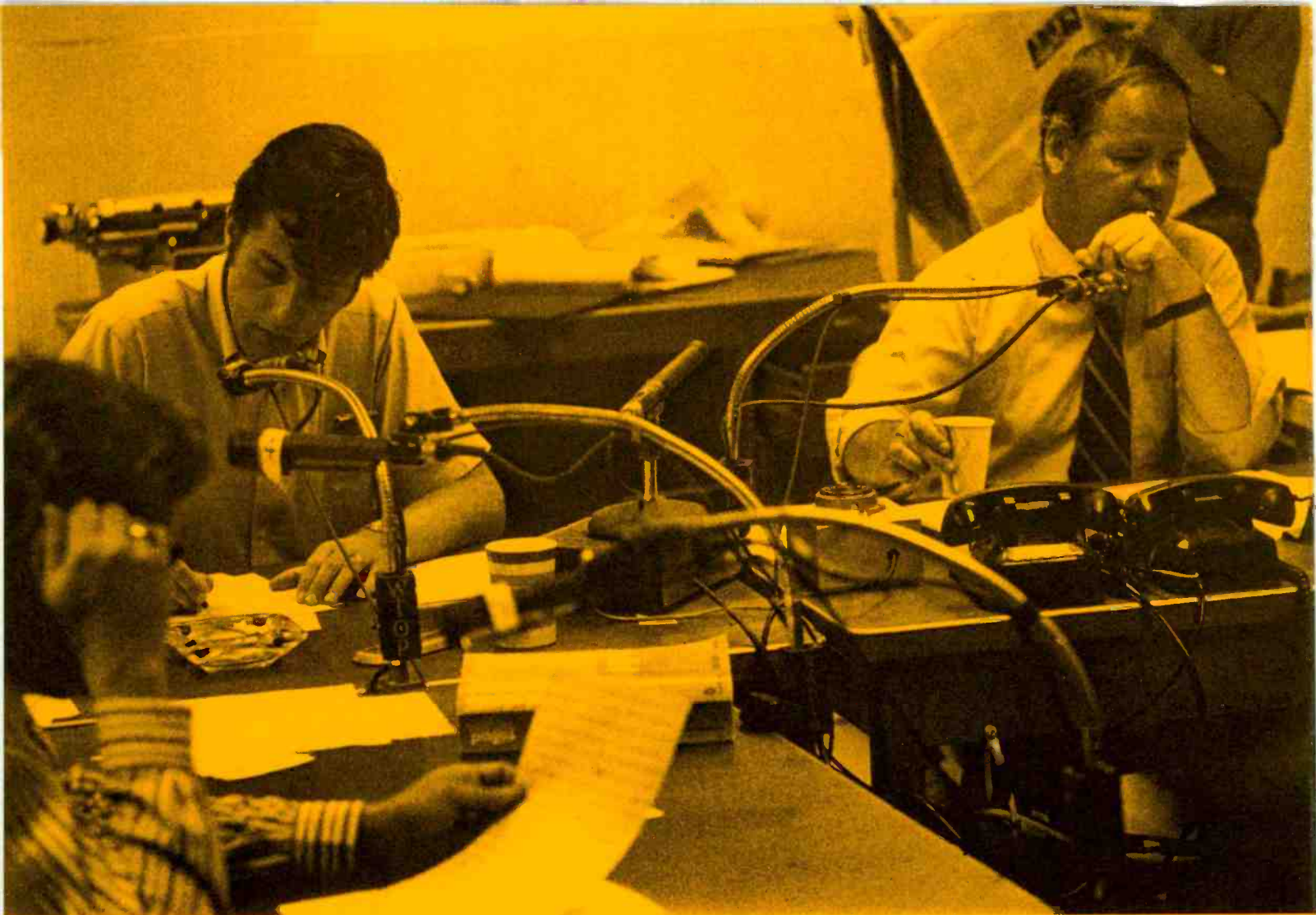
On March 10, 1969, WTOP RADIO took up the challenge. We inaugurated the “non-stop news” format to fill an important gap in news reporting in Washington. It was a gamble—we knew it. But our commitment to more and better news coverage turned out to be the best news to hit Washington in years.

More news, more responsibility.

Deciding to go “all-news” meant going all out. And with it came added responsibility. What could we do to contribute to our audience's understanding of news events—particularly when Washington listeners are so sophisticated about news reporting?

With the time and the facilities to explore the great potential of radio as a news medium, we were determined to be more than an echo of wire services and news tickers. Our staff was expanded to over 70 newsmen and women—the largest in Washington. Their job: to search for the trends, meaning, causes and relevance of all news events; to transmit, concisely and clearly, every report from the District Building to Da Nang. This staff and the entire CBS NEWS team went to work. Listeners began to turn to us more and more for intelligence and insight. They made WTOP RADIO the fastest growing radio station in Washington.

150





ON AIR

Get in the news... Now!

WTOP non-stop news is not soothing syrup. Listeners deliberately select it, deliberately listen to it, react to it, become involved with it.

For advertisers, WTOP has built a new audience in the Washington market—a massive audience that really listens. Within this audience you'll find more than one "public". All are in the market for your products or services. Important segments, with special kinds of Washington interest will open their minds to your special messages or campaigns which speak to large public issues.

WTOP offers its resources and facilities to every advertiser looking for a prosperous adult audience. We want to make our news good news for you.

**WTOP RADIO 150
NONSTOP NEWS**

Non-stop girls need non-stop radio news.

On the run—around the town, around the house, around the job? How can you keep up with your world—and his? Wherever you go, take WTOP Non-stop Radio News with you. Weather reports every seven minutes. Business reports that make you almost as familiar with the stock market as you are with the supermarket. Sports reporting by Warner Wolf and advice from Dear Abby . . . or movie and theater reviews by Davey Marlin-Jones. And, of course, the WTOP Radio local, national and International news delivered by Washington's top team of newsmen . . . the news you want, any time, you want it. We keep non-stop girls on the move with non-stop news.

**WTOP RADIO 150
NONSTOP NEWS**



**WTOP RADIO 150
NONSTOP NEWS**

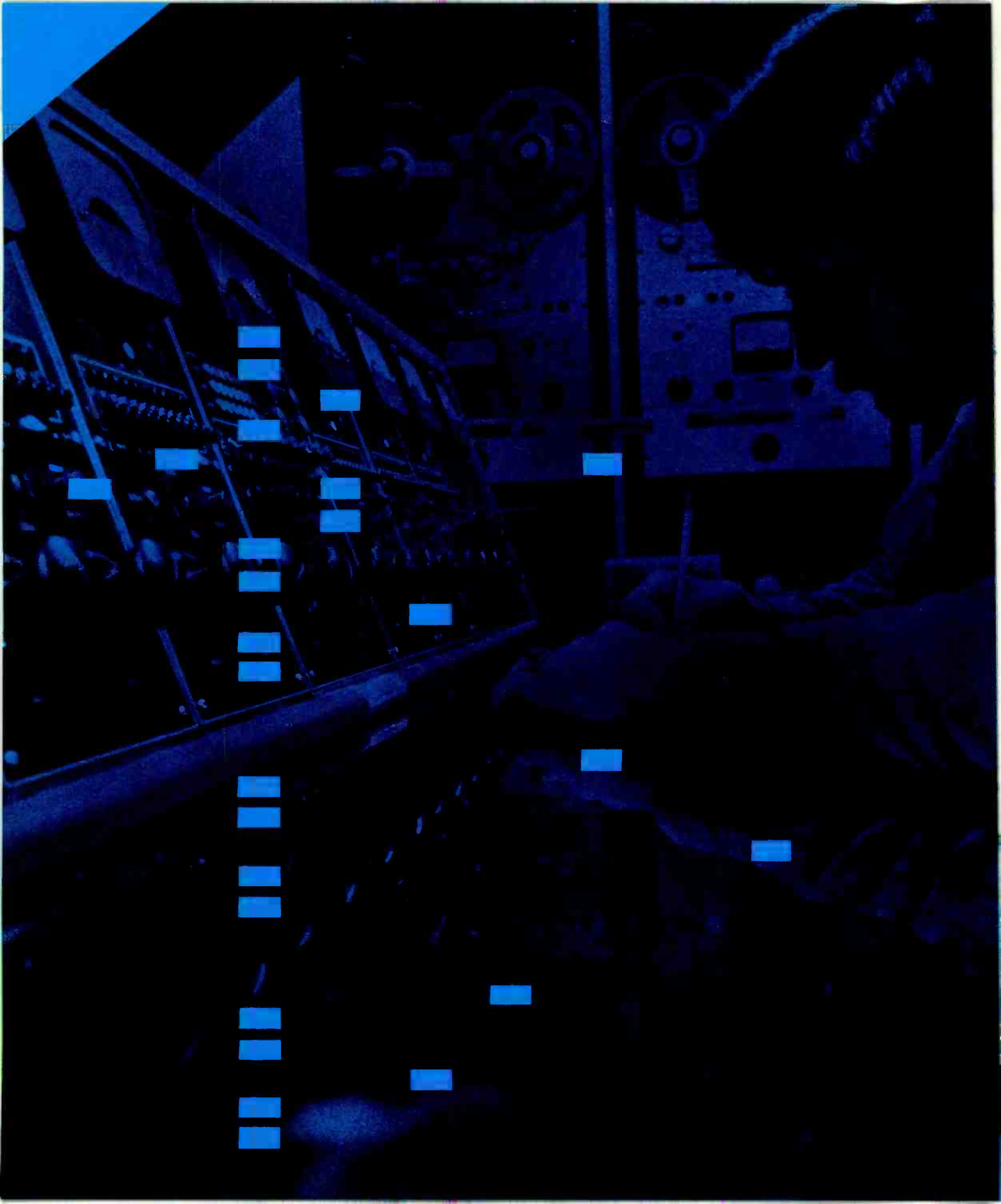
Promoting the news 52 weeks a year

Just as we are committed to the finest news coverage, so WTOP RADIO is dedicated to enlarging the audience that hears that news. That's why WTOP promotes its programming every week, fifty-two weeks a year. We're not out to boost listenership figures for a given survey period. *Daily involvement* of a bigger audience is our goal. After all, the more Washingtonians we can attract, the more will hear our news—and yours.

An on-going program of promotion involves all media—newspapers, television, consumer magazines as well as novelties like all-weather ponchos for the city's school safety patrols and non-stop news tote 'n-flote beach bags.

Format, audience, quality news coverage and continuing promotion are making WTOP RADIO *the fastest growing radio station in Washington*. Shouldn't you be growing with us?

**WTOP RADIO 150
NONSTOP NEWS**



Getting results for your buying dollar is real news

WTOP RADIO is an excellent buy for any advertiser interested in the Washington market. We deliver *your* market with a format that has impact and appeal. And to aid you in reaching that market most efficiently, WTOP puts at your disposal the resources of our award-winning Research Department. Our own surveys such as the Decision Makers profile and other full market analysis can help you decide where your dollars go furthest. We can even do the media planning for you with CORA, WTOP's exclusive Computerized Overnight Radio Analysis.

CORA, the first ARB Innovator's Award winner shows the advertiser how to best use his radio dollars—not only on

WTOP RADIO, but on all stations in the market. This can be of exceptional value to you when you have to get maximum listenership for every commercial message. And that's all the time!

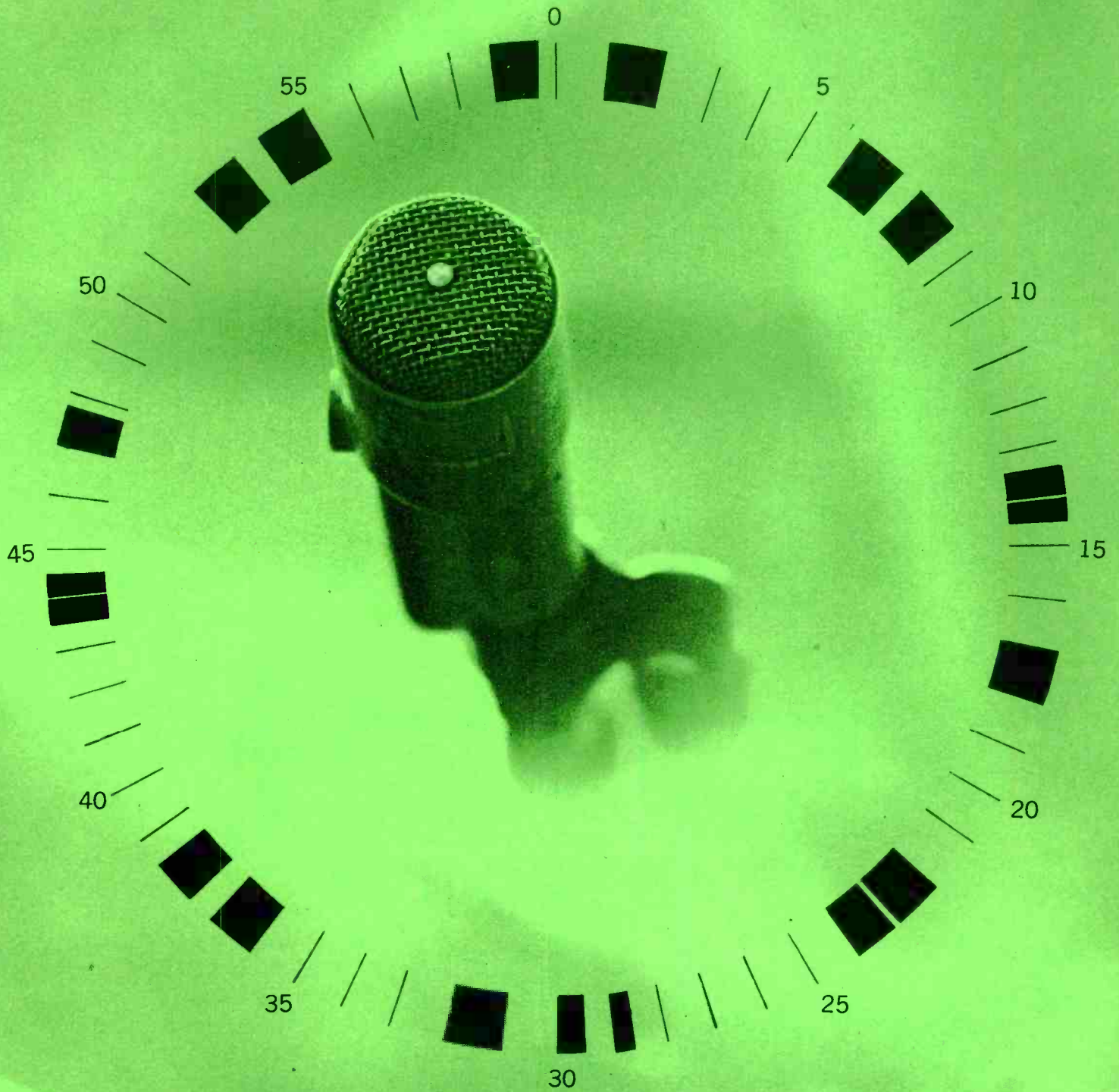
We are also doing original research into the attentiveness of radio listeners. Much theoretical material has already been derived on this topic. Definitive findings could be of significance to every radio station and advertiser.

The judicious use of the research facilities of WTOP RADIO can be a profitable way to assure positive results from your advertising. And that's big news for large and small advertisers alike.

**WTOP RADIO 150
NONSTOP NEWS**

Commercial Schedule

■ Commercial



Less commercial clutter means more profits

Unlike most area stations, WTOP provides a well-spaced commercial schedule with only 16 minutes of product messages per hour.

This scheduling procedure is a particular advantage to advertisers. There is less competition for the listener's ear and less competition from other companies or businesses which deal in a product or service similar to yours.

When you want to tell the Washington audience the news about your product, reach for the station where Washington gets its news—WTOP non-stop news radio.

**WTOP RADIO 150
NONSTOP NEWS**

Total Cumulative Audience

Changing tone on chart represents influx of new audience as it mixes with audience already listening.

TIME

:15

:30



All-news reaches out for more audience

As more and more listeners tune in to non-stop news, you get additional audience. So that with each additional spot you have the capability to reach greater numbers of receptive, attentive listeners. You can get more listenership for your buying dollar and less repetition at the same time. This is just one of the unique features of WTOP RADIO's non-stop news format and audience. We reach out into Washington to reach more potential customers for you.

**WTOP RADIO 150
NONSTOP NEWS**



:58 DOUG LLEWELYN

a humorous look at a social phenomenon like vending machines or sky writing

:00 CBS NEWS
reports on major news events from correspondents around the globe

:06 time & temperature

:55 NEWS

headlines of the major news stories of the hour

:07 commercial

:54 DAVEY MARLIN-JONES

WTOP drama-cinema critic reviews the latest cinema attraction in the area

:08 WASHINGTON AREA NEWS

with emphasis on happenings in the District, Maryland and Virginia's suburbs

:53 commercial

:12 JAMES J. KILPATRICK

a famed conservative's reflections on America's political, social and economic scenes.

:52 COMMODITY REPORT

:13 time & temperature

:50 BUSINESS NEWS

current market quotations and highlights of area stock performance

:14 commercial

:48 NEWS

stories from London, Moscow, Hong Kong, New York, Tokyo and the White House

:15 WARNER WOLF ON SPORTS

Washington's sports authority reports on the games people play

:47 commercial

:45 SPORTS

an update on game scores, trades and other sports news

:17 commercial

:18 NEWS
reports from Pakistan, Paris, Los Angeles and other news centers

:44 commercial

:43 WEATHER COAST TO COAST

:42 time & temperature commercial

:37 FIRST LINE REPORT

commentary on issues and individuals making news by Dan Rather or Marvin Kalb

:22 BOB DALTON, BUSINESS NEWS

lucid reporting and analysis on market trends and business conditions

:36 time & temperature commercial

:32 NEWS

news from City Hall, Saigon, Chicago, The Pentagon and Capitol Hill

:25 time & temperature

:26 NEWS

reports from Laos, Brussels, Tel Aviv, the U.S. Senate and more

:28 time & temperature

:30 NEWS

a preview of the stories and features coming up

:29 WEATHER COAST TO COAST

The typical hour

Format is essential to proper programming. The key to the WTOP non-stop news format is flexibility. This means that no two hours are ever alike. The news is heard as it breaks, when it's relevant, and not when it's convenient. For example a typical hour—if there were one—might look like this: (See Other Side)

Stay tuned ten minutes more, and you'd catch the WTOP Editorial by Norman Davis, a commentary by Mike Wallace, or some other provocative feature. This flexibility maintains audience interest and listenership. And because listeners stay tuned and *really* listen for features, they hear *your* message along with our news.

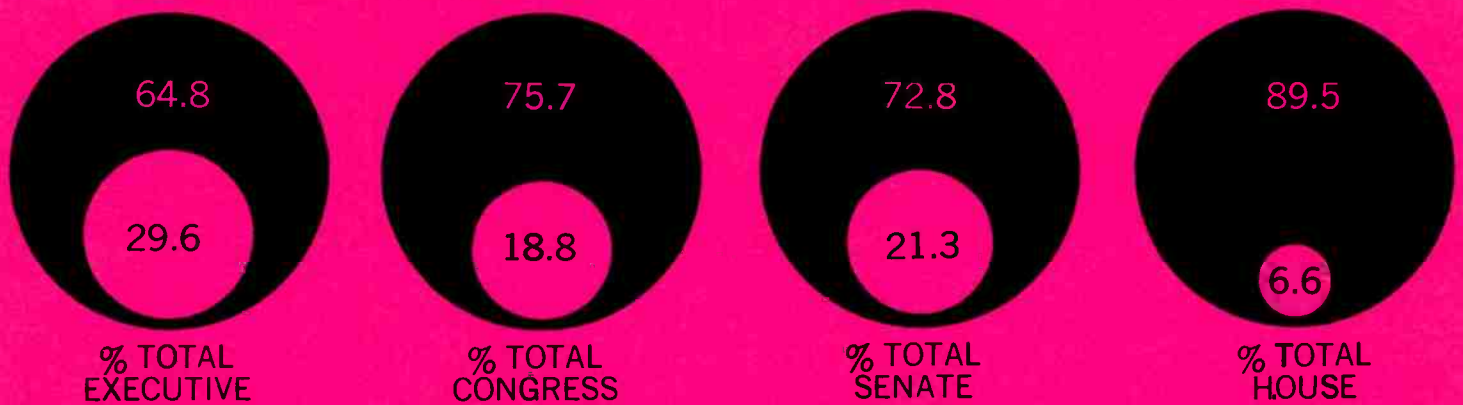
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Percent Radio Listeners

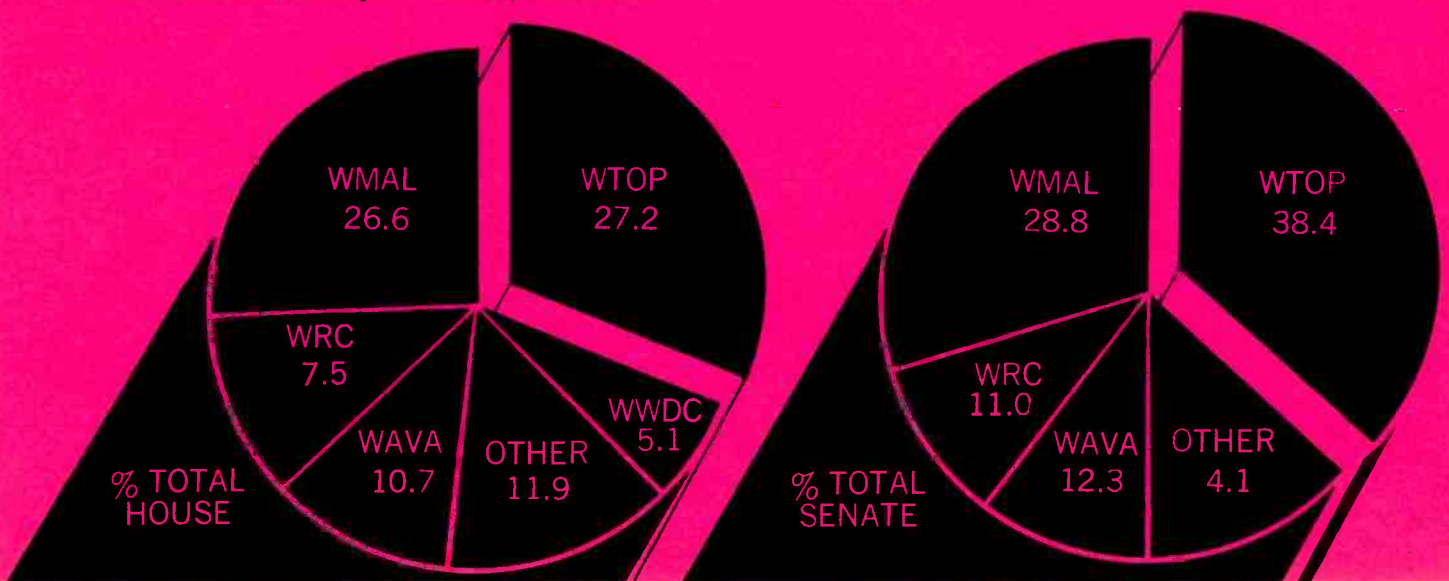


What Is Your Major Reason For Listening To Radio?

● News and Information
 ○ Entertainment



Radio Station Listened To Most Often



Non-Stop News has great news for advertisers

Quality news coverage attracts a high-quality audience. And this is particularly true in Washington, D.C.

To determine the media habits of top government personnel, a survey was commissioned by WTOP RADIO. Those interviewed included 76 of the 100 United States Senators (76%), 356 of 434 Members of the House of Representatives (82%), and 304 members of the executive branch distributed among 39 Departments and Agencies.

The following results were tabulated from those interviews:

The Decisions Makers not only listen to radio, they listen to news. And WTOP RADIO is the prime source of that news.

The WTOP audience also includes a large percentage of educators, professionals and businessmen, housewives and career women, as well as semi-professionals and students, who exhibit a sophisticated and enlightened response to the messages of WTOP advertisers.

If your advertising objectives include influencing government in Washington, D.C., or the people who work within it, your advertising plan must include WTOP non-stop news.

**WTOP RADIO 150
NONSTOP NEWS**

The Non-Stop News station with world- wide connections

All-news means all the news—the news of the city, the region, the nation and the world. WTOP covers local stories with the largest news staff of any Washington station. We cover the nation and the world with the best news services available.

The World-wide CBS Radio Network—CBS News correspondents and reporters stationed in 20 countries and 5 continents give on-the-scene reports wherever news happens.

Outstanding CBS commentators report every hour on the hour from posts in every corner of the globe. Some that are heard regularly include:

Charles Collingwood
Walter Cronkite
Douglas Edwards
Richard C. Hottelet
Lowell Thomas
Bernard Kalb
Marvin Kalb

Alexander Kendrick
Charles Kuralt
Dallas Townsend
Dan Rather
Hughes Rudd
Daniel Schorr
Eric Sevareid
Mike Wallace

CBS Net Alert—a network exclusive gives instant news simultaneously to affiliated stations, seconds after important events occur.

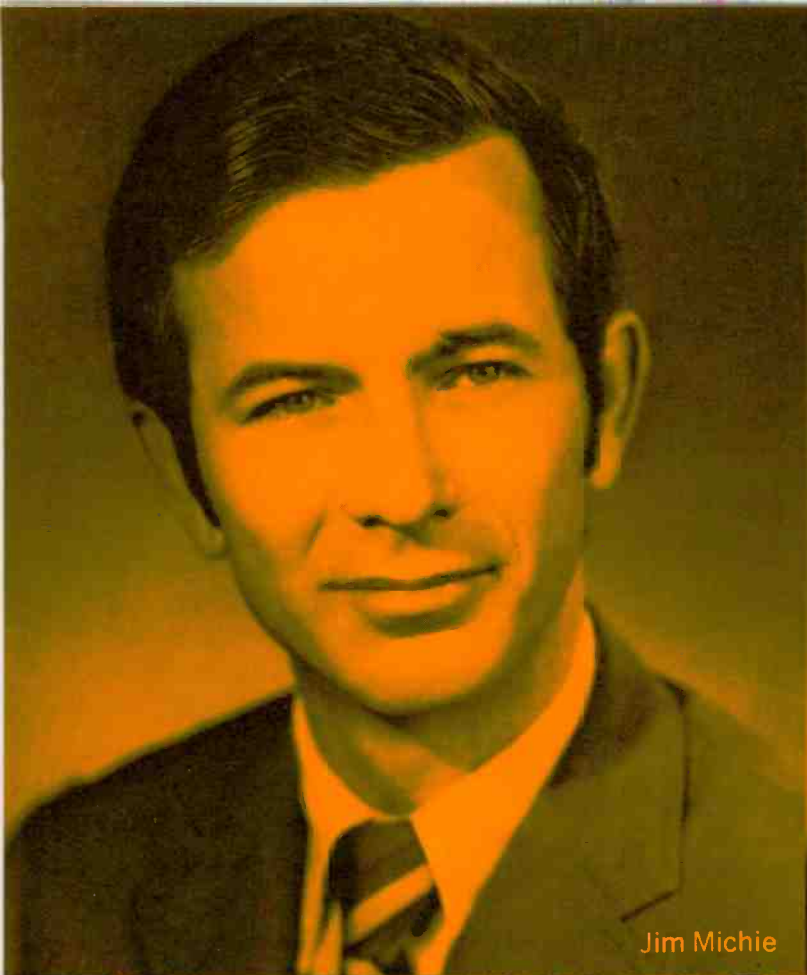
PLNX—The Private Line News Exchange gives WTOP RADIO direct coverage between the seven CBS owned stations—WCBS, New York, WEEI, Boston, WCAU, Philadelphia, WBBM, Chicago, KMOX, St. Louis, KCBS, San Francisco, and KNX, Los Angeles. This service enables us to give listeners live reports from these locations just as the other seven stations give their audiences news from WTOP in Washington.

AP, UPI, Reuters Wire Service bring reports from newsmen stationed on every continent and in nearly every city and town. In addition to these news wires, WTOP also employs feature wires on sports, weather and special features to augment our own in-depth coverage.

Group W Overseas News Service ties WTOP RADIO to the capitals of the world for on-the-spot news coverage and commentary.

These facilities add up to the most comprehensive news coverage available. Non-stop news is all-news—all the news that happens anywhere on the globe.

**WTOP RADIO 150
NONSTOP NEWS**



Jim Michie



George Allen



Non-Stop News behind the headlines

Non-stop news does more than report the stories in the forefront. Our dedicated staff digs into the facts, places and people that could be news but aren't yet.

Investigative reporters George Allen and Jim Michie spend *all* their time exploring the governmental and social arenas for trends and situations of interest and importance to WTOP listeners. Some of the subjects covered in these investigative studies include:

The District schools and crime
Methadone treatment for drug addicts

Crime in the suburbs

The Lorton Reformatory

Second Genesis

Virginia's youth-oriented drug rehabilitation center

Non-stop news is all the news that affects the community we serve—whether it's in the headlines or should be.

WTOP RADIO 150
NONSTOP NEWS

Non-Stop News and comment

News events demand analysis. The observations of an expert personalize the issues and magnify the personalities. That's why WTOP RADIO not only reports the news, but analyses it as well. And from many different viewpoints. Listeners to WTOP hear regular commentary on local and national happenings, political developments and social trends. On any given day, at almost any time commentary is relevant, the WTOP audience could hear:

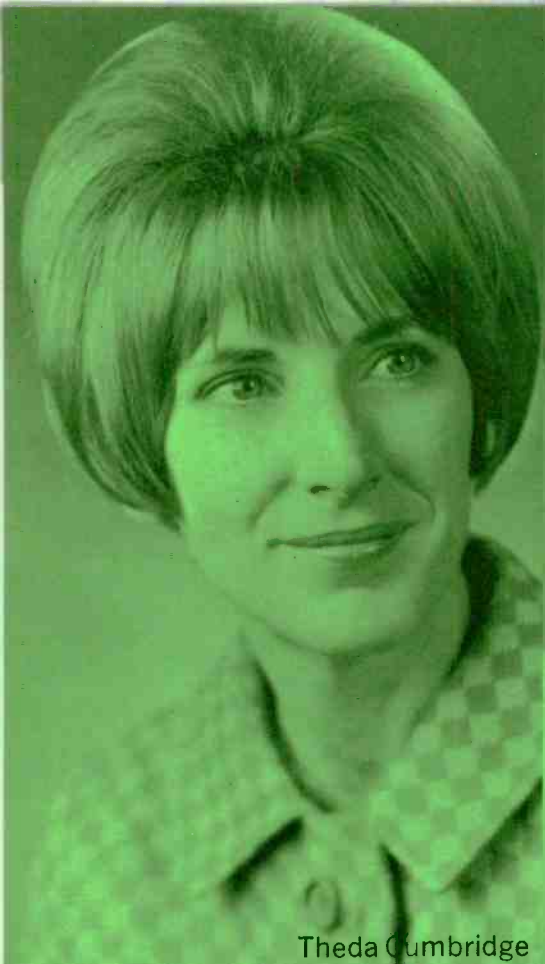
James J. Kilpatrick—the renowned conservative columnist comment on student dissidence, the Saigon government, income taxes or a host of other topics. Or . . .

Carl Rowan's liberal insights into a wide range of issues from politics to pollution and from the Middle East to marijuana. And perhaps . . .

Edwin Diamond, Washington's only media critic, congratulate or criticize the communications industry for journalistic efforts on all fronts.

In addition, WTOP RADIO takes its stand in editorials about issues affecting the city, the metropolitan area, the country, and even the world. WTOP presents its views on everything from shoplifting and mass transit to campaign contribution disclosures and metropolitan government.

**WTOP RADIO 150
NONSTOP NEWS**



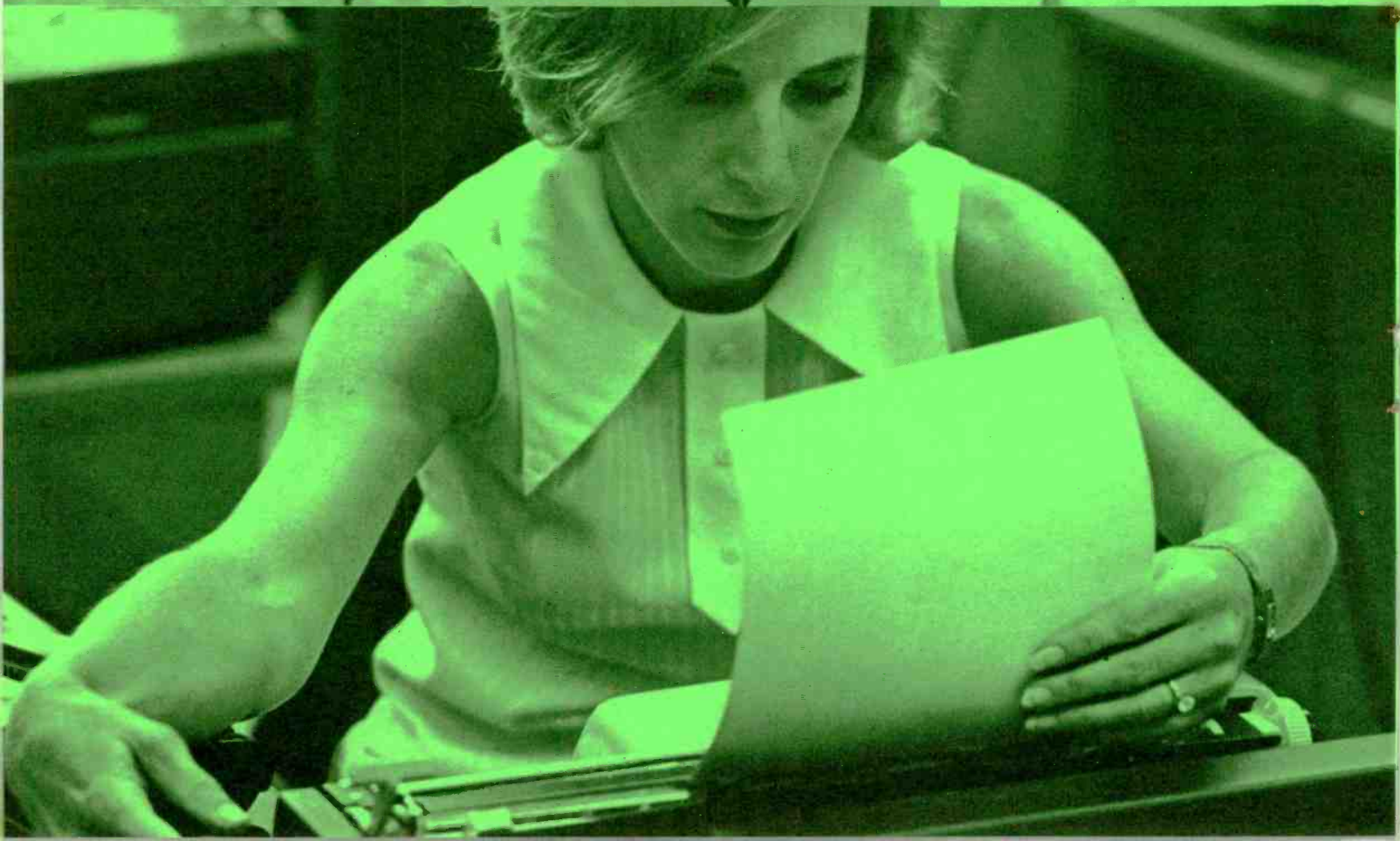
Theda Cumbridge



Carolyn Lewis



Ann Taylor



Non-Stop News has the woman's touch

The ladies have a strong voice on non-stop news. The voice of authoritative news reporters. WTOP newswomen search out stories on Capitol Hill, in the Pentagon, in the business community, and all over the Washington area. They're professional reporters who are respected by both newsmakers and news listeners.

Carolyn Lewis—WTOP Congressional correspondent knows Capitol Hill. She knows the issues, the personalities and the votes. Her in-depth reporting and interviews get to the heart of Congressional controversy and compromise, making them clear to Congress-watchers all over the Washington area.

Theda Cumbridge—a lady in a man's world. Her former beat: Saigon. Now she covers anti-war demonstrations, riots, marches and the Pentagon. From the mass of statements, claim and counter-claim, Theda distills the pertinent issues and policies making news. Her lucid reporting has won her an army of Washington listeners.

Ann Taylor—is an all-news woman. She's reported on Honor America Day, football and major elections, in addition to reporting regularly on best buys and where to find them. Her special comparison shopping hints and assistance in helping solve consumer complaints make her Washington's own consumer champion.

**WTOP RADIO 150
NONSTOP NEWS**



Bob Dalton



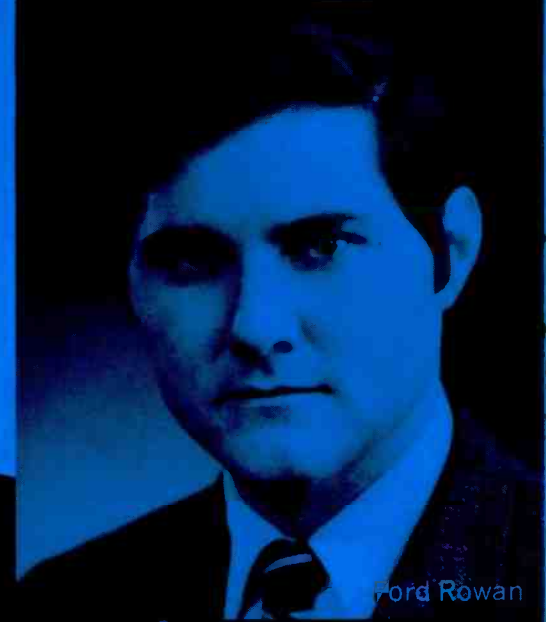
Dave McConnell



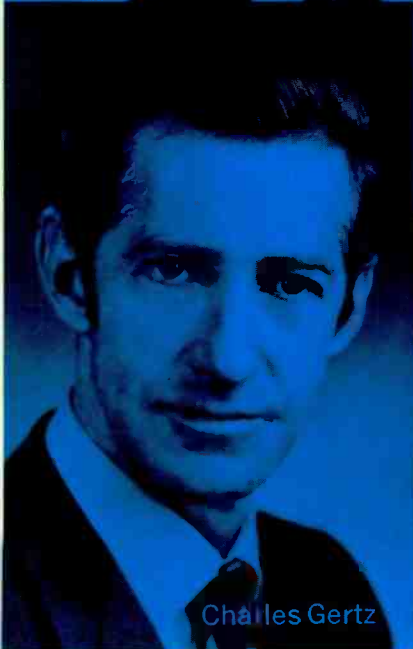
Mike Puchannan



Rich Adams



Ford Rowan



Charles Gertz



Dave Marlin Jones



Warner Wolf



Doug Lewellen

Non-Stop News has personality

WTOP RADIO has assembled a staff of award-winning professional reporters who are recognized and respected locally, nationally and often internationally. These news personalities have credentials and appeal that attract and retain an audience. Just a few among our group of fifty on-air headliners are:

Warner Wolf—the television voice of the Washington Senators, controversial sports commentator and reporter and Washington's sports authority.

Doug Llewelyn—a commentator on our times who looks at the lighter side of news and social trends and gives the market a daily chuckle.

Bob Dalton—WTOP Business Editor whose lucid analysis of business trends help area residents take stock of the market.

Rich Adams—WTOP political editor who analyses the coalitions and their consequences, the parties and their policies, and Washington's ever-changing electorate.

Charles Gertz—WTOP's own meteorologist. His "fearless forecasts" and exclusive Radar Weather Watch make him the fair and foul weather friend of everyone.

Dave McConnell—WTOP RADIO's morning anchor man brings the news of the day into focus for the news capital of the world.

Jamie Bragg—WTOP RADIO's afternoon anchor man wraps up the day for busy Washingtonians.

Davey Marlin-Jones—WTOP drama and cinema critic and artistic director of the Washington Theatre Club. This character knows his characters.

Ford Rowan—WTOP White House reporter, the only local station reporter in the U.S. assigned to 1600 Pennsylvania Avenue.

Mike Buchannan—WTOP police reporter. He covers Police Chief Jerry Wilson, his men and their activities.

**WTOP RADIO 150
NONSTOP NEWS**



Larry Israel



Jim Snyder



Andy Parrish

The newsmen's news

Comprehensive, meaningful news reporting distinguishes good all-news stations from great ones. The higher the journalists' standards, the more intelligent the presentation will be. Maintaining such standards takes sound over-all direction.

It starts with the dedication, the leadership, the experience of Larry Israel, Chairman of the Board of the Post-Newsweek Stations. It requires the guidance of twenty-year veteran, Jim Snyder, Vice President for News, Post-Newsweek Stations, one of a rare breed of professional broadcasting newsmen. His influence is constant and his leadership makes WTOP non-stop news radio the yardstick against which all Washington news efforts are measured.

Handling the day to day, meet-the-deadline pressures of non-stop news is News Director, Andy Parrish. His professionalism is reflected in every newscast, every feature presentation, every investigative study and special report heard on WTOP RADIO.

Washington audiences know great reporting. Maybe that's why so many professional journalists look to WTOP RADIO for all their news all the time.

WTOP RADIO 150
NONSTOP NEWS

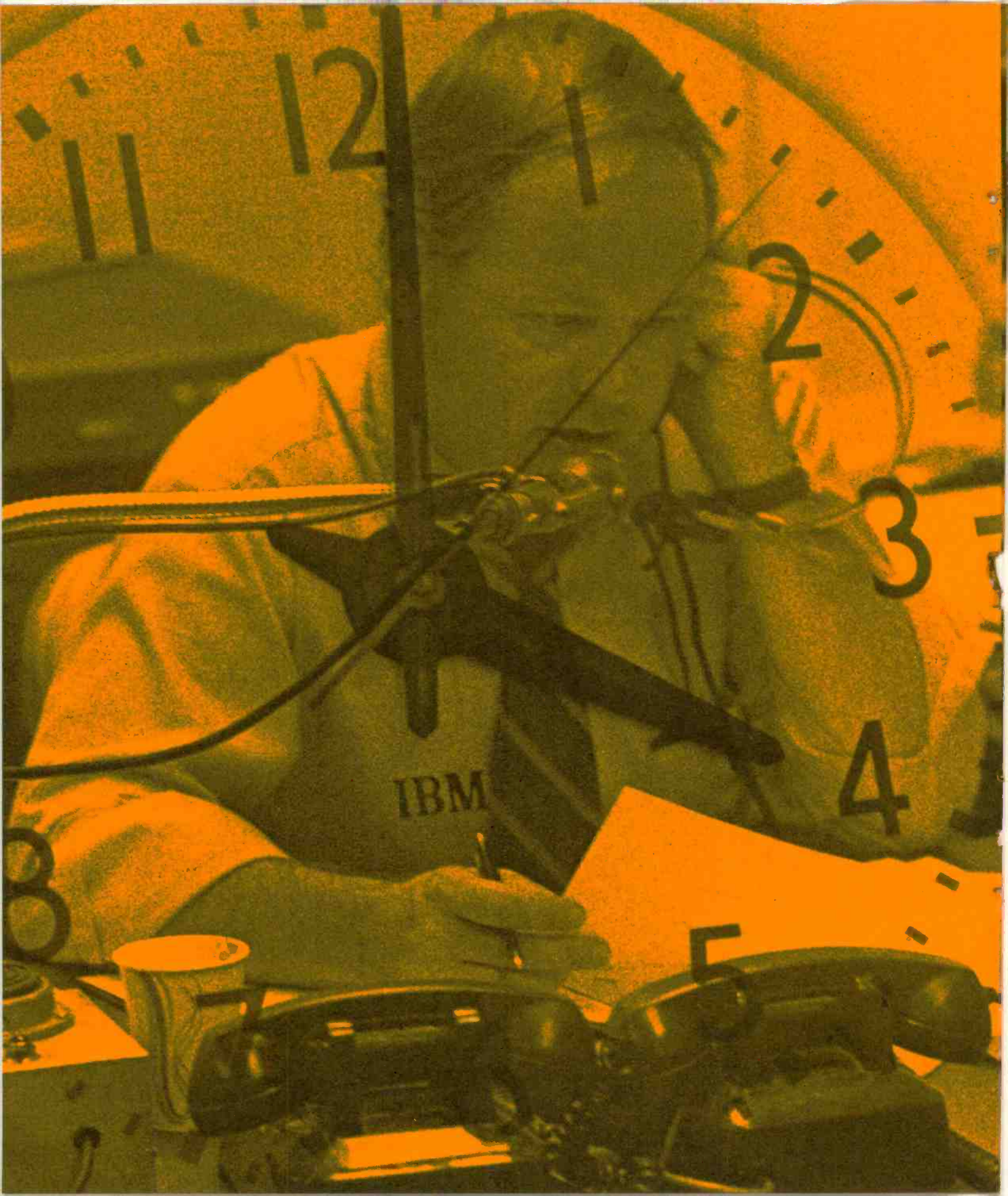
Signal Reach



We put the power where the people are

The national capital area is a sprawling, mushrooming mass of city and suburban communities in three states. To reach all of those who want all-news non-stop, WTOP RADIO uses the full force of our 50,000 watts. Within the reach of our signal are the District of Columbia, Northern and Central Virginia, the Virginia shore and hunt country, the Maryland suburban counties and Baltimore (where WTOP is the local all-news voice), the Maryland Bay and Ocean resorts, and the Delaware shore communities. In this densely populated Mid-Atlantic area, WTOP RADIO is the recognized news source, night and day.

**WTOP RADIO 150
NONSTOP NEWS**



Non-Stop News Success

Making an all-news station successful takes time, flexibility, imagination, hard work and loyalty from audience and advertiser alike. The formula is unique to each all-news station and the variables are as numerous and complex as the interests and needs of the community the station serves.

Since the inception of the non-stop news format, WTOP RADIO has adapted, amended and augmented our facilities. We've analysed and evaluated our form and function until we came upon an individualized, dynamic approach we believe best fulfills the community needs. More important, our audience believes it, too.

**WTOP RADIO 150
NONSTOP NEWS**

WTOP RADIO 150
NONSTOP NEWS
Broadcast House
Washington, D.C. 20016
(202) 244-5678
Represented by CBS Spot Sales

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