



*In Cleveland the
news is as close
as your fingertips*

DIAL-A-NEWS

THOUSANDS of people in the greater Cleveland area now dial "Instant News" since Cleveland's *Adventure Radio* WERE inaugurated a unique telephone service—the first of its kind in the country—called *Dial-A-News*.

Similar to an automatic answering device, this new telephone service provides up-to-the-minute news to everyone dialing TOWER 1-8800 in the greater Cleveland area.

In operation 24 hours a day, seven days a week, this new *Dial-A-News* has been of special interest to the hurried businessmen, keeping them up-to-date on the latest local, national and international problems. In fact, the new service has proved so popular that the general public keeps this specially designed equipment at calling capacity level during the time of important news breaks.

Richard M. Klaus, vice president

and general manager of WERE and the Cleveland Broadcasting, Inc., initiated *Dial-A-News* in cooperation with Ohio Bell and Bell Laboratories. This is the first time that such a service has been offered by a firm other than the telephone company.

Installed at a cost of \$750 per month, WERE has already sold eight hours of commercial advertising across the board, seven days a week. Each *Dial-A-News* hour is sold for

\$50 and discounted per hour as hours are increased. "Already, the service is paying its own way", said Klaus. "In just three months, we've sold one third of the available time. In fact, word-of-mouth advertising is selling this new service and we're adding more sponsors each week."

The recording-announcement equipment of *Dial-A-News* is housed in the TOWER 1 central office in the main downtown building of Ohio Bell. A special control unit, perfected by Bell Laboratories, is installed at the WERE studios. When news breaks—local, national, international, sports and stock market reports—the WERE award-winning news staff records the latest happenings in the one-minute capsule "Instant News" reports.

A maximum of 60 seconds of recording time permits a ten second commercial and sponsor identification, followed by news headlines and weather, and a closing sponsor identification. Even musical transcriptions can be used. On non-sponsored news capsules, civic or station promotion announcements are recorded.

In operating, the recording equipment has two sealed tape reels. Both are active while the equipment is in use, but one acts as a spare. For instance, a message is recorded on reel #1. That message is the one callers will hear until the news is changed. Then a second message is recorded on reel #2. At that point the second reel takes over all calls and by the end of the next one-minute cycle it

also transcribes its information over to reel #1, erasing the old information on reel #1. The first reel is now available for use and reel two becomes a spare. The reels progress, switching as up-to-the-minute news is recorded. Regular news recordings are made every half-hour around-the-clock, but the "Instant News" is available as it happens.

"A great deal of credit for radio's great success in the past few years has been the result of all-out efforts to provide the public news when it happens", says Dick Klaus. "We of the WERE news have six experienced newsmen who have done an outstanding job of covering, writing and presenting the news." A new challenge faces the news staff, because *Dial-A-News* requires telegraphic writing. The news must be presented concise and complete, prepared for delivery in a 40 second time slot.

WERE has one of the most complete news stations in the country. Four mobile units provide on-the-spot coverage of news happenings. The Traffic Copter, (see front cover) another of WERE's innovations in Cleveland, is in the air mornings and early evenings, five days a week, reporting on the city's traffic situation. One-minute live reports by an officer of the Traffic Division of the Cleveland Police Department are made via WERE to thousands of work or homebound motorists. In addition, WERE utilizes radio telephones, tape recorders and fire and police



OHIO BELL engineer Ray Donlan talks with Richard M. Klaus, vice president and general manager of WERE about plans for *Dial-A-News*.

radios to cover the news in depth.

Cleveland's *Adventure Radio* station has lived up to its name with this new and different telephone news service approach. "Since we were the pioneers of this news concept we were taking a chance on this service", explained station manager Klaus. "But it has proved an outstanding success. Over a half million calls have been dialed to *Dial-A-News* since we began operations in July, averaging 50,000 calls a week. This idea has opened a whole new avenue of advertising and has created a new technique in radio station service for the community."

NEWSMAN Michael Prelee records the latest news flashes on special equipment at WERE.



WERE *Adventure Radio* newsman Bob Hagen checks the police & fire radio for latest reports before preparing and delivering the latest *Dial-A-News*.

