

MEMO# 1258

July 28, 1989

DIRECTORY OF ALL-NEWS BUSINESS SHOWS ON TV AND RADIO

July 28, 1989 TO: PUBLIC INFORMATION COMMITTEE NO. 20-89 RE: Directory of All-News Business Shows on TV and Radio

Since there are a number of new, or expanded, business news networks, we have pulled together some basic information to help you get in touch with them. NBC has a new cable business show named CNBC. It is an around-the-clock, 7-days-a-week channel of financial and consumer information. CNBC is competing with FNN, which now has more time for news since it is dropping its paid "infomercials." Both channels need many story ideas and good interviews. The Business Radio Network in Colorado Springs is an all financial radio network. They use some live interviews, and the reporters will call "experts" and record conversations for use in packaged reports. In Los Angeles, Buz Schwartz reigns over Money Radio Network, which does financial and investing interviews all day. He's in dozens of markets. And there are other programs with potential. The new hours of air time offer new opportunities for mutual funds to talk about personal investing. The producers, anchors and reporters are looking for ideas and contacts. Attached is a rough outline of what is available. Some names will change by the time we get this in the mail, but the attachment lets you know what's available and gives you a place to start. Kathryn Morrison, Director Broadcast Information Services

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