

# Radio & Records

- Will Increased Competition From New Media Destroy The Radio Industry?
- Will Technology Overtake Efforts Toward Deregulation?
- Can Radio Survive An Onslaught Of Thousands Of New Stations?
- Can Radio Afford The Cost Of Special Programming To Keep Its Audiences?
- Will AM Stations Be Formatting Only News, Talk And Information?

## Special Supplement April 1980

Where is radio going in the Eighties? In an effort to project the future, R&R talked to several industry leaders about the state of radio today and tomorrow.

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# results

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## R&R INTERVIEW

### Will Manage Newport Station



Donald A. Thurston, WTWN Announcer-Engineer, appointed resident-manager of new station at Newport, Vermont, to be operated in conjunction with WTWN in new North Country Network.

St. Johnsbury's loss will be Newport's gain when Don Thurston, versatile WTWN staff member, leaves for the Border City to become Resident Manager and Chief Engineer of the new radio station now under construction there.

The new outlet, owned and operated by the Memphremagog Broadcasting Company, will be a 250-watt full time independent station, and will be associated with WTWN, St. Johnsbury, as a member of the new North Country Stations, a regional network serving Northern Vermont, Northern New Hampshire, and parts

of the Province of Quebec. The Federal Communications Commission has assigned the call letters, WIKE. Radio station WIKE will begin operations on or about October 12 from studios and offices now under construction off Farrant Street in Newport city.

Don is a native of Cape Porpoise, Maine, and has been with WTWN about three years and is a graduate of Massachusetts Radio School in Boston. Don is married to the former Oralie Lane of West Burke, Vermont, and they have one son, Corydon, age three months.



# Don Thurston: Perspectives On NAB

## NAB 1980 Distinguished Service Award Winner

No other radio broadcaster is as close to the operations of the National Association of Broadcasters than its immediate past Board Chairman Donald Thurston, President of Berkshire Broadcasting Co. and owner of WMNB-AM-FM/North Adams, MA and WSBS/Great Barrington, MA. Thurston, Board Chairman from 1977-79 and Radio Board Chairman 1976-77, is NAB's 1980 Distinguished Service Award winner.

*Many broadcasters who've spent their entire careers making a living in small markets identify with Mr. Thurston's 31 years in radio, his entry as an engineer, as an announcer and sales person and later becoming an owner. If there can be an accurate appraisal of NAB's operation and effectiveness, then Mr. Thurston should be the best person to provide it.*

The most fearful part of the future, according to Thurston, is the "desire to affect social engineering through the manipulation of the communications industry." and therefore he believes radio's destiny is linked with television in a "common good," to avoid such a future. He has "no patience with those who want to divide radio and TV to satisfy their own particular, peculiar, singular desires."

### Does NAB Have A Strong Lobby?

R&R first inquired as to the effectiveness of NAB's lobby, the strength of its grass roots support, and how Don Thurston rates NAB's personnel in terms of their ability to get the job done in Washington.

"The lobby is only as good as the total service and represents only 20-22% of NAB's budget. Without a sound engineering department, sound member services department, and strong Code office, NAB's dead in the water, and all the lobbying brains and staff in the world will be to no avail," he said. *What's happening to broadcasters in terms*

*of technological change is just as important, if not more so, than what's happened on Capitol Hill, according to Thurston.*

Before the departure earlier this year of Sr. VP for Government Affairs Don Zeifang, Thurston rated NAB's lobby as "good, but improving."

Now, it's hard to predict, Thurston says, adding, "the quest becomes how do you take what you've got and build on it." Ken Schanzer replaced Zeifang just a month ago. He was lobbyist for NAB from 1973-75 and at NBC for the past two years.

### NAB Field Strength

Mobilizing the troops and getting key metropolitan managers involved on a grassroots basis are two of NAB's main problems, Thurston explained.

**Problem No. One:** "The fault lies in the broadcast industry itself, many of whom give lip service to things like writing letters and making contacts locally, but don't follow through . . . There's a weakness in the president or manager who assigns NAB representation to a surrogate."

# Don Thurston

**Problem No. Two:** "Major market managers should be directly involved in the day-to-day activities of the broadcast industry . . . and I sense it's a worsening problem . . . Too many broadcasters today, especially those caught up in this corporate world, are much too narrow in their interests. They are highly professional managers dedicated to producing a superb bottom line.

"I see a better feeling today among radio members of NAB in terms of the services they're getting and in terms of how effective we've been on behalf of the radio industry," he stated.

## Can Radio And TV Live Happily Ever After?

Mr. Thurston says he was embarrassed by a move to have him replace current NAB President Vince Wasilewski last year by Wyoming-based broadcaster Bill Sims, but he also admits to having been flattered. Yet there are those politicians and bureaucrats who agree with Sims. And there are radio broadcasters still critical of Mr. Wasilewski, whose job description holds him responsible for membership and lobbying, according to Thurston.

**R&R:** *Do you feel NAB's senior staff ever falls into a trap of thinking that government relations is the only game in town?*

**DT:** Sure they do. But, they're pushed into it by a lot of people who are focused here. Broadcasting magazine and other trade press do it a lot because that's where the action is, and I think it's unfortunate . . . because technology is going to motivate the future of the broadcast industry substantially faster and with more profound effect than the slow-moving mastication of the Hill.

**R&R:** *How do you feel about those broadcasters who express frustration with NAB's current leadership?*

**DT:** By and large, those people are frustrated with themselves. I've never been frustrated by NAB

**"This business that radio and television should go their own way is absolutely ridiculous...anybody that has been a student of this industry simply cannot accept the idea that radio ought to have its own leadership."**

*doing enough for radio and it came from a PR suggestion to have NAB's President making a speech calling for less regulation. And that FCC Commissioner Tyrone Brown just picked up on it . . .*

**DT:** . . . Well, don't you think it started even before that with a guy named Dick Chapin? (Chapin is the President of Stuart Enterprises in Lincoln, NE, and has been chairman of NAB's Re-regulation Task Force for five years.) That's NAB. That was its own Radio Board exercising its responsibility.

## Is Separatism Declining?

**R&R:** *I'm sure there are many broadcasters who believe in a "common good," but there's a growing tide, and if that's too strong, there are a significant number of radio broadcasters who don't buy that.*

**DT:** Well, I don't find it growing at all. I find it rapidly diminishing. I don't see anywhere the sense of separatism that existed three or four years ago in the radio industry. And that's the place to work — within the organization that's got the budget, the staff and the clout.

**R&R:** *Point of clarification! Did you mean to imply the reason many of the powers-that-be on the Hill and at the FCC look at radio and TV separately is because of NAB?*

**DT:** The desire to provide a separate position, separate information, and a different perception is more the responsibility of NAB and its Radio Board of Directors than it is any other kind of organiza-

gramming, but we can't allow that to happen, and I mean we, the radio broadcasters of America. We sure aren't going to do that alone. If people are allowed to divide us, then we will be in more easily separated tiny pieces . . .

One of the bad features of the FCC's cross-ownership policy is that all they've succeeded in doing is splitting AM-FM-TV, which takes people out of seven markets and allows them to be in 21. And that's the kind of thing that may be contrary to what they had hoped to achieve.

## Thurston, The Man

**R&R:** *Can you tell us why you've stayed in small market radio your entire career?*

**DT:** I like the action and comprehensive interest you develop in a community and I don't like to wait for ratings that I don't believe in. They are great quantitatively, but many times they don't tell you a thing about the quality of the audience.

I want to know whether I succeed or fail as soon as possible, and you get that from community radio. You know whether an advertising schedule works or doesn't, whether a programming innovation succeeds or does not succeed. You know whether people like or do not like your editorial policy, and I find that very stimulating and very rewarding personally, and it broadens my interest tremendously.

Too many broadcasters today, especially those who are caught up in this corporate world, are much too narrow in their interests. They are specialists in their field, but if you try to talk to them about technology, foreign relations, or the economy of the nation, they have no interest because they are so dedicated to a singular task. That's not my life; I think people ought to grow both ways, vertically and horizontally.

**R&R:** *That was pretty much the philosophy you brought to the NAB, wasn't it?*

**DT:** Well, I brought myself, that's my philosophy, and I try to encourage that in my own business. I think that is where a trade association belongs.

## Thurston's Programs

**R&R:** *Specifically, there were some things you wanted to do. One was meeting with the Canadians . . .*

**DT:** I thought the Canadian meeting was essential, but it was just one part of a total desire which is still in the works. That is what I call a continental and then a hemispheric policy as far as the commercial broadcast interests of the United States. We are no longer able to function in an isolated community. The Canadian meeting was very successful and a very necessary first step.

**R&R:** *Are you continuing it?*

**DT:** No, Tom Bolger (NAB's present Chairman) and the Executive Committee are.

**R&R:** *Didn't you initially incur some staff resistance when you suggested the NAB Board meet in Montreal?*

**DT:** Generally, you first have to accept whether it is my radio station or a trade association, and that it is the hardest thing in the world to change old habits. People get comfortable in the way they have always done things, especially so if they have

**"Technology is going to motivate the future of the broadcast industry faster and with more profound effect than the slow-moving mastication of the Hill."**

because I've always found a way to work within the organization, and I have very little patience with people who only want to play football by their rules. There is a common good in this country.

**R&R:** *Is there a common good in broadcasting?*

**DT:** There should be and I think there is.

**R&R:** *Radio and TV?*

**DT:** Of course. This business that radio and television should go their own way is absolutely ridiculous, and anybody that has been a student of this industry, if they've had any experience at all, just simply cannot accept the idea that radio ought to have its own leadership.

**R&R:** *Be specific. Why shouldn't radio go its own way with Congress?*

**DT:** Because the laws governing the radio industry are the same.

**R&R:** *But hasn't the perception of those who make the laws changed?*

**DT:** Yes, and I think NAB is responsible for explaining the difference between radio and TV.

**R&R:** *On Capitol Hill and at the FCC?*

**DT:** Yes. Where do you think this radio deregulation proposal came from?

**R&R:** *Some critics believe that NAB wasn't*

tion. Now an awful lot of people have said to me: "Don't you think you are where you are because of NRBA?" and that insults me.

**R&R:** *You speak of achieving a common good through a common base. Isn't that base eroding?*

**DT:** No, the common base is the singular Communications Act and the United States of America and the public we serve. You can't accept censorship in one and no censorship in the other. You can't accept freedom of speech in the one and not the other. You can't accept marketplace decision for one side of the coin and no marketplace on the other side of the coin . . .

**R&R:** *Unless you're an FCC economist who says there are 7700 commercial radio stations and only about 700 TV stations.*

**DT:** I know. But the rules that set it up are what we have to get at, and those are common rules and there are some very strong technical bases for those rules, some of which are liable to get blown into a cocked hat by satellite technology. Now, do you want to apply the same kind of thinking to satellites?

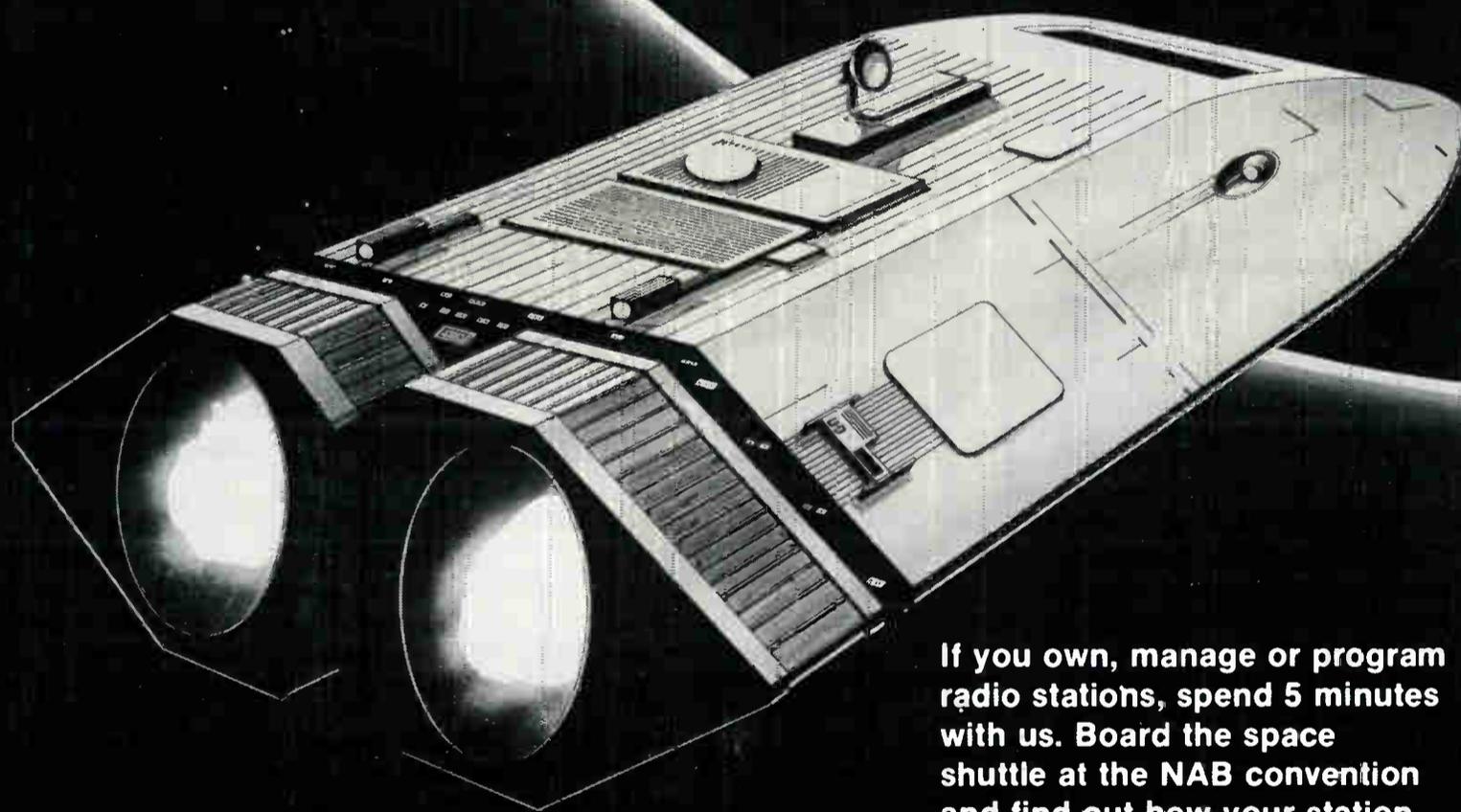
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# Don Thurston

been successful. And if they are busy or presume they are busy, something that disrupts a pattern — jolts someone out of a comfort zone — is very hard to sell in any organization no matter where it is.

There were days when I was extremely impatient with the reluctance to proceed on something new. The Canadian experience was one of those. Once we had the first exploratory executive board meeting, all of the resistance disappeared. The next logical step, and it is one that Tom Bolger is pursuing, is some kind of similar relationship with Mexico. The private, commercial broadcasters of North America have a similar stake in each other's future, especially where it concerns the use of frequencies and world press freedoms.

## The Minority Investment Fund

**R&R:** *Broadcast history will probably record your greatest achievement as Chairman as the Broadcast Minority Investment fund. It alters the perception that NAB is reactionary.*

**DT:** I don't look at it as the kind of singular achievement that a lot of people do. It is very different and is of a magnitude that got a lot of attention. It would not have been accomplished without support from people like Tom Murphy, Don McGannon, Bill Leonard, Ragan Henry, and Gene Jackson. The original task force was very good.

Almost everybody in the country is reactive to this kind of situation. There are very few proactive organizations or companies involved in this kind of thing. It has not been an easy sell. Many people thought we were just proposing another charity, another way to take money and hand it out, which is done at a lot of places.

What we are trying to develop is a private enterprise response to a problem we all perceive is very much there, which is how do we make provisions for the minority communities of America to take an active role in a private enterprise system. Do you provide it on a voluntary basis as we propose, or do you let the government do it on a forced kind of basis? There is no choice as far as I am concerned. So we have gone out and asked the industry to volunteer a pool of capital.

**R&R:** *Where does the fund stand?*

**DT:** We are at about 10 million dollars. There is an awful lot in the boardrooms of leading corporations. We are just trying to unlock the specific dollars. We are very encouraged. Bob Ferguson from Forward Communications has now joined

me to help with the solicitation, and is doing a good job.

When you are asking people to consider contributions of \$100,000 and up, you don't do it with just a letter or phone call. It takes a lot of personal follow-up, and it's slow. We almost always have to reexplain the project everytime we are out there.

We want to make sure people that get into business have the best chance for success. We know once people have a taste of private enterprise, that will make some of the most stalwart defenders of this system that you could ever get. Who would you rather have in the business, someone you helped or someone who forced their way through some kind of governmental fiat? When you pose that question to a prospective donor the answer is automatic.

and where new opportunities are in this information age that we are entering. You can't do it with many more than 50 at that kind of a conference. You eliminate the give and take at a highly intimate session as this.

If you get the key policymakers, then anything that happens in the future at these seminars is of keener interest, and those key policymakers will have their staff members in attendance, and it pyramids from that point.

**R&R:** *Have you seen that happen?*

**DT:** I have seen it happen in those industries that were there and present. One of the best examples was Ralph Becker and Sid Davis, who were early participants in the Airlee House projects. You will find that they are focusing on this kind of comprehensive information technology and

**“Who would you rather have in the business,  
someone you helped or someone who forced their way  
in through some kind of governmental fiat?”**

**R&R:** *When does the money become available?*

**DT:** As soon as we get an executive director, and we are now in the field looking. We should be in business before June 1 and prepared to take our first applications.

## Impact Of Other Industries

**R&R:** *Did Airlee House meet with great success?*

**DT:** Airlee House was a conference three years ago on future technologies and the impact of information industries on the broadcast industry. The desire I had then and still have was to find a way to tune in key commercial broadcasters to what's going on outside broadcasting that will have an impact on us. Data, common carriers and mobile, etc.

It was a roaring success for 50 broadcasters. We had a second edition in Reston, VA which also had excellent reviews. The third edition is scheduled for this fall, and Tom Bolger wants very much to continue it.

**R&R:** *The idea being that you will get 50 or more broadcasters year after year and eventually you'll have 500 or so?*

**DT:** The idea here is to develop some interest in key policymakers who are concerned with broadcast regulations and policy about what's happening

policy, and they will be in a position to maximize their future development opportunities. McGraw-Hill is another, and your own parent corporation, Harte-Hanks. Bob Marbut (Harte-Hanks CEO) was a leader in that first Airlee House conference.

## Public Broadcasting Set Back

**R&R:** *One of the things you weren't as successful with was bettering relations with public broadcasting.*

**DT:** We started well, then there was a serious change in the CPB set up. There were new people involved at almost every level — National Public Radio, Corporation For Public Broadcasting, the Public Broadcasting System. They became involved in their own internal politics and nothing more ever happened.

It's too bad the issues had to be put aside because of the funding problem and the internal politics of the system. Frank Mankiewicz, after being appointed NPR President, sure didn't help matters when he called all commercial broadcasters something unpleasant; I can't recall his precise expression. He is entitled to his opinion, but it was the wrong paintbrush, and I think he learned very quickly that if there were going to be cooperative adventures, that was the wrong way to start. It is still there to be done and somebody ought to do it.

R&R

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## THE 80'S—CONCENTRATION ON DELIVERING MORE INFORMATION

# Steve Lukasik: The FCC's Down-To-Earth Chief Scientist Looks Into A Technological Crystal Ball

How will radio be affected in the coming decade by future technology?

- **Increased Competition** from cable and new stations created by expanding the AM band and reduced frequency spacing.
- **New Sources of Income** from expanding the use of FM sideband and developing ways to utilize AM sidebands for such things as transmitting digital information.
- **New Consumer Services** such as weather channels and travelers' information stations.

Where is change going and where will it stop? R&R discussed the future of telecommunications as it relates to radio with FCC Chief Scientist Steve Lukasik.

## Emphasis On More Stations

**R&R:** The official U.S. position at WARC (World Administrative Radio Conference) in Geneva last fall was to ask for expanding the AM band to 1825 kHz. But we didn't get that. What happened?

**Lukasik:** We get one chunk of it soon and then another chunk of it later, but at least the increased allocation is there.

**R&R:** If we go to 1625 kHz initially and in ten years all the way to 1705 kHz as proposed at WARC, what does that mean in terms of the number of stations we can add? Physically, what are we talking about?

**Lukasik:** There is a large range of possibilities. If we decided that we want to put it all into Class IV stations you can get a large number of them. If you go to Class II stations, you have a smaller number of them . . . or you can use the spectrum to upgrade daytime only stations to full time. There are all sorts of mixes in between. Playing very strongly into it is what happens in the clear channel proceedings.

**R&R:** Let's consider Class IV's. Over a ten-year period are we talking about 107 new channels which means 2500 new stations?

**Lukasik:** Yes.

## Nine Kilohertz

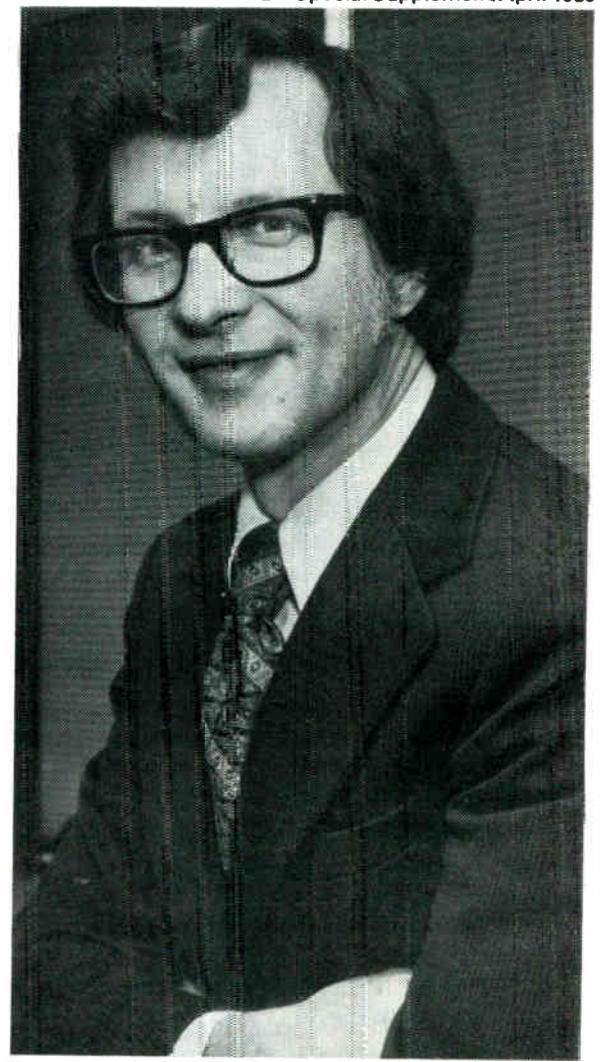
**R&R:** At Region 2 last month, the emphasis was on reduced AM spacing. What are the implications of that on new technology, such as AM stereo?

**Lukasik:** Reduced spacing had to be considered first. A conclusion of the AM Channel Spacing Task Force was that channel spacing will not have a major impact on AM stereo. It won't be as high fidelity for the 9 kHz spacing as the 10 kHz spacing. When you squeeze people in, there's going to be a little less elbow room, but it is not as if you do this, then kiss AM stereo goodbye. That was our general view.

## Breaking Clears & Squeezing FM's

**R&R:** Where does the idea of breaking up the clear channels to create more stations stand? Is your office looking at comments from the Notice of Inquiry?

**Lukasik:** No, the Broadcast Bureau has the major action on that. We have a steering committee that has been working together very well, particularly the Office of Plans and Policy (OPP), my office, and the Broadcast Bureau on the question of channel spacing and the Clear Channel inquiry. It represents a change in the working environment in the Commission.



**"I look at the allocations chart frequently to see how we can squeeze more out of it."**

**R&R:** Right now, the FCC is looking at tightening up the FM band as well. How are you involved?

**Lukasik:** What this office has to supply are the analyses of the critical technologies. For example, of the several choices for FM quad systems there are questions of which sounds better, which is more spectrally efficient, which is compatible with what, and if you go with system A versus system B will other things be easier, what would be the impact of narrower FM channel spacing, and the like. Those are the things that we are working out.

## More Stations = Less Regulation?

**R&R:** What about radio deregulation?

**Lukasik:** The Commission's handle on that is the commitment to decrease regulation in areas where market forces are demonstrably effective. The idea is to help broadcasting develop into a classic unregulated market. You give people lots of opportunities and allow them to choose.

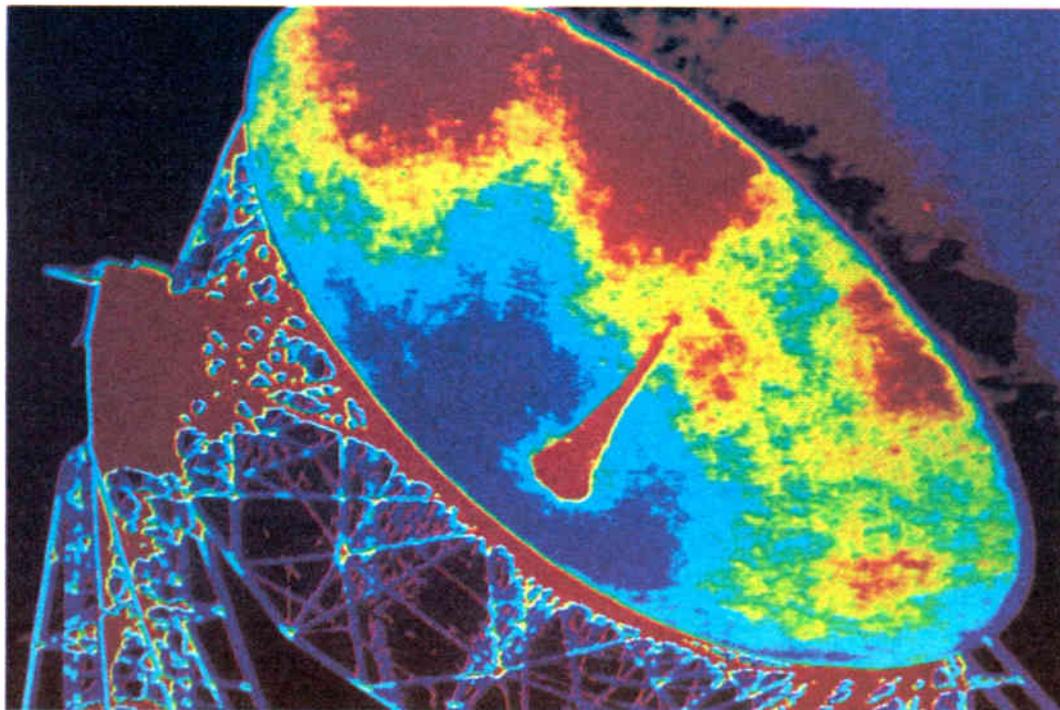
One problem of a free market approach is the tendency of people to make short-term decisions. No one will listen to a station because in the long run it will be good for society. Either they like the programming or they don't. So you tend not to get long-term market judgments made at the consumer end.

You get more longer term decisions from the providers of the programming. Someone has to decide whether to change staff, experiment with program format, or a different approach to marketing.

## Consumers Demand More Info

**R&R:** If you owned a chain of radio stations, what do you think your competition will be like in the 1980's, given what you know about the technological revolution in communications that is on the horizon?

**Lukasik:** The biggest change in the market is going to be increased information. The present balance between entertainment and information is likely to shift not because of a choice for less entertainment, but because people are demanding more information.



Dr. **Steve Lukasik** is the FCC's top scientist, heading up the **Office of Science and Technology** with over 140 staffers. The **MIT Ph.D.** joined the FCC last May after serving as Chief Scientist for the **Rand Corporation** for two years.

Lukasik's office is responsible for developing and coordinating the engineering and technological aspects of regulating communications, setting technical standards for electronic equipment, formulating policy on frequency management and licensing experimental stations to provide new uses for the radio spectrum.

Lukasik has been Director of the **Defense Department's Advanced Research Projects Agency**, where he helped develop strategic and tactical technology and nuclear monitoring systems. He is a member of the Board of Trustees of **Stevens Institute of Technology** and **Stanford University Computer Science Advisory Committee**.

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## Steve Lukasik

There is a market there. What it is like is a hard business decision. If radio broadcasters want to assume part of that role it will be one that they will welcome in. They can change the face of the broadcasting market.

R&R: *How?*

Lukasik: The biggest thing is the innovation in distribution of information. On one hand, radio stations may find themselves as a primary distributor of programming but also increasingly as a reseller of channel capacity (i.e., creating a subcarrier for AM and leasing it).

There are three ways this can happen: 1) as a new service to consumers at large (i.e., a weather channel or travelers' information service), 2) specialized services (including new digital communications or a variation of a physician's network), and 3) increased number of radio outlets providing new kinds of information.

*"The present balance between entertainment and information is likely to shift not because of a choice for less entertainment, but because people are demanding more information."*

### Is Technology A Problem Or A Solution?

R&R: *What about satellites?*

Lukasik: In a case where there is limited spectrum, as in radio, this is one area where technology can open up new options. I look at the allocations chart frequently to see how we can squeeze more out of it. That is what makes the subcarrier issues so interesting. All of a sudden you have an empty pipe and you begin to put things through it.

R&R: *Like new kinds of digital information?*

Lukasik: It would be a business arrangement that a station could enter into to transmit a broad range of material. Right now the heavy emphasis is on getting digital information into the home and displaying it on a

## Office Of Science And Technology Under Reorganization

The FCC's Chief Scientist **Steve Lukasik** reorganized his **Office of Science and Technology** last month, saying the move would allow him to spend more time acting as scientific advisor. **Elliot Maxwell**, an attorney and Deputy chief for Policy, has become responsible for spectrum management and international affairs, and a second Deputy Chief of Technology will manage technological planning and equipment authorization and standards. In addition, three divisions will be established to handle examination and approval of equipment, spectrum management, and research in spectrum propagation and new technology.

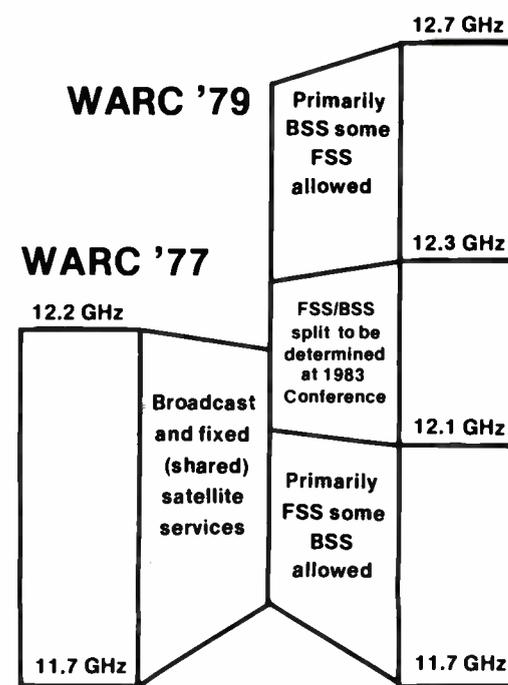
# Direct Broadcasting Satellites

Transmitting from a single programming source to a satellite and then directly into homes can deliver radio programs as well as TV, cable or any other information source. The **World Administrative Radio Conference (WARC '79)** provided for a separation of the 14/12 GHz Band into separate segments for fixed and broadcast satellite service. This has the result of increasing the amount of orbital arc that can be devoted to each service. That means there will most likely be enough satellite orbital positions for direct broadcasts, but final decisions aren't expected prior to 1983 after several regional conferences.

Lukasik's formula for discussion of direct broadcasting satellites is to consider the following factors and issues:

- **Timing**  
Conceptual designs within last few years.  
International allocations established at WARC.  
Domestic regulations within next 3-5 years.
- **Architecture**  
Analog vs. Digital Transmission: Spectral vs. Power Efficiency.  
Channel widths and structure; frequency reuse.  
Relationship to other national and local information distributions systems.  
Sizing of spot beams to political, market, and demographic subdivisions.
- **User/Market**  
What is the required asymptotic orbital and channel capacity?  
How to represent local interests and needs?  
Utility for aural broadcasting?
- **Structural**  
Is this to be regulated as broadcasting or rate-of-return common carriage or something else?  
Should programming be separated from distribution?  
Relationship to TV networks.  
What constitutes a "Station" — Satellite? Transponder? "Virtual" station?

### WARC allocation status



FSS (Fixed Service Satellites — not used for broadcasting.)  
BSS (Broadcast Service Satellites)

screen. I think there are a lot of people who prefer to listen rather than read.

There is a big growth of synthesized voice, such as Texas Instruments' "Spelling Box" game. There is no reason why, if radio stations are transmitting information, they cannot generate speech signals.

Therefore there is a logical radio analog to all of this which is quite within the realm of possibility both for the transmission as well as for the delivery of aural messages.

### Technology And The Marketplace

R&R: *In terms of the FM subcarrier, do you foresee the Commission seeing that as a marketplace decision also? For example, "you, Mr. Broadcaster" can incorporate quad or lease it out for digital information or reading services for the blind or to Muzak. Is that the way things are heading?*

Lukasik: I think that is the line we are now taking. What form it takes in a Commission proceeding or decision or response to a petition remains to be seen, but that's the kind of thing we are interested in. We are in general interested in new technology as it provides new services, and that we are not a bottleneck in that process.

R&R: *What is teletext?*

Lukasik: I have a formula for thinking about things like teletext. But let me explain what it is first. By using a few lines of TV's vertical blanking interval and a teletext system, a broadcaster can transmit hundreds of pages of letters at the same time normal programming is being broadcast, but you also need a decoder in the home.

R&R: *Describe your general formula for understanding new technologies.*

Lukasik: There are several steps. 1) *Timing*. In the case of teletext active foreign interest for five years. CBS has done a feasibility demonstration of teletext. 2) *Architecture*. How will it be constructed? How many TV frames will be available and what other needs could it serve? We also want to look at the trade-off between local storage of information and how much the broadcast band can be expanded to accommodate consumers having ready access and therefore no need for storage. 3) *Market*. We want to see what the impact will be on radio, newspapers, and magazines. 4) *Industry Structure*. For example, how will a user be charged for the service. Who will pay for the programming and how will the supplier be compensated?

### Future Studies?

R&R: *Is there any study being done at the FCC of the relationship between technology and radio?*

Lukasik: The honest answer is no, but there should be.

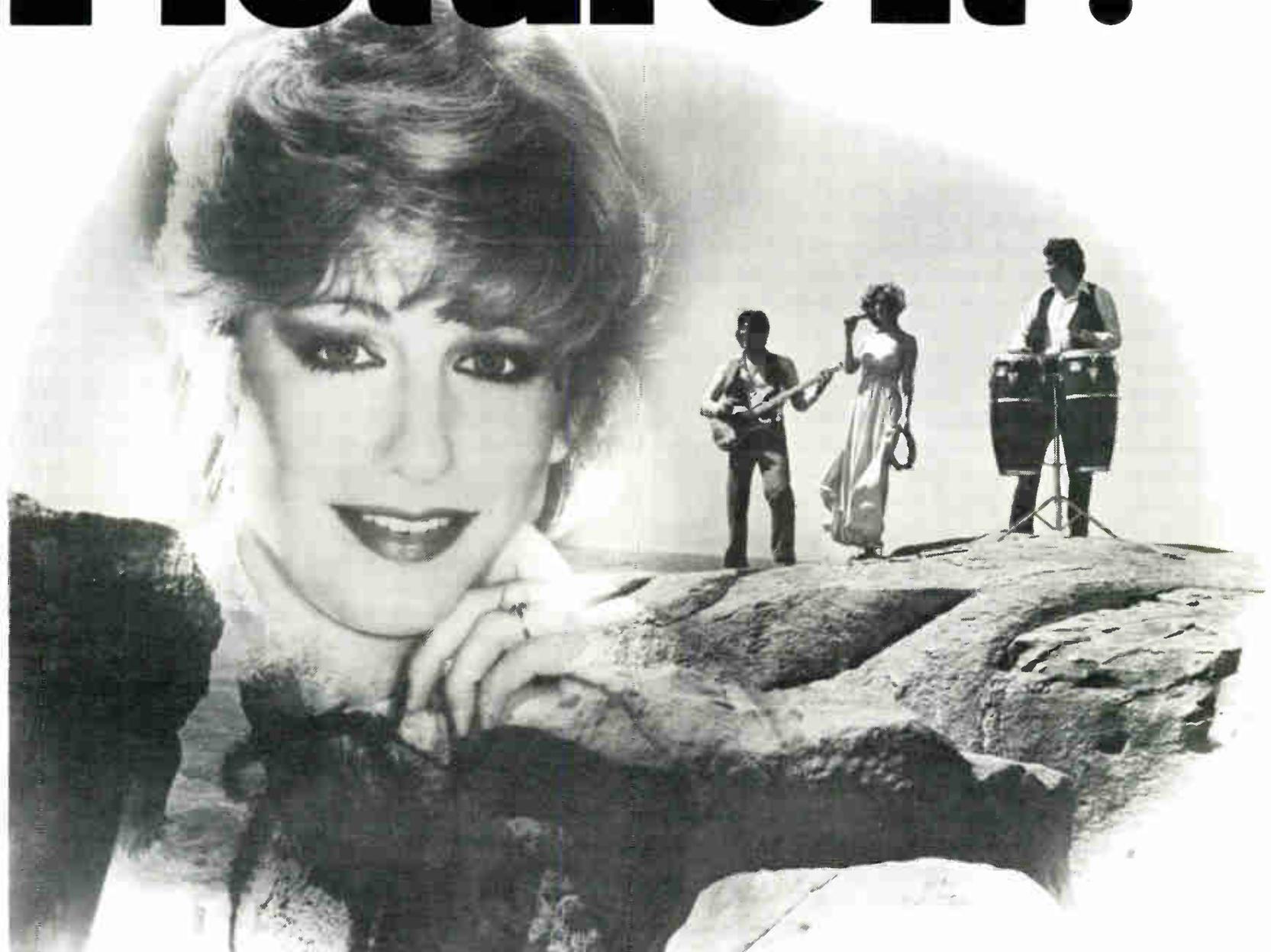
R&R: *Are you attempting to put this together?*

Lukasik: Yes, I would think of it as a project within this office.

R&R: *Do you see yourself as initiating those projects?*

Lukasik: Yes, not in isolation but working with other offices and bureaus to get a sense of their needs. I always try to get a sense of what the real problem is. I have been on the other side of the fence in R&D telling the government what its problem was and what we thought it should do. R&R

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## Renewal & Transfer Division



**Roy Stewart**  
Chief, Renewal & Transfer Division



**Jim Brown**  
Asst. Chief, Renewal & Transfer Div.



**Stuart Bedell**  
Chief, Transfer Branch



**Barbara Kreisman**  
Chief, Renewal Branch



**Laura Johnson**  
Supervisor, Broadcast Analysts,  
Renewal Branch



**Glenn Wolfe**  
Acting Chief, EEO Branch



**Marlene Colbert**  
Administrative Control Supervisor,  
Renewal & Transfer Division

sible with the FCC Secretary's Office as an amendment. Otherwise, you risk being fined.

After being renewed, if you haven't received your license and you're curious as to what's going on, remember to check with Barbara Forbes in the License Division (202 632-7163), since that office is responsible for the final processing of your application, for sending you notification of license renewal, and getting your actual license to you, which can take several months.

If a competing applicant files against you at renewal time, first consult your attorney. Also, in the case of selling a station prior to the three-year limit, seek out your attorney's advice, since Commission personnel can't discuss this matter.

While citizens' groups have focused petitions to deny on renewal and transfer applications, broadcasters are, of course, more vulnerable during sales and in many cases citizens' groups fare well in negotiated settlements.

So here again, you're better off getting a first-rate attorney. Here's a consumer tip: if you aren't already using a Washington counsel, shop around. Not all attorneys are alike.

### Changes — Transfer Branch

Can't figure out what form to use to file your transfer application? Want some information on how the Commission might respond to your proposed new acquisition? Wondering when you can legally step into your recently purchased station prior to FCC approval?

These problems can be discussed with the Transfer Branch. *Most sales go through uncontested and broadcasters whose applications are filed properly can expect approval within 60 to 90 days. For general information relating to filing a transfer application or discussing an ownership situation, call the branch (202 632-9356), state your question, and ask to speak to the attorney assigned your case.*

If he or she isn't available, ask for supervisory attorneys Carol Foelak or David Blank or Transfer Branch Chief Stuart Bedell. Generally a short form transfer application is used when the ownership changes, but control doesn't. For help, call Jon Lobe (202 632-9356).

### Run Around

The biggest cause of delays is incomplete information in the areas of financial qualifications, ascertainment, programming, and multiple ownership. The branch will answer questions on any of these topics.

When buying a station, it's often advisable for you or your attorney to check the status of the seller's

license by calling Laura Johnson (202 632-7069) and if deferred with Maxine Kelly (202 632-7256). If you're not satisfied by your engineer's examination or with a consultant's evaluation and want to check a station's engineering status, call Jim Powers (202 632-7069).

To repeat, questions relating to *how to buy a station* should be addressed to the FCC's Office of Consumer Affairs (202 632-7000). Broadcasters should also know that consumers are supplied a publication on the procedures for opposing sales upon request from the Transfer Branch.

### Even It Up — EEO Branch

*If you need information about EEO related to your renewal or transfer application, call EEO Branch Chief Glenn Wolfe (202 632-7069).*

Typically, 40 to 50% of all stations fail to live up to the Commission's EEO processing standards. Of those, however, only 10 to 20% (or about 5 to 10% of the total) ever come before the Commission. Is it just a matter of luck then when the average station stays out of trouble?

No. After a review of a station's performance based on its numbers, only those stations that cannot demonstrate good recruiting of minorities as well as overall good-faith compliance with the FCC's EEO rules will be hauled in. The EEO Branch judges your documented efforts to attract minority and female applicants, more than your numbers, according to Wolfe. They want to know the sources you used.

While the EEO Branch also assists the Renewal and Transfer Branches in interpreting information relating to a petition to deny, the actual work is done by the other branches.

Wolfe also handles complaints filed with the Equal Employment Opportunity Commission (EEOC). If a

### FCC's Most Common Problems With Form 303R

#### Q12 Community Leader Checklist: Failure To:

- fill out the bottom half listing the number of women, blacks, etc., or
- some elements are omitted with no explanation.

#### Q13 Problem/Program List: Failure To:

- file a list of problems and/or programs, or
- offer an explanation about the relationship of problems and programs, or
- provide program times, duration, source, type of description, or
- discuss current programs rather than future programs.

In addition, broadcasters sometimes wrongly include news and PSA's on their problem/program list. Another common error is filing a sister station's program list and not the actual station of license.

#### Q15 & 17 Composite Week: Failure To:

- correctly identify programs such as "Swap Shop," "Bulletin Board," or "Trading Post,"
- list all programs for "public affairs" and "other" categories
- list each commercial segment over 18 minutes, tell how it happened, and indicate steps taken to correct extras.

# MCGAVREN

# TM

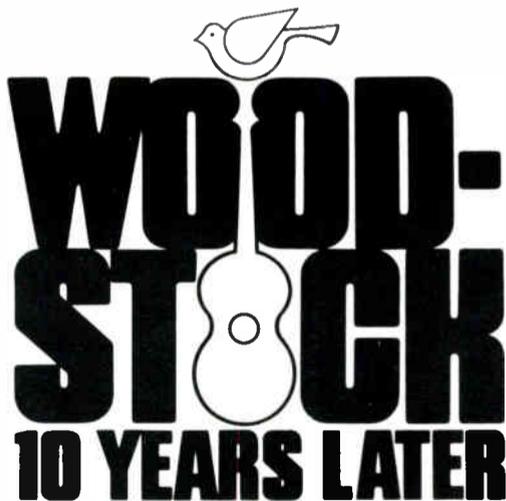
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**Hearing Division**



**Chuck Kelley**  
Chief, Hearing Division

**Dave Silberman**  
Asst. Chief, Hearing Div.

**Fred Schottland**  
Electronics Engineer,  
Hearing Division

**Complaints & Compliance Division**



**Arthur Ginsburg**  
Chief, Complaints &  
Compliance Div.

**Steve Sewell**  
Asst. Chief, Complaints &  
Compliance Division

**Pat Russell**  
Chief, Complaints Branch

**Jan Gay**  
Chief, Compliance Branch

**Milton Gross**  
Chief, Fairness/Political  
Broadcasting Branch

station has 15 or more employees the FCC's EEO Branch automatically gets a copy. Stations will be notified of EEOC complaints, but in order to get the specifics, you have to ask the FCC for them. If a complaint is filed first with the FCC, the EEO Branch will send you a copy, but no action will be taken; however, it can be a potential black mark at renewal time. (Remember for information about minority ownership call Ed Cardona's Industry EEO and Minority Enterprises Division: 202 632-7538).

**Honesty Pays**

Trite but, true. There's an unofficial motto within the Renewal & Transfer Division that *if you're in trouble, the wise thing is not to get paranoid, but level with the commission right away*. Oftentimes, misrepresentation leads to revocation.

Final note: If either Kreisman or Bedell refuse to grant your application and you want to appeal their decision, Division Chief Roy Stewart will meet with you and/or your attorney and the branch chief. Assistant R&T Chief Jim Brown (202 632-6993) is Stewart's backup if you can't reach the division chief.

**Hearing Division**

Hearing Division Chief Chuck Kelley told us that it is inappropriate for a party in a hearing to discuss the proceeding with division personnel without his or her attorney's permission, unless a broadcaster doesn't have one. Where situations do not involve pending litigation, broadcasters can call freely.

The best procedure for broadcasters calling the Hearing Division (202 632-6402) is to give the docket number to the receptionist or, if unknown, describe your case. You'll be transferred to the attorney assigned your case. If the attorney cannot be located, Kelley said broadcasters can direct calls to him or Dave Silberman, Assistant Chief.

*Brass In Pocket* —

**Complaints And Compliance**

Got a lottery question? A political fairness question? Worried about a contest? Pick up the phone and call the **Complaints and Compliance Division**. "Lots of our calls are from attorneys in Washington who do just that," says C&C Division Chief Art Ginsburg.

Radio & Records notes that because of FCC budget cuts, there will be very few field inspections this year stemming from complaints. Emphasis from Chairman Charles Ferris seems to be on EEO enforcement and investigation of technical violations.

Ginsburg and Assistant Chief Steve Sewell can be reached at 202 632-6968. In addition, calls can be directed to Complaints Branch Chief Pat Russell (202 632-7048); Compliance Branch Chief Jan Gay (202 632-7595) or Fairness/Political Broadcasting Branch Chief Milt Gross (202 632-7586).

Russell's office handles questions about logging techniques, lotteries, station contests, obscenity and indecency, overcommercialization, fraudulent billing, false and misleading advertising, antitrust, unfair business practices, unauthorized telephone broadcasts, religious petitions, and general programming, as well as complaints lodged through the mail. Gay should be called if you have questions related to FCC field investigations of complaints against your station.

Typical of C&C's attentive attitude was its response to an irate Arizona broadcaster who felt his station had been incorrectly fined. After reading the com-

**Before You Contact 1919 M Street**

- Remember, it's usually more expedient to call, rather than write.
- You may want to check things out with your communications attorney first.
- Don't double team the **Commission**. If you ask your attorney to call, don't make a second inquiry.
- Gear your request to the proper division. State your name, your call letters, your request or problem, and if making an application, say what you're applying for. For example, if you have a question concerning ascertainment, decide first if you need to talk to the **Renewal Branch, Transfer Branch or Facilities Division**.
- For the most part, the bureau will not discuss any agenda item prior to it being discussed by the full Commission.
- If you're strapped and can't figure out whom to call, try the bureau chief's office and ask for guidance (202-632-6460).

**When Not To Contact The Broadcast Bureau**

- When you want to learn how to file comments, buy a station, or need answer to any other kind of consumer-related question, call the **Office of Consumer Assistance and Information** (202 632-7000).
- When you want a list of prospective minority buyers, call **Ed Cardona**, Chief of the FCC's **Industry EEO & Minority Enterprises Division** (202- 632-7538).
- All press questions should be directed to **Press and News Media Division Chief Ed Dooley** or Assistant Chief **Mareen Peratino** (202-284-7674)

Using an obsolete form can result in delays in processing applications. Here's a list of some of the most called-for forms:

**FCC  
Forms**

- 301 Application for Authority to Construct a New Broadcast Station or make changes in an existing station, such as name of licensee, station location but not transmitter location, main studio location, and hours of operation.
- 301-A Application for Authority to Operate a Broadcast Station by Remote Control or to make changes in a remote control authorization.
- 303-A Annual Programming Report. (September 1979. Previous editions are cancelled.)
- 303-R Application for Renewal of License for Commercial AM or FM Radio Broadcast Station
- 314 Application for Consent to Assignment of Broadcast Construction Permit of License (August 1978. May 1977 edition may be used with EEO Supplement.)
- 315 Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License.
- 316 Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License or Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License.
- 318 Request for Subsidiary Communications Authorization.
- 323 Ownership Report.
- 324 Annual Financial Report of Broadcast Station Licensees.
- 395 Annual Employment Report and Instructions. (January 1980. Previous editions are cancelled.)

To order a free form call the FCC's Services & Supplies Branch (202-632-7272) or you can buy forms from the Superintendent of Documents Government Printing Office Washington, D.C. 20402.





## RKO RADIO NETWORK

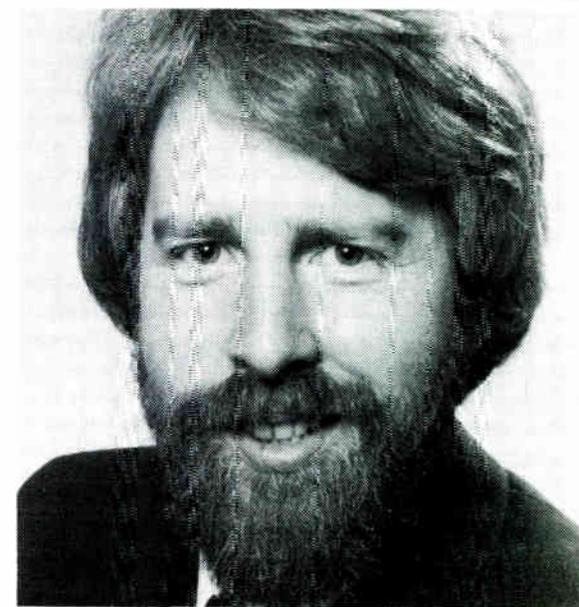
"I wouldn't want to be part of a big traditional network with a general audience," says RKO News Director Dave Cooke. "It's too restraining. We're totally in control of our news here."

Cooke is also quick to point out that RKO is not a

youth network. "We want 25-39 year olds. We have an audience of music radio listeners. Our style is bright and conversational but not too laid back. We want to reach young people, but not the rock culture."

"We're the place for more esoteric news. We tell listeners how what's happening affects them, their families, their pocketbooks, their jobs, their futures. *Our emphasis is on people rather than issues.*"

RKO calls its news style "Lifesound." A half-hour weekly public affairs program examines traditional and nontraditional male-female roles in society, and has a male and female co-anchor. Newscasts are four minutes long. RKO went 24 hours February 1, and Cooke maintains that things are going better than expected. "We're sold out right now and show an average quarter hour of a million," he said.



Dave Cooke  
News Director, RKO



Jo Moring  
VP/Radio News, NBC



*I got my first job in radio because they thought I was a man," laughed Jo Moring, NBC Radio News VP. "I was hired right out of college by mail, and when I got to WCUM in Cumberland, MD they told me they were expecting a young man who'd just been hired to be the news department and they didn't need me. You should have seen their faces when I told them I was the young man. We agreed I'd stay for a two-week trial period, but I ended up staying two years."*

Now, Jo Moring is responsible for "News on the Hour" and "The Source." She explains the difference in news style.

"Take a story like the rise in unemployment. On NBC we'll report it straight. On the Source our listeners aren't going to care until we tell them why they need to know that their age group is out of work more than anyone else. A lot of 18-year-olds vote now, but I don't hear them getting a whole lot of information about candidates on rock and roll radio." That's why the Source is so important, according to Moring.



NBC's new youth-oriented network, the Source, is demographically targeted at 18-34 and has over 100 affiliates.

"Our news is storytelling for the ear," said News Manager Jim Cameron. "Our newscasts are two minutes long. They're attention grabbing and concise. Be-



Jim Cameron  
News Manager, The Source, NBC

cause the majority of our affiliates are FM's, fidelity is important. We use no phone line actualities; it has to be raw sound and we never use audio for audio's sake.

"When we first started (Jan. 1979), people asked whether two minutes wasn't too short for a newscast. But most of our affiliates weren't taking any news or public affairs in peak hours. Now they take our service in drive times and find they can compete with the more news-oriented stations in town. AOR is coming of age and wants full service. Good radio includes news, and music stations can program information and not have it be a tune-out."

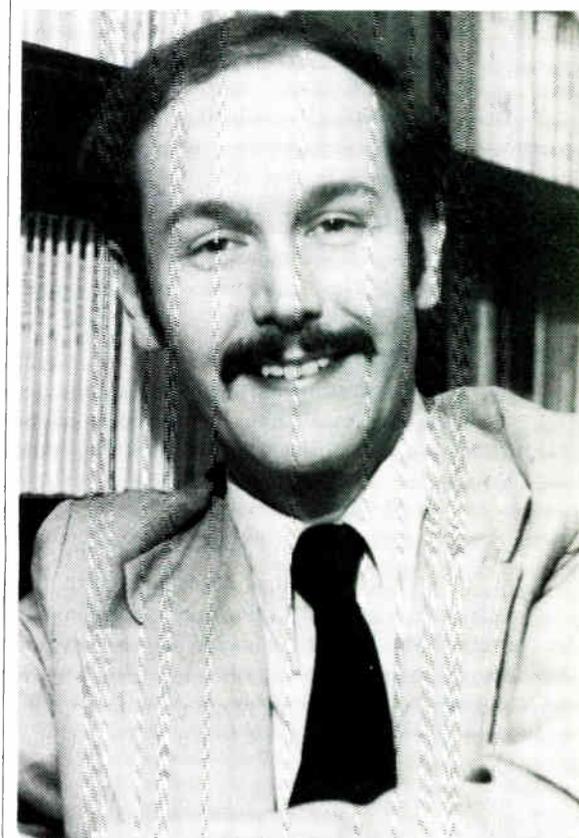
### Cameron Stresses Good Affiliate Coverage

Cameron continued, "If there's a story coming up we know will be of particular interest to our listeners, like the draft, we let them know they may want to pick up a few extra newscasts that day. And we rely heavily on them for the local angle."

"I also apply rock lyrics to the half-hour weekly public affairs program I do," Cameron explained. "I want to create listenable public affairs that will run in peak hours, not graveyard time."

We asked Cameron's boss, Jo Moring, how she viewed her competition. She sees ABC's Information and Entertainment in addition to CBS as competitors to NBC Radio's "News On The Hour," but added that all networks are finding AP Radio a real factor now. "Their reporters and anchors aren't household names yet, but in ability to crank out material, they're giving us a run for our money," she concluded.

Cameron added, "We're going after ABC FM and we've picked up a lot of their affiliates. Otherwise, there really isn't anyone we have to worry about. Mutual isn't demographically targeted and we have a big advantage over RKO because we have the use of all NBC Radio News facilities."



Bill McClosky  
Assistant Managing Editor, AP Radio

### Associated Press Radio

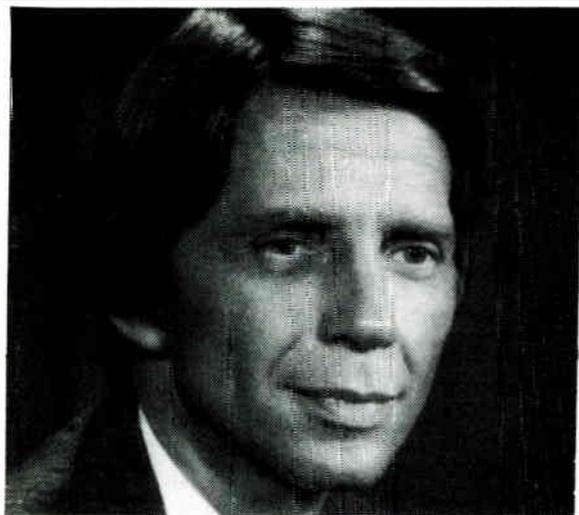
Satellite transmissions are the future of broadcasting, according to AP Radio Assistant Managing Editor Bill McClosky, who says AP will install 400 earth stations by the end of the year. "We'd like to have 1000 in three years," McClosky said. RKO will piggyback on the AP satellites, a service which McClosky said AP offered to everyone.

Although AP Radio's newscasts are not demographically targeted, the broadcast wire recently added features which are. For example, "Divisions" is targeted at 18-34, and General Broadcast Editor Jim Hood calls it "fodder for personalities at AOR and Country stations." "Divisions" features music trade gossip and runs five nights a week.

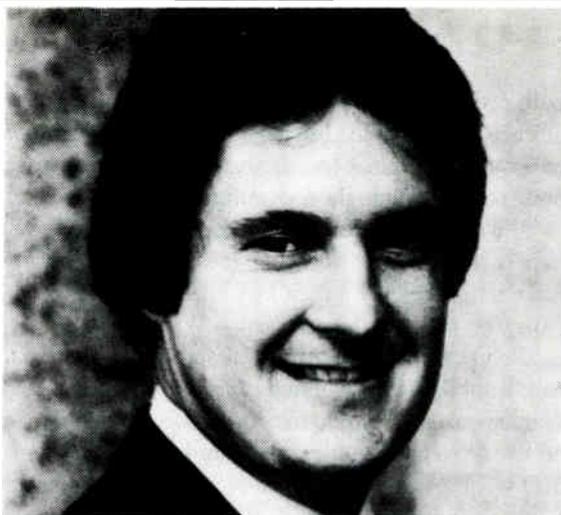
Another youth oriented feature is "The Beat Goes On," a series that examines the success of rock concerts long after the Woodstock generation has grown up, and includes interviews with rock promoters.

"We write about lifestyle more now, about inflation and what effect it has on our lives," Hood said. "We have 'Feeling Good' five times a week, which is about health and sports. We run movie reviews and interviews with actors."

"All this material is designed for jocks to use as teasers. We want everyone in the station going to the wire machine, not just the news department," Hood concluded.



John Boden, President, Blair Radio Division



Ken Swetz, President, Katz Radio Division



Bob Duffy, President, Christal

**WAR & PEACE: THE REPS VS. THE NETS?**

# Competition Among The Reps

**The Future May Bring Even Fewer Reps With Even Longer Lists, Serving Different Stations In The Same Market, Rising Commissions, And Additional Reliance For Income On Non-Wired Nets.**

It's no secret that radio's share of national sales dollars are shrinking — or that the number of radio station rep firms dropped by half since 1960. But before pronouncing national and spot radio business dead, R&R headed for the Big Apple to see what was happening first hand, at Blair, Katz, Eastman, McGavren-Guild, and Christal.

"If you'd asked me three months ago, I'd have told you business was going to hell in a handbag," was the typical rep's response. Blair Radio Division President John Boden explained: "Businesses hit with hard times turn to radio more. For example, our business from auto manufacturers has been up, but when times are good," he noted realistically, "they use TV more."

**Reps Eye Bigness**

Radio's value is still in offering the lowest cost and highest reach with maximum flexibility, and among the five largest reps, glowing business reports are universal. Most reps are working overtime to build their lists of stations. But Katz, Blair, Eastman, McGavren-Guild, and Christal have maintained large numbers of clients through times when it was unfashionable to be big.

Christal President Bob Duffy remembers when he joined his company five years ago it had only 15 stations listed. "We also knew five years ago you couldn't stay short-listed or you'd become a dinosaur in the 80's," he said.

"Reps that went big early demonstrated a real commitment to the industry," says Katz Radio President Ken Swetz, who feels Katz's success is a result of volume business. All five reps link volume to cre-

ative selling.

Eastman President Bill Burton cites a recent Radio Shack campaign which Eastman helped launch through a meeting between Radio Shack executives and Tony Schwartz of New York, whom Burton calls one of the gurus of radio creativity. "Tony has done an outstanding job for Mobil, NBC, and McGraw Hill, to name a few, and laid important groundwork for future radio creative strategy with Radio Shack," Burton said.

For reps that are expanding, there may even be bonuses. With fewer firms, for example, dual representation has become a reality. Broadcasters who prefer quality representation over an exclusive partnership will make "one station per market" a thing of the past. Also for the survivors, profits should grow from rising commissions (from 15% to 17% or 20%) and from sales of their non-wired networks.

Hopefully, these incentives and a healthier sales picture will help overcome their problems:

- Account attrition.
- Advertisers' lack of understanding (often translated "respect").
- Ad agencies' lack of knowledge of how to buy radio.

- Weak national sales effort.
- Lack of unified national and spot sales approach.

**Beating The Bushes . . .**

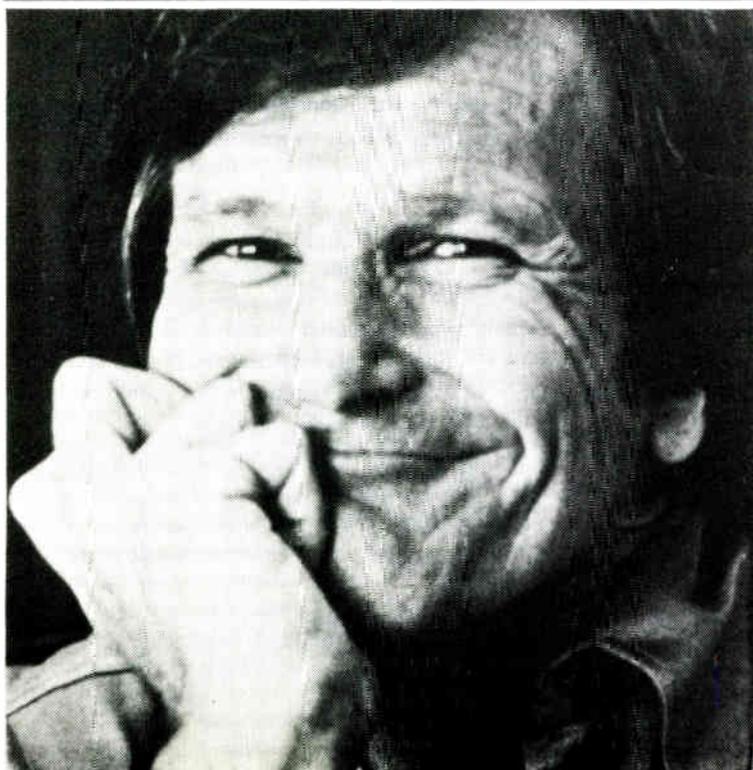
Each of the five rep firms try in their own style to minimize these problems, but few advertising agencies understand how to use radio. Even among those radio-wise agencies, media plans change and promotions end.

Eastman President Burton emphasizes that the promotion of radio generically is the best preventive medicine. Katz's Swetz adds, "Today you've got to represent all of radio, all formats, ethnic radio included."

Ralph Guild, President of McGavren-Guild, says his new business department includes four people who sell radio conceptually. "We get one out of every eight dollars being spent on national spots," he says, adding "so if we develop business for the industry in general we're going to get more than our fair share."

While differences of opinion flared over why 30% to as high an estimate as 60% of national radio ad business disappears annually, most agreed with Blair's Boden that "we haven't figured out how to cut down on it yet."

The reps, however, through the Station Reps Association, did put tremendous pressure on RAB to hire a "top of the line" national sales Sr. VP. RAB responded by luring Mark Mullen away from Fotomat, and have reportedly given him close to a million dollars to work with. More importantly, one of the reps who wished to remain anonymous said SRA members insisted Mullen have the right to hire and fire.



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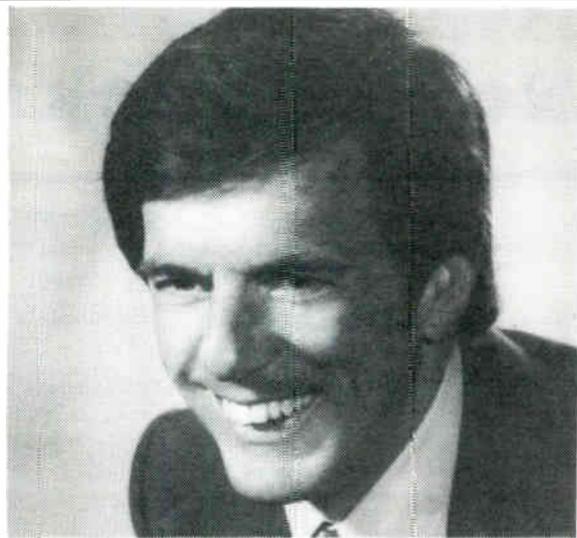
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Bill Burton, President, Eastman Radio

Mullen, whose job will be to lead the industry's sales team into the battle for new business, reports to RAB Executive VP Bob Alter. Not only is Mullen acceptable to the reps, according to several radio broadcasters who helped screen applicants, but he's very desirable to the radio industry.

**Why Radio Works**

(Subtitled: How Reps Stay In Business)

Attrition is apparently a never ending problem, but the survivors work with what they have. Christal's Duffy explained that "an account can be using us this year, this quarter and then yank it and not come back for another year."

Ralph Guild was also conciliatory: "Advertisers may try magazines for a quarter, but you may see them back later in the year." Bob Duffy emphasized the advantages: "We are perceived as a flexible medium, a supplementary medium used to build frequency and support visual media."

Ken Swetz said: "Part of the Katz media mix pitch is the structure which consists of individual radio and TV sales people and sales people that sell both in combination." Duffy added that part of the sales strategy at Christal is that "you don't have to be long term and you can change your copy easily."

**End Runs . . .**

Bill Burton said at Eastman sales seminars every account executive has to discuss his sales in front of his peers, including who he called on and what was sold.

"We work on a minimum call per day by each of our sales people in the area of business development," explained Duffy, "and we organize, discuss, and analyze prospects, trying to gain sight of who our real prospects are and when you start zeroing in, you make ten calls and maybe find one interesting party."

Ralph Guild has hired former WXLO/New York GM Erica Farber to create special events at local



Ralph Guild, President, McGavren-Guild

stations that can be sold nationally. The firm may soon hold a nationwide "Food Fair" in the top dozen markets, for example. The way, he explains, "you get national, not just local, advertisers." Guild's director of marketing for new business development, with a staff of three people, including one for farm, sells radio, not McGavren-Guild.

**Radio's Too Soft, Reps Say**

Reps also spend a lot of time educating their station clients, according to Eastman's Bill Burton who explained, "Few GM's understand the rep business. After they select you, they forget you. Then if business goes well, we never hear from them, but if business goes down, flamethrowers come at you."

Burton mirrors the others' solution. He says reps want more information. "If managers gave us as much time as they give their local sales force, we'd do better for their stations," he concluded.

And then there's the complaint that radio is too cheap. "Until we get over that," said Boden "we'll continue to be a nickel and dime, Mom & Pop business."

The solution? "Stations have to charge more. If the number one station in the market charges \$350 per spot and the number two charges \$200, that's stupid," Boden believes, adding, "he should be charging \$325. He gets it and everyone else could move up."

**Selling the Power Of The List**

All five rep firms also market their clients as a non-wired network. In addition, Blair formed a new sales division last month to represent state radio networks. It now handles all but five of the 19 members of the National Association of State Radio Networks, selling ads for live shows, sports, information, and agribusiness programming distributed between 68 station affiliates. Blair announced it expects to sign more NASRN members soon.

Although it's estimated that a shade under 10% of national radio business belongs to the reps' non-wired nets, in the future it may be different, explained Duffy of Christal: "Just as Katz and Blair proved that they could sell at a higher efficiency than ABC and CBS . . . there is not one of us that would say that in the 80's this could not become 25-30% of the business."

R&R

**Nets' Reaction**

In selling its "unwired" network, Katz stresses it is only after network dollars in the Top 50 markets. Ken Swetz stresses he's in direct competition with the other nets and typically gets more dollars. He believes his success can be measured by the impact it's had on the other networks.

How have the traditional networks reacted to the apparent encroachment of the reps' nets? ABC had launched a vigorous program to expand its business and bring back big accounts such as Wrigley, Kraft, and Sears, according to ABC Radio Network Sr. VP/General Manager Bob Chambers. He credits CBS President Sam Cooke Diggs as having proved how it's done when last year he single-handedly brought Chrysler back into radio's fold.



Bob Chambers



Sam Cooke Diggs

CBS through its own rep firm often sets up a non-wired arrangement by adding stations to its line-up of O&O's when ad agencies need additional markets.

While ABC did 45% of all network business in '79, according to Lou Severino, VP/Director of Sales, this is "unhealthy" because "we would be stronger with 30% of a bigger marketplace."

"We're cracking new areas and were instrumental in convincing General Foods to come back to radio advertising on a significant scale," states Chambers, who says his sales people "attend seminars and meetings and each day become more proficient in talking with product and marketing managers about specific advantages of advertising their brands on ABC affiliates."



Lou Severino

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# News/Talk: From Infancy...To Big Bucks

"Information radio started really with everyone hanging around the water cooler laughing about the idea," explains Bob Hyland, CBS Regional VP and KMOX/St. Louis GM. "This was at the time of the demise of radio shows and TV was gaining popularity. While there was nothing wrong with playing music, we thought our audience was ready to be informed."

"So, on February 29, 1960, KMOX started 'At Your Service,' featuring Mayor Raymond Tucker as guest, and invited listeners to call in. Over the next two years, the station added more and more talk until it did away with music altogether."

The rest is history. "At Your Service" is still on the air. "We don't let callers have a dialogue with the guests because we've got thousands of other people waiting to get on the phone," Hyland said. "You just ask your question, then the call is hung up. We think it's a more efficient way to do it, so we've been doing it that way for 20 years."

## Who's Listening, And Why?

"At Your Service" attracts callers from 10-60. There's no struggle to lower demographics at KMOX. But generally the youngest listeners are about 25.

At WXYZ/Detroit, former Promotion Director Calvin Richards said the demo target is 25-54. "WXYZ attracts 'upscale folks' who are more likely to be interested in information, news and public affairs presented with a degree of class. People right now are asking, 'How can I improve myself? How can I invest my money and get a higher return so I can get a fancy vacation, a fancy car, a big house?' WXYZ gives them that information."

KGO/San Francisco shoots for 25-49. "We try to find out what kinds of topics the demographic target audience really wants to get into," said Operations Manager Jerry Johnson. "We found out, for instance, the first time we did a study that education ranked high, so did the family, marriage, and sex. In the most recent study we did, education had dropped way down,



KMOX/St. Louis newscaster Bob Hardy (left) reacts to commentary from personality Jim White.



Jerry Johnson, KGO Ops. Mgr.



Joe Whalen, WAWI VP/GM



Eileen Lizer, KABC Screener



Frank Scott, WRC VP/GM

but unemployment was of more importance. In other words, if the topic or guest doesn't hit people like me here and now, my pocketbook, my wife, my marriage, my kids, my body, then we don't want to do it."

On the other hand, Jim Tate, former PD at WOAI/San Antonio, admits talk attracts listeners who are a little older than he would like. "The people we have are out there spending money. They're in their middle 30's to 55. I'd like to skew the station just a little younger as a hedge against tomorrow," Tate said. But he added, "You can survive without younger listeners and without being No. 1 if you have a good quality Talk station — survive rather well and make a lot of money."

## Do You Program Talk Radio Like Music Radio?

"Absolutely," said KGO's Jerry Johnson, who refers to a "hit list of topics." He explains, "In music radio you program younger music if you want younger listeners. In Talk, we program younger ideas." As an example, Johnson described what happened when Owan Spann, 9am-noon talk show host, scheduled a guest who had written a book on menopause.

"Immediately I said to myself, that's going to be a problem because if you get an older woman talking about menopause and how she cried a lot and how nobody understood her, that's going to generate phone calls of a similar nature, and we're going to lose the demographic edge. So Spann and I talked about it, and here's what we decided to do. In introducing the show, Spann said, 'This morning we've got Dr. so-and-so who has written a book on menstruation and menopause, and I couldn't help but be struck by the fact that in this age of sexual liberation, the way a woman's body works is still a mystery. How many guys out there are like me in the sense that you really don't know how your wife's or girlfriend's or daughter's body works? Here's your chance, with the anonymity that KGO offers, to get some really good advice.' And that hour which could have been a disaster was filled with men callers, and it was super in terms of demographics."

On the other hand, one News/Talk PD with a music radio background disagreed with Johnson about the similarity of programming Talk and music radio. "There is no redundancy. There shouldn't be, except you should remember that people care about the weather. This is a whole new ballgame; there are no music clocks; it's just total creativity," he said.

## The Costly Switch

ABC's WXYZ switched from music to talk about a year ago. With its music format, a personality did a four-hour air shift and there might be a producer and engineer. With a Talk format, each of WXYZ's morning and afternoon drive programs has a News/Talk team, so instead of having one person hosting the show, suddenly there are a dozen.

The afternoon team comes in at 11am for a show that goes on at 3:00pm. Then after they go off the air they spend another hour dissecting the show to determine where the programs are going for the rest of the week and getting advance prep for tomorrow's show.

## The Nation's News/Talk Leaders

The nation's top ten News/Talk stations, as measured by average quarter hour shares of their markets and by cume measuring their total tune-in impact, are listed below. Among the leaders are some of the top radio stations of any format in the nation, among them the perennial champion of St. Louis, KMOX, which has the largest share of any station in the top 40 markets and is fourth overall. WBBW, KYW, KIRO, KOA, and KGO are also market leaders, with KYW, KIRO, and KOA the only stations in their cities boasting double-figure shares. KYW and KGO also qualify for the cume top ten by virtue of market size and their timely audience appeal.

On the cume side, the top three stations, as might be expected, are in the nation's largest market. WCBS is second only to WABC in the national Top 25 most-tuned-in station list, while WINS is third in the city and third in the nation's Top 25. WOR finished 5th in New York and nationally as well, while WBBM, KYW, KFVB, KNX, and WMCA all made the national list, an indication of the generally high tune-in factor for information stations. KFVB was first in Los Angeles with KNX just behind, while KYW almost doubled its nearest competitor's cume figure in Philadelphia. KGO also topped its city's standings, while WBBM and KABC were third and fourth respectively. All in all, News/Talk stations in all their variations made up a highly impressive proportion of America's most listened to and profitable radio stations.

### Average Quarter Hour Shares

- 1 KMOX/St. Louis ..... 24.6
- 2 WBBW/Youngstown ..... 14.4
- 3 WMBD/Peoria ..... 13.9
- 4 KYW/Philadelphia ..... 10.5
- 5 KIRO/Seattle ..... 10.2
- 6 KOA/Denver ..... 10.0
- 7 KGO/San Francisco ..... 9.2
- 8 WQBK/Albany ..... 9.1
- 9 WOAI/San Antonio ..... 7.7
- 10 KRLD/Dallas-Ft. Worth ..... 7.4

### Cume Estimates

- 1 WCBS/New York ..... 2,462,700
- 2 WINS/New York ..... 2,348,500
- 3 WOR/New York ..... 2,007,800
- 4 WBBM/Chicago ..... 1,242,900
- 5 KYW/Philadelphia ..... 1,211,700
- 6 KFVB/Los Angeles ..... 1,205,500
- 7 KNX-AM/Los Angeles ... 1,135,700
- 8 WMCA/New York ..... 1,039,100
- 9 KABC/Los Angeles ..... 910,400
- 10 KGO/San Francisco ..... 884,600

Data taken from Arbitron Oct./Nov. '79 survey results.

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## HISTORICAL PERSPECTIVE

## The Early Days

**Hilly Rose**, host of the **KMPC/Los Angeles** program "Extension 710" from 7 to 10pm, has written a book on radio telephone talk shows. "But That's Not What I Called To Talk About" traces the history of talk radio from the days when **Jack Eigen** originated shows from a New York night club to today's market, in which Talk radio has never done better. Rose's book is full of anecdotes about the format's pioneers.

## Live From The Copa

In 1938, Jack Eigen was a brash young man operating as a Broadway-Hollywood reporter at **WJLN/New York**. Some of his shows came from **Jimmy Braddock's** restaurant and his first out-of-studio broadcast featured **Mae West** as guest. But the idea of regular remotes didn't take hold for another decade. Jack was at **Toots Shor's** restaurant sitting with **Monte Proser**, one of the owners of the Copacabana nightclub. Proser was bemoaning the fact that the Copa's beautiful lounge wasn't drawing a crowd. Eigen convinced him to do an interview show from the lounge.

In September, 1947, Eigen went live from

the Copa on **WINS/New York**. His first guests were **Red Buttons** and **Milton Berle**. The show ran from midnight to 4am, and before long stars were stopping by after their own shows. It became "the" place to be heard, to unwind and have fun, and radio brought the Copa alive.

Talk Is Cheap —  
But It Can Be Dangerous

If any talk show host is legendary, **Barry Gray** qualifies. He has been a New York host for over 30 years (25 of those with **WMCA**), with a couple of tempestuous years in Miami Beach.

Barry looks back in wide-eyed wonderment at his helping to break the "color" barrier in Miami Beach with a testimonial to **Bill "Bojangles" Robinson**. He followed that up by encouraging the **Step Brothers** to stay overnight in Miami Beach while doing a club which had never spotlighted blacks. The club was fire-bombed and Barry took to packing a pistol.

In his opinion, the success of talk shows generally, and his program in particular, is to be



Barry Gray

Herb Jepko

able to eavesdrop on the conversation of well known and well informed people. "Eavesdropping," Barry smiles, "is our national hangup."

## Night Talk

**Herb Jepko** and his "Nitecaps" were launched on 50,000-watt **KSL/Salt Lake City** in 1964, and the studios had 27 phone lines, each designated for a specific part of the country.

The success of "Nitecaps" later led **Mutual Broadcasting** to begin its all-night "Larry King" call-in show.

Callers knew Herb would not answer until he put them on the air, and long distance charges only began when a listener went on the air. Also, there was no screener between Jepko and the caller. It was not at all unusual for Jepko to punch up Florida and hear nothing but snoring on the other end because the party had fallen asleep waiting to be heard.

## Topless Radio

Talk radio initially had a tendency to be more sensationalist. During the 60's it was speared on by polarized opinions on issues such as the Vietnam war by Talk jocks like the late **Joe Pyne** and **Mort Sahl**. In addition to shock value there was some sex talk. That was not necessarily true of the all-Talk stations, but of some youth-oriented stations with sex talk blocks, **Bill Ballance's** "Feminine Forum" on **KGBS/Los Angeles**, for example.

But "topless radio," as it was termed, was short-lived. Two events saw to that in 1973. **WRC/Washington** VP/GM **Frank Scott** tells the first story. "I was there when **Dean Burch** (a former FCC Chairman) delivered a speech in Washington to the **National Association of Broadcasters** closing luncheon and said either you clean it up or else. And the story goes that **Pete Storer** walked out the side door of the ballroom, picked up a pay phone, called **Los Angeles** and said *Ballance does not go on the air today or ever again, and that was that.*"

A second story goes that **House Commerce** Chairman **Harley Staggers** was driving back from his home in West Virginia and heard an obscene phone-in show. He reportedly picked up the phone, called **NAB** President **Vince Wasilewski** and delivered a similar kind of "either or message," and that era passed rapidly.

## Expensive Format

There's no getting around the high cost of running any talk station. **Rick Devlin**, **WOR/New York** VP/GM, gave **R&R** an idea of just how costly it can be. **WOR** employs 140 people: accounting and legal personnel, on-air talent, producers, sales, secretaries, and a gigantic news operations, so its costs really mount up.

"There are probably only eight radio stations in America that gross enough to pay our overhead in total billing," Devlin declared. "Each show requires a producer and you have to have a sophisticated news operation to provide the information you need for the program." He added, "Besides the expense of a large staff and highly paid talent, a talk station has exorbitant phone bills."

**Bruce Marr** left **KABC/Los Angeles** recently to join **KVI/Seattle** as Operations Manager. He compares producers to the center on a football team. "They can hike the ball or toss the ball to the talent who deals with it in front of 100,000 to 200,000 listeners," Marr said. Screeners (as producers are called at **KABC**) take calls as they come in. They make sure the demographic is right and that the caller is articulate and will say something relevant to what's being discussed.

"It's really an art," Marr noted. "They get to the point where they can tell in 20 or 30 seconds whether the caller will sound good on the air."

## Two Kinds Of Delay

**KABC** uses a 4½-second tape loop delay. Both the air talent and the engineer have their fingers on buttons that cut out any dirty words. **WOAI** uses a digital delay. A trained ear can actually hear syllables stretch little by little into a seven-second delay. If something happens and the host wants to dump a call, he just hits the button and whoever was on the air is gone and the talent is on instantly.

"For about two or three years I didn't even do tape delay here," said **WAVI/Dayton** VP/GM **Joe Whalen**. "Only one interesting thing ever happened. This woman called and asked if I knew what the egg said to the water. So I said what and she said, 'You get hot and I'll get hard and it will all be over in three minutes.'"

Whalen, who's in his ninth year of Talk radio in Dayton, says it's an addictive format. "I know of no way in a little ole Dayton or big ole Los Angeles that **John Q. Public** has a chance to rub elbows with the biggies," he said. "Talk radio helps make the station a major entity in the community. But we do have problems they don't have in big cities. We don't have the volume of callers to limit them to one call a week; we limit callers to one call per show per week. Another problem is not being able to afford some of the really good air talent."

## Does Talk Work Outside Major Markets?

How about small markets, we asked **Frank Scott** of **WRC/Washington**. "Yes, sure. But I doubt you could do all-Talk. The average town of 5000 to 25,000 around the U.S. has a party line in the morning, and nine out of 10 times it's the manager or owner of the station that runs it."

Scott explained the big difference as being that large market talent must be well-read. He says most of his hosts "spend all their time reading. They have to keep up with what is going on, not just normal periodicals but special things that are not regularly available in small markets."

## The Future Of Talk Radio

Everyone **R&R** interviewed agreed that Talk will be the AM format of the future, with some predictions that we'll be hearing more talk on FM soon too.

"Stations will have to start specializing in what they do best," forecasts **KGO's** **Jerry Johnson**, who added, "All Sports-Talk would be a natural. I think there is going to be an increasing reluctance to spend time on sports unless you're going to become a specialist in it."

"You've got to do it right, by keeping up with the times, knowing what's going on in the world and the nation and keeping up with what people are talking about. If you do it right, there's no end to it," concluded **KMOX** VP/GM **Bob Hyland**. **R&R**

## Success And Failure Of FM Talk

**WWDB/Philadelphia** is the country's only full-time FM Talk station, and it's been doing it successfully for four years. Between eight and midnight it was number one in a recent **Arbitron** report. "No one thinks of us as FM," said PD **Jerry Williams**. "We gained our reputation from our heavy coverage of city politics during Mayor **Rizzo's** controversial administration. We've got a great urban audience," he believes.

Williams has worked in radio over 40 years and was one of the country's original talk show hosts during the 50's on **WIBG/Philadelphia**. He still loves doing a show and hosts afternoon drive at **WWDB**.

"Because we're FM, we get younger listeners. They're already listening to music on FM, so they just switch to us for news and information rather than flipping to AM," he said.

Unlike some AM Talk PD's who forecast the growth of FM Talk, Williams doesn't see it. "Music, especially Beautiful Music, is tops on FM. I don't see many FM stations rushing to get into Talk," he concluded.

## Devlin Says Take The Long Run

"I think if an FM station really went all out on it they could probably do quite well," said **WOR/New York** VP/GM **Rick Devlin**. "In New

York there's over 50% of the audience on FM, so the listeners are there." He added, "I was frankly very surprised to see **WYNY** take off their talk without really giving it a run."

## FM Talk Fails On WYNY

**WYNY/New York** Program Manager **Dave Klahr** agrees with Williams that FM is more for music, or at least that music and talk don't mix.

"We were growing as a good Pop/Adult station and our audience did not want to hear talk from 8 to 10 at night when we had a talk show," he said. "They'd be sitting around the house or have guests in the backyard just wanting to listen to our music and the music was gone."

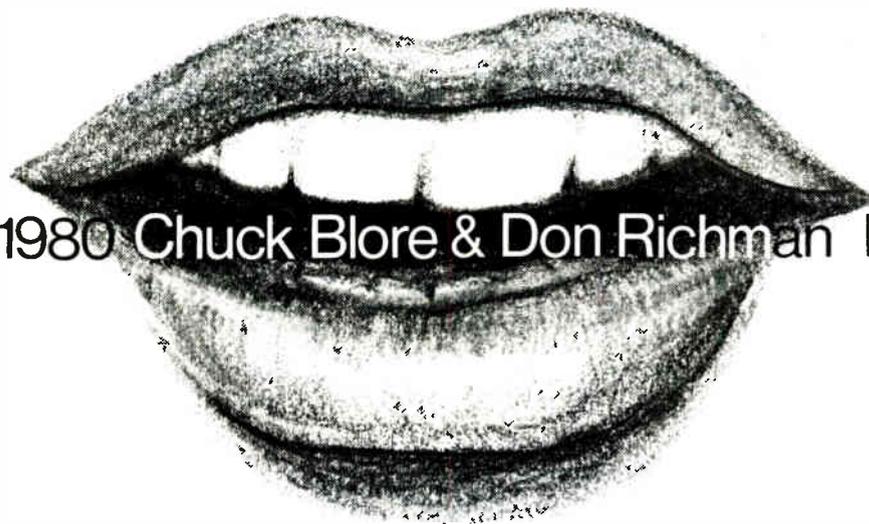
"I inherited the talk show when I started here in March, 1979. When the spring book came out and the ratings from 8 to 10 were way down in proportion to the rest of the day, it confirmed the talk features were a tune-out, not a tune-in, so we went back to music."

"But I think there is probably room for FM talk even in the New York market where you have several popular AM talkers. If you do it right, it doesn't matter what band you're on. We just wanted to be a music station," he concluded.

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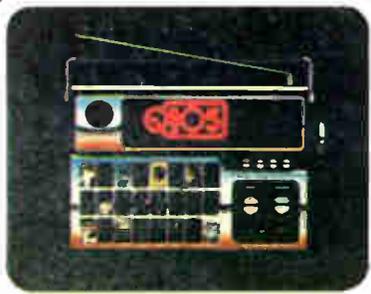
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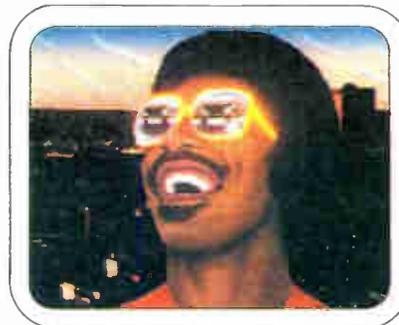


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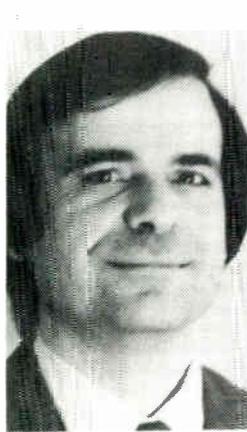
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## Policy & Rules Division



**Jeff Baumann**  
Chief, Policy & Rules Division



**Larry Eads**  
Asst. Chief,  
Policy & Rules Division



**Steve Crane**  
Chief Reregulation Task Force



**Martin Blumenthal**  
Chief, Legal Branch



**Jim Green**  
Chief, Policy Analysis Branch



**Wilson LaFollette**  
Chief, Technical and  
International Branch



**Charles Breig**  
International Specialist,  
Technical & International Branch

plaint in R&R, Ginsburg reopened the case file. had it reviewed, and reserved a subordinate's decision.

### Another Brick In The Wall — Policy & Rules Division

The right place to start in getting the FCC to change its FM table of assignments is the bureau's Policy & Rules Division. If they agree to go along, they will issue a notice of proposed rulemaking asking for public comments on your request. (For anyone not aware of the FCC's procedures in filing comments, contact their Office of Consumer Assistance: 202 632-7000.)

Although the division has gone from granting twenty new assignments per month to over 125 in the first quarter of 1980, there still exists a one to two year back-log of petitions to amend the FM table. However, a special FM task force headed by Mark Lipp (202 632-7792) has been established and Bureau Chief Jeff Baumann (202 632-5414) anticipates a turnaround time of six months for evaluating your petition before issuing a notice of proposed rulemaking.

After comments are filed, an official report and order giving you permission to file for a new station with the Broadcast Facilities Division should be issued in two to three months.

For help in putting together your request for an FM change, call Stanley Schmulewitz (202 632-9660) or Mark Lipp (202 632-7792).

The Policy & Rules Division has doubled its size in the last nine months through an overall restructuring of the bureau. It's responsibility is to study issues and make policy recommendations to the bureau chief. Its list of tasks includes reviewing breaking up clear channels, adding additional FM's, considering the breakup of AM-FM combos, AM stereo, FM quad, and PSA's.

Legal Branch Chief Marty Blumenthal (202 632-7542), Regulation Task Force Chief Steve Crane (202 653-7275), Policy Branch Chief Jim Green

(202 632-6302), and Technical and International Branch Chief Wilson LaFollette (202 632-9660) and his assistant Charles Breig are some of the division's key personnel. Roger Holberg (202 632-6302) is the contact person on radio deregulation. Bureau Chief Jeff Baumann and Assistant Chief Larry Eads can be contacted after first checking with a branch chief if you have specific problems.

The Policy & Rules Division sometimes becomes the brunt of calls to complain; but while staffers are generally agreeable to discuss things with you, they ask you not to call for that reason and to remember that any comments made to them concerning a rule-making proceeding could be considered an *ex parte* contact.

## Returning The Dough!

In the past few weeks many broadcasters have received fee refund checks from the FCC accompanied by a computer-generated card explaining the amount and purpose of the fee refund. In almost all cases, the check received by a station amounted to less than the fee refund requested and filed with the Commission. While logic is never to be confused with regulation, there is an explanation to offer.

First, the checks received by stations do *not* represent the total amount of fees to be refunded. The FCC and the U.S. Treasury are approaching the disbursement of the fee refund checks in "bits and pieces."

Each station will most likely receive a number of checks, over a period of weeks. Thus, owners should not be concerned if any individual check is in an amount less than the total refund requested and anticipated.

On the other hand, if a station receives a letter from the FCC confirming that a refund request was denied or reduced, immediate action should be taken. Although denial letters refer only to the individual request described in the upper right hand corner of the FCC letter, you should immediately check with Fee Refund Branch Chief Rick Keller (301-436-7710) for an explanation.

### Do The Shuffle!

#### The Broadcast License Division

If you're uncertain where that application you recently filed might be, first call the Broadcast License Division (202 632-7136). Because the division has only 31 people handling 37,000 different licenses and 600 requests per week, don't expect them to have your application at their fingertips. But *calls are returned within half a working day. If your question hasn't been answered within 24 hours, call Barbara Forbes*, Acting Chief of the division's AM-FM Branch (202 632-7136) or Auxiliary Broadcast Services Branch Chief Jim Durst (202 632-7505).

Because of the volume of calls, about 2500 per week, Acting Division Chief Jim Cokes (who reports to the bureau's Assistant Chief for Management and Planning, Marilyn McDermott), says there has been about a ten percent loss factor. With the installation of new data processing equipment, things are better; but if you happen to get lost in the paper shuffle, call Cokes (202 632-7136 or 7191).

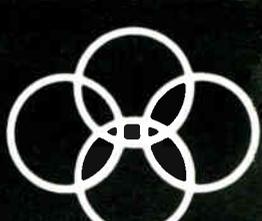
Remember, this division is merely a processing center, which then forwards your application to the appropriate department. They don't make the rules and they don't act on your application. After your application has been acted upon, it will be returned to this paperwork control center for final processing.

### More! More! More! (How Do You Like It?)

#### Broadcast Facilities Division Handles New Stations & Changes

The Broadcast Facilities Division is primarily responsible for processing construction permit applications for new stations and CP's to modify facilities. Secondly, they process licenses after stations have been constructed or facilities changed. In addition, this division handles issuing PSA's (pre-sunrise authority), resolving call letter disputes (for any rhyme or reason),

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Every week on the Countdown, Phil reviews the hottest track on the twenty biggest AOR LPs around (based on an averaging of national trade chart activity). There's an Artist Salute — an Album Classic — News From The World Of Music — Hot Climbers — and commentary from the stars who make the music happen.

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**REMEMBERING: THE SEVENTIES** — the acclaimed twelve-hour special — musical milestones of a decade.

**THE FORBES REPORT** — business and financial commentary in two-and-a-half minutes.

**SOME KIND OF PEOPLE** — candid conversations with today's most interesting newsmakers and personalities.

**FOOD FOR THOUGHT** — two-minute daily lifestyle features for the 80s.

**DOLLARS AND SENSE** — sixty seconds of help in stretching your dwindling dollar.

**HANDY PEOPLE** — a compact do-it-yourself kit in audio form.

**BEHIND THE HITS** — classic songs, explained by their creators.

**MORE FOR YOUR MONEY** — ninety seconds of consumer tips.

**JUST A MINUTE** — sixty second reports on a myriad of contemporary topics.

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World Radio History

**Broadcast Facilities Division**



**Jerry Jacobs**  
Chief, Broadcast  
Facilities Division

**Dennis Williams**  
Asst. Chief,  
Broadcast Facilities Division

**John Morgan**  
Chief, FM Branch

**Hugh Reed**  
Advisor, FM Branch

**Larry Olson**  
Chief, AM Branch

**John Spencer**  
Attorney Advisor, AM Branch

**Thomas Johnson**  
Supervisor, Electronics  
Engineer, AM Branch

**Clay Pendarvis**  
Chief, Auxiliary  
Services Branch

**Broadcast License Division**



**Jim Cokes**  
Acting Chief,  
Broadcast License Division

**Barbara Forbes**  
Acting Chief, AM-FM Branch

**Tom Grenwis**  
Supervisor, AM-FM Branch

**Jim Durst**  
Chief, Auxiliary Broadcast  
Services Branch

**Sheila Jackson**  
Supervisor, Files Section

**Sharon Jenkins**  
Supervisor, Public Reference

**Paul DeLeon**  
Chief, TV Branch

**Jerry Zukerman**  
Chief, TV Branch

granting power increases, and licensing translators and auxiliary services. They also act on daytimer's requests to stay on the air past sundown in time of emergency.

Once an application is received and logged, an ID number is assigned that will begin with ARN, followed by numbers that correspond to the date it is received. The number defines the order of applications considered.

**Make Calls Infrequently**

For changes in facilities, it's often five months before you'll learn anything. Usually it takes nine months to process applications for new facilities. During that time, it's to your advantage to make only a couple of calls. Except for minorities, who can ask for expedited processing on applications, competing applications generally will add a year of delay to the normal nine months delivery time. At that time, it's okay to call the division's secretary (202 632-6485) to inquire on what's happening.

Division Chief Jerry Jacobs advises that after the initial "status inquiry," a radio broadcaster can contact either Chief, AM Branch Larry Olson (202 632-7010) or Chief, FM Branch John Morgan (202 632-6908) for more information. If the station involves a translator, booster or STL, call Chief, Auxiliary Services Branch Clay Pendarvis (202 632-3894).

**The Long Run —  
Hang Ups And Delays**

The fact is that about 80-90% of all applications for new facilities are delayed due to a problem with ascertainment. When additional information is needed, you will be sent a letter.

Jacobs emphasizes that it is in your best interest to respond as soon and as fully as possible. If there are questions, the contact person at the Commission is whoever signed your letter.

Occasionally, an application will be returned because it has been unsatisfactorily completed. In this case, a copy will also be sent to your attorney and you must refile your application. In some cases, it will be returned as "unacceptable for filing" if the request is inconsistent with basic FCC policy. A recent example is when petitions were returned to several clear channel stations seeking an increase in power to 200 kilowatts.

On requests for a power increase or for night-time service, contact Electronics Engineer, AM Branch Thomas Johnson or Electronics Engineer, FM Branch Nai Tam (202 632-6908). In addition to checking for technical interference, the division also looks for multiple ownership implications if the applicant owns a nearby facility. And, if an applicant increases its coverage by more than 50%, then it also submit an ascertain-

ment study to accompany the application for a power increase. Reviewing each of these adds time.

Holdups in the past have been lengthy, but in the future, broadcasters can expect their applications to be processed a little quicker because of new management techniques, according to Jerry Jacobs.

**Stay Away From Congress,  
Jacobs Advises**

Jacobs stresses that asking a congressman to intervene is prohibited by the rules and could be a potential black mark in a hearing. The Facilities Division attempts to let broadcasters know where they stand; i.e., "you've cleared step three of ten steps." If you do not get a satisfactory answer, go to Jacobs or Dennis Williams, Assistant Chief (202 632-6485). Jacobs says his role is that of an ombudsman and final decision maker.

Remember, if you want to check with the Commission to see if they've received your application, call the License Division (see above). Don't panic, however, if you find they've forwarded your application to the Facilities Division only to learn they don't have it either. It simply means the Commission's mailroom hasn't delivered it to Facilities and you should get a good night's sleep and call back in a couple of days.

R&R

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**FCC-EEO-Affirmative Action Guidelines:  
Effective April 1, 1980**

**New Guidelines**

**Less than 5 full-time employees.** Exempt from having a written EEO and Affirmative Action Program. However, the station must follow a policy of equal employment opportunity. Remember the exemption applies only to a written policy not to having a policy.

**5 to 10 full-time employees.** Stations are expected to have a written Affirmative Action Program taking into account the FCC's model ten point program. The FCC expects stations to have a minority employment profile that represents a ratio of 50% of the workforce as full-time employees overall and 25% in the top four job categories. The FCC will closely monitor job replacements and job hires for those stations below the 50/25% levels.

**11 or more full-time employees.** Stations must have a written Affirmative Action Program modeled after the FCC's ten point model program. Stations are expected to achieve an employment profile for minority employees using applicable workforce figures to demonstrate minority employment overall of 50% and minority employment in the top four job categories of 50%, as well. Consequently, each time a top four job category employee is replaced, extra ordinary efforts must be carefully documented confirming the reason why a minority was not hired for the position. The top four jobs are:

**Officials And Managers:**

The FCC follows traditional lines in defining officials and managers. General managers, station managers, business managers, promotion directors, production managers, personnel directors, affirmative action director, all fall within the traditional definition. It is important to keep in mind that the FCC will "pierce" the station title veil to look behind the title and ascertain whether or not the person has discretionary powers and in fact has supervisory authority over employees.

**Professionals:**

This includes all on-the-air personnel (disc jockeys, sports persons, news persons, commentators, weather people). In addition, producers, directors, writers, editors, designers, artists, house accountants, house attorneys, program directors, music directors, continuity directors, helicopter reports.

**Technicians:**

Chief engineer, technicians, lesser grade engineers, news sound personnel, print shop personnel.

**Sales:**

Anyone involved in sales at the station would fall into this category, i.e., account executives, co-op personnel, sales promotions, promotion directors.

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WRVA, WRVQ, Richmond, VA•WSGN, Birmingham, AL•



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# Network Renaissance

## New Talent Reflects New Competition; Programming Is Key

Change has come to the radio network business. New heads of ABC, Mutual, NBC, and RKO have ascended to their posts within the past year. New networks (including a new all-sports net), new technology, new services, new program packages and special features, and more affiliates are only the early signs of what's to come.

Within the next few years, specialization and variety in programming will bring a fresh meaning to the term "radio network." Said one network executive, "I look to a time in the not too distant future when lawyers and other professionals have their own networks."

New leadership is perhaps a natural response to this swarm of possibilities. In an effort to glimpse the future of networking, R&R interviewed Dick Verne, President of NBC Radio; Ben Hoberman, President of ABC Radio; Marty Rubenstein, President of Mutual; Tom Burchill, President of RKO Radio; and CBS Radio Senior Vice President Bill Grimes.

### The Sky's The Limit. Or Is It?

"We're not just selling age groups anymore," says Marty Rubenstein, "Now the focus is on programming, which is where it all began." Ben Hoberman agrees, saying "programming is the key." Bill Grimes noted that CBS is seriously looking at syndicating features discussing developments in medicine, law and religion to sell to News and Information stations.

Hoberman emphasized that with satellite distribution, there will be "tremendous opportunity" for all the extra features which have been crowded out of the already strained lines. With a proliferation of nationally distributed features, Hoberman imagines that a John Jones talk show available by satellite would have to be called the John Jones Network.

NBC's Dick Verne, however, has troubled

dreams. He envisions three or four receiving dishes in every station yard if satellite technologies are not coordinated.

If the growing numbers of people working to generate programming are causing the competitive pressure to build, then satellite distribution will create a competitive struggle which the most conservative among us might call "keen." Networks are working vigorously to strengthen affiliates and scout new directions after network sales rose only 7% last year in spite of a 16% rise in total sales to all radio advertisers, according to the latest FCC figures. The nets have been accustomed to increases exceeding 20% in previous years.

The two new network kids, RKO Radio Network and NBC's "Source," have had the kind of successes that others find very encouraging. In fact, rumors persist that RKO and ABC may each have another network on the drawing boards.

### A Bird In The Hand . . .

When questioned about the most spectacular development in networking — satellites — the network chiefs answered with the full spectrum of responses. Rubenstein understandably spoke with a hint of excitement: "We're going ahead." Mutual has already taken the big leap, with 15 ground stations installed and waiting for FCC approval of Western Union's up-link (power to the satellite). Their full complement of 650 earth stations should be in place by summer of 1981. While two affiliates may occasionally be able to share a dish, Rubenstein says, depending on their proximity, Mutual hopes eventually to provide a dish for each station.

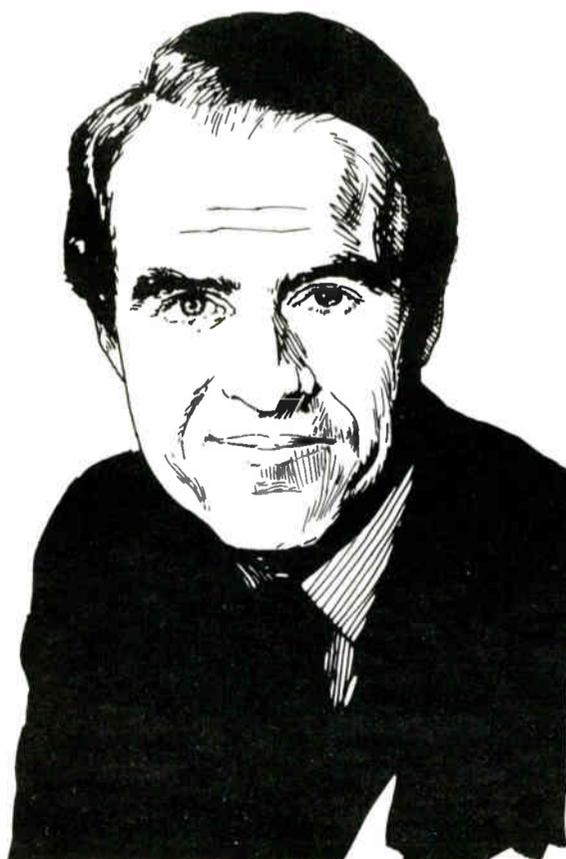
RKO's Burchill sees the progress toward satellite distribution as sluggish and disorganized. He is troubled that while the FCC deregulated receive stations, "they have not dealt with the power up to the bird and down to the dish." Burchill does not see the possibility that each satellite may require its own type of dish as an insurmountable problem and is optimistic about the future, adding that RKO plans to piggyback with Associated Press, with stereo capability in 50 cities expected this month.

Mutual and RKO's optimism about satellites, however, is regarded cautiously by the big three nets. Ben Hoberman feels that "satellites will become an important part of radio networking, but so far there has been more talk than action."

CBS Senior VP Bill Grimes said simply that "our present distribution system will be adequate for the next couple years."



**Dick Verne**  
President, NBC Radio



**Tom Burchill**  
President, RKO Radio Network



**Marty Rubenstein**  
President, Mutual Broadcasting Sys.

## Network Renaissance

### Who's Going To Pay?

"It is a major capital expenditure — whether for us or for the individual operators," Hoberman explained. "It is a far more major investment for us," he adds, "because to do it right we need at least 500 earth stations among the four networks." Hoberman believes the ownership should be at the owner and operator's level. "If I were an owner, I would want to be able to pick and choose among all the network offerings," he said. However, for the present, Hoberman points out, standards for dishes have not even been set, and he is concerned that the system they go with will be the prevailing one for the decade ahead. So like CBS and NBC, ABC's official message to its affiliates is that satellite distribution is being investigated carefully.

Verne notes NBC is "leaning heavily toward digital rather than analog, but I'd like to jump into it after the major questions are resolved." The best path to resolution, he emphasizes, is cooperation among program suppliers to provide a system as accessible to everyone as AT&T's. As for who will dish out for the earth stations, Verne suggests that with a joint venture among the nets, dishes could be sold or rented for possibly \$1000.



**Ben Hoberman**  
President, ABC Radio

"Then there would be no question of ownership if they disaffiliate," he explained, and advocated a "trade organization for network business, to foster this kind of cooperation and increase visibility."

### Competition Will Be Tough

No matter what portrait each executive paints of the future, all agree that competition in networking will take a quantum leap within the next few years. They all contend the network with the best product will unquestionably do most of the business, and the surge of competitors selling radio will serve to validate the worth of radio as a medium.

"Competition is already fierce," says RKO's Burchill. "When you think back, all the good stations were independent and all the crummy stations were network. Now the new attitude is 'which network is best for me?'"

NBC takes pride in its claim that first it surveys what affiliates want, then creates programming for them using people with radio experience. "We don't have an ivory tower attitude which says the networks know audiences better than the radio stations. If enough affiliates are looking for a service and it makes good business sense, we do it," according to Verne.

Mutual's recently named Director of Research, **Ron Worth**, does original research on radio audiences, says Rubenstein. He sees block programming, such as the highly successful **Larry King** show and "Jamboree USA," continuing to expand. Rubenstein spoke of a joint venture with **Ziff Davis Publications** to use the latter company's materials in producing magazine-format programming. Mutual's increased attention to news has also enhanced its image, as has production in stereo and quality casting on the "Mutual Theater," according to Rubenstein. Saying he is open to "absolutely any idea," Rubenstein calls this "the most exciting of times . . . the last two decades of this century will be the real golden age of radio . . . and the thirties and forties will be regarded as just the origin of our real achievements."

Hoberman warned, however, that "the harm of greater competition in some markets may be that stations will be inhibited in doing public service programs. If you're not making a profit, you cannot pour money and energy into public service, much less experiment with it."

### More Than A Jukebox

All five agree that both stations and their audiences are more sophisticated, and market research has shown managers that it takes more than music to be successful.



**Bill Grimes**  
Sr. VP, CBS Radio

NBC often follows up its offerings, such as concerts, with ad slicks accommodating station call letters for local trades. A co-op sales service comes to NBC affiliates with very specific information at no extra cost. But, the basic NBC product is still news. "We do the best job in the U.S. in radio news," boasts Verne. "Every major event is live from the scene, communicating environment and atmosphere." Making use of their TV personalities (**Chancellor, Brinkley, Shallot**), he notes, also pays off well.

RKO offers "InterRKOm." Affiliates, at no cost, get a computer terminal and printer that allows them to talk to the network and with other affiliates. InterRKOm eliminates the need for paperwork, provides a library program for research, news, and public affairs using UPI and the New York Times data bank, says Burchill.

RKO also runs a Station Management Assistance Program to gradually upgrade the quality of its affiliates. There are also engineers ready to talk to owners about digital techniques, and marketing research courses are also offered. Eventually, RKO hopes to save its affiliates money by providing an all-night music service.

Competition, while nothing new, will intensify in the 80's and each network will continue to sculpt its image, develop strong programming and market itself in fresh directions.

R&R

# RADAR REPORT

## Network News & Information Ratings

The most current measurement of network news and information was conducted by **Statistical Research, Inc.** Because RADAR-20 was based on audience measurements from last fall, **RKO Radio Network** is not included.

### Top Twenty Programs (18+)

1. Paul Harvey News (ABC-Ent., M-F, 8:30am)
2. Paul Harvey News (ABC-Ent., M-F, 12:30pm)
3. CBS News-On-The-Hour (M-F, 7:00am)
4. Sports World Roundup (CBS, M-F, 6:54am)
5. CBS News-On-The-Hour (Sat., 9:00am)
6. First Line Report (CBS, M-F, 6:30am)
7. CBS News-On-The-Hour (M-F, 6:00am)
8. Paul Harvey (ABC-Ent., Sat., 12:30pm)
9. CBS News-On-The-Hour (M-F, 9:00am)
10. Newsbreak (CBS, M-F, 8:30am)
11. NBC Hourly News (M-F, 7:00am)
12. CBS News-On-The-Hour (Sat., 7:00am)
13. Howard Cosell (ABC-Con., M-F, 8:25am)
14. NBC Hourly News (Sat., 9:00am)
15. Mike Wallace At Large (CBS, Sat., 8:25am)
16. NBC Hourly News (Sat., 12:00noon)
17. NBC Hourly News (Sat., 8:00am)
18. CBS News-On-The-Hour (M-F, 10:00am)
19. CBS News-On-The-Hour (M-F, 4:00pm)
20. CBS News-On-The-Hour (Sat., 11:00am)

### Network Hourly Newscasts (25-54)

1. NBC Hourly News (M-F, 7:00am)
2. CBS News-On-The-Hour (M-F, 7:00am)
3. CBS News-On-The-Hour (M-F, 6:00am)
4. NBC Hourly News (Sat., 5:00pm)
5. News (MBS, M-F, 8:30am)
6. News (MBS, M-F, 12:30am)
7. News (MBS, M-F, 5:30pm)
8. NBC Hourly News (Sat., 4:00pm)
9. NBC Hourly News (M-F, 6:00am)
10. News (MBS, M-F, 3:30pm)
11. NBC Hourly News (M-F, 9:00am)
12. NBC Hourly News (M-F, 8:00am)
13. CBS News-On-The-Hour (Sat., 9:00am)
14. News (MBS, M-F, 4:30pm)
15. World This Morning (MBS, M-F, 7:30am)
16. News (ABC-I, M-F, 10:00am)
17. NBC Hourly News (M-F, 4:00pm)
18. News (MBS, M-F, 2:30pm)
19. NBC Hourly News (Sat., 8:00am)
20. NBC Hourly News (Sat., 12:00noon)

# Stressing The New In Network Radio News

With television's advent, radio listeners turned to the tube for entertainment, and the struggle for network radio dominance was waged in news departments. What's changing is that competition among stations has brought demand for more specialized programs being offered by syndicators and networks.

What hasn't changed is the networks' commitment to news and information.

Proof of that was the recent bidding by individual networks for the radio rights to broadcast Monday night NFL football. CBS won by offering an unprecedented and staggering \$12 million for a four-year contract for 36 annual games.

*Biweekly, R&R offers the only listing of specials and concerts in "At The Nets," but we thought it time to review what's new in the newsrooms of the old and new nets.*

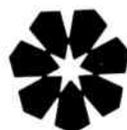


Bob Benson  
VP/Radio News, ABC

## ABC

ABC Radio has pitched to listening habits since 1968, when it developed the four-network concept. According to ABC VP for Radio News Bob Benson, ABC has more than 50% of yearly network radio billing and provides more than 80% of America's listeners with news, information and entertainment.

"We program towards four different kinds of radio stations that attract different listeners," said Assistant Radio News Director Pete Flannery.



## ABC Entertainment

"Take the Entertainment Network. Listeners are blue collar suburban homeowners who belong to the Kiwanis Club or the Rotary. They're the bedrock of American society, they're religious, love sports, have cars, have more than two children, and read People magazine. We may have a good story on home improvement, and we know Entertainment listeners are homeowners, so we give that story to them and select others for the other networks," said Flannery.



## ABC Information

"People listening to Entertainment are listening primarily for music, probably Country, so if Johnny Cash has a birthday, that makes the news. On the other hand, people listening to the Information Network are tuned in to find out what's going on. They want in-depth news analysis. They want play-by-play sports. You'll find our News/Talk stations carrying this network," he added.



Pete Flannery  
Asst. Radio News Director, ABC



## ABC FM

"On the FM Network, we're talking to people who grew up in the social turmoil of the 60's. They're on the outer fringes of the establishment. They're urban apartment dwellers, and well-educated. There are one or two people in the household, usually no children. These people are spending money on stereos, motorcycles, and high fashions. We have to find alternative lead news items for them. For FM listeners, the death of an entertainer or a story about the environment may be more important than foreign affairs."



## ABC Contemporary

Flannery concluded: "Stations with the Contemporary Network may have echo chambers, they've got jingles, they're rock or Top 40. The news has to be fast-paced and there has to be a lot of sound in it."

Until recently, ABC identified its networks as American Contemporary, but according to ABC Radio Network President Ed McLaughlin, that's changing now. "Our affiliates came to us and asked to be identified with ABC. For years we didn't have a strong news image. But now we have more correspondents nationally and internationally than any other network. When things broke in Iran, Bob Dike was the only network correspondent there for four days, and he was a radio correspondent," McLaughlin said.

Does ABC Radio feel threatened by the newcomers, NBC's Source and RKO, who have admittedly stolen ABC talent and affiliates? At all levels, the answer seems to be not if it can increase total sales.



Tom O'Brien  
Vice President/News & Special Events,  
Mutual Broadcasting System



## mutual broadcasting system

Mutual's Tom O'Brien, newly-installed Vice President for News & Special Events, says he isn't afraid of losing grip on having the largest number of network affiliates. "Today radio has never been stronger; there's room for everyone," he analyzes.

O'Brien stresses brevity in stories, saying, "With a proper lead, our reporters can say in 33 seconds what some other networks say in 60 seconds. We offer more news that way, and the audience hears a different story."

Mutual runs one five-minute newscast on the hour, and a second on the half hour. "A lot of our affiliates take CBS on the hour and us on the half hour, so we have to be on top of the story. If a break develops five minutes after CBS's newscast, we'd better have the update on the half hour," he emphasizes.

Mutual also offers news targeted at 18-35 demographics called "Information from Mutual." O'Brien says, "The style is conversational, but the first minute is always hard news. The other three minutes are features or sidebars on the lead items which stations can run together."

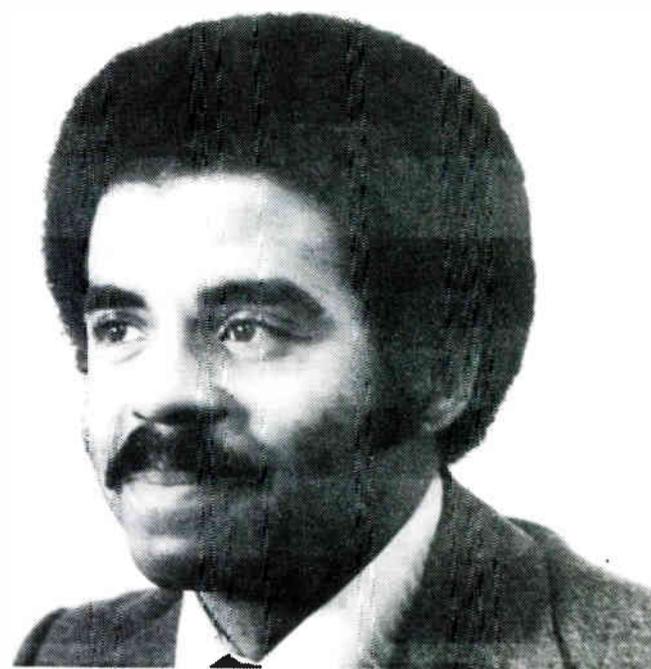
O'Brien is now in charge of the "Larry King Show," whose host was recently featured in a People spread. It is the country's only all-night talk and call-in show, and airs on 192 affiliates.

"We get about 75 calls a night from all over the country and all ages. It could be a college student up late studying, or a factory worker getting off the late shift, or someone who just stays up to listen," O'Brien said.

In the news arena, O'Brien envisions that in the not too distant future, satellites will be used to cover events like the Democratic and Republican Conventions. "We can use one channel for updates and another for gavel to gavel coverage which stations can use as a monitor and pick up if there's a local angle they want to focus on."



Dick Shiben  
Chief, Broadcast Bureau



Frank Washington  
Deputy Chief, Broadcast Bureau



Marilyn McDermott  
Asst. Chief For Mgt. & Planning.



Chuck Goldfarb  
Asst. Chief, Planning & Evaluation.



Jeff Mallickson  
Attorney, Advisor



Mary Catherine Kilday  
Attorney Advisor



Howard Kitzmiller  
Attorney Advisor



Bill Hassinger  
Engineer Advisor

# Breaking Down The Bureaucracy

## A Radio Broadcaster's Guide To Changes Within The FCC Broadcast Bureau

While radio broadcasters may live and die by the actions of seven FCC commissioners, on a day-to-day basis they must deal with the Broadcast Bureau, which implements Commission policy. The past year has seen tremendous uprooting of personnel in the bureau.

Should broadcasters now conceal their call letters behind a cloak of fear because of Chairman Ferris's new appointees — Bureau Chief Dick Shiben and Deputy Chief Frank Washington? Or is it better to badger bureaucrats to push through an application or find out about a hearing?

R&R visited the FCC's Broadcast Bureau to find out: "When should broadcasters call, when should they leave you alone, and when should they use counsel?" Now for the tour, highlighted by musical interludes.

### *Pilot Of The Airwaves:* Office Of The Bureau Chief

Like any major corporation where it is better to know whom to call than pick on the top person, the Broadcast Bureau adheres to a similar philosophy. It's important to direct your questions first to a branch chief, and after that a division chief.

But sometimes it pays to go right to the top. Like writing the chairman of the Board of General Mills to complain about wrinkled prunes, you pretty much have to let your gut be your guide when calling Broadcast Bureau Chief Dick Shiben's office (202 632-6460). Rest assured that if your complaint is *big* and *legitimate*, he and his staff want to hear about it.

If you've gone through the channels and still need legal or engineering guidance, Shiben has two Legal Assistants: Jeff Mallickson (202 632-7551) and Mary Catherine Kilday (202 632-3925) and an Engineering Advisor: Bill Hassinger (202 632-6460).

### *The Second Time Around —* Renewal And Transfer Division

*In case you've heard speculative rumors that the Broadcast Bureau plans to shift the Complaints as well as Compliance Branch into Roy Stewart's Renewal & Transfer Division, they're true. A recommendation will come from the Broadcast Bureau later this month or during May suggesting a complete overhaul of the renewal process.*

*If the full Commission agrees with the idea after it's been through a rulemaking proceeding with lots of time for comments and reply comments, it means more emphasis will be placed on violations at renewal time than when they actually occur. However, given the FCC's methodical way of making changes, it's certain that adoption is months away and any personnel changes will be a long way off.*

### Renewal Branch

*If you're having problems with your renewal*

*form in the areas of ascertainment (question 12), problem/program list (questions 14 & 16), composite week (question 15), and commercial practices and proposals (questions 17 & 19), call Laura Johnson (202 632-7069). For questions other than engineering or EEO, call Renewal Chief Barbara Kreisman (202 632-7542) or one of her two top assistants: Don Crosby and Molly Fitzgerald or ask to speak to the attorney handling your case.*

*Marlene Colbert (202 632-7256) is in charge of pre-filing and post-filing announcements and composite week information. If your renewal question has to do with ownership reports, call Leaudrey Alexander (202 632-7258). To check on engineering problems related to a deferred renewal application or transfer, contact Jim Powers (202 632-7069).*

*Petitions to deny are filed one month prior to renewal, after which there is a pleading cycle lasting two months (30 days for the opposition and 20 days for reply comments). In the future, however, extending time for filing petitions to deny will not be granted routinely, according to Kreisman. Mutually exclusive applications in comparative renewal proceedings are presently being processed by attorneys in the Renewal Branch and not the Broadcast Facilities Division.*

*After initial engineering work is completed by the Facilities Division, your renewal application is processed and completed by the Renewal Branch. If you can't get your renewal forms in on time (four months prior to date of expiration), it's better to submit what you have completed and state that you will be filing the remaining portions of your application as soon as pos-*