

## INDEX

1. Preface
2. Consumer Ads
3. Outdoor Advertising
4. Promotions
5. Television
6. Sales Presentations
7. Sales Tools
8. Call Letters
9. Logo
10. Kick Off Party
11. Local Press
12. Reciprocal Agreements
13. Budgeting Your Advertising Campaign

PREFACE

## "HOW TO PROMOTE ALL-NEWS RADIO"

"How should I advertise and promote all-news radio? What is the best way?" These questions are often asked by stations that switch to the NBC/NIS All-News format.

All-news radio is the easiest format to promote. In most cases, you have an exclusive commodity. There is great impact to your saying "All-News Radio". People have the thirst to know, to be informed. Your task is to let them know you are their source of news and information. Your most effective ad is "All-News Radio, dial position and call letters."

This booklet contains variations on the all-news theme - some very sophisticated, some simple and direct. In all cases, these samples of advertising and promotion are working well in various markets. From these, you may find aids or tools which can be adapted to your market.

For example:

- \* A line from the body copy of one market's consumer ad may prove to be a headline for your sales campaign.
- \* A headline from a consumer ad may serve as a billboard campaign for your area.
- \* A sales tie-in for a client in one city may be applicable for another type of client for you.

This booklet serves as an idea tank for planning various aspects of advertising and promotion in your market.



## CONSUMER ADS

The all-important ad is the kick off ad - informing people you are their source of news and information, making listeners want to hear all-news radio, enticing people to listen even for a sampling, building a regular audience.

The ad can take one of several approaches:

- \* Announcement ad to bring attention to the call letters, dial position and all-news format.
- \* Provocative ad to arouse comment and interest.
- \* Informative ad with benefits stating why people should listen.

Several examples of each of these approaches are shown on the following pages.

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

Starting Wednesday at 6AM, 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 6AM, 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 homemaking 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**<sup>940</sup>

All the news and nothing but the news

# Today's MILWAUKEE JOURNAL may be the last newspaper you will ever need to read.

Starting today at 6:00 AM, instead of reading a newspaper you can listen to one. On your radio. Anytime day or night — every day and night. Because today at 6:00 AM, WRIT-1340 on your AM radio dial became Milwaukee's First 24 Hour News Station bringing you all news, all the time, 24 hours a day. And we'll be able to report the news and update it the minute the news happens. Our national and international coverage will come directly from the NBC news and information service. Our local news will be gathered and reported by the largest radio news staff in Wisconsin.

We'll also bring you political commentary, business news, stock market analyses and reports, fashion and homemaking 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 daily newspapers because you like to read ... or you like Crossword Puzzles, Display Advertising, Comics, Horoscopes, Classified Advertising, Budget Columns and Gossip. But, starting now you may not need to.



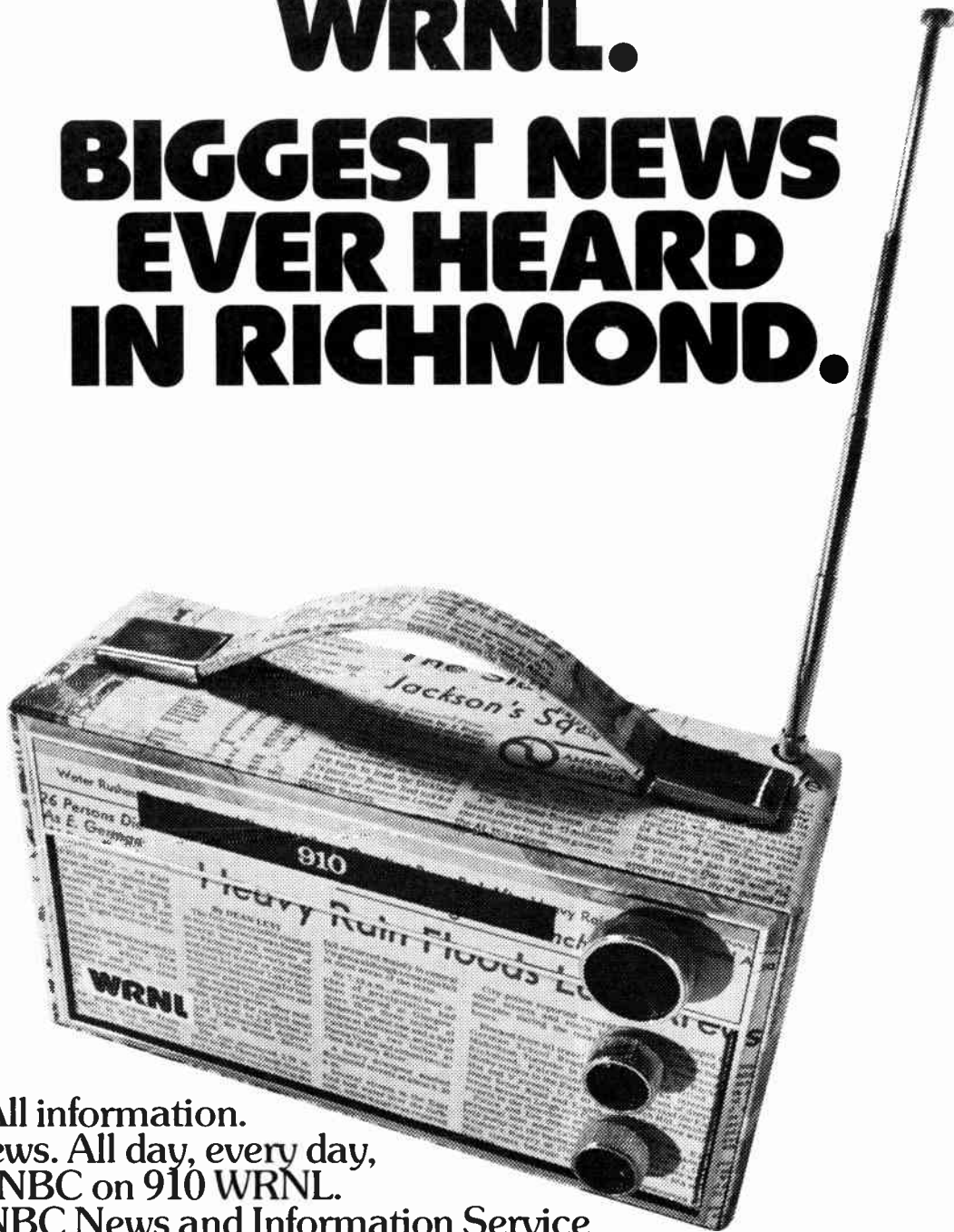
**NBC** **WRIT** **1340**  
News and **NEWS**  
Information **RADIO**

ALL NEWS — ALL THE TIME — 24 HOURS A DAY

Richmond, Va.

Station has offered to customize this ad with your call letters and city name for \$50.

# WRNL. BIGGEST NEWS EVER HEARD IN RICHMOND.



All information.  
All news. All day, every day,  
from NBC on 910 WRNL.

NBC News and Information Service  
is an exciting new concept, created to serve you.

It's ready to bring you all the news of Richmond, the country  
and the world — plus the worlds of medicine, music, science, sex,  
sports, theater and politics. And much more. In short, news to fit  
your mood. And your lifestyle.

Whatever your interest, you'll hear it first on WRNL.

Turn your AM dial to 910 and get all the news. All day, every  
day, from WRNL. The first, and only all-news, all-information  
station in central Virginia.

## NEWS AND INFORMATION. 24 HOURS. 910 AM.



# NBC and KRUX announce all the news all the time.



## 1360 radio

# Have you ever tried reading the Miami Herald on I-95?

Getting news from a newspaper at 55 miles an hour isn't the easiest thing in the world. Of course, you can always hope for a traffic jam so you can sneak in a few quick facts. Or pull off the road to read for awhile.

But we think you'll like our new, easier way to get all the news you want. When you want it. Without having to stop for it.

It's a new combination of ingredients called a car radio and a station named WINZ, the station that brings you all the news and nothing but the news. All the time.

We're not as detailed in our news stories as the Miami Herald. But we give you all of the essential facts. And we're able to up-date

the news the minute new news happens.

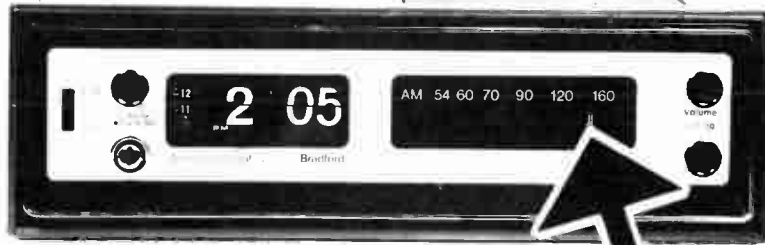
Our national and international coverage comes directly from NBC. Our local news is gathered by the largest radio news team in the state.

We also give you political commentary, business news, stock market analyses and reports, minority features, fashion and homemaking tips, movie, record and book reviews and religious reports, like newspapers do.

And if you're an advertiser, we give you something to think about that newspapers won't: Where did you spend more time today? In your car? Or in the Miami Herald?

**WINZ 940**  
All the news and nothing but the news.

# NOW!



## KLING newsradio 149

# HISTORY



**KLING is all news,  
all day, everyday  
before it becomes history.  
Give us half an hour and we'll  
give you the world.  
Depend on it.**

## KLING newsradio 149

# WORDS WITHOUT MUSIC.



For people who've had enough of radio as background music, we present a revolutionary new concept: talking radio.

First, we keep you informed. Not just headlines once an hour, but intelligent, thorough coverage from the NBC News & Information Service-250 people and ten million dollars worth of radio's biggest news operation. And just to make sure you don't miss anything, we back *that* up with our own complete local news.

More important, though, you're going to have a great time listening. Because we'll be talking about the same things *you* talk about. Like your money. New ideas and products. Your horoscope and your houseplants. New movies and old movie stars. Getting along with people. And just plain getting along.

It's radio for grownups, with grownups' hours. All day and night, we never stop talking.

All your life you've been hearing the radio. Now it's time to start listening to it.

**KLYX  
102FM  
24-HR.  
NEWS**

For further information call Gary Starr at 527-9545.

**ALL NEWS  
IS COMING  
TOMORROW...124  
NEWSRADIO  
KRDO AM**

# All the news you need to know KRUX 136 AM

The most comprehensive news coverage  
of events that affect your daily life -  
from the Gaza strip to Pennsylvania Avenue  
to your neighborhood. Everywhere.  
All day. Every day. News and more than news.

We tell you who's doing what to who in sports,  
on Wall Street or on your street.  
We let you know what's going on in the schools,  
the movies, even your shopping basket.

We are there so you are there.  
Bringing you the most upbeat news coverage  
in all-news: the scope of NBC News,  
the world's largest broadcast news organization and  
the expertise of the NBC News and Information Service.



Las Vegas, Nev.

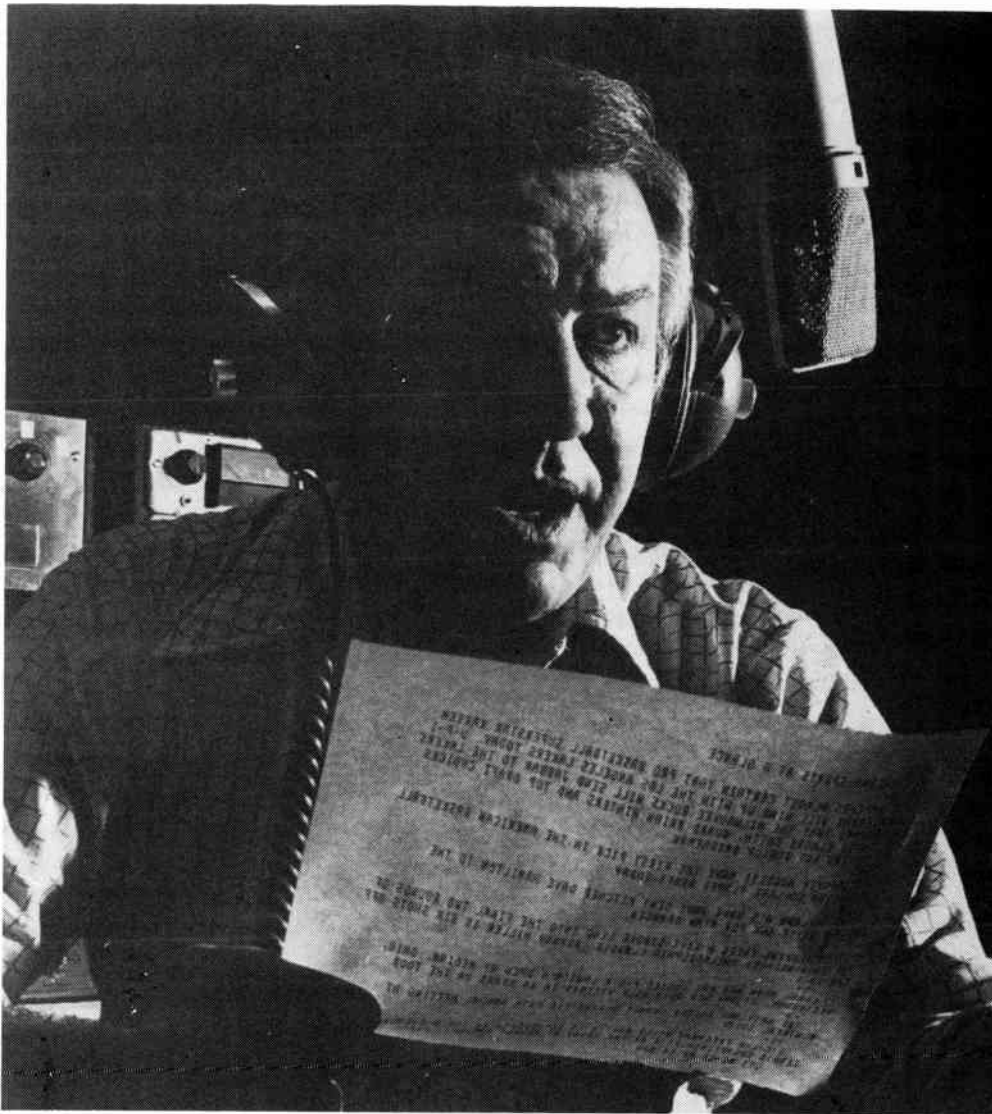


**Know why they call it  
“The Late News”?  
Because it’s Late.**

We think the TV Late News is aptly named.  
So is the Late Edition of your newspaper.  
Because by the time they get the news to you  
it's as cold as yesterday's enchiladas.  
KBMI 1400 doesn't have any late news. Ours is all  
up-to-minute, 24 hours a day. The world-wide  
news gathering facilities of NBC let you know  
what's happening around the nation and around the  
world. And we'll tell you what's going on  
around your town with hourly local reports  
KBMI the first All-News station in Las Vegas..1400  
on your AM radio dial.

***KBMI/1400 AM***

**The News is on Us.**



## Get it right...this minute.

When you get the news on KBMI 1400, you get it from professionals ... members of NBC's top-flight team of newsmen and women around the world. And you get it now, as it happens, 24 hours a day. Veteran reporters provide you with fascinating insight into the world of sports, entertainment, the economy, the energy crisis. And our own capable news staff keeps you in touch with what's going on in your city and state. For accurate, up-to-the-minute news from Washington, New York, London, Moscow and Pahrump, set your AM dial at 1400 ... KBMI, the only All-News station in Las Vegas.

# **KBMI/1400 AM**

## **The News is on Us.**



• **NEWS**

**24 HOURS**

• **A DAY**

• **WE'RE B**  
NEWSLINE

# ● When it happens

## BANK ROBBER THREATENS TO BLOW UP 7 HOSTAGES

**Watkins cut a wild path in life**

Less than a month after his parole last summer from a federal penitentiary in Atlanta Edward Owen Watkins disappeared with a .357-magnum pistol and a 1971 Chevrolet belonging to a doctor who tried to rehabilitate him.

For Watkins a 56-year-old parolee, fugitive and painter of landscapes, it was another chapter in his life's adventure of alternately

Continued on Page 10-A



Edward O. Watkins in a photograph he sent to U.S. District Judge William K. Thomas.

A man recently paroled from a federal penitentiary for bank robbery was holding six hostages in a West Side bank early this morning and threatening to blow up a 12-stick dynamite bomb.

Identified by an FBI agent as Edward Owen Watkins, 56, the man was surprised by police during the robbery of the Society National Bank branch at 13681 Lorain Ave. at 2:30 p.m. yesterday.

He held 160 police and federal agents at bay by threatening to explode the bomb. He had released three women hostages of the original nine, and one told agents Watkins had enough dynamite to kill everyone inside the bank.

Police and agents were on the first floor of the bank negotiating

by intercom with Watkins, who had the hostages in the rear lounge.

Watkins, once on the FBI's 10 most-wanted list, had been paroled from the federal penitentiary in

Related stories on 11-A

Atlanta in June after serving eight years of a 45-year sentence for robbing eight Ohio banks.

Watkins had demanded all the money in the bank and a van to take him to Cleveland Hopkins International Airport so he could escape. The van arrived at the bank shortly after 5 p.m. but police continued to negotiate with Watkins as sharpshooters armed with rifles with telescopic sights and infrared spotters perched atop the bank.

A woman identified by police as Watkins' girlfriend Dawn was escorted into the bank twice to negotiate with Watkins.

U.S. District Judge William K. Thomas, who sentenced Watkins to the bank robbery term in 1967, also showed up to talk with Watkins.

Judge Thomas emerged to talk with newsmen about 10 p.m. and said Watkins had been asked several times to surrender but refused. The judge also said Watkins mentioned he had been in poor health lately.

Judge Thomas, who called Watkins a psychopath, also said he keeps coming back to the same refrain, that he doesn't want to spend another day in prison.

Watkins returned to Cleveland

Monday after driving from Los Angeles to Atlanta, the judge said Watkins told him he had been sleeping in his car since then.

Judge Thomas added Watkins talked about committing four bank robberies in Los Angeles since being paroled.

Also during the night William M. Rooney, 65, was brought to talk to Watkins. Rooney, once considered the Dapper Dan of Cleveland's professional burglars, said he thinks Watkins is not blushing.

According to Rooney, who was at the Ohio Penitentiary when Watkins was there, Watkins was to kill the hostages if his demands for a satchel of money and a getaway van were not met.

Continued on Page 10-A

# You HEAR it ALL on WERE Newsline 13

Why? Because WERE is the only station with the technical capability to keep Cleveland informed, hour after hour. And Cleveland knows.

21 hours and 25 minutes. That's how long the drama continued as a bank robber formerly on the FBI's Most Wanted List, kept police at bay armed with a gun and what he said was a bomb, holding hostages throughout the night.

And that's how long Cleveland listened as WERE radio was on the scene every minute of the way. Only WERE could switch instantly from its studios to a mobile newsroom on the scene to Copter 13 in the air with the FBI, and back again.

WERE Newsline 13, the only all news and information service in Northeastern Ohio, is always there.

News when it happens is WERE.

# WERE 13 newsline

**Beginning Sunday, August 3rd**

**ALL NEWS—**

**ALL DAY—**

**EVERY DAY**

**WSCQ** 100 on the FM Dial

**1440 Knox Abbott Drive**

# **INFORMED...**

Is what you want to be  
with news radio 100

**Wherever there's news, we have it 24 hours a day.**

**W S C Q - F M**

NBC News and Information Service

Columbia, S.C.

# A NEWS-MAKING ANNOUNCEMENT FROM KQV.

What's the prime ingredient of radio? The reason most people tune in?

The News! The latest local and national stories. Scores from the big games. Accurate weather information.

Now KQV has isolated that prime ingredient and turned it into an all-news, all-the-time format.

So, starting October 15th, today, KQV becomes the first all-news station in Pittsburgh.

New KQV News Radio ends dial twisting, searching for the latest local and national headlines. It provides you with a complete news story, not just a quick wrap-up in between commercials. It also brings you special features like consumer advice, inflation tips, health care, plus entertainment and book reviews.

The total approach is geared to bringing you the most comprehensive in-depth news coverage heard on any Pittsburgh station.

But KQV understands that sometimes the really important news can be a basketball or hockey game. So KQV will be carrying the Pittsburgh Penguins as well as the Duquesne University Dukes. And if the Penguins make it, KQV will be carrying them in the Stanley Cup Finals.

KQV's expanded team of reporters will be covering such important local events as the investigation of the Liquor Control Board, the teachers' contract negotiations and everything else that's happening in the Three Rivers area.

So starting today, October 15th, tune in the new KQV News Radio for all-day, all-the-time news, information, and sports.

## **KQV NEWS RADIO 1410**

# How to keep up with the news without falling behind at the office.



In a time when keeping up with the news is harder than ever before, 101 FM makes it easier.

With a new, more interesting kind of radio news.

You'll hear world, national and local news and information no other radio station can give you. 24 hours a day.

Instead of having to go through every business magazine and paper, listen to 101 FM. We report the latest business and market news 32 times each day. Not once a month.

And because your business day begins when you leave for the office, we're ahead of traffic conditions, too.

All of which will come through clearer than ever. Because our new news is FM.

That means you can hear it inside buildings, in downtown traffic jams, under bridges. Wherever you go in Chicago.

Tune in 101 FM. Now.

While you're getting ahead at the office, you'll also be keeping up with the news.

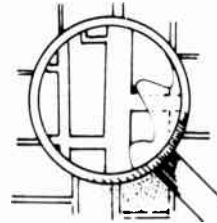


Chicago, Ill.

# 6 reasons why WNIS-101 FM is Chicago's best all-news station.



**WNIS is first with the important news.** First with the story when the Chicago Teachers' Strike began, and when it ended. And first when a Fire Department helicopter crashed, a tornado hit Canton, Illinois, and a commuter train derailed. Because news is only news if you get there first.

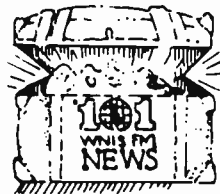


**WNIS has more complete coverage than the other news station.** You're concerned about local news, and so are we. Chicago's other news station spends 50 minutes of every news hour scrambling to get some news on the air. We have more news coming from NBC all over the world. That gives us more time to do a better job researching and reporting local news. And because we have an award-winning, aggressive local news staff, we have more "Live Lines" that give you a chance to hear first hand news, from the people making the news.

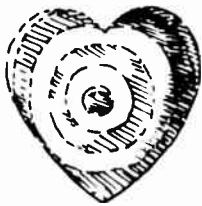


**WNIS has complete NBC World and National News... in satisfying depth.** Sure, it's nice to have big names deliver some of the national news. But more important is the quality of the news. 101 FM has the world's biggest news organization. NBC News. We cover the news in depth. All the news.

And we don't just read it, we report it.



**WNIS has regular features the other news station just doesn't offer.** Meaningful information like where to find good, cheap fun; market basket tips; Chicago Tribune Action Line; Tim Weigel on sports; John Chambers from Washington; Rick Rosenthal's wacky world; Consumer Insight from the FTC; College Football Roundup. We deal with issues and ideas that help you live better, cheaper, longer, happier.



**101 FM gets to the heart of important news.** If a radio station doesn't have all the news, it repeats the news it has. Our news staff is big enough to cover all the important news. So we repeat the important stories often enough, but not too often to bore you. We'd rather

get to the heart of a story and report it meaningfully.



**WNIS has more special in-depth, investigative reports.** 101 FM's special series has included tips from an auto thief on how to keep your car safe; a diet clinic; a report on runaway children. Our reports aren't trivial. They have impact.

Chicago's best news station is on FM. 101 FM.

**The longer you listen, the more you know.**



# DALLAS WINS

**WITH 5 EXCLUSIVE RADIO PROGRAMMING FORMATS SPANNING THE DALLAS DIAL!!!!**

(CLIP AND SAVE)

|        |    |    |    |    |     |     |     |     |
|--------|----|----|----|----|-----|-----|-----|-----|
| FM/AFC | 88 | 91 | 94 | 98 | 102 | 105 | 107 | 108 |
| AM     | 55 | 60 | 70 | 80 | 100 | 120 | 140 | 160 |

**KNUS**  
Contemporary  
Rock Radio  
99 FM

**KTLC**  
Soft, Easy  
Listening  
100 FM

**WRR FM**  
All  
Classical  
101.1 FM

**WRR AM**  
All-News  
NBC I.S.  
1310 AM

**KBOX**  
Today's Modern  
Country Sound  
1480 AM

IF YOU HAVE AN AM FM CAR RADIO AND YOUR 5 PUSHBUTTONS ARE NOT SET ON THE FIVE STATIONS ABOVE, HERE'S THE EASY WAY TO DO IT



**WWTC**

**news  
radio 1280**

**ALL NEWS ... ALL THE TIME**

Featuring National News and Information

**Satisfy your  
need to know.**

**ALL  
NEWS  
RADIO 14**

**24 HRS. A DAY / 1410 ON YOUR RADIO**

Wichita, Kan.

Ad in a market having more than one  
All-News station - San Francisco, Calif.

**we're news  
all the time.**

**it's time  
you had a  
choice in  
news radio.**

**KNAI  
FM100**

The 24-hour newscenter of your FM radio dial

formerly KNBR FM

WE JUST CHANGED OUR NAME

**KNBR FM is now  
KNAI FM 100.**

**100% news and information.  
100% of the time.**

**KNAI 100:** Our name means News and Information. At your fingertips the minute you want it...every minute of every day and night. News of San Francisco and the Bay Area from KNAI News, the best news organization in town. News of the nation, the world from NBC, the world's largest broadcast news organization. Not just a recap of the news...but news as it happens. Here and everywhere. Give us a listen and we'll give you the world. KNAI 100...radio news at its best.

**KNAI  
FM 100**

The 24-hour newscenter of your FM radio dial

**All new. All news. All day. All night.**

# TODAY: THE BIGGEST NEWS EVER HEARD IN COLORADO SPRINGS

NON-STOP NEWS AND INFORMATION ■ FROM ACROSS THE NATION, AROUND THE WORLD AND ANYWHERE IN TOWN ■ INFORMATION PEGGED TO THE MIND.

THE HEART, THE SPIRIT ■ WHAT YOU NEED TO KNOW TO PLAN FOR, AND COPE WITH THIS CHANGING WORLD ■ VALUABLE INSIGHT INTO THE WORLDS OF MEDICINE,

SCIENCE, SPORTS, THEATER, MUSIC, SEX AND POLITICS ■ THE STORY-BEHIND-THE-STORY ■ TOLD WITH AN EAR TOWARD THE HUMAN INTEREST SIDE ■

NEWSRADIO 124 ■ PULSING THROUGH EVERY HOUR OF EVERY DAY ■ A CONSTANT FLOW OF INFORMATION ■ YOU'LL NEVER BE ALONE AGAIN ■

**NEWS** → **KRDO AM**  
**NBC** **AND** → **24 HRS A DAY**  
**INFORMATION** → **ALL NEWS...**  
**SERVICE** → **ALL THE TIME.**

# NEWSRADIO 124

# IT'S NEWS TO YOU!

## ANNOUNCING ALL NEWS, TALK AND INFORMATION—ONLY ON WBAL FM!

For those who  need to know  want to know  
 or just like to be in the know!

FM 98 IS BALTIMORE'S FIRST—AND ONLY  
 ALL NEWS  ALL INFORMATION SERVICE

■ That means, factual, full-coverage stories  
behind the headlines—as they happen! ■ Plus,  
topical  interesting  valuable commentary  
on a wide variety of subjects ■ Best of all—  
FM 98 is always there!  Twenty-four hours a  
day  every day of the year  local  state  
 national  worldwide news coverage.

■ Stimulating  entertaining  informative pro-  
gramming  IN BALTIMORE—IT'S FM 98

■ Accurate, in-depth information brought to  
you by the largest, most professional staff of in-  
formation seekers, gatherers, probers, movers,  
writers, interpreters, researchers, reporters,  
editors and special correspondents.

**ALL NEWS, TALK AND INFORMATION**  
**FM 98 WBAL**

Orlando, Fla.

**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**

Orlando, Fla.

Listen to your  
fast-changing  
world  
on



**1440 AM**

NBC NEWS AND INFORMATION SERVICE



Hartford, Conn.

**newsradio**  
**wpop|410**

24 hours a day.  
starts tomorrow.  
listen.

a Merv Griffin Group Station

**People Listen to Radio  
for Music and News...**

**There Are Many Fine Stations  
Playing Music....**

**There is Only ONE 24-HOUR  
News and Information Station!**

**KspO**  
1230 on your dial

**NEWS** →  
**NBC**  
**AND** →  
**INFORMATION** →  
**SERVICE** →

# THIS VERY SECOND YOU CAN GET THE NEWS ON WRC 98. AND EVERY SECOND FROM NOW ON.

**Because now WRC** All News 98 Radio presents NIS. The NBC News and Information Service. The first 24-hour-a-day national news service in radio history.

**NIS: What It Is.** It's the best and biggest news operation in the business. On WRC radio every minute of the day. The major stories. The how-to-live-better features. The local weather, traffic and time. In short, it's all-around news ... all around the clock. All ... on WRC All News 98 Radio.

**NIS: How It Works:** NIS gets the word from around the world while the best news operation in town (that's us) gets the scoop on what's happening here. Every WRC hour is a mix of the two. And you get the best of both worlds.

**NIS: Where You Come In:** While NIS is big (the very first coast-to-coast, 24-hour-a-day, 7-day-a-week news service) it was designed for your personal use. You can listen for hours (it's updated continuously). You can dial in for headlines (when you want to learn fast). Or you can just catch the weather (so you won't catch a cold). WRC and NIS. Here for you always and all ways.

A service you can use however you want. But however you do, you can never know better than NIS and WRC All News 98 Radio.

# NIS

**FIRST HAND NEWS EVERY SECOND OF THE DAY AND NIGHT.**

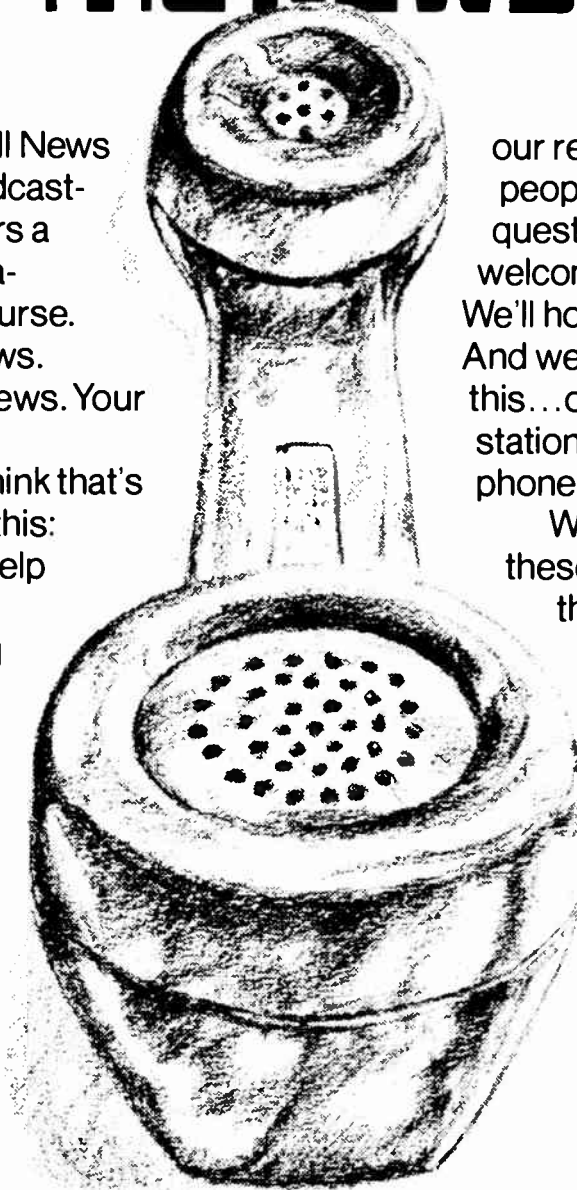
**WRC  
ALL NEWS 98  
RADIO**

# HERE'S YOUR CHANCE TO BREAK INTO THE NEWS.

Now WRC All News 98 Radio is broadcasting news 24 hours a day. World and national news, of course. But also local news. Neighborhood news. Your news.

Now if you think that's news...listen to this: You're going to help make it.

We're asking for your participation. For your thoughts and ideas. We want you to question



our reporters and the people they interview. To question *our* views. We'll welcome your suggestions. We'll honor your challenges. And we want you to do all this...on the air. Station-to-station over our on-air phones.

Why are we going to these lengths? Because there's always more than one side to a story. And we care enough to listen to your side.

**HEAR HOW DIFFERENT ALL NEWS CAN BE.**

**WRC**  
**ALL NEWS 98**  
**RADIO**

HAVE  
WE  
GOT  
**NEWS**  
FOR  
YOU!

24 hours a day. Every day. Fresh, fast and focused to provide hardhitting local coverage. Back-stopped by the worldwide resources of NBC's News and Information Service plus CBS in Sacramento and NBC in Reno. When we talk, everybody listens.

**KFBK**

The big news in the Sacramento Valley

**KOH**

The big news in Reno and Western Nevada



McClatchy Broadcasting represented nationally by KATZ Radio

We've got NEWS for you-  
anytime

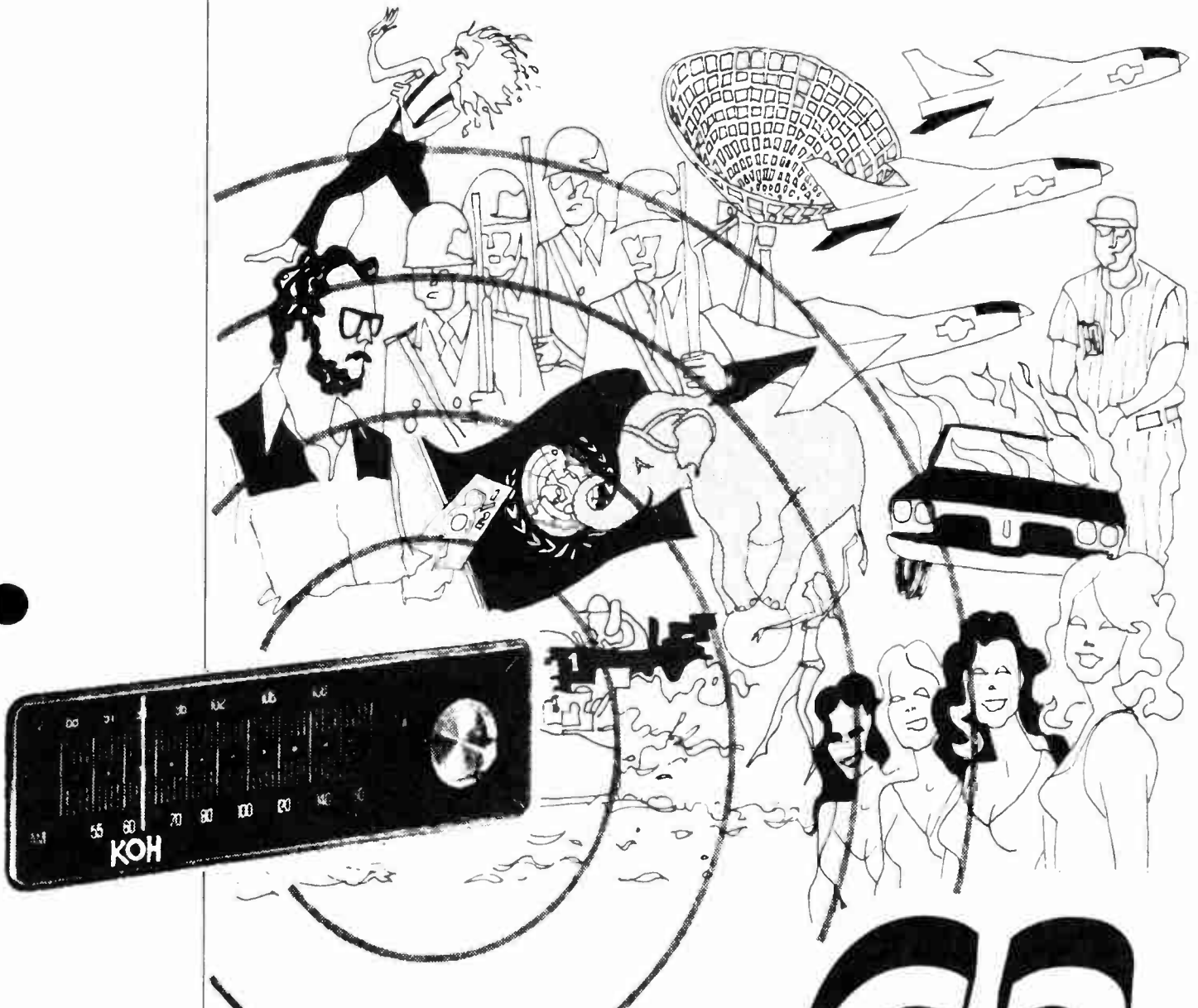


**KFBK 15**  
**ALL NEWS**

Sacramento, Calif.

Reno, Nev.

# News when you want it...



# KOH 63

## ALL NEWS - 24 HOURS A DAY

We've got NEWS  
for you



**KOH63**

**ALL NEWS - 24 HOURS A DAY**

We've got NEWS for you-

**anytime**



**KOH63**  
**NEWS RADIO**



**YOUR  
SPORTS  
TICKET**  
OVER 50 REPORTS DAILY  
**WNNS-FM  
NEWS 97**  
ON YOUR FM DIAL  
WNNS NEWS AND INFORMATION  
24 HOURS A DAY

**\$HOPPER  
\$TRATEGY**  
ON  
**WNNS-FM  
NEWS 97**  
ON YOUR FM DIAL  
WNNS NEWS AND INFORMATION  
24 HOURS A DAY

THE  
STOCK TICKER  
TICKS EVERY  
30 MINUTES ON  
**WNNS-FM  
NEWS 97**  
ON YOUR FM DIAL  
WNNS NEWS AND INFORMATION  
24 HOURS A DAY

# 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 ■

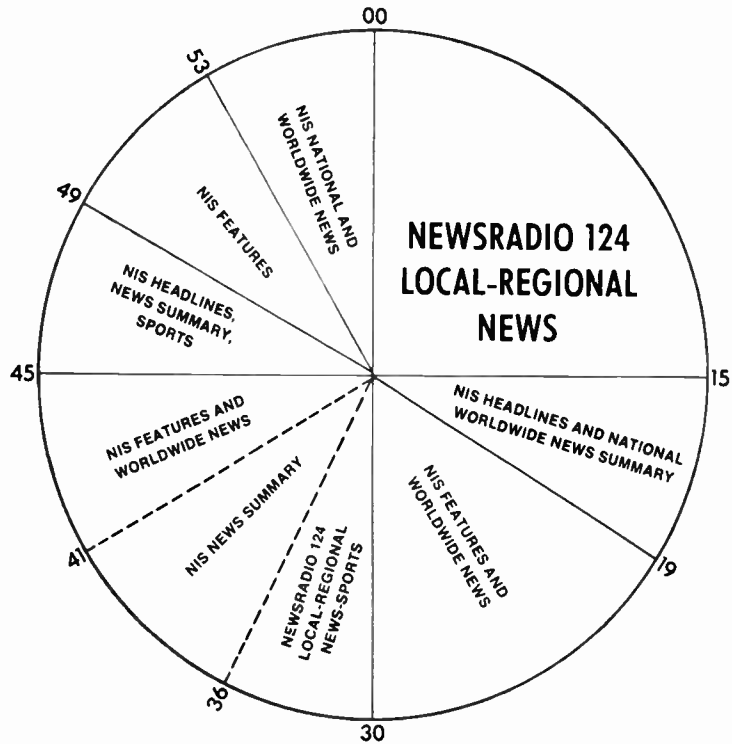
**NBC NEWS** →  
**AND** →  
**INFORMATION** →  
**SERVICE** →

**KURV 710**

**24 HRS. A DAY**  
**STARTING JUNE 18, 1975**  
**IN THE VALLEY**

**ALL THE NEWS - ALL THE TIME**

# "SO HOW DO I LISTEN TO NEWSRADIO 124?"



Lots of people have been asking us that question since we introduced all news radio to Colorado Springs last week. The clock above represents one hour's news and information. During early morning and late afternoon hours we add more local news, to keep you even better informed. We suggest you keep this clock for easy reference during your first couple of days of listening to NEWSRADIO 124. Be careful, though...we're habit-forming.

# NEWSRADIO 124

## KRDO AM

# **NIS**

## **IT'S WORKING FOR SPONSORS ALL OVER AMERICA.**

### **IT WILL WORK FOR YOU ON WMEN/TALLAHASSEE.**

NBC News and Information Service (NIS) is working wonders all over America. And NIS will work wonders for your clients on WMEN/Tallahassee.

In Miami, WINZ went from 22nd place to first place in only 26 days. (Hooper July 1975, 7AM-10AM)

In Cleveland, WERE jumped to 3rd place 7AM-7PM after only one week of NIS programming (ARB, April-May, 1975).

In New York, WNWS gained considerably new and longer listening audiences.

In Tallahassee, Florida, WMEN will provide its news hungry audience national, state and local news, every hour, every day.

Let the NIS/WMEN format go to work for you. Today.

**WMEN**   
**1330 / ALL NEWS ALL DAY**



## OUTDOOR ADVERTISING

Billboards are an effective means of advertising. They can be rented, by the month or longer, individually or in a variety of packages. You can reach an entire state or a small section of a city. You can concentrate your message to areas frequented or traveled by shoppers or reach the business person going to or from work. Your audience is anyone who can read.

When you use this medium, the most important thing to remember is to keep your copy simple and concise. People have a short time in which to get your message.

Typography should be legible. Remember your audience is in motion. Letters that are too condensed, too slanted or too extended destroy legibility and irritate the viewer.

There are two types of standardized outdoor billboards--the poster panel and the painted bulletin. Each has its own size, shape and function.

The poster panel is designed to accommodate sales messages printed by the advertisers. It presents a uniform look and is effective in spreading your message. The size is approximately 12' x 25'. There is space on it for three poster sizes: the 24 sheet, measuring 8'8" by 19'6"; the 30 sheet, measuring 9'7" by 21'7"; and the bleed, measuring 10'5" by 22'8". Usually, there is no difference in the monthly rental charge for the various poster sizes. The company which owns the billboard, collates the sheets and puts on the adhesive backing necessary and puts up your message. The time element you have to deal with poster panelling is the printer's time. It takes a relatively short time to hang the posters.

The painted bulletin is a larger unit, usually measuring 14' by 48'. Unlike posters, most bulletins are produced one at a time by skilled artists from designs supplied by the advertisers, usually an enlarged color print photo or a dye-transfer photo is necessary for the artist. Because the painted bulletins are individually made, special effects are possible, i.e., revolving panels and extensions that project out of the basic rectangle size. Production time for a painted board is about 60 days after the art work is received. Painted billboards can be disassembled and moved from area to area for a rotation campaign.

Don't forget - billboards can often be obtained through a trade or barter.

*All news in the center of your FM dial.*

**WNWS**  
**NEWSCENTER**  
**97FM**



Billboard New York







Sarasota, Fla.







Ventura, Calif.

**KAAP 1400**

**NBC NEWS AND INFORMATION**

**WORDS WITHOUT MUSIC.**



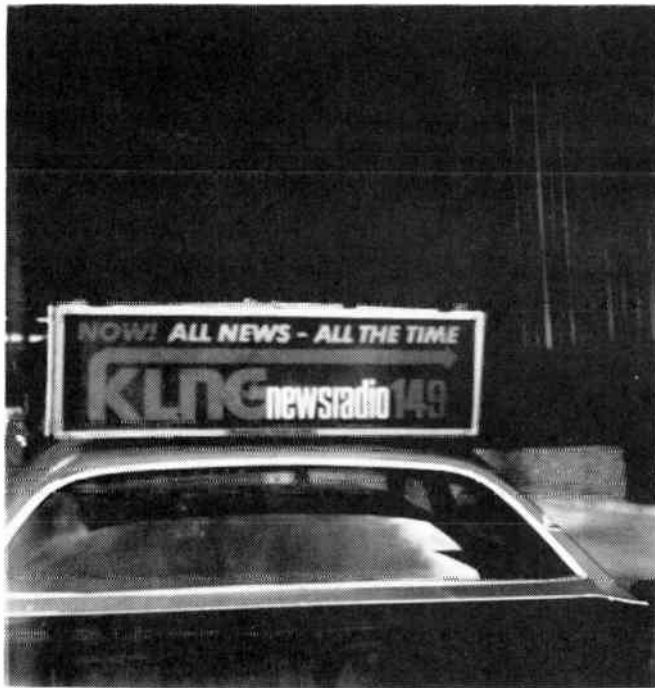
Inside Bus Sign

**NBC NEWS AND INFORMATION**

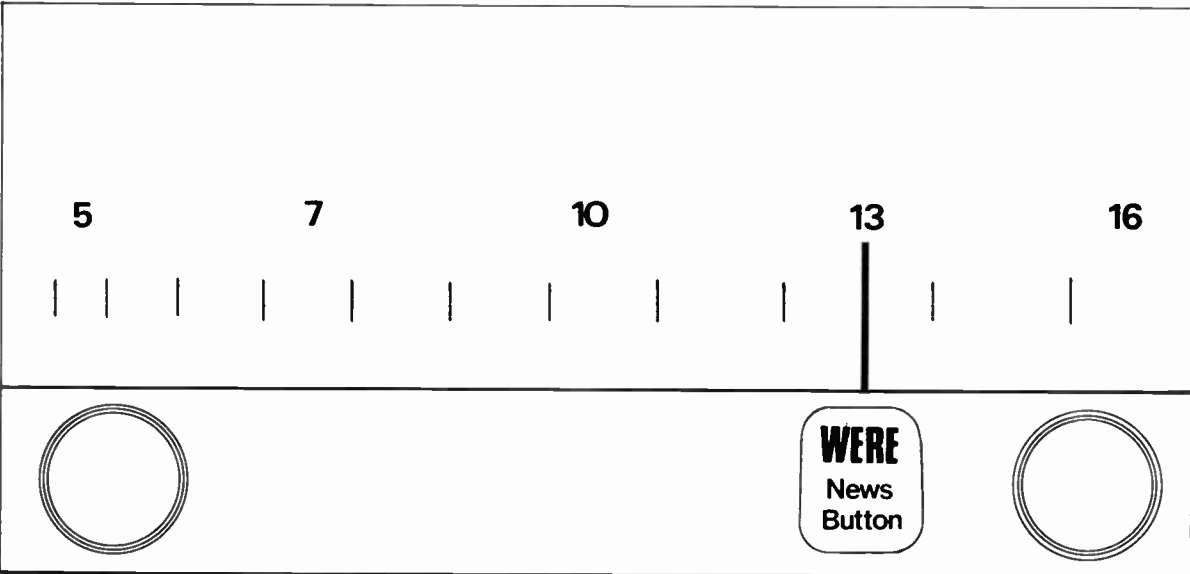
**ALL NEWS ALL DAY EVERY DAY**

**KAAP 1400**

Outside Bus Sign



PROMOTIONS



The WERE News Button is exactly the size of a push-button on the radio of an American-made car. Printed on adhesive-backed orange paper is the simple message in black WERE News Button. It is used with the following two promotions.



Approximately 250 letters such as this go out per week to residents in the Greater Cleveland area, selected at random. Their names are then mentioned on the air during the hours specified in the letter. Those who phone the number given win \$5. The letters are filled out and signed by the News anchor persons on the air during the specified hour.

# NEWS WERE PEOPLE POWER WERE POWER

1500 CHESTER AVENUE

CLEVELAND, OHIO 44114

(216) 696-1300

TWX-810-421-8528

Hello. We're Larry Matthews and John Webster, and we bring you the news on WERE Newsline 13. Any minute of the day or night, you can turn your radio to 1300 AM and get the latest national and local news as well as features, traffic reports, business news and sports.

On (date) between (hours) your name will be mentioned. When you hear it, dial 578-1177 and we'll give you \$5.

By the way, the enclosed sticker will fit on a button on your car radio. Set it for 1300, apply the sticker, and your 'News Button' will be easy to find for instant news.

Approximately 500 letters such as this go out per week. They are mailed to every physician in the Greater Cleveland area. When that list is exhausted, the station will address the letter to dentists, CPA's, attorneys, etc. The lists are from the phone directory.

# NEWS WERE PEOPLE POWER WERE POWER

1500 CHESTER AVENUE • CLEVELAND, OHIO 44114 • (216) 696-1300 • TWX-810-421-8528

August 18, 1975

Dr. William Cappaert  
2065 Adelbert  
Cleveland, Ohio 44106

Dear Dr. Cappaert:

There aren't too many people who can appreciate the hectic schedule a physician keeps...a heavy appointment book plus the daily emergencies that somehow are accommodated. A doctor seldom has time to leisurely enjoy a newspaper, but still needs to keep abreast of a busy world.

We aren't physicians, but we'd like to think we understand. That's why WERE broadcasts news 24 hours a day. Whenever you have a few minutes in your schedule, you can hear news on WERE.

We say "Give us 30 minutes and we'll give you the world." In any 30 minute segment you'll hear national and local news, sports, business, features, mini-documentaries and helicopter traffic reports during morning and afternoon rush hours.

The "sticker" enclosed fits on a button on your car radio. Just set a button at 1300 AM, apply the sticker, and your "news button" will be easy to find any minute of your day.

We don't ask a busy physician to be ready for news on the hour or half-hour. Whenever you're ready, we're ready for you, at 1300 on your radio dial. There may be a way we could be of even further service to you. After you've listened, let us have your comments. I'll look forward to your response.

Sincerely,

Larry Matthews  
News Director

Letter sent to newsmakers: business people, politicians, officials,  
etc., in Wichita, Kan.

**ALL  
NEWS  
RADIO 14**

# NEWS-LETTER

September 25, 1975

Mr. John Doe  
000 Plain Street  
Wichita, Kansas 99999

Dear Mr. Doe:

There is something new in Kansas. A radio station programming nothing but news and information 24-hours a day. Seven days a week.

We call it ALL NEWS RADIO 14. You are invited to listen at the 14 spot on your radio.

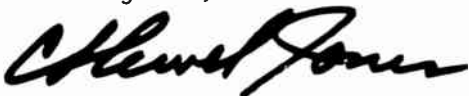
All of us at RADIO 14 consider it a grave responsibility to report the news accurately, honestly, and fairly at all times.

The old saying "bad news travels fast" certainly seems to be true. Good news seldom makes it. We at RADIO 14 pledge to dig and keep digging for the good news, and see that it gets a fair share of time.

You are invited to break into the news by calling the RADIO 14 newsroom when good or bad news breaks.

Working together for a better informed citizenry.

Best regards,



C. Hewel Jones  
President

CHJ:ral

cc: Mr. Larry LaMotte  
News Director

NBC NEWS  
**NIS**

KWBB RADIO • P.O. BOX 14 • WICHITA, KANSAS 67201 • 316-838-3331

# WWTC *news* radio 1280

June 24, 1975

Mr. William E. Klein  
Northwestern Bell Telephone Company  
224 South 5th Street  
Minneapolis, Minnesota

Dear Mr. Klein:

I'd like to tell you about something new in Twin Cities radio - a station that has news and information when you have time to hear it - all day, every day! WWTC Newsradio 1280 has added its qualified local news force to NBC's News and Information Service; the result is a team of over 200 experienced newspeople combining to bring you concise, yet thorough coverage of vital local, national and international events throughout the day. WWTC Newsradio also offers you an exciting variety of business, sports and other news and information features. And of course you get frequent time and weather updates.

WWTC Newsradio is a metropolitan news service focussing on the needs and interests of people who live and work in the Greater Twin Cities. Our signal reaches over 2,000,000 people in the metropolitan area with radio programming that informs and enlightens, that tells you quickly and completely about the important happenings in your city, your state, your country.....your world.

WWTC Newsradio programming will include special interviews and profiles of local businesses and businessmen. If you'd like to know more about this unique feature, call me direct at 333-2363.

Thanks for taking the time to read about this exciting broadcast medium - remember, whenever you want to catch up on the news, it's on the air on WWTC Newsradio 1280.

Sincerely,



Lee E. Zanin  
General Manager

## ALL NEWS...ALL THE TIME

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



KAAP 1400 AM RADIO is now VENTURA COUNTY'S ONLY ALL NEWS and INFORMATION station. We invite your input, your information that is important to the citizens of Ventura County.

WHY DID KAAP GO ALL NEWS and INFORMATION? Because now KAAP and NBC are making history with the first LOCAL and NETWORK ALL NEWS and INFORMATION service, and because a National Association of Broadcasters survey source shows that 87% of the people listening to radio are listening to News.

In the beginning KAAP Radio was entertainment. Now KAAP is a news and informative kind of radio. KAAP provides a constant flow of information and news throughout the day and night, keeping people in touch with each other in Ventura County and throughout the world.

If your organization has information to get out to the general public, we are the fastest media to present it, not just once, but as often as necessary to get your message to all our listeners.

IN SHORT, KAAP-NBC NEWS and INFORMATION represents the best and biggest radio news operation in the business to date. In the coming weeks and months, KAAP's professional news team will be seen and heard in more places and events than any radio news operation in the County. We will not merely report the morning police blotter, and the usual government news, but we will bring to Ventura County the stories behind the news, features, interesting local people, happenings and information such as yours.

IT'S ALL THERE ON KAAP 1400 AM RADIO. WE WELCOME YOUR PARTICIPATION.

ALL NEWS, TALK AND INFORMATION

**FM 98 WBAL**

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

June 18, 1975

You are very important to us!

As one of our leading and most concerned citizens, you will want to know of our plans for the most innovative concept in radio programming ever offered in Baltimore.

At 5:00 a. m. , June 23, WBAL-FM 98 will begin its exclusive all-news, all-talk format!

You will hear the latest news from the city, state, nation and world, constantly up-dated and available around-the-clock. Affiliated with National News and Information Service in Radio City, FM 98 will tap the resources of world-wide news teams, combining their efforts with our own local staff, the largest and most experienced in the State of Maryland.

Additionally, you will have a constant and ever-changing flow of local features: consumer reports, financial news, minority concerns, commentaries, interviews, documentaries. Whatever you want and need, we will have it. We emphasize that local news will be heard regularly on the hour and half-hour daily.

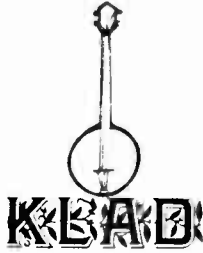
The basic concept of this all-live all-news programming from a world-wide staff is unique, and we welcome your comments and observations. Criticisms, too. Tune to WBAL-FM 98 and then let us hear from you. Your opinions are important to us as we strive to bring this much-needed service to the community.

Sincerely yours,



Alfred E. Burk  
Vice President &  
General Manager

AEB:vrb



960 RADIO<sup>INC.</sup>

September 30, 1975

To: Public Officials  
Businessmen  
Company Policy Makers

Re; National News Releases

We have just completed the first month of our all-news programming on KLAD-FM, 92.5 mc, the first all-news radio station in the entire Pacific Northwest. We thought you might be interested in some of the results and what this service means to Klamath Falls.

During the first thirty days, KLAD filed several stories, most of which received national release over the NBC Network.

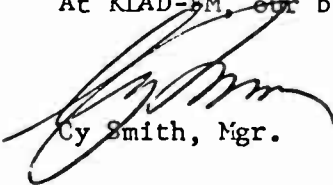
The first story to receive national attention was the report from Rep. Gary Wilhelms regarding the news blackout on police and court activities in Oregon. The interview with Rep. Wilhelms was carried on 44 radio stations from coast to coast.

Our second release came on a story from Everett, Washington. Remember, we're the only all-news station in the entire Pacific Northwest, so NBC looked to us for the coverage of the gunman who took three people hostage the other afternoon, even though Everett is 500 miles distance from Klamath Falls.

Numerous other stories that are undated, are being or have been filed and release is expected soon. We are currently preparing national reports on some of the problems in the timber industry, the cattle industry and the problems of the Baldwin Hotel.

If you or your organization have a news story, for local or national release, call the KLAD Newsmaker Hotline, 882-8833. (Area Code 503)

At KLAD-FM, our business is NEWS!

  
Cy Smith, Mgr.

PS: We're radio-active at KLAD. Maybe that's why our station has even been quoted in the Washington Post.

BOX 960 • OLD MIDLAND ROAD • KLAMATH FALLS, OREGON 97601 • (503) 882-8833

KQV blanketed Pittsburgh with a one-page "newspaper" announcing their all-news radio programming, the staff, advertising theme and everything people would want to know about KQV newsradio.



# KQV NEWS RADIO 1410 BULLETIN



VOLUME ONE NUMBER ONE

★ ★ ★

NOVEMBER 1975

LATE FLASH

## THE WORLD AT THE PUSH OF A BUTTON!

Exciting discovery at 1410 a.m.

Pittsburghers discovered on Wednesday, October 20, that through the science, technology, and sheer creativity of KQV NEWS RADIO 1410 and the new NBC News and Information Service, that the world is now at the push of a button, twenty-four hours a day. The news came as an astounding shock to Pittsburghers who had never before experienced the capability of getting the news, all the news, anytime they wanted it.

In the car at home, in the office, KQV NEWS RADIO 1410 has all the news, conveniently. Whether it be the top stories of the day, covered by NBC correspondents around the world or the latest local happenings on the scene with the seventeen person KQV NEWS RADIO news staff, it is now available at the push of a button, the turn of a dial to 1410 on the AM dial.

They said it couldn't be done, but in an effort to meet the immediate needs of Pittsburghers KQV has done it. With a service like this the listener can get as little or as much news as the listeners has time to listen. More than headlines will be available. Traffic reports, weather, and emergency information will be constantly up-

dated to give listeners the latest warnings and information. Special features will be broadcast in the areas of politics, world developments, labor, industry, finance, health, consumerism, science, medicine, entertainment, environment, entertainment, fine art, domestics and sports.

A recent survey cites radio as being the medium by which most people get the top news stories. The medium is immediate and handy and now it is constant.

Things and happenings are in the news, but so are the people that make the news. On KQV NEWS RADIO 1410 a listener may hear an in depth interview with Bob Hope, Xavier Hollander, Rudolf Nureyev, James Caan, Alice Cooper, F. Lee Bailey, Charlton Heston, Carol Channing, or others. This was just a partial listing of celebrity guests over the News and Information Network last month.

The expected and surprises. You can rely on KQV NEWS RADIO 1410 to bring you all of the news and information available. Important news breaks to the little, off-the-wall, funny stories that you seldom hear you can get it from KQV NEWS RADIO 1410.



BOB COCHRAN, a familiar and respected newscaster, is the evening anchor for KQV News Radio 1410.

## Top Veteran News Casters To KQV News Radio

Hank Baughman, Bob Cochrane, Mark Schaeffer, and Frank Tomasello are the top anchors at KQV News Radio. They are only four of the seventeen multi-talented award winning newscasters, reporters and producers that have joined the All News staff.

"Despite the talented people that have worked in my departments in the past," says KQV Director of News Operations, Bill Hartnett about the award winning news teams with which he has been associated, "the people on the KQV staff will have to be among the best groups ever assembled under one roof." The huge staff is needed to provide Pittsburgh with continuous coverage, 24 hours a day, of the happenings in and around the Tri-State area.

Starting the day will be Hank Baughman, direct to KQV from WTAE, where he served as News Director and Production Director for eight years. Hank was awarded the first place Associated Press Award for Special Coverage of the drug problem and the same award for Special Events with his coverage of the 1971 aftermath of the Pirate victory. Probably the youngest morning news anchor in Pittsburgh, Hank will assert his experience and mellow voice, which will have made him one of the finest newsmen in the county. Joining Hank on the air will be Freda Tarbell, former morning news anchor for WYSL and WPHD in Buffalo, New York. Freda has received acclaim for dynamic reporting.

Rounding out the morning newscasters are producer, Frank Grillette, former news staffer at KDKA-TV and WQED-TV, and investigative reporter, Mark Schreiber. Convinced that the All News format of KQV News Radio "fills an important need for radio."

## KQV Covers More Than News...It Covers You



KQV NEWS RADIO 1410 is really interested in finding out what Pittsburghers think of its news, twenty-four hour news, information and sports service. KQV covers Pittsburgh, the nation, the world with news and information. KQV provides you with everything that you need to know from finance to flying saucers. In the next few weeks KQV will be looking for a Pittsburgher that they can cover, and it could be you. Just for telling KQV what you think they could be covering you in luxurious fur from Abrahanel Furs.

You do not have to be clever, lengthy in your description. Just send a brief line on a postcard to: KQV NEWS RADIO 1410; Chamber of Commerce Building; Pittsburgh, Pa. 15219. A random drawing will determine the winner. One lucky KQV NEWS RADIO listener will be able to cover himself, herself, or anyone that they like in fur. The winner can select any single fur or combination of furs from Abrahanel Furs up to a retail value of one thousand dollars including tax. All cards must be received by KQV NEWS RADIO no later than November 7, 1975 to be eligible for the drawing.

round out the Bob Cochrane evening report. Steve says, "Being able to be of service to the public, being able to inform," is what he likes best about his job. In addition to his reporting duties, Steve will be the station's top interviewer getting the news straight from the people who make the news. As a reporter from Massachusetts, Steve covered the Chagiguidick incident and Senator Kennedy's re-election campaign. In addition to his reporting duties, Steve will be the station's top interviewer getting the news straight from the people who make the news. As a reporter from Massachusetts, Steve covered the Chagiguidick incident and Senator Kennedy's re-election campaign. In addition to his reporting duties, Steve will be the station's top interviewer getting the news straight from the people who make the news. As a reporter from Massachusetts, Steve covered the Chagiguidick incident and Senator Kennedy's re-election campaign.

Wall Golden, who came to the KQV News staff last February from WHLV in Lakewood, New Jersey, will provide reports throughout the week during the evening hours, as well as anchor many weekend reports. Conrad Williams, coming to KQV News Radio from WJAS and WKTQ, will handle the all night anchor duties. The former national Golden Gloves champion also gained experience at WAMO in Pittsburgh and WOL in Washington, D.C. making him an outstanding selection for the wee hours vigil.

Bob Harvey, Elaine Leaphart, and Dick Gideon head the KQV News Radio investigative reporting team round the clock. Bob Harvey, known to his friends in the Pittsburgh media as "Captain Bob," has been winning awards since the beginning of his past 11 years with KQV. A winner of several Golden Quill Awards, Bob is very active as an officer of the Pittsburgh Chapter of the American Federation of Radio and Television Artists. Elaine Leaphart, who loves her work as a street reporter, enjoys people contact. She'll have plenty of opportunity for that when she leaves to cover the 1976 Olympic Games in Montreal. Dick Gideon, a native of Pittsburgh, who has worked as a broadcaster in Connecticut and New York, knows no exact schedule. But, Dick, a first class engineer and "A" rated airplane pilot, will be where he's needed, whether it be on the air or in the street.

Sportscaster Harry Beck, most recently Sports Director at WSTV, Steubenville, will be KQV News Radio's primary sports reporter. Hank Robinson will be a professional athlete, but says that being a sportscaster is the next best thing. At KQV News Radio, Harry is not the next best thing. He's the best.

## Award Winner Takes Over KQV

Bill Hartnett, award winning newsman and news director, has been named Director, KQV All News Operations. "I'm delighted," commented KQV General Manager Bill Irwin about Hartnett's appointment.

Former News Director of WGR, Buffalo, Bill Hartnett has handled almost all news room duties throughout his broadcasting career. The experienced reporter, anchorman, news director, and documentary specialist will now be responsible for the KQV News Radio format.

A graduate of Boston University, Bill also attended Northeast Broadcasting School in Boston, and has been affiliated with stations in Maine, Michigan, Florida, Indiana, and New York. He brings to KQV the know-how to manage the KQV stellar newscaster and keep the news coming to Pittsburghers.

Bill will live in Pittsburgh with his wife Alma and four children, aged between 11 and 16.

## PENGUIN HOCKEY ON KQV NEWS RADIO

Penguin Hockey is going strong on KQV News Radio and, as one critic put it, "They're now broadcasting the most exciting hockey I've ever heard." The news and information station, KQV, is the flagship for all Penguin Hockey radio broadcasts to the multi-station Penguin Hockey Network. The station will carry regularly scheduled Penguin games as well as the Stanley Cup Finals, if the team is involved.

Gary Morrill, lured from his World Hockey Association duties as broadcaster on radio and television for CBS, the Hughes Sports Network, and the World Hockey Network, handles the play-by-play action. KQV's own Mark Schaeffer will provide the color commentary throughout the season. Credit must first go to the Penguins, who sought an active broadcast participant in their drive for heightened hockey awareness in Pittsburgh, and, then to KQV, which put it together. The production crew is second to none and includes former Buffalo Bill football producer Don Kober as producer and director, and Ted Ruacitti, who heads the technical crew.

You can hear Penguin Hockey at the times and dates scheduled as follows:

| PITTSBURGH PENGUINS |             | 1975-76 Home Schedule |      |
|---------------------|-------------|-----------------------|------|
| DAY                 | DATE        | OPPONENT              | TIME |
| Saturday            | October 11  | Washington            | 8:05 |
| Saturday            | October 18  | Detroit               | 8:05 |
| Tuesday             | October 21  | Montreal              | 7:35 |
| Wednesday           | October 23  | Philadelphia          | 8:05 |
| Saturday            | November 8  | NY Islanders          | 7:35 |
| Thursday            | November 13 | Chicago               | 8:05 |
| Saturday            | November 15 | Montreal              | 7:35 |
| Saturday            | November 15 | Buffalo               | 8:05 |
| Tuesday             | November 18 | California            | 7:35 |
| Wednesday           | November 22 | Los Angeles           | 8:05 |
| Wednesday           | November 26 | Detroit               | 7:35 |
| Saturday            | November 29 | SF Rangers            | 8:05 |
| Sunday              | December 7  | Toronto               | 7:35 |
| Saturday            | December 13 | Boston                | 8:05 |
| Saturday            | December 17 | Atlanta               | 8:05 |
| Wednesday           | December 31 | Los Angeles           | 7:35 |
| Saturday            | January 3   | Philadelphia          | 8:05 |
| Saturday            | January 10  | Vancouver             | 8:05 |
| Saturday            | January 17  | Buffalo               | 8:05 |
| Sunday              | January 17  | NY Rangers            | 7:35 |
| Thursday            | January 22  | Montreal              | 7:35 |
| Saturday            | January 24  | Washington            | 8:05 |
| Sunday              | January 25  | Minnesota             | 7:35 |
| Thursday            | January 29  | Minnesota             | 7:35 |
| Sunday              | February 1  | Toronto               | 7:35 |
| Saturday            | February 15 | Los Angeles           | 8:05 |
| Thursday            | February 17 | Toronto               | 7:35 |
| Thursday            | February 19 | Toronto               | 7:35 |
| Saturday            | February 21 | Chicago               | 8:05 |
| Wednesday           | February 23 | Atlanta               | 7:35 |
| Saturday            | February 28 | Vancouver             | 8:05 |
| Sunday              | February 29 | St. Louis             | 7:35 |
| Saturday            | March 7     | NY Islanders          | 7:35 |
| Wednesday           | March 10    | Buffalo               | 7:35 |
| Saturday            | March 13    | California            | 8:05 |
| Sunday              | March 14    | St. Louis             | 7:35 |
| Wednesday           | March 24    | Boston                | 7:35 |
| Sunday              | March 28    | Detroit               | 7:35 |
| Saturday            | April 3     | Washington            | 8:05 |



**NATIONAL BROADCASTING COMPANY**

**NEWSMAKER CONTACT CARD**

**Radio News & Information Service**

**NEWSMAKER  
HOTLINE 202/362-8372**

**RADIO NEWS & INFORMATION SERVICE**

**Provides Immediate  
National Radio Contact**

**CALL NEWSMAKER HOTLINE**

**IN WASHINGTON:**  
(202) 362-8372

**IN NEW YORK**  
(212) 765-3520

**OR SEND RELEASES**

4001 Nebraska Ave. N.W.  
Washington, DC 20016

Room 505  
30 Rockefeller Plaza  
New York, NY 10020

---

WRC, Washington, D.C., distributes these Contact Cards to lawmakers and other key figures, making it convenient for them to call in a news item to the local or national NBC News & Information Hotline Number. The cards are the same size and material as credit cards. Here's another good idea for your station. It's an invitation for influential people in your community to keep in touch with you.

---



---

Hotline Card given to select clients and officials -  
making them special reporters.

Wichita, Kan.

---



---

Milk Cartons ... here's a way to bring your message home. WWTC has this newsradio message on 120,000 milk cartons every week - both gallon and half-gallon sizes. The promotion was made on a trade basis with a local Minneapolis-St. Paul dairy.

---



---

5000 cars in Sarasota, Fla. are riding around with this plate advertising all-news. A clever promotion for states not having mandatory front and back license plates.

---



---

The KLAD "Button Watcher" in Klamath Falls, Ore., gives away a silver dollar to every person he spots wearing a KLAD button.

And to add more interest, the silver dollar winners are eligible for a bonus drawing of 25 silver dollars which is held periodically on-the-air.

---



---

KLAD, Klamath Falls, Ore. painted the station cars...  
portable billboards.

Inexpensive, yet effective, advertising.

---



Here is the WERE Mobile Newsroom. As well as being a rolling advertisement for Newsline 13, the van has more equipment than some radio stations have in a studio.

Fully sound proofed, carpeted and air-conditioned, the mobile newsroom serves as either a satellite studio location for coverage of heavy events or as a relay station for WERE reporters.

The van is equipped with the following custom built-in features: 11-input console, two-way radio, walkie-talkie system for reporters outside, a mobile phone, reel-to-reel tape recorder, facilities for dubbing from cassette, a quartz clock, two microphones (one mounted for the driver to use en route), police scanners...even a typewriter.

The mobile newsroom is logo painted on all sides (red and black on white) -- even the roof is painted to enable the station's helicopter to spot it from the air, should that be necessary during combined coverage.

WERE can broadcast live from the van, or park it outside a building and broadcast live from the building using the van as a relay to the studio.

Advertising where it counts...  
KWBB, Wichita, Kan. placed this full  
page ad in a local supermarket paper.

**ALL NEWS**



**24 HOURS A DAY**

**1410 ON YOUR  
RADIO DIAL**

**ALL  
NEWS  
RADIO 14**



The Twin Cities knows about WWTC . . .

**Over 7½ million  
impressions weekly.**

### NEWSPAPERS

We're in the Minneapolis Star (evening) and Tribune (morning) . . . plus the weekly suburban Sun newspapers reaching 2,785,156 weekly.



### TELEVISION

WCCO-TV (CBS), KSTP-TV (NBC), KMSP-TV (ABC), and WTCN-TV (Ind.) reaching 2,217,000 people weekly, with all spots in prime time, many in news casts.

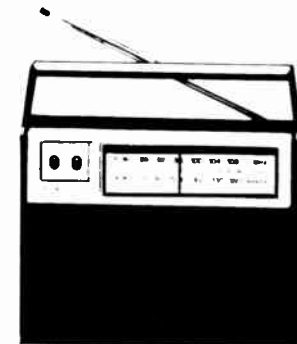


### BILLBOARDS

We're all over the Twin Cities rotating painted billboards which reach 1,781,150 weekly.

### RADIO

We're on KEEY AM/FM, WAYL-FM (both beautiful music) and KTWN-FM (classical) with saturation campaigns reaching 986,000 weekly.





## LISTENING POST CAMPAIGN

Here's a campaign to have stores tune in your station.

Enlist stores (barbershops, airlines, travel agencies, liquor stores, etc.) to become official Listening Posts by playing your station all day. Your station gives free periodic on-the-air mentioning to all Listening Posts. Ex., "If you're in the (Westgate area) stop in at (Listening Post Store) and catch up on the latest news."

Variation #1: If your station doesn't give free on-air mentions, have a "Mystery Listener" visit Listening Posts periodically. If a Listening Post is playing your News and Information Station, the store will receive a free on-the-air schedule.

Distribute Window Signs to stores:  
"We are an official Listening Post for  
All-News Radio WXXX, 000 AM."

Variation #2: Send a Mystery Listener to check cars before they enter a toll booth. Give toll money to those playing your News and Information Station.

Variation #3: Check cars entering a baseball or football game parking lot or any heavily attended event and give a free gift, silver dollar, pennant, etc., to those listening to your All-News Radio station.

KLAD, Klamath Falls, Ore. equipped their news cars with small public address systems which broadcast the station's all-news while out on calls. They're used for parades too.

---

WPOP uses their trades with the top-rated beautiful music stations in Hartford, Conn. to feed daily early morning promos that headline the major stories the station will be following that day.

---

WRIT PROMOTION: "News Tip of the Week":  
Each week this Milwaukee station gives \$25 to the individual who phoned in the best story. The promotion gives the station more news, gets people to talk about the station, makes them involved with WRIT and...it gives people money.

BAG PROMOTIONS

1) Plastic Litter Bags

Distribute litter bags to fast food stores such as MacDonald's, Burger King, etc. Have the bags placed on the counter and given with each order. Imprint your message on one side, the store name on the other - and trade the imprinting with the store.

2) Plastic Auto Litter Bags

Imprint your message on small auto litter bags and distribute them to gas stations.

3) Shopping Bags

Imprint with your message and store name and distribute to grocery stores, shopping malls, etc.

- \* Give away Day Glo Safety Banners for bicyclists imprinted with your dial position and logo.
- \* Give away Day Glo Plastic Globes or Banners imprinted with your message to attach to auto antennas to facilitate spotting one's car.
- \* Distribute Bookmarks to bookstores imprinted with store name on one side, your message on the other side.
- \* Have a daily on-air Current News Quiz. Ask a question about a current event and give a gift certificate (or traded item) or cash to the first person who phones in the correct answer. Or, have listeners send in postcards with their name, address, phone. The station anchorperson draws a card and calls the person while on-air.

FM AUTO CONVERTERS

Offer your listeners an FM converter to hear your FM station while driving. The cost per unit is approximately \$24.00 from the NAFMB, and they come with a decal of your station's call letters and dial position.

You may want to buy a bulk quantity and have your listeners buy them directly from you or announce on-air that listeners can purchase them from the NAFMB.

For more information, the toll-free phone is 800-372-8912. Or, write Abe Voron, Project FM Auto Radio, P.O. Box 8967, Main Post Office, Fort Lauderdale, Florida.



You and our other friends  
may call us by our nickname.

**ALL  
NEWS  
RADIO 14**

By the way, we have a new address - P.O. Box 14

A sample of the WERE Mid-Day News which is distributed with menus in downtown restaurants on a daily basis.

It takes about 30 minutes a day to prepare including writing, typing and copying (materials enclosed) and is distributed to selected downtown restaurants and placed on tables with menus.

WERE sells it (Master Charge) so it's a double duty promotion tool, both general and sales promotion. Or, if you've got a tough client to land, throw it in as a bonus with the spot schedule. Stationery is your only cost, plus a few cents in Xerox each day.

After all, who can better provide the service than the all-news station in town.

**Why Not Use**



**For Lunch Today**

MONDAY, August 18, 1975

**WERE 13**  
NEWSLINE

Sunny and mild today and tomorrow. High 75.

(Cleveland) The defense has put on its final witness in the \$46 million Kent State Civil trial. The plaintiffs will present six rebuttal witnesses tomorrow. The case is expected to go to the jury Thursday.

(Columbus) Governor Rhodes has named Cleveland lawyer Gerald Patronite Acting Director of the Ohio Lottery Commission. Patronite succeeds Robert Chiamonte who resigned last Friday. Rhodes has also called once again for the resignation of the five lottery commissioners, blaming them for all the recent problems.

(Elyria) The Mayor of Elyria, Leonard Reichlin, is meeting today with a number of black ministers and community leaders to try to stave off future trouble. Elyria was the scene of racial unrest last week.

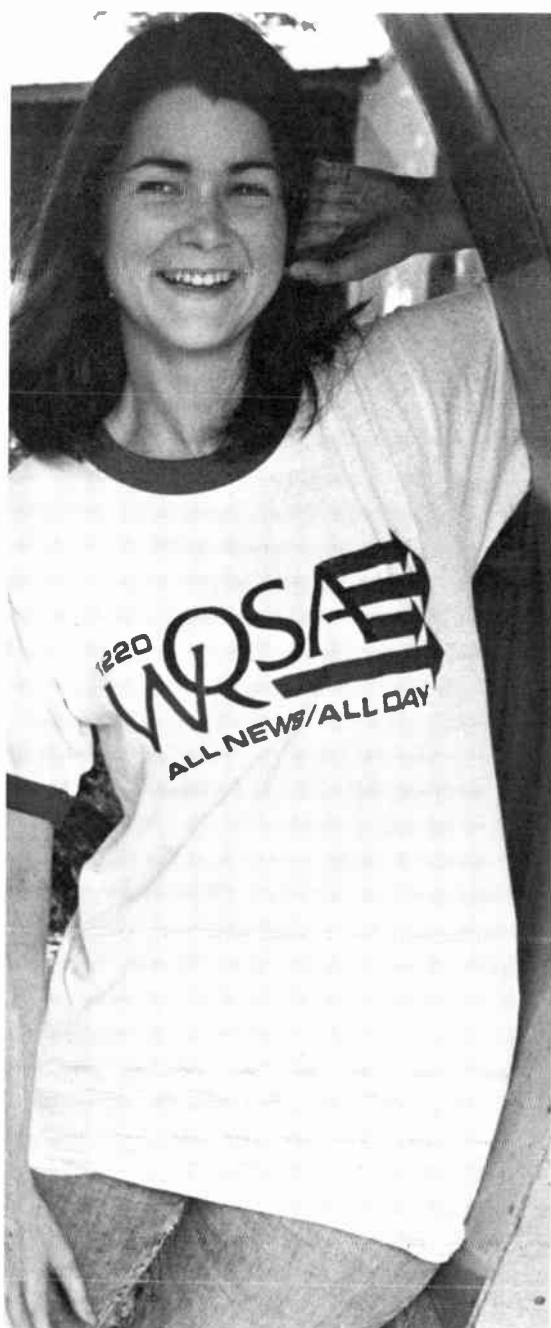
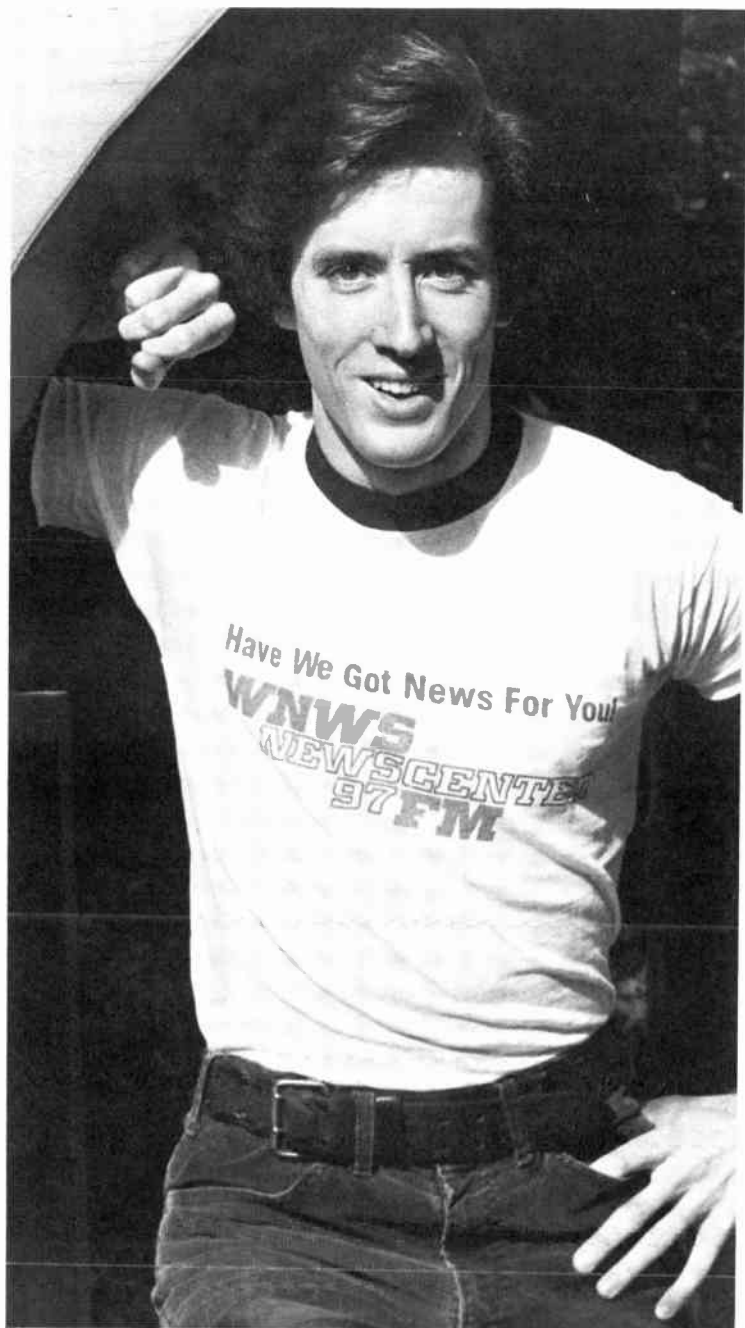
(Washington) The U.S. Bureau of Labor Statistics reports Cleveland is the most expensive place in the Midwest for retired couples to live.

(Washington) The leaders of three maritime unions are scheduled to meet this morning with AFL-CIO President Meany to discuss a threatened boycott of Russian-bound grain from the United States.

For the latest business news, listen to WERE Newsline 13 - News 24 hours a day - 1300 AM.







Tee Shirts...an outdoor - indoor ad. WQSA, Sarasota, Florida used theirs with great success, while WNWS, New York printed their slogan "Have We Got News for You!" on hundreds which were worn all over the city.

TELEVISION

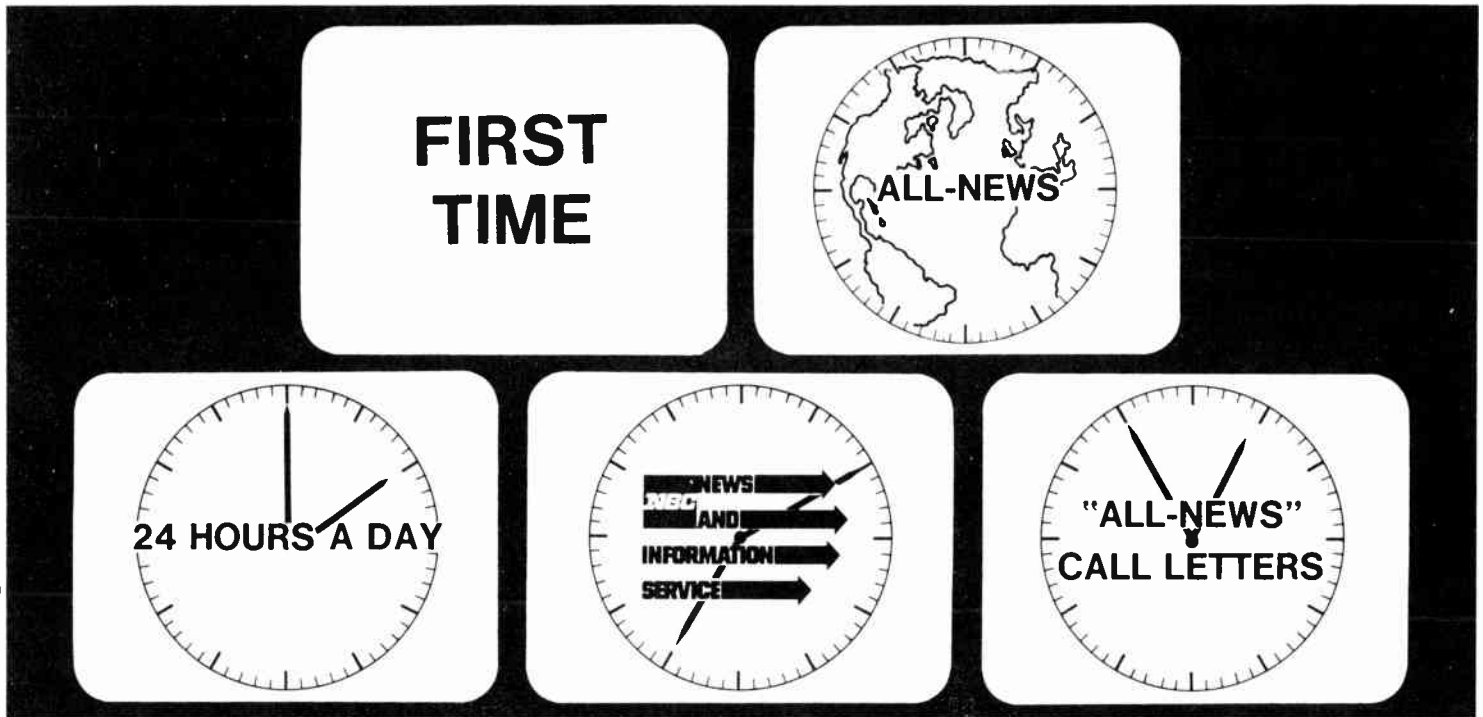
## TELEVISION

Television does not have to be out of the reach of a station having a limited budget. Trades can possibly be arranged in your market for air time. And NIS helps you to develop a :30 spot.

- \* We will send you a silent VTR master, 7 1/2 i.p.s. reel-to-reel music background and script for you to customize your own spot. In cases where there is a "sister" TV station, this is very inexpensive to customize. Or, perhaps you can arrange for a local TV station to do it.
- \* Or, for \$500, we will be able to customize the spot for you.

Following is the NBC/NIS storyboard and an inexpensive idea from a NIS station.

:30 - SECOND TV SPOT  
"ALL-NEWS - for the First time in Your City"  
(excerpts from storyboard)



#### AUDIO

Voice Over: Now, for the first time in (city name)  
All-News  
All around the clock  
24-hours-a day  
all day and all night  
On (station call letters and frequency).

Local News...  
National News...  
World News.

Time...  
Temperature...  
Traffic.

NBC News and Information Service  
For the first time ever  
All-news on (station call letters and frequency)

You told us you want to know.

Here's a :30 second TV spot which cost WRBC, Jackson, Mississippi, only \$50 for 1/2 hour of production time!

WRBC took advantage of the NIS programming wheel by using it as a TV Visual - and saving costs. The promo shows the NIS wheel, gives it a spin while the Voice Over says:

"As part of radio history,  
we invented the wheel -  
all over again.

Newsradio 13....WRBC."

SALES  
PRESENTATIONS

## SALES PRESENTATIONS

Here is a sample of one of many outstanding sales presentations:

KBMI's presentation visually and verbally presents the full scope of all-news radio - entertaining, personal, involved, informative, interesting and news-filled. More than news - it's your best friend - (and a most interesting one!).



**KBMI 1400 AM**

**ALL NEWS  
24 HOURS A DAY.**

World Radio History





## COPING

Almost all you need to know about how to deal with the ever accelerating rate of change in the world around you . . . what to buy and what not to buy and why . . . what to do when you have a problem with your car or your dog, your plumbing or your paramour. What to eat and how to cook it, where to travel and how to get there.



**ALL THE NEWS... ALL THE TIME.**



## LISTENER INVOLVEMENT

What do you think about gas rationing, miniskirts, transcendental meditation, taxi fares, and the tennis craze? What would you like to ask President Ford or Peter O'Toole? Who's your favorite hockey player? What's the most important thing for a career woman to know? What's your most precious possession, your fondest memory, your secret desire? What's the biggest problem in your town?



**ALL THE NEWS... ALL THE TIME.**



## ENTERTAINMENT

Read any good books lately? Seen any good movies? What kind of music do you like? Where's the latest good article on rock music or religious revival, astrology or astroturf, baseball or the balance of payments, needlepoint or nutrition. How did Vegas become the Show Biz capital of America?



**ALL THE NEWS... ALL THE TIME.**



## HUMAN INTEREST

What every happened to Hula Hoops? Where's the only active volcano on the U.S. mainland? How many farms are there in Chicago? How much electrical power is burned in Phoenix, Minneapolis and Dayton each day? Who is our only living 5 star general? And do you remember the sound of VJ Day, Sputnik, Will Rogers, Ma Perkins and Wendel Wilkie?



**ALL THE NEWS... ALL THE TIME.**



## SPORTS

The very latest sports news as it happens, 24 hours a day. Inning by inning Major League baseball scores, plus up-to-the minute coverage of football, basketball, hockey, golf, tennis and more. Special reports on major events and in-depth interviews and comments keep you in total touch with the action-packed world of sports on KBMI/1400.



**ALL THE NEWS... ALL THE TIME.**



**MORE PEOPLE TURN TO RADIO  
FOR NEWS THAN TO  
ANY OTHER MEDIUM**

**RADIO IS PRIMARY  
NEWS SOURCE DURING  
DAYTIME**

Where Adults 18+ Get the News  
In the Morning and Afternoon  
Hours:

|                    | All<br>Adults |
|--------------------|---------------|
| Radio .....        | 46%           |
| TV .....           | 39%           |
| Newspapers .....   | 34%           |
| Other People ..... | 8%            |
| Magazines .....    | 2%            |

**Household Income  
\$15,000+**

|                    |     |
|--------------------|-----|
| Radio .....        | 52% |
| TV .....           | 33% |
| Newspapers .....   | 39% |
| Other People ..... | 10% |
| Magazines .....    | 3%  |

SOURCE: RAB Pocketpiece '75



**ALL THE NEWS... ALL THE TIME.**



**ALL-NEWS RADIO  
PRODUCT PROFILE  
MEN 18+**

**INDEX OF CONCENTRATION**

**Credit Card Ownership**

|             |     |
|-------------|-----|
| Any         | 118 |
| Airline     | 161 |
| Auto Rental | 158 |
| Gasoline    | 126 |
| Hotel       | 163 |
| Telephone   | 147 |

**Automobile Ownership**

|                  |     |
|------------------|-----|
| Any              | 105 |
| Two or more      | 111 |
| Full-size Luxury | 112 |

SOURCE: TGI '74



**ALL THE NEWS... ALL THE TIME.**



**ALL-NEWS RADIO  
AUDIENCE PROFILE  
ADULTS 18+**

**INDEX OF CONCENTRATION**

|                          |      |
|--------------------------|------|
| <b>EDUCATION:</b>        |      |
| GRADUATED COLLEGE        | 140* |
| <b>HOUSEHOLD INCOME:</b> |      |
| \$15,000 +               | 177  |
| 25,000 +                 | 133  |
| <b>OCCUPATION:</b>       |      |
| PROF/MGRL                | 133  |
| <b>SEX: MALE</b>         | 111  |

\*COLLEGE GRADUATES HAVE 40% ABOVE AVERAGE CONCENTRATION IN ALL-NEWS RADIO.

SOURCE: TGI '74

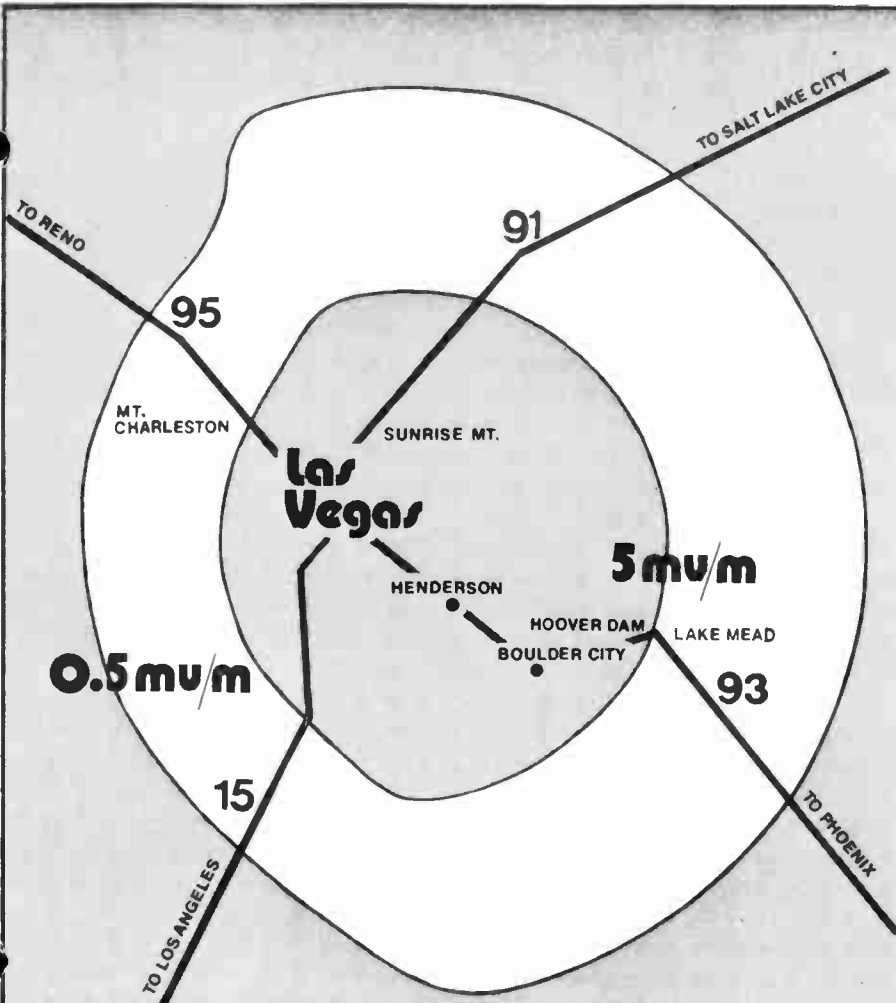


**ALL THE NEWS... ALL THE TIME.**



# NEWS

24 HOURS A DAY.



ALL THE NEWS... ALL THE TIME.



## SALES TOOLS

Following is a composite of ideas to be adapted for your market.

These are extra ideas intended to help your sales staff.

July 28, 1975



Good Morning:

During the fifty year history of WCSH Radio, NEWS has been the Sign-Post of the Station, and during the past two decades the complete NEWS report every hour on the hour has been the most significant part of the Station's programming. The Station's NEWS programs have provided many local advertisers with a vehicle of quality and prestige that has been unparalleled. This NEWS programming on WCSH Radio has frequently displayed its value by being sold out.

The Management of WCSH Radio has been constantly studying the programming trends in Radio Markets across the country and has learned that more and more stations in both large and small markets are now programming more NEWS and INFORMATION, and they are consistently attracting larger and larger audiences.

The general public is NEWS conscious and, therefore, want more news and information.

Monday, September 1, 1975 WCSH Radio will become Northern New England's only ALL NEWS and INFORMATION station. This dramatic format change will be accomplished through the Station's affiliation with the NBC Radio Network and the National News and Information Service. Both of these NEWS services are wholly owned subsidiarys of the National Broadcasting Company, producers of NBC News. NBC NEWS is the world's largest broadcast news organization. This superior NEWS network will be augmented locally and regionally with a NEWS staff of professional, on-air, NEWS broadcasters.

In the total belief that NEWS reaches across age, education, economic and ethnic backgrounds, WCSH Radio will have an unquestioned dominance in Radio programming throughout its service area.

Advertisers will be interested in the proven fact that 'ALL NEWS' stations across the country consistently 'CUME' (that is reach more and different people) better than any other Radio format.

The ability for advertisers to reach many and different people is one of the major goals of business.

WCSH Radio is confident that this all NEWS and INFORMATION SERVICE will have a tremendous impact on Radio listening habits in South Western Maine.

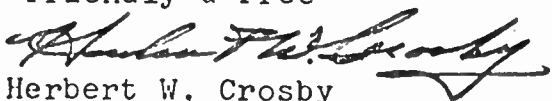
WCSH Radio cordially invites you to place your advertising messages on this - ALL NEWS Radio service.

During the month of August, WCSH Radio's sales representatives will be contacting you to unveil this all new and exciting NEWS operation.

If, upon receipt of this letter, you wish to be a charter advertiser, or have any questions concerning this ALL NEWS format, please contact the writer; WCSH Radio's sales manager, Tom Sawyer; or your regular sales representative.

Respectfully,  
'Friendly & Free'

NEWS TOUCHES EVERYONE...DAILY...

  
Herbert W. Crosby  
Vice President & General Manager

In Wichita, Kan., on-air advertisers  
place signs in their store windows.

**ALL  
NEWS  
RADIO 14**

The value of YOUR advertising on



just keeps increasing!

Arkins' advent as a director occurred by chance in 1966. Some Second City chums were in "Eh," a Henry Livings whimsey that was somebody to do a spouting thing, they would — with no argument most of the time. If they asked why, I seemed able to come up with an answer that all the sons recorded albums "to give kids the idea music doesn't belong just to adults and has to be studied for 25 years."

Brook-les and nington without sed into els with satiric pass and him to everant ork with on Carl showbiz vernight and a dy. Bar-and Mrs. he ended n stage 965." he steady His first Coming. him an nomina-Lonely ncluded


me

."

SEI  
MISSPI  
LAMY

E-IN

**ALL NEWS**



**RADIO 14**

**24 HOURS A DAY**

**1410 ON YOUR  
RADIO DIAL**

**ALL NEWS RADIO 14**

When we advertise  
**YOU BENEFIT**

... and we  
advertise a great deal!

**News in Wichita  
is NEW**

**ALL  
NEWS  
RADIO 14**

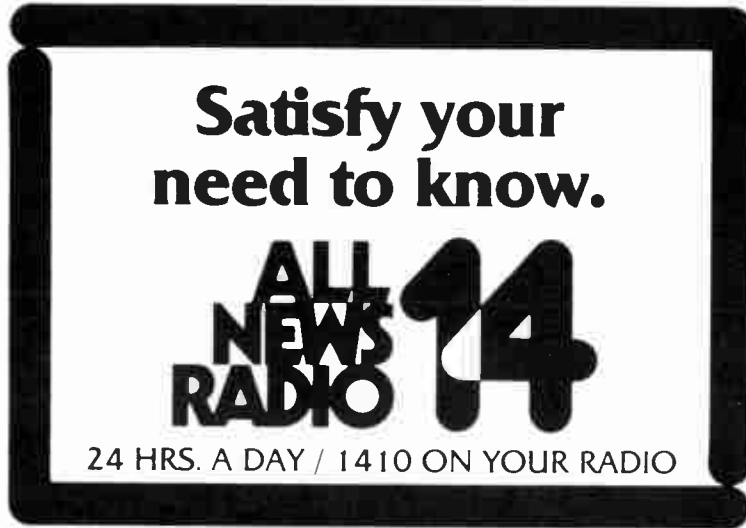
24 HRS. A DAY / 1410 ON YOUR RADIO

You might have seen (your customers did) our ad  
that ran in the Eagle-Beacon  
October 8, 10 and 12.

Mr. John Smith  
00 Main Street  
Wichita, Kansas 00000

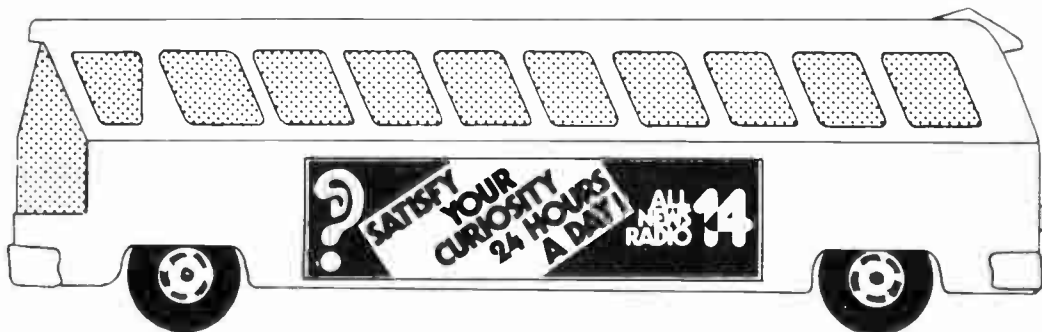
# WE HUSTLE!

We're busy all the time increasing the value of  
YOUR advertising on RADIO 14.



You might have seen (your customers did) our ad  
that ran in the Eagle-Beacon  
September 24, 26, and 28.

# RADIO 14 IS ON THE MOVE



... AND IF YOU'RE INTERESTED IN SUCCESSFUL  
RADIO ADVERTISING, WE'RE MOVING IN YOUR DIRECTION!

Watch for the RADIO 14 buses  
as they increase the value of YOUR advertising dollar.



# ALL NEWS!

It really sells.

KLNG knows that fact very well. After all, we already were Omaha's broadcast news leader, with 4 solid all-news hours from 4-9 AM and two more, from 4-6 PM, plus in-depth local and national news inserts throughout the rest of our 24-hour broadcast day. Our drivetime inventory was always low because the advertiser demand for the news blocks was so high. Aside from music, no other format has greater mass appeal than news.

Everybody these days has a compulsion to know what's going on where and why. For that reason, all-news and information audiences listen much more closely to what's being said than music audiences. Hence, the well-known attention factor ... 65% for news and information, 45% for MOR formats, 42% for rockers and a mere 31% for the FM album e-z listening stations. When more people hear your message, you get greater results.

Talk about demographics ... All-news and information tends to approximate those achieved by music formats, while reaching a generally more affluent audience.

It stands-to-reason then. KLNG, winner of four major news awards already this year, plus a spotless local news reputation, is the logical station to introduce to Omaha the All-news and information concept of radio. It works! Let us prove it to you.

**KLNG** newsradio



---

When a KLAD salesman in Klamath Falls, Oregon walks into a client's office, he enters playing the station's all-news - sight unseen. Attached to his belt is a transistor radio in a special belt holder made by the station.

---

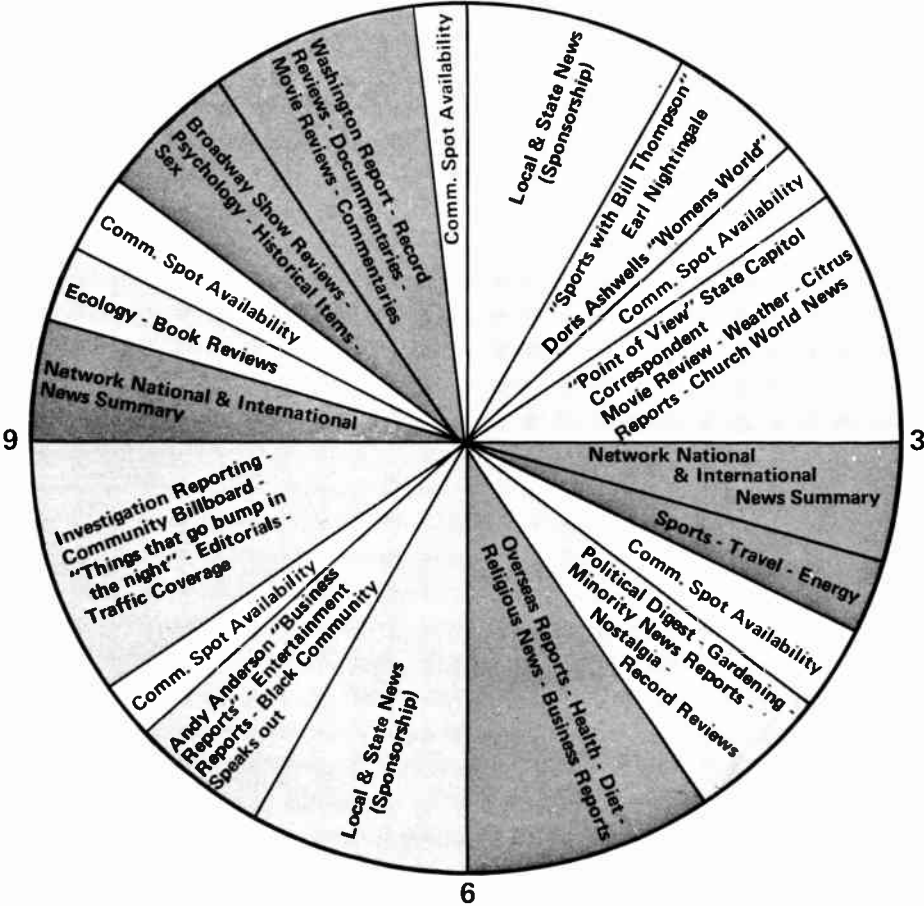
With an order of 500 announcements or more, KLAD, Klamath Falls, Oregon, presents the client with a desk-top pre-tuned transistor radio. Embossed in gold leaf with the client's name, the message on the bottom reads, "When my battery needs recharging, call KLAD, 882-8833." The station provides the batteries free of charge.

---

# WNBE Composite Hour



Hour 12



- Local Programming
- Network Programming
- Commercial Spot Availability



## CALL LETTERS

Should I change my call letters when I change my format?

That depends on several factors:

- \* Call letters that are well known and respected in the market, are an asset to retain.
- \* Call letters that obviously imply easy listening music or a similar format, may be best to change.
- \* Most call letters that imply all-news radio have been taken by stations, limiting your changing solely for that purpose.
- \* If you feel new call letters would improve your station's image in the market, then, do change them.

## LOGOS

When stations change to the all-news format, they should add this identification to their logo.

The most frequently used forms are:

- \* All-News Radio (Call Letters & frequency)
- \* Newsradio (Call Letters & frequency)
- \* All-News (Call Letters & frequency)

The newest trend is to use digitals - often just two numerals - as the major emphasis. The benefit is to put your dial position immediately in the mind of the listener. Numbers are seen on the radio dial, not call letters.

**ALL  
NEWS  
RADIO 14**

24 HRS. A DAY / 1410 ON YOUR RADIO  
Wichita, Kan.

**KURY 710**

**24 HRS. A DAY**

Edinburg, Tex.

**KOH 63**  
**NEWS RADIO**

Reno, Nev.

970 **WGES** RADIO

Portland, Me.



West Palm Beach, Fla.

**dlnewsradio**  
**wpop|410**

Hartford, Conn.



**WRNL**  
**910**  
**RADIO**

Richmond, Va.

**WWTC** *news*  
*radio* **1280**

Minneapolis-St. Paul

**KLNG** *newsradio* **149**

Omaha, Neb.

# NEWSRADIO KLYX

**24 hours 102 fm**

*ALL NEWS-ALL THE TIME*

Houston, Tex.



Sarasota, Fla.

*K-Speed NewsRadio 790*

Boise, Idaho

**WERE 13**  
newsline

Cleveland, Ohio

**wnns fm**  
  
**news 97**  
Louisville, Ky.

**KQV**  **NEWS**  
**RADIO** **1410**  
Pittsburgh, Pa.



Honolulu, Hawaii

**KFBK 15**  
**ALL NEWS**

Sacramento, Cal.

**WRC**  
**LIVE NEWS 98**  
**RADIO**

Washington, D.C.

**KNAI**  
**FM** **100**

San Francisco, Cal.



Orlando, Fla.

**1440AM**

NBC NEWS AND INFORMATION SERVICE

**NBC** **WRIT** **1340**  
*News and Information* **NEWS**  
**RADIO**

ALL NEWS — ALL THE TIME — 24 HOURS A DAY

Milwaukee, Wisc.



Ventura, Calif.



New York, N. Y.



Chicago, Ill.



## KICK OFF PARTY

By the time of the kick off party, your market is usually aware of your station's plans to change to the all-news format. Press announcements have been made, select clients have been contacted - old and new.

However, now you have a unique opportunity to gather the advertising community together and present to them the facts motivating your decision to become all-news radio.

There are various possible approaches to your presentation, we wish to suggest guidelines that have proven successful.

### A. Ad Agency Party

- \* Hold it in a central location - convenient for these busy people.
- \* The party can be a cocktail party, luncheon or dinner.
- \* Keep a cocktail party simple and short. Serve drinks before the presentation. Have chairs for your guests for the presentation. Serve food after the presentation and have tables for convenience in eating. Ideally, it is best to have the presentation in a room adjacent to your party.
- \* If your party is a luncheon:  
A central location is preferable. Limit the time from 12:00 noon to 2:00 PM. Begin with cocktails during which the General Manager, as host, should circulate well and talk with all the guests. Follow with the luncheon and begin your presentation during coffee. Limit your invitations solely to the advertising community.



- \* If your party is a dinner:  
For an evening event, invite each member to bring a guest (wife, date) to avoid having people leave early. This type of party can be as gala as you wish, and could include dancing after the presentation. Like the luncheon, the host - the General Managers - should circulate well, meeting everyone before dinner. His presentation should be given immediately after dessert. And don't forget to invite the press.

#### B. Press Party

- \* Hold a separate party for the press, civic and business leaders. This can be accomplished nicely at a breakfast - perhaps even at the station.

#### C. The Presentation

- \* Keep your presentation brief and pointed. 10-12 minutes is enough time to tell your story and hold your audience.
- \* Limit your presentation to a speech by the General Manager. Introduce your News Director and/or key Anchorpeople, if they are on-staff.
- \* Briefly mention why you chose the format, how it will affect and add to the community, what it means in dollar investment to you and discuss your staffing plans.
- \* While we don't recommend slides (these can be used for individual calls) if you do use slides, keep it snappy, short and moving. Don't over-orchestrate your presentation. Unless you have the time and money to have it professionally produced, simplicity is the keynote.
- \* Preferably hold slide presentations in a small auditorium or screening room - ideally it should be adjacent to your reception room.
- \* Remember this is a party - and a perfect opportunity to clean out your prize closet by drawing names or numbers.
- \* Circulate -- see that you and they have a good time!

# Lites WRR success

In regards to your editorial concerning the sale of WRR radio, I must write in support of the station and its accomplishments, and what it can accomplish with the NBC network.

You failed to mention the service news coverage that provides, especially local coverage.

In comparing the two radio "emphasis" stations in Dallas the last several months, I think that WRR has surpassed K102 in depth and range of local coverage.

With the addition of K102's work, there would be a service sadly lacking in the size of Dallas.

Whenever anything occurs—the citizen will have the complete summary.

This is the next few years, a presidential inauguration to be observed.

I am sure that NBC's purchase of WRR will be a great thing for Dallas.

Use of the network program on WRR will be eliminated or trimmed to one-minute segments.

I suppose I think about the City Council action on this subject," one columnist bugged me when he was out in front.

Generally, a worker is disappointed in the results.

City staff favors signing WRR pact

City Manager George Worth Schrader's staff today recommended that the City of Dallas sign a contract for NBC radio news service, at a monthly cost of \$5,000.

But city council members many of them questioning the station's role in operating a radio network.

# WRR Employees Excited

By HENRY TATUM  
Despite all the talk about selling WRR to a private investor, most employees at the city-owned radio station said Wednesday there will be no rush to find jobs elsewhere.

In fact, several WRR staff members told The News they are relieved that the City Council finally took a stand on the municipal ownership issue so the subject can now be removed from the agenda.

"WRR, soon to be an affiliate of the NBC network, will receive the complete radio operation of Fair Park."

WRR consider any serious talk of selling the station still far down the line. The recent sale of Radio Station KBUY in Fort Worth took more than a year to complete, and said they would expect to take even longer.

The transaction involved a municipal operation manager staff.

Persons who work at the station will be glad to see the station get on its feet.

WRR employees are excited about the sale of the station to NBC.

WRR employees are excited about the sale of the station to NBC.

WRR employees are excited about the sale of the station to NBC.

WRR employees are excited about the sale of the station to NBC.

WRR employees are excited about the sale of the station to NBC.

BOB BROCK on

# WRR AM firms its new schedule

Welcome NBC/NIS to Dallas! Come to "Open House" Wednesday, June 18, 5 a.m. until 5 p.m., at the WRR Studios in Fair Park, be on hand when NBC/NIS makes its Dallas debut, and find out what all the fuss was about! Refreshments will be served.

R.S.V.P. 214-823-1310

NBC's NIS has built its staff from some of the finest broadcast professionals around the country. Many of the names and voices will be recognizable; others will be new to radio listeners in this area.

This NIS service from NBC is in no way related to the regular NBC Radio AP Radio.

ARK, Chi. 4's competent mer affairs reporter, called with the station this Friday isn't leaving to take a job at another station—at least not for a while.

He's planning to take a three-month vacation. I've been meaning to get out of the service for a while.

and see as much of Canada as he can before Friday, Clark says.

couple of reports about odd jobs of autos and probe the question of "Why doesn't the great gas mileage EPA tests say it should?"

In case you've wondered what happened to Ch. 8's former affairs reporter, love she's now public relations for the Children's Medical Center.

Another Ch. 8 reporter turned in his resignation.

# WRR-AM buying NBC news package

Dallas' municipal station will buy 30 minutes of national news and public affairs shows in each of 164 hours per week.

NBC-NIS will offer its service for three hours Sunday and one hour Sunday.

WRR-AM Al Carrell, John Henry Goodman, Kaye Johns, Nancy Faulkner, Hal Turin, Noso-

WRR-AM Al Carrell, John Henry Goodman, Kaye Johns, Nancy Faulkner, Hal Turin, Noso-

WRR-AM Al Carrell, John Henry Goodman, Kaye Johns, Nancy Faulkner, Hal Turin, Noso-

## LOCAL PRESS

Local press can be a station's best friend. A good article from them can be more meaningful than a paid ad.

- \* As soon as you are ready to announce your format change, give them the "scoop." (See following suggested press release.)
- \* Exhaust not only the metropolitan, but also the suburban publications.
- \* Don't forget the college or university press in your area. Students listen to all-news and represent great buying power to your sponsors.
- \* Newspapers want to report news. "Newsworthy" releases include:
  - 1) Staff changes/appointments
  - 2) Local projects
  - 3) Community involvement
  - 4) Listener reactions
  - 5) NIS news breaks originating from you or other NIS stations.
- \* Invite members of the press to your kick off party or arrange a special affair for them at the station.
- \* Keep them informed all along the way: As you change staff, supply the press with biographies and 8 1/2" x 10" glossy black and white photos of your new members. (Biographies can be written similar to the attached ones on NIS anchorpeople.)
- \* Arrange for interviews with your anchorpeople.
- \* Please send any clips (originals) to the NBC Press Department to facilitate reprinting and national coverage.



RECIPROCAL  
AGREEMENTS

## RECIPROCAL AGREEMENTS

Many of the advertising and promotional activities can be handled with little or no cash outlay. In many markets, billboards, newspapers, magazines, transit ads, etc., can be traded locally on a straight trade basis with the various media themselves or through a local agency.

\*If an agency is involved, there is the possibility of having to pay commissions. Commission should be avoided as trades are generally treated on a gross dollar to gross dollar basis, on the current rate card of both the station and the media at the time the media is actually used.

\*If you cannot trade locally, there are barter houses in New York, Los Angeles, Chicago and other markets where "third-party" trades are available. They are usually much less attractive to the station because they are often "off-card," involve the payment of commissions and can involve an account as the "third-party" which might have been a potential cash order.



## BUDGETING YOUR ADVERTISING CAMPAIGN

In a word, "trades."

They can be a most useful tool in stretching any budget. In the following campaign suggested below, you may be able to trade a good portion of it. And don't overlook the possibility of trading for advertising production.

- 1) Newspaper Advertising
- 2) Local Magazine Advertising
- 3) Outdoor Advertising
  - a. Billboards
  - b. Buses - sides and backs
- 4) Television
- 5) Radio
- 6) Merchandise
  - a. Radios
  - b. Promotional Items
- 7) Parties
  - a. Kick Off
  - b. Press