

## Other Network Operations

There are many regional full-time networks across the nation. They all differ substantially in nearly every way -- content, purpose, distribution, size and rates. Standard Rate and Data Service (SRDS) lists 113 radio networks in the United States. In preparation (for) this project, the promoters contacted eleven of these:

The Intermountain Network: This network serves 10 states and 91 stations. It joined a news network already in existence, and thus simply became an arm of the parent company, beginning its broadcasts this calendar year (1972). Its operation headquarters is (in) Denver, Colorado. Programming consists of weather, markets and crop reporting. Operator was formerly with KLIK, Jefferson City, Missouri.

The Tobacco Network: This is one of the oldest regional networks in the United States and has expanded into five separate networks, all crop related. Distribution is by a 250,000 watt FM station in most of the states they serve, and by tape to those states not reached by the FM. Coverage is over eight states. Network offers time to the affiliates at their local rate card and the station pays the network a commission for sales.

Voice of Southwest Agriculture: This San Angelo, Texas network is one of the smallest operations around. One man handles everything and serves eight stations. Programming is entirely live, 30 minutes in the morning and five minutes at noon. This owner too was formerly with KLIK, Jefferson City, MO.

Michigan Farm Network: This operation is now two years old and uses wide area telephone service (WATS) lines for distribution. Network buys five minutes of time and the use of adjacencies for for one minute spot rate from the station and, in turn, sells the program at the five minute rate. During their first year, their best month grossed \$6,000 and their worst month grossed \$1,500. Average monthly gross is about \$4,000. Both employees, their salesman and the farm director, have other employment and work on the network part-time.

Wisconsin Farm Network: This too is a small operation, but the network is a new one. Each station is negotiated with separately. The usual agreement is a split of sold advertising. Sales the first year in this one-man operation averaged about \$3,000 per month. The operation is beginning its second year.

Oklahoma News Network: Wholly-owned property of KTOK Radio, Oklahoma City. Primarily a news network, this network utilizes the talent and facilities of an affiliated radio station. Distribution is to 46 stations by telephone lines costing about \$4,000 per month. Programming is 5 minutes each half hour local news, and national news on the hour. There is some farm programming, but no farm director. The staff is shared with KTOK, except for the network manager and three salesmen. Monthly expenses are \$10,000, and the network is making a good profit according to management, but the first year was tough with an "investment" or "loss" of \$25,000.

Texas State Network: A wholly-owned property of KFJZ, Fort Worth. This is primarily a news and sports network similar in operation to ONN. It uses CATV and FM for distribution. The network

serves 131 stations fulltime, and an additional 37 stations joint to make the Dallas Cowboys net. It started in 1938 and was rebuilt in 1965 after faltering. One man handles the entire load of the network except talent.

Carolina Radio Network: In the state of Carolina this is primarily a farm network, but now has expanded into a spot brokerage business covering 38 states and has maintained a high profit margin, expanding it substantially in the last two years. The network has a full-time farm director and supplies programming to all stations on programmed portion of the network.

Iowa Radio Network: A nonprofit network, owned by the 17 member stations. Besides farm news, they have a good deal of sports information and some news. The network acts as a sales arm for the member stations, after bills are paid, including a 4-grand monthly telephone bill, the profits are divided equally between member stations.

Ohio Farm Network: This is a full-time farm network, but distribution is by tape, and five days late. Programming is entirely morning about 20 minutes in length. It is entirely a pre-sold program, based on a percentage of the rate card of each station. One man handles all the programming and all the selling. The overhead is low, and sales, by comparison to the others, are moderate at best, seldom reaching \$10,000 per month.

Illinois Farm Broadcasting: This operation is a wholly-owned company of the Illinois Farm Bureau. Stations get all programming free by telephone lines but agree to carry two commercials per day of the Illinois Farm Bureau.