

An important avenue to radio access lies in the 100 "all-news" stations around the country, labeled the "fastest growing phenomenon in broadcasting." Often the leader in "prime time" listening audience in major markets, all-news radio delivers 24 hours of news and information in an interesting and entertaining format... "You give us 22 minutes, and we'll give you the world," promises WINS radio in New York. KNXT in Los Angeles and KEYH in Houston, are examples of all-news stations which are "number one" in their markets. While these stations rely heavily on network material for their extensive national and international reports, they tend to have the largest staff of local reporters available for both news and feature coverage. When such stations fail, as WNWS-FM, an NBC-owned station in New York did recently, the reason usually given is inadequate local coverage. Many all-news stations provide extensive sports coverage and expanded business and consumer affairs reports. Programming schedules are available from the individual stations as indicators on the types of stories desired. Radio may be frustrating to work with, but its importance is too often underestimated. Dave McElhatton, KCBS, is right when he says, "How many people do you consider real friends? Not many. But a radio friend, a radio personality, is a constant companion."

Television News

On the average, a U. S. market which supports 25 radio stations can sustain only three or four television stations. Most of the more than 600 commercial television outlets are affiliates of one of the three major networks. The local stations look to their networks for "prime time" programming, and news and special events. The style and range of programming, both local and national,