

which installed the Joseph format in May 1982, climbed from 2.7 in the fall 1981 report with a soft rock format to 4.4 in the latest book; KHTR(FM) (formerly KMOX-FM) St. Louis, which began airing CBS's own Hitradio format in September 1982, soared from a 3.4 in the spring 1982 Arbitron ratings with a soft rock format to a 10.6 in the new report, and WHTT-FM (formerly WEEL-FM) Boston, which started programming Hitradio last October, jumped from 3.1 in spring 1982, also airing soft rock, to 6.9 this time around. CBS, however, is no longer associated with Joseph and has modified the formats of its Philadelphia and Chicago FM stations by adding more recurrent hits to the playlist rotation. The company also switched KNX-FM Los Angeles from a live soft rock format to top 40 in late June (BROADCASTING, July 4), and has applied to the FCC for new call letters, KKHR.

Not only are top 40 stations growing in major cities within the continental U.S. but as far away as Fairbanks, Alaska, as well. On July 22 at 1:02 p.m., KQRZ-FM signed on the air with a contemporary hit format. "Our station will provide more music per hour than any other radio station in Alaska," said the station president, Robert Bingham. "We will play 10 songs in a row each hour, without commercial interruption, 24 hours a day," he said. The station broadcasts with a 25 kw at 102.5 mhz.

RKO Radio Networks President Thomas Burchill points to this new listener interest in top 40 as part of the reason the RKO I network did so well in RADAR 27 spring report. RKO I finished first in its primary demographic target of 18-to-34-year-olds (average audience, 12-plus) with 916,000 listeners per commercial (BROADCASTING, July 25).

Putting stock in top 40's new popularity is the Dallas-based Satellite Music Network which plans to launch a full-service contemporary hit format this fall. To date, about 20 stations have signed to air it, according to Linda Snow, director of marketing for SMN.

Why is top 40 radio enjoying this new breath of life? There has always been a need for people to keep hearing the hits, says Gary Edens, president and chief operating officer, Harte-Hanks Radio. Edens points to the historical precedents of the *Your Hit Parade* radio program of the 1930's and 40's and the creation of high energy rock 'n' roll stations in the mid-1950's by Todd Storz and Gordon McLendon. And most teen-agers growing up today never heard top 40 radio, adds Robert Hyland, vice president, CBS-Owned FM Stations.

The audience attracted by these stations appears to be made up, in part, of listeners of traditional AOR stations. These stations had been "playing it safe" in their selection of music and artists, said Frank Cody, director of program administration, for NBC Radio's young adult network, The Source, with 30% of its total affiliates listed as CHR stations.

Most executives note that 1983 top 40 radio is not a throwback to the screaming DJ's of the past. It is now full-service, personality-oriented programming. And Stevens and Edens agree that the station that programs CHR first in its market will build a sizable audience. □

## USIA solicits material to present U.S. to world

**Agency sends mailing to news directors for news and feature segments; films and TV shows also sought by U.S. officials**

U.S. television stations are being asked to help tell America's story to other nations around the world.

According to Al Snyder, director of the U.S. Information Agency's television and film service, the request for that cooperation will be spelled out in a letter this week to news executives at local stations.

It basically will solicit TV materials, ideas and information that can be incorporated as segments of the agency's *TV Satellite File*, what began June 2 as an unedited weekly half-hour news feed to TV services in other countries. Material generally deals with medical, technical and other scientific events in this country as well as news and features that mirror life and the times in America.

Snyder said that a "fair payment" for material used is negotiated and that, when developments warrant, the government agency arranges with individual U.S. stations to handle "stringer" assignments. One example, he cites, was a report last week on drought conditions in the Midwest that was provided by an Iowa station.

Other past segments have included current event stories involving President Reagan and other top U.S. officials along with topical stories: credit card fraud, U.S. Customs efforts to prevent smuggling of stolen artifacts, organ transplant techniques, America's black mayors, solar energy and profiles of Americans in all fields.

Snyder noted that *TV Satellite File*, the "brainchild" of USIA Director Charles Z. Wick, provides an excellent opportunity for local talent and material to achieve far broader distribution.

Clients abroad for *TV Satellite File* include Austria's ORF; Canada's CBC and CTV; France's TF-1 and Antenne 2; Italy's RAI-1; Norway's NRK; Swiss TV; ARD and ZDF in Germany; BBC and ITN in England; Venezuela's Venevisión; Japan's NHK, Fuji, Nippon, Asahi and TBS; Israel's IBC; TV Belgrade, Yugoslavia, Televisa in Mexico, and Brazil's Globo and Manchete.

In another development at the USIA it was announced that Leo Jaffe, chairman emeritus of Columbia Pictures, had agreed to serve as chairman of a volunteer group of prominent filmmakers and businessmen who have offered their help in making available to U.S. embassies abroad the best American films and television.

The group, working with USIA's Snyder, will assist in the acquisition of films and videotapes, from all segments of industry, which will be provided to U.S. embassies for showing to foreign audiences in an at-

tempt to provide a more complete picture of American society.

The new program will work, Wick said, "only with the cooperation of private American film and TV program owners, producers and distributors. . . Now, more than ever, it is essential that foreign audiences understand us, and one of the most effective ways of reaching these audiences is through the visual media. Even in remote villages in Africa, Asia and Latin America, TV is becoming increasingly available."

Films and videotapes in the program will not be used for commercial sale or rental.

In addition to Jaffe, other volunteers in the initiative are J. William Hayes, chairman and chief executive officer of Executive Business Management Inc.; John H. Mitchell, president of the Academy of Television Arts and Sciences, former president of Columbia Pictures Television and currently a TV consultant to major corporations; Bernard Myerson, president of Loew's Theaters; Milton Rackmil, former president of Universal and Decca Records; Michael Frankovich, former head of world productions at Columbia Pictures and now an independent producer; Leon Gruenberg, former chairman of the board, Filmways Inc., precursor of Orion Pictures Corp.; Irving Mitchell Felt, chairman emeritus, Madison Square Garden Inc. and chairman of Republic Corp.; Elton Rule, former vice chairman of the board ABC Inc.; Herbert Schlosser, executive vice president, RCA; Willie Mays, member of Baseball's Hall of Fame; Mo Rothman, former vice president for worldwide sales, Columbia Pictures; Saul Jeffee, chairman and president, Movielab; Steven Stamus, vice president for public affairs, Exxon Corp., and Jay Iselin, president WNET(TV) New York. □

## NFCB bestows radio awards

The National Federation of Community Broadcasters has given out its 1983 community radio program awards. The winners were chosen from over 100 program entries. A special award was presented to Elsa Knight Thompson for her contributions to the Pacifica Foundation.

The list of winners follow:

### Golden Reel Awards

John H. Rieger, Berkeley, Calif. □ *The Bill of Rights Radio Education Project*

WORT(FM) Madison, Wis., (Don Alan, executive producer, and Michaela Majoun, producer-host) □ *The Breakfast Special*

KUSP(FM) Santa Cruz, Calif. (Johnny Simmons and Eddie Nelson, producers) □ *Octo-Rapp in Dub*

Youth News, Oakland, Calif. □ *Youth on the Air*

Laury Roberts, KTOO(FM) Juneau, Alaska (correspondent for the Alaska Public Radio Network) □ *The Pelican Strike*

Magdalena Hernandez Beltran, KUBO(FM) Salinas, Calif. □ *No Time For Silence*

### Honorable mentions

Terry Fitzpatrick and Martin Espada, WORT(FM) Madison, Wis. □ *Nicaragua, Three Years After Somoza*

Elisabeth Perez Luna, Philadelphia □ *Latino Voices*

American Audio Prose Library of KOPN(FM) Columbia, Mo. □ *Toni Cade Bambara*

Tom Lopez, of ZBS Foundation, Fort Edward, N.Y. □ *Ruby, The Adventures of a Galactic Gumshoe*