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PREFACE
"HOW TO PROMOTE ALL-NEWS RADIO"

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

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

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

For example:

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

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

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

The ad can take one of several approaches:

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

Several examples of each of these approaches are shown on the following pages.
Tomorrow's Miami Herald may be the last newspaper you will ever need to read.

Starting Wednesday at 6AM, instead of reading a newspaper, you'll be able to listen to one. On your radio. Any time of day or night. Every day and night.

Because on Wednesday at 6AM, WINZ (940 on your dial) will become South Florida's first 24 hour news station. And will bring you all the news and nothing but the news. All the time.

Of course, we won't be as detailed in our news stories as the Miami Herald. But we will give you all of the essential facts. And we'll be able to up-date the news the minute new news happens.

Our national and international coverage will come directly from NBC. Our local news will be gathered by the largest radio news team in the state.

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

And we'll keep you right up to the minute on sports at least twice an hour, like most newspapers can't do.

Maybe you'll still want to read a daily newspaper. Because you like to read, or you like crossword puzzles, comics, horoscopes, bridge columns and gossip.

But starting Wednesday, you won't need to.
Today's MILWAUKEE JOURNAL may be the last newspaper you will ever need to read.

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

We'll also bring you political commentary, business news, stock market analyses and reports, fashion and homemaking tips, movie, record and book reviews and religious reports like most newspapers do. And we'll keep you right up to the minute on sports at least twice an hour like most newspapers can't do.

Maybe you'll still want to read daily newspapers because you like to read... or you like Crossword Puzzles. Display Advertising, Comics, Horoscopes, Classified Advertising, Budget Columns and Gossip. But, starting now you may not need to.

1340 WRIT NEWS RADIO

ALL NEWS — ALL THE TIME — 24 HOURS A DAY
Richmond, Va.
Station has offered to customize this ad with your call letters and city name for $50.

WRNL.
BIGGEST NEWS EVER HEARD IN RICHMOND.

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

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

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

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

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

NEWS AND INFORMATION. 24 HOURS. 910 AM.
NBC and KRUX announce all the news all the time.

1360 radio
Have you ever tried reading the Miami Herald on I-95?

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

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

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

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

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

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

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

WINZ 940
All the news and nothing but the news.
NOW!

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

HISTORY

Omaha, Neb.

KLNG newsradio 149

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

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

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

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

All your life you’ve been hearing the radio. Now it’s time to start listening to it.
ALL NEWS IS COMING TOMORROW
NEWS RADIO 124
KROO AM
Colorado Springs, Colo.
All the news you need to know

KRUX 136 AM

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

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

We are there so you are there. Bringing you the most upbeat news coverage in all-news: the scope of NBC News, the world's largest broadcast news organization and the expertise of the NBC News and Information Service.
Know why they call it "The Late News"?
Because it's Late.

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

KBMI 1400 AM
The News is on Us.
Get it right...this minute.

When you get the news on KBMI 1400, you get it from professionals ... members of NBC's top-flight team of newsmen and women around the world. And you get it now, as it happens, 24 hours a day. Veteran reporters provide you with fascinating insight into the world of sports, entertainment, the economy, the energy crisis. And our own capable news staff keeps you in touch with what's going on in your city and state. For accurate, up-to-the-minute news from Washington, New York, London, Moscow and Pahrump, set your AM dial at 1400 ... KBMI, the only All-News station in Las Vegas.
NEWS
24 HOURS
A DAY
Were 13 Newsline
When it happens

BANK ROBBER THREATENS TO BLOW UP 7 HOSTAGES

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

Identified by an FBI agent as Edward Owen Watkins, 38, the man was surrounded by police during the robbery at the Society National Bank branch at 1541 Lorain Ave at 3:57 a.m. yesterday.

He held 16 police and federal agents at bay by threatening to explode a bomb he had obtained.

He released three women hostages of the original nine, and one told agents Watkins had enough dynamite to kill everyone inside the bank.

Police and agents were on the first floor of the bank negotiating byoom with Watkins who had the hostages in the vault.

Watkins, once on the FBI's Most Wanted List, had been paroled from the federal penitentiary in Atlanta in 1971 after serving eight years of a 14-year sentence for robbing eight Ohio banks.

Watkins had demanded all the money in the bank and a van to take him to Cleveland Hopkins International Airport so he could escape.

The vault was emptied after 9:30 a.m., but police continued to negotiate with Watkins at sharpshooter range with rifles with telescopic sights and infrared spotters perched atop the bank.

A woman identified by police as Watkins' girlfriend, Darra was escorted out of the bank by a Federal Agent.

E.D. District Judge William K. Thomas, who sentenced Watkins to the bank robbery term in 1971, also showed up to talk with Wat-kins.

Judge Thomas emerged at 10 a.m. with a woman about 30 and said Watkins had been asked to surrender but refused. The judge added Watkins mentioned he had been in poor health lately.

Judge Thomas, who called Watkins a psychopathic killer, said he kept running back to the same refrain, that he didn't want to spend another day in prison.

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

Judge Thomas asked Watkins talked about committing four bank robberies in Los Angeles alone.

Ranney, 63, was brought to talk to Watkins Ranney, once considered the Dapper Don of Clevel-and a professional burglar, said the bank he robbed was not his.

According to Ranney, who was at the Ohio Penitentiary when Wat-kins was there, Watkins was on trial for the hostage and was to be put to death.

Watkins, a 22-year-old burglar,举行 and gambler in prison, was convicted of two thefts, but the story is not yet over.

Watkins, who was convicted of two the- steals, was put to death.

Continued on Page 10-A.

You HEAR it ALL on WERE Newsline 13

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

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

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

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

News when it happens is WERE.
Beginning Sunday, August 3rd

ALL NEWS—
ALL DAY—
EVERY DAY

WSCQ 100 on the FM Dial

1440 Knox Abbott Drive
INFORMED...
Is what you want to be
with news radio 100

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

WSCQ-FM
NBC News and Information Service
A NEWS-MAKING ANNOUNCEMENT FROM KQV.

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


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

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

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

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

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

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

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

KQV NEWS RADIO 1410
How to keep up with the news without falling behind at the office.

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

With a new, more interesting kind of radio news.

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

24 hours a day.

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

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

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

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

Tune in 101 FM. Now.

While you're getting ahead at the office, you'll also be keeping up with the news.
6 reasons why
WNIS-101 FM is Chicago's best all-news station.

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

WNIS has complete NBC World and National News... in satisfying depth. Sure, it's nice to have big names deliver some of the national news. But more important is the quality of the news. 101 FM has the world's biggest news organization, NBC News. And we don't just read it, we report it.

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

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

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

The longer you listen, the more you know.
DALLAS
WINS
WITH 5 EXCLUSIVE RADIO PROGRAMMING FORMATS SPANNING THE DALLAS DIAL!!!!!!

KNUS
Contemporary Rock Radio
99 FM

KTLC
Soft, Easy Listening
100 FM

WRR FM
All Classical
101.1 FM

WRR AM
All-News NBC L.S.
1310 AM

KBOX
Today's Modern Country Sound
1480 AM

If you have an AM FM CAR RADIO AND YOUR PUSHBUTTONS ARE NOT SET ON THE FM STATIONS ABOVE HERE IS THE EASIEST WAY TO DO IT
Satisfy your need to know.

24 hrs. a day / 1410 on your radio

All News 14

Wichita, Kan.
we’re news all the time.

it’s time you had a choice in news radio.

KNAI FM 100

The 24-hour newscenter of your FM radio dial

formerly KNBR FM
WE JUST CHANGED OUR NAME

KNBR FM is now
KNAI FM 100.
100% news and information.
100% of the time.

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

KNAI FM 100

The 24-hour newscenter of your FM radio dial

All new. All news. All day. All night.
TODAY: THE BIGGEST NEWS EVER HEARD IN COLORADO SPRINGS

NON-STOP NEWS AND INFORMATION FROM ACROSS THE NATION, AROUND THE WORLD AND ANYWHERE IN TOWN. INFORMATION PEGGED TO THE MIND, THE HEART, THE SPIRIT. WHAT YOU NEED TO KNOW TO PLAN FOR AND COPE WITH THIS CHANGING WORLD. VALUABLE INSIGHT INTO THE WORLDS OF MEDICINE, SCIENCE, SPORTS, THEATER, MUSIC, SEX AND POLITICS. THE STORY-BEHIND-THE-STOREY TOLD WITH AN EAR TOWARD THE HUMAN INTEREST SIDE.

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

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

NEWSRADIO 124
IT'S NEWS TO YOU!

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

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

FM 98 IS BALTIMORE'S FIRST—AND ONLY ALL NEWS OR ALL INFORMATION SERVICE.
That means, factual, full-coverage stories behind the headlines—as they happen! Plus, topical interesting valuable commentary on a wide variety of subjects! Best of all—FM 98 is always there! Twenty-four hours a day! Every day of the year! Local! State! National! Worldwide news coverage.

Stimulating, entertaining, informative programming in Baltimore—It's FM 98. Accurate, in-depth information brought to you by the largest, most professional staff of information seekers, gatherers, probers, movers, writers, interpreters, researchers, reporters, editors and special correspondents.

ALL NEWS, TALK AND INFORMATION

FM 98 WBAL
TODAY

There's a new business in the news business

ALL-NEWS AND INFORMATION RADIO

AM 1440

NBC/NIS ... 24 HOURS A DAY ... NOW
Listen to your fast-changing world on

WNBC

1440 AM

NBC NEWS AND INFORMATION SERVICE
24 hours a day. starts tomorrow. listen.
People Listen to Radio for Music and News...

There Are Many Fine Stations Playing Music....

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

Kspo
1230 on your dial

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

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

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

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

A service you can use however you want. But however you do, you can never know better than NIS and WRC All News 98 Radio.
HERE'S YOUR CHANCE TO BREAK INTO THE NEWS.

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

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

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

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

HEAR HOW DIFFERENT ALL NEWS CAN BE.

WRC ALL NEWS 98 RADIO
24 hours a day. Every day. Fresh, fast and focused to provide hardhitting local coverage. Backstopped by the worldwide resources of NBC’s News and Information Service plus CBS in Sacramento and NBC in Reno. When we talk, everybody listens.

**KFBK**

The big news in the Sacramento Valley

**KOH**

The big news in Reno and Western Nevada
We've got NEWS for you—anytime

KFBK 15
ALL NEWS
News when you want it...

KOH 63

ALL NEWS - 24 HOURS A DAY
We've got NEWS for you

KOH 63

ALL NEWS - 24 HOURS A DAY

We've got NEWS for you - anytime

KOH 63
NEWS RADIO
BIGGEST NEWS EVER HEARD IN THE VALLEY

Nbouriop NEWS AND INFORMATION ACROSS THE NATION AND ALL AROUUD THE TOWN ALL OF THE HOUR ALL OF THE DAY AND ALL NIGHT.

SOLID COMPLETE IN EVERY COMMUNITY NON-STOP "ALL-NEWS" IS GOOD NEWS INFORMATION PEGGED TO THE MIND, THE HEART, THE SPIRIT.

TO HELP WITH THE PROBLEMS INHERENT IN OUR RAPIDLY CHANGING WAY OF LIFE COMMUNICATION FROM EVERYWHERE WITH EVERYWHERE EVENTS, IDEAS, PERSONALITIES AND PROJECTS INSIGHTS INTO THE WORLDS OF MEDICINE, SCIENCE, SPORTS, THEATRE, MUSIC, SEX AND POLITICS.

LIFE AS A FOUR LETTER WORD SPELLED OUT MINUTE BY MINUTE TO ENTERTAIN, INVOLVE, SUPPORT, INSTRUCT, ILLUMINATE A UNIVERSE OF NEED-TO-KNOW INFORMATION BROUGHT TO YOUR FINGERTIPS BY THE LARGEST, MOST PROFESSIONAL STAFF OF INFORMATION SEEKERS, GATHERERS, PROBERS, MOVERS, WRITERS, INTERPRETERS, RESEARCHERS, REPORTERS, EDITORS AND SPECIAL CORRESPONDENTS REPORTED WITH THE HUMAN INTEREST THAT TOUCHES THE MIND AND WARMS THE HEART NBC NEWS AND INFORMATION SERVICE PULSING THROUGH EVERY HOUR...EVERY DAY.

TO HELP UNIFY AND CLARIFY THE CONSTANT FLOW OF INFORMATION TO THE READY TOUCH OF THE PEOPLE WHO NEED TO KNOW NON-STOP INFORMATION YOU CAN USE. YOU'LL NEVER FEEL ALONE AGAIN.

NEWS AND INFORMATION SERVICE

KURY 710

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

ALL THE NEWS - ALL THE TIME
"SO HOW DO I LISTEN TO NEWSRADIO 124?"

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

NEWSRADIO 124
KRDO AM
NIS
IT'S WORKING FOR SPONSORS ALL OVER AMERICA.

IT WILL WORK FOR YOU ON WMEN/TALLAHASSEE.

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

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

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

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

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

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

WMEN
1330 / ALL NEWS ALL DAY
Billboards are an effective means of advertising. They can be rented, by the month or longer, individually or in a variety of packages. You can reach an entire state or a small section of a city. You can concentrate your message to areas frequented or traveled by shoppers or reach the business person going to or from work. Your audience is anyone who can read.

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

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

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

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

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

Don't forget - billboards can often be obtained through a trade or barter.
All news in the center of your FM dial.

WNWS
NEWS CENTER
97 FM
Las Vegas, Nev.

The News is on us.
KBMI 1400 AM

The News is on us.
KBMI 1400 AM
news. now.
KNAL-FM 100
Your 24-hour FM Newscenter
Remember when the Miami Herald was the best way to get your news?
WINZ 1040 24 Hour News
Ventura, Calif.

Inside Bus Sign

KAAP 1400

All News
All Day
Every Day

Outside Bus Sign
The WERE News Button is exactly the size of a push-button on the radio of an American-made car. Printed on adhesive-backed orange paper is the simple message in black WERE News Button. It is used with the following two promotions.
Hello. We're Larry Matthews and John Webster, and we bring you the news on WERE Newsline 13. Any minute of the day or night, you can turn your radio to 1300 AM and get the latest national and local news as well as features, traffic reports, business news and sports.

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

By the way, the enclosed sticker will fit on a button on your car radio. Set it for 1300, apply the sticker, and your "News Button" will be easy to find for instant news.
August 18, 1975

Dr. William Cappaert
2065 Adelbert
Cleveland, Ohio 44106

Dear Dr. Cappaert:

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

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

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

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

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

Sincerely,

Larry Matthews
News Director
NEWS-LETTER

September 25, 1975

Mr. John Doe
000 Plain Street
Wichita, Kansas 99999

Dear Mr. Doe:

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

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

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

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

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

Working together for a better informed citizenry.

Best regards,

C. Hewel Jones
President

cc: Mr. Larry LaMotte
News Director
June 24, 1975

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

Dear Mr. Klein:

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

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

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

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

Sincerely,

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

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

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

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

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

IT'S ALL THERE ON KAAP 1400 AM RADIO. WE WELCOME YOUR PARTICIPATION.
June 18, 1975

You are very important to us!

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

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

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

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

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

Sincerely yours,

Alfred E. Burk
Vice President &
General Manager

AEB: vrb
To: Public Officials  
   businessmen  
   Company Policy Makers

Re: National News Releases

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

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

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

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

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

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

At KIAD-FM, our business is NEWS!

Cy Smith, Mgr.

PS: We're radio-active at KIAD. Maybe that's why our station has even been quoted in the Washington Post.
Exciting discovery at 1410 a.m.

The General Manager Speaks:

"KQV News Radio Stands Alone"

All news stands alone in terms of price and in offering a unique service to the public. This is the position our newest member, KQV News Radio, is in to serve the people with news and information as well as entertainment and high standards of achievement. "We want to provide Pittsburgh with a truly professional, responsible radio station that would stand the test of time in an ever-growing market as the TV Broadcasting stations have done in all other radio markets.

There are other important reasons for KQV News Radio, and there is an almost inescapable "need to know" pressure in this country as people face daily problems such as unemployment, regional, national, and international events. This is particularly true in Pittsburgh to the impression of numerous of our corporate headquarters. These activities and their effects are affecting national and international news.

Due to the heterogeneous nature of Pittsburgh, it has its own unique history, concerns, and problems. KQV News Radio is that total news service, having the most current, complete, and accurate news service available.

On Wednesday, December 30th, KQV News Radio will achieve this goal. KQV News Radio is now completely in the news business.

KQV News Radio has already passed the "independent" stage. The News and Information Service lends up to fifty minutes of news per hour. During the first hour, the new KQV Radio will start with news, Pittsburgh Radio (1111 FM), and "Doesn't KQV's new all news, all the time format have a future?"

The KQV News system allows the East Coast, Midwest, and West Coast to communicate, with a clear division of news roles and responsibilities. The East Coast, Midwest, and West Coast will now be able to communicate with the KQV News service.

KQV News Radio will have its own news service, and will be the first newscaster to broadcast."
WRC, Washington, D.C., distributes these Contact Cards to lawmakers and other key figures, making it convenient for them to call in a news item to the local or national NBC News & Information Hotline Number. The cards are the same size and material as credit cards. Here's another good idea for your station. It's an invitation for influential people in your community to keep in touch with you.
Hotline Card given to select clients and officials - making them special reporters.

Wichita, Kan.
Milk Cartons ... here's a way to bring your message home. WWTC has this newsradio message on 120,000 milk cartons every week - both gallon and half-gallon sizes. The promotion was made on a trade basis with a local Minneapolis-St. Paul dairy.
5000 cars in Sarasota, Fla. are riding around with this plate advertising all-news. A clever promotion for states not having mandatory front and back license plates.
The KLAD "Button Watcher" in Klamath Falls, Ore., gives away a silver dollar to every person he spots wearing a KLAD button.

And to add more interest, the silver dollar winners are eligible for a bonus drawing of 25 silver dollars which is held periodically on-the-air.
KLAD, Klamath Falls, Ore. painted the station cars...

portable billboards.

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

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

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

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

WERE can broadcast live from the van, or park it outside a building and broadcast live from the building using the van as a relay to the studio.
Advertising where it counts...
KWBB, Wichita, Kan. placed this full page ad in a local supermarket paper.
The Twin Cities knows about WWTC...

Over 7½ million impressions weekly.

NEWSPAPERS

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

TELEVISION

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

BILLBOARDS

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

RADIO

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

IT'S NEWS TO YOU!
ANNOUNCING ALL NEWS, TALK AND INFORMATION - ONLY ON WBAL FM!

which is good news so we put it on busses and in papers... or

is that FM 98 WBAL is all news in Baltimore...

... which is good news... so we put it on busses and in papers... or is that

FM 98 WBAL

... on outdoor boards and from inside TV sets... even in

ALL NEWS press releases... so it would be "news to you."

It's no news to us that we're proud to bring FM 98 to your attention.

It's no news to us that we're proud to bring FM 98 to your attention.
LISTENING POST CAMPAIGN

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

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

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

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

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

Variation #3: Check cars entering a baseball or football game parking lot or any heavily attended event and give a free gift, silver dollar, pennant, etc., to those listening to your All-News Radio station.
KLAD, Klamath Falls, Ore. equipped their news cars with small public address systems which broadcast the station's all-news while out on calls. They're used for parades too.

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

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

BAG PROMOTIONS

1) Plastic Litter Bags

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

2) Plastic Auto Litter Bags

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

3) Shopping Bags

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

* Give away Day Glo Safety Banners for bicyclists imprinted with your dial position and logo.

* Give away Day Glo Plastic Globes or Banners imprinted with your message to attach to auto antennas to facilitate spotting one's car.

* Distribute Bookmarks to bookstores imprinted with store name on one side, your message on the other side.

* Have a daily on-air Current News Quiz. Ask a question about a current event and give a gift certificate (or traded item) or cash to the first person who phones in the correct answer. Or, have listeners send in postcards with their name, address, phone. The station anchorperson draws a card and calls the person while on-air.

FM AUTO CONVERTERS

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

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

For more information, the toll-free phone is 800-372-8912. Or, write Abe Voron, Project FM Auto Radio, P.O. Box 8967, Main Post Office, Fort Lauderdale, Florida.
You and our other friends may call us by our nickname. ALL NEWS RADIO 14

By the way, we have a new address - P.O. Box 14
A sample of the WERE Mid-Day News which is distributed with menus in downtown restaurants on a daily basis.

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

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

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

Why Not Use

For Lunch Today

MONDAY, August 18, 1975

WERE

Sunny and mild today and tomorrow. High 75.

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

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

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

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

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

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

MAKE

WNWS

NEWSCENTER 97 FM

PAY!

WNWS-FM, Newscenter 97, New York's only FM all-News station will pay you.

Choose your reward. Just write one sentence saying what WNWS-FM means to you.

Some people say "WNWS-FM means live news in the Center of the FM Dial". What do you say?

Enter Now. Pick Your Prize. Send your entry to:

WNWS-FM, Newscenter 97
Box 1234
New York, N.Y. 10019

WNWS-FM MEANS

I would like (check one) AM-FM Car Radio Converter
Night on the Town
AM-FM Radio

Tune to Newscenter 97 throughout the day for winner's names.
Dozens of winners weekly. New winners every day!

Name
Address
City State Zip
Phone

Winners selected by random drawing.
Tee Shirts...an outdoor - indoor ad. WQSA, Sarasota, Florida used theirs with great success, while WNWS, New York printed their slogan "Have We Got News for You!" on hundreds which were worn all over the city.
Television does not have to be out of the reach of a station having a limited budget. Trades can possibly be arranged in your market for air time. And NIS helps you to develop a :30 spot.

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

* Or, for $500, we will be able to customize the spot for you.

Following is the NBC/NIS storyboard and an inexpensive idea from a NIS station.
Voice Over: Now, for the first time in (city name) All-News All around the clock 24-hours-a day all day and all night On (station call letters and frequency).

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

Time... Temperature... Traffic.

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

You told us you want to know.
Here's a :30 second TV spot which cost WRBC, Jackson, Mississippi, only $50 for 1/2 hour of production time!

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

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

Newsradio 13....WRBC."
SALES PRESENTATIONS

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

KBMI's presentation visually and verbally presents the full scope of all-news radio - entertaining, personal, involved, informative, interesting and news-filled. More than news - it's your best friend - (and a most interesting one!).
KBMI 1400 AM

ALL NEWS
24 HOURS A DAY.
COPING

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

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

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

What every happened to Hula Hoops? Where's the only active volcano on the U.S. mainland? How many farms are there in Chicago? How much electrical power is burned in Phoenix, Minneapolis and Dayton each day? Who is our only living 5 star general? And do you remember the sound of VJ Day, Sputnik, Will Rogers, Ma Perkins and Wendel Wilkie?
SPORTS
The very latest sports news as it happens, 24 hours a day. Inning by inning Major League baseball scores, plus up-to-the minute coverage of football, basketball, hockey, golf, tennis and more. Special reports on major events and in-depth interviews and comments keep you in total touch with the action-packed world of sports on KBMI/1400.
MORE PEOPLE TURN TO RADIO FOR NEWS THAN TO ANY OTHER MEDIUM

RADIO IS PRIMARY NEWS SOURCE DURING DAYTIME
Where Adults 18+ Get the News
In the Morning and Afternoon Hours:

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
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<tr>
<td>Radio</td>
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<tr>
<td>Magazines</td>
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Household Income
$15,000 +

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SOURCE: RAB Pocketpiece '75

ALL THE NEWS... ALL THE TIME.
### INDEX OF CONCENTRATION

#### Credit Card Ownership

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#### Automobile Ownership

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<tr>
<td>Full-size Luxury</td>
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**SOURCE:** TGI '74
**ALL-NEWS RADIO**  
**AUDIENCE PROFILE**  
**ADULTS 18+**

**INDEX OF CONCENTRATION**

<table>
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<tbody>
<tr>
<td>MALE</td>
<td>111</td>
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</table>

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

**SOURCE:** TGI '74
SALES TOOLS

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

These are extra ideas intended to help your sales staff.
July 28, 1975

Good Morning:

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

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

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

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

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

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

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

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

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

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

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

Respectfully,

Herbert W. Crosby
Vice President & General Manager

NEWS TOUCHES EVERYONE....DAILY...
In Wichita, Kan., on-air advertisers place signs in their store windows.
The value of YOUR advertising on
ALL NEWS RADIO 14
just keeps increasing!

Wichita, Kansas

24 HOURS A DAY
1410 ON YOUR RADIO DIAL

ALL NEWS RADIO 14

Brooke and Bingham without need into his with satiric press and him to reverent work with
on Carl showbiz vernight and a family. Barbara and Mrs. attended stage 165, he steady his first coming, him an nomination. Lonely included
When we advertise

YOU BENEFIT

... and we advertise a great deal!

News in Wichita is NEW

ALL NEWS RADIO 14

24 HRS. A DAY / 1410 ON YOUR RADIO

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

Mr. John Smith
00 Main Street
Wichita, Kansas 00000
WE HUSTLE!

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

Satisfy your need to know.

ALL NEWS RADIO

24 HRS. A DAY / 1410 ON YOUR RADIO

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

RADIO 14 IS ON THE MOVE

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

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

ALL NEWS!

It really sells.

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

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

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

It stands-to-reason then. KLNG, winner of four major news awards already this year, plus a spotless local news reputation, is the logical station to introduce to Omaha the All-news and information concept of radio. It works! Let us prove it to you.
When a KLAD salesman in Klamath Falls, Oregon walks into a client's office, he enters playing the station's all-news sight unseen. Attached to his belt is a transistor radio in a special belt holder made by the station.

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

Hour 12

- Local & State News (Sponsorship)
- Network National & International News Summary
- Sports - Travel - Energy
- Religious Reports - Salutations - Dirges
- Eclectic - Book Reviews
- Network National & International News Summary
- Local & State News (Sponsorship)

Legend:
- Local Programming
- Network Programming
- Commercial Spot Availability
CALL LETTERS

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

That depends on several factors:

* Call letters that are well known and respected in the market, are an asset to retain.

* Call letters that obviously imply easy listening music or a similar format, may be best to change.

* Most call letters that imply all-news radio have been taken by stations, limiting your changing solely for that purpose.

* If you feel new call letters would improve your station's image in the market, then, do change them.
When stations change to the all-news format, they should add this identification to their logo.

The most frequently used forms are:

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

The newest trend is to use digitals - often just two numerals - as the major emphasis. The benefit is to put your dial position immediately in the mind of the listener. Numbers are seen on the radio dial, not call letters.
NEWSRADIO
KLYX
24 hours 102 fm
ALL NEWS-ALL THE TIME
Houston, Tex.

K-Speed NewsRadio 790
Boise, Idaho
KNAI FM 100
San Francisco, Cal.

WNBC
1440 AM
Orlando, Fla.

WRIT 1340
Milwaukee, Wisc.
KAAP
Ventura, Calif.

WNWS
NEWS CENTER
97 FM
New York, N. Y.

101
NEWS
Chicago, Ill.
KICK OFF PARTY

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

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

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

A. Ad Agency Party

* Hold it in a central location - convenient for these busy people.

* The party can be a cocktail party, luncheon or dinner.

* Keep a cocktail party simple and short. Serve drinks before the presentation. Have chairs for your guests for the presentation. Serve food after the presentation and have tables for convenience in eating. Ideally, it is best to have the presentation in a room adjacent to your party.

* If your party is a luncheon: A central location is preferable. Limit the time from 12:00 noon to 2:00 PM. Begin with cocktails during which the General Manager, as host, should circulate well and talk with all the guests. Follow with the luncheon and begin your presentation during coffee. Limit your invitations solely to the advertising community.
If your party is a dinner:
For an evening event, invite each member to bring a guest (wife, date) to avoid having people leave early. This type of party can be as gala as you wish, and could include dancing after the presentation. Like the luncheon, the host - the General Managers - should circulate well, meeting everyone before dinner. His presentation should be given immediately after dessert. And don't forget to invite the press.

B. Press Party

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

C. The Presentation

* Keep your presentation brief and pointed. 10-12 minutes is enough time to tell your story and hold your audience.

* Limit your presentation to a speech by the General Manager. Introduce your News Director and/or key Anchorpeople, if they are on-staff.

* Briefly mention why you chose the format, how it will affect and add to the community, what it means in dollar investment to you and discuss your staffing plans.

* While we don't recommend slides (these can be used for individual calls) if you do use slides, keep it snappy, short and moving. Don't over-orchestrate your presentation. Unless you have the time and money to have it professionally produced, simplicity is the keynote.

* Preferably hold slide presentations in a small auditorium or screening room - ideally it should be adjacent to your reception room.

* Remember this is a party - and a perfect opportunity to clean out your prize closet by drawing names or numbers.

* Circulate -- see that you and they have a good time!
In regards to your editorial concerning the sale of WRR radio, I must write in support of the station and its accomplishments, and what it could accomplish with the NBC network.

There is now a service that covers the size of Dallas-City Council and, of course, especially local coverage.

In comparing the two radio stations in Dallas, we see that WRR has surpassed the other in depth and range of local news coverage. With the addition of the city's radio stations, there will be a service that can cover the size of Dallas-City Council, and more.

When anything important occurs—the city will have complete coverage of the news. WRR will have the complete summary.

This is exactly what I am here to tell you.

The WRR AM launches its new schedule on June 18, 5 a.m. at the WRR Studios in Fair Park, be on hand when NBC/NIS makes its Dallas debut, and find out what all the fuss was about! Refreshments will be served.

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

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

* As soon as you are ready to announce your format change, give them the "scoop." (See following suggested press release.)

* Exhaust not only the metropolitan, but also the suburban publications.

* Don't forget the college or university press in your area. Students listen to all-news and represent great buying power to your sponsors.

* Newspapers want to report news. "Newsworthy" releases include:

1) Staff changes/appointments
2) Local projects
3) Community involvement
4) Listener reactions
5) NIS news breaks originating from you or other NIS stations.

* Invite members of the press to your kick off party or arrange a special affair for them at the station.

* Keep them informed all along the way: As you change staff, supply the press with biographies and 8 1/2" x 10" glossy black and white photos of your new members. (Biographies can be written similar to the attached ones on NIS anchorpeople.)

* Arrange for interviews with your anchorpeople.

* Please send any clips (originals) to the NBC Press Department to facilitate reprinting and national coverage.
(Call letters), (City), will become an NBC "News and Information Service" (NIS) station on (date), it was announced today by (name), President and General Manager.

NBC Radio's "News and Information Service" is the round-the-clock, seven-day-a-week all-news service to radio stations utilizing the facilities of NBC News - the world's largest broadcast news organization. Primary national and international news reports are presented four times each hour.

NIS' "hard news" coverage each day includes an average of 35 live reports and interviews with newsmakers around the world. In addition to hard news, NIS programs about 1,300 features a week. Major NIS feature categories are: entertainment, human interest and listener involvement.

Local news and features will continue to be covered by the (call letters) staff.

(Name of Pres. & Genl. Mgr.) voiced his enthusiasm for this unique form of public service to the (city) community by saying, "__________________________".

Jack G. Thayer, President of the NBC Radio Division, New York, said, "We are delighted to welcome (call letters) to our rapidly growing all-news operation. In the best tradition of local radio, I know that (call letters) will continue its involvement in public affairs programming and editorials...bringing the widest possible variety of community interests to its audience."
Many of the advertising and promotional activities can be handled with little or no cash outlay. In many markets, billboards, newspapers, magazines, transit ads, etc., can be traded locally on a straight trade basis with the various media themselves or through a local agency.

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

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

In a word, "trades."

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

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