

...e station keeps its correspondents active and interested through a monthly mimeographed report.

**KOBY**, San Francisco, is among the stations which compares news coverage and promotion through a "Dollar a Dollar" device whereby listeners phone in news events they've witnessed. The item is verified, then aired, and the listener is mailed a dollar bill. The station says that this: (1) makes the public the station's local reporters; (2) lets the station get on the air first with important local news stories; and (3) gathers a quantity of local news stories so that local news can dominate regular **KOBY** newscasts. The **Storz** stations have done a particularly effective job with devices of this kind.

There are probably no "typical" stations. However, **KLAC**, Los Angeles, is fairly representative of large-market independents which try to do a news job on a modest base.

**Five minutes of news every hour on the hour**

Its news pattern is straight and unvaried—five minutes of news every hour on the hour, 24 hours each day, weekends included. The station keeps on its payroll a single full-time newsman-newscaster who gathers news, writes, and broadcasts.

News sources available to **KLAC** include the major wire services and the Los Angeles city news wire.

**KLAC** does add local touches. However, in a market as vast as that of Southern California, the "small" community news item may be too localized for use by a big station. **KLAC** is a fast-paced popular music operation, with news presented in the same style. A stop-watch check for a 24-hour period showed that the actual news content of the newscast program, including the weather report "tag," averaged out at exactly three minutes. Each news program is introduced with a 15-second singing ID, and is broken with a similar singing ID to introduce the weathercast which winds up each program. Local news takes precedence only when the local news is particularly important or "hot."

**NEWS PROGRAM FORMATS**

This format is encountered around the country. Actually, there are only two general structures of news programming used by radio stations, as far as placement and length of newscast periods are concerned. Each of these has variations within its own pattern, and each sometimes compromises or wanders down a middle course which overlaps into both areas.

First, there is the music-and-news formula which spots short newscast periods at regular periods (usually on the hour or half-hour, sometimes both). Second, there is the more traditional operation of the network station, which will feature longer newscasts and network and local newscasters who have been built as personalities in their own right.

But it is misleading to generalize on the above news program patterns. There are fundamental differences, for example, between the approach to news of the **Storz** stations and the **Westinghouse** stations, although both rely heavily on the periodic five-minute newscasts. **Storz** stations try to begin each newscast with local news items. **Westinghouse** aims at the local slant, but through a different method. The **Westinghouse** newsman, aided by his Washington representative and his own ingenuity, will try to present the local implications of international, national, and regional stories, as well as those which originate within the station's own coverage area. To both station groups however, news is a fundamental, major aspect of the broadcast schedule.\*

**AFFILIATES PUSH LOCAL NEWS**

Scores of network affiliated stations have complemented their network news programs with imaginative local operations which would be bewildering to the radio man of a few

\* Detailed descriptions of the news operations of both **Storz** and **Westinghouse** may be found in the following issues of **TELEVISION MAGAZINE**: "The **Storz** Bombshell," May 1957; "The **Westinghouse** Radio Story," January, 1958.

*A commercial on a network radio station has to be more truthful because more people would beef about it if it weren't.*

*Listener's quote,† from a study by Motivation Analysis, Inc. which showed C-O stations are more authoritative than their leading Independent competition... and as a consequence, their commercials are more believable.*



*WEEI, Boston  
WBBM Chicago  
KNX, Los Angeles  
WCBS, New York  
KMOX, St. Louis  
KCBS, San Francisco*

**CBS-OWNED RADIO STATIONS**