

RIDING GAIN

O N R A D I O

News/talk marathon

Group W's all-news KFVB(AM) Los Angeles held a 12-hour marathon last Thursday (Feb. 26) entitled "California Dreamin.'" From 6 a.m. to 6 p.m., the station scrubbed \$75,000 in advertising, filling the commercial time slots with two-to-three-minute interviews featuring entertainers, athletes and politicians and their views on Los Angeles and their hopes for its future. "KFVB spends 24 hours of every day broadcasting what's happening in the Los Angeles and Orange county areas, and frankly, we don't like a lot of it," said KFVB executive editor Dave Forman, in explaining the station's programming move. KFVB did not break its 20-minute news cycles, said Forman, but it included news stories on the future of Los Angeles within each cycle during the marathon.

The personalities interviewed included Bob Hope, George Burns, Gene Autry, Rich Little, Joan Rivers, Willard Scott, Ed Asner, Dick Clark, Sally Struthers, Mary Frann, Bruce Jenner, Henry Winkler, Senator Alan

Cranston (D-Calif.) and Los Angeles Mayor Tom Bradley. Among celebrities introducing the spots were Rona Barrett, Gary Collins, Rob Weller, Leeza Gibbons and Jerry Mathers.

Forman said the station spent \$175,000 to produce and promote the marathon.

Arbitron on the FasTraq

Arbitron Ratings has unveiled a new computerized software system for radio that, among other things, analyzes and ranks all stations in a given market by demographic, daypart and listening estimates. Called Radio FasTraq, the system, which was introduced at the just-concluded Radio Advertising Bureau Managing Sales Conference, was designed for Arbitron by Broadcast Management Plus. Arbitron said pricing for FasTraq, which presents its data as one-page charts and graphs, primarily depends upon market size.

In other Arbitron news, the company has reissued the fall 1986 market reports for Lit-

January rise

Rebounding from a soft December, network radio business in January rose 18% over January 1986 to \$25,250,587, according to the Radio Network Association, which collects financial data each month from network companies.

Breaking January business down by network radio's four sales centers, New York (East) accounted for \$16,044,556, up 32% over the same period last year; Chicago (Midwest excluding Detroit) \$6,059,788, up 4%; Los Angeles (West) \$1,707,811, up 46%, and Detroit \$1,438,432, down 35%. The substantial drop in Detroit billings, said RNA, was due primarily to the network radio buying reassignment from five agencies in Detroit to D'Arcy Masius Benton & Bowles in New York.

tle Rock, Ark., and Appleton-Oshkosh, Wis., due to a call-letter crediting error for K20U-FM and a broadcast day status error for WQWM(AM), respectively. WQWM was incorrectly listed as daytime-only when it switched to full time shortly after the survey period began.

Additionally, Arbitron said Bonneville International Corp. has signed a new, five-year agreement with the ratings service for all 12 of its radio properties in eight markets.

Trout, McLendon, Storz to Hall of Fame

Long-time broadcast journalist Robert Trout, who is a special correspondent for ABC News, and the late Gordon McLendon and Robert Todd Storz, radio program executives who are credited with the development of the top 40 format, have been named recipients of the National Association of Broadcasters' 1987 Hall of Fame award.

Induction ceremony for the award, which was established in 1976 to "recognize those individuals who have made significant contributions to the radio industry," is slated to take place at the Monday radio luncheon during NAB's annual convention, March 28-31, in Dallas.

'Premiere' premieres

Steve Lehman Productions and Plain-Rap Inc., two Los Angeles-based radio program suppliers, have joined forces to form the Premiere Radio Network. The new entity now offers the following shows: *National Lampton's True Facts*, a 90-second weekday feature hosted by WMMR(FM) Philadelphia per-



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Booth 3200, 1987 NAB Show

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