Radio has changed in Washington, D.C.
It's all because of WTOP Radio non-stop news
Ten years ago all-news radio was an idea. Today it's a reality. In fact, according to Media Decisions "it is probably the hottest new concept in radio." The presence of all-news radio has spread from coast to coast and beyond, serving major urban areas. On March 10, 1969 WTOP went all-news to serve the news capital of the world.

**What Makes All-News Big News?**

The growth of the all-news station is a phenomenon, unlike any in the history of the industry. But then, all-news programming is like no other format. And it is not the format alone that make all-news radio unique.

All-news radio fills a vital need, the essential function of informing people—as the news occurs and as they want and need to know it. That's why audiences *seek out* all-news stations. Listening to an all-news station is not a routine thing—it's a choice. And all kinds of people choose to listen.

This selective yet wide-ranging audience, is not only information oriented, it is product conscious, too. That's why so many national companies, blue chip industries and associations, seek its ear. Businesses that want to talk to men choose news radio. Products that are sold to the housewife are advertised on all-news stations. Industries and associations with institutional messages spell them out on all-news wave-lengths.

Because of its very nature, created by the pace and pulse of news, all-news radio is the voice of the community. It is a unique means of communicating with an urban area about the issues, events, business, political, social and cultural trends that move metropolises.

So, it is the format, the audience, the advertiser and unique geographic impact that makes all-news radio big news.
1969—the year Washington, D.C. got some great news.

As the hub of news, not only nationally but internationally, Washington, D.C. demanded the service and facilities of a comprehensive all-news station—a source of “instant news” for news-hungry Washingtonians.

But there was more than that challenge. Washington is more than a city. It's the main news artery of the world. Here, newsmakers—The President, The Congress, The Cabinet and other government officials, both local and federal—initiate and enact policies that affect millions. These people urgently need to keep abreast of events all over the globe.

Beyond the newsmakers is a community. The community of people who keep Washington going—the businessmen, the teachers, the military, the professionals and semi-professionals, the clerks and laborers and their families who live and work in and around Washington. They, too, need and want to know the news.

On March 10, 1969, WTOP RADIO took up the challenge. We inaugurated the “non-stop news” format to fill an important gap in news reporting in Washington. It was a gamble—we knew it. But our commitment to more and better news coverage turned out to be the best news to hit Washington in years.

More news, more responsibility.

Deciding to go “all-news” meant going all out. And with it came added responsibility. What could we do to contribute to our audience’s understanding of news events—particularly when Washington listeners are so sophisticated about news reporting?

With the time and the facilities to explore the great potential of radio as a news medium, we were determined to be more than an echo of wire services and news tickers. Our staff was expanded to over 70 newsmen and women—the largest in Washington. Their job: to search for the trends, meaning, causes and relevance of all news events; to transmit, concisely and clearly, every report from the District Building to Da Nang. This staff and the entire CBS NEWS team went to work. Listeners began to turn to us more and more for intelligence and insight. They made WTOP RADIO the fastest growing radio station in Washington.
Get in the news... Now!

WTOP non-stop news is not soothing syrup. Listeners deliberately select it, deliberately listen to it, react to it, become involved with it.

For advertisers, WTOP has built a new audience in the Washington market—a massive audience that really listens. Within this audience you'll find more than one "public". All are in the market for your products or services. Important segments, with special kinds of Washington interest will open their minds to your special messages or campaigns which speak to large public issues.

WTOP offers its resources and facilities to every advertiser looking for a prosperous adult audience. We want to make our news good news for you.

WTOP RADIO 150
NONSTOP NEWS
On the run—around the town, around the house, around the job? How can you keep up with your world—and his? Wherever you go, take WTOP Non-stop Radio News with you. Weather reports every seven minutes. Business reports that make you almost as familiar with the stock market as you are with the supermarket. Sports reporting by Warner Wolf and advice from Dear Abby... or movie and theater reviews by Davey Marlin-Jones. And, of course, the WTOP Radio local, national and international news delivered by Washington's top team of newsmen... the news you want, any time you want it. We keep non-stop girls on the move with non-stop news.
Promoting the news
52 weeks a year

Just as we are committed to the finest news coverage, so WTOP RADIO is dedicated to enlarging the audience that hears that news. That's why WTOP promotes its programming every week, fifty-two weeks a year. We're not out to boost listenership figures for a given survey period. Daily involvement of a bigger audience is our goal. After all, the more Washingtonians we can attract, the more will hear our news—and yours.

An on-going program of promotion involves all media—newspapers, television, consumer magazines as well as novelties like all-weather ponchos for the city's school safety patrols and non-stop news tote 'n-flote beach bags.

Format, audience, quality news coverage and continuing promotion are making WTOP RADIO the fastest growing radio station in Washington. Shouldn't you be growing with us?

WTOP RADIO 150
NONSTOP NEWS
Getting results for your buying dollar is real news

WTOP RADIO is an excellent buy for any advertiser interested in the Washington market. We deliver your market with a format that has impact and appeal. And to aid you in reaching that market most efficiently, WTOP puts at your disposal the resources of our award-winning Research Department. Our own surveys such as the Decision Makers profile and other full market analysis can help you decide where your dollars go furthest. We can even do the media planning for you with CORA, WTOP's exclusive Computerized Overnight Radio Analysis.

CORA, the first ARB Innovator's Award winner shows the advertiser how to best use his radio dollars—not only on WTOP RADIO, but on all stations in the market. This can be of exceptional value to you when you have to get maximum listenership for every commercial message. And that's all the time!

We are also doing original research into the attentiveness of radio listeners. Much theoretical material has already been derived on this topic. Definitive findings could be of significance to every radio station and advertiser.

The judicious use of the research facilities of WTOP RADIO can be a profitable way to assure positive results from your advertising. And that's big news for large and small advertisers alike.
Commercial Schedule

Commercial
Less commercial clutter means more profits

Unlike most area stations, WTOP provides a well-spaced commercial schedule with only 16 minutes of product messages per hour.

This scheduling procedure is a particular advantage to advertisers. There is less competition for the listener's ear and less competition from other companies or businesses which deal in a product or service similar to yours.

When you want to tell the Washington audience the news about your product, reach for the station where Washington gets its news—WTOP non-stop news radio.
Total Cumulative Audience
Changing tone on chart represents influx of new audience as it mixes with audience already listening.
All-news reaches out for more audience

As more and more listeners tune in to non-stop news, you get additional audience. So that with each additional spot you have the capability to reach greater numbers of receptive, attentive listeners. You can get more listenership for your buying dollar and less repetition at the same time. This is just one of the unique features of WTOP RADIO's non-stop news format and audience. We reach out into Washington to reach more potential customers for you.
DOUG LLEWELYN

a humorous look at a
social phenomenon like
vending machines or sky
writing

HEADLINES

headlines of the major
news stories of the hour

NEWS

NEWS

reports on major
news events from
 correspondents around
the globe

:00 CBS NEWS

:06 time &
temperature

:07 commercial

:08 WASHINGTON
AREA NEWS

with emphasis on
happenings in the
District, Maryland and
Virginia's suburbs

:12 JAMES J.
KILPATRICK

a famed conservative's
reflections on America's
political, social and
economic scenes.

:13 time &
temperature

:14 commercial

:15 WARNER WOLF
ON SPORTS

Washington's sports
authority reports on the
games people play

:17 commercial

:18 NEWS

reports from Pakistan,
Paris, Los Angeles and
other news centers

:22 BOB DALTON,
BUSINESS
NEWS

lucid reporting and
analysis on market
trends and business
conditions

:25 time &
temperature

:26 NEWS

reports from Laos,
Brussels, Tel Aviv, the
U.S. Senate and more

:28 time &
temperature

:29 WEATHER
COAST TO
COAST

:30 NEWS

NEWS

BILLBOARD

a preview of the
stories and features
coming up

:32 NEWS

news from City Hall,
Saigon, Chicago, The
Pentagon and Capitol
Hill

FIRST LINE
REPORT

commentary on issues
and individuals making
news by Dan Rather or
Marvin Kalb

:36 time &
temperature
commercial

WEATHER
COAST TO
COAST

:37 FIRST LINE
REPORT

:38 time &
temperature
commercial

:39 NEWS

:40 NEWS

:41 NEWS

:42 NEWS

:43 WEATHER
COAST TO
COAST

:44 time &
temperature
commercial

:45 SPORTS

an update on game
scores, trades and other
sports news

:46 time &
temperature
commercial

:47 commercial

:48 NEWS

stories from London,
Moscow, Hong Kong,
New York, Tokyo and the
White House

:49 commercial

:50 BUSINESS
NEWS

current market
quotations and highlights
of area stock performance

:51 commercial

:52 COMMODITY
REPORT

:53 commercial

:54 DAVEY
MARLIN-JONES

WTOP drama-cinema
critic reviews the latest
cinema attraction in the
area

:55 NEWS

:56 NEWS

:57 NEWS

:58 DOUG
LLEWELYN

:59 NEWS

:00 CBS NEWS

:06 time &
temperature

:07 commercial

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AREA NEWS

with emphasis on
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FIRST LINE
REPORT

commentary on issues
and individuals making
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Marvin Kalb

:36 time &
temperature
commercial

:38 time &
temperature
commercial

:39 NEWS

:40 NEWS
The typical hour

Format is essential to proper programming. The key to the WTOP non-stop news format is flexibility. This means that no two hours are ever alike. The news is heard as it breaks, when it’s relevant, and not when it’s convenient. For example a typical hour—if there were one—might look like this:

(See Other Side)

Stay tuned ten minutes more, and you’d catch the WTOP Editorial by Norman Davis, a commentary by Mike Wallace, or some other provocative feature. This flexibility maintains audience interest and listenership. And because listeners stay tuned and really listen for features, they hear your message along with our news.
Percent Radio Listeners

Source: Applied Management Sciences

What Is Your Major Reason For Listening To Radio?

- News and Information
- Entertainment

Radio Station Listened To Most Often
Non-Stop News has great news for advertisers

Quality news coverage attracts a high-quality audience. And this is particularly true in Washington, D.C.

To determine the media habits of top government personnel, a survey was commissioned by WTOP RADIO. Those interviewed included 76 of the 100 United States Senators (76%), 356 of 434 Members of the House of Representatives (82%), and 304 members of the executive branch distributed among 39 Departments and Agencies.

The following results were tabulated from those interviews:

The Decisions Makers not only listen to radio, they listen to news. And WTOP RADIO is the prime source of that news.

The WTOP audience also includes a large percentage of educators, professionals and businessmen, housewives and career women, as well as semi-professionals and students, who exhibit a sophisticated and enlightened response to the messages of WTOP advertisers.

If your advertising objectives include influencing government in Washington, D.C., or the people who work within it, your advertising plan must include WTOP non-stop news.
Cecil Rodgers was shot and killed at a public demonstration in San Francisco on May 14, 1969, according to police and medical sources.

Rodgers, 23, was identified as the victim by medical examiner Dr. Archie M. Sullivan. The exact cause of death was not released.

Rodgers was killed at the corner of Market and 11th streets, where he was shot in the head. He was pronounced dead at the scene.

According to police sources, Rodgers was shot in the head by a sniper.

A bystander, who was not identified, said Rodgers was shot in the head.

The shooting occurred during a protest against police brutality.

The demonstration was one of several that occurred on Saturday, according to police sources.

The protest was held to demand an end to police brutality against black people.

The demonstration was one of several that occurred on Saturday, according to police sources.

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All-news means all the news—the news of the city, the region, the nation and the world. WTOP covers local stories with the largest news staff of any Washington station. We cover the nation and the world with the best news services available.

The World-wide CBS Radio Network—CBS News correspondents and reporters stationed in 20 countries and 5 continents give on-the-scene reports wherever news happens.

Outstanding CBS commentators report every hour on the hour from posts in every corner of the globe. Some that are heard regularly include:

- Charles Collingwood
- Walter Cronkite
- Douglas Edwards
- Richard C. Hottelet
- Lowell Thomas
- Bernard Kalb
- Marvin Kalb

Alexender Kendrick
Charles Kuralt
Dallas Townsend
Dan Rather
Hughes Rudd
Daniel Schorr
Eric Sevareid
Mike Wallace

CBS Net Alert—a network exclusive gives instant news simultaneously to affiliated stations, seconds after important events occur.

PLNX—The Private Line News Exchange gives WTOP RADIO direct coverage between the seven CBS owned stations—WCBS, New York, WEEI, Boston, WCAU, Philadelphia, WBBM, Chicago, KMOX, St. Louis, KCBS, San Francisco, and KNX, Los Angeles. This service enables us to give listeners live reports from these locations just as the other seven stations give their audiences news from WTOP in Washington.

AP, UPI, Reuters Wire Service bring reports from newsmen stationed on every continent and in nearly every city and town. In addition to these news wires, WTOP also employs feature wires on sports, weather and special features to augment our own in-depth coverage.

Group W Overseas News Service ties WTOP RADIO to the capitals of the world for on-the-spot news coverage and commentary.

These facilities add up to the most comprehensive news coverage available. Non-stop news is all-news—all the news that happens anywhere on the globe.
Non-stop news does more than report the stories in the forefront. Our dedicated staff digs into the facts, places and people that could be news but aren't yet.

Investigative reporters George Allen and Jim Michie spend all their time exploring the governmental and social arenas for trends and situations of interest and importance to WTOP listeners. Some of the subjects covered in these investigative studies include:

*The District schools and crime*
*Methadone treatment for drug addicts*
*Crime in the suburbs*
*The Lorton Reformatory*
*Second Genesis*

Virginia's youth-oriented drug rehabilitation center

Non-stop news is all the news that affects the community we serve—whether it's in the headlines or should be.

WTOP RADIO 150
NONSTOP NEWS
News events demand analysis. The observations of an expert personalize the issues and magnify the personalities. That's why WTOP RADIO not only reports the news, but analyses it as well. And from many different viewpoints. Listeners to WTOP hear regular commentary on local and national happenings, political developments and social trends. On any given day, at almost any time commentary is relevant, the WTOP audience could hear:

James J. Kilpatrick—the renowned conservative columnist comment on student dissidence, the Saigon government, income taxes or a host of other topics. Or . . .

Carl Rowan's liberal insights into a wide range of issues from politics to pollution and from the Middle East to marijuana. And perhaps . . .

Edwin Diamond, Washington's only media critic, congratulate or criticize the communications industry for journalistic efforts on all fronts.

In addition, WTOP RADIO takes its stand in editorials about issues affecting the city, the metropolitan area, the country, and even the world. WTOP presents its views on everything from shoplifting and mass transit to campaign contribution disclosures and metropolitan government.
Non-Stop News has the woman's touch

The ladies have a strong voice on non-stop news. The voice of authoritative news reporters. WTOP newswomen search out stories on Capitol Hill, in the Pentagon, in the business community, and all over the Washington area. They're professional reporters who are respected by both newsmakers and news listeners.

Theda Cumbridge—a lady in a man's world. Her former beat: Saigon. Now she covers anti-war demonstrations, riots, marches and the Pentagon. From the mass of statements, claim and counter-claim, Theda distills the pertinent issues and policies making news. Her lucid reporting has won her an army of Washington listeners.

Carolyn Lewis—WTOP Congressional correspondent knows Capitol Hill. She knows the issues, the personalities and the votes. Her in-depth reporting and interviews get to the heart of Congressional controversy and compromise, making them clear to Congress-watchers all over the Washington area.

Ann Taylor—is an all-news woman. She's reported on Honor America Day, football and major elections, in addition to reporting regularly on best buys and where to find them. Her special comparison shopping hints and assistance in helping solve consumer complaints make her Washington's own consumer champion.

WTOP RADIO 150 NONSTOP NEWS
Non-Stop News has personality

WTOP RADIO has assembled a staff of award-winning professional reporters who are recognized and respected locally, nationally and often internationally. These news personalities have credentials and appeal that attract and retain an audience. Just a few among our group of fifty on-air headliners are:

**Warner Wolf**—the television voice of the Washington Senators, controversial sports commentator and reporter and Washington's sports authority.

**Doug Llewelyn**—a commentator on our times who looks at the lighter side of news and social trends and gives the market a daily chuckle.

**Bob Dalton**—WTOP Business Editor whose lucid analysis of business trends help area residents take stock of the market.

**Rich Adams**—WTOP political editor who analyses the coalitions and their consequences, the parties and their policies, and Washington's ever-changing electorate.

**Charles Gertz**—WTOP's own meterologist. His "fearless forecasts" and exclusive Radar Weather Watch make him the fair and foul weather friend of everyone.

**Dave McConnell**—WTOP RADIO's morning anchor man brings the news of the day into focus for the news capital of the world.

**Jamie Bragg**—WTOP RADIO's afternoon anchor man wraps up the day for busy Washingtonians.

**Davey Marlin-Jones**—WTOP drama and cinema critic and artistic director of the Washington Theatre Club. This character knows his characters.

**Ford Rowan**—WTOP White House reporter, the only local station reporter in the U.S. assigned to 1600 Pennsylvania Avenue.

**Mike Buchannan**—WTOP police reporter. He covers Police Chief Jerry Wilson, his men and their activities.
Comprehensive, meaningful news reporting distinguishes good all-news stations from great ones. The higher the journalists' standards, the more intelligent the presentation will be. Maintaining such standards takes sound overall direction.

It starts with the dedication, the leadership, the experience of Larry Israel, Chairman of the Board of the Post-Newsweek Stations. It requires the guidance of twenty-year veteran, Jim Snyder, Vice President for News, Post-Newsweek Stations, one of a rare breed of professional broadcasting newsmen. His influence is constant and his leadership makes WTOP non-stop news radio the yardstick against which all Washington news efforts are measured.

Handling the day to day, meet-the-deadline pressures of non-stop news is News Director, Andy Parrish. His professionalism is reflected in every newscast, every feature presentation, every investigative study and special report heard on WTOP RADIO.

Washington audiences know great reporting. Maybe that's why so many professional journalists look to WTOP RADIO for all their news all the time.
We put the power where the people are

The national capital area is a sprawling, mushrooming mass of city and suburban communities in three states. To reach all of those who want all-news non-stop, WTOP RADIO uses the full force of our 50,000 watts. Within the reach of our signal are the District of Columbia, Northern and Central Virginia, the Virginia shore and hunt country, the Maryland suburban counties and Baltimore (where WTOP is the local all-news voice), the Maryland Bay and Ocean resorts, and the Delaware shore communities. In this densely populated Mid-Atlantic area, WTOP RADIO is the recognized news source, night and day.
Making an all-news station successful takes time, flexibility, imagination, hard work and loyalty from audience and advertiser alike. The formula is unique to each all-news station and the variables are as numerous and complex as the interests and needs of the community the station serves.

Since the inception of the non-stop news format, WTOP RADIO has adapted, amended and augmented our facilities. We've analysed and evaluated our form and function until we came upon an individualized, dynamic approach we believe best fulfills the community needs. More important, our audience believes it, too.
WTOP RADIO 150
NONSTOP NEWS
Broadcast House
Washington, D.C. 20016
(202) 244-5678
Represented by CBS Spot Sales

Radio shown on cover courtesy of Smithsonian Institution.