

# EIR reports offer radio alternative

by Franklin Bell

The media moguls of New York and Hollywood may be in for shocks that in the next few months will convulse their ratings. Just by attempting to adapt to the convulsions, the moguls will be setting themselves up for more. The nation's "cultural paradigm shift"—harbingered by its growing intolerance for the drugs-AIDS counterculture—will soon be reflected in Americans' media choices. Defying the profiles projected by Nielson and Arbitron, more and more Americans will be flipping channels and switching dials in search of sane programming.

These people already have a few friends at radio stations across the country. "We like to air material that is not popular with the networks," says general manager Ed Graham of WNTR-AM (1050 khz) outside Washington, D.C. "People keep calling us, saying, 'Thank you for airing that program. You're the only place we can get that.'"

For more than a year now, Graham has been airing *Executive Intelligence Review* Radio Reports during morning drive for commuters braving the Beltway. The single-topic, four-and-a-half minute news program relies on *EIR*'s intelligence staffs to provide listeners with information they recognize they can get from no other source.

"I use *EIR* Radio Reports to the fullest extent. They provide an in-depth perspective that makes it possible for an otherwise misinformed listening audience to clearly understand the nuances of domestic and international affairs," stated newsman Roy Wood of WENN-FM (107.7 mhz) and WAGG-AM (1320

he has a far different view of his audience than the network chiefs: "An informed citizen is a better citizen," he said. Wood cited *EIR*'s exposés' of the international narco-terrorism mafia as the most helpful to his listeners.

Graham's, Wood's, and about 100 other stations across the country now use *EIR* Radio Reports regularly. Five programs each week provide the latest intelligence on the wide spectrum of issues this magazine covers. Stations find a variety of effective ways to use the programs: as separate news features, openers for talk shows, segments of larger news programs, and as counterpoint to the usual "collapse-is-recovery" newspeak by "recognized experts" the liberal media use. Because of their short production- and delivery-cycle, *EIR* Radio Reports often are the first of the *EIR*-related news

services to provide public reportage of breaking events.

*EIR* Radio Reports also provides stations with a weekly 15-minute interview with *EIR* editors and newsmakers. Program directors like to use the interviews as either separate programs or as leads for "open-line" call-in shows. An interview with Mark Burdman of *EIR*'s Wiesbaden bureau broke the story in the U.S. media of Soviet heroin traffickers nabbed in the West, days before President Reagan went public with his War on Drugs. *EIR* still is the only news service to report the bust, despite the Justice Department's full knowledge of it.

*EIR*'s legal staff has affidavits documenting that Justice's FBI has been quick to act on other matters, however. In the Southeast and Midwest, stations have been harassed for airing *EIR* Radio Reports. The harassment has come from FBI agents as well as other, unofficial, accomplices of the Anti-Defamation League. Why?

*EIR* radio programs answer a need more and more listeners and station owners recognize: The programs cover the breaking news the networks and wires distort or try to black out. To hear the content of the President's Strategic Defense Initiative speech or the story behind "Palacegate" in Britain, for example, the *EIR* programs are the only source on the air. *EIR* Radio Reports provide extensive coverage of the news behind the AIDS pandemic, narco-terrorism, International Monetary Fund genocide, the Russians' drive for global showdown, the cultural battle between oligarchs and republicans, and scores of other processes that the U.S. subjects of the media's perception games are not supposed to be interested in.

## Controversy sells

Radio staffers with backbones expect—and thrive on—controversy. The *EIR* programs generate controversy for two reasons: Their accurate reportage contradicts the more widely heard story-telling of the networks; and time and again *EIR* Radio Reports scoop the moguls on whole categories of coverage. The war on narco-terrorism is a good example. Stations across the country report that *EIR* Radio Reports have enhanced their listenership, and increased audience-shares benefit advertising sales.

Some disagree. Clark Quillen of WMTN radio in Morristown, Tennessee, discussing *EIR* Radio Report: "The quality of the programs is good. There is a lot of good information in them. . . . But we don't like to run news like that. Once we reported that the unemployment figures were rising; people got so upset that they cut back on advertising. So we don't run that kind of news."

But some can sense a shifting of the winds. A year ago, one talk-show host, who broadcasts his program in several major media markets from New York City, vowed with characteristic vehemence never again to have anyone associated with *EIR* on his program. Now he calls *EIR*.

*For more information, radio station personnel may call EIR National Press Staff 202-955-5930.*