

# Radio Report

By GIL FAGGEN

## Selling Via Short Wave

Radio New York Worldwide has developed a method of networking world-wide that may revolutionize international programming as well as sales methods for sponsors interested in guaranteed coverage in certain areas of the world.

RNYW produces and records programs in its New York City studios and then sends the tapes to its correspondents in countries overseas for the local personal touch. The various program elements are placed together with local news, information, etc., added by the correspondent. The program, including the voice of the local man, is then scheduled on a station serving the area. RNYW handles the time purchasing in advance in addition to arranging for local merchandising tie-ins.

### Deere Sponsorship

One of the plan's backers is the giant farm equipment manufacturer, John Deere of Moline, Ill., which has purchased a 39-week schedule via RNYW for a 30-minute weekly program directed to farmers in Latin America.

The program is called "El Surco del Aire" and is produced in Spanish by RNYW's Programming Services Division and aired over the short-wave facilities of WRUL, plus local radio stations in four Central American countries.

The program producers go directly to the field in Latin America to obtain reports from major experimental centers such as Turrialba, Costa Rica. Overseas RNYW correspondents are called upon for reports on various crop and farm conditions in their areas.

Deere distributors sponsor the program when it appears on stations in Nicaragua, El Salvador, Costa Rica and Guatemala, with commercials localized by RNYW.

The production staff is headed by Mel Bernam, director of Programming Services for the broadcast firm, and the on-the-air team features Liopis de Olivares and

Tito Arriagada, both veteran international radio favorites.

An overseas market-by-market radio advertising campaign for Champion Spark Plugs was placed recently at RNYW by J. Walter Thompson. The 15-minute weekly auto racing programs are networked throughout Latin America and Spain, and broadcast on WRUL.

"El Mundo de Autos y Volantes" is designed to keep listeners informed of the latest news in auto racing, as well as motor boat and aerial competitions. Concentrating on the Grand Prix circuit, producer and host Miguel Bomar arranges special interviews with internationally known drivers as a feature of the show. Overseas RNYW correspondents also cover major racing events and interview racing celebrities.

### International Thinking

Technical assistance for listeners is an important element of the Champion program. In addition to the major "permanent" segment prepared in New York, a 3:30 local optional portion is included, which may be replaced with regional reports and last-minute news Tel-

axed directly from New York just before each broadcast.

Much of the reasoning behind RNYW's networking concept was explained in an address by William E. Roberts, president and chief executive officer of the Ampex Corp., made at the NAB Broadcast Engineering Conference last March in Washington.

Roberts said: "We in industry must each think, act, live and breathe internationally and, in fact, become internationally industrialists and, further, make certain that all of our managerial and technical personnel do likewise."

There is little doubt that RNYW is sold on the idea of looking for and developing every worthwhile market that exists on the globe, wherever it may be located.

Radio New York Worldwide, owned by the Mormon Church is headed by Ralf Brent. WRUL, the short wave arm of the outfit, is the only such day-to-day commercial broadcasting station in the U. S. (however, WRUL cannot be heard in this country). It beams a variety of programs in English and Spanish to 108 countries 19 hours a day. Portuguese and German

will be added shortly, according to Brent.

Mark Foster, VP of RNYW, estimates that three-and-a-half to five million people are reached by WRUL's five simultaneously beaming transmitters.

"It's a 'massive umbrella-like medium' aimed at Americans abroad and Latin Americans," says Foster.

The station receives some 50,000 pieces of mail each week, according to Brent. "The mail volume takes on a greater significance when you think that the cost of mailing a note usually equals the price of breakfast for the spender," Brent pointed out.

In addition to RNYW's commercial objectives, station management feels it is doing much to foster international understanding.

"In foreign countries," stated Brent, "the first thing that happens when a revolution takes place is the take over of the city's or country's radio station. Radio is a penetrating and influential medium for propaganda and all who deal in it are well aware of its power.

"WRUL has the advantage of presenting a wide variety of programs—entertainment, news, information and cultural—as an independent station, free of propaganda and government operation. We are one of few such commercial stations in the entire world," emphasized Brent.

### Service Programs

The third phase of the three-pronged RNYW operation (WRUL and international networking) is its "Service Programs." Staff directors, producers, writers and announcers supervised by Bernam, turn out programs varying in length from five to 25 minutes, as designed, as a sponsor service to provide information to listeners.

WRUL's short wave programming comes under the aegis of Mitchell Krauss, VP, programs. Krauss' Monday through Friday programming includes: "Breakfast In New York," Parts 1, 2, 3 and 4, a music and comment program hosted by John Anthony Zee, who spotlights news of Gotham and its people and pop music"; "Worldwide Investors Digest" and "The International Business Review"; "News by Continent" — four RNYW reporters cover the news from spots around the world, and "Comment With Robert St. John," to name only a few.

### International Hit Parade

Of special interest is "Worldwide Hit Parade" with Hill Edell, which programs the best of new LP releases, new singles "on the way up," selections from the country music field and the top records of the week as reported by Billboard and Edell's worldwide correspondents. Each musical phase is given a separate day in the week.

A different program produced

(Continued over)



Program plans are discussed by Radio New York Worldwide executives (l-r) Miguel Bomar, director of Media Service; Ralf Brent, president; Mitchell Krauss, VP, Programs and Mark Foster, VP and director of sales development

by the Church of Jesus Christ of Latter Day Saints (Mormon) is aired each morning at 11 a.m.

WRUL's news staff is supplemented by ABC news and comment aired each hour. The station also airs "Speaking of Sports," with ABC's Howard Cosell, Monday through Friday.

The station scored a first June 9 when it was invited to beam two broadcasts to Germany and France via the Early Bird Satellite by RCA Communications, Inc. It was the first radio station in America to have been invited to participate in an international broadcast experiment.

WRUL's client roster includes: Chrysler International, Marx Toys, Merrill Lynch, Pierce, Fenner & Smith, John Deere, Champion Spark Plugs, Perfect Circle Piston Rings, Monroe Shock Absorbers, Reader's Digest, Hilton Hotels, New York Times International, Swiss National Tourist Office, Lon-Chile Airlines, Bahama Acres, Water Conditioning Council, Lutheran Church, Billy Graham and the Christian Science Church.

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