# Radio Report

## Alaskan stations put APRadio affiliate total at the over-500 mark

**New Alaskan affiliates** have put Associated Press Radio over the 500-subscriber mark, according to Roy Steinfort, AP's vice president and director of broadcast services. Expansion of service into Alaska via satellite has resulted in affiliation of Anchorage stations KFQD, KHAR and KKLV (FM), and KJNP at North Pole, near Fairbanks. APRadio had been using satellites to deliver a 5 KHz signal to Los Angeles and San Francisco for more than a year, and Steinfort says there are plans to upgrade satellite delivery in many cities now receiving APRadio overland lines.

APRadio has been in operation since October 1, 1974, when it began with 200 affiliates. By its second anniversary, it was serving twice that number, and it currently is adding affiliates at the rate of three a week, Steinfort says. It is in every state but Hawaii now.

"As our affiliates have expanded," he adds, "so has our programming. We're now offering nearly 23 hours each week of ready-to-air material, plus hourly feeds of news, sports and specialized programs. For the all-news or news-block format, APRadio provides more than 4,000 news cuts each month and heavy emphasis on sports."

Recent research shows that, among the all-news or news-block stations in the country's top 50 markets, more than 70 per cent of those stations operating without a commercial network now rely on APRadio, Steinfort reports. "That same research shows that at stations not so news-oriented, program directors, news directors and sales managers are giving APRadio strong acceptance."

## 12 K.C. stations join in pitching for local $$

**A dozen Kansas City radio stations** have combined forces to make the most of newspapers' weaknesses in going after healthier slices of local advertisers' print budgets. The sales staffs of all 12 stations, some 80 strong, were shown recently the slide presentation designed by The Webster Group. The custom print analysis, titled *More from 4%,* is based on dividing a newspaper budget equally with radio, and using the audio medium to add reach, impact, immediacy and persuasion.

Walt Lochman, executive vice president and general manager of KMBZ and a prime mover in organizing the stations, pointed to "two unique features of the approach: First, it is a professionally designed presentation using local newspaper and radio data. Two, it is both a slide presentation for multi-station use and includes individual station materials which can sell each station separately."

Besides Bonneville's KMBZ and KMBR(FM), other participating Kansas City radio stations are KBEQ(FM), Meredith's KCMO and KCEZ(FM), KCKN-AM-FM, owned by Kaye-Smith, Starr's KCNW and KUDL(FM), Taft's WDAF and KYYS(FM) and Storz' WHB.

## CBS' NetAlert system to expand capacity

**CBS Radio's NetAlert system,** set up in 1961 as a round-the-clock network-affiliate contact for urgent news and other program purposes, is now being converted to all solid state and is increasing its signal capacity from nine to 15 alerts. Target date for completion of the conversion is "by the first of next year," says George Arkedis, vice president and general manager of the CBS Radio Network.

The nine different alerts in use currently, which tell affiliates by numeral on their master receivers the nature of the alert being flashed, range from station cue to exclusive bulletin to "very special program"—and, when a "9" is flashed, national emergency. The new 15-signal capability could add notification of upcoming exclusive stories, of new information on stories already broken by the wire services, or for sports bulletins, among others.

Besides the master receiver, NetAlert gear includes a desk-top remote indicator which can be installed in a station's offices or studios to provide simultaneous information on the alert coming in on the master receiver, and an executive home alarm device for key station employees, operable 24 hours a day. When the network flashes an urgent alert, the home alarm will keep ringing until shut off manually.