

# WFMT radio . . .

Continued from page 12

The FM stereo station has won more major awards than any other radio station in the country, including 11 Major Armstrong Awards, four George Foster Peabody Awards and eight Ohio State Awards.

### Committee members

Lincoln Symphony conductor Robert Emile, Wesleyan University Music Department Chairman Paul Swanson, Nebraskans for Public Radio director Larue Wunderlich and Sen. Shirley Marsh are among those on the committee trying to bring WFMT to Lincoln.

During the past three weeks, Dodworth says, he has spent more than \$100 of his own money and hours of his time trying to increase public awareness of WFMT, while trying to persuade Cablevision to offer the service to subscribers.

He distributed flyers about the new committee to concert-goers at Kimball Hall and at Ryan Auditorium at Nebraska Wesleyan University, ran an ad in the Journal-Star newspaper announcing a Citizens' Meeting for Cable Television Jan. 29, (conducted by the major's Cable Television Advisory Board) and corresponded with WFMT's marketer, United Video, Inc.

"I'm dropping the ball," Dodworth says now. "I just don't think it's worth it to me anymore." He says Lincoln Cablevision executives have not acknowledged his efforts, which he claims are in Cablevision's best interests.

### Marketing tool

"It's a great marketing tool," Dodworth said of WFMT. "Why wouldn't the announcement of something like this in ads attract more people or keep more people (as Cablevision subscribers)?"

Letters answering Dodworth's flyers, though few, demonstrated that several people in Cablevision's area would subscribe to Cablevision if WFMT reception were available, he said, and some already subscribing would pay a higher fee for the service. Dodworth plans to deliver the letters to Cablevision within a few days, he said.

"The payoff would be, it'd help them save face," he said. "They recently raised their rates, but haven't upgraded anything. There's about 100 stations you can get off that satellite. And we're deprived."

Cablevision fills three of its programming frequencies with Christian gospel stations, because their reception is provided free to Cablevision, Dodworth said.

### Penny a month

The cost to Cablevision to run WFMT would be one penny per month per subscriber, Dodworth said. With Cablevision's 36,700 subscribers, that would run about \$360 monthly, paid to United Video, he said. That cost could be covered by the addition of 35 subscribers, he said.

Also, initial costs to Cablevision would include \$600-900 for an "up-converter," an FM component that filters the sound within a satellite station, Dodworth said. He told the mayor's Advisory Committee Jan. 29 that he would be willing to buy the up-converter and lease it to Cablevision, he said.

Dodworth said he has received no response from Cablevision's general manager Wendell Owen, even though

he has sent Owen information about WFMT and a copy of his committee's press release.

But Owen denies having heard from Dodworth about the committee to bring WFMT to Lincoln.

### No letter

"Mr. Dodworth has not sent me a letter on that," Owen said. "I've heard that from other people." Owen said a Lincoln Star reporter first showed him a copy of Dodworth's press release and gave him copies of letters Dodworth had sent to other people.

"He (Dodworth) talked to me through my programming director, but when my programming director tried to get him to talk to me, he wouldn't," Owen said. He said he is aware that Dodworth plans to deliver him the letters within the next few days.

Dodworth confirmed that he had declined to speak with Owen.

"That's right," he said. "I said (to Cablevision programming director Dick Bates) 'Just tell him (Owen) I'll be down to see him with my letters, but if he wants to call or write me, it's fine.'"

"He (Owen) has known about this thing. I've been getting all these excuses. Just my talking about this is something that should be acknowledged but has not been acknowledged."

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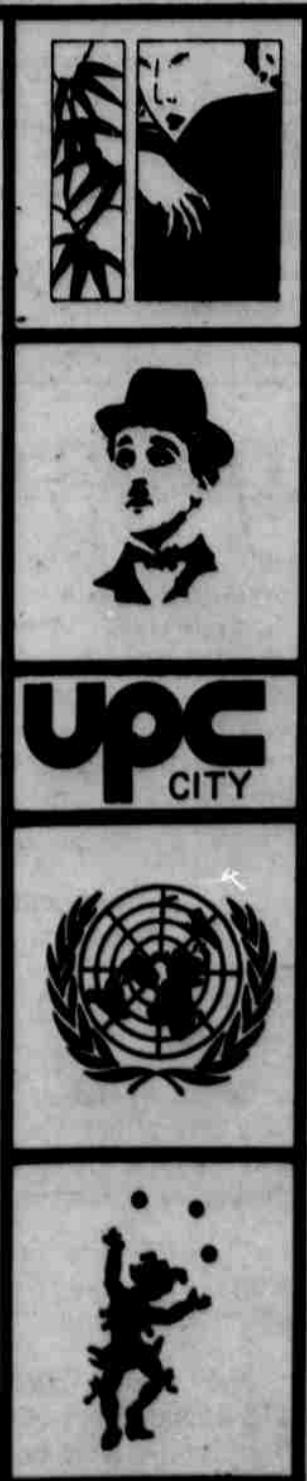
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