

"The Feasibility of Low-Cost FM Cablecasting"

by Richard L. Doering, Director
Community Music Programming/Radio 95
Box 1334, Riverton, Wyoming 82501

A b s t r a c t

The rapid growth of the FM radio over the past decade induced a young Wyoming professor to determine the feasibility of an automated high-quality low-cost FM radio station exclusively serving subscribers of the local cable TV system.

On November 2, 1968, a \$3600 system designed by Mr. Doering began transmitting a wide selection of musical programs in stereo to Riverton cable subscribers. It has been operating 15 hours a day ever since, at 95.0 MHz FM.

Doering makes tapes at home from his own 2,000-album record library and sells advertising time to local sponsors at \$25 a day (88 cents a minute). RADIO 95 has produced quality music programs at a mere fraction of the cost of operating an FCC-licensed on-the-air station.

The terms of Doering's lease with Community Television of Wyoming (the parent company), the type of equipment he uses, the programming material he has found most successful, audience surveys, copyright clearance, advertising and publicity methods, and other practical suggestions should be of more than passing interest.

A whole new field of broadcasting may open up to hi-fi hobbyists and cable systems as a result of Mr. Doering's unique experiences with RADIO 95.

THE FEASIBILITY OF LOW-COST FM CABLECASTING

by Richard L. Doering*, Director
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1. Cable Radio: Wave of the Future?

Radio as a mass medium is not dying out. In fact, it may just be coming to life. Sky-high transmitters may disappear from the American landscape. But replacing them will be scores of FM modulators, owned and operated by independent programmers, "transmitting" over local CATV systems.

Anyone with a couple thousand dollars to gamble can lease an FM channel and set up his own cable radio station. RADIO 95 has shown that it can be done—quite successfully in fact. FM cablecasting is capable of revolutionizing the entire radio industry.

A fully automated cable radio station may consist of nothing more than one auto-reverse tape recorder and a simple \$25 FM oscillator. Or it may utilize a \$3,000 stereo generator and exciter built to FCC specifications.

Either way, the operating expenses are a mere fraction of what they would be for an on-the-air broadcast station. Programming for RADIO 95 costs only \$4 a day (or 27 cents an hour). The sale of advertising time to local sponsors adequately covers this expense.

Use of the cable system to carry the oscillated RF signal makes a high-power transmitter unnecessary. In areas where more than 75 per cent of the population subscribes to CATV, cable radio can reach nearly as many people as an on-the-air station.

*Mr. Doering (pronounced "Deering") worked at radio station WSLN while attending Ohio Wesleyan University, where he received his B.A. degree in 1960. Two years later he was awarded a Master of Arts degree from Columbia University.

In 1967 he earned a Bachelor of Arts in Education from Kent State University. He has also studied broadcasting at the Cleveland Institute of Electronics.

While employed as an Instructor in Journalism and Industrial Psychology at Central Wyoming College in Riverton, Wyo., Mr. Doering established the CATV radio station which he describes in this paper.

This fall, in addition to being a self-employed music programmer, Mr. Doering will be authoring a book and studying for the Doctor of Philosophy degree at the University of California.

Cable FM is the perfect answer for communities too small to support an on-the-air station of their own. Ideally, every community—no matter how large or small—should have access to a dozen different music channels, two continuous news channels (local and national), and channels to air political debates, public board meetings, current issues, radio dramas, lectures, and educational subjects.

Programmers could specialize in gathering and editing one or two specific kinds of material. Copies of master program tapes could be distributed to CATV radio stations all over the country. Multi-channel FM modulators could be built to carry 10 or 15 taped programs simultaneously.

No longer would radio audiences be at the mercy of a handful of dominant stations outdoing each other to capture the "mind of the masses." No longer would good programs be scrapped because of their limited audience appeal.

Cable radio could satisfy a much wider range of listening tastes at nominal cost. The development of cable radio should be strongly encouraged by industry and government working together for the common purpose of better service to the radio public.

2. Purposes of Cable FM

Widespread FM cablecasting could successfully serve the following purposes:

(1) give listeners a broader selection of stations and programs to choose from

(2) upgrade current programming in general

(3) promote local business, educational, political and cultural interests

(4) improve radio service in small- and middle-market areas

(5) advance worthy causes such as cancer research, scholarship funding, religion in life, etc.

(6) revive public interest in good music and in the literary and dramatic arts

(7) communicate more effectively with alienated segments of our society

(8) bring radio closer to the individual, enabling him to explore social issues more intelligently, more responsibly, and more thoroughly with other people

(9) encourage more experimentation in low-cost high-quality communications technology

Our present communications system fails as a medium of meaningful exchange of thought (a) because of unnecessarily restrictive broadcast and licensing standards and (b) because of excessively high equipment and operating costs.

It is my belief that the FCC has discouraged public participation in radio by making it the province of big business. The principle of "local service" should be restored. Radio can be a very effective tool for interpersonal communication whenever people feel directly involved. Through CATV this involvement by everyone is possible.

3. Cable Radio and the Community

Riverton, Wyoming, is a fast-growing mining community of 10,000. RADIO 95 has been cablecasting in stereo over the Riverton CATV system since November, 1968, at 95.0 MHz (FM).

CATV serves 75 per cent of the community with six imported TV signals, plus the local weather channel. No FM signals are imported, although recorded music is simulcast on the Riverton TV weather channel and also at 92.0 MHz FM.

The tape deck for "Radio 92" is a twelve-year-old Ampex, and the monaural modulator is a Jerrold. The 10 $\frac{1}{2}$ -inch music tapes are supplied by a Los Angeles firm. All equipment for "Radio 92" is owned by the cable company.

RADIO 95, by contrast, produces its own music tapes and cablecasts in stereo. The CATV company owns no interest in RADIO 95, which draws its support exclusively from the sale of advertising time to local sponsors. Spot ads and announcements are programmed at 15- or 30-minute intervals on all RADIO 95 tapes.

Two AM stations are received in Riverton: KVOW (1000 watts) and KOVE (5000 watts, Lander). The nearest on-the-air FM station is in Casper, 120 miles eastward.

4. Transmitting and Receiving Equipment

Cablecasting is simply a matter of technology. Savings in high-priced transmitting equipment are passed along to our listeners in the form of better programming, since we have found that radio towers are dispensable.

Total value of our system at RADIO 95 is estimated at \$3,660. The system consists of two auto-reverse Roberts 400X tape recorders, a Montgomery program clock, a Gates 6L46 stereo generator and 6095 FM exciter (see Figure 1).

We selected Roberts decks because of their superb fidelity at slow speeds (30-17,000 Hz at 3-3/4 IPS). The Gates transmitter is tuned to the FCC pre-emphasis curve and assures us broadcast-quality emissions. All transmitting equipment is rack mounted and occupies 6 $\frac{1}{2}$ cubic feet of space.

Nearly all of our programming is taped. One 7-inch 2400-foot reel plays nearly four hours at 3-3/4 IPS. Live programming is

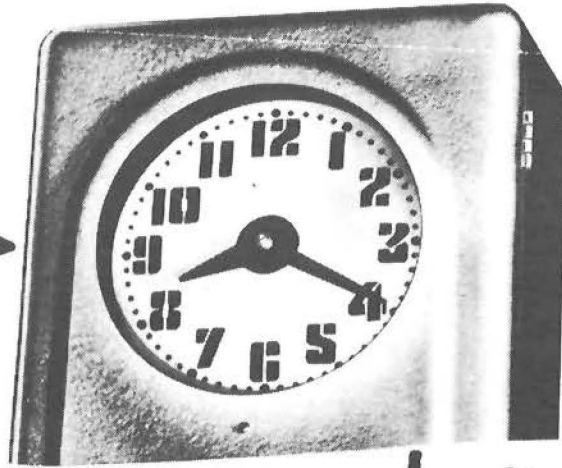
CABLE RADIO TRANSMITTING EQUIPMENT

Figure 1

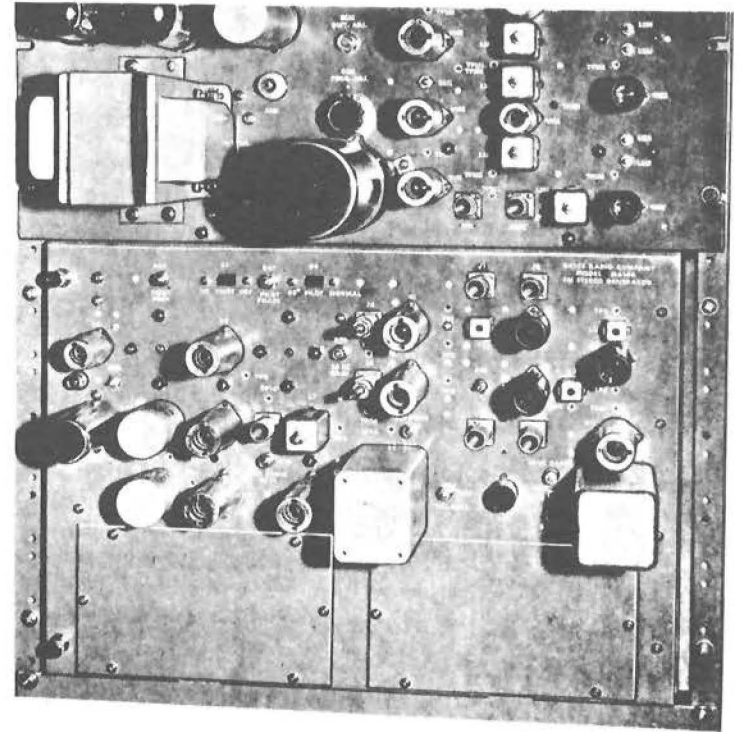
Roberts Model 400X
Tape Player #1

Gates Model M-6095
10-watt FM Exciter

To Cable Amplifiers



Montgomery Program Clock
(switches recorder
circuits automatically)



Gates Model M-6146
FM Stereo Generator



Roberts Model 400X
Tape Player #2

CABLE RADIO TRANSMITTING EQUIPMENT

Figure 1

made possible simply by feeding a microphone line into the Record Amplifier of the 400X. The tape amplifiers deliver adequate direct input to the Gates equipment.

On the receiving end, listeners use radios ranging from pocket transistors to floor-model FM stereo consoles. The basic requirement is to tap off the cable TV antenna, which carries FM and TV signals together.

Many subscribers tap off their cable antenna by running 300-ohm twin lead-in wire from their TV set to the external antenna terminals of their FM radio. Telescoping FM antennas deliver satisfactory reception if placed within an inch or two of the cable antenna.

Subscribers who report unsatisfactory color TV reception ask the CATV company to install a separate FM tap for a one-time \$5 charge. Black-and-white TV reception does not appear to be adversely affected by "do-it-yourself" FM hookups, which are by far the most popular and the least expensive.

Biggest bugaboos for cable radio stations are FM receivers with antennas built into the power cord. Manufacturers should be discouraged from making FM radios with no provision for an optional external antenna.

5. Channel Lease Agreement

There are three basic phases of cable radio:

- (1) Programming, which involves the production of radio tapes
- (2) Signal Modulation, the phase concerned with the conversion of taped program material into transmittable radio frequencies (RF)
- (3) Signal Carriage, the normal CATV function of relaying RF from the headend to its destination in the listener's home

In its 1,270-word agreement with Community Television of Wyoming, Inc., RADIO 95 has assumed full responsibility for functions (1) and (2) above. The CATV system performs only function (3).

To distinguish phase (1) from phase (2) we have used the name COMMUNITY MUSIC PROGRAMMING (CMP) for the former and RADIO 95 for the latter. To date, CMP has been producing tapes only for RADIO 95. However, we are applying for copyright privileges to make tapes for other cable radio stations that want to adopt our format or use our music.

Table 1. RADIO 95 TRANSMITTING EQUIPMENT

<u>Item</u>	<u>Current Market Value</u>	<u>Cost New (orig)</u>	<u>Year</u>
1. 22-tube (10-watt) Gates M-6095 exciter, tuned and tested, 95.0 MHz	\$1,000	\$1,475	1967
2. 11-tube FM Stereo Generator, tuned/tested	800	1,695	1967
3. Roberts 400X Tape Recorder #1	700	800	1969
4. Roberts 400X Tape Recorder #2	700	800	1969
5. Montgomery Program Control Clock (specially designed)	300	350	1969
6. 100% Replacement Tube Set	70		
7. Matching Transformers	35		
8. Connecting Cables	30		
9. Incidental Supplies and Schedules	25		
Total Value, Transmitting Equipment	<u>\$3,660</u>		

Here is how the three phases of cable radio may be taken on independently and yet function together:

1. The programmer (CMP) can supply:

(a) pre-recorded full-fidelity stereo tapes at \$48 apiece (plus postage and copyright fees)

(b) program scripts (no extra charge) showing the location and timing of each taped selection; the recording artist's name; and the locations where advertising spots of various lengths can be conveniently dubbed in (see Figure 2)

(c) recommended play schedules

2. The channel lessee (RADIO 95 or another):

(a) provides his own transmitting equipment (see Table 1 above)

(b) writes and sells advertising for his local sponsors

(c) dubs in advertising spots on tapes supplied by CMP

(d) may keep all profits earned from the sale of advertising

3. The CATV system:

(a) provides space for the lessee's transmitter

(b) provides electricity to operate the transmitter

(c) includes the lessee's channel in advertised listings

(d) carries the lessee's signal without charge to the lessee

Here is a précis of the channel lease agreement between CMP and Community Television of Wyoming (CATV). The agreement was drawn up by the CATV firm's legal counsel from a list of recommendations submitted by CMP:

A. Community Music Programming (CMP):

- 1) has the right to all gross income derived from the sale of advertising time
- 2) must provide its own casualty insurance for all equipment on CATV premises
- 3) assumes responsibility for the reproduction and transmission of copyrighted material
- 4) recognizes the regulatory powers of the FCC (or any other duly constituted public authority)
- 5) agrees to conform to general standards of conduct required of broadcasters by the NAB and the FCC
- 6) shall produce a radio signal compatible in quality with that produced by an FCC-licensed commercial FM station
- 7) shall maintain a complete program log of all broadcasts, available upon request to CATV
- 8) shall not broadcast signals over the air

B. Community Television of Wyoming, Inc. (CATV):

- 1) will carry CMP's FM signals over the Riverton cable system for the free use and enjoyment of CATV subscribers
- 2) will provide space to house CMP's transmitting equipment
- 3) shall not be party to a joint venture or partnership with CMP
- 4) reserves the right to request or demand that CMP cease operations over CATV's cable at any time, saving CATV harmless for any injury or damages CMP may sustain as a result
- 5) shall not regulate the content of CMP's programs

6. Programming Equipment, Schedules and Content

Equipment used in making tapes is located off CATV premises. Tapes are delivered to the headend for transmission only. This is our current inventory of programming equipment:

a) 2,115-album record library (book value)	\$10,194.30
b) 1 Scott 382-B stereo amplifier/tuner	300.00
c) 2 Roberts 1740X tape decks	600.00
d) 1 Garrard SLX-3 turntable	100.00
e) 1 Pickering XV15/750E cartridge	60.00
f) 1 Shure 550S microphone	55.00
g) 1 Superex stereo headphone set	60.00
	<hr/>
Total Value, Programming Equipment	\$11,369.30

We have a stock of 51 master tapes. Only the twelve most recent of these are in current use. At 3:30 p.m. each day a new 3-hour 45-minute tape automatically switches into play. The tape runs two complete cycles between 3:30 and 11 p.m. The station is off the air from 11 p.m. until 8 a.m. the next morning. At 8 a.m. the same tape resumes play, and completes two more 3-hr 45-min cycles before a new tape comes on at 3:30.

Figure 2. SAMPLE TAPE SCRIPT

30 min.: Pick of the Pops (I)

Baby It's Cold Outside - Steve
Lawrence & Edyie Gormé
Blue Tail Fly - Johnny Mann
Live for Life - Tony Bennett
Tiny Bubbles - Connie Francis
Moon River - Steve Lawrence

:38 FNB Bank now pays 5%

A Man and a Woman - Ed Sullivan
Singers

Shadow of your Smile - Jerry Vale
Georgy Girl - Matt Monro
Paper Doll - Mills Brothers
Alfie - Barbra Streisand

:38 BRT Rug cleaning discount

30 min.: Best of Country/Western

Mountain Dew - Nashville Brass
Sweetheart of the Year - Ray Price
I Love You Because - Don Gibson
& Dottie West

Orange Blossom Special - J. Cash
Born to Be with You - Sonny James

:60 RLM Wood paneling for home

Heartaches by the Number - Floyd
Cramer

I'm Falling Too - Skeeter Davis
Walkin' in Loveland - Eddy Arnold
Goodbye Old Shep - Red Foley
Oh Lonesome Me - Chet Atkins
Gentle on my Mind - Glen Campbell

:22 AGC Cancer march

45 min.: Easy Listening

Instrumental music by Mantovani,
André Kostelanetz, Percy Faith,
Peter Nero, Tony Mottola, Guy Lombardo,
Wayne King, Lawrence Welk,
and so forth

30 min.: Pick of the Pops (II)

Hey There - Sammy Davis Jr.
Swingin' on a Star - Anita Kerr
Thank Heaven for Little Girls -
Jack Jones

Real Live Girl - Robert Goulet

:38 TRG Polyoptic lamps

(continued - next column)

Try a Little Tenderness -
Frank Sinatra

Help Yourself - Tom Jones

Valley of the Dolls - Andy
Williams

Raindrops Keep Fallin' on my Head -
Bill Black Combo

Buttons and Bows - Ray Conniff

:38 MRG Margate's Grand opening

15 min.: Special Program

Dixieland, honky-tonk, Gay 90's,
barbershop, Beatles, religious,
Andy Williams, Victor Herbert,
Stephen Foster; organ, moog, polka
music; Songs of the Trail; Music
from Around the World (Hawaii,
Germany, Brazil, Switzerland, etc.)

:60 LFS Lounge chair close-out

15 min.: Country and Western

Dream - Everly Brothers

Stand By Your Man - Tammy Wynette

Welcome to my World - Jim Reeves

Cotton Fields - Charlie Pride

Tumblin' Tumbleweed - Living Voices

:22 RJC Congrats to Best Teacher

30 min.: Best of Jazz

String of Pearls - Ted Heath

Up Up & Away - Brass Ring

Make Me a Present of You - Nancy
Wilson

On Green Dolphin Street - Johnny
Lytle

Corcovado - Charlie Byrd

Wade in the Water - Ramsey Lewis

:38 GBL New Chevvy's have arrived

Up in Erroll's Room - Erroll Garner

Fool on the Hill - Sergio Mendes

Gone with the Wind - Dave Brubeck

Bumpin' - Wes Montgomery

:38 JWL Jade pins on sale

30 min.: Best of the Classics

Tales from Vienna Woods - Boston Pops

Humoresque - Isaac Stern

Old Folks at Home - Mormon Tabern. Ch.

Andante Cantabile - Philadelphia Or.

Here is a sample schedule to illustrate:

	Day #1	Day #2	Day #3
8:00 a.m.	Tape #42 27th cycle	Tape #48 3rd cycle	Tape #37 39th cycle
11:45 a.m.	Tape #42 28th cycle	Tape #48 4th cycle	Tape #37 40th cycle
3:30 p.m.	Tape #48 1st cycle	Tape #37 37th cycle	Tape #46 13th cycle
7:15 p.m.	Tape #48 2nd cycle	Tape #37 38th cycle	Tape #46 14th cycle
11:00 p.m.	Sign Off	Sign Off	Sign Off

Each tape runs 48 cycles over a six-month period before it is discarded. A master schedule varies the number of days between playings of the same tape. New tapes are played 10 to 12 days apart; old tapes, 23-25 days. The average (mean) interval is 17.2 days.

Since RADIO 95 is the only commercial FM station in our area, we feel committed to satisfy all of our listeners' musical tastes — except hard rock, which is readily available on local AM stations. Each of our tapes contains the following musical programs (order will rotate):

Pick of the Pops (vocal)	30 min.
Country and Western	30 min.
Easy Listening (instrumental)	45 min.
Pick of the Pops (vocal)	30 min.
Special Program	15 min.
Country and Western	15 min.
The Best of Jazz	30 min.
The Best of the Classics	30 min.
	<u>3 hour 45 minute total</u>

A balance is maintained between vocals and instrumentals. Since a number of offices, banks and stores play RADIO 95 for background music, we avoid pieces that could grate on somebody's ears. We like catchy, familiar tunes that everybody can hum along with.

Fourteen minutes out of every fifteen is uninterrupted music. We stick pretty much to the "Greatest Hits" of the greatest artists in each category. In order not to duplicate the efforts of AM stations, RADIO 95 has no wire news service.

Stereo versions of hits from the 1890's-1940's link the present with America's great musical past. The over-30 crowd, severely alienated by contemporary radio most everywhere today, unilaterally endorses RADIO 95.

The 2,000 albums in our record library have been hand-picked to represent "the world's most enjoyable music" (again see Figure 2).

7. Copyright Clearance

Before beginning our cablecasts in late 1968, we went to great pains in order to obtain official copyright clearance from the three major agencies--ASCAP, BMI and SESAC. We were told that there was no contract form for a cable radio station, since the copyright issue had yet to be settled by the courts.

We submitted a 14-page outline of our proposed cable operation to each of the three agencies. BMI was the only one that responded to our request: we could "go ahead and cablecast without fear of copyright infringement," they told us.

When the copyright issue is eventually settled, we expect to be contacted about signing some sort of agreement. Something on the order of the standard radio station contract would not seem unreasonable. However, any proposal must consider the fact that we are an ultra-low-budget operation, with gross annual receipts under \$2,000. Excessive or unreasonable minimum copyright fees could easily sink an overladen ship.

If we ever market any of our tapes commercially, the standard copyright fees for that type of enterprise will of course apply.

RADIO 95 has done everything possible to promote the music industry. Our Special Programs often highlight a particular artist or label. On our regular programs we announce the names of all artists. We continually remind listeners to patronize local music dealers. We urge everyone to buy records and tapes. We are willing to hunt up any record in our library whose number a dealer cannot find in ordering for a customer.

Last year Riverton's largest music store reported sharply higher sales than the year before. The owner attributed this increase largely to RADIO 95's role in promoting music locally.

8. Operating Expenses (monthly)

New tapes (2)	\$100.
Blank tape	20.00
Records, Labor	80.00
Equipment maintenance...	30.
Newspaper advertising...	20.
Directory advertising...	10.
Radio promotions.....	10.

Total Estimated Monthly Operating Expenses: \$170.

Note: These figures do not take into account the cost of soliciting advertising or preparing ad copy. These expenses may vary widely.

9. Advertising

Advertising is the only source of financial support for RADIO 95. Our tapes are programmed with "slots" for ads to be dubbed in at quarter-hour intervals. During a full broadcast day (15 hours) we can carry a maximum of 30 minutes of paid advertising. Spots run in 15, 30, and 60 second lengths.

We sell our time for 75-85 per cent less than our AM competitors. Even at this modest rate we can support a full day's programming with only 12 per cent as much total advertising as an on-the-air station. A 30-minute package of ads costs our sponsor \$25 — approximately 44 cents per half minute.

Advertising slots which have not been sold are filled with public service announcements provided by the Advertising Council, the Cancer Society, March of Dimes, etc.

If all of our advertising slots were filled with paid ads, we would take in \$25 a day. Our operating expenses, you recall, have been estimated at only \$4-5 a day, exclusive of ad writing and production.

Billing is a simple process of adding up the total amount of advertising time from the monthly program logs. We make no extra charge for ads that we run over the contracted minimum. Advertisers always get a little more time than they expect.

Until a cable radio station captures a sizeable audience, the most frequent sponsors will probably be large community-minded organizations like banks, airlines, utilities, etc.

10. Publicity

Fortunately, Riverton is small enough so that publicizing our station is neither difficult nor expensive. When we first began cable-casting, we ran half-page display ads in the local daily newspaper. Radio-TV stores absorbed some of this cost by acting as co-sponsors, since they stood to benefit by selling FM radios.

Twice a week we run a 3-inch column announcing our program highlights (see Figure 3).

In order to build our audience to its present size, we have used direct mail, telephone, and door-to-door methods. Local merchants have cooperated in giving our listeners free merchandise or discount vouchers in exchange for radio advertising time. Many listeners have won these prizes by phoning the station in response to spot give-away contests ("third caller wins...").

A cable radio station cannot achieve an official audience rating unless pollsters (1) acknowledge the station's existence and (2) list it in their area roster. RADIO 95 is not recognized as a broadcast station by the editors of Broadcasting Yearbook, which lists only licensed on-the-air stations.

RADIO 95 PROGRAM NOTES Published in The RIVERTON RANGER
(Figure 3)

ON RADIO 95

**Music from
Norway**

"Songs from the Norwegian Fjords" are among the selections to be heard tomorrow afternoon in a special program of "Music From Around The World."

Norway's favorite vocal ensemble, the Meloditersitten" sings three authentic ballads.

"Per Spelmann" is the song of a farmer who trades his only cow for a fiddle.

The French portion features selections from the original movie soundtrack of "The Umbrellas of Cherbourg."

Student drinking songs highlight the German music portion.

Records for the program were loaned to Radio 95 by Lee F. Olson, Bill Reichert and Mel Moen of Riverton.

Radio 95 may be heard daily from 8 a.m. to 11 p.m. on any FM radio with cable TV antenna attached. — Adv.

ON RADIO 95

**Country Music
Bows In**

"The Best of Country and Western Music" will soon be a regular program on Riverton's FM stereo music station, Radio 95.

Popular, jazz and classical music have been programmed on a regular basis since December.

Listeners seem to like Country and Western almost as much as Instrumental and Semi-Classical, a recent survey showed.

The changeover to country music will be gradual. Eddy Arnold, Jim Reeves, and Glen Campbell will be among the top featured country artists.

Each musical program is 30 minutes long. Programs rotate throughout the broadcast day from 8 a.m. to 11 p.m.

Radio 95 can be heard on any FM radio with a cable TV antenna attached.—Adv.

ON RADIO 95

**Gilbert and
Sullivan Show**

Saturday morning will be the time for stereo bugs to adjust their sets as Radio 95 presents "A Demonstration of Stereo," with channel balancing, phasing and frequency response tests.

Remember the Gilbert and Sullivan community concert? Tomorrow afternoon's program features highlights from five G&S operettas.

Like old-fashioned barbershop ballads? "Music from the Good Old Days," starring the 1966 International Barbershop Chorus winners, runs tomorrow.

Sunday Tchaikovsky's world-famous Symphony No. 6 ("Pathetic") will be played by the Philadelphia Orchestra.

It's all on FM Radio 95. For details phone 856-9500.—ADV.

ON RADIO 95

**Jazz Harp and
Jazz Mass**

The artistry of Dorothy Ashby, queen of the jazz harp, may be heard throughout the day tomorrow on Radio 95.

Miss Ashby, a native of Detroit, was the first harpist ever to be chosen for the Down Beat International Jazz Critics Poll.

She achieves a rare interplay between bass and drums in "Essence of Sapphire," which sounds incredibly realistic on larger stereo sets due to the technical excellence of the recording.

The Roman Catholic Church recently approved jazz liturgy, and Joe Masters' rendition of the "Credo" from the "Jazz Mass" is a rare musical delight.

That's what's happening tomorrow on Radio 95, FM stereo on the Riverton cable. — ADV.

ON RADIO 95

**FM Radios
For \$12.99?**

Just what does it cost to hook up to Radio 95? Ten downtown stores have the answer.

The lowest - priced FM radios in town are at Woolworth's, where \$12.99 buys a 12-transistor AM-FM battery model.

To hook your radio up to a cable TV antenna, wire from Ace Hardware is the best buy at 3 cents a foot.

Table model AM-FM radios begin at \$15.95 at Pioneer Drug, \$25.95 at Styicraft (RCA), and \$21.95 at Electronic-Music Center (Admiral), where antenna couplers are now only \$2.75.

Floor model combos are the best value at Modern Appliance Center, while Gambles sells tape player combos for \$189.95, another good buy.

Now is the time to hook up to Radio 95. Values are tops. — ADV.

RADIO 95 cannot claim the largest share of the audience in Riverton, but we do know that our format appeals strongly to that portion with the highest per capita buying power (businessmen, teachers, professional people, etc.). If a man owns a high-priced FM stereo receiver, he'll use it — as long as there's something to listen to.

We take our listeners quite seriously. We urge them to call anytime and tell us how they like the music. Surveys are taken periodically to help us evaluate our programming. The compliments consistently outweigh the complaints by a wide margin.

Studies of ours show that well over 90 per cent of Riverton's residents have heard about RADIO 95. Apparently more of them would listen if they knew more about (1) what is meant by an "FM" radio and (2) how to make the radio-to-cable antenna connection.

Our contribution to the CATV business here is evident, also. We have kept a number of potential disconnects on cable during the TV-impooverished summer months. Many new CATV subscribers are downtown stores that want RADIO 95 for background music.

RADIO 95's strides during the past 18 months in a small Rocky Mountain community forecast a dynamic future for cable radio elsewhere throughout the nation.