

STEREO SESSION

A New FM Program Series

by

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Stereo Session is a program series to be initiated in New York on WRFM (20,000 watts E.R.P., FM stereo multiplex). The program will be presented five days a week, Monday through Friday, at prime evening time, nine to ten P.M.

The program will devote itself to the promotion and sale of high fidelity components. The superior quality of components will be emphasized and actually demonstrated on the air. Here, for the first time is a regular daily program series which actually uses and demonstrates the equipment of its sponsoring manufacturers. The opportunity is being offered to just six manufacturers to associate themselves with this new concept in broadcasting which will present stereo music in its most exciting forms. It will feature guest artists, writers from the magazines and other publications, and interviews with authoritative representatives of the non-competing sponsoring companies discussing high fidelity, stereo and their own products. The series will be taped and these taped programs will be made available to sponsors at the nominal charge of just \$5.00 per program per sponsor for each additional market (L.A., Chicago, Etc.) that may be selected. The initial contract for the New York market must be for a minimum of 13 weeks. The contract will be written for 52 broadcast weeks with 13 week options and a summer hiatus of 6 weeks from July 15 to August 31, 1964.

Mailings to dealers in each market, posters, streamers, etc. in all hi fi stores, plus strong on-th-air spot announcements will promote the series.

Each participating sponsor will receive a minimum of five minutes of commercial time each week and also opening and closing billboards, in addition to the integrated program material which will be described below.

Sponsoring manufacturers may be in the following categories: antennas, rotors, headsets, cabinets, tape, tape recorders, record players, arm - cartridges, tuner-amplifiers and speakers.

From time to time the program will originate from a dealer's show room to which the public will have been invited on previous programs. A guest artist will be present for an interview and his or her recorded repertoire will be featured. It is these public sessions that will demonstrate visibly the equipment being used in professional application. The program's music sources will be principally from discs, and the record player and cartridge will be mentioned on a regular basis as being the ones used for this purpose. Music often will be selected on the basis of the demands it makes on this equipment and the selections will also be those which experience has shown to be most attractive and stimulating to audiophiles and potential audiophiles. In each product category it will be emphatically pointed out just how the equipment contributes to achieving high quality music in the home, but continuous mention will be made of the value the equipment has to professional broadcasters and its superior quality even when compared to professional equipment costing many times as much.

The manufacturers of FM antennas, rotors and FM tuners will combine with the tape and tape recorder manufacturers to encourage further use of this equipment and demonstrate their remarkable versatility and performance qualities. A tape recording of an actual FM stereo signal picked up a relatively short distance from the receiver will be broadcast. It will be explained that the antenna and tuner were of inferior quality and the signal will be noisy and distorted. This will be followed by the same signal from the same station but this time the signal will be loud and clear. It will then be explained that the tuner and antenna used the

second time were those of the program's sponsors. Other FM stereo signals will then be broadcast and it will be pointed out that these new signals came from FM stereo stations located at greater distances from the receiver and transmitting lower power than the original station. It will be graphically shown that the inferior equipment could not even raise these stations which are located at widely diverse points on the compass. A superior tuner, rotor and antenna, however, provide sources of stereo musical material for listening enjoyment or recording far beyond the expectations of the average listener.

The crucial role of each component will be detailed and because the quality of the tape recording will be excellent, a valuable and valid testimonial to the equipment is immediately apparent. Bear in mind that WRFM's signal is strong and effective and while stereo listeners may receive it satisfactorily, the superior equipment will make it possible to receive other stereo stations with which they may be having trouble or that they were not even aware were available. Once a week a Recording Session will be featured during which a complete performance of a well-known classic will be broadcast from a magnificent master tape, specially licensed for this series. The host of the program will give explicit instructions on just how to record these selections on a tape recorder, (always suggesting that the recorder and tape of the sponsor will give the best results). The length of the selection, how much tape will be required to record it completely and the highest levels of the music will be given beforehand to permit a perfect recording. Doing this once each week will assure continuous use of the recorder and more tape purchases as listeners build their libraries. Here again it will be emphasized that only top quality components from antenna through tape recorder and on to the speaker can assure satisfaction.

The tape recorder sponsor will be identified as being the maker of the machine that recorded the program and is actually playing it back at the broadcast studio. In other words the equipment in professional applications will be demonstrating its full quality via the only advertising medium permitting this most dramatic and exciting presentation - - FM stereo. These features: demonstrating equipment, the dealer showroom tie-in, the guest artists and authorities, and the strong publicity merchandising and promotion will assure more listenership and results.

WRFM -- 105.1 mc. New York City

The station is located at 58th St. in the Woodside section of Queens. It has been on the air over ten years and broadcasts eighteen hours a day. Its signal quality is excellent and it has a competent staff of engineers and announcers. The broadcast signal of WRFM is heard throughout the metropolitan area with no dead spots or nulls.

RATINGS

WRFM began stereo broadcasting in December of 1963. The most recent ratings that were done for FM were released about a year prior to that. Since we now have figures which show without exception that a station's audience increases when it broadcasts in stereo, we can safely assume that these figures are probably on the conservative side. They are taken from the Pulse, Inc. who measured the New York market in an eighteen county area.

Homes possessing FM receivers - 53.2% of all radio homes (4,672,600) or 2,541,800 in this eighteen county area. This is the second largest radio market in the country, second only to New York's AM market of 4,672,600 homes. It is larger than Los Angeles' AM market of 2,182,000 and Chicago's AM market of 2,110,000.

The daily total rating of the FM only stations follows:

WABC-FM	1.0	or	25,400 homes
WBFM	2.2	"	55,900 homes
WNCN	2.9	"	73,700 homes
WRFM	3.9	"	99,100 homes
WTFM	3.1	"	78,800 homes

The rating in every case is an expression of a percentage of homes (There are an average of 2.8 listeners per home) tuned in to a particular station. Using the total number of FM homes (2 $\frac{1}{2}$ million) as a base, a rating of 3.9 represents 99,100 homes.

Pulse lists the total weekly audience, known as the "weekly cumulative" audience on FM in New York as follows:

WABC-FM	2.2	or	55,900 homes
WBFM	4.3	"	109,300 "
WNCN	6.3	"	160,100 "
WRFM	7.6	"	193,200 "
WTFM	6.6	"	167,800 "

The rating at 8:00 PM, Monday - Friday is:

WABC-FM	.2	or	5,100 homes
WRFM	.8	"	20,300 "
WNCN	.5	"	12,700 "
WRFM	.8	"	20,300 "
WTFM	.7	"	17,800 "

The rating at 10:00 PM, Monday - Friday is:

WABC-FM	.4	or	10,200 homes
WBFM	.5	"	12,700 "
WNCN	.4	"	10,000 "
WRFM	.4	"	10,000 "
WTFM	.5	"	12,700 "

WQXR and WPAT do not have separate FM ratings. These stations' ratings that are listed in AM studies include their FM audience as well, since they duplicate AM and FM and FM may not be bought separately.

Because this series is on five days a week and the audience turnover from day to day is very high, the program can be conservatively estimated to reach over 110,000 families in one week as the average daily rating is .8. The cost per thousand on the series is just a little less than \$1.50, which

The cost per week for Stereo Session is \$150.00 per participating component manufacturer. This cost covers all above listed features, activities and merchandising, air time, talent and production in New York. Five dollars per program per sponsor per market will enable the program to be aired in as many additional markets as the sponsors collectively wish. The only additional cost would be the air time in these markets. A check of the stereo FM rates of stations covering Chicago and Los Angeles reveals that based on five days a week, an hour program may be purchased for as little as \$75.00 per hour. Six firms sharing this cost brings the weekly cost per firm to approximately \$90.00 per week in each of these vital areas with daily hour-long exposure in prime time. Publicity in connection with this series will be extensive and both trade publications and consumer press will be receiving continuing releases on the activities that will unfold weekly on the program. Of course, listings in Cue, The Times, Tribune, etc. will also be published.