

MUTUAL RADIO NETWORK

1755 S. Jefferson Davis Highway, Arlington, Virginia 22202 (703) 685-2080

April 4, 1986

TO: GENERAL MANAGERS, PROGRAM, NEWS AND SPORTS DIRECTORS

What is your reaction to the news and sports changes we implemented on March 10? What do your listeners think of those changes? After all we made the changes to help you reach bigger audiences so MBS would reach a larger audience too!

Some of you have made comments. Not enough of you have given input for us to determine whether or what fine tuning is in order.

We are asking you to give us that input in two ways. First of all, the attached survey should be filled out and returned to me as soon as possible.

Secondly, come talk to us in person at the NAB in Dallas April 12-16. We will be at the Loew's Anatole Hotel in hospitality suite 1034.

The suite will be open from 6 p.m. to midnight on Saturday and Sunday nights, April 12 and 13. And on Monday and Tuesday nights, April 14 and 15, we will be open from 6 p.m. to 2 a.m. as Larry King broadcasts his show live from the hospitality suite (beginning at 10 p.m. Central Time.)

President Jack Clements, my fellow VP's Ron Nessen from News and Peggy Solomon of Broadcast Operations and the five Station Relations regional managers will be in the suite to welcome you

Come talk to us about these changes and any ideas you have that will help us reach greater audiences together. As you have read, MBS is the #3 radio network in the adult demo 25-54.

You may not have noticed that we are now the NUMBER TWO network in cume for 12+, 18+ and 25-54 demos according to the recent RADAR information. That means we are closing in on the top spot. We need your input to close the gap!

We made it this far by being a full service radio network that listens full time to its affiliates...as always, we're all ears!

Sincerely,



BA:eb

MUTUAL BROADCASTING SYSTEM 



MBS NEWS & SPORTS QUESTIONNAIRE

Call Letters _____

City _____ State _____

Name of person filling out survey _____

Title _____

We currently use the following newscast(s):

News On The Hour _____

News On The Half Hour _____

Updates at 25 past _____

Updates at 55 past _____

Combinations of above _____

None of the above _____

Sportscasts Weekdays _____

Sportscasts Weekends _____

No sportscasts _____

Please note that if you are filling out this form for separate AM and FM stations that you should indicate which station takes which news and sportscasts.

The questionnaire should be returned to:

BEN AVERY
VICE PRESIDENT
STATION RELATIONS
MUTUAL BROADCASTING SYSTEM, INC.
1755 South Jefferson Davis Highway
Arlington, Va. 22202

WHICH MUTUAL NEWS PROGRAMS DO YOU USE?

(check all carried)

	<u>UPDATE</u> <u>AT :55</u>	<u>NEWS ON</u> <u>THE HOUR</u>	<u>UPDATE</u> <u>AT :25</u>	<u>NEWS ON THE</u> <u>HALF HOUR</u>
12M	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
1am	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
2am	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
3am	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
4am	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
5am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
6am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
8am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
9am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
10am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
11am	<u> </u>	<u> </u>	<u> </u>	<u> </u>
12pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
1pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
2pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
3pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
4pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
5pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
6pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
8pm	<u> </u>	<u> </u>	<u> </u>	<u> </u>
9pm	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
10pm	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>
11pm	<u>N.A.</u>	<u> </u>	<u>N.A.</u>	<u> </u>

1

2

3

4

WHICH MUTUAL SPORTSCASTS DO YOU USE?

WEEKDAYS (Monday-Friday) (ET Eastern Time) (PT Pacific Time)

6:35 a.m. _____ ET, PT

8:35 a.m. _____ ET, PT

5:35 p.m. _____ ET

7:35 p.m. _____ ET

8:35 p.m. _____ ET

WEEKENDS (Saturday-Sunday) (ET Eastern Time)

8:35 a.m. _____ ET

11:05:10 a.m. _____ ET

2:35 p.m. _____ ET

3:35 p.m. _____ ET

5:05:10 p.m. _____ ET

6:35 p.m. _____ ET

7:35 p.m. _____ ET

9:35 p.m. _____ ET

1. The first part of the document is a list of the names of the members of the committee.

2. The second part of the document is a list of the names of the members of the committee.

3. The third part of the document is a list of the names of the members of the committee.



I. TOP OF THE HOUR NEWSCAST

- A) The first commercial position is now scheduled at between 45 seconds and one minute 15 seconds past the hour. It should...
- 1) stay as it is now
 - 2) revert to the old fixed position at exactly one minute past the hour
 - 3) other _____

- B) The second commercial position is now scheduled at exactly 3:55 past the hour. It should...
- 1) stay as it is now
 - 2) revert to the old fixed position at exactly 3½ minutes past the hour
 - 3) other _____

- C) The cue to the first commercial is "....more news in a minute...." It should ...
- 1) stay as it is now
 - 2) revert to the cue "this is Mutual News..."
 - 3) other _____

II. NEWS ON THE HALF HOUR

- A) This newscast is now two minutes in length. It should...
- 1) stay as it is now
 - 2) revert to a full 5:00 under the old format
 - 3) change to 3½ minutes
 - 4) stay as it is now but with addition of cue to allow us to exit after 1:00
 - 5) other _____

B) This newscast no longer has both minutes of MBS commercial inventory contained within it. Currently one minute is adjacent to the newscast at 32 minutes past the hour and the other is before the newscast at 28:50 past the hour. This commercial positioning should...

1) stay as it is now

2) one commercial minute should be inside the program at 31 past the hour and the program expanded so that the second minute comes at 33 past the hour

3) other _____

III. MUTUAL UPDATES AT 25 & 55 PAST THE HOUR

A) The updates are fine as they are now. Yes _____ No _____

B) The updates are fine as they are now but we want them extended past 9 p.m. Et, 8 p.m. CT, 7 p.m. MT, 6 p.m. PT

Yes _____ No _____

C) The updates should be moved to 20 & 40 past the hour.

Yes _____ No _____

D) The updates should be at _____ and _____ past the hour.

E) The commercials at 26 & 56 past are fine.

Yes _____ No _____

F) The commercials for the updates stations should be fed back to back at 56 - 58 past the hour instead of at 26 and 56 past the hour.

Yes _____ No _____

G) The commercials should be fed at _____ and _____ past the hour.

H) We only need one update per hour.

Yes _____ No _____

I) If yes to "H" when should that one hourly update come on the clock?

1) 25 past the hour _____

- 2) 55 past the hour _____
- 3) other _____
- _____
- _____

IV. SPORTSCASTS

- A) MBS weekday sportscasts are 4:50 in length and they run at 6:35 a.m. ET, 8:35 a.m. ET, 5:35 p.m. ET and 7:35 p.m. ET with one local position. (There is a fifth M-F sportscast at 8:35 p.m. ET which has 2:00 minutes local and no Network.) This schedule should...
- 1) stay as it is now
- 2) be changed as follows _____
- _____
- _____
- B) MBS weekend sportscasts are 4:50 in length and scheduled on both Saturday and Sunday at 11:05 a.m. ET, 2:35 p.m. ET, 5:05 p.m. ET, 6:35 p.m. ET and 7:35 p.m. ET with all commercials Network inventory and casts at 8:35 a.m. ET, 3:35 p.m. ET and 9:35 p.m. ET both days entirely for local sale. This should...
- 1) remain as it is now
- 2) should stay as it is but add two more that are entirely local
- 3) other _____
- _____
- C) Some weekend sportscasts begin right after the news on the hour at 5:10 past the hour and others at 35:00 past the hour. This should...
- 1) stay as it is
- 2) be changed to make all 5:10 past the hour
- 3) changed to make all 35:00 past the hour
- 4) other _____
- _____
- D) The sportscasts which begin at 35:00 past the hour should begin immediately following the newscast on the half hour instead
- Yes _____ No _____

