

This primacy is a basic factor in the selection of stations to contact for any specific event. Contacting a leading radio station for the first time can be quite an experience. Sophisticated production and engineering techniques might treat a listener to a Washington newscast, a London feature, and local coverage of city hall. On the other hand, a phone call to the station's news department might find the "Hawkeye Radio 88 News Team" out to lunch.

Most stations subscribe to one or both of the AP and UPI wire services. They both provide stations with a broadcast service which includes a five-minute summary of national news (updated almost hourly) ready for airing. "Rip and read" is a common practice at stations with small staffs or non-news priorities.

More popular stations will have at least one staffer or news director who occasionally covers events but usually rewrites the wire service copy -- to localize it -- and as a matter of pride. As with the print media, stations with a news staff welcome crisp copy and good story ideas.

Larger stations, able to hire several reporters, will dispatch them to selected events which have been logged in the "day book". A station will rarely cover an event that has not been decided upon in advance. Even when Canadian events are covered, a five-minute commercial radio newscast can only touch lightly on stories, local and national.

Another area of possible input, the radio talk show, is usually a medium-sized station's major commitment to community public service programming. Many consist of traditional interviews easily accessible to Canadians in the area, with something to say. Producers say they would welcome topics of Canadian-American interest, and Canadian guest participation.