

1994-95 Promotion  
Events Calendar

SPECIAL SUPPLEMENT  
1994

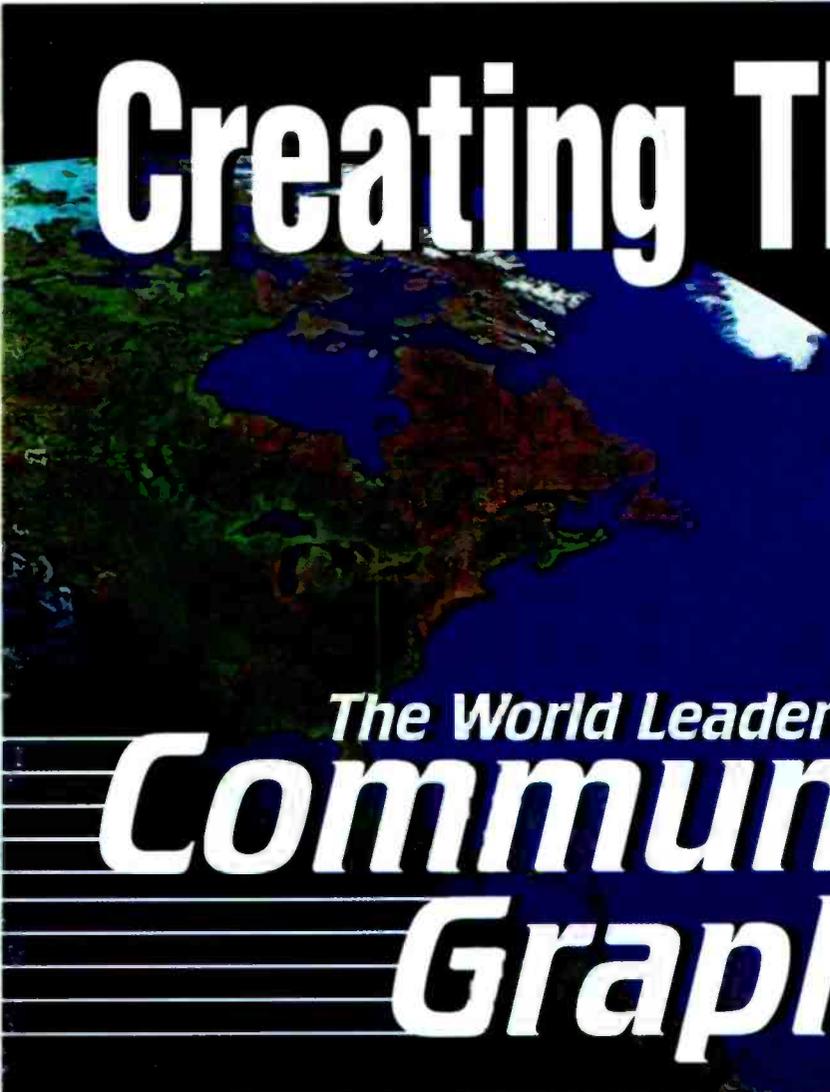


# MARKETING & PROMOTION GUIDE

**Complete Results: Exclusive R&R Marketing Survey**

**Marketing Tools: Outdoor Ads, Contest Rules, PR Primer**

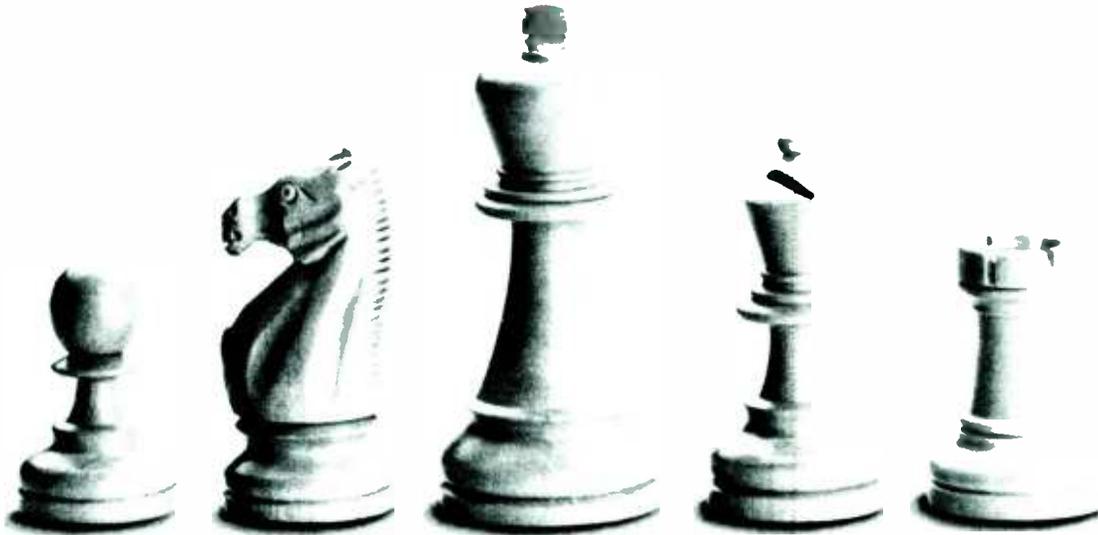
**Marketing/Promotion Products Directory**

A satellite-style map of North America is shown in the background of the advertisement. The map is tilted slightly to the right. The text 'Creating The Image Of Radio.' is overlaid on the map in a large, white, sans-serif font.

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Now, make your best opening move. Call us.



*The marketing edge of the 90's*

## 2 The Evolving Role Of The Radio Station Marketing Director

With a bit more than five years left in the millenium, the radio industry is undergoing spectacular changes, and so is the role of the marketing and promotion director. Key radio industry leaders help point out future trends as well as current challenges that involve radio marketing.

## 6 Exclusive R&R Marketing & Promotion Survey

Complete results from the winning stations in all formats and all Arbitron market sizes. See how they divide up their marketing budgets, when they promote, and what tools they use.

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## 24 How To Win With Database Marketing

Exploiting your listener database is on the cutting edge of radio's new marketing frontier. But as KMPS/Seattle VP/GM Fred Schumacher points out, there's quite an investment of time, personnel, and money involved. Yet, the concept has become a real listener- and client-pleaser.

## 28 Research Roundtable

Six prominent radio research experts offer plans of action when a station needs to consider an image or format change.

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# Radio's Marketing Directors Navigate

**T**he role of the radio station marketing and promotion director continues to evolve. Gone are the days when the promotion director's biggest worry was if the afternoon DJ would show up on time for a personal appearance. The challenges are reaching new, more complex levels, thus demanding more sophisticated professionals to tackle them.

Today, radio industry leaders acknowledge that the biggest challenge to a station's success is no longer another station down the street. Nor is it the TV stations . . . or the cable system.

As **EZ Communications** President **Alan Box** points out, "With the new technologies, radio broadcasters will no longer have the option of status quo. Audiences will have many more electronic entertainment choices. Without a strong individual relationship with audiences, radio is at risk of losing competitive ground to new services from cable, satellite, and computer networks. Radio could become risky business for those who cling to the past. We have a belief that those who don't embrace new technology will regret the day they made the decision."

**I**n fact, radio's new challenges are coming from several directions:

- All competing media, which are finding more creative ways to target consumers. However, the industry's top sales professionals emphasize that radio is as equally positioned for future success as any medium. It's virtually unchallenged as an out-of-home medium, especially in its ability to target specifically. It

markably steady over the past several decades.

- Advertisers, who place greater emphasis on their marketing budgets and less on ad budgets. **Radio Advertising Bureau** President/CEO **Gary Fries** lectures continuously,



*Vintage KYA/San Francisco promotion from the late '50s. If only radio station marketing could have remained so simple!*

also has decades of experience in target marketing, something the best-positioned challenger, cable TV, is just discovering. As a testament to its endurance, the typical American's TSL to radio has remained re-

"Radio stations must stop knocking down their crosstown competitors. They must get together to form unions and associations which promote the medium as a whole. They must form marketing partnerships



**"With the new technologies, radio broadcasters will no longer have the option of status quo. Radio could become risky business for those who cling to the past. We have a belief that those who don't embrace new technology will regret the day they made the decision."**

**—Alan Box**

# The Information Superhighway

**“Radio stations must stop knocking down their crosstown competitors. They must get together to form unions and associations which promote the medium as a whole. They need to strive for not just a 7% share of the ad dollars, but a slice of the much larger marketing budget.”**

— Gary Fries



with companies instead of just selling spots. They need to strive for not just a 7% share of the ad dollars, but a slice of the much larger marketing budget.”

Some prominent broadcasters suggest it may be time for radio to consider forming alliances with other media in order to strengthen its market position, while others say such moves are premature.

- Radio listeners, who are discovering an expanding palette of alternate information and entertainment options. At the recent **PRO-MAX** convention, attendees were constantly reminded that more computer monitors than TV sets were sold in the U.S. last year — a disparity that will grow in the coming years. What's more, surveys of elementary students revealed that kids would almost universally rather part with their TVs than with their computers. In addition, with its ability to receive information via a personal communications service (PCS), computing can be done without wires, even in the palm of the hand.

**F**lorida media magnate **Bud Paxson** has recommended all broadcasters “gather up as much spectrum as you can find . . . including low-power TV licenses.” Why? “Because the future of mass media is in the hands of the broadcasters, not with the wired media like cable or the telephone companies.”

## Stay Alert

While many of these challenges seem far away, Fries and his contemporaries warn radio pros not to take their eyes off the ball. Competing media are wasting no time trying to achieve the same kind of growth radio seeks. Some, like the telcos and cable companies, have deep pockets.

Advertisers, too, are changing their habits and radio's income base. In hundreds of markets across the country, **Wal-Mart** can suddenly supplant dozens of retailers, but not spend on radio nearly as much as its predecessors. Others are increasingly using techniques like block group coding to determine product usage, and still others are requiring media outlets to certify their effectiveness.

And that much-touted “information superhighway,” which poses the most uncertain challenge to radio, is not a distant dream. The wireless revolution Paxson describes is underway via the explosion in cellular phones and pagers. Giant new blocks of PCS frequencies are currently being doled out by the FCC.

## Current Challenges

If the future is perplexing, there are always today's quandaries to keep radio management on its toes. At the **PROMAX** convention, several promotion directors expressed

frustration over duopoly acquisitions. While many larger operators are maintaining separate programming, sales, and promotion staffs for separate stations, some owners plan to save costs by consolidating, and even reducing promotion staffs. The directors warned that too small a staff can create an imbalance of attention toward one station at the expense of one or more duopoly partners. This often happens in favor of the more aggressive PD or GSM, or toward the station with the highest ratings or promotion profile.

**S**ome reported facing skeptical agency AEs and product managers — most of whom are responsible for only one product (and certainly not a competing product) — who ask, “How can you represent two, three, maybe four radio stations — some of whom compete?” A valid question, yet the consensus proved otherwise: **Pepsi**, **Toyota**, **Microsoft**, and other corporate giants have no problem with dozens, sometimes hundreds of products in their line — some of which compete within their own umbrella — and they manage well. The key is to fully understand each of your products (or stations), its capability, and the target audience.

## Programming Ponderings

Perhaps the most prevalent programming issue promotion directors face is the shrinking inventory for

continued on page 4



“Gather up as much spectrum as you can find . . . including low-power TV licenses. The future of mass media is in the hands of the broadcasters, not with the wired media like cable or the telephone companies.”

— Bud Paxson

## Radio's Marketing Directors Navigate The Information Superhighway

continued from page 3

live and recorded promos, particularly on youth-oriented stations with only one or two stopsets. Some directors have negotiated a 30- or 60-second live avail and maybe one or two live-mention slots per hour. Others only allow promo mentions if a product or event can be tied in with a charity and thus be counted as a PSA. And other stations have banned promo mentions from the

air altogether, putting them on the interactive phone line, which is billboarded frequently.

Other promotion directors are expressing concern over impending changes at **Arbitron**. Although of primary concern to PDs, the marketing department should learn more about the “People Meter,” which will begin live testing next year with possible use elsewhere soon after. If it goes into effect, the diary will eventually go

away and listening credit will be based on a person's exposure to the radio station's signal.

Today's radio department managers have many issues to tackle. This issue of **R&R's Marketing & Promotion Guide** is dedicated to the thousands of radio marketing directors who tirelessly hit the trenches to promote the most enduring of all media. We hope you'll find it a useful resource.



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DIRECT MARKETING RESULTS

*The marketing edge of the 90's*

# Marketing Strategies Vary Widely

**T** HERE SEEM TO BE AS MANY DIFFERENT WAYS OF RUNNING A RADIO STATION MARKETING department as there are stations, according to results of R&R's first Marketing & Promotion Survey. The poll, which was directed at 1000 stations representing all formats in all Arbitron-rated markets, indicated a wide disparity in size of budgets, number of personnel, and type of promotion tools used even among competitors in similar market sizes. But some conclusions can be drawn:

- Two-thirds of stations advertised on TV and time buys were the single most expensive promotion item -- eating up 27% of their budgets (tack on another 5% for those stations that had to produce creative).
- The larger the market, the larger the proportion of operating monies that were devoted to marketing. Large market stations spend vast amounts of their budgets on TV and outdoor advertising.
- '94 marketing and promotion budgets grew at just about the same rate as the industry's revenue growth. The stations with the biggest budget increases were changing formats or identities.

## How Stations Split Their Marketing & Promotion Budgets

<b>TV Advertising</b>	<b>27%</b>
<b>Prizes</b>	<b>25%</b>
<b>Outdoor Advertising</b>	<b>23%</b>
<b>Telemarketing</b>	<b>16%</b>
<b>Direct Mail</b>	<b>16%</b>
<b>Personnel</b>	<b>16%</b>
<b>Event Marketing</b>	<b>14%</b>
<b>Print/Newspaper</b>	<b>10%</b>
<b>Research</b>	<b>8%</b>
<b>Materials</b>	<b>8%</b>
<b>Vans/Vehicles</b>	<b>7%</b>
<b>Bumper Stickers</b>	<b>7%</b>
<b>Listener Database</b>	<b>7%</b>
<b>Newsletters</b>	<b>6%</b>
<b>Other/Miscellaneous</b>	<b>6%</b>
<b>TV Creative</b>	<b>5%</b>

*(Percentages exceed 100% because of multiple responses. Figures were rounded.)*

## Percentage Of Operating Costs

<b>All Markets</b>	<b>14%</b>
<b>Top 10</b>	<b>24%</b>
<b>11-25</b>	<b>20%</b>
<b>26-50</b>	<b>23%</b>
<b>51-100</b>	<b>11%</b>
<b>101-261</b>	<b>12%</b>

## Marketing Budgets' Growth, 1993 -1994

<b>All Markets</b>	<b>11%</b>
<b>Top 10</b>	<b>15%</b>
<b>11-25</b>	<b>10%</b>
<b>26-50</b>	<b>9%</b>
<b>51-100</b>	<b>8%</b>
<b>101-261</b>	<b>6%</b>

# Percentage Of Stations Participating In Promotions

NO DOUBT ABOUT IT, RADIO IS AT THE PEAK OF ITS PROMOTIONAL CYCLE DURING THE SPRING... not surprising because that's when all **Arbitron** markets are measured. Listed below: the percentage of stations that engage in a particular activity, categorized by season.

	Winter	Spring	Summer	Fall
<b>Advertising</b>				
Newspaper/Print	15%	37%	15%	25%
TV	18%	62%	15%	46%
<b>Contests</b>				
Cars	7%	28%	15%	13%
Cash	40%	74%	29%	48%
Merchandise	43%	55%	43%	44%
Travel	26%	42%	25%	31%
<b>Database</b>				
Direct Mail	13%	34%	11%	28%
Telemarketing	6%	9%	3%	7%
<b>Events</b>				
Personal Appearances/ Remotes	63%	71%	65%	64%
Special Events	18%	34%	34%	29%
<b>Outdoor</b>				
Billboards	29%	46%	25%	31%
Bumper Stickers	31%	48%	42%	39%
Bus Benches/Stops	0%	4%	0%	2%
Busboards	13%	16%	9%	12%
Stadiums/Arenas	13%	19%	14%	16%

## MARKETING & PROMOTION SURVEY

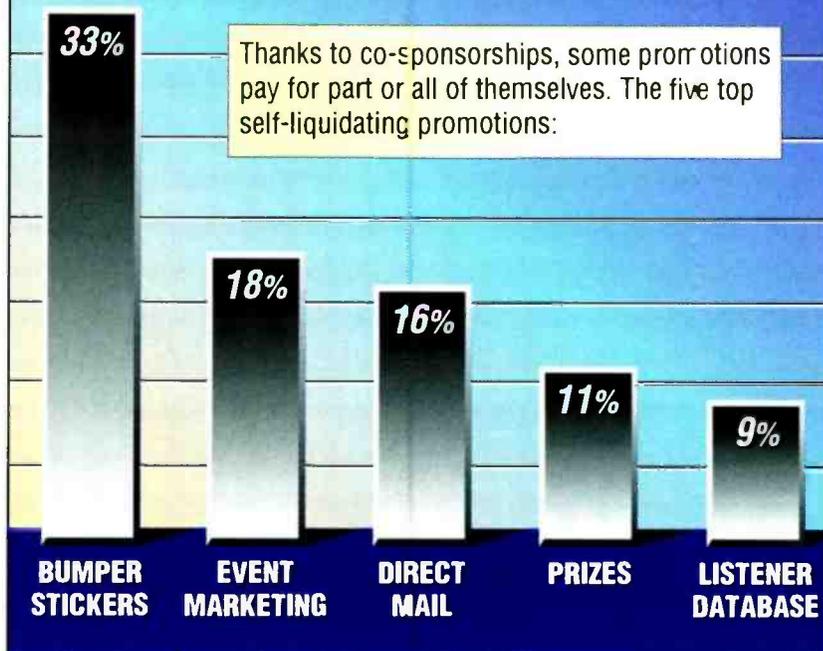
### Number Of Marketing & Promotion Staffers

	All Markets	Top 50	50+
Fulltime	1.5	2.1	1.0
Parttime	2.3	3.3	1.6
Interns*	2.7	3.3	1.5
<b>Total</b>	<b>6.5</b>	<b>8.7</b>	<b>4.1</b>

(\*Indicates number of interns working at a station at any given time)

Answers to this question varied widely -- even among stations of like formats in the same market. One station in a large market employs a dozen paid staffers and takes on a half-dozen interns at any given time. Yet another station in the same market uses a grand total of... one.

### Promotions That Pay For Themselves



Duopolies win **big** buying

# TV POWER POINTS

**Now** a duopoly can air TV promotions without fear of compromising one audience at the expense of another. With **Power Points**, available only from Broadcast Marketing Group, your promotion can reach one audience selectively, and remain invisible to another. **Power Points** target your format audience better than ever before. Your spots are seen by more qualified TV viewers, those most likely to be converted to listeners of your radio station. **Power Points** capture your competitors' P1s and P2s to build cumes. Never buy generic demos and waste money on non-format listeners again.



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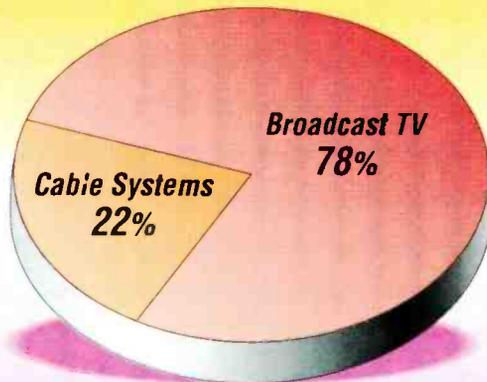
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1765 North Juniper, Broken Arrow, OK 74012 • Call Our Toll-Free HOT LINE 1-800-331-4433 • 918-258-6502 • Fax 918-251-8223

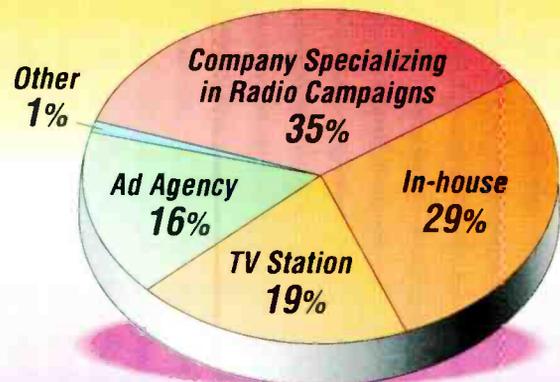
# TV Ads Focus On Station Image

**T**he clear majority of our respondents enlisted TV to advertise their stations' image or format. This was particularly true of younger-skewing music stations. Stations spent about four out of every five TV dollars on broadcast TV -- which is just about its audience share. And a majority of stations handled their own time buys -- in part because of trade accounts.

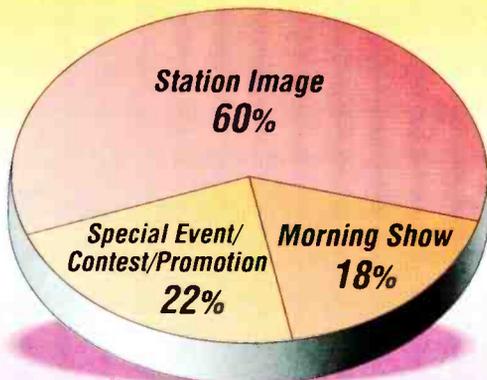
## How Does Your Station Allocate Its TV Budget?



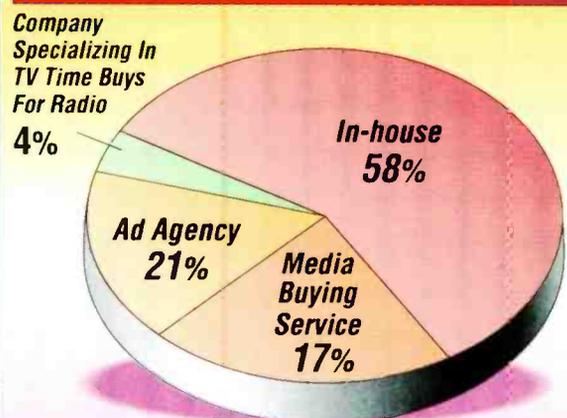
## Who Produced Your TV Campaign?



## What Do Your TV Spots Advertise?



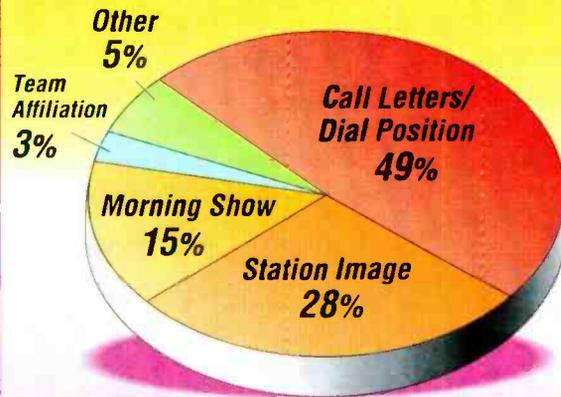
## Who Handled Your TV Time Buys?



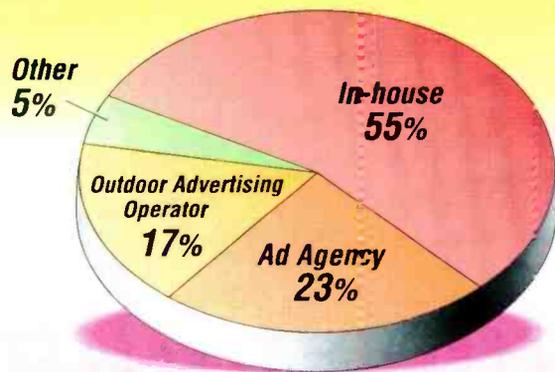
## Outdoor Messages: Short And To Point

It seems most stations have taken to heart the standard axiom of outdoor advertising -- limit the message to seven words or less. Just about half the responding stations advertise primarily their call letters and dial positions. With that in mind, nearly three-quarters of the stations design the billboards themselves or with the outdoor company. The vast majority also design their own logos or work with a freelance graphic artist.

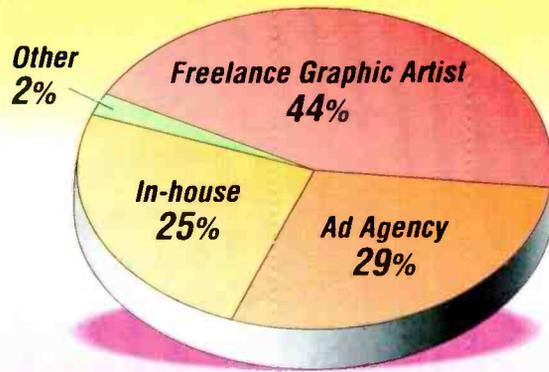
### What Do You Advertise On Billboards/Busboards?



### Who Designed Your Outdoor Campaign?



### Who Designed Your Station Logo?



## SUCCESS WITH IMPACT!

*Impact Target Marketing* has successfully developed over 300 integrated interactive marketing campaigns for broadcasters nationally. As the industry's only full service interactive marketing company, *Impact Target Marketing* not only administers campaigns, but develops solutions that creatively and effectively meet your station's marketing goals.

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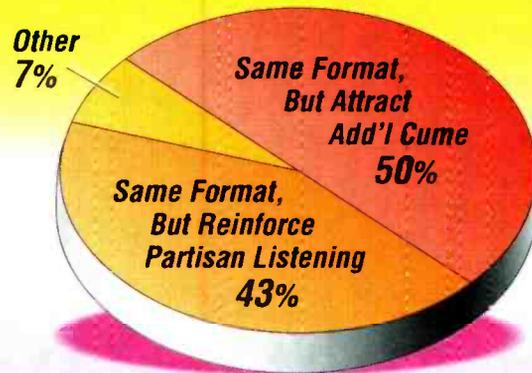
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 FAX (617) 536-0904

## Different Designs With Direct Mail

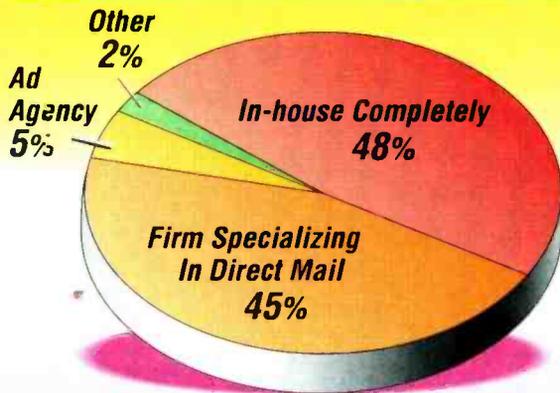
**D**irect mail radio campaigns cover a lot of territory these days -- everything from sweepstakes mailers to monthly magazines. They serve different purposes, which is why stations are virtually split in their direct mail goals. About half use it to increase sampling, while slightly fewer stations use it to reinforce P1 listening. A small percentage use direct mail to create awareness of a new format or station image.

The majority of stations using direct mail pieces also use their own databases (compiled from lists of contest winners or station "club" members). Obviously, those seeking new cume resorted to purchased mailing lists or those borrowed from advertisers or sports teams.

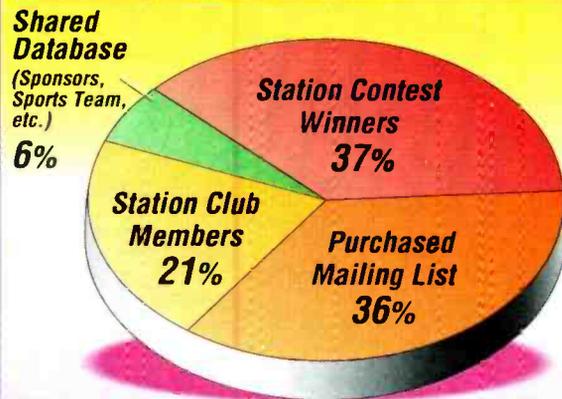
### What Is The Purpose Of Your Direct Mail Campaign?



### Who Designed The Creative For Your Direct Mail Campaign?



### What Is The Source Of Your Mailing Lists?



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unconventional tactics & weapons for the ratings war

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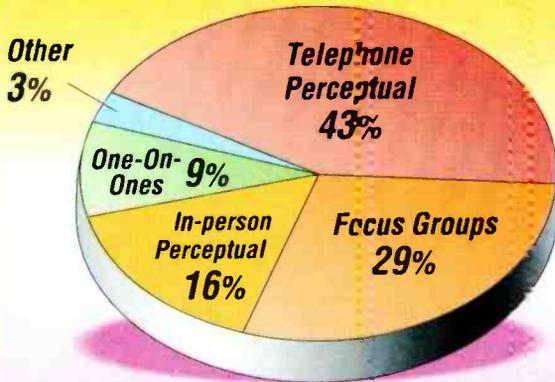
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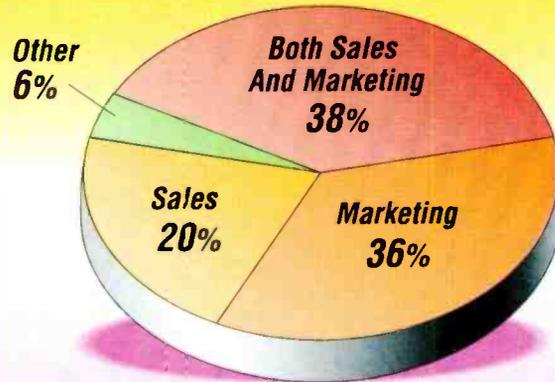
## MARKETING & PROMOTION SURVEY

### What Types Of Marketing Research Did Your Station Conduct?

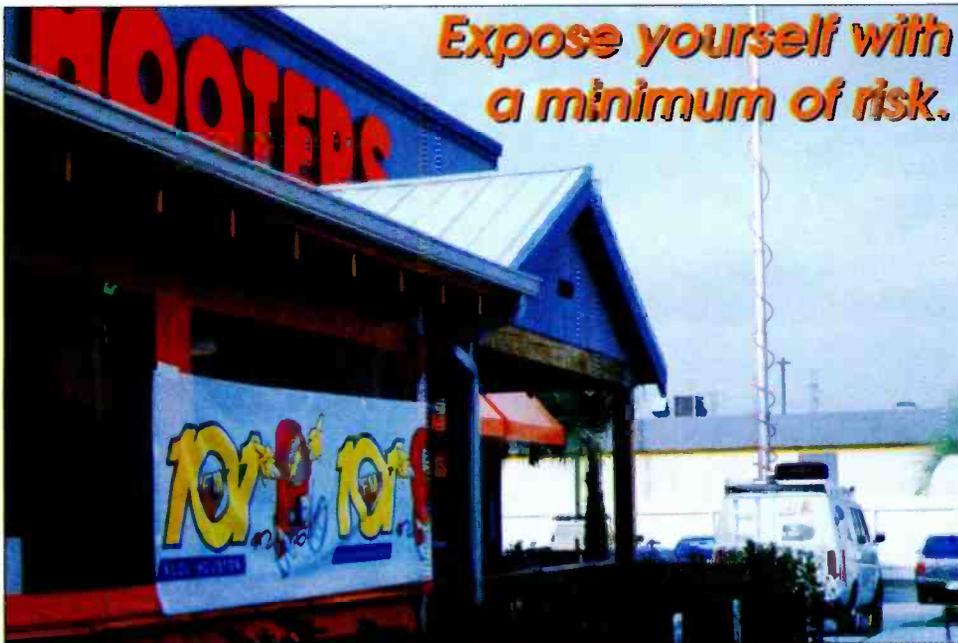


About half the stations that conducted marketing research did not include those costs in their marketing budgets (several said such costs were in a separate research budget or were part of programming costs).

### Department That Handles Sales Promotion Duties



The marketing department is involved in sales promotions at nearly three-quarters of stations. This was particularly true in the larger markets, where many stations hire a sales promotion specialist.



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Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

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# FCC Contest Checkup

by Irv Gastfreund

Contests are one of the prime methods used by broadcasters to promote their radio stations. While licensee-conducted contests and promotions can be very effective, care must be exercised to avoid running afoul of FCC requirements.

Under Section 73.1216 of the FCC's Rules, a licensee that broadcasts or advertises information about a contest that it conducts must fully and accurately disclose the "material terms" of the contest and conduct the contest substantially as announced or advertised. In addition, the FCC rule requires that contest descriptions must not be false, misleading, or deceptive with respect to any "material term."

The "material terms" of a contest are those factors which define the operation of the contest and affect participation in it. Although the material terms may vary widely depending upon the exact nature of the contest, they will generally include:

- How to enter or participate
- Entry deadline dates
- Whether prizes can be won
- When prizes can be won
- The extent, nature and value of prizes
- The basis for valuation of prizes
- The time and method for selection of winners
- Tie-breaking procedures.

## Rules Announcements

In general, the time and manner of disclosure of contest material terms are left to the broadcaster's reasonable, good-faith discretion. However, the obligation to disclose the material terms begins at the time the audience is first told how to enter or participate and continues thereafter. The FCC rule requires that all of the material terms must be disclosed periodically by announcements broadcast on the station. But the material terms do not have to be disclosed each time the station broadcasts an announcement promoting the contest. Rather, the rule requires disclosure of the material terms of the contest in a "reasonable number" of broadcast announcements. In addition to the required on-air announcements, a licensee may also disclose the material terms of a contest in a non-broadcast manner (e.g., by a sheet of written rules made available to the public).

## Red Flags

The following are but a few examples of the types of actions that are likely to be viewed as violations of the FCC's contest rule:

- Providing the public with false or misleading information regarding the amount or nature of the prizes to be awarded;
- Failure by the licensee to exercise sufficient control over the contest to assure a fair opportunity for contestants to win the announced prize;
  - Urging participation in a contest or urging persons to stay tuned to a station at times when it is not possible to win prizes;
  - Rigging contests or predetermining winners; and
  - Using arbitrary or inconsistently applied standards in judging contest entries.

The FCC has not established a minimum number of on-air announcements. But a licensee would be well-advised to broadcast such full-disclosure announcements at least once during each daypart of each day the contest is conducted. During shorter on-air contest promos, the station could simply announce that a complete set of written rules are available at the main studios and/or that the complete contest rules will be broadcast at a certain designated time.

The FCC has imposed heavy fines, issued short-term license renewals of station licenses and, in certain cases, designated station licenses for hearing and even revoked licenses where a broadcaster was found to have conducted rigged, deceptive, or misleading contests. In addition to

administrative sanctions, the rigging of the outcome of certain contests with the intent of deceiving the listeners is subject to criminal prosecution and sanctions under Section 508 of the Communications Act (see accompanying item).

## Maintain File

Each broadcaster should maintain a file for each licensee-conducted contest or promotion, and that file should contain all of the information that would enable the broadcaster to respond completely to an FCC inquiry in the event of a complaint. At a minimum, the file should contain the following information:

- Contest rules and material terms
- Copies of all broadcast materials and announcements pertaining to the contest
  - A notation as to the dates and times on which each promo containing a complete set of the material terms of the contest was broadcast
  - A notation as to the broadcast dates and times of shorter-form promos
  - Copies of all ads, billboards or other non-broadcast advertising
  - The names and addresses of all contest winners
  - Copies of releases/receipts signed by prize winners noting the date of prize delivery.

Whenever a licensee broadcasts a station-conducted contest in which a prize of \$600 or more is awarded, the licensee must file IRS Form 1099-MISC. Such a form must also be filed by the station whenever a single person or entity wins an aggregate of \$600 or more in prizes from the station during a single calendar year. If Form 1099 is required, the licensee should make sure to obtain the winning contestant's social security number before the prize is awarded.

It is good practice to require each contest winner to sign a receipt and release form at the time the prize is awarded; the fact that such a form will be a condition of prize eligibility should be disclosed as one of the material terms. While the form of such a release will necessarily vary with the circumstances, at a minimum, the release should contain clauses in which the contest winner:

- Acknowledges receipt of the prize and accepts it;
- Agrees to be solely responsible for all taxes which may be payable as the result of the contestant's receipt of the prize;

- Authorizes the broadcaster to withhold amounts required to be withheld under federal, state or local law;
- Agrees to release all claims which the contest winner may have against the licensee of the station, its officers, directors, employees and agents that arise out of or in connection with the contest or the prize; and
- Grants to the station the right to use the winner's name, likeness, recorded voice, picture and biographical material in order to promote and publicize either the station or its advertisers in connection with the contest in question.

### Obtain Release

If the contest winner is below the legal age of majority in your state, the release

should be signed by the winner's parent or legal guardian. (If you've imposed an age restriction on eligibility to win the contest, the restriction is a material term and must be disclosed as described above.)

Broadcasters should consult with their own counsel as to the specifics of a release form that will fit the particular circumstances. Without such a release, a broadcaster could face litigation instituted by a contest winner on the grounds of invasion of privacy and commercial misuse of name or likeness in the event that any promos or other advertisements containing the winner's voice or likeness are broadcast or otherwise disseminated to the public. Also, without a proper release, if your contest prize is a product that turns

out to be defective, the station could be the defendant in a lawsuit by the contest winner.

*Irv Gastfreund is Washington Counsel with the law firm Kaye, Scholer, Fierman, Hays & Handler, which is based in New York, Washington, Los Angeles, Hong Kong, and Beijing. He is a resident in the firm's Washington office.*



# Top Tips For Flawless Location Appearances

■ **KROQ/L.A.'s Stacie Seifrit stages appearances that draw thousands of listeners — not to mention potential listeners — every week. Here's how she makes them consistent and successful.**

**S**tacie Seifrit runs one of the most active radio promotion departments in the country. The KROQ/Los Angeles Promotion Director supervises a large promotion staff and dozens of interns (at any given time) in an effort to maintain high visibility in a 6000-square-mile metro area filled with 10 million listeners.

To accomplish this, the station annually orders hundreds of thousands of T-shirts, bumper stickers, keychains, and other tchotchke, and gives them away at hundreds of appearances. To make things work smoothly, Seifrit (a former marketing director at WQHT/New York and R&R), developed a checklist she follows when conducting a station appearance:

- Get together with your sales and programming departments and establish the minimum amount of lead time needed to schedule an appearance. Obviously, the sooner the better, and more time will be needed if the appearance is also a remote broadcast. Is the station van scheduled for multiple events on the same date? Make sure you schedule enough travel time, taking into account dense traffic, large

crowds, and other things that might slow it down.

- Your engineering department will have to be brought in if phone lines need to be ordered and to determine if enough electrical power is available at the site to power the broadcast equipment, PA gear, etc.
- Check your inventory of giveaway items and make sure enough will be on hand. KROQ's most requested items are T-shirts and bumper stickers. Keychains and specially imprinted KROQ condoms are also hot items.
- If you are giving away client merchandise, make sure your sales department arranges for a sufficient quantity to be delivered in time.

- Let your sales department know how many promotion and programming personnel will be needed for a specific event and how much money will be needed for overtime and hourly employees (assuming it will be charged back to the client).

• Issue a memo to all personnel scheduled for an event (including DJs, interns, and promotion dept. staff) describing the nature of the event they are working, the dates and times they are expected to be there, and the functions required of each person (including specific times a DJ may be required to call the station). A copy of this memo should go to all other relevant station personnel, as well as a copy for the control room. Another copy, with directions on how to get to the event, should be left with the receptionist (who usually gets a lot of calls asking for clarifications of information heard on the air).

- Ensure that your station has obtained any necessary municipal permits.
- Wash the station van and fill its gas tank the night before an event.
- Stock the van with key supplies: extension cords; paper, pencils, paper clips, and other office supplies; rope to hang banners; and PLENTY of tape. Don't forget unwrinkled, clean station banners.

• Arrange for either you or your client to have enough tables, chairs, and security barriers (if necessary) at an event. KROQ uses yellow police tape specially imprinted with

"CAUTION KROQ."



# TV: Eliminate The Guesswork

by George Feldman

**M**ost successful radio stations have several things in common: a dynamic format, which has been developed from specific market studies and advice from consultants; a strong advertising message that highlights the station's strengths; and a media campaign that targets its hardcore audience with enough repetitive impact to motivate sampling.

The importance of these three factors — the right product, the right message, and reaching the right target — can't be overstated. A strong promotional campaign that gets people to sample your station can be a tremendous detriment if they don't get what they perceive from the promotional message.

Additionally, the next time you promote, it will be much harder to convince people that you now have what they're looking for. If your format doesn't meet the market's needs, you shouldn't promote it.



Once you've built a strong and dynamic format, you must convey to the marketplace the benefits of listening to your station; for example, you might tout "more music, less talk," contests and giveaways, or featured artists. These are selling points which can be used in your commercial message. Incorporate testimonials, examples of star quality and latest hits, or any unique feature that differentiates you from other stations in the market.

Having the right format and developing the right message are only two of the three factors necessary for success. You also must get this message to the right people with enough impact to build your audience. Promoting on your own station reaches your current listeners, but it won't increase your station's *cume*.

## The Big Reach

Over the past several years industry studies have shown that television, if used properly, is the most potent vehicle to promote radio stations. Television is an

## Three Steps To Success

**W**hen you're developing a strategy for your next television campaign, take the guesswork out of media planning and buying by following these guidelines:

- **DEFINE** your core lifestyle prospects through lifestyle cluster targeting.
- **DETERMINE** the specific television programs that best reach these prospects through media linkage of your hardcore listener profile with the latest Nielsen TV viewing information.
- **DEVELOP** a media schedule based on the principles of effective frequency to ensure that at least half of the people exposed to your message each week will see that message at least three times.

intrusive medium; it places your message in front of your audience and affects several senses at one time (sight, sound, motion, and emotion), generating a high message retention level.

The traditional approach, which most advertisers have used when employing television, is based on selecting a broad age/sex target (adults 25-54, women 18-49) and using the "big reach" concept of TV advertising. That means reaching as many different people as possible with whatever frequency their budgets could afford.

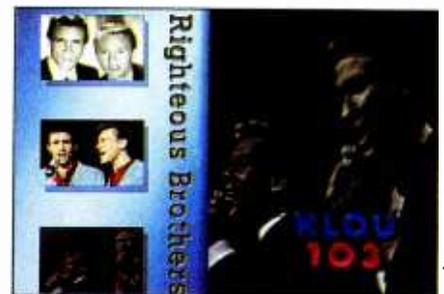
Radio stations have learned that frequency — not reach — is what sells.

Radio sells itself as a frequency vehicle. Why not employ these proven techniques when promoting your station on TV?

Recent innovations in marketing and media planning have brought new buzzwords to the forefront of the industry: lifestyle cluster targeting, geodemographics, lifestyle media linkage, effective frequency scheduling. Simply knowing them won't improve your audience position in the market — but implementing the techniques behind them will.

Three steps will enable you to develop a successful marketing campaign and take advantage of the strengths television offers:

- 1) Isolate your hardcore listeners
- 2) Determine specific TV programs to best reach them
- 3) Implement optimum effective scheduling techniques on TV.



## Lifestyle Clusters

More than 50 years ago, John Wanamaker said, "Fifty percent of my advertising is wasted. I just don't know which 50%." Lifestyle cluster-targeting takes the guesswork out of determining your current and potential hardcore listeners beyond their age/sex definition.

Lifestyle clustering is based on the concept that people tend to live near others who share similar habits and lifestyles; i.e., purchasing habits, behavior patterns, and media habits. Many people refer to this as the "birds of a feather" theory.

Marketing research has shown that within an age/sex target, roughly 40% of the population will make up two-thirds to three-quarters of a radio station's hardcore listeners. It is this 40% which must be influenced to increase your market share.

By examining the raw Arbitron diaries in your market, you can create an accurate lifestyle profile of your hardcore listeners. Isolating radio listeners by the lifestyle cluster technique pinpoints the kinds of people attracted to your format and eliminates those who aren't.

**Media Linkage**

Targeting through lifestyle clustering takes care of the "who" part of the equation. The question now becomes: "Where do you reach them?"

You must determine the specific television programs on each station in your market that have a higher concentration of your station's lifestyle target audience. These are the programs in which you should place your promotional announcements to ensure you are reaching the right people with your message.

Linking your station's lifestyle profile with raw Nielsen television diary information will identify these programs. Taking the lifestyle profile of your station's hardcore listeners down to the planning and buying level will virtually erase the 50% of your advertising that's wasted. Every promotion dollar you spend will be aimed at building the most effective and efficient campaign possible.

You now know your target audience and where to find them on television. The final step involves building a schedule that will create top-of-mind awareness. To do this, you need to construct a schedule based on the principles of effective frequency.

**"Studies have shown that television, if used properly, is the most potent vehicle to promote radio stations."**

**Effective Frequency**

Radio stations throughout the United States have embraced the concepts of optimum effective scheduling (OES) as the best way to promote any product or service to the American public. These same principles can be applied to building an optimum TV schedule when promoting your radio station.

OES has at its foundation the principles of effective frequency. Simply put, the theory of effective frequency says that people who are not reached at least three times with the same message are not affected by that message.

Effective frequency should be planned on a weekly basis to coincide with the Arbitron diarykeeping cycle. This will position your station as top-of-mind with key Arbitron diarykeepers. Today, people may listen to five or six radio stations;

**continued on page 18**

geodemographics

**Just Knowing the Buzzwords Won't Make You Number One**

*You need someone who knows how to make them work for you.*

**lifestyle cluster targeting**

Effective Media Services is a highly specialized planning and placement company who created many of the techniques that are today's buzzwords. We have been responsible for some of the most stunning media planning successes in the industry. We have achieved greater dominance for market leaders, brought stations from sign on to number one, and placed stations in the top position after a format change.

This has been accomplished by our unique combination of proprietary research systems, software and more than 25 years experience.

Effective Media Services knows how to put today's buzzwords to work for you. Call us today, and see how you can become a market leader.

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**EFFECTIVE  
MEDIA  
SERVICES**

continued from page 17

however, when they fill out a diary, they normally list only three. Being top-of-mind makes you one of these three and addresses the problem of "phantom come."

Planning and buying optimum effective schedules on television is a relatively straightforward procedure. There are certain "rules" which should be followed:

- Weekly gross rating point (GRP) levels should be between 275-300
- Limit the numbers of programs and dayparts used
- In any Monday-Friday strip program, run four or five announcements per week
- Use double-spotting techniques in key programs that deliver high concentrations of your lifestyle listeners.

### Cutting Through Clutter

If your creative message allows, pull a 10-second spot directly from the normal 30-second TV promotion. Once you have established your message by using the 30-second spot, you can run a combination of 30- and 10-second announcements. This will let you run higher GRP

**"The theory of effective frequency says that people who are not reached at least three times with the same message are not affected by that message."**

levels each week or extend the number of weeks in your campaign without increasing your budget.

People are exposed to more than 1900 messages each day. To cut through that kind of clutter and convince your current and competitors' listeners to turn to your station, your ads must be dominant. A dominant advertiser has the biggest share of GRPs — or the biggest share of voice against a target audience.

Nobody has enough money to reach everyone in the market enough times to motivate them to do what you want. It's more important to target a limited segment of the market (made up of your hardcore listeners) and create full impact than to get mixed up in the clutter and not be effective with anyone.

A dominant share of voice leads to a dominant share of mind. This effectively makes your target audience think of you first. The formula is simple — as your share of mind increases, so will your share of listeners.



*George Feldman is the President of Effective Media Services, a specialized media planning and placement company. He can be reached at (914) 735-3200.*



Oldies from the 60's and 70's now available!



Hey Baby,  
they're playing  
our song

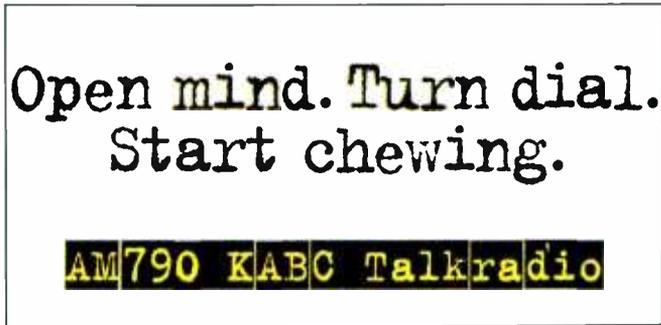
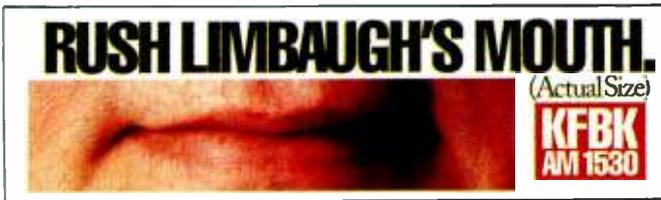
**O**ldies stations across the world are having **FUN, FUN, FUN** with the incredible "WORDS & MUSIC" television campaign!

Why does this campaign make new listeners **TURV, TURV, TURV** to oldies music? Because it has a fresh new look that attracts attention. It reminds viewers how much fun Oldies music is to listen to. And with a low production cost, it is very affordable.

For a campaign sure to get you **SATISFACTION**, just phone Jordan Tamraz Caruso Advertising at (312) 951-2000 and ask for Tim Kenwick at extension 365.



JORDAN TAMRAZ CARUSO ADVERTISING, INC.



**BILLBOARD BONANZA**

**Outdoor ads around the country.**

Clockwise, from left, CHR KSFM/Sacramento; Talk KABC/Los Angeles; N/T KFBK/Sacramento; Rock KLOL/Houston; and Country KJJO/Minneapolis

# Hitting The Boards

## ■ Making effective outdoor ads part of your game plan

**A**s radio increasingly becomes an out-of-home medium, stations are using outdoor advertising in big numbers. According to R&R's Marketing & Promotion Survey, 36% of stations use outdoor, and those stations devote 23% of their marketing budgets to the medium. Gordon Hughes, President of the Outdoor Advertising Association of America, confirms radio's greater dependence on billboard: Usage grew 4.4% in 1993 from the previous year.

Hughes says stations can effectively market

themselves if they remember several key points: The message must be so simple to digest that it can be done with just a glance . . . be sparing with words but make them tell your story . . . and just as a picture tells a thousand words, a graphic image can do the same.

As an example, Hughes points to a bulletin board campaign once run by Bumble Bee Tuna. Under a picture of a half-opened pull-tab can of tuna was the tag line "Pick Up The Tab For Lunch." That, says Hughes, was a perfect board.



Clockwise, from top left, Alternative KROQ/Los Angeles; CHR WKFR/Battle Creek, MI; Classic Rock WKLH/Milwaukee; and Rock KYYS/Kansas City.

# Outdoor Images

## Why Billboards

Are billboards best at cumulative building or partisan reinforcement? Hughes cites GM's introduction of the Saturn line as an example of a new rollout that went the billboard route because it could "own" the medium — something that would have been impossible on TV.

## Viewing Time

The average viewing is about 7-10 seconds. But this can vary widely based on the board's location. During rush hour in heavily congested markets, viewing time can extend into minutes . . . the same goes for downtown streets that are subject to rush hour traffic jams.

## Sizes

Billboards appear in two principal sizes: The "bulletin" (or "painted") board is 14 x 48

ft. and is designed for high-traffic locations. The "30-sheet" (also known as the "paper" or "poster" board) is 12 x 25 ft. and is the most common type of board. Hughes notes that 30-sheets achieve reach, while bulletins achieve frequency in your campaign. The bulletin, he points out, isn't usually painted anymore — the art is reproduced by computer onto vinyl and mounted fairly easily onto a board. It's also easy to move the board to different locations every couple of months (known in the business as a "rotator"). Bulletins are more expensive than 30-sheets, but they last as long as five years. Posters, on the other hand, are best for quick-changing campaigns or statements.

Some other types of boards also exist: The backlit board is gaining favor in some cities, and certain metro areas such as L.A. also have the "8-sheet" board

(about ¼ the size of a 30-sheet), meant primarily for pedestrian viewing.

## Lettering

Simple sans-serif typefaces work best on billboards. Avoid ornate faces and styles that are too thick or too thin. Don't cram letters or words — they'll blur at a distance. And use a combination of upper and lowercase letters (like the headline at the top of this page) . . . don't use all capitals in your message.

## Colors

If you've been noticing more black and yellow on outdoor messages, you're not seeing things. Hughes says yellow and black is the best color combination, followed by white and black, and white and blue. Undesirable color combinations include red and yellow or brown and yellow.



From top, Rock KILO/Colorado Springs (advertising frequency switch); AC WARM/ York, PA; all-News KNX/Los Angeles; N/T WOOD/Grand Rapids.



## Designer's Checklist

### CLUTTER

- ✓ Is the image clear?
- ✓ Does the board have impact?

### READABILITY

- ✓ Can you read the board from a distance?
- ✓ Is the brand name or logo legible from a distance?

### THE MESSAGE

- ✓ In outdoor, "less is more" -- can the message be more succinct?
- ✓ Is the copy no longer than seven words?

### TYPEFACES

- ✓ Is the typeface legible?
- ✓ Can the copy be read from a distance?
- ✓ Is the message strong and clear?

### COLOR

- ✓ Is the contrast between colors strong?
- ✓ Do the colors work well together?

### PRODUCTION ISSUES

- ✓ Does your printer know your exact needs?
- ✓ Is the art suitable for extreme enlargement?



# PR Fundamentals 101

by Helene Blieberg

**G**enerating and managing press for your radio station, network, or group is an ongoing endeavor that calls upon some very basic skills: good writing, a keen sense of perspective, and the ability to convey ideas and strategies. Media relations should be a fulltime job, but many of us in the radio industry can only devote a portion of our time to this area. The following points cover the PR basics and are designed to help you incorporate a PR plan into your marketing and promotion campaigns.

When working on PR projects, keep these two things in mind: Not every event or occurrence warrants press coverage, and timing is everything . . . so plan ahead!

## Mailing Lists

This is the foundation of a good media relations program. Create separate lists for different editors and reporters so each receives only those materials that pertain to their beats. Explore the use of PR services such as PR Newswire to maintain your lists and distribute releases for you. Create an "enhanced fax" list through your telephone service to let you fax materials simultaneously. Be sure to keep your lists up to date and accurate.

## Masthead (PR Letterhead)

Keep it simple, make it stand out, and design it to make the most of an 8½" x 11" sheet. Since your materials will be going to reporters, it's not necessary to take up valuable space by printing "News Release" across the top of the page. Incorporate a line for your address, phone, and fax numbers, even if a contact is listed elsewhere. If you have separate mastheads for various programs or personalities, create a design that incorporates them all and creates an identifiable look for your property.

## PR-By-Wire

- Faxing has replaced the mail in many instances, but how you use it will indicate the level of urgency of your message. Knowing where the fax machine is at various publications and how often faxes are distributed will guide you in using this tool. Use faxes for tight deadlines, breaking news, and whatever is asked. Use your

## Publicity Pointers

- ▶ Create separate mailing lists for different reporters
- ▶ Use faxes for tight deadlines and breaking news
- ▶ Push different angles with most stories
- ▶ Become an industry source for reporters
- ▶ Selectively schedule press conferences for major events
- ▶ Investigate how on-line services are being used before adding them

judgment on whether or not to follow up with a hard copy.

- **Telephone communication** will always be an essential PR tool but should be used wisely. Again, find out how press materials are distributed at various publications before you start calling just to see if your release has been received. Always have something to add to the information in a press release so you can give reporters more to work with and help them develop different angles. Keep in touch and call at mutually convenient times. Don't hesitate to say you can't talk if you're caught at a bad time or are unprepared to answer a reporter's questions. Just be sure to ask about any deadlines and make sure you do return the call.

## Knowledge Of Publications And Reporters

You've heard it said before: Do your homework and become familiar with all sections of a publication. You should be looking for different angles with most stories; there is only so much space on the radio/TV page and you might interest another editor in your story if you're familiar with what he covers. Know the publication's audience and pitch stories accordingly. And do pitch story ideas; it's hard to fill a column week after week. Relationships are important and should be respected, but your work shouldn't be confined only to reporters you know. If you have something interesting to convey, try writing to a new contact first and following up with a phone call. It might take longer to see results, but it could be well worth it.

## Access To Station

You strive to make the station familiar to your listeners. The same principle should apply to your media relations program. Include reporters in station events and remotes, and invite them to come and sit in the studio from time to time. In addition, help them get to know the appropriate department heads so you can establish a comfort level *before* you're in an interview situation.

## Lines Of Communication

Keep them open, especially when potentially negative situations arise. There's usually something you can say on the record, and you should do that as soon as possible. Strive to take an offensive posture rather than having to respond to other people's points of view and questions. Become an industry resource for reporters in your market, and help fill them in on the significance of events without negative-selling the competition. Not every story has to be about your station. Your job is also to get better radio stories in print and on the air. Don't hesitate to correct reporters about errors in stories, and use those occasions to suggest revisiting the topic in a couple of months to report on further developments.

## Creating Special Events For Reporters

No matter how beautiful your press releases may be, there comes a time when adding something extra is in order, and reporters are as receptive to this as any

other clients are. Selectively schedule press conferences to coincide with major announcements; do special, customized mailings to the press; visit them in their offices — even bring them lunch on busy days. If you can't conduct an event just for the press, invite them to a client function, which will give them a chance to meet your clients and develop additional story ideas.

### Working With Local TV And Cable

While TV stations do seem reluctant to cover your events and mention your call letters, there *are* ways to garner broadcast exposure. First, be sure you have a newsworthy story, then plan ahead, provide clear media alerts to station assignment editors or particular reporters, and make good use of station signage on the scene. In addition, become an authority on topics that fit your format, and position yourself that way within news stories. Since establishing itself as the Oldies music authority, **WCBS-FM/New York** has had great success in getting TV coverage for stories like the first-day issue of the Elvis stamp and the **Beatles'** 30th anniversary. Become a resource.

### Alternative Outlets

It's helpful to go beyond the radio/TV pages and even our own industry trades for additional media exposure. Develop angles that other sections of the paper will be interested in, have your talent profiled in suburban publications, and tap into the trade publications and in-house newsletters of your clients or sponsors. Planning, professionalism, and an assist from a client's PR person should open those doors for you. A good rule of thumb is to look at any media opportunity from all sides and pitch the strongest angles available. Strike a balance between staying in touch and badgering; have targeted, clear press materials on hand, and use each opportunity wisely. You should start to collect a very solid stack of press clippings!



*Helene Blieberg is VP/Communications of the CBS Radio Division. She is based in New York.*

## PR Varieties

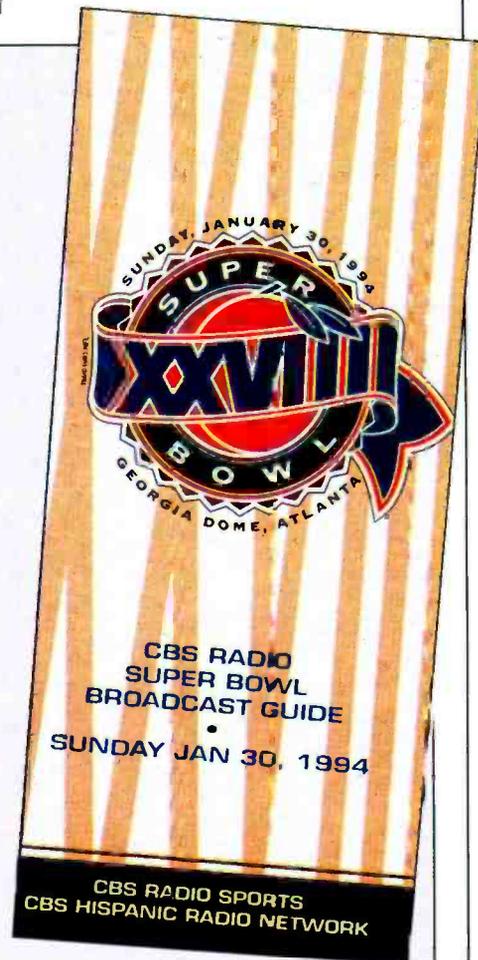
**N**ot every item requires a press release, but do take the time to prepare something in writing for every newsworthy item; reporters will thank you. Select the form that fits the circumstance:

- **Press Releases** should be error-free, comprehensive, and easy to read. Take advantage of the power of computers. Whether single- or double-spaced, releases should include a clear, concise headline followed by information-packed sentences that flow in logical order. Sentences can be longer; they will be read, not spoken. Include quotes if they add to the story or allow you to "editorialize" about the subject of the release. Close with a "boilerplate" paragraph that describes the station or network. Always include a press contact and direct phone number. You can also include the number of the principal involved in the subject of the release if that person is prepared to speak directly with the media.

- **FYIs, Media Alerts, and Press Advisories** provide the basics. Include the equivalent of "who, what, where, etc." in an easy-to-read format, because these may be passed from a reporter who knows your property to one who doesn't.

- **Photo Captions** often serve in place of press releases so be sure they include a synopsis of the full story behind the picture. Identify all people depicted in a photo, along with their titles and affiliation. Make sure captions are securely attached to the pictures they're describing.

- **Photos** themselves should be interesting and of professional quality.



*CBS Radio Super Bowl broadcast guide. This replaces a press kit which has a tendency to be cumbersome and inconvenient to use.*

- **Comprehensive Fact Sheets** can describe ongoing programs, personalities, and station or network basics, and should be sent out a couple of times a year. This is good "on file" material reporters can pull out to answer quick questions.

- **Press Kits** have a tendency to be cumbersome and inconvenient to use. In their place, try printing simple **Broadcast Guides** that include all necessary information in one accordion-folded piece.

- **On-Line Services** are just beginning to substitute for hard copy. Investigate how the reporters you communicate with use them before adding them or making the switch.



# How KMPS Succeeds With A Database System

by Fred Schumacher

**R**ecently, R&R asked me to write something about database marketing programs for a radio station. I present this account — more like a post-mortem of the litany of challenges faced in trying to transform a radio station into a multimedia marketing company — in the hope that you will learn from it, saving yourselves much heartache and countless thousands of dollars.

A little over three years ago, while sitting across the cocktail table from Fairwest's Reg Johns, I heard technology had become available that would allow us to take those bags of contest entries out of the prize locker and create a real, usable database. Cool, huh?

## Forging The Bond

Detroit Area Radio Group Director Bill Burton once told me that over the course of a normal radio career, you alternate between "bum" and "hero": business is good, you're a hero . . . business is bad, you're a bum. It's an endless trail, climbing to "Heroic Peak," then winding its way down to the "Valley Of The Bums."

Since most of us are motivated more by fear than by opportunity, Johns and I discussed ways of building a bridge across the bum/hero landscape. It occurred to us that a one-to-one loyalty program, aimed at the heaviest users of our station, might create a bond capable of weathering a competitive storm. If we could broaden the scope of our relationship with each member of the audience, they might forgive us when the format is thinner in new music, and they certainly should feel some personal investment if a format competitor said we were idiots (even if they were correct).

I hope I've framed our decision to get into loyalty marketing as a defensive maneuver, rather than some divine vision delivered by angels. Admittedly, I was filled with lingering doubts about normal people's willingness to carry a plastic "Loyal Listener Card." Nevertheless, we took a three-year pledge of allegiance, and [KMPS PD] Tim Murphy and I committed ourselves to making it work . . . somehow. More importantly, the whole KMPS team was with us. They got behind the effort, especially when we told them it would make their lives easier. It was their fault — they trusted us.



## What Is Loyalty Marketing?

If you assume that 80% of your listening is done by 20% of your audience, it makes sense to snuggle up to them and build a relationship. After establishing a dialogue and learning their personal interests, selected "friendly" offers can be made to them from your station's commercial customers.

The system includes an interactive telephone mini-computer with a dozen or so phone lines. It was developed as a way for listeners to register for the club over the phone, leave messages for us, take listener polls, and get the normal info-line services (weather, concert updates, etc.).

Those who didn't run from the building screaming became interested in this new way of doing things. We had many meetings and brainstorming sessions, and as we got to know our listeners and the capacities of one-to-one relationship marketing, we continually created new ways to serve the club.

Before long, our burgeoning multimedia empire consisted of:

- ▶ KMPS-AM & FM
- ▶ KMPS Loyal Listener Line
- ▶ KMPS Magazine
- ▶ KMPS Direct Mail
- ▶ KMPS Events

## Broadcasters As Publishers

I used to think those print guys had it easy. Heck, they have endless inventory — just add pages. And advertisers line up at their doors to foolishly spend on a product that doesn't work anyway. It seemed like a great idea to publish a nice, slick magazine. Never mind that the mortality rate of new magazines is just slightly worse than undercapitalized commuter airlines. Hey, we were us. We ran a successful radio station . . . how could we fail?

Well, the worst possible thing happened. The Loyal Listener Club, whose members now numbered in the tens of thousands, liked it! Meanwhile, we were out speaking a foreign tongue to print guys who saw us for what we were: radio people who could type. Needless to say, getting a strong cash position in the print business eluded us.

But the Loyal Listener Club grew faster than a radio rumor. It became clear that those birds of a feather who like our station would indeed carry and cherish a plastic card with our logo next to their name. They used the Loyal Listener Line to the tune of 30,000+ calls a month. They called for the soap opera line, the marine forecast . . . even Fred Meyer's produce

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**"It occurred to us that a one-to-one loyalty program, aimed at the heaviest users of our station, might create a bond capable of weathering a competitive storm."**

— Fred Schumacher

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tips. Their inquiries were call-forwarded to advertisers. And every time they ran their cards through the Prize Computer at a trade show or station event, it asked them to answer four consumer questions developed with the sponsor.

The more we interacted with them, the more we knew about them. The more we knew, the deeper the scope of our relationship. We soon learned that we had real, productive members of society as loyal listeners.

Soon, we started to get it. We continued to add services designed to cater to the interests of a finite body of fans. We had created a multimedia program designed for the heaviest users of our product.

At one meeting, KMPS News Director Don Riggs said, "Why don't we call it 'System 94'?" The invention of a name gave us a purpose, a rallying point that tied a bunch of services together as a system in service of the KMPS loyal listener.

An icy chill engulfed my body . . . who was going to do all the work?

### Paradigm Shift

Our sales department had to undergo a major paradigm shift with our system. Our veteran sales staff had built a career convincing people that radio was *good* and that direct mail and magazines were *bad*. Thus, we had new sales challenges:

- Talking to people about buying time on a telephone line
- Writing copy for a telephone line
- Using terms like 1/3-page vertical, four-color bleed, blue line, black line, film, and the dreaded "I'll have to run the proof over to you for approval"

- Explaining why our ZIP code mailing is many times the CPM of Advo
- Getting to the person who can say "yes" to print purchases
- Hitting rapid-fire deadlines from hell

**continued on page 26**

## Schumacher Answers The Most-Asked Database Questions

**Q:** What's the cost?

**A:** It depends on the size of the membership, but plan to spend about \$1 per member just for the membership card, letter, and envelope. Add to that the cost of additional staffing, database management fees, and any direct mail to members.

**Q:** Can I do a listener club with my existing staff?

**A:** No. Building a dialogue with your best customers means a lot of two-way conversation. You will need a talented fulltime person to program the telephone computer. You should think about it as a little radio station. This person will also answer calls from members ranging from "I lost my card" to "What restaurants give discounts?" In addition, [KMPS Member Services Director] **Sonia Allen** transcribes every word of every listener comment left on the line so everyone in the building sees it and can act on it.

**Q:** Should I have an 800 number for members?

**A:** Not necessarily. If cost was not an object, we'd have one, but the cost of the call is the member's only investment. We get more than 30,000 calls a month and less than a handful of requests for a free line.

**Q:** Can my sales staff sell this, or should I hire some print and marketing people?

**A:** We've tried it both ways. The best prospects for buying your interactive, direct mail, or publication are those who are currently buying your radio time. Since your existing sales staff is already calling on them, it makes sense for us to have one marketing staff.

**Q:** Can I rent my database?

**A:** Yes . . . but before you do, read the new book "The One-To-One Future" [**Don Peppers/Martha Rodgers**]. When your listeners becomes Loyal Listener Club members, they will tell you things they don't want passed around. They're trusting your relationship. Don't violate that

trust. That doesn't mean you can't make them friendly offers when they tell you they have an interest or purchase intention.

**Q:** What's involved in publishing a magazine or newsletter?

**A:** You will need someone — either on the payroll or by contract — to coordinate the production, printing, and mailing. They need to teach you the words, show you the suppliers, negotiate the deals, and supervise the path from paging the piece to getting the product to the mail house or postal unit.

**Q:** Should I publish quarterly or monthly?

**A:** Having done both, monthly is enormously more difficult than I anticipated. The deadlines are staggering, and the additional stress on your staff is a quantum leap from quarterly. I would suggest avoiding going monthly until you're ready. The good news is in the increased contact with your membership and the continuity of annual ad sales.

**Q:** If you had it to do over, would you do it again?

**A:** Having done it, I couldn't imagine life without it ever again.

continued from page 25

- Writing detailed non-airtime orders and processing complex jobs through a radio system and getting a bill out the other end

- Personal time management

- Selling and coordinating events that included — in addition to a radio schedule and promotion — booth coordination, decoration, and staffing; prize computer set-up and maintenance; listener mailings; exhibitor offers; prize coordination and follow-up; dealing with the new database entries into the Prize Computer; and client post-event presentation.

And by the way, KMPS doesn't have a sales manager, so they've had to do this on their own.

### Sales Support

So what's the sales benefit if it increases the workload and creates an atmosphere that's more like "Stop the presses" than "What are you doing this weekend?" After three years of creating our own future, we have the most competent and well-

**"The more we interacted with them, the more we knew about them. The more we knew, the deeper the scope of our relationship. We soon learned that we had real, productive members of society as loyal listeners."**

— *Fred Schumacher*

rounded marketing staff in radio. We can create something that works for a retailer, and we can prove it because it's trackable. When we take the card-reader to a car dealer remote, he's going to know exactly how many people showed up to run their

membership cards through it. We know who they are, where they live, and what their purchase intentions are.

There are other benefits, too. According to KMPS Account Manager Glenn Capeloto, "The aspect of database marketing that has been most effective for me is the 'leads list' it provides when approaching retailers, particularly car dealers.

"From the KMPS database, I can extract 'intended purchasers' of a certain product by age bracket and ZIP code. A lot of potential advertisers have been much more inclined to talk with me about this targeted clientele after realizing their 'spray and pray' mass-marketing approach just doesn't make as much sense compared to what KMPS can offer. It really opens their eyes and lends a great bit of credibility to the station's reputation of really having its act together."

### Is It For You?

Three years later, System 94 is still a little painful but highly rewarding. It establishes a dialogue with listeners that's more akin to one-to-one conversation than mass

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\*These figures are based on absolutely no scientific data whatsoever.

## Special Staff Duties

Here's a rundown of some specialized duties with "System 94":

**Interactive Phone System** — Our *Member Services Director* programs and writes copy for the interactive phone system. This person coordinates all issues that involve the membership, like talking to listeners who didn't get their card on time, calling applicants whose handwriting can't be read, etc.

**Graphics** — In addition to creating client ads, sales materials, and direct mail pieces, our *Integrated Marketing Specialist* takes care of the database and mailing of offers. He also has created a computer presentation explaining System 94 Marketing.

**Publishing** — Our *Magazine Publisher* is responsible for paging the 32-page monthly magazine, plus sales, production, printing, and mailing.

**Editing** — KMPS's NSM has taken on the additional responsibility of *Editorial Director*, responsible for getting the written word gathered for *KMPS Magazine*. He also writes articles and rewrites for those of us who never got beyond that speaking thing.

**Accounting** — Our *Business Manager* and an ad-hoc committee from Accounting, Traffic, and Sales had to reinvent a pipeline that would include:

- A System 94 Order Form, with entries for everything that isn't a radio spot
- The creation of "non-airtime billing" as another radio station in order to fool the **Columbine** traffic system into accepting orders and doing reports, bills, and statements for System 94 services.

media. Is it wildly profitable? No. Don't tell your investors you want to do an integrated marketing program in place of buying another FM station.

If you've started to think this isn't for everyone, you're very astute. This is for broadcasters who are nuts for new technologies and are willing to experiment. This is for station staffs that are close-knit teams. The pressure put on everyone is immense, and its rewards are long-term. The real rewards are in the education we get, because the financial payback could be years away.

Radio's future is in the proof that it contributes to the successful selling of products and services. I also believe the successful future of radio will be the partnerships of competing stations. Stations that have endeavored to kill each other will determine that the real profitability lies in understanding we're in an abundant business — one that can provide excellent profit margins for all who choose to work together. Operators who believe their success can come only at the defeat of another will only end up defeated themselves. Business won't be like that anymore. It's not even about radio

**"It seemed like a great idea to publish a nice, slick magazine. Never mind that the mortality rate of new magazines is just slightly worse than undercapitalized commuter airlines. Hey, we were us. We ran a successful radio station . . . how could we fail?"**

— *Fred Schumacher*

Fortunately, our parent company, **EZ Communications**, has a clear and long-term vision. While this month's cash flow is non-negotiable, we're absolutely committed to be the broadcast company recognized as helping take the communications business into the future.

If you're still with me, you're likely a candidate for an integrated marketing system. There's no guarantee you won't be destroyed by a competitor or a change in the public's music tastes. But if a third of your cume counts themselves among your most loyal listeners, chances are you can ride out more problems than if your only claim to fame is "the most and best music."

### Radio's New Frontier

I've poked a lot of fun at our stone-age efforts to grow beyond the radio paradigm. And it's true that the wheel probably gets reinvented with each model year. But what gets created is something totally new. It's not radio. It's not print. It's not direct mail. It is a one-to-one marketing system that works for the radio station and for our clients. I believe it to be the future of our business, a baby step away from our medium whose value is dictated by media buyers whose sole information is a three-month-old rating estimate.

vs. other media. It's about radio companies as marketers who will prove their worth in the success of their customers.

### Keep Moving Forward

At the risk of sounding preachy, I appeal to those of you with the foresight to have read this far. It is you who are not afraid to experiment and fail, who have visionary staffs and visionary ownerships whose profit and billing responsibilities are rooted in today, but whose eyes are fixed on a point five years ahead.

There has never been a better time to be in radio. Today's prosperity can finance tomorrow's technology. None of us has the answers. But every little experiment we try gets our industry closer to the great credit it deserves.



**Fred Schumacher** is VP/IGM of **KMPS-AM & FM/Seattle**. He invites your comments, suggestions, and success stories. He can be reached via fax: (206) 441-1411 or by E-Mail: **FREDS3211@AOL.COM**.



# What To Do When Exploring An Image Or Format Change

A majority of stations that responded to R&R's Marketing & Promotion survey said they conduct marketing research of some kind. But what happens when things aren't going well? Can market research guide your station out of the doldrums? R&R posed the following question to several leading radio research experts.

*You're the GM of a radio station. Both shares and revenues are underperforming. What research options are open to you to determine the next steps to take? Specifically, how do you find out what listeners think of your station? How will they respond to potential changes in your image or format? How do you research potential format "holes"?*

## MIKE HENRY PARAGON RESEARCH

If you have a strategic plan for programming and marketing in place, then it's time to revisit your plan. If your station is working without one, then it is time to produce one.

Market research is the foundation of the knowledge required to build a strategic plan, which defines a target audience and outlines programming and marketing strategies and tactics. When reviewing your strategy, make sure the station has not strayed off course unintentionally, and determine if your team has not completed the significant components of the plan.

If you find either scenario to be the case, readdress the implementation steps in the strategic plan in an attempt to steer your station back on course. Take into consideration changing competitive issues and adjust your plan accordingly.

Your immediate research strategy is dependent upon immediate challenges. For instance, if you suspect your music is without focus or too burned out, then consider an auditorium music test. A perceptual study or perceptual tracking study could



Henry

provide the quantifiable intelligence required to react to increasingly effective competitive attacks. Or, if you're encountering unique emotional issues, such as the loss of a heritage morning show, focus groups are extremely insightful.

If you don't have a strategic plan to lean on, move directly into a perceptual study built around segmentation. The scope of the segmentation study can be as broad as the entire marketplace or

**“A perceptual study or perceptual tracking study could provide the quantifiable intelligence required to react to increasingly effective competitive attacks. Or, if you're encountering unique emotional issues, focus groups are extremely insightful.”**

— Mike Henry

your target demo, or as narrow as a format lifegroup (all listeners who prefer alternative music, for instance). In any case, a segmentation process will provide answers to vital positioning questions as well as the nature of the market's format

segments — their size, composition, preferences, and listening habits.

The repositioning of your station within key segments, either by adjusting or changing formats, is the critical step in reversing your station's downward trends.

Aside from the segmentation insight, the perceptual study can ascertain your station's performance on key images and positions, such as music repetition, clutter, presentation, or marketing. The study can also focus on station-specific programming elements that can be adjusted to supersede the core. Finally, using the knowledge gleaned from the perceptual research, build a strategic plan and put it into action immediately.

React to your listeners, not your competition, and give your plan time to work. Stations don't lose shares in a day, nor do they gain them all back in a day.

## PIERRE BOUVARD COLEMAN RESEARCH

In developing strategies to enhance the position of a radio station, the latest book by Al Ries and Jack Trout, titled "The 22 Immutable Laws Of Marketing" (HarperBusiness, 1993), is a wonderful resource. Here's how we apply some of those laws to researching a station and developing an action plan for positioning, programming, and marketing:

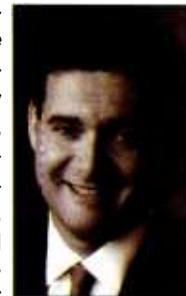
- **The Law of Leadership** — *It's better to be first than it is to be better.*

- **The Law of Perception** — *Marketing is not a battle of products, it's a battle of perceptions.*

We radio folks place a big emphasis on "how we sound." Here's the bigger issue: How strongly is your station associated with the sound you program? The strength of your music images today determines tomorrow's ratings. Broadcasters need to focus on winning key station and music images of their format.

- **The Law of the Category** — *If you can't be first in a category, set up a new category you can be first in.*

Can't win in your format? Research another unserved niche to dominate. Make



Bouvard

## RESEARCH ROUNDTABLE

### PIERRE BOUVARD COLEMAN RESEARCH

sure listeners think your new format is really unique.

- **The Law of Focus** — *The most powerful concept in marketing is owning a word in the prospect's mind. The most effective words are simple and benefit-oriented.*

Successful stations not only win the music image of their format, they also win linkage to the word that describes their format. Examples of powerful radio words: Country, Classic Rock, Hits, Oldies, Soft, Variety, Modern Rock, '70s, and Hip-Hop, to name a few.

What is your station's word? How strongly is your station imaged for this word? How well has on-air imaging and external marketing sold your word? Listeners have to easily understand it. Simple and clear wins.

- **The Law of Perspective** — *Marketing effects take place over an extended period of time.*

Radio decision-makers need to read this law often. Especially at Arbitrends time. We like to say radio stations' images are like glaciers — perceptions are slow to form, slow to melt.

Stations impatient with current ratings often make changes when more patience is needed. Today's marketing influences ratings six to nine months from now. Research your images now to forecast future ratings. The worst example of radio short-term thinking: "If I market in the first quarter, what growth will I experience in the first quarter?" Long-term image development is the key to ratings success.

- **The Law of Sacrifice** — *You have to give up something in order to get something.*

Successful stations narrow their focus in these key areas: programming target, marketing messages, on-air imaging, and media scheduling. Consider Trout and Ries's concept: The market is not the target.

Cut down on the number of messages on the air and in your external marketing. Less is more. Employ the theories of optimum effective scheduling to concentrate your marketing efforts. Sacrifice is hard. Focusing is hard. But concentration is the secret to all economic success.

- **The Law of Resources** — *Without adequate funding, an idea won't get off the ground.*

Trout and Ries say, "You'll get further with a mediocre idea and a million dollars than with a great idea alone." Do you have an awesome idea for a new format? Great. Where's the marketing? Whenever new formats successfully debut, we tend to be fascinated by the music mix and liners. Focus on the dollars.

### CAROLYN GILBERT CRITICAL MASS MEDIA RESEARCH

First, we must understand the nature of the problem. Are ratings truly in a freefall, or are we overreacting to a series of trends going from a 7.1 to a 6.2 to a 7.8 to a 5.9 (essentially the same number)? Are we doing consistent audience tracking on our own to make sure we know the answer to that question? Are sales sluggish be-



Gilbert

cause of ratings? Or because of mismanagement, the wrong staff, the wrong pitch, the wrong focus? Are we simply trying to sell time or are we targeting the right clients and offering them the benefits of our product?

At any rate, there are management decisions to be made before any research is conducted for a struggling radio station.

**"Are ratings truly in a freefall, or are we overreacting to a series of trends going from a 7.1 to a 6.2 to a 7.8 to a 5.9 (essentially the same number)?"**

— Carolyn Gilbert

Is the format right but the execution wrong? Will the abandonment of a position leave a hole wide enough to drive a truck through? Standard, focused perceptual research can offer the answers we want if the instrument is designed properly, the sample screened appropriately (shun the "25-54 and breathing" and screen for actionable results), and the analysis done by radio analysts (as opposed to numbers crunchers). And *regular* — as opposed to panic-induced — perceptual research will help reveal vulnerabilities, and indicate close format opportunities *before* there's a problem. Too often, programmers and managers interpret numbers literally and use them to change

continued on page 30

## SUCCESS WITH IMPACT!

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## RESEARCH ROUNDTABLE

CAROLYN GILBERT

CRITICAL MASS MEDIA RESEARCH

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the product. And not often enough do they use the numbers literally and use them to change the product. And not often enough do they use the numbers to change the packaging and promotion surrounding a generally sound product.

If the decision is that the format is wrong, the design of a "format search" instrument and sample are key to the success of the launch. Ask the wrong questions of the wrong respondents and what may seem to be a "hole" turns into a crevice ripe for a plummet. You have an inkling of who's vulnerable if you've been listening to the radio and paying the *right* kind of attention to the ratings. You've got an idea of what audience might be underserved. Start from here to design a focused instrument among only the audience you suspect might be your future audience. Don't believe those who say that "concept statement" and "sound bites" will give you your answers. Research can only report history. No respondent can tell you that he will or will not listen to a radio station based on vague descriptions and tight music clusters. The attack comes from the vulnerabilities of the proposed competition — not from the respondent's projection of behavior, because no one can tell you how he'll react to a radio station he's never heard.

Careful, well-thought-out, and focused research is the answer to both conundra. Ongoing research — a regular report card beyond Arbitron — helps prevent the panic. Does P&G wait until Tide's share goes down to do research?

ROGER WIMMER

THE EAGLE GROUP

A station's share performance and revenue performance are areas that should be assessed on a regular and consistent basis. A GM should not be faced with a situation in which he or she "suddenly discovers" problems in these areas.



Wimmer

A research plan that includes regularly scheduled projects can predict or identify problems before they become signifi-

cant. This regular plan should include focus groups for questionnaire design and marketing, telephone perceptual studies of the market and the format, music tests (if relevant), and personality tests (if relevant).

All of the questions — What do listeners think of the station? How will they respond to potential changes in image or format? How is research done to find format "holes"? — can be answered in a variety of ways through a regularly scheduled research plan.

The focus groups can provide indications of problems; the telephone perceptual studies can verify or refute information; and specifically designed questionnaires can address questions that relate to format acceptance of format availabilities.

LEW DICKEY

STRATFORD RESEARCH

If you take a lesson from Fortune 500 brand managers, you'll take what I call the "outside-in" approach instead of radio's normal "inside-out" way of thinking.

"Outside-in" thinking means evaluating your station or "brand" from the listener's perspective.



Dickey

A Fortune 500 brand manager's first question would be, "What caused the customer's behavior to change?" What could listeners be doing today to satisfy their basic radio usage needs that's different from what they were doing before the ratings fell?

There are usually three ways to classify the problem with ratings, and each one represents a much different picture of your customer's listening behavior.

The three scenarios are:

- You're losing shares directly to a single competitor (either a longtime rival or a "new" entrant)
- You have begun to slide to the back of the pack among your primary competitors and strong secondary competitors (your brand's "strategic group" of competitors)
- The share of the strategic group itself is declining — that is, the combined shares of your station(s) and competitors are going down.

At this point, you should design a research project that will identify the relevant consumer behavior issues for the scenario that best describes your situation. After you've reviewed the research, you'll be able to see whether you're in the right format arena or whether you simply need to compete more effectively.

To do this, you have to understand the *attitudes* that drive the behavior of your target listeners. The number one reason why stations fail to achieve their ratings goals is because their strategic plan is incongruent with the needs of their target audience. Until you understand what made listeners change their behavior, you'll never be able to reverse the real problem.

### 'Outside-In, Not Inside-Out'

This represents a big difference from the "inside-out" radio way of thinking. The inside-out approach is more likely to involve experimenting with multimillion dollar assets, such as changing the station's music mix and then looking for validation in the next monthly report 30 days later. I highly recommend against this type of knee-jerk behavior. It is analogous to driving your car by looking through the rearview mirror.

Outside-in thinking is from the consumer's perspective. It's the way your listeners think, not the way radio folks do. Fortune 500 brand managers came to this conclusion many years ago. As a result, the sophistication and effectiveness with which they approach their competitive challenges makes the majority of radio's strategic plans seem incomplete at best.

The classic mistake of most strategic plans is the assumption that listeners choose stations based upon the sum of parts rather than the whole.

Listeners don't choose their favorite station because it has more variety or longer music sweeps any more than they choose their favorite beer because it has a better mix of barley and hops. The world's top marketing strategists all share one secret weapon: *They know that consumers don't buy products . . . they buy brands.*

So if you want to develop a truly effective strategic plan, start with information that gives you a fundamental understanding of what your brand stands for in the minds of your target listeners. You must understand the underlying attitudes which really drive behavior in order to change it. This is where "outside-in" thinking, using brand research, goes a step beyond basic "inside-out" thinking.

## RESEARCH ROUNDTABLE

### BILL MOYES THE RESEARCH GROUP

**F**irst, think about your situation a bit. Are the ratings and revenues something that are very important to you — to your own personal success and future? If they are, then consider this: Research doesn't automatically translate into success in improving your ratings. Research is nothing more than answers to questions — that's it. And anyone can do research: college kids, your DJs, any company that wants to hang out a "research" shingle.

To achieve success, you need more than just answers to questions. There are four important steps:

1) **Good research** — You need to work with people who have a full knowledge of the latest cutting-edge research tools



Moyes

**“Research doesn't automatically translate into success in improving your ratings. Research is nothing more than answers to questions — that's it.”**

— *Bill Moyes*

and techniques *and* who have taken the considerable time it requires to develop an understanding of your specific competitive situation. Those two things can lead you to good questions, or good research.

2) **Dependable knowledge** — Good research in the hands of people who have little interpretive experience is useless. You look at the answers and it's difficult to know — dependably — what they really

mean. But in experienced hands you get the melding of good research and dependable interpretation to get you to the next level: good, solid knowledge.

3) **Focused plan** — Next, combine the knowledge you have dependably garnered from good research and interpret it with the principles of warfare strategy thinking and strategic planning. Strategy gets you from knowledge to an actionable plan that's focused on exactly what you need to do to boost the ratings. This is the critical step.

4) **Success** — Finally, even a great plan isn't worth much unless it's implemented well. A good plan executed well is a sure-fire success.

A little homework up front can help you make smart choices. Good research is affordable research that gets you where you want to go. Take the time to call references; full understanding makes for good, solid partnerships, which is what we all want. This is your career we're talking about — the right choice now will have a big impact on your success.



## FORMAT HOLE RESEARCH



Chris Porter

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### SAN DIEGO

Star 100.7, KFMB-FM  
"Just the Best Songs on the Radio"  
Signed on June, 1994



Mike Henry



# 1994-95 Industry Events Calendar

## AUGUST 1994

- 4-6** International Country Music Workshop. Music City Sheraton, Nashville
- 8-16** Elvis Presley International Tribute Week. Graceland and other locations, Memphis
- 11-14** PGA Championship. Southern Hills Country Club, Tulsa
- 12-14** Madonnathon: International Madonna Fan Convention. Various locations, Detroit
- 13** International Lefthanders Day
- 15-20** T.J. Martell Foundation/Neil Bogart Memorial Fund Rock N' Charity Week. Various locations, Los Angeles
- 18-20** Talentmasters Morning Show Boot Camp '94. Swiss Hotel, Atlanta
- 18-21** Jack The Rapper Convention. Buena Vista Palace, Orlando
- 26** Women's Equality Day

## OCTOBER 1994

- Adopt-A-Shelter-Dog Month, National AIDS Awareness Month, National Dessert Month, National Pasta Month, National Pizza Month, National Seafood Month, Oktoberfest
- 1-31** Walktoberfest, sponsored by the American Diabetes Association. Various dates and cities
- 1-2** American Heart Walk. Various cities
- 5** CMA Awards. Grand Ole Opry, Nashville
- 10** Columbus Day
- 12-15** NAB Radio Show and World Media Expo. Convention Center, Los Angeles
- 12-15** RTNDA 49th International Conference & Exhibition. Convention Center, Los Angeles
- 16** National Boss Day
- 22** First game of the 1994 World Series. Location TBD
- 23** Mother-In-Law Day
- 23-29** American Beer Week
- 30** Daylight Savings Time ends
- 31** Halloween

## SEPTEMBER 1994

- National Chicken Month, National Honey Month, National Piano Month, National Rice Month
- 2-4** Chicago Jazz Festival. Various locations, Chicago
- 4** NFL season begins
- 4-5** MDA Jerry Lewis Labor Day Telethon
- 5** Labor Day, Be Late For Something Day
- 6** First day of Rosh Hashanah
- 11** National Grandparents Day
- 14-17** 18th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC
- 15** First day of Yom Kippur
- September 15-October 15** National Hispanic Heritage Month
- 21-24** CMJ Music Marathon. New York Hilton & Towers, New York City
- September 22-December 14** Fall Arbitron
- 23** First day of autumn
- 25** National One-Hit Wonder Day

## NOVEMBER 1994

- Hunger Awareness Month, International Drum Month
- 1** NAB Best Of The Best Radio Promotion contest deadline
- 3-6** Philadelphia Music Conference. Penn Tower Hotel, Philadelphia
- 8** Election Day
- 11** Veterans Day
- 13-19** American Education Week
- 17** Great American Smokeout
- 22** National Stop The Violence Day
- 24** Thanksgiving Day
- 28** First day of Hanukkah

# CALENDAR

## DECEMBER 1994

- 1** World AIDS Day
- 21** First day of winter
- 25** Christmas Day
- Dec. 26-January 1** Kwanzaa
- 31** New Year's Eve

## FEBRUARY 1995

- American Heart Month, Black History Month, National Snack Food Month
- 2** Groundhog Day
- 6** NAB Crystal Radio Awards deadline
- 11-12** Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas
- 14** Valentine's Day, Mardi Gras
- 15** Ash Wednesday
- 15-17** Broadcast Cable Credit Association Credit & Collections Seminar. Scottsdale Hilton, Scottsdale, AZ
- 16-18** Gavin Convention. Site TBA, San Francisco
- 16-19** RAB '95: Managing Sales Conference & Executive Symposium. Loews Anatole, Dallas
- 20** Presidents' Day
- 22-25** 1995 NARM Convention. Marriott and Convention Center, San Diego
- 25-27** 1995 State Leadership Conference. Park Hyatt Hotel, Washington, DC

## APRIL 1995

- Cancer Control Month, International Guitar Month, National Garden Month
- Major League Baseball season opens
- 1** April Fool's Day
- 2** Daylight Savings Time begins
- 10-13** NAB '95. Convention Center, Las Vegas
- 15** First day of Passover, Income Tax Day
- 16** Easter Sunday
- 22** Earth Day
- 23-27** National Christian Radio Seminar. Convention Center, Nashville
- 23-29** National YWCA Week
- 26** Professional Secretaries Day
- 27** Gospel Music Association Dove Awards. Grand Ole Opry House, Nashville

## JANUARY 1995

- January 5-March 29** Winter Arbitron
- 6-9** 1995 Winter Consumer Electronics Show. Convention Center, Las Vegas
- 16** Martin Luther King Jr. Day
- 23** 22nd Annual American Music Awards. Shrine Auditorium, Los Angeles
- 29** Super Bowl XXIX. Joe Robbie Stadium, Miami

## MARCH 1995

- American Red Cross Month, National Noodle Month, National Peanut Month
- 1-4** 26th Country Radio Seminar. Opryland Hotel, Nashville
- 17** St. Patrick's Day
- 20** First day of spring
- 23** 11th Annual NABOB Communications Awards Dinner. Sheraton Washington Hotel, Washington, DC
- March 30-June 21** Spring Arbitron

## MAY 1995

- National Bike Month, National Egg Month, National Hamburger Month, National Strawberry Month
- 5** Cinco de Mayo
- 6** Kentucky Derby. Churchill Downs, Louisville, KY
- 11-13** 1995 Summer Consumer Electronics Show. Convention Center, Philadelphia
- 14** Mother's Day
- 14-20** National Police Week
- 19-24** 18th Annual NABOB Spring Broadcast Management Conference. Frenchman's Reef Resort Hotel, U.S. Virgin Islands
- 20** Armed Forces Day
- 28** Indianapolis 500
- 29** Memorial Day

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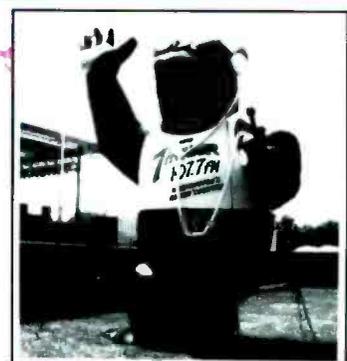
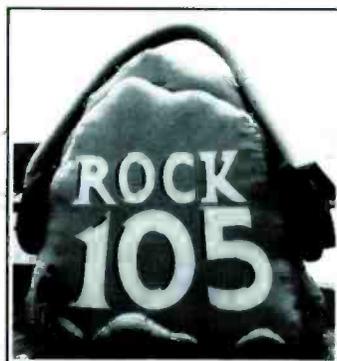
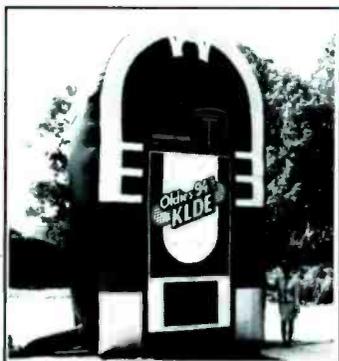
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## CALENDAR

### JUNE 1995

Adopt-A-Shelter-Cat Month, National  
Accordion Awareness Month, National  
Iced Tea Month

**5** TNN-Music City News Country Awards.  
Grand Ole Opry House, Nashville

**5-11** International Country Music Fan Fair.  
Tennessee State Fairgrounds, Nashville

**14** Flag Day

**18** Father's Day

**19-25** Amateur Radio Week

**21** First day of summer

**June 22-September 13** Summer Arbitron

**22-25** Talk Radio '95: National Association  
of Radio Talk Show Hosts Convention.  
Sheraton Astrodome, Houston

**23-24** Bobby Poe's Pop Music Survey  
Radio/Record Seminar.  
Sheraton Premiere, Tysons Corner, VA

### JULY 1995

National Ice Cream Month,  
National Recreation and Parks Month

**4** Independence Day,  
National Country Music Day

**12-16** Upper Midwest Communications  
Conclave.

Downtown Marriott, Minneapolis

**Note:** Although R&R has taken every  
measure to ensure the accuracy of this  
calendar, dates and locations  
are subject to change.



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Broadcast Graphics	(502) 584-5810
Broadcast Marketing Group	(816) 753-3277
Calico	(818) 727-2120
Custom Productions	(310) 393-4144
Eagle Marketing	(303) 484-4736
Film House Inc.	(615) 255-4000
First Flash Line™/Moose Lake Products Co.	(219) 432-2768
FirstCom Broadcast Services	(800) 858-8880
Group X Inc.	(614) 755-9565
Hackett Media Inc.	(407) 333-9447
Horizon Communication & Design	(310) 394-5439
Impact Ratings	(610) 353-8311
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
Jumbo Event Tape	(800) 213-5274
Kaja One Creative Services	(310) 836-5858
KK Kreative Koncepts	(614) 447-1709
McClain Enterprises	(615) 254-2060
Media Advantage Corp	(201) 325-0050
MediaMAVENS	(619) 450-0441
The Mizak Agency	(513) 528-4166
Mugs Unlimited/Ashtray Sales Unlimited	(310) 559-1643
Nittany Printing & Graphics Inc.	(814) 231-4700
Nova Marketing Group Inc.	(619) 291-9322
PosterWorks	(404) 399-5355
The Promoter Newsletter	(800) 772-7732
Promotional Broadcast Network (PBN)	(619) 233-9531
Promotional Ventures	(800) 772-7732
The Radio Agency	(800) 969-2636
The RADIOGUIDE People Inc.	(810) 355-0022
Rawson Resource Group	(800) 442-4415
RPMC Inc.	(818) 222-7762
Southeast Plastics	(904) 252-2442
Special Events Marketing Inc.	(505) 298-0137
SRDS	(708) 441-2103
Strategic Promotions Inc.	(214) 871-1016
Tune-In Publications	(713) 781-0781
Univenture CD Packaging & Storage	(614) 761-2669
Whiteco Metrocom	(212) 605-0437
Williams Broadcast Communications Inc.	(813) 572-7589

## Banners

Lee Arnold Promotions	(414) 351-9088
Broadcast Direct Marketing	(305) 858-9524
Digitalmarc-Commercial Digital Audio	(415) 929-1060
First Flash Line™/Moose Lake Products Co.	(219) 432-2768
Good Swag Merchandising Inc.	(212) 807-5728
Horizon Communication & Design	(310) 394-5439
Intelligence™	(505) 243-4904
Jumbo Event Tape	(800) 213-5274
Lapel Pin Inc.	(213) 962-0590
Nalpac, Ltd.	(800) 837-5946
Nittany Printing & Graphics Inc.	(814) 231-4700
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
The Promoter Newsletter	(800) 772-7732
Promotional Ventures	(800) 772-7732
Rawson Resource Group	(800) 442-4415
Reef Industries	(800) 231-2417
Results Marketing Of Orlando	(800) 786-8011
Secret Identitee Merchandising	(213) 857-5520
Star Screen	(800) 742-1569

## Bumper Stickers

Aaro Marketing Inc.	(513) 321-1117
Ad America	(800) 536-6926
Lee Arnold Promotions	(414) 351-9088
Broadcast Direct Marketing	(305) 858-9524
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Star Screen	(800) 742-1569
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## Consultants

Aaro Marketing Inc.	(513) 321-1117
Altair Communications Inc./ACI	(407) 298-4000
Broadcast Direct Marketing	(305) 858-9524
Broadcast Solutions	(503) 248-1960
Broadcasting Unlimited Inc.	(508) 653-7200
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Custom Publishing & Marketing Group Inc.	(407) 743-0548
DataSys/Name Track Software	(817) 498-4902
Michael Day Associates	(800) 966-2237
Direct Marketing Results	(508) 653-7200
Eagle Marketing	(303) 484-4736
Event Marketing Inc.	(513) 745-9096
Executive Broadcast Services	(800) 800-0107
Fairwest Direct	(619) 552-0777
Keri Fretty Enterprises	(213) 469-3905
Group X Inc.	(614) 755-9565
Guerilla Productions Inc.	(617) 494-0721
Hackett Media Inc.	(407) 333-9447
Horizon Communication & Design	(310) 394-5439
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
KBE 'Broadcasting By Design'	(505) 828-0488
L'Express Group	(800) 530-5355
Joanie Lawrence Entertainment	(615) 292-1412
Jayne Lipman Marketing & Promotion	(212) 662-1790
Marketing/Research Partners Inc.	(800) 767-3533
Maxwell Media Group Inc.	(412) 441-2020
Jay Mitchell Associates Inc.	(515) 472-4087
Narrowcast Marketing Group	(402) 593-0580
Nova Marketing Group Inc.	(619) 291-9322
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
Promotion Manager Software	(212) 745-8776
Promotional Broadcast Network (PBN)	(619) 233-9531
The Radio Agency	(800) 969-2636
Radio Et Cetera	(800) 767-1267

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Ratings & Revenue Inc.	(407) 627-7052
RPMC Inc.	(818) 222-7762
SCA Promotions	(800) 527-5409
Rick Scott & Associates	(206) 562-9594
Diane Shannon Database Consulting	(317) 257-7384
Special Events Marketing Inc.	(505) 298-0137
Jon Sullivan's Radio Promotion Bulletin	(713) 855-2964
Williams Broadcast Communications Inc.	(813) 572-7589

## Costumes

Bigger Than Life Inc.	(800) 383-9980
Dynamic Displays	(519) 254-9563
Hazel's Fantasy Factory	(405) 942-9960
InflADable Image Industries	(216) 273-3200
Scollon Productions Inc.	(803) 345-3922

## Creative

Aaro Marketing Inc.	(513) 321-1117
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Broadcast Direct Marketing	(305) 858-9524
Broadcast Solutions	(503) 248-1960
Larry Bruce Communications	(805) 546-0242
Calico	(818) 727-2120
Communication Graphics Inc.	(800) 331-4438
Contemporary Group	(314) 962-4000
Custom Publishing & Marketing Group Inc.	(407) 743-0548
Digitalmarc-Commercial Digital Audio	(415) 929-1060
Eagle Marketing	(303) 484-4736
Film House Inc.	(615) 255-4000
Keri Fretty Enterprises	(213) 469-3905
Galaxy Broadcast Inc.	(513) 791-3346
GMR Marketing	(414) 786-5600
Group X Inc.	(614) 755-9565
Horizon Communication & Design	(310) 394-5439
Ron Huntsman Entertainment Marketing	(615) 255-1100
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
Jameson Broadcast Inc.	(202) 328-3283
KBE "Broadcasting By Design"	(505) 828-0488
KK Kreative Koncepts	(614) 447-1709
L'Express Group	(800) 530-5355
Joanie Lawrence Entertainment	(615) 292-1412
McClain Enterprises	(615) 254-2060
MediaMAVENS	(619) 450-0441
The Mizak Agency	(513) 528-4166
Narrowcast Marketing Group	(402) 593-0580
Nelson Wireless Trading Company	(800) 433-0030
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
Promotional Broadcast Network (PBN)	(619) 233-9531
The Radio Agency	(800) 969-2636
Radio Et Cetera	(800) 767-1267
The RADIOGUIDE People Inc.	(810) 355-0022
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RPMC Inc.	(818) 222-7762
RRN Inc.	(212) 995-9800
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Strategic Promotions Inc.	(214) 871-1016
Jon Sullivan's Radio Promotion Bulletin	(713) 855-2964
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## Database Management

Americalist Division of Haines & Co.	(800) 544-5649
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Creative Media Management Inc.	(813) 536-9450
DataSys/Name Track Software	(817) 498-4902
Direct Marketing Results	(508) 653-7200
Eagle Marketing	(303) 484-4736
Hackett Media Inc.	(407) 333-9447
Marketing/Research Partners Inc.	(800) 767-3533
The Media Gallery/RadioPhone	(310) 533-0855
Promotion Manager Software	(212) 745-8776
The Radio Response Company	(301) 921-0224

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Aaro Marketing Inc.	(513) 321-1117
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Boom Media	(804) 276-5811
Broadcast Direct Marketing	(305) 858-9524
Broadcast Graphics	(502) 584-5810
Broadcasting Unlimited Inc.	(508) 653-7200
Card Systems Inc.	(313) 254-6900
Creative Media Management Inc.	(813) 536-9450
Custom Publishing & Marketing Group Inc.	(407) 743-0548
DataSys/Name Track Software	(817) 498-4902
Direct Mail Express	(904) 257-2500
Direct Marketing Results	(508) 653-7200
Executive Broadcast Services	(800) 800-0107
Fairwest Direct	(619) 552-0777
Film House Inc.	(615) 255-4000
Keri Fretty Enterprises	(213) 469-3905
Galaxy Broadcast Inc.	(513) 791-3346
Hackett Media Inc.	(407) 333-9447
Horizon Communication & Design	(310) 394-5439
Impact Ratings	(610) 353-8311
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
L'Express Group	(800) 530-5355
M Street Corp	(800) 248-4242
Marketing/Research Partners Inc.	(800) 767-3533
Maxwell Media Group Inc.	(412) 441-2020
MediaMAVENS	(619) 450-0441
Mega Direct	(813) 447-6245
The Mizak Agency	(513) 528-4166
Mugs Unlimited/Ashtray Sales Unlimited	(310) 559-1643
Narrowcast Marketing Group	(402) 593-0580
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Nova Marketing Group Inc.	(619) 291-9322
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Promotion Manager Software	(212) 745-8776
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The Radio Agency	(800) 969-2636
Radio Et Cetera	(800) 767-1267
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Rawson Resource Group	(800) 442-4415
Rick Scott & Associates	(206) 562-9594
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Special Events Marketing Inc.	(505) 298-0137
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Dynamic Displays	(519) 254-9563
Fairwest Direct	(619) 552-0777
Good Swag Merchandising Inc.	(212) 807-5728
Horizon Communication & Design	(310) 394-5439
InfADable Image Industries	(216) 273-3200
Nittany Printing & Graphics Inc.	(814) 231-4700
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
Rawson Resource Group	(800) 442-4415

## Events

Larry Bruce Communications	(805) 546-0242
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Celebrity Suppliers	(619) 455-7108
Contemporary Group	(314) 962-4000
Dynamic Displays	(519) 254-9563
Event Marketing Inc.	(513) 745-9096
Keri Fretty Enterprises	(213) 469-3905
GMR Marketing	(414) 786-5600
Horizon Communication & Design	(310) 394-5439
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
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Jayne Lipman Marketing & Promotion	(212) 662-1790
MediaAmerica Inc.	(212) 302-1100
Music Awareness Travel Promotions	(800) 634-5043
Nationwide Entertainment Services	(619) 455-7108
Nelson Wireless Trading Company	(800) 433-0030
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
Professional Event Management	(303) 825-8484
Professional Sports Marketing	(214) 424-9660
Promotion Manager Software	(212) 745-8776
Promotional Radio Network	(404) 668-0088
The Radio Agency	(800) 969-2636
RPMC Inc.	(818) 222-7762
SCA Promotions	(800) 527-5409
Select Promotions & Events	(800) 347-6977
Special Events Marketing Inc.	(505) 298-0137
The Venus International Model Search	(904) 641-5304

## Graphic Design

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Americalist Division of Haines & Co.	(800) 544-5649
Boom Media	(804) 276-5811
Broadcast Direct Marketing	(305) 858-9524
Broadcast Graphics	(502) 584-5810
Calico	(818) 727-2120
Communication Graphics Inc.	(800) 331-4438
Cranberry Graphics	(410) 876-8131
Custom Publishing & Marketing Group Inc.	(407) 743-0548
Digitalmarc-Commercial Digital Audio	(415) 929-1060
Direct Marketing Results	(508) 653-7200
Eagle Marketing	(303) 484-4736
Fairwest Direct	(619) 552-0777
First Flash Line™/Moose Lake Products Co.	(219) 432-2768
Galaxy Broadcast Inc.	(513) 791-3346
GMR Marketing	(414) 786-5600
Horizon Communication & Design	(310) 394-5439
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
Jumbo Event Tape	(800) 213-5274
MediaMAVENS	(619) 450-0441
Narrowcast Marketing Group	(402) 593-0580
Nittany Printing & Graphics Inc.	(814) 231-4700
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
The Radio Agency	(800) 969-2636
Radio Et Cetera	(800) 767-1267
Radio Mall	(612) 522-6256
The RADIOGUIDE People Inc.	(810) 355-0022
Rawson Resource Group	(800) 442-4415
Rick Scott & Associates	(206) 562-9594
Star Screen	(800) 742-1569
Strategic Promotions Inc.	(214) 871-1016
Tune-In Publications	(713) 781-0781

## Interactive Telephone

Altair Communications Inc./ACI	(407) 298-4000
American Telesource Inc.	(800) 466-0444
Broadcast Solutions	(503) 248-1960
Celebration	(713) 625-4100
Direct Marketing Results	(508) 653-7200
Fairwest Direct	(619) 552-0777
Galaxy Broadcast Inc.	(513) 791-3346

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# RESOURCE DIRECTORY

## Interactive Telephone

Impact Target Marketing	(617) 247-4770
The Media Gallery/RadioPhone	(310) 533-0855
Chip Morgan Broadcast Engineering	(916) 933-9330
Nelson Wireless Trading Company	(800) 433-0030
Promotional Broadcast Network (PBN)	(619) 233-9531
Pyramid Broadcast Publishing	(414) 771-8020
TransAmerica Marketing Services Inc.	(703) 903-9500

## Mailing Lists

Aaro Marketing Inc.	(513) 321-1117
Altair Communications Inc./ACI	(407) 298-4000
Americalist Division of Haines & Co.	(800) 544-5649
Boom Media	(804) 276-5811
Broadcast Direct Marketing	(305) 858-9524
Center for Radio Information	(800) 359-9898
Custom Publishing & Marketing Group Inc.	(407) 743-0548
DataSys/Name Track Software	(817) 498-4902
Direct Mail Express	(904) 257-2500
Direct Marketing Results	(508) 653-7200
Eagle Marketing	(303) 484-4736
Fairwest Direct	(619) 552-0777
Hackett Media Inc.	(407) 333-9447
Impact Ratings	(610) 353-8311
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904
M Street Corp	(800) 248-4242
Narrowcast Marketing Group	(402) 593-0580
The Pinpoint Companies	(314) 878-0673
Promotion Manager Software	(212) 745-8776
Promotional Broadcast Network (PBN)	(619) 233-9531
Ratings & Revenue Inc.	(407) 627-7052
Diane Shannon Database Consulting	(317) 257-7384
Special Events Marketing Inc.	(505) 298-0137
TransAmerica Marketing Services Inc.	(703) 903-9500
Tune-In Publications	(713) 781-0781

## Media Placement

Baxter Media Buyers	(206) 254-4744
Broadcast Direct Marketing	(305) 858-9524
Broadcast Marketing Group	(816) 753-3277
Celebrity Suppliers	(619) 455-7108
Effective Media Services	(914) 735-3200
Group X Inc.	(614) 755-9565
Horizon Communication & Design	(310) 394-5439
Intelligence™	(505) 243-4904
L'Express Group	(800) 530-5355
MediaMAVENS	(619) 450-0441
The Mizak Agency	(513) 528-4166
Nationwide Entertainment Services	(619) 455-7108
PosterWorks	(404) 399-5355
Radio Marketing Specialists	(713) 957-1003
Shark-TV/Miller & McCall	(800) 798-5982
Special Events Marketing Inc.	(505) 298-0137
Strategic Promotions Inc.	(214) 871-1016

## Music Products

Altair Communications Inc./ACI	(407) 298-4000
Broadcast Direct Marketing	(305) 858-9524
Coast To Coast Promotion & Marketing Inc.	(212) 603-8732
Digitalmarc-Commercial Digital Audio	(415) 929-1060
Executive Broadcast Services	(800) 800-0107
FirstCom Broadcast Services	(800) 858-8880

## Music Products

Good Swag Merchandising Inc.	(212) 807-5728
PosterWorks	(404) 399-5355
Radio Mall	(612) 522-6256
The Rock Calendar	(505) 822-9250
Denny Somach Productions	(610) 446-7100
TM Century	(800) 937-2100
Univenture CD Packaging & Storage	(614) 761-2669

## Premiums

Ad America	(800) 536-6926
Lee Arnold Promotions	(414) 351-9088
Bird Corp.	(402) 289-3779
Broadcast Direct Marketing	(305) 858-9524
Contemporary Group	(314) 962-4000
Coyote Logo Jewelry	(505) 296-1921
Good Swag Merchandising Inc.	(212) 807-5728
Impact Target Marketing	(617) 247-4770
Kaja One Creative Services	(310) 836-5858
Lapel Pin Inc.	(213) 962-0590
Mugs Unlimited/Ashtray Sales Unlimited	(310) 559-1643
Nalpac, Ltd.	(800) 837-5946
Perrygraf	(800) 423-5329
PosterWorks	(404) 399-5355
The Promoter Newsletter	(800) 772-7732
Promotional Ventures	(800) 772-7732
The RADIOGUIDE People Inc.	(810) 355-0022
Rawson Resource Group	(800) 442-4415
Results Marketing Of Orlando	(800) 786-8011
The Rock Calendar	(505) 822-9250
RRN Inc.	(212) 995-9800
Secret Identitee Merchandising	(213) 857-5520
Denny Somach Productions	(610) 446-7100
Southeast Plastics	(904) 252-2442
Special Events Marketing Inc.	(505) 298-0137
Star Screen	(800) 742-1569
Strategic Promotions Inc.	(214) 871-1016
3-Strikes Custom Design	(203) 359-4559

## Printed Material

Aaro Marketing Inc.	(513) 321-1117
AB Promotions	(715) 424-1718
Lee Arnold Promotions	(414) 351-9088
Boom Media	(804) 276-5811
Broadcast Direct Marketing	(305) 858-9524
Broadcast Graphics	(502) 584-5810
Calico	(818) 727-2120
Card Systems Inc.	(313) 254-6900
Communication Graphics Inc.	(800) 331-4438
Cranberry Graphics	(410) 876-8131
Custom Publishing & Marketing Group Inc.	(407) 743-0548
Digitalmarc-Commercial Digital Audio	(415) 929-1060
Eagle Marketing	(303) 484-4736
Executive Broadcast Services	(800) 800-0107
Fairwest Direct	(619) 552-0777
First Flash Line™/Moose Lake Products Co.	(219) 432-2768
Galaxy Broadcast Inc.	(513) 791-3346
Good Swag Merchandising Inc.	(212) 807-5728
Group X Inc.	(614) 755-9565
Horizon Communication & Design	(310) 394-5439
Impact Ratings	(610) 353-8311
Impact Target Marketing	(617) 247-4770
Intelligence™	(505) 243-4904

## RESOURCE DIRECTORY

### Printed Material

Jumbo Event Tape	(800) 213-5274
Kaja One Creative Services	(310) 836-5858
Maxwell Media Group Inc.	(412) 441-2020
MediaMAVENS	(619) 450-0441
Mugs Unlimited/Ashtray Sales Unlimited	(310) 559-1643
Narrowcast Marketing Group	(402) 593-0580
Nittany Printing & Graphics Inc.	(814) 231-4700
PosterWorks	(404) 399-5355
The Promoter Newsletter	(800) 772-7732
Promotional Broadcast Network (PBN)	(619) 233-9531
Promotional Ventures	(800) 772-7732
Radio Et Cetera	(800) 767-1267
Radio Mall	(612) 522-6256
The RADIOGUIDE People Inc.	(810) 355-0022
Ratings & Revenue Inc.	(407) 627-7052
Rawson Resource Group	(800) 442-4415
Tune-In Publications	(713) 781-0781
U.S. Tape & Label	(800) 569-1906

### Promotion Software

DataSys/Name Track Software	(817) 498-4902
The Pinpoint Companies	(314) 878-0673
Promotion Manager Software	(212) 745-8776

### Publishing

Broadcast Direct Marketing	(305) 858-9524
Custom Publishing & Marketing Group Inc.	(407) 743-0548
Fairwest Direct	(619) 552-0777
GREAT!	(404) 303-7311
Group X Inc.	(614) 755-9565
Horizon Communication & Design	(310) 394-5439
M Street Corp	(800) 248-4242
Nelson Wireless Trading Company	(800) 433-0030
Nittany Printing & Graphics Inc.	(814) 231-4700
PosterWorks	(404) 399-5355
The Radio Agency	(800) 969-2636
The RADIOGUIDE People Inc.	(810) 355-0022
Sound Approach Inc.	(800) 443-8872
Jon Sullivan's Radio Promotion Bulletin	(713) 855-2964
Tune-In Publications	(713) 781-0781

### Remote Services

GMR Marketing	(414) 786-5600
L'Express Group	(800) 530-5355
Chip Morgan Broadcast Engineering	(916) 933-9330

### Travel

Michael Day Associates	(800) 966-2237
ITC (Incentive Travel Co.)	(803) 760-1311
Jayne Lipman Marketing & Promotion	(212) 662-1790
MediaAmerica Inc.	(212) 302-1100
Music Awareness Travel Promotions	(800) 634-5043
Professional Sports Marketing	(214) 424-9660
Radio-Active Promotions	(310) 394-4295
RPCM Inc.	(818) 222-7762

### TV Production

Calico	(818) 727-2120
Custom Productions	(310) 393-4144
Executive Broadcast Services	(800) 800-0107
Film House Inc.	(615) 255-4000
GMR Marketing	(414) 786-5600
Group X Inc.	(614) 755-9565
Guerilla Productions Inc.	(617) 494-0721
Hackett Media Inc.	(407) 333-9447
Horizon Communication & Design	(310) 394-5439
Impact Target Marketing	(617) 247-4770
Infovideo	(619) 452-9000
Intelligence™	(505) 243-4904
McClain Enterprises	(615) 254-2060
PosterWorks	(404) 399-5355
Pro-Motion Broadcast Marketing & Graphics	(310) 915-1600
Radio Marketing Specialists	(713) 957-1003
SuperSpots	(312) 751-8999
TM Century	(800) 937-2100



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- Database Management
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Y95

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PIRATE RADIO  
100.3 FM

KISS  
108 FM

KOZ  
95

WIBC  
1070 AM STEREO

POWER 99fm  
GEO

HEAR THE LIONS  
ROAR!  
WWJ  
NEWS RADIO 97

92

Z100  
MOUNTAIN DEW

LIVE 105

THE BEST VARIETY  
V-103 FM  
OF HITS & DUST

THE BAY'S BEST ROCK 'N ROLL  
KRQR  
97.3 FM

TSBURGH  
4 FM

WORLD FAMOUS  
KROQ  
106.7 FM

KMEL  
JAMS

KFOG  
QUALITY ROCK 'N ROLL  
104.5 FM

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104.1 FM

I ♥ RADIO  
68 I ♥ RADIO

KIIS FM  
102.7

92.3

POWER 99  
L.A.'S HOTTEST MUSIC  
POWER 106 FM

107.5 FM WGGCI  
WGGCI

1190 KEX  
WE SHARE THE PRIDE

KSFO 560  
Catch the A's

Y95

99  
WSOC FM 103  
Today's Best Country Songs  
with Less Talk

WNEW-FM  
102.7  
WHERE ROCK LIVES

KQRS  
92

KSHE95  
REAL ROCK RADIO

US 99 FM

UBS WGN

WJR Buddy's  
RADIO 76

PIRATE RADIO  
100.3

Q106.5

EAGLE 106

WALK FM 97.5

PITTSBURGH  
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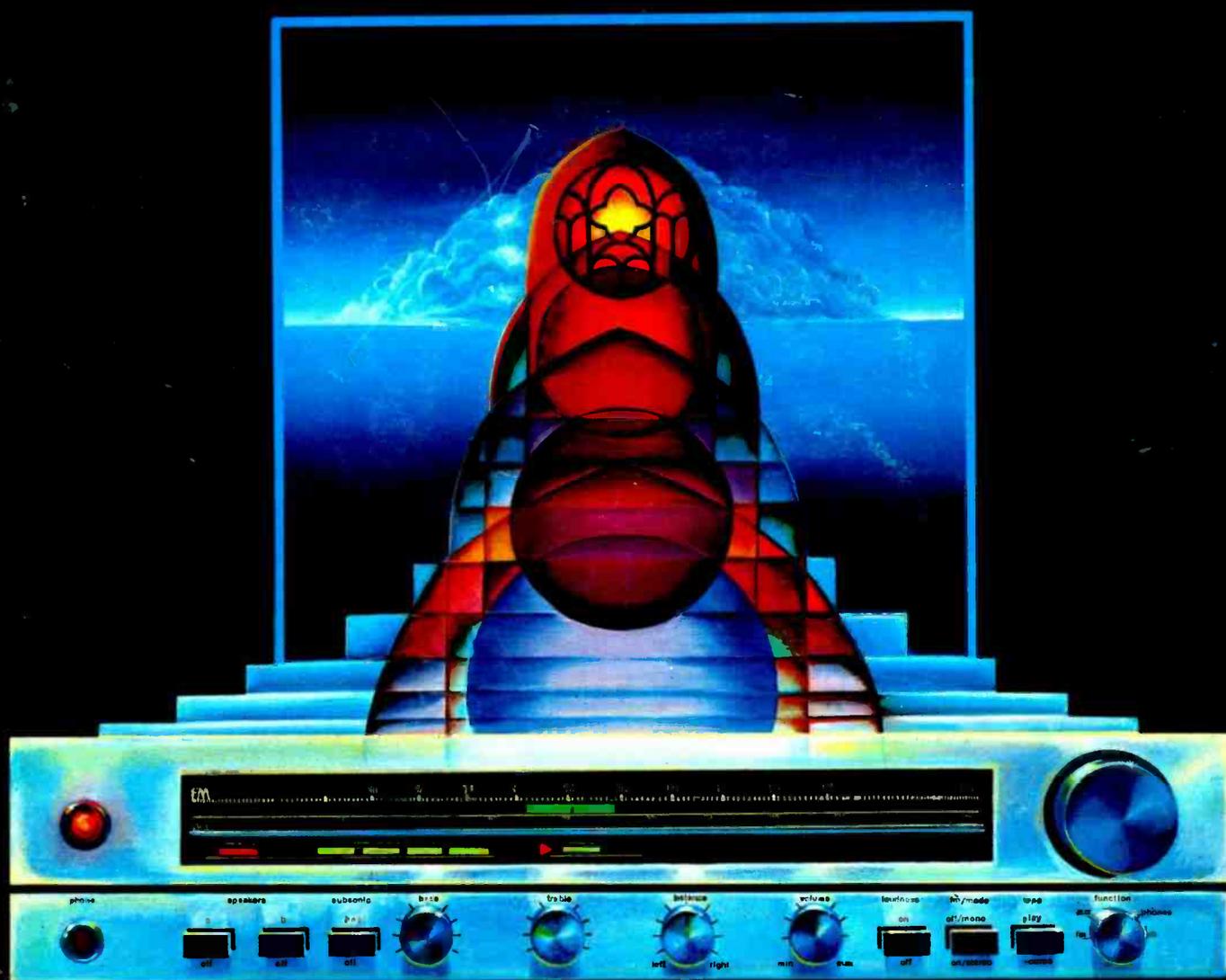
SlamDunk and MegaMusic are our newest production libraries filled with useful tracks and production elements for all formats. Brand new music and digital recordings sound great on the air!

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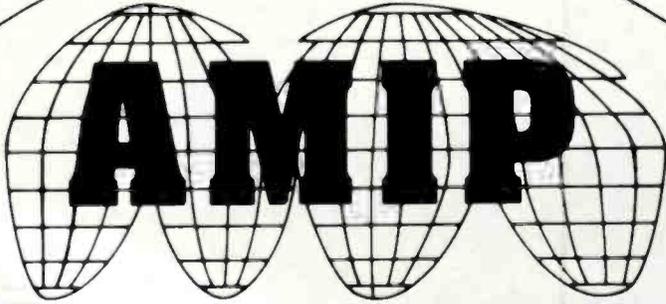
**For information call: (800) TM CENTURY or FAX (800) 749-2121**

THE  
RADIO PROGRAMS  
SOURCE BOOK™  
SECOND EDITION



A PUBLICATION OF BROADCAST INFORMATION BUREAU, INC.

**AMERICAN MARKET FOR INTERNATIONAL PROGRAMS**



PROGRAMMING FOR TELEVISION • CABLE • LPTV • SATELLITE • HOME VIDEO  
THE ENTIRE RANGE OF VIDEO TELECOMMUNICATIONS

**NOV. 7-10, 1983 • MIAMI BEACH, FLORIDA**

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—NO!—***

***Something Uniquely Different"***

- **UNIQUELY DIFFERENT** because AMIP '83 provides a real opportunity for non-U.S. companies to sell to the \$4,000,000,000 U.S. market in an exclusive atmosphere.
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THE  
RADIO PROGRAMS  
SOURCE BOOK™

1983  
SECOND EDITION

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PART I PROGRAM LISTINGS

PART II INDEXES:

Title Index,

Main Category Index,

Subject Category Index

PART III SOURCES



# FILM SERVICE CORPORATION

PROGRAMMING, PROMOTION AND RESEARCH CONSULTANTS TO ALL THE TELECOMMUNICATIONS MEDIA

The broadcast industry has undergone radical changes recently, brought on by the emergence of new technologies such as super stations, cable, pay cable, STV, DBS and LPTV. All of these new viewing alternatives have served to fragment an already overcrowded marketplace. Film Service

Corporation exists because knowledgeable station management, recognizing these changes, realize the extra edge we provide can mean the difference between obtaining a needed program, at terms and conditions suitable to the station's situation, or losing it to the competition.

**MARKET ANALYSIS:** FSC's staff will conduct a thorough analysis of audience attitudes and rating trends in your market.

**FILM BOOKING:** Stations may avail themselves of complete booking services. FSC will schedule all feature films, insuring maximum exposure and use of all feature packages.

**PROGRAMMING RECOMMENDATIONS:** Based on the market analysis and our knowledge of

available product, program recommendations will be made to fill specific time period needs.

**EVALUATION OF PRODUCT:** FSC supplies all its clients with in-depth analysis and evaluation of all current and future syndicated product.

**FILM BUYING:** FSC is prepared to negotiate for feature film packages and syndicated series on your behalf.

**ADVANCE INFORMATION:** Our New York and Salt Lake City offices receive the latest information in advance of publication. FSC's Bulletin Service forwards this vital information to clients, giving them a competitive programming edge.

**RATING BOOK REVIEW:** As each rating book is received, we analyze each time period and make suggestions on how to improve your position in the marketplace.

For specific information for your market, contact:

**FILM SERVICE CORPORATION** 

HARVEY SESLOWSKY,  
Vice President

100 Lafayette Drive  
Syosset, NY 11791  
(516) 496-3355

RICHARD V. THIRIOT,  
Vice President

3487 West 21st South  
Salt Lake City, UT 84119  
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TERRY LYNCH,  
Director of Programming & Research

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# OUR STATIONS GOT A BIG RISE OUT OF US LAST YEAR.

## WE BOOSTED THEIR AUDIENCE 36% DURING TALKNET HOURS.

In just one year, 125 stations have plugged into Talknet, our unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights and Bernard Meltzer and Dr. Harvey Ruben weekends. Results? During the hours that Talknet is carried, affiliates enjoyed an average increase of 36% in average quarter hour audience.\*

It's happening in big markets (we're heard in 39 out of the top 50), small markets and markets in between. And you know what good nighttime numbers can do for morning shares. If you're not yet on board, call Meddy Woodyard at (212) 664-4745.

**Talknet**  
FROM NEC RADIO



\*Source: NBC Estimate for measurable stations, based on Arbitron Ratings/Radio, Fall, 1982 vs. Fall, 1981, AQH, Persons 12+. Time periods various.

# THE RADIO PROGRAMS SOURCE BOOK™

1983 VOLUME II SECOND EDITION

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Part I Program Listings

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Part II Indexes:

Title Index

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Part III Sources  
Producers/Distributors/  
Syndicators/Networks

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## VI

How To Use THE RADIO  
PROGRAMS SOURCE  
BOOK™

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## VII

Sample Entry

A Publication of  
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100 Lafayette Drive  
Syosset, New York 11791  
Telex: 6852011  
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ISBN: 0-94317-174-02-3

# RIP 'N' READ



**THE ONE DAILY  
NEWS SERVICE  
WITH STANDARDS  
AS HIGH AS  
YOUR OWN**

## **SATISFIED CUSTOMERS**

Rip 'N' Read has more than 300 satisfied clients in every format throughout North America. Here's what some of them have to say:

"Finally, a service with stories people can actually use. So many of your competitors are geared to the AOR audience. Here's a service that works well on any format."

— Art Riley  
KMGC/Dallas

"Amazing! You dig up stories we just don't get from anyone else. Very useful stuff."

— Tom Newton  
KRON-TV/San Francisco

"Super . . . by far the best. It doesn't need to be rewritten — and that's a real time saver."

— Jim Foley  
KITY/San Antonio

"It's very handy for a talk format. I like the humor, and get good ideas for potential guests. I really get my money's worth."

— Clark Webber  
WIND/Chicago

## **NEWS YOU'LL WANT TO USE**

Rip 'N' Read is written by broadcast professionals with an eye — and ear — to what your audience is interested in hearing about. Every weekday, Rip 'N' Read offers an engaging mix of news and features you won't find anywhere else; often amusing, always unique. Each packet contains up to 15 stories, many including contact phone numbers so you can follow up with your own interview.

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Address: \_\_\_\_\_

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# HOW TO USE

## THE RADIO PROGRAMS SOURCE BOOK™

In order to facilitate the use of BIB's 1983 THE RADIO PROGRAMS SOURCE BOOK™, Volume II, Master Edition, includes both domestic and foreign programs. All radio programs, live programs, and services are reported as well as Network, PSA's and Religious Programming. THE RADIO PROGRAMS SOURCE BOOK™ consists of three parts:

### **PART I** RADIO PROGRAM LISTINGS

All listings included in the source book are those that have reported to us with complete information by publication date. All listings regardless of running time are reported in Part I. Pages are marked "A."

### **PART II** INDEXES

Includes three indexes.

- 1.** Title Index. An alphabetical listing of program by title with page number for easy access.
- 2.** Main Category Index. Each title is categorized and classified in nine main category headings. The alphabetized titles under these alphabetized categories are listed in the Main Category Index.
- 3.** Subject Category Index. Listing of all programs alphabetically under each subject.

Pages in Part II are marked "I."

### **PART III** RADIO SOURCES

Syndicators/Distributors, Networks, and Producers are listed alphabetically, together with personnel, addresses, phone numbers, and properties. For further information about the programs contact the source.

Pages are marked "S."

Programs are classified for quick reference:

- 1.** By Time Dividers. (Appears at the top right hand corner of the page.)

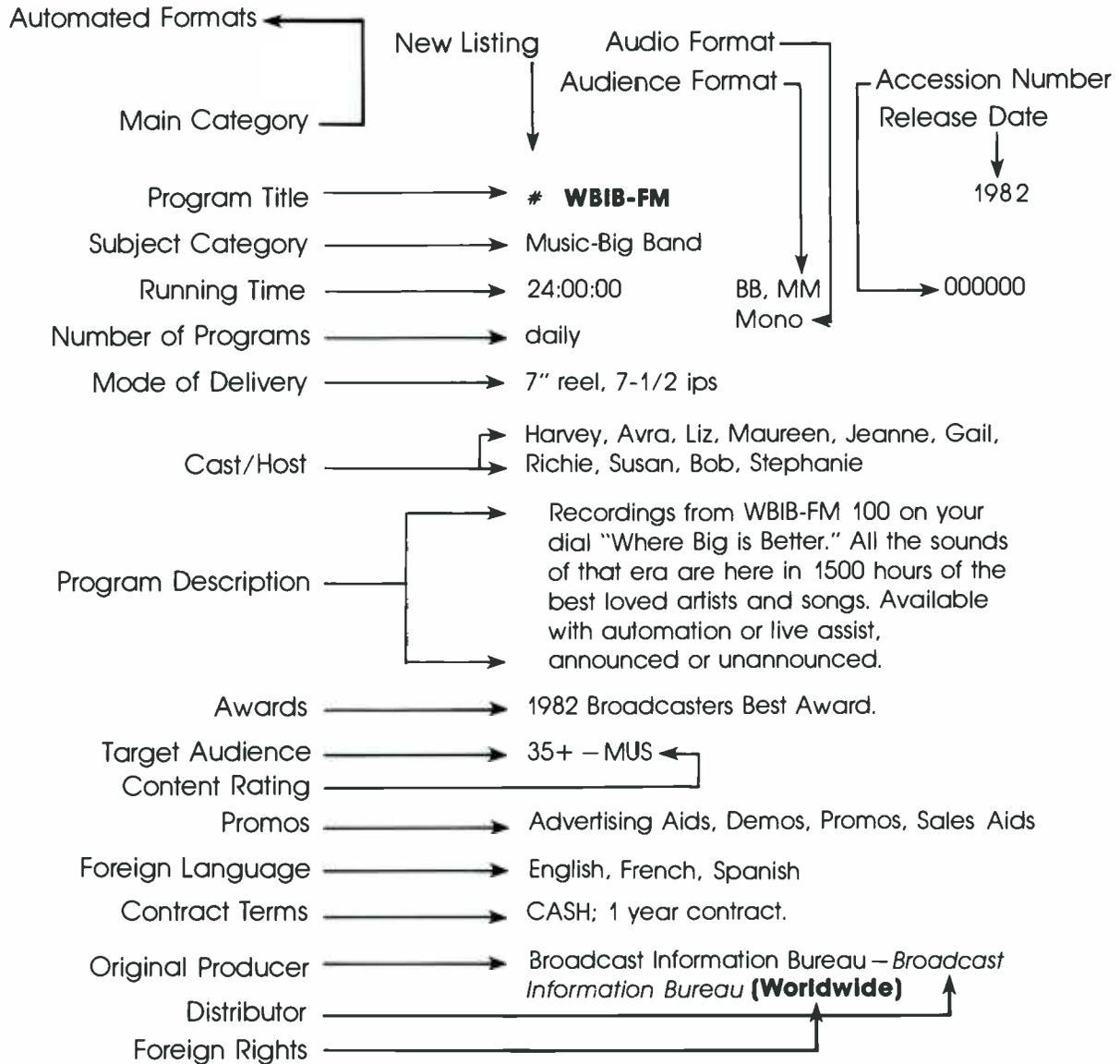
Long Form	More Than 1 Hour
Hour	1 Hour to 30:01 Mins
Half Hour	30 Mins to 15:01 Mins
Quarter Hour	15 Mins to 10:01 Mins
Short Form	10 Mins to 1:01 Mins
Minute Form	1 Min & Under
Services	Not Timed

- 2.** By Main Category or program type, within each time divider. Main Categories: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services, Public Service Announcements. (Appears at the top of each column.)

Symbols Used # New Listing

# SAMPLE ENTRY

Long Form



## EXPLANATION OF ANNOTATORS IN CODE

### AUDIENCE FORMAT

Denotes the format of a station that would be interested in airing a particular program.

A	Album Rock	NT	News/Talk
AC	Adult Contemporary	O	Oldies
B	Black	R	Rock
BB	Big Band	SP	Spanish
C	Country	S	Sports
CL	Classical	RE	Religious
D	Disco	T	Talk
J	Jazz	UC	Urban Contemporary
MM	Mellow Music		
N	News	ALL	All Formats

### CONTENT RATING

MUS	Music
SPO	Sports
TAL	Talk
NEW	News
AIR	Air Personalities
FAR	Farm
REL	Religious
ENT	Entertainment
COM	Commercial Policy
CON	Continuity Policy

# THE VIDEO TAPE & DISC GUIDE TO HOME ENTERTAINMENT™

## UPDATED

PUBLISHED OCTOBER 1982.

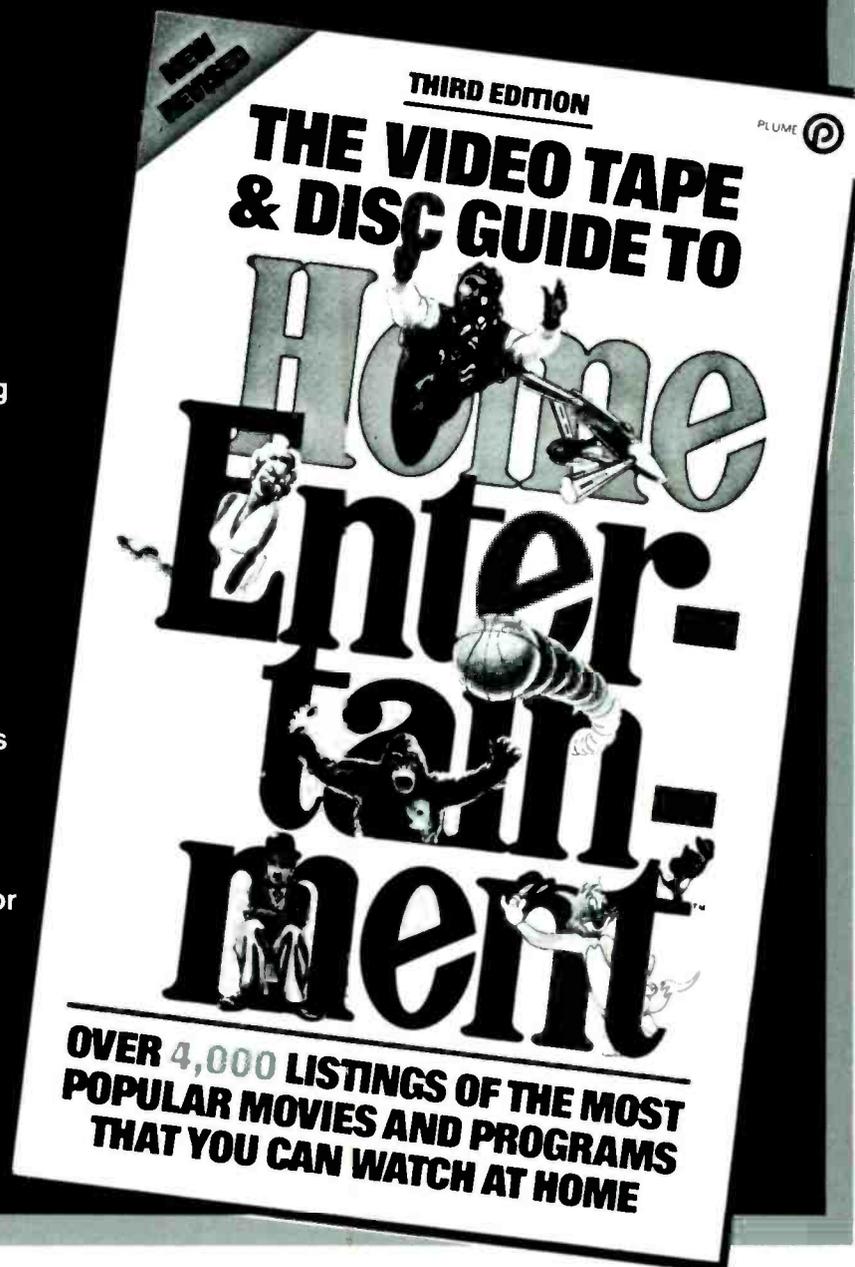
There are over 2,500 changes in this new edition, consisting of over 400 pages, with more than 4,000 listings of the most popular movies, sports, children's, and entertainment programs available for home viewing. Each listing details 20 or more facts about the production.

Special features are: • Subject Category Index • Cast Index of over 250 stars • Disc Index • Stereo Index • over 90 sources of the prerecorded tapes & discs listed.

This fantastic addition to your home video library or great holiday gift item is priced at only \$9.95 plus shipping and handling, and tax where applicable.

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**LONG FORM RADIO PROGRAMS/SERVICES**

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Long Form Length (More Than 1 Hour) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

**Automated Formats****A-C Format, The**

1982  
 Music-Adult Contemporary  
 24:00:00 AC 002590  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Adult Contemporary format that spans the spectrum from the adult songs as new as today back through recurrents and oldies. Features 70 hours in initial library with 88 updating tapes per year.  
 25+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; 3 year contract.  
 Century 21 Programming — *Century 21 Programming*

**Adult Contemporary**

1982  
 Music-Adult Contemporary  
 24:00:00 AC 002650  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 Unannounced. All non-commercial production, if desired. Typical program would include Bob Seger, Kim Carnes, Donna Summer, Fleetwood Mac.  
 25-40 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH.  
 More Music Programming — *More Music Programming*

**Adult Contemporary**

1982  
 Music-Adult Contemporary  
 24:00:00 AC 002220  
 daily Mono, Stereo  
 10 1/2", 14" reels, 3 3/4, 7 1/2 ips  
 All solid, contemporary, original artist hits, augmented by weekly current hit reels. An unannounced foreground sound for live assist or automated stations.  
 25-49 — MUS  
 Promos  
 CASH; price predicated on library size and market size; 1 year contract.  
 Broadcast Programming International — *Broadcast Programming International (Worldwide)*

**# AC**

1983  
 Music-Adult Contemporary  
 24:00:00 AC 016060  
 daily —  
 Program Logs  
 A carefully researched format that contains a daily log of actual format.  
 25+ — MUS  
 CASH.  
 American Music Research — *American Music Research*

**Adult Contemporary**

1982  
 Music-Adult Contemporary  
 24:00:00 AC 022800  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
 Full-service format featuring the finest of adult contemporary music.  
 25-54 — MUS  
 CASH.  
 Hour Of Music — *House Of Music*

**Adult MOR**

1982  
 Music-MOR  
 24:00:00 BM, MM 003260  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2 ips  
 Complete library available. Unannounced. Create your own format from a vast choice of music including: string orchestra, bands, groups, instrumentals. Select from a base library and receive monthly additions.  
 35-54 — MUS  
 Promos  
 CASH.  
 Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions*

**Adult Rock**

1981  
 Music-Rock  
 24:00:00 R 020120  
 daily Mono, Stereo  
 10" reel, 7 1/2 ips  
 Adult rock at its best. A blend of current hit singles and album cuts as well as classic cuts. Includes voicework for live, automated operation.  
 18-34 — MUS  
 Promos  
 CASH.  
 Peters Productions — *Peters Productions*

**Al Ham's Music Of Your Life**

1982  
 Music-Big Band  
 24:00:00 BB, BM 011040  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
 Automated or live assist. A format composed of matched flow foreground music. The program features classic pop hits from the 40's, 50's, 60's and 70's. Included are the Dorseys, Count Basie, Les Elgart, and Frank Sinatra.  
 35-65 — MUS  
 Promos  
 CASH; 2 year minimum.  
 Al Ham — *FairWest*

**# AOR**

1983  
 Music-AOR  
 24:00:00 A, R 016080  
 daily —  
 Program Logs  
 A carefully researched format that contains a daily log of the actual format.  
 18-34 — MUS  
 CASH.  
 American Music Research — *American Music Research*

**Album Oriented Hits**

1982  
 Music-AOR  
 24:00:00 A, R 002640  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 Announced. Custom generic one liners and weather. Custom time announce, PSA's, and ID's. Typical program would include Blondie, Tom Petty, Rolling Stones, Doors, REO Speedwagon.  
 18-34 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH.  
 More Music Programming — *More Music Programming*

## Automated Formats

## Automated Formats

<b>Album Oriented Z</b>	1982				
Music-Rock		R	002380		
24:00:00		Stereo			
daily					
10 1/2" reel, 7 1/2 ips					
This package can be as commercial or as free form as necessary. Both current top tracks and album classics are dayparted. Conceptually, pure album rock, or mix in Top 40. Features 76 hours in initial library and 102 tape updates per year.					
18-34 — MUS					
Advertising Aids, Promos, Sales Aids					
CASH; 3 year contract.					
Century 21 Programming — <i>Century 21 Programming</i>					
<b>Album Rock</b>	1982				
Music-AOR		A, R	002200		
24:00:00		Mono, Stereo			
daily					
10 1/2", 14" reels, 3 3/4, 7 1/2 ips					
All album cuts from the classics of the sixties to the new super groups with new releases. Adaptable to live-assist as well as automated operations.					
18-35 — MUS					
Promos					
CASH; 1 year contract.					
Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>					
<b>Alive Country</b>	1982				
Music-Country		C	002750		
24:00:00		Mono, Stereo			
daily					
10 1/2" reel, 7 1/2 ips					
<i>Bill Robinson, Charlie Douglas, Lee Shannon, Gary Havens</i>					
Personality radio programming geared to each market customized to your station to sound "live." For automation or live assist. Updated every ten days.					
18-54 — MUS					
Promos					
CASH; 1 year contract.					
The Musicworks — <i>The Musicworks</i>					
<b>All Hit Contemporary</b>	1982				
Music-Adult Contemporary		AC	002630		
24:00:00		2 Track Stereo			
daily					
10 1/2" reel, 7 1/2 ips					
Announced. Custom one liners daily. Custom time announce over music. Custom generic intros, outros, and weather. Typical program would include Fleetwood Mac, Doobie Brothers, Beatles, Styx, etc.					
18-34 — MUS					
Advertising Aids, Demos, Promos, Sales Aids					
CASH.					
More Music Programming — <i>More Music Programming</i>					
<b>All-Hit Country</b>	1982				
Music-Country		C	009840		
24:00:00		Stereo			
daily					
10" reel, 7 1/2 ips					
A country format with 95% vocals, an emphasis reel every two weeks, updated 4-9 reels on a monthly basis.					
18-44 — MUS					
CASH.					
Darrel Peters, Wayne Magdziarz — <i>Bonneville Broadcasting System</i>					
<b># All Hit Radio</b>	1983				
Music-Oldies		O	016590		
24:00:00		Stereo			
daily					
10' reel, 7 1/2 ips					
Comprised of 1200 pieces of music mostly from the 1960's and 70's, for automated and live assist, includes a few hits from the 1950's as well as four current AC hits per hour. A format package containing: hundreds of lifestyle vignettes, exclusive artist interviews and promos, news and sports actualities and complete sales support package.					
25-49 — MUS					
CASH.					
Jack Ainslie, Exec Prod; Paul Power, Prod — <i>All Hit Radio</i>					
<b>Alpha One</b>	1982				
Music-Black/Soul		B	000370		
24:00:00		Stereo			
daily					
10 1/2" reel, 7 1/2 ips					
A general market, mass appeal format that can be tailored to fill the disco demise void. Black or white audience.					
18+ — MUS					
Advertising Aids, Promos, Sales Aids					
CASH; 2 year contract.					
TM Programming — <i>TM Programming (Worldwide)</i>					
<b>American Rock</b>	1982				
Music-Rock		A, R	001360		
24:00:00		Stereo			
daily					
10" reel, 7 1/2 ips					
The total rock experience—all the hits by the hottest stars. There are 72 reels comprising 108 hours of programming and 1600 titles.					
12-34 — MUS					
Advertising Aids; Promos; Sales Aids					
CASH.					
Radio Arts — <i>Radio Arts</i>					
<b>Announced Contemporary MOR</b>	1982				
Music-MOR		AC, MM	002230		
24:00:00		Mono, Stereo			
daily					
10 1/2", 14" reels, 7 1/2, 3 3/4 ips					
<i>Hosts: Lee Smith, Larry Nelson, Jim French</i>					
This format combines solid contemporary original artist hits with the talents of three great personalities. The personality approach to contemporary music features monthly custom copy recording services for a localized live sound. Current hit reels are provided twice monthly.					
25-44 — MUS					
Promos					
CASH; price predicated on library size and market size; 1 year contract.					
Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>					
<b>Announced Country Living</b>	1982				
Music-Country		C	002260		
24:00:00		Mono, Stereo			
daily					
10 1/2", 14" reels, 7 1/2, 3 3/4 ips					
<i>Hosts: Chris Lane, Davie Lee, Corky Mayberry</i>					
All original artist modern country hits of the past decade, augmented by current hit reels three times monthly. Features three top country DJ's who customize their programs by recording local copy monthly.					
18-44 — MUS					
Promos					
CASH; price predicated on library size and market size; 1 year contract.					
Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>					
<b>Announced Easy Listening</b>	1982				
Music-Beautiful		BM, MM	002300		
24:00:00		Mono, Stereo			
daily					
10 1/2", 14" reels, 7 1/2 ips					
<i>Hosts: Bob Concie, Del King</i>					
This personality approach to beautiful music features the major market talents of two professionals with lush arrangements of today's hits and great all time standards by artists ranging from Frank Sinatra and Steve and Eydie to Percy Faith.					
25-54 — MUS					
Promos					
CASH; price predicated on library size and market size; 1 year contract.					
Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>					
<b># Bands Of Gold</b>	1982				
Music-Big Band		BB, MM	016600		
24:00:00		Mono, Stereo			
daily					
? reel, ? ips					
Contains 200 hours of quality big band and ballad music designed for live or automated. Includes several hours of Christmas music.					
45+ — MUS					
CASH.					
Bands Of Gold — <i>Bands Of Gold</i>					

## Automated Formats

## Automated Formats

**Beautiful Contemporary** 1980

Music-Beautiful  
24:00:00 BM 009820  
daily Stereo  
10" reel, 7 1/2 ips

This format combines the long listening of beautiful music with the demographic appeal of adult contemporary. A 70 percent vocal format, it features top contemporary artists and all-time favorite MOR and custom vocalists, plus an exclusive blend of custom instrumentals.

25-49 — MUS

CASH.

FM 100 Plan — *Bonneville Broadcasting System*

**Beautiful Music** 1982

Music-Beautiful  
24:00:00 BM, MM 004140  
daily 2 Track Stereo  
10 1/2" reel, 7 1/2 ips

A collection of beautiful music selections blended into a random access format. Over 7,000 selections. There are 5 libraries: vocals, upbeat for morning drive, medium tempo instrumentals, soft and mellow instrumentals, and Christmas.

25+ — MUS

Promos, Demos

CASH.

Pacific Music — *Pacific Music*

**Beautiful Music** 1982

Music-Beautiful  
24:00:00 BM 003190  
daily Stereo  
10 1/2" reel, 7 1/2 ips

Complete library available. Custom jingles and time tapes.

25-54 — MUS

Promos

CASH/BARTER.

Musi-Mation — *Musi-Mation*

**Beautiful Music** 1982

Music-Beautiful  
24:00:00 BM, MM 003290  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2 ips

A complete library service available for you to create your own format. Choose from libraries containing: string orchestras, medium orchestras, bands, and group instrumentals, and more.

35-54 — MUS

Promos

CASH.

Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions*

**Beautiful Music** 1982

Music-Beautiful  
24:00:00 BM 022790  
daily Stereo  
10 1/2" reel, 7 1/2 ips

Full-service format featuring the best of beautiful music.

25-49 — MUS

CASH.

House Of Music — *House Of Music*

**Beautiful Music** 1982

Music-Beautiful  
24:00:00 BM, MM 020690  
daily Stereo  
10 1/2" reel, 7 1/2 ips

A complete library of standard and contemporary beautiful music/easy listening cuts.

25+ — MUS

CASH.

SRP Ltd — *SRP Ltd.*

**Beautiful Music (25-49)** 1980

Music-Beautiful  
24:00:00 BM 009810  
daily Stereo  
10" reel, 7 1/2 ips

An extensive library of instrumental and vocal versions of contemporary selections, and all-time standards. Over 2,000 selections, features contemporary vocals appealing to a slightly younger demo.

25-49 — MUS

CASH.

Darrel Peters — *Bonneville Broadcasting System*

**Beautiful Music (25-54)** 1980

Music-Beautiful  
24:00:00 BM 009800  
daily Stereo  
10" reel, 7 1/2 ips

An extensive library consisting of instrumental and vocal versions of contemporary selections, and all-time standards. Features of 2,000 new selections and arrangements.

25-54 — MUS

CASH.

Darrel Peters — *Bonneville Broadcasting System*

**Beautiful Music Category, A** 1982

Music-Beautiful  
24:00:00 BM 006530  
daily Stereo  
7 1/2, 10 1/2" reels, 7 1/2 ips

A beautiful music service often equated to "Random Select." Currently popular artists strong on present day charts, with material selected from older music. Unannounced. Can be used by automated or non-automated stations.

25-54 — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH.

KalaMusic — *KalaMusic* CANADA: *KalaMusic*

**Beautiful Music Format** 1982

Music-Beautiful  
24:00:00 BM 006990  
daily Stereo  
?" reel, ? ips

A beautiful music format that features an extensive music library, dayparted and programmed in 13 minute segments, and utilizes custom recorded selections. Can be operated live or automated. Library contains 175 hours.

25-54 — MUS

CASH.

Churchill Productions — *Churchill Productions*

**Beautiful Music Matched Flow** 1982

Music-Beautiful  
24:00:00 BM, MM 011090  
daily Stereo  
7", 10 1/2" reels, 7 1/2 ips

A highly acclaimed Beautiful Music Service utilizing a structured quarter hour. Currently popular artists and current hits with material carefully selected to flow with older music. Contains a library of 300 hours of music.

25-54 — MUS

Demos, Sales Aids

CASH.

KalaMusic — *KalaMusic* (Worldwide)

**Beautiful Music +** 1982

Music-Beautiful  
24:00:00 BM 001920  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips

The nation's most flexible beautiful music format. Features complete random access that allows you to target in on older or younger audiences exactly as desired. Over 200 hours of music provide an almost infinite number of quarter hours. May be programmed with automation or live assist.

25+ — MUS

Advertising Aids, Promos, Sales Aids

CASH; 3 year contract.

Drake Chenault Enterprises — *Drake-Chenault Enterprises* (Worldwide)

## Automated Formats

## Automated Formats

<b>Beautiful Plus</b>		1982		<b>Bonneville's Beautiful Music</b>		1981
Music-Beautiful				Music-Beautiful		
24:00:00	BM	021010		24:00:00	BM	020400
daily	Stereo			daily	Stereo	
10" reel, 7 1/2 ips				Satellite Transmission		
This format offers the standard great instrumental and vocal favorites in refreshing arrangements. Includes contemporary artists as well.				A full service automated format featuring the best of beautiful music. Total flexibility for complete localization.		
25-49 — MUS				35+ — MUS		
Demos				CASH; 2 commercial availabilities per hour.		
CASH.				Bonneville Broadcast Consultants — <i>Satellite Music Network</i>		
Sound Dynamics — <i>Sound Dynamics</i>						
<b>Beautifully Yours</b>		1982		<b>Botik Adult Contemporary</b>		1977
Music-Beautiful				Music-Adult Contemporary		
24:00:00	BM, MM	002310		24:00:00	AC	015790
daily	Mono, Stereo			daily	Stereo	
10 1/2", 14" reels, 7 1/2 ips				10 1/2" reel, 7 1/2 ips		
This classic approach to good music is the beautiful blend for mature audiences. Mixing fast and slow orchestra cuts with carefully chosen select vocals, this format is unannounced. Readily available for live-assist.				A unique blend of today's contemporary hits with those of the last ten years, aimed at the 18-49 listeners. Consultation is available for non-automated stations.		
25-54 — MUS				18-49 — MUS		
Promos				Advertising Aids, Demos, Sales Aids		
CASH; price predicated on library size and market size; 1 year contract.				CASH; 1 year minimum.		
Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>				Botik Broadcast Services — <i>Botik Broadcast Services</i>		
<b>Big Band</b>		1982		<b>Bright Blue Adult Contemporary</b>		1981
Music-Big Band				Music-Adult Contemporary		
24:00:00	BB	001930		24:00:00	AC	022300
daily	Mono, Stereo			daily	Stereo	
10 1/2" reel, 7 1/2 ips				10 1/2' reel, 7 1/2 ips		
"Big Band" is a nostalgia format. Songs and artists from the 1940's through the mid-60's are featured. Recaptures the excitement of the swing era. Automation or live assist.				Supplies more current material than any other syndicated music service. Modular music design allows customization for precise music mix. Announced or unannounced.		
35-64 — MUS				25-34 — MUS		
Promos				Advertising Aids, Demos, Promos		
CASH; 3 year contract.				CASH; price varies with market size; market exclusivity.		
Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises (Worldwide)</i>				William B Tanner Company — <i>William B Tanner Company</i>		
<b>Big Country</b>		1982		<b>Bright Blue Easy</b>		1981
Music-Country				Music-Beautiful		
24:00:00	C	002860		24:00:00	BM, MM	022350
daily	Stereo, 2 Track Stereo			daily	Stereo	
7 1/2", 10" reels, 7 1/2 ips				10 1/2' reel, 7 1/2 ips		
<i>Jason McCall, Jerry Mason, Larry Mack, Chuck Roberts, Nighthawk Show</i>				A format alternative for stations who want to be more foreground than beautiful music yet more mellow than typical hit oriented MOR or A/C formats. Announced or unannounced.		
Modern country music voice tracked by five top professionals from the Los Angeles market. Each blends his unique personality with humor and knowledge of Country Music and Country Artists, to bring twenty-four hours of country radio every day of the year. Station ID's; station promotions; community events; introductions and cross-overs to news and weather are provided.				35-49 — MUS		
18-49 — MUS				Advertising Aids, Demos, Promos		
CASH; 1 year contract.				CASH; price varies with market size; market exclusivity.		
Live Sound — <i>Live Sound</i>				William B Tanner Company — <i>William B Tanner Company</i>		
<b>Big Country II</b>		1982		<b>Bright Blue MOR</b>		1981
Music-Country				Music-MOR		
24:00:00	C	002850		24:00:00	MM	022290
daily	2 Track Stereo			daily	Stereo	
10" reel, 7 1/2 ips				10 1/2' reel, 7 1/2 ips		
A voice-tracked format for use with a simple automation system. Voiced by Los Angeles air talent. Includes current hits, Country Gold library, humor, anecdotes, and artist information.				An MOR hit oriented format. Currents updated weekly and recurrences and gold updated monthly. Announced or unannounced.		
18-49 — MUS				35-49 — MUS		
Promos				Advertising Aids, Demos, Promos		
CASH; 1 year contract.				CASH; price varies with market size; market exclusivity.		
Live Sound — <i>Live Sound</i>				William B Tanner Company — <i>William B Tanner Company</i>		
<b>Black Urban Contemporary</b>		1982		<b>Bright 'N Beautiful</b>		1982
Music-Black/Soul				Music-Beautiful		
24:00:00	B, UC	020380		24:00:00	BM	002280
daily	Stereo			daily	Mono, Stereo	
Satellite Transmission				10", 12" reels, 7 1/2 ips		
A full service automated format featuring the best cuts from top Black/Soul artists. Total flexibility for complete localization.				A broad range of music from big lush orchestrations to new soft contemporary sounds. Artists range from Percy Faith, Barry Manilow, to Chuck Mangione.		
18-44 — MUS				25-49 — MUS		
CASH; 2 commercial availabilities per hour.				Promos		
Jim Maddox, Burkhart/Abrams Consulting — <i>Satellite Music Network</i>				CASH; 1 year contract.		
				Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>		

## Automated Formats

## Automated Formats

**Bright 'N Easy Country** 1981  
 Music-Country  
 24:00:00 C 001350  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 "Bright 'N Easy Country" features current chart hits and blends them with country's hits of the past 10 years. Each reel contains approximately 30 selections, totaling some 1500 cuts.  
 18-44 — MUS  
 CASH.  
 Radio Arts — *Radio Arts*

**Casual Country** 1982  
 Music-Country  
 24:00:00 C 002740  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 An easy listening, middle-of-the-road, beautiful music, country format. A blend of the best contemporary and classic country songs interpreted by such artists as John Denver, Marty Robbins, Jim Reeves, Crystal Gayle, Eddy Arnold. Available fully announced or unannounced.  
 25-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 The Musicworks — *The Musicworks*

**Cavox Country** 1982  
 Music-Country  
 24:00:00 C 003300  
 daily Mono, Stereo  
 10 1/2" reels, 7 1/2 ips  
 "Cavox Country" is divided into 2 categories: library tapes and current tapes. There are 600 selections in the library and 60 selections in current. Choose from Waylon Jennings, Donna Fargo, Buck Owens, Johnny Cash, etc.  
 18-34 — MUS  
 Promos  
 CASH.  
 Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions*

**Classic Beautiful** 1982  
 Music-Beautiful  
 24:00:00 BM 001600  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 The great standards are combined with recent titles in this package. Major market beautiful music woven with a thread of gold.  
 35-64 — MUS  
 CASH; 2 year minimum contract.  
 RPM Radio Programming/Management — *RPM Radio Programming/Management*

**Classic MOR** 1982  
 Music-MOR  
 24:00:00 MM 001610  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 All original hits. Traditional MOR artists are combined with today's soft MOR artists.  
 25-49 — MUS  
 Promos  
 CASH; 2 year minimum contract.  
 RPM Radio Programming/Management — *RPM Radio Programming/Management*

**Classic Rock** 1982  
 Music-Rock  
 24:00:00 A, R 002210  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
 True adult rock featuring a complete library of rock classics from The Beach Boys to The Beatles, augmented by current contemporary hits. This unannounced format is highly adaptable to live-assist or automated use.  
 25-44 — MUS  
 Promos  
 CASH; price predicated on library size and market size; 1 year contract.  
 Broadcast Programming International — *Broadcast Programming International (Worldwide)*

**Classic Rock** 1982  
 Music-Rock  
 24:00:00 A, AC, R 013140  
 daily Stereo  
 Computer Playlist  
 The Classic Rock format draws elements from top-40, AOR, and pop/adult to produce a format superior to any of them. This is the pop/adult format of the rock generation.  
 18-34+ — MUS  
 CASH.  
 Chicago Programming Resources — *Chicago Programming Resources*

**Concept 4, Country** 1982  
 Music-Country  
 24:00:00 C 002360  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
*Joey Michaels, Mike Rogers, Gary Allen, J. T. Bear*  
 The top country hits of this week's charts with a solid foundation of the best country gold. Typical artists include Mel Tillis, Merle Haggard, Crystal Gayle, The Oak Ridge Boys, and Waylon Jennings. Custom jingles are available. Custom voice track specialization.  
 18+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; 1-3 year contract.  
 Concept Productions — *Concept Productions*

**Concept 1, Adult Contemporary** 1982  
 Music-Adult Contemporary  
 24:00:00 AC 002330  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
*Rick Sherwood, Cliff Saunders, Justin Palmer*  
 Today's music with a carefully balanced blend of the best in on-target music, plus golden greats of yesterday. Included are The Eagles, Andy Gibb, Barbara Mandrell, Steely Dan, John Lennon, Abba, Barry Manilow. Updated weekly with over 800 titles in the library.  
 25-49 — MUS  
 Advertising Aids, Promos  
 CASH; 1-3 year contract.  
 Concept Productions — *Concept Productions*

**Concept 3, Album Rock** 1982  
 Music-Rock  
 24:00:00 A, R 002350  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
*Tom Mitchell*  
 Today's popular rock and album hits with a natural appeal to the youth and college-age market. A popular progressive format designed to enhance the station's ability to daypart Adult Rock in the evening. Over 400 cuts of the finest album rock.  
 12-24 — MUS  
 Promos  
 CASH; 1-3 year contract.  
 Concept Productions — *Concept Productions*

**Concept 2, Adult Rock** 1982  
 Music-MOR  
 24:00:00 AC, R 002340  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
*The Rabbit, Justin Palmer, Ron Stevens, J. Mason, Eric Knight*  
 A precision mix of rock and soft rock hits coupled with an adult, one to one delivery by five personalities with weekly updates. Compatible with automated, semi-automated, and live situations. Custom voice tracks. Typical artists include Bob Seger, Fleetwood Mac, Billy Joel, etc. Custom jingles are available.  
 18-34 — MUS  
 Promos  
 CASH; 1-3 year contract.  
 Concept Productions — *Concept Productions*

## Automated Formats

## Automated Formats

**Concert Overtures and Encores**

1982

Music-Classical

24:00:00 CL 002270  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2, 3 3/4 ips

*Bob Concie*

A library of short classical works. Each work is back announced by a major market professional. Format is ideal for a small daily block or weekend programming.

35-64 — MUS

Promos

CASH; price predicated on library size and market size; 1 year contract.

Broadcast Programming International — *Broadcast Programming International (Worldwide)***Conservative Tempo**

1982

Music-MOR

24:00:00 AC, MM 003270  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2 ips

Select the amount of music for your base library and the amount of monthly additions. Unannounced. Suitable for automated systems. Choose from such artists as George Greeley, Living Strings, Jack Dorsey, and Andre Kostelanetz.

35+ — MUS

Promos

CASH.

Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions***Contempo 300**

1982

Music-Adult Contemporary

24:00:00 AC 001870  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips

A soft contemporary format that blends the music of the past fifteen years with the hits of today. There are two categories of oldies, a weekly current reel, and a recurrent reel every other week. May be programmed with automation or live assist, announced or unannounced. Optional ten reel "Super Gold" category.

18-49 — MUS

Promos, Sales Aids

CASH; 3 year contract.

Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)***Contemporary Beautiful Music**

1982

Music-Beautiful

24:00:00 BM 001590  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips

Up tempo beautiful music format. Cuts are instrumental or vocal versions of top MOR hits from the past ten years to the present. Original artists used when possible. Includes holiday music and monthly music updates.

25-54 — MUS

Promos

CASH; 2 year minimum contract.

RPM Radio Programming/Management — *RPM Radio Programming/Management***Contemporary MOR**

1982

Music-MOR

24:00:00 AC 001900  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips

An adult appeal format designed for use on heavily involved stations that air community events, sports play-by-play, features, and a heavy commercial load. May be programmed with automation or live assist, announced or unannounced.

25+ — MUS

CASH; 3 year contract.

Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)***# Contemporary Modern Country**

1982

Format

Music-Country  
 24:00:00 AC, C 025880  
 daily Stereo

7' reel, 7 1/2 ips

Modern Country format featuring the top songs by the top modern country stars.

18-49 — MUS

CASH.

Wooden Shoe Productions — *Wooden Shoe Productions***Contemporary MOR**

1982

Music-Adult Contemporary

24:00:00 AC 002620  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips

Announced with custom one-liners over music. Custom generic intros, outros and weather. Custom time announce and jingles. Typical content: John Lennon, Elton John, Carole King, Neil Diamond.

25-49 — MUS

Advertising Aids, Demos, Promos, Sales Aids.

CASH.

More Music Programming — *More Music Programming***Contemporary MOR**

1982

Music-MOR

24:00:00 AC 003230  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2 ips

The variety and flexibility of this library service permits any station to create its own music format. You select from a base library and receive monthly additions. Unannounced. Select from Barry White, Billy Joel, Tavares, Odyssey, Diana Ross.

25-44 — MUS

Promos

CASH.

Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions***Contemporary Sounds Of Praise**

1982

Music-Religious

24:00:00 RE 020610  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips

A contemporary, complete format of prayer and religious music done by today's finest performers in the field. Custom localization available. Includes yearly updates.

25+ — MUS

Advertising Aids, Promos, Sales Aids

CASH; varies with market size.

Century 21 Programming — *Century 21 Programming***Continuous Country**

1982

Music-Country

24:00:00 C 022900  
 daily Stereo  
 10" reel, 7 1/2 ips

A mix of current, recent, and gold hits. A "classy" sound with continuing research and consultation.

25-54 — MUS

Promos

CASH; 2 year minimum.

FairWest Studios — *FairWest***Country**

1982

Music-Country

24:00:00 C 002670  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips

*Ron Erwin*

Announced. Custom generic one liners. Custom time announce. Jingles. Custom generic weather. Custom PSA's and ID's. Typical program includes Eddie Rabbitt, Waylon Jennings, Ronnie Milsap, etc.

18-44 — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH.

More Music Programming — *More Music Programming*

## Automated Formats

## Automated Formats

**# Country** 1983  
 Music-Country  
 24:00:00 C 016090  
 daily —  
 Program Logs  
 A carefully researched format that contains a daily log of the actual format.  
 18-34 — MUS  
 CASH.  
 American Music Research — *American Music Research*

**Country Beautiful** 1982  
 Music-Country  
 24:00:00 C 003160  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
 Complete library available. Custom jingles and time tapes.  
 18-44 — MUS  
 Promos  
 CASH/BARTER.  
 Musi-Mation — *Musi-Mation*

**Country Beautiful** 1982  
 Music-Country  
 24:00:00 C 002870  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 An unannounced music service for use with live air talent. The beginning library has more than 1600 songs, no tune-outs. Rich in country gold, the best recurrences, and up to the minute hits.  
 18-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 Live Sound — *Live Sound*

**Country Crossover** 1981  
 Music-Country  
 24:00:00 AC, C 020180  
 daily Mono, Stereo  
 10" reel, 7 1/2 ips  
 An exciting blend of contemporary country hits with a crossover appeal to the widest possible audience.  
 25-44 — MUS  
 Promos  
 CASH; dependent on market size.  
 Peters Productions — *Peters Productions*

**Country Crossover Format, The** 1982  
 Music-Country  
 24:00:00 C 020590  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 The emphasis of this format is on progressive country and those songs which have been successful on both rock and country charts. Custom localization available. Includes yearly updates.  
 25+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; varies with market size.  
 Century 21 Programming — *Century 21 Programming*

**Country "80"** 1982  
 Music-Country  
 24:00:00 C 002760  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Unannounced, hit-oriented, foreground service of modern country music with a large library of classic songs performed by the original artists. Constant library and hit updates.  
 25-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 The Musicworks — *The Musicworks*

**Country Living** 1982  
 Music-Country  
 24:00:00 C 002250  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
 This unannounced version of original artist modern country hits can be used by automated stations and is ideal for a live-assist operation to give a professional, totally controlled sound while using local personalities. This format is updated three times a month.  
 18-44 — MUS  
 Promos

CASH; price predicated on library size and market size; 1 year contract.  
 Broadcast Programming International — *Broadcast Programming International (Worldwide)*

**Custom Made Music Tapes** 1982  
 Music-Adult Contemporary  
 24:00:00 AC, BB, MM 013290  
 1x daily Stereo  
 7", 10 1/2" reels; 3 3/4, 7 1/2 ips  
 This automated or live assist format allows the station to choose from thousands of popular (and many rare) selections from the thirties through to the eighties.  
 45+ — MUS  
 CASH.  
 Grams Communications — *Grams Communications*

**# Easy Gold** 1982  
 Music-Adult Contemporary  
 24:00:00 AC, O 024500  
 daily Stereo  
 12" LP, 33 1/3 rpm; 10" reel, 7 1/2 ips  
 Matched flow foreground music featuring classic popular hits from the late 50's through the 80's. Live or automated operation.  
 30+ — MUS  
 Advertising Aids, Promos  
 CASH/BARTER.  
 International Broadcasting Syndications — *International Syndications*

**Easy Listening** 1982  
 Music-Beautiful  
 24:00:00 BM 003250  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2 ips  
 Create a format tailor made for your needs from a vast library of selections including Barry White, Billy Joel, Perry Como, Andre Kostelanetz, etc. Unannounced. Playlist included.  
 25-44 — MUS  
 Promos  
 CASH.  
 Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions*

**Easy Listening** 1982  
 Music-Beautiful  
 24:00:00 BM, MM 002290  
 daily Mono, Stereo  
 10 1/2", 14" reels, 7 1/2 ips  
 This unannounced adult format blends lush arrangements of modern hits with old standards. Artists range from Ronnie Aldrich to Tony Bennett. Readily adaptable for live-assist use.  
 25-54 — MUS  
 Promos  
 CASH; price predicated on library size and market size; 1 year contract.  
 Broadcast Programming International — *Broadcast Programming International (Worldwide)*

**# Easy Listening** 1981  
 Music-Beautiful  
 24:00:00 BM, MM 016030  
 daily 2-Track Stereo  
 10 1/2" reel, 7 1/2 ips; Satellite Transmission  
 Beautiful music programming that provides the finest quality music, delivering top ratings and revenues for stations in markets of all sizes across America. Library updated constantly, format is designed for use by automated and non-automated stations.  
 25-54 — MUS  
 CASH.  
 Bonneville Broadcasting System — *Bonneville Broadcasting System (Worldwide)*

## Automated Formats

## Automated Formats

**Easy Listening Country** 1982

Music-Country  
24:00:00 C 000020  
daily Mono  
10 1/2" reel, 7 1/2 ips  
A smooth and mellow country music program, 90 percent instrumental, 10 percent vocal. Unannounced format for live-assist use. Tapes must be returned.  
12-35 — MUS  
Demos  
CASH; 6 month basis.  
General Broadcasting — *General Broadcasting*

**Easy Pop** 1982

Music-Adult Contemporary  
24:00:00 AC, MM 021000  
daily Stereo  
10" reel, 7 1/2 ips  
A full-service format featuring a mellow mixture of the standard vocal favorites of yesterday with today's adult contemporary hits. One-third instrumental.  
25-49 — MUS  
Demos  
CASH.  
Sound Dynamics — *Sound Dynamics*

**Encore** 1982

Music-Beautiful  
24:00:00 BB, BM, MM 001370  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
*Frank Sinatra, Tony Bennett, Peggy Lee, Ray Conniff, Artie Shaw, Harry James*  
The music America loves best. A panorama of fifty years spanning three generations. Big bands, vintage hits, instrumentals and pop hits from the fifties are included.  
35-54 — MUS  
Advertising Aids; Promos; Sales Aids  
CASH.  
Radio Arts — *Radio Arts*

**Entertainers, The** 1982

Music-MOR  
24:00:00 AC, MM 001290  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
A basic library of MOR's big hits, blends all time greats such as Tony Bennett, Frank Sinatra, and Johnny Mathis, with Olivia Newton-John, Neil Diamond, and Barry Manilow. Contains a basic library (1200 hits), currents, and recurrences.  
25+ — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; 2 year contract.  
Radio Arts — *Radio Arts*

**E-Z Format, The** 1982

Music-MOR  
24:00:00 BM 002580  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
This format features good old middle-of-the-road music plus the best of today's mellow non-rock songs. Furnished announced or unannounced. Features 65 hours in initial library with 88 updating tapes per year.  
25+ — MUS  
Advertising Aids, Promos, Sales Aids  
CASH.  
Century 21 Programming — *Century 21 Programming*

**Fair West Program I** 1982

Music-Adult Contemporary  
24:00:00 AC 011030  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
The most customized adult contemporary format available. Everything from engineering assistance to programming and sales assistance.  
25-44 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH.  
Fair West Studios — *FairWest*

**Gentle Persuasion** 1982

Music-Adult Contemporary  
24:00:00 AC, MM 013200  
1x daily Stereo  
7" reel, 7 1/2 ips  
Vocal and instrumental selections in an easy-listening format.  
25-49 — MUS  
CASH.  
Total Service Programming — *Total Service Programming*

**# Gold Plus** 1982

Music-Adult Contemporary  
24:00:00 AC 023150  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
A highly flexible 18-49 programming/consulting concept. Capable of specific targeting to the 18-34 and/or 25-49 audiences. Over 1200 selections in the library, spanning 1955-82. Six updates per month.  
18-49 — MUS  
Advertising Aids, Promos  
CASH; 2 year minimum.  
Far West Communications — *Far West Communications*

**Good Music** 1982

Music-MOR  
24:00:00 BM, MM 003280  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2 ips  
A complete library of music to choose from to suit your individual requirements. All formats are unannounced. Artists include Vikki Carr, 50 Guitars, Living Strings, Perry Como, etc. Suitable for automated systems.  
35-54 — MUS  
Promos  
CASH.  
Tape-Athon/CaVox Stereo Productions — *Tape-Athon/CaVox Stereo Productions*

**# Good Ol' Rock And Roll** 1982

Music-Oldies  
24:00:00 O, R 024640  
daily Stereo  
10 1/2' reel, 7 1/2 ips  
A rock/oldies format for automation or live-assist stations.  
25-54 — MUS  
Demos, Promos  
CASH.  
Century 21 Programming — *Century 21 Programming*

**Gospel Caravan** 1982

Music-Religious  
24:00:00 RE 010210  
daily Mono, Stereo  
7", 10 1/2" reels, 7 1/2 ips  
*Ed Lint, DJ*  
A library of Gospel music designed for year round, 24 hour rotation use. A good mix of Gospel featuring national Gospel artists in the southern, country, traditional and contemporary styles.  
18+ — REL  
Demos  
CASH.  
Higher Ground Music — *Higher Ground Music*

**Great American Country** 1982

Music-Country  
24:00:00 C 001880  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
Blends the best country music from the past with the modern country hits of today. May be programmed with automation or live assist, announced or unannounced.  
18-44 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; 3 year contract.  
Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)*

## Automated Formats

## Automated Formats

<b>Great Hits, The</b>		1980	<b>Hitparade</b>		1982
Music-Adult Contemporary			Music-MOR		
24:00:00	AC, O, R	013780	24:00:00	BB	014150
daily	Stereo		daily	Stereo	
10 1/2" reel, 7 1/2 ips			10 1/2" reel, 7 1/2 ips		
Five formats in one, from soft rock to top 40 to all oldies. Music mix determined by station's needs. Available announced or unannounced.			A classic blend of nonrock hits of the 50's and 60's with compatible music of the 70's and 80's.		
18+ — MUS			40+ — MUS		
Promos			Advertising Aids, Promos, Sales Aids		
CASH; 1 year minimum.			CASH.		
More Music Programming — <i>More Music Programming</i>			Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises</i>		
<b>Great Times</b>		1981	<b>Hot Ones, The</b>		1982
Music-Big Band			Music-Top 40		
24:00:00	BB, O	020710	24:00:00	R	022780
daily	Stereo		daily	Stereo	
10 1/2" reel, 7 1/2 ips			10 1/2" reel, 7 1/2 ips		
A pre-rock, post rock format that provides swing, melodic jazz and the best ballads over the past four decades. For operator-assist or full automation.			Full-service format featuring only the Top 40 hits.		
35+ — MUS			18-34 — MUS		
Demos, Sales Aids			Advertising Aids, Demos, Promos		
CASH.			CASH/BARTER.		
Fred Hall — <i>Fred Hall Productions</i>			The Innovation Organization — <i>The Innovation Organization</i>		
<b># Heritage Concerts</b>		1982	<b>Kaia Music</b>		1982
Music-Classical			Music-Beautiful		
24:00:00	CL	024510	24:00:00	BM, MM	011080
daily	Stereo		daily	Stereo	
10 1/2" reel, 7 1/2 ips			7", 10 1/2" reels, 7 1/2 ips		
Features full length classical works from the symphonic repertoire, including everything from Bach to Bernstein, Scarlatti to Shostakovich.			Programming supplied on half hour tapes, each reel consisting of two half hour segments and two fill records. Consists of familiar music performed by the world's greatest artists. Designed as an upfront programming service. Unannounced.		
35+ — MUS			25+ — MUS		
Promos			Demos, Sales Aids		
CASH; 1 year contract.			CASH.		
Broadcast Programming International — <i>Broadcast Programming International</i>			KalaMusic — <i>KalaMusic (Worldwide)</i>		
<b>Hispanic Music Service</b>		1982	<b>Lifestyles/AM</b>		1982
Music-Latin			Custom Programming		
24:00:00	SP	002720	24:00:00	N, NT	007480
daily	Mono, Stereo		daily	Mono	
10 1/2" reel, 7 1/2 ips			—		
A music service featuring a choice of regional accordion, tropical, ballads, mariachi, mexican hits, orquesta tejana, and chicano country. Unannounced.			A carefully researched AM format of news/talk that is localized to an individual station. Available only to AM stations and shows the local talent how to sell the format.		
18-44 — MUS			18-44 — MUS		
Demos, Promos			Sales Aids		
Spanish			CASH/BARTER.		
CASH; 1 year contract.			International Syndications — <i>International Syndications</i>		
The Musicworks — <i>The Musicworks</i>			<b>Light Contemporary</b>		1982
<b>Hit Country</b>		198?	Music-Adult Contemporary		
Music-Country			24:00:00	AC	011100
24:00:00	C	013180	daily	Stereo	
1x daily	Stereo		7", 10 1/2" reels, 7 1/2 ips		
7" reel, 7 1/2" ips			A light contemporary service designed to bridge the gap between Adult Contemporary and Traditional Beautiful Music. Can be used by either automated or non-automated stations. Unannounced.		
A contemporary format consisting of country's hottest new releases, album cuts, and oldies. Designed also for a "live assist" operation. Updates available monthly from Library Services.			25-54 — MUS		
18-54 — MUS			Demos, Sales Aids		
Advertising Aids, Promos			CASH.		
CASH.			KalaMusic — <i>KalaMusic (Worldwide)</i>		
Total Service Programming — <i>Total Service Programming</i>			<b>Matched Flow Easy Listening</b>		1982
<b>HitMusic Hundred</b>		1982	Music-Beautiful		
Music-Oldies			24:00:00	BM, MM	020530
24:00:00	O	011770	Daily	Stereo	
1x daily	2 Track Stereo		10 1/2" reel, 7 1/2 ips		
7" reel, 7 1/2 ips			A fresh, adult, easy listening format done in matched flow segments. Includes vocal material.		
This program consists of the hottest hits from the past twenty five years. At least 100 hits from each of the twenty five years are provided.			25-54 — MUS		
25-44 — MUS			Promos		
Promos			CASH.		
CASH.			Jason M Taylor — <i>Master Broadcast Services</i>		
Marina Music Productions — <i>Marina Music Productions (Worldwide)</i>					

## Automated Formats

## Automated Formats

**Mellow Contemporary Format** 1982

Music-Adult Contemporary  
 24:00:00 AC 004690  
 daily Mono, Stereo  
 10" reel, 7 1/2 ips  
 A music format for automation or live assist, completely customized, including back announce and talkover lines, time announce carts and music rotations.  
 25-49 — MUS  
 Promos  
 CASH.  
 Reel Formats — *Reel Formats*

**Memories** 1982

Music-Big Band  
 24:00:00 BB, MM 015680  
 daily Stereo  
 10" reel, 7 1/2 ips  
 A nostalgia format of music from the 40's through the 70's.  
 45+ — MUS  
 CASH.  
 Winton Communication Group — *Winton Communication Group*

**Memory Music** 1982

Music-Oldies  
 24:00:00 BB, O 020570  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Hit oriented format of the best of yesteryear's music. Dayparting available as well as local image promotion. Includes yearly updates.  
 35+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; price varies with market size.  
 Century 21 Programming. — *Century 21 Programming*

**# MOR** 1983

Music-MOR  
 24:00:00 AC, MM 016070  
 daily —  
 Program Logs  
 A carefully researched format that contains a daily log of actual format.  
 25+ — MUS  
 CASH.  
 American Music Research — *American Music Research*

**# MOR** 1983

Music-MOR  
 24:00:00 AC, MM 025760  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
 Full service format featuring the best in "middle of the road" music.  
 25+ — MUS  
 CASH.  
 House Of Music — *House Of Music*

**Modern Country** 1981

Music-Country  
 24:00:00 C 020130  
 daily Mono, Stereo  
 10" reel, 7 1/2 ips  
 A pleasing blend of standard, album, and modern country hits. Complete voicework. Live or automated operation.  
 18-44 — MUS  
 Promos  
 CASH.  
 Peters Productions — *Peters Productions*

**MOR** 1982

Music-MOR  
 24:00:00 AC, BM, MM 003170  
 daily Stereo  
 10 1/2" reel, 7 1/2 ips  
 Complete library available. Custom jingles and time tapes.  
 25-54 — MUS  
 Promos  
 CASH/BARTER.  
 Musi-Mation — *Musi-Mation*

**MOR** 1982

Music-MOR  
 24:00:00 BM, MM 002610  
 daily 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 Includes an analysis of the programming needs for your market, all library material, weekly currents, and monthly re-currents. Unlimited non-commercial production, custom one-liners, ID's, and PSA's. Custom dayparting and time announce. Weather or jingles. Written aircheck critiques.  
 35-64 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH.  
 More Music Programming — *More Music Programming*

**MOR Traditional** 1981

Music-MOR  
 24:00:00 AC 014920  
 daily Stereo  
 10" reel, 7 1/2 ips  
 Distinctive traditional cuts of true MOR geared for the mature adult audience. Available announced or unannounced.  
 45+ — MUS  
 Advertising Aids, Promos  
 CASH.  
 Peters Productions — *Peters Productions*

**More Beautiful** 1982

Music-Beautiful  
 24:00:00 BM 020580  
 daily Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 A contemporary blend of MOR and beautiful music, incorporating the most recognizable songs of each. Match flow with dayparting available. Includes yearly updates.  
 25+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; varies with market size.  
 Century 21 Programming — *Century 21 Programming*

**More Easy Listening** 1982

Music-MOR  
 24:00:00 MM 000030  
 daily Mono  
 10 1/2" reel, 7 1/2 ips  
 Smooth and easy listening MOR music programming with approximately 90 percent instrumental, 10 percent vocal. Unannounced format for live-assist use. Tapes must be returned.  
 25-54 — MUS  
 Promos  
 CASH; 6 month basis.  
 General Broadcasting — *General Broadcasting*

**Most Beautiful Country, The** 1982

Music-Country  
 24:00:00 C 007470  
 daily Stereo  
 12" reel, 7 1/2 ips  
 Available for play in small and medium markets. Tapes updated monthly. Contains 350 hours of country music. Includes system cues and breaks.  
 18-44 — MUS  
 CASH/BARTER.  
 International Syndications — *International Syndications* (Worldwide)

**Music Of The Masters** 1982

Music-Classical  
 24:00:00 CL 013220  
 daily Stereo  
 7" reel, 7 1/2 ips  
 All the great "Classic" classical performances programmed for total flexibility in sound. Available either announced or unannounced.  
 25+ — MUS  
 CASH.  
 Total Service Programming — *Total Service Programming*

## Automated Formats

## Automated Formats

**Music Of Your Life**

1982

Music-Big Band  
24:00:00 BB, BM 003800  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
Automated or live assist. A format composed of matched flow foreground music. Features classic pop hits from the 40's, 50's, 60's, and 70's. Included are the Dorseys, Count Basie, the Elgarts, and Frank Sinatra.  
35-65 — MUS  
CASH; 2 year minimum.  
Al Ham Productions — *Al Ham Productions*

**Naturals, The**

1982

Music-Beautiful  
24:00:00 AC, BM 020680  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
A soft adult contemporary full-format service of beautiful music geared for a wide audience.  
25+ — MUS  
Promos  
CASH.  
Mike Shepherd — *SHEPERDmusic*

**Noble One**

1982

Music-Beautiful  
24:00:00 BM, MM 008770  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
A beautiful music format with a matched-flow feel with full consultation for live-assist or automated stations. Unannounced but on-air thematic and announcer "buffers" package is available.  
25-54 — MUS  
Sales Aids  
CASH.  
Noble Broadcast Consultants — *Noble Broadcast Consultants*

**Oldies**

1982

Music-Oldies  
24:00:00 O 002660  
daily 2 Track Stereo  
10 1/2" reel, 7 1/2 ips  
Announced. All non-commercial production. Custom Logos. Typical program would include Elvis Presley, Leo Sayer, Four Seasons, Buddy Holly.  
35-44 — MUS  
Advertising Aids, Demos, Promos, Sales Aids  
CASH.  
More Music Programming — *More Music Programming*

**# Oldies**

1983

Music-Oldies  
24:00:00 O 025770  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
Full service format featuring the best in oldies music.  
25+ — MUS  
CASH.  
House Of Music — *House Of Music*

**Pacific Green**

1981

Music-Beautiful  
24:00:00 BM 022320  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
A beautiful music service using many custom tracks and flexible for maximum use of air time.  
25+ — MUS  
Advertising Aids, Demos, Promos  
CASH; price varies with market size; market exclusivity.  
William B Tanner Company — *William B Tanner Company*

**Pop Adult Lifestyle**

1982

Music-Adult Contemporary  
24:00:00 AC 002730  
daily Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
A mass appeal format, programmed and custom dayparted with a flexible music mix to blend the greatest music of the past 20 years with the hits of today.  
25-49 — MUS  
Promos  
CASH; 1 year contract.  
The Musicworks — *The Musicworks*

**Primetime Radio**

1981

Music-Oldies  
24:00:00 BB, O 020980  
daily Stereo  
Satellite Transmission  
The biggest songs and the biggest names from the pre-rock years of the 30's, 40's, 50's, and 60's. Total flexibility for local commercial loads, ID's, traffic reports, and local news.  
35+ — MUS  
CASH.  
Taft Broadcasting Company — *Taft Broadcasting Company*

**Progressive MOR**

1982

Music-MOR  
24:00:00 AC, MM 001620  
daily 2 Track Stereo  
10 1/2" reel, 7 1/2 ips  
All solid hits selected from 1970, the present, or from 1955 time frames. RPM's premier adult contemporary sound including holiday music and updates. Format can be used either automated or as live-assist.  
18-49 — MUS  
Promos  
CASH; 2 year minimum contract.  
RPM Radio Programming/Management — *RPM Radio Programming/Management*

**Promat B**

1982

Music-Big Band  
24:00:00 BB, MM 003700  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
All the great standards of the 30's, 40's and 50's. In addition you can choose from "Now" music. All tapes are interchangeable with the 25 Hz tone for automation at the end of each selection.  
25+ — MUS  
CASH.  
Alden G Thompson — *The CnB Studios*

**Promat C**

1982

Music-Adult Contemporary  
24:00:00 AC, O 003710  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
The plush sounds of the day, the 70's, with some nostalgia from the late 60's. All libraries are interchangeable with the 25 Hz tone for automation at the end of each selection. Programs are unannounced and are available for 2-track, 4-track and full track.  
25+ — MUS  
CASH.  
Alden G Thompson — *The CnB Studios*

**Promat D**

1982

Music-MOR  
24:00:00 MM 003720  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
Free and easy, lighthearted, a format with a free spirit, mixed tempos and unannounced. All libraries are interchangeable with the 25 Hz tone for automation. Available in 2-track, 4-track, and full track.  
25+ — MUS  
CASH.  
Alden G Thompson — *The CnB Studios*

## Automated Formats

## Automated Formats

<b>Promat E</b>	1982			
Music-Big Band				
24:00:00		BB, MM	003730	
daily		Mono		
10 1/2", 14" reels, 7 1/2, 3 3/4 ips				
A mono library of 320 hours of slow and medium tempo vocals by singers of the 40's and 50's. Good listening type nostalgia. Over 6,400 selections.				
25+ — MUS				
CASH.				
Alden G Thompson — <i>The CnB Studios</i>				
<b># Promat N</b>	1983			
Music-Oldies				
24:00:00		BB, O	025460	
daily		Mono, Stereo		
10 1/2', 14' reels, 7 1/2, 3 3/4 ips				
A format featuring nostalgic old 78's.				
25+ — MUS				
CASH.				
The CnB Studios — <i>The CnB Studios</i>				
<b># Psalms Of Praise</b>	1982			
Music-Religious				
24:00:00		AC, BM, MM	023580	
daily		Mono, Stereo		
10' reel, 7 1/2 ips				
Religious music programming for traditional, soft contemporary, or MOR formats. Times optional.				
25-54 — MUS				
Demos, Promos				
CASH; 1 year minimum.				
Jim Hutto — <i>Stereo Religious Communications</i>				
<b>Radio One System, The</b>	1982			
Music-Adult Contemporary				
24:00:00		AC	007000	
daily		Stereo		
7" reel, 7" ips				
A material-flow, adult contemporary format, dayparted and programmed for 5 segments per hour. The music is pop adult with current hit songs in rotation.				
18-49 — MUS				
CASH; 10 commercial availabilities per hour.				
Churchill Productions — <i>Churchill Productions</i>				
<b># Rainbow MOR</b>	1982			
Music-MOR				
24:00:00		AC, MM	016610	
daily		Mono, Stereo		
10 1/2' reel, 7 1/2 ips				
An automated format designed to bridge the gap between AC and Beautiful Music.				
25+ — MUS				
CASH.				
House Of Music — <i>House Of Music</i>				
<b># Real Adult Rock Foremat, The</b>	1983			
Music-Rock				
24:00:00		A, R	017010	
daily		Stereo		
10 1/2' reel, 7 1/2 ips				
A rock format available announced or unannounced, contains the foreground sound of live deejays.				
18-34 — MUS				
Advertising Aids, Demos, Promos, Sales Aids				
CASH.				
John Price — <i>Real Radio (Worldwide)</i>				
<b>Real Country Foremat, The</b>	1982			
Music-Country				
24:00:00		C	004680	
daily		2 Track Stereo		
10 1/2" reel, 7 1/2 ips				
Modern Country programming format available as announced or unannounced music service, or with from one to five Los Angeles based announcers.				
18-54 — MUS				
Advertising Aids, Demos, Promos, Sales Aids				
CASH.				
John Price — <i>Real Radio (Worldwide)</i>				
<b>Red Satin Rock</b>	1981			
Music-Rock				
24:00:00		A, R	022330	
daily		Stereo		
10 1/2' reel, 7 1/2 ips				
This rock format can be dayparted to achieve a mellow to hard rock sound. The library contains all elements for complete flexibility including hit album cuts. Announced or unannounced.				
18-34 — MUS				
Advertising Aids, Demos, Promos				
CASH; price varies with market size; market exclusivity.				
William B Tanner Company — <i>William B Tanner Company</i>				
<b>Religious</b>	1982			
Music-Religious				
24:00:00		RE	003180	
daily		Stereo		
10 1/2" reel, 7 1/2 ips				
Complete library available. Custom jingles and time tapes.				
18-54 — MUS				
Promos				
CASH/BARTER.				
Musi-Mation — <i>Musi-Mation</i>				
<b># Rock Of The '80s</b>	1983			
Music-Rock				
24:00:00		A, R	016790	
daily		Stereo		
10 1/2' reel, 7 1/2 ips				
A rock music format available for live-assist or automated stations.				
18-34 — MUS				
Sales Aids				
CASH.				
Carroll, Schwartz & Groves — <i>Noble Broadcast Consultants</i>				
<b>Rock Unlimited</b>	1982			
Music-Rock				
24:00:00		A, R	013170	
1x daily		Stereo		
7" reel, 7 1/2" ips				
A contemporary format consisting of hot new releases, album cuts, and oldies. Designed also for a "live assist" operation. Monthly updates available from Library Services.				
18-34 — MUS				
Advertising Aids, Promos				
CASH.				
Total Service Programming — <i>Total Service Programming</i>				
<b># Rock-Lite</b>	1982			
Music-Adult Contemporary				
24:00:00		AC	024900	
daily		Stereo		
7' reel, 7 1/2 ips				
A new concept in adult music programming, designed to give stations a distinctive sound among homogenized adult contemporary formats.				
25-44 — MUS				
CASH.				
SHEPERDMusic — <i>SHEPERDmusic</i>				
<b>Sacred Sounds Of Gospel</b>	1982			
Music-Gospel				
24:00:00		RE	020620	
daily		Mono, Stereo		
10 1/2" reel, 7 1/2 ips				
An easy-flowing full format of the most important and most moving gospel songs—traditional and contemporary—by the respected artists in the field. Includes yearly updates.				
25+ — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; varies with market size.				
Century 21 Programming — <i>Century 21 Programming</i>				

## Automated Formats

## Automated Formats

<b>Sacred Sounds Of Praise</b>	1982				
Music-Religious					
24:00:00	RE	020600			
daily	Mono, Stereo				
10 1/2" reel, 7 1/2 ips					
A complete format of religious music and music for prayer. Custom localization available. Yearly updates.					
25+ — MUS					
Advertising Aids, Promos, Sales Aids					
CASH.					
Century 21 Programming — <i>Century 21 Programming</i>					
<b># Showcase</b>	1983				
Music-MOR					
24:00:00	MM	016280			
daily	Mono, Stereo				
10 1/2" reel, 7 1/2 ips					
Easy listening, MOR format that permits a station to choose ratio of vocal to instrumental. A balanced flow formula makes this a viable format in the ever changing market place.					
25-54 — MUS					
Promos					
CASH; 1 year contract.					
The Musicworks — <i>The Musicworks</i>					
<b>Simply Beautiful</b>	1982				
Music-Beautiful					
24:00:00	BM	002570			
daily	Mono, Stereo				
10 1/2" reel, 7 1/2 ips					
A careful balance, blend, and controlled flow of the choicest instrumentals and smoothly beautiful vocals. Matched half segment flow concept. There are 225 initial hours plus 75 updates per year.					
25+ — MUS					
Advertising Aids, Promos, Sales Aids					
CASH; 3 year contract.					
Century 21 Programming — <i>Century 21 Programming</i>					
<b>Soft-Adult Contemporary</b>	1982				
Music-Adult Contemporary					
24:00:00	AC, BM, MM	022770			
daily	Stereo				
10 1/2" reel, 7 1/2 ips					
Full-service format featuring mellow, unobtrusive music for the adult listener.					
25-49 — MUS					
Advertising Aids, Demos, Promos					
CASH/BARTER.					
The Innovation Organization — <i>The Innovation Organization</i>					
<b>Something Beautiful</b>	1982				
Music-Religious					
24:00:00	RE	010220			
daily	Mono, Stereo				
7", 10 1/2" reels, 7 1/2 ips					
<i>Ed Lint, DJ</i>					
An inspirational format with most cuts on the easy listening side and a ratio of two instrumental selections to one vocal. Includes old hymns, well known Gospel classics, and inspirational favorites.					
18+ — REL					
Demos					
CASH.					
Higher Ground Music — <i>Higher Ground Music</i>					
<b># Songs Of Joy</b>	1982				
Music-Religious					
24:00:00	BM, CL, MM	023570			
daily	Mono, Stereo				
10' reel, 7 1/2 ips					
Beautiful, MOR, and classical religious music programming for those formats. Running times optional.					
25+ — MUS					
Promos					
CASH; 1 year minimum.					
Jim Hutto — <i>Stereo Religious Communications</i>					
<b>Sonshine</b>	1981				
Music-Religious					
24:00:00	RE	022340			
daily	Stereo				
10" reel, 7 1/2 ips					
Christian contemporary MOR music for the religious broadcaster. Can be used to supplement paid religious programming.					
25+ — MUS					
Advertising Aids, Demos, Promos					
CASH; price varies with market size; market exclusivity.					
William B Tanner Company — <i>William B Tanner Company</i>					
<b>Sound 10</b>	1982				
Music-Adult Contemporary					
24:00:00	AC	001340			
daily	Stereo				
10 1/2" reel, 7 1/2 ips					
"Sound 10" presents the best in contemporary music from the past decade to now. Contains more than 70, 90 minute program reels with more than 2000 tunes. Features such artists as Neil Diamond, Barry Manilow, Kenny Rogers, Dr. Hook and many more. Additional custom jingles, voicing and is available fully announced or unannounced for use by automated or live stations.					
18-44 — MUS					
Advertising Aids, Demos, Promos, Sales Aids					
CASH.					
Radio Arts — <i>Radio Arts</i>					
<b>Sounds Of Faith</b>	1982				
Music-Religious					
24:00:00	RE	010490			
1x weekly	2 Track Stereo				
10" reel, 7 1/2 ips					
Sacred music syndication of quarter hour matched flow music designed for 4 to 6 hours on Sunday mornings or for 24 hours a day full sacred music programming.					
19-49 — MUS					
Promos					
CASH.					
Jim Hutto — <i>Stereo Religious Communications</i>					
<b>Standard Pop</b>	1982				
Music-Adult Contemporary					
24:00:00	AC	003240			
daily	Mono, Stereo				
10 1/2", 14" reels, 7 1/2 ips					
Choose from a vast library of songs such as Tom Tedesco, Perry Como, Billy Vaughn, Vikki Carr, and the Enoch Light Singers. Unannounced; playlists provided.					
25-44 — MUS					
Promos					
CASH.					
Tape-Athon/CaVox Stereo Productions — <i>Tape-Athon/CaVox Stereo Productions</i>					
<b>Stereo Rock</b>	1982				
Music-Rock					
24:00:00	A, R	000390			
daily	Stereo				
10 1/2" reel, 7 1/2 ips					
Today's hits blended with hits of the past. Compatible with automated or live-assist.					
18-34 — MUS					
Advertising Aids, Promos, Sales Aids					
CASH; 2 year contract.					
TM Programming — <i>TM Programming (Worldwide)</i>					

## Automated Formats

## Automated Formats

<b>Super Country</b>		1982		
Music-Country				
24:00:00	C	002560		
daily	Mono, Stereo			
10 1/2" reel, 7 1/2 ips				
The emphasis with this package can be toward modern country, traditional country, progressive or crossover country. Announcer image can be foreground for AM music oriented with little talk for FM. "Super Country" voices change in 3-hour shifts. Custom country jingles, contests, promos, to localize format sound. Music library consists of a "traditional" sounding country (Initial Library 94 hours with 106 update tapes yearly) and a "modern" country (Initial Library 70 hours with 106 update tapes yearly).				
18+ — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; price predicated on market size; 3 year contract.				
Century 21 Programming — <i>Century 21 Programming</i>				
<b>Super Soul</b>		1982		
Music-Black/Soul				
24:00:00	B	001910		
daily	Mono, Stereo			
10 1/2" reel, 7 1/2 ips				
A clean, uncluttered, contemporary black format mixing current hits and album tracks with the best of the past. The Oldie library is dayparted, plus optional album category for late afternoon and evening play. May be programmed with automation or live assist, announced or unannounced.				
18-34 — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; 3 year contract.				
Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises (Worldwide)</i>				
<b>Swing Thing</b>		1981		
Music-Big Band				
24:00:00	BB	020720		
daily	Mono, Stereo			
10 1/2" reel, 7 1/2 ips				
Radio veteran, Fred Hall, showcases the big bands and interviews the stars from the era. Available in an automated or non-automated format and cued for heavy or light commercial loads.				
35+ — MUS				
Demos, Sales Aids				
CASH; 13 minutes local availabilities per hour in non-automated format.				
Fred Hall — <i>Fred Hall Productions</i>				
<b>Swinging Velvet</b>		1982		
Music-MOR				
24:00:00	AC	013210		
1x daily	Stereo			
7" reel, 7 1/2 ips				
The adult sounds of today blended with the hit sounds of the past.				
35+ — MUS				
CASH.				
Total Service Programming — <i>Total Service Programming</i>				
<b>Tanner Country</b>		1981		
Music-Country				
24:00:00	C	022310		
daily	Stereo			
10 1/2" reel, 7 1/2 ips				
A full range of country from traditional to modern. Dayparting ability allows for customization. Produced announced and unannounced for automated or live assist use.				
18+ — MUS				
Advertising Aids, Demos, Promos				
CASH; price varies with market size; market exclusivity.				
William B Tanner Company — <i>William B Tanner Company</i>				
<b>This Is Music</b>		1982		
Music-MOR				
24:00:00	BM, MM	010470		
daily	2 Track Stereo			
10" reel, 7 1/2 ips				
A full-service format with 50/50 vocal/instrumentals that can be dayparted. Features standard MOR performers along with currents. Copy service, produced promos, Christmas music, special programs, reel rotation charts, operation manual, and programming wheels supplied.				
1974 <i>Billboard</i> ; 1971 <i>Gavin Awards</i> .				
25+ — MUS				
Promos				
CASH; 1 year contract.				
Southcott Productions — <i>Southcott Productions</i>				
<b>TM A/C</b>		1982		
Music-Adult Contemporary				
24:00:00	AC	000380		
daily	Stereo			
10 1/2" reel, 7 1/2 ips				
Familiar, bright, contemporary music blended to meet the competitive needs of each market.				
25-34 — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; 2 year contract.				
TM Programming — <i>TM Programming (Worldwide)</i>				
<b>TM Beautiful Music</b>		1982		
Music-Beautiful				
24:00:00	BM	000400		
daily	Stereo			
10 1/2" reel, 7 1/2 ips				
Customized to market, produced unannounced and is compatible with all live or automated situations.				
25+ — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; 2 year contract.				
TM Programming — <i>TM Programming (Worldwide)</i>				
<b>TM Country</b>		1982		
Music-Country				
24:00:00	C	000360		
daily	Stereo			
10 1/2" reel, 7 1/2 ips				
Modern country based on a blend of present and past hits.				
18+ — MUS				
Advertising Aids, Promos, Sales Aids				
CASH; 2 year contract.				
TM Programming — <i>TM Programming (Worldwide)</i>				
<b>TM-O-R</b>		1982		
Music-MOR				
24:00:00	BM, MM	000410		
daily	Stereo			
10 1/2" reel, 7 1/2 ips				
A program featuring 40 years of hits.				
25-49 — MUS				
CASH.				
TM Programming — <i>TM Programming (Worldwide)</i>				
<b>Traditional Country</b>		1981		
Music-Country				
24:00:00	C	020170		
daily	Mono, Stereo			
10" reel, 7 1/2 ips				
The best blend of classic and traditional country cuts, singles and album. Available announced or unannounced.				
25+ — MUS				
CASH.				
Peters Productions — <i>Peters Productions</i>				

## Automated Formats

## Features

<b>Traditional MOR</b>	1982				
Music-MOR					
24:00:00		AC, MM	002240		
daily		Mono, Stereo			
10 1/2", 14" reels, 7 1/2, 3 3/4 ips					
A blend of original artist hits and carefully selected cover tunes. Features adult oriented instrumental versions of hits. Unannounced. Easily adaptable to live-assist use. A complete package of localized ID's and promos custom recorded for your station.					
25-54 — MUS					
Promos					
CASH; price predicated on library size and market size; 1 year contract. Broadcast Programming International — <i>Broadcast Programming International (Worldwide)</i>					
<b>Traditional MOR</b>	1977				
Music-MOR					
00:00:00		BB, O	020390		
daily		Stereo			
Satellite Transmission					
A full service automated format featuring the standards from artists such as Frank Sinatra, Tony Bennett, and Glenn Miller. Total flexibility for complete localization.					
35+ — MUS					
CASH; 2 commercial availabilities per hour. Burkhart/Abrams Consulting — <i>Satellite Music Network</i>					
<b>Unforgettable</b>	1982				
Music-MOR					
24:00:00		BB, MM	009940		
daily		Mono, Stereo			
10" reel, 7 1/2 ips					
A format service that brings to life the big bands and the mellow sounds. Random select mix of music from 1940-1982. Music content adjusted to each individual market. Format service includes jingles, promos, and special elements. May be run automated or live assist.					
25-54 — MUS					
Advertising Aids, Promos, Sales Aids CASH; scaled to market. Chris Clausen — <i>Toby Arnold &amp; Associates (Worldwide)</i>					
<b># Urban Contemporary Programming Format</b>	1983				
Music-Black/Soul					
24:00:00		B, J, UC	016900		
daily		Stereo			
Satellite Transmission					
An urban contemporary format—24 hours a day; available with three different program options.					
25+ — MUS					
CASH; 2 minutes per hour for national sale; 12-14 minutes per hour for local sale. Sunshine Entertainment Network — <i>Sunshine Entertainment Network</i>					
<b>Winton Sound, The</b>	1982				
Music-Beautiful					
24:00:00		BM	015670		
daily		Stereo			
10" reel, 7 1/2 ips					
A beautiful music program service including the following: Memories, Memories II, Too Beautiful For Words, Big and Beautiful, Sound-A-Likes, Moments To Remember, Movies To Remember and Exotics.					
25+ — MUS					
CASH. Winton Communication Group — <i>Winton Communication Group</i>					
<b>Worldwide Country</b>	1977				
Music-Country					
24:00:00		C	015470		
daily		Mono, Stereo			
? reel, ? ips					
A personality country format featuring Biff Collie, T. Tommy Cutrer, and Charlie Williams.					
18-44 — MUS					
Promos					
CASH; 1 year minimum. First Choice — <i>First Choice</i>					
<b>WWAC (Wall-To-Wall Adult Contemporary)</b>	1982				
Music-Adult Contemporary					
24:00:00		AC	009830		
daily		Stereo			
10" reel, 7 1/2 ips					
Contains wide varieties of music mixes. Accent is on even mix of music in three record sweeps. Every fourth selection will be current, more variety, less repetition, and oldies.					
25-44 — MUS					
CASH. FM 100 Plan, Darrel Peters — <i>The FM 100 Plan</i>					
<b>XT-40</b>	1982				
Music-Rock					
24:00:00		R	001890		
daily		Mono, Stereo			
10 1/2" reel, 7 1/2 ips					
A mass appeal contemporary rock format. The music is familiar and highly flexible with optional daypart reels for additional rock image music. Alive, exciting sound. May be programmed with automation or live assist, announced or unannounced.					
18-34 — MUS					
Advertising Aids, Promos, Sales Aids CASH; 3 year contract. Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises (Worldwide)</i>					
<b>Z Format, The</b>	1982				
Music-Adult Contemporary					
24:00:00		AC	002370		
daily		Stereo			
10 1/2" reel, 7 1/2 ips					
This format is customized for each station and each market from more than 16 basic building blocks and music modules. Stations can be dayparted as desired. Custom voicing available. "The Z Format" creates continued moods of pre-programmed music sweeps. Features an initial library of 82 hours with tape updates 140 per year.					
18-34 — MUS					
Advertising Aids, Promos, Sales Aids CASH; 3 year contract. Century 21 Programming — <i>Century 21 Programming</i>					
<b>Features</b>					
<b># Best Detective Package, The</b>	1977				
Drama					
01:30:00		AC, NT, T	023180		
3x weekly		Mono			
7" reel, 7 1/2 ips					
Various detective shows, featuring Sherlock Holmes, Dragnet, and the Green Hornet.					
18+ — ENT					
Advertising Aids, Promos CASH; minimum 26 weeks; 15 minutes of commercial avails. CBS — <i>Charles Michelson</i>					
<b>Best Mystery Package, The</b>	1977				
Mystery					
00:90:00		AC, C, T	002970		
3x weekly		Mono			
7" reel, 7 1/2 ips					
This outstanding radio mystery series combines such programs as "The Shadow," "Gangbusters," and "Suspense." An original network series suitable for many formats.					
25-54 — ENT					
Advertising Aids, Promos CASH; price predicated on market size, minimum 26 weeks, 1 play per program. Various — <i>Charles Michelson</i>					

## Features

## Features

- Best Of '82, The Specials** 1982  
08:00:00 009230  
1 pgm ALL Stereo  
Customized Delivery, Satellite Transmission  
Designed to look at the year that has gone by and it's all here; the music, the news, the people, and the facts. Produced by the same team that has been creating audience-building year-end programs since 1975.  
18+ — ENT  
CASH.  
Rogers Broadcast Productions — *Rogers Broadcast Productions*  
CANADA: Rogers Broadcast Productions
- Best Of Radio's Christmas Past, The (Vol III)** 1980  
Seasonal  
05:00:00 006010  
1 pgm ALL Mono  
7" reel, 7 1/2 ips  
Host: *Debbie Dewar*  
This special features the original old radio comedy and drama programs from the golden age of radio such as Jack Benny, Fibber McGee and Molly, Charley McCarthy and others. Tied together with sound effects and Christmas music.  
12+ — ENT  
Demos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- Best Of Radio's Christmas Past, The (Vol II)** 1979  
Seasonal  
05:00:00 006000  
1 pgm ALL Mono  
7" reel, 7 1/2 ips  
Host: *Pete Hicks*  
This special features the original old radio comedy and drama programs from the golden age of radio such as Jack Benny, Fibber McGee and Molly, Charley McCarthy and others. Tied together with sound effects and Christmas music.  
12+ — ENT  
Demos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- Best of Radio's Christmas Past, The (Vol I)** 1978  
Seasonal  
05:00:00 005980  
1 pgm ALL Mono  
7" reel, 7 1/2 ips  
Host: *Don Chambers*  
This special features the original old radio comedy and drama programs from the golden age of radio such as Jack Benny, Fibber McGee and Molly, Charley McCarthy and others. Tied together with sound effects and Christmas music.  
12+ — ENT  
Demos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- Best Of Stories For Halloween, The (Vol I)** 1978  
Seasonal  
05:00:00 005970  
1 pgm ALL Mono  
7" reel, 7 1/2 ips  
Host: *Don Chambers*  
Features old radio drama programs from the golden age of radio such as Inner Sanctum, Suspense, Escape, and so on. The host (Ghost) announcer guides you through a night of horror. Uses special effects and horror music. This is the original five hour special in volume I.  
12+ — ENT  
Demos, Promos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- Best Of Stories For Halloween, The (Vol II)** 1979  
Seasonal  
05:00:00 005990  
1 pgm ALL Mono  
7" reel, 7 1/2 ips  
Host: *Don Chambers*  
Features old radio drama programs from the golden age of radio such as Inner Sanctum, Suspense, Escape, and so on. The host (Ghost) announcer guides you through a night of horror. Uses special sound effects and horror music.  
12+ — ENT  
Demos, Promos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- Best Western Package, The** 1982  
Westerns  
00:90:00 NT, T 003130  
3x weekly Mono  
7" reel, 7 1/2 ips  
A combination of "The Lone Ranger," "Gunsmoke," and "Have Gun Will Travel."  
18+ — ENT  
Promos  
CASH; 15 commercial minutes available, price predicated on market size; 26 week minimum.  
Various — *Charles Michelson*
- Bill Ballance Show, The** 1982  
Interview-Talk-Personality  
03:00:00 N, NT, T 010480  
6x weekly Mono  
10" reel, 7 1/2 ips  
Host: *Bill Ballance*  
"The Bill Ballance Show" is customized for each market and station. Every conversation is custom introduced. Bill Ballance's wit and style have allowed him to be considered a "professional's professional."  
35+ — AIR  
Promos  
CASH; 6 month minimum; 18 commercial avails per hour.  
Southcott Productions — *Southcott Productions*
- # Black Music Memories** 1983  
Music-Black/Soul  
02:00:00 B, UC 026410  
1x weekly Stereo  
Satellite Transmission  
Host: *Jack "The Rapper" Gibson*  
This program reviews the music and lives of such greats as Dinah Washington, Joe Williams, Nat King Cole, Ella Fitzgerald, Nancy Wilson, and many more.  
18+ — TAL  
FREE; 2 to 4 availabilities per hour dependent on program length.  
STRZ Music — *Sheridan Broadcasting Network*
- Celebration Day Darshans** 1981  
Religious-Series  
01:30:00 RE 013390  
4 pgms Stereo  
Cassette  
Celebration Day magic at the Shree Rajneesh Ashram in Poona; features light and melodious music.  
1. *Guru Purnima 1979* 2. *Guru Purnima 1980* 3. *Mahaparinirvan Diwas 1980* 4. *Enlightenment Day 1981*.  
18+ — REL  
CASH.  
Rajneesh Foundation International — *Rajneesh Foundation International*

## Features

## Features

<b>Charlie &amp; Harrigan Show</b>	1982			<b>Come Alive Show, The</b>	1977
Entertainment				Music-Religious	
04:00:00		AC, C, R	021540	03:00:00	021750
5x weekly		Mono		weekly	RE
7" reel, 7 1/2 ips				10" reel, 7 1/2 ips	Stereo
<i>Host: Charlie &amp; Harrigan</i>				<i>Host: Harry Thomas</i>	
A morning radio program, board operator assisted or suitable for automation. Stations use their own records and commercials. Pre-programmed for news and sports breaks, C & H furnishes time, weather, comedy, information and updates.				A varied selection of adult contemporary Christian music.	
18+ — ENT				18-35 — MUS	
Promos				Promos	
CASH.				FREE.	
Charlie & Harrigan — <i>C&amp;H Present</i>				Harry Thomas — <i>Come Alive Ministries</i>	
<b>Charlie Tuna Show, The</b>	1982			<b>Conversation With, A</b>	1982
Entertainment				Magazine	
06:00:00		AC	009850	02:00:00	003530
1x weekly		Mono		4x yearly	R
? reel, ? ips				12" LP, 33 1/3 rpm	Stereo
<i>Host: Charlie Tuna</i>				This series features interviews accompanied by rare and/or unreleased music from private collections. Among the legends of our time who have been explored are Woody Allen, The Rolling Stones, David Bowie, etc.	
Contains all the current contemporary hits structured to enable stations to run each hour separately for weekly stripping, three hours on each two days or the entire six hours at one time.				<i>Armstrong Award.</i>	
18-49 — ENT				18-34 — ENT	
CASH; 10 commercial avails per hour.				Promos	
Weedeck — <i>Weedeck Radio Network</i>				BARTER.	
<b>Christmas And Then Some</b>	1981			DIR Broadcasting — <i>DIR Broadcasting (Worldwide)</i>	
Seasonal				<b># Country Christmas</b>	1982
04:00:00		ALL	013320	Seasonal	
1 pgm		Stereo		02:00:00	024150
10", 10 1/2" reels; 3 3/4, 7 1/2 ips				7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm	C
A four hour one-time special featuring specially selected seasonal music (customized for station) interspersed with attention grabbing actualities and vignettes about every aspect of Christmas.				<i>Host: Chris Lane</i>	Stereo
12+ — MUS				A survey of the all-time biggest country hits and Christmas recollections of the artists.	
Demos				18-49 — MUS	
CASH; 1 play per year; 4 commercial availabilities.				Advertising Aids, Promos, Sales Aids	
Bonneville Productions — <i>Bonneville Productions</i>				CASH; negotiable.	
<b>Christmas At Our House</b>	1977			Creative Factor — <i>The Creative Factor</i>	
Seasonal				<b>Country Music's Radio Magazine</b>	1982
12:00:00		A, C, ALL	015700	Magazine	
1 pgm		Mono, Stereo		02:00:00	006130
? reel, ? ips				1x weekly	C
<i>Host: Sonny Melendrez</i>				7" reel, 7 1/2 ips	Stereo
A 12-hour special hosted by Sonny Melendrez and featuring Christmas music, customs and stories, along with special holiday recipes from culinary expert Sara Pitzer. Features all the holiday favorites and it's the perfect way to celebrate the joyous season.				<i>Host: Harry Newman</i>	
12+ — ENT				A weekly country music program that keeps listeners in touch with what's happening right now in country music. Each week the "magazine" features a special guest star, latest trends, hottest songs, trivia, and few moments of country nostalgia.	
Promos				18-54 — ENT	
CASH; price varies according to market; 2 commercial avails per hour.				CASH/BARTER; 12 commercial availabilities per hour.	
Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises</i>				Darwin Lamm — <i>Creative Radio Shows</i> CANADA: <i>Creative Radio Shows</i> ; WORLDWIDE: <i>Grace Gibbons</i>	
<b>Christmas In the Country</b>	1982			<b>Decade Of Country Music, A</b>	1982
Seasonal				Music-Country	
12:00:00		AC, BM	013250	12:00:00	022850
1 pgm		Stereo		1 pgm	C
7" reel, 7 1/2 ips				7" reel, 7 1/2 ips	Stereo
<i>Host: Chris Lane</i>				An in-depth look at the number one country hits from the last decade and the people behind the scenes who made it happen.	
The successful and now re-produced program of outstanding music, reflective artist comments, and produced features all centering on the Christmas spirit.				18-54 — MUS	
25+ — ENT				Promos	
CASH.				CASH/BARTER; 144 commercial availabilities.	
Total Service Programming — <i>Total Service Programming</i>				Creative Radio Shows — <i>Creative Radio Shows</i>	
<b>Coast To Coast Top 20</b>	1981			<b>Do You Remember These</b>	1981
Music-Black/Soul				Entertainment	
02:00:00		B, UC	021870	06:00:00	020480
weekly		Stereo		1 pgm	ALL
12" LP, 33 1/3 rpm				7" reel, 7 1/2 ips	Mono
<i>Host: Doug Steele</i>				<i>Host: Don Chambers</i>	
Features the Top 20 Black Contemporary hits of the week, supplemented by features and information about each top artist.				This special takes you through it all from 1940 to 1977; highlights from each year from the stage, screen, radio, television, and song along with the top stories in news and sports.	
18-49 — MUS				25+ — ENT	
BARTER.				Demos, Promos	
Frank Williams — <i>American Media Services</i>				CASH; market exclusivity; 13 minutes of commercial availability each hour.	
				Universal Sounds Unlimited — <i>Universal Sounds Unlimited (Worldwide)</i>	

## Features

## Features

- Dr. Demento Show, The** 1982  
Musical-Variety  
02:00:00 A, R 001420  
2x weekly Stereo  
10" reel, 7 1/2 ips  
*Dr Demento*  
Delightful dementia with the master impresario of comedy and novelty recordings. The Doctor's own hit parade featuring Barnes and Barnes, Al Yankovic and Monty Python.  
18-44 — ENT  
Promos  
BARTER; 18 minutes of commercials; 1 play each week.  
Westwood One — *Westwood One*
- Echoes: Inside The Music Process** 1981  
Music-AOR  
52:00:00 A, R 005090  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
*Host: Bob Lee*  
A complete look at the making of album rock from songwriting to radio airplay including interviews with key industry managers, producers, record executives, and recording artists. The program can be used either as a variety of multi-hour blocks with each hour a chapter. Available with or without a narrator.  
1981 *Billboard Radio Show Of The Year.*  
18-34 — ENT  
Advertising Aids, Promos, Sales Aids  
CASH; 1 year; 2 runs.  
Brown Bay Productions, Robert Lee, Dr Michael Lee — *Brown Bay Productions (Worldwide)*
- Elvis Presley Special** 1981  
Artist Salute  
03:00:00 A, C, R 022460  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
The story of Elvis from the time he cut his first record until the time of his death. Includes live performances and informative interviews.  
18-49 — ENT  
Advertising Aids, Promos  
CASH; 8 commercial availabilities per hour; market exclusivity.  
William B Tanner Company — *William B Tanner Company*
- Enlightenment Day 1982** 1982  
Religious  
01:30:00 RE 013410  
1 pgm Stereo  
Cassette  
A collection of celebration songs performed in Bhagwan's presence at Rajneeshpuram.  
18+ — REL  
CASH.  
Rajneesh Foundation International — *Rajneesh Foundation International*
- Entertainment Review** 1979  
Interview-Talk-Personality  
48:00:00 N, NT, T 015350  
1 pgm Mono, 2 Track Stereo  
7" reel, 7 1/2 ips  
*Host: Larry Scott*  
Interviews and reviews of current musical artists. Available in 26 half hours.  
18+ — ENT  
Promos  
CASH/BARTER.  
Cabscott Productions — *Cabscott Broadcast Productions*
- Gift Of Christmas, The** 1980  
Seasonal  
10:00:00 AC, C, MM 012320  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Christmas legends, reminiscences, customs and stories are all a part of this holiday show. Music by John Denver, Elvis Presley, B.J. Thomas, Emmy Lou Harris, the Mormon Tabernacle Choir, Paul McCartney and the Eagles is also featured. (Currently available in the U.S. for the first time, this program can be aired in its entirety or as a series of ten one-hour shows.)  
25+ — ENT  
Demos  
CASH/BARTER; 3 plays; 10 minutes per hour for commercial use.  
Spectrum Sound Prod Studios — *Spectrum Sound Prod Studios*
- Glenn Miller Army Air Force Band** 1982  
Music-Big Band  
02:00:00 BB 022840  
1 pgm Mono, Stereo  
7" reel, 7 1/2 ips  
*Host: Johnny Desmond*  
A nostalgic look at Glenn Miller's music with the Army Air Force Band, including rare and previously unreleased performances.  
25+ — MUS  
Demos, Promos  
CASH/BARTER; market exclusivity.  
Creative Radio Shows — *Creative Radio Shows*
- Golden Birthday Celebration/Guru Purnima 1981** 1982  
Religious  
01:30:00 RE 013400  
1 pgm Stereo  
Cassette  
Bhagwan's fiftieth birthday celebrated with song and silence at Rajneeshpuram in Oregon.  
18+ — REL  
CASH.  
Rajneesh Foundation International — *Rajneesh Foundation International*
- Golden Years, The** 1977  
Specials  
15:00:00 A, AC, B 015720  
1 pgm Mono, Stereo  
?" reel, ? ips  
*Host: Mark Elliott*  
A vivid re-creation of a thrilling era: 1964-to the present. An era of explosive issues, influential people and creative musicians. It's all here: Muhammad Ali, Viet Nam, Martin Luther King, women's lib, plus all the music superstars like Stevie Wonder, the Beatles, Simon and Garfunkle, the Beach Boys and many more.  
18-34 — ENT  
CASH; price varies with market size; 12 commercial avails per hour.  
Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)*
- # Grammys 25th Anniversary Special, The** 1983  
Specials  
04:00:00 ALL 016990  
1x yearly Stereo  
12" LP, 33 1/3 rpm  
A musical history of the grammys designed to air a week prior to the television broadcast. A preview of the nominated songs and artists of this year, but traces significant events of grammys past.  
18+ — ENT  
BARTER.  
Goodphone Communications produced in cooperation with NARAS — *Westwood One*

## Features

## Features

- Great American Spirit, The** 1982  
Interview-Talk-Personality  
03:00:00 AC, C, T 013230  
1 pgm Mono  
7" reel, 7 1/2 ips  
*Charlie Daniels, Neil Diamond, John Wayne*  
Three solid hours of talk and entertainment on the subject of patriotism, including a salute to John Wayne.  
25-54 — ENT  
CASH.  
Total Service Programming — *Total Service Programming*
- Great American Spirit, The** 1982  
Entertainment  
03:00:00 ALL 020510  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Music and words from prominent American entertainers; a salute to both John Wayne and America. Excellent July 4th or Memorial Day programming.  
12+ — ENT  
Promos  
CASH/BARTER.  
Weedek Radio Network — *Weedek Radio Network*
- # Great Lost Who Tapes Hosted By Bill Wyman, The** 1982  
Music-Rock  
02:00:00 A, R 022450  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
*Host: Bill Wyman*  
A special featuring tracks from the Who, previously unreleased. Hosted by Rolling Stone bassist, Bill Wyman.  
18-34 — MUS  
Promos  
BARTER.  
Westwood One — *Westwood One*
- History In America** 1981  
Documentary  
03:00:00 ALL 020470  
1 pgm Mono  
7" reel, 7 1/2 ips  
*Host: Pete Hicks*  
An entertaining special using music, effects and actualities. Traces the key events of the United States Of America from the Jamestown landing in 1607 through the year 1980. An excellent July 4th programming tool.  
12+ — ENT  
Demos, Promos  
CASH; market exclusivity.  
Universal Sounds Unlimited — *Universal Sounds Unlimited (Worldwide)*
- # Honky Tonk Heroes** 1982  
Weekend Programming  
52:00:00 C 014110  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
*Jerry Reed, Dennis Weaver*  
The biggest names in country music are featured in this weekend special along with anecdotes, concert performances, and a tribute to the television series "Hee Haw."  
25+ — ENT  
BARTER; 6 minutes local and network availabilities per hour.  
Roger Carroll, Mark Blinoff — *Consolidated Communications*
- # In Search Of The New Wave: The Future Of Rock 'N Roll** 1983  
Music-New Wave  
02:00:00 A, R 024440  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
*Host: Dunty Street*  
A special tracing and overviewing the impact of "new wave" on the current music scene. Features music and interviews of top new wave bands. Pilot for possible series.  
18-34 — MUS  
Promos  
BARTER.  
Goodphone Communications — *Westwood One*
- Ira Fistell** 1982  
Interview-Talk-Personality  
02:00:00 NT, T 014020  
5x weekly Mono, Stereo  
Satellite Transmission  
Live call-in and discussion from Ira Fistell, a leading personality and noted "human encyclopedia."  
25+ — TAL  
Promos  
CASH; market exclusivity; 14 local availabilities.  
ABC Radio Enterprises — *ABC Radio Enterprises*
- Jack Carney's Comedy Store** 1982  
Comedy  
02:00:00 AC, T 022870  
weekly Stereo  
12" LP, 33 1/3 rpm  
*Host: Jack Carney*  
Features both the classic comedians as well as the contemporary greats from one of the largest collections of rare comedy recordings and interviews in the country.  
18+ — ENT  
Advertising Aids  
BARTER; market exclusivity.  
Jack Carney — *Clayton Webster*
- # King: A Musical Tribute** 1982  
Specials  
03:00:00 AC, B, UC 024420  
1 pgm Stereo  
7" reel, 7 1/2 ips  
*Host: Brock Peters*  
A joyous celebration honoring Dr. Martin Luther King. Featured musical guests include Stevie Wonder, Diana Ross, Smokey Robinson, and many of King's speeches.  
18+ — MUS  
Advertising Aids, Promos  
CASH.  
Syndicate It — *Syndicate It*
- Mighty Memory Mobile, The** 1982  
Music-Oldies  
01:30:00 BB, O 022050  
52 pgms Mono  
10" reel, 7 1/2 ips  
*Garry Moore, Bob Maxwell, Durward Kirby*  
A chronology of music beginning with 1920 and the historical and social events surrounding the songs.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Cinema/Sound Ltd — *Nostalgia Broadcasting*
- Music For Celebration** 1981  
Religious-Series  
01:30:00 RE 013420  
4 pgms Stereo  
Cassette  
Songs and chants from 1979-81 celebrating the leadership of Bhagwan Shree Rajneesh.  
1. *Selected Celebration Songs* 2. *Morning Celebration Music* 3. *Music Group* 4. *Sufi Dance*.  
18+ — REL  
CASH.  
Rajneesh Foundation International — *Rajneesh Foundation International*
- # Musicals!** 1982  
Entertainment  
03:00:00 AC, BB, BM 025520  
weekly Stereo  
12" LP, 33 1/3 rpm  
*Host: Chuck Southcott*  
A weekly three-hour program saluting the greatest hits of the Broadway stage and Hollywood screen. The show focuses on the music, celebrities, and excitement that surrounds the world of musicals. Highlighted by a special well-known guest each week. "Musicals!" also reports on the latest happenings in films and at the theatre.  
35+ — ENT  
Advertising Aids, Demos, Promos  
CASH; 13 week minimum.  
Watermark/ABC Radio Enterprises; Tom Rounds, Exec Prod; Ron Cutler, Prod — *Watermark/ABC Radio Enterprises Worldwide:*  
**Watermark/ABC Radio Enterprises**

## Features

## Features

- Neil Diamond Special, The** 1981  
Artist Salute  
03:00:00 AC, MM, R 014400  
1 pgm Stereo  
Satellite Transmission  
Host: *Kris Erik Stevens*  
The music of Neil Diamond and insightful interviews with the singer/songwriter and those who were the influences on his career.  
18+ — ENT  
Promos  
BARTER.  
Richard A Foreman Associates — *ABC Contemporary Network*
- # Night Moves** 1982  
Specials  
02:00:00 A, AC, R 023200  
1 pgm Stereo  
12' LP, 33 1/3 rpm  
Host: *Kris Erik Stevens*  
A Halloween special featuring music, mystery and magic as well as a celebrity superstar appearance.  
18+ — ENT  
Promos, Sales Aids  
CASH.  
Kris Erik Stevens Enterprises — *Kris Stevens Enterprises*
- # 1 Country** 1982  
Music-Country  
36:00:00 C 020490  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Host: *Larry Scott*  
Highlighted are country music's greatest # 1 hits and the stories behind the songs.  
18+ — MUS  
Promos  
CASH; 15 commercial availabilities per hour.  
Weeddeck Radio Network — *Weeddeck Radio Network*
- One More Time** 1982  
Music-Big Band  
13:00:00 BM 005520  
1 pgm Mono  
7" reel, 7 1/2 ips  
Host: *Joe McFarlin*  
Highlights the big bands of the era 1930 to 1960, and each 55-minute program features one band, such as Duke Ellington, Wayne King, Eddy Howard, and so forth. Commentary is limited to descriptions of the band leaders, the band members, amusing incidents, etc. Primarily music, the program features five commercial break-aways.  
35+ — MUS  
CASH; 13 weeks; 5 commercial avail; 1 replay.  
Synsat Communications — *Synsat Communications*
- # Original Christmas, An** 1982  
Seasonal  
12:00:00 AC, O 024310  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Host: *Don Bleu*  
The top 100 Christmas songs of all time. Excerpts from classic Christmas historic events and radio shows through the years.  
12+ — MUS  
CASH; rights for calendar year with first refusal on renewal.  
Creative Factor — *The Creative Factor*
- Owen Spann** 1982  
Interview-Talk-Personality  
02:00:00 NT, T 013990  
5x weekly Mono, Stereo  
Satellite Transmission  
A live call-in interview show with headline-making guests and the wit, humor, and conversation of Owen Spann.  
18+ — TAL  
Promos  
CASH; market exclusivity; 14 local availabilities.  
ABC Radio Enterprises — *ABC Radio Enterprises*
- # Playback: A Great Review Of '83** 1965  
Seasonal  
05:00:00 AC 024060  
1x yearly Stereo  
12' LP, 33 1/3 rpm  
A yearly compendium of the best contemporary music punctuated by highlights of the year's news, sports, and entertainment. The program began seventeen years ago and 1982 is presently available.  
18-34 — MUS  
Demos  
CASH; 40 minutes of local availabilities; 8 minutes of SFM promotion.  
Cinema/Sound Ltd — *Cinema/Sound Ltd*
- Playback 82** 1982  
Specials  
05:00:00 A, AC, R 014390  
1 pgm Stereo  
Satellite Transmission  
Host: *Dan Ingram*  
A New Year's Day special, this program features music from the major recording artists from the year combined with news actualities from a wide range of national and international events.  
18+ — ENT  
Promos  
BARTER.  
Cinema/Sound Ltd — *ABC Contemporary Network*
- Portrait Of John, A** 1982  
Artist Salute  
03:00:00 A, R 020500  
1 pgm Stereo  
7" reel, 7 1/2 ips  
This special covers the life and times of the legendary John Lennon, including interviews and music.  
18+ — MUS  
Promos  
CASH/BARTER; 12 minutes commercial availabilities.  
Weeddeck Radio Network — *Weeddeck Radio Network*
- Portrait of John, A** 1982  
Artist Salute  
03:00:00 A, AC, R 013190  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Program of the music, thoughts, trials, tribulations, failures and successes of the rock 'n roll legend.  
18-34 — ENT  
CASH; 12 availabilities per hour.  
Total Service Programming — *Total Service Programming*
- Project: Sinatra** 1982  
Artist Salute  
12:00:00 AC, BB, O 013240  
1 pgm Mono, Stereo  
10 1/2' reel, 7 1/2 ips; 12' LP, 33 1/3 rpm  
Host: *Paul Compton*  
An intimate and exhaustive look at this century's most important entertainer, starting with the early Big Band days.  
45+ — MUS  
CASH; 12 availabilities per hour; price based on market rank.  
Total Service Programming — *Total Service Programming*
- # Proud Country Network, The** 1982  
Music-Countdowns  
02:00:00 C 016440  
weekly Stereo  
?  
Host: *Don Keith*  
A two-hour weekly program hosted by Nashville radio personality Don Keith, that consists of a top 25 record countdown, special features, and news segments about country personalities. Each week, a new single, a new album, and an oldies year are spotlighted, with facts and trivia questions included.  
25+ — MUS  
FREE; 10 minutes per hour local; 2 minutes for national.  
Proud Country Radio — *Proud Country Radio*

## Features

**# Ralph Emery Radio Show** 1982  
 Music-Country  
 05:00:00 C 024480  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Ralph Emery*  
 Ralph Emery co-hosts with a major country artist who plays the current country chartmakers. Includes country music news and interviews.  
 18-54 — MUS  
 BARTER; 13 local avails per hour.  
 Multimedia Program Productions — *Multimedia Program Productions*

**Rock and Roll Never Forgets** 1982  
 Artist Salute  
 03:00:00 A, R 020080  
 Monthly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Mary Turner*  
 Rare interviews, insights, and the music of the legendary rock performers of the past whose influence is still felt.  
 18-44 — ENT  
 BARTER; market exclusivity.  
 Burt Kleinman, Westwood One — *Westwood One*

**Satsang** 1981  
 Religious-Series  
 01:30:00 RE 013430  
 3 pgms Stereo  
 Cassette  
 Music, meditations, recitations and silence centering on different aspects of the Rajneesh faith.  
 1.Satsang: *Silent Heart to Heart Communion* 2.Satsang: *The Silent Sage*  
 3.Satsang: *Light on the Path.*  
 18+ — REL  
 CASH.  
 Rajneesh Foundation International — *Rajneesh Foundation International*

**Something Special** 1981  
 Interview-Talk-Personality  
 02:00:00 AC, BB, MM 021810  
 weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Sid Mark*  
 Celebrity interviews and assorted musical selections from appropriate performers in the adult contemporary and big band eras.  
 25-54 — ENT  
 Advertising Aids, Promos  
 CASH; 8 minutes commercial availability per hour.  
 Sid Mark — *Orange Productions*

**Sounds Of Christmas, The** 1978  
 Seasonal  
 48:00:00 ALL 005750  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
 Popular music and vignettes; music matched-flow or random-select for holiday programming. Christmas Eve-Day special, pre-Christmas drop-ins...includes promos and holiday messages from featured artists.  
 Package doubles as complete individual-selection library. Updated yearly.  
 18+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; 1 play per market; 12 commercial avails per hour.  
 Mike Shepherd — *SHEPERDmusic*

**Stars Specials** 1982  
 Artist Salute  
 02:00:00 R 011120  
 weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
 A program created by the superstars of today and the newest and most promising artists. Interviews and music.  
 18-34 — ENT  
 Promos  
 CASH.  
 Bob Johnson — *In Records Audio Presentations*

**# Tale Of Two Cities, A** 1987  
 Drama  
 02:00:00 ALL 016190  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A two-hour version of the Dickens' classic novel. Brian Murray plays both Sydney Carton and Charles Darnay.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**'Tis The Season** 1977  
 Seasonal  
 18:00:00 ALL 015480  
 1 pgm Mono  
 ?" reel, ? ips  
*Host: Khan Hamon*  
 Dramatized stories, events, and customs that depict Christmas time. Plus the world's greatest Christmas music. Hosted by Khan Hamon.  
 12+ — ENT  
 Demos, Promos  
 CASH; 192 commercial avails.  
 First Choice — *First Choice*

**Tune In On Yesteryear** 1981  
 Music-Big Band  
 26:00:00 BB 005510  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
*Co-Hosts: Joe McFarlin, Roger Klemmer*  
 Features the popular music, important events, and selected trivia from the years 1928 through 1952. Each program is 55 minutes and is devoted to a particular year, such as "Tune In On Yesteryear—1937." Primary emphasis is on the music of the era—big bands for the most part—and in-depth commentary on the band leaders and/or individual members of the musical groups performing. The musical selections are interspersed with appropriate commercial break-aways, news highlights of the year being featured, and trivial items selected to capture the listener's interest or bring back old memories.  
 35+ — MUS  
 CASH; 5 commercial avails per program; 1 replay.  
 Synsat Communications — *Synsat Communications*

**Twelve Hours Of Christmas, The** 1977  
 Seasonal  
 12:00:00 ALL 005100  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Host: Kris Stevens*  
 An all encompassing holiday show filled with traditional music, international traditions, that bring to life the real spirit of Christmas. The show has aired on more than 500 stations in the past five years.  
 12+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; 2 Christmas runs.  
 Kris Stevens Enterprises — *Kris Stevens Enterprises (Worldwide)*

**20:20 Musicworld** 1981  
 Magazine  
 03:00:00 AC 005310  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Wink Martindale*  
 A weekly music magazine featuring from yesterday back-to-back with 20 hits of today. Contain 15 highly inventive features on what's happening "right now" in music such as "Missing Persons," an update of the whereabouts of former pop stars; "Tributes," to current pop stars; "Musicworld Update," a weekly update of music news; and "Think Back," plus many others.  
 25-49 — ENT  
 Advertising Aids, Promos  
 CASH/BARTER; negotiable.  
 The Creative Factor — *The Creative Factor*

## Features

## Live Events

**Way Back When** 1981  
 Entertainment  
 03:00:00 BB, MM, T 005530  
 13 pgms Mono  
 7" reel, 7 1/2 ips  
*Host: Roger Klemmer, Writer: Don Schaal*  
 Features vintage radio programs that are in public domain, interspersed with commentary about when they were created, who starred in them, how long they ran on radio, and some interesting facts about them. For the most part, original programs will be recreated in their entirety. Designed as a three-hour package that offers comedy, mystery, and drama.  
 35+ — MUS  
 CASH; 5 commercial avails; 1 replay.  
 Synsat Communications — *Synsat Communications*

**# Woodstock Revisited** 1983  
 Documentary  
 03:00:00 A, R 026790  
 1 pgm Stereo  
 12' LP, 33 1/3 rpm  
 After 14 years, Woodstock is revisited in this 3-hour program.  
 18+ — TAL  
 BARTER.  
 The Creative Factor — *The Creative Factor*

## Live Events

**Berman At Severance Hall** 1982  
 Music-Classical  
 02:00:00 CL 004230  
 1 pgm Stereo  
 10 1/2" reel, 7 1/2, 15 ips  
 A recital by Lazar Berman.  
 25-54 — MUS  
 Promos  
 CASH.  
 Radio Seaway — *WCLV/Seaway Productions (Worldwide)*

**# Bernard Meltzer** 1982  
 Interview-Talk-Personality  
 03:00:00 N, NT, T 025340  
 2x weekly Stereo  
 Satellite Transmission  
*Bernard Meltzer*  
 Financial advice call-in program with Bernard Meltzer, an expert in many fields such as, real estate, money and finance, economics, engineering, home repairs, investments, and financial counseling.  
 25+ — TAL  
 BARTER.  
 NBC "Talknet" Network — *NBC "Talknet" Network*

**# Bruce Williams** 1982  
 Interview-Talk-Personality  
 03:00:00 N, NT, T 025330  
 2x daily Stereo  
 Satellite Transmission  
*Bruce Williams*  
 Call-in talk show providing advice on common investment problems.  
 25+ — TAL  
 BARTER.  
 NBC "Talknet" Network — *NBC "Talknet" Network*

**Country Coast To Coast** 1982  
 Music-Country  
 24:00:00 C 003200  
 daily Stereo  
 Satellite Transmission  
*DJ's: Gary Semro, Big John Anthony, Don Bishop, Jim Morgan, Larry Watts, Barb Wunder*  
 Full service station programming. Includes news, weekly features, and specials. Totally flexible to allow for localization. Features modern contemporary country music.  
 25-49 — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; 2 year contract; 2 commercial minutes.  
 Burkhardt/Abrams Consulting — *Satellite Music Network*

**Country Music Countdown** 1982  
 Music-Country  
 03:00:00 C 013570  
 1x weekly Stereo  
 Satellite Transmission  
*Hosts: Nathan Roberts, Suzanne Reynolds*  
 Broadcast live, this program presents the top 40, interviews with the stars, behind the scenes, info, and country news.  
 25-54 — MUS  
 Advertising Aids  
 CASH/BARTER.  
 Ed Salamon — *Mutual Broadcasting System*

**# Dr. Harvey L. Ruben** 1982  
 Interview-Talk-Personality  
 03:00:00 N, NT, T 025360  
 2x weekly Stereo  
 Satellite Transmission  
*Dr. Harvey L. Ruben*  
 Personal advice call-in talk show, hosted by psychiatrist Harvey Ruben.  
 25+ — TAL  
 BARTER.  
 NBC "Talknet" Network — *NBC "Talknet" Network*

**Dr. Susan Forward** 1982  
 Interview-Talk-Personality  
 02:00:00 NT, T 013980  
 5x weekly Mono, Stereo  
 Satellite Transmission  
 Acclaimed psychologist and author, Susan Forward, leads a live call-in program dealing with caller questions and problems about mental health and psychology.  
 18+ — TAL  
 Promos  
 CASH/BARTER; 60-second commercial availability.  
 CASH; 60-second commercial availability. — *ABC Radio Enterprises*

**Dr. Toni Grant** 1982  
 Interview-Talk-Personality  
 02:00:00 NT, T 014010  
 5x weekly Mono, Stereo  
 Satellite Transmission  
 Billed the airwave's "most copied" psychologist, Dr. Grant leads a live call-in show dealing with personal problems and using her renowned expertise in therapy to help solve them.  
 18+ — TAL  
 Promos  
 CASH; market exclusivity; 14 local availabilities.  
 ABC Radio Enterprises — *ABC Radio Enterprises*

**# Ed Busch Talk Show** 1983  
 Interview-Talk-Personality  
 04:00:00 N, NT, T 016490  
 weekends Stereo  
 Satellite Transmission  
*Host: Ed Busch*  
 A live call-in general interest talk show with radio personality Ed Busch. Touches on a wide range of subjects from politics, show business, to sports. Available on Sat/Sun 4-8 pm EST.  
 25+ — TAL  
 CASH; contains 10-13 minute avails depending on station format.  
 Connie Enriquez — *Ed Busch Productions*

**Football** 1982  
 Sports  
 00:00:00 S 021380  
 Weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Dick Stockton, Hank Stram, Lindsey Nelson, Jack Buck, Jim Kelly*  
 Exhaustive coverage of both the college and pro football scenes, including live weekly broadcasts, previews, specials, and all the playoff action.  
 12+ — SPO  
 Advertising Aids, Promos  
 BARTER.  
 Bill Ceverha, David Kurman, Pat McGuirk, CBS Radio Sports — *CBS Radio Network*

## Live Events

**Golf** 1982  
Sports  
00:00:00 S 021390  
5 pgms Mono  
Satellite Transmission, Telephone Transmission  
Live coverage of the most prestigious golfing events of the year, from the Masters to the PGA championship.  
18+ — SPO  
Advertising Aids, Promos  
BARTER.  
CBS Radio Sports — *CBS Radio Network*

**# Hollywood Live** 1983  
Interview-Talk-Personality  
01:30:00 B, D, UC 024730  
weekly Stereo  
Satellite Transmission  
*Host: Frankie Crocker*  
A live interview talk show which accepts call-in questions from listeners to guest stars.  
18-34 — TAL  
BARTER; 10 network avail; 5 local avail.  
Global Satellite Network — *Global Satellite Network*

**Horse Racing** 1982  
Sports  
00:00:00 S 021420  
8 pgms Mono  
Satellite Transmission, Telephone Transmission  
Live coverage of the splendor and action of the richest horse racing events of the year, including specials preceding the events.  
18+ — SPO  
Advertising Aids, Promos  
BARTER.  
CBS Radio Sports — *CBS Radio Network*

**Larry King Show, The** 1983  
Interview-Talk-Personality  
05:35:00 NT, T 013490  
6x weekly Stereo  
Satellite Transmission  
*Host: Larry King*  
America's premiere overnight talk/call-in show; the live program features interviews with the most influential personalities from politics, film, literature, business, medicine, and sports. Timely specials are also part of the program. Portions are recorded for playback in PT zone.  
18+ — TAL  
Promos, Sales Aids  
CASH/BARTER.  
Tamara Haddad, Mutual Broadcasting System — *Mutual Broadcasting System*

**# Live Concerts & Specials** 1983  
Live Events  
00:00:00 A, R 024720  
1 pgm Stereo  
Satellite Transmission  
Live concerts via satellite. Special 90-minute features include interviews and superstar profiles. Concert lengths vary.  
18-34 — MUS  
BARTER.  
Global Satellite Network — *Global Satellite Network*

**Live From Billy Bob's Texas** 1983  
Music-Country  
02:00:00 C 015660  
1x weekly Stereo  
12" LP, 33 1/3 rpm  
A two-hour show, "Live from Billy Bob's Texas," centers on country superstar acts with backstage interviews with each act. Designed to play for Friday or Saturday between 9:00 am and 12 Midnight.  
18- — MUS  
Advertising Aids, Demos, Promos, Sales, Aids  
FREE; 5 :60's available in each hour of broadcast; 1 play per show; 1 station per market.  
Broadcast International — *Broadcast International*

**Live Network** 1981  
Music-Rock  
00:60:00 R 003520  
2x yearly Stereo  
Satellite Transmission  
Broadcasts linked to holidays to capture and transmit the excitement of the live event. These specials have featured groups like: The Doobie Brothers, Foreigner, and Jefferson Starship.  
18-34 — MUS  
BARTER.  
DIR Broadcasting — *DIR Broadcasting (Worldwide)*

**Mancini At Blossom** 1982  
Music-Beautiful  
02:00:00 BM 004240  
1 pgm Stereo  
10 1/2" reel, 7 1/2, 15 ips  
A broadcast by the Cleveland Orchestra featuring Henry Mancini in a program of showtunes and film music.  
25-54 — MUS  
Promos  
CASH.  
Radio Seaway — *WCLV/Seaway Productions*

**Michael Jackson** 1982  
Interview-Talk-Personality  
02:00:00 NT, T 014000  
5x weekly Mono, Stereo  
Satellite Transmission  
Live call-in and talk with Michael Jackson and the big names from the arts, entertainment, science, politics, and media. Geared for well-educated, upwardly mobile young adults.  
25+ — TAL  
Promos  
CASH; market exclusivity; 14 local availabilities.  
ABC Radio Enterprises — *ABC Radio Enterprises*

**Music Country Network** 1982  
Music-Country  
07:00:00 C 008600  
daily Stereo  
Satellite Transmission  
*Host: Chuck Morgan*  
Live night time country music programming direct from Nashville (10 pm to 5 am). Contains live star interviews with the greatest names in country, the best in country music selection and programming, top country deejays, and up-to-the-minute AP news, weather, and sports. Host for the show is WSM personality and Grand Ole Opry announcer Chuck Morgan.  
18-44 — MUS  
Promos  
CASH/BARTER.  
WSM/AP Broadcast Services — *WSM/AP Broadcast Services*

**NASCAR Grand National Auto Racing—Live Coverage** 1982  
Sports  
04:00:00 N, S 002700  
31 pgms Mono  
Satellite Transmission  
*Co-Anchors: Barney Hall, Mike Joy, Ned Jarrett (twice Grand National Champion), Commentators: Eli Gold, Dave Despain, Dave Sutherland, Larry Nuber*  
Complete live broadcasts of the nation's major auto races, including the Daytona 500 and the Firecracker 400, plus races from Talladega; Riverside, Ca., Michigan, Pocono, Atlanta, Stafford, CT.  
1976-1981 National Motorsports Press Association.  
18-54 — SPO  
Advertising Aids, Promos, Sales Aids  
CASH; rights fee based on population of city of license; net pays line charges.  
Motor Racing Network — *Motor Racing Network*

## Live Events

## Live Events

**NBA Playoffs And Championship** 1982

Sports  
02:30:00 ALL 013670  
10 pgms Stereo  
Satellite Transmission  
Live play-by-play coverage of the NBA mini-series and championship rounds.  
12+ — SPO  
Advertising Aids  
CASH/BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

**NCAA Basketball** 1982

Sports  
02:30:00 ALL 013660  
20 pgms Stereo  
Satellite Transmission  
Live play-by-play coverage of the fighting Irish basketball season. Also, selected inter-regional games on the Notre Dame affiliate stations.  
Offers analysis program throughout season.  
12+ — SPO  
Advertising Aids  
CASH/BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

**NCAA Basketball** 1982

Sports  
02:30:00 S 021340  
20 pgms Mono  
Satellite Transmission, Telephone Transmission  
Live coverage of the current NCAA schedule, featuring head-to-head confrontations between the major college powers as well as the best of the playoff action.  
18+ — SPO  
Advertising Aids, Promos  
BARTER.  
CBS Radio Sports, Jim Host & Associates Inc — *CBS Radio Network*

**NFL Sunday Afternoon Football** 1982

Sports  
03:00:00 ALL 013640  
1x weekly Stereo  
Satellite Transmission  
*Tony Roberts*  
Live play-by-play coverage of a selected game. Also, regularly scheduled regional coverage of the Pittsburgh Steelers, Kansas City Chiefs, Atlanta Falcons, Houston Oilers, and Dallas Cowboys.  
12+ — SPO  
Advertising Aids  
CASH/BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

**Night Talk** 1981

Interview-Talk-Personality  
05:00:00 B, UC 014930  
5x weekly Mono, Stereo  
Satellite Transmission  
*Host: Bob Law*  
Live interviews and two-way talk on a wide range of subjects and issues that affect the lives of Black Americans. Features top scholars, politicians, entertainers, and cultural leaders.  
18+ — TAL  
CASH; 12 minutes of commercial availability per hour.  
Linda Haynes — *National Black Network*

**Night Time America** 1981

Entertainment  
05:00:00 AC, O, R 008130  
6x weekly Stereo  
Satellite Transmission  
*Host: Bob Dearborn*  
An all-night live program hosted by radio personality Bob Dearborn, broadcast Monday-Friday between 12 midnight and 5:00 am. Contains 85% music, weekly, "Top 10 Record Countdown," sports, updates, star swill-celebrity gossip, "Phone-Scan"—listener phone call play-backs, focus—globetrotting to popular cities, "Time Capsule"—oldies hour, RKO News every hour on the half hour, and local station involvement.  
18-49 — MUS  
Advertising Aids, Promos, Sales Aids  
BARTER.  
RKO Radio Network — *RKO ONE*

**Notre Dame Football** 1982

Sports  
03:00:00 ALL 013650  
1x weekly Stereo  
Satellite Transmission  
Live play-by-play coverage of the fighting Irish as well as coverage of other major college games on Notre Dame affiliate stations. Offers football analysis program before game.  
12+ — SPO  
Advertising Aids  
CASH/BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

**Pavarotti At Blossom** 1982

Music-Classical  
02:00:00 CL 004250  
1 pgm Stereo  
10 1/2" reel, 7 1/2, 15 ips  
A recital by the King of the High C's, given at the Blossom Music Center.  
25-54 — MUS  
Promos  
CASH.  
Radio Seaway — *WCLV/Seaway Productions*

**Performance Racing Network** 1982

Sports  
00:00:00 ALL 015800  
3 pgms Mono  
Telephone Transmission  
*Anchor: Ken Squire*  
All races are from Charlotte Motor Speedway and will be the most comprehensive coverage to date from this famed speedway.  
1. National 500 Pole Day 2. "Miller" Sportsman 300 3. National 500 Grand National.  
18+ — SPO  
CASH; 6 availabilities per hour.  
Performance Racing Network — *Performance Racing Network*

**# Radio Portugal** 1983

Miscellaneous  
02:00:00 NT, SP 015930  
1x weekly Mono, Stereo  
10' reel, 7 1/2 ips  
Radio Portugal contains music, talk, news and sports; a Portuguese radio show. Available live in NY metro-area and on a tape delay basis for all other regions. Consult producer for adaptation to your specific needs.  
25+ — ENT  
Portuguese  
CASH.  
Jupiter Productions, Carlos Pinto — *Jupiter Productions (Worldwide)*

**Ray Briem** 1982

Interview-Talk-Personality  
02:00:00 NT, T 014030  
5x weekly Mono, Stereo  
Satellite Transmission  
Known as the "King of All Night Radio," Ray Briem brings with him the highest rated post-midnight show in the country. A live call-in format.  
18+ — TAL  
Promos  
CASH; market exclusivity; 14 local availabilities.  
ABC Radio Enterprises — *ABC Radio Enterprises*

**Rockline** 1982

Interview-Talk-Personality  
00:00:00 A, R 011230  
1x weekly Stereo  
Satellite Transmission  
Listeners can talk directly to top Rock artists.  
18-34 — ENT  
Promos  
CASH/BARTER.  
Global Satellite Network — *Global Satellite Network (Worldwide)*

## Live Events

## Live Events

**# Sally Jessy Raphael** 1982  
 Interview-Talk-Personality  
 03:00:00 N, NT, T 025350  
 daily Stereo  
 Satellite Transmission  
*Sally Jessy Raphael*  
 This call-in program offers human, practical insights on day-to-day personal problems and relationships.  
 25+ — TAL  
 BARTER.  
 NBC "Talknet" Network — NBC "Talknet" Network

**Solid Gold Saturday Night** 1982  
 Music-Oldies  
 05:00:00 AC, O 008510  
 weekly Stereo  
 Satellite Transmission  
*Host: Dick Bartley*  
 A five-hour live via satellite oldies show with nationwide call-in requests (7 pm-12 Midnight EST). Transmitted from Chicago. Host Dick Bartley will utilize incoming comments and requests to recall memories and elicit reactions from listeners across the country.  
 25-54 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH.  
 RKO Radio Network — RKO Radioshows

**Sports At Large** 1982  
 Sports  
 02:00:00 NT, T 014700  
 1x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Jerry Izenberg*  
 One of the most respected sports journalists interviews the newsmaking sports figures and tackles questions and comments from listeners in this live call-in program.  
 18+ — TAL  
 Advertising Aids, Promos  
 BARTER; 5 network and 5 local availabilities per hour.  
 NBC Radio Sports — NBC Radio Network

**# Sportscan** 1983  
 Sports  
 06:00:00 S, T 025080  
 weekly Stereo  
 Satellite Transmission  
 A six-hour national sports call-in program which includes interviews, phone call-ins and regular updates and scores on professional and collegiate sports.  
 18+ — TAL  
 BARTER.  
 Mutual Broadcasting System — Mutual Broadcasting System

**Star Station, The** 1982  
 Music-Adult Contemporary  
 24:00:00 AC 003210  
 daily Stereo  
 Satellite Transmission  
*DJ's: Bob Leonard, Robert Hall, Paul Trembley, Ron Britain, John Calhoun, Susan Reynolds*  
 Full service station programming. Includes news, weekly features, and specials. Totally flexible to allow for complete localization.  
 25-49 — ENT  
 CASH/BARTER; 2 year contract; 2 commercial minutes.  
 Burkhardt/Abrams Consulting — Satellite Music Network

**Stardust** 1981  
 Music-Adult Contemporary  
 24:00:00 AC 020370  
 daily Stereo  
 Satellite Transmission  
 A live, full-service station programming traditional middle-of-the-road music. Includes prepared newscasts on the hour, periodic specials, and features.  
 35+ — MUS  
 Advertising Aids, Promos  
 CASH/BARTER; 2 year contract.  
 Burkhardt/Abrams Consulting — Satellite Music Network

**Talknet: Sally Jessy Raphael** 1982  
 Interview-Talk-Personality  
 02:30:00 AC, T 014750  
 5x weekly Mono, Stereo  
 Satellite Transmission  
*Sally Jessy Raphael*  
 A national talk and call-in program featuring advice on personal matters by one of the most admired radio personalities. Includes network cut-aways and live feature updates.  
 18+ — TAL  
 Advertising Aids, Promos  
 BARTER; 3 network and 7 local availabilities per hour.  
 NBC Talknet — NBC Radio Network

**Talknet: Bruce Williams** 1982  
 Interview-Talk-Personality  
 02:00:00 AC, T 014760  
 5x weekly Mono, Stereo  
 Satellite Transmission  
*Bruce Williams*  
 Noted financial expert leads a live call-in program carried nationally dealing with the money questions from listeners and offering timely advice. Includes network cut-aways and live feature updates.  
 25+ — TAL  
 Advertising Aids  
 BARTER; 3 network and 7 local availabilities per hour.  
 NBC Talknet — NBC Radio Network

**Tennis** 1982  
 Sports  
 00:00:00 S 021400  
 1 pgm Mono  
 Satellite Transmission, Telephone Transmission  
 Live coverage of the U.S. Tennis Open.  
 18+ — SPO  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radio Sports — CBS Radio Network

**# This Is Hollywood** 1983  
 Interview-Talk-Personality  
 02:00:00 N, NT, T 025060  
 weekly Stereo  
 Satellite Transmission  
*Host: Eric Boardman*  
 This program, live before an audience at the Universal Studios Entertainment Center in Hollywood, features off-beat celebrity interviews, zany comedy features, timely show business news and phone calls from across the nation.  
 18+ — ENT  
 Promos  
 BARTER.  
 Satellite Radio Services — Mutual Broadcasting System

**# United States Football League** 1983  
 Sports  
 00:00:00 ALL 025310  
 seasonal Stereo  
 Satellite Transmission  
 The United States Football League consists of 12 teams, each with an 18-game schedule.  
 12+ — SPO  
 BARTER.  
 ABC Radio Network — ABC Information Network

## Music Programming

## Music Programming

## Music Programming

**Dick Clark National Music Survey, The** 1981

Music-Countdowns  
03:00:00 AC, R 013550  
1x weekly Stereo

Satellite Transmission

Host: *Dick Clark*

Highlighted here are the Top 30 pop chart records as determined by Cashbox Magazine. Also included are profiles and interviews with the top recording artists.

12+ — MUS

Advertising Aids

CASH/BARTER.

Frank Furino for Dick Clark Productions in association with Mutual Broadcasting System. — *Mutual Broadcasting System*

**AC/Pop Specials** 1982

Music-Adult Contemporary  
02:00:00 AC 009710  
1x monthly Stereo

7" reel, 7 1/2 ips

A monthly special that begins April '82. Each show focuses on the biggest names in adult contemporary radio, such as: Paul McCartney, Cliff Richards, Commodores, and Kool and The Gang.

25+ — MUS

CASH/BARTER; 12 commercial avails per hour.

Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Alabama** 1982

Music-Country  
02:00:00 C 009590  
1x monthly Stereo

7" reel, 7 1/2 ips

Host: *Jerry Naylor*

From the "Superstar Country" series, available as a package or separately. Contains the groups own words about the changes within themselves as well as the changes in Country Music.

18-54 — MUS

CASH/BARTER; 12 commercial availabilities per hour.

Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**# Alabama Story, The** 1983

Music-Country  
03:00:00 AC, C, MM 025700  
1 pgm Stereo

12" LP, 33 1/3 rpm

Country music holiday special for July 4th. Part of "Six Pack Radio Special" series.

18+ — MUS

Promos

FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.

The United Stations — *The United Stations*

**Album Greats: A History Of Album Rock** 1981

Music-AOR  
48:00:00 A, R 000770  
1 pgm Stereo

12" LP, 33 1/3 rpm

Mike Harrison

The program spans 15 years of album rock with behind the scenes stories, interviews, commentary and feelings.

18-34 — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH; 2 runs; 480 commercials.

Goodphone Communications — *TM Programming* (Worldwide)

**All Time Top 30, The** 1982

Music-Countdowns  
03:00:00 AC 001960  
1x weekly Stereo

12" LP, 33 1/3 rpm

Host: *Mark Elliott*

"The All Time Top 30" is an exclusive extra of the "The Weekly Top 30," and can be scheduled as an added special anytime throughout the year. Included in the program are such hits as "Stairway to Heaven," "Mandy," "Call Me," and many more.

18-34 — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH.

Drake Chenault Enterprises — *Drake-Chenault Enterprises* (Worldwide)

**American Country Christmas, An** 1981

Seasonal  
04:00:00 C 005010  
1 pgm Stereo

12" LP, 33 1/3 rpm

Host: *Kris Kane, Anne Murray, Barbara Mandrell, Kenny Rogers, Mickey Gilley, Minnie Pearl, etc.*

Host, Kris Kane interviews thirty-six major country music stars. Program can be run as a 4-hour block or stripped as 4 individual one-hour programs.

18-54 — ENT

Promos

CASH; 1 play per market; 10 commercial minutes per hour.

Cross-Country Communications — *Cross-Country Communications*

**# American Country Countdown With** 1973

**Bob Kingsley**  
Music-Country  
03:00:00 C 025490  
weekly Stereo

12" LP, 33 1/3 rpm

Host: *Bob Kingsley*

A weekly three-hour countdown of the top 40 country music singles in America as reported by Billboard Magazine. Host Bob Kingsley presents fascinating behind-the-scenes information on country artists and their songs. American Country Countdown is heard on more than 300 stations around the world and on the American Forces Radio Network.

18+ — MUS

Advertising Aids, Demos, Promos

CASH; 13 week minimum.

Watermark; Tom Rounds, Exec Prod; Bob Kingsley, Johnny Biggs,

Prod — *Watermark/ABC Radio Enterprises* Worldwide:

*Watermark/ABC Radio Enterprises*

**# American Top 40 With Casey Kasem** 1970

Music-Top 40  
04:00:00 A, AC, R 025480  
weekly Stereo

12" LP, 33 1/3 rpm

Host: *Casey Kasem*

A weekly four-hour countdown of the top 40 singles in America as reported by Billboard Magazine. Integrated with the countdown are news, statistics and stories about the artists behind the hits. American Top 40 is heard around the world and on the American Forces Radio Network. \*Distributed by Watermark for the ABC Contemporary Network.

18+ — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH; for International markets.

Watermark; Tom Rounds, Exec Prod; Don Bustany,

Prod — *Watermark/ABC Radio Enterprises* Worldwide:

*Watermark/ABC Radio Enterprises*

**# Apollo Band Stand** 1983

Music-Big Band  
04:00:00 BB 026450  
1x weekly Stereo

Satellite Transmission

This nostalgia oldies program features artists who performed in the Apollo Theater including Nat King Cole, Duke Ellington, and others.

25+ — MUS

FREE; 2 to 4 availabilities per hour dependent on program length.

Rocky Groce — *Sheridan Broadcasting Network*

## Music Programming

## Music Programming

**Barbara Mandrell** 1982

Music-Country  
02:00:00 C 009640  
1x monthly Stereo  
7" reel, 7 1/2 ips  
Host: *Jerry Naylor*  
From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.

18-54 — MUS  
CASH/BARTER; 12 commercial availabilities per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**# Barry Manilow: The Manilow & Magic Radio Show** 1982

Music-Adult Contemporary  
02:00:00 AC 024190  
1 pgm Stereo  
7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
Host: *Don Bleu*  
The words, music, and thoughts of Barry Manilow.

18-49 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; negotiable.  
Creative Factor — *The Creative Factor*

**# BBC Concert Hall** 1983

Music-Classical  
00:00:00 CL 026220  
weekly Stereo  
10' reel, 7 1/2 ips  
This program features live British and European orchestras performing in London.

25+ — MUS  
CASH.  
Parkway Communications — *Parkway Communications*

**# BBC Music Showcase** 1983

Music-Classical  
01:20:00 CL 026260  
1x weekly Stereo  
10' reel, 7 1/2 ips

This program features performances never recorded on disc by some of the most famous artists in the world. Music varies from concerts in London from more than a decade to innovative summer festivals.  
25+ — MUS  
CASH.  
Parkway Communications — *Parkway Communications*

**# BBC Promenade Concerts** 1983

Music-Classical  
00:00:00 CL 026800  
weekly Stereo  
10' reel, 7 1/2 ips

This program features performances in London's Royal Albert Hall.  
25+ — MUS  
CASH.  
Parkway Communications — *Parkway Communications*

**# Beach Boys: California Dreaming, The** 1982

Music-Rock  
02:00:00 AC, O, R 024170  
1 pgm Stereo  
7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
Host: *Don Bleu*

The words, music, and thoughts of the Beach Boys.  
18-49 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; negotiable  
Creative Factor — *The Creative Factor*

**Beach Boys Story, The** 1981

Artist Salute  
04:00:00 AC, R 006220  
1 pgm Mono, Stereo  
7" reel, 7 1/2 ips  
Host: *Roger Christian*

Exclusive interviews with The Beach Boys that recapture the special moments of their career, how it all began, changes in their music, changes within themselves. Ideal for weekend programming during spring vacation, Memorial Day or any day this summer.

18-44 — ENT  
Promos  
CASH/BARTER; 12 commercial avails per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Beatles: The Days In Their Life, The** 1981

Artist Salute  
30:00:00 AC 000780  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Host: *Ira Lipson*

A complete, detailed chronology of the Beatles recording career, including music and voice clips.  
15-49 — MUS  
Promos  
CASH; 2 runs within 1 year.  
Sonic Workshop Toronto — *RKO Radioshows* (Worldwide)

**Beatles, The: The Echoes And The Dream** 1981

Artist Salute  
06:00:00 A, AC 001130  
1 pgm 2 Track Stereo  
7" reel, 7 1/2 ips

*John Lennon, Paul McCartney, Ringo Starr, George Harrison*  
An exciting special comprised of 70 exclusive interviews and 89 of their greatest hits. A commentary is included.  
18+ — MUS  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Beatles, The** 1981

Artist Salute  
04:00:00 A, AC, R 006190  
1 pgm Stereo  
12" LP, 33 1/3 rpm

Host: *Bob Eubanks, John Lennon, Paul McCartney, George Harrison, Ringo Starr*  
Probes the group's legendary career, along with how and why the Beatles' music changed, what's the real story behind their breakup, and how their music changed the look, style, and mood of a whole generation.

18-44 — ENT  
Promos  
CASH/BARTER; 12 commercial avails per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**# Big Band Broadcast New Years Special, The** 1982

Music-Big Band  
06:00:00 BB 016640  
1x yearly Full Track Mono

7' reel, 7 1/2 ips  
A 6-hour New Years special highlighting top hits from the Swing Era.  
45+ — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; 13-week minimum; priced on market rank.  
The Production Room — *The Production Room* (Worldwide)

## Music Programming

## Music Programming

**# Billboard Honor Roll Of Hits** 19??  
 Music-Countdowns  
 02:00:00 AC, O, R 024780  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Joe Niagara*  
 This program is a two hour, weekly countdown of the golden days of rock 'n roll, as originally reported from 1955 to 1970 by Billboard magazine.  
 25-54 — MUS  
 Promos  
 CASH; 26 weeks.  
 Programming By Design — *Radio Arts*

**# Billy Joel: The Man, His Words, His Music** 1982  
 Artist Salute  
 02:00:00 A, R 024470  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Host: Dave Herman*  
 An exclusive interview with Billy Joel, featuring cuts from his albums.  
 18-34 — MUS  
 Promos  
 BARTER.  
 Westwood One — *Westwood One*

**# Bob Seger: The Bob Seger Story** 1982  
 Music-Rock  
 02:00:00 A, R 024250  
 1 pgm Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of Bob Seger.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

**Boston Pops Orchestra** 1982  
 Music-Classical  
 02:00:00 CL, MM 006300  
 1x weekly Stereo  
 ? reel, ? ips  
*Host: William Pierce*  
 Light orchestral, orchestrally arranged pop and Broadway performances, pop and classical guests, (James Galway, George Shearing) recorded "live" in Symphony Hall in Boston.  
 18+ — MUS  
 Advertising Aids, Sale Aids  
 Overdubbing Rights Available  
 CASH; 52 weeks; 1 time broadcast.  
 Jordan M Whitelaw — *WCRB Productions (Worldwide)*

**Boston Symphony Orchestra** 1982  
 Music-Classical  
 02:00:00 CL 006310  
 1x weekly Dolby-A, Stereo  
 ?" reel, ? ips  
*Host: William Pierce*  
 Orchestral performances under Music Director, Seiji Ozawa and world renowned guest conductors, recorded "live" in Symphony Hall, at Tanglewood and on world and national tours. Series contains 52 programs.  
 18+ — MUS  
 Advertising Aids, Promos  
 Overdubbing Rights Available  
 CASH; 52 weeks; 1 time broadcast.  
 Jordan M Whitelaw — *WCRB Productions (Worldwide)*

**Breaking Away** 1982  
 Music-Adult Contemporary  
 06:00:00 AC 009330  
 1 pgm Stereo  
 Customized Delivery, Satellite Transmission  
 Contains contemporary hits that make it ideal to program for holiday weekends.  
 25-44 — MUS  
 CASH.  
 Rogers Broadcast Productions — *Rogers Broadcast Productions*  
 ;CANADA: *Rogers Broadcast Productions*

**Bright 'N Beautiful Sounds Of Christmas, The** 19??  
 Seasonal  
 06:00:00 AC, BM 002180  
 1 pgm Mono, Stereo  
 10" reel, 7 1/2 ips  
 This show combines three hours of traditional music by established artists like Percy Faith and Frank Sinatra, with three hours of popular holiday selections by contemporary artists. Each segment is available separately. Adaptable to live-assist or automated use. Unannounced.  
 25+ — MUS  
 Promos  
 CASH; commercial availability after each selection; unlimited replay.  
 Broadcast Programming International — *Broadcast Programming International*

**Buddy Holly Story, The** 1981  
 Artist Salute  
 04:00:00 AC, O, R 006200  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
 Presents the hits and career of Buddy Holly.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

**Candlelight & Wine** 1981  
 Music-Beautiful  
 06:00:00 BM 009250  
 daily Stereo  
 Customized Delivery, Satellite Transmission  
 A totally flexible approach to late evening programming. Available for use in a variety of ways; one to six hours (7 pm-12 midnight) of alluring music. A blend of 50-50 music and vocals.  
 25+ — MUS  
 CASH.  
 Rogers Broadcast Productions — *Rogers Broadcast Productions*  
 ;CANADA: *Rogers Broadcast Productions*

**Captured Live!** 1982  
 Music-Adult Contemporary  
 26:00:00 AC 011640  
 1 pgm Stereo  
 10 1/2" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
 Music special produced directly from live performances. For foreign distribution only, company is exclusive sales agent RKO Radio Networks to non-USA markets.  
 25-44 — MUS  
 Promos  
 CASH.  
 RKO Radio Network — *Robert O Mahlman (Worldwide)*

**Captured Live!** 1983  
 Music-Rock  
 01:30:00 A, R 008530  
 14 pgms Stereo  
 Satellite Transmission  
 "Captured Live!" delivers 14 rock artists recorded live in concert. Each artist will be an exclusive in the market for 30 days before and after each concert.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 BARTER; 5 local 60-second spots.  
 RKO Radio Network, Patrick Griffith Productions — *RKO Radioshows*

**# Cars: Riding The New Wave, The** 1982  
 Music-New Wave  
 02:00:00 A, R 024290  
 1 pgm Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of the Cars.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

## Music Programming

## Music Programming

## # C.F.I. Rock Artist Profiles 1982

Music-Rock  
02:00:00 A, R 024220  
7 pgms Stereo  
7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
Host: *Dave Sholin*  
The words, music, and thoughts of the world's foremost rock artists. See individual program titles for further information.  
1. *Journey: From San Francisco To Platinum* 2. *The Police: Rock's New Hit Men* 3. *Bob Seger: The Bob Seger Story* 4. *Joan Jett/Go Go's/Quarter Flash: Rock's New Leading Ladies* 5. *J. Geils Band: Survivors In Vinyl Jungle* 6. *Foreigner: Precious Metal* 7. *The Cars: The New Wave*.  
18-34 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; negotiable.  
Creative Factor — *The Creative Factor*

## Chamber Music From Tanglewood 1980

Music-Classical  
02:00:00 CL 006280  
13 pgms Stereo  
?" reel, ? ips  
Host: *Bob Goldfarb*  
"Live" chamber music concerts, by the likes of the Tokyo String Quartet, Boston Symphony Chamber Players, Aston Magna, recorded at The Theater-Concert Hall at Tanglewood.  
18+ — MUS  
CASH.  
Bob Goldfarb — *WCRB Productions*

## # Christmas Around The Country 1983

Music-Country  
03:00:00 AC, C, MM 025730  
1 pgm Stereo  
12' LP, 33 1/3 rpm  
Country music holiday special. Part of "Six Pack Radio Special" series.  
18+ — MUS  
Promos  
FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.  
The United Stations — *The United Stations*

## Christmas Concert 19??

Seasonal  
02:00:00 BM, CL 002120  
1 pgm Mono, Stereo  
10" reel, 7 1/2 ips  
Host: *Bob Concie*  
This special concert features the complete "Nutcracker Suite," as well as selections by the Mormon Tabernacle Choir, and a suite of carols by Leroy Anderson.  
12+ — MUS  
Promos  
CASH; 8 commercial availabilities; outright purchase; unlimited replay.  
Broadcast Programming International — *Broadcast Programming International*

## # Christmas Feelings 1983

Music-Country  
03:00:00 C 026300  
1 pgm Stereo  
12' LP, 33 1/3 rpm  
Country music Christmas special.  
25+ — MUS  
CASH.  
The Creative Factor — *The Creative Factor*

## Christmas Festival 19??

Seasonal  
02:00:00 BM, MM 002100  
1 pgm Mono, Stereo  
10" reel, 7 1/2 ips  
Host: *Bob Concie*  
This program features outstanding artists and orchestras performing all the favorites of the holiday season. Content is generally popular in nature. Some of the artists included are Robert Goulet, The Norman Luboff Choir, and Andre Kostelanetz.  
12+ — MUS  
Promos  
CASH; 10 commercial availabilities; unlimited replay.  
Broadcast Programming International — *Broadcast Programming International*

## Chronology Of American Music, A 1980

Music-Countdowns  
36:00:00 AC, R 013770  
1 pgm Stereo  
10 1/2' reel, 7 1/2 ips  
Host: *Jay Stevens*  
One time special chronological countdown of all the national number one hits beginning July 1955 to the present.  
18+ — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; 2 runs; 6 availabilities per hour.  
More Music Programming — *More Music Programming (Worldwide)*

## Chuck Buell's Super Gold 1982

Music-Oldies  
03:00:00 O 010560  
1x weekly Stereo  
7" reel, 7 1/2 ips  
Host: *Chuck Buell*  
A three hour selection of America's contemporary music that was popular during the 50's, 60's, and 70's, including facts and stories related to the times.  
25-49 — MUS  
CASH.  
Timberline Productions — *Timberline Productions*

## Chuck Roberts Show, The 1982

Music-Country  
05:00:00 C 002880  
7x weekly Stereo, 2 Track Stereo  
7", 10 1/2" reels, 7 1/2, 3 3/4 ips  
Host: *Chuck Roberts*  
The music flows and Chuck's bright personality is there to give you the facts on who and what is played and when the song was first released. From "Big Country" format suggested daypart 8 pm-1 am.  
18-49 — MUS  
Promos  
CASH; 1 year contract.  
Live Sound — *Live Sound*

## Class Of '83 1983

Musical-Variety  
16:00:00 AC 000760  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Host: *Gallagher, Tony St James*  
Music and vignettes tracing the memorable events of the past four school years. The memories, virtues, angles and crazy stunts.  
12-49 — MUS  
Advertising Aids, Demos, Promos, Sales Aids  
CASH; 2 runs.  
Popular Media Products — *TM Programming (Worldwide)*

## Clear Creek Country Music Special, The 1981

Music-Country  
24:00:00 C 000750  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Host: *Eddie Rabbitt*  
A mythical country music festival combining the greatest Country stars performing and being interviewed.  
18-54 — MUS  
Advertising Aids, Demos, Promos, Sales Aids  
CASH; 2 runs; 288 commercials.  
Brown Bag Productions — *TM Programming (Worldwide)*

## Music Programming

## Music Programming

<b>Cleveland Orchestra Concert</b>	1982			<b>Country Love</b>	1981
Music-Classical				Music-Country	
02:00:00	CL	004280		12:00:00	C
1x weekly	Stereo			1 pgm	Stereo
10 1/2" reel, 7 1/2, 15 ips				12" LP, 33 1/3 rpm	
<i>Host: Robert Conrad</i>				<i>Dottie West, Bob Kingsley</i>	
Weekly concerts from Severance Hall and the Blossom Music Center complete with commentary, audience reaction, and intermission feature.				The emotions of love described by the greatest country artists of recent years. Also includes interviews describing the background to the music.	
25-54 — MUS				18-54 — MUS	
Promos				Advertising Aids, Demos, Promos, Sales Aids	
CASH.				CASH; 2 runs.	
Radio Seaway — <i>WCLV/Seaway Productions</i> (Worldwide)				Popular Media Products — <i>TM Programming</i> (Worldwide)	
<b># Concert Magazine</b>	1983			<b># Country Music Artist Profile: Alabama</b>	1982
Music-Rock				Music-Country	
01:30:00	A, R	024320		02:00:00	C
2x monthly	Stereo			1 pgm	Stereo
10' LP, 33 1/3 rpm				7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm	
<i>Host: Dave Sholin</i>				<i>Host: Dave Sholin</i>	
Each show includes three live concert performances, backstage interviews, and concert news.				The words, music, and thoughts of Alabama.	
18-49 — MUS				18-49 — MUS	
CASH/BARTER; negotiable.				Advertising Aids, Promos, Sales Aids	
Creative Factor, Patrick Griffith Prods — <i>The Creative Factor</i>				CASH; negotiable.	
<b># Concert Of The Month</b>	1983			Creative Factor — <i>The Creative Factor</i>	
Music-Black/Soul				<b># Country Music Artist Profile: George Jones</b>	1982
02:00:00	B, J, UC	026470		Music-Country	
1x monthly	Stereo			02:00:00	C
Satellite Transmission				1 pgm	Stereo
This program features jazz, rhythm and blues artists in concert. Content varies from live to taped performances.				7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm	
18+ — MUS				<i>Host: Dave Sholin</i>	
FREE; 2 to 4 availabilities per hour dependent on program length.				The words, music, and thoughts of George Jones.	
STRZ Music — <i>Sheridan Broadcasting Network</i>				18-49 — MUS	
<b>Contemporary Sounds Of Christmas, The</b>	19??			Advertising Aids, Promos, Sales Aids	
Seasonal				CASH; negotiable.	
06:00:00	AC	002160		Creative Factor — <i>The Creative Factor</i>	
1 pgm	Mono, Stereo			<b># Country Music Artist Profile: Hank Williams Jr</b>	1982
10" reel, 7 1/2 ips				Music-Country	
<i>Unannounced</i>				02:00:00	C
This program includes all the popular hits of the holiday season as well as traditional songs performed by contemporary artists and suitable for the entire season. Mix individual cuts with regular programming throughout the season or use it, in its entirety, as a special Christmas program.				1 pgm	Stereo
12+ — MUS				7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm	
Promos				<i>Host: Dave Sholin</i>	
CASH; commercial availability after each selection; outright purchase; unlimited replay.				The words, music, and thoughts of Hank Williams Jr.	
Broadcast Programming International — <i>Broadcast Programming International</i>				18-49 — MUS	
<b># Countdown America</b>	1982			Advertising Aids, Promos, Sales Aids	
Music-Countdowns				CASH; negotiable.	
03:00:00	A, R	023360		Creative Factor — <i>The Creative Factor</i>	
weekly	Stereo			<b># Country Music Artist Profile: Oakridge Boys</b>	1982
Satellite Transmission				Music-Country	
<i>Host: John Leader</i>				02:00:00	C
A countdown program based on the Radio and Records "Contemporary Hit Playlist." Hear the hits and John Leader's view of the national music scene.				1 pgm	Stereo
18-34 — MUS				7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm	
Advertising Aids, Promos, Sales Aids				<i>Host: Dave Sholin</i>	
BARTER.				The words, music, and thoughts of the Oakridge Boys.	
RKO Radioshows, IS — <i>RKO Radioshows</i>				18-49 — MUS	
<b># Country Giants</b>	1983			Advertising Aids, Promos, Sales Aids	
Artist Salute				CASH; negotiable.	
02:00:00	C	016920		Creative Factor — <i>The Creative Factor</i>	
6 pgms	Stereo			<b># Country Music Artist Profile: Willie Nelson</b>	1982
12' LP, 33 1/3 rpm				Music-Country	
<i>Host: J.J. Jordan</i>				02:00:00	C
A package of six artist salutes originally produced for Country Music Month, but just right any month. Contains interviews and life-stories of each country artist.				1 pgm	Stereo
1. Johnny Cash 2. Barbara Mandrell 3. Dolly Parton 4. Kenny Rogers				7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm	
5. Ronnie Milsap 6. Conway Twitty				<i>Host: Dave Sholin</i>	
25+ — MUS				The words, music, and thoughts of Willie Nelson.	
BARTER.				18-49 — MUS	
JJ Jordan, Exec Prod — <i>McLendon Broadcasting</i> (Worldwide)				Advertising Aids, Promos, Sales Aids	
				CASH; negotiable.	
				Creative Factor — <i>The Creative Factor</i>	

## Music Programming

## Music Programming

**# Country Music Artist Profiles** 1982  
 Artist Salute  
 02:00:00 C 024090  
 6 pgms Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 A package of music specials highlighting the words, music, and thoughts of the foremost country artists. See individual title listings for further reference.  
 1. Willie Nelson 2. Alabama 3. Oakridge Boys 4. Hank Williams Jr 5. George Jones 6. Country Christmas.  
 18-49 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; negotiable.  
 Creative Factor — *The Creative Factor*

**Country Report Countdown** 1979  
 Music-Countdowns  
 04:00:00 C 010950  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Ron Martin, Nancy Jordan, Hugh Cherry*  
 Interesting interviews, informative features, and news, together with 40 of the week's popular records as determined by Record World Magazine.  
 18-44 — ENT  
 Promos  
 CASH; 26 weeks.  
 Weedeck — *Weedeck Radio Network (Worldwide)*

**Country Sounds Of Christmas, The** 1982  
 Seasonal  
 06:00:00 C 002170  
 1 pgm Mono, Stereo  
 10" reel, 7 1/2 ips  
*Unannounced*  
 This unannounced feature includes traditional and modern songs by top country artists. Can be used in its entirety or mixed with regular programming. Readily adaptable to live-assist or automated use.  
 18+ — MUS  
 Promos  
 CASH; commercial availability after each selection; outright purchase; unlimited replay.  
 Broadcast Programming International — *Broadcast Programming International*

**Country Tour, USA** 1981  
 Music-Country  
 26:00:00 C 000670  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Hosts: T.G. Sheppard, Janie Fricke, Kenny Rogers, Barbara Mandrell, Anne Murray, The Oakridge Boys*  
 A program that combines music and interview. It traces, state by state, the background attached to some of the living legends in Country music.  
 18-54 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 2 runs; 10 commercials.  
 Popular Media Products — *TM Programming (Worldwide)*

**Country USA** 1982  
 Music-Country  
 24:00:00 C 004630  
 daily Stereo  
 12" LP, 33 1/3 rpm  
*Host: Lance Legault*  
 A comprehensive look at country music, presented non-chronologically, making it adaptable to any form of stripping. No less than 10 #1 songs every hour.  
 18-54 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH/BARTER.  
 Ragamuffin Productions — *Ragamuffin Productions*

**# Country's Best, The** 1982  
 Music-Countdowns  
 03:00:00 C 023220  
 weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Chris Lane*  
 A countdown of the nation's Top 40 country hits, as tabulated by Radio and Records.  
 18+ — MUS  
 CASH; 12 local avails per hour.  
 Radio Arts — *Radio Arts*

**Crystal Gayle** 1982  
 Music-Country  
 02:00:00 C 009660  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

**# Crystal Gayle's Golden Decade** 1983  
 Music-Country  
 03:00:00 AC, C, MM 025740  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Holiday country music special for New Year's. Part of "Six Pack Radio Special" series.  
 18+ — MUS  
 Promos  
 FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.  
 The United Stations — *The United Stations*

**Dick Clark's Rock Roll & Remember** 1981  
 Music-Oldies  
 04:00:00 AC, O 005740  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 Each week "Rock Roll & Remember" presents music and stars from the beginning of rock and roll through today. Hear those stories behind the hits as told by the hitmakers themselves.  
 18-54 — MUS  
 BARTER/FREE; market exclusive basis; 10 minutes commercial avails.  
 Dick Clark Productions — *The United Stations*

**Dolly Parton—Part I** 1982  
 Music-Country  
 02:00:00 C 009690  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

**Dolly Parton—Part II** 1982  
 Music-Country  
 02:00:00 C 009700  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

## Music Programming

## Music Programming

- Dolly Profile In Song** 1981  
Artist Salute  
04:00:00 AC, C 006150  
1 pgm Mono, Stereo  
7" reel, 7 1/2 ips  
Host: *Jerry Naylor*  
In her own words your listeners will hear how it all began as only Dolly can tell it, from her first record at age 12, right on through to super stardom. Produced in compatible stereo/mono for quality play on AM or FM.  
18+ — ENT  
CASH/BARTER; 12 commercial avails per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- Easy Listening Sounds Of Christmas, The** 1982  
Seasonal  
06:00:00 BM, CL, MM 002150  
1 pgm Mono, Stereo  
10" reel, 7 1/2 ips  
Unannounced  
Appropriate for the entire season, this program features both traditional and popular holiday music by artists like Percy Faith and Steve Lawrence. Readily adaptable to live-assist or automated use.  
25+ — MUS  
Promos  
CASH; commercial availability after each selection; outright purchase; unlimited replay.  
Broadcast Programming International — *Broadcast Programming International*
- Eddie Rabbitt** 1982  
Music-Country  
02:00:00 C 009680  
1x monthly Stereo  
7" reel, 7 1/2 ips  
Host: *Jerry Naylor*  
From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as changes in Country Music.  
18-54 — MUS  
CASH/BARTER; 12 commercial availabilities per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- Eddie Rabbitt "Irish Gold"** 1981  
Artist Salute  
02:00:00 AC, C 006260  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Host: *Jerry Naylor*  
Eddie Rabbitt, in his own words, gives your listeners an intimate account of how it all began...the hard times and frustrations, and his reaction to super stardom. Profiles the song writer, performer, and the man.  
18-44 — ENT  
CASH/BARTER; 12 commercial avails per hour.  
Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- # Eddie Rabbitt Story, The** 1983  
Music-Country  
03:00:00 AC, C, MM 025690  
1 pgm Stereo  
12' LP, 33 1/3 rpm  
This special Memorial Day program features country star Eddie Rabbitt. Part of "Six Pack Radio Special" series.  
18+ — MUS  
Promos  
FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.  
The United Stations — *The United Stations*
- # Elton John: The Elton John Story** 1982  
Music-Rock  
02:00:00 AC 024200  
1 pgm Stereo  
7" reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
Host: *Don Bleu*  
The words, music, and thoughts of Elton John.  
18-34 — MUS  
Advertising Aids, Promos, Sales Aids  
CASH; negotiable.  
Creative Factor — *The Creative Factor*
- Elvis** 1981  
Artist Salute  
06:00:00 AC, O 007990  
1 pgm Mono  
10 1/2" reel, 7 1/2 ips  
Host: *Gary Gears*  
A special featuring interviews and music of Elvis.  
18-44 — MUS  
Promos  
CASH; 8 spots per hour; rates based on market size and spot rates.  
Chicago Radio Syndicate — *Chicago Radio Syndicate (Worldwide)*
- Elvis: A 3-Hour Special** 1977  
Music-Oldies  
03:00:00 AC, D, R 015730  
1 pgm Mono, Stereo  
7" reel, ? ips  
Host: *Bill Drake*  
A close-up at the King, a timeless memorial to Elvis, who is considered by many to be the most important singular force in the development of rock and roll.  
18-44 — ENT  
CASH; price based on market size; 8 commercial avails per hour.  
Drake Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)*
- Elvis Remembered** 1981  
Artist Salute  
03:00:00 AC, C 006250  
1 pgm Stereo  
7" reel, 7 1/2 ips  
A 3-hour personal profile and musical special uses exclusive interviews by those who lived and worked with Elvis. Produced through the courtesy of RCA Victor. Interviewed are: Linda Thompson (Presley's girlfriend), Felton Jarvis (his record producer), Brenda Lee (his close personal friend), Alan Fortas (Elvis' bodyguard for 11 years), The Jordanaires (his back-up group), and Col. Tom Parker.  
18+ — ENT  
CASH/BARTER; 12 commercial avails per hour.  
Creative Radio Shows in assoc. with RCA Victor, Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- Evolution Of Rock** 1981  
Music-Rock  
76:00:00 R 000730  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Host: *Chuck Riley*  
The only complete up-to-date musical documentary of the rock era including the news and style headlines of each year since 1955.  
18-49 — MUS  
Advertising Aids, Demos, Promos, Sales Aids  
CASH; 2 plays; 670 commercial availabilities.  
Chum Ltd — *TM Programming (Worldwide)*
- Evolution Of Rock: The Music That Made The World Turn Around** 1982  
Music-Rock  
64:00:00 R 000530  
1 pgm Mono, Stereo  
12" LP, 33 1/3 rpm  
Traces the story of rock in chronological order, contains interviews and rare recordings.  
18+ — MUS  
Promos  
CASH; price predicated on market size; two plays per contract; 640 commercials.  
TM Productions — *TM Programming (Worldwide)*

## Music Programming

## Music Programming

**# Family Reunion, The** 1983  
 Music-Country  
 03:00:00 AC, C, MM 025720  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Holiday country music program for Thanksgiving. Part of "Six Pack Radio Special" series.  
 18+ — MUS  
 Promos  
 FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.  
 The United Stations — *The United Stations*

**# Foreigner: Precious Metal** 1982  
 Music-Rock  
 02:00:00 A, R 024280  
 1 pgm Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of Foreigner.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

**48-Hour Continuous History Special, The** 1982  
 Music-Rock  
 48:00:00 A, R 020320  
 yearly Stereo  
 12" LP, 33 1/3 rpm  
 Available for Labor Day weekend programming, this comprehensive feature presents the growth and development of rock and roll and the stars and groups that made it all happen.  
 18-34 — MUS  
 BARTER.  
 Rolling Stone Magazine Productions — *Rolling Stone Magazine Productions*

**# 4th Annual Hickory Creek Reunion, The** 1983  
 Music-Country  
 49:00:00 C 016950  
 1x yearly Stereo  
 7" reel, 7 1/2 ips  
*Hosts: Johnny Cash, Charlie Daniels, Ronnie Milsap*  
 A 49-hour fantasy country concert with the greatest stars in country music.  
 25+ — MUS  
 BARTER.  
 JJ Jordan, Exec Prod — *McLendon Broadcasting (Worldwide)*

**4th Of July Remote Broadcast Willie Nelson, The** 1982  
 Specials  
 02:00:00 AC, C 009760  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
 A 4th of July special with countrys Willie Nelson, "The Nashville Renegade."  
 18-44 — MUS  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Frank Sinatra, Biography In Song** 1981  
 Artist Salute  
 08:00:00 MM 006210  
 1 pgm Mono, Stereo  
 7" reel, 7 1/2 ips  
 An 8-hour special that contains the hits and career of one of show business' biggest stars.  
 40+ — MUS  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Gambler, Kenny Rogers, The** 1981  
 Artist Salute  
 04:00:00 AC, C 006160  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 An intimate account of Kenny Rogers through his own words and music.  
 12+ — MUS  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**George Jones** 1982  
 Music-Country  
 02:00:00 C 009620  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Glenn Miller: Memory Maker** 1977  
 Music-Big Band  
 12:00:00 BB 012340  
 1 pgm Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Chuck Cecil*  
 Chronological display of Glenn Miller's music from 1926 to 1944 consists of interviews with musicians, singers, and arrangers who made records and memories with Glenn Miller.  
 35+ — ENT  
 Promos  
 CASH; 4 week minimum; 6 commercial availabilities per hour (72 total).  
 Chuck Cecil — *Swingin' Years*

**Golden Oldies, The** 1981  
 Music-Oldies  
 03:00:00 O, R 004700  
 weekly 2 Track Stereo  
 7" reel, 7 1/2 ips  
*Mei Stewart, D.J.*  
 This 3 hour weekly program features the rock hits of the 50's, 60's, and 70's. Also includes a weekly Beatles segment and Elvis Presley segment, an artist spotlight, and weekly countdown from a given year.  
 21-50 — MUS  
 CASH.  
 Reel Radio — *Reel Radio*

**Good Music Radio Magazine, The** 1982  
 Music-MOR  
 02:00:00 BB, MM 009750  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Gene Norman*  
 A weekly series hosted by Gene Norman that looks into the world of blues, ballads, and MOR music.  
 25+ — ENT  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm, Peter Kline — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Gospel Christmas, A** 1982  
 Seasonal  
 02:00:00 RE 002430  
 1 pgm Stereo  
 7", 10 1/2' reels, 7 1/2 ips  
 A program of Christmas music performed by top Gospel recording artists. Designed to bring joy, warmth and meaning to the Christmas season through music and artist commentary.  
 25+ — MUS  
 CASH.  
 Heil Enterprises — *Heil Enterprises*

## Music Programming

## Music Programming

**Gospel Greats, The**

1982

Music-Religious

02:00:00

RE

002410

1x weekly

Mono, Stereo

7", 10" reels, 7 1/2 ips

Features today's most popular Gospel music, including interviews with Gospel recording artists. Plus, exclusive Gospel music update about the artists and the Gospel music industry. The first program of each month is a "countdown" of the monthly Top 20, based on the Singing News Gospel Top 40 chart.

25+ — MUS

CASH; 13 week contract.

Heil Enterprises — *Heil Enterprises***# Gospel Time**

1983

Music-Gospel

04:00:00

B, UC

026440

weekly

Stereo

Satellite Transmission

A Contemporary gospel program.

18+ — TAL

FREE; 2 to 4 availabilities per hour dependent on program length.

STRZ Music — *Sheridan Broadcasting Network***Gospel Year in Review**

1982

Music-Religious

04:00:00

RE

002420

1 pgm

Stereo

7', 10 1/2' reels, 7 1/2 ips

A recap of the year's biggest Gospel music hits as compiled by the Singing News. Also included are interviews with Gospel recording artists and leaders in the Gospel music industry. Suggested for New Year's holiday programming or a weekend audience.

25+ — MUS

CASH; 13 week contract.

Heil Enterprises — *Heil Enterprises***Graffiti Gold**

1972

Music-Oldies

06:00:00

O

010820

1x weekly

Mono, Stereo

7" reel, 7 1/2 ips

Host: *Wolfman Jack*

Great weekend programming with hit music spanning the mid fifties through the early seventies backed by the success of the movie "American Graffiti."

18-35 — MUS

Promos

English, French, German, Japanese

CASH; 13 or 26 weeks.

Wolfman Jack — *Wolfman Jack Syndication (Worldwide)***# Great American Summer**

1983

Music-Rock

06:00:00

A, R

025840

1 pgm

Stereo

Satellite Transmission

This program reviews the top hits from the past 17 summers programmed in one-hour blocks. Includes features, information, and interviews.

18-34 — MUS

Advertising Aids, Promos

BARTER.

The Creative Factor — *CBS Radio Network Radioradio***# Great 1's Of '83**

1983

Music-Rock

03:00:00

A, R

025860

1 pgm

Stereo

Satellite Transmission

This program ranks the year's top songs with a point system based on the number of weeks spent at the top of the charts. Features interviews, music and a review of music events from the year.

12+ — MUS

Advertising Aids, Promos

BARTER.

The Creative Factor — *CBS Radio Network Radioradio***# Great Sounds, The**

1982

Musical-Variety

04:00:00

BB, O

024080

weekly

Stereo

12' LP, 33 1/3 rpm

Host: *Dick Shepard*

A magazine format program featuring hits of the '30's and '40's and non-rock sounds of the '50's and '60's. Each show will feature both a well-known artist and a specific year.

35+ — MUS

BARTER; 1 play per market.

The United Stations — *The United Stations***Guitar: A Rock Episode**

1981

Music-AOR

36:00:00

A, R

000720

1 pgm

Stereo

12" LP, 33 1/3 rpm

Host: *Kay Hayes*

An outstanding collection of rock from the last 20 years and features outstanding guitar solos. Included are such artists as Led Zeppelin, Van Halen, Black Sabbath, Blue Cheer, among others.

18-34 — MUS

Promos

CASH; 2 plays.

Hiatus Productions — *TM Programming (Worldwide)***Guitar: A Rock Episode**

1981

Music-Rock

36:00:00

A, R

003850

1 pgm

2 Track Stereo

10 1/2" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm

Host: *Kate Hayes*

An in-depth look at over 40 of the great rock guitarists in a program that combines music and interview.

12-45 — MUS

Promos

CASH.

Hiatus Productions — *Hiatus Productions***Heritage Of Christmas, The**

19??

Seasonal

02:20:00

BM, CL, MM

002140

1 pgm

Mono, Stereo

10" reel, 7 1/2 ips

Host: *Bob Concie*

A Christmas classic. This popular program is composed of two holiday favorites, "Amahl and the Night Visitor," by Menotti and "The Childhood of Christ," by Berlioz.

12+ — MUS

Promos

CASH; outright purchase; unlimited replay.

Broadcast Programming International — *Broadcast Programming International***History Of Country Music**

1982

Music-Country

52:00:00

C

014160

1 pgm

Stereo

12' LP, 33 1/3 rpm

Host: *Ralph Emery*

This 52-hour special features the words, voices and music of the people who made country music what it is today. Contains more than 200 interviews. Original score and theme of The History Of Country Music was composed and produced by Chet Atkins.

25+ — MUS

Advertising Aids, Promos

CASH; 10 availabilities per hour.

Exec Prod, Bill Drake, produced in association with the Country Music Foundation. — *Drake-Chenault Enterprises*

## Music Programming

## Music Programming

**History Of Rock And Roll** 1981  
 Music-Rock  
 52:00:00 A, R 014170  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 The history of rock from 1956 through the present featuring interviews and music from those who made it happen.  
 18+ — MUS  
 Advertising Aids, Demos, Promos  
 English, Spanish  
 CASH; 11 availabilities per hour.  
 Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)*

**Holiday Country** 1981  
 Seasonal  
 24:00:00 C 000590  
 3 pgms Stereo  
 12" LP, 33 1/3 rpms  
*Hosts: Lance LeGault, Chris Lane*  
 A special year end holiday package with features, events, traditions, and music that celebrate Thanksgiving, Christmas and New Year's.  
 1. *Thanksgiving Country* 2. *Christmas Country* 3. *Country New Year*.  
 18-34 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 2 runs; depending on market size.  
 Kris Stevens Enterprises — *TM Programming (Worldwide)*

**Holiday Magic** 1981  
 Seasonal  
 30:00:00 AC, BM 000630  
 3 pgms Stereo  
 12" LP, 33 1/3 rpm  
*Host: Kris Erik Stevens*  
 A three in one holiday package bursting with features, events, traditions and music to celebrate Thanksgiving (6 hours), Christmas (18 hours), New Year's (6 hours).  
 1. *Thanksgiving America* 2. *Magic Of Christmas* 3. *Happy New Year, America*.  
 12-54 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 2 runs.  
 Kris Stevens Enterprises — *TM Programming (Worldwide)*

**# Honor Roll Of Hits** 1982  
 Music-Countdowns  
 02:00:00 O, R 023230  
 weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Joe Niagra*  
 A countdown program featuring the golden hits of rock as reported in Billboard from 1955-1970.  
 18+ — MUS  
 CASH; 12 local avails per hour.  
 Radio Arts — *Radio Arts*

**# Honor Roll Of Rock And Roll** 1983  
 Music-Rock  
 06:00:00 AC, R 025820  
 1 pgm Stereo  
 Satellite Transmission  
 This program features the greatest 50 rock performers of all time. The program is packaged in one-hour blocks for station flexibility.  
 18-34 — MUS  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radioradio — *CBS Radio Network Radioradio*

**Hot Hits Countdown** 1982  
 Music-Countdowns  
 03:00:00 AC, C, MM 006890  
 1x weekly Stereo, 2 Track Stereo  
 7" reel, 7 1/2 ips, Satellite Transmission (1982)  
*Host: Tom Crockett*  
 A three-hour program composed of the week's top 30 singles—includes chartbound tunes and interviews with selected artists.  
 18-49 — MUS  
 CASH; 13 weeks minimum.  
 Concept Programming & Syndication — *Concept Programming & Syndication (Worldwide)*

**Hot Shots, The** 1981  
 Music-Oldies  
 04:00:00 O, R 009260  
 1 pgm Mono, Stereo  
 Customized Delivery, Satellite Transmission  
 Four hours filled with all of the stars, all of the music which made the sixties so memorable like Elvis, The Beatles, The Motown Sound and the music of Woodstock.  
 25-44 — MUS  
 CASH.  
 Rogers Broadcast Productions — *Rogers Broadcast Productions*  
**CANADA: Rogers Broadcast Productions**

**I Write The Songs** 1981  
 Music-Adult Contemporary  
 03:00:00 AC 005280  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Host: Don Bleu*  
 A special saluting the singers, the songwriters, and the fans who help "make the whole world sing." Dozens of exclusive comments from Neil Diamond, Paul Williams, Barry Manilow, Barbara Streisand, Stevie Wonder and more.  
 25-44 — MUS  
 CASH.  
 The Creative Factor — *The Creative Factor*

**# Inside Track, The** 1982  
 Music-Rock  
 01:30:00 A, R 013130  
 1x monthly Stereo  
 ?  
*Host: Lisa Robinson*  
 In-depth interviews and the music of rock's biggest stars with syndicated columnist and radio personality Lisa Robinson.  
 18-34 — MUS  
 BARTER.  
 DIR Broadcasting — *DIR Broadcasting*

**# International Listeners' Choice Awards, The** 1983  
 Music-Country  
 02:00:00 C 016910  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Deno Day*  
 A two-hour weekly country interview and music show containing 90% music; as voted by the listeners.  
 18+ — MUS  
 BARTER.  
 JJ Jordan, Exec Prod — *McLendon Broadcasting (Worldwide)*

**Israel Philharmonic, The** 1977  
 Music-Foreign  
 02:00:00 CL 006320  
 1x weekly Stereo  
 ?" reel, ? ips  
*Host: Henry Fogel*  
 Orchestral performances recorded at Mann Auditorium in Tel Aviv. Also available as a 90 minute show. Contains 26 programs in series.  
 18+ — MUS  
 CASH; 26 weeks; rebroadcast rights available.  
 Henry Fogel — *WCRB Productions*

**# J. Geils Band: Survivors In Vinyl Jungle** 1982  
 Music-Rock  
 02:00:00 A, R 024270  
 1 pgm Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of the J. Geils Band.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

## Music Programming

## Music Programming

**Jason McCall Show, The** 1982  
 Music-Country  
 05:00:00 C 002910  
 7x weekly Stereo, 2 Track  
 Stereo  
 7", 10 1/2" reels, 3 3/4, 7 1/2 ips  
*Host: Jason McCall*  
 Country Music enriched with humor and anecdotes provided by the many characters created by Jason. From "Big Country" format, morning drive segment (5-10 am).  
 18-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 Live Sound — *Live Sound*

**Jazz Chronicles** 1981  
 Music-Jazz  
 02:00:00 B, J, UC 012310  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jim Gosa*  
 Contemporary jazz tunes with such notable artists as George Benson, Steely Dan, Chuck Mangione, Joni Mitchell, The Crusaders, Randy Crawford and Spyro Gyra are featured in this series.  
 18+ — MUS  
 Advertising Aids, Promos  
 CASH; 13 week minimum; 8 commercial availabilities.  
 Syndicate It — *Syndicate It (Worldwide)*

**Jean Pierre Rampal And Alexandre Legoya At Severance Hall** 1982  
 Music-Classical  
 02:00:00 BM, CL 004180  
 1 pgm Stereo  
 10 1/2" reel, 7 1/2, 15 ips, Satellite Transmission  
*Robert Conrad*  
 The superstars of the flute and guitar worlds are presented in a joint recital.  
 25-54 — MUS  
 Promos  
 CASH; 13 week minimum.  
 Radio Seaway — *WCLV/Seaway Productions (Worldwide)*

**Jerry Mason Show, The** 1982  
 Music-Country  
 05:00:00 C 002900  
 7x weekly Stereo, 2 Track  
 Stereo  
 7", 10 1/2" reels, 3 3/4, 7 1/2 ips  
*Host: Jerry Mason*  
 Jerry's warm delivery and knowledge of country music help to create an excellent mid-afternoon. From the "Big Country" format.  
 18-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 Live Sound — *Live Sound*

**# Joan Jett/Go Go's/Quarterflash: Rock's New Leading Ladies** 1982  
 Music-Rock  
 02:00:00 A, R 024260  
 1 pgm Stereo  
 7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of Joan Jett, the Go Go's, and Quarterflash.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

**John Lennon Special, The** 1981  
 Artist Salute  
 03:00:00 A, R 005290  
 1 pgm Mono, Stereo  
 12" LP, 33 1/3 rpm  
*Host: Don Bleu, John Lennon, Paul McCartney, George Harrison, Elton John, George Martin*  
 A tribute featuring comments from those who knew John Lennon and includes an in-depth interview with Lennon.  
 18-44 — MUS  
 CASH.  
 The Creative Factor — *The Creative Factor*

**# John Lennon: The John Lennon Retrospective** 1982  
 Music-Rock  
 02:00:00 A, R 024210  
 1 pgm Stereo  
 7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm  
*Host: Don Bleu*  
 The words, music, and thoughts of John Lennon.  
 18-49 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; negotiable.  
 Creative Factor — *The Creative Factor*

**Johnny Cash Story, The** 1981  
 Artist Salute  
 06:00:00 C 006140  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
*Host: Harry Newman*  
 A 6-hour radio music special that documents in his own words, the life and times of one of America's greatest music innovators. Rare recording along with comments from his friends and stories about his friends from Bob Dylan to Kris Kristofferson and Roy Orbison to Elvis Presley. May be programmed in one or two hour installments.  
 18-54 — ENT  
 CASH/BARTER; 12 commercial avail per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

**Johnny Mathis** 1982  
 Artist Salute  
 02:00:00 AC, MM 009740  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
 A special that runs 2 hours on the hits and career of Johnny Mathis, one of the super stars in today's music world.  
 25+ — MUS  
 CASH/BARTER; 12 commercial avail per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*

**Johnny Mathis—The First Twenty-Five Years** 1981  
 Artist Salute  
 05:00:00 AC, MM 009780  
 1 pgm Stereo  
 ?" reel, ? ips  
*Host: Wink Martindale*  
 Celebrates Johnny's silver anniversary in show business and features an extensive interview with Johnny as well as guest appearances by Dionne Warwick, Gladys Knight, Henry Mancini, and Marvin Hamlisch.  
 25-44 — MUS  
 CASH.  
 Cross-Country Communications — *Cross-Country Communications*

**# Johnny Mercer: Too Marvelous For Words** 1982  
 Artist Salute  
 07:00:00 BB, MM 024800  
 1 pgm Stereo  
 7' reel, 7 1/2 ips  
*Hosts: Jo Stafford, Henry Mancini*  
 Tribute to Johnny Mercer including guests such as: Frank Sinatra, Jack Lemmon, Steve Allen, Peggy Lee, Jane Wyman, Fred Astaire and many others.  
 35+ — AIR  
 CASH.  
 Radio Arts — *Radio Arts*

## Music Programming

## Music Programming

**# Journey: From San Francisco To Platinum** 1982  
 Music-Rock  
 02:00:00 A, R 024230  
 1 pgm Stereo  
 7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm  
*Host: Dave Sholin*  
 The words, music, and thoughts of Journey.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; negotiable.  
 Creative Factor — *The Creative Factor*

**Kenny Rogers '82** 1982  
 Music-Country  
 02:00:00 C 009600  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Kenny Rogers Radio Special** 1981  
 Artist Salute  
 07:00:00 AC, C 000690  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Host: Kenny Rogers with Ray Willis*  
 A program combining music and interview tracing the musical and personal growth of Kenny Rogers beginning with "The Scholars" through "The New Christy Minstrels" and into "The First Edition" and the present.  
 18-54 — ENT  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 2 runs; 60 commercials.  
 Popular Media Products — *TM Programming (Worldwide)*

**King Is Dead—Long Live The King, The** 1977  
 Artist Salute  
 05:00:00 AC, T 006020  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
*Host: Larry Bergman*  
 A five hour memorial program written and produced just hours after Elvis's death in 1977. Covers his musical life from beginning to end with all his top songs. Contains live performances, and special interviews.  
 18-44 — ENT  
 CASH.  
 Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited*

**Larry Gatlin** 1982  
 Music-Country  
 02:00:00 C 009650  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Larry Mack Show, The** 1982  
 Music-Country  
 05:00:00 C 002890  
 7x weekly Stereo, 2 Track Stereo  
 7", 10 1/2" reels, 3 3/4, 7 1/2 ips  
*Host: Larry Mack*  
 Larry, Aunt Maude and faithful Indian companion, Irving, capture the hearts of kids of all ages. Includes the best country hits and solid gold from the last two decades. From "Big Country" format 3-8 pm, is suggested daypart.  
 18-49 — MUS  
 Promos  
 CASH; 1 year contract.  
 Live Sound — *Live Sound*

**# Lee Arnold On A Country Road** 1983  
 Music-Country  
 03:00:00 C 024920  
 weekly Stereo  
 Satellite Transmission  
*Host: Lee Arnold*  
 Country magazine and concert program featuring a unique blend of exclusive interviews, top-rated country music, records on the rise and hits from the past.  
 18-54 — ENT  
 Promos  
 BARTER.  
 Broadcast International — *Mutual Broadcasting System*

**Life & Music Of Bob Wills, The** 1982  
 Music-Country  
 12:00:00 C 015640  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Hugh Cherry*  
 A musical tribute to a man who put the "swing" in country music. Rare interviews and comments from dozens of today's top names in country music. This program can be broadcast as hourly chapters or combined for longer form block specials.  
 25-45 — MUS  
 CASH; 12 local availabilities per hour, 1 year market exclusive, unlimited replays.  
 Toby Arnold & Associates — *Toby Arnold & Associates*

**Loretta And Friends** 1981  
 Artist Salute  
 02:00:00 C 006240  
 1 pgm Mono, Stereo  
 7" reel, 7 1/2 ips  
 A candid look at the talent, philosophy, and humor that is Loretta Lynn. There are many great talents in the world of country music, but there are few "legends"...Loretta Lynn is one of them.  
 18-54 — ENT  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**Loretta Lynn** 1982  
 Music-Country  
 02:00:00 C 009560  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a monthly or individually. In the artists own words you'll hear about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

## Music Programming

## Music Programming

- Love And A Whole Lot More** 1981  
 Music-Beautiful  
 12:00:00 BM, MM 000710  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Lee Bayley, Ciji Ware*  
 A musical tribute to the feelings of love as described in music from the last 15 years. Each hour deals with a different aspect of love.  
 25-44 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 2 runs; depending on market size; 120 commercial availabilities.  
 Broadcast Works with TM Companies — *TM Programming (Worldwide)*
- Mickey Gilley/Johnny Lee** 1982  
 Music-Country  
 02:00:00 C 009670  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words, about the changes within themselves as well as changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- Lovemakers, The** 1981  
 Music-Adult Contemporary  
 03:00:00 AC 005300  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
*Host: Don Bleu*  
 A unique concept for a special, features the number ONE love songs from the past ten years. Exclusive comments from over 20 superstar artists such as Barbara Streisand, the Bee Gees, Barry Manilow, Anne Murray, Diana Ross, Leo Sayer, and more.  
 18-44 — MUS  
 CASH.  
 The Creative Factor — *The Creative Factor*
- Missing On A Mountain—The Patsy Cline Story** 1970  
 Music-Country  
 02:00:00 C 008820  
 yearly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Jim McCoy*  
 A yearly program for air every March 5th. Hosted by Jim McCoy available in 60 or 120 minute versions.  
 25-54 — MUS  
 Promos  
 CASH/BARTER.  
 Sounds Of Winchester — *Sounds Of Winchester*
- # Matinee** 1983  
 Music-Classical  
 02:00:00 CL 026190  
 daily Stereo  
 10" reel, 7 1/2 ips  
*John Stevenson*  
 This program features a variety of classical music from live performances and recitals to brief vignettes of major personalities in the music world.  
 25+ — MUS  
 CASH.  
 Parkway Communications — *Parkway Communications*
- # Mix And Match** 1982  
 Specials  
 02:00:00 C, MM, R 026320  
 20 pgms Stereo  
 12" LP, 33 1/3 rpm  
 Selected specials range from both country and contemporary Christmas shows to artist profiles including the Beach Boys, Barry Manilow, Willie Nelson and many others. Selections are from the "Country Music Artist Profile Package," the "Pop Music Artist Profile Package," and the "CFI Rock Artist Profile Package."  
 18+ — MUS  
 CASH.  
 The Creative Factor — *The Creative Factor*
- # Memory Makers** 1983  
 Music-Rock  
 03:00:00 AC, R 025830  
 1 pgm Stereo  
 Satellite Transmission  
 This program features three hours of music covering the past 15 years of rock history. Includes trivia, contest options, and interviews.  
 18-34 — MUS  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radioradio — *CBS Radio Network Radioradio*
- Monterey Jazz Festival** 1981  
 Music-Jazz  
 14:00:00 AC, B, J 012300  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
*Host: Jim Gosa*  
 Music from one of the oldest continuous jazz festivals—Monterey Jazz Festival—1981 is featured in this program. Interviews with such jazz stars as Sarah Vaughn, Billy Eckstine and Tito Puente are also featured. (Available in 2 hour segments or in its entirety.)  
 18+ — MUS  
 Advertising Aids, Promos  
 CASH.  
 Syndicate It — *Syndicate It*
- Merle Haggard** 1982  
 Music-Country  
 02:00:00 C 009630  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package or separately. Contains the artists own words about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*
- Music For Christmas Eve** 1977  
 Seasonal  
 04:00:00 BM, MM 002090  
 1 pgm Mono, Stereo  
 10" reel, 7 1/2 ips  
*Host: Scott Tippets*  
 A Christmas Eve special that blends traditional carols and hymns with all time favorite popular songs.  
 12+ — MUS  
 Promos  
 CASH; 1 year lease agreement; 1 commercial available each cut  
 Broadcast Programming International — *Broadcast Programming International*
- Messiah, The** 1977  
 Seasonal  
 02:30:00 BM, CL, MM 002130  
 1 pgm Mono, Stereo  
 10" reel, 7 1/2 ips  
*Bob Concie*  
 The traditional holiday oratorio performed, in its entirety, by the London Symphony Orchestra and Chorus, with distinguished guest soloists.  
 25+ — MUS  
 Promos  
 CASH; 5 commercial availabilities; outright purchase; unlimited replay.  
 Broadcast Programming International — *Broadcast Programming International*
- Music For Meditation** 1981  
 Religious-Series  
 01:30:00 RE 013460  
 7 pgms Stereo  
 Cassette  
 Traditional Indian music as an aid for meditation.  
 1. *Kirtan* 2. *Samadhi Darshan I* 3. *Samadhi Darshan II* 4. *Sambobhi Music* 5. *Watching the Grass Grow* 6. *Ocean of Bliss* 7. *The Awakening*.  
 18+ — REL  
 CASH.  
 Rajneesh Foundation International — *Rajneesh Foundation International*

## Music Programming

## Music Programming

**Music From Marlboro** 1971  
 Music-Classical  
 00:90:00 CL 006330  
 1x weekly Stereo  
 7" reel, 7 ips  
*Nicholas Anagnostis, Judith Sherman, William Pierce*  
 From 1971-1980 performances recorded "live" at the Marlboro Music Festival, including many of the last appearances by Pablo Casals. Also available are 65 60-minute program.  
 18+ — MUS  
 CASH; 13, 26, 39, 52 or 65 weeks; 1 broadcast only.  
 Judith Sherman — *WCRB Productions*

**Music Magazine** 1982  
 Music-Countdowns  
 03:00:00 AC 011650  
 1x weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Charlie Van Dyke*  
 Produced for foreign distribution only. Music and artist interview, reviewing the best of the hits, for more information see listing of RKO Radio Network of the same program title.  
 25-44 — MUS  
 Promos  
 CASH.  
 RKO Radio Network — *Robert O Mahlman*

**Music Of Black America, The** 1982  
 Music-Black/Soul  
 24:00:00 AC, B, J 012290  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
*Host: J. J. Johnson*  
 From Billie Holiday and Scott Joplin, to the Commodores and Stevie Wonder, this special consist of music and interviews with major black artists, as well as providing insight into all aspects of black music. (This show is designed to air either in 24 one-hour segments or in its entirety.)  
 18+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; 10 minutes of commercial breaks—5 for local and 5 for national sponsorship.  
 Syndicate It — *Syndicate It*

**Music Of Swami Chaitanya Hari** 1981  
 Religious-Series  
 01:30:00 RE 013440  
 3 pgms Stereo  
 Cassette  
 Meditative music with a zen flavor.  
 1. *Flowers of Silence/Sea and Silence* 2. *Tea from an Empty Cup/Riding the Bull* 3. *Like the Wind in the Trees/Orange Tree*.  
 18+ — REL  
 CASH.  
 Rajneesh Foundation International — *Rajneesh Foundation International*

**Music Of Swami Govinddas** 1982  
 Religious  
 01:30:00 RE 013470  
 1 pgm Stereo  
 Cassette  
 Overflowing melodies called "Just a Glimpse," combine eastern and western streams of music on a variety of stringed instruments.  
 18+ — REL  
 CASH.  
 Rajneesh Foundation International — *Rajneesh Foundation International*

**Nashville Connection, The** 19??  
 Music-Country  
 03:00:00 C 015490  
 1x weekly Mono, Stereo  
 7" reel, 7 ips  
 Features 30 charted country songs co-hosted by Bill Collie and a prominent recording star.  
 18-44 — MUS  
 Promos  
 CASH; 21 commercial avails; unlimited number of plays.  
 First Choice — *First Choice*

**Nat King Cole** 1981  
 Artist Salute  
 04:00:00 BM, MM 006230  
 1 pgm Mono, Stereo  
 7" reel, 7 1/2 ips  
 Nat King Cole—one of America's favorite singers—the show features interviews and hits such as "Mona Lisa" plus special thoughts from singer-daughter Natalie Cole.  
 45+ — ENT  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**National Symphony Concert Series, The** 1982  
 Music-Classical  
 02:00:00 CL 013590  
 1x weekly Stereo  
 Satellite Transmission  
 A series of thirteen weekly concerts by the National Symphony Orchestra, with five concerts presented live from John F. Kennedy Center for the Performing Arts.  
 25+ — MUS  
 Advertising Aids  
 CASH/BARTER.  
 WGMS Washington — *Mutual Broadcasting System*

**New Year's Special** 1981  
 Seasonal  
 04:00:00 BB 021610  
 1 pgm Mono, Stereo  
 7" reel, 7 1/2 ips  
 A New Year's Eve special presenting the classic live performances by the big band era's greatest names. Includes the voices of the people who were there.  
 25+ — MUS  
 Promos  
 CASH/FREE to member stations, 3 minutes commercial availability per hour.  
 Chuck Cecil — *Swingin' Years*

**New York Philharmonic** 1982  
 Music-Classical  
 02:00:00 CL 006270  
 1x weekly Stereo  
 7" reel, 7 ips  
*Host: Martin Bookspan*  
 Full-length recordings, "live" from Avery Fisher Hall or from worldwide tours, of performances by the New York Philharmonic, under Music Director, Zubin Mehta and world renowned guest conductors.  
 18+ — MUS  
 Advertising Aids, Sales Aids  
 BARTER; 52 weeks per year.  
 Roy Hemming — *WCRB Productions* (Worldwide)

**Night On The Road, A** 1981  
 Music-AOR  
 02:00:00 A, R 002500  
 13 pgms 2 Track Stereo  
 12" LP, 33 1/3 rpm  
*Host: Pat St. John, DJ*  
 Live "in concert" with rock and roll's greatest stars.  
 18-34 — MUS  
 BARTER.  
 Patrick Griffith Productions — *ABC FM Network*

**Night Time America** 1981  
 Music-Adult Contemporary  
 05:00:00 AC 008550  
 5x weekly Stereo  
 Satellite Transmission  
*Host: Bob Dearborn*  
 A five-hour program, which features a broad-base of adult contemporary music and often opens phone lines to allow listeners to call-in with comments and reflections on a wide range of subjects.  
 18-44 — MUS  
 Advertising Aids, Promos, Sales Aids  
 BARTER; 6 local spots per hour.  
 RKO Radio Network — *RKO Radioshows*

## Music Programming

## Music Programming

**Nighthawk Show, The** 1982

Music-Country  
04:00:00 C 002920  
7x weekly Stereo, 2 Track Stereo

7", 10 1/2" reels, 3 3/4, 7 1/2 ips

Specifically programmed for the night audience. "The Nighthawk Show" features interesting items from the news, humor, and the best in country music. From the "Big Country" format.

18-49 — MUS

Promos

CASH; 1 year contract.

Live Sound — *Live Sound*

**Number 1 Country** 1982

Music-Country  
36:00:00 C 013260  
1 pgm Stereo

7" reel, 7 1/2 ips

Host: *Larry Scott*

A full weekend special; every selection that made it to the top of the country charts since Billboard began charting country music in 1947 is included here. Also, comments and interviews with those who made it happen.

25-54 — MUS

CASH.

Total Service Programming — *Total Service Programming*

**Oak Ridge Boys** 1982

Music-Country  
02:00:00 C 009610  
1x monthly Stereo

7" reel, 7 1/2 ips

Host: *Jerry Naylor*

From the "Superstar Country" series, available as a package or separately. Contains the groups own words about the changes within themselves as well as the changes in Country Music.

18-54 — MUS

CASH/BARTER; 12 commercial availabilities per hour.

Darwin Lamm — *Creative Radio Shows* CANADA: *Creative Radio Shows*; WORLDWIDE: *Grace Gibbons*

**# Olivia Newton John: Making A Good Thing Better** 1982

Music-Adult Contemporary  
02:00:00 AC 024180  
1 pgm Stereo

7' reel, 7 1/2 ips; 10' lp, 33 1/3 rpm

Host: *Don Bleu*

The words, music, and thoughts of Olivia Newton John.

18-49 — MUS

Advertising Aids, Promos, Sales Aids

CASH; negotiable.

Creative Factor — *The Creative Factor*

**# On Stage Tonight** 1982

Music-Rock  
01:30:00 A, R 025140  
1x monthly Stereo

Satellite Transmission

This monthly concert series features top rock artists including Air Supply, Carole King, The Commodores, and more.

18-34 — MUS

Advertising Aids, Promos

BARTER.

Patrick Griffith Productions — *CBS Radio Network Radioradio*

**Opus Special Of The Year** 1971

Specials  
09:00:00 AC, R 009980  
1 pgm Stereo  
10" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm

Host: *Ron Rose*

A nine-hour New Year's radio special currently in 12th year of production. Countdown and playback of the top 100 songs of 1982. Rockumentary-style features exclusive interviews and inside information.

1973 *Best Syndicated Radio Special: Billboard Magazine*; 1979 *Best Syndicated Radio Special: Billboard Magazine*.

12-34 — ENT

Advertising Aids, Promos, Sales Aids

CASH; price based on market price; 50% deposit/50% on delivery  
Dick Starr, Opus Productions — *Opus Productions (Worldwide)*

**Paradise Rising** 1977

Music-Rock  
48:00:00 R 011390  
1 pgm Stereo

10" reel, 7 1/2 ips

Host: *Orson Welles*

A rock anthology featuring live performances and special narration by Orson Welles.

18-34 — MUS

Promos

CASH.

Michael Lee, Robert Lee — *Brown Bag Productions (Worldwide)*

**Paul Anka—The Times Of His Life** 1981

Artist Salute  
03:00:00 AC 005340  
1 pgm Stereo

12" LP, 33 1/3 rpm

An intimate music special with Paul Anka, his words and music. Ideal for AC formats.

18-44 — MUS

CASH.

The Creative Factor — *The Creative Factor*

**# Philadelphia Orchestra, The** 1983

Music-Classical  
02:00:00 CL 026270  
1x weekly Stereo

10' reel, 7 1/2 ips

This weekly program features The Philadelphia Orchestra. Also, includes Rod MacLeish with a commentary.

25+ — MUS

CASH.

Parkway Communications — *Parkway Communications*

**Platinum Meltdown** 1981

Music-Rock  
37:00:00 AC, R 000800  
1 pgm Stereo

10 1/2" reel, 7 1/2 ips

A computer takes over and programs only platinum and nationally known personalities.

25-44 — MUS

Promos

CASH; 370 commercials; two plays.

TM Special Projects — *TM Programming (Worldwide)*

**# Police: Rock's New Hit Men, The** 1982

Music-New Wave  
02:00:00 A, R 024240  
1 pgm Stereo

7' reel, 7 1/2 ips; 10' LP, 33 1/3 rpm

Host: *Dave Sholin*

The words, music, and thoughts of the Police.

18-34 — MUS

Advertising Aids, Promos, Sales Aids

CASH/BARTER; negotiable.

Creative Factor — *The Creative Factor*

## Music Programming

## Music Programming

## # Pop Music Artist Profiles 1982

Music-Adult Contemporary  
02:00:00 AC, R 024160

5 pgms Stereo

7" reel, 7 1/2 ips; 10" LP, 33 1/3 rpm

Host: *Don Bleu*

The words, music, and thoughts of the top pop artists. See individual titles for further information.

1. *The Beach Boys: California Dreaming* 2. *Olivia Newton John: Making A Good Thing Better* 3. *Elton John: The Elton John Story* 4. *Barry Manilow: The Manilow & Magic Radio Show* 5. *John Lennon: The John Lennon Retrospective*.

18-49 — MUS

Advertising Aids, Promos, Sales Aids

CASH; negotiable.

Creative Factor — *The Creative Factor*

## Presley Years, The 1981

Artist Salute  
12:00:00 AC, C 000700

1 pgm Mono

12" LP, 33 1/3 rpm

Host: *Charlie Van Dyke*

The life, music and times of the artist. Also including other music to show the trends of the time in country and R&B that set the stage for Elvis.

18-54 — MUS

Advertising Aids, Demos, Promos, Sales Aids

CASH; 2 runs; 14 commercial availabilities.

Chum Ltd — *TM Programming (Worldwide)*

## Project Sinatra 1982

Artist Salute  
12:00:00 BB, MM 015630

1 pgm Mono, Stereo

10 reel, 7 1/2 ips; 12" LP, 33 1/3 rpm

Host: *Paul Compton*

The man and his music in a special unlike any, contains exclusive interviews with Frank, Dean, Sammy, Joey, Nancy and all intertwined with Sinatra's best music.

*Jeffery Award 1982*.

45+ — MUS

Advertising Aids, Promos, Sales Aids

CASH; 12 availabilities per hour; price based on market rank.

Total Service Programming — *Toby Arnold & Associates (Worldwide)*

## Rajneesh Meditations 1981

Religious-Series  
01:30:00 RE 013450

4 pgms Stereo

Cassette

Music specially composed to accompany the meditation techniques devised by Bhagwan.

1. *Dynamic/Rundalini* 2. *Nataraj/Nadabrahma* 3. *Mandala/Whirling* 4. *Gourishankar/Prayer*.

18+ — REL

CASH.

Rajneesh Foundation International — *Rajneesh Foundation International*

## RKO ONE Music Specials 1982

Music-Adult Contemporary  
02:00:00 AC 008140

1x monthly Stereo

Satellite Transmission

RKO ONE provides affiliates with a minimum of 12, stereo-produced music specials a year. The two-hour shows feature major artists and groups—Stevie Wonder, Paul McCartney & Wings, Hall & Oates, and the Commodores are past highlighted artists. Available for local sale inventory sharing.

18-49 — MUS

Advertising Aids, Promos, Sales Aids

BARTER.

RKO — *RKO ONE*

## Rock 1981

Music-Rock  
24:00:00 A, R 008000

1 pgm Mono, Stereo

10 1/2" reel, 7 1/2 ips

Host: *Larry Lujack*

A special featuring the music and artists of the 50's, 60's, and 70's. Music and interviews hosted by Chicago's Larry Lujack.

18-34 — MUS

Promos

CASH; 8 spots per hour; based on market size and spot rates.

Chicago Radio Syndicate — *Chicago Radio Syndicate (Worldwide)*

## Rock Album Countdown, The 1981

Music-Countdowns  
02:00:00 A, AC 005000

2x weekly Stereo

10" reel, 7 1/2 ips

Host: *Jeff Gelb*

A countdown of the week's top rock music tracks, plus short interviews with top track artists.

18-44 — MUS

Promos

BARTER; 18 minutes of commercial availabilities; 1 play allowed per week.

Westwood One Inc — *Westwood One*

## # Rock Pumpkin, The 1982

Entertainment  
03:00:00 A, R 024300

1 pgm Stereo

10" LP, 33 1/3 rpm

Hosts: *Ozzie Osborne, Bill Martin*

A "bizarre" Halloween show featuring interviews with a real witch and other offbeat material. Guests include an all-star rock artist lineup.

18-34 — ENT

Advertising Aids, Promos, Sales Aids

CASH; market exclusivity.

Creative Factor — *The Creative Factor*

## # Rock USA 1983

Magazine  
03:00:00 A, R 016780

1x weekly Stereo

Satellite Transmission

Host: *Todd Cannarozzi*

A weekly magazine-formatted 3-hour countdown containing news, gossip, and artist interviews with rock's favorite artists.

18-34 — MUS

BARTER.

John Platt, Pepperplatt Productions — *Mutual Broadcasting System*

## Rock Years: Portrait Of An Era, The 1981

Specials  
48:00:00 A, R 001470

1 pgm Stereo

12" LP, 33 1/3 rpm

Host: *David Perry*

A spectacular special that recalls the times that changed our lives. A year by year review of the music and events of 1965 through 1981. This program can be run as a continuous weekend extravaganza, or in 16 self contained three hour blocks. Comments by the artists accompany master recordings of their music.

18-34 — MUS

Promos

CASH; 8 commercials per hour; 2 plays per year.

Westwood One — *Westwood One*

## Music Programming

## Music Programming

- Rolling Stones 20th Anniversary Radio Special, The** 1982  
 Music-Country  
 06:00:00 A, R 009960  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
*Host: Ron Rose, Available open-end for foreign host*  
 A 20th anniversary special on the Rolling Stones, with exclusive interviews with Mick Jagger and members of the group. A rockumentary study of the Rolling Stones containing rare recordings and concert performances. Available to strip.  
 1982 International Syndication Award.  
 18-34 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; scaled to market; 50% deposit/50% on delivery; 12 availabilities per hour.  
 Dick Starr, Opus Productions — *Toby Arnold & Associates (Worldwide)*
- Ronnie Milsap** 1982  
 Music-Country  
 02:00:00 C 009570  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a monthly or individually. In Ronnie Milsap's own words you'll hear about the changes in themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*
- Royalty Of Rock: A Celebration Of The Rock Empire** 1983  
 Music-Rock  
 51:00:00 A, R 015380  
 1 pgm Stereo  
 Satellite Transmission  
*Narrator: Mike Harrison, Plus: Local Anchor*  
 Modular by design so you can pick and choose the artists you need for your audience; 51 music-packed hours scheduled for spring and summer. Pick any 30 and play them in any order then repeat them all in a Labor Day weekend blockbuster. Available as a self-contained program or with a live script for your local host.  
 18-34 — MUS  
 BARTER.  
 Produced by Goodphone Communications for TM Programming & RKO Radio Network — *RKO Radioshows*
- Salute To Country Music, A** 1982  
 Music-Country  
 12:00:00 C 006180  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Kenny Rogers, Dottie West, Roy Clark, Larry Gatlin, Charley Pride, Barbara Mandrell and more*  
 Uses artists' own words to highlight the last 10 years of Country music and its growth. Presents an in-depth look at: Entertainer of the Year winners, Country Music Hall of Fame, the Grand Ole Opry, and the # 1 songs from the past decade. Features 12 hours of programming laced with over 40 of Country's super stars sharing their personal thoughts. Can be run 3 hours each weekend, with promos and 60-second features to run each day throughout Country Music month.  
 18-54 — ENT  
 Promos  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*
- Salute To Summer, A** 1982  
 Seasonal  
 04:00:00 AC, MM, O 022600  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
 Designed to air over Memorial Day Weekend, this program features "summer theme" songs and top 10 songs from previous summers. Includes custom I.D.  
 18-34 — MUS  
 Promos  
 CASH; rights expire July 31st of year of purchase.  
 Corey Deitz — *Corey Deitz Creative Services*
- Schaefer Rock City** 1981  
 Music-Rock  
 02:00:00 R 003510  
 1x monthly Stereo  
 —  
*Host: Scott Muni*  
 A new radio concept introducing a live concert series that is broadcast in the afternoon hours. Also features short interviews. Acts have included Eddie Money, Billy Burnette, Steve Forbert, etc.  
 18-34 — MUS  
 BARTER.  
 DIR Broadcasting — *DIR Broadcasting (Worldwide)*
- SH-Boom Radio Show** 1981  
 Music-Countdowns  
 03:00:00 O 011760  
 1x weekly 2 Track Stereo  
 7" reel, 7 1/2 ips  
*Host: Frank Jolle*  
 A nostalgia oldie but goodie countdown of a "Year That Was" filled with trivia and information from 1955 to the present.  
 1973 CATV.  
 25-49 — MUS  
 Promos  
 CASH.  
 Marina Music Productions — *Marina Music Productions (Worldwide)*
- Silver Eagle Cross Country Music Show, The** 1981  
 Music-Country  
 01:30:00 AC, C 003500  
 2x weekly Stereo  
 12' LP, 33 1/3 rpm, Satellite Transmission  
 The largest country music series on radio today. Recorded wherever the musical action is, from Starwood in Los Angeles, to the Exit In, in Nashville, with greats like Eddie Rabbitt, Crystal Gale, Anne Murray, etc.  
 18-44 — MUS  
 Promos  
 BARTER.  
 DIR Broadcasting — *ABC Entertainment Network WORLDWIDE: Watermark/ABC Radio Enterprises*
- # Six Pack Radio Specials** 1983  
 Music-Country  
 03:00:00 AC, C, MM 025680  
 6 pgms Stereo  
 12' LP, 33 1/3 rpm  
 This series consists of three-hour programs for the holiday weekends of Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas and New Year's. See individual program titles for further information.  
 1. *Memorial Day—The Eddie Rabbit Story* 2. *July 4th—The Alabama Story* 3. *Labor Day—The vocalist of the Year* 4. *Thanksgiving—The Family Reunion* 5. *Christmas Around the Country* 6. *New Year's—Crystal Gayle's Golden Decade.*  
 18+ — MUS  
 Promos  
 FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.  
 The United Stations — *The United Stations*
- # Soft Soul** 1983  
 Music-Black/Soul  
 04:00:00 B, UC 026430  
 daily Stereo  
 Satellite Transmission  
 Easy listening black contemporary program.  
 18+ — MUS  
 FREE; 2 to 4 availabilities per hour dependent on program length.  
 STRZ Music — *Sheridan Broadcasting Network*

## Music Programming

## Music Programming

**Sound Off** 1982  
 Music-Countdowns  
 03:00:00 B, UC 013110  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Tim Reid*  
 Each three hour show consists of the countdown of the week's top twenty-five soul singles interspersed with lively talk from Tim Reid who explores black music and culture.  
 18-34+ — MUS  
 Promos, Sales Aids  
 CASH/BARTER; 14 commercial availabilities local, 16 commercial availabilities national; 13 week minimum.  
 George Beaudet, Marie Costa — *Good Life Syndicators*

**Sounds Of Sinatra, The** 1980  
 Music-Adult Contemporary  
 02:00:00 AC, BB, MM 021800  
 Weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Sid Mark*  
 A collection of the finest Sinatra songs, spanning the length of his career.  
 25-54 — MUS  
 Advertising Aids, Promos  
 CASH; 8 minutes commercial availability per hour.  
 Sid Mark — *Orange Productions*

**# Sounds Of The Inner City** 1983  
 Music-Black/Soul  
 04:00:00 B, UC 026810  
 daily Stereo  
 Satellite Transmission  
 An urban contemporary program.  
 18+ — MUS  
 FREE; 2 to 4 availabilities per hour dependent on program length.  
 STRZ Music — *Sheridan Broadcasting Network*

**# Soundtrack Of The 60's With Gary Owens** 1980  
 Music-Oldies  
 03:00:00 AC, O 025500  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Gary Owens*  
 A weekly three-hour report on the lifestyle, culture, celebrities, and most of all the music of the 1960's. By utilizing the 60's treasurehouse of hit songs and presenting fresh and intriguing interviews, Gary Owens vividly recalls the decade of excitement.  
 25-49 — MUS  
 Advertising Aids, Demos, Promos  
 CASH; 13 week minimum.  
 Watermark; Tom Rounds, Exec Prod; Janis Hahn,  
 Prod — *Watermark/ABC Radio Enterprises* **Worldwide:**  
**Watermark/ABC Radio Enterprises**

**# Space Top 40 Countdown** 1983  
 Music-Countdowns  
 04:00:00 B, UC 026420  
 1x weekly Stereo  
 Satellite Transmission  
 This program features urban contemporary music in a top 40 countdown format.  
 18+ — MUS  
 FREE; 2 to 4 availabilities per hour dependent on program length.  
 STRZ Music — *Sheridan Broadcasting Network*

**Specials** 1982  
 Artist Salute  
 02:00:00 AC 003860  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Each artist spotlighted tells their own story, generally without answering questions. They talk about how they came to record a particular song, and then the records are mixed into the interview. Past specials have spotlighted Neil Sedaka, Anne Murray, Carly Simon, Olivia Newton-John, Bette Midler, Johnny Mathis, Perry Como, etc.  
 18+ — ENT  
 Promos  
 CASH.  
 Narwood Productions — *Narwood Productions*

**Spirit Of Summer, The** 1981  
 Music-Adult Contemporary  
 09:00:00 AC, R 009220  
 1 pgm Stereo  
 Customized Delivery, Satellite Transmission  
 "The Spirit of Summer" gives listeners all the hits, fads, fun of summer. Ideal for holiday weekend.  
 18+ — MUS  
 CASH.  
 Rogers Broadcast Productions — *Rogers Broadcast Productions* ;  
**CANADA: Rogers Broadcast Productions**

**Spotlight Specials** 1982  
 Specials  
 01:30:00 A, AC 014370  
 6 pgms Stereo  
 Satellite Transmission  
 A series of interview and music specials centering on the big names in contemporary music. Typical subjects have included Kim Carnes, The Doobie Brothers, Juice Newton and Fleetwood Mac.  
 18+ — MUS  
 Promos  
 BARTER  
 Watermark — *ABC Contemporary Network* **WORLDWIDE:**  
**Watermark/ABC Radio Enterprises**

**Star Sessions** 1982  
 Music-Rock  
 01:30:00 A, R 014510  
 12 pgms Stereo  
 12" LP, 33 1/3 rpm; Satellite Transmission  
*Host: Bill Ayres*  
 Live studio recordings of rock's biggest names set in a relaxed atmosphere to promote conversation and spontaneous performances.  
 18-34 — MUS  
 Promos  
 CASH/BARTER.  
 DIR Broadcasting — *ABC FM Network*

**# Starlight Concert** 1983  
 Music-Classical  
 02:00:00 CL 026210  
 daily Stereo  
 10" reel, 7 1/2 ips  
*Host: Bill Hanson*  
 Features the world's best-loved classics.  
 25+ — MUS  
 CASH.  
 Parkway Communications — *Parkway Communications*

**Starviews** 1982  
 Music-Rock  
 01:30:00 A, R 003470  
 8x yearly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Lisa Robinson*  
 Each program will feature 3 superstar rock personalities, such as Mick Jagger, Peter Dinklage, Linda Ronstadt, Pat Benatar. Each program combines part music and part talk.  
 18-34 — ENT  
 Promos  
 BARTER.  
 DIR Broadcasting — *DIR Broadcasting* **(Worldwide)**

**Statler Brothers, The** 1982  
 Music-Country  
 02:00:00 C 009580  
 1x monthly Stereo  
 7" reel, 7 1/2 ips  
*Host: Jerry Naylor*  
 From the "Superstar Country" series, available as a package of 12 or separately. Contains the groups own words you'll hear about the changes within themselves as well as the changes in Country Music.  
 18-54 — MUS  
 CASH/BARTER; 12 commercial availabilities per hour.  
 Darwin Lamm — *Creative Radio Shows* **CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons**

## Music Programming

## Music Programming

**Story Of Country Music, The** 1982

Music-Country  
48:00:00 C 015370  
1 pgm Stereo

12" LP, 33 1/3 rpm

Narrator: Ray Willis

Uncovers little known facts and discrepancies about the lives of country music stars from Eck Robertson's 1922 recording of "Sally Gooden" to Tom T. Hall's "Country Is." Contains brief and to-the-point commentary by Ray Willis.

18-44 — MUS

Advertising Aids

CASH; 2 runs per year; 10 minutes of avails per hour.

Carl Goldman, Popular Media Productions — *TM Programming*

**# STRZ-All Night** 1983

Music-Jazz  
06:00:00 B, J, UC 026400  
1x daily Stereo

Satellite Transmission

A contemporary jazz, rhythm and blues program broadcast from midnight to 6 am.

18+ — MUS

FREE; 2 to 4 availabilities per hour dependent on program length.

STRZ Music — *Sheridan Broadcasting Network*

**Summer Hits** 1982

Music-Adult Contemporary  
06:00:00 AC 009320  
1 pgm Stereo

Customized Delivery, Satellite Transmission

Contains contemporary hits that make it ideal to program for holiday weekends.

25-44 — MUS

CASH.

Rogers Broadcast Productions — *Rogers Broadcast Productions*

;CANADA: *Rogers Broadcast Productions*

**Super 16 Soul** 1973

Music-Black/Soul  
07:00:00 B 009540  
6x weekly Mono

12" reel, 7 1/2 ips

Hosts: Bobby George, Rick Brisbane, Dawud Abdallah

A 6 night a week program containing the top soul hits. Suggested programming time 11 pm-6 am.

25-44 — MUS

CASH.

WUNR Radio — *WUNR Radio*

**# Superconcert** 1983

Music-Rock  
03:00:00 A, R 025850  
1 pgm Stereo

Satellite Transmission

This 3-hour program features top performers in blockbusters concerts.

18-34 — MUS

Advertising Aids, Promos

BARTER.

CBS Radioradio — *CBS Radio Network Radioradio*

**Supergroups In Concert** 1981

Music-Rock  
02:00:00 A, R 003460  
6x yearly Stereo

12" LP, 33 1/3 rpm

A special 2-hour live recorded concert featuring major artists who have a long list of hits and major tours. Typical groups include The Rolling Stones, Moody Blues, Rod Stewart, and Jefferson Starship.

18-34 — MUS

Promos

BARTER.

DIR Broadcasting — *ABC Rock Radio Network* **WORLDWIDE:**

**Watermark/ABC Radio Enterprises**

**# Superstar Concerts** 1983

Music-Rock  
00:00:00 A, R 025530  
10 pgms Stereo

Satellite Transmission

This summer concert series (beginning July 1983) features the top performers in rock music including Fleetwood Mac, Journey, REO Speedwagon, and many more. Coca-Cola will sponsor this ten concert series.

18+ — MUS

BARTER.

Westwood One — *Westwood One*

**Superstar Country** 1982

Music-Country  
02:00:00 C 006120  
1x monthly Stereo

7" reel, 7 1/2 ips

Host: Jerry Naylor

Each month country's hottest stars are profiled. In the artists own words you'll hear about the changes within themselves as well as the changes in Country Music. Superstar Country has 13 individual two-hour specials. Note each program is available individually. As a bonus to subscribers "Christmas In The Country" is part of the package. An all-star line-up of country greats.

1. Loretta Lynn 2. Ronnie Milsap 3. The Statler Brothers 4. Alabama 5. Kenny Rogers '82. 6. Oak Ridge Boys 7. George Jones 8. Merle Haggard 9. Barbara Mandrell 10. Larry Gatlin 11. Crystal Gayle 12. Mickey Gilley/Johnny Lee 13. Eddie Rabbitt 14. Dolly Part—Part 1 & 2.

18-54 — MUS

CASH/BARTER; 12 commercial availabilities per hour.

Darwin Lamm — *Creative Radio Shows* **CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons**

**This Is Christmas** 1981

Seasonal  
12:00:00 AC 007920  
1 pgm Stereo

? reel, ? ips

A 12-hour special featuring contemporary music, celebrity interviews, Christmas recipes, stories and vignettes. Music from mostly contemporary artists, but with some traditional favorites.

12+ — MUS

Advertising Aids, Demos, Promos

CASH; 1 to 2 years; price based on market size.

Tuesday Productions — *Tuesday Productions* **CANADA: Tuesday Productions**

**# This Is The Real Elvis** 1983

Artist Salute  
06:00:00 ALL 016940  
1 pgm Stereo

7" reel, 7 1/2 ips

Host: George Klein

A special on the "King," hosted by George Klein a member of the Elvis entourage and noted Memphis broadcaster.

18+ — MUS

BARTER.

JJ Jordan, Exec Prod — *McLendon Broadcasting*

**# To Marty From Your Friends** 1983

Artist Salute  
03:00:00 C 016930  
1 pgm Stereo

12" LP, 33 1/3 rpm

A salute to the late Marty Robbins containing interviews with country's greatest superstars.

25+ — MUS

BARTER.

JJ Jordan, Exec Prod — *McLendon Broadcasting* **(Worldwide)**

**Tony Bennett** 1982

Artist Salute  
03:00:00 MM 009730  
1 pgm Stereo

7" reel, 7 1/2 ips

A 3-hour special on the career and hits of Tony Bennett.

35+ — MUS

CASH/BARTER; 12 commercial avails per hour.

Darwin Lamm — *Creative Radio Shows* **CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons**

## Music Programming

## Music Programming

<b>Top 100 Of The 70's, The</b>	1980			<b>Upon This Rock</b>	1979
Music-Countdowns				Music-Rock	
07:00:00	AC	002680		02:00:00	R, RE 021770
1 pgm	2 Track Stereo			12x weekly	Stereo
10 1/2" reel, 7 1/2 ips				10" reel, 7 1/2 ips	
Host: Jay Stevens				Host: Greg Menza	
Countdown of the top 100 hits from the 1970's, including news clips.				A contemporary mix of Christian and secular rock with commentary and artist interviews.	
Four commercial breaks.				18-34 — MUS	
18-44 — MUS				Promos	
Advertising Aids, Demos, Promos, Sales Aids				BARTER/FREE.	
CASH.				Greg Menza — <i>Come Alive Ministries</i>	
More Music Programming — <i>More Music Programming</i>					
<b>Top 100 Of The 70's, The</b>	19??			<b>Victoria de Los Angeles At Severance Hall</b>	1982
Music-Top 40				Music-Classical	
12:00:00	A, B, R	015710		02:00:00	BM, CL 004190
1 pgm	Mono, Stereo			1 pgm	Stereo
? reel, ? ips				10 1/2" reel, 7 1/2, 15 ips, Satellite Transmission	
Host: John Leader				A full length recital by one of the world's leading sopranos.	
Takes a look at the decade that brought a throbbing new beat, highlights such superstars as Rod Stewart, Donna Summer, Glen Campbell, The Eagles, and many more. Interspersed with comments from the stars and the decade's top events.				25-54 — MUS	
18-34 — MUS				Promos	
Advertising Aids, Promos, Sales Aids				CASH.	
CASH; price varies with market size; 10 commercial avails per hour; 2 plays allowed.				Radio Seaway — <i>TM Programming (Worldwide)</i>	
Drake-Chenault Enterprises — <i>Drake-Chenault Enterprises (Worldwide)</i>					
<b>Top Ten Hits Of All Time</b>	1981			<b>Vintage Gold</b>	1981
Music-Countdowns				Music-Big Band	
27:00:00	AC, O	000680		11:00:00	BB 021620
1 pgm	Stereo			1 pgm	Mono, Stereo
12" LP, 33 1/3 rpm				7" reel, 7 1/2 ips	
Host: Kris Erik Stevens				A chronological survey of the million selling singles from the years 1920-60, with commentary from many of the performers. One-time special.	
A countdown from 1955 of each year's top ten hits, including the news events and fads from that year. The final hour is commercial free with the top ten hits of all time.				25+ — MUS	
25-44 — MUS				Promos	
Advertising Aids, Demos, Promos, Sales Aids				CASH.	
CASH; 2 runs; 250 commercials.				Chuck Cecil — <i>Swingin' Years</i>	
Kris Stevens Enterprises — <i>TM Programming (Worldwide)</i>					
<b>Transtar</b>	1982			<b># Vocalist Of The Year, The</b>	1983
Music-Adult Contemporary				Music-Country	
24:00:00	AC	009410		03:00:00	AC, C, MM 025710
daily	Stereo			1 pgm	Stereo
Satellite Transmission				12' LP, 33 1/3 rpm	
Live 24 hour music and personality programming complete with news inserts (supplied by UPI).				Holiday country music special for Labor Day. Part of "Six Pack Radio Special" series.	
25-34 — MUS				18+ — MUS	
Advertising Aids, Promos, Sales Aids				Promos	
CASH/FREE; prices and terms based on market size.				FREE; to top 171 Arbitron-rated metro markets; affiliates of Weekly Country Music Countdown have first right of refusal; 6 minutes commercial and 6 minutes local availabilities.	
Transtar — <i>Transtar</i>				The United Stations — <i>The United Stations</i>	
<b>Tribute: Jerry Lee Lewis 25th Anniversary</b>	1982			<b>Wavebreaker</b>	1980
Artist Salute				Music-New Wave	
03:00:00	AC, O, R	009720		02:00:00	A, D, R 010800
1 pgm	Stereo			1 pgm	Stereo
7" reel, 7 1/2 ips				10" reel, 7 1/2 ips	
A 3-hour tribute to one of rock and roll's legends.				Host: Marc Williams	
18-44 — MUS				A 2 hour countdown of the 20 most popular new wave dance music. The program includes trivia facts and music spotlight features.	
CASH/BARTER; 12 commercial avails per hour.				18-35 — MUS	
Darwin Lamm — <i>Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons</i>				BARTER; 13 week minimum.	
				Tony Garcia — <i>Wavebreaker Productions</i>	
<b>Triple</b>	1982			<b>Weedeck Country Christmas</b>	1981
Music-Country				Seasonal	
03:00:00	C	013580		06:00:00	C 010970
1 pgm	Stereo			1x yearly	Stereo
Satellite Transmission				7" reel, 7 1/2 ips	
Host: Lee Arnold				Host: Ron Martin	
A weekend special of today's country hits, crossover chart-toppers, and in-depth interviews with stars such as Crystal Gayle, Ronnie Milsap, and Anne Murray.				Six hours of Christmas entertainment. Features new and past country Christmas music. Top country artists tell their Christmas stories, the host, Ron Martin, discusses Christmas traditions.	
25-54 — MUS				18-44 — ENT	
Advertising Aids				Promos	
CASH/BARTER.				CASH.	
Ed Salamon — <i>Mutual Broadcasting System</i>				Weedeck — <i>Weedeck Radio Network (Worldwide)</i>	

## Music Programming

## Music Programming

- # Weekly Countdown Show** 1983  
 Music-Adult Contemporary  
 03:00:00 AC, R 025870  
 1 pgm Stereo  
 Satellite Transmission  
 This program features a countdown of the Top 30 hits of the week keyed to AC charts. Includes information, trivia, and interviews. Features "flexiformat" which gives affiliates the option of having their local air personalities host the show from a prepared script.  
 18-34 — MUS  
 Advertising Aids, Promos  
 BARTER.  
 Broadcast International — *CBS Radio Network Radioradio*
- Weekly Country Music Countdown, The** 1982  
 Music-Countdowns  
 03:00:00 C 005720  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 Host: *Chris Charles*  
 A survey of the top country songs in America as determined from radio airplay across the country by "Radio & Records"—the industry's newspaper. Features include a special guest star and many artists telling the stories behind their hits.  
 25-54 — MUS  
 BARTER; 1 play per market; 10 minutes commercial availabilities.  
 Ed Salamon, Rochelle Friedman Assoc Prods — *The United Stations*
- Weekly Music Magazine, The** 1982  
 Music-Countdowns  
 03:00:00 AC 008500  
 weekly Stereo  
 Satellite Transmission  
 Host: *Charlie Van Dyke*  
 Combines the best features of a countdown, plus a music magazine that reviews the week's music news and a behind-the-scenes look at how the hits were created.  
 18-34 — MUS  
 Advertising Aids, Promos, Sales Aids  
 BARTER; 12 local 60-second spots.  
 RKO Radio Network, Drake-Chenault Enterprises — *RKO Radioshows*
- Weekly Top Thirty, The** 1982  
 Music-Countdowns  
 03:00:00 AC 001940  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 Host: *Mark Elliott*  
 Drawing on the strength of the week's best hit music, this show features the SuperSong countdown. The program also includes exciting interviews and anecdotes with stars.  
 18-34 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH; 11 commercial availabilities per hour, unlimited number of plays.  
 Drake-Chenault Enterprises — *Drake-Chenault Enterprises (Worldwide)*
- Willie And Friends** 1981  
 Artist Salute  
 04:00:00 C 006170  
 1 pgm Stereo  
 7" reel, 7 1/2 ips  
*Willie Nelson, Kris Kristofferson, Waylon, Ray Price, Emmy Lou Harris, Leon Russell, Johnny Paycheck*  
 A 4-hour musical event that features the words and music of Willie Nelson along with friends, Kris Kristofferson, Waylon, and Johnny Paycheck.  
 18+ — MUS  
 CASH/BARTER; 12 commercial avails per hour.  
 Darwin Lamm — *Creative Radio Shows CANADA: Creative Radio Shows; WORLDWIDE: Grace Gibbons*
- Wolfman Jack's Graffiti Gold** 1982  
 Music-Oldies  
 06:00:00 O 002050  
 weekly Stereo  
 12" reel, 7 1/2 ips  
 Host: *Wolfman Jack*  
 "Wolfman Jack's Graffiti Gold" is America's most prestigious syndicated oldies program. Hit music spanning the mid-fifties through the early seventies. Included are such artists as Chuck Berry, The Beatles, The Beach Boys, The Rolling Stones, etc. Original cuts used when possible.  
 18-49 — MUS  
 CASH; 12 commercial availabilities per hour.  
 Audio Stimulation — *Audio Stimulation*
- Wolfman Jack's Hits Show** 1972  
 Music-Adult Contemporary  
 06:00:00 AC 010830  
 1x weekly Mono, Stereo  
 5", 7" reels, 7 1/2 ips  
 Host: *Wolfman Jack*  
 The cream of today's best adult contemporary hit music. Also included are recurrences and seventies gold.  
 18-35 — MUS  
 Promos  
 English, French, German, Japanese  
 CASH; 13 or 26 weeks.  
 Wolfman Jack — *Wolfman Jack Syndication (Worldwide)*
- Woodstock—Ten Years Later** 1981  
 Music-Top 40  
 06:00:00 A, R 000810  
 1 pgm Stereo  
 10 1/2" reel, 7 1/2 ips  
 Host: *John Sebastian*  
 A nostalgic return to the "cosmic accident" called Woodstock hosted by a legend who was part of it.  
 18-44 — MUS  
 Promos  
 CASH; 2 runs.  
 TM Special Projects — *TM Programming (Worldwide)*
- Words 'N' Music Of Anne Murray, The** 1981  
 Artist Salute  
 03:00:00 AC, MM 005320  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Host: *Lee Sherwood*  
 A special that highlights the music and thoughts of Canada's first lady of song, from her hit song "Snowbird" to "Broken Hearted Me," her latest album.  
 18-44 — MUS  
 CASH.  
 The Creative Factor — *The Creative Factor*
- Yule Concert** 19??  
 Seasonal  
 02:00:00 BM, CL 002110  
 1 pgm Stereo, Mono  
 10" reel, 7 1/2 ips  
 Host: *Bob Concie*  
 A well balanced program of carols and traditional Christmas songs with more than two dozen magnificent orchestra and choral selections.  
 12+ — MUS  
 Promos  
 CASH; 1 commercial availability after each selection; outright purchase; unlimited replay.  
 Broadcast Programming International — *Broadcast Programming International*

## News Service

## News Service

## Business Watch

1982  
 Business  
 24:00:00 ALL 008860  
 daily —  
 AP Wire  
 News about business and the stock market, with Dow-Jones averages and the latest market information.  
 25+ — NEW  
 CASH.  
 AP Radio Wire — AP Radio Wire

## # Golf

1983  
 Sports  
 00:00:00 N, NT, S 026580  
 29 pgms Mono  
 Satellite Transmission  
 Coverage of the 1983 professional golf tour. Includes 11 major tournaments in addition to coverage of the British Open and reports from the Masters.  
 18+ — SPO  
 CASH/BARTER.  
 Mutual Broadcasting System — Mutual Broadcasting System

## News Watch

1982  
 Hard News  
 24:00:00 ALL 008840  
 daily —  
 AP Wire  
 A 24-hour daily summary of the latest news affecting us all. Contains news for the hourly news, expanded, drivetime summaries are provided four times daily, with shorter versions at other times.  
 25+ — NEW  
 CASH.  
 AP Radio Wire — AP Radio Wire

## Sports Watch

1982  
 Sports  
 24:00:00 ALL 008850  
 daily —  
 AP Wire  
 Reports the scores, stories and features about the big—and small—names in sports. Complete scripts for drivetime newscasts, with fast, accurate score service.  
 18+ — SPO  
 CASH.  
 AP Radio Wire — AP Radio Wire

## Custom Packages

## Custom Packages

HOUR RADIO PROGRAMS/SERVICES

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Hour Length (1 Hour to 30:01 Mins) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

**Custom Packages****Backgrounds**

1981

Music Sound Effects Libraries

00:32:00 ALL 022530

1 pgm Stereo

12" LP, 33 1/3 rpm

Effects include train station terminal to crickets to a supermarket.

18+ — MUS

CASH; unlimited plays; purchased in package with other four discs.

Production EFX Library — *Production EFX Library***Big Country/Underline**

1980

Production Libraries

00:34:00 ALL 022180

1 pgm Stereo

12" LP, 33 1/3 rpm

Rolling, fanfare themes. Side Two features light, melodic selections.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Dramatic Themes/The March Is The Thing**

1980

Production Libraries

00:34:00 ALL 022110

1 pgm Stereo

12" LP, 33 1/3 rpm

Selections of various lengths presenting triumphant, hard-hitting, and western themes. Side Two contains various march cuts.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Elbow Grease/Mixed Bag II**

1980

Production Libraries

00:34:00 ALL 022920

1 pgm Stereo

12" LP, 33 1/3 rpm

Funky and bluesy selections. Side Two continues the Mixed Bag selections.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Electromusic**

1980

Production Libraries

00:34:00 ALL 022240

1 pgm Stereo

12" LP, 33 1/3 rpm

Varying tempos, from romantic and sexy bossa nova to a driving bass.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Flamboyant Themes**

1980

Production Libraries

00:34:00 ALL 022260

1 pgm Stereo

12" LP, 33 1/3 rpm

Two sides of driving, modern themes.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Good Morning/Silver Streak**

1980

Production Libraries

00:34:00 ALL 022210

1 pgm Stereo

12" LP, 33 1/3 rpm

Upbeat and vibrant themes. Side Two contains bouncy and fast-paced selections.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Good Thing/When You've Got It Made**

1980

Production Libraries

00:34:00 ALL 022250

1 pgm Stereo

12" LP, 33 1/3 rpm

Good-natured and strong, confident rhythms. Side Two includes medium tempos with moving melody lines.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**High Roller/Mixed Bag**

1980

Production Libraries

00:34:00 ALL 022230

1 pgm Stereo

12" LP, 33 1/3 rpm

Strong, funky, up-tempo cuts. Side Two includes symphonic chase to light country music.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Light And Easy**

1980

Production Libraries

00:34:00 ALL 022120

1 pgm Stereo

12" LP, 33 1/3 rpm

Different selections of jazz and smooth flowing arrangements.

18+ — MUS

Demos

CASH; price varies with usage.

NFL Films — *NFL Music Library* (Worldwide)**Machines/Domestic**

1981

Music Sound Effects Libraries

00:32:00 ALL 022550

1 pgm Stereo

12" LP, 33 1/3 rpm

Side One is a wide range of mechanical sounds. Side Two features phones, kitchen appliances, and clocks.

18+ — MUS

CASH; unlimited plays; purchased in package with other four discs.

Production EFX Library — *Production EFX Library*

## Custom Packages

## Features

<b>Man With a Mission/The Seeker</b>	1980								
Production Libraries									
00:34:00		ALL	022140						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Various action rhythms and themes. Side Two features chase and "secret agent" themes.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Morning Mountain/House On The Hill</b>	1980								
Production Libraries									
00:34:00		ALL	022220						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Music of easy movement and lightly majestic. Side Two features light, humorous, and reflective arrangements.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Odds And Ends/On The Farm</b>	1981								
Music Sound Effects Libraries									
00:32:00		ALL	022540						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Side One contains random effects, from a geyser to a jackhammer. Side Two is a wide range of farm sounds.									
18+ — MUS									
CASH; unlimited plays; purchased in package with other four discs.									
Production EFX Library — <i>Production EFX Library</i>									
<b>One For The Road/Bold Venture</b>	1980								
Production Libraries									
00:34:00		ALL	022190						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Active melodies with flute and guitar. Side Two includes slightly mysterious, sinister and important main themes.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>People/Games And Events</b>	1981								
Music Sound Effects Libraries									
00:32:00		ALL	022520						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Side One contains voices, applause, and crowds. Side Two features games, from a pinball machine to a crap table.									
18+ — MUS									
CASH; unlimited plays; purchased in package with other four discs.									
Production EFX Library — <i>Production EFX Library</i>									
<b>Raw Power/Dew Drops</b>	1980								
Production Libraries									
00:34:00		ALL	022160						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Hard-driving rock rhythms. Side Two contains peaceful, moving selections.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Strong Hearts/Light Hearts</b>	1980								
Production Libraries									
00:34:00		ALL	022150						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Selections of broad feeling and adventure along with lighthearted, comic tunes.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Symphonic Touch, The</b>	1980								
Production Libraries									
00:34:00		ALL	022130						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Variations on symphonic themes.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>That Country Feeling/Thematics Plus Fun</b>	1980								
Production Libraries									
00:34:00		ALL	022200						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Country ballads and travelling music. Side Two features connecting thematic selections.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Thoughts In Time</b>	1981								
Music Sound Effects Libraries									
00:32:00		ALL	022500						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Music suggesting moods, from soft, ethereal to hard driving rhythms.									
18+ — MUS									
CASH; unlimited plays; can be purchased separately.									
Production EFX Library — <i>Production EFX Library</i>									
<b>Transportation</b>	1981								
Music Sound Effects Libraries									
00:32:00		ALL	022510						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Transportation effects ranging from helicopters to a diesel truck ride.									
18+ — MUS									
CASH; unlimited play; purchased in package with other four discs.									
Production EFX Library — <i>Production EFX Library</i>									
<b>Walkin' Along/Out West And Beyond</b>	1980								
Production Libraries									
00:34:00		ALL	022170						
1 pgm		Stereo							
12" LP, 33 1/3 rpm									
Bright, happy, and pastoral themes. Side Two features variations on western themes.									
18+ — MUS									
Demos									
CASH; price varies with usage.									
NFL Films — <i>NFL Music Library</i> (Worldwide)									
<b>Features</b>									
<b># A Message From The Bible</b>	1983								
Religious									
00:45:00		RE	024680						
1x weekly		Mono							
7' reel, 7 1/2 ips									
A 45-minute program taken from Dr. Hart's sermon preached to a live audience.									
18+ — REL									
FREE.									
Grand Old Gospel Fellowship — <i>Grand Old Gospel Fellowship</i>									

## Features

## Features

- # Adding Machine, The** 1987  
Drama  
00:59:00 ALL 016180  
1 pgm Stereo  
10" reel, 7 1/2 ips; Satellite Transmission via NPR  
Elmer Rice's expressionistic masterpiece about the mediocre life and afterlife of a certain Mr. Zero.  
25+ — ENT  
Advertising Aids, Promos, Sales Aids  
CASH; number of plays are restricted; contact for details.  
National Radio Theatre — *National Radio Theatre*
- Adventure Theater** 1978  
Drama  
00:44:00 T 003680  
1x weekly Mono  
10" reel, 7 1/2 ips  
Host: *Tom Bosley*  
The classics dramatized. Such shows as "Man Without A Country," "Robin Hood," "Oliver Twist," "Treasure Island," "Red Badge of Courage," etc.  
NEA, American Library Association.  
18+ — ENT  
Promos  
CASH; must purchase 52 shows, 10 commercial availabilities.  
Himan Brown — *Himan Brown*
- # Afterglow** 1982  
Music-Religious  
00:29:30 RE 023420  
weekly Stereo  
7" reel, 7 1/2 ips  
Host: *Don Johnson*  
A sacred music/talk program featuring "beautiful" sacred music and low key commentary.  
25+ — REL  
FREE.  
Don Johnson — *Afterglow Productions*
- Almost Comedy Hour** 1982  
Entertainment  
01:00:00 A, R 021440  
1 pgm Stereo  
Satellite Transmission  
*Milton Berle, Firesign Theatre, Franken & Davis*  
An hour-long special featuring skits, parodies, music, and spoofs from today's brightest young comedians.  
18-34 — ENT  
Advertising Aids, Promos  
BARTER.  
Patrick Griffith Productions — *Patrick Griffith Productions*
- Another Fine Mess** 19??  
Entertainment  
00:60:00 ALL 001830  
1x weekly Mono  
?" reel, 7 1/2 ips  
*Alan Shalon*  
A one-hour weekly feature that presents both music and comedy bits with Alan Shalon.  
25-54 — ENT  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*
- # Bacchae, The** 198?  
Drama  
00:59:00 ALL 016200  
1 pgm Stereo  
10" reel, 7 1/2 ips; Satellite Transmission via NPR  
Actor/scholar Peter Arnott plays all parts in his own translation of the tragedy surrounding Dionysus' revenge on the city of Thebes.  
25+ — ENT  
Advertising Aids, Promos, Sales Aids  
CASH; number of plays are restricted; contact for details.  
National Radio Theatre — *National Radio Theatre*
- # Back To School** 1983  
Seasonal  
01:00:00 ALL 016850  
1x yearly Mono  
7" reel, 7 1/2 ips  
A fall special with the theme of "Back to School." In this hour, education becomes fun as this special puts some humor back into the classroom. Some of your favorite Hollywood stars are ready to roll out their experiences in the classroom. Rock stars like Rod Stewart and Don Henley reminisce about their schooldays.  
18-34 — ENT  
CASH; 10 30-second avails.  
The 26th Ave Studio — *The 26th Ave. Studio* CANADA: *The 26th Ave Studio*
- Budweiser Concert Hour, The** 1981  
Music-Black/Soul  
01:00:00 B, UC 014960  
2x weekly Stereo  
12" LP, 33 1/3 rpm  
Designed for Black radio, this concert series is recorded live and features artists like the Pointer Sisters, The Manhattans, and other major acts.  
18-44 — MUS  
BARTER/FREE; market exclusivity.  
Westwood One — *Westwood One*
- # Casey: Which Is Myself** 198?  
Drama  
00:59:00 ALL 016220  
1 pgm Stereo  
10" reel, 7 1/2 ips; Satellite Transmission via NPR  
Academy award-winner Pat O'Brien as Casey Stengel in a one-man show by best-selling novelist William Brashler.  
25+ — ENT  
Advertising Aids, Promos, Sales Aids  
CASH; number of plays are restricted; contact for details.  
National Radio Theatre — *National Radio Theatre*
- Celebrity Interviews** 1982  
Interview-Talk-Personality  
00:59:00 ALL 013740  
25 pgms Mono  
10 1/2" reel, 7 1/2 ips  
Hosted  
Produces program specials, contains 25 programs in the category of celebrity interviews. Contact distributor for further details.  
18+ — TAL  
English, French  
CASH/BARTER.  
Horizon Audio Creations — *Horizon Audio Creations*
- Childrens Shows** 1977  
Child-Juvenile  
00:59:30 ALL 006420  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
Hosted  
Produces program specials, contains 25 programs approximately in the category of "Childrens Shows." For individual program titles please contact distributor for further details.  
12-18 — ENT  
English, French  
CASH/BARTER.  
Horizon Audio Creations — *Horizon Audio Creations* (Worldwide)
- # Chinatown, USA** 1983  
Drama  
01:00:00 AC, T 015980  
weekly Mono  
10" reel, 7 1/2 ips  
Host: *Frank Poje*  
A weekly detective mystery radio program. Featuring different actors/actresses in each episode. Series not available until late 1983. (Also available in half-hour format)  
18+ — ENT  
BARTER; 2 local avails, 5 national.  
Co-produced Drew Media Productions and D-V-X International — *D-V-X International*

## Features

## Features

**Christmas Carol, A** 1981  
 Drama  
 00:60:00 ALL 001270  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Everyone enjoys the ageless tale of Scrooge, Tiny Tim, and the Spirit of Christmas. Here is the story with all its marvelous magic.  
 12+ — ENT  
 CASH.  
 Creative Marketing & Communications — *Creative Marketing & Communications*

**Christmas With Maria Von Trapp** 1981  
 Seasonal  
 00:52:00 AC, MM, RE 012170  
 1 pgm Mono  
 7", 10 1/2" reels, 3 3/4, 7 1/2 ips  
*Maria Von Trapp*  
 This program features actual holiday recordings by the Trapp Family singers and a interview with Baroness Maria Von Trapp. Contents 50% music, 50% interview.  
 18+ — MUS  
 CASH; 8 commercial availabilities.  
 Man From Mars Productions — *Man From Mars Productions*

**Cosmopolitan Review** 1981  
 Interview-Talk-Personality  
 00:60:00 N, NT, T 003780  
 1x weekly Mono, Stereo  
 7", 10" reels, 7 1/2 ips  
*Host: Gregg Cass*  
 A personality, celebrity interview show. First half hour with actors, actresses, producers, directors. Second half hour promotes authors works.  
 25+ — AIR  
 Promos  
 FREE; 13 week minimum.  
 Gregg Cass — *Cass Broadcasting*

**Countdown, The** 1982  
 Music-Black/Soul  
 01:00:00 B, UC 020100  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Walt Love*  
 A weekly rundown of the hottest rhythm and blues tracks and the rhythm artists behind them.  
 18-44 — MUS  
 BARTER.  
 Walt Love — *Westwood One*

**# Dark Tower, The** 1987  
 Drama  
 00:59:00 ALL 016140  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 An allegorical quest play suggested by a Robert Browning poem written by Louis MacNiece. Original music by Benjamin Britten. Stars Michael York.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**# Dr. B. Sam Hart Speaks** 1983  
 Religious  
 00:45:00 RE 024690  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 A 45-minute taped message from Dr. B. Sam Hart on the bible.  
 18+ — REL  
 FREE.  
 Grand Old Gospel Fellowship — *Grand Old Gospel Fellowship*

**# Dracula** 1987  
 Drama  
 00:59:00 ALL 016250  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A retelling of Bram Stoker's Victorian gothic novel.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**# Emperor Jones, The** 1987  
 Drama  
 00:59:00 ALL 016120  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A classic Eugene O'Neill play of a Pullman porter who becomes emperor of a tropical island.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**# Firing Line** 1977  
 Commentary-Editorial  
 00:59:00 N, NT, T 016320  
 weekly Mono  
 10" reel, 7 1/2 ips  
*Host: William F. Buckley Jr.*  
 A different type of radio program it's neither an interview program nor an investigative report. In the words of its host, it's "an exchange of opinions" with powerful and otherwise important men and women.  
 25+ — TAL  
 CASH.  
 Southern Educational Communications Association (SECA) — *Longhorn Radio Network*

**First Hearing** 1982  
 Reviews  
 00:60:00 AC, CL 012560  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
*Host: Lloyd Moss, Martin Bookspan, Edward Downes*  
 Each week, several brand new recordings get their "first hearing" and are reviewed on the spot. The critics either rave about the works or express their disapproval, thus allowing the audience to know about it. (Often these recordings are radio premieres, played weeks or days in advance of their general public release.)  
 25-44 — TAL  
 CASH.  
 George Jellinek — *Parkway Communications*

**# Frankenstein** 1987  
 Drama  
 00:59:00 ALL 016210  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A faithful retelling of Mary Shelley's novel.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**French Songs** 1977  
 Music-Foreign  
 00:59:30 ALL 006430  
 25 pgms Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Hosted*  
 Produces program specials, contains 25 programs approximately in the category of "French Songs." For individual program titles please contact distributor for further details.  
 18+ — MUS  
 CASH/BARTER.  
 Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*

Features

Features

**Golden Age Of Radio Theatre, The** 1981  
 Comedy  
 01:00:00 BB, O, T 022270  
 daily Mono  
 10" reel, 7 1/2 ips  
 Host: *Victor Ives*  
 Features original vintage shows from radio's heyday such as "Fibber McGee And Molly," "The Great Gildersleeve," and "The Life Of Riley."  
 18+ — ENT  
 Demos  
 BARTER.  
 Nostalgia Broadcasting — *Nostalgia Broadcasting*

**Great Artist Series** 1982  
 Music-Classical  
 00:55:00 CL 012630  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
 Host: *Bob Sherman, Zubin Mehta, Isaac Stern, Sir John Gielgud, Aaron Copland*  
 This series blends music and features interviews with the best performers from the world of classical stage.  
 25-54 — AIR  
 CASH.  
 Robert Sherman — *WQXR*

**Guidelines Family Living** 19??  
 Religious  
 00:59:30 RE 007880  
 5x weekly Mono  
 7" reel, 7 1/2 ips, Cassette  
 A daily program available in eight different languages on Christian teachings.  
 25+ — REL  
 Burmese, Chinese, English, Japanese, Korean, Russian, Spanish, Tagalog  
 FREE.  
 Dr Harold Sala — *Guidelines (Worldwide)*

**Heavy Metal** 1981  
 Specials  
 00:51:15 A, AC, R 004740  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Interviews with Ivan Reitman, Len Mogel, various animators and film technicians, Elmer Bernstein, Jerrald Potterton, music and comments from Black Sabbath, Don Felder, Cheap Trick, etc.  
 18-44 — ENT  
 FREE.  
 Riches Rubenstein & Radio — *Riches, Rubenstein & Radio (Worldwide)*

**History Of Superman** 1981  
 Specials  
 00:51:12 A, AC, R 004730  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Interviews with Christopher Reeve (Superman), Margot Kidder (Lois Lane), Gene Hackman (Lex Luthor), Jerry Siegal and Joe Shuster (creators of the comic book). Also, excerpts from the original radio show.  
 12-34 — ENT  
 FREE.  
 Riches Rubenstein & Radio — *Riches, Rubenstein & Radio (Worldwide)*

**In Depth Magazine** 1974  
 Public Affairs  
 01:00:00 AC, NT, T 020230  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
 Hosts: *Pegge Goertzon, Mark Bragg*  
 A highly produced, issue-oriented newsmagazine, hourly each week; breaks down into half-hours and 10-minute segments.  
 1981 Women At Work Broadcast Award  
 18+ — NEW  
 Promos  
 CASH/BARTER; 90 day cancellation notice.  
 Mark Bragg — *The Broadcast Group*

**It's A Brand New World** 19??  
 Music-Religious  
 00:60:00 RE 001850  
 1x weekly (limited) Stereo  
 ?" reel, 7 1/2 ips  
 Contemporary music and dialogue based on Bible stories.  
 18-34 — REL  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**John Belushi-Dan Aykroyd "Neighbors" Radio Special, The** 1981  
 Specials  
 00:60:00 A, AC, R 006810  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Narrator: *John Leader, John Belushi, Dan Aykroyd, Carl Reiner, Tommy Smothers*  
 A 60-minute radio special, following the rise of John Belushi and Dan Aykroyd, from their early comic roots to their latest comic adventure the motion picture "Neighbors."  
 18-34 — ENT  
 FREE.  
 Riches Rubenstein & Radio — *Riches, Rubenstein & Radio (Worldwide)*

**Johnathan Field and Friends** 1972  
 Interview-Talk-Personality  
 00:60:00 A, R, T 011470  
 1x weekly 2 Track Stereo  
 10" reel, 7 1/2 ips  
 Host: *Johnathan Field*  
 A series covering different social, political and cultural issues through commentary and interview with leading authorities, all placed between selected rock music.  
 18-34 — ENT  
 Promos  
 CASH/BARTER.  
 Executive Radio Research — *Executive Radio Research*

**Kate's Place** 1982  
 Child-Juvenile  
 00:30:00 ALL 001720  
 15 pgms Mono  
 ?" reel, 7 1/2 ips  
 The program takes children on a listening visit with Kate and her Uncle and the unusual friends that they meet in the magical world of pretend. Encourages children to participate while the program is in process.  
 12+ — ENT  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**# La Ronde** 198?  
 Drama  
 00:59:00 ALL 016150  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 Arthur Schnitzler's classic comedy of sexual politics set in Vienna in the 1880s.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**# Lawrence Welk Show, The** 1982  
 Music-Orchestra  
 01:00:00 BM, MM 014090  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
 A wide variety of musical standards performed by Lawrence Welk and his renowned orchestra.  
 35+ — MUS  
 BARTER; 7 minutes local and network availabilities per hour.  
 Roger Carroll, Mark Blinoff — *Consolidated Communications*

## Features

## Features

**Legend Of Sleepy Hollow, The** 1981  
 Drama  
 00:60:00 ALL 001260  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 A gripping drama and Halloween presentation featuring "The Headless Horseman."  
 12+ — ENT  
 CASH; 12 commercial availabilities.  
 Creative Marketing & Communications — *Creative Marketing & Communications*

**Listening Room, The** 1970  
 Entertainment  
 00:60:00 CL 012650  
 5x weekly Stereo  
 10" reel, 7 1/2 ips  
 Host: *Robert Sherman*  
 The cultural scenes of New York are presented through conversations in music, along with recorded and "live" studio performance by outstanding concert artists. (This series first began airing on January 5, 1970.)  
 25-54 — AIR  
 CASH.  
 Robert Sherman — *WQXR*

**Live From The Comedy Store** 1982  
 Comedy  
 00:59:00 A, AC, R 006920  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 Host: *Richard Belzer*  
 Original and new comedy produced exclusively for radio. Originates live from The Comedy Store, world-famous home of young comedians in Hollywood, California. Hosted by Richard Belzer and 12 regular cast members plus celebrity guests. Contains 52 programs.  
 18-34 — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; 1 year.  
 Mark Blinoff — *Consolidated Communications (Worldwide)*

**# Mathry Beacon** 198?  
 Drama  
 00:59:00 ALL 016170  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A masterpiece of Britain's finest radio playwright Giles Cooper, featuring Gilbert & Sullivan impresario Martyn Green. Set during WWII, a motley squad of soldiers sets up in the Welsh mountains to guard a missile deflector that doesn't work. They stay 10 years before learning that the war has ended.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**# Morningstar** 1982  
 Music-Gospel  
 00:59:00 RE 023410  
 weekly Stereo  
 Cassette  
 Host: *Roger Hoover*  
 Contemporary gospel program featuring interviews, music, and information.  
 18-35 — MUS  
 FREE.  
 Roger Hoover — *Sweetsong Productions*

**Music Magazine, The** 1981  
 Music-Ethnic  
 00:60:00 RE 011410  
 26 pgms 2 Track Stereo  
 10" reel, 7 1/2 ips  
 Host: *Larry Gordon*  
 Pop and Rock music from Israel with American recordings. Interviews with newsmakers with emphasis on Middle Eastern affairs.  
 18-44 — MUS  
 Promos  
 CASH/BARTER.  
 World Jewish Broadcasting — *D-V-X International*

**# Musical Dialogue With Billy Squier, A** 1981  
 Music-Rock  
 01:00:00 A, R 016970  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Host: *Mike Harrison*  
 An hour special with guitarist "Billy Squier" featuring his words in interviews and in song.  
 18-34 — MUS  
 CASH/BARTER.  
 Goodphone Communications — *Goodphone Communications*

**Musical Sound Review, The** 1982  
 Music-Oldies  
 01:00:00 AC, BB, O 020250  
 weekly Stereo  
 Satellite Transmission  
 Host: *Francis "Chick" Powers*  
 First-hand, authoritative information from songwriters, performers and music industry people blended with hits from the 40's through the 80's to make up these weekly music specials. Also available in short form.  
 25-54 — ENT  
 BARTER.  
 Musical Sound Review Ltd — *Musical Sound Review Ltd*

**Mystery Theater** 1974  
 Drama  
 00:53:00 AC, T 014850  
 5x weekly Stereo  
 10 1/2' reel, 7 1/2 ips  
 Hostess: *Tammy Grimes*  
 The celebrated mystery series with stars such as Paul Hecht, Fred Gwynne, Amanda Plummer, and Tony Roberts.  
*Peabody Award, 1974*  
 18+ — ENT  
 CASH.  
 Himan Brown — *Himan Brown* **WORLDWIDE: Armed Forces Radio**

**National Radio Theatre** 1981  
 Drama  
 00:59:00 T 003900  
 2x monthly Stereo  
 10" reel, 7 1/2 ips  
 Ed Asner, James Earl Jones, Michael York, Irene Worth, Forrest Tucker  
 Anthology series of award winning radio drama. Programs are adaptations from literature, classics, and original radio drama.  
*1978 Peabody Award.*  
 25+ — ENT  
 Promos  
 CASH.  
 National Radio Theatre Of Chicago — *National Radio Theatre*

**NBC University Theater** 198?  
 Drama  
 00:54:00 AC, T 022060  
 92 pgms Mono  
 10" reel, 7 1/2 ips  
 Dramatization of novels over the years. Formatted for non-commercial broadcast.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 Nostalgia Broadcasting Corp. — *Nostalgia Broadcasting*

**# New Dimensions** 19??  
 General Interest  
 00:59:00 ALL 016340  
 weekly Stereo  
 10' reel, 7 1/2 ips  
 Tracks and explores the myriad ways in which human society is changing to form a future in which people matter. The format is a live-on-tape, spontaneous interview with musical selections underscoring subject matter.  
 18+ — TAL  
 CASH; 1 60-second noncommercial announcement about New Dimensions.  
 New Dimensions Radio — *Longhorn Radio Network*

## Features

## Features

**New Wilderness Celebration Radio** 1983

Music-Ethnic  
00:59:00 ALL 020860  
2x yearly Mono, Stereo  
12" reel, 15 ips; Satellite Transmission

Host: Margot Adler

A mix of traditional and twentieth century sun celebrations on the first day of summer and winter, including live segments from around the world. Foreign language presentation available on request.

18+ — MUS

Promos

CASH/BARTER/FREE to NPR stations; 1 rebroadcast within one week, specific terms available on request.

Charlie Morrow — *New Wilderness Foundation* (Worldwide)

**Newsweek: On Air** 1982

Magazine  
01:00:00 AC 014950  
Weekly Stereo

Satellite Transmission

Gil Gross, David Alpern

This coast-to-coast show covers the full scope of human events, from politics and diplomacy to entertainment, science and religion, all in the style of the renowned national weekly magazine.

25+ — NEW

FREE To Affiliates; varying arrangements to non-affiliates.

RKO Radio Network — *RKO TWO*

**# Night Before Christmas, The** 1983

Seasonal  
01:00:00 ALL 016860  
1x yearly Mono  
7" reel, 7 1/2 ips

A Christmas special, designed to air the night before the holiday.

18-34 — ENT

CASH; 10 30-second avails.

The 26th Ave Studio — *The 26th Ave. Studio* CANADA: *The 26th Ave Studio*

**# Odyssey Of Homer, The** 1987

Drama  
00:59:00 ALL 016100  
8 pgms Stereo

10" reel, 7 1/2 ips; Satellite Transmission via NPR

Host: Ed Asner, Irene Worth

An adaptation in eight one-hour episodes of the epic poem with host Ed Asner.

1981 Peabody Award.

25+ — ENT

Advertising Aids, Promos, Sales Aids

CASH; number of plays are restricted; contact for details.

National Radio Theatre — *National Radio Theatre*

**Off The Record Specials** 1982

Interview-Talk-Personality  
00:60:00 A, R 001460  
1x weekly Stereo

12" LP, 33 1/3 rpm

Mary Turner

Sixty minutes featuring the music and exclusive in-depth interviews with artists like: The Rolling Stones, Styx, Steely Dan, REO, The WHO, and many more.

18-34 — ENT

Promos

BARTER; unlimited play; 1 commercial per hour.

Westwood One — *Westwood One*

**Other Wise Man, The** 1977

Seasonal  
00:45:00 AC, BM, MM 002190  
1 pgm Mono, Stereo

10" reel, 7 1/2 ips

Narrator: Richard Thorne

A touching story that appeals to all ages. A very special Christmas classic directed and narrated by Chicago's Richard Thorne is a BPI exclusive.

12+ — ENT

CASH.

Broadcast Programming International — *Broadcast Programming International*

**# Outcasts Of Poker Flat, The** 1987

Drama  
00:59:00 ALL 016110  
1 pgm Stereo

10" reel, 7 1/2 ips; Satellite Transmission via NPR

Forrest Tucker

An adaptation of Bret Harte's short story about the gambler and two prostitutes marooned in the California mountains with a pair of innocent teenagers.

25+ — ENT

Advertising Aids, Promos, Sales Aids

CASH; number of plays are restricted; contact for details.

National Radio Theatre — *National Radio Theatre*

**People Now** 1982

Interview-Talk-Personality  
01:00:00 ALL 015200  
5x weekly Stereo

Satellite Transmission

Host: Lee Leonard

Popular host Lee Leonard interviews, reviews current films and plays, Hollywood news, and special events in the entertainment world.

Available on a tape delay basis.

18-34 — ENT

CASH/BARTER.

Cable News Network — *Turner Program Services* (Worldwide)

**Perspective** 1977

News  
00:48:00 N, NT 013820  
weekly Mono, Stereo

Satellite Transmission

Host: Bob Walker

A series consisting of analytical reports from correspondents around the world from their assigned datelines. Fed in two parts; stations may take Part II, 24 minutes, which can stand alone. Also available through ABC Contemporary.

18+ — NEW

BARTER.

ABC News; George Phillips — *ABC Information Network*

**# Radiorama** 1983

Specials  
01:00:00 B, UC 026460  
1x weekly Stereo

Satellite Transmission

An hour showcase of an SBN affiliate which is broadcast nationally via satellite.

18+ — MUS

FREE to affiliates; 2 to 4 availabilities per hour dependent on program length.

Affiliate Station — *Sheridan Broadcasting Network*

**Radio's Golden Past** 1979

Documentary  
01:00:00 BB, MM, NT 006040  
1x weekly Mono

7" reel, 7 1/2 ips

Host: Larry Bergman

Contains 52 complete programs designed for weekly airing. Each show features nostalgic segments from the golden age of radio, in news, sports, and in historical recorded events.

12+ — ENT

Demos, Promos

CASH; min order 13 shows.

Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited* (Worldwide)

**# Ray Anthony Presents The Big Bands** 1982

Music-Big Band  
01:00:00 BB 023210  
weekly Mono, Stereo

10 1/2" reel, 7 1/2 ips

Host: Ray Anthony

The hits of the Big Band era are highlighted along with rare interviews with the performers.

35+ — MUS

CASH.

Radio Arts — *Radio Arts*

## Features

- Real Estate Action Line** 1979  
Business  
00:60:00 N, NT, T 004670  
1x weekly Mono  
10 1/2" reel, 7 1/2 ips, Satellite Transmission  
*Host: Harry "Sonny" Bloch*  
This program features guests with expertise in specific subjects of real estate. It can provide answers to questions of consumers as well as those from real estate professionals on matters of interest to people buying, selling or leasing.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER.  
Sonny Bloch — *Real Estate Action Line*
- # Richard Roffman Presents** 1982  
Interview-Talk-Personality  
00:60:00 AC, NT, T 024770  
1x weekly Stereo  
7" reel, 7 1/2 ips  
*Host: Richard Roffman*  
Talk show with some entertainment features. Covers theater, films and other show business aspects including new books.  
25+ — TAL  
Promos  
CASH/BARTER.  
Richard H Roffman Associates — *Richard H Roffman*
- Rock Bottom Comedy Special, The** 1981  
Comedy  
00:60:00 AC, R 012130  
1 pgm Mono  
12" LP, 33 1/3 rpm  
*Hosts: Ron Stevens and Joy Grdnic, Ozzy Osbourne, Bob Welch, Ted Nugent, Al Stewart*  
A get together of more than a dozen rock stars taking a shot at performing in comedy sketches.  
18+ — ENT  
CASH.  
From Studio B — *From Studio B*
- # Rock Chronicles, The** 1982  
Music-Rock  
01:00:00 A, R 023630  
weekly Stereo  
12" LP, 33 1/3 rpm  
*Hosts: Dave Herman, David Perry*  
Music and interviews exploring the many themes of rock 'n roll; its heart and its history.  
18-34 — ENT  
BARTER; market exclusivity.  
Westwood One — *Westwood One*
- # Rock Street** 1982  
Magazine  
01:00:00 A, R 025050  
monthly Stereo  
12" LP, 33 1/3 rpm  
*Host: George Taylor Morris*  
Music-magazine program featuring interviews, festivals, music from biggest monthly hits and more.  
18-34 — AIR  
BARTER.  
Brad Fisch — *NBC Radio Network "The Source"*
- # Sea Wolf, The** 1987  
Drama  
00:59:00 ALL 016230  
1 pgm Stereo  
10" reel, 7 1/2 ips; Satellite Transmission via NPR  
An adaptation of Jack London's famous adventure story.  
*Armstrong Award.*  
25+ — ENT  
Advertising Aids, Promos, Sales Aids  
CASH; number of plays are restricted; contact for details.  
National Radio Theatre — *National Radio Theatre*
- # Something To Talk About** 1982  
Interview-Talk-Personality  
00:55:00 N, NT, T 024650  
65 pgms Mono  
7" reel, 7 1/2 ips  
Interview format. General topics discussed by guests.  
18+ — TAL  
CASH.  
Fuller Productions — *Fuller Productions*
- Spanish Novellas** 1982  
Soap Opera  
00:60:00 SP, T 001780  
5x weekly Mono  
7" reel, 7 1/2 ips  
Soap operas in Spanish. A series of Spanish novellas written, produced, directed, and acted by Hispanics in Hispanic language.  
18+ — ENT  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*
- # Spring 2000** 1983  
Specials  
01:00:00 ALL 016830  
1x yearly Mono  
7" reel, 7 1/2 ips  
An hour long spring '83 special that makes predictions about what the world will be like but now we can actually hear and feel the future in Spring 2000.  
18+ — ENT  
Promos  
CASH; 10 30-second avails.  
The 26th Ave Studio — *The 26th Ave. Studio* CANADA: *The 26th Ave Studio*
- # Steinway Hour, The** 1983  
Music-Classical  
00:54:00 CL 017000  
1x weekly Stereo  
7" reel, 7 1/2 ips  
*Host: Paul Hume*  
Memorable performances by the world's greatest pianists introduced by Washington Post music critic, Paul Hume.  
25+ — MUS  
FREE; sponsored by local Steinway dealers.  
Parkway Communications — *Parkway Communications*
- Steve Martin "Pennies From Heaven"** 1981  
**Radio Special, The**  
Specials  
00:60:00 A, AC, BB 006790  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
*Narrator: John Leader, Steve Martin, Bernadette Peters, Jessica Harper, Christopher Walken*  
A 60-minute radio special featuring Steve Martin like you've never heard him before—Comedy routines, music, and dialogue. Written by Allen Daniel Goldblatt. Exact running time is 52 minutes.  
18-54 — ENT  
FREE.  
Riches Rubinstein & Radio — *Riches, Rubinstein & Radio (Worldwide)*
- Storyteller, The** 1977  
Seasonal  
00:57:15 RE 007820  
weekly Mono  
7" reel, 7 1/2 ips, Cassette  
A religious Christmas show set in contemporary times.  
18+ — REL  
CASH; 13 week minimum.  
New Life Productions — *New Life Productions (Worldwide)*

Features

Live Events

**Summer Themes** 1977  
 Seasonal  
 00:59:30 ALL 006440  
 25 pgms Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Hosted*  
 Produces program specials, contains 25 programs approximately in the category of "Summer Themes." For individual program titles please contact distributor for further details.  
 18+ — ENT  
 English, French  
 CASH/BARTER.  
 Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*

**# Thirsty Ear** 1976  
 Magazine  
 00:45:00 AC, R 016460  
 weekly Stereo  
 Mode (LP/reel) depends on market rank.  
 A weekly 45-minute radio special comprised of music and interviews. Directed to college radio stations for airing.  
 18-24 — ENT  
 CASH/BARTER: depends on market rank.  
 Thirsty Ear Productions — *Thirsty Ear Productions*

**This Is My Music** 1982  
 Music-Classical  
 00:60:00 CL 012570  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
*Host: Lloyd Moss*  
 Classical music is discussed with people from all walks of life, focuses on their own special appreciation of this art.  
 18-54 — AIR  
 CASH.  
 Tony Rudel — *WQXR*

**# Three Tales Of Edgar Allan Poe** 198?  
 Drama  
 00:59:00 ALL 016240  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 Adaptations of three of Poe's finest: "The Cask of Amontillado," "The System of Dr. Tarr and Prof. Fether," and "The Fall of the House of Usher."  
*Ohio State Award, Armstrong Award.*  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**Time Capsule, The** 1982  
 Entertainment  
 00:60:00 AC, O 012980  
 108 pgms Mono, Stereo  
 7", 10" reels, 7 1/2 ips  
 Each program focuses on a particular month between January 1965 and December 1973. Full versions of all the hits, plus news events are featured in this series. (Series is available under a variety of scheduling options.)  
 25-54 — ENT  
 Promos  
 CASH; 13 week minimum.  
 Time Capsule — *Time Capsule*

**# Underground Golf Course, The** 198?  
 Drama  
 00:59:00 ALL 016130  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 Leo Goldman's poetic comedy about a sensitive young boy caddying for a militantly, philistine, golfer.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**Vocal Scene, The** 1982  
 Music-Classical  
 00:54:00 CL 012660  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
*Host: George Jellinek*  
 This exploration of the world of opera and song, presents music from such artists as Victoria de los Angeles, Tito Gobbi, Leontyne Price, Richard Tucker and Andre Kostelanetz.  
 25-64 — AIR  
 CASH.  
 George Jellinek — *Parkway Communications*

**# Who'll Save The Plowboy?** 198?  
 Drama  
 00:59:00 ALL 016160  
 1 pgm Stereo  
 10" reel, 7 1/2 ips; Satellite Transmission via NPR  
 A contemporary drama set during the Vietnam War. Buddy saved Albert's life by incurring a fatal wound that is slowly killing him. He returns to visit Albert to see if his sacrifice was worth it. Written by Frank Gilroy, the Pulitzer-Prize winning author of "The Subject Was Roses."  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays are restricted; contact for details.  
 National Radio Theatre — *National Radio Theatre*

**Woody's Children** 1982  
 Music-Folk  
 00:55:00 AC, CL 012610  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
*Host: Robert Sherman*  
 Music from such folk-singing notables as Pete Seeger, Tom Paxon, Judy Collins and Joan Baez are featured, along with a special focus on the current folk trends in our country.  
 25-44 — AIR  
 CASH.  
 Robert Sherman — *WQXR*

**Your Hit Parade** 1981  
 Music-Big Band  
 00:60:00 BB 001300  
 1x weekly Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Andre Baruch, Bea Wain*  
 "Your Hit Parade" is an exciting, one-hour, weekly show that features the top 10 tunes of the week and is presented by the actual artists who put them on the charts. The program spotlights the major recordings of the 1930's-1950's. Hosted by the program's original announcers Andre Baruch and Bea Wain.  
 35-64 — MUS  
 CASH; 12 commercial availabilities per hour.  
 Radio Arts — *Radio Arts*

Live Events

**How Your Mind Can Keep You Well** 1982  
 Audience Participation  
 00:60:00 T 003630  
 5x weekly Mono  
 Telephone Transmission  
*Host: Roy Masters*  
 Listeners can phone in questions about their personal lives and how they might be helped through the use of meditation.  
 18-54 — TAL  
 Promos  
 FREE.  
 Foundation Of Human Understanding — *Foundation Of Human Understanding*

## Live Events

## Music Programming

**Moment of Truth, A** 1982  
Audience Participation  
00:60:00 T 003640  
5x weekly Mono  
Telephone Transmission  
*Host: Roy Masters*  
A telephone call in program to answer questions about personal problems through the use of meditation.  
18-54 — TAL  
Promos  
FREE.  
Foundation Of Human Understanding — *Foundation Of Human Understanding*

**Telephone Time** 1973  
Religious  
00:30:00 AC, RE 021780  
daily Mono  
Telephone Transmission  
*Hosts: Dr. Carl Stevens, Shaun Redgate*  
A live call-in format featuring discussions of Bible questions, counseling needs, and current controversial topics affecting Christians.  
18+ — TAL  
FREE.  
Dr Carl Stevens — *Bible Speaks World Outreach*

## Music Programming

**Adult Contemporary** 1977  
Music-Adult Contemporary  
00:59:30 AC 006370  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
*Hosted*  
Produces program specials, contains 25 programs approximately in the category of "Adult Contemporary Music." For individual program titles please contact distributor for further details.  
18+ — MUS  
English, French  
CASH/BARTER.  
Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*

**Adventures in Good Music** 1982  
Music-Classical  
00:55:00 CL 004290  
1x weekly Stereo  
10 1/2" reel, 7 1/2, 15 ips  
*Host: Karl Haas*  
A music appreciation program with discussions of classical music in an entertaining fashion.  
25-54 — AIR  
Promos  
CASH.  
Radio Seaway — *WCLV/Seaway Productions (Worldwide)*

**Album Rock** 1977  
Music-AOR  
00:59:30 A, R 006380  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
*Hosted*  
Produces program specials, contains 25 programs approximately in the category of "Album Rock Music." For individual program titles please contact distributor for further details.  
18+ — MUS  
English, French  
CASH/BARTER.  
Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*

**# America In Concert** 1983  
Music-Classical  
01:00:00 CL 026240  
weekly Stereo  
10' reel, 7 1/2 ips  
This program features a different orchestra from Maine to California. A grand tour of the concert halls and music festivals of the United States.  
25+ — MUS  
CASH.  
Parkway Communications — *Parkway Communications*

**# April Wine: The Emergence Of A Rock Powerhouse** 1980  
Artist Salute  
01:00:00 A, R 016960  
1 pgm Stereo  
12' LP, 33 1/3 rpm  
*Host: Mike Harrison*  
An hour salute to rock's AOR group "April Wine."  
18-34 — MUS  
CASH/BARTER.  
Goodphone Communications — *Goodphone Communications*

**BBC Rock Hour, The** 1982  
Music-Rock  
01:00:00 A, R 005690  
1x weekly Stereo  
12" LP, 33 1/3 rpm  
Provides the best acts in rock-n-roll, for the past six years from the BBC. Featured such emerging rock groups as The Vapors, The Motels, Robin Lane and the Chartbusters and features many superstar acts like the Rolling Stones, Santana, Led Zeppelin, and Eric Clapton. Contains 40% artist interview and 60% album cut.  
18-34 — MUS  
BARTER; 10 minutes commercial availabilities; 1 play per market.  
BBC, London Wavelength, Reel Time Productions — *London Wavelength*

**BBC Specials, The** 1982  
Music-Rock  
01:00:00 A, R 005710  
1x monthly Stereo  
12" LP, 33 1/3 rpm  
A rock documentary highlighting the career of a particular artist or group.  
18-34 — MUS  
BARTER; 10 minutes commercial availabilities; 1 play per market.  
BBC — *London Wavelength*

**Beatles 20th Anniversary Commemoration, The** 1981  
Artist Salute  
01:00:00 AC, O, R 010840  
39 pgms Stereo  
10" reel, 7 1/2 ips  
*Host: Ed Rudy*  
Voice actualities of the Beatles during their American tours, integrated with recordings following their entire career. Uses interviews with their management and other associates.  
18-49 — ENT  
Promos  
CASH/BARTER; available in 13-3 hours programs.  
Ed Rudy — *World Wide Trade Exchange*

**Best Of The BBC Rock Hour** 1982  
Music-Rock  
01:00:00 A, R 005700  
1x monthly Stereo  
12" LP, 33 1/3 rpm  
A monthly feature which combines the "best" concert highlights from past "BBC Rock Hour."  
18-34 — MUS  
BARTER; 10 minutes commercial availabilities; 1 play per market.  
BBC — *London Wavelength*

**Big Band** 1977  
Music-Big Band  
00:59:30 BB 006360  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
*Hosted*  
Produces program specials, contains 25 programs approximately in the category of "Big Band Music." For individual program titles please contact distributor for further details.  
18+ — MUS  
English, Swedish  
CASH/BARTER.  
Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*

## Music Programming

## Music Programming

- # Big Band Broadcast, The** 1982  
 Music-Big Band  
 01:00:00 BB 016630  
 weekly Full Track Mono  
 7" reel, 7 1/2 ips  
 An hour highlighting the top hits from the Swing Era.  
 45+ — MUS  
 Advertising Aids, Promos, Sales Aids  
 CASH; 13-week minimum; price based on market rank.  
 The Production Room — *The Production Room (Worldwide)*
- Big Band Count-Down** 1977  
 Music-Big Band  
 00:60:00 BB 012350  
 1x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Chuck Cecil*  
 Countdown of the ten most popular records between the years of 1935 to 1955. Each week spotlights a different year.  
 35+ — ENT  
 Promos  
 CASH; 13 week minimum; 6 commercial availabilities.  
 Chuck Cecil — *Swingin' Years*
- Black Classical Composers, The** 1976  
 Music-Classical  
 01:00:00 CL 006850  
 26 pgms Stereo  
 7" reel, 7 1/2 ips  
*Host: Carolyn Armenta Davis*  
 Presents classical music compositions of over thirty Black Composers and performed by leading classical composers. Information on featured Black composers and comments on their compositions.  
 25+ — MUS  
 Promos  
 English, French, German, Spanish  
 CASH/BARTER; negotiable.  
 Carolyn Armenta Davis — *Carolyn Armenta Davis Communications (Worldwide)*
- Boston Camerata Presents, The** 1978  
 Music-Classical  
 01:00:00 CL 006290  
 15 pgms Stereo  
 7" reel, 7 ips  
*Host: Joel Cohen*  
 America's foremost Early Music ensemble, in a program produced and hosted by director, Joel Cohen. Thirteen general interest programs and two Christmas programs.  
 18+ — MUS  
 CASH; 13 weeks; multiple broadcast rights available.  
 Joel Cohen — *WCRB Productions*
- British Rock Concerts** 1977  
 Music-Rock  
 00:60:00 AC, R 001840  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
 Features excerpts of concerts taped "live."  
 18-34 — MUS  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*
- British Top 10** 1982  
 Music-Foreign  
 00:60:00 A, R 003330  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 The highest rated song in Great Britain, including information and interviews with top music personalities throughout the world.  
 18-34 — ENT  
 BARTER.  
 Broadcast Alternatives — *Broadcast Alternatives*
- # Buddy Holly Special** 1981  
 Artist Salute  
 01:00:00 O, R 023050  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
 Interviews with Buddy Holly along with his classic hits.  
 18-34 — MUS  
 CASH; 10 minutes local availability.  
 Gary Crane — *National Air*
- # Cameo Concert, A** 1983  
 Music-Classical  
 01:00:00 CL 026200  
 daily Stereo  
 10" reel, 7 1/2 ips  
*Host: Hugh McGill*  
 This daily program features a different artist each day presented in a cameo performance. The mid-week edition is taken from a live concert or recital.  
 25+ — MUS  
 CASH.  
 Parkway Communications — *Parkway Communications*
- # Christian Countdown USA** 1983  
 Religious  
 01:00:00 RE 026110  
 1x weekly Mono  
 ?" reel, ? ips  
*Jim Channell*  
 A countdown of the top 10 contemporary Christian albums as rated in contemporary "Christian Music Magazine." Also includes two features: Concert Tours and Inside Story.  
 18+ — MUS  
 CASH.  
 Ron Rumley, Mark V Productions — *Domain Communications*
- Christmas Music From Williamsburg** 1977  
 Seasonal  
 00:60:00 CL 007120  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. Contains carols, hymns, and instrumental music that were part of the Christmas season in early America. Selections feature the music that was heard in churches, in homes and at Yuletide balls and dances.  
 25+ — MUS  
 FREE; available for musical programming only.  
 Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*
- Classical** 1977  
 Music-Classical  
 00:59:30 CL 006340  
 25 pgms Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Hosted*  
 Produces program specials, contains 25 programs approximately in the category of classical music. For individual program titles please contact distributor for further details.  
 18+ — MUS  
 English, French  
 CASH/BARTER.  
 Horizon Audio Creations — *Horizon Audio Creations (Worldwide)*
- Cleveland Orchestra Pops Concert** 1982  
 Music-Classical  
 01:00:00 BM, CL 004270  
 1x weekly Stereo  
 10 1/2" reel, 7 1/2, 15 ips, Satellite Transmission  
*Host: Robert Conrad*  
 Light symphonic music featuring Victor Borge, Peter Nero, Arthur Fiedler and Andre Kostelanetz.  
 25-54 — MUS  
 Promos  
 CASH.  
 Radio Seaway — *WCLV/Seaway Productions (Worldwide)*

## Music Programming

## Music Programming

**Concert Of Military, A** 1977

Music-Classical  
00:60:00 CL 007020  
1 pgm Stereo  
12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. The performers are the Senior Fife and Drum Corps of the foundation. The record has 56 tunes, many in medley groupings, including Handel's Water Piece, Rondeau by Mouret, Haydn's March, Rocky Road to Dublin and Yankee Doodle.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)***Contemporary Country Concerts** 1982

Music-Country  
01:00:00 C 001690  
1x weekly Stereo  
?" reel, 7 1/2 ips

Top Country artists taped live in concert on location.

18-44 — ENT

CASH/BARTER.

Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc***Continuous History Of Rock And Roll, The (Weekly)** 1981

Music-AOR  
01:00:00 A, R 009100  
1x weekly Stereo  
12" LP, 33 1/3 rpm

Host: *Gary Bridges*

Each weekend wraps-up the best of the previous week while providing great depth, more details, more interviews, and more music.

18-34 — MUS

Promos

BARTER.

Rolling Stone Magazine Productions — *ABC Rock Radio Network*  
**WORLDWIDE: Watermark/ABC Radio Enterprises****# Continuous History Of Rock And Roll, The** 1981

Music-Rock  
01:00:00 A, R 025470  
weekly Stereo

Satellite Transmission

One-hour series featuring interviews with famous rock musicians interspersed with related musical selections. Also available in the package is a daily short form feature that serves as a program highlight for the one-hour show.

18-34 — MUS

Promos

BARTER.

Rolling Stone Magazine — *ABC Rock Radio Network***Countdowns** 1977

Music-Countdowns  
00:59:30 AC 006460  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contain 25 programs approximately in the category of "Countdowns." For individual program titles please contact distributor for further details.

18-34 — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations (Worldwide)***Country** 1977

Music-Country  
00:59:30 C 006400  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contains 25 programs approximately in the category of "Country Music." For individual program titles please contact distributor for further details.

18+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations (Worldwide)***Country Closeup** 1982

Music-Country  
00:54:00 C 003870  
1x weekly Stereo  
12" LP, 33 1/3 rpm

Host: *Glen Campbell*

Glen Campbell interviews top name country music artists and features their music. Stars will include Loretta Lynn, Mickey Gilley, Tammy Wynette, Bellamy Brothers, and T.G. Sheppard.

25+ — ENT

Promos

BARTER; 5 commercial availabilities.

Narwood Productions — *Narwood Productions***Dance Music** 1977

Entertainment  
00:59:30 D 006410  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contains 25 programs approximately in the category of "Dance Music." For individual titles please contact distributor for further details.

18+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations (Worldwide)***# Doc Holliday Show, The** 1974

Music-Country  
00:55:00 C, O 024430  
weekly Mono  
7' reel, 7 1/2 ips

Host: *Doc Holliday*

A program featuring country &amp; western "oldies but goodies," dipping back to recordings from the 20's and 30's up through the country hits of the 60's.

18-54 — MUS

CASH; 13 week minimum.

MATC — *M.A.T.C. (Music Around The Clock)***Evening Of Music At Carter's Grove Plantation, An** 1977

Music-Classical  
00:60:00 CL 007030  
1 pgm Stereo  
12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. This record, made at Carter's Grove, a plantation just below Williamsburg, presents an evening of music as it might have occurred two hundred years ago, performed by Ann McCartney, Mezzo-soprano and James S. Darling, harpsichord.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*

## Music Programming

## Music Programming

**Fifes And Drums Of Williamsburg, The** 1977

Music-Classical  
00:60:00 CL 007050  
1 pgm Stereo  
12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. On this record staff musicians perform such tunes as York, Chester, Greensleeves, Fisher's Hornpipe, Hohenfriedberger March, Harum Scarum, and many others.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*

**# Gene White Big Band Hour** 1982

Music-Big Band  
00:58:50 BB 023070  
52 pgms Stereo  
10' reel, 7 1/2 ips

Host: *Gene White*

Light chatter and original music in the swing-big band style with old favorites, special guests, and special features.

35+ — ENT

Promos

BARTER.

Marc H Shaffer — *Eagle Productions*

**Getting Sentimental** 1976

Music-Big Band  
00:55:00 BB, MM 011970  
700 pgms Mono, Stereo  
7" reel, 7 1/2 ips

Big Band music combined with interviews.

35+ — MUS

Promos

CASH/BARTER; 13 weeks.

Ray Norman — *Ray Norman Productions*

**# Hey Tomorrow** 1974

Artist Salute  
00:50:00 AC, C, O 023040  
1 pgm Mono  
7" reel, 7 1/2 ips

Host: *Dave Wheeler, Dave Maunder*

The life, times, and music of Jim Croce, with his voice and the voices of those who affected his career. Show aired in eight countries when first presented in 1974.

18+ — MUS

CASH.

Gary Crane — *National Air (Worldwide)*

**Hot Ones, The** 1981

Music-Top 40  
01:00:00 AC 008490  
weekly Stereo

Satellite Transmission

Host: *John Leader*

The hottest stars in contemporary hit music are spotlighted in 26 one-hour specials. Each edition interweaves the music of a superstar performer or group with a revealing close-up profile.

25-34 — MUS

Advertising Aids, Promos, Sales Aids

BARTER; 4 60-second local spots.

IS Productions — *RKO Radioshows* Worldwide: **Robert O. Mahlman**

**In Concert** 1981

Music-Rock  
00:60:00 R 001530  
1x monthly Stereo  
12" LP, 33 1/3 rpm

Rock and roll is alive and brilliant on this new concert series featuring rock's hottest performing artists. Recorded live.

18-34 — MUS

BARTER.

Westwood One — *Westwood One*

**# In Recital** 1983

Music-Classical  
01:00:00 CL 026230  
1x weekly Stereo  
10' reel, 7 1/2 ips

This program features performances by Michelangeli, Milstein, Rostropovich and other great soloists, as well as the Melos Ensemble, the Amadeus String Quartet and the Suk Trio.

25+ — MUS

CASH.

Parkway Communications — *Parkway Communications*

**Inner-View** 1975

Music-Rock  
00:60:00 R 004930  
1x weekly Stereo  
12" LP, 33 1/3 rpm

Host: *Jim Ladd*

An in depth look into the lives of today's most popular and influential rock artists through their own words and music. The format is 60% music and 40% talk, interview.

18-34 — MUS

Promos

BARTER; 13 week minimum.

Inner-View — *Inner-View*

**Instrumental** 1982

Music-Beautiful  
00:59:30 BM, MM 013730  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contains 25 programs in the category of instrumental music. Contact distributor for further details.

25+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations*

**Jazz** 1982

Music-Jazz  
00:59:30 J 013710  
25 pgms Mono, Stereo  
10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contains 25 programs in the category of jazz. Contact distributor for further details.

18+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations*

**John Doremus Show, The** 1982

Music-MOR  
00:55:00 AC, MM, O 003560  
30x weekly Mono, Stereo  
7", 10" reels, 7 1/2 ips

Host: *John Doremus*

Designed for audiences 18 years and older, this show provides not merely contemporary and golden oldie music, but also companionship. Each show consists of four segments. The musical selections are based on themes.

18+ — ENT

Advertising Aids, Demos, Promos, Sales Aids

CASH; 11 commercial availabilities.

John Doremus — *John Doremus*

**King Biscuit Flower Hour** 1973

Music-Rock  
01:00:00 A, R 003490  
1x weekly Stereo  
12" LP, 33 1/3 rpm, Satellite Transmission

A one-hour recorded live rock concert, from all over the United States and Europe, presented weekly. Every major contemporary music act has played King Biscuit: Triumph, Kim Carnes, Santana, Pat Benatar.

18-34 — MUS

Promos

BARTER.

DIR Broadcasting — *ABC Rock Radio Network* **WORLDWIDE:**  
**Watermark/ABC Radio Enterprises**

## Music Programming

## Music Programming

**Light Classical** 1977  
 Music-Classical  
 00:59:30 CL, MM 006350  
 25 pgms Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
*Hosted*  
 Produces program specials, contains 25 programs approximately in the category of "Light Classical Music." For individual program titles please contact distributor for further details.  
 18+ — MUS  
 English, French  
 CASH/BARTER.  
 Horizon Audio Creations — *Horizon Audio Creations* (Worldwide)

**# Light 'n Up** 1977  
 Religious  
 00:58:00 RE 015850  
 weekly Mono  
 7" reel, 7 1/2 ips  
*Host: Greg Gulley*  
 Contemporary Christian music program designed for AC, Rock, and AOR formats. Includes weekly artist spotlights (i.e. Dion, Kerry Livgren, Bob Dylan, B.J. Thomas) and album giveaways.  
 18-34 — REL  
 Promos  
 FREE.  
 New Life Ministries — *New Life Ministries*

**Live From Gilley's** 1982  
 Music-Country  
 00:60:00 C 001400  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Jim Duncan*  
 Live concert recording at Gilley's in Pasadena, Texas, the scene of John Travolta's "Urban Cowboy." Country music's biggest stars are recorded live.  
 18-44 — MUS  
 Promos  
 BARTER; 7 commercial minutes; 3 minutes built-in commercials; 1 play per week.  
 Westwood One — *Westwood One*

**Live From The Jazz Emporium** 1982  
 Music-Jazz  
 00:45:00 J 005570  
 weekly Mono  
 7" reel, 7 1/2 ips  
*The Hall Brothers*  
 The Hall Brothers, one of the world's premiere New Orleans jazz groups are recorded every Saturday night for the past year. Contains 52 two hour segments that can be used as 2 45 minute segments tailored for one or two hour formats.  
 18-54 — MUS  
 CASH.  
 Synsat Communications — *Synsat Communications*

**Live From The Lone Star Cafe** 1981  
 Music-Country  
 01:00:00 C 008010  
 1x weekly Mono, Stereo  
 12" LP, 33 1/3 rpm  
 Recordings of live performances of country's greatest stars at New York's Lone Star Cafe.  
 18-44 — MUS  
 CASH; 13 weeks minimum.  
 Lone Star Cafe — *Lone Star Cafe* (Worldwide)

**London On The Line** 1981  
 Artist Salute  
 00:60:00 AC 000790  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Chris Jeffries*  
 Each program portrays the music and career of one artist from the music scene in the United Kingdom today.  
 18-34 — MUS  
 Promos  
 CASH; 10 commercials per hour; unlimited usage.  
 TM Special Projects — *TM Programming* (Worldwide)

**Louisiana Hayride, The** 1948  
 Music-Country  
 00:51:30 C 002800  
 1x weekly Stereo  
 10" reel, 7 1/2 ips  
*David Kent*  
 The "Hayride" is known as the "Cradle of the Stars," the show where the talented, amateur, and professional are discovered; as they fine tune their performance before a live audience and with a professional stage band.  
 18-44 — MUS  
 CASH; 4 commercial availabilities.  
 David Kent — *The Louisiana Hayride*

**Man Alive** 1981  
 Religious  
 00:60:00 RE 011810  
 5x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Hosts: Mike and Joan Venditti*  
 An adult Contemporary Christian music show blended with Top 40 hits.  
 25+ — REL  
 Promos  
 FREE.  
 Man Alive Ministries — *Man Alive Ministries*

**Mr. Jefferson's Music** 19??  
 Music-Classical  
 00:60:00 CL 007060  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. The selections heard on this record are representative of Jefferson's preferences.  
 25+ — MUS  
 FREE; available for musical programming only.  
 Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation* (Worldwide)

**Music From Oberlin** 1982  
 Music-Beautiful  
 00:60:00 BM, CL 004220  
 1x weekly Stereo  
 10 1/2" reel, 7 1/2, 15 ips, Satellite Transmission  
 Concert program by faculty members of the Oberlin Conservatory of Music.  
 25-54 — MUS  
 FREE.  
 Radio Seaway — *WCLV/Seaway Productions* (Worldwide)

**Music Makers, The** 1982  
 Music-MOR  
 00:54:00 BB, MM 003880  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Skitch Henderson*  
 A weekly series of radio specials featuring in-depth profiles of the top musical artists from the 40's, and 50's, to the present, and told in the artist's own words and music. Included is Tony Bennett, Woody Herman, Mel Torme, Peggy Lee, The Mills Brothers, Helen O'Connell and Harry James.  
 35-54 — ENT  
 Promos  
 BARTER.  
 Narwood Productions — *Narwood Productions*

**Music Teacher, The** 19??  
 Music-Classical  
 00:60:00 CL 007090  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period.  
 25+ — MUS  
 FREE; available for musical programming only.  
 Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation* (Worldwide)

## Music Programming

## Music Programming

**Musicstar Specials**

1981

Weekend Programming  
01:00:00 AC 008420  
weekly Stereo

Satellite Transmission

Host: *David Roberts*

A weekly special that spotlights major adult contemporary artists and groups. Weaves candid interviews together with the performers' hit music. Available to RKO TWO affiliates, 26 weekly programs, run on the first and third weeks of each month.

25-54 — MUS

Advertising Aids, Promos, Sales Aids

BARTER; 8 commercial minutes—4 network, 4 local.

RKO Radio Network, IS — *RKO TWO***Musicstar Specials**

1981

Music-Adult Contemporary  
01:00:00 AC 008520  
2x monthly Stereo

Satellite Transmission

Host: *Dave Roberts*

Each one-hour program focuses on a top artist or group in contemporary music and offers a revealing look at their hit records, the stories behind their music and personal reflections on their careers. The show will run on the first and third weeks of each month.

25-54 — MUS

Advertising Aids, Promos, Sales Aids

BARTER.

RKO Radio Network — *RKO Radioshows***# Nashville Record Review**

1982

Music-Countdowns  
00:54:00 C 024030  
weekly Stereo

12" LP, 33 1/3 rpm

Host: *Al Rosen*

Fast-paced countdown program featuring the week's best country hits and the news behind the hits.

18-54 — MUS

Demos, Promos

BARTER; market exclusivity.

Opryland Radio Productions, Skip Woolwine — *Opryland Radio Productions***Nostalgia**

1982

Music-Big Band  
00:59:30 BB, MM 013720  
25 pgms Mono, Stereo

10 1/2" reel, 7 1/2 ips

Produces program specials, contains 25 programs in the category of Nostalgia. Contact distributor for further details.

18+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations***# Nostalgia Ballroom**

1982

Music-Big Band  
01:00:00 BB 016410  
1 pgm Stereo

?' reel, ? ips

Host: *Dick Wright*

An hour long series, hosted by the authority himself—Dick Wright with the "Nostalgia Ballroom."

45+ — MUS

Demos

CASH.

MVP — *MVP***Nostalgia Place, The**

1974

Music-Beautiful  
00:55:00 BM, MM 004780  
26 pgms Stereo

10 1/2" reel, 7 1/2 ips

John Doremus

Combines nostalgia music with some contemporary, includes special introductions about the performer, or writer-composer.

25+ — MUS

Promos

CASH.

Walter Schwimmer — *Walter Schwimmer Enterprises***O Come Sweet Music**

19??

Music-Classical  
00:60:00 CL 007080  
1 pgm Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. Five vocalists sing original editions of 18th century music such as: He That Will An Alehouse Keep, When Jesus Wept, In These Delightful Pleasant Groves, and An Anthem for Thanksgiving.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)***Peter Pelham's Music**

19??

Music-Classical  
00:60:00 CL 007010  
1 pgm Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)***# Ray Anthony Presents The Big Bands**

19??

Music-Big Band  
01:00:00 BB 024790  
1x weekly Stereo

7' reel, 7 1/2 ips

Host: *Ray Anthony*

This weekly one hour show focuses on the music from the big band era including top hits by Benny Goodman, Tommy Dorsey, Glenn Miller and more.

35+ — MUS

Promos

CASH.

Radio Arts — *Radio Arts***Reggae**

1977

Music-Ethnic  
00:59:30 A, R 006450  
25 pgms Mono, Stereo

10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contain 25 programs approximately in the category of "Reggae." For individual program titles please contact distributor for further details.

18-34 — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations (Worldwide)***Retro Rock**

1981

Music-Rock  
00:56:00 A, R 005620  
1x weekly Stereo

12" LP, 33 1/3 rpm

Meg Griffin

A collection of previously unavailable live performances from 1960's & 1970's of rock's legendary performers such as Bob Dylan, The Byrds, Janis Joplin, Jimi Hendrix.

18-34 — MUS

Advertising Aids, Promos, Sales Aids

BARTER; 1 station per market.

Tim Powell — *Clayton Webster*

## Music Programming

## Music Programming

# **Ringo's Yellow Submarine: A Voyage Through 20 Years Of Beatle Magic (With Ringo Starr).** 1983

Artist Salute  
01:00:00 A, O, R 025020  
weekly Stereo

Satellite Transmission

Host: *Ringo Starr*

This program series traces the story of the Beatles. Ringo Starr acts as "DJ," playing songs and recalling the events that revolutionized rock music.

18-34 — MUS

Promos

BARTER.

Watermark — *ABC FM Network*

# **Rock Star Guest D.J.** 1982

Music-AOR  
01:00:00 A, R 009070  
1x weekly Stereo

12" LP, 33 1/3 rpm

The most popular rock stars take over the radio station as disc jockeys from 1 hour weekly; playing the music that means the most to them.

Suggested programming Saturday or Sunday.

18-34 — MUS

Promos

BARTER.

Rolling Stone Magazine Productions — *Rolling Stone Magazine Productions*

# **Songs For A Williamsburg Christmas** 1982

Seasonal  
00:60:00 CL 015940  
1 pgm Stereo

12" LP, 33 1/3 rpm

Features traditional madrigal music of the Christmas season from the 18th century and earlier. Performed by the Williamsburg Madrigal Choir. Contains carols, hymns, and instrumentals that were part of the Christmas season.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*

**Songs From A Colonial Tavern** 19??

Music-Classical  
00:60:00 CL 007110  
1 pgm Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. Contains ballads and popular tunes of the 18th century that would have been heard and enjoyed in alehouses and homes. The selections include political songs, love ballads, drinking songs and light-hearted tunes.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*

**Songs Of Liberty** 19??

Music-Classical  
00:60:00 CL 007100  
1 pgm Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. A collection of songs and instrumental music relating to the American Revolution.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation (Worldwide)*

**Special Edition** 1981

Music-Black/Soul  
00:60:00 B 001430  
1x weekly Stereo

12" LP, 33 1/3 rpm

Host: *Sid McCoy*

Black radio's finest hour. An inside look at the lives and the music of America's entertainers, stellar artists such as Stevie Wonder, The Commodores, George Benson, etc.

18-44 — ENT

Promos

BARTER, 7 minutes of commercial, unlimited plays.

Westwood One — *Westwood One*

**Stick It In Your Ear** 1982

Magazine  
00:57:30 AC, R 012140  
1x weekly Stereo

7" reel, 7 1/2 ips, Cassette

This rock & roll series features recording artist interviews, a rock newscast, new artist spotlights and various other topics dealing with the rock music industry.

18+ — ENT

CASH/BARTER.

Lance Smith Productions — *Mighty Minute Programs*

# **Superstar** 1983

Music-Black/Soul  
01:00:00 B, UC 026480  
1x weekly Stereo

Satellite Transmission

This program features famous black artists including Stevie Wonder, Marvin Gaye, Dionne Warwick, and more.

18+ — MUS

FREE; 2 to 4 availabilities per hour dependent on program length.

STRZ Music — *Sheridan Broadcasting Network*

**Superstar Profile** 1981

Music-Country  
01:00:00 C 006900  
1x weekly Stereo

7" reel, 7 1/2 ips

A weekly one-hour program featuring the background and music of a major country artist.

18-49 — MUS

CASH; 13 week minimum.

Concept Programming & Syndication — *Concept Programming & Syndication (Worldwide)*

**Swingin' Years** 1956

Music-Big Band  
00:48:00 BB 012330  
4x weekly Mono, Stereo

7" reel, 7 1/2 ips

Host: *Chuck Cecil*

These original recordings from the big band era features interviews with band leaders, summary of year's top records and a count-down of top 10 records during the period of 1935 through 1955.

35+ — ENT

Promos

CASH; 13 week minimum; 6 commercial availabilities.

Chuck Cecil — *Swingin' Years*

**Tapestry** 1981

Music-MOR  
01:00:00 MM 009240  
5x weekly Stereo

Customized Delivery, Satellite Transmission

Host: *Charlotte Odele*

Presented in a collage of words, music, poetry, and prose to create a foreground listening experience. Designed to be aired on a nightly basis, five or more programs a week. Four hundred programs already available.

1980 *Armstrong Award, Music Category.*

25-45 — MUS

CASH.

Rogers Broadcast Productions — *Rogers Broadcast Productions*

CANADA: *Rogers Broadcast Productions*

## Music Programming

## News Service

## Top 40

1977

Music-Top 40

00:59:30

AC

006390

25 pgms

Mono, Stereo

10 1/2" reel, 7 1/2 ips

Hosted

Produces program specials, contains 25 programs approximately in the category of "Top-40 Music." For individual program titles please contact distributor for further details.

18+ — MUS

English, French

CASH/BARTER.

Horizon Audio Creations — *Horizon Audio Creations* (Worldwide)

## Williamsburg Candlelight Concert, A

19??

Music-Classical

00:60:00

CL

007040

1 pgm

Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. Performed are: a Handel cantata, sonatas by Ferrari and Corelli, a Henry Purcell fantasia, and more.

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation* (Worldwide)

## Wolfman Jack Show, The

1982

Music-Adult Contemporary

00:60:00

AC

002040

6x weekly

Stereo

12" reel, 7 1/2 ips

Bob Smith (Wolfman)

"The Wolfman Jack Show" is the cream of today's best adult contemporary hit music along with recurrents and seventies gold.

Wolfman Jack is literally the world's most familiar radio personality.

18-34 — MUS

Advertising Aids, Demos, Promos, Sales Aids

English, French, Japanese

CASH; 12 commercial availabilities per hour.

Audio Stimulation — *Audio Stimulation*

## # World Of Jazz

1982

Music-Jazz

01:00:00

J

016400

1 pgm

Stereo

? reel, ? ips

Host: Dick Wright

An hour long series, hosted by the authority himself—Dick Wright on "World Of Jazz."

25-54 — MUS

Demos

CASH.

MVP — MVP

## Wren Chapel Organ, The

19??

Music-Classical

00:60:00

CL

007070

1 pgm

Stereo

12" LP, 33 1/3 rpm

One of a series of record albums that presents the music of the 18th century as it was known in the American colonies. Performed by staff musicians at historic Colonial Williamsburg, using authentic instruments of the period. The Wren Building of the College of William and Mary in Williamsburg, the oldest surviving collegiate structure in the United States, contains an organ built about 1760 which is used today for religious services and recitals. Selections include a number of voluntaries that would have been known to the Virginia colonists and such favorites as the "Prince Of Denmark's March," and "Old Hundredth."

25+ — MUS

FREE; available for musical programming only.

Colonial Williamsburg Foundation — *Colonial Williamsburg Foundation* (Worldwide)

## News Service

## City Club Forum

1982

Public Affairs

01:00:00

N, NT, T

004260

13 pgms

Mono

10 1/2" reel, 7 1/2, 15 ips, Satellite Transmission

A series of nationally known speakers such as Prime Minister Margaret Thatcher, William Buckley, R. Buckminster Fuller, etc.

25-54 — TAL

Promos

FREE.

Radio Seaway — *WCLV/Seaway Productions* (Worldwide)

## Freeman Reports

1982

Interview-Talk-Personality

01:00:00

N, NT, T

015210

5x weekly

Stereo

Satellite Transmission

Host: Sandi Freeman

Interviewer Sandi Freeman hosts a provocative one-hour talk show speaking with prominent persons in the news and the issues concerning them. Audience may participate via national call-in number.

25+ — NEW

CASH/BARTER.

Cable News Network — *Turner Program Services* (Worldwide)

## In Depth Magazine

1974

Magazine

01:00:00

ALL

007490

weekly

Stereo

12" LP, 33 1/3 rpm

Hosts: Pegge Goertzen, Mark Bragg

A weekly series of two half-hour documentaries addressing contemporary issues in a news magazine format. Comes with detailed records designed to go directly into public file.

18+ — TAL

Promos

CASH/BARTER; 90 day cancellation notice.

Mark Bragg — *The Broadcast Group*

HALF HOUR RADIO PROGRAMS/SERVICES

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Half Hour Length (30 Mins to 15:01) Mins are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

Features	# American Portraits	1982
<b>Abbott And Costello Show, The</b> 1942	Drama	
Musical-Variety	00:30:00 N, NT, T	025790
00:30:00 BB, O, T	13 pgms Mono	
104 pgms Mono	7" reel, 7 1/2 ips, Satellite Transmission	
10" reel, 7 1/2 ips	This 13-week series of dramatized biographies focuses on the lives of eight notable American women: Eleanor Roosevelt, Anne Morrow Lindbergh, Mary Cassatt, Margaret Chase Smith, Emily Dickenson, Harriet Tubman, Imogen Cunningham, and Susan B. Anthony.	
<i>Bud Abbott, Lou Costello, Mel Blanc, Sid Fields</i>	18+ — ENT	
Music, songs and sketches highlighting the classic comedy of Abbott and Costello.	Promos	
18+ — ENT	CASH.	
CASH/BARTER; rights per arrangement.	Radio 2000 — <i>Radio 2000</i> (Worldwide)	
Marty Gosch — <i>Nostalgia Broadcasting</i>		
<b>Action Woman, The</b> 197?	<b>Amos And Andy</b> 1940	
Interview-Talk-Personality	Comedy	
00:30:00 B, UC	00:30:00 ALL	006080
weekly Mono, Stereo	1x weekly Mono	
Satellite Transmission	7" reel, 7 1/2 ips	
Host: <i>Marie Haylock</i>	<i>Freeman Gosden, Charles Correll, Ernestine Wade</i>	
An interview program highlighting achievements and news concerning black women. Also includes helpful hints, consumer information, and personal advice about a variety of subjects. Repeated twice weekly.	A comedy that presented the misadventures of Andrew Halt Brown, the naive and dim-witted president of the Fresh Air Taxi Cab Company of America, Inc., Amos Jones, his level-headed partner and the cab driver and George "Kingfish" Stevens, a con artist and the head of the "Mystic Knights of Sea Fraternity."	
18+ — TAL	12+ — ENT	
CASH; 4 minutes of commercial availability.	Demos, Promos	
Rebecca Buard — <i>National Black Network</i>	CASH; 13 week min.	
	NBC, CBS — <i>Universal Sounds Unlimited</i>	
<b>Adventure In Jobs</b> 1961	<b># Archie Andrews</b> 19??	
Interview-Talk-Personality	Child-Juvenile	
00:30:00 N, NT, T	00:30:00 ALL	026160
13 pgms Mono	1x weekly Mono	
? reel, ? ips	10" reel, 7 1/2 ips	
<i>Richard H. Roffman, Barbara Schwartzbaum</i>	This program is a dramatized version of the popular comic strip.	
Interview with personalities including commentaries and some with editorial ideas.	12+ — ENT	
18-44 — ENT	CASH/BARTER.	
CASH/BARTER.	Nostalgia Broadcasting — <i>Nostalgia Broadcasting</i>	
Maurice Roffman — <i>Richard H Roffman</i> (Worldwide)		
<b>Aldrich Family, The</b> 1939	<b>Armed Forces Bible Hour</b> 1982	
Comedy	Religious	
00:30:00 BB, O, T	00:28:00 RE	010900
52 pgms Mono	6x weekly Mono	
10" reel, 7 1/2 ips	Cassette	
<i>Ezra Stone, Jackie Kelk, House Jamerson, Regina Wallace, Mary Shipp</i>	A discourse of fundamental Christian doctrines where the Bible is interpreted in the vernacular of the time it was written.	
One of the best-remembered of all radio comedies, this show traces the sheer lunacy of Henry Aldrich and his family.	25+ — REL	
18+ — ENT	CASH/BARTER/FREE; public service, paid.	
CASH/BARTER; rights per arrangement.	Universal Missions — <i>Universal Missions</i>	
NBC — <i>Nostalgia Broadcasting</i>		
<b># American Focus</b> 1982	<b>At Home With The Bible</b> 1981	
Public Affairs	Religious	
00:29:30 ALL	00:28:00 RE	004810
weekly 2 Track Mono	1x weekly Mono, Stereo	
7" reel, 7 1/2 ips	12" LP, 33 1/3 rpm, 7 1/2 reel, 7 1/2 ips	
Host: <i>Steve Kamer</i>	<i>John Drakeford, Dr. Frank Pollard</i>	
A weekly public affairs show hosted by Steve Kamer.	A quintet furnishes special music for each show, a counseling session is held, and 10 minutes is devoted to Bible study.	
18+ — COM	25+ — REL	
BARTER.	Promos	
Focus On Youth Radio Network — <i>Focus On Youth Radio Network</i>	FREE.	
	Radio TV Commission — <i>Radio TV Commission Of The Southern Baptist Convention</i> (Worldwide)	

## Features

## Features

- Atlantic Dateline** 1976  
Public Affairs  
00:28:00 ALL 009880  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission (NPR)  
*Host: Edward P Morgan*  
"Atlantic Dateline" is a weekly, half-hour public affairs radio program which addresses issues of concern to Europeans and Americans, alike.  
25+ — COM  
FREE.  
Laurie Callahan — *Eli Productions*
- Back To God Hour, The** 1981  
Religious  
00:29:30 RE 007670  
1x daily Mono  
7" reel, 7 1/2 ips  
A weekly religious radio program, "The Back To God Hour," is an international broadcast ministry of the Christian Reformed Church which blankets the globe each day with the word of God in eight major languages (each language hosted by a different minister).  
18+ — REL  
Advertising Aids, Promos, Sales Aids  
Arabic, Chinese, English, French, Indonesian, Japanese, Portuguese, Russian  
CASH.  
Back To God Hour — *Back To God Hour (Worldwide)*
- Back To The Bible Broadcast** 1939  
Religious-Series  
00:29:30 RE 011520  
6x weekly Mono, Stereo  
7" reel, 3 3/4 ips  
Missions, bible study, Christian Living, and youth are topics encountered in this long running series.  
18+ — REL  
Promos  
Hindi, Italian, Pidgin English, Sinhala, Spanish, Tagalog, Tamil  
CASH/FREE.  
Good News Broadcasting — *Good News Broadcasting*
- Baptist Hour, The** 1981  
Religious  
00:27:55 RE 004790  
1x weekly Mono, Stereo  
12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Host: Durwood Rowell*  
Religious interviews with authors, and musicians. Includes an 8 to 10 minute sermonette delivered by Frank Pollard. Program ends with a Bible reading and brief prayer.  
25+ — REL  
Promos  
FREE.  
Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*
- Bible Doctrine Hour** 1982  
Religious  
00:28:00 RE 020870  
6x weekly Mono  
Cassette  
A study of fundamental Christian doctrines yielding a contemporary application of the Bible for spiritual encouragement.  
25+ — REL  
CASH/BARTER/FREE; public service, paid.  
Universal Missions — *Universal Missions*
- Biblical Economics Hour** 1982  
Religious  
00:28:00 RE 010890  
6x weekly Mono  
Cassette  
Discourse of fundamental Christian doctrines where the Bible is interpreted in the vernacular of the time it was written.  
25+ — REL  
CASH/BARTER/FREE; paid, public service.  
Universal Missions — *Universal Missions*
- Birds Of Sweden, The** 1977  
Documentary  
00:25:55 N, NT, T 004560  
1 pgm Mono  
5", 7" reels, 7 1/2 ips  
This program introduces some of the remarkable bird calls recorded by Sweden's famed ornithophonist, Sture Palmer. Included are the eider, the wild song swan, the bittern, the blackcock and the black throated loon.  
25+ — TAL  
Promos  
English, Swedish  
FREE.  
Claude Stephenson — *Swedish Broadcasting (Radio Sweden Int'l)*
- In Black America** 1982  
Minority  
00:25:00 B, NT, UC 010310  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
This program reflects the Black American experience in our contemporary society. The series explores the culture, politics and problems of this nation's largest minority.  
25+ — TAL  
Promos  
CASH.  
Communication Center — *Longhorn Radio Network*
- Black Issues And The Black Press** 1977  
News  
00:30:00 B, UC 020010  
2x weekly Mono, Stereo  
Satellite Transmission  
*Host: Joe Brown*  
A current newsmaker faces three reporters who pose questions related to a particular news story of the week.  
25+ — NEW  
CASH; 4 minutes of commercial availability.  
Joe Brown — *National Black Network*
- Brethren Hour** 1983  
Religious  
00:30:00 RE 015360  
weekly Mono  
7" reel, 7 1/2 ips  
*Dr. J. D. Hamel*  
Based on the weekly sermon at First Brethren Church containing music and prayer.  
25+ — REL  
FREE.  
Watrous Productions — *Watrous Productions (Worldwide)*
- Brides Forum** 1981  
General Interest  
00:30:00 AC, SP 020760  
2x weekly Mono, Stereo  
Cassette  
A live, casted stage show from KICO's audience studio centering on couples preparing for marriage.  
18-34 — ENT  
Promos  
Spanish, English  
CASH.  
Willard Gleeson — *KICO*
- Call Of Christ** 1970  
Religious  
00:29:30 RE 020940  
weekly Mono  
7" reel, 7 1/2 ips  
*Jim Damron, Bobby M. Sizemore*  
A devotional program centering on Bible study and religious music.  
25+ — REL  
CASH/FREE.  
JD Productions — *JD Productions*

## Features

## Features

**Cambridge Forum** 1982  
Interview-Talk-Personality  
00:29:00 N, NT, T 010260  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
This series, "Issues For Action" includes social dimensions of American literature, social responsibility of representative professions, and social responses to the New Religious Right. The speakers include John Kenneth Galbraith, Arthur J. Goldberg, George Hunston Williams, etc.  
25+ — TAL  
Promos  
CASH.  
Cambridge Forum — *Longhorn Radio Network*

**# Cambridge Forum** 1982  
Interview-Talk-Personality  
00:29:00 NT, T 024460  
weekly Mono  
7' reel, 7 1/2 ips; Satellite Transmission  
"Cambridge Forum" presents authoritative speakers addressing a wide range of issues in dialogue with an incisive, informed audience.  
18+ — TAL  
Demos, Promos  
CASH/FREE to Public Radio Cooperative Members.  
Cambridge Forum, WGBH Radio — *Longhorn Radio Network*

**# Canada Countdown** 1983  
Specials  
00:30:00 ALL 016840  
1x yearly Mono  
7' reel, 7 1/2 ips  
For airing July 1st Canada Day an hour long spectacular that spotlights the events of Canadian history. Contains music and interviews with Rich Little, Joe Clark, Wayne Gretzky and hundreds more Canadian stars.  
12+ — ENT  
CASH; 10 30-second avails.  
The 26th Ave Studio — *The 26th Ave. Studio* **CANADA: The 26th Ave Studio**

**Cavalcade Of America, The** 1935  
Drama  
00:30:00 BB, O, T 021900  
52 pgms Mono  
10" reel, 7 1/2 ips  
*Raymond Massey, Charles Laughton, Lionel Barrymore, Edward G. Robinson.*  
One of the most intelligent and longest running of all prestige shows, this series dramatized incidents from American history and literature.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Homer Fickett — *Nostalgia Broadcasting*

**# Celebrity Sports Report** 1983  
Sports  
00:30:00 N, S, T 016800  
1x weekly Mono  
7' reel, 7 1/2 ips  
This program features interviews with well-known sports figures, and focuses on topics such as the connection between gambling and cocaine in the NFL plus much more.  
18+ — TAL  
CASH; 16 30-second avails.  
The 26th Ave Studio — *The 26th Ave. Studio* **CANADA: The 26th Ave Studio**

**Children's Bible Hour** 1942  
Religious-Series  
00:30:00 RE 006880  
1x weekly Mono  
5", 7" reels; 7 1/2 ips; Satellite Transmission  
*Host: "Uncle Charlie" Vander Meer*  
The program features music by kids ages 3 to 15 and is climaxed with a fully dramatized story portraying biblical principles in practice.  
12+ — REL  
English, Mandarin  
FREE.  
Children's Bible Hour — *Children's Bible Hour* **English, Mandarin**

**# Chinatown, USA** 1983  
Drama  
00:30:00 AC, T 016050  
weekly Mono  
7' reel, 7 1/2 ips  
*Host: Frank Poje*  
A weekly detective mystery radio program. Features different actors/actresses each episode. Series available mid-July 1983, also available in an hour format.  
18+ — ENT  
BARTER; 2 local avails; 1 national sponsor.  
Co-produced Drew Media Productions and D-V-X International — *D-V-X International*

**# Cisco Kid, The** 1942  
Westerns  
00:30:00 AC, BB, T 024810  
1x weekly Mono  
7' reel, 7 1/2 ips  
*Harry Lang, Jack Mather*  
Jack Mather and Harry Lang star as Cisco and Pancho as they ride through the west protecting the innocent.  
25-55 — ENT  
CASH; 13 week minimum.  
Mutual — *Universal Sounds Unlimited*

**Clock, The** 1946  
Mystery  
00:30:00 NT, T 003120  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Narrator: Gene Kirby*  
Mystery stories taking the listener into the future, back to the past, but never in the present. Stories written by the finest mystery fiction writers. The narrator, posing as father time, introduced the story and commented about the effects of time on people.  
18+ — ENT  
CASH.  
ABC — *Charles Michelson*

**Confrontation** 1982  
Religious  
00:28:00 RE 020880  
6x weekly Mono  
Cassette  
A study of the Bible and its fundamental applications for spiritual encouragement.  
25+ — REL  
CASH/BARTER/FREE; public service, paid.  
Universal Missions — *Universal Missions*

**Connection** 1977  
Religious-Series  
00:28:30 AC, RE, T 005020  
1x weekly Mono, Stereo  
10" reel, 7 1/2 ips, Cassette  
*Host: Bob Woods*  
A weekly magazine-interview portrays "faith alive" today as persons from all parts of the country talk about their faith and how it touches the lives of others. Also special brief features, dramatic vignettes, and commentaries interspersed by adult contemporary music. There is a 60-second theme pad at the conclusion of each program for local credits and a 30-second promo spot supplied on each tape.  
1978-81 *Religious P.R. Council, 1979-80 UNDA, U.S.A.—"Gabriel" Award, 1980-81 Religion in Media—"Angel" Award.*  
25-55 — REL  
Advertising Aids, Demos, Promos, Sales Aids  
FREE.  
United Methodist Communications — *United Methodist Communications*

**# Connection** 1980  
Religious  
00:28:30 RE 023810  
weekly Mono  
7' reel, 7 1/2 ips  
Features both talk and music that focuses on the vitality of the church.  
25+ — REL  
FREE.  
United Methodist Communications — *United Methodist Communications*

## Features

## Features

- Consider The Alternatives** 1982  
Magazine  
00:29:00 N, NT, T 010250  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
Hosts: *Steve Schick, Bob Musil*  
This program covers in-depth interviews with nationally and internationally recognized experts, government officials, and media personalities. Also, discussions regarding nuclear energy, inflation, energy and jobs.  
25+ — TAL  
Promos  
CASH.  
Steve Schick — *Longhorn Radio Network*
- Controversial Issues** 1982  
Educational  
00:30:00 N, NT, T 011950  
238 pgms Mono  
10 1/2" reel, 7 1/2 ips, Cassette  
A series of programs edited from speeches, conferences, and panels dealing largely with contemporary and controversial issues. For example, Nadar on Cars, On Marshall McLuhan, Is God Dead, Racial Crises, Brain Drain, and more.  
18+ — TAL  
Promos  
CASH.  
University Of Colorado — *National Center For Audio Tapes*
- Count It All Joy** 1982  
Religious  
00:29:30 RE 021050  
daily Mono  
10" reel, 7 1/2 ips  
A variety talk show, including music and guests, all centering on Christian topics.  
25+ — REL  
FREE.  
Christian Broadcasting Of The Midlands — *Christian Broadcasting Of The Midlands*
- Country Crossroads** 1981  
Religious-Series  
00:28:00 C, RE 004800  
1x weekly Mono, Stereo  
12" LP, 33 1/3 rpm, 7 1/2 ips  
Co-Hosts: *Bill Mack, DJ, Jerry Clower*  
Each program is devoted to an entertainer, songwriter, musician, or singer from the world of Country Music. Low key religious messages are interjected. Program is an excellent vehicle to use as a transition from regular programming into a religious block.  
*CMA Radio, Christopher Medal, Armed Forces Radio.*  
18-34 — REL  
Promos  
FREE.  
Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*
- Country Faith** 1982  
Music-Gospel  
00:30:00 C, RE 021760  
2x weekly Stereo  
10" reel, 7 1/2 ips  
Hosts: *Greg Menza, Harry Thomas*  
A selection of country gospel music with spiritual commentary.  
18-54 — MUS  
Promos  
FREE.  
Greg Menza — *Come Alive Ministries*
- # Country Road** 1981  
Music-Country  
00:29:30 C, RE 023480  
weekly Mono  
7" reel, 7 1/2 ips  
Host: *Fr. Joe Breighner*  
Music and a message using the current top country hits.  
18-49 — MUS  
FREE.  
Joe Breighner — *Paulist Communications*
- # Creer Es Ver** 1983  
Religious  
00:30:00 SP, RE 016690  
yearly Mono  
12" LP, 33 1/3 rpm  
An Easter radio special, narrated by Uncle Julio, a character enormously popular with Hispanic audiences, a fresh approach takes the viewpoint of the once-doubting Apostle Thomas. Contains an inspiring message of faith with warmth and originality. Available as one 30-minute program or as two 15-minute segments.  
18+ — REL  
Advertising Aids  
Spanish  
FREE.  
International Lutheran Laymen's League. — *International Lutheran Laymen's League*
- Crime & Justice Network News** 1982  
News  
00:30:00 NT, T 021040  
weekly Mono, Stereo  
15" reel, 7 1/2 ips  
A weekly talk and interview show on crime and the judicial system featuring guests from Congress, the White House, the FBI, and prominent crime organizations.  
18+ — TAL  
Promos  
CASH/BARTER/FREE; 6 month or 1 year contract.  
Tricom Industries — *Tricom Industries (Worldwide)*
- Detective Theatre** 1953  
Drama  
00:23:30 BB, NT, T 011570  
175 pgms Mono  
7" reel, 7 1/2 ips  
This series is a collection of dramatized police and detective stories. Included are episodes from "Official Detective," "Crime Fighters," "Squad Room," and "Under Arrest." Each episode retains its own identity.  
18+ — ENT  
Promos  
CASH.  
Wynn Wright — *Images Presentations (Worldwide)*
- Dick Roffman's Focus** 1971  
Interview-Talk-Personality  
00:03:00 NT, T 009340  
1x weekly Mono  
7" reel, 7 1/2 ips  
Host: *Richard Roffman*  
Airing since 1971 "Dick Roffman's Focus," interviews interesting people from all walks of life—celebrities and talents from the arts, sciences, and public affairs worlds.  
*Foundation For Universal Brotherhood.*  
25+ — TAL  
CASH.  
Dick Roffman — *Richard H Roffman (Worldwide)*
- Dick Roffman's News Desk** 1982  
Interview-Talk-Personality  
00:30:00 AC, NT, T 020330  
weekly Stereo  
7" reel, 7 1/2 ips  
Host: *Dick Roffman*  
Interviews with the bright, young personalities in the New York City area in the literary, dining-out, and show business fronts.  
25+ — TAL  
Promos  
CASH/BARTER.  
Dick Roffman — *Richard H Roffman*
- # Dimension X** 1955  
Science Fiction  
00:30:00 BB, O, T 026120  
52 pgms Mono  
10" reel, 7 1/2 ips  
Host: *Norman Rose*  
Striking stories about scientists and outerspace. Dimension X is the initial broadcast of the series which was later changed to X Minus One.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Nostalgia Broadcasting — *Nostalgia Broadcasting*

## Features

## Features

**# Dr. David Suzuki's Discovery** 1983  
 Interview-Talk-Personality  
 00:30:00 NT, T 016810  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
*Host: Dr. David Suzuki*  
 This program deals with controversial subject matter and focuses on experts offering differing viewpoints on topics such as alternatives to capital punishment for sex offenders. Offers a 15-minute summary package each weekend.  
 25+ — TAL  
 CASH; 16 30-second avails.  
 The 26th Ave Studio — *The 26th Ave. Studio* CANADA: *The 26th Ave Studio*

**Dr. Fyre** 19??  
 Mystery  
 00:30:00 T 001860  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 An adventure-mystery show for children about the travels of a father and his two children.  
 12+ — ENT  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**Dragnet** 1953  
 Drama  
 00:30:00 NT, T 003030  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
*Jack Webb, Barton Yarborough, Richard Boone, Ben Alexander, Raymond Burr, Harry Morgan*  
 When Jack Webb first introduced Sgt. Friday and his Dragnet show in 1953, it became so successful as to make it one of the most wanted shows for TV. Now, welcome back the original cast and shows of dum-de-dum-dum. Fifty-two half hour shows available.  
 25-54 — ENT  
 Promos  
 FREE; exchange for 2 1/2 minutes sponsor time.  
 NBC — *Charles Michelson*

**Duffy's Tavern** 1941  
 Comedy  
 00:30:00 BB, O, T 021920  
 52 pgms Mono  
 10" reel, 7 1/2 ips  
*Ed Gardner, Shirley Booth*  
 The misadventures of Archie, the con artist who ran Duffy's Tavern.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 Ed Gardner — *Nostalgia Broadcasting*

**Ecumenical Insights** 1977  
 Interview-Talk-Personality  
 00:30:00 RE, T 014530  
 26 pgms Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Dr. George Hill*  
 Discussions of the ecumenical and interfaith topics of the day and of the world's great religions. Guests have included Seals and Crofts, Dizzy Gillespie among others.  
 24-49 — TAL  
 Promos  
 BARTER; FREE.  
 George Hill — *Nightingale Communications & Media*

**Education In The News** 19??  
 News  
 00:25:00 B, UC 020030  
 2x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Gerald Bentley*  
 Meaningful news stories are modified so that they are accessible to junior high school level students to help them better understand the news.  
 12+ — NEW  
 CASH; 4 minutes commercial availability.  
 National Black Network — *National Black Network*

**Education Series** 1982  
 Educational  
 00:28:00 N, NT, T 011940  
 114 pgms Mono  
 10 1/2" reel, 7 1/2 ips, cassette  
 Distinguished leaders in education from the U.S. and abroad, examine important experiments, new concepts, and philosophies of learning for the education of young people.  
 18+ — TAL  
 Promos  
 CASH.  
 University Of Colorado — *National Center For Audio Tapes*

**Empire Strikes Back, The** 1982  
 Adventure  
 00:30:00 ALL 020560  
 10 pgms Stereo  
 Satellite Transmission  
*Mark Hamill, Billy Dee Williams, Perry King*  
 A specially produced radio version of the popular sequel to Star Wars. Series of 10 half-hour programs.  
 12+ — ENT  
 FREE to public radio stations.  
 National Public Radio — *National Public Radio*

**Encounter** 1982  
 Religious-Series  
 00:29:30 RE 003590  
 1x weekly Mono  
 —  
 Contains religious music, preaching, and teaching.  
 18+ — TAL  
 CASH/BARTER/FREE.  
 Encounter Ministries — *Domain Communications*

**Encounter And The Victory, The** 1980  
 Drama  
 00:30:00 RE 021850  
 1 pgm Mono  
 12" LP, 33 1/3 rpm  
 A Spanish-language Easter special focusing on the events of Palm Sunday, Holy Week, and Easter. Also available in two 15 minute segments.  
 18+ — REL  
 FREE.  
 International Lutherans Laymens League — *International Lutheran Laymen's League*

**Entertainment Review** 1979  
 Interview-Talk-Personality  
 00:30:00 N, NT, T 003380  
 26 pgms Mono, 2 Track Stereo  
 7" reel, 7 1/2 ips  
*Host: Larry Scott*  
 Interviews and reviews of the current musical artists.  
 18+ — ENT  
 Promos  
 CASH/BARTER.  
 Cabscott Broadcast Productions — *Cabscott Broadcast Productions*

**Episcopal Series/Protestant Hour, The** 19??  
 Religious-Series  
 00:30:00 RE 003600  
 12 pgms Mono, Stereo  
 7" reel, 7 1/2 ips  
*Rev. Everett L. "Terry" Fullam*  
 The best of the most inspiring music of the church. Includes a sermon with printed copies of sermons available. Rev. Fullam is the rector of St. Paul's Church, Darien CT. Each program features elements of a religious service, including a sermon and music selections.  
 Produced—in rotation—by religious denominations.  
 18+ — REL  
 Advertising Aids, Demos, Promos  
 FREE.  
 Episcopal Radio Television Foundation — *Episcopal Radio Television Foundation (Worldwide)*

## Features

## Features

- Equal Time** 1982  
General Interest  
00:24:00 AC 008160  
1x weekly Stereo  
Satellite Transmission  
A 24-minute weekly issue-oriented program which discusses problems and issues that are inherent to one sex or the other. "Equal Time" can be broadcast as one 24-minute program or each half can be broadcast separately. One half will be hosted by a woman; one half by a man. Explores sexual stereotyping.  
18-49 — TAL  
Advertising Aids, Promos, Sales Aids  
BARTER.  
RKO Radio Network — *RKO TWO*
- # Eteral Light, The** 1944  
Religious-Series  
00:29:00 RE, ALL 016300  
weekly Mono  
7" reel, 7 1/2 ips  
This series is guided by a basic Judaic teaching: moral and spiritual excellence are not confined to any one group. Topics range from drama to interview to discussion of religious and public affairs.  
25+ — TAL  
CASH.  
Jewish Theological Seminary, NBC — *Longhorn Radio Network*
- Every Day With Jesus** 1980  
Religious  
00:14:30 RE 007860  
1x daily Mono  
12" LP, 33 1/3 rpm  
Narrator: *Lee Shultz*  
A religious teaching program with music. Provides practical insight into the Scriptures—every day, Monday through Friday.  
18+ — REL  
Advertising Aids  
CASH/FREE.  
Revivaltime Media Ministries — *Revivaltime Media Ministries Assemblies Of God Radio-TV Department*
- Famous Jury Trials** 19??  
Drama  
00:30:00 NT, T 003020  
1x weekly Mono  
7" reel, 7 1/2 ips  
One of the most popular network radio series of all time, this series is based on the dramatization of actual jury trials. A collection of trials from the American and English courts that kept audiences entranced during the 1940's. Synopsis of each story is available. Contains 31 half-hours.  
25-54 — ENT  
Promos  
CASH; price predicated on market size, 1 play per market.  
? — *Charles Michelson*
- Fibber McGee And Molly** 1934  
Comedy  
00:30:00 NT, T 003010  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Jim Jordan, Marian Jordan, Bill Thompson, Gale Gordon, Arthur Q. Bryan, Jess Kirkpatrick, Harlow Wilcox*  
Hear, once again, the crash of Fibber's famous overstuffed closet at 79 Wistful Vista. Contains 52 half-hours.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; price predicated on market size, 1 play per market.  
NBC — *Charles Michelson*
- Fibber McGee And Molly** 1939  
Comedy  
00:30:00 ALL 006060  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Jim Jordan, Marion Jordan, Hal Peary, Harlow Wilcox (announcer)*  
Original Fibber McGee and Molly shows once heard on NBC. No set story line; situations arose when people entered the McGee home at 79 Wistful Vista and found themselves in various dilemmas.  
12+ — ENT  
Demos, Promos  
CASH; min order 13 shows.  
NBC — *Universal Sounds Unlimited*
- Fibber McGee And Molly** 1934  
Comedy  
00:30:00 BB, O, T 021930  
156 pgms Mono  
10" reel, 7 1/2 ips  
*Jim Gordon, Marian Jordan*  
The endearing comedy series where people arrived at 79 Wistful Vista to find themselves in hilarious situations.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Frank Pittman — *Nostalgia Broadcasting*
- First Brethren Church** 1981  
Religious  
00:30:00 RE 003620  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Dr J D Hamel*  
The program is based on the weekly sermon at First Brethren Church, plus music professionally recorded, and prayer.  
25-34 — REL  
FREE.  
First Brethren Church — *First Brethren Church (Worldwide)*
- Focus** 1982  
Public Affairs  
00:29:00 N, NT, T 010270  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
Each week in "Focus," deeply complex and urgent concerns for the American public are examined by distinguished scholars, political observers, former government officials, etc.  
25+ — TAL  
Promos  
FREE.  
Longhorn Radio Network — *Longhorn Radio Network*
- Forum** 1982  
Magazine  
00:29:00 N, NT, T 010280  
1x weekly Mono  
7" reels, 7 1/2 ips, Satellite Transmission  
"Forum," gives the listener an opportunity to explore the infinite dimensions of the world through a program focusing on current events, noted personalities, and scientific research.  
25+ — TAL  
Promos  
CASH.  
Communication Center — *Longhorn Radio Network*
- # Francisco** 1979  
Drama  
00:20:00 SP, RE 023490  
weekly Mono  
7" reel, 7 1/2 ips  
A dramatization of the life of St. Francis of Assisi, geared toward Spanish formats.  
18+ — REL  
FREE.  
Paulist Communications — *Paulist Communications*
- Gangbusters** 1935  
Drama  
00:30:00 AC, C, NT 002980  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Art Carney, Mercedes McCambridge*  
Dramatizations of actual case histories of law enforcement agents and their crusade against the underworld. Available in 52 half-hour segments.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; price predicated on market size, 5 commercial minutes, 1 play per market.  
CBS — *Charles Michelson*

## Features

## Features

**Good Tidings Hour** 1975

Religious  
00:30:00 RE 021710  
8x weekly Stereo  
7" reel, 7 1/2 ips  
Song and preaching in the gospel hour tradition.  
18+ — REL  
CASH; 30 day contract.  
Daryl Neverson — *Good Tidings Gospel Hall (Worldwide)*

**# Grace Worship Hour, The** 1953

Religious  
00:30:00 RE 026090  
1x weekly Mono  
? reel, ? ips  
*Dr. Bruce Dunn*  
Bible-teaching ministry. Recently celebrated 30th anniversary on the air.  
18+ — REL  
CASH.  
Domain Communications — *Domain Communications*

**Grand Old Gospel Hour** 1982

Religious  
00:30:00 RE 021860  
daily Mono, Stereo  
7" reel, 7 1/2 ips  
An inspirational program featuring fundamental thought, faith, and gospel preaching.  
18+ — REL  
FREE.  
Grand Old Gospel Fellowship — *Grand Old Gospel Fellowship*

**Great Gildersleeve, The** 1941

Comedy  
00:30:00 BB, O, T 022020  
156 pgms Mono  
10" reel, 7 1/2 ips  
*Hal Peary, Lurene Tuttle, Lillian Randolph, Walter Tetley*  
The famous series centering on the crazy life and times of the uppity Gildersleeve.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Cecil Underwood — *Nostalgia Broadcasting*

**Greater Love Ministries** 1982

Religious  
00:29:30 RE 021500  
weekly Stereo  
7" reel, 7 1/2 ips; Cassette  
*Don Tobias*  
Informal talk and news relating to religion and religious cults. The occult is also covered.  
25+ — REL  
CASH/FREE.  
Greater Love Ministries — *Greater Love Ministries*

**Green Hornet, The** 1938

Drama  
00:30:00 A, B, NT 002990  
1x weekly Mono  
7" reel, 7 1/2 ips  
The famous crusader against crime, once again, on the prowl for underworld characters and aided, as always, by his faithful valet, Cato. For your enjoyment there are 52 half-hour segments available.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; 5 commercial minutes, 1 play per market.  
Mutual — *Charles Michelson*

**# Guideposts** 1980

Religious  
00:13:45 RE 023820  
weekly Mono  
12" LP, 33 1/3 rpm  
*Host: Art Fleming*  
Religious dramas based on real life experiences.  
18+ — REL  
FREE.  
National Council Of The Churches — *National Council Of The Churches*

**Gunsmoke** 1954

Westerns  
00:30:00 A, MM, NT 003000  
1x weekly Mono  
7" reel, 7 1/2 ips  
*William Conrad, Parley Baer, Georgia Ellis, Howard McNear*  
The dramatic adventures of Matt Dillon, a U.S. Marshal, as he attempted to maintain law and order in Dodge City, Kansas during the late 1800's.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; price predicated on market size, 1 play per market, 5 commercial minutes.  
CBS — *Charles Michelson*

**# Gunsmoke** 1958

Westerns  
00:30:00 AC, BB, T 024820  
1x weekly Mono  
7" reel, 7 1/2 ips  
*William Conrad*  
William Conrad stars as Marshall Matt Dillon of Dodge. This adult western is known to be one of the best western dramas produced for radio.  
25-55 — ENT  
CASH; 13 week minimum.  
CBS — *Universal Sounds Unlimited*

**Hall Of Fantasy, The** 1953

Mystery  
00:30:00 BB, O, T 021940  
26 pgms Mono  
10" reel, 7 1/2 ips  
*Richard Thorne, Eloise Kummer*  
The celebrated series concerning man's struggle against the black forces of the unexplainable.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Richard Thorne — *Nostalgia Broadcasting*

**Haunting Hour, The** 1946

Mystery  
00:30:00 BB, O, T 021950  
26 pgms Mono  
10" reel, 7 1/2 ips  
Shadows, darkened streets, and suspense are the hallmark of this murder-thriller series.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
NBC — *Nostalgia Broadcasting*

**Have Gun, Will Travel** 1958

Westerns  
00:30:00 NT, T 003110  
1x weekly Mono  
7" reel, 7 1/2 ips  
*John Dehner, Ben Wright, Virginia Gregg, Hugh Douglas*  
The exploits of Paladin, a former army officer turned professional gunman who hired his guns and experience to people unable to protect themselves. Paladin operated from the Hotel Carlton in San Francisco, 1875, and had a calling card that read "Have Gun—Will Travel. Wire Paladin, San Francisco." Contains 52 half-hours.  
18+ — ENT  
Promos  
CASH.  
CBS — *Charles Michelson*

**Health Connection, The** 1981

Educational  
00:30:00 AC, T 020730  
weekly Mono  
Cassette  
*Host: Dr. Gershon Lesser*  
An awareness-raising program on health and health issues geared for the community and lay people. Also available in a daily 60 second format.  
18+ — TAL  
CASH.  
GML Productions — *GML Productions*

## Features

**Heartbeat Theatre** 1981

Drama  
00:25:00 N, NT, T 010510  
1x weekly Mono  
12" LP, 33 1/3 rpm  
*Host: MacDonald Carey*  
Original program starring top Hollywood names, such as Joseph Campanella, Anne Frances, Greer Garson. Most programming concerns today's social problems.  
1980, 1981 *Writers Guild of America.*  
18+ — ENT  
Promos  
FREE.  
George Gilbreath, Don Hills — *Studiohouse Radio*

**Heavenly Hot Line** 1976

Religious-Series  
00:30:00 RE 010860  
1x weekly Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
*Host: Jim McCoy*  
A religious teaching program combined with gospel music. Also available in 15 and 60 minute formats.  
18+ — REL  
Promos  
FREE.  
Jim McCoy — *Sounds Of Winchester*

**Henry Youngman** 1982

Comedy  
00:30:00 AC, NT, T 012400  
300 pgms Mono  
7" reel, 7 1/2 ips  
*Henry Youngman*  
These comedic routines by Henry Youngman can be cut for fill-ins, providing any length from 5 seconds to 30 minutes of his one-liners. Also special tailor-made messages by Youngman.  
25+ — ENT  
CASH.  
Edgar Spizel — *Edgar S Spizel Marketing*

**Herald Of Truth** 1952

Religious-Series  
00:30:00 RE 010930  
weekly Mono  
10 1/2" reel, 7 1/2 ips  
*Host: Batzell Barrett Baxter, Harold Hazelip*  
A religious program dealing with theological questions as related to today's society.  
18-54 — REL  
English, Spanish  
FREE.  
Zachry Associates — *Zachry Associates*

**# Here And Beyond** 1982

Religious  
00:30:00 RE, T 024740  
1x weekly Mono  
7" reel, 7 1/2 ips  
This program covers themes such as hope, expectations, change and growth. Listeners are invited to share creative writing, poetry, short essays or skits.  
35-55 — REL  
FREE; tapes must be returned and may not be edited.  
Open Door Ministries — *Open Door Ministries*

**Hidden Truth, The** 19??

Drama  
00:30:00 NT, T 003100  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Harp McGuire*  
A most interesting and fascinating series detailing the true stories surrounding the use of the famous lie detector as invented by Leonard Keeler, and starring Harp McGuire.  
18+ — ENT  
Promos  
CASH; price predicated on market size, 1 play per market, 5 commercial minutes available.  
? — *Charles Michelson*

**Hymntime** 1969

Religious  
00:30:00 RE 021490  
weekly Mono  
7" reel, 7 1/2 ips; Cassette  
*Wilbur Sayles*  
Religious music performed by Wilbur Sayles as well as talk and guest appearances.  
25+ — REL  
FREE.  
Wilbur Sayles — *Wilbur Sayles Lay Music Missions*

**In The Holy Land** 1982

Interview-Talk-Personality  
00:14:00 RE 013090  
1x monthly Mono  
7" reel, 7 1/2 ips  
Interviews, music and discussions are just a few of the features in this inspirational series which is geared towards Christians of all denominations.  
25-64 — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*

**Inquiring Mind, The** 1982

Magazine  
00:25:00 N, NT, T 010320  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
*Host: Kathy Glover*  
A unique series featuring academic experts from a wide variety of disciplines, talks with different guest experts about their current research, providing insights into current trends regarding business, politics, medicine, and science.  
25+ — TAL  
Promos  
CASH.  
Communication Center — *Longhorn Radio Network*

**# International Sunday School Lesson** 1976

Religious  
00:28:30 RE 015840  
weekly Mono  
7" reel, 7 1/2 ips  
*Host: Bob Utley*  
Verse by verse exegetical background to weekly Sunday school lessons.  
18+ — REL  
FREE.  
Bob Utley — *International Sunday School Lesson*

**Israel Almanac** 1982

Interview-Talk-Personality  
00:24:30 N, NT, RE 013070  
1x every six weeks Mono  
7" reel, 7 1/2 ips  
In-depth topical discussions and interviews about Israel, focusing on cultural and social events, scientific programs, agricultural developments and cooperative studies. Each program concludes with a musical selection from Israel.  
25-64 — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*

**Israel Magazine** 1982

News  
00:28:00 N, NT, RE 013050  
weekly Mono  
7" reel, 1/2 ips  
Up-to-date news events focusing on Israel. Interviews with notable government officials. Also presents features and commentaries on sports, medicine and scientific developments, human interest stories, and topics illustrating the diverse aspects of Israeli life.  
25-64 — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*

## Features

## Features

- Jack Benny Program** 1930  
Comedy  
00:30:00 ALL 006070  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Emcee: Don Wilson. Stars: Jack Benny, Mary Livingston, Dennis Day, Phil Harris*  
This series begins in the mid 1930's with Jack Benny, Don Wilson, Mary Livingston and the entire cast and follows Jack and company well into the 1950's with some of radio's funniest one liners ever. Contains 52 half-hours.  
12+ — ENT  
Demos, Promos  
CASH; 13 weeks min.  
NBC — *Universal Sounds Unlimited*
- # Jazz Beat From Berklee (Series I)** 1982  
Music-Jazz  
00:28:00 J 023260  
12 pgms Stereo  
12' LP, 33 1/3 rpm  
*Host: Ron Della Chisea*  
Recorded live concerts from the Berklee Performance Center. All jazz styles represented with a narration of performance.  
18-34 — MUS  
FREE; with guarantee of on-air performance.  
Larry Monroe — *Berklee School Of Music*
- Jewish Spectrum** 1982  
Religious  
00:30:00 RE 012910  
1x weekly Mono  
7" reel, 7 1/2 ips  
This series provides news, information, music, interviews, and commentaries of interest to the American Jewish Community.  
25-64 — REL  
FREE; 2 Commercial availabilities; 13 week minimum.  
Jewish Broadcasting Svcs — *Jewish Broadcasting Service*
- # Joy** 1980  
Religious  
00:29:00 RE 023840  
weekly Mono, Stereo  
7" reel, 7 1/2 ips  
*Host: Rev Alvin Rueter*  
Religious commentary and selections from the Christian musical heritage.  
25+ — TAL  
FREE.  
International Lutheran Laymen's League — *International Lutheran Laymen's League*
- Kentucky Digest** 1982  
General Interest  
00:30:00 N, NT, T 010610  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Host: Doug Bruce*  
This program combines consumer features with current events. The subjects covered include medicine, law, agriculture, sports, and current events.  
25+ — TAL  
FREE.  
Doug Bruce — *University Of Kentucky*
- Latin American Review** 19??  
Documentary  
00:29:00 N, NT, T 010330  
1x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission  
A series that looks at the rich cultural heritage of a region of diverse peoples and traditions. Includes interviews with heads of state, diplomats, scholars and political leaders.  
25+ — TAL  
Promos  
CASH.  
Communication Center — *Longhorn Radio Network*
- Laymen's Hour, The** 1947  
Religious-Series  
00:29:30 RE 010240  
1x weekly Mono, Stereo  
7" reel, 7 1/2 ips  
*Host: Art Gilmore*  
This program combines a male chorus, with scripture reading, poetry reading, and a worship service.  
*Freedom Foundation.*  
18+ — REL  
Promos  
FREE.  
Waldo Tucker, Gilbert Brink — *The Laymen's Hour*
- Life Of Riley, The** 1941  
Comedy  
00:30:00 BB, O, T 021960  
156 pgms Mono  
10" reel, 7 1/2 ips  
*William Bendix*  
The popular series about the comical life of Chester A. Riley.  
18+ — ENT  
CASH/BARTER; rights per arrangement.  
Irving Brecher — *Nostalgia Broadcasting*
- Lifeline Hour, The** 1935  
Religious-Series  
00:30:00 RE 011720  
10x weekly Stereo  
7" reel, 7 1/2 ips  
*Host: Bill Schafer, Beverly Gallucci, Tony Valenti*  
Evangelistic format with music, announcements, and religious messages. Also available in a 15-minute version.  
1978-81 NRB Honor Citations.  
18+ — REL  
Promos  
CASH.  
Lifeline Ministries — *Lifeline Ministries*
- # Life's Dynamics** 1981  
Religious  
00:29:30 RE 023650  
weekly Mono  
7" reel, 7 1/2 ips  
Religious discussions centering on contemporary issues.  
18+ — REL  
CASH/FREE.  
Book Fellowship International — *Book Fellowship International*
- # Listen America** 1983  
Religious  
00:28:00 RE 024760  
1x weekly Mono  
Cassette  
*Dr. Eichmann*  
Contemporary Bible teaching directly connected to current events.  
18+ — TAL  
FREE.  
Universal Missions — *Universal Missions*
- Listen Closely** 1981  
News  
00:24:00 A 014490  
weekly Stereo  
Satellite Transmission  
Targeted for young adults, this program is a reporter's notebook geared to personalizing interesting stories in the news.  
18-34 — NEW  
Promos  
BARTER.  
ABC FM Network — *ABC FM Network*

## Features

**Lives Of Harry Lime, The** 1951  
 Production Libraries  
 00:30:00 A, B, NT 005940  
 ? pgms Mono  
 7" reel, 7 1/2 ips  
*Orson Welles*  
 The story of Harry Lime, an international rogue and confidence man. The sounds and music by Anton Karas. Based on the movie "The Third Man."  
 12+ — ENT  
 Advertising Aids, Promos  
 CASH.  
 ? — *Charles Michelson*

**Lone Ranger Radio Shows** 1930  
 Westerns  
 00:21:20 ALL 002780  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 Western adventures of the Lone Ranger and Tonto fighting for justice and order in the West. A series of 52 programs.  
 12-34 — ENT  
 CASH.  
 Trendel-Meurer — *Lone Ranger Television*

**Lone Ranger, The** 1930  
 Westerns  
 00:30:00 A, NT, T 003050  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
*Fred Foy*  
 Follow the adventures of the masked hero of the Old West and his faithful companion, Tonto. Bearing the trademark of the silver bullet, The Lone Ranger and Tonto rode the Western plains of the 19th century striving to maintain law and order in a wild and lawless era.  
 18-34 — ENT  
 Promos  
 CASH; price predicated on market size, 1 play per market.  
 Mutual — *Charles Michelson*

**Lutheran Hour, The** 1930  
 Religious  
 00:30:00 RE 021640  
 weekly Mono  
 7" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
*Dr. Oswald Huffmann, Rev. Wallace Schulz*  
 Each program includes a timely message by one of the speakers with appropriate music.  
 18+ — REL  
 Advertising Aids  
 CASH/FREE.  
 International Lutheran Laymens League — *International Lutheran Laymen's League*

**Man Alive** 1980  
 Drama  
 00:30:00 RE 021840  
 1 pgm Mono  
 12" LP, 33 1/3 rpm  
 A compelling story of a tough infantry sergeant who fears living more than dying. A one-time Easter special with a Christian theme.  
 18+ — REL  
 FREE.  
 International Lutheran Laymens League — *International Lutheran Laymen's League*

**Man Called X, The** 1944  
 Adventure  
 00:30:00 BB, O, T 021970  
 52 pgms Mono  
 10 1/2' reel, 7 1/2 ips  
*Herbert Marshall*  
 The classy adventure series, featuring international intrigue, exotic settings, and beautiful women.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 Jack Johnstone — *Nostalgia Broadcasting*

**Martin Luther King Speaks** 1977  
 General Interest  
 00:30:00 B, UC 020020  
 weekly Mono, Stereo  
 Satellite Transmission  
 Replays of Dr. Martin Luther King's speeches. Repeated once weekly.  
 18+ — TAL  
 CASH.  
 Southern Christian Leadership Conference — *National Black Network*

**# Maryknoll World** 1982  
 Religious  
 00:30:00 RE 015810  
 weekly Mono  
 10' reel, 7 1/2 ips; 12' LP, 33 1/3 rpm  
 Interviews and documentaries about the Third World and its people and development. In magazine format, available in 5-minute and 60-second lengths.  
 18+ — REL  
 English, Spanish  
 FREE.  
 Paul Newpower — *Maryknoll Fathers And Brothers*

**Master Control** 1981  
 Religious-Series  
 00:27:30 RE 004870  
 1x weekly Mono, Stereo  
 12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Co-Hosts: Dave Naugle, George Nolan*  
 A magazine format, including varied reports and interviews, with some MOR music.  
 25+ — ENT  
 Promos  
 FREE.  
 Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**Micrologus** 1982  
 Educational  
 00:30:00 BM, CL 004200  
 1x weekly Stereo  
 Satellite Transmission  
 A discussion of early classical music produced by Case Western Reserve University.  
 25-54 — MUS  
 FREE.  
 Radio Seaway — *WCLV/Seaway Productions (Worldwide)*

**Mind's Eye Radio Dramatic Series** 1980  
 Drama  
 00:25:00 T 008750  
 5x weekly Mono  
 7" reel, 7 1/2 ips, Satellite Transmission  
*Erik Bauersfeld*  
 A dramatic series consisting of dozens of newly dramatized classics: novels, short stories, and tales from the world's best literature. Contains 150 programs from The Hobbit to Heidi. For individual titles of listings please contact distributor; 130 half-hours.  
 12+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 English, Spanish  
 CASH/BARTER; 1 play with repeats within week of original broadcast.  
 Radio 2000 — *Radio 2000 (Worldwide)*

**Mother Is Crying** 1981  
 Educational  
 00:30:00 SP, RE 020770  
 Weekly Mono, Stereo  
 Cassette  
 Directed toward teens to appreciate their families and understand their responsibility at home.  
 12-20 — REL  
 Promos  
 Spanish, English  
 CASH.  
 Willard Gleeson — *KICO*

## Features

## Features

**Music That Matters**

1957  
 Music-Religious  
 00:25:00 RE 010400  
 daily Stereo  
 7" reel, 7 ips  
*Host: Roberta Hunsberger*  
 Religious music and devotional readings.  
 18+ — REL  
 Promos  
 FREE.  
 Paul Hunsberger — *Paul Hunsberger*

**Name That Year!**

1981  
 Quiz  
 00:03:00 BB, MM 009380  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
*Al Lawrence, Peter Yung*  
 Popular music of a bygone year keyed to events of the period. Humorous banter between personalities. Interaction between live piano and announcer. Challenge the audience's memory to name the year. The answer is followed by humorous recitation of other events of the time.  
 35+ — ENT  
 CASH/BARTER; contract terms available upon request.  
 Talco Productions — *Talco Productions*

**Nashville Gospel Time**

1982  
 Music-Gospel  
 00:30:00 C, RE 020150  
 weekly Stereo  
 10 1/2" reel, 7 1/2 ips  
*Host: Reverend Jimmy Snow*  
 Recorded live from the Grand Ole Opry, this program features the likes of Johnny Cash, Mel Tillis, Connie Smith, and Larry Gatlin performing the best known gospel songs.  
 25+ — MUS  
 Promos  
 BARTER/FREE; 2 minutes national and local commercial availabilities.  
 Outreach Media — *The Musicworks*

**National Arts Review**

1982  
 Interview-Talk-Personality  
 00:25:00 N, NT, T 010350  
 1x weekly Mono  
 7" reel, 7 1/2 ips, Satellite Transmission  
*Host: Nancy Kaufman*  
 These weekly programs present artists and people behind the scenes in the fine and performing arts and in literature. Personalities such as Carlin Glynn, Uta Hagen, Mark Medoff, etc., appear in this series.  
 25+ — TAL  
 Promos  
 CASH.  
 Communication Center — *Longhorn Radio Network*

**National Lampoon Radio Hour, The**

1973  
 Comedy  
 00:30:00 A, R 020160  
 52 pgms Stereo  
 10 1/2" reel, 7 1/2 ips  
*Chevy Chase, John Belushi, Gilda Radner, Bill Murray*  
 Original, edited shows from the renowned radio series (1973-75) that launched the "Saturday Night Live" TV series.  
 18+ — ENT  
 Promos  
 CASH; minimum 13 week schedule.  
 National Lampoon — *Robert Michelson*

**# National Radio Pulpit**

1923  
 Religious-Series  
 00:22:00 RE 023770  
 weekly Mono  
 Satellite Transmission; 7" reel, 7 1/2 ips  
 Music combined with the best of radio preaching. Tape delay available.  
 25+ — REL  
 FREE.  
 NBC Radio Network, National Council Of The Churches — *NBC Radio Network*

**NBC Presents: Short Story**

1977  
 Drama  
 00:30:00 BB, O, T 021980  
 52 pgms Mono  
 10" reel, 7 1/2 ips  
 An anthology series of dramatized short stories from masters such as Hemingway, Faulkner, Steinbeck, and Sinclair Lewis.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 NBC — *Nostalgia Broadcasting*

**# New Life For You**

1971  
 Religious  
 00:30:00 RE 015820  
 weekly Mono  
 7" reel, 7 1/2 ips  
*Host: John Butler*  
 Consists of several songs and a gospel message preached by Dr. Jimmy Morgan. Also, featured guests give short testimonies.  
 18+ — REL  
 Promos  
 FREE.  
 Jimmy Morgan Evangelistic Association — *Jimmy Morgan Evangelistic Association*

**New Testament Light Weekly**

1952  
 Religious-Series  
 00:30:00 N, NT, RE 000050  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Dr Spiros Zodhiates*  
 Expository bible teachings designed to familiarize people with the needs of missionaries throughout the world. Host, Dr. Spiros Zodhiates, is a leading authority on the Greek New Testament, has over 16,000 broadcasts during the last 30 years. Available as a daily program that runs 15 minutes.  
 12+ — REL  
 English, Burmese, Chinese, Cuban, Greek, Indian  
 FREE.  
 AMG International — *AMG International* **Contact Distributor**

**# Newsweek FM**

1982  
 Magazine  
 00:30:00 AC, R 016450  
 weekly (40 pgms) Stereo  
 Mode (LP/reel) depends on market rank.  
 A 30-minute magazine-format show that combines music and talk. The program is described as an audio version of the publisher's "On Campus" magazine, and will feature taped interviews and live concert inserts.  
 18-24 — NEW  
 CASH/BARTER; depends on market rank.  
 Thirsty Ear Productions — *Thirsty Ear Productions*

**Next 200 Years, The**

1982  
 General Interest  
 00:25:00 N, NT, T 010360  
 1x weekly Mono  
 7" reel, 7 1/2 ips, Satellite Transmission  
 Distinguished scholars from all fields examine many aspects of the American experience and evaluate the nation's future prospects. Topics discussed include world population growth, space exploration, the elderly, and drug development.  
 25+ — TAL  
 Promos  
 CASH.  
 Communication Center — *Longhorn Radio Network*

**Nightbeat**

1950  
 Drama  
 00:30:00 BB, O, T 021990  
 52 pgms Mono  
 10 1/2" reel, 7 1/2 ips  
*Frank Lovejoy*  
 The stories and adventures of Randy Stone, reporter, who combs the streets for material.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 Warren Lewis — *Nostalgia Broadcasting*

## Features

## Features

**# Nightwatch** 19??  
 General Interest  
 00:30:00 ALL 026150  
 weekly Mono  
 10' reel, 7 1/2 ips  
*Ron Perkins*  
 This program features on-location recordings, using no actors, but rather participants on the scene. The listener "rides with" a detective unit in Culver City, CA and "overhears" all of the action.  
 18+ — NEW  
 CASH/BARTER.  
 Nostalgia Broadcasting — *Nostalgia Broadcasting*

**# Oh, What A Beautiful Morning!** 1983  
 Religious  
 00:30:00 RE 016700  
 yearly Mono  
 12' LP, 33 1/3 rpm  
 An Easter radio special containing the message of hope and joy is conveyed in music by the acclaimed Concordia College Choir of Bronxville, N.Y. Homily given by Dr. Oswald C.J. Hoffman on the Easter promise of Ephesians 4:8.  
 18+ — REL  
 Advertising Aids  
 FREE.  
 International Lutheran Laymen's League — *International Lutheran Laymen's League*

**On Track** 1981  
 Music-Religious  
 00:28:00 RE 004820  
 1x weekly Mono, Stereo  
 12' LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Host: Ross Tucker, DJ*  
 Records from the most recent religious charts. Two brief moral messages.  
 18-34 — REL  
 Promos  
 FREE.  
 Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**One Owed More** 19??  
 Seasonal  
 00:29:42 RE 007840  
 weekly Stereo  
 7" reel, 7 1/2 ips, Cassette  
 An Easter show biblical in nature.  
 18+ — REL  
 CASH; 13 week minimum.  
 New Life Productions — *New Life Productions (Worldwide)*

**Open Door** 1970  
 Religious-Series  
 00:29:30 RE 011990  
 1x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Bud Frimoth*  
 Uses creative writings sent in by listeners throughout the U.S. and the world, as interpreted, read and mixed with appropriate rock music by young adults.  
 1972 *George Foster Peabody*, 1975 *Ohio State Award*, 1976 *Gabriel Award*, 1979, 1980 *Gabriel Award*, 1981 *Golden Mike Award*.  
 18-35 — REL  
 FREE.  
 Bud Frimoth — *Open Door Ministries (Worldwide)*

**Oral Roberts And You** 1982  
 Religious-Series  
 00:29:30 RE 010570  
 weekly Stereo  
 7 1/2" reel, 7 1/2 ips  
*Host: Oral Roberts*  
 A combination of music and inspirational messages hosted by one of America's leading evangelists. Special guest artists include Richard Roberts with singers and the orchestra from Oral Roberts University.  
 25+ — REL  
 FREE.  
 Traco Advertising — *Traco Advertising*

**# Padre Vicente** 1979  
 Drama  
 00:20:00 SP, RE 023500  
 weekly Mono  
 7' reel, 7 1/2 ips  
 A weekly diary of a priest in the Barrio.  
 18+ — REL  
 FREE.  
 Paulist Communications — *Paulist Communications*

**Pair Of Thieves** 19??  
 Seasonal  
 00:27:00 RE 007810  
 weekly Mono  
 7" reel, 7 1/2 ips, Cassette  
 A religious Christmas show set in contemporary times.  
 18+ — REL  
 CASH; 13 week minimum.  
 New Life Productions — *New Life Productions (Worldwide)*

**# Pavarotti Phenomenon, The** 1982  
 Music-Classical  
 00:30:00 CL, MM 023080  
 1 pgm Stereo  
 12' LP, 33 1/3 rpm  
 This program, produced for Classical and MOR formats, includes the full range of Pavarotti's music, from pop to opera. Celebrity commentary.  
 25+ — MUS  
 FREE; market exclusivity; 4 minutes of commercial avails.  
 Peter Riches, Peter Rubinstein — *Riches, Rubinstein & Radio*

**# Pavarotti: The Golden Tenor Comes To The Silver Screen** 1982  
 Music-Classical  
 00:30:00 CL, MM 023090  
 1 pgm Stereo  
 12' LP, 33 1/3 rpm  
 Produced especially for classical formats, this program includes selections from Pavarotti's "Yes, Giorgio" soundtrack album.  
 35+ — MUS  
 FREE; market exclusivity; 4 minutes commercial avails.  
 Peter Riches, Peter Rubinstein — *Riches, Rubinstein & Radio*

**People Are Funny** 1942  
 Audience Participation  
 00:30:00 BB, O, T 022030  
 52 pgms Mono  
 10" reel, 7 1/2 ips  
*Art Linkletter*  
 The well-known audience participation and stunt show.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 John Guedel — *Nostalgia Broadcasting*

**# People Are Funny** 1981  
 Entertainment  
 00:30:00 AC, NT 023170  
 weekly Mono  
 7' reel, 7 1/2 ips  
*Art Linkletter*  
 Humorous incidents of people in everyday life. Fifty-two programs are contained in the series.  
 18+ — ENT  
 Promos  
 CASH; price varies with market size; 5 minutes of commercial avails per program.  
 CBS — *Charles Michelson*

## Features

## Features

<b>Performing Arts Profile</b>		1982	<b>Radio Classics Variety Shows</b>	1977
Interview-Talk-Personality			Entertainment	
00:29:00	N, NT, T	010370	00:30:00	NT, T
1x weekly	Mono		weekly	Mono
7" reel, 7 1/2 ips, Satellite Transmission			7" reel, 7 1/2 ips	
<i>Host: Alan Farley</i>			The "Radio Classics Variety Shows" consist of hundreds of original radio programs ranging from mystery to comedy. Programming consists of 1200 half-hours of the best remembered radio shows from the golden age of radio.	
Each week the host interviews prominent figures active in the performing arts. These interviews are designed to examine and clarify the artist's work. Includes interviews with Eartha Kitt, Aaron Copeland, Pauline Keel.			12+ — ENT	
25+ — TAL			Demos, Promos	
Promos			CASH; min order 13 weeks.	
CASH.			Various — <i>Universal Sounds Unlimited</i>	
Alan Farley Public Radio Productions — <i>Longhorn Radio Network</i>				
<b># Positive Thinking With Norman Vincent Peale</b>		1977	<b># Radio Smithsonian</b>	1982
Religious-Series			Magazine	
00:30:00	RE	016370	00:29:00	NT, T
weekly	Mono		weekly	Stereo
7" reel, 7ips			7" reel, 7 1/2 ips; Satellite Transmission	
A series recorded weekly at the historic Marble Collegiate Church in New York City where Dr. Peale has been minister for 50 years. The program contains opening and closing remarks by Dr. Peale. Seasonal programming is available at Christmas and Easter.			<i>Host: Jesse Boggs</i>	
25+ — TAL			Explores the people, ideas, and events of the Smithsonian Institution.	
CASH.			1981 <i>Clarion Award</i> .	
Foundation For Christian Living — <i>Cinema/Sound Ltd</i>			18+ — TAL	
			CASH; 6 month and 1 year terms.	
			Jesse Boggs — <i>Smithsonian Institution Office Of Telecommunications</i>	
<b># Protestant Hour, The</b>		1980	<b>Radio Today</b>	1981
Religious-Series			Religious	
00:29:30	RE	023860	00:30:00	RE
weekly	Mono		1x daily	Mono
7" reel, 7 1/2 ips			7" reel, 7 1/2 ips	
Each program features elements of a religious service including a sermon and music selections.			One of the four broadcast formats within "The Back to God Hour's" English language ministry, is produced for people who speak English as a second language. Combines news, music, and a gospel message in a "magazine format."	
25+ — REL			18+ — REL	
FREE.			Advertising Aids, Promos, Sales Aids	
United Methodist Church — <i>Protestant Radio-TV Center</i>			CASH.	
			Back To God Hour — <i>Back To God Hour (Worldwide)</i>	
<b># Public Interest Affiliates Customized Public Affairs Program</b>		1983	<b>Revivaltime</b>	1953
Public Affairs			Religious	
00:30:00	ALL	016580	00:29:30	RE
1x weekly	2 Track Mono		1x weekly	Mono
7" reel, 7 1/2 ips			12" LP, 331/3 rpm, Cassette, 8-Track	
<i>Host: Hope Daniels</i>			<i>Speaker: Dan Betzer</i>	
A 52-week series on public affairs that can either supplement the existing PIA programs or stand alone.			Religious evangelistic with music and preaching. A weekly broadcast that reaches out to people and presents Jesus Christ as the answer to life's problems.	
25+ — COM			18+ — REL	
FREE; 3 mins national; 30 seconds to sell locally.			Advertising Aids	
Sandra Kramer — <i>Public Interest Affiliates</i>			CASH/FREE.	
			Revivaltime Media Ministries — <i>Revivaltime Media Ministries Assemblies Of God Radio-TV Department (Worldwide)</i>	
<b># Public Interest Affiliates Customized Public Affairs Program</b>		1981	<b># Revivaltime</b>	1982
Public Affairs			Religious	
00:30:00	ALL	016570	00:29:30	AC, RE
1x weekly	2 Track Mono		weekly	Mono
7" reel, 7 1/2 ips			7" reel, 7 1/2 ips; Satellite Transmission	
<i>Hosts: Hope Daniels, Jan Coleman, Linda Frost, Lauren Franzoni</i>			Adult contemporary and MOR music combined with spiritual messages.	
A 52-week series on public affairs. Stations must air between 6 a.m. and midnight. Stations are given the opportunity to write their own openings, closings, and promos.			1981: <i>National Religious Broadcasters Award</i> .	
25+ — COM			25+ — REL	
FREE; 3 mins national; 30 seconds to sell locally.			CASH.	
Sandra Kramer — <i>Public Interest Affiliates</i>			Assemblies Of God — <i>Revivaltime Media Ministries Assemblies Of God Radio-TV Department</i>	
<b>Radio Bible Class</b>		1936		
Religious-Series				
00:28:45	RE	011780		
1x weekly	Mono			
7" reel, 7 1/2 ips				
<i>Host: Paul Van Gorder</i>				
Bible teaching with music. Available in a weekly format.				
18+ — REL				
English, Mandarin, Russian, Spanish				
FREE.				
Ralph Mueller — <i>Radio Bible Class</i>				

## Features

## Features

- # Rock Waves** 1982  
Music-Rock  
00:30:00 A, AC, R 016480  
2x weekly Stereo  
7" reel, 7 1/2 ips  
Host: *Gary Axelbank*  
A 30-minute show with the first half containing music from current releases with exclusive interviews of developing artists. The second half contains music from current releases with exclusive interviews of already established artists. Interview topics center on discussion of new record and the crazy stories rock stars love to tell.  
18-34 — ENT  
Promos  
BARTER; 13 show minimum; 12 minutes of separate air time for sponsor prior to airing of each show.  
Roger Harris — *Neolithic Productions*
- Royal Way Of The Cross, The** 1982  
Religious  
00:29:30 RE 021790  
weekly Stereo  
7" reel, 7 1/2 ips  
Christian teachings combined with classical sacred music.  
18+ — REL  
CASH; 1 year contract.  
Community Of Jesus — *Community Of Jesus*
- # Ruth Jacobs-Jewish Home Show** 1982  
Interview-Talk-Personality  
00:30:00 AC, RE 023060  
daily Mono  
7" reel, 7 1/2 ips  
A variety of topics covered, from politics to books to entertainment. Also, live music.  
18+ — TAL  
CASH.  
Ruth Beckerman — *Advertisers Broadcasting*
- Santa's Show** 19??  
Seasonal  
00:30:00 ALL 007350  
15 pgms Stereo  
12" LP, 33 1/3 rpm  
Contains fifteen 30-minute shows with Santa and his elves designed to be sold to large advertising accounts.  
12+ — ENT  
CASH/BARTER.  
International Syndications — *International Syndications*
- # Scandinavian Male, The** 1981  
Documentary  
00:29:05 N, NT, T 024530  
6 pgms Mono  
7" reel, 7 1/2 ips  
Six half-hour programs produced in and by the Scandinavian countries focusing on what it's like to be a man in Denmark, Finland, Norway, and Sweden. These in-depth reports include a program on the Swedish male as seen by immigrants and a final round table discussion where no holds are barred.  
18+ — TAL  
FREE.  
Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*
- Sealed Book, The** 19??  
Mystery  
00:30:00 A, NT, T 003080  
1x weekly Mono  
7" reel, 7 1/2 ips  
Jock McGregor  
A true out and out mystery thriller combining fantasy and imagination, excellent writing and great direction by a renowned mystery director, Jock McGregor. Used as a replacement for "The Shadow." Contains 26 shows.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; price predicated on market size, 5 commercial minutes available, 1 play per market.  
Unknown — *Charles Michelson*
- Second Self, The** 1981  
General Interest  
00:24:00 N, NT, T 009280  
1x monthly Full Track  
7" reel, 7 1/2 ips  
*Dr. Richard Samuels, Dr. Kenneth Herman*  
Twelve shows yearly on how to change your life for the better.  
18+ — TAL  
FREE.  
Radio & TV Roundup Productions — *Radio & TV Roundup Productions*
- Senior Citizens** 1982  
Documentary  
00:30:00 N, NT, T 004600  
5 pgms Mono  
5", 7" reels, 7 1/2 ips  
A series of documentary programs about older people in the Nordic countries, including interviews with senior citizens, giving a balanced picture of what it is like to grow old in these countries.  
45+ — TAL  
Promos  
English, Swedish  
FREE.  
Carsten Wiedemann, Martha Gaber Abrahamsen, Asdis Skuladottir, Asmund Willersrud, Stanley Bloom — *Swedish Broadcasting (Radio Sweden Int'l)*
- Sergeant Preston Of The Yukon** 1930  
Adventure  
00:21:20 ALL 002790  
1x weekly Mono  
7" reel, 7 1/2 ips  
Adventures of Sergeant Preston of The Royal Canadian Mounted Police and his dog King in the Yukon territory during the gold rush days and their attempts to maintain law and order. First aired as "Challenge of the Yukon." Series contains 52 programs.  
12-54 — ENT  
CASH.  
Trendel-Meurer — *Lone Ranger Television*
- # 700 Club** 1983  
Interview-Talk-Personality  
00:30:00 RE, T 016750  
1x weekly Mono  
? reel, ? ips  
Host: *Pat Robertson*  
Offers a blend of music, news, and interviews with people whose lives have been drastically changed.  
25+ — REL  
CASH.  
Alan Crute — *Christian Broadcasting Network*
- Shadow, The** 1936  
Mystery  
00:30:00 A, B, NT 003070  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Bill Johnstone, Bret Morrison, Agnes Moorehead, Marjorie Anderson, Mandel Kramer*  
The original radio series from the Mutual Network. Depicts "The Shadow," in his adventures aiding law and order. The possessor of hypnotic powers that enable him to fight against "the evil that lurks in the hearts of men." Fifty-two programs taken from the best shows between 1947-1949.  
12+ — ENT  
Promos  
CASH; 1 play per market, price predicated on market size.  
Mutual — *Charles Michelson*

## Features

- Best Of Sherlock Holmes, The** 1950  
Mystery  
00:30:00 NT, T 003090  
16 pgms Mono  
7" reel, 7 1/2 ips  
*Sir John Gielgud, Sir Ralph Richardson*  
The story of Sherlock Holmes, a consulting detective (a man who intervenes in puzzling police mysteries) and his roommate, Dr. John H. Watson. Stories depict their attempts to solve criminal injustice through deductive reasoning and scientific evaluation. Based on the characters created by Sir Arthur Conan Doyle.  
18+ — ENT  
Promos  
CASH; price predicated on market size, one play per market, 5 minutes of commercial time.  
? — *Charles Michelson*
- Some Kind Of People** 1979  
Interview-Talk-Personality  
00:30:00 NT 000890  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Host: Stacie Hunt*  
Stimulating, fast paced conversations, presenting an intimate glimpse into the lives of some of the world's most interesting newsmakers. A weekly half-hour with questions and answers.  
25-54 — TAL  
Promos  
CASH.  
Frances London — *Radio Works*
- # Sound And Sense** 1981  
Music-Top 40  
00:29:30 RE 023470  
weekly Mono  
7" reel, 7 1/2 ips  
*Host: Fr. John Geaney*  
Music and a message using the current Top 40.  
18-34 — MUS  
FREE.  
John Geaney — *Paulist Communications*
- Sounds Of Joy, The** 1982  
Music-Religious  
00:30:00 RE 010460  
1x weekly 2 Track Stereo  
7" reel, 7 1/2 ips  
*Host: Bob Carlson*  
Contemporary Christian music with capsule interviews of artists and other guests.  
18-34 — REL  
FREE.  
Bob Carlson — *Sounds Of Joy*
- Source Report, The** 1980  
Public Affairs  
00:30:00 A, R 014630  
2x weekly Stereo  
Satellite Transmission  
*Host: Jim Cameron*  
Using a magazine format and a balanced mix of music and interviews, this program covers the important stories of the day and their relevance to the young adult.  
18-34 — NEW  
Advertising Aids, Promos  
BARTER; FREE to affiliates.  
Jim Cameron, The Source Network — *NBC Radio Network "The Source"*
- Speaking Of Everything** 1987  
Interview-Talk-Personality  
00:24:00 AC, NT, T 014350  
1x weekly Stereo  
Satellite Transmission  
*Host: Howard Cosell*  
Interviews and discussion with the prominent figures from politics, entertainment, the arts, and sports done in the inimitable style of Howard Cosell.  
18+ — TAL  
Promos  
BARTER.  
ABC Contemporary Network. — *ABC Contemporary Network*
- Spotlight On Singles** 1982  
General Interest  
00:24:00 N, NT, T 009310  
1x monthly Full Track Mono  
7" reel, 7 1/2 ips  
*Host: Anita Katz*  
Deals with single life whether it's single singles, divorced singles, separated singles or widowed singles.  
35+ — TAL  
FREE.  
Radio & TV Roundup Productions — *Radio & TV Roundup Productions*
- Star Wars** 1981  
Adventure  
00:30:00 ALL 020550  
10 pgms Stereo  
Satellite Transmission  
*Mark Hamill, Billy Dee Williams, Perry King*  
A specially produced radio version of the blockbuster film incorporating much of the original cast in a series of 10 half-hour programs.  
12+ — ENT  
FREE to public radio stations.  
National Public Radio — *National Public Radio*
- Stockholm A Portrait In Sound** 1977  
Travel  
00:29:00 N, NT, T 004590  
1 pgm Mono  
5", 7" reels, 7 1/2 ips  
Consisting almost entirely of sound effects with only occasional comments by the narrator, the program takes the listener on a tour of Stockholm: the airport, the harbor, parks, open air performances, a zoo, and the changing of the guard at the Royal Palace.  
18+ — TAL  
Promos  
English, Swedish  
FREE.  
Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*
- Story Hour, Your** 1949  
Religious-Series  
00:29:30 RE 010850  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Host: Uncle Dan, Aunt Sue*  
Bible, historical, true to life adventure stories, professionally dramatized with music and sound effects. Non-denominational.  
8-12 — REL  
Promos  
FREE.  
Your Story Hour — *Your Story Hour*
- # Street Level Radio** 1974  
Weekend Programming  
00:28:30 A, R 023140  
weekly Stereo  
12" LP, 33 1/3 rpm  
A Sunday morning music and interview program designed for AOR formatted stations. Sister program available for U.K. Progressive gospel/rock is the focus.  
18-34 — ENT  
Promos  
FREE.  
Michael A Watson — *Level Enterprises*
- Suggested Solutions** 1981  
General Interest  
00:24:00 N, NT, T 009270  
1x monthly Mono  
7" reel, 7 1/2 ips  
Contains health, religion, science, and travel solutions for everyone.  
1981 International Beaux Arts Society.  
12+ — TAL  
FREE.  
Radio & TV Roundup Productions — *Radio & TV Roundup Productions*

## Features

## Features

- Suspense** 1977  
Drama  
00:30:00 A, B, CL 003060  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Orson Welles, Humphrey Bogart, Peter Lorre*  
The most famous and prestigious radio drama series of all time starring Orson Welles, Humphrey Bogart, Peter Lorre, and many others. Tales well calculated to keep your audience in "SUSPENSE." Contains 52 half-hour segments.  
25-54 — ENT  
Promos  
CASH; predicated on market size, 5 commercial minutes, 1 play per market.  
? — Charles Michelson
- # Suspense** 1942  
Mystery  
00:30:00 AC, BB, T 024830  
1x weekly Mono  
7' reel, 7 1/2 ips  
These are the original Suspense programs with shows from 1942 and 1943 and beyond. The vintage series hosted by the "Man in Black."  
25-55 — ENT  
CASH; 13 week minimum.  
Various — *Universal Sounds Unlimited*
- Sweden Today** 1957  
Magazine  
00:29:00 N, NT, T 004500  
1x monthly Mono  
5", 7" reels, 7 1/2 ips  
This program covers current happenings in Sweden: general interest, scientific, medical, musical, sports, social, etc.  
18+ — ENT  
Promos  
English, Swedish  
FREE.  
Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l) (Worldwide)*
- Swedish Spectrum** 1982  
Magazine  
00:29:00 N, NT, T 004510  
1x monthly Mono  
5", 7" reels, 7 1/2 ips  
This program is devoted to all areas of the arts in Sweden. Theatre, movies, literature, music, painting, etc.  
25+ — TAL  
Promos  
English, Swedish  
FREE.  
Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*
- # Tales Of The Unknown** 1983  
Science Fiction  
00:30:00 ALL 016820  
1x weekly Mono  
7' reel, 7 1/2 ips  
A program that uncovers those stories that seem unbelievable, yet true. Hosted by a well-known psychic having worked closely with authorities in the R.C.M.P., coastguard, and air search and rescue.  
18+ — ENT  
CASH; 16 30-second avails.  
The 26th Ave Studio — *The 26th Ave. Studio CANADA: The 26th Ave Studio*
- # Talking About Music** 1983  
Interview-Talk-Personality  
00:30:00 CL 026250  
weekly Stereo  
10' reel, 7 1/2 ips  
This program focuses on personalities such as Beverly Sills, Nicholas Nobokov, Arthur Rubinstein and many others talking about varied musical topics.  
25+ — TAL  
CASH.  
Parkway Communications — *Parkway Communications*
- Transformed** 1982  
Religious  
00:28:30 RE 021730  
8x weekly Mono  
Satellite Transmission  
Inspirational programs with music and preaching.  
18+ — REL  
CASH/FREE; pre-payment.  
Dick Anthony — *Mickey Bonner Evangelistic Association*
- Trinity Pulpit** 1965  
Religious  
00:29:30 CL, RE 015620  
1x weekly Stereo  
7" reel, 7 1/2 ips, Satellite Transmission  
A religious talk show with classical music open and close. Available from Moody Broadcasting Network on satellite.  
35+ — REL  
Advertising Aids  
FREE.  
Trinity Pulpit Trust — *Trinity Pulpit*
- Triumph Of Age, The** 1981  
Health  
00:24:00 N, NT, T 009300  
1x monthly Full Track Mono  
7" reel, 7 1/2 ips  
*Drs Dorothy & Herbert Finkelhor*  
Prepare grandparents, parents and grandchildren for and how to deal with the autumn years.  
35+ — TAL  
FREE.  
Radio & TV Roundup Productions — *Radio & TV Roundup Productions*
- Trumpet Sounds, The** 1977  
Religious  
00:25:00 RE 021530  
weekly Mono  
7" reel, 7 1/2 ips  
*Sherm Romine*  
A combination of sermon and song and the religious reflections of host Sherm Romine.  
18+ — REL  
CASH.  
Anthony Bartlette — *Church Of God*
- Ukrainian Melody Hour** 1982  
News-Foreign Affairs  
00:30:00 N, NT, T 010660  
1x monthly Stereo  
10 1/2" reel, 7 1/2 ips, 12" LP, 33 1/3 rpm  
*Host: Roman V. Marynowych*  
A variety program consisting of Ukrainian music, news, public events, interviews, political commentaries, and public service announcements.  
25+ — NEW  
Promos  
CASH/FREE.  
Roman V Marynowych — *Ukrainian Melody Hour*
- Unshackled!** 1950  
Drama  
00:29:30 RE, T 012190  
1,625 pgms Mono  
7" reel, 7 1/2 ips, Cassette  
*Narrator: Jack Odell*  
This series dramatizes true stories of people who have been redeemed by the grace of God through faith in Jesus Christ. Each episode relates the conversion experience and the difference it makes in the person's life.  
35+ — REL  
Promos  
Arabic, English, Spanish  
FREE.  
Pacific Garden Mission — *Pacific Garden Mission (Worldwide)*

## Features

## Features

- Voice Of Prophecy 30-Minute Sunday Broadcast, The** 19??  
 Religious  
 00:30:00 RE, T 009460  
 1x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Dr. H. M. S. Richards, H. M. S. Richards Jr.*  
 A weekly half-hour religious broadcast.  
 25+ — REL  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice Of Prophecy — *Voice Of Prophecy*
- Wax Museum, The** 1981  
 Artist Salute  
 00:24:00 AC, R 005550  
 26 pgms Mono  
 7" reel, 7 1/2 ips  
*Host: Dan Markus*  
 A comprehensive profile of major recording artists of the sixties. Heavily researched and well executed. Features such artists as: "Paul Revere and the Raiders," and "The Hollies."  
 25-44 — MUS  
 CASH; 6 commercial minutes per show; 1 replay.  
 Synsat Communications — *Synsat Communications*
- What's The Issue?** 1981  
 Public Affairs  
 00:30:00 N, NT, T 009440  
 1x weekly Full Track Mono  
 7" reel, 7 1/2 ips, Satellite Transmission 1982  
*Host: Larry Butler, Moderator: Dr Richard L. Lescher*  
 Talk show the which addresses such issues as: inflation, new federalism, the recession and inflation. Features guests who are authorities on a particular subject. Available in a 20 minute version.  
 18+ — TAL  
 Advertising Aids  
 FREE.  
 Larry Butler — *United States Chamber Of Commerce*
- # Whistler, The** 1942  
 Mystery  
 00:30:00 AC, BB, T 024840  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 This is the original series from 1942 and 1943 with some of radio's best loved stories of mystery. Stories of people who were suddenly caught in a destructive web of their own misdeeds. "The Whistler," identified by the mournful whistling of the theme music, never appeared in the stories. His observations on the vices and virtues of the individuals were heard throughout each drama.  
 25-55 — ENT  
 CASH; 13 week minimum.  
 CBS — *Universal Sounds Unlimited*
- Who's That Man?** 19??  
 Religious  
 00:27:00 RE 007800  
 daily Mono  
 7" reel, 7 1/2 ips, Cassette  
 A contemporary religious drama.  
 1967 National Award Ohio State University.  
 18+ — REL  
 CASH; 13 week minimum.  
 New Life Productions — *New Life Productions (Worldwide)*
- Women In Scandinavia** 1982  
 Documentary  
 00:30:00 N, NT, T 004520  
 6 pgms Mono  
 5", 7" reels, 7 1/2 ips  
 This series examines the situation of all classes and types of women in modern Scandinavian society. They are produced in and by each of the 5 Scandinavian countries.  
 1. *Women In Denmark* 2. *Women In Finland* 3. *Women In Iceland* 4. *Women In Norway* 5. *Women In Sweden* 6. *Round Table Discussion*.  
 25+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 Dick Platt, Martha Gaber Akkanen, Sigridur Thorlacius, Berit Griebenow, Stanley Bloom, George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)*
- # Word And Music, The** 1982  
 Religious  
 00:30:00 RE 015860  
 weekly Mono  
 12" LP, 33 1/3 rpm  
 "Short Format" concept: talk is limited to one or two-minute segments plus suggested music.  
 18+ — REL  
 FREE.  
 United Methodist Communications — *United Methodist Communications*
- # Word-And Music, The** 1980  
 Religious  
 00:30:00 AC, RE 023920  
 weekly Mono  
 Script; 12" LP, 33 1/3 rpm  
 Scripted or recorded "short format" concept: talk is limited to two-minute segments plus suggested music.  
 25+ — REL  
 CASH/FREE.  
 United Methodist Church — *United Methodist Communications*
- Workin' On The Railroad** 1981  
 Documentary  
 00:30:00 N, NT, T 005540  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
*Co-Hosts: Roger Klemmer, Joe McFarlin, Writer: Don Schaal*  
 Features original dramatizations of the actual experiences of the people who built and ran the railroads of early America. Produced with appropriate background sound effects and music done in the manner common to radio drama of the late 1940's and 1950's.  
 35+ — TAL  
 CASH; 13 weeks; 1 replay.  
 Synsat Communications — *Synsat Communications*
- X Minus One** 1955  
 Science Fiction  
 00:30:00 BB, O, T 022000  
 52 pgms Mono  
 10" reel, 7 1/2 ips  
*Host: Norman Rose*  
 Striking stories about scientists and outer space are the forte of this well-known series.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 NBC — *Nostalgia Broadcasting*
- You Bet Your Life** 1947  
 Entertainment  
 00:30:00 BB, O, T 022010  
 104 pgms Mono  
 10" reel, 7 1/2 ips  
*Groucho Marx*  
 The famed comedy quiz show features Groucho Marx interviewing three couples each week. Contestants typically had unusual jobs, strange interests and offbeat personalities.  
 18+ — ENT  
 CASH/BARTER; rights per arrangement.  
 John Guedel — *Nostalgia Broadcasting*

## Features

## Music Programming

**Youth In The North** 1982  
 Documentary  
 00:30:00 N, NT, T 004530  
 6 pgms Mono  
 5", 7" reels, 7 1/2 ips  
 This series highlights the situation and the views of young adults in the "Nordic" countries. Each program was produced in and by the individual country, and includes Denmark, Finland, Iceland, Norway, Sweden and Faroe Islands.  
 18+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Live Events

**# Rock & Roll Trivia Quiz** 1983  
 Quiz  
 00:30:00 A, R 024710  
 1x weekly Stereo  
 Satellite Transmission  
 A quiz program that tests listeners with rock trivia questions. Features give awards and call-in questions.  
 18-34 — ENT  
 Promos  
 BARTER; 13 weeks; self renewable.  
 Global Satellite Network — *Global Satellite Network*

## Music Programming

**Contemporary Swedish Music** 19??  
 Music-Foreign  
 00:30:00 CL 004330  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 This series surveys the major trends in Swedish music during the past fifty years through the works of seventeen composers. Each program discusses the general style of each one with musical illustrations.  
 25+ — MUS  
 Promos  
 English, Spanish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**# Country Music Time** 1962  
 Music-Country  
 00:15:00 C 024040  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
*Hosts: Chuck Hawsey, Pete Franquet, Mark Moore*  
 An interview and music program featuring the stars of country music. Distributed commercially and to American Forces Radio overseas.  
 18+ — MUS  
 FREE.  
 United States Air Force Recruiting Service — *United States Air Force Recruiting Service Directorate Of Advertising*

**Drifting Cowboys Show, The** 1976  
 Music-Country  
 00:24:00 C 005680  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Hank Williams, Jerry Rivers, Hillous Butrum, Bob McNett, Grant Turner*  
 The legendary voice and songs by Hank Williams taken from early, live radio shows from Nashville, Tennessee. Creates an unforgettable country sound, that made country music what it is today, contained 13 half-hour shows with a different guest recording artist each show.  
 18-44 — MUS  
 CASH; 6-60 second commercial avails; unlimited replay.  
 Video World Productions — *Top Of The Chart*

**Electronica** 19??  
 Music-Foreign  
 00:30:00 ALL 004400  
 1 pgm Stereo  
 5", 7" reels, 7 1/2 ips  
*Host: George Varcoc*  
 A visit to Electronic Music Studio in Stockholm and a discussion with composers Lars Gunnar Bodin, Michael Hinton and Bengt Emil Johnson. You can hear electronic effects including computer music.  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**Stan Hitchcock Show, The** 1980  
 Music-Country  
 00:30:00 C 004660  
 1x weekly 2 Track Stereo  
 7" reel, 7 1/2 ips, 12" LP, 33 1/3 rpm  
*Host: Stan Hitchcock*  
 A country music show recorded live with a different national guest star each week, contains 26 programs.  
 18+ — MUS  
 Advertising Aids, Promos  
 CASH/BARTER.  
 Ramblin Productions — *Ramblin Productions*

**Horizontes** 1981  
 Music-Religious  
 00:28:00 RE 004900  
 1x weekly Mono, Stereo  
 12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Host: Mariano Garcia, DJ*  
 A Spanish version of the Powerline program. Hit records from the charts are played and two brief inspirational pieces are included. Also, an advice segment with answers from trained professionals.  
 18-34 — REL  
 Promos  
 Spanish  
 FREE.  
 Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**Jazz 'N Blues** 1982  
 Music-Jazz  
 00:29:30 J 020920  
 weekly Stereo  
 12" LP, 33 1/3 rpm  
*Host: Felix Grant*  
 The best of jazz and blues, featuring highlights on the careers of individual artists.  
 18-34 — MUS  
 Promos  
 FREE.  
 Felix Grants Jazz N Blues Ltd — *United States Marine Corps*

**Jim's Country Time** 1970  
 Music-Country  
 00:30:00 C 010870  
 daily Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Jim McCoy*  
 A country music program hosted by Jim McCoy.  
 25-54 — MUS  
 Promos  
 CASH/BARTER.  
 Sounds Of Winchester — *Sounds Of Winchester*

**# Musicade** 1983  
 Music-MOR  
 00:30:00 BB, BM, MM 016530  
 weekly (14 pgms) Mono, Stereo  
 ? reel, ? ips  
 "Musicade" presents new songs of the great melodic songwriters in program form to augment older libraries. Program is presented in new half-hours twice daily, programming is changed each week.  
 35-65 — MUS  
 Advertising Aids, Demos, Promos, Sales Aids  
 CASH.  
 Musicade — *Musicade*

## Music Programming

## Music Programming

**Newsounds**

1975

Music-Foreign  
00:30:00 AC, RE 022820  
weekly Stereo

7" reel, 7 1/2 ips

Host: Brad Walton

A musical inspiration program using sounds of MOR and adult contemporary with inspirational music. Contains 3 minute donut for local personalization.

18+ — MUS

CASH; 1 year minimum.

Brad Walton — *Newsounds/Newsports Productions***Nursery Tunes In Jazz**

19??

Music-Foreign  
00:29:00 J 004460  
1 pgm Stereo

5", 7" reels, 7 1/2 ips

A special program featuring the arrangements of Bengt-Arne Wallin performed by the Swedish Broadcasting Jazz Group, the Swedish Broadcasting Corporation Symphony Orchestra, and the Bengt-Arne Wallin Orchestra.

1970 Prix Jean Antoine Triumph Variete.

25+ — MUS

Promos

English, Swedish

FREE.

George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)***Panorama Of Swedish Music**

19??

Music-Foreign  
00:30:00 CL 004300  
13 pgms Stereo

5", 7" reels, 7 1/2 ips

Host: Claude Stephenson

Although designed to be used as part of a series, each program can be used separately. The composers covered are Franz Berwald (3 pgms), Hilding Rosenberg (2 pgms), Karl Birger Blomdahl (3 pgms), Wilhelm Stenhammer (2 pgms), Lars Erik Larsson (2 pgms), Ingvar Lidholm (1 pgm).

25+ — MUS

Promos

English, Swedish

FREE.

Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)***Portrait Of Bo Hansson, A**

19??

Music-Foreign  
00:29:30 A, R 004450  
1 pgm Stereo

5", 7" reels, 7 1/2 ips

This program traces the musical development of Bo Hansson during the last five years. The program describes in words and music Bo Hansson's collaboration with the late Jimmy Hendrix.

25+ — MUS

Promos

English, Swedish

FREE.

Roger Wallis — *Swedish Broadcasting (Radio Sweden Int'l)***Powerline**

1981

Music-Religious  
00:28:00 AC, RE 004850  
1x weekly Mono, Stereo

12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips

Host: "Brother" Jon Rivers

Six or seven of the top records from the current charts are played and host, "Brother" Jon Rivers, offers some brief religious thoughts.

18-34 — REL

Promos

FREE.

Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)***Six Swedish Composers**

19??

Music-Foreign  
00:30:00 CL 004350  
6 pgms Mono, Stereo

5", 7" reels, 7 1/2 ips

Host: George Varcoe

Each program (approximately 30 minutes) is devoted to the music of one modern Swedish composer. Different styles are represented from mainstream tonality to electronic music and text sound compositions.

1. Ake Hermanson 2. Ralph Lundsten 3. Hans Eklund 4. Jan Carlstedt

5. Bengt Emil Johnson 6. Bo Nilsson.

25+ — MUS

Promos

English, Swedish

FREE.

George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)***# Solid Gold**

1983

Music-Countdowns  
00:30:00 AC, R 024340  
weekly Mono, Stereo

12" LP, 33 1/3 rpm

Hosts: Marilyn McCoo, Rex Smith

The audio portion of the hit television series, Solid Gold. Top contemporary hits and comedy sketches. Not a simulcast.

18-34 — ENT

BARTER.

DIR Broadcasting — *DIR Broadcasting***# Sunshine**

1983

Religious  
00:30:00 AC, RE 026100  
1x weekly Mono

? reel, ? ips

This program features Christian music geared to an adult contemporary audience. Includes some short interviews. Also available in a 60-minute weekly program.

25+ — MUS

CASH.

Domain Communications — *Domain Communications***Sounds Of Joy, The**

1982

Music-Religious  
00:30:00 RE 021670  
Weekly Stereo

7" reel, 7 1/2 ips

Host: Bob Carlson

Contemporary Christian music with capsule interviews with artists and other guests.

18-34 — MUS

FREE.

Bob Carlson — *Golden City Productions***Sounds Of The Centurymen**

1981

Music-Religious  
00:28:00 RE 004840  
1x weekly Mono, Stereo

12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips

Host: Sam Bogart

Religious music performed by a 100 voice male choir composed of ministers of music from Southern Baptist churches throughout the United States. Anthems, Gospel songs, and traditional hymns are included.

25+ — REL

Promos

FREE.

Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)***Speaking Of Music**

198?

Music-Classical  
00:24:00 BM, CL 014380  
1x weekly Stereo

Satellite Transmission

This program features the performing organizations of Brigham University's music department, including the A Cappella choir, choruses, and the symphony orchestra. Also, a discussion of the music.

25+ — MUS

Promos

BARTER.

ABC Contemporary Network, Brigham Young University — *ABC Contemporary Network*

## Music Programming

## Music Programming

**Stockholm Alternative Music Festival, The** 19??  
 Music-Foreign  
 00:30:00 CL, J, R 004480  
 6 pgms Mono, Stereo  
 5", 7" reels, 7 1/2 ips  
 Live recordings documenting a unique music festival. Jazz musicians, choirs, rock groups, folk singers and classical artists from over 20 different countries join together in a comprehensive cross section of music.  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Roger Wallis — *Swedish Broadcasting (Radio Sweden Int'l)*

**Streams In The Desert** 1982  
 Music-Religious  
 00:28:00 RE 004830  
 1x weekly Mono, Stereo  
 12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
 Host: *Fary C. Smith*  
 Contains six to eight standards, or "oldies," or easy arrangements of contemporary records. Music from Kostalanetz, Boston Pops, Mantovani, Living Strings. Two brief religious messages and some religious poetry.  
 25-54 — REL  
 Promos  
 FREE.  
 Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**Swedish Choral Music** 19??  
 Music-Foreign  
 00:30:00 CL 004360  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 A wide variety of the best Swedish choirs and choral music mostly a cappella. Twenty different choirs are heard singing 39 works by 28 Swedish composers and arrangers. May be programmed in a series or independently, each program runs about 30 minutes.  
 1. *The Romantic Tradition* 2. *Choir And Orchestra* 3. *A Twentieth Century Concert* 4. *Church Music* 5. *Student Choirs* 6. *Conducted By Eric Ericson.*  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Jazz** 19??  
 Music-Jazz  
 00:30:00 J 004470  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 This series contains the following programs: 1. *Swedish Jazz Discovers Itself* 2. *Swedish Jazz Personality—Bernt Rosengren* 3. *Swedes On The International Scene* 4. *Swedish Jazz Vocalists* 5. *Modernists And Avantgardists* and 6. *Jazz Meets Rock.*  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Music In Stereo** 19??  
 Music-Classical  
 00:30:00 CL 004340  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 Host: *Claude Stephenson*  
 Each program in the series presents a different twentieth century Swedish composer. The programs are arranged so that they can be used as a series or as separate programs. Included are Lars Johan Werle, Bengt Hambraeus, Sven Erik Back, Allan Pettersson, Erland von Koch, and Otto Olsson.  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Music In The Eighteenth Century** 19??  
 Music-Foreign  
 00:30:00 CL 004310  
 3 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 Early opera and ballet from the introduction in the mid 18th century to the height of the Gustavian period at the end of the century. Included is "Opera At The Palace and At The Tennis Court," "The Birth of Swedish Opera," and "A Composer Named Kraus."  
 25+ — MUS  
 Promos  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Music In The Twentieth Century** 19??  
 Music-Foreign  
 00:30:00 CL 004320  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 Host: *Claude Stephenson*  
 A series of programs about Swedish composers and their music. Included are Hugo Alfvén, Ture Rangström, Gosta Nystroem, Hilding Rosenberg, Lars Erik Larsson, and Karl Birger Blomdahl.  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Claude Stephenson — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Opera Singers** 19??  
 Music-Opera  
 00:30:00 CL 004370  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 No less than 20 Swedish opera artists are presented in this series. Nicolai Gedda, Birgit Nilsson and Jussi Bjorling have been devoted one complete program each.  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

**Swedish Pop Rock Portraits** 19??  
 Music-Foreign  
 00:30:00 R 004490  
 6 pgms Stereo  
 5", 7" reels, 7 1/2 ips  
 This program is a showcase for some of best Swedish musicians and composers in the rock field. Each program has interviews and commentary interspersed with music.  
 1. *Janne Schaffer* 2. *Georg Wadenius* 3. *Coste Apetrea* 4. *Harpo* 5. *Peps Persson* 6. *Womens Music In Sweden.*  
 25+ — MUS  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Music Programming

## News Service

## Swedish Soloists

1977

Music-Foreign

00:30:00 CL 004380  
13 pgms Stereo

5", 7" reels, 7 1/2 ips

This series features internationally known Swedish concert artists both opera singers and instrumental virtuosos. Each program is a self-contained recital. Included are such names as Gunilla Von Bahr, Leo Berlin, and others.

1. *Gunilla Von Bahr, Flute* 2. *David Bartov and Inger Wikstrom, Violin/Piano* 3. *Leo Berlin, Violin* 4. *Hankan Hagegard, Baritone* 5. *Frans Hetmerson, Cello* 6. *IB Lanzky-Otto, French Horn* 7. *Erik Saeden, Baritone* 8. *Staffan Scheja, Piano* 9. *Janos Solyhorn, Piano* 10. *Kjell-Inge Stevansson, Clarinet* 11. *Elisabeth Soderstrom, Soprano* 12. *Edith Thallaug, Mezzo-Soprano* 13. *Christer Torge, Trombone.*

25+ — MUS

Promos

English, Swedish

FREE.

George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)*

## Swedish Sounds Of The Seventies

1970

Music-Foreign

00:30:00 AC, J, R 004440  
6 pgms Mono, Stereo

5", 7" reels, 7 1/2 ips

Hosts: *Roger Wallis, Kim Loughran*

This series presents excerpts from Swedish records produced between 1970 and 1975 as well as interviews with some of the artists who made them.

1. *Swedish Rock Discovers Itself* 2. *The Folk Festival* 3. *From Made In Sweden To Solar Plexus* 4. *Imitations Or Innovations—Different Ways Of Becoming Famous* 5. *Swedish Blues And Contemporary Folk* 6. *Jazz Meets Folk Meets Rock.*

25+ — MUS

Promos

English, Swedish

FREE.

Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Swedish Sounds Of The Sixties

1977

Music-Foreign

00:30:00 BB, BM, J 004430  
6 pgms Stereo

5", 7" reels, 7 1/2 ips

Swedish groups featured in various styles of jazz and pop music. The repertoire mainly consists of international favorites intermixed with Swedish compositions.

1. *Dixieland And New Orleans* 2. *University Bands Revive The Twenties* 3. *The Pop Boom In Sweden* 4. *Swedish Pop On The International Market* 5. *Progressive Pop Rounds Off The Decade* 6. *A Tribute To Jan Johansson.*

25+ — MUS

Promos

English, Swedish

FREE.

Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Trihedral

1981

Music-Classical

00:24:00 CL 009290  
1x monthly Full Track Mono

7" reel, 7 1/2 ips

Hosts: *Richard Nanes, Homer Dennison*

Twelve shows yearly containing interviews and music from the world of classical music.

25+ — MUS

FREE.

Radio & TV Roundup Productions — *Radio & TV Roundup Productions*

## Who Was Bellman?

1977

Music-Foreign

00:30:00 CL 004390  
3 pgms Stereo

5", 7" reels, 7 1/2 ips

Carl Michael Bellman, Swedish poet and troubadour, is the subject of 3 programs featuring glimpses of his life in 18th century Stockholm, illustrated with his songs performed in both Swedish and English.

1. *Bellman The Troubadour* 2. *Bellman And His Melodies* 3. *Bellman Interpretations.*

25+ — MUS

Promos

English, Swedish

FREE.

Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## News Service

## Agronsky &amp; Company

1975

Public Affairs

00:30:00 NT, T 013510  
weekly Mono

Satellite Transmission

*Martin Agronsky, James J. Kilpatrick, George Will, Carl Rowan, Elizabeth Drew*

Timely and controversial debate on national issues is the focus in this audio portion of the acclaimed television show.

18+ — TAL

Promos

CASH/BARTER.

Post-Newsweek Productions — *Mutual Broadcasting System*

## CNN Radio

1982

News

00:30:00 N, NT, ALL 015190  
daily Stereo

Satellite Transmission

Each half-hour segment touches a full range of topics such as health, national weather, sports highlights, and fascinating human interest reports.

25+ — NEW

CASH/BARTER.

Cable News Network — *Turner Program Services (Worldwide)*

## Ecumedia News Service Audio Feed

1982

Religious

00:29:30 RE 011690  
2x weekly Mono

10 1/2" reel, 7 1/2 ips, Telephone Transmission

A non-sectarian service agency founded to increase and improve broadcast religious news reporting. Covers religious hard news, national and international, features on beliefs and trends, commentaries on aging, sexism, the right to die, and interviews with personalities from the religious scene.

25+ — REL

Demos, Promos

CASH.

Ecumedia News Service — *Ecumedia News Service Audio Feed*

## # Face The Nation

1983

News

00:30:00 N, NT, T 025120  
1x weekly Mono

Satellite Transmission

Host: *George Herman*

The weekly program features foreign heads of state, presidential candidates and controversial congressmen in a press conference moderated by George Herman.

18-54 — NEW

Advertising Aids, Promos

CBS Radio Network — *CBS Radio Network*

## News Service

**International Media Service** 1982

Religious-Series  
00:25:00 RE 011800  
1x daily Mono  
Cassette, Telephone Transmission  
A comprehensive news service with a moral, ethical, and social perspective.  
25+ — REL  
CASH.  
International Media Service — *International Media Service*

**Issues And Answers** 1967

Public Affairs  
00:24:00 N, NT, T 013870  
weekly Mono, Stereo  
Satellite Transmission  
Host: *Bob Clark*  
ABC correspondents interview the major figures in today's news.  
18+ — TAL  
BARTER.  
Peggy Whedon — *ABC Information Network*

**Meet The Press** 1952

Interview-Talk-Personality  
00:23:20 N, NT, T 012410  
weekly Mono, Stereo  
Satellite Transmission, 10 1/2" reel, 7 1/2 ips  
Hosts: *Bill Monroe, Marvin Kalb*  
The key newsmakers are interviewed live and unrehearsed by a panel of newsmen in press conference fashion. This long-running series first aired May 4, 1952.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
Bill Monroe — *NBC Radio Network*

**# Michael Emerson On Assignment** 1983

Interview-Talk-Personality  
00:30:00 N, NT, T 026600  
1x weekly Mono  
12" LP, 33 1/3 rpm  
Host: *Michael Emerson*  
An interview program with the newsmakers of America and the world. Topics include politics, finance, medicine, science, and foreign affairs.  
25+ — NEW  
Promos  
BARTER.  
Media Americana — *Media Americana*

**Moneyline** 1982

Business  
00:30:00 N, NT, T 015220  
5x weekly Stereo  
Satellite Transmission  
Hosts: *Lou Dobbs, Myron Kandel*  
The nation's most comprehensive look at the world of economics and financial news, Wall Street trends and expert commentary. Hosted by Chief Economics Correspondent Lou Dobbs and Financial Editor Myron Kandel.  
25+ — NEW  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*

**Newsmark** 1982

Documentary  
00:25:00 N, NT 021330  
Monthly Mono  
Satellite Transmission, Telephone Transmission  
A documentary series focusing on a current issue or controversy affecting how we live. Anchored by CBS News correspondents.  
18+ — NEW  
Advertising Aids, Promos  
BARTER.  
Clarence Fanto — *CBS Radio Network*

## Public Service Announcements

**Reporter's Roundup** 1957

Public Affairs  
00:22:00 NT, T 013520  
1x weekly Stereo  
Satellite Transmission  
Originally "Meet the Press" was created for Mutual in 1947, this news-interview show features a panel of Mutual correspondents who question a newsmaking guest for the story behind the headlines.  
25+ — NEW  
Promos  
CASH/BARTER.  
Mutual News — *Mutual Broadcasting System*

**SBN Specials** 1981

Specials  
00:20:00 AC, B, UC 014890  
monthly Stereo  
Satellite Transmission  
An examination of current topics of interest for the black audience, including specials on Martin Luther King and "Black History Month."  
25+ — NEW  
FREE To Affiliates; varying arrangements to non-affiliates.  
Sheridan Broadcasting Network — *Sheridan Broadcasting Network*

**UPI Roundtable** 1982

Interview-Talk-Personality  
00:29:30 AC, NT, T 012680  
1x weekly —  
UPI Wire  
Each week, leading journalists meet with an important newsmaker to seek the facts behind the current news headlines.  
25-54 — TAL  
CASH; 3 commercial availabilities.  
UPI — *United Press International*

**Views & People In The News: Indepth** 1982

Reports  
Hard News  
00:30:00 ALL 005110  
1x daily Mono  
7" reel, 7 1/2 ips  
Host: *Gayle Gary*  
Takes a look at the outstanding spokesman in various fields such as politics, business, and labor.  
18+ — NEW  
CASH.  
Gayle Gary — *Gayle Gary*

**World News This Week** 1981

News  
00:24:00 N, NT, T 013890  
1x weekly Mono, Stereo  
Satellite Transmission  
Using actualities and highlights of the week's events, this fast-moving review covers the most important and interesting news of the week. Also available through ABC Contemporary.  
18+ — NEW  
BARTER.  
ABC News; Penny Dixon — *ABC Information Network*

## Public Service Announcements

**Christian Brotherhood Hour** 1947

Religious-Series  
00:28:30 RE 011750  
1x weekly Mono  
7" reel, 7 1/2 ips  
Host: *Mort Crim*  
This format includes a variety of outstanding musical talents, with crisp comments by Mort Crim, and eleven minutes of talk by Dr. James Earl Massey.  
1980 NRB Honor Citation.  
25-49 — REL  
Promos  
English, Spanish  
FREE.  
Mass Communications Board Of The Church Of God — *Mass Communications Board Of The Church Of God*

## Public Service Announcements

## Public Service Announcements

**Crossroads** 1982  
 Religious  
 00:29:30 RE 003910  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 Host: Fr. John Powers  
 This weekly religious public service program discusses everything from family life to how to retain your optimism in today's world. There is a 25Hz tone at the end of the program. Suitable for automated.  
 25-54 — REL  
 FREE.  
 Passionist Radio Television Centre — *Passionist Radio Television Centre*

**Focus On Faith** 1982  
 Religious  
 00:30:00 RE 011250  
 75 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Satellite Transmission  
 Host: Dr. Gordon Anderson  
 Human interest. Location interviews in depth with notables and people from all walks of life. Athletes, authors, statesmen, celebrities, educators, etc. Educational with inspirational input.  
 1979-81 National Religious Broadcasters.  
 18+ — REL  
 Promos  
 English, Russian  
 FREE.  
 TeleMissions International — *Tele Missions International*

**Guarding the Country** 1981  
 Public Service  
 00:30:00 N, NT, T 011360  
 monthly 2 Track Stereo  
 7" reel, 7 1/2 ips  
 Country music with information about the California National Guard.  
 18+ — COM  
 FREE.  
 State of California — *State Of California*

**Judge Looks At Everyday Life, The** 1982  
 Public Affairs  
 00:30:00 NT, T 013790  
 5x weekly —  
 Script  
 Advice and insights into different aspects of the law. Scripts include "Law Around the House," "Your Civil Rights," and "Auto Law."  
 18+ — TAL  
 Promos  
 BARTER.  
 Michel Lipman — *Media Features Of America (Worldwide)*

**Music And The Spoken Word** 1983  
 Music-Religious  
 00:29:00 BB, MM, RE 013340  
 weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
 Host: J. Spencer Kinard  
 The Mormon Tabernacle choir in concert weekly from Salt Lake City; featuring sacred hymns and choral works of the masters. Designed for MOR markets.  
 35+ — REL  
 English, Portuguese, Spanish  
 FREE; 1 play weekly permitted.  
 Bonneville Productions — *Bonneville Productions*

**SCAN** 1982  
 Religious-Series  
 00:28:30 RE 002000  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm, Script, Cassette  
 Hal Dragseth  
 Each week "SCAN" catches people where they are, in the midst of situations and problems which are familiar to all of us. People tell their own stories. Other "SCAN" programs are produced around the issues of racism, world hunger, and global justice. Interludes of contemporary rock music. Free to stations for public service broadcast.  
 1976 Gabriel Award.  
 18+ — REL  
 FREE.  
 American Lutheran Church Media Center — *American Lutheran Church Media Services Center* CANADA: American Lutheran Church

**Upbeat** 1981  
 Public Service  
 00:30:00 N, NT, T 011350  
 monthly 2 Track Stereo  
 7" reel, 7 1/2 ips  
 Contemporary music combined with information about the California National Guard.  
 18+ — COM  
 FREE.  
 State Of California — *State Of California*

## Features

## Features

QUARTER HOUR RADIO PROGRAMS/SERVICES

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Quarter Hour Length (15 Mins to 10:01 Mins) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

Features		Back To The Book		1974
<b>Adventure Club</b>	1982	Religious 00:14:30 1x weekly 7" reel, 7 1/2 ips Host: Jean Donaldson Religious children's program. 7-14 — REL Promos FREE. Christian Children's Associates — <i>Christian Children's Associates</i>	RE Mono	020780
<b>Adventures Of Captain Hawk, The</b>	1982	Adventure 00:15:00 weekly 7" reel, 7 1/2 ips Russ Hobbs The crew of the Golden Lobster sail from adventure to adventure, offering moral lessons for young and old alike. 12+ — REL FREE. Russ Hobbs — <i>Midnight Hour Ministries</i>	RE Mono	021690
<b># Alcohol Advisory</b>	1982	General Interest 00:15:00 3x daily, 5x weekly 7" reel, 7 1/2 ips; Cassette Host: Donald Dickson Daily commentaries on alcoholism by former C.B.C producer with 15 years sobriety. Open discussions on America's third greatest killer directed to teens, housewives, motorists and executives. Available in 5:00 minute and 2:30 minute running times. 18+ — TAL Promos English, French, Spanish CASH; 26 weeks; market exclusive rights. Donald Dickson — <i>Northumberland Productions (Worldwide)</i>	N, NT, T Stereo	024520
<b>At Home With Mabel Louise</b>	1972	Women 00:14:30 5x weekly 7" reel, 7 1/2 ips Host: Mabel Louise Steward Deals with issues that face today's woman, such as: children, marriage problems, youth, drugs, growing older, and budgets. 18+ — TAL FREE. Warren Steward — <i>At Home With Mabel</i>	NT, T Mono, Stereo	006820
<b>Ayer, Hoy y Siempre</b>	1978	Drama 00:15:00 weekly 7" reel, 7 1/2 ips A continuing drama with the central character, Uncle Julio, as the storyteller. The words merge into a dramatized segment based on real life situations. 12+ — ENT Advertising Aids CASH/FREE. International Lutheran Laymens League — <i>International Lutheran Laymen's League</i>	SP, RE Mono	021630
		<b>Religious</b> 00:14:30 weekly 7" reel, 7 1/2 ips A contemporary mix of religious music and preaching for the adult audience. 25+ — REL Promos FREE; 1 year contract. <i>Operation Evangelize — Operation Evangelize</i>	RE Mono	020780
		<b>Behind The Headlines (Weekly)</b> Commentary-Editorial 00:11:30 weekly 5" reel, 7 1/2 ips Host: R.K. Scott A conservative viewpoint on the news: national and social issues. Champions the traditional American morals and spirit. 18+ — TAL Demos FREE; 60 second commercial availability; market exclusivity. <i>America's Future — America's Future</i>	NT, T Mono	021830
		<b>Bible For Today</b> Religious 00:15:00 1x weekly 5" reel, 7 1/2 ips, Cassette Opens with a hymn, followed by prayers and Bible readings. 12-18 — REL BARTER. Rev ML Puffer — <i>Bible For Today</i>	RE Mono	007570
		<b>Bible For You, The</b> Religious 00:14:30 1 pgm ? Host: Dr. Manfred G. Gutzke Religious teaching and commentary. 18+ — REL Promos CASH. The Bible For You — <i>Domain Communications</i>	RE Mono	003660
		<b>Bible Tract Echoes</b> Religious 00:14:00 1 pgm ? Host: Dr Paul Levin Religious commentary and music. 18+ — REL CASH. Bible Tract Echoes — <i>Domain Communications</i>	RE Mono	003670
		<b># Big Jon And Sparkle</b> Child-Juvenile 00:15:00 daily 10' reel, 7 1/2 ips Jon Arthur A quarter hour serialized childrens' program with all voices done by Jon Arthur. 8+ — ENT CASH/BARTER. <i>Nostalgia Broadcasting — Nostalgia Broadcasting</i>	ALL Mono	026130

## Features

**Brett Halliday Show, The** 1981  
Interview-Talk-Personality  
00:15:00 ALL 009210  
daily Mono  
Customized Delivery, Satellite Transmission  
*Brett Halliday*  
For fifteen minutes every day you turn the spotlight to all the glitter, glamour, and gossip of Hollywood, Las Vegas, New York, and the world has to offer.  
18+ — ENT  
CASH.  
Rogers Broadcast Productions — *Rogers Broadcast Productions*  
;CANADA: *Rogers Broadcast Productions*

**# Celebrate** 1982  
Religious  
00:15:00 RE 024890  
1x daily Mono  
7" reel, 7 1/2 ips  
Bible study program featuring Pastor Neville Gritt of the "Tabernacle," in Sarasota, Florida.  
25+ — REL  
FREE.  
Watrous Productions — *Watrous Productions*

**Children's Bible Hour Storytime** 1942  
Religious-Series  
00:15:00 RE 006870  
1x weekly Mono  
5", 7" reels; 7 1/2 ips; Satellite Transmission  
*Host: "Uncle Charlie" Vander Meer*  
The program features music by kids ages 3 to 15 and is climaxed with a fully dramatized story portraying biblical principles in practice. Available also 5x weekly.  
12+ — REL  
English, Mandarin  
FREE.  
Children's Bible Hour — *Children's Bible Hour*

**# Choice VII** 1980  
Religious-Series  
00:14:30 RE 023790  
weekly Mono  
7" reel, 7 1/2 ips  
*Hosts: David Moore, Dean Montgomery*  
Featured are significant and interesting news of all faiths including actualities and film reviews.  
18+ — REL  
FREE.  
Mennonite Media Services — *Mennonite Media Services*

**# Christ Among Us** 1972  
Religious  
00:15:00 RE 015880  
weekly Mono  
7" reel, 7 1/2 ips  
*Host: Robert Moskal*  
Religious preaching and music.  
18+ — REL  
FREE.  
Robert Moskal — *Ukrainian Catholic Church*

**Christmas Programs** 1977  
Seasonal  
00:14:38 RE, T 004620  
4 pgms Mono  
5", 7" reels, 7 1/2 ips  
Included are Lucia Day, Four Days Of Swedish Christmas, Traditional Christmas Music From Sweden, and Little Vigg's Adventure On Christmas Eve.  
12+ — ENT  
Promos  
English, Swedish  
FREE.  
Trevor Williams, Marjorie Lundin, George Varcoe — *Swedish Broadcasting (Radio Sweden Int'l)*

## Features

**Cinnamon Bear, The** 1987  
Specials  
00:15:00 O, R 022040  
26 pgms Mono  
10" reel, 7 1/2 ips  
A children's fantasy for Christmas about a silver tree ornament that is missing from two childrens' collection. What follows is a series of adventures in Maybeland, culminating on or near Christmas.  
12+ — ENT  
CASH/BARTER; rights per arrangement.  
Nostalgia Broadcasting Corp — *Nostalgia Broadcasting*

**Commemorative And Holiday Programs** 1981  
Religious-Specials  
00:15:00 RE 015030  
3x yearly Mono  
7" reel, 7 1/2 ips  
Three programs presented throughout the year celebrates Jerusalem Day, Independence Day, and remembers the victims of the Holocaust. Gives deeper insight into these historical events to provide listeners with a clearer understanding of Israel and her history.  
1. *Jerusalem Day* 2. *Israel Independence Day* 3. *Holocaust Remembrance Day*  
25+ — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*

**Consumer Line** 1987  
Consumer Info  
00:14:30 N, NT, T 014290  
weekly Stereo  
Satellite Transmission  
For young marrieds or singles of all ages; reports, tips, and hints on how to get the best for your money, and how to avoid consumer problems. Each item runs under two minutes; five items per feed.  
18+ — NEW  
Promos  
BARTER.  
ABC Entertainment Network — *ABC Entertainment Network*

**Contemporary Information** 1982  
Public Affairs  
00:15:00 N, NT, T 011900  
112 pgms Mono  
10 1/2" reel, 7 1/2 ips, Cassette  
A continuing series of programs designed to provide information of general concern. The Bill Cullen series in this group of programs, contains five, five minute programs about subjects ranging from fingerprints to presidents.  
18+ — TAL  
Promos  
CASH.  
University Of Colorado — *National Center For Audio Tapes*

**Control Central** 1981  
Religious  
00:13:30 RE 004880  
1x weekly Mono, Stereo  
12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Host: Hugo Ruiz*  
A magazine format with easy listening popular Spanish music. A brief sermonette is featured in each program.  
25+ — REL  
Promos  
Spanish  
FREE.  
Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**# Country Roads** 1982  
Music-Country  
00:15:00 C 023590  
weekly Mono, Stereo  
12" LP, 33 1/3 rpm  
The best in country music combined with timely reports on the ways Forces Command serves the nation.  
18-54 — MUS  
FREE.  
United States Army Forces Command — *United States Army Forces Command*

## Features

## Features

- # Cruzada** 1983  
Religious  
00:14:30 SP, RE 016510  
daily Mono  
7" reel, 7 1/2 ips, Cassette  
It is a daily Bible teaching program that includes Christian music and announcements about Mr. Palau's upcoming crusades.  
18+ — REL  
Spanish  
FREE.  
Palau Evangelistic Team — *Palau Evangelistic Team*
- Current Affairs** 1982  
Public Affairs  
00:15:00 N, NT, T 011910  
74 pgms Mono  
10 1/2" reel, 7 1/2 ips, Cassette  
A series of programs investigating current problems and solutions by prominent guest speakers. Such topics as Behind Ghetto Walls, Brain Drain, Hippie Culture and Media, South Africa, Passions, and Car Safety.  
25+ — TAL  
Promos  
CASH.  
University Of Colorado — *National Center For Audio Tapes*
- Dangers Of Apathy** 1982  
Religious  
00:14:30 RE 003750  
daily Mono  
10 1/2" reel, 7 1/2 ips  
Educational, religious commentary. There are 300 separate programs using an interview format.  
18+ — REL  
FREE.  
Cardinal Mindszenty Foundation — *Cardinal Mindszenty Foundation*
- El Carmino De La Vida** 1982  
Religious-Series  
00:14:30 SP, RE 012360  
2x weekly Full Track  
?" reel, ?ips  
*Host: Rev Florent D Toirac*  
This religious series focuses on the teachings of the Bible.  
25+ — REL  
Spanish  
FREE.  
Spanish-World Gospel Mission — *Spanish-World Gospel Mission*
- Electronic Show, The** 1981  
Science  
00:14:30 T 002810  
1x weekly 2 Track Stereo  
7" reel, 7 1/2 ips  
*Host: Kenneth R. Meades*  
Interview, conversation, and instruction covering all aspects of electronics.  
18+ — TAL  
CASH.  
Kenneth R Meades — *Kenneth R Meades*
- # Emigrants, The** 1982  
Documentary  
00:14:30 N, NT, T 024540  
6 pgms Stereo  
5' reel, 7 1/2 ips  
In six 15-minute conversations, Dr. Ulf Beijborn, head of the House of Emigrants, a museum and research institute in Vaxjo, Sweden tells Radio Sweden's George Varcoe of the farm families, religious groups and colorful characters who made up over a million Swedish emigrants to North America, Australia and New Zealand.  
18+ — TAL  
FREE.  
Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*
- # European Profile** 1981  
News-Foreign Affairs  
00:15:00 N, NT 016310  
weekly Mono  
7" reel, 7 1/2 ips  
A weekly informational package contains commentary and analyses of current international issues, from a uniquely European perspective.  
25+ — TAL  
CASH.  
Radio Nederland, The Dutch World Broadcasting System — *Longhorn Radio Network*
- # Every Day With Jesus** 1980  
Religious  
00:14:30 RE 023700  
weekly Mono  
5' reel, 7 1/2 ips; Satellite Transmission  
Lessons in Christianity mixed with contemporary music.  
25+ — REL  
CASH.  
Assemblies Of God — *Revivaltime Media Ministries Assemblies Of God Radio-TV Department*
- Faith Seminar Of The Air** 1982  
Religious-Series  
00:14:30 RE 011560  
1x weekly 2 Track Stereo  
7" reel, 7 1/2 ips  
*Host: Dr. Kenneth E. Hagin*  
Seminar teaching of the Word of God.  
18+ — REL  
CASH/FREE.  
Kenneth Hagin — *Kenneth Hagin Ministries*
- Family Altar Broadcast** 1932  
Religious-Series  
00:14:30 RE 007790  
1x weekly Full Track  
7" reel, 7 1/2 ips  
A bible study program. Contains 33 individual shows.  
25+ — REL  
FREE.  
Family Altar Broadcast — *Family Altar Broadcast*
- Football Analysis** 1982  
Sports  
00:15:00 N, NT, S 022080  
weekly Mono  
UPI Wire  
Exciting previews, interviews, super picks and predictions on all the major college and pro football games. An 18 week series.  
25-54 — SPO  
CASH; 3 commercial availabilities per broadcast.  
United Press International — *United Press International*
- Good News Broadcast** 1974  
Religious-Series  
00:14:00 RE 010390  
1x weekly Mono, Stereo  
7" reel, 7 1/2 ips  
Christian music and message. Various guests discuss religious educational topics.  
18+ — REL  
Promos  
CASH/FREE.  
Donald K Yeider — *Los Angeles Messianic Witness*
- Good News Hour** 1937  
Religious-Series  
00:15:00 RE 011480  
5x weekly Mono  
10 1/2" reel, 7 1/2 ips  
*Host: Dr. Wallace Alcorn*  
Devotional theme executed by carefully selected recorded music and meditation on music and scripture.  
18+ — REL  
FREE.  
Dr Leo Sandgren Sr — *First Baptist Church*

## Features

## Features

- # Health Report** 1981  
Health  
00:01:30 UC, ALL 016010  
5x weekly Stereo  
7' reel, 7 1/2 ips  
Host: *Bill Green*  
An informative and timely report featuring special tips on health, beauty, diet, and exercise.  
18+ — TAL  
BARTER.  
Howard University Radio — *Howard University Radio*
- Heaven And Home Hour** 1933  
Religious-Series  
00:15:00 RE 003810  
7x weekly Mono, Stereo  
7" reel, 7 1/2 ips  
Host: *J Russell Killman*  
Format includes teaching, devotion, and missionary day. Also available as a Sunday program in a 30 minute length.  
25+ — REL  
CASH/FREE.  
Clarence Erickson — *Heaven And Home Hour*
- Here's How** 1982  
Religious-Series  
00:14:00 RE 003790  
156 pgms Mono  
5" reel, 7 1/2 ips  
Teacher training. Christian adult Sunday School, Christian School, Youth Ministries teachers, or potential teachers. Usually a 3 part program. Instructional section and question and answer time.  
25+ — REL  
Promos  
English, Spanish  
FREE.  
Alan George — *Child Evangelism Fellowship*
- Here's Life!** 1982  
Religious  
00:14:00 NT, RE, T 002390  
165 pgms Mono  
7" reel, 7 1/2 ips  
Host: *Dr. Bill Bright, Adolph Coors, Jim Mather, Jim Brock*  
Talk show with interviews aimed at stimulating action on specific Christian principles.  
25-49 — REL  
Promos  
FREE.  
Campus Crusade For Christ — *Campus Crusade For Christ*
- # Hermano Pablo** 1982  
Religious  
00:14:00 SP, RE 023710  
daily Mono  
7' reel, 7 1/2 ips  
Host: *Mike Landa*  
A biblical question is presented and then answered from scripture.  
18+ — REL  
FREE.  
Paul E Finkenbinder — *Hermano Pablo Ministries*
- Historical Events** 1982  
Educational  
00:15:00 N, T 011920  
92 pgms Mono  
10 1/2" reel, 7 1/2 ips, Cassette  
Countries all over the world have contributed to these dramatized programs which reveal the historical and cultural heritage of each country. Stories of Venice and Revolution, Aqueducts of Rome, Founding of Rome, etc.  
18+ — TAL  
Promos  
CASH.  
University Of Colorado — *National Center For Audio Tapes*
- Holocaust Remembrance Day** 1981  
Religious-Specials  
00:15:00 RE 015060  
1 pgm Mono  
7" reel, 7 1/2 ips  
A special time which recalls and reflects upon that most tragic period in history, the extermination of millions of innocent human beings by the Nazis. The program strives for better understanding of this nightmare era in history.  
25+ — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*
- Home Bible Study Hour** 1981  
Religious-Series  
00:14:30 RE 011490  
1x weekly Mono  
10 1/2" reel, 7 1/2 ips  
Bible exposition. Contains 312 programs in series.  
25+ — REL  
CASH.  
Eugene McGee — *First Alliance Church*
- Ideas of Man** 1982  
Educational  
00:15:00 N, NT, T 011890  
84 pgms Mono  
10 1/2" reel, 7 1/2 ips, Cassette  
This series contains such categories as Outlook, Why Is A Writer, Messages And Men, Lest We Forget Our Constitution. There are dramatizations of the origins of communication, the background of the constitution, and more.  
18+ — TAL  
Promos  
CASH.  
University Of Colorado — *National Center For Audio Tapes*
- # Impact: Religion** 1980  
Religious-Series  
00:13:30 RE 023760  
weekly Mono  
Satellite Transmisson; 7' reel, 7 1/2 ips  
Stories about people of faith who give a perspective on the events and issues that shape the times. Delay tape available.  
25+ — REL  
FREE.  
NBC Radio Network, National Council Of The Churches — *National Council Of The Churches*
- # Interface-Science Radio** 1982  
Science  
00:15:00 ALL 016470  
2x weekly Mono, Stereo  
7' reel, 7 1/2 ips  
A program designed to keep your audiences aware of the latest developments in science and technology, concise, easily understood reports taken from on-location with interviews with the world's leading scientists.  
*Ohio State Award '80: Radio Documentary.*  
18+ — TAL  
CASH; built-in 30- and 60-second commercial breaks.  
Various — *Triton Science News Network*
- Israel Independence Day** 1981  
Religious-Specials  
00:15:00 RE 015050  
1 pgm Mono  
7" reel, 7 1/2 ips  
This program helps to commemorate the establishment of the modern State of Israel in 1948, bringing the 4000-year-old nation a renewed political and democratic government.  
25+ — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service*

## Features

## Features

**Israel Press Review** 1982  
 News  
 00:14:00 N, NT, RE 013060  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
 Focusing on the week's major news topics from Israel, this series consists of editorial commentary by Israeli journalists.  
 25-64 — REL  
 FREE.  
 Israel Broadcasting Service — *Israel Broadcasting Service*

**Jerusalem Day** 1981  
 Religious-Specials  
 00:15:00 RE 015040  
 1 pgm Mono  
 7" reel, 7 1/2 ips  
 A program that commemorates June 7 1967, the date of the reunification of Jerusalem's old and new city. It marks one of the most significant events in contemporary history, enabling all people to live and worship together in a city where the central core of Jewish life and culture has prevailed for the past three thousand years.  
 25 — REL  
 FREE.  
 Israel Broadcasting Service — *Israel Broadcasting Service*

**Jewish Viewpoint** 1982  
 Religious  
 00:15:00 R, T 002020  
 2x weekly Mono  
 5" reel, 7 1/2 ips  
*Jonathan Schenker*  
 One on one interviews related to community, religion, domestic and foreign affairs pertaining to the Jewish community.  
 25+ — NEW  
 FREE.  
 American Jewish Committee — *American Jewish Committee*

**Jewish Voice Broadcasts** 1967  
 Religious  
 00:15:00 RE 007900  
 daily Mono  
 ?" reel, ? ips  
*Host: Louis Kaplan*  
 Jewish preachers and laymen who have found that Jesus Christ is the Jewish Messiah and Savior of the world.  
 1973, '74, '76, '78, '79, '80, '81 Nil Rel Bcsters Honor Cit.  
 25+ — REL  
 English, French, Hebrew, Russian, Spanish  
 CASH.  
 Jewish Voice Broadcasts — *Jewish Voice Broadcasts (Worldwide)*

**Kid's Notes** 1981  
 Music-Religious  
 00:14:00 RE 003820  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Michael Ferrell*  
 Religious children's program, including music.  
 7-14 — REL  
 Promos  
 FREE; 13 week minimum.  
 Christian Children's Associates — *Christian Children's Associates*

**Let's Go Visiting** 1978  
 Interview-Talk-Personality  
 00:14:30 RE 022880  
 weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Barbara Egan*  
 Interviews with gospel recording artists with songs. Also, talks with notable people in varied fields on their feelings about Christianity.  
 18+ — TAL  
 Sales Aids  
 CASH; negotiable; service charge.  
 Barbara Egan — *Let's Go Visiting*

**Lifestyle** 1981  
 Religious-Series  
 00:15:00 RE 012260  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: H. Harold Tate*  
 This series mixes a blend of bible study with interviews designed to help Christians grow in their Christian life.  
 25+ — REL  
 FREE.  
 SONlight — *SONlight*

**Lift Your Heart** 1981  
 Documentary  
 00:15:00 RE 004920  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 This issue oriented documentary probes social concerns and investigates personal growth and spiritual values.  
 35+ — TAL  
 FREE.  
 Sacred Heart Program — *Sacred Heart Program*

**Make Up Your Mind** 1982  
 General Interest  
 00:15:00 N, NT, T 011550  
 daily Mono  
 7", 10 1/2" reels, 7 1/2 ips  
 Everyday problems based on letters written in by the listeners. Decisions discussed by a celebrity panel, with psychological insights.  
 25+ — TAL  
 Promos  
 CASH.  
 Arthur Henley — *Arthur Henley Productions*

**Message of Israel** 1981  
 Religious  
 00:14:30 RE 013960  
 weekly Mono, Stereo  
 Satellite Transmission  
*Host: Rabbi Sheldon Zimmermann*  
 This program includes sermons, discussions and interviews on religious and relevant social and historical subjects. Available through ABC Contemporary, Direction, Entertainment and Information Networks.  
 25-44 — REL  
 BARTER.  
 ABC Radio Networks, Union of American Hebrew Congregations — *ABC Radio Networks*

**Messianic Vision, The** 19??  
 Religious-Series  
 00:14:30 RE 012180  
 5x weekly Mono  
 Cassette  
*Host: Sid Roth*  
 This series delves into both Jewish and Christian doctrine in an interview format.  
 35+ — REL  
 CASH.  
 Sid Roth — *The Messianic Vision*

**Modern Swedish Writers** 19??  
 Reviews  
 00:14:30 N, NT, T 004540  
 13 pgms Mono  
 5", 7" reels, 7 1/2 ips  
 A series presenting a selection of authors whose works have met with public and critical success in Sweden as well as other parts of the world. Included are Eyvind Johnson, Jan Myrdal, Lars Forssell, Harry Martinson, Theodor Kallifatides, Per Wastberg, Sara Lidman, Gunnar Harding, Peter C. Jersild, Per Wahloo, Astrid Lindgren, Willy Kyrklund, and Sven Delblanc.  
 1. Eyvind Johnson 2. Jan Myrdal 3. Lars Forssell 4. Harry Martinson 5. Theodor Kallifatides 6. Per Wastberg 7. Sara Lidman 8. Gunnar Harding 9. Peter C. Jersild 10. Per Wahloo 11. Astrid Lindgren 12. Willy Kyrklund 13. Sven Delblanc.  
 25+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Features

## Features

**Moments With Martha** 1971  
 Religious-Series  
 00:14:30 RE 011820  
 5x weekly 2 Track Stereo  
 5" reel, 7 1/2 ips  
*Host: Martha Ferrin*  
 A daily, spiritual counseling program aimed at people seeking religious inspiration. Practical advice for effective Christian living.  
 25+ — REL  
 Promos  
 CASH.  
 Moments With Martha — *Moments With Martha*

**# Morning Focus** 1974  
 Religious  
 00:14:30 RE 023560  
 daily Mono  
 7' reel, 7 1/2 ips  
 Expository teachings of books of the Bible along with some topical studies.  
 18+ — REL  
 FREE.  
 Washington Bible College — *Washington Bible College*

**# Music Scrapbook, The** 1980  
 Religious  
 00:14:20 RE 023850  
 104 pgms Mono  
 5' reel, 7 1/2 ips  
 Songs from the Voice of Prophecy library mixed with commentary and interviews.  
 18+ — REL  
 FREE.  
 Seventh-Day Adventist Church — *Seventh-Day Adventist Church*

**Nature Series** 1982  
 Educational  
 00:15:00 N, NT, T 011880  
 77 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Cassette  
 The programs in this series cover various concepts in natural science, the harmful effect of insecticides on the songbird population, and the realm of wildlife each with experts in the field. Antarctic and American Forests as well as conservation techniques, are also covered.  
 12+ — TAL  
 Promos  
 CASH.  
 University Of Colorado — *National Center For Audio Tapes*

**NBN Sports Network** 197?  
 Sports  
 00:15:00 B, UC 014990  
 3x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Ron Pinkney*  
 A magazine format designed to recap the week's sports action combining news, interviews, and previews of upcoming events.  
 18+ — SPO  
 CASH; 3 minutes commercial availability.  
 Ron Pinkney — *National Black Network*

**New Testament Light Daily** 1952  
 Religious-Series  
 00:15:00 N, NT, RE 000040  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Dr Spiros Zodhiates*  
 Expository bible teaching that features Dr. Spiros Zodhiates, a leading authority on the Greek New Testament. Program strives to familiarize people with the needs of missionaries throughout world. Available in 30 minutes as a weekly for weekend use.  
 12+ — REL  
 English, Burmese, Chinese, Cuban, Greek, Indian  
 FREE.  
 AMG International — *AMG International* Contact Distributor

**Other Series Of Interest** 1982  
 Educational  
 00:15:00 N, NT, T 011960  
 43 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Cassette  
 This series features a faculty member of the University of Virginia discussing his favorite informal reading. Program topics cover entire range of literature from contemporary Spanish to detective stories.  
 18+ — TAL  
 Promos  
 CASH.  
 University Of Colorado — *National Center For Audio Tapes*

**Pendulum** 1981  
 Religious  
 00:14:30 RE 013930  
 1x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Jon Rivers*  
 A demonstration of religious or spiritual implications in various types of music, classic as well as folk music. Available through all ABC Networks.  
 25+ — REL  
 BARTER.  
 ABC, Southern Baptist Convention — *ABC Radio Networks*

**Perspective** 1981  
 News-Foreign Affairs  
 00:14:00 N, NT, T 011300  
 1x weekly Mono  
 10 1/2" reel, 7 1/2 ips  
 A weekly feature program analyzing the important political and economic issues being considered by the United Nations.  
 18+ — NEW  
 FREE.  
 United Nations — *United Nations Radio*

**Prime Time** 1975  
 Public Affairs  
 00:13:30 N, NT, T 009890  
 1x weekly Mono  
 7" reel, 7 1/2 ips, Satellite Transmission (NPR)  
*Hosts: Renee Channey, Michael Hayes*  
 A public affairs show aimed at older Americans, motivates listeners to get themselves involved.  
 65+ — COM  
 FREE.  
 Elizabeth Bulkley — *Eli Productions*

**# Radio Bible Class (Daily)** 1936  
 Religious-Series  
 00:15:00 RE 015920  
 1x daily Mono  
 7' reel, 7 1/2 ips  
*Host: Paul Van Gorder*  
 Bible teaching with music.  
 18+ — REL  
 English, Mandarin, Russian, Spanish  
 FREE.  
 Al Sanders — *Radio Bible Class*

**# Religion In The News** 1981  
 Interview-Talk-Personality  
 00:13:30 RE 023460  
 weekly Mono  
 5' reel, 7 1/2 ips  
*Host: John Mulhall*  
 Discussions on religious, social, and moral issues between Fr. Mulhall and a prominent guest.  
 25+ — TAL  
 FREE.  
 Paulist Communications — *Paulist Communications*

## Features

## Features

**Religious Programming** 1981  
 Religious  
 00:14:30 ALL 013970  
 1x weekly Mono, Stereo  
 Satellite Transmission  
 Host: *Father Tom Hartman*  
 Inspirational messages found in rock music as well as interviews with artists are featured here. Available through all ABC Network Services.  
 18+ — REL  
 BARTER.  
 ABC Radio Networks, US Catholic Conference — *ABC Radio Networks*

**Research Series** 1982  
 Science  
 00:15:00 N, NT, T 011930  
 138 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Cassette  
 This series of dramatized stories about important scientists and their discoveries and inventions supplies authentic information on significant advances in science.  
 18+ — TAL  
 Promos  
 CASH.  
 Westinghouse Research Laboratories — *National Center For Audio Tapes*

**Samis, The** 19??  
 Documentary  
 00:14:30 N, NT, T 004610  
 2 pgms Mono  
 5", 7" reels, 7 1/2 ips  
 Here we meet the Samis, the people who were the first inhabitants in the farthest North of Scandinavia. In 2 programs the history and present day situation of this people are described.  
 18+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 George Wood — *Swedish Broadcasting (Radio Sweden Int'l)*

**Science For Today** 1982  
 Science  
 00:15:00 N, NT, T 012000  
 107 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Cassette  
 The categories included in this series are Great Days In Science, Men of Science, National Center For Atmospheric Research. There are stories of great scientists, interviews with experts, and a glimpse into NCAR.  
 18+ — TAL  
 Promos  
 CASH.  
 University Of Colorado — *National Council Of The Churches*

**Science, Scripture & Salvation** 1972  
 Religious  
 00:14:30 N, NT, RE 007130  
 weekly Mono  
 7" reel, 7 1/2 ips  
 Scientists: *Drs. Morris, Gish, Slusher, Parker, Bliss, Austin, Cumming, Barnes*  
 A question and answer format contains topics that deal with Scientific Creationism.  
 18+ — TAL  
 FREE.  
 Institute For Creation Research — *Institute For Creation Research*

**Second Christmas** 19??  
 Seasonal  
 00:12:45 RE 007830  
 weekly Mono  
 7" reel, 7 1/2 ips, Cassette  
 A Christmas show biblical in nature.  
 18+ — REL  
 CASH; 13 week minimum.  
 New Life Productions — *New Life Productions (Worldwide)*

**Sense & Nonsense With Words** 1982  
 General Interest  
 00:15:00 N, NT, T 001760  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
*Alfred Fleishman*  
 A lecture on human communication (the spoken word), and human motivation.  
 18+ — TAL  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**# Sound Of Listen, The** 1980  
 Educational  
 00:14:30 A, R 023870  
 weekly Mono  
 7" reel, 7 1/2 ips  
 Interviews, news and comment aimed at ways to improve life by overcoming drug dependency.  
 18-34 — TAL  
 FREE.  
 Narcotic Education — *Narcotics Education*

**Sower, The** 1980  
 Religious-Series  
 00:14:30 RE 002480  
 7x weekly Mono, Stereo  
 5" reel, 7 1/2 ips  
*Michael A. Guido*  
 Contains a brilliant arrangement of "Bringing In The Sheaves," and two choice hymns. There is an easy to listen to message that is inspirational as well as being interdenominational, also included is a fascinating five minute meditation.  
 18+ — REL  
 FREE.  
 Audrey Guido — *Guido Evangelistic Association*

**Summer Stockholm** 19??  
 Travel  
 00:14:00 N, NT, T 004570  
 1 pgm Mono  
 5", 7" reels, 7 1/2 ips  
 A sound portrait with music of Sweden's capital city, Stockholm, as it appears to the visitor in the summertime. This brief tour includes at Stockholm's Town Hall, the waterways, the Royal Palace, boutiques, and museums.  
 18+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 Marjorie Lundin — *Swedish Broadcasting (Radio Sweden Int'l)*

**Sunkel Sez** 1951  
 Interview-Talk-Personality  
 00:13:00 N, NT, T 010520  
 daily Stereo  
 7" reel, 7 1/2 ips  
 A radio visit on a one-to-one basis that covers subjects from A to Z. Informal chat and philosophy.  
 45+ — ENT  
 Promos  
 CASH.  
 Bud Sunkel — *Bud Sunkel*

**Swedish Weather** 1982  
 Documentary  
 00:14:00 N, NT, T 004550  
 1x monthly Mono  
 5", 7" reels, 7 1/2 ips  
 Sweden's changing seasons form the subject of this depiction in talk and music.  
 25+ — TAL  
 Promos  
 English, Swedish  
 FREE.  
 Marjorie Lundin — *Swedish Broadcasting (Radio Sweden Int'l)*

## Features

## Music Programming

**UFO Monitor** 1982  
 Science Fiction  
 00:14:30 N, NT, T 010580  
 1x weekly 2 Track Stereo  
 Cassette  
*Host: Robert D. Barry*  
 This special series has been prepared to update audiences on the sky phenomenon. Interviews with former NASA and USAF personnel are included in many of the broadcasts. Available in a daily 90 second format.  
 18+ — TAL  
 Advertising Aids, Demos  
 CASH.  
 Robert D Barry — *20th Century UFO Bureau*

**# Update** 1982  
 Music-Top 40  
 00:15:00 AC, R 023600  
 weekly Stereo, Mono  
 12" LP, 33 1/3 rpm  
 The week's biggest pop hits combined with reports on Forces Command activities.  
 18-34 — MUS  
 FREE.  
 United States Army Forces Command — *United States Army Forces Command*

**Vistas Of Israel** 1982  
 Music-Ethnic  
 00:14:00 RE 013080  
 1x weekly Stereo  
 7" reel, 7 1/2 ips  
 Israeli musical selections, offers a potpourri ranging from the latest popular songs to the golden oldies, and from religious songs to folk music. This series also includes special musical holiday programs.  
 18-34 — REL  
 CASH.  
 Israel Broadcasting Service — *Israel Broadcasting Service*

**Voice Of Americanism, The** 1982  
 News  
 00:15:00 RE 020970  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 An analysis of the news from a Christian perspective with emphasis on national security issues.  
 25+ — NEW  
 CASH.  
 Ray Wilson — *Communications Capital*

**Voice of Prophecy 15-Minute Daily Broadcast, The** 19??  
 Religious  
 00:15:00 RE, T 009470  
 5x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Dr. H. M. S. Richards, H. M. S. Richards Jr.*  
 A daily religious broadcast running 15-minutes.  
 25+ — REL  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice of Prophecy — *Voice Of Prophecy*

**Voice Of Prophecy 15-Minute Story Hour** 19??  
 Religious  
 00:15:00 RE, T 009480  
 1x weekly Mono, Stereo  
 7" reel, 7 1/2 ips  
*Dr. H. M. S. Richards, H. M. S. Richards Jr.*  
 The Saturday broadcast of 15 minute daily series features a children's story from the Bible. It may be used any day of the week on a stand-alone basis.  
 12-18 — REL  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice Of Prophecy — *Voice Of Prophecy*

**World Of Children Series** 1982  
 Educational  
 00:15:00 N, NT, T 011870  
 39 pgms Mono  
 10 1/2" reel, 7 1/2 ips, Cassette  
 This series of individual programs covers such topics as famous inventors, science concepts, and dramatic stories that are fantasy and comedy, yet have a lesson attached.  
 12-17 — TAL  
 Promos  
 CASH.  
 University Of Colorado — *National Center For Audio Tapes*

**You And Your World** 1981  
 Educational  
 00:14:30 ALL 013350  
 1x weekly Mono  
 5' reel, 7 1/2 ips  
 This program focuses on the significant challenges of achieving successful living. Offered are hints and meaningful direction for everyone on the path to happiness.  
 18+ — TAL  
 FREE; 1 play weekly permitted.  
 Bonneville Productions — *Bonneville Productions*

**# Youth On The Air** 1983  
 Public Affairs  
 00:15:00 ALL 016770  
 1x weekly Mono  
 7" reel, 7 ips  
 A 15-minute weekly news/feature, also available as an unsponsored public affairs offering. A training project for young news reporters.  
 12+ — NEW  
 Demos  
 BARTER.  
 Youth News — *Youth News*

## Music Programming

**Momentos De Meditacion** 1981  
 Music-Religious  
 00:13:30 RE 004890  
 1x weekly Mono, Stereo  
 12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips  
*Host: Hugo Ruiz, DJ*  
 Spanish standards, good listening music, with one religious record, plus Spanish poetry and brief religious items.  
 25+ — REL  
 Promos  
 Spanish  
 FREE.  
 Radio TV Commission — *Radio TV Commission Of The Southern Baptist Convention (Worldwide)*

**# Music Of Sweden, The** 1983  
 Music-Folk  
 00:14:45 MM, T 024560  
 11 pgms Mono  
 5' reel, 7 1/2 ips  
 A series of programs which acquaint the listener with authentic Swedish folk music in a variety of forms. Performances by skilled players and singers of old Swedish folk music have been preserved on tape recordings by the Swedish Broadcasting Corporation. Comments on the geographical, historical, and cultural settings are presented in the programs.  
 18+ — MUS  
 FREE.  
 Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## Music Programming

## News Service

## Old Swedish Organs

19??

Music-Foreign

00:15:00 CL 004410  
14 pgms Stereo

5", 7" reels, 7 1/2 ips

An opportunity to hear the old pipe organs of Sweden. Each presentation consists of a visit to a specific Swedish church, where the historic pipe organ is demonstrated and explained.

1. Organ In The Chapel Of The Drottingholm Palace 2. Genarp Organ In The Museum At Malmö 3. Balinge Organ 4. Vaxjo Organ 5. Organ In Folkstrom's Chapel 6. Lovsta Bruk Organ 7. Frosunda Organ 8. Jariasa Organ 9. Svinnegarn Organ 10. Bastad Organs 11. Gammalkil Organ 12. Harkeberga Organ 13. Skanninge Organ 14. Stockholm Cathedral Organ.

25+ — MUS

Promos

English, Swedish

FREE.

Marjorie Lundin — *Swedish Broadcasting (Radio Sweden Int'l)*

## Programmes Of Swedish Folk Music

19??

Music-Foreign

00:15:00 CL 004420  
11 pgms Stereo

5", 7" reels, 7 1/2 ips

This program allows the listener to become closely acquainted with authentic Swedish folk music. Included are such programs as Ancient Pastoral Music, Musical Dialects, The Polska, Rustic Instruments, The Spelman, The Medieval Ballad.

25+ — MUS

promos

English, Swedish

FREE.

Marjorie Lundin — *Swedish Broadcasting (Radio Sweden Int'l)*

## Rarities

1981

Music-Rock

00:00:00 A, R 005640  
5x weekly Stereo

12" LP, 33 1/3 rpm

*Dave Herman*

Rare and unavailable collector item recordings of rock's major groups. Each show is the length of the cut plus a national 60-second commercial offered on an exclusive basis to one station per market on non-returnable 4-oz discs. Please note running time varies.

18-24 — MUS

Advertising Aids, Promos, Sales Aids

BARTER.

Steve Leeds — *Clayton Webster*

## Sounds Of Solid Country

1982

Music-Country

00:14:30 C 020900  
weekly Mono

12" LP, 33 1/3 rpm

*Host: Marv Brooks*

The best of the country hits from the recent past. Thirteen programs per volume.

18-34 — MUS

Promos

FREE.

Marv Brooks Productions — *United States Marine Corps*

## Sounds Of Solid Gold

1982

Music-Oldies

00:14:30 O 020890  
weekly Mono

12" LP, 33 1/3 rpm

*Host: Marv Brooks*

Oldies from 1960 to the present. Contains retrospects on news, sports and events from the highlighted years. Thirteen programs per volume.

18-34 — MUS

Promos

FREE.

Marv Brooks Productions — *United States Marine Corps*

## Spectrum USA

1982

Music-Rock

00:14:30 A, AC 020910  
weekly Stereo

12" LP, 33 1/3 rpm

*Host: Dick Stark*

Runs the full gamut of hits from album rock to easy listening. Thirteen programs per volume.

18-34 — MUS

Promos

FREE.

Griffon Sales Inc — *United States Marine Corps*

## Superstar "Mini" Concert

1981

Artist Salute

00:15:00 A, AC, R 011270  
1x daily Stereo

10 1/2" reel, 7 1/2 ips

Each "Mini" Concert consists of three-four songs and comes with a 40-50 second biography (read live by your air personalities or prerecorded by our announcer) highlighting interesting facts and stories about featured artists. Over 200 artists since the early 70's to choose from.

18-34 — MUS

Promos

CASH; 2 commercial avails.

Penta Communications — *Penta Communications*

## # Swedish Folk Music

1983

Music-Folk

00:14:40 MM, T 024550  
6 pgms Mono

5' reel, 7 1/2 ips

A series of six programs which allow the listener to become closely acquainted with authentic Swedish folk music in its variety of forms. Performances by skilled players and singers of old Swedish music have been preserved on tape recordings by the Swedish Broadcasting Corporation. Each program in this series is a dialogue between two announcers who discuss the musical examples.

18+ — MUS

FREE.

Radio Sweden International — *Swedish Broadcasting (Radio Sweden Int'l)*

## # Yesterday's Music

1982

Music-Big Band

00:05:00 BB 024880  
1x daily Mono

Cassette

*Host: Robert D. Barry*

Daily program featuring music from the big band era. Includes background on hit artists and bands from the 1920's, 1930's and 1940's.

35+ — MUS

CASH.

Specialized Programming — *Specialized Programming*

## News Service

## Amazing Facts

1982

Religious

00:15:00 RE 011710  
daily Mono

7" reel, 7 1/2 ips

*Host: Joe Crews*

Factual and educational news broadcasts with no music or prayer.

18+ — REL

Promos

CASH/FREE.

Amazing Facts — *Amazing Facts*

## News Service

## News Service

- Church World News** 1957  
Religious-Series  
00:14:30 N, RE 001990  
1x weekly Mono  
7" reel, 7 1/2 ips  
*Dave Moore, Dean Montgomery*  
A lively quarter hour of international and national news relating to religious issues. Also featured is a timely commentary by a well known Protestant, Roman Catholic, Jewish or Orthodox thinker.  
*Five National Awards, Ohio State National Conference of Christians and Jews.*  
25+ — REL  
Promos  
FREE.  
American Lutheran Church, Lutheran Church in America — *American Lutheran Church Media Services Center*
- First Hand** 1982  
Religious  
00:15:00 RE 002540  
2x weekly Mono  
7" reel, 7 1/2 ips, Satellite Transmission.  
*Host: Denny Milgate*  
Interviews with Christian leaders and missionary leaders about topical issues and how they relate to the Christian faith.  
18+ — TAL  
FREE.  
First Hand — *First Hand*
- Hal Bruno's Washington** 1987  
News  
00:14:30 N, NT, T 014280  
weekly Stereo  
Satellite Transmission  
*Host: Hal Bruno*  
ABC News Political Director Hal Bruno conducts revealing interviews and analyzes the important effects on the nation of the actions of the policy makers in the capital.  
25+ — NEW  
Promos  
BARTER.  
ABC News — *ABC Entertainment Network*
- News In A Different Dimension** 1963  
Religious  
00:14:30 RE 004130  
1x weekly Stereo  
5" reel, 7 1/2 ips, Satellite Transmission  
*Host: Ron Hyde*  
News of significance from around the world, actualities from various mission fields, and periodic interviews with prominent Christian personalities.  
*1967-1981 Honor Award Religious Broadcasters.*  
25+ — REL  
FREE.  
Ron Hyde — *Pocket Testament League*
- # Paul Harvey** 1983  
Commentary-Editorial  
00:15:00 ALL 025320  
6x weekly Mono, Stereo  
Satellite Transmission  
*Paul Harvey*  
News and commentary program. Also offers 5 minute program 5x weekly, plus "Rest of the Story," a five minute program available 5x weekly. Available on ABC Information and Entertainment Networks.  
25+ — NEW  
BARTER.  
ABC Radio Network — *ABC Radio Networks*
- Perspective** 1982  
Public Affairs  
00:15:00 N, NT, T 010600  
1x weekly Mono  
5 1/2" reels, 7 1/2 ips  
*Host: Doug Bruce*  
A public affairs program that discusses current events with specialists in the areas of national and international concern.  
18+ — TAL  
FREE.  
Doug Bruce — *University Of Kentucky*
- Present Tense** 1982  
Religious  
00:15:00 N, NT, RE 002010  
2x weekly Mono  
5" reel, 7 1/2 ips  
*Jonathan Schenker*  
One on one interviews pertaining to foreign affairs and the Jewish community.  
25+ — NEW  
FREE.  
American Jewish Committee — *American Jewish Committee*
- Scope, The UN Radio Magazine** 1981  
General Interest  
00:14:00 N, NT, T 011310  
4x monthly Mono  
12" LP, 33 1/3 rpm  
A program illustrating the work of the United Nations and the specialized agencies in the field of economic and social development around the world. "Scope" places emphasis on the human element.  
25+ — TAL  
FREE.  
United Nations — *United Nations Radio*
- Washington International Report** 1980  
Religious  
00:10:30 N, RE, T 006830  
1x weekly Mono  
7" reel, 7 1/2 ips  
A comprehensive round-up of news and analysis on Jewish affairs. Content is drawn from professional correspondents around the world. High quality audio feed. Extensive use of actualities.  
25+ — NEW  
CASH; 26 weeks.  
David J Rosenstein — *American Jewish Broadcasting Service*
- Week At The UN, The** 1981  
News-Foreign Affairs  
00:13:30 N, NT, T 011290  
1x weekly Mono  
10 1/2" reel, 7 1/2 ips  
A weekly news program reporting major developments within the UN Organization, including extracts from meetings of the Security Council, General Assembly, etc.  
18+ — NEW  
FREE.  
United Nations — *United Nations Radio*
- Word And The World, The** 1964  
Religious-Series  
00:14:00 RE 011400  
1x weekly Stereo  
5" reel, 7 1/2 ips  
*Host: David M. Virkler*  
News commentary in biblical perspective, alternating with select interviews.  
25+ — REL  
FREE.  
Dedication Evangelism — *Dedication Evangelism*
- World Tonight, The** 1982  
Hard News  
00:15:00 N, NT 021360  
daily Mono  
Satellite Transmission, Telephone Transmission  
*Douglas Edwards*  
A review and update of world news events.  
18+ — NEW  
Advertising Aids, Promos  
BARTER; 1 minute local availability.  
CBS Radio News — *CBS Radio Network*

Public Service Announcements

Public Service Announcements

Public Service Announcements

# **Accent On Living** 1982

Public Service  
 00:15:00 RE 015970  
 daily Mono  
 10 1/2' reel, 7 1/2 ips  
*Host: Dr. Clyde Narramore*  
 A program designed to examine problems of life and how to handle them positively.  
 18+ — COM  
 Promos  
 FREE.  
 Narramore Christian Foundation — *Narramore Christian Foundation (Worldwide)*

**Christopher Closeup** 1952

Public Service  
 00:14:00 RE 003410  
 weekly Mono  
 12" LP, 33 1/3 rpm  
*Co-Hosts: Jeanne Glynn, Father John Catoir*  
 Interviews with a wide variety of famous and not so famous personalities, people who are shaping tomorrow's world, today.  
 25+ — TAL  
 FREE.  
 The Christophers — *The Christophers*

**Look At Your Bible, A** 1972

Religious-Series  
 00:14:30 RE 003540  
 1x weekly Mono  
 7" reel, 7 1/2 ips  
*Alexander Scourby*  
 Public Service bulletins issued from Washington are part of the program.  
 This program presented in behalf of the Auxiliary Rescue Services of East Tennessee is both inspirational and educational.  
 1977 *Civitan Public Service Award*.  
 25-54 — REL  
 English, French, Latin, Spanish  
 FREE.  
 Doctor John Davis Jr — *Doctor Davis Media Ministries*

**Music Scrapbook, The** 1977

Religious  
 00:15:00 NT, RE, T 009510  
 daily Mono, Stereo  
 7" reel, 7 1/2 ips  
 A total of 104 programs are available. In addition to music by Voice of Prophecy artists, the broadcast feature interviews and stories of songs and composers by Wayne Hooper.  
 25+ — COM  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice Of Prophecy — *Voice Of Prophecy*

**Psychology For Living** 1982

Religious  
 00:15:00 RE 011790  
 daily Mono  
 10 1/2' reel, 7 1/2 ips  
*Host: Dr. Clyde Narramore*  
 Striking at the heart of daily and personal problems, this program discusses problems concerned with marriage, children, teenagers, sex, emotional disorders, etc. Exciting and helpful.  
 18+ — COM  
 Promos  
 FREE.  
 Narramore Christian Foundation — *Narramore Christian Foundation (Worldwide)*

**Religion Today** 1982

Religious-Series  
 00:14:30 RE 011700  
 1x weekly 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 Kentucky oriented radio news magazine about people and events in the world of religion.  
 25+ — REL  
 FREE.  
 Kentucky Council Of Churches — *Kentucky Council Of Churches*

## Features

## Features

**SHORT FORM RADIO PROGRAMS/SERVICES**

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Short Form Length (10 Mins to 1:01 Mins) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

**Features**

**# A Moment With** 1983  
Interview-Talk-Personality  
00:05:00 ALL 025590  
47 pgms Mono  
7" reel, 7 1/2 ips; Cassette  
This program features interviews with prominent personalities in the music and entertainment fields. Time varies from 30 second to 5-minute spots. Programs can be used in block or modular form.  
18+ — ENT  
Demos.  
CASH/BARTER.  
MRC Films — *MRC Films*

**Ace News Cavalcade Of The Air Waves** 1981  
Comedy  
00:02:30 A, AC, R 007980  
1x daily Mono  
10 1/2" reel, 7 1/2 ips  
*Ace Trucking Company*  
Spoofs of newscasts featuring the comedy of the Ace Trucking Company. Contains 65 shows for 13 weeks.  
18-34 — ENT  
Promos  
CASH; price based on market size and spot rate.  
Chicago Radio Syndicate — *Chicago Radio Syndicate* (Worldwide)

**Achievers, The** 1982  
Business  
00:00:00 ALL 001650  
5x weekly Mono  
?" reel, 7 1/2 ips  
*John Doremus*  
Profiles of achievers, showing American free enterprise in action. Original and replay allowed daily.  
18-54 — TAL  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**Action Beat With Cathy Rigby** 1982  
Interview-Talk-Personality  
00:00:00 S, T 000960  
daily Mono  
7" reel, 7 1/2 ips  
*Cathy Rigby*  
A program with gymnast Cathy Rigby which probes into the lifestyles of sports and other celebrity guests.  
18+ — TAL  
BARTER; 30-second availability.  
Radio Works — *Radio Works*

**Agreport** 1982  
Farm  
00:03:30 N, NT, T 009190  
daily Mono  
Satellite Transmission  
Seven programs each weekday dealing with agriculture and consumer interest news.  
18+ — NEW  
Promos  
CASH; exclusive broadcast rights to APR affiliates.  
Associated Press Radio Network, Joe Kafka — *AP Radio Network*

**American Character, The** 1981  
General Interest  
00:00:00 N, NT, T 010200  
daily Mono  
7" reel, 7 1/2 ips  
*Host: Dr. Norman Vincent Peale*  
An award winning series about contemporary Americans and their positive contributions to life in this country.  
*1980 Boy Scout of America, 1979 National Conference Christians and Jews, 1981 NY Council of Churches.*  
25+ — TAL  
Promos  
FREE.  
Infocom Broadcast Services — *Infocom Broadcast Services*

**American Entertainment** 1982  
Interview-Talk-Personality  
00:01:30 AC, T 021600  
2x daily Stereo  
7" reel, 7 1/2 ips  
A profile of a major figure in American entertainment, including interviews.  
18+ — ENT  
Advertising Aids, Promos  
CASH/BARTER.  
Syndicate It — *Syndicate It*

**American Halloween Network, The** 1982  
Seasonal  
00:01:30 ALL 022630  
12 pgms Mono  
5" reel, 7 1/2 ips  
Series of topical reports designed to air on or about Halloween day. Special guests from different fields explain parapsychology, vampires, UFO's, and witchcraft. Includes customized intro.  
12-54 — ENT  
Promos  
CASH; rights for 1 month.  
Corey Deitz — *Corey Deitz Creative Services*

**American Health Radio Show** 1982  
Health  
00:02:30 AC, NT 021460  
5x weekly Mono  
12" LP, 33 1/3 rpm  
Information and discussion on different aspects of health and health care, tied in with American Health Magazine.  
25+ — TAL  
Promos  
BARTER.  
Gary Firth, Gene Tognacci, Ken Kramer — *Starstream Communications Group*

**America's Country Gold** 1977  
Music-Country  
00:05:00 C 006030  
100 pgms Mono  
7" reel, 7 1/2 ips  
*Host: Pete Hicks*  
One hundred vignette programs, each featuring a short history on one particular country music star plus his or her top song with candid interviews. All shows are wrapped with host.  
18-54 — ENT  
Demos, Promos  
CASH.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited* (Worldwide)

## Features

## Features

- # Animal Album** 1983  
General Interest  
00:02:00 ALL 016270  
daily Mono  
12" LP, 33 1/3 rpm  
Examines the different kinds of pets, hints on raising and breeding, histories of breeds and the right pet for you.  
12+ — TAL  
FREE: contain 15 seconds for promotional spot.  
David J Clark Enterprises — *David J Clark Enterprises*
- Another Opinion** 1981  
Commentary-Editorial  
00:02:00 AC, BM, NT 007270  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
Host: *Stanley Marcus*  
Stanley Marcus, former head of Neiman-Marcus, and one of America's true style-makers, talks about quality, taste, and the American lifestyle.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*
- Art McPhee In Touch** 1982  
Religious  
00:02:30 RE, T 005600  
5x weekly Mono  
7" reel, 7 1/2 ips  
Host: *Art McPhee*  
A 2 1/2 minute inspirational program designed to help listeners get "in touch" with themselves, others, and God.  
18+ — TAL  
Advertising Aids, Promos  
FREE; unless sold for sponsorship.  
Mennonite Media Services — *Mennonite Media Services*
- Assignment Hollywood** 198?  
Interview-Talk-Personality  
00:02:30 NT, T 013540  
5x weekly Stereo  
Satellite Transmission  
Host: *Fred Robbins*  
Lively talk with some of the biggest stars in Hollywood, both television and movies. A different star is interviewed each day.  
18+ — TAL  
Promos  
CASH/BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*  
**American Forces Network (Worldwide)**
- Audio Features Feed** 1982  
General Interest  
00:01:30 N, NT, T 022650  
7x daily Mono  
Satellite Transmission  
Spots of :60 and :90 lengths on a variety of topics including news clips, talk and features.  
18+ — TAL  
FREE.  
Audio Features Inc — *Audio Features*
- # Away From Home** 1983  
Travel  
00:01:30 ALL 025210  
1x weekly —  
AP Radio Wire  
Host: *Prudence Heller*  
How to see the most of the USA, and travel ideas.  
18+ — TAL  
CASH; 1 commercial availability.  
AP Radio Wire — *AP Radio Wire*
- # Bargain Hunter/Smart Shopper, The** 1983  
General Interest  
00:01:30 AC, NT, ALL 016680  
5x weekly Mono, Stereo  
7" reel, 7 1/2 ips  
Host: *Vicki Audette*  
Useful information and tips on shopping ie: how to get the most for your money, when to buy furniture, how to have a profitable garage sale, and other timely topics.  
25-49 — TAL  
Promos  
CASH; available on a monthly basis.  
Brad Walton — *Newsounds/Newsports Productions*
- Baseball Name Game** 1982  
Sports  
00:01:30 ALL 015610  
5x weekly Mono  
12" LP, 33 1/3 rpm  
A trivia-type quiz series highlighting one well-known baseball hero on each show. Clues are given but, the identity not revealed until local stations play commercials.  
25+ — SPO  
Demos  
CASH; programs become exclusive property of station for unlimited use.  
Richard Pinkham — *Richard Pinkham Productions (Worldwide)*
- # Be Still And Know** 1980  
Religious  
00:02:00 RE 023780  
weekly Mono  
12" LP, 33 1/3 rpm  
Incorporates a scripture reading, a short story, or spiritual idea into preaching.  
25+ — REL  
FREE.  
The Upper Room — *United Methodist Communications*
- # Be Still And Know** 1982  
Religious  
00:02:30 RE 022980  
daily Stereo  
12" LP, 33 1/3 rpm  
A devotional program from "The Upper Room Magazine" with Bible text, meditation, prayer, and a thought for the day.  
18+ — REL  
FREE.  
The Upper Room — *The Upper Room*
- Behind the Headlines (Daily)** 1960  
Commentary-Editorial  
00:03:30 NT, T 021820  
5x weekly Mono  
7" reel, 7 1/2 ips  
Host: *R. K. Scott*  
A conservative viewpoint on the news: national and social issues. Champions the traditional American morals and spirit.  
18+ — TAL  
Demos  
FREE; 60 second commercial availability; market exclusivity.  
Americas Future. — *America's Future*
- # Benchmark** 1983  
Religious  
00:03:00 RE 026060  
1x daily Mono  
?" reel, ? ips  
Host: *Lynn R. Buzzard*  
This daily report on law and liberty covers a full range of legal topics affecting Christians, from governmental affairs to personal finance. Produced in the style of a network news commentary.  
18+ — REL  
CASH.  
Domain Communications — *Domain Communications*

## Features

## Features

**Best Years, The** 1979  
General Interest  
00:03:00 N, NT, T 007890  
5x weekly Mono  
7' reel, 7 1/2 ips  
*Host: Helen Hayes*  
Radio features designed to encourage older Americans to stay fit and active. These daily commentaries of special interest to America's senior citizens tells them about famous people and local listeners alike who have continued to achieve in their later years.  
65+ — AIR  
BARTER.  
Gladney Communications — *Gladney Communications*

**Better Health Report** 1981  
Health  
00:01:30 N, NT, T 009420  
5x weekly Mono  
Cassette  
*Norton Mockridge*  
A feature on better health. Each cassette contains 20 programs.  
25+ — TAL  
BARTER.  
Tape Productions — *Tape Productions*

**Bill's Car Care** 1980  
How-To-Instructional  
00:02:00 N, NT, T 002510  
10x weekly Mono  
7" reel, 7 1/2 ips  
*Bill Adelsperger*  
This program answers typical car care questions asked by call-in listeners. Every possible problem faced by a novice and/or do-it-yourself mechanic is covered. Both domestic and foreign cars are discussed.  
18+ — TAL  
Promos  
CASH; 13 week minimum; renewable.  
Fuller Productions — *Fuller Productions* (Worldwide)

**Billy Packer-Al McGuire Basketball Report, The** 1982  
Sports  
00:05:00 N, NT, S 020360  
daily Mono  
7" reel, 7 1/2 ips  
*Billy Packer, Al McGuire*  
Lively commentary on the national college basketball scene from two of the most dynamic personalities in the game.  
18+ — SPO  
BARTER.  
Radio Sports Programs — *Radio Sports Programs*

**Bittersweet** 1975  
Drama  
00:05:00 NT, T 003430  
1x weekly Mono  
10" reel, 15 ips  
*Host: Graham Browne*  
Slice of life dramatic narratives.  
18+ — ENT  
CASH.  
Tom Clack — *Clack*

**Black Hawk** 19??  
Mystery  
00:02:00 ALL 001660  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Black Hawk*  
Original full production mini-series. The listener is transported to the scene of a crime, where he or she meets the suspects, and then is challenged to solve the crime before Blackhawk divulges "who done it." Complete mystery and detective stories. Original and daily replay allowed.  
12+ — ENT  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**Breakthrough** 1981  
Science  
00:01:30 AC, N, NT 014340  
5x weekly Stereo  
Satellite Transmission  
*Host: Bill Stoller*  
Discussions on science and technology, including topics such as health, fitness, parapsychology and medicine.  
18+ — TAL  
Promos  
BARTER.  
Leslie Eisenberg — *ABC Contemporary Network*

**# Brenda Lee's Country Profile** 1982  
Interview-Talk-Personality  
00:02:30 C 024050  
5x weekly Mono  
10 1/2' reel, 7 1/2 ips  
*Host: Brenda Lee*  
Brenda Lee interviews the top country stars. Five programs per week on a given star.  
18-54 — TAL  
CASH/BARTER; Minimum 13 weeks.  
Alanna Nash — *Alandale Productions* CANADA, ENGLAND,  
AUSTRALIA: *Alandale Productions*

**Brian Rose Reviews** 1982  
Reviews  
00:01:15 N, NT, T 004770  
3x weekly Mono  
5" reel, 7 1/2 ips, Cassette  
*Brian Rose*  
Reviews and commentaries on current films and TV programs by a witty, syndicated critic.  
18+ — ENT  
CASH.  
Brian Rose Productions — *Brian Rose Productions*

**Business Barometer** 1982  
Business  
00:00:90 N, NT, T 009200  
daily Mono  
Satellite Transmission  
An hourly weekday business news reports, each running 90-seconds except the day's final program which runs 3:30 minutes.  
1981 *Janus*.  
18+ — NEW  
Promos  
CASH; exclusive broadcast rights to APR affiliates.  
Associated Press Radio Network, Alan Schaertel — *AP Radio Network*

**# Business Report, The** 1982  
Business  
00:01:30 N, NT 024330  
2x daily Mono  
7' reel, 7 1/2 ips  
Light, topical reports on the people, ideas, successes and failures in business.  
25+ — NEW  
Demos, Promos  
CASH.  
The Royal Group — *The Royal Group*

**Campus Close-Up** 1982  
Interview-Talk-Personality  
00:03:00 A, NT, R 011610  
1x daily Mono  
12" LP, 33 1/3 rpm  
An informative feature, co-hosted by two college students, covering special cultural events, interviews with leaders of business and industry, tips on food, photography, and fashion. Directed specifically for the college crowd.  
18-25 — ENT  
Promos  
FREE.  
Helen Hall Productions — *Helen Hall Productions*

## Features

## Features

**Capsulette, The** 1981  
 Quiz  
 00:06:00 AC, O 012970  
 80 pgms Mono, Stereo  
 7", 10" reels, 7 1/2 ips  
*Host: Bill Stephens*  
 This expanded version of The Time Capsule Mini-Quiz, highlights the news events, popular music and twice the quizzes, between January 1960 to the present.  
 25-54 — ENT  
 Promos  
 CASH.  
 Time Capsule — *Time Capsule*

**Celebrity Series** 1982  
 Interview-Talk-Personality  
 00:05:00 ALL 007660  
 ?x weekly Mono  
 Cassette  
 A celebrity series—details not finalized at the time of publication.  
 18+ — AIR  
 CASH/BARTER.  
 ? — *Broadcast Activities*

**Chart Close-Up (AOR)** 1982  
 Music-Rock  
 00:05:00 A, R 022740  
 5x weekly Stereo  
 5" reel, 7 1/2 ips  
*Larry McKay*  
 Information about the artists and music new to the AOR charts.  
 18-34 — MUS  
 Promos, Sales Aids  
 CASH/BARTER; 13-week minimum.  
 Ron Lewis — *The Innovation Organization*

**Chart Close-Up (Country)** 1982  
 Music-Country  
 00:05:00 C 022750  
 5x weekly Stereo  
 5" reel, 7 1/2 ips  
*Larry McKay*  
 Information about the artists and music new to the country charts.  
 18-54 — MUS  
 Promos, Sales Aids  
 CASH/BARTER; 13 week minimum.  
 Ron Lewis — *The Innovation Organization*

**Chart Close-Up (Top 40)** 1982  
 Music-Top 40  
 00:05:00 AC, R 022760  
 5x weekly Stereo  
 5" reel, 7 1/2 ips  
*Larry McKay*  
 Information about the artists and music new to the Top 40 charts.  
 18-34 — MUS  
 Promos, Sales Aids  
 CASH/BARTER; 13 week minimum.  
 Ron Lewis — *The Innovation Organization*

**Chickenman** 1981  
 Comedy  
 00:02:30 A, AC, C 007940  
 1x daily Mono  
 10 1/2" reel, 7 1/2 ips  
 Comedy-adventure series. Contains 39 weeks of original shows and 13 weeks of new programs.  
 12+ — ENT  
 Promos  
 CASH; price based on market size and spot rate.  
 Chicago Radio Syndicate — *Chicago Radio Syndicate* (Worldwide)

**# Chip Talk** 1983  
 Educational  
 00:01:30 ALL 025240  
 daily Stereo  
 Satellite Transmission  
 This daily feature about computers presents the world of home computers in language everyone can follow. Includes topics such as choosing hardware and software systems, proper maintenance, picking a program and understanding the basics of how a computer works.  
 18+ — NEW  
 CASH.  
 Associated Press Radio Network — *AP Radio Network*

**# Christmas Alphabet** 1966  
 Seasonal  
 00:06:00 ALL 016420  
 1 pgm Mono  
 ?' reel, ? ips  
 A perennial favorite, telling the story of Christmas from A to Z (A is for Angel, B is for Baby, etc.). Each of the 26 segments contains narration and music, running from three to six minutes in length. Designed to be used on both Christmas Eve and Christmas day on the basis of two to four segments per hour.  
 12+ — ENT  
 CASH.  
 Art Roberts — *Art Roberts Inc*

**Cinema Screen 5** 1982  
 Interview-Talk-Personality  
 00:05:00 ALL 020340  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
*Hosts: Bob Barnes-Watts, Barbara Evans, Bob Stichel*  
 This show focuses on feature films in theatrical release, blending brief synopses, movie news, "star spot" interviews, and occasional reviews.  
 18+ — TAL  
 CASH/BARTER.  
 Bob Stichel — *Leisure Features Syndicate*

**# Cinema Sound** 1980  
 Reviews  
 00:04:30 RE 023800  
 weekly Mono  
 7' reel, 7 1/2 ips  
*Host: Robert E.A. Lee*  
 Contemporary films are reviewed with regard to the moral implications they present.  
 18+ — REL  
 FREE.  
 National Council Of The Churches — *National Council Of The Churches*

**# Cinemascore** 1982  
 Reviews  
 00:01:30 AC, T 022950  
 3x weekly Stereo  
 7' reel, 7 1/2 ips; Script  
 Combines an objective, professional movie review with computer data which reflect and rate the responses of hundreds of movie fans.  
 18+ — ENT  
 Promos  
 BARTER.  
 O'Connor Creative Services — *O'Connor Creative Services*

**# Cinemascore** 1983  
 Reviews  
 00:01:30 ALL 026350  
 daily Mono  
 7' reel, 7 1/2 ips  
 This program features consumer info on newly released movies. Surveys are taken from opening day audiences. Computerized data provides detailed demographic information.  
 12+ — TAL  
 CASH.  
 Cinemascore — *O'Connor Creative Services*

## Features

## Features

**# Classic Country** 1982  
 Music-Country  
 00:05:00 C 016650  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
 A daily music "mini-special" highlighting top country hits from the 1950's and 1960's with researched information on the records and artists.  
 25+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; 13-week minimum, price by market rank.  
 The Production Room — *The Production Room* (Worldwide)

**Close-Up** 1982  
 Interview-Talk-Personality  
 00:05:00 AC 021910  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 Host: *Ray Harlan*  
 Daily celebrity interviews. Each show contains one 60-second spot of sponsor paying to produce and syndicate series. Stations are not paid for airing this spot, but may sell adjacency spots with impunity.  
 25+ — TAL  
 Promos  
 BARTER/FREE.  
 Harlan Productions — *Harlan Productions*

**# Comedy Supermarket, The** 1983  
 Comedy  
 00:01:30 ALL 026340  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Contemporary comedy package which includes humorous calls to dj's, commercial spoofs and comedy sketches. Time varies from 30-90 second programs, contains 260 programs.  
 18+ — ENT  
 CASH.  
 Ron Stevens, Joy Gridnic — *O'Connor Creative Services*

**Comment On The News** 1982  
 Commentary-Editorial  
 00:03:00 AC, N, NT, T 014720  
 5x weekly Mono, Stereo  
 Satellite Transmission  
 Host: *Marvin Kalb, John Chancellor, Edwin Newman*  
 The important stories of the day are given a second look through the discerning eyes of journalism's most respected newsmen.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER; 1 minute commercial availability.  
 NBC Radio News — *NBC Radio Network*

**# Conela Informa** 1983  
 Religious  
 00:04:30 SP, RE 016520  
 weekly Mono  
 Cassette  
 A five minute news program with information on what is happening around the world among Christians.  
 18+ — REL  
 Spanish  
 FREE.  
 Palau Evangelistic Team — *Palau Evangelistic Team*

**Consumer's Buyer Guide** 1987  
 Consumer Info  
 00:02:30 ALL 013630  
 5x weekly Stereo  
 Satellite Transmission  
 Consumer tips and trends are the focus of this program. Also, consumer news is featured.  
 25+ — TAL  
 Advertising Aids  
 CASH/BARTER.  
 Council Of Better Business Bureaus — *Mutual Broadcasting System*

**Contact** 1981  
 Documentary  
 00:05:00 RE 004910  
 1x weekly Stereo  
 12" LP, 33 1/3 rpm  
 This issue oriented documentary probes social concerns and investigates personal growth and spiritual values. Also available for 30 minute programming.  
 35+ — TAL  
 FREE.  
 Sacred Heart Program — *Sacred Heart Program*

**Coping With...** 1981  
 Health  
 00:01:30 A, R 014610  
 5x weekly Stereo  
 Satellite Transmission  
 Host: *John McGhan*  
 Dedicated to the emotional and physical well-being of today's young adult, this program explores the stresses which are the result of the young adult's many and diverse life options.  
 18-34 — TAL  
 Advertising Aids, Promos  
 BARTER; FREE to affiliates.  
 The Source Network — *NBC Radio Network "The Source"*

**Coping With Life** 1982  
 Educational  
 00:02:00 ALL 021510  
 Daily Mono  
 7" reel, 7 1/2 ips  
 A question and answer talk show by a newspaper columnist responding to problems of young adults.  
 18-30 — TAL  
 CASH/BARTER; scripts may be purchased for local production.  
 Jacquie del Paulo — *Jacquie del Paulo Features*

**Correspondent's Corner** 1982  
 Commentary-Editorial  
 00:04:00 N, NT 021320  
 weekly Mono  
 Satellite Transmission, Telephone Transmission  
 Ed Bradley  
 News analysis and commentary from the award-winning CBS correspondent.  
 18+ — TAL  
 Advertising Aids, Promos  
 BARTER; 30 second local availability.  
 CBS Radio News — *CBS Radio Network*

**Countdown To Kickoff** 1965  
 Sports  
 00:05:00 N, NT, S 005360  
 2x weekly Mono  
 7" reel, 7 1/2 ips  
 Host: *Ray Scott*  
 America's foremost sports reporter each week analyzes the teams, the standings, the players and with the "Wizard of Odds" picks the winners for each week's pro and college football games. Now in its 15th year, Ray Scott, boasts and 82% record of accuracy.  
 18+ — SPO  
 CASH.  
 The Creative Factor — *The Creative Factor*

**Country Calendar** 1981  
 Interview-Talk-Personality  
 00:00:90 C 005660  
 7x weekly Stereo  
 12" LP, 33 1/3 rpm  
 Craig Scott  
 A daily 90-second show which features first class programming with news and actualities of the biggest names in country.  
 25-49 — TAL  
 Advertising Aids, Promos, Sales Aids  
 BARTER; 1 station per market.  
 Craig Scott — *Clayton Webster*

## Features

## Features

**Country News** 1982

Interview-Talk-Personality  
00:02:30 C 005270  
2x daily Mono

?" reel, ? ips  
Host: *Charlie Cook*

Each show consists of 2 1/2 minutes of interview feature, and a 60-second spot. Interviews deal primarily with Country music artists, as well as other people making news in the field of Country music. Offers a one-hour monthly special with local avails free to stations carrying the daily "Country News" show.

18-49 — TAL  
BARTER; 1 play per market; 1 60-second spot.  
Country News — *Country News*

**Country News** 1982

Interview-Talk-Personality  
00:03:30 C 011380  
2x daily Mono

12" LP, 33 1/3 rpm  
Host: *Charlie Cook*

Each show consists of an interview feature with Country Music artists, as well as other people making news in the field of Country Music.

18-49 — ENT  
Promos  
BARTER.  
Charlie Cook — *Jim Brown Productions*

**Country Star Quiz** 1981

Quiz  
00:01:30 C 015580  
5x weekly Mono

12" LP, 33 1/3 rpm

A trivia-type quiz series highlighting one well-known individual on each show from the world of country music. Clues are given but the true identity is not announced until after a break for commercials or promotions. Contains 260 programs.

25-44 — ENT  
Demos  
CASH; programs become exclusive property of station for unlimited use.  
Richard Pinkham — *Richard Pinkham Productions (Worldwide)*

**Country Superstars, The** 1982

Interview-Talk-Personality  
00:05:00 C 009970  
5x weekly Stereo

10" reel, 7 1/2 ips

Host: *Local Personality, Available open-end for foreign host*

Open-end interviews with leading stars of country music, scripted for local personality involvement and including top hits by featured artists. May be used as a daily feature or special. Contains 260 episodes.

18+ — ENT  
Advertising Aids, Demos, Promos, Sales Aids  
CASH; scaled to market; 50% deposit/50% delivery; 2 commercial avails.  
Dick Starr, Opus Productions — *Toby Arnold & Associates (Worldwide)*

**Critic At Large** 1982

Reviews  
00:00:90 ALL 001680  
5x weekly Mono

?" reel, 7 1/2 ips

Host: *Joe Pollack*

Motion picture reviews. Original and daily replay allowed.

12+ — NEW  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**Culture Scene, The** 1982

Entertainment  
00:05:00 AC, CL, MM 012540  
6x weekly Stereo

10" reel, 7 1/2 ips

Host: *George Edwards*

Brief reviews of the performing arts by New York Times critics, include segments on Broadway premieres, performances at the Metropolitan Opera, and other opera groups, ballets, concerts, as well as items of other noteworthy cultural activities.

25-54 — NEW  
CASH.  
WQXR — *WQXR*

**# Curt Gowdy Outdoors** 1982

Sports  
00:03:30 N, NT 023320  
2x weekly Mono

Satellite Transmission, Telephone Transmission

Host: *Curt Gowdy*

Outdoor living and sport are highlighted by sports commentator Curt Gowdy.

18+ — TAL  
Advertising Aids, Promos

BARTER.  
CBS Radio Network — *CBS Radio Network*

**Daily Feed, The** 1982

Comedy  
00:00:90 ALL 011420  
5x weekly Mono

7" reel, 7 1/2 ips

Comedy satire both social and topical. Includes teaser with easy spot insertion.

18+ — ENT  
Promos  
CASH.  
DC Audio — *Dryden Clarke Audio*

**Dallas Today** 1981

Religious-Series  
00:09:30 RE 003450  
5x weekly Mono, Stereo

10 1/2' reel, 7 1/2 ips; Cassette; Satellite Transmission

Host: *Dr. Stanley D. Toussaint*

Conversations with Dallas Seminary faculty on topics of importance to the Christian life from a biblical perspective.

25+ — REL  
Promo  
CASH.  
Dallas Theological Seminary — *Dallas Theological Seminary*

**# Dan O'Hara, Private Detective** 1983

Mystery  
00:02:30 AC, O, T 024580  
1x daily Mono

7' reel, 7 1/2 ips

A continuing adventure series in the classic radio detective style of the 1930's and 1940's. Features mobsters, maniacs, danger, suspense, murder, mayhem and more. Time varies from 2-2 1/2 minutes with 10 shows per tape, lead-ins, and close with commercial breaks.

25-55 — ENT  
CASH.  
Creative Radio Ltd — *Fuller Productions*

**Dateline: America** 1982

General Interest  
00:03:55 N, NT 021240  
weekly Mono

Satellite Transmission, Telephone Transmission

Host: *Charles Kuralt*

This program features a fascinating journey across America with correspondent, Charles Kuralt, finding the unusual and offbeat people and places that make our country so colorful and interesting.

18+ — ENT  
Advertising Aids, Promos  
BARTER; 30 second local availability.  
CBS Radio Network — *CBS Radio Network*

**# David Wade's Radio Recipes** 1981

How-To-Instructional  
00:02:00 ALL 016380  
5x weekly Mono

?" reel, ? ips

Host: *David Wade*

A cooking program with David Wade, author of over a dozen cookbooks and the recipient of 5 World Gold Medals for culinary expertise.

25+ — TAL  
CASH; price based on market rank; repeat broadcasts available.  
Cramer Communications — *Cramer Communications*

## Features

## Features

**Day By Day With Jesus** 1958  
 Religious  
 00:05:00 RE 021650  
 6x weekly Mono  
 12" LP, 33 1/3 rpm  
*Rev. Victor Constien*  
 Includes a brief meditation, prayer suggestion, thought for the day, and a suggested Bible reading interspersed with appropriate mood music.  
 18+ — REL  
 Advertising Aids  
 FREE.  
 International Lutheran Laymens League — *International Lutheran Laymen's League*

**Daybook With Brad Messer** 1981  
 Magazine  
 00:03:00 N, NT, T 013100  
 10x weekly Mono  
 10" reel, 7 1/2 ips  
*Brad Messer*  
 Every day is a special one for someone and acclaimed columnist and newscaster Brad Messer will spend time in a witty, entertaining style, reflecting on those events.  
 25-54 — TAL  
 BARTER.  
 Westwood One — *Westwood One*

**Dick Williams On TV** 1982  
 Entertainment  
 00:00:75 ALL 005900  
 daily Mono  
 Cassette  
*Dick Williams*  
 Nationally known TV critic and former TV news director Dick Williams presents a 75-second report on television. He previews shows and gives the behind-the-scenes story of television entertainment and news programming.  
 18+ — ENT  
 CASH/BARTER; 13 weeks.  
 ? — *Meredith Syndication Service*

**Did You Know** 1981  
 General Interest  
 00:00:90 UC 020450  
 weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Robert Taylor*  
 An interesting chronicle of bits and trivia and events slanted for the urban contemporary audience. This series features bizarre but significant facts of interest to both young and old.  
 18+ — NEW  
 BARTER.  
 Howard University Radio — *Howard University Radio*

**# Discovery** 1983  
 Science  
 00:02:30 ALL 016360  
 daily Mono  
 12" LP, 33 1/3 rpm  
 From the publishers of "Popular Science" magazine a new radio show that brings to sound interesting and phenomenal developments in the world of science.  
 18+ — TAL  
 FREE.  
 Cinema/Sound Ltd — *Cinema/Sound Ltd*

**Dr. Loraine Stern: Pediatrician** 1981  
 Health  
 00:00:90 NT 000920  
 1x daily Mono  
 7" reel, 7 1/2 ips  
*Dr. Loraine Stern*  
 An informative, insightful, and educational discussion dealing with the demands of today's parents on raising babies and children as people.  
 18+ — TAL  
 CASH/BARTER.  
 James Pierce — *Radio Works*

**# Doing Business** 1982  
 Business  
 00:01:45 BM, C, NT 016890  
 2x daily Mono  
 7" reel, 7 1/2 ips  
*Host: Dr. Harv Merkley, Business Consultant*  
 One minute commentaries aired twice daily, covering a wide range of business topics of interest and self-improvement to businessmen and women.  
 25-54 — TAL  
 CASH/BARTER.  
 Dr Harv Merkley — *Executive Radio Research*

**Down To Business** 1981  
 Consumer Info  
 00:04:00 N, NT, T 013880  
 5x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Don Fisher*  
 A daily recap of the current business news for the business-oriented listener. Includes closing quotes from the stock exchanges.  
 25+ — NEW  
 BARTER.  
 ABC Information Network — *ABC Information Network*

**Dr Steve Kritsick** 1982  
 General Interest  
 00:02:30 ALL 015310  
 1x hourly Stereo  
 Satellite Transmission  
*Host: Dr. Steve Kritsick*  
 Dr. Steve Kritsick, director of emergency services at the Animal Medical Center in New York City, is the host of "People And Pets." Program strives to give a basic understanding of the animal kingdom. Available on a tape delay basis.  
 12+ — TAL  
 CASH/BARTER.  
 Cable News Network — *Turner Program Services (Worldwide)*

**Earth News** 1971  
 Interview-Talk-Personality  
 00:02:30 N, NT, T 003580  
 7x weekly Mono  
 12" LP, 33 1/3 rpm  
*Host: Joel Denver*  
 "Earth News" interviews interesting people with unusual stories to tell, as well as interviewing famous names, movie stars, and other celebrities.  
 18-34 — ENT  
 BARTER/FREE.  
 Judy Schneider — *Earth News Radio*

**Economics Update** 1982  
 Economy  
 00:02:00 AC, C, NT 008380  
 3x daily Stereo  
 Satellite Transmission  
 A two-minute summary of current economic news from Wall Street, Washington, and financial centers of the world. Concentrates on explaining in easy-to-understand terms how significant economic and business developments are likely to affect the average person.  
 25-54 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**Elmer Dapron's Grocery List** 1977  
 Consumer Info  
 00:03:00 ALL 013560  
 5x weekly Mono  
 Satellite Transmission  
*Host: Elmer Dapron*  
 A consumer-conscious program geared to help with food selection and crop availability and all with practical advice.  
 25+ — TAL  
 Advertising Aids  
 CASH/BARTER.  
 Mutual Broadcasting System — *Mutual Broadcasting System*

## Features

## Features

- Elmo Ellis Commentary** 1981  
 Commentary-Editorial  
 00:01:30 AC, T 020650  
 5x weekly Mono  
 Cassette  
*Host: Elmo Ellis*  
 Insightful commentary on contemporary issues and events by radio personality Elmo Ellis.  
 18+ — TAL  
 CASH/BARTER; 13 weeks.  
 Meredith Syndication Services — *O'Connor Creative Services*
- Energy Insight** 1977  
 General Interest  
 00:02:00 B, UC 020040  
 1x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Bruce Williams*  
 Reports and comments on energy developments. Available to all NBN stations in a block of five installments with one to be aired each day of the ensuing week.  
 25+ — NEW  
 CASH; 1 1/2 minutes of commercial availability.  
 Bruce Williams — *National Black Network*
- Energy Watch** 1982  
 Consumer Info  
 00:03:00 N, NT, T 010180  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 On going series of energy news and information, with interviews on the impact of energy on employment, environment and the quality of day to day life. Includes money saving advice.  
 25-54 — TAL  
 BARTER.  
 Jameson Broadcast — *Jameson Broadcast*
- Entertaining Ideas By Jack Farrell** 1982  
 How-To-Instructional  
 00:05:00 ALL 005440  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
*Jack Farrell*  
 Expert presentation covering a host of great food and entertainment ideas from making great French sauces to gourmet popcorn. Contains 300 segments.  
 18+ — TAL  
 Advertising Aids, Promos  
 CASH; 30/60 seconds within plus ID open and close; unlimited daily plays.  
 Synsat Communications — *Synsat Communications*
- Entertainment 80's** 1982  
 Interview-Talk-Personality  
 00:10:00 N, NT, T 003360  
 26 pgms Mono  
 10 1/2" reel, 7 1/2 ips  
*Dick Heatherton*  
 Ten minutes of interviews and reviews of current musical artists.  
 18+ — ENT  
 Promos  
 CASH/BARTER.  
 Cabscott Broadcast Productions — *Cabscott Broadcast Productions*
- # Exploring** 1983  
 Science  
 00:01:30 ALL 025180  
 7x weekly —  
 AP Radio Wire  
 The latest developments in science, technology, and medicine and how they may affect the way we live.  
 18+ — NEW  
 CASH; 1 commercial availability.  
 AP Radio Wire — *AP Radio Wire*
- # ET Report, The** 1982  
 Science Fiction  
 00:01:30 N, NT, T 024860  
 1x daily Mono  
 Cassette  
*Host: Robert D. Barry*  
 This program is based on actual experiences people have had with extra-terrestrial aliens. Includes interviews and special series on ET contacts with children. Available in 15-minute weekly format also.  
 18+ — TAL  
 Promos  
 CASH; 13 week minimum.  
 20th Century UFO Bureau — *20th Century UFO Bureau*
- Facts And Figures** 1970  
 Music-Country  
 00:05:00 C 010880  
 daily Mono, Stereo  
 7" reel, 7 1/2 ips  
*Host: Johnny Kaye*  
 A daily 5-minute update on what's happening in the world of country music and in Nashville.  
 25-54 — TAL  
 Promos  
 CASH/BARTER.  
 Sounds Of Winchester — *Sounds Of Winchester*
- # Family Forum** 1977  
 Interview-Talk-Personality  
 00:05:00 RE 026070  
 5x weekly 00:05:00  
 ?' reel, ? ips  
*Jay Kesler*  
 "Dear Abby" format features advice to parents, teens, young marrieds, and singles. Fast-moving, and comprehensive.  
 12+ — TAL  
 CASH.  
 Domain Communications — *Domain Communications*
- Family Health** 1981  
 Health  
 00:02:30 N, NT, T 011980  
 5x weekly Mono  
 5" reel, 7 1/2 ips, Satellite Transmission  
*Host: Dr. Fred Jensen*  
 This feature offers answers to many of the most commonly asked questions about health care. Each program encourages questions from the audience.  
 18+ — TAL  
 Promos  
 FREE.  
 Ohio University Telecommunications Center — *Ohio University Telecommunications Center*
- # Family In Focus** 1981  
 Religious  
 00:05:00 RE 023660  
 5x weekly Mono  
 7' reel, 7 1/2 ips  
 Religious discussions centering on family concerns.  
 18+ — REL  
 CASH/FREE.  
 Book Fellowship International — *Book Fellowship International*
- # Family Time** 1983  
 Religious  
 00:05:00 RE 026080  
 5x weekly Mono  
 ?' reel, ? ips  
*Rev. Nat Olson*  
 This program focuses on the family and features Christian themes and principles for keeping the circle intact.  
 12+ — REL  
 CASH.  
 Domain Communications — *Domain Communications*

## Features

## Features

**Your Favorite Ten**

1980

Religious-Series  
00:09:30 RE 002490  
7x weekly Mono, Stereo  
5" reel, 7 1/2 ips  
*Michael A. Guido*  
An original theme, a favorite hymn and a five minute meditation.  
Available for programming from one to seven times weekly.  
18+ — REL  
FREE.  
Audrey Guido — *Guido Evangelistic Association*

**# Five Minute Mysteries**

1977

Mystery  
00:03:30 ALL 026170  
5x weekly Mono  
10' reel, 7 1/2 ips  
This mystery program sets the scene prior to the commercial break, allowing the listener to "solve" the mystery. After the commercial, the explanation is given.  
18+ — ENT  
CASH/BARTER.  
Nostalgia Broadcasting — *Nostalgia Broadcasting*

**FBI Washington**

1981

Public Affairs  
00:05:00 N, NT, T 013840  
1x weekly Mono, Stereo  
Satellite Transmission  
This program is geared to keep the public informed about the function of the FBI, the qualifications to become a special agent, and the facts of famous cases that the Bureau has solved.  
18+ — NEW  
BARTER.  
ABC Information Network; FBI — *ABC Information Network*

**# Flashback**

1977

Entertainment  
00:05:00 ALL 026180  
5x weekly Mono  
10' reel, 7 1/2 ips  
*Narrator: Victor Ives*  
This program features short excerpts of old time radio, written and narrated by Victor Ives.  
18+ — ENT  
CASH/BARTER.  
Nostalgia Broadcasting — *Nostalgia Broadcasting*

**FEBC Radio International**

1967

Religious  
00:04:30 ALL 022680  
daily Mono, Stereo  
7" reel, 7 1/2 ips  
*Host: Dr. Robert H. Bowman*  
Religious and spiritual programming broadcast to countries of the Far East and the Soviet Union. Includes interviews with missionaries and letters from listeners. Contains original music from featured country.  
12+ — REL  
90 Languages  
FREE.  
Far East Broadcasting Company — *Far East Broadcasting*

**Food, Fashion And Family**

1978

Women  
00:02:00 AC, C, NT 007200  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
*Host: Kaye Johns*  
Kaye Johns speaks directly to the needs and emerging potentials of today's woman with dollar-saving fashion tips, recipes, and her personal way with child-rearing, professional growth and individual enjoyment of the better life.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*

**Film Flash**

1981

Reviews  
00:03:00 N, NT, T 003760  
2x weekly Mono, Stereo  
5" reel, 7 1/2 ips  
*Host: Gregg Cass*  
A review of current film in distribution nationwide. The program is designed to be customized to each market. Presented in morning drive and repeated in afternoon drive.  
18+ — TAL  
Promos  
FREE; 13 week minimum.  
Gregg Cass — *Cass Broadcasting (Worldwide)*

**Food For Thought**

1982

Consumer Info  
00:03:30 NT, T 021560  
5x weekly Mono  
7" reel, 7 1/2 ips  
Discussions on food and nutrition.  
18+ — TAL  
CASH/BARTER; 13 week minimum.  
Alan Sands — *Alan Sands Productions*

**First Line Report**

1982

News  
00:04:30 N, NT 021070  
5x weekly Mono  
Satellite Transmission, Telephone Transmission  
*Nelson Benton, Fred Graham, Robert Pierpoint, Phil Jones, Jed Duvall*  
News features and analysis with the distinctive personal styles of the First Line news team.  
18+ — NEW  
Advertising Aids, Promos  
BARTER; 1:30 commercials  
CBS Radio News — *CBS Radio Network*

**# Footnotes From The Holy Land**

1983

Religious-Specials  
00:03:00 RE 016040  
1x monthly Mono  
5' reel, 7 1/2 ips  
A monthly program containing mini-features of archaeological, religious or historical nature on trip through the Holy City of Israel. Each tape contains 6 spots ranging in time from 1-3 minutes.  
18+ — REL  
FREE.  
Israel Broadcasting Service — *Israel Broadcasting Service* CANADA:  
*Israel Broadcasting Services*

## Features

## Features



## "FOR YOUR MONEY"

A new feature series on "personal financial advice"  
written and recorded *each week* by

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For more information and  
an audio presentation call:  
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Continental Recordings, Inc.  
210 South Street  
Boston, Mass. 02111

A New Feature Series Your Competition Doesn't Have And Can't Copy

### For Your Money 1982

Consumer Info  
00:00:70 N, NT, T 005850  
3x weekly Full Track  
Mono

5" reel, 7 1/2 ips

A topical, often humorous financial advice for lower and moderate income adults—mortgages, taxes, real estate, insurance—all the things that worry every one of us.

25+ — TAL

Advertising Aids, Demos, Promos, Sales Aids

CASH; negotiable.

Jerry Buckley — *Continental Recordings*

### Forbes Magazine Report 1980

Business  
00:05:00 N, NT 013500  
daily Mono

Satellite Transmission

Hosts: *Nathan Roberts, Suzanne Reynolds*

This program features economic and business information drawn from the pages of Forbes Magazine, the nation's oldest business news publication.

1982 *Gabriel Award: Certificate of Merit.*

25+ — NEW

Promos

English, Spanish

CASH/BARTER.

Radio Works — *Mutual Broadcasting System*

### Forbes Magazine Report, The 1980

Business  
00:02:30 NT, T 000950  
daily Mono

Satellite Transmission

Hosts: *Nathan Roberts, Suzanne Reynolds*

A daily financial program, drawn from the pages of "Forbes" magazine, focuses on the full range of economic and business news.

1981 *Gabriel Award: Certificate of Merit.*

25-54 — TAL

EL, SP

CASH/BARTER.

John Pierce — *Radio Works*

### Foreign Affairs 1981

Travel  
00:00:90 N, NT, T 010700  
65 pgms Mono

7" reel, 7 1/2 ips

Hostess: *Joan McGrath*

Each program offers practical information on everything from buying luggage to traveling with children and understanding travel agent language.

25-54 — ENT

Promos

CASH.

Vipro Program Services — *Vipro*

### # Fred Corey Reports 1979

Comedy  
00:01:30 ALL 024620  
82 pgms Mono

7" reel, 7 1/2 ips

Humorous series featuring Fred Corey as an ill-equipped investigative reporter. Fred manages to discover some remarkable stories such as: interviewing local leprechaun farmers about the year's leprechaun crop, plus much more.

12+ — ENT

CASH.

Fuller Productions — *Fuller Productions*

### From Studio B (Year One) 1976

Entertainment  
00:00:90 AC, R 012070  
5x weekly Mono

12" LP, 33 1/3 rpm

Hosts: *Alan Barzman, Pat McCormick*

This collection of comedy tidbits, features an interviewer who listens a little and mumbles a lot and a group of whacky guest characters.

25+ — MUS

Demos

CASH.

From Studio B — *From Studio B*

### From Studio B (Year Two) 1982

Entertainment  
00:00:90 AC, R 012080  
5x weekly Mono

12" LP, 33 1/3 rpm

Hosts: *Alan Barzman, Pat McCormick, Arte Johnson, Kenny Mars, Jack Riley, Bob Ridgely*

An array of zany characters are featured in these comedy skits.

25+ — MUS

Demos

CASH.

From Studio B — *From Studio B*

### From The Driver's Seat 1981

Consumer Info  
00:01:30 ALL 020660  
5x weekly Mono

Cassette

Host: *John Birchard*

A daily consumer guide on better car care, better driving, and a better understanding of the automobile.

18+ — TAL

CASH/BARTER; 13 weeks.

Meredith Syndication Services — *O'Connor Creative Services*

## Features

## Features

<b>Future File</b>		1981		
Science				
00:02:00	A, R	005370		
10x weekly	Stereo			
12" LP, 33 1/3 rpm				
<i>Host: Dave McQueen</i>				
An excursion into tomorrow, this show presents a wide range of scientists, writers, educators, technicians and futurists who talk about our journey into the future and how we're going to get there.				
18+ — ENT				
Advertising Aids; Promos; Sales Aids				
BARTER; 26 weeks; 30 days cancellation.				
Phil Harvey — <i>Golden Egg</i>				
<b># Gabby Gourmet, The</b>		1982		
How-To-Instructional				
00:07:30	AC, T	022990		
5x weekly	Stereo			
7" reel, 7 1/2 ips				
<i>Host: Fred Wix</i>				
Gourmet cooking made simple by the Gabby Gourmet, Fred Wix. Lively, bright, conversational, and a very visual recipe program. Customized audio presentation, leave-behinds, and personalized opens/closes available.				
25-54 — TAL				
Promos				
CASH.				
The Royal Group — <i>The Royal Group</i>				
<b>Galaxy</b>		1982		
Interview-Talk-Personality				
00:04:00	AC, NT, T	014690		
1x weekly	Mono, Stereo			
Satellite Transmission				
<i>Host: Alan Walden</i>				
Relaxed interviews, in four hourly segments, revealing the thoughts, feelings, wit, and brilliance of the most interesting people in America.				
18+ — TAL				
Advertising Aids, Promos				
BARTER; 1 minute commercial availability per segment				
NBC Radio Network — <i>NBC Radio Network</i>				
<b>Garden Spot, The</b>		1980		
General Interest				
00:02:00	AC, BM, C	007180		
5x weekly	Mono			
5 1/2" reel, 7 1/2 ips				
<i>Host: Stan Dworkin</i>				
Anyone who has ever tried to raise plants will find Stan Dworkin's daily plant-growing suggestions invaluable. America's popular gardening and plant care advisor gives advice on potting, pruning, and saving money on your garden.				
25+ — TAL				
Advertising Aids, Promos, Sales Aids				
CASH/BARTER; 13 week minimum; 2 commercial availabilities.				
Sunbelt Network — <i>Sunbelt Network</i>				
<b>Gardening Tips</b>		1982		
General Interest				
00:00:90	ALL	001700		
5x weekly	Mono			
? reel, 7 1/2 ips				
<i>Bob Thomson</i>				
Indoor and outdoor gardening tips by a gardening authority. Practical advice that is easy to understand.				
18+ — TAL				
CASH/BARTER.				
Syndicated Program Production/Gert Bunchez & Assoc — <i>Syndicated Program Production/Gert Bunchez &amp; Assoc</i>				
<b># Getting Off The Hook</b>		1982		
General Interest				
00:03:00	ALL	016670		
5x weekly	Mono			
7" reel, 7 1/2 ips				
<i>Host: Art Linkletter</i>				
A public affairs series on drug addiction but also involves types of addictions that are costing the country.				
18-65 — COM				
BARTER/FREE; a combination of terms negotiable.				
Norman Gladney — <i>Gladney Communications</i>				
<b>Ghost Hunter, The</b>		1982		
General Interest				
00:02:30	N, NT, T	011510		
5x weekly	Mono			
10 1/2" reel, 7 1/2 ips				
<i>Host: Norm Gauthier</i>				
Interviews with people who have experienced a ghost. Discussions also include exorcism, mediums, haunted houses, etc.				
18+ — ENT				
CASH/BARTER.				
Norm Gauthier — <i>Norm Gauthier</i>				
<b>Going Places</b>		1977		
Travel				
00:03:30	ALL	007410		
daily	Stereo			
7" reel, 7 1/2 ips				
<i>Host: Bern Hurwood</i>				
Features travel accounts recorded in Europe, Africa, Asia, and America.				
18+ — ENT				
CASH/BARTER.				
International Syndications — <i>International Syndications</i>				
<b># Golden Horizons</b>		1982		
Soap Opera				
00:02:00	ALL	024630		
1x daily	Mono			
7" reel, 7 1/2 ips				
Daily soap opera.				
18+ — ENT				
CASH.				
Fuller Productions — <i>Fuller Productions</i>				
<b>Good Speech</b>		1981		
General Interest				
00:01:30	N, NT, T	009430		
6x weekly	Mono			
Cassette				
<i>Host: Alan Beaumont</i>				
A feature on good speech. Each cassette contains 20 programs.				
25+ — TAL				
BARTER.				
Tape Productions — <i>Tape Productions</i>				
<b>Gordon Williams Business Reports, The</b>		1981		
Consumer Info				
00:01:30	N, NT, T	013920		
7x weekly	Mono, Stereo			
Satellite Transmission				
<i>Host: Gordon Williams</i>				
An up-to-the-minute report of the daily business news, made clear and put into perspective by veteran business reporter Gordon Williams.				
25+ — NEW				
BARTER; 60-second commercial availability.				
ABC Information Network — <i>ABC Information Network</i>				
<b>Grass Is Always Greener, The</b>		1981		
General Interest				
00:02:30	N, NT, T	011500		
5x weekly	Mono			
10 1/2" reel, 7 1/2 ips				
<i>Host: Norm Gauthier</i>				
Interviews with people about the good and bad aspects of their jobs.				
Also discussions with these people about their ideas on what would be a better job.				
18+ — TAL				
CASH/BARTER.				
Norm Gauthier — <i>Norm Gauthier</i>				
<b>Harry Beadle—On Photography</b>		1981		
General Interest				
00:01:30	ALL	020640		
5x weekly	Mono			
Cassette				
<i>Host: Harry Beadle</i>				
Hints, tips and insights into the world of photography for the hobbyist.				
18+ — TAL				
CASH/BARTER; 13 weeks.				
Meredith Syndication Services — <i>O'Connor Creative Services</i>				

## Features

## Features

- Head Help** 1980  
Health  
00:02:00 AC, C, NT 007230  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
*Host: Dr. Robert London*  
In daily reports, Dr. London zeros in on common psychological problems and emotional disturbances. Discusses new advances in medicine, alcoholism, medical myths, and parenthood. Helpful series on good health—how to get it, how to keep it, and how to enjoy it.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*
- # Health Break** 1983  
Health  
00:01:30 ALL 016730  
1x daily Mono  
?' reel, ? ips  
A daily 90-second narrative of the benefits of exercise and good diet, plus the how-to's of aerobic exercises.  
18+ — TAL  
Demos  
CASH.  
Health Break — *Health Break*
- # Health File** 1980  
Health  
00:04:30 NT, RE, T 023830  
130 pgms Mono  
5' reel, 7 1/2 ips  
The most widely accepted and current medical advice on an assortment of health topics.  
18+ — TAL  
FREE.  
Seventh-Day Adventist Church — *Sunspot Productions*
- Health, Science And You** 1982  
Health  
00:03:30 N, NT 021140  
5x weekly Mono  
Satellite Transmission, Telephone Transmission  
*Charles Crawford*  
The latest findings in health care, medicine and nutrition.  
18+ — TAL  
Advertising Aids  
BARTER; 1 minute commercial.  
CBS Radio Network — *CBS Radio Network*
- # Healthtalk** 1982  
Health  
00:03:00 ALL 026280  
daily Mono  
Satellite Transmission  
*Dr. Peter Saigo*  
This program focuses on the latest developments concerning health and fitness. Topics include nutrition, stress, smoking, medicine, and exercise.  
18+ — TAL  
Advertising Aids, Promos  
BARTER.  
CBS Radio Network — *CBS Radio Network*
- Helen Hall Show, The** 1968  
Magazine  
00:03:00 ALL 011600  
daily Mono  
12" LP, 33 1/3 rpm  
*Host: Helen Hall*  
This daily feature can be used as an insert on women's and D.J.'s shows, or as the kicker piece on news. Interviews with top personalities in fashion, sports, theatre, film, travel and books. Contains coverage of special and cultural events.  
25+ — ENT  
Promos  
FREE.  
Helen Hall Productions — *Helen Hall Productions*
- Henny Youngman Comedy Radio Library, The** 1981  
Comedy  
00:00:90 ALL 003040  
130 pgms Mono, Stereo  
7" reel, 7 1/2 ips  
*Henny Youngman*  
Showcases the entire repertoire of the famous comedian known as the "King of The One Liners." Over one thousand jokes.  
18-64 — ENT  
Demos, Promos  
CASH; unlimited use for 1 year, price predicated on market size, 2 commercial availabilities.  
Charles Michelson — *Charles Michelson*
- History Repeats** 1980  
Entertainment  
00:04:00 ALL 010630  
135 pgms Mono  
10 1/2" reel, 7 1/2 ips  
Music and history in relationship through the years. Contains both music and narration.  
25+ — ENT  
BARTER/CASH.  
Talco Productions — *Talco Productions*
- Holiday Package** 1982  
Seasonal  
00:04:00 ALL 011150  
1x yearly Stereo  
7" reel, 7 1/2 ips  
Music and comedy montages dedicated to 12 different major holidays. Included are Christmas, Thanksgiving, Fourth of July.  
18+ — ENT  
Promos  
CASH/BARTER.  
Progressive Radio Network — *Progressive Radio Network*
- Holiday Spirit, The** 1977  
Seasonal  
00:03:00 ALL 001320  
225 pgms Mono  
10 1/2" reel, 7 1/2 ips  
*Joe Campanella*  
A unique package that highlights nine major holidays. Each holiday includes 25 episodes. The programs explore the history, lore, and anecdotes that are associated with each special occasion.  
1. *New Year's Day* 2. *Valentine's Day* 3. *Easter* 4. *Mother's Day* 5. *Father's Day* 6. *Fourth Of July* 7. *Halloween* 8. *Thanksgiving* 9. *Christmas* 001320  
12-64 — TAL  
CASH; 1 commercial availability per episode.  
Radio Arts — *Radio Arts*
- Home Of Your Own, A** 1980  
How-To-Instructional  
00:02:00 AC, BM, NT 007150  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
*Host: Roger Albright*  
The opportunity to hear proven suggestions that will help make the handyman's efforts more productive and enjoyable. Albright's time-saving proven ideas are ingenious, and ideal for do-it-yourselfers.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*
- Howard Ruff Commentary, The** 1982  
Commentary-Editorial  
00:02:00 N, NT, T 000200  
5x weekly Mono  
12" LP, 33 1/3 rpm  
*Howard Ruff*  
A commentary in personal and financial survival by a leading economist and best selling author—Howard Ruff. Truly topical yet timeless, can be aired twice daily and perfect for weekend magazine format.  
25+ — TAL  
Advertising Aids, Promos, Sale Aids  
CASH; 2 commercial availabilities; unlimited replays.  
O'Connor Creative Services — *O'Connor Creative Services*

## Features

## Features

<b># Hysterical History</b>	1982			<b>Info Radio</b>	1981
Comedy				General Interest	
00:01:30	ALL	026000		00:01:30	AC, NT, T
5x weekly	Mono			daily	Mono
? reel, 15 ips				7" reel, 7 1/2 ips	
<i>Andre Baruch, Bea Wain</i>				"Info-Spots," designed to entertain and inform listeners with	
This program features highlights in history with a touch of humor.				capsulizations of articles appearing in current issues of Playboy, Playgirl,	
18+ — ENT				Cuisine, Oui, Us, Spring, New Woman, Mother Earth News, Cross-	014840
CASH/BARTER.				Country Skier and others.	
Syndicated Program Production/Gert Bunchez & Assoc — <i>Syndicated</i>				18+ — ENT	
<i>Program Production/Gert Bunchez &amp; Assoc</i>				FREE; breaks included for commercials.	
				Cinema/Sound Ltd — <i>Warner Publisher Services</i>	
<b># In Focus With Larry King</b>	1983			<b># Inside Family Circle</b>	1983
Interview-Talk-Personality				Women	
00:02:30	N, NT, T	024910		00:02:00	N, NT, T
daily	Stereo			5x weekly	Mono
Satellite Transmission				12" LP, 33 1/3 rpm	
<i>Host: Larry King</i>				Based on contents of Family Circle magazine, the largest selling	
This weekday program features Larry King interviewing a variety of				women's magazine. Features include recipes, crafts, helpful hints,	
personalities from show business, politics, the arts, etc.				money saving tips and much more.	
18+ — TAL				25+ — TAL	
Promos				BARTER.	
BARTER.				Jameson Broadcast — <i>Jameson Broadcast</i>	
Mutual Broadcasting System — <i>Mutual Broadcasting System</i>					
<b>In The City Of Neighborhoods</b>	1982			<b>Inside Music</b>	1979
Public Affairs				Interview-Talk-Personality	
00:05:00	ALL	015780		00:03:30	AC
20 pgms	Mono			10x weekly	Stereo
7" reel, 7 1/2 ips; Cassette				7" reel, 7 1/2 ips	
<i>Narrator: Arthur J. O'Donnell</i>				<i>Host: Charlie Tuna</i>	
A 20-part feature on community group survival.				A program that provides listeners with news of, and interviews with, top	
25+ — COM				contemporary music personalities.	
CASH.				18-49 — ENT	
Arthur J O Donnell — <i>Audio'd Productions</i>				Promos	
				BARTER; 13 weeks	
				Weedeck — <i>Weedeck Radio Network (Worldwide)</i>	
<b>In The Spotlight</b>	1982			<b>Inside/Outside Washington</b>	1980
Entertainment				Comedy	
00:03:55	N, NT	021430		00:02:00	N, NT, T
weekly	Mono			1x weekly	Mono
Satellite Transmission, Telephone Transmission				5" reel, 7 1/2 ips	
<i>Lee Jordan</i>				Presents humorous, satirical vignettes of life (real and unreal) in our	
News, views, and reviews of the entertainment world.				nation's capital as it relates to life in the rest of the United States.	
18+ — NEW				18+ — ENT	
Advertising Aids, Promos				CASH/BARTER; 13 weeks minimum.	
BARTER; 30 second local availability.				Robert M Johnson — <i>Co Media Productions</i>	
CBS Radio Network — <i>CBS Radio Network</i>					
<b>In Touch</b>	1982			<b>Insight</b>	1981
General Interest				Religious	
00:01:30	A, NT, T	021450		00:05:00	RE
4x daily	Mono, Stereo			1x daily	Mono
Satellite Transmission				7" reel, 7 1/2 ips	
<i>Tom McKay, Car Arrington, Kris Erik Stevens, Lisa Birnbach</i>				A five-minute broadcast, that is an island of thought.	
Topical probes and discussions on subjects of interest to the young				18+ — REL	
adult, from personal care to careers to entertainment.				Advertising Aids, Promos, Sales Aids	
18-34 — TAL				CASH.	
Advertising Aids, Promos				Back To God Hour — <i>Back To God Hour (Worldwide)</i>	
BARTER; 30 seconds commercial time.					
CBS Radioradio — <i>CBS Radio Network Radioradio</i>					
<b>Info Radio</b>	1982			<b># Insight</b>	1982
Miscellaneous				General Interest	
00:00:90	ALL	009930		00:02:00	ALL
daily	Mono, Stereo			5x weekly	Mono
7" reel, 7 1/2ips; 12" LP, 33 1/3 rpm; Script				5' reel, 7 1/2 ips	
Info Radio, is a daily soft news feature adapted from the many				Daily commentary stirring thought on economic education, inflation,	
publications distributed by Warner Publisher Services. Produced on a				environmental concerns, ideals, and agriculture.	
variety of short information subjects for different sponsors. Contact for				18+ — TAL	
individual titles of programs.				Demos, Promos	
25-54+ — TAL				FREE.	
BARTER; FREE.				American Farm Bureau Federation — <i>American Farm Bureau Federation</i>	
Cinema/Sound Ltd — <i>Cinema/Sound Ltd</i>					
				<b># Investor's Guide</b>	1982
				Consumer Info	
				00:01:30	B, UC
				5x weekly	Mono
				7" reel, 7 1/2 ips	
				<i>Host: Floyd Donald</i>	
				An in-depth analysis of possible investments for black families.	
				18+ — TAL	
				BARTER.	
				Howard University Radio — <i>Howard University Radio</i>	

## Features

## Features

- Job Shop, The** 1980  
General Interest  
00:02:00 AC, BM, NT 007240  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
Host: *Martin Birnbach*  
Helpful advice on getting, keeping, or changing your job. For the listener who wants to know how to re-enter the job market, write a resume, negotiate compensation, or how to get fired.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*
- Joe Durso On Sports** 1982  
Sports  
00:05:00 N, NT, S 012640  
5x weekly Stereo  
10" reel, 7 1/2 ips  
Reporter: *Joe Durso*  
From horse race results to major upsets by the Mets, Jets, and Giants, this series reports on all the latest happenings in the world of sports.  
18-64 — SPO  
CASH.  
Tony Rudel — *WQXR*
- Johnny Cash Show, The** 1982  
Entertainment  
00:03:30 C 001670  
5x weekly Mono  
?" reel, 7 1/2 ips  
Johnny Cash  
Johnny Cash chats, sings and offers some of his grandpa's philosophy. Replays allowed daily.  
18-44 — ENT  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*
- Joyce Lamont's Household Hints** 1966  
Women  
00:02:30 N, NT, T 005430  
5x weekly Mono  
7" reel, 7 1/2 ips  
Joyce Lamont  
Used successfully for the past 15 years by offering listeners useful, timely, and money saving household hints. Contains 3000 segments to date.  
18-54 — TAL  
Advertising Aids, Promos  
CASH; 30/60 seconds within plus ID open and close; unlimited plays.  
Synsat Communications — *Synsat Communications*
- Joyce Lamont's Keep It Simple Recipes** 1982  
Women  
00:02:30 N, NT, T 005420  
5x weekly Mono  
7" reel, 7 1/2 ips  
Joyce Lamont  
A feature that draws 15,000 recipe requests monthly and has broad demographic appeal in day part. Tie-in merchandising of recipes and Joyce's "Favorite Recipes" Cookbook available. Series has 960 segments to date.  
25-54 — TAL  
Advertising Aids, Promos  
CASH; 30/60 seconds within plus ID open and close; unlimited plays.  
Synsat Communications — *Synsat Communications*
- Kids Say The Darndest Things** 19??  
Comedy  
00:03:00 ALL 000210  
5x weekly Mono  
12 LP, 33 1/3 rpm  
Art Linkletter  
The "Kids Say" series contains 520 different segments of the very best excerpts from the CBS "House Party" programs.  
12+ — ENT  
Promos  
CASH; 2 commercial availabilities; unlimited replays.  
O'Connor Creative Services — *O'Connor Creative Services (Worldwide)*
- Kris Erik Stevens In Touch** 1982  
Interview-Talk-Personality  
00:01:30 NT, T 021580  
daily Stereo  
Satellite Transmission  
The latest news from the entertainment industry featuring upbeat interviews geared for the young adult audience.  
18-34 — TAL  
Promos  
BARTER.  
Kris Stevens Enterprises — *Kris Stevens Enterprises*
- Laugh Machine** 1982  
Comedy  
00:01:30 ALL 011140  
10x weekly Mono, Stereo  
7" reel, 7 1/2 ips  
Comedy vignettes with top comedians. Montage on various subjects with top comedians as well as new comedians, recorded live.  
18-49 — ENT  
Promos  
CASH/BARTER.  
Progressive Radio Network — *Progressive Radio Network*
- Law And You, The** 1982  
Consumer Info  
00:04:00 N, NT 021210  
weekly Mono  
Satellite Transmission, Telephone Transmission  
*Fred Graham*  
Uncomplicates the letter of the law and its implications for the listener.  
18+ — TAL  
Advertising Aids, Promos  
BARTER; 30-second local availability.  
CBS Radio Network — *CBS Radio Network*
- Law For The Layman's By Jerome S. Rice** 1982  
General Interest  
00:02:30 ALL 005460  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Jerome S Rice*  
Jerome Rice, Harvard graduate, trial attorney, and author, "How to Handle Your Own Lawsuit," tells how "Mary and Larry Layman," and a cast of Layman family members can help themselves when legal problems arise. Useful legal information presented in plain English and easy-to-understand narrative fashion. Very broad appeal.  
18+ — TAL  
Advertising Aids, Promos  
CASH; 30/60 seconds within plus ID open and close; unlimited daily plays.  
Synsat Communications — *Synsat Communications*
- # Learning To Cope** 1982  
Interview-Talk-Personality  
00:00:60 ALL 024960  
daily Stereo  
Satellite Transmission  
Host: *Dr. Laura Schlessinger*  
Daily lifestyle feature emphasizing personal relationships.  
25-44 — TAL  
Promos  
BARTER.  
Norman Baer Productions — *ABC Direction Radio Network*
- Liberated Food Lover** 1982  
How-To-Instructional  
00:02:30 ALL 001710  
5x weekly Mono  
?" reel, 7 1/2 ips  
*Kitty Brown*  
A fresh approach to cooking food. Interestingly and economically prepared.  
18+ — TAL  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

Features Features

**Life In These United States** 1981  
 General Interest  
 00:00:90 AC, MM, T 005650  
 10x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Jack Carney*  
 A daily 90-second radio vignettes offering the best in human interest Americana. Hosted by one of the all time master storytellers of radio, Jack Carney.  
 25-54 — TAL  
 Advertising Aids, Promos, Sales Aids  
 BARTER; 1 station per market.  
 Jack Carney — Clayton Webster

**Lifebeat** 1981  
 Religious-Series  
 00:05:00 NT, RE, T 009490  
 65 pgms Mono  
 7" reel, 7 1/2 ips  
*H. M. S. Richards, Jr*  
 A series of five-minute radio commentaries by H. M. S. Richards, Jr., on commentary issues from a spiritual perspective.  
 25+ — REL  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice Of Prophecy — Voice Of Prophecy

**Lifesound Summaries** 1982  
 General Interest  
 00:00:90 AC, R 008070  
 daily Stereo  
 Satellite Transmission  
 Eleven feature programs that deal with a wide range of topics such as family, music, television, money and UFO's. Shows are entertaining, and issue-orientated.  
 1. Soap Opera Update 2. The Family 3. The Sexes 4. Inside-Out 5. Radio Looks At TV 6. Radio Listens To Records 7. Radio Goes To The Movies 8. Money, Money, Money 9. For The Record 10. Discovery 11. The Unexplained  
 18-49 — ENT  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — RKO ONE

**Lifestyle '83** 1981  
 Women  
 00:01:30 UC, ALL 020420  
 weekly Stereo  
 7" reel, 7 1/2 ips  
*Host: Libby Lawson*  
 Advice on life choices for contemporary women is the focus of this program such as how to get the most out of living. Lots of tips for nonworking hours. Not limited to black themes.  
 18+ — TAL  
 BARTER.  
 Howard University Radio — Howard University Radio

**Light Of My Life** 1981  
 Comedy  
 00:05:00 ALL 001310  
 5x weekly Mono  
 10 1/2" reel, 7 1/2 ips  
*Lohman and Barkley*  
 Take your listeners on a zany visit to Pine City each morning. They'll meet and grow to love all the unforgettable characters who are "living out their span of years in typical, small, Midwestern community."  
 18-49 — ENT  
 CASH.  
 Radio Arts — Radio Arts

**# Listening To Young America** 1983  
 General Interest  
 00:00:90 ALL 016760  
 5x weekly Mono  
 ? reel, ? ips  
 A program that targets adults as well as teenagers with features on video games, rock music, relationships, politics, and fashions.  
 12+ — TAL  
 Demos  
 BARTER; 1 60-second with national sponsor.  
 Youth News — Youth News

**Lively Arts** 1981  
 General Interest  
 00:03:30 N, NT, T 008780  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
*Host: Ellen Stanton*  
 Covers all popular art forms and books pertaining to them: films, television, music, art, theatre, and ballet.  
 25+ — TAL  
 CASH/BARTER; 13 week minimum.  
 Alan Sands — Alan Sands Productions

**Living World, The** 1977  
 General Interest  
 00:03:30 N, NT, T 013830  
 5x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Roger Caras*  
 This program covers the relationship of man to nature; everything from care of household pets to the latest advances in cloning and genetic engineering.  
 18+ — TAL  
 BARTER; 60-second commercial availability.  
 ABC News — ABC Information Network

**# Luis Palau Responde** 1983  
 Religious  
 00:04:30 SP, RE 016500  
 daily Mono  
 7' reel, 7 1/2 ips, Cassette  
 A five-minute program directed to the secular audience, based on a "Dear Abby" format with questions and answers from a Biblical point of view.  
 18+ — REL  
 Spanish  
 FREE.  
 Palau Evangelistic Team — Palau Evangelistic Team

**Makin' It** 1980  
 General Interest  
 00:01:30 A, R 014600  
 5x weekly Stereo  
 Satellite Transmission  
*Host: Bob Madigan*  
 The focus is on successful everyday living for the young adult. From job-hunting techniques to office politics to marketing money-making ideas, this program seeks to offer an edge to successful living. Offered on one-time basis to source affiliates.  
 18-34 — TAL  
 Advertising Aids, Promos  
 BARTER; FREE to affiliates.  
 The Source Network — NBC Radio Network "The Source"

**Malice** 1982  
 Comedy  
 00:02:30 AC 012950  
 5x weekly Mono, Stereo  
 ? reel, ? ips  
 Comedy series revolves around the obnoxiously wealthy "Youall Family of Malice, Texas"—a hilarious clan of bungling entrepreneurs and socialites.  
 25-54 — ENT  
 Promos; Sales Aids  
 CASH; 13 week minimum; 1 commercial availability.  
 Studio Center — Studio Center CANADA: Studio Center

**Managing Your Money/Paul Henke** 1982  
 Consumer Info  
 00:01:30 N, NT 022560  
 5x weekly Mono  
 Cassette, Satellite Transmission  
*Host: Paul Hencke*  
 A twelve week series to help listeners understand the dollars and sense of the economy and their pocketbooks.  
 25-54 — TAL  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusivity.  
 CBS Radio Stations News Service — CBS Radio Stations News Service

## Features

## Features

<b>Media Watch, The</b>		1980			
Reviews					
00:02:00	AC, BM, NT		007220		
5x weekly	Mono				
5 1/2" reel, 7 1/2 ips					
<i>Host: Donald Bain</i>					
Donald Bain's daily commentary includes reviews of current books, films, theatre, radio, and television, as well as how the media affects us as a society, how it shapes what we've been and what we're likely to be.					
25+ — TAL					
Advertising Aids, Promos, Sales Aids					
CASH/BARTER; 13 week minimum; 2 commercial availabilities.					
Sunbelt Network — <i>Sunbelt Network</i>					
<b>Mel Gussow On Theater</b>		1982			
Reviews					
00:05:00	CL, N, NT		012620		
5x weekly	Stereo				
10" reel, 7 1/2 ips					
<i>Host: Mel Gussow</i>					
Current events in the world of theater, plus reviews on both Broadway and off-Broadway shows are discussed by this drama critic.					
18-54 — TAL					
CASH.					
Tony Rudel — <i>WQXR</i>					
<b># MI Tio Juan</b>		1981			
Drama					
00:08:00	SP, RE		023510		
weekly	Mono				
5' reel, 7 1/2 ips					
A weekly drama featuring Francisco, a youngster who grows up under the helpful watch of his uncle.					
12+ — REL					
FREE.					
Paulist Communications — <i>Paulist Communications</i>					
<b># Mike And Henry</b>		1982			
Consumer Info					
00:02:30	ALL		026010		
5x weekly	Mono				
? reel, 15 ips					
<i>Mike Siegel, Henry Rothblatt</i>					
This program focuses on the law and how it affects the average person.					
18+ — TAL					
CASH/BARTER.					
Syndicated Program Production/Gert Bunchez & Assoc — <i>Syndicated Program Production/Gert Bunchez &amp; Assoc</i>					
<b>Mike The Mechanic</b>		1982			
Consumer Info					
00:02:30	ALL		015320		
daily	Stereo				
Satellite Transmission					
<i>Host: Emilio Masciovecchio</i>					
Host, Emilio Masciovecchio, strives to make consumers have more trust in auto repairmen who, he says, are mostly honest, hard working folks. He explains in layman's terms, how cars work and how to keep them in tip-top shape.					
18+ — TAL					
CASH/BARTER.					
Cable News Network — <i>Turner Program Services (Worldwide)</i>					
<b>Minding Your Business</b>		1982			
Business					
00:01:30	AC, N, NT		020260		
2x daily	Stereo				
7" reel, 7 1/2 ips					
<i>Host: Milton D. Stewart</i>					
Designed with today's businessman in mind, this feature presents the latest business news and trends based on information from Inc magazine.					
25-54 — TAL					
Promos					
FREE; market exclusivity.					
Narwood Productions — <i>Narwood Productions</i>					
<b>Mini-People</b>		1981			
Child-Juvenile					
00:02:00	NT, T		007970		
5x weekly	Mono				
10 1/2" reel, 7 1/2 ips					
Spoofs of radio quiz shows with children as contestants.					
25+ — ENT					
Promos					
CASH; 1 year; price based on market size and spot rate.					
Chicago Radio Syndicate — <i>Chicago Radio Syndicate (Worldwide)</i>					
<b>Moment In Sports, A</b>		19??			
Sports					
00:00:90	ALL		001740		
5x weekly	Mono				
? reel, 7 1/2 ips					
<i>Host: Andre Baruch</i>					
A sports memorabilia show consisting of stories that are generally not known and that have probably never been told before.					
12+ — SPO					
CASH/BARTER.					
Syndicated Program Production/Gert Bunchez & Assoc — <i>Syndicated Program Production/Gert Bunchez &amp; Assoc</i>					
<b># Movie CloseUps</b>		1982			
Interview-Talk-Personality					
00:01:30	NT, T, ALL		024570		
5x weekly	Mono				
7' reel, 7 1/2 ips					
<i>Host: Laura Davis</i>					
This 90-second program features movie reviews, news and interviews.					
18-49 — TAL					
CASH; minimum 13 weeks; rates guaranteed 1 year.					
Laura Davis — <i>Strand Broadcast Services</i>					
<b>Movienews</b>		1982			
Reviews					
00:01:30	AC, NT, T		014470		
5x weekly	Stereo				
Satellite Transmission					
<i>Host: Roger Ebert</i>					
Pulitzer-prize winning columnist Roger Ebert reviews current and upcoming films, as well as examining trends, profiling movie people, and offering behind-the-scenes information.					
18+ — TAL					
Promos					
BARTER.					
ABC FM Network — <i>ABC FM Network</i>					
<b>Music Connection, The</b>		1981			
Music-Religious					
00:03:00	RE		010450		
10x weekly	2 Track Stereo				
7" reel, 7 1/2 ips					
<i>Host: Linden Wise</i>					
Interviews with contemporary Christian music artists and reviews of their albums.					
18-49 — REL					
BARTER.					
Sonlight Communications — <i>Sonlight Communications</i>					
<b># Music Row Report</b>		1982			
Interview-Talk-Personality					
00:00:90	C		016430		
daily	Mono				
?					
<i>Host: Jan Bozeman</i>					
Consists of brief news about what's going on at Nashville's music row and short interviews with country personalities.					
25+ — MUS					
FREE.					
Proud Country Radio — <i>Proud Country Radio</i>					

## Features

## Features

**# Musical Sound Review, The (Short Form)** 1982  
 Music-Oldies  
 00:03:00 AC, BB, O 025440  
 weekly Stereo  
 Satellite Transmission  
 Host: Francis "Chick" Powers  
 A song essay-in-sound program featuring information from songwriters, performers and music industry people blended with hits from the 40's through the 80's.  
 25-54 — ENT  
 BARTER.  
 Musical Sound Review Ltd — *Musical Sound Review Ltd*

**National Soap Review** 1982  
 Soap Opera  
 00:00:90 AC, T, UC 013160  
 5x weekly Mono  
 Script  
 A daily script with highlights from all of the soaps. Runs from 60 to 90 seconds.  
 18+ — ENT  
 Promos, Sales Aids  
 CASH; market exclusivity.  
 Speaking Of Soaps — *Speaking Of Soaps*

**NBN Stagedoor** 1977  
 Entertainment  
 00:02:00 B, UC 020070  
 1x weekly Mono, Stereo  
 Satellite Transmission  
 Host: Ed Castleberry  
 Reports on the activities of movie, recording and stage stars. Also featured are serialized interviews with a major celebrity each week. Available to all NBN stations in a block of five installments; one to be aired each day of the ensuing week.  
 18+ — ENT  
 CASH; 1/2 minute commercial availability each segment.  
 National Black Network — *National Black Network*

**Neighborhood Pharmacy** 1982  
 Consumer Info  
 00:00:90 ALL 001750  
 5x weekly Mono  
 ?" reel, 7 1/2 ips  
 Hillory Still  
 Information about over-the-counter and prescription drugs, concerning their purchase, care, interaction, and storage. Addressed to the general public in a direct, informative, and easy to understand language.  
 18+ — TAL  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**New Age Radio** 1982  
 General Interest  
 00:03:00 N, NT, T 010190  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 Conversation, information and supportive thoughts on growing older and getting the most out of life. Consumer information, health care alternatives, nutrition, personal relationships, second careers, etc.  
 45+ — TAL  
 BARTER.  
 Jameson Broadcast — *Jameson Broadcast*

**New Medicine** 1980  
 Health  
 00:02:00 AC, BM, NT 007170  
 5x weekly Mono  
 5 1/2" reel, 7 1/2 ips  
 Host: Dr. Joe D. Goldstrich  
 Dr. Joe D. Goldstrich delivers practical advice on health care alternatives, concentrating on the importance of staying well via proper diet and exercise.  
 25+ — TAL  
 Advertising Aids, Promos, Sales Aids  
 CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
 Sunbelt Network — *Sunbelt Network*

**News Flashbacks** 1982  
 General Interest  
 00:02:30 ALL 014790  
 5x weekly Mono  
 7" reel, 7 1/2" ips  
 A recounting of famous news stories with actualities and sounds.  
 18+ — NEW  
 Promos  
 CASH.  
 American Syndicated Programs — *American Syndicated Programs*

**News Of Nutrition** 1982  
 Health  
 00:03:15 AC, NT, T 021470  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 A daily survey of what's new and news in the field of nutrition.  
 18+ — TAL  
 Promos  
 CASH.  
 Signal Productions — *Signal Productions (Worldwide)*

**Newsleak** 1977  
 Comedy  
 00:01:30 ALL 007650  
 5x weekly Mono  
 Cassette  
 Comedy series, "Newsleak" contains 260 programs.  
 18+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH.  
 ? — *Broadcast Activities*

**# Newslite Extra Series** 1983  
 Health  
 00:01:30 N, NT, T 025400  
 daily Mono, Stereo  
 Satellite Transmission  
 A five-part series of reports on topical issues including medicine, behavior, health and social change with various NBC news correspondents including NBC bureaus and affiliates. Part of the Newslite series.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER.  
 NBC Radio Network — *NBC Radio Network*

**# NFL Pro Flashback** 1983  
 Quiz  
 00:05:00 ALL 026310  
 daily Stereo  
 Satellite Transmission  
 Hosts: Bob Dunn, Don Avey  
 Daily football trivia program featuring audience participation via a national toll free call-in number.  
 18+ — SPO  
 BARTER.  
 The Creative Factor — *The Creative Factor*

**Nightwatch, The** 1975  
 Drama  
 00:05:00 NT, T 003420  
 3x weekly Mono  
 10" reel, 15 ips  
 Host: F. Peter Lee  
 Radio horror dramas. The format consists of 152 programs.  
 18+ — ENT  
 CASH.  
 Tom Clack — *Clack*

## Features

## Features

<b>Nightwatch, The</b>			1972	<b># On-Line</b>			1983
Mystery				Science			
00:05:00	ALL		005950	00:01:30	N, NT, T		026530
150 pgms	Mono			1x daily	Mono		
7" reel, 7 1/2 ips				7" reel, 7 1/2 ips			
<i>Narrator: F. Peter Lee</i>				Daily computer program focusing on emerging technology in the field of computers.			
"The Nightwatch" programs are original stories of horror written and narrated by F. Peter Lee over superb music, and sound effects background. Ideal for late night programming on personality formats. Once aired on the Mutual Radio Network.				25-54 — TAL			
12+ — ENT				Advertising Aids			
Demos, Promos				BARTER.			
CASH; min order 65 shows.				Starstream Communications Group — <i>Starstream Communications Group</i>			
Clack — <i>Universal Sounds Unlimited (Worldwide)</i>							
<b>Ninety Seconds of E-S-P</b>			1977	<b>On The Move</b>			1981
Entertainment				Sports			
00:00:90	ALL		007460	00:02:00	C, CL, NT		007160
daily	Stereo			5x weekly	Mono		
7" reel, 7 1/2 ips				5 1/2" reel, 7 1/2 ips			
<i>Host: Ron Warmoth</i>				<i>Host: Charlie Coane</i>			
The world's foremost financial psychic tells it like it is daily.				Host, Charlie Coane, provides insight and advice in the areas of sports and recreation...from roller skating to backpacking.			
18+ — ENT				18+ — SPO			
CASH.				Advertising Aids, Promos, Sales Aids			
International Syndications — <i>International Syndications</i>				CASH/BARTER; 13 week minimum; 2 commercial availabilities.			
				Sunbelt Network — <i>Sunbelt Network</i>			
<b>North Pole Reports</b>			1980	<b>On Your Mind</b>			1981
Seasonal				General Interest			
00:00:90	AC, R		012090	00:01:30	AC, T		020670
20 pgms	Mono			5x weekly	Mono		
12" LP, 33 1/3 rpm				Cassette			
Hilarious behind the scenes activities of the characters at Santa's headquarters during those last few days before Christmas.				<i>Host: Dr. Bob Simmeron</i>			
12+ — ENT				A survey feature consisting of a variety of psychological topics and concerns for the modern listener.			
Demos				18+ — TAL			
CASH.				CASH/BARTER; 13 weeks.			
From Studio B — <i>From Studio B</i>				Meredith Syndication Services — <i>O'Connor Creative Services</i>			
<b>Notes From Christine</b>			1982	<b>Opinions Are My Own, The</b>			1979
Religious				Commentary-Editorial			
00:05:00	RE		022810	00:02:00	C, CL, NT		007190
Daily	Stereo			5x weekly	Mono		
5" reel, 7 1/2 ips				5 1/2" reel, 7 1/2 ips			
<i>Christine Wyrzten</i>				<i>Host: Alex Burton</i>			
Insights into spiritual principals mixed with the recordings of Christine Wyrzten.				From the sublime to sometimes the ridiculous, raconteur, Alex Burton has an opinion on just about everything.			
18-34 — REL				25+ — TAL			
FREE.				Advertising Aids, Promos, Sales Aids			
Loveland Ministries — <i>Loveland Ministries</i>				CASH/BARTER; 13 week minimum; 2 commercial availabilities.			
				Sunbelt Network — <i>Sunbelt Network</i>			
<b># 1 Record Of The Day</b>			1981	<b># Our Daily Bread</b>			1960
Music-Top 40				Religious			
00:03:30	A, AC, R		011260	00:10:00	RE		026040
1 pgm	Stereo			1x daily	Mono		
10 1/2" reel, 7 1/2 ips				5" reel, 7 1/2 ips			
A program spotlighting the number one records daily from 1955 through 1980. Each hit is teased before playing. Short, crisp copy is provided. Custom design your own package for Contemporary Hit, AOR, or Adult Contemporary.				<i>Host: Les Lamborn</i>			
18-34 — MUS				A daily devotional program with some musical selections.			
Promos				18+ — TAL			
CASH.				FREE.			
Penta Communications — <i>Penta Communications</i>				Richard DeHaan — <i>Radio Bible Class</i>			
<b>Off The Record With Mary Turner</b>			1981	<b>Out Here In America</b>			1980
Interview-Talk-Personality				General Interest			
00:02:30	A, R		001510	00:02:00	AC, BM, NT		008050
10x weekly	Stereo			5x weekly	Mono		
12" LP, 33 1/3 rpm				5 1/2" reel, 7 1/2 ips			
<i>Mary Turner</i>				<i>Host: Dave Marquis</i>			
Rock radio's premier interview feature. Mary Turner talks to the Stones, Bruce Springsteen, Ted Nugent, David Bowie, and other top artists.				Dave Marquis, "the new Will Rogers," talks about America...its people and its problems...but mostly deals with the cherished corners of human life that make us alike in all our diversity.			
18-34 — ENT				25+ — TAL			
Promos				Advertising Aids, Promos, Sales Aids			
BARTER; 1 commercial availability per hour; 1 built-in commercial; unlimited plays.				CASH/BARTER; 13 week minimum; 2 commercial availabilities.			
Westwood One — <i>Westwood One</i>				Sunbelt Network — <i>Sunbelt Network</i>			

## Features

## Features

**Out-Of-Doors**

1977  
Sports  
00:03:30 S, ALL 007450  
daily Stereo  
7" reel, 7 1/2 ips  
Host: *Bill Pegram*  
This new concept in radio features helps the listener get into the wide world of recreation.  
18+ — SPO  
CASH/BARTER.  
International Syndications — *International Syndications*

**# Parents Notebook, The**

1983  
General Interest  
00:02:00 BM, N, NT 016260  
daily Mono  
12" LP, 33 1/3 rpm  
Bill Cullen  
Delves into parenthood exposing problems, pleasures, and realities. Discusses such topics, as: pre-natal care, pregnancy blues, father's involvement, sibling rivalry, household safety. Covers the time of pre-natal to pre-school development.  
25+ — TAL  
FREE: contains 15 seconds for promotional spot.  
David J Clark Enterprises — *David J Clark Enterprises*

**Pause For Good News**

1972  
Religious  
00:04:30 RE 011530  
5x weekly Mono  
7" reel, 3 3/4 ips  
Contains talks pertaining to varied issues of the day.  
25+ — NEW  
Promos  
FREE.  
Good News Broadcasting — *Good News Broadcasting*

**# People In The News**

1983  
General Interest  
00:02:00 ALL 025190  
7x weekly —  
AP Radio Wire  
*Ira Dreyfuss*  
A lively look at people (and sometimes animals) doing interesting things.  
18+ — NEW  
CASH.  
AP Radio Wire — *AP Radio Wire*

**Personal Finance With Leonard Sloane**

1982  
Consumer Info  
00:05:00 AC, N, NT 012550  
5x weekly Stereo  
10" reel, 7 1/2 ips  
Host: *Leonard Sloane*  
Helpful advice on ways and means of saving, investing, borrowing, earning and spending money wisely, are just a few of the topics discussed in this series. Current financial developments are also analyzed.  
25-64 — NEW  
CASH.  
Tony Rudel — *WQXR*

**Perspective On The Economy**

1980  
Commentary-Editorial  
00:01:30 N, NT, T 001630  
1x daily 2 Track Mono  
7' reel, 7 1/2 ips, AP Radio Network  
*Nick Von Hoffman, Howard Jarvis, Julian Bond, Senator Bill Proxmire, Nat Hentoff, Joan Kennedy Taylor, Jeff Riggerbach*  
A daily informational radio feature designed to provide your listeners with a fuller understanding of today's critically important economic issues, such as inflation, corporate power, deregulation, unemployment, the balance of payments, and the energy crisis.  
*Freedom Foundation '82.*  
25+ — TAL  
FREE; exclusive market basis, 26, 52 weeks.  
The Syndicate — *The Syndicate*

**# Perspectives With Art Hives**

1982  
Interview-Talk-Personality  
00:02:00 RE, T 025280  
5x weekly Full Track Mono  
7' reel, 7 1/2 ips  
A series of radio commentaries and thought provoking observations by an Angelic priest. Not overly religious in content.  
25+ — TAL  
CASH; available on a 26 or 52 week basis.  
Spectrum Sound Production Studios — *Spectrum Sound Prod Studios*

**Pets And People**

1981  
General Interest  
00:02:00 BM, C, NT 007250  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
Host: *Dr. Thomas Vice*  
In his daily commentaries, Dr Vice discusses the care and handling of pets and the hazards and rewards of owning a pet.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*

**Photo Tips**

1982  
How-To-Instructional  
00:00:90 N, NT, T 003550  
5x weekly Stereo  
10 1/2" reel, 7 1/2 ips  
Eric Thurman  
A program directed at those people interested in improving their photographic skills.  
18-44 — TAL  
Promos  
CASH/BARTER.  
Eric Thurman — *Domain Communications*

**Playboy Advisor, The**

1982  
Magazine  
00:00:90 AC, NT, T 001500  
10x weekly Mono  
10" reel, 7 1/2 ips  
Host: *Eric Chase*  
The wise and witty sage from the pages of Playboy Magazine takes to the air. The Playboy Advisor offers counsel and consolation on a variety of subjects from food and sex to fashion.  
18-43 — TAL  
BARTER.  
Westwood One, Playboy Enterprises — *Westwood One*

**Pocketbook Issues**

1982  
Public Affairs  
00:02:00 N, NT, T 009450  
5x weekly Full Track Mono  
7" reel, 7 1/2 ips, Satellite Transmission 1982  
Host: *Larry Butler*  
A debate format that in a short form discussion focus on issues that impact the standard of living of all Americans. Ideal to program preceding a talk show—addresses fully both sides the issue. Debut fall 1982.  
18+ — TAL  
Advertising Aids, Promos, Sales Aids  
BARTER.  
Larry Butler — *United States Chamber Of Commerce*

**Point Of Law**

1982  
Drama  
00:03:15 NT, T 000970  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Jack Moyles*  
Sets forth important legal cases and decisions in challenging, interesting and entertaining manner, including some of the recent U.S. benchmark rulings.  
*Freedom Foundation Award.*  
12+ — TAL  
Promos  
CASH; 2 plays; 13 week minimum.  
Signal Productions — *Signal Productions*

## Features

## Features

**# Pomerantz On Money** 1982  
 Consumer Info  
 00:03:30 N, NT 023350  
 5x weekly Mono  
 Satellite Transmission  
 Host: *Len Pomerantz*  
 Talk and advice on topics such as: IRS audits, garage sales, cars, real estate, and others.  
 25-54 — TAL  
 Promos  
 CASH/BARTER.  
 Money Broadcast Productions — *Mutual Broadcasting System*

**# Pomerantz On Money** 1983  
 Interview-Talk-Personality  
 00:03:30 N, NT, T 024930  
 daily Stereo  
 Satellite Transmission  
 Host: *Len Pomerantz*  
 This daily program focuses on ideas and strategies for personal money management and financial planning. Topics covered include: couponing, dealing with IRS audits, making money with garage sales, and many others.  
 25+ — TAL  
 Promos  
 BARTER.  
 Money Broadcast Productions — *Mutual Broadcasting System*

**# Prevention Health Magazine** 1983  
 Health  
 00:02:00 N, NT, T 026740  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 Concise news reports on health, fitness, and nutrition. Prepared with research from *Prevention Magazine* and *Rodale Press*.  
 25+ — TAL  
 BARTER.  
 Jameson Broadcast — *Jameson Broadcast*

**# Print Out** 1980  
 Reviews  
 00:04:30 RE, T 023900  
 weekly Mono  
 7' reel, 7 1/2 ips  
 A book review service suitable for a magazine format programs.  
 25+ — TAL  
 FREE.  
 Association Of Regional Religious Communicators — *Association Of Regional Religious Communicators*

**Pro Football Name Game** 1981  
 Quiz  
 00:01:30 ALL 015590  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 A trivia-type quiz series highlighting one well-known pro football player on each show. Clues are given but the true identity is not announced until after a break for commercials or promotions. Contains 26 programs.  
 25+ — SPO  
 Demos  
 CASH; programs become exclusive property of station for unlimited use.  
 Richard Pinkham — *Richard Pinkham Productions (Worldwide)*

**# Profiles In History** 1982  
 Minority  
 00:01:30 B, UC 023000  
 5x weekly Mono  
 7' reel, 7 1/2 ips  
 Host: *Clint Walker*  
 Pertinent black history facts designed for airing during black history month or on a daily basis.  
 18+ — TAL  
 BARTER.  
 Howard University Radio — *Howard University Radio*

**PROJECT: Best Seller** 1982  
 Reviews  
 00:00:90 N, NT, T 009180  
 daily Mono  
 Satellite Transmission  
 Narrator: *Martin Levin*  
 A daily feature that takes a look at the "Best Seller" list written and narrated by *Martin Levin*. Tells the listener what they are about, how good or bad they really are and what has been said about them.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network — *AP Radio Network*

**PROJECT: Consumer** 1982  
 Consumer Info  
 00:00:90 N, NT, T 009160  
 daily Mono  
 Satellite Transmission  
 A daily feature dealing with topics of interest to consumers.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network — *AP Radio Network*

**PROJECT: Energy** 1982  
 Science  
 00:00:90 N, NT, T 009110  
 daily Mono  
 Satellite Transmission  
 A daily 90-second feature dealing with energy-related topics from solar energy to natural gas controls. Broadcast live.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network, Mark Huffman — *AP Radio Network*

**PROJECT: Horizon** 1982  
 General Interest  
 00:00:90 ALL 009120  
 daily Mono  
 Satellite Transmission  
 A 90-second feature deals with a variety of topics of interest to a general audience.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network, Robert Radcliffe — *AP Radio Network*

**PROJECT: Medicine** 1982  
 Consumer Info  
 00:00:90 N, NT, T 009140  
 daily Mono  
 Satellite Transmission  
 A 90-second daily program dealing with consumer information about the medical industry.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network, Doug Fizel — *AP Radio Network*

**PROJECT: People** 1982  
 General Interest  
 00:00:90 ALL 009150  
 daily Mono  
 Satellite Transmission  
 A series of 90-second daily features dealing with general topics of interest to *people-oriented* people.  
 18+ — NEW  
 Promos  
 CASH; exclusive broadcast rights to APR affiliates.  
 Associated Press Radio Network, Patti Berman — *AP Radio Network*

## Features

## Features

**PROJECT: Science**

1982

Science  
00:00:90 N, NT, T 009170  
daily Mono  
Satellite Transmission  
Narrator: *Jessie Birnbaum*  
A daily feature dealing with the excitement of discovery in science. Tries to communicate the drama of science and what it tells us about ourselves.  
18+ — NEW  
Promos  
CASH; exclusive broadcast rights to APR affiliates.  
Associated Press Radio Network — *AP Radio Network*

**# Quest For Truth**

1981

Religious  
00:04:30 RE 023550  
5x weekly Stereo  
7' reel, 7 1/2 ips  
Host: *Dr. Norman L. Geisler*  
Concise, practical discussions of evidences for Christianity and how it relates to current cultural problems of contemporary society.  
18+ — REL  
FREE.  
Jerry Formaner — *Quest Ministries*

**Question Mark**

1982

Audience Participation  
00:03:00 C 020140  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
Bill Anderson, *Bill Robinson*  
An exciting, listener-pleasing question and answer program with country music artists.  
25-49 — TAL  
Promos  
BARTER.  
The Musicworks — *The Musicworks*

**Rare Book Finds**

1982

General Interest  
00:05:00 NT, T 013810  
5x weekly —  
Script  
Talks about books, rare finds, and authors are presented here.  
18+ — TAL  
Promos  
BARTER.  
Media Features Of America — *Media Features Of America*

**Record Report With Robert W. Morgan**

19??

Interview-Talk-Personality  
00:03:30 A, AC, R 002530  
10x weekly Stereo  
12" LP, 33 1/3 rpm  
Host: *Robert W Morgan*  
Latest news and interview with today's top pop music stars. Each program features an interview with a current major hit recording star.  
*Platinum Award.*  
12-34 — ENT  
Promos  
CASH/BARTER; 13 weeks.  
Gary Kleinman — *Fourcast Radio* CANADA: *Fourcast Radio*

**# Regional College Football Reports**

1983

Sports  
00:03:00 NT, S 025090  
daily Stereo  
Satellite Transmission  
Daily commentaries on the games and players of regional college football. Includes more than 60 special sports reporters covering stories.  
12+ — SPO  
BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

**Rick Devlin, Private Eye**

1982

Mystery  
00:03:00 AC 012920  
5x weekly Mono, Stereo  
? reel, ? ips  
Rick Devlin is a private eye who envisions himself to the likes of Bugsey Segal, Elliot Ness, and Errol Flynn. However, Devlin stumbles over cases and finds it hard to remember where he left his shoulder holster. Needless to say, his cases always culminate on a humorous note.  
25-54 — ENT  
Promos; Sales Aids  
CASH; 13 week minimum; 1 commercial availability.  
Studio Center — *Studio Center* CANADA: *Studio Center*

**Rock Report, The**

1980

News  
00:01:30 A, R 014620  
6x weekly Stereo  
Satellite Transmission  
Host: *Bill Fantini*  
Latest concert news, record releases, and plenty of gossip on the artists who make the rock scene rock. One show per week originates from London. Offered to Source affiliates on a one-time basis.  
18-34 — NEW  
Advertising Aids, Promos  
BARTER; FREE to affiliates.  
The Source Network — *NBC Radio Network "The Source"*

**Rock Retrospective**

1981

Music-Rock  
00:05:00 A, R 006860  
daily Stereo  
7" reel, 7 1/2 ips  
Host: *Sebastian*  
A unique series of historical reviews and mini-medley performances of major artists and groups influencing modern rock, from Fats Domino, Motown, and the British Invasion, to the present.  
25-49 — MUS  
CASH.  
The Atlantis Group — *The Atlantis Group*

**Rudy Maxa**

1982

Interview-Talk-Personality  
00:02:30 N, NT, T 015300  
Daily Stereo  
Satellite Transmission  
Host: *Rudy Maxa*  
Rudy Maxa, a reporter with the Washington Post for nine years, he knows where to get the inside stories on personalities and newsmakers who inhabit the news capitals of Washington, New York, Hollywood, as well as international circles.  
25+ — TAL  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*

**Satellite Reports From Santa's Workshop**

1982

Seasonal  
00:01:30 ALL 022620  
12 pgms Mono  
5" reel, 7 1/2 ips  
Humorous vignettes from Santa's workshop as reporters attempt to file "satellite" reports about Santa and the elves. Includes customized intro.  
12-54 — ENT  
Promos  
CASH; rights expire December 31 of year of purchase.  
Corey Deitz — *Corey Deitz Creative Services*

**Science Fiction Or Fact?**

19??

Science  
00:00:90 ALL 000160  
5x weekly Mono  
7" reel, 7 1/2 ips  
Hal Starr  
Investigative reporter, Hal Starr, takes listeners on exciting word-trips through the world of UFO's, ESP, the Bermuda Triangle and other scientific phenomena.  
18+ — TAL  
CASH; 2 commercial availabilities; unlimited plays.  
O'Connor Creative Services — *O'Connor Creative Services*

## Features

## Features

**# Science Fiction Radio Show, The** 1977  
 Science Fiction  
 00:05:00 ALL 016350  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 An informative exploration of the burgeoning phenomenon of science fiction and fantasy that are everywhere—books, movies, video games and on the radio. Every program is self-contained, and has a window for local availabilities.  
 18+ — TAL  
 CASH.  
 Permian Basin Science Fiction Assoc in conjunction with Odessa College — *Longhorn Radio Network*

**Secrets Of Keeping An Old House Young** 1982  
 General Interest  
 00:02:30 N, NT, T 001790  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Good sense ideas for little dollars, to change, fix up, or improve, any room in your house or apartment.  
 25+ — TAL  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**Seeds From The Sower** 1980  
 Religious-Series  
 00:04:30 RE 002460  
 7x weekly Mono, Stereo  
 5" reel, 7 1/2 ips  
*Michael A Guido*  
 This program consists of one choice hymn and one minute of meditation. There is an original theme and may be used either one day a week, or seven days a week.  
 18+ — REL  
 FREE.  
 Audrey Guido — *Guido Evangelistic Association*

**Shootin' The Breeze** 1982  
 Interview-Talk-Personality  
 00:02:30 B 001380  
 10x weekly Stereo  
 10" reel, 7 1/2 ips  
*Jackie McCauley*  
 A black music interview-talk show that weekly features the superstars of the black music industry.  
 18-44 — ENT  
 Promos  
 BARTER; 1 commercial available; 1 built-in commercial; unlimited plays.  
 Westwood One — *Westwood One*

**Skip Caray Sports Comment** 1982  
 Sports  
 00:02:30 N, S 005860  
 5x daily Mono  
 Cassette  
*Skip Caray*  
 Features Skip Caray's no-punches-pulled style. Make use of his TV following for your radio station. Available to do voice commercials for your local client.  
 18-54 — SPO  
 CASH/BARTER; 13 weeks.  
 Meredith Syndication Service — *O'Connor Creative Services*

**# Smithsonian Galaxy** 1982  
 Educational  
 00:02:30 NT, T 023620  
 2x weekly Mono  
 5" reel, 7 1/2 ips  
*Host: Jesse Boggs*  
 A series of features about little-known aspects of science, history, and art.  
 1982 International Radio Festival Gold Medal.  
 18+ — TAL  
 FREE.  
 Jesse Boggs — *Smithsonian Institution Office Of Telecommunications*

**Something You Should Know** 1981  
 Interview-Talk-Personality  
 00:00:90 N, NT, T 010500  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
*Host: Mike Carruthers*  
 This daily program features different experts covering such topics as saving time and money, nutrition, careers, and dealing with people.  
 25-49 — TAL  
 Promos  
 CASH/BARTER.  
 Donna Lum — *Strand Broadcast Services*

**Somewhere Over The Radio** 1977  
**There's...Rock Comedy**  
 Comedy  
 00:00:90 AC, R 012110  
 5x weekly Stereo  
 12" LP, 33 1/3 rpm  
*Ron Stevens, Joy Grdnic*  
 This comedy has fun with anything and everything—commercials, rock groups, playlists, TV shows, and soap operas. (Program runs between 30 and 90 seconds.)  
 18+ — MUS  
 Demos  
 CASH.  
 From Studio B — *From Studio B*

**Sound Advice** 1982  
 Consumer Info  
 00:02:00 N, NT, T 011160  
 5x weekly Stereo  
 7" reel, 7 1/2 ips  
 "Sound Advice" discusses audio and hi-fi equipment. Helps the average consumer to better understand stereo.  
 18+ — TAL  
 Promos  
 CASH.  
 Progressive Radio Network — *Progressive Radio Network*

**# Sounds Of Celebration** 1980  
 Music-Religious  
 00:02:30 RE 023910  
 1 pgm Mono  
 10" Disc, 33 1/3 rpm  
 Four songs—"Immortal, Invisible," "They'll Know We Are Christians," "O Sing Unto The Lord," and "Song Of Thankfulness"—are performed by the Wittenberg Choir.  
 25+ — MUS  
 FREE.  
 Lutheran Church Of America — *Lutheran Church In America*

**# Sounds Of The Times** 1969  
 Religious  
 00:05:00 R 026050  
 daily Mono  
 7" reel, 7 1/2 ips  
*Host: Mart DeHaan II*  
 Daily interview feature with the voices of today's young adults. Also available, weekly 10-minute program in which young people at college campuses, beaches, etc., are interviewed.  
 18+ — TAL  
 FREE.  
 Mart DeHaan II — *Radio Bible Class*

**Spaces And Places** 1982  
 Public Affairs  
 00:02:30 A, NT, T 001490  
 10x weekly Mono  
 12" LP, 33 1/3 rpm  
*Host: David Perry*  
 Each week a new ten-part series examines subjects such as medical uses of marijuana, how to buy a stereo, how to rent an apartment, or how to buy a car.  
 18-34 — TAL  
 Promos  
 BARTER; 1 commercial availability; 1 built-in commercial; unlimited plays.  
 Westwood One — *Westwood One*

## Features

## Features

<b># Specials</b>		1983	<b>Star Date</b>		1982
Specials			Science		
00:03:30	ALL	025810	00:02:00	ALL	010650
16 pgms	Mono		1x daily	Mono, Stereo	
Satellite Transmission			10 1/2' reel, 7 1/2 ips		
These multi-part specials cover topics such as sports, taxes, movies, entertainment personalities, and more.			<i>Host: Joel Block</i>		
1. <i>Super Bowl XVII Special</i> ; 2. <i>10-Part Tax Special</i> ; 3. <i>Your Taxes '83</i> ; 4. <i>The Movies '83</i> ; 5. <i>The Masters: Golf's Finest Tradition</i> ; 6. <i>Exploring America</i> ; 7. <i>Growing Up In America</i> ; 8. <i>A Profile Of Jack Lemmon</i> 9. <i>Living Dangerously</i> 10. <i>The Wonderful World Of Baseball</i> 11. <i>Where We Stand</i> .			An astronomy radio series both entertaining and educational. Many of the programs deal with that which the listener can actually see at night without a telescope. Topics include the history of astronomy.		
18+ — ENT			18-64 — TAL		
Advertising Aids, Promos			Advertising Aids, Demos, Promos, Sales Aids		
BARTER.			CASH; price based on market rank; market exclusivity.		
CBS Radio Network — <i>CBS Radio Network</i>			University of Texas McDonald Observatory — <i>University Of Texas (Worldwide)</i>		
<b>Spoken Word Of God, The</b>		1982	<b>Star Trak</b>		1982
Religious			Interview-Talk-Personality		
00:05:00	RE	021740	00:02:30	A, AC, R	001480
5x daily	Mono		10x weekly	Stereo	
Cassette			10" reel, 7 1/2 ips		
<i>Paul Mims, Samuel Montoya</i>			<i>Host: Lynne Thomas</i>		
Readings from the King James Bible in English and in Spanish.			Record industry news and interview features with Lynne Thomas, who talks to and about rock music's superstars.		
18+ — REL			18-34 — ENT		
English, Spanish			Promos		
FREE.			BARTER; 1 commercial availability; 1 built-in commercial per program; unlimited plays.		
Christian Duplications International — <i>Christian Duplications International</i>			Westwood One — <i>Westwood One</i>		
<b>Sporting News Report, The</b>		1982	<b>Starweekend Features</b>		1981
Sports			Weekend Programming		
00:02:00	N, NT, ALL	015690	00:00:90	AC, C, NT	008560
Daily	Mono		6x weekend	Stereo	
12" LP, 33 1/3 rpm			Satellite Transmission		
A daily two-minute interview/feature reports the hottest and most controversial sports issues. Employs actualities from the sports newsmakers themselves.			<i>Hosts: Margaret Jones (Moviestar Features), Tony Bruno (Sportstar Features), Dave Roberts (Musicstar Features)</i>		
18+ — SPO			Ninety-second programs that offer exclusive interviews with headliners in the movies, the sports world and the record industry. Provides personal, behind-the-scenes glimpses of the lives, hopes, and aspirations of major entertainment and sports figures. Each feature is broadcast twice each weekend.		
BARTER.			25-54 — ENT		
? — <i>Clayton Webster</i>			Advertising Aids, Promos, Sales Aids		
<b>Sports Flashbacks</b>		1982	BARTER.		
Sports			RKO Radio Network — <i>RKO TWO</i>		
00:02:30	ALL	014780	<b>Station Gang, The</b>		1978
5x weekly	Mono		Comedy		
7" reel, 7 1/2 ips			00:00:90	AC, R	012120
Famous and little-known stories about all sports and the big names.			5x weekly	Mono	
18+ — SPO			12" LP, 33 1/3 rpm		
Promos			<i>Gary Owens, Pat McCormick, Alan Barzman, Bill Fiore, Jane Hamilton</i>		
CASH.			A zany sportscaster, a consumer affairs expert who can never get to the point and a newsman who makes up his own events, are among the whacky workers at a whacky radio station.		
American Syndicated Programs — <i>American Syndicated Programs</i>			18+ — ENT		
<b>Sports Of All Sorts</b>		1982	Demos		
Educational			CASH.		
00:02:30	ALL	021660	From Studio B — <i>From Studio B</i>		
5x weekly	Mono		<b>Stay In Shape The Swedish Way</b>		1982
Cassette; 7" reel, 7 1/2 ips			Health		
<i>Host: Mark Miller</i>			00:04:54	N, NT, T	004580
Interviews with the best from all types of sports featuring tips, facts, and useful information.			6 pgms	Mono	
18+ — TAL			5", 7" reels, 7 1/2 ips		
Promos			<i>Host: Margaretha Larsson</i>		
FREE; 1 local availability; custom intros; 1 year contract.			Sweden has been one of the most active and trendsetting countries in the world when it comes to physical fitness and this series makes the best use of this tradition.		
Lisa Sjursen — <i>Sports Of All Sorts</i>			18+ — TAL		
<b>Spotlight</b>		1982	Promos		
Consumer Info			English, Swedish		
00:05:00	N, NT, T	010590	FREE.		
1x weekly	Mono		AI Simon — <i>Swedish Broadcasting (Radio Sweden Int'l)</i>		
7" reel, 7 1/2 ips					
<i>Host: Doug Bruce</i>					
A consumer oriented program dealing with law, medicine, agriculture, science and assorted other topics.					
18+ — TAL					
FREE.					
Doug Bruce — <i>University Of Kentucky</i>					

## Features

## Features

**Steve Bell Commentary** 1982  
Public Affairs  
00:01:30 N, NT, T 013900  
2x weekly Mono, Stereo  
Satellite Transmission  
*Host: Steve Bell*  
Award-winning correspondent Steve Bell delivers insightful analysis and commentary on the major news stories.  
18+ — NEW  
BARTER.  
ABC News — *ABC Information Network*

**Steve Saturn** 1981  
Comedy  
00:05:00 A, AC, R 009900  
65 pgms Mono, Stereo  
Cassette  
*Steve Saturn: Wally August*  
A five-minute comedy space adventure that follows young Steve Saturn, who encounters all manner of troubles and trappings while on his quest to bring peace to the universe. Comic monsters and villains abound.  
18-34 — ENT  
Advertising Aids, Promos  
BARTER.  
Terry Lee Hayes — *Saturn Enterprises*

**Stories Of Christmas, The** 1981  
Seasonal  
00:00:90 ALL 005760  
24 pgms Stereo, 2 Track Stereo  
7" reel, 7 1/2 ips  
An "Almanac" of Christmas past and present, its heritage, interesting facts, folklore including contemporary celebrations, customs, and traditions, myths, with the emphasis on the curious and unusual. May be scheduled as pre-Christmas drop-in vignettes. Available separately or in combination with "The Sounds of Christmas."  
18+ — ENT  
CASH; 1 spot per feature.  
Michael Clark — *SHEPERDmusic*

**# Story Behind The Song, The** 1983  
Music-Religious  
00:05:00 RE 016290  
daily Stereo  
7" reel, 7 1/2 ips  
A daily 5 minute review of contemporary Christian music.  
25+ — TAL  
FREE.  
Golden City Productions — *Golden City Productions*

**Storylight, Her Name Is Mary Ann** 1978  
Religious-Series  
00:05:00 RE 011050  
daily Mono  
7" reel, 7 1/2 ips, Cassette  
A contemporary story of a young girl involved in a dilemma. A Christian soap opera available in 65 shows.  
18+ — REL  
Demos  
CASH; 13 week minimum.  
New Life Productions — *New Life Productions (Worldwide)*

**# Street Funnies** 1983  
Comedy  
00:01:30 ALL 026330  
1x daily Mono  
7" reel, 7 1/2 ips  
*Host: Roy Chapman*  
This humorous program features real, but unique, stories off the news wire. Roy Chapman interviews people by asking their reaction to these stories.  
12+ — ENT  
CASH.  
Advance Productions — *O'Connor Creative Services*

**Style** 1982  
Women  
00:02:30 N, NT, T 015290  
daily Stereo  
Satellite Transmission  
*Host: Elsa Klensch*  
One of America's leading fashion journalists, Elsa Klensch reports what's in vogue in fashion, home decorating, and lifestyles, from the fashion centers of the world.  
25+ — TAL  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*

**Super Handyman** 1982  
How-To-Instructional  
00:02:30 N, NT, T 015280  
daily Stereo  
Satellite Transmission  
*Host: Al Carrell*  
Al Carrell passes on to listeners tips and suggestions to complete home repairs in the right manner.  
25+ — TAL  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*

**Superbowl Challenge** 1982  
Quiz  
00:01:30 ALL 015600  
5x weekly Mono  
12" LP, 33 1/3 rpm  
A trivia-type quiz series highlighting one well-known superbowl superstars on each show, contains 78 programs in all (52 programs immediately, 26 more when teams are decided).  
25+ — SPO  
Demos  
CASH; programs become exclusive property of station for unlimited use.  
Richard Pinkham — *Richard Pinkham Productions (Worldwide)*

**SuperFun** 1967  
Comedy  
00:00:90 ALL 011370  
1800 pgms Mono  
7" reel, 7 1/2 ips  
Comedy vignettes fully produced with sound effects and music starring hundreds of the top comedy voice people.  
18-45 — ENT  
CASH.  
Mel Blanc Productions — *Blanc Communications*

**Supernature** 1981  
Science  
00:03:00 N, NT, T 003770  
daily Mono, Stereo  
5" reel, 7 1/2 ips  
*Host: Bill Allen*  
A factual presentation of close encounters, mind power, parapsychology and unsolved mysteries of past and present.  
18+ — ENT  
Promos  
FREE; 13 week minimum.  
Albert W De Hope III — *Cass Broadcasting (Worldwide)*

**"Take Five—An Interlude" By Ray Christensen** 1982  
Entertainment  
00:05:00 ALL 005450  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Ray Christensen*  
A musical tour that's pleased thousands for the past three years. Covers classical to country, baroque to bluegrass in a fascinating, informative format. Contains 900 segments to date.  
25-54 — ENT  
Advertising Aids, Promos  
CASH; 30/60 seconds within ID open and close; unlimited daily plays.  
Synsat Communications — *Synsat Communications*

## Features

## Features

<p><b># Take Five For Country Music</b> 1982 Interview-Talk-Personality 00:05:00 C 024490 daily Stereo 12' LP, 33 1/3 rpm <i>Host: Ralph Emery</i> Ralph Emery details the latest happenings in the world of country music. 18-54 — TAL BARTER. Multimedia Program Productions — <i>Multimedia Program Productions</i></p>	<p><b>Time For Decision</b> 1981 Audience Participation 00:05:00 ALL 011730 1x weekly Mono 7" reel, 7 1/2 ips, Cassette Through history famous leaders were faced with crises which required fateful decisions be made. The audience participates by offering their decision, and then the actual answer is revealed to each dramatization. 25+ — ENT CASH. MRC Films — <i>MRC Films</i></p>
<p><b># Tales From The Crypt</b> 19?? Comedy 00:05:00 ALL 024660 65 pgms Stereo 7" reel, 7 1/2 ips <i>Mel Smith, Griff Rhys Jones, Andrew Sachs</i> This program follows the old style radio show format produced in front of a live audience including sound effects, crazy happenings and more. 18+ — ENT CASH. Creative Radio Ltd — <i>Fuller Productions</i></p>	<p><b>Time To Remember, A</b> 1981 Audience Participation 00:00:65 ALL 006590 65 pgms Mono ?" reel, ? ips "A Time To Remember" recalls moments from radio, motion pictures, sporting events, and historical vignettes from the 1930's, 40's, and 50's. May be used for sales contests and raffles. 18+ — ENT CASH. Sound Investments — <i>Sound Investments</i></p>
<p><b>Tellin' It Like It Was</b> 1982 Minority 00:02:30 B, NT, T 001520 10x weekly Mono 10" reel, 7 1/2 ips <i>Host: Lee Bailey</i> A spotlight on the most memorable moments in Black American history. An unflinching look at those events, both great and small, that have gone into the making of Black history. 18-54 — TAL BARTER. Westwood One — <i>Westwood One</i></p>	<p><b>To Your Good Health</b> 1982 Health 00:01:30 ALL 013950 5x weekly Mono/Stereo Satellite Transmission <i>Host: Dr. Paul Donohue</i> This feature examines physical fitness, sports, diet, and nutrition along with top medical advice. 25-44+ — TAL BARTER. Stuart Goldberg — <i>ABC Direction Radio Network</i></p>
<p><b># Tennis Spot, The</b> 1982 Sports 00:02:15 N, NT, S 025110 2x weekly Mono Satellite Transmission, Telephone Transmission <i>Shep Campbell</i> Tips and advice on the amateur's tennis game. Easy-to-learn, practical tips on playing better and enjoying the game more. 18+ — TAL Advertising Aids, Promos BARTER. CBS Radio Network — <i>CBS Radio Network</i></p>	<p><b>Today In Business</b> 1982 Business 00:03:55 N, NT 021180 5x weekly Mono Satellite Transmission, Telephone Transmission <i>Doug Poling</i> A briefing on what's going on in the world of stocks and bonds, gold and silver. 18+ — NEW Advertising Aids, Promos BARTER; 1:30 commercials. CBS Radio Network — <i>CBS Radio Network</i></p>
<p><b>Think On This</b> 1982 Religious 00:05:00 AC, RE 021720 daily Mono 7" reel, 7 1/2 ips A daily meditation combining everyday experience with a spiritual message. 18+ — REL FREE. Ashley Day — <i>Seed-Time Ministries</i></p>	<p><b>Today's Family</b> 1981 Educational 00:02:00 ALL 013330 daily Mono 10' reel, 3 3/4 ips; 10 1/2' reel, 7 1/2 ips <i>Host: Dr. Elliot Landau</i> Dr. Landau, professor of child development, offers practical advice on parenting and family problems with wit and charm. Designed for MOR stations. 25+ — TAL Demos CASH; 13 week minimum; 1 play permitted; 1 commercial availability. Bonneville Productions — <i>Bonneville Productions</i></p>
<p><b>Time Capsule Mini-Quiz, The</b> 1982 Quiz 00:01:30 AC, O 012960 240 pgms Mono, Stereo 7", 10" reels, 7 1/2 ips <i>Host: Bill Stephens</i> Each quiz challenges listeners to identify random months from January 1960 to the present. (Each Program consists of a 70-second quiz-narrated clues, actualities and a song montage.) (This series is licensed in 30-program packages.) 25-54 — ENT Promos CASH; 10 week minimum; 1 commercial availability Time Capsule — <i>Time Capsule</i></p>	<p><b>Today's People</b> 19?? General Interest 00:03:30 ALL 007430 daily Stereo 7" reel, 7 1/2 ips <i>Host: Abby Stitt</i> News and views about modern America—trends, gossip, and medical notes both interesting and informative. 18+ — NEW CASH/BARTER. International Syndications — <i>International Syndications</i></p>

## Features

## Features

- Tooth Fairy** 1981  
Comedy  
00:02:30 A, AC, C 007950  
1x daily Mono  
10 1/2" reel, 7 1/2 ips  
Comedy-adventure series. Contains 39 weeks of original shows and 26 weeks of new shows.  
12+ — ENT  
Promos  
CASH; price based on market size and spot rate.  
Chicago Radio Syndicate — *Chicago Radio Syndicate* (Worldwide)
- Topic Is Wine, The** 1982  
General Interest  
00:05:00 BM, CL, T 012590  
5x weekly Stereo  
10" reel, 7 1/2 ips  
Host: *Frank Prial*  
With the help of a wine connoisseur this series covers all the aspects of wine: the qualities, the different types, wine selection, which wines with which foods and the different wines produced by various nations.  
25-54 — TAL  
CASH.  
WQXR — *WQXR*
- Translation Report** 1982  
Religious  
00:04:30 RE 010910  
5x weekly Mono  
7" reel, 7 1/2 ips  
Host: *John Lindskoog*  
Interviews and events of a religious nature regarding people in foreign countries.  
25+ — REL  
FREE.  
Wycliffe Bible Translators — *Wycliffe Bible Translators*
- Travel Talk** 1982  
Consumer Info  
00:03:30 NT, T 021550  
5x weekly Mono  
7" reel, 7 1/2 ips  
Tips on travelling and the best travel values.  
18+ — TAL  
CASH/BARTER; 13 week minimum.  
Alan Sands — *Alan Sands Productions*
- Travel With Jerry** 1980  
Travel  
00:02:00 CL, N, NT 007260  
5x weekly Mono  
5 1/2" reel, 7 1/2 ips  
Host: *Jerry Flemmons*  
Author, editor and America's 'down-home' travel expert, Jerry Flemmons, shares his special discoveries on travel, how to enjoy it and capture its best values.  
25+ — TAL  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER; 13 week minimum; 2 commercial availabilities.  
Sunbelt Network — *Sunbelt Network*
- Travelling** 1982  
Consumer Info  
00:03:55 N, NT 021280  
2x weekly Mono  
Satellite Transmission, Telephone Transmission  
Host: *Steve Birnbaum*  
Advice on how to get the most out of your travel dollars.  
18+ — TAL  
Advertising Aids, Promos  
BARTER; 30 second local availability.  
CBS Radio Network — *CBS Radio Network*
- Truth For Today** 1974  
Religious  
00:05:00 RE, T 006930  
5x weekly Mono  
7" reel, 7 1/2 ips  
Contains an attention-getter intro, brief announcement of program title and speaker, discussion of some biblical truth illustrated, closing ID paragraph with free offers and mailing address.  
1978 *Freedoms Foundation Valley Forge*.  
18-25 — TAL  
FREE.  
College Ave Church Of Christ — *College Ave Church Of Christ*
- Two Minutes For Your Child And You** 1977  
Educational  
00:02:00 B, UC 020060  
weekly Mono, Stereo  
Satellite Transmission  
This show provides helpful hints to parents on pre-school education. Available to all NBN stations in a block of five installments with one to be aired each day of the ensuing week.  
25+ — TAL  
CASH.  
New Approach Method (NAM) — *National Black Network*
- UFO/Space Monitor** 1982  
Science Fiction  
00:01:30 NT, T 020540  
5x weekly Mono  
Cassette  
Edited interviews with officials and scientists studying the UFO phenomenon.  
18+ — TAL  
Advertising Aids, Demos  
CASH.  
Robert D. Barry — *20th Century UFO Bureau*
- # Un Mensaje a la Conciencia** 1982  
Religious  
00:05:00 SP 023720  
daily Mono  
Cassette  
Host: *Ernesto Cortez*  
A spanish-language program which raises spiritual questions through feature news items.  
18+ — REL  
Spanish  
FREE.  
Paul E Finkenbinder — *Hermano Pablo Ministries*
- Unexplainable, The** 1975  
Drama  
00:05:00 NT 000880  
130 pgms Stereo  
7" reel, 7 1/2 ips  
"Mini-dramas," based on baffling phenomena, and fully documented, brought to life with music and sound effects. Over 100 programs to choose from.  
12+ — ENT  
CASH; unlimited use.  
Radio Works — *Radio Works*
- UFO's—Encounters Of Every Kind** 1978  
Science Fiction  
00:07:00 ALL 005960  
130 pgms Mono  
7" reel, 7 1/2 ips  
Host: *Lee Roberts*  
All 130 vignette programs are narrative/drama recreations of actual reported UFO encounters, mostly from US Air Force Project Blue Book investigations. All encounters described were listed as "unknowns."  
18+ — TAL  
Demos, Promos  
CASH; min order 65 shows.  
Larry Bergman, Universal Sounds Unlimited — *Universal Sounds Unlimited* (Worldwide)

## Features

## Features

<b>Upreach Radio</b>		1982	<b>Winner's Circle, The</b>		1981
Public Service			General Interest		
00:03:00	ALL	021520	00:02:00	AC, BM, NT	007210
3x daily	Mono		5x weekly	Mono	
7 1/2" reel, 7 1/2 ips; Cassette			5 1/2" reel, 7 1/2 ips		
This program qualifies as a PSA and deals with universal problems faced daily—stress, depression, family struggles, and divorce.			<i>Host: Michael Brown</i>		
18+ — COM			Michael Brown recounts how "winners" have found solutions to problems faced by everyone and how we can learn from their successes and profit from their mistakes. Each program leaves the listener with one uplifting, life-changing thought.		
FREE.			25+ — TAL		
Zachry Associates — <i>Upreach Radio</i>			Advertising Aids, Promos, Sales Aids		
			CASH/BARTER; 13 week minimum; 2 commercial availabilities.		
			Sunbelt Network — <i>Sunbelt Network</i>		
<b># Video View</b>		1983	<b># Woman First, A</b>		1983
Interview-Talk-Personality			Women		
00:05:00	ALL	025270	00:01:30	N, NT, T	026590
5x weekly	Stereo		daily	Mono	
7" reel, 7 1/2 ips, Cassette			12' LP, 33 1/3 rpm		
<i>Hosts: Bob Barnes-Watts, T. Maxwell Graham</i>			An interview program focusing on problems of women.		
This program focuses on the newest movies available for home video use. Includes topics such as software, programs in distribution and more.			18+ — TAL		
18+ — TAL			BARTER.		
CASH/BARTER.			Media Americana — <i>Media Americana</i>		
Leisure Features Syndicate — <i>Leisure Features Syndicate</i>					
<b># Watching Washington</b>		1982	<b># Women Of Faith</b>		1980
News			Women		
00:02:00	N, NT	023520	00:04:30	AC, RE	023880
2x weekly	Mono		48 pgms	Mono	
Satellite Transmission			12' LP, 33 1/3 rpm		
<i>Host: Donald Lambro</i>			Docu-dramas highlighting American women of the past whose faith and actions have been significant in U.S. history.		
Deals with how the federal government spends taxpayers' money and what goes on behind the scenes in Washington.			18+ — REL		
25+ — NEW			FREE.		
Promos			TRAV — <i>National Council Of The Churches</i>		
CASH; exclusive rights to affiliates.					
AP Radio Network — <i>AP Radio Network</i>			<b>Working Woman</b>		1981
			Women		
<b>Weekend America</b>		1981	00:02:00	AC, C, NT	007140
Weekend Programming			5x weekly	Mono	
00:00:00	AC, T	008120	5 1/2" reel, 7 1/2 ips		
10x Sat-Sun	Stereo		<i>Host: Nicki Scott</i>		
Satellite Transmission			Host, Nicki Scott, helps working women deal with the dual responsibilities of home and work.		
The focus of "Weekend America" is on leisure activities, covers everything from dart shooting to whale watching and bronc-busting to gourmet cooking.			18+ — TAL		
18-49 — TAL			Advertising Aids, Promos, Sales Aids		
Advertising Aids, Promos, Sales Aids			CASH/BARTER; 13 weeks minimum; 2 commercial availabilities.		
BARTER.			Sunbelt Network — <i>Sunbelt Network</i>		
RKO Radio Network — <i>RKO ONE</i>					
<b># What You Should Know About Your Pension Plan</b>		1983	<b>World Of Racing</b>		1978
Educational			Sports		
00:05:00	ALL	025800	00:05:00	N, S	010230
3 pgms	Mono		daily	Mono	
7" reel, 7 1/2 ips; Cassette			Cassette		
This series focuses on specific questions and case histories regarding pension plans. It includes interviews with an official from the U.S. Labor Department explaining why problems occur and what can be done about them.			<i>Host: Ned Jarrett</i>		
55+ — TAL			A feature program covering the world of stock car racing, with 3 1/2 minutes of program content and 1 1/2 minutes of commercial time.		
CASH/BARTER.			18+ — SPO		
MRC Films — <i>MRC Films</i>			Promos		
			BARTER.		
			Ned Jarrett — <i>Ned Jarrett Enterprises</i>		
<b># What's New In Learning</b>		1983	<b>World Of Travel</b>		1982
Educational			Travel		
00:03:00	N, NT, T	025600	00:03:15	T	001000
1x weekly	Mono		5x weekly	Mono	
Satellite Transmission			7" reel, 7 1/2 ips		
<i>Host: Lawrence Johnson</i>			<i>Dr. John Furbay</i>		
This weekly program focuses on educational trends and experiments which are modernizing the learning process.			A program created to bring to the listening audience the adventures and excitement of Dr. Furbay's world travels. Over 1400 fascinating episodes with widespread general sponsorship as well as in the travel industry.		
18-54 — NEW			<i>Freedom Foundation: George Washington Honor Medal</i>		
Advertising Aids, Promos			12-54 — TAL		
BARTER.			CASH; 13, 26, 52 weeks.		
CBS Radio Network — <i>CBS Radio Network</i>			Dr. John Furbay — <i>Signal Productions (Worldwide)</i>		

## Features

## Music Programming

**# World Series Challenge** 1983  
 Quiz  
 00:01:30 ALL 024700  
 5x weekly Mono  
 12" LP, 33 1/3 rpm  
 A trivia-type quiz series featuring stars from past and current World Series.  
 25+ — SPO  
 Demos  
 CASH; programs become exclusive property of station for unlimited use.  
 Richard Pinkham Productions — *Richard Pinkham Productions*

**Worst Joke, The** 1980  
 Comedy  
 00:00:90 ALL 003370  
 daily Mono, 2 Track Stereo  
 10 1/2" reel, 7 1/2 ips  
 Host: *Geoff Fox*  
 This program contains 90 seconds of "The Worst Jokes" of the week. Concept originated in Philadelphia by Geoff Fox. There are 300 programs available with continuing production.  
 18+ — ENT  
 CASH.  
 Cabscott Broadcast Productions — *Cabscott Broadcast Productions*

**# Yankee Doodle** 1982  
 Comedy  
 00:02:00 ALL 024610  
 65 pgms Mono  
 7" reel, 7 1/2 ips  
 Humorous lead-in stories. Spoof format on familiar aspects of American History.  
 12+ — ENT  
 CASH.  
 Fuller Productions — *Fuller Productions*

**You Had To Be There** 1981  
 Comedy  
 00:02:30 A, AC, C 007960  
 1x daily Mono  
 10 1/2" reel, 7 1/2 ips  
 A spoof of "You Are There" series from 1940's. Contains 65 shows and 13 weeks of new programs.  
 18+ — ENT  
 Promos  
 CASH; price based on market size and spot rate.  
 Chicago Radio Syndicate — *Chicago Radio Syndicate* (Worldwide)

**Your Dollars** 1982  
 Consumer Info  
 00:03:55 N, NT 021100  
 5x weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Marshall Loeb*  
 An expert's approach to handling money. For morning drive time.  
 18+ — TAL  
 Advertising Aids, Promos  
 BARTER; 1:30 commercials.  
 CBS Radio Network — *CBS Radio Network*

**Your Health With Dr. Frank Field** 1982  
 Health  
 00:01:30 NT, T 022660  
 daily Mono  
 Satellite Transmission  
 Host: *Dr. Frank Field*  
 Topics on health and nutrition are discussed.  
 18+ — TAL  
 FREE; 13 weeks.  
 Audio Features — *Audio Features*

**Your Home Handyman** 1981  
 How-To-Instructional  
 00:03:30 N, NT, T 008790  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Host: *B. Gladstone*  
 Presents tips and suggestions for the do-it-yourselfers to make home repairs.  
 25+ — TAL  
 CASH/BARTER; 13 week minimum.  
 Alan Sands — *Alan Sands Productions*

**Your Time** 1982  
 Religious  
 00:04:30 RE, T 005590  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Host: *Margaret Foth*  
 Thoughtful and positive in approach. Designed to encourage listeners toward personal growth and wholeness.  
 1980 Religion in Media, 1981 VA State Association of Retarded Citizens Award.  
 18+ — TAL  
 Advertising Aids, Promos  
 FREE; unless sold for sponsorship.  
 Mennonite Media Services — *Mennonite Media Services*

## Live Events

**# What's Right With America** 1983  
 General Interest  
 00:02:30 ALL 024940  
 daily Stereo  
 Satellite Transmission  
 This program focuses on the essential positiveness, goodness, humor, and enterprise of the American people. Reports on acts of bravery, charity, compassion, and more.  
 18+ — TAL  
 Promos  
 BARTER.  
 Popular Media Products — *Mutual Broadcasting System*

## Music Programming

**Chronicles** 1981  
 Interview-Talk-Personality  
 00:05:00 ALL 006470  
 5x weekly Stereo  
 Cassette  
 Host: *Tom Rhyther*  
 Re-recordings of the hits of the 50's and 60's intertwined with an upbeat narrative. It features information about the artists, how they came into stardom, plays one of their hits, and finishes with background about the artists' current status. There are 65 segments of the program which can be aired five days a week for 13 weeks, or used back-to-back on week ends as specials.  
 18-34 — MUS  
 CASH.  
 Sound Investments — *Sound Investments*

**Continuous History of Rock and Roll, The (Daily)** 1981  
 Music-AOR  
 00:00:90 R 004760  
 daily Stereo  
 12" LP, 33 1/3 rpm  
 This program is not only a history of rock in chronological order from the beginning to the present, but also has regular updates on what's happening now, how things have changed and where rock is going.  
 18-34 — MUS  
 Promos  
 BARTER.  
 Rolling Stone Magazine Productions — *Rolling Stone Magazine Productions* WORLDWIDE: Watermark/ABC Radio Enterprises

## Music Programming

## Country Report

1979

Music-Country  
00:03:30 C 010940  
10x weekly Stereo  
7" reel, 7 1/2 ips  
Host: Ron Martin  
An in-depth look at country music today with news and interviews of country celebrities.  
18-44 — ENT  
Promos  
BARTER; 13 weeks.  
Weeddeck — *Weeddeck Radio Network (Worldwide)*

## # Country Tracks

1983

Music-Country  
00:01:30 C 025900  
5x weekly Mono  
?' reel, 15 ips  
This program reviews the newest and latest releases of country albums and singles, combines music and commentary.  
18+ — MUS  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

## # MusicWatch

1983

Music-Top 40  
00:03:00 ALL 025200  
1x weekly Mono  
AP Radio Wire  
The top 20 hits from Billboard magazine's country, adult contemporary, black and singles charts, plus Cashbox's top 20 singles. Fed Friday.  
18+ — MUS  
CASH.  
AP Radio Wire — *AP Radio Wire*

## Oldies For Energy

1981

Music-Oldies  
00:10:00 AC, O 011280  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
The sounds of yesterday's music featuring uptempo songs from the 50's, 60's, and 70's to bring back memories. Over 5,000 oldies songs. Perfect for early morning and late afternoon drive time.  
25-44 — MUS  
Promos  
CASH; 2 commercial avails.  
Penta Communications — *Penta Communications*

## # Profiles In Country

1983

Music-Country  
00:01:30 C 026030  
5x weekly Mono  
?' reel, 15 ips  
Steven Brooks  
This showcase country program features top country personalities. Combines music and interviews.  
18+ — MUS  
CASH/BARTER.  
Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

## Rock Calendar

1982

Music-Rock  
00:02:00 R 003150  
7x weekly Stereo  
10 1/2" reel, 7 1/2 ips  
Pete Fornatale  
"Rock Calendar" documents the important events that have occurred on every calendar day in rock and roll history. The series features exclusive interviews, hard to find actualities and a wide variety of recorded material.  
25-44 — MUS  
BARTER.  
Robert Michelson — *Robert Michelson*

## News Service

## # ABC Contemporary News Service

1982

Hard News  
00:03:00 AC 024360  
hourly Stereo  
Satellite Transmission  
Up-to-the-minute news reports featuring actualities and special reports from ABC news correspondents.  
18+ — NEW  
Promos  
BARTER.  
ABC Radio News — *ABC Contemporary Network*

## # ABC Direction Radio News Service

1982

Hard News  
00:03:00 N, NT, T 024370  
hourly Stereo  
Satellite Transmission  
The latest news and updates reported hourly featuring actualities and special reports by ABC news correspondents.  
18+ — NEW  
Promos  
BARTER.  
ABC Radio News — *ABC Direction Radio Network*

## # ABC Entertainment News Service

1982

Hard News  
00:03:00 AC, C, NT 024380  
hourly Stereo  
Satellite Transmission  
The latest news and updates reported hourly featuring actualities and special reports by ABC news correspondents.  
18+ — NEW  
Promos  
BARTER.  
ABC Radio News — *ABC Entertainment Network*

## ABC News On the FM Network

198?

News  
00:03:00 A, R 014520  
Hourly Stereo  
Satellite Transmission  
The day's news updated and featuring special reports and commentary from Nick Alexander, Ted David and other ABC News correspondents.  
18-34 — NEW  
Promos  
BARTER.  
ABC Radio News — *ABC FM Network*

## ABC News On The Information Network

198?

Hard News  
00:02:00 N, NT, T 014460  
hourly Stereo  
Satellite Transmission  
The day's news on the hour. Also features special reports from ABC News correspondents Gordon Williams, Steve Bell, Philip Greer, Dan Cordtz, among others.  
18+ — NEW  
Promos  
BARTER.  
ABC Radio News — *ABC Information Network*

## # ABC Radio Enterprises News Service

1982

Hard News  
00:03:00 N, NT, T 024350  
hourly Stereo  
Satellite Transmission  
Up-to-the-minute news reports featuring actualities and special reports from ABC news correspondents.  
18+ — NEW  
Promos  
CASH.  
ABC Radio News — *ABC Radio Enterprises*

## News Service

## News Service

**# ABC Radio Networks News Service** 1982  
 Hard News  
 00:03:00 ALL 024410  
 hourly Stereo  
 Satellite Transmission  
 The latest news and updates reported hourly featuring actualities and special reports by ABC News correspondents.  
 18+ — NEW  
 Promos  
 BARTER.  
 ABC Radio News — *ABC Radio Networks*

**# ABC Rock Radio News Service** 1982  
 Hard News  
 00:03:00 A, R 024400  
 hourly Stereo  
 Satellite Transmission  
 The latest news and updates reported hourly featuring actualities and special reports by ABC News correspondents.  
 18+ — NEW  
 Promos  
 BARTER.  
 ABC Radio News — *ABC Rock Radio Network*

**Agri-Answers** 1987  
 Consumer Info  
 00:02:30 N, NT, T 014260  
 5x weekly Stereo  
 Satellite Transmission  
 Host: *John Deignan*  
 This program features a daily supply of vital consumer information on a variety of topics relating to the business of agriculture.  
 25+ — NEW  
 Promos  
 BARTER.  
 ABC Entertainment Network — *ABC Entertainment Network*

**Al Webster's Inside Sports** 1982  
 Sports  
 00:02:30 N, NT, T 013620  
 5x weekly Stereo  
 Satellite Transmission  
 Host: *Al Webster*  
 The latest sports news, interviews, and profiles on the superstars are featured in this program.  
 12+ — SPO  
 Advertising Aids  
 CASH/BARTER.  
 Mutual Sports — *Mutual Broadcasting System*

**# Alan Stang Report, The** 1983  
 Commentary-Editorial  
 00:05:00 N, NT, T 016710  
 5x weekly Mono  
 7' reel, 7 1/2 ips, Cassette  
 Thought provoking topics by radio's hottest investigative reporter, Alan Stang bridging the gap between news and commentary. Dares to discuss what listeners are thinking and talking about. Contains 5 topics per tape.  
 25+ — NEW  
 Demos  
 CASH; 2 commercial availabilities.  
 Marilyn White — *Marilyn White*

**American Voices** 19??  
 Commentary-Editorial  
 00:00:90 ALL 007550  
 2x daily Stereo  
 12" LP, 33 1/3 rpm  
 Contains over one hundred public interest and citizen's groups representing the whole range of political and social thought participate in this commentary series.  
 25+ — TAL  
 CASH/BARTER; 90 day cancellation notice.  
 Mark Bragg — *The Broadcast Group*

**AMI News Bureau** 1982  
 Sports  
 00:00:90 N, NT, S 001970  
 daily Mono  
 Telephone Transmission  
 Updated news and information relating to outdoor recreation. Daily updates on ski, camping, and fishing conditions.  
 18-45 — SPO  
 CASH/FREE; services range from free to going talent fee per market.  
 AMI News Bureau — *AMI News Bureau*

**# AMI Outdoors** 1981  
 Sports  
 00:01:30 N, NT, T 026770  
 1 pgm Mono  
 Telephone Transmission, Satellite Transmission  
 This program features information on fishing, camping and other outdoor sports. Programs also available in 30 and 60 second spots.  
 13-45 — NEW  
 CASH/FREE.  
 AMI News Bureau — *AMI News Bureau*

**Around The House/Clem Labine/Bob Douglas** 1981  
 How-To-Instructional  
 00:02:30 ALL 008680  
 5x weekly Mono  
 Cassette  
 Clem Labine  
 Offers advice to renovators and weekend tinkerers. Clem Labine's tips are even timelier now as home owners do their own repairs to fight inflation-includes practical tips on things like old paint removal, furniture refinishing, rewiring and fixing door jams. One of the *Byline Magazine* features.  
 25+ — NEW  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusive rights.  
 CBS Radio Stations News Service — *CBS Radio Stations News Service*

**At Home** 1982  
 How-To-Instructional  
 00:00:90 ALL 008900  
 5x weekly —  
 AP Wire  
 All about goings-on out of the factory, out of the office—out of the workplace. It's about cooking, gardening, house plants, and vacationing. The focus is on practical, everyday activities, of interest to everyone.  
 25+ — TAL  
 CASH.  
 AP Radio Wire — *AP Radio Wire*

**Barry Goldwater** 1982  
 Commentary-Editorial  
 00:02:30 N, NT, T 015230  
 1x daily Stereo  
 Satellite Transmission  
 Senator Goldwater comments on important current political issues in light of his two decades of service in high-level government. Available on restricted tape-delay basis.  
 25+ — TAL  
 CASH/BARTER.  
 Cable News Network — *Turner Program Services (Worldwide)*

**Black Viewpoint** 19??  
 Commentary-Editorial  
 00:02:00 B, UC 020050  
 weekly Mono, Stereo  
 Satellite Transmission  
 Host: *Ron King*  
 Incisive commentary on current issues in the news. Available to all NBN stations in a block of five installments with one to be aired each day of the ensuing week.  
 18+ — TAL  
 CASH.  
 Ron King — *National Black Network*

## News Service

## News Service

**Broadcast News Service** 1982

News  
00:05:00 N, NT, RE 013040  
1x weekly Mono  
Telephone Transmission  
This service provides stations with newscast and actualities on The Church of Jesus Christ of Latter-Day Saints.  
25-64+ — NEW  
FREE.  
Mormon Church — *Mormon Church*

**Business Beat, The** 1987

Business  
00:04:30 N, NT, T 014190  
2x daily Stereo  
Satellite Transmission  
An update of all business and economic news, including stock market activity.  
25+ — NEW  
Advertising Aids  
CASH/BARTER.  
Mutual News — *Mutual Broadcasting System*

**Business Picture Today/Business** 1982

**Picture Tonight**  
Economy  
00:05:00 N, NT, T 012670  
5x weekly Stereo  
10" reel, 7 1/2 ips  
These business reports key in on the important financial events of the day, including quotations from the stock exchanges, dollar fluctuations and changes in the commodities markets.  
25-54 — NEW  
CASH.  
WQXR — *WQXR*

**# Business Update** 1982

Business  
00:05:00 N, NT 023290  
4x daily Mono  
Satellite Transmission, Telephone Transmission  
Host: *Frank Settiani*  
Up-to-the-minute reports on news from the business world.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
CBS Radio News — *CBS Radio Network*

**# Byline** 1982

Commentary-Editorial  
00:05:00 N, NT 023280  
5x weekly Mono  
Satellite Transmission, Telephone Transmission  
Hosts: *Charles Kuralt, Harry Reasoner*  
A forum for observations and perspectives on the headlines from CBS News correspondents.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
CBS Radio News — *CBS Radio Network*

**Byline Magazine** 1981

Magazine  
00:02:30 ALL 008610  
5x, 2x weekly Mono  
Cassette  
Twelve news feature broadcasts that give you a choice from a range of top-flight journalists and authorities, reporting and reflecting on subjects that are important to today's news-oriented adult radio listener. Features included: Medicine/Mel Granick, Women/Anna Mae Sokusky, Records/Peter Bekker, Travel/Steve Birnbaum, Business/William S. Rukeyser, Religion/Richard Ostling, Home Repair/Clem Labine, Theater & Movies/Jeffrey Lyons, Education/Dr. Lonnie Carton, Science/Dr. Allen Hammond, Health/Dr. Steven Andrew Davis, and Fitness/Dr. Gable Mirkin, Footnotes/Rolland Smith. See individual titles for more details.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*

**Capitol Assignment** 1982

Hard News  
00:02:30 N, NT 013690  
5x weekly Stereo  
Satellite Transmission  
Host: *Jim Slade*  
The late-breaking news stories on Capitol Hill are discussed by Mutual's Washington correspondent.  
18+ — NEW  
Advertising Aids  
CASH/BARTER.  
Mutual News — *Mutual Broadcasting System*

**Christian Science Monitor: Radio News Service, The** 1977

News  
00:02:00 N, NT, T 003840  
1x weekly Mono  
7" reel, 7 1/2 ips  
Hosts: *Kristina Lindborg, Peter Spotts, Dave Dunbar*  
The Monitor's Radio News Service supplies stations with special reports prepared for broadcast from Monitor news stories and features. Each week participating stations receive taped interviews, news analyses, and consumer reports.  
18+ — NEW  
Demo  
CASH; minimum 13 week contract.  
Christian Science Monitor — *Christian Science Monitor*

**College — NFL Scoreboard** 19??

Sports  
00:10:00 N, NT 014210  
2x weekly Stereo  
Satellite Transmission  
Broadcast Saturdays and Sundays during the football season, this program provides a wrap-up of the day's action, including interviews and side stories.  
12+ — SPO  
Advertising Aids  
CASH/BARTER.  
Mutual Sports — *Mutual Broadcasting System*

**Consumer's Business** 1982

Consumer Info  
00:00:90 ALL 008910  
5x weekly —  
AP Wire  
Business Editor, Solange De Santis looks at issues and spot news of interest to the consumer, and often includes money-saving hints.  
25+ — NEW  
CASH.  
AP Radio Wire — *AP Radio Wire*

**Coretta Scott King** 1982

Commentary-Editorial  
00:02:30 N, NT, T 015250  
daily Stereo  
Satellite Transmission  
Civil Rights leader and widow of Dr. Martin Luther King Jr., Ms. Scott's commentary reflects concerns for the poor, black people, and women. Available on restricted tape-delay basis.  
25+ — TAL  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*

**# Countdown To Tomorrow** 1982

General Interest  
00:05:00 N, NT 023310  
weekly Mono  
Satellite Transmission; Telephone Transmission  
Host: *Jim Donnelly*  
Covers a wide range of social, technological, and scientific advances and how they affect listeners' lives.  
25+ — TAL  
Advertising Aids, Promos  
BARTER.  
CBS Radio Network — *CBS Radio Network*

## News Service

## News Service

**# Custom Cast** 1982  
 Hard News  
 00:03:30 ALL 025040  
 daily Stereo  
 Satellite Transmission  
 Hourly segmented newscast which can be customized by stations to meet specific programming needs.  
 12-34 — NEW  
 BARTER.  
 ABC Contemporary Network — *ABC Contemporary Network*

**Dan Rather Reporting** 1982  
 Commentary-Editorial  
 00:04:55 N, NT 021170  
 5x weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Dan Rather*  
 Incisive commentary on the day's news from the renowned newsman.  
 18+ — NEW  
 Advertising Aids, Promos  
 BARTER; 1:30 commercials.  
 CBS Radio News — *CBS Radio Network*

**# Dateline** 1983  
 News  
 00:01:30 N, NT, T 025670  
 weekly Mono, Stereo  
 Satellite Transmission  
 A two-part report focusing on life and times in all corners of the world with various NBC Newspeople. Part of Newsline series.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER.  
 NBC Radio Network — *NBC Radio Network*

**Dick Flavin** 1982  
 Commentary-Editorial  
 00:02:30 N, NT, T 015330  
 daily Stereo  
 Satellite Transmission  
 Noted television journalist specializes in political satire. Dick Flavin's motto: an old Will Rogers' line—"I don't make jokes, I just watch the government and report the facts!"  
 25+ — TAL  
 CASH/BARTER.  
 Cable News Network — *Turner Program Services (Worldwide)*

**# Direction Digest** 1982  
 Public Affairs  
 00:10:00 ALL 024970  
 weekly Stereo  
 Satellite Transmission  
*Host: Doug Limerick*  
 This weekly fast-paced program focuses on public affairs. Offers two 10-minute segments each week. Program highlights ABC News reports with consumer affairs angle.  
 25-44 — NEW  
 Promos  
 BARTER.  
 Fred Davis — *ABC Direction Radio Network*

**# Doctor On Call** 1982  
 Health  
 00:05:00 N, NT 023300  
 5x weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Host: Dr. Peter Salgo*  
 Issues of health and well-being are discussed.  
 25+ — TAL  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radio Network — *CBS Radio Network*

**Evans And Novak** 1982  
 Commentary-Editorial  
 00:02:30 N, NT, T 015260  
 daily Stereo  
 Satellite Transmission  
*Robert Evans, Robert Novak*  
 A noted pair of political pundits bring an incredible amount of knowledge and experience to their news analyses. Available on restricted tape-delay basis.  
 25+ — TAL  
 CASH/BARTER.  
 Cable News Network — *Turner Program Services (Worldwide)*

**Face To Face** 1982  
 Interview-Talk-Personality  
 00:05:00 N, NT, T 011060  
 daily Mono  
 12" LP, 33 1/3 rpm  
*Host: Michael Emerson*  
 In depth interviews with the newsmakers of America and the world. Subjects include politics, finance, medicine, science, and foreign affairs.  
 25+ — NEW  
 Promos  
 BARTER.  
 Media Americana — *Media Americana*

**Featurescope** 1982  
 Feature  
 00:02:00 ALL 008950  
 5x weekly —  
 AP Wire  
 Explores all kinds of stories in depth, or ties together a series of stories with a common theme, from modern art to power politics.  
 25+ — NEW  
 CASH.  
 AP Radio Wire — *AP Radio Wire*

**Feeling Good** 1982  
 Health  
 00:00:90 ALL 008960  
 5x weekly —  
 AP Wire  
 Places emphasis on health and fitness, new diets, exercises, and other healthful habits.  
 25+ — TAL  
 CASH.  
 AP Radio Wire — *AP Radio Wire*

**# Footnotes** 1983  
 News  
 00:01:30 ALL 025100  
 2x weekly Mono  
 Cassette  
*Host: Rolland Smith*  
 This program explores interesting aspects of world news, past and present. Includes events and personalities often overlooked in daily reports. Part of Byline Magazine series.  
 35+ — NEW  
 Advertising Aids, Promos  
 CASH.  
 CBS Radio News Service — *CBS Radio Stations News Service*

**From Another Point Of View** 1982  
 Commentary-Editorial  
 00:03:30 N, NT, T 003220  
 6x weekly —  
 Script  
 Air copy in script form. Commentary and editorial on daily news, current events, etc.  
 25-54 — TAL  
 CASH.  
 Bob Cessna — *Bob Cessna's Consultant Services*

## News Service

## News Service

**Golf Spot, The** 1982  
Sports  
00:02:15 N, NT 021220  
2x weekly Mono  
Satellite Transmission, Telephone Transmission  
Tips and advice on the amateur's golf game.  
18+ — TAL  
Advertising Aids, Promos  
BARTER; repeated once with 1 minute local availability provided the first feed is carried with network commercial.  
CBS Radio Network — *CBS Radio Network*

**Great American Cowboy, The** 1982  
Sports  
00:02:30 N, NT, ALL 005580  
6x weekly Mono  
7" reel, 7 1/2 ips  
Host: *Bob Tallman*  
"The Great American Cowboy" presents six 2 1/2 minute programs weekly featuring top cowboys from across the nation, with top rodeo announcer in the country, Bob Tallman. The first morning show on Monday takes a look at current event standings in the rodeo arena. Tuesday through Friday morning features interviews with top cowboys, clowns, producers, and other Western personalities. The sixth show, to be aired either Friday afternoon drive or Saturday 1-3 pm, includes upcoming rodeos that weekend across the nation and a commentary.  
1982: *Trial Blazer Media Award*.  
18+ — SPO  
Advertising Aids, Promos, Sales Aids  
BARTER; 26 or 52 weeks.  
Professional Rodeo Network — *Professional Rodeo Network (Worldwide)*

**# Helming Group/First Call** 1983  
Farm  
00:01:30 N, NT, T 025560  
1x daily Mono  
Telephone Transmission  
Analysis of Chicago Board Of Trade and Chicago Mercantile Exchange action at the opening. For immediate use. No commercial breaks.  
25+ — TAL  
Promos  
CASH.  
Ralph Seeley — *Livestock Business Advisory Services*

**Helming Report, The** 1982  
Farm  
00:02:55 N, NT, T 002950  
2x daily Mono  
Telephone Transmission  
Ralph Seeley  
Twice daily analysis of major grain and livestock markets and a forecast of cash commodity prices and trend projections.  
25+ — TAL  
Promos  
CASH; 1 year contract; 30 day cancellation notice; 1 commercial break.  
Ralph Seeley — *Livestock Business Advisory Services*

**# Helming Report, The/Week Ahead, The** 1983  
Farm  
00:05:55 N, NT, T 025550  
1x weekly Mono  
Telephone Transmission  
Economic outlook and commentary on livestock and grain markets. Trends, price analysis and projections covered. One commercial break.  
25+ — TAL  
Promos  
CASH.  
Ralph Seeley — *Livestock Business Advisory Services*

**Helming Stocker Feeder Report, The** 1982  
Farm  
00:01:30 N, NT, T 013760  
5x weekly Mono  
Telephone Transmission  
An analysis of the forces affecting the price of stocker/feeder cattle. Includes trend and price projections. One commercial break.  
25+ — FAR  
Promos  
CASH; 12 month rate and market protection.  
Ralph Seeley — *Livestock Business Advisory Services*

**In The Lyons Den/Jeffery Lyons** 1981  
Reviews  
00:02:30 ALL 008690  
5x weekly Mono  
Cassette  
Jeffery Lyons  
Jeffery Lyons, Broadway and movie critic, goes behind the scenes, interviews actors, directors and producers. Spotlights the sleepers, predicts "hot" personalities. Part of Byline Magazine news features.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*

**In The Wild** 1982  
Sports  
00:02:00 ALL 009010  
2x weekend —  
AP Wire  
James Peterson  
Presents James Peterson's look at the outdoors and man's effect on it. Peterson brings news of hunting, fishing, and hiking as well as the latest in conservation activities. Fed Saturday and Sunday.  
25+ — SPO  
CASH.  
AP Radio Wire — *AP Radio Wire*

**Inside Business/William S. Rukeyser** 1981  
Business  
00:02:30 ALL 008660  
5x weekly Mono  
Cassette  
William S. Rukeyser  
William S. Rukeyser, Managing Editor of Fortune Magazine, goes behind the business news headlines to give insights on economic and industrial trends, profiles of movers and shakers. Reports on up and coming companies and analysis of changing directions in the marketplace. From the Byline Magazine news features.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*

**Jack Anderson Reports** 1987  
Commentary-Editorial  
00:03:00 N, NT 013600  
6x weekly Stereo  
Satellite Transmission  
Host: *Jack Anderson*  
The late-breaking headlines are reported and analyzed by one of the country's foremost journalists.  
18+ — NEW  
Advertising Aids  
CASH/BARTER.  
Mutual News — *Mutual Broadcasting System*

**Jesse Jackson** 1982  
Commentary-Editorial  
00:00:90 B 015760  
3x weekly Mono  
Telephone Transmission  
A commentary available M-W-F in which Rev. Jesse Jackson speaks to minorities on the issues that effect them.  
25+ — NEW  
CASH; price based on market size.  
Black Radio Network — *Black Radio Network*

**Jimmy Lee Farm Report** 1982  
Farm  
00:02:30 N, NT 005870  
5x daily Mono  
Cassette  
Jimmy Lee  
A daily feature by veteran NAFB Jimmy Lee, presents new trends and techniques in agriculture, as they occur. Available to do commercials for your client.  
25+ — NEW  
CASH/BARTER; 13 weeks.  
Meredith Syndication Service — *Meredith Syndication Service*

## News Service

## News Service

**John Lofton Commentary** 1982

Commentary-Editorial

00:02:30 N, NT 013680

6x weekly Stereo

Satellite Transmission

Host: John Lofton

Opinion and analysis of critical hard news stories are dealt with here.

25+ — TAL

Advertising Aids.

CASH/BARTER.

Mutual News — *Mutual Broadcasting System***John Stossel** 1982

Consumer Info

00:01:30 N, NT, T 013910

2x weekly Mono, Stereo

Satellite Transmission

Host: John Stossel

Featured are reports on consumer issues ranging from health care products, comparative shopping, insurance frauds, dieting, and mail order ripoffs.

18+ — NEW

BARTER; 60-second commercial availability.

ABC Information Network — *ABC Information Network***Julian Bond** 1982

Commentary-Editorial

00:00:90 B 015770

3x weekly Mono

Telephone Transmission

A commentary available M-W-F in which Julian Bond speaks to minorities on the issues that effect them.

25+ — NEW

CASH; price based on market size.

Black Radio Network — *Black Radio Network***Learning Center/Dr. Lonnie Carton, The** 1981

Educational

00:02:30 ALL 008700

5x weekly Mono

Cassette

Dr. Lonnie Carton

Dr. Lonnie Carton reports on developments in child-rearing and education from kindergarten through college. Subjects like teaching the right values, how to deal with sibling rivalry, peer pressure, and the bully on the block. One of the "Byline Magazine" news features.

25+ — NEW

Promos

CASH; single or groups of 3; 52 weeks; market exclusive rights.

CBS Radio Stations News Service — *CBS Radio Stations News Service***Livestock Report** 1982

Farm

00:03:30 N, NT, T 012720

5x weekly —

UPI Wire

These up-dates, report the latest news from the livestock markets.

25-54 — NEW

CASH; 1 commercial available.

UPI — *United Press International***Livestock Week Wrapup** 1982

Farm

00:03:30 N, NT, T 012730

1x weekly —

UPI Wire

This report highlights and recaps the weeks' news from the livestock markets.

25-54 — NEW

CASH; 1 commercial available.

UPI — *United Press International***Mark Shields** 1982

Commentary-Editorial

00:02:30 N, NT, T 015340

daily Stereo

Satellite Transmission

A noted syndicated political humor columnist, Mark Shields, aims his barbs at the nation's leaders and lawmakers.

25+ — TAL

CASH/BARTER.

Cable News Network — *Turner Program Services* (Worldwide)**Med-Weather Forecasts** 1982

Inserts

00:02:30 ALL 005380

7x weekly Mono

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Daily weather forecasts utilizing the Med-Weather System of analyzing local weather and relating it to human health. Successful new weather forecast advises your listeners how tomorrow's health can be affected by today's weather. Running time varies between 30 seconds to 2 1/2 minutes.

12+ — NEW

Advertising Aids, Promos

CASH; unlimited daily play.

Synsat Communications — *Synsat Communications***Med-Weather Research Reports** 1982

Inserts

00:02:30 ALL 005390

5x weekly Mono

7" reel, 7 1/2 ips

Ray Christensen

Information from around the world on how weather affects our health and daily lives. Explores ancient history, today's medical realities, and tomorrow's hopes for improved health via a greater understanding of climate and weather.

12+ — NEW

Advertising Aids, Promos

CASH; 52 weeks; unlimited plays; 30/60 seconds within ID open and close.

Synsat Communications — *Synsat Communications*

News Service

WCBS ALL-NEWS RADIO, NEW YORK  
FOR RADIO NEWS—  
"THE BEST IN THE BUSINESS"

**No wonder they have Metro Weather!  
Shouldn't You?**

METRO WEATHER SERVICE  
J.F.K. INT'L AIRPORT  
CALL COLLECT (212) 978-0209



**Metro Weather Service** 1982

News  
00:00:70 N, NT 002830  
7x weekly Mono

Telephone Transmission

A private weather service offering such features as "Beach and Boating Forecast," "Ski Resort Area Forecasts," "Commuter Forecasts," "Crop and Farming Forecasts, Gardening, etc." Flexible packages are available and rates are dependent upon the exact service used.

18+ — NEW

Promos

CASH.

Metro Weather Service — *Metro Weather Service*

**Metro Weather Service: Beach And Boating Forecasts** 1982

Sports  
00:00:70 N, NT 010980  
7x weekly Mono

Telephone Transmission

A private weather service that also offers a feature for "beach and boating forecasts." Flexible packages are available and rates are dependent upon the exact service used.

18+ — NEW

Promos

CASH; rates predicated on service used.

Metro Weather Service — *Metro Weather Service*

**Metro Weather Service: Commuter** 1982

**Forecasts**

Public Service  
00:00:70 N, NT 011000  
7x weekly Mono

Telephone Transmission

A private weather service that also offers a feature for "commuter forecasts." Flexible packages are available and rates are dependent on the exact service used.

18+ — NEW

Promos

CASH; rates predicated on service used.

Metro Weather Service — *Metro Weather Service*

**Metro Weather Service: Crop And Farming Forecasts** 1982

Farm  
00:00:70 N, NT 011010  
7x weekly Mono

Telephone Transmission

A private weather service that also offers a feature for "Crop and Farming forecasts." Flexible packages are available and rates are dependent on the exact service used.

18+ — NEW

Promos

CASH; rates predicated on service used.

Metro Weather Service — *Metro Weather Service*

**Metro Weather Service: Gardening Information** 1982

Consumer Info  
00:00:70 N, NT 011020  
7x weekly Mono

Telephone Transmission

A private weather service that also offers a feature for "Gardening information." Flexible packages are available and rates are dependent on the exact service used.

18+ — NEW

Promos

CASH; rates predicated on service used.

Metro Weather Service — *Metro Weather Service*

**Metro Weather Service: Ski Resort Area Forecasts** 1982

Sports  
00:00:70 N, NT 010990  
7x weekly Mono

Telephone Transmission

A private weather service that also offers a feature for "Ski Resort Area forecasts." Flexible packages are available and rates are dependent on the exact service used.

18+ — NEW

Promos

CASH; rates predicated on service used.

Metro Weather Service — *Metro Weather Service*

**Mike Wallace At Large** 1982

Commentary-Editorial  
00:04:00 N, NT 021230  
4x weekly Mono

Satellite Transmission, Telephone Transmission

*Mike Wallace*

The dynamic CBS correspondent at his investigative best.

18+ — NEW

Advertising Aids, Promos

BARTER; 30 second local availability.

CBS Radio News — *CBS Radio Network*

**Mind Your Own Business** 1982

Business  
00:00:90 ALL 001730  
5x weekly Mono

? reel, 7 1/2 ips

*Joe Cappo*

A revealing commentary with observations on today's lifestyles and the economy.

25+ — TAL

CASH/BARTER.

Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

## News Service

## News Service

<b>Minority Report</b>		1982	<b>National Finals Rodeo Report, The</b>		1982
News			Sports		
00:05:00	B	015750	00:05:00	C	015540
5x weekly	Mono		9x daily	Mono	
Telephone Transmission			Telephone Transmission		
A daily 5 minute actuality on news of the day of interest to minorities.			<i>Host: Bob Tallman</i>		
25+ — NEW			A culmination of rodeo known as the "Super Bowl" of rodeo. Available as 9 individual feeds, aired usually during drivetime.		
CASH; price based on market size.			18+ — SPO		
Black Radio Network — <i>Black Radio Network</i>			Advertising Aids, Promos, Sales Aids		
			BARTER; 90 seconds commercial availability.		
			Professional Rodeo Network — <i>Professional Rodeo Network (Worldwide)</i>		
<b>Money Talks...</b>		1982	<b># News Behind The Ag News</b>		1980
Business			Farm		
00:01:30	N, NT, T	002030	00:02:30	N, NT, T	026020
daily	Mono		5x weekly	Mono	
5" reel, 7 1/2 ips			? reel, 15 ips		
<i>Arthur O'Donnell</i>			<i>Hugh Whaley, Al Pell</i>		
A business news feature specializing in regional issues, people oriented features, entrepreneurial topics, relevant business history and various economic problems.			This daily program focuses on the news behind the ag news including important stories on agricultural commodities.		
25+ — NEW			18+ — NEW		
CASH/BARTER.			CASH/BARTER.		
Audio'D Productions — <i>Audio'd Productions</i>			Syndicated Program Production/Gert Bunchez & Assoc — <i>Syndicated Program Production/Gert Bunchez &amp; Assoc</i>		
<b># Morning Agwatch</b>		1982	<b>News Blimps</b>		1982
Farm			News		
00:01:30	ALL	025220	00:03:00	N, NT, T	011130
6x weekly	—		12x weekly	Mono, Stereo	
AP Wire			7" reel, 7 1/2 ips		
Top farm stories from the AP's bureaus in farm states and from Washington, D.C.			News and information produced in an imaginative way with music, comedy, and sound effects.		
25+ — FAR			1979 <i>Billboard</i> , 1979; 1980 <i>Ohio State Award</i> .		
CASH.			18-34 — TAL		
AP Radio Wire — <i>AP Radio Wire</i>			Promos		
			CASH/BARTER.		
			Progressive Radio Network — <i>Progressive Radio Network</i>		
<b>Morning Line</b>		1982	<b># News Commentary With Nick Alexander</b>		1983
Sports			News		
00:03:30	ALL	014670	00:02:00	ALL	025010
5x weekly	Mono, Stereo		4x daily	Stereo	
Satellite Transmission			Satellite Transmission		
<i>Host: Stan Martyn</i>			ABC News Correspondent Nick Alexander delivers brief, two-minute news commentaries four times a day. Available on ABC FM Network.		
All the major sports scores, from across the country and around the world, both simple and comprehensive reports.			18-34 — NEW		
18+ — NEW			Promos		
Advertising Aids, Promos			BARTER.		
BARTER; 30-second commercial availability.			ABC FM Network — <i>ABC FM Network</i>		
NBC Radio Sports — <i>NBC Radio Network</i>			<b>News On The Hour</b>		197?
<b>Mother Earth News Radio Program, The</b>		1982	Hard News		
Consumer Info			00:05:00	B, UC	014970
00:03:00	N, NT, T	011070	hourly	Mono, Stereo	
5x weekly	Mono		Satellite Transmission		
12" LP, 33 1/3 rpm			A mix of national and international news with a focus on the coverage of Black Americans and third world activities and events.		
These programs are based on editorial material appearing in the Mother Earth News and cover a wide range of home and family oriented information, including how-to-do-it subjects. Heavy emphasis on energy conservation.			18+ — NEW		
25+ — NEW			CASH; 1 1/2 minutes of commercial availability.		
BARTER.			National Black Network — <i>National Black Network</i>		
Mother Earth News — <i>The Mother Earth News</i>			<b>News On The Hour</b>		1982
<b>Mutual News On The Hour</b>		1982	Hard News		
Hard News			00:06:00	ALL	021060
00:05:00	ALL	014180	hourly	Mono	
hourly	Stereo		Satellite Transmission, Telephone Transmission		
Satellite Transmission			<i>Dallas Townsend, Charles Osgood, Reid Collins, John Bohannon, Doug Poling, Richard C. Hottelet,</i>		
A round-up of the latest national and international news, broadcast on the hour.			Hard news, updates, actualities from the CBS Radio news department.		
18+ — NEW			Twenty-four hours a day. Includes World News Roundup and World Tonight one time daily each.		
Advertising Aids			18+ — NEW		
CASH/BARTER.			Promos		
Mutual News — <i>Mutual Broadcasting System</i>			BARTER; 2, 3, and 4 minute commercial availability depending on hour of broadcast.		
<b>My Side</b>		1982	CBS Radio Network — <i>CBS Radio Network</i>		
Sports					
00:02:00	AC, N, S	012850			
5x weekly	—				
UPI Wire					
This daily insert series provides a commentary on sports.					
18-64 — SPO					
CASH.					
UPI — <i>United Press International</i>					

## News Service

## News Service

**Newsbreak** 1982  
 Commentary-Editorial  
 00:03:55 N, NT 021090  
 5x weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Charles Osgood*  
 Insightful observation and humor are featured in Charles Osgood's unique news show. For morning drive time.  
 18+ — NEW  
 Advertising Aids, Promos  
 BARTER; 1:30 commercials.  
 Phil Chin — *CBS Radio Network*

**Newscast** 1982  
 Hard News  
 00:04:30 AC, N, NT 012840  
 1x hourly —  
 UPI Wire  
 This news coverage transmitted live, at the top of every hour, 24 hours a day, provides up-to-the-minute new reports and voice reports from all over the world.  
 25-64 — NEW  
 CASH; 1 commercial availability per hour.  
 UPI — *United Press International*

**Newsline** 1982  
 News  
 00:02:00 AC, C, NT 008390  
 5x weekly Stereo  
 Satellite Transmission  
*Anchorman: Gil Gross*  
 A two-minute expanded news feature, including actualities, dealing with either the major news story of the day or a feature story on an especially interesting subject.  
 25-54 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**# Newsnotes** 1983  
 News  
 00:03:00 N, NT, T 025610  
 daily Mono  
 Satellite Transmission  
*Charles Kuralt, Harry Reasoner, Diane Sawyer, Andy Rooney, Bob Schieffer, Jeff Greenfield*  
 CBS News Correspondents examine a current news topic in their own unique styles. Rotating assignments.  
 18-54 — NEW  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radio Network — *CBS Radio Network*

**# Nick Alexander** 1983  
 News  
 00:02:00 N, NT, T 024390  
 4x daily Stereo  
 Satellite Transmission  
*Nick Alexander*  
 News and commentary on current affairs geared to the young adult listener in the low keyed approach of Nick Alexander.  
 18-34 — NEW  
 Promos  
 BARTER.  
 ABC Radio News — *ABC FM Network*

**Nunnsense** 1981  
 Commentary-Editorial  
 00:01:30 AC, NT, T 014660  
 5x weekly Mono, Stereo  
 Satellite Transmission  
*Host: Gary Nunn*  
 This series focuses on "back-of-the-book" items often overlooked in the flow of world events with a unique blend of down-home humor and editorial skill. Part of the Newsline series.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER.  
 NBC Radio News — *NBC Radio Network*

**Off Screen** 1982  
 Reviews  
 00:02:00 ALL 009000  
 3x weekends —  
 AP Wire  
*Fred Yager*  
 Fed on Friday and Saturday is a front-row view of the latest movies. On Friday six of Fred Yager's latest reviews are summarized in "Film Clips," Saturday brings a full-length review of a new film and interviews with film figures, actors, actresses, producers or directors.  
 25+ — ENT  
 CASH.  
 AP Radio Wire — *AP Radio Wire*

**On Fitness/Dr. Gabe Mirkin** 1981  
 Health  
 00:02:30 ALL 008730  
 5x weekly Mono  
 Cassette  
*Dr. Gabe Mirkin*  
 Dr. Gabe Mirkin presents some entertaining and useful tips on getting and staying in shape. Emphasis is on training, nutrition and diet for the weekend athlete. From the news feature series "Byline Magazine."  
 25+ — NEW  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusive rights.  
 CBS Radio Stations News Service — *CBS Radio Stations News Service*

**On Record/Peter Bekker** 1981  
 Reviews  
 00:02:30 ALL 008640  
 2x weekly Mono  
 Cassette  
*Peter Bekker*  
 Peter Bekker reviews contemporary music releases. One of the "Byline Magazine" news features.  
 25+ — NEW  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusive rights.  
 CBS Radio Stations News Service — *CBS Radio Stations News Service*

**On The Homefront** 1980  
 Consumer Info  
 00:03:00 N, NT, T 013530  
 2x weekly Stereo  
 Satellite Transmission  
*Host: Bob Moomey*  
 An innovative program centering on all aspects of home purchasing, ownership, and improvement. From "foundation to attic" and "escrow to equity."  
 25+ — NEW  
 Promos  
 CASH/BARTER.  
 Linda Laible — *Mutual Broadcasting System*

**One Man's Opinion** 1982  
 Commentary-Editorial  
 00:02:30 N, NT 013700  
 5x weekly Stereo  
 Satellite Transmission  
 A different correspondent from the Mutual news staff expresses his view of important news happenings.  
 18+ — NEW  
 Advertising Aids  
 CASH/BARTER.  
 Mutual News — *Mutual Broadcasting System*

**Osgood File, The** 1982  
 Commentary-Editorial  
 00:03:30 N, NT 021130  
 5x weekly Mono  
 Satellite Transmission, Telephone Transmission  
*Charles Osgood*  
 Unique critiques on the current scene.  
 18+ — TAL  
 Advertising Aids, Promos  
 BARTER; 1 minute commercial.  
 Phil Chin — *CBS Radio Network*

## News Service

## News Service

- Our Changing World** 1959  
Public Affairs  
00:05:00 N, NT, T 001580  
5x weekly Mono  
12" LP, 33 1/3 rpm  
*Earl Nightingale*  
The personal research of the man who reads everything and serves it up everyday to improve our lives and understanding of this world.  
25+ — NEW  
Advertising Aids, Demos, Promos, Sales Aids  
CASH; 3 commercial availabilities per program; 52 week minimum contract.  
Nightingale-Conant — *Nightingale-Conant*
- # PC News & News Scope** 1981  
Religious-Series  
00:07:00 RE 023450  
weekly Mono  
5' reel, 7 1/2 ips  
*Hosts: John Mulhall, John Gabrielson*  
A five-minute newscast on current religious and moral issues which is followed by a two-minute commentary.  
18+ — REL  
FREE.  
Paulist Communications — *Paulist Communications*
- Peter Jennings Journal** 1982  
News-Foreign Affairs  
00:02:00 N, NT, T 013860  
5x weekly Mono, Stereo  
Satellite Transmission  
*Host: Peter Jennings*  
This daily commentary provides opinion and analysis of overseas events and how they affect the nation and individuals.  
18+ — NEW  
BARTER; 60-second commercial availability.  
ABC News — *ABC Information Network*
- Phyllis Schlafly** 1982  
Commentary-Editorial  
00:02:30 N, NT, T 015240  
daily Stereo  
Satellite Transmission  
Lawyer, homemaker and foremost anti-ERA lecturer, Ms. Schlafly's traditionalist eye focuses on everything from the B-1 bomber controversy to drafting of women by Selective Service. Available on restricted tape-delay basis.  
25+ — TAL  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*
- # Political Digest** 1983  
News  
00:01:15 N, NT, T 025370  
daily Mono, Stereo  
Satellite Transmission  
Daily commentary and political analysis on the day's top stories with various NBC news correspondents. Part of the Newsline series.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
NBC Radio Network — *NBC Radio Network*
- Radoradio News** 1981  
News  
00:02:00 A, R 014830  
hourly Stereo  
Satellite Transmission  
Presented in a fresh, upbeat manner, this news broadcast is written for the youth audience by a team of highly qualified professionals forming a new CBS News special unit.  
18-34 — NEW  
FREE To Affiliates; 1 minute commercial availability.  
CBS News — *CBS Radio Network Radoradio*
- Ralph Nader** 1982  
Consumer Info  
00:02:30 N, NT, T 015270  
daily Stereo  
Satellite Transmission  
A consumer activist and adviser whose penchant for playing gadfly to American business, industry and medicine has thrust him into the forefront of national media. His reports are designed to guide listeners through the multi-faceted maze of consumer options.  
25+ — NEW  
CASH/BARTER.  
Cable News Network — *Turner Program Services (Worldwide)*
- Reflection** 1982  
Interview-Talk-Personality  
00:03:30 AC, NT, T 012780  
5x weekly —  
UPI Wire  
This show features diverse interviews with authors, show business personalities and people in the news.  
25-54 — TAL  
CASH; 1 commercial availability.  
UPI — *United Press International*
- Religion In Our Lives** 1982  
Religious-Series  
00:02:00 ALL 009020  
2x weekends —  
AP Wire  
Fed on Saturday and Sunday. The Saturday script looks at the newer religions, what some might call the counter culture. The Sunday script focuses on more traditional religions and how they tie into our everyday lives.  
25+ — REL  
CASH.  
AP Radio Wire — *AP Radio Wire*
- Report On Medicine/Mel Granick** 1981  
Health  
00:02:30 ALL 008620  
5x weekly Mono  
Cassette  
*Mel Granick*  
Mel Granick reports on medicine and relates to the listener the latest breakthroughs and news in the field. One of the "Byline Magazine" news features.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*
- Report On Religion/Richard Ostling** 1981  
Religious-Series  
00:02:30 ALL 008670  
2x weekly Mono  
Cassette  
*Richard Ostling*  
Religion Editor of Time magazine, Richard Ostling, covers developments in the religious community, here and abroad. Topics include such things as theological questions, cults, ecunism, and the changing role of the clergy. From the "Byline Magazine" news features.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*
- Report On Science/Dr. Allen Hammond** 1981  
Science  
00:02:30 ALL 008710  
5x weekly Mono  
Cassette  
*Dr. Allen Hammond*  
Dr. Allen Hammond, Editor of Science 82 magazine, reports on new discoveries and new attempts to explore the unknown to understand the world around us and beyond. One of the "Byline Magazine" news features.  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*

## News Service

## News Service

**Report On Travel/Steve Birnbaum** 1981  
 Travel  
 00:02:30 ALL 008650  
 5x weekly Mono  
 Cassette  
*Steve Birnbaum*  
 Steve Birnbaum, Travel Editor of Playboy, talks sense to travelers, rates resorts, tells where to get the best characters, and how to find lost luggage. One of the "Byline Magazine" news features.  
 25+ — NEW  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusive rights.  
 CBS Radio Stations News Service — *CBS Radio Stations News Service*

**Report On Women/Anna Mae Sokusky** 1981  
 Women  
 00:02:30 ALL 008630  
 5x weekly Mono  
 Cassette  
*Anna Mae Sokusky*  
 CBS radio producer/reporter, Anna Mae Sokusky, explores new trends in society, politics, and marketing, and how they relate to women. One of the "Byline Magazine" news features.  
 25+ — NEW  
 Promos  
 CASH; single or groups of 3; 52 weeks; market exclusive rights.  
 CBS Radio Stations News Service — *CBS Radio Stations News Service*

**Reuters Financial Report, The** 1982  
 News  
 00:02:00 N, NT 021700  
 17x daily Mono  
 Satellite Transmission  
 Hourly newscasts on business and financial news from the world's largest supplier of specialized information to investors.  
 25-54 — NEW  
 BARTER.  
 Reuters — *Reuters*

**RKO ONE News** 1982  
 Hard News  
 00:03:00 AC, R 008060  
 daily Stereo  
 Satellite Transmission  
 Emphasis is placed in telling listeners (target demographic 18-49) how national and world issues and events affects them, their families, and friends. Prepared and delivered with the local listener in mind.  
 18-49 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO ONE*

**RKO ONE Sports** 1982  
 Sports  
 00:02:00 AC 008080  
 daily Stereo  
 Satellite Transmission  
 RKO ONE Sports division provides station with seven days of sportscasts. "Sportsweek," two, two-minute programs, Monday-Friday contains both updates and wrap-up of national games and scores, and commentary. Broadcast morning and afternoon drive times. "Sportsweekend" consists of two-minute broadcasts of all national scores and highlights runs five times on Saturday and Sunday. "Sport Specials" focuses on events of national interest, consists of 10 two-minute, self-contained broadcasts, twice daily, Monday-Friday broadcast the week leading up to the event.  
 18-49 — SPO  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO ONE*

**RKO TWO News** 1982  
 Hard News  
 00:03:00 AC, MM, NT 008210  
 daily Stereo  
 Satellite Transmission  
 The news content of RKO TWO is "issue-oriented" and emphasizes the effects of important national and world issues. Complex stories are made easy through simple, succinct writing and conversational on-air delivery. Designed to either stand alone or to be integrated in whole or in part into local station news programs.  
 25-54 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**RKO TWO Sports** 1982  
 Sports  
 00:02:00 AC, C, NT 008400  
 daily Stereo  
 Satellite Transmission  
 Provides seven days of sportscasts programmed for morning and afternoon drivetimes. The two two-minute sports programs are broadcast twice a day, Monday through Friday, and feature a nationally known sports personality. Each contains an update and wrap-up of national games, scores, and sporting news. Weekend Sports consists of two-minute broadcasts of all the national scores and highlights run seven times on Saturday and Sunday. Features actualities of the sports newsmakers and on-the-scene reports.  
 25-54 — SPO  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**Rudd Awakening, A** 1982  
 Commentary-Editorial  
 00:01:30 AC, NT, T 014270  
 weekly Stereo  
 Satellite Transmission  
*Host: Hughes Rudd*  
 Commentary in a caustic and inimitable style on the funny, incredible, and ridiculous occurrences in life that muse and distract us all. Combats the Monday morning "blues."  
 18+ — TAL  
 Promos  
 BARTER.  
 ABC Entertainment Network — *ABC Entertainment Network*

**# SkiMedia Network** 1981  
 Sports  
 00:01:30 N, NT, T 026760  
 1 pgm Mono  
 Telephone Transmission, Satellite Transmission  
 This program features ski report information. Programs also available in 30 and 60-seconds spots.  
 13-45 — NEW  
 CASH/FREE.  
 AMI News Bureau — *AMI News Bureau*

**Skoal Motorsports Report** 1982  
 Sports  
 00:05:00 N, NT, S 011740  
 1x weekly Mono  
 Satellite Transmission  
*Host: Charlie Roberts*  
 Coverage of all forms of motorsports including hard news, interviews, previews, and actual races.  
 18+ — SPO  
 Promos  
 BARTER.  
 Motor-Vation — *Motor-Vation*

**# Sourcebreaks** 1983  
 News  
 00:01:00 ALL 025260  
 daily Stereo  
 Satellite Transmission  
 One minute newscasts available hourly.  
 18-34 — NEW  
 BARTER.  
 NBC Radio Network "The Source" — *NBC Radio Network "The Source"*

## News Service

## News Service

## Sourcecasts

198?

News  
00:02:00 A, R 014640  
Hourly Stereo  
Satellite Transmission  
Crisp and concise newscasts, written and delivered in a conversational style, are aired :15 after the hour, 24 hours a day.  
18-34 — NEW  
Advertising Aids, Promos  
BARTER; FREE to affiliates.  
The Source Network — *NBC Radio Network "The Source"*

## Speaking Of Health/Dr. Steven Andrew

1981

## Davis

Health  
00:02:30 ALL 008720  
5x weekly Mono  
Cassette  
*Dr. Steven Andrew Davis*  
Dr. Steven Andrew Davis cuts through medical jargon with programs that emphasize family medicine, prevention, and nutrition. One of the news features from "Byline Magazine."  
25+ — NEW  
Promos  
CASH; single or groups of 3; 52 weeks; market exclusive rights.  
CBS Radio Stations News Service — *CBS Radio Stations News Service*

## Speaking of Sports

198?

Commentary-Editorial  
00:01:30 NT, T 014360  
5x weekly Stereo  
Satellite Transmission  
*Host: Howard Cosell*  
Commentary and analysis on current sporting news and issues by one of the nation's leading sports personalities.  
18+ — TAL  
Promos  
BARTER.  
ABC Sports — *ABC Contemporary Network*

## # Sports

1983

Sports  
00:05:00 B, UC 026490  
4x daily Stereo  
Satellite Transmission  
General sports and local information including interviews, polls, and coverage of Black All American teams.  
18+ — SPO  
FREE; 2 to 4 availabilities per hour dependent on program length.  
STRZ Music — *Sheridan Broadcasting Network*

## Sports

197?

Sports  
00:05:00 B, UC 014980  
2x daily Mono, Stereo  
Satellite Transmission  
Heavy emphasis on black sports figures in the professional and college ranks with special attention given to outstanding athletes at black colleges.  
18+ — SPO  
CASH; 1 1/2 minutes of commercial availability.  
National Black Network — *National Black Network*

## Sports Central USA

1982

Weekend Programming  
00:04:30 N, NT 021260  
9x daily Mono  
Satellite Transmission, Telephone Transmission  
*Win Elliot*  
Reports on all the major sports action including highlights and actualities.  
18+ — SPO  
Advertising Aids, Promos  
BARTER; 1:30 commercials.  
CBS Radio Sports — *CBS Radio Network*

## Sports Digest

1981

Sports  
00:03:30 ALL 008810  
5x weekly Mono  
7" reel, 7 1/2 ips  
*Narrator: George Parker*  
Covers popular sports events.  
18+ — SPO  
CASH/BARTER; 13 week minimum.  
Alan Sands — *Alan Sands Productions*

## Sports Odyssey

1982

Sports  
00:03:00 N, NT, T 014680  
5x weekly Mono, Stereo  
Satellite Transmission  
*Host: Jack O'Rourke*  
A tightly written and produced program with the sounds of the people making news-sports news. Features live updates.  
18+ — SPO  
Advertising Aids, Promos  
BARTER; 1 minute commercial availability.  
NBC Radio Sports — *NBC Radio Network*

## Sports Show

1982

Sports  
00:03:30 AC, N, S 012870  
1x daily —  
UPI Wire  
Top sports personalities are interviewed in this series.  
18-64 — SPO  
CASH; 1 commercial availability.  
UPI — *United Press International*

## Sports World Roundup

1982

News  
00:04:30 N, NT 021080  
5x weekly Mono  
Satellite Transmission, Telephone Transmission  
*Win Elliot, Jim Kelly*  
The first word in sports: scores, highlights, actualities for the morning drive time.  
18+ — SPO  
Advertising Aids, Promos  
BARTER; 1:30 commercials.  
CBS Radio Sports — *CBS Radio Network*

## Sportscalls

198?

News  
00:09:00 N, NT, T 014310  
5x daily Stereo  
Satellite Transmission  
Sportscall I is three feeds Monday through Friday mornings with the latest sports news. Sportscall II airs twice daily in the afternoon with updates of the morning reports. Also available through ABC Information, Rock Radio, Contemporary and Entertainment Networks.  
12+ — NEW  
Promos  
BARTER.  
ABC Sports — *ABC Entertainment Network*

## Sportscasts

1982

Sports  
00:02:00 AC, N, S 012860  
10x daily —  
UPI Wire  
From jai-alai to boxing, this live series provides up-to-the-minute news reports from the world of sports. (This series is transmitted 10 times a day, Monday through Friday, plus six 2:30 minute reports on Saturday and Sunday.)  
18-64 — SPO  
CASH.  
UPI — *United Press International*

## News Service

## News Service

**Sportsman Take Four, The** 1982  
Sports  
00:04:00 ALL 008980  
7x weekly —  
AP Wire  
*Charlie Morey*  
Charlie Morey recaps the day's sports scene and builds up the heroes and chops down the pretentious.  
25+ — SPO  
CASH.  
AP Radio Wire — *AP Radio Wire*

**Sportstime** 1982  
Commentary-Editorial  
00:03:55 N, NT 021190  
daily Mono  
Satellite Transmission, Telephone Transmission  
*Hosts: Brent Musburger, Bill Schweizer*  
Topical commentary on varied aspects of the sports scene.  
18+ — TAL  
Advertising Aids, Promos  
BARTER; 1:30 commercials.  
CBS Radio Sports — *CBS Radio Network*

**Steiner On Sports** 1982  
Sports  
00:02:00 AC 014940  
5x weekly Stereo  
Satellite Transmission  
*Host: Charley Steiner*  
Commentary on the major sports stories from RKO Sports Director Charley Steiner. A special summer series.  
18-49 — SPO  
Advertising Aids, Promos, Sales Aids  
BARTER.  
RKO Radio Network — *RKO ONE*

**# Sunriser, The** 1983  
Farm  
00:04:00 ALL 025170  
6x weekly —  
AP Wire  
*Joe Kafka, Steven P. Weinstein*  
Essential news for farm broadcasters on grain and livestock prices, congressional actions and agribusiness trends.  
25+ — FAR  
CASH; 1 commercial availability.  
AP Radio Wire — *AP Radio Wire*

**This Morning** 1982  
Interview-Talk-Personality  
00:04:00 ALL 008890  
5x weekly —  
AP Wire  
A scripted package of material for mid-morning talk shows. It's a look at one of the day's top stories along with three daily "topics," ranging from aging to working to child rearing. There's also a brief "People" section and some interesting fillers.  
25+ — TAL  
CASH.  
AP Radio Wire — *AP Radio Wire*

**# Topcopy** 1983  
News  
00:01:30 N, NT, T 025640  
daily Mono, Stereo  
Satellite Transmission  
*Cameron Swayze*  
This series covers a whole range of human activity that give shape and meaning to the headlines.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
NBC Radio Network — *NBC Radio Network*

**Vektor Fish And Game Forecast** 1982  
Sports  
00:02:30 N, NT, S 005400  
7x weekly Mono  
7" reel, 7 1/2 ips  
Custom computer prediction of best times to plan daily hunting, fishing, outdoor activities—24-72 hours in advance.  
18-54 — NEW  
Advertising Aids, Promos  
CASH; unlimited daily play.  
Synsat Communications — *Synsat Communications*

**Wall Street Journal Report, The** 1982  
Business  
00:02:00 N, NT 002320  
17x daily Mono  
Satellite Transmission  
*Anchor: Frank Settipani, Ray Hoffman, Dave Burkett, Sid White, Rudy Ruderman*  
Broadcast from the newsroom of the Wall Street Journal, a business and financial report based on actualities. Two minutes of business/financial news hourly, includes actualities.  
25+ — NEW  
Promos  
BARTER; 1-3 year contract.  
The Wall Street Journal Report Dow Jones & Company — *Wall Street Journal Report Dow Jones & Company*

**Washington Report, The** 1982  
News  
00:05:00 AC, N, NT 012530  
5x weekly Stereo  
10" reel, 7 1/2 ips  
*Reporters: Hedrick Smith, John Finney*  
Up-to-the-minute reports on major news events taking place in Washington, D.C.  
35+ — NEW  
CASH.  
WQXR — *WQXR*

**Week On Wall Street** 1982  
Business  
00:03:30 AC, N, NT 012790  
2x weekly —  
UPI wire  
Summaries on the activities of the New York and American Stock Exchanges, provides insight into the reasons for these activities.  
25-54 — NEW  
CASH; 1 commercial availability.  
UPI — *United Press International*

**Weekend Sports** 1982  
Weekend Programming  
00:04:00 NT, T 014770  
8 pgms Mono, Stereo  
Satellite Transmission  
*Host: Gary Hahn*  
Eight reports hourly on the stories behind the scores from sports correspondent Gary Hahn. Super Bowl to World Series; Wimbledon to Grand Prix racing. Live features update.  
18+ — NEW  
Advertising Aids, Promos  
BARTER; 1 minute commercial availability per report.  
NBC Radio Sports — *NBC Radio Network*

**Where There's Life** 1982  
General Interest  
00:00:90 ALL 008990  
7x weekly —  
AP Wire  
*Charlie Reina*  
A collection of Charlie Reina's stories that don't usually make it elsewhere. It's Americana, off-beat stories, anything that captures the human spirit or lack of.  
25+ — NEW  
CASH.  
AP Radio Wire — *AP Radio Wire*

## News Service

**# Workplace** 1983  
 Women  
 00:01:30 N, NT, T 025630  
 daily Mono, Stereo  
 Satellite Transmission  
*Carrie Carmichael*  
 A series of reports each weekday on social issues and women-oriented concerns. Part of Newline series.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER.  
 NBC Radio Network — *NBC Radio Network*

**World Missions Report** 1975  
 Religious-Series  
 00:04:30 RE 011540  
 1x weekly Mono  
 5" reel, 7 1/2 ips  
*Host: Abe Reddekopp*  
 A news format focusing on missionary work around the world.  
 25+ — REL  
 CASH.  
 Gospel Missionary Union — *Gospel Missionary Union (Worldwide)*

## Public Service Announcements

**Columbia Nutrition Bulletin** 1982  
 Health  
 00:00:90 N, NT, T 010420  
 daily Mono  
 7" reel, 7 1/2 ips  
*Host: Myron Winick, M.D.*  
 A 90 second narration on nutrition as it relates to sickness and health.  
 18-54 — TAL  
 Promos  
 FREE.  
 Scott Broadcast Services — *Scott Broadcast Services*

**Guidlines** 1977  
 Religious  
 00:05:00 RE 007870  
 5x weekly Mono  
 7" reel, 7 1/2 ips, Cassette  
 A daily commentary available in eight different languages on Christian teachings.  
 25+ — COM  
 Burmese, Chinese, English, Japanese, Korean, Russian, Spanish, Talagog  
 FREE.  
 Dr Harold Sala — *Guidelines (Worldwide)*

**Health File, The** 19??  
 Health  
 00:05:00 ALL 009520  
 5x weekly Mono, Stereo  
 7", 7 1/2 ips  
 A series of 130 five-minute broadcasts dealing with basic health topics for weekly or daily airing as a public service.  
 18+ — COM  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice of Prophecy — *Voice Of Prophecy*

**# Insights** 19??  
 News  
 00:02:00 ALL 016330  
 daily Mono  
 7" reel, 7 1/2 ips  
 A public affairs report 7x weekly from the producers of "Consider the Alternatives." Contains the important issues of our day into a program that captures the heart of today's topics without trivializing them.  
 18+ — TAL  
 CASH.  
 ? — *Longhorn Radio Network*

## Public Service Announcements

**Living Word, The** 19??  
 Religious  
 00:05:00 NT, RE, T 009500  
 1x weekly Mono, Stereo  
 ?" reel, 7  
*Dr H. M. S. Richards*  
 Fifty-two inspirational talks, an excellent opener or closer for stations.  
 25+ — COM  
 Advertising Aids, Promos, Sales Aids  
 FREE.  
 Voice of Prophecy — *Voice Of Prophecy*

**Media Monitor** 1979  
 Public Service  
 00:03:00 N, NT, T 001980  
 5x weekly Mono  
 Cassette  
*Host: Reed Irvine, Cliff Kincaid*  
 Critique of the media, both electronic and press.  
 1981 Valley Forge Freedoms Foundation.  
 18+ — TAL  
 FREE.  
 Bernard Yoh — *Accuracy In Media*

**Medical Newsbreak** 1982  
 Health  
 00:00:90 N, NT, T 010430  
 daily Mono  
 7 1/2" reel, 7 1/2 ips  
*Host: Lester Smith*  
 A medical news series consisting of narration and actuality interviews with leading medical researchers and clinicians on the latest developments in medicine and health.  
 18-54 — TAL  
 Promos  
 CASH.  
 Scott Broadcast Services — *Scott Broadcast Services*

**# Missionary Moments** 1983  
 Religious  
 00:04:30 N, NT, RE 016870  
 daily Mono  
 7" reel, 7 1/2 ips  
 Contains religious spots from missionaries around the world.  
 12+ — REL  
 FREE.  
 AMG International — *AMG International*

**National Guard News** 1982  
 Public Service  
 00:05:00 N, NT, T 011330  
 1x monthly Mono  
 Cassette  
 News and information about the California National Guard.  
 25+ — COM  
 FREE.  
 State of California — *State Of California*

**Outlook** 1980  
 Public Service  
 00:00:90 B 003890  
 daily Stereo  
 12" LP, 33 1/3 rpm  
*Host: David Lampel*  
 Daily series on subjects of interest to the Black community, including music, sports, health, and education. Also included are "raps" and a special format for Black History Month.  
 18-34 — NEW  
 Promos  
 BARTER.  
 Narwood Productions — *Narwood Productions*

**Point Of Law** 1982  
 Public Affairs  
 00:05:00 N, NT 013800  
 5x weekly Mono  
 Cassette  
 Issues concerning important legal problems are discussed.  
 18+ — TAL  
 Promos  
 BARTER.  
 Media Features Of America — *Media Features Of America*

## Public Service Announcements

## Public Service Announcements

<b>See What I Mean</b>		19??	<b>What's It All About?</b>		1969
Educational			Music-Rock		
00:04:00	N, NT, T	004170	00:05:00	A, AC, R	009400
1 pgm	Mono		1x weekly	Stereo	
12" LP, 33 1/3 rpm			7" Disc, 45 rpm		
<i>Barney Rogers</i>			<i>Host: Bill Huie</i>		
Here's your chance to introduce your listeners to Barney Rogers who is blind and his irrepressible neighbors, each episode proving that blind people are just like everyone else.			A different top recording artist is interviewed each week by host Bill Huie. Currently heard in 15 countries.		
18+ — TAL			1973, '74, '75, '76 <i>Billboard Award</i> ; 1973, '74, '75, '76, '78, '79 <i>Gabriel Award</i> ; 1979, '80 <i>Angel Award</i> .		
FREE; unlimited play.			18-34 — COM		
American Foundation For The Blind — <i>American Foundation For The Blind</i>			Promos		
			FREE.		
			TRAV — TRAV (Worldwide)		
<b>Voice of the National Guard, The</b>		1981			
Public Service					
00:05:00	N, NT, T	011340			
1x monthly	Mono				
Cassette					
Information about the California National Guard.					
18+ — COM					
English, Spanish					
FREE.					
State of California — <i>State Of California</i>					
<b>Voz de la Guardia National, La</b>		1981			
Public Service					
00:05:00	N, NT, T	008740			
1x monthly	Mono				
Cassette					
Information about the California National Guard.					
18+ — COM					
English, Spanish					
FREE.					
State of California — <i>State Of California</i>					

**MINUTE FORM RADIO PROGRAMS/SERVICES**

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Minute Form Length (1 Min & Under) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

Features	1983	1982	1981	1978	1977	1982	1981
<b># Always For Blind People</b> Educational 00:00:60 1 pgm 12" LP, 33 1/3 rpm This series features celebrities discussing various aspects of blindness. Offers :30 and :60-second spots. Series geared to publications offered by the American Foundation For The Blind. 18+ — TAL FREE; unlimited play. American Foundation For The Blind — <i>American Foundation For The Blind</i>	N, NT, T Mono 025570						
<b>American Heritage, Our</b> Documentary 00:00:60 5x weekly 7" reel, 7 1/2 ips Famous, dramatic moments of America's past are highlighted in this series of 260 shows. A stirring presentation of the events that have contributed to America's greatness. 12+ — TAL CASH. Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>	N, NT, T Mono 001050						
<b>Americans, The</b> Specials 00:00:60 1 pgm 12" LP, 33 1/3 rpm Contains 50 sixty-second July 4th features. 12+ — ENT CASH/BARTER. International Syndications — <i>International Syndications</i>	ALL Stereo 007320						
<b># Attitudes Toward Blindness</b> Educational 00:00:60 1 pgm 12" LP, 33 1/3 rpm This series features :30 and :60-second spots hosted by celebrities focusing on the misconceptions of blindness and other topics. Programs geared to specific publications by the American Foundation For the Blind. 18+ — TAL FREE; unlimited play. American Foundation For the Blind — <i>American Foundation For The Blind</i>	N, NT, T Mono 025580						
<b>Beyond The Limits</b> Seasonal 00:00:60 65 pgms 7" reel, 7 1/2 ips This Halloween series is a collection of 65 "true" ghost stories. Every show serves as a spooky showcase. 12-64 — ENT CASH. Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>	ALL Mono 001220						
<b>Big Purple Ballon, The</b> General Interest 00:00:60 daily 12" LP, 33 1/3 rpm <i>Host: Cusi Cram</i> A daily 60-second look at what's "in" and what's "new" with America's teens. 12-18 — ENT CASH/BARTER. Karnes-Grattan Associates — <i>Karma 4</i>	ALL Stereo 007370						
<b>Bullets</b> General Interest 00:00:30 daily Cassette, Script Thirty-second daily trivia features are perfect for stations who want an innovative feature that listeners will talk about. 18+ — ENT CASH/BARTER; 13 weeks. Richard Warner — <i>Meredith Syndication Service</i>	ALL Mono 005920						
<b>Byline</b> Commentary-Editorial 00:01:00 5x weekly 7" reel, 7 1/2 ips <i>Robert Pode, Tom Hazlett, Jenniefer Roback, Richard Wilcke, Tom Bethell, David Asman, John McLaughry</i> A lively and succinct informational radio feature designed to provide your listeners with a fuller understanding of today's critically important economic issues as well as to dispel any economic misconceptions. 25-54 — TAL FREE; exclusive market basis; 26, 52 weeks. The Syndicate — <i>The Syndicate</i>	N, NT, T 2 Track Mono 001640						
<b>Christmas Spirit, The</b> Seasonal 00:01:00 12 pgms 5" reel, 7 1/2 ips A series of pleasant and fascinating vignettes which cover many different aspects of Christmas, its customs and traditions. Includes customized open. 12+ — ENT Promos CASH; rights expire December 31 of year of purchase. Corey Deitz — <i>Corey Deitz Creative Services</i>	ALL Mono 022610						
<b>Consumer Close-Up</b> Consumer Info 00:00:60 65 pgms 7" reel, 7 1/2 ips A high impact feature that helps listeners save money, buy smarter, invest better, live healthier, and get more out of life. 18-65 — TAL CASH. Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>	N, NT, T Mono 001120						

## Features

## Features

<b>Crosscurrents</b>		1982	<b>Eastertime</b>		1977
General Interest			Seasonal		
00:01:00	ALL	006480	00:00:60	ALL	007300
1x daily	Mono		1 pgm	Stereo	
Cassette			12" LP, 33 1/3 rpm		
A series of 65 one-minute programs, suitable for daily programming of 13 consecutive weeks, captures and holds the ever-growing audience of youth, written by and voiced by someone within their own peer group.			A 50-part sixty second commercial showcases backed with traditional music.		
18-34 — TAL			12+ — ENT		
CASH.			CASH/BARTER.		
John Hodnett — <i>Sound Investments</i>			International Syndications — <i>International Syndications</i>		
<b>Customs Of Christmas</b>		1981	<b># Encounter Spots</b>		1981
Seasonal			Religious		
00:00:60	ALL	001140	00:01:00	AC, RE	023640
72 pgms	Mono		daily	Mono	
7" reel, 7 1/2 ips			5' reel, 7 1/2 ips		
An entertaining look at our Christmas customs in 72 one-minute shows, and how they came to be. A charming blend of music and words.			Geared to the needs of the person in the street offering give-away books and Christian perspectives.		
12-65 — ENT			18+ — REL		
CASH.			FREE.		
Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>			Des Feary — <i>ACTS International</i>		
<b>Customs Of Easter</b>		1981	<b>Enterprise</b>		1981
Seasonal			Business		
00:00:30	ALL	001230	00:00:60	ALL	007540
72 pgms	Mono		5x weekly	Stereo	
7" reel, 7 1/2 ips			12" LP, 33 1/3 rpm		
Background of popular Easter customs. There are 72 entertaining, sometimes surprising, and always delightful shows.			The program begins..."tips for people who operate small business...or would like to." It includes basics of business operation, success stories, and simplified economics.		
12-64 — ENT			25+ — TAL		
CASH.			CASH/BARTER; 90 day cancellation notice.		
Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>			Mark Bragg — <i>The Broadcast Group</i>		
<b>Do It Yourself</b>		1982	<b>Fall Gardening Tips</b>		1982
How-To-Instructional			Consumer Info		
00:00:60	N, NT, T	011210	00:01:00	NT, T	022670
130 pgms	Mono		Daily	Mono	
7" reel, 7 1/2 ips			Satellite Transmission		
Do it yourself pointers on everything from how to hammer a nail straight to unsticking stuck drawers. Everything a homemaker and do it yourselfer needs.			Helpful hints on gardening in the Fall.		
18+ — TAL			18+ — TAL		
Promos			FREE; 8 weeks.		
CASH.			Audio Features — <i>Audio Features</i>		
Purcell Productions — <i>Purcell Productions</i>			<b>Feminine Footprints</b>		1978
<b>Doctor's House Call</b>		1981	Women		
Health			00:01:00	ALL	006840
00:03:15	T	000980	65 pgms	Stereo	
5x weekly	Mono		7" reel, 7 1/2 ips		
7" reel, 7 1/2 ips			<i>Narrator: Wanda E. Wells</i>		
<i>Dr. James Rogers Fox, Dr. Richard Fliehr, Dr. Robert Semsch</i>			"Feminine Footprints" is a series of 65 1-minute vignettes on the careers of today's women achievers. The original series featured successful Black American Women. Other "Feminine Footprints" series will feature women achievers from different racial and ethnic backgrounds.		
Over six hundred medical subjects discussed in authoritative non-technical terms that laymen can understand and enjoy. Each episode deals with a separate problem. A successful program since 1965.			<i>1978 American Women in Radio &amp; TV: Certificate of Commendation.</i>		
12-54 — TAL			18+ — TAL		
Promos			English, French, German, Spanish		
CASH; 13, 26, 52 weeks.			CASH/BARTER; negotiable.		
James Rogers Fox — <i>Signal Productions</i> (Worldwide) CANADA:			Carolyn Armenta Davis — <i>Carolyn Armenta Davis Communications</i>		
Signal Productions			<b>Financial Planning For Women</b>		1981
<b>Easter In The Air</b>		1981	Women		
Seasonal			00:00:45	N, NT, T	010710
00:00:60	ALL	001240	65 pgms	Mono	
72 pgms	Mono		7" reel, 7 1/2 ips		
7" reel, 7 1/2 ips			<i>Hostess: Ann Benson</i>		
Stories, legends, and fables about Easter. Here's a highly successful series of 72 shows that provide a delightful Easter showcase for any type of sponsor.			A vitally informative feature designed to help all women take charge of their financial lives. Ann Benson turns investment jargon into understandable and therefore profitable terminology for women.		
12-64 — ENT			18+ — TAL		
CASH.			Promos		
Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>			CASH.		
			Vipro Program Services — <i>Vipro</i>		

## Features

## Features

<b>Freedom's Fourth</b>	1981			<b>Heartbeat</b>	1974
Seasonal				Educational	
00:00:60		ALL	001250	00:00:60	N, NT, T
72 pgms		Mono		5x weekly	Mono
7" reel, 7 1/2 ips				10 1/2" reel, 7 1/2 ips	
This program consists of 72 shows that describe the courage and dedication of our patriotic ancestors who won liberty and independence for us. Celebrate the Fourth of July with this series. Included are such subject as Thomas Jefferson, The Battle of Lexington, Paul Revere, The Boston Tea Party, etc.				<i>Host: Landon Saunders</i>	010920
12-64 — ENT				Daily one and three minute program for philosophical and conceptual thinkers.	
CASH.				35+ — TAL	
Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>				FREE.	
				Zachry Associates — <i>Zachry Associates</i>	
<b>Frightline</b>	19??			<b>Helping You</b>	1982
Specials				Consumer Info	
00:00:60		ALL	007330	00:01:00	ALL
1 pgm		Stereo		25 pgms	Mono
12" LP, 33 1/3 rpm				Script	005670
Contains 50 all new sixty-second features for Halloween backed with interesting sounds and music.				<i>Local Personality</i>	
12+ — ENT				Program based on material supplied by economic experts psychiatrists, and psychologists, outstanding experts on home-making, marriage counselors, doctors and physicians, top dieticians, and financial authorities, designed to help Mrs. America to a healthier, happier, richer, and more rewarding daily life. Program offered as scripts in packets of 25—contains 500 programs to date.	
CASH/BARTER.				25-54 — TAL	
International Syndications — <i>International Syndications</i>				Promos	
				CASH; 3-time, 1-time spot per week.	
				Communications Capital — <i>Communications Capital</i>	
<b>God Squad</b>	1982			<b># Here's How</b>	198?
Religious-Series				How-To-Instructional	
00:00:55		ALL	020350	00:01:00	ALL
4x weekly		Mono, Stereo		65 pgms	Mono
7" reel, 7 1/2 ips				7' reel, 7 1/2 ips	026380
<i>Host: Father Harry Schlitt</i>				This gardening program features do-it-yourself tips explaining how to solve 130 various problems.	
A detour from the hellfire and brimstone route, this program (available in series of 25 each, four times a year) opts instead for non-sermonizing, folksy spiritual messages delivered the backdrop of current popular songs.				18+ — TAL	
25+ — REL				CASH.	
FREE.				Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>	
Louise Molinari — <i>Bridge Productions</i>					
<b>Great Outdoors</b>	1982			<b># High Tech</b>	1983
Sports				Science	
00:00:60		N, NT, T	011170	00:01:00	N, NT, T
130 pgms		Mono		daily	Stereo
7" reel, 7 1/2 ips				Satellite Transmission	025160
Milt Shapiro, editor of "Gunsport" magazine, has written this series of outdoor features covering facts and figures for the outdoorsman. The 30-second format that is available is on a 12" LP.				<i>C.D. Jaco</i>	
18+ — TAL				This daily program covers the newest technological developments, including computers, satellites, etc.	
Promos				18-34 — TAL	
CASH.				BARTER.	
Purcell Productions — <i>Purcell Productions</i>				NBC Radio Network "The Source" — <i>NBC Radio Network "The Source"</i>	
<b>Harry And Livinia By The Squirrel Squad</b>	1981			<b>I Remember One Christmas</b>	1981
Comedy				Seasonal	
00:00:60		ALL	007640	00:00:30	ALL
5x weekly		Mono		72 pgms	Mono
Cassette				7" reel, 7 1/2 ips	
Comedy.				A feature with all the warmth of the holidays because it's people talking about their Christmas memories. A series of 72 shows that combines music and talk.	
12+ — ENT				12-65 — ENT	
Advertising Aids, Promos, Sales Aids				CASH.	
CASH.				Creative Marketing & Communications — <i>Creative Marketing &amp; Communications</i>	
? — <i>Broadcast Activities</i>					
<b>Health Hints</b>	1982			<b>In Brief</b>	1974
Health				Public Affairs	
00:00:60		N, NT, T	011190	00:01:00	AC, NT, T
130 pgms		Mono		daily	Stereo
7" reel, 7 1/2 ips				12" LP, 33 1/3 rpm	020240
A family program of valuable and timely medical information scripted by Ted Stroll of Medical World News. Also available in a 30-second format on a 12" LP.				<i>Host: Pegge Goertzon</i>	
18+ — TAL				Issue-oriented features taken from In Depth Magazine so that affiliates may present some issue-oriented programming into their best possible time periods.	
Promos				1981 Women At Work Broadcast Award.	
CASH.				18+ — NEW	
Purcell Productions — <i>Purcell Productions</i>				Promos	
				CASH/BARTER; 90 day cancellation notice.	
				Mark Bragg — <i>The Broadcast Group</i>	

## Features

## Features

**Inside Nashville**

1982

News  
00:01:00 C 020960  
3x daily Mono  
5" reel, 7 1/2 ips  
A daily feature centering on the latest news from the country music scene. Contains actualities, trivia, and hotlines.  
18-44 — NEW  
Promos  
CASH/BARTER/FREE.  
Biff Collie — *Biff Collie's Winner Productions*

**It's A Fact**

1982

General Interest  
00:01:00 ALL 020190  
5x weekly Mono, Stereo  
12" LP, 33 1/3 rpm  
Host: Dale Baglo  
This series of one-minute programs features odd and amazing facts, marvels, mysteries, and milestones. Includes custom music and sound effects. Contains 260 programs.  
18+ — ENT  
Demos  
CASH/BARTER; dependent on market size.  
Dale Baglo — *Spectrum Sound Prod Studios*

**It's Christmastime**

1981

Seasonal  
00:00:60 ALL 001160  
72 pgms Mono  
7" reel, 7 1/2 ips  
A Christmas series with a top professional narrator, unusual and fresh Christmas copy, and a variety of 37 different music tracks.  
12-65 — ENT  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Jimmie Fidler In Hollywood**

1982

Interview-Talk-Personality  
00:00:45 N, NT, T 002550  
3x weekly Mono  
7" reel, 7 1/2 ips  
News and comment about show business personalities in motion pictures, radio, television, and stage.  
18+ — ENT  
CASH; 2 year contract.  
Jimmy Fidler In Hollywood — *Jimmie Fidler In Hollywood*

**# Joys Of Christmas**

198?

Seasonal  
00:01:00 ALL 026370  
65 pgms Mono  
7" reel, 7 1/2 ips  
This program focuses on legends, impressions and traditions relating to the Christmas celebration.  
12+ — ENT  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Kitchen Korner**

1982

How-To-Instructional  
00:00:60 N, NT, T 011180  
130 pgms Mono  
7" reel, 7 1/2 ips  
A program featuring unusual quick recipes and kitchen tips. Also available in a 30-second format on 12" LP.  
18+ — TAL  
Promos  
CASH.  
Purcell Productions — *Purcell Productions*

**Let's Talk About Money—Series II**

1981

Business  
00:00:30 N, NT, T 001100  
130 pgms Mono  
7" reel, 7 1/2 ips  
Fascinating facts about the history and use of money. One of the world's most popular subjects interestingly discussed.  
18-65 — TAL  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Lifelines**

1982

General Interest  
00:01:00 A, R 014410  
5x weekly Stereo  
Satellite Transmission  
Host: Ken Alexander  
Slice of life reporting relevant to the 18-34 audience on topics from high technology to education.  
18-34 — NEW  
Promos  
BARTER.  
Joe Ferullo — *ABC Rock Radio Network*

**Love-Lines**

19??

Seasonal  
00:00:60 ALL 007290  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
A 50-part Valentine's Day commercial showcase.  
18+ — ENT  
CASH/BARTER.  
International Syndications — *International Syndications*

**Mary Ann Hayes, The Coupon Queen**

1982

Consumer Info  
00:00:60 N, NT, T 003320  
5x weekly Mono  
7" reel, 7 1/2 ips  
Mary Ann Hayes  
A daily series of shows on the profitable world of refunding, how to save money using refunds, and advising of daily offers. "Mary Ann" is available for telephone interviews to introduce the show on the local station.  
25-44 — TAL  
CASH; 13 week minimum.  
Broadcast Alternatives — *Broadcast Alternatives*

**Matchbook Christmas**

19??

Seasonal  
00:00:60 ALL 007340  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
A series designed to run from the day after Thanksgiving, through Christmas, backed with traditional Christmas music. Available as a 30-second feature.  
12+ — ENT  
CASH/BARTER.  
International Syndications — *International Syndications*

**Memories In December**

19??

Specials  
00:00:30 ALL 007360  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Contains 100 thirty-second commercial showcases. Backed with traditional music.  
12+ — ENT  
CASH/BARTER.  
International Syndications — *International Syndications*

## Features

## Features

**# Money Memo, The** 1983  
 Consumer Info  
 00:01:00 N, NT, T 025150  
 daily Stereo  
 Satellite Transmission  
*Host: Bob Madigan*  
 A variety of informative pieces on economic topics such as tax shelters, cost of raising children, employment, education costs, etc.  
 18-34 — NEW  
 Advertising Aids, Promos  
 BARTER/FREE; to affiliates.  
 NBC Radio Network "The Source" — *NBC Radio Network "The Source"*

**Moneyline** 1982  
 Consumer Info  
 00:00:60 ALL 005880  
 10x weekly Mono  
 Cassette, Script  
 A 60-second consumer-oriented business news report presents new trends and developments in business, marketing and advertising—new products, new advertising campaigns, new marketing concepts and what they mean to businessman and consumer alike. Available in either script or tape form.  
 25+ — NEW  
 CASH/BARTER; 13 weeks.  
 Richard Warner — *O'Connor Creative Services*

**# Movienews With Roger Ebert** 1982  
 Reviews  
 00:01:00 ALL 025030  
 daily Stereo  
 Satellite Transmission  
*Host: Roger Ebert*  
 Roger Ebert reviews current and upcoming films, discusses trends and profiles stars and leaders of the industry in this fast-paced program.  
 18-34 — ENT  
 Promos  
 BARTER.  
 ABC FM Network — *ABC FM Network*

**Mystery Files Of Simon Q, The** 1981  
 Mystery  
 00:01:00 ALL 020270  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Mysterious people and events inhabit the boggling files of Simon Q. Contains 260 programs.  
 12-54 — ENT  
 CASH.  
 Creative Marketing And Communications — *Creative Marketing & Communications*

**# National Joke Service, The** 1979  
 Comedy  
 00:01:00 ALL 024600  
 260 pgms Mono  
 7" reel, 7 1/2 ips  
 A collection of drop-in visits from a representative of the National Joke Delivery Service who recites the Joke of the Day. Cuts vary from 15 seconds to 2 minutes.  
 12+ — ENT  
 CASH.  
 Fuller Productions — *Fuller Productions*

**# Newsilne** 1982  
 Farm  
 00:01:00 N, NT 023340  
 daily Mono  
 Telephone Transmission  
 A daily feed giving a national perspective on agriculture. Available by calling toll free (800) 323-2192; in Illinois (312) 696-2192.  
 25+ — NEW  
 FREE.  
 American Farm Bureau Federation — *American Farm Bureau Federation*

**Newspots** 1982  
 Interview-Talk-Personality  
 00:01:00 AC, RE 022830  
 daily Stereo  
 7" reel, 7 1/2 ips  
*Host: Brad Walton*  
 Conversational inspiration from a guest pastor.  
 18+ — TAL  
 CASH; 1 year minimum.  
 Brad Walton — *Newsounds/Newspots Productions*

**Olympic Gold** 1982  
 Sports  
 00:01:00 N, NT, T 020300  
 130 pgms Mono  
 7" reel, 7 1/2 ips  
*Host: Guy LeBow*  
 Guy LeBow recounts and illuminates the great triumphs in Olympic competition—the gold medal winners and the story behind them.  
 18+ — SPO  
 Promos  
 CASH.  
 Purcell Productions — *Purcell Productions*

**On (Or About) This Day In History** 1982  
 Comedy  
 00:00:60 AC 012930  
 5x weekly Mono, Stereo  
 ? reel, ? ips  
 This series of comedy vignettes can be programmed in various ways.  
 25-54 — ENT  
 Promos, Sales Aids  
 CASH; 13 week minimum; 1 30-second spot.  
 Studio Center — *Studio Center* CANADA: *Studio Center*

**One Minute With** 1980  
 Interview-Talk-Personality  
 00:01:00 A, R 014580  
 2x weekly Stereo  
 Satellite Transmission  
*Hosts: John McGhan, Dan Formento*  
 Sharp, surprising, and thought-provoking interviews with rock's hottest celebrities. Offered on a one-time basis to Source affiliates.  
 18-34 — ENT  
 Advertising Aids, Promos  
 BARTER; FREE to affiliates.  
 Dan Formento, John McGhan, The Source Network — *NBC Radio Network "The Source"*

**One Moment Please** 1982  
 Commentary-Editorial  
 00:00:60 N, NT, T 003390  
 daily Mono  
 Cassette  
*Host: Mort Crim*  
 This highly regarded commentary program includes such timely topics as stress, law, discipline within the public schools, unemployment, hospital stays, youth drivers, etc. Scripts are available.  
 25-54 — TAL  
 Promos  
 CASH; price predicated on market size.  
 Alare Communications — *Charles Michelson*

**Pet Patrol** 1982  
 How-To-Instructional  
 00:01:00 N, NT, T 020310  
 130 pgms Mono  
 7" reel, 7 1/2 ips  
 Practical advice and information on pets and pet care.  
 18+ — TAL  
 Promos  
 CASH.  
 Purcell Productions — *Purcell Productions*

## Features

## Features

**Phillip Greer On Business**

1981

Consumer Info

00:01:00

N, NT, T

013850

5x weekly

Mono, Stereo

Satellite Transmission

Host: *Phillip Greer*

A daily look at the world of business, spun with anecdotes and stories by one of the most respected business analysts in the nation.

25+ — NEW

BARTER.

ABC Information Network — *ABC Information Network***Physical Fitness**

1982

Health

00:00:60

S, T

000990

5x weekly

Mono

7" reel, 7 1/2 ips

Host: *Herb Weinberg, Ph D*

Whether a listener has started on, or is just thinking about jogging, skiing, cycling, swimming, tennis or golf, Doctor Weinberg provides advice and encouragement.

12-54 — TAL

CASH; 13, 26, 52 weeks.

Herb Weinberg, Ph D — *Signal Productions (Worldwide)***Poetry And Prose**

1981

Inserts

00:00:45

ALL

004710

1000 pgms

Stereo

10 1/2" reel, 7 1/2 ips

Host: *Roger Galstad*

"Poetry and Prose" to be interspersed with musical programming. These selections can aid in the production of custom ID's and intros to give a live effect.

35-55 — ENT

CASH.

Roger Galstad — *Regal Productions***Red Neckerson**

1981

Comedy

00:00:60

ALL

010640

5x weekly

Stereo

7" reel, 7 1/2 ips

Host: *Red Neckerson*

A comedy editorial feature geared to morning and afternoon drives.

18-49 — ENT

Promos

CASH; 1 year contract; 13-week minimum.

Syndicom — *Syndicom***Rex**

1982

Interview-Talk-Personality

00:01:00

AC

004720

2x daily

Stereo

12" LP, 33 1/3 rpm

Host: *Jeff Craig*

One minute interviews with current recording artists. Comes with a bartered 30 second commercial adjacency.

12-34 — ENT

Promos

BARTER.

Jeff Craig — *60-Second L.P. Inc/Rex***Ring In The New**

1981

Seasonal

00:00:60

AC, BM, T

001210

36 pgms

Mono

7" reel, 7 1/2 ips

An ideal advertising showcase for promoting sales and good will between Christmas and New Years. The origin and background of several New Year's customs are explored in 36 shows.

18-64 — ENT

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***Rock Chronicle: Today In Rock History**

1980

Documentary

00:01:00

A, R

014560

daily

Stereo

Satellite Transmission

Host: *Dan Formento*

A chronicle of the important historical rock events; from the fascinating lives of the stars to the untimely deaths of Janis Joplin, Jimi Hendrix, and Jim Morrison. Offered on one-time basis to Source affiliates.

18-34 — ENT

Advertising Aids, Promos

BARTER; FREE to affiliates.

Dan Formento, The Source Network — *NBC Radio Network "The Source"***Rock Quiz**

1981

Audience Participation

00:01:00

A, R

022280

2x daily

Mono

7" reel, 7 1/2 ips

An informative and entertaining quiz show testing listeners' "rock savvy" and awarding prizes for correct responses.

18-34 — ENT

BARTER.

MJI Broadcasting — *MJI Broadcasting***# Rock Report**

1983

Music-Rock

00:00:50

A, R

025250

weekly

Stereo

Satellite Transmission

Host: *Don Kreis*

Weekly news spot featuring what's new in the recording industry with an emphasis on rock.

18+ — ENT

CASH.

AP Radio Network — *AP Radio Network***Rocknotes**

1982

News

00:01:00

A, R

014420

daily

Stereo

Satellite Transmission

Host: *Pat St. John, Nicky Home*

News and trends concerning the rock world with the inside stories reported daily.

18-34 — NEW

Promos

BARTER.

ABC Rock Radio — *ABC Rock Radio Network***Salute To The Champions, A**

1981

Sports

00:00:60

N, NT, S

001020

5x weekly

Mono

7" reel, 7 1/2 ips

Exciting stories about sports champions that leave the listener guessing the champ's identity right to the end. The 260 shows involve 19 different sports.

12-54 — ENT

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***Screen Scenes**

1980

Entertainment

00:01:00

A, R

014570

5x weekly

Stereo

Satellite Transmission

Host: *Laura Davis*

The lowdown from Hollywood — reviews, inside information, and interviews with the stars — is the focus of this program geared for the young adult audience. Offered on one-time basis to Source affiliates.

18-34 — ENT

Advertising Aids, Promos

BARTER; FREE to affiliates.

The Source Network — *NBC Radio Network "The Source"*

## Features

## Features

**# Secret Sound Show, The** 1979  
Comedy  
00:01:00 ALL 024590  
36 pgms Mono  
7" reel, 7 1/2 ips  
Participation series in which listeners attempt to identify a mind-boggling collection of unlikely and/or totally improbable sounds, such as a fish smiling, a mosquito sneezing and more. Times may vary.  
12+ — ENT  
CASH.  
Fuller Productions — *Fuller Productions*

**Seed From The Sower, A** 1980  
Religious-Series  
00:00:60 RE 002470  
5x weekly Mono, Stereo  
5" reel, 7 1/2 ips  
*Michael A Guido*  
One minute meditation. Captivating and sometimes humorous, these spots are always entertaining. Printed scripts are offered with the program.  
18+ — REL  
FREE.  
Audrey Guido — *Guido Evangelistic Association*

**Sixty Seconds** 1978  
Commentary-Editorial  
00:00:60 A, C, R 002400  
1x weekly Mono  
5" reel, 7 1/2 ips  
*Steve McCormick*  
Brief comments about the Washington events—humorous and to the point. Open ended for local sponsorship.  
25-54 — TAL  
Promos  
CASH/BARTER; negotiable; 13 weeks.  
Bob Johnson — *Broadcast Productions And Services*

**# Soap Opera Digest Soap Quiz** 1983  
Quiz  
00:01:00 ALL 026750  
daily Mono  
12" LP, 33 1/3 rpm  
Each day a star from a popular soap opera presents a soap opera trivia questions. Tied in with an on-going contest in Soap Opera Digest magazine with major prizes offered.  
18+ — TAL  
Demos  
BARTER.  
Jameson Broadcast — *Jameson Broadcast*

**Spirit Of Christmas** 1981  
Seasonal  
00:00:30 ALL 001200  
72 pgms Mono  
7" reel, 7 1/2 ips  
This outstanding Christmas feature recreates the warm scenes of Christmas past and present. Each of the 72 shows tells a story about the true spirit of Christmas.  
12-64 — ENT  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Sports Shorts** 1982  
Sports  
00:01:00 A, R 014450  
5x weekly Stereo  
Satellite Transmission  
*Host: Steve McPartlin*  
An irreverent and slightly off-the-wall look at the sports news of the day.  
18-34 — SPO  
Promos  
BARTER.  
ABC Rock Radio Network — *ABC Rock Radio Network*

**Sports Special** 1982  
Sports  
00:00:60 N, NT, T 011200  
130 pgms Mono  
7" reel, 7 1/2 ips  
Strong drive time feature with wide listener and advertiser appeal. Sports vignettes of yesteryear compiled by Milt Shapiro. Also available in a 30-second format on a 12" LP.  
18+ — TAL  
Promos  
CASH.  
Purcell Productions — *Purcell Productions*

**Spotlight** 1982  
Interview-Talk-Personality  
00:00:60 N, NT, T 005910  
5x weekly Mono  
Cassette  
A five-part weekly celebrity interview that presents a series of revealing conversations with those in the national spotlight. Among those interviewed: Mel Blanc, Art Buchwald, Goldie Hawn, and many more.  
18+ — ENT  
CASH/BARTER; 13 weeks.  
Richard Warner — *Meredith Syndication Service*

**Stories Of Black Americans** 1981  
Minority  
00:00:60 N, NT, T 001090  
5x weekly Mono  
7" reel, 7 1/2 ips  
Exciting and dramatic stories about Black Americans, pioneers, patriots, statesmen, artists, athletes and writers such as Harriet Tubman, Althea Gibson, Louis Armstrong, Jesse Owens, and many more.  
12+ — TAL  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Stories Of Christmas** 1981  
Seasonal  
00:00:60 ALL 001180  
72 pgms Mono  
7" reel, 7 1/2 ips  
Everyone loves the stories, legends, and lore about Christmas. Here are some of the best packaged into 72 shows. There are warm stories of Christmas past and Christmas present.  
12-64 — ENT  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*

**Teasers!** 1982  
Quiz  
00:00:30 ALL 006910  
daily Mono  
Script  
A 30-second question and answer featurette on all subjects from history to sports.  
12+ — ENT  
CASH; 13 week minimum.  
Century Features — *Century Features*

**Teen Soaps!, The** 1982  
Soap Opera  
00:00:60 ALL 007380  
daily Stereo  
12" LP, 33 1/3 rpm  
A daily 60-second feature about soap opera stars 19-and-under. Gossip, backstage reports, and interviews.  
18+ — ENT  
CASH/BARTER.  
International Syndications — *International Syndications*

## Features

## Features

**Thanksgiving Highlights**

1982

Seasonal  
00:01:00 ALL 022590  
10 pgms Mono

5" reel, 7 1/2 ips

Ten reports on various aspects of Thanksgiving, from its origin, presidential proclamations, to the story of Squanto. Scripts only may be purchased from in-station production.

12+ — ENT

Promos

CASH; rights for season only.

Corey Deitz — *Corey Deitz Creative Services***That American Woman**

1981

Women  
00:00:60 N, NT, T 001080  
5x weekly Mono

7" reel, 7 1/2 ips

Fascinating stories of outstanding American women. Comprised of 260 shows that capsule biographies of famous women. Included are such personalities as Gertrude Ederle, Dolly Madison, Fanny Farmer.

1981 *American Women in Radio and Television, Inc.*

12+ — TAL

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***This Is The Future**

1981

Science  
00:00:60 N, NT, T 001060  
5x weekly Mono

7" reel, 7 1/2 ips

An exciting glimpse into tomorrow's new and strange world. There are 260 shows that tell about life in the 21st century. Every show is based on current technology or the marvels of the future.

25-54 — TAL

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***Time Out For Successful Living**

1981

Magazine  
00:01:00 NT, T 020280  
5x weekly Mono

7" reel, 7 1/2 ips

Information, hints, and tips on the keys to living the successful life. Contains 260 programs.

12-54 — TAL

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***Time To Remember, A**

1982

General Interest  
00:00:60 ALL 002080  
5x weekly Mono

7" reel, 7 1/2 ips

A human interest program containing tidbits of Americana. Little known and unusual incidents that are a part of American history. Nostalgic and educational as well as entertaining. Optional ten second teasers per program.

12+ — TAL

Demos, Promos

CASH; 26, 52 weeks.

Gill Brian Productions — *Gill Brian Productions***To Your Health**

1982

Health  
00:01:00 AC, NT, T 021480  
5x weekly Mono

7" reel, 7 1/2 ips

Tips and hints on better health through better nutritional habits.

18+ — TAL

Promos

CASH.

Signal Productions — *Signal Productions (Worldwide)***# TV Tonite With Ron Hendren**

1981

Reviews  
00:00:60 ALL 025510  
daily Mono

12' LP, 33 1/3 rpm

Host: *Ron Hendren*

A concise one-minute daily feature spotlighting nightly prime time television. Listeners get a brief, but thorough, preview of one or two television programs airing that night, along with daily actualities from TV soundtracks. "TV Tonite" is the first on-the-air television commentary in the history of radio.

25+ — ENT

Advertising Aids, Demos, Promos

CASH; 13 week minimum.

Winterwood; Tom Rounds, Exec Prod; Ron Hendren,

Prod — *Watermark/ABC Radio Enterprises Worldwide:**Watermark/ABC Radio Enterprises***United We Stand**

1981

General Interest  
00:00:60 NT, T 001280  
65 pgms Mono

7" reel, 7 1/2 ips

Stories of events and people who contributed to America's greatness. A series of 65 shows with professional narration backed by custom selected music tracks.

12+ — ENT

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***# Video Game Report**

1983

General Interest  
00:01:00 ALL 016980  
daily Stereo

12' LP, 33 1/3 rpm

Host: *Mike Harrison*

A daily feature on the video games that are currently out and on the newly released games.

12+ — ENT

CASH/BARTER.

Goodphone Communications — *Goodphone Communications***What Is Christmas**

1981

Seasonal  
00:00:30 ALL 001190  
72 pgms Mono

7" reel, 7 1/2 ips

When was your favorite Christmas and when was it special? This question was asked of many people and their answers became this delightfully personal series of 72 shows.

12-64 — ENT

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***What Makes You Tick**

1981

Magazine  
00:00:60 N, NT, T 001030  
5x weekly Mono

7" reel, 7 1/2 ips

The way you dress, your handwriting, things you do with your hands are clues to what makes you tick as a person. What these clues mean is part of this intriguing series of 260 shows.

12-54 — TAL

CASH.

Creative Marketing & Communications — *Creative Marketing & Communications***What's In A Name**

1982

General Interest  
00:01:00 ALL 005500  
5x weekly Mono

7" reel, 7 1/2 ips

Host: *Ray Christensen*

A one minute segment that explores the roots and genesis of people's names, the name of places and goes into the ethnic and geographic background as well.

18+ — TAL

CASH; 52 weeks; unlimited daily plays.

Synsat Communications — *Synsat Communications*

## Features

## Music Programming

**# Who Am I** 1987  
 Quiz  
 00:01:00 ALL 026390  
 65 pgms Mono  
 7" reel, 7 1/2 ips  
 This program features seemingly obvious clues to the identity of a person. However, the clues describe two people, which makes the guessing more difficult and interesting.  
 18+ — TAL  
 CASH.  
 Creative Marketing & Communications — *Creative Marketing & Communications*

**Words To The Penny Wise** 1982  
 Consumer Info  
 00:00:45 N, NT, T 001770  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
*Harriet Winston*  
 How to get it cheaper, stretch it further. Many ideas and tips on how to save a penny.  
 25+ — TAL  
 CASH/BARTER.  
 Syndicated Program Production/Gert Bunchez & Assoc — *Syndicated Program Production/Gert Bunchez & Assoc*

**You Can Do It Yourself** 1981  
 How-To-Instructional  
 00:00:60 NT, T 001040  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 Home repair for the amateur. There are 260 shows offering do-it-yourself help. An excellent program designed for use by any sponsor, particularly those who serve homeowners. Some programs are seasonal.  
 18-64 — TAL  
 CASH.  
 Creative Marketing & Communications — *Creative Marketing & Communications*

**Your Dollar-Stretcher** 1982  
 Consumer Info  
 00:01:00 N, NT, T 020290  
 130 pgms Mono  
 7" reel, 7 1/2 ips  
*Host: Jim Newman*  
 A practical guide to stretching your dollars and other consumer info.  
 18+ — TAL  
 Promos  
 CASH.  
 Purcell Productions — *Purcell Productions*

**Your Life And What To Do About It** 1981  
 General Interest  
 00:00:60 N, NT, T 001070  
 5x weekly Mono  
 7" reel, 7 1/2 ips  
 How to be successful. How to be healthier. How to solve many of life's important problems. Series contains 260 programs.  
 18+ — TAL  
 CASH.  
 Creative Marketing & Communications — *Creative Marketing & Communications*

**You're The Judge** 1981  
 Drama  
 00:00:90 AC, NT, T 000120  
 1x daily Mono  
 7" reel, 7 1/2 ips  
*Ralph Story*  
 Presents actual courtroom drama ranging from alimony to auto accidents, including property disputes and paternity suits. Listeners have a chance to guess the verdict.  
 18+ — ENT  
 Advertising Aids, Promos  
 CASH; 2 commercial availabilities; unlimited plays.  
 O'Connor Creative Services — *O'Connor Creative Services*

## Identifications

**# Big Band ID Package** 1982  
 Identifications  
 00:00:30 BB, MM 023540  
 daily Stereo  
 7" reel, 7 1/2 ips  
 A complete ID package with a Big Band theme using Glenn Miller, Duke Ellington, Woody Herman. Contains promos and psa beds.  
 18+ — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**# Enforcer ID Package** 1981  
 Identifications  
 00:00:10 ALL 023530  
 daily Stereo  
 7" reel, 7 1/2 ips  
 A complete ID package with slow and up tempo cuts, promos, and PSA beds.  
 18+ — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**# Oldies ID Package** 1982  
 Identifications  
 00:00:30 B, R, UC 023670  
 daily Stereo  
 7" reel, 7 1/2 ips  
 A complete ID package conceived for rock and R&B formats.  
 18+ — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**Soft Spot, My** 1982  
 Promotion Packages  
 00:00:30 BM 000550  
 1 pgm Stereo  
*Rascal*  
 Syndicated commercials starring a cute pup named "Rascal." Designed to create renewed interest in the beautiful music format, an alternative approach to promoting and available in three different 30-second television spots, each with a 10-second version.  
 25+ — COM  
 Promos  
 CASH.  
 TM Programming — *TM Programming (Worldwide)*

## Jingles

**Beautiful Music Format Enhancers** 1982  
 Inserts  
 00:00:25 BM, MM 011110  
 daily Mono, Stereo  
 7", 10 1/2" reels, 7 1/2 ips  
 A package of fully customized enhancers for the Beautiful Music station.  
 25+ — CON  
 Demos, Sales Aids  
 CASH.  
 KalaMusic — *KalaMusic (Worldwide)*

## Music Programming

**Musicrotes** 1981  
 Comedy  
 00:00:60 CL 012160  
 ?x weekly Mono  
 7" reel, 7 1/2 ips, Cassette  
*Scott Beach*  
 These musical anecdotes revolve around humorous events in the world of classical music.  
 25+ — MUS  
 CASH/BARTER.  
 Mighty Minute Programs — *Mighty Minute Programs*

Music Programming

**# 60-Second L.P.** 1982  
Reviews  
00:00:60 A, AC, R 025750  
1x daily Stereo  
12' LP, 33 1/3 rpm  
This daily program features reviews of newly released albums by Adult Contemporary and AOR artists.  
25+ — MUS  
BARTER.  
Jeff Craig — 60-Second L.P. Inc/Rex

News Service

**# Afternoon Business Report** 1983  
Business  
00:01:00 N, NT, T 025390  
daily Mono, Stereo  
Satellite Transmission  
This program focuses on business and financial breaking stories along with daily market action, with various NBC news correspondents. Part of the Newline series.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
NBC Radio Network — NBC Radio Network

**Business Reports** 1982  
Business  
00:00:60 AC, N, NT 012890  
7x daily —  
UPI Wire  
This series features the latest business news, from around the world.  
25-54 — NEW  
CASH.  
UPI — United Press International

**# Businessminute** 1983  
Business  
00:00:60 ALL 025230  
3x daily —  
AP Radio Wire  
Norm Van Anden, Steven P. Weinstein  
Brief roundups of the top business stories for midday, afternoon drive and early evening reports.  
25+ — NEW  
CASH.  
AP Radio Wire — AP Radio Wire

**Closing Commodity Reports** 1982  
Economy  
00:00:60 N, NT, T 012710  
5x weekly —  
UPI Wire  
These end of the day reports features news on the volume of commodities exchange.  
25-54 — NEW  
CASH.  
UPI — United Press International

**Commodity Focus** 1982  
Economy  
00:00:60 N, NT, T 012700  
5x weekly —  
UPI Wire  
Up-to-the minute reports on all the latest commerce news.  
25-54 — NEW  
CASH.  
UPI — United Press International

**Consumer Focus** 1982  
Consumer Info  
00:00:60 AC, NT, T 012800  
5x weekly —  
UPI Wire  
This series deals with informative news on consumer affairs.  
25-64 — TAL  
CASH.  
UPI — United Press International

**Diversions** 1982  
Entertainment  
00:02:00 ALL 008930  
5x weekly —  
AP Wire  
Covers the popular music scene, everything from jazz to disco, to rock, to country. One day a week, the script recaps developments in music, and looks back at the pop charts of years past. Another day's script spotlights the world of home entertainment, looks at VCR's and the video discs.  
18-49 — ENT  
CASH.  
AP Radio Wire — AP Radio Wire

**Earl Nightingale: 60 Seconds** 1977  
Public Affairs  
00:00:60 N, NT, T 001570  
1x daily Mono  
10" reel, 7 1/2 ips  
Earl Nightingale  
Through his daily radio commentaries, Earl Nightingale, renowned broadcaster, author, lecturer, writer and narrator, covers a wide spectrum of matter on life, the world and people.  
25+ — NEW  
Promos  
CASH; 26 and 52 weeks.  
Nightingale-Conant — Nightingale-Conant

**Farm Focus** 1982  
Farm  
00:00:60 N, NT, T 012690  
5x weekly —  
UPI Wire  
From grain sales to livestock markets these timely agricultural reports inform farmers of the latest news in the farming industry.  
25-54 — FAR  
CASH.  
UPI — United Press International

**# Feedback** 1983  
Science  
00:01:00 N, NT, T 025410  
daily Mono, Stereo  
Satellite Transmission  
Alan Walden  
This series reports on the latest breakthroughs in high technology and in scientific development. Part of the Newline series.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
NBC Radio Network — NBC Radio Network

**# Good News** 1983  
News  
00:01:00 N, NT, T 025650  
daily Mono, Stereo  
Satellite Transmission  
Ann Taylor  
This series reports all the upbeat news that's remarkable and heartwarming. Part of Newline series.  
25+ — NEW  
Advertising Aids, Promos  
BARTER.  
NBC Radio Network — NBC Radio Network

**Hollywood Focus** 1982  
General Interest  
00:00:60 AC, NT, T 012810  
5x weekly —  
UPI Wire  
These features provide interesting data on the Hollywood scene.  
18-54 — TAL  
CASH.  
UPI — United Press International

## News Service

## News Service

**In Brief**

1974

Public Affairs

00:00:60

ALL

007500

7x weekly

Stereo

12" LP, 33 1/3 rpm

Hosts: *Pegge Goertzen, Mark Bragg*

Sixty-second features that are issue-oriented designed to air as public affairs programming. Programs come from "In Depth Magazine," (an hour weekly format) taking only its most interesting moments to make its contents.

18+ — TAL

CASH/BARTER; 90 day cancellation notice.

Mark Bragg — *The Broadcast Group***# International Business Reports**

1983

Business

00:01:00

N, NT, T

025290

2x daily

UPI Wire

Anchor: *Roger Gittines*

This program, anchored from London by Roger Gittines, covers topics such as gold prices, the state of the dollar overseas and European reaction to developments in Washington.

25+ — NEW

CASH.

United Press International — *United Press International***John Coleman Weather**

1981

Weather

00:01:00

ALL

013940

2x daily

Mono

Satellite Transmission

Host: *John Coleman*

A daily look at the national weather map with the genial John Coleman from his weather center in Chicago. Available through Entertainment, Contemporary and Information Networks.

18+ — NEW

BARTER.

ABC News — *ABC Radio Networks***# Joyce Brothers Report**

1983

General Interest

00:00:60

N, NT, T

025660

daily

Mono, Stereo

Satellite Transmission

Host: *Joyce Brothers*

A series of reports on lifestyles, social change and personal development. Part of Newline series.

25+ — NEW

Advertising Aids, Promos

BARTER.

NBC Radio Network — *NBC Radio Network***# Morning Business Report**

1983

Business

00:01:00

N, NT, T

025380

daily

Mono, Stereo

Satellite Transmission

This program focuses on business and financial breaking stories along with daily market action, with various NBC news correspondents. Part of the Newline series.

25+ — NEW

Advertising Aids, Promos

BARTER.

NBC Radio Network — *NBC Radio Network***Morning Businesswatch**

1982

Business

00:00:60

ALL

008920

5x weekly

AP Wire

The day's opening script for the AP wire. It sets up the business day and reviews the past day's activities.

25+ — NEW

CASH; 1 commercial availability.

AP Radio Wire — *AP Radio Wire***People**

1982

General Interest

00:00:60

AC, NT, T

012830

5x weekly

UPI Wire

Daily tidbits on people in the news.

18-54 — TAL

CASH.

UPI — *United Press International***# Porter Exchange, The**

1983

Business

00:01:00

N, NT, T

025620

daily

Mono, Stereo

Satellite Transmission

Host: *Steve Porter*

This program adds another dimension to breaking business and financial stories affecting the pocketbook including agriculture and commodity market trends. Part of Newline series.

25+ — NEW

Advertising Aids, Promos

BARTER.

NBC Radio Network — *NBC Radio Network***Recaps**

1982

News

00:00:60

N, NT, T

012770

1x monthly

UPI Wire

Four or five summaries of the most important news events of the month is offered in this series. (Each summary has one commercial availability.)

25-54 — TAL

CASH.

UPI — *United Press International***Science And Man**

1982

General Interest

00:00:60

AC, NT, T

012820

5x weekly

UPI Wire

Daily inserts on the interconnection between man and science.

25-54 — TAL

CASH.

UPI — *United Press International***Sports In Brief**

1982

Sports

00:00:60

AC, N, S

012880

1x daily

UPI Wire

These news briefs update the latest happenings in sports.

18-64 — SPO

CASH.

UPI — *United Press International***# Sports Shorts**

1983

Sports

00:01:00

ALL

024980

daily

Stereo

Satellite Transmission

Host: *Steve McPartlin*

Steve McPartlin offers a witty, out-of-the-ordinary slant on the sports news of the day.

12+ — SPO

Promos

BARTER.

ABC Rock Radio Network — *ABC Rock Radio Network***Syracuse University Radio News Service**

1982

Hard News

00:01:00

ALL

020990

daily

Mono

Telephone Transmission

Around the clock news service including hard news stories and specialist reports running from :30 to :90. Available by calling (315) 423-3008.

18+ — NEW

CASH/FREE.

Syracuse University Radio — *Syracuse University Radio*

## News Service

**Today In Washington** 1982  
 News  
 00:00:60 N, NT, T 012740  
 6x weekly  
 UPI Wire  
 These daily inserts, covers Washington happenings with voice reports and interviews with the newsmakers.  
 25-54 — TAL  
 CASH.  
 UPI — *United Press International*

**Week Ahead In Washington** 1982  
 News  
 00:00:60 N, NT, T 012750  
 1x weekly  
 UPI Wire  
 This show focuses on upcoming events in Washington, D.C.  
 25-54 — TAL  
 CASH.  
 UPI — *United Press International*

**Yesterday's Stocks** 1982  
 Business  
 00:00:60 AC, N, NT 012900  
 6x weekly  
 UPI Wire  
 These updates focus on yesterday's stocks.  
 25-64 — NEW  
 CASH.  
 UPI — *United Press International*

**# Your Money Minute** 1982  
 Consumer Info  
 00:01:00 N, NT 023270  
 5x weekly  
 Satellite Transmission; Telephone Transmission  
 Host: *Marshall Loeb*  
 Each broadcast stresses a point listeners can act on immediately to make or save money.  
 25+ — NEW  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radio News — *CBS Radio Network*

## Public Service Announcements

**Ask The API** 1982  
 Economy  
 00:00:60 N, NT, T 003350  
 1x weekly  
 Telephone Transmission  
 Each week's program deals with a subject both timely and of considerable interest, as related to energy. API will answer any question called in.  
 25-54 — TAL  
 FREE.  
 American Petroleum Institute — *American Petroleum Institute*

**# Aware PSA's** 1980  
 Public Service  
 00:01:00 ALL 023930  
 2x yearly  
 7" Disc, 33 1/3 rpm  
 A series, newly released every six months of :30 and :60 spots dealing with personal problems.  
 18+ — CON  
 FREE.  
 Voice Of Prophecy — *Voice Of Prophecy*

**# Black Radio Spots PSA's** 1980  
 Public Service  
 00:00:30 B, UC 023940  
 4 pgms  
 5' reel, 7 1/2 ips  
 Announcements with or without denominational tags on themes of social values, the black family, and its relationship to God.  
 18+ — CON  
 FREE.  
 National Council Of The Churches — *National Council Of The Churches*

## Public Service Announcements

**# Brite Spots** 1980  
 Public Service  
 00:00:30 ALL 023950  
 40 pgms  
 Mono  
 12" LP, 33 1/3 rpm  
 Announcements dramatizing common human needs such as acceptance, love, and creativity.  
 18+ — CON  
 FREE.  
 Sunspot Productions — *Sunspot Productions*

**Call The Witness** 1980  
 Public Affairs  
 00:00:60 NT, T 002820  
 5x weekly  
 Mono  
 Script  
 Court witness describes real-life legal problems. Lawyers provide reasonable arguments for their clients after which the judge hands down a real court ruling. One voice. Six months of scripts furnished.  
 18-54 — TAL  
 Promos  
 BARTER; 2 commercial availabilities.  
 Michel Lipman — *Media Features Of America (Worldwide)*

**Caveman, The** 1977  
 Health  
 00:01:00 ALL 020740  
 4 pgms  
 Mono  
 5' reel, 7 1/2 ips  
 The caveman, a humorous character, is used to illustrate the origin, complexity, and meaning of pain in the body. Available in :30 length.  
 12+ — COM  
 FREE.  
 Irwin Davis — *American Chiropractic Association*

**# Christian Unity Spots** 1980  
 Public Service  
 00:00:30 RE 023960  
 6 pgms  
 Mono  
 5' reel, 7 1/2 ips  
 PSA's supporting all year the theme of the week of Prayer for Christian Unity.  
 18+ — CON  
 FREE.  
 Graymoor Ecumenical Institute — *Graymoor Ecumenical Institute*

**Christopher One Minute Thoughts For Each Day** 1952  
 Public Service  
 00:00:60 RE 003400  
 daily  
 Mono  
 12" LP, 33 1/3 rpm  
 Host: *Father John Catoir*  
 Daily bright spots reaching out to your audience with practical and light hearted guides for day to day living. Each record contains 30 messages.  
 25+ — REL  
 FREE.  
 The Christophers — *The Christophers*

**# Dar La Mano Spanish Spots** 1980  
 Public Service  
 00:00:60 SP, RE 023970  
 5 pgms  
 Mono  
 5' reel, 7 1/2 ips  
 PSA's around the theme that the churches care and can help you find a way out of despair.  
 18+ — CON  
 FREE.  
 United Methodist Church — *National Council Of The Churches*

**Energy Line** 1982  
 Consumer Info  
 00:00:60 N, NT, T 003310  
 daily  
 Mono  
 7" reel, 7 1/2 ips  
 A daily series of reports telling listeners about the most innovative and exciting breakthroughs in energy production and conservation.  
 25-54 — TAL  
 FREE; minimum 13 weeks.  
 Broadcast Alternatives — *Broadcast Alternatives*

## Public Service Announcements

## Public Service Announcements

- Energy Saving Ideas** 1981  
Consumer Info  
00:00:30 N, NT, T 001110  
65 pgms Mono  
7" reel, 7 1/2 ips  
A feature that presents homeowners with energy saving tips.  
25-65 — TAL  
CASH.  
Creative Marketing & Communications — *Creative Marketing & Communications*
- Eterna Luz** 1981  
Public Service  
00:00:30 AC, RE 012280  
5x monthly Stereo  
5" reel, 7 1/2" ips  
These Spanish language PSA's are designed to share hope with people who have problems.  
25+ — COM  
FREE.  
SONlight — *SONlight*
- # Food For Thought** 1980  
Public Service  
00:00:30 ALL 023980  
daily Mono  
5" reel, 7 1/2 ips  
These PSA's cleverly explore the differing perceptions of hunger in the world today.  
18+ — CON  
FREE.  
Church World Service — *Church World Service*
- # Freberg Asks "Ecumenical?"** 1980  
Public Service  
00:01:00 RE 023990  
3 pgms Mono  
7" Disc, 33 1/3 rpm  
Three PSA's—two :60 and one :30—exploring the ambiguous preconceptions of "ecumenical."  
18+ — CON  
FREE.  
National Council Of The Churches — *National Council Of The Churches*
- Freedom Road** 1982  
Health  
00:00:30 ALL 011860  
4x yearly Stereo  
10 1/2" reel, 7 1/2 ips  
Former addicts speaking about their drug habits, whether it's alcohol, tobacco, or related drugs.  
18+ — TAL  
FREE.  
Sherrie Thomas — *Narcotics Education*
- # Glorshon Wars** 1980  
Public Service  
00:01:00 RE 024000  
30 pgms Mono  
12" LP, 33 1/3 rpm  
PSA's exploring the resolution of specific valve-conflict situations in an outerspace setting.  
18+ — CON  
FREE.  
Sunspot Productions — *Sunspot Productions*
- Healthwatch** 1982  
Health  
00:00:30 ALL 011850  
4x yearly Stereo  
10 1/2" reel, 7 1/2 ips  
Tips on maintaining good health plus educational material on how the body works.  
18+ — TAL  
FREE.  
Sherrie Thomas — *Narcotics Education*
- # Minute Messages** 1977  
Religious  
00:00:50 RE 015830  
weekly Mono  
7" reel, 15 ips  
Provocative commentaries on current issues.  
18+ — REL  
English, Spanish  
FREE.  
Bob Larson — *Bob Larson Ministries*
- # Mission News** 1983  
Religious  
00:01:00 N, NT, RE 016880  
daily Mono  
7" reel, 7 1/2 ips  
One-minute public service programs.  
12+ — REL  
FREE.  
AMG International — *AMG International*
- Peer Group** 1981  
Health  
00:00:30 ALL 005260  
1 pgm Stereo  
4" reel, 7 1/2 ips  
Research reveals that most teens are mistaken in thinking that the majority of their contemporaries do smoke. This PSA gives teens the added support they may need to say "no." Arranged by Bob Walters of Sound Arts.  
12+ — COM  
FREE.  
Clinton E. Frank — *U.S. Public Health Service*
- Planned Parenthood: It Makes Sense** 1981  
Public Service  
00:00:30 ALL 022690  
10 pgms Mono  
5" reel, 7 1/2 ips  
A series of generic PSA's of :10 and :30 lengths highlighting Planned Parenthood's primary role as a provider of reproductive health care services.  
18+ — CON  
FREE.  
Professional Media Services Inc — *Planned Parenthood Federation Of America*
- # Questions Of Value** 1980  
Public Service  
00:01:00 RE, ALL 024010  
4 pgms Mono  
10" Disc, 33 1/3 rpm  
Four vignettes (three :60 and one :30) that challenge what we are, what we do, and why.  
18+ — CON  
FREE.  
Lutheran Church In America — *Lutheran Church In America*
- Rear View, The** 1977  
Health  
00:01:00 ALL 020800  
5 pgms Mono  
5" reel, 7 1/2 ips  
Host: *Allen Funt*  
Allen Funt takes a candid look at weight problems and their far-reaching effects on health. Available in :30 lengths.  
12+ — COM  
FREE.  
Irwin Davis — *American Chiropractic Association*
- # Religion In American Life** 1980  
Public Service  
00:01:00 RE, ALL 024020  
7 pgms Mono  
7" Disc, 33 1/3 rpm  
PSA's on the 1979-80 theme: "Children Watch What You Do...So, Watch What You Do!"  
18+ — CON  
FREE.  
Religion In American Life — *Religion In American Life*

## Public Service Announcements

## Public Service Announcements

- SONlight** 1981  
Public Service  
00:00:50 AC, RE 012270  
5x monthly Stereo  
5" reel, 7 1/2 ips  
PSA's are designed to share hope with people who have problems.  
25+ — COM  
FREE.  
SONlight — *SONlight*
- Sports Can Make a Monkey Out of You** 1977  
Health  
00:01:00 ALL 020830  
6 pgms Mono  
5" reel, 7 1/2 ips  
A funny yet enlightening view of weekend athletes and the common injuries. Available in :30 spots.  
12+ — COM  
FREE.  
Irwin Davis — *American Chiropractic Association*
- # Sports Celebrities Speak** 1983  
Health  
00:01:00 ALL 025890  
4 pgms Mono  
7" reel, 7 1/2 ips  
This program features comments on health and safety from sports celebrities including Barbara Thorberg, Hale Irwin and others. Also available, 4-30 second spots.  
12+ — COM  
FREE.  
American Chiropractic Association — *American Chiropractic Association*
- Straighten Up And Enjoy Life** 1977  
Health  
00:01:00 ALL 020790  
6 pgms Mono  
5" reel, 7 1/2 ips  
A humorous way to inform listeners on the importance of posture and its effects on the spinal cord. Available in :30 lengths.  
12+ — COM  
FREE.  
Irwin Davis — *American Chiropractic Association*
- Supermachine, The** 1977  
Health  
00:01:00 ALL 020810  
4 pgms Mono  
5" reel, 7 1/2 ips  
A colorful examination of the human body and better health care tips. Available in :30 second spots.  
12+ — COM  
FREE.  
Irwin Davis — *American Chiropractic Association*
- Think About It—Part I** 1978  
Religious  
00:00:60 ALL 007590  
5x weekly Mono  
12" LP, 33 1/3 rpm  
Host: *Earle Fike*  
A program with special appeal for everyday people who enjoy reflection but seldom take the time to do so. Presented in an informal one-to-one style, takes experiences and illustrations from everyday life and weaves them with biblical truth and common sense. Contains 26 spots.  
18-49 — COM  
FREE.  
Church Of The Brethren — *Brethren Broadcast Ministries*
- Think About It—Part II** 1978  
Religious  
00:00:60 ALL 007600  
5x weekly Mono  
12" LP, 33 1/3 rpm  
Host: *Earl Fike*  
A series of 26 spots that relate the message of the Gospel to everyday life. Presented in an informal one-to-one style, takes experiences and profound truths and seasons with a chuckle. Contains 26 spots.  
18-49 — COM  
FREE.  
Church Of The Brethren — *Brethren Broadcast Ministries*
- Think About It—Part III** 1978  
Religious  
00:00:60 ALL 007610  
5x weekly Mono  
12" LP, 33 1/3 rpm  
Host: *Jean Fike*  
Contains 26 warmly humorous anecdotes and insights on what makes people tick.  
18-49 — COM  
FREE.  
Church Of The Brethren — *Brethren Broadcast Ministries*
- Those Who Care** 1977  
Health  
00:01:00 ALL 020840  
6 pgms Mono  
5" reel, 7 1/2 ips  
Concentrates on undetected health problems in children and how they affect learning ability. Available in :30 spots.  
12+ — COM  
FREE.  
Irwin Davis — *American Chiropractic Association*
- Time For A Change** 1981  
General Interest  
00:00:60 ALL 007580  
daily Mono  
7" disc, 33 1/3 rpm  
A series of public service spots suggesting valid life-style alternatives that motivate people to go a step beyond—to change the way they live. Designed to motivate the listener, not dated, and available for ROS or at scheduled times.  
18+ — COM  
FREE.  
General Conference Mennonite Church, Church of the Brethren — *Brethren Broadcast Ministries*
- Your Catholic Neighbor** 1982  
Public Service  
00:00:30 AC, RE 021680  
60 pgms Mono  
5" reel, 7 1/2 ips  
Ten spots are released every two months, each carrying an inspirational thought.  
1981 *Gabriel Certificate Of Merit.*  
18+ — COM  
FREE.  
Rev Jim Poole S J — *KNOM Radio*

## Automated Formats

## Custom Packages

**SERVICES RADIO PROGRAMS/SERVICES**

In this section of THE RADIO PROGRAMS SOURCE BOOK all programming/services of Services Length (Not Timed) are fully reported as being Network, Syndication, Export, Barter, or Free. They are classified alphabetically by Main Category: Automated Formats, Custom Packages, Features, Identifications, Jingles, Live Events, Music Programming, News Services or Public Service Announcements.

**Automated Formats**

**# Master Service, The** 1982  
Production Libraries  
00:00:00 R 026500  
1 pgm Stereo  
10' reel, 7 1/2, 15 ips  
High quality audio taped music source service for major market stations.  
18+ — MUS  
CASH.  
Far West Communications — *Far West Communications*

**Custom Packages**

**# A Plus** 1982  
Production Libraries  
00:00:00 AC 023250  
daily Stereo  
10 1/2" reel, 7 1/2 ips  
An AC production library augmented by continuing research, consultation, and positioning make up this package.  
25-54 — COM  
Promos, Sales Aids  
CASH.  
Bob Harper — *Noble Broadcast Consultants*

**ABC Radio Marketing Services** 1982  
Promotion Packages  
00:00:00 BM, C 014040  
daily Mono, Stereo

**Shields and Yarnell**

This unit produces and markets low cost ad campaigns for use by local radio stations. "Unwind I & II," packaged for beautiful music stations; and "Reach for Country I & II," packaged for country stations, use TV spots, billboard, newspaper and transit art work, media planning and station consultation.

18+ — COM  
CASH.  
ABC Radio Marketing Services — *ABC Radio Enterprises*

**Adult Contemporary** 19??  
Production Libraries  
00:00:00 AC 015510  
daily Stereo  
7" reel, 7 ips

This custom package contains client advertising and station promotion includes: image productions, instrumentals, production and "sell" music. Supplemented on a monthly basis dictated by feedback of subscribing stations.

25-44 — CON  
CASH.  
First Choice — *First Choice*

**Adult Contemporary Playlist**

1982

Playlists  
00:00:00 AC 000870  
daily Mono, Stereo

"The Music Director" Adult Contemporary Playlist will provide invaluable programming services, including recommendations on new 45 and LP releases, tempo and intro time, rotation suggestions, do's & don't's and a section devoted to programming oldies.

25-54 — MUS

CASH.

The Music Director — *The Music Director Programming Service*

**Adult-Contemporary Music Supply Service**

1982

Music-Adult Contemporary  
00:00:00 AC 000860  
daily Mono, Stereo  
7" reel, 7 1/2 ips

A comprehensive service supplying you with one 1800' reel of new AC singles each week, plus our AC Playlist. The service is designed for secondary market stations with poor record service.

18-54 — MUS

CASH.

The Music Director — *The Music Director Programming Service*

**# Air-Aids**

1983

Production Libraries  
00:00:00 ALL 016740  
daily Stereo  
7' reel, 7 1/2 ips

Computerized electronic music beds; each volume is slated and catalogued for easy reference. Each tape runs about 20 minutes, contains promos, PSA's, news sounders, and custom voice overs.

12+ — CON

Demos

CASH; unlimited use.

Karma 4 — *Karma 4*

**Air Works**

1982

Production Libraries  
00:00:00 AC 000520  
1 pgm Mono, Stereo

10 1/2" reel, 7 1/2 ips

Suitable for Top 40, Adult Contemporary. Length varies from 4 to 28 seconds. ID cuts, transitions, promo pads and news intro.

25+ — CON

Advertising Aids, Promos, Sales Aids

CASH; number of plays negotiable.

TM Productions — *TM Productions (Worldwide)*

**Answer, The**

1982

Production Libraries  
00:00:00 ALL 010170  
daily Mono, Stereo

12" LP, 33 1/3 rpm

Commercial concepts, which can be customized, production music, all possible styles and moods, production effects, stingers, sounders, and sound sequences.

1980, 1981, *Clio finalist.*

18+ — COM

Demos, Promos

CASH.

JAM Creative Productions — *JAM Creative Productions (Worldwide)*

## Custom Packages

## Custom Packages

**# Audio Press Kit, The** 1983  
 Promotion Packages  
 00:00:00 ALL 016540  
 1 pgm —  
 —  
 A new concept in radio, "The Audio Press Kit" that promotes new major motion pictures with fully produced featurettes with the film's major stars, exclusive open-ended interviews with film's major stars, audio clips from the movie; general station ID's (and where possible, personalized ID's) from one of the film's major stars.  
 12+ — ENT  
 FREE; carries no commercials.  
 Riches Rubinstein & Radio — *Riches, Rubinstein & Radio*

**Basic Gold Oldies Library** 1982  
 Production Libraries  
 00:00:00 O 000830  
 daily Mono, Stereo  
 7" reel, 7 1/2 ips  
 A basic library of the top records from the past 21 years, contained on 72 reels. Library can be purchased in entirety in smaller packages. Also available in 2-track stereo.  
 25-54 — MUS  
 CASH.  
 The Music Director — *The Music Director Programming Service*

**Best Of Everything** 1982  
 Promotion Packages  
 00:00:00 ALL 005190  
 1 pgm Mono, Stereo  
 7" reel, 7 ips  
 This library consists of the best of three libraries: Country Punch, Money Machine, and Music Explo. Available for single station markets. Features advertiser campaigns, seasonal jingles, music beds, and production emphasizers. Each station selects what their monthly shipment will be.  
 18+ — CON  
 CASH.  
 American Image Productions — *American Image Productions*

**# Black History Challenge** 1982  
 Promotion Packages  
 00:00:00 UC 024070  
 daily —  
 Game Cards  
 A "scratch and win" sales promotion game, geared for Black History Month. Includes custom game cards with station logo, sales plans, on-air promos, and complete consultation.  
 18+ — COM  
 CASH.  
 FairWest — *FairWest*

**# Budweiser Showdown** 1982  
 Music-Black/Soul  
 00:00:00 B, UC 026520  
 14 pgms Stereo  
 7" LP, 45 rpm  
 Multi-part contest in search of local urban black talent.  
 18-24 — MUS  
 Advertising Aids  
 BARTER.  
 Starstream Communications Group — *Starstream Communications Group*

**Cat, The** 1981  
 Production Libraries  
 00:00:00 ALL 022410  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 A unique blend of imaginative and creative sounds. A complete library with sales thematic. Custom audio trax, 60 and 30 seconds in length; work parts and sound effects. Updated monthly.  
 18+ — MUS  
 Advertising Aids, Demos, Promos  
 CASH; market exclusivity.  
 William B Tanner Company — *William B Tanner Company*

**Chappell Library Music** 1982  
 Production Libraries  
 00:00:00 ALL 011830  
 daily Stereo  
 7" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
 This library offers a wide spectrum of music ranging from period pieces to contemporary rhythms. The Chappell library has music from foreign countries, orchestration for historical periods, etc.  
 18+ — MUS  
 Demos, Promos  
 CASH.  
 Chappell — *Musiques*

**# Christmas Albums** 1983  
 Promotion Packages  
 00:00:00 ALL 026360  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 This program features holiday songs and medleys, as well as instrumental and choral arrangements. Offers customized versions.  
 12+ — MUS  
 Promos.  
 CASH.  
 FairWest Studios — *FairWest*

**Christmas Production Library** 1980  
 Production Libraries  
 00:00:00 AC 013010  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Four LP record sets are offered on a one-year lease or on a purchase basis, depending on market size for cost.  
 18-34+ — MUS  
 CASH.  
 Airforce Broadcast Svcs — *Airforce Broadcast Services*  
 CANADA/AUSTRALIA: *Airforce Broadcast Svcs*

**Class Of Country, A** 1982  
 Promotion Packages  
 00:00:00 C 006680  
 1 pgm Mono, Stereo  
 12" LP, 33 1/3 rpm  
*Henson Cargill, Johnny Carver, Sammi Smith, Roy Drusky, David Houston, Del Reeves, Jeanie Seely*  
 Original hit songs newly recorded by the original artists and their bands. Albums designed in a colorful jacket imprinted with station's call letters and dial position.  
 25+ — MUS  
 CASH.  
 Sound Investments — *Sound Investments*

**# Comic Relief** 1981  
 Comedy  
 00:00:00 ALL 023440  
 2x monthly —  
 Script  
 Service of one-liners for on-air talent.  
 18+ — ENT  
 CASH.  
 Gary Thison — *Whilde Creative Services*

**Commercials** 1982  
 Promotion Packages  
 00:00:00 ALL 006770  
 1 pgm Mono, Stereo  
 ?  
 Customized commercials.  
 12+ — COM  
 CASH.  
 Otis Conner Productions — *Otis Conner Productions*

**# Complete Country Music Libraries** 1983  
 Production Libraries  
 00:00:00 C 025780  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Complete music library featuring the best in country music.  
 18-44 — CON  
 CASH.  
 Country Consultants — *Country Consultants*

## Custom Packages

## Custom Packages

<b>Contemporary Playlist</b>		1982	<b>Custom ID Packages</b>		1982
Playlists			Identifications		
00:00:00	AC	010730	00:00:00	ALL	006760
weekly	—		1 pgm	Mono, Stereo	
Playlist			? reel, ? ips		
A carefully researched music playlist for live operations. All records on the list are supplied. Concise programming and format instructions.			Customized ID's to meet your station's needs. Several record length songs are produced and tested to assure the songs communicate with your listeners.		
12+ — MUS			18+ — CON		
CASH.			CASH.		
Warren Van Pelt Association — <i>Warren Van Pelt Association</i>			Otis Conner Productions — <i>Otis Conner Productions</i>		
<b># Country Gold Oldies Library</b>		1982	<b># Custom Jingles</b>		1983
Music-Country			Jingles		
00:00:00	C	015960	00:00:00	ALL	016560
daily	Mono, Stereo		daily	Mono, Stereo	
7' reel, 7 1/2 ips			? reel, ? ips		
A library contains 725 cuts currently, with more updates coming. The library spans the years 1950 through 1981, based on the Top 1000 Country Hits of All-Time.			Custom image research and development with identify signatures.		
25+ — MUS			12+ — COM		
CASH.			CASH.		
The Music Director Programming Service — <i>The Music Director Programming Service</i>			Heller Corp Syndication Div — <i>Heller Corp Syndication Div</i>		
<b>Country Music Bingo</b>		1982	<b>Custom Programming</b>		1982
Audience Participation			Music-Gospel		
00:00:00	C	006090	00:00:00	RE	006110
daily	—		daily	Stereo	
Bingo Cards			7", 10" reels, 7 1/2 ips		
Each music bingo game comes complete with master sheets, winners forms and instructions. Country version comes with 3,000+ different cards, each printed on 6 different colors of stock. It's bingo played with the music. Available in a contemporary music version.			Producers of special programming for radio. Reel-to-reel tape duplication and distribution.		
18-44 — COM			18-54 — MUS		
Sales Aids			CASH.		
CASH; 1 play per market; 6 month distribution rights.			Heil Enterprises — <i>Heil Enterprises</i>		
Country Consultants — <i>Country Consultants</i>			<b>Dial-Log</b>		1982
<b>Country Playlist</b>		1982	Entertainment		
Playlists			00:00:00	ALL	022640
00:00:00	C	010740	monthly	—	
weekly	—		Script		
Playlist			A professional publication serving on-air talent and stations across the U.S. and Canada with issues of humor, interview leads, conversation starters, calendars, and more.		
A carefully researched music playlist for live operations. Concise programming and format instructions.			18+ — ENT		
12+ — MUS			CASH.		
CASH.			Corey Deitz, Mike Morin — <i>Corey Deitz Creative Services</i>		
Warren Van Pelt Association — <i>Warren Van Pelt Association</i>			<b>Director, The</b>		1981
<b>Country Punch</b>		1982	Production Libraries		
Production Libraries			00:00:00	ALL	022370
00:00:00	C	005170	1 pgm	Stereo	
1 pgm	Mono, Stereo		12" LP, 33 1/3 rpm		
? reel, ? ips			Sixty and thirty music trax, work parts, sound effects and extended trax (average 3 mins) with edits. Updated monthly.		
This library is contemporary Nashville country. It is also a buy-out library which features hundreds of music beds and advertiser image campaigns that can be customized by local clients.			18+ — MUS		
18+ — CON			Advertising Aids, Demos, Promos		
CASH.			CASH.		
American Image Productions — <i>American Image Productions</i>			William B Tanner Company — <i>William B Tanner Company</i>		
<b># Creative Department, The</b>		1981	<b>Folkways Music And Sound Library</b>		1981
Promotion Packages			Music Sound Effects Libraries		
00:00:00	ALL	023030	00:00:00	ALL	009870
daily	Stereo		1 pgm	Mono, Stereo	
12' LP, 33 1/3 rpm; 10' reel, 7 1/2 ips			12" LP, 33 1/3 rpm, 7" reel, 7 1/2 ips		
A collection of the cream of the crop award-winning radio campaigns.			Contains five different sound libraries: 1.Ethnic and National Music from Around the World, 2."Location" Music, 3.Extensive Americana Collection, 4.Current Releases, and 5.Children's Music		
18+ — COM			18+ — CON		
Demos			CASH.		
CASH; market exclusivity.			? — <i>Musicues</i>		
FirstCom Broadcast Services — <i>FirstCom Broadcast Services</i>			<b>Football Fortune</b>		1982
<b>Country Music Bingo</b>		1982	Promotion Packages		
Audience Participation			00:00:00	ALL	022910
00:00:00	C	006090	1 pgm	—	
daily	—		Script		
Bingo Cards			Customized game-card promotion featuring call-letters of station and local college or pro team. Cash prizes.		
Each music bingo game comes complete with master sheets, winners forms and instructions. Country version comes with 3,000+ different cards, each printed on 6 different colors of stock. It's bingo played with the music. Available in a contemporary music version.			12+ — COM		
18-44 — COM			CASH; co-sponsored.		
Sales Aids			FairWest Studios — <i>FairWest (Worldwide)</i>		
CASH; 1 play per market; 6 month distribution rights.					
Country Consultants — <i>Country Consultants</i>					

## Custom Packages

## Custom Packages

<b>Formula</b>		1981	<b>It's My Party</b>		1982
Promotion Packages			Promotion Packages		
00:00:00	ALL	022570	00:00:00	MM, O	006670
1 pgm	Stereo		1 pgm	Mono, Stereo	
10" reel, 7 1/2 ips			12" LP, 33 1/3 rpm		
Custom promotion for contemporary stations, updated monthly. Includes sales promotion, contests, and station promos. Updated monthly.			<i>The Angels, Chiffons, Martha Reeves, Leslie Gore, Jan and Dean, Tommy Roe, Dovells, Kingsmen</i>		
18+ — COM			Original hit songs newly recorded by the original artists and their bands. Albums designed in a colorful jacket imprinted with station's call letters and dial position.		
Advertising Aids, Promos			25+ — MUS		
CASH; market exclusivity.			CASH.		
William B Tanner Company — <i>William B Tanner Company</i>			Sound Investments — <i>Sound Investments</i>		
<b>Gold Rush</b>		1982	<b>Key, The</b>		1981
Music-Oldies			Production Libraries		
00:00:00	O, R	022490	00:00:00	AC, MM	022420
monthly	Stereo		1 pgm	Stereo	
7" reel, 7 1/2 ips			10" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm		
A complete service with a continuing supply of history making hits, spanning the last fifteen years. Includes custom shotguns and monthly supplements beginning with the year 1955. Each reel contains ten selections. Fifty selections per month for duration or contract.			A sales and production library keyed for Adult MOR or easy listening stations. Commercial aids that blend with station's sound. Eight sections including sound effects. Updated monthly.		
18+ — MUS			18+ — MUS		
Advertising Aids, Promos, Sales Aids			Advertising Aids, Demos, Promos		
CASH; market exclusivity.			CASH; market exclusivity.		
William B Tanner Company — <i>William B Tanner Company</i>			William B Tanner Company — <i>William B Tanner Company</i>		
<b># Good Music Package, A</b>		1982	<b>Livin' The Music</b>		1982
Music-Adult Contemporary			Promotion Packages		
00:00:00	AC	015950	00:00:00	C	005230
daily	Mono, Stereo		1 pgm	Stereo	
7" reel, 7 1/2 ips			—		
A library of AC music complete with all your favorites.			Radio theme campaign with 25 ID's and a :30 and :10 TV commercial for Country format stations.		
25+ — MUS			18+ — CON		
CASH.			CASH.		
The Music Director Programming Service — <i>The Music Director Programming Service</i>			American Image Productions — <i>American Image Productions</i>		
<b>High Country</b>		19??	<b>Lone Star Comedy Service</b>		1982
Production Libraries			Comedy		
00:00:00	C	015500	00:00:00	ALL	020750
daily	Stereo		monthly	—	
? reel, ? ips			Script		
Contains client advertising and station promotion includes: image productions, instrumentals, production and "sell" music. Supplemented on a monthly basis dictated by feedback of subscribing stations.			A non-topical comedy newsletter geared to enhance or support on-air talent. Custom-tailored material also available. Free estimate with written inquiry.		
18-44 — CON			25+ — ENT		
CASH.			CASH; 6 or 12 month subscription.		
First Choice — <i>First Choice</i>			Lone Star — <i>Lone Star</i>		
<b># Hot 40</b>		1982	<b>Master Music Catalog: Section Four</b>		1982
Production Libraries			Promotion Packages		
00:00:00	A	023240	00:00:00	CL	006640
daily	Stereo		daily	Full Track Mono, 2 Track Stereo	
10 1/2" reel, 7 1/2 ips			12" LP, 33 1/3 rpm		
An AOR production library augmented by continuing research, computerized programming logs, and consultation make up this package.			<i>The London Symphony Orchestra</i>		
18-34 — COM			Classical recordings as performed by the London Symphony Orchestra. Selections include: The 9th Symphony, Coppelia, Spring Song, Die Fledermans, Nutcracker Suite, and Dance of the Sugar Plum Fairy. Pressed on disc from 24-track masters. Can be used as a promotional album customized to a station's needs.		
Promos, Sales Aids			25+ — MUS		
CASH.			CASH.		
Frank Felix — <i>Noble Broadcast Consultants</i>			The Good Sound Factory — <i>Sound Investments</i> EXPORT: <b>The Good Sound Factory</b>		
<b>Instant Replay Service</b>		1981			
Production Libraries					
00:00:00	ALL	022440			
1 pgm	Stereo				
12" LP, 33 1/3 rpm					
A sales and production service for today's contemporary radio station. Four sections devoted to sales and four to production and programming. Updated monthly.					
18+ — MUS					
Advertising Aids, Demos, Promos					
CASH; market exclusivity.					
William B Tanner Company — <i>William B Tanner Company</i>					

Custom Packages

Custom Packages

**Master Music Catalog: Section One** 1982  
 Promotion Packages  
 00:00:00 AC, MM, O 006610  
 daily Full Track  
 Mono, 2 Track  
 Stereo

12" LP, 33 1/3 rpm  
 Features original rock, rythm and blues, middle of the road songs, newly recorded by the original artists such as: Chubby Checker, The Coasters, The Drifters, Lesley Gore, and The Kingston Trio. All of the artists, and their original bands, were brought back into the studio for re-recordings of their original songs. Pressed on disc from 24-track masters, used primarily for station promo albums.

18+ — MUS  
 CASH.  
 The Good Sound Factory — *Sound Investments* EXPORT: The Good Sound Factory

**Master Music Catalog: Section Two** 1982  
 Promotion Packages  
 00:00:00 C 006620  
 daily Full Track  
 Mono, 2 Track  
 Stereo

12" LP, 33 1/3 rpm  
 Features original country songs, newly recorded by the original artists such as: Skeeter Davis, Del Reeves, Sammi Smith, and Jeannie C. Riley. All of the artists, and their original bands, were brought back into the studio for re-recordings of their original songs. Pressed on disc from 24-track stereo masters, used primarily for station promotional albums.

18+ — MUS  
 CASH.  
 The Good Sound Factory — *Sound Investments* EXPORT: The Good Sound Factory

**Master Music Catalog: Section Three** 1982  
 Promotion Packages  
 00:00:00 O 006630  
 daily Mono, Stereo, 2  
 Track Stereo

12" LP, 33 1/3 rpm  
 Contains the hits of such artists as: Jewel Akens, The Beach Boys, The Capris, Ronnie Dove, The Five Satins. These are original masters (stereo & mono) that were used with these recordings for original release by their respective labels. Features music that is rock, rhythm & blues, and MOR. Pressed on disc, can be used as a promotional album customized to a station's needs.

18+ — MUS  
 CASH.  
 The Good Sound Factory — *Sound Investments* EXPORT: The Good Sound Factory

**Master Plan** 1982  
 Promotion Packages  
 00:00:00 ALL 000480  
 1 pgm Mono, Stereo

10 1/2" reel, 7 1/2 ips  
 A sales support system designed to aid revenue, complete with Chuck Blore campaigns.

12+ — CON  
 Advertising Aids, Promos, Sales Aids  
 CASH.  
 TM Productions — *TM Productions* (Worldwide)

**# Miller Rock To Riches Talent Search** 1982  
 Promotion Packages  
 00:00:00 A, AC, R 026510  
 20 pgms Stereo  
 Cassette

Multi-stage 14 week contest in search of local rock talent. Featuring over \$80,000 in prizes.

18-24 — MUS  
 Advertising Aids, Promos  
 BARTER.  
 Starstream Communications Group — *Starstream Communications Group*

**PROGRAM DIRECTORS**

- AUDIENCE-BUILDING.
- INCREASE-TIME-SPENT-LISTENING.
- FORCES NEW-LISTENER SAMPLING.
- 60-SECONDS ON TAPE.
- TAG IT, CART IT, RUN IT.
- AUTOMATED OR LIVE.

*it works*  
**MINI-BINGO®**  
 A Great Book Promotion

WAIT, CHICAGO  
 "Instant Success. Phenomenal. Smashing . . . and Simple."  
 —Steve Sands, P.D.

In U.S. - Peter Powell Assoc., Inc., Larry Nathan 503-686-0248  
 In Canada - Dover Productions, Norman Clavir 416-652-1507

**# Mini Bingo** 1981  
 Promotion Packages  
 00:00:00 ALL 023160  
 daily Mono

7' reel, 7 1/2 ips; game cards  
 Customized promotional game for stations involving bingo. Cash prizes.  
 12+ — COM  
 Promos  
 CASH.  
 Peter Powell Associates — *Peter Powell Associates* CANADA: Dover Productions

**# Miss Radio America Pageant** 1982  
 Promotion Packages  
 00:00:00 ALL 016620  
 yearly —

A series of local Miss Radio America contests which will culminate in Las Vegas. Contestants must fall within the 18-34 age range, local winners will be crowned, after a 2-8 week period, with station call letters.  
 18+ — COM  
 CASH.  
 Marmas Productions — *Marmas Productions*

**# Music And SFX Library** 1982  
 Production Libraries  
 00:00:00 ALL 026570  
 1 pgm Stereo  
 ?' reel, ? ips

Music library featuring wide variety of selections.  
 18+ — MUS  
 English, Spanish  
 CASH.  
 Continental Recordings — *Continental Recordings*

## Custom Packages

## Custom Packages

**Music Library** 1982  
 Production Libraries  
 00:00:00 AC 011430  
 daily Stereo  
 12" LP, 33 1/3 rpm  
 The largest source of contemporary production music. Select the best albums for your individual needs. Over 600 LP albums for use.  
 18+ — MUS  
 Demos, Promos  
 CASH.  
 De Wolfe Music Library — *De Wolfe Music Library*

**# Music Production Libraries** 1983  
 Production Libraries  
 00:00:00 ALL 016020  
 daily Stereo  
 ?" reel, ? ips  
 Contains production music.  
 18+ — MUS  
 CASH; 1 annual fee pays for all licensing.  
 Siri Music — *Siri Music Inc*

**Music Scoring Services** 1982  
 Music Scoring Services  
 00:00:00 ALL 012460  
 daily Stereo  
 Tape/Disc—Customized Delivery  
 Music Scoring Services are provided by this company.  
 12+ — COM  
 CASH.  
 Zenith Cinema, DB Studios — *Zenith Cinema/DB Studios*

**My Soft Spot** 1982  
 Promotion Packages  
 00:00:00 BM, MM 015410  
 Daily Stereo  
 Video Tape  
 "My Soft Spot" campaign contains: television commercials, a graphics package, and image music. A three 30-second and three 10-second television commercials with audio track and visuals customized with your call letters and dial position.  
 25+ — CON  
 CASH/BARTER.  
 TM Productions — *TM Productions*

**New Fame Game, The** 1982  
 Promotion Packages  
 00:00:60 AC, C 002770  
 1x daily Mono  
 7 1/2" reel, 7 1/2 ips  
 A musical comedy contest that awards the listener the ultimate prize, one week of incredible fame. Billboards with their picture 10 feet tall, their name skywritten over the city. An eight week promotion where listeners hear names sung, and call to claim instant T-Shirt prize, eligible for grand prize week of fame, customized name jingles.  
 12+ — ENT  
 Advertising Aids, Promos, Sales Aids  
 CASH; price dependent market size; 8 commercial adjacencies daily.  
 Music Masters — *Music Masters*

**New Tanner Total Sound, The** 1981  
 Production Libraries  
 00:00:00 ALL 022430  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 A forceful source for sales, production, and programming aids. Compatible to any format. Updated monthly.  
 18+ — MUS  
 Advertising Aids, Demos, Promos  
 CASH; market exclusivity.  
 William B Tanner Company — *William B Tanner Company*

**News Themes** 1977  
 Identifications  
 00:00:00 ALL 020210  
 1 pgm Mono, Stereo  
 12" reel, 15 ips  
 Custom packages with powerful themes, includes opens, breaks, stings, news spots, editorial bed, psa beds, and closes. All music original.  
 18+ — CON  
 Demos  
 CASH; price dependent on market size.  
 Shelton Leigh Palmer — *Shelton Leigh Palmer & Company*

**Pop Rock** 1977  
 Production Libraries  
 00:00:00 A, R 015520  
 daily Stereo  
 ?" reel, ? ips  
 A custom package contains client advertising and station promotion includes: image productions, instrumentals, and production. Supplemented on a monthly basis dictated by feedback of subscribing stations.  
 18-34 — CON  
 CASH.  
 First Choice — *First Choice*

**Prime Cuts Library** 1980  
 Production Libraries  
 00:00:00 A, AC, R 013000  
 monthly Stereo  
 12" LP, 33 1/3 rpm  
 This collection of contemporary commercial production music tracks, promo pads and production work parts is geared toward the adult contemporary format. (Service includes the initial library of three discs, with a monthly disc, thereafter. Option to purchase all discs.)  
 18-34 — MUS  
 CASH; 24 months minimum.  
 Airforce Broadcast Svcs — *Airforce Broadcast Services*  
**CANADA/AUSTRALIA: Airforce Broadcast Svcs**

**Producer, The** 1982  
 Production Libraries  
 00:00:00 AC 000460  
 1 pgm Stereo  
 10 1/2" reel, 7 1/2 ips  
 Campaigns, commercial images, commercial production music, production music, power tags, seasonal, holiday and special effects.  
 12+ — CON  
 Advertising Aids, Promos, Sales Aids  
 CASH; complete buy-out.  
 TM Productions — *TM Productions (Worldwide)*

**Production Bank, The** 1981  
 Production Libraries  
 00:00:00 ALL 009950  
 daily Stereo  
 12" LP, 33 1/3 rpm  
 A commercial production library service that imposes no restrictions on the creativity of the people who use it. Contains a basic library, commercial concepts (30 campaigns), customized concepts, local sales plan & advertiser audio presentations, seasonal setups, production music, sound pictures, sound effects, zipper & buttons, super spots, and updates throughout the year.  
 18+ — COM  
 CASH.  
 Dick Starr — *Toby Arnold & Associates*

**Production Library** 1982  
 Production Libraries  
 00:00:00 ALL 011680  
 daily Mono  
 10 1/2" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
 Complete music scoring library.  
*Clio, Venice Film Festival, Golden Eagle, Academy Award.*  
 18+ — MUS  
 Demos, Promos  
 CASH.  
 Eddy Manson — *Eddy Manson Productions*

## Custom Packages

## Custom Packages

**Production Library: Beautiful Music** 1982

Production Libraries  
00:00:00 BM, MM 005140  
? pgms Stereo  
12" LP, 33 1/3 rpm  
High quality easy-listening instrumentals.  
18+ — MUS  
CASH.  
Morning Music (U.S.A.) — *Morning Music (U.S.A.)*

**Production Library: Easy Listening** 1982

Production Libraries  
00:00:00 BM, MM 005130  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
High quality easy-listening instrumentals.  
18+ — MUS  
CASH.  
Morning Music (U.S.A.) — *Morning Music (U.S.A.)*

**Production Music Library** 197?

Production Libraries  
00:00:00 ALL 006980  
daily Stereo, 2 Track Stereo  
7" reel, 7 1/2 ips; 12" LP, 33 1/3 rpm  
A library consisting of 350 LP's and tapes, designed for broadcast.  
Includes themes, beds, transitional pieces, and bridges.  
12+ — MUS  
CASH.  
Capitol Production Music — *Capitol Production Music*

**Production Source** 1982

Music Sound Effects Libraries  
00:00:00 ALL 000420  
1 pgm Stereo  
10 1/2" reel, 7 1/2 ips  
A package of music beds exclusively. Commercial and random length backgrounds, rhythm pads with accents and thematic sets.  
12+ — CON  
Advertising Aids, Promos, Sales Aids  
CASH; price predicated on market size.  
TM Productions — *TM Productions (Worldwide)*

**Professional Cheap Comedy** 1982

Comedy  
00:00:00 ALL 020930  
10x monthly —  
Script  
Comedy material for on-air talent.  
25+ — ENT  
CASH; 1 year contract.  
Brad Carver — *Professional Cheap Comedy*

**Promat P** 1982

Production Libraries  
00:00:00 BB, BM, MM 003740  
daily Mono, Stereo  
10 1/2", 14" reels, 7 1/2, 3 3/4 ips  
Plus sounds for complementing a format you already have, or a potpourri of libraries possibly for slotting weekend time for specials.  
Includes "Cotton Pickin Good Country," "Soft and Mellow," "Week End Concert," "Pianos By The Score," and "Big Band Syndrome."  
25+ — MUS  
CASH.  
Alden G Thompson — *The CnB Studios*

**Radio Bingo** 1982

Promotion Packages  
00:00:00 ALL 015180  
daily —  
Bingo Cards  
A 13-week complete package that is ready-to-air.  
12+ — COM  
CASH.  
World Wide Bingo — *World Wide Bingo*

**Radio Express** 1981

Jingles  
00:00:00 ALL 015430  
daily Mono, Stereo  
?" reel; 7 1/2, 15 ips  
"Radio Express" is an adaptable jingle package to all standard musical logos as well as calls with three or four letters, frequency and calls and code calls. Contains 25 expressive cuts, including ID's, transitional cuts, news/information cuts, transitional cuts, hour openers, and promo beds.  
12+ — CON  
CASH/BARTER.  
TM Productions — *TM Productions*

**Radio Packages** 1982

Custom Programming  
00:00:00 ALL 009550  
daily —  
?" reel, ? ips  
A totally self-contained radio production company that offer 4 individual customized commercials per package.  
18+ — COM  
Demos  
CASH; market exclusivity.  
Broadcast Media Advertising — *Broadcast Media Advertising*

**# Radio's Greatest Hits Come** 197?

**Hellerhighwater**  
Promotion Packages  
00:00:00 ALL 016550  
daily Mono, Stereo  
?" reel, ? ips  
Syndicated image campaigns based on the best years of custom award-winning identity programs and contains new materials. Complete TV campaigns at additional costs.  
12+ — COM  
CASH.  
Heller Corp Syndication Div — *Heller Corp Syndication Div*

**Recording/Production Services** 1982

Recording Services  
00:00:00 ALL 006780  
1 pgm Mono, Stereo  
?  
Customized recording services tailored to your needs.  
12+ — CON  
CASH.  
Otis Conner Productions — *Otis Conner Productions*

**Shotgun** 1982

Inserts  
00:00:00 ALL 005830  
1 pgm Stereo  
?" reel, ? ips  
"Shotgun," exactly what the name says, hard hitting, in and out quickly, simple and effective. Includes transitionals, a capellas, and energy builders. Contains 36 cuts.  
12+ — CON  
CASH.  
Continental Recordings — *Continental Recordings*

**Showcase Production Music** 1981

Production Libraries  
00:00:00 ALL 022400  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Custom production music in all music styles. Sixty-second trax with 30-20-10 second edits, wild work parts and sound effects. Updated monthly.  
18+ — MUS  
Advertising Aids, Demos, Promos  
CASH.  
William B Tanner Company — *William B Tanner Company*

## Custom Packages

## Custom Packages

**Six Hundred LP Production Music Library** 1982  
Production Libraries  
00:00:00 AC 014140  
daily Stereo  
12" LP, 33 1/3 rpm  
The largest source of contemporary music. Custom selection.  
18+ — MUS  
Demos, Promos  
CASH.  
DeWolfe Music Library — *De Wolfe Music Library*

**:60's and :30's** 1982  
Production Libraries  
00:00:00 ALL 010680  
100 pgms 2 Track Stereo  
7", 7 1/2" reels, 15 ips; 12" LP, 33 1/3 rpm  
There are 100 different 60 second and 30 seconds musical beds ready for your voice over. Contemporary, fully orchestrated, no needle drop.  
12+ — CON  
Advertising Aids  
CASH.  
Thomas J Valentino — *Thomas Valentino*

**Someplace Special** 1982  
Promotion Packages  
00:00:00 AC, MM 000470  
1 pgm Mono, Stereo  
10 1/2" reel, 7 1/2 ips  
Coordinated plans for Top 40, Rock, Adult Contemporary and MOR formats a total multi-media advertising campaign.  
25+ — CON  
Advertising Aids, Promos, Sales Aids  
CASH; price predicated on market size.  
TM Productions — *TM Productions (Worldwide)*

**Someplace Special** 1979  
Promotion Packages  
00:00:00 R 015560  
daily Stereo  
Video Tape, 7" reel, 7 ips  
Contains station songs and ID's and promotional material that create a strong station image. A television campaign also included.  
18-34 — CON  
Advertising Aids, Promos, Sales Aids  
CASH/BARTER.  
TM Productions — *TM Productions*

**Sound Effects Library** 1982  
Music Sound Effects Libraries  
00:00:00 ALL 011440  
daily Stereo  
12" LP, 33 1/3 rpm  
Over 600 different sound effects for use by broadcast producers on this 18 album set.  
18+ — MUS  
Demos, Promos  
CASH.  
De Wolfe Music Library — *De Wolfe Music Library*

**Sound Effects Library** 1982  
Music Sound Effects Libraries  
00:00:00 ALL 010670  
30 pgms 2 Track Stereo  
12" LP, 33 1/3 rpm  
The finest in recorded sound effects in one compact versatile collection of 30 discs. Quick cued. Over 1000 different effects.  
12+ — CON  
Advertising Aids  
CASH.  
Thomas J Valentino — *Thomas Valentino*

**Sounds Like** 1980  
Promotion Packages  
00:00:00 ALL 015390  
daily —  
Video Tape  
A TV campaign with plenty of call letter identification, a very pleasant musical hook, lots of lifestyle identification, and all this makes "Sounds Like" an effective TV spot for radio stations.  
18+ — COM  
CASH/BARTER.  
TM Productions — *TM Productions*

**Sounds Of Broadcasting, The** 1981  
Production Libraries  
00:00:00 ALL 022390  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
A continuous source of production tools for the professional production person. Sixty and thirty second music trax, work parts and sound effects. Researched and created for any format. Updated monthly.  
18+ — MUS  
Advertising Aids, Demos, Promos  
CASH.  
William B Tanner Company — *William B Tanner Company*

**Southern Library Of Recorded Music** 1982  
Music Scoring Services  
00:00:00 ALL 012380  
daily Stereo  
Tape/Disc—Customized Delivery  
This company provides background music for TV-Radio films, commercials, themes, documentaries, etc.  
12+ — COM  
CASH.  
Southern Library Of Records — *Southern Library Of Recorded Music*

**# Space(d) Age Horoscopes** 1983  
Comedy  
00:00:00 ALL 024670  
daily Mono  
10 1/2' reel, 7 1/2 ips  
This program is a humorous take off on horoscopes. Taped daily, once weekly or written for your production.  
18+ — ENT  
CASH.  
Electric Weenie Productions — *Electric Weenie Productions*

**Spot Shop** 1982  
Promotion Packages  
00:00:00 AC 012940  
1x weekly Mono  
—  
These sales campaigns cover a wide range of client categories. Automotive, financial, bridal, real estate, and night clubs are just a few of the campaigns in this service.  
25-54 — COM  
Sales Aids  
CASH; 12 month minimum.  
Studio Center — *Studio Center CANADA: Studio Center*

**Station ID's** 1981  
Identifications  
00:00:00 ALL 022360  
1 pgm Stereo  
7" reel, 7 1/2 ips  
Total customization from inventory; any format, length of instrumentation, and vocal sound. Six new packages each year. Stations are invited to consult for a Pilot Package.  
18+ — CON  
Advertising Aids, Promos  
CASH; market exclusivity.  
William B Tanner Company — *William B Tanner Company*

**Supertrax** 1982  
Production Libraries  
00:00:00 ALL 009860  
1 pgm Stereo  
12" LP, 33 1/3 rpm  
Supertrax, on three custom discs with 90 60-second stereo music beds, available for commercials, promos and other radio production.  
18+ — CON  
Demos  
CASH.  
LA Airforce — *L.A. Airforce*

Custom Packages

Features

**TM System, The** 1982  
 Production Libraries  
 00:00:00 ALL 000560  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 A production package including sales support elements using single commercials to total marketing concepts.  
 12+ — COM  
 Promos  
 CASH.  
 TM Productions — *TM Productions (Worldwide)*

**TMX One** 1977  
 Production Libraries  
 00:00:00 ALL 015400  
 Daily Stereo  
 12" LP, 33 1/3 rpm  
 A sound effects library contains 12 LP's with all the sounds you'll ever need, from all household effects to weather.  
 12+ — CON  
 CASH/BARTER.  
 TM Productions — *TM Productions*

**Trendsetter** 1981  
 Production Libraries  
 00:00:00 ALL 022380  
 1 pgm Stereo  
 12" LP, 33 1/3 rpm  
 Instrumentation and special effects of the chart music plus specialty trax. Sixty and thirty second trax, work parts, trailer hitches for looping. Music set effects and sound effects. Updated monthly.  
 18+ — MUS  
 Advertising Aids, Demos, Promos  
 CASH.  
 William B Tanner Company — *William B Tanner Company*

**Twenty LP Sound Effects Library** 1982  
 Music Sound Effects Libraries  
 00:00:00 ALL 014130  
 daily Stereo  
 12" LP, 33 1/3 rpm  
 A wide range of sound effects for use by broadcast producers.  
 18+ — MUS  
 Demos, Promos  
 CASH.  
 DeWolfe Music Library — *De Wolfe Music Library*

**Wizard** 1982  
 Production Libraries  
 00:00:00 ALL 005180  
 1 pgm Mono, Stereo  
 12' LP, 33 1/3 rpm  
 Includes advertiser image campaigns featuring two music styles that are available for customization. Hundreds of music beds, sound effects, seasonal jingles, rhythmaires music beds, and the "Innovators" category of actors and actresses for spot use.  
 18+ — CON  
 Advertising Aids, Sales Aids  
 CASH.  
 American Image Productions — *American Image Productions*

**Wonderful Truth For Modern Living** 1982  
 Interview-Talk-Personality  
 00:00:00 AC, RE, T 020950  
 Daily Mono, Stereo  
 7" reel, 7 1/2 ips  
 Host: *Dr. Roy A. Smith Sr.*  
 A custom produced talk show, including music and Bible/psychological messages, and frequently a book review.  
 18+ — TAL  
 BARTER/FREE.  
 Dr Roy A Smith Sr — *Greater Pottstown Counseling Service*

**# World's Best** 1981  
 Production Libraries  
 00:00:00 ALL 023020  
 daily Stereo  
 12' LP, 33 1/3 rpm; 10' reel, 7 1/2 ips  
 This commercial sales/production library package features :60 and :30 underscores, staging elements, incidental music, and effects. Included is an audiovisual piece to assist stations in their campaign presentations to local advertisers.  
 18+ — COM  
 CASH.  
 FirstCom Broadcast Services — *FirstCom Broadcast Services*

Features

**Cardiovascular Health Information** 1982  
 Health  
 00:00:00 ALL 021020  
 weekly Mono  
 Cassette; 7" reel, 7 1/2 ips  
 Produces health information programs of varying lengths on heart disease, stroke, and high blood pressure.  
 18+ — NEW  
 FREE.  
 American Heart Association — *American Heart Association*

**CBS Library Of Contemporary Quotations** 1982  
 News  
 00:00:00 ALL 011840  
 daily Mono  
 12" LP, 33 1/3 rpm  
 An instant archive of history's famous voices, the actual voices of nearly 200 famous individuals recorded during the last 75 years. The spoken words from government officials, sports stars, military leaders, entertainment celebrities and other notable personalities from virtually every walk of life. Contains ten 12-inch LP discs, with quotes in alphabetical order according to speaker, and identified by date and location, easy cross reference guide, a verbatim transcript of all quotes, and complete index by speaker and subject matter.  
 18+ — NEW  
 CASH.  
 ? — *Musiques*

**Funny Business, The** 1987  
 Comedy  
 00:00:00 ALL 013480  
 1x monthly —  
 Script  
 A comedy service geared for all formats featuring one-liners, record intros, sound effects, and voices.  
 18+ — ENT  
 Demos  
 CASH; Market exclusivity.  
 Jack Raymond — *The Funny Business*

**Funny Business, The** 1982  
 Scripts  
 00:00:00 ALL 012990  
 1x monthly —  
 Script  
 Each month, this service provides pages of zany one-liners, plus record intros, situation skits, humorous commercials and funny sound effects.  
 12+ — ENT  
 CASH; 6 month minimum.  
 The Funny Business — *The Funny Business*

**Inside Country** 1982  
 Scripts  
 00:00:00 C 011580  
 1x monthly Mono  
 script  
 This monthly newsletter is designed especially for the country music air personality. Inside Country will give you ready to air one liners and short paragraphs about the country music entertainers and their songs.  
 18-44 — ENT  
 Promos  
 CASH.  
 Inside Country — *Inside Country*

## Features

## Identifications

**Knockers!** 1982  
Comedy  
00:00:00 ALL 002520  
10x weekly Mono  
7" reel, 7 1/2 ips  
Comedy material for insert into music and talk programming. Includes phony interviews, satirical news reports, phony feature material, sounds, music effects, and support material. Running time varies.  
12+ — ENT  
Promos  
CASH.  
Fuller Productions — *Fuller Productions*

**Lee Haas** 1982  
Comedy  
00:00:00 ALL 013280  
1x daily —  
Script  
Comedy writer for deejays, entertainers, public speakers, and personalities.  
18+ — ENT  
CASH.  
Lee Haas — *Lee Haas*

**Master Music Catalog: Section Five** 1982  
Child-Juvenile  
00:00:00 ALL 006650  
daily Full Track Mono, 2 Track Stereo  
12" LP, 33 1/3 rpm  
From "The Master Music Catalog" contains: Disney classics, nursery rhymes, songs of faith, fairy tales, and Aesop Fables. All the classics children love such as: Spoonful of Sugar, Winnie the Pooh, Hot Cross Buns, Jack and Jill, Old King Cole, Oh Suzannah, and The Emperors New Clothes. Pressed on disc for stations to use as promotional album.  
12-17 — ENT  
CASH.  
The Good Sound Factory — *Sound Investments* EXPORT: **The Good Sound Factory**

**Mini-View** 1981  
Music-AOR  
00:00:00 A, R 014590  
5x weekly Stereo  
Satellite Transmission  
Hosts: *John McGhan, Dan Formento*  
The artists themselves introduce tracks from their latest albums and explain in interviews the genesis of each song. Fed the same day as the album's release. Offered on a one-time basis to Source affiliates.  
18-34 — MUS  
Advertising Aids, Promos  
BARTER; FREE to affiliates.  
Dan Formento, John McGhan, The Source Network — *NBC Radio Network "The Source"*

**# Music World** 1983  
Music-Adult Contemporary  
00:00:00 AC 025300  
weekly —  
UPI Wire, Script  
Roundup of the week's news in contemporary music in script form each Saturday. Also, individual items can be used in newscasts or read by air personalities during their shows.  
25+ — NEW  
CASH.  
United Press International — *United Press International*

**Orben's Current Comedy** 1982  
Comedy  
00:00:00 AC, C, R 007770  
2x monthly Mono  
Script  
Bob Orben has the gift of putting a humorous slant on practically every aspect of life. Twice each month you'll receive at least 70 hilarious one-liners.  
18+ — ENT  
CASH.  
Bob Orben — *The Comedy Center*

**Phantastic Phunnies** 1983  
Comedy  
00:00:00 ALL 015570  
daily —  
Script  
A monthly service that provides about 400 of the "phunniest," original, quick-quip lines.  
18+ — ENT  
CASH.  
John Fultz — *Phantastic Phunnies (Worldwide)*

**Starwatch (Univ. Of Minn. Astronomy Dept.)** 1982  
Science  
00:00:00 N, NT, T 005560  
2x monthly Mono  
7" reel, 7 1/2 ips, script  
*Dr Butler Burton*  
Produced twice monthly, available in tape or script form, the information is a timely update on what is happening in the skies above. Information is valid for all of North America.  
18+ — TAL  
CASH; unlimited usage.  
Synsat Communications — *Synsat Communications*

**Talk-Show Newsletter, The** 1982  
Interview-Talk-Personality  
00:00:00 N, NT, T 005890  
2x weekly Mono  
Script  
A bi-weekly newsletter containing contact and background information on a variety of authoritative and interesting interviewees on topics of current interest.  
25+ — TAL  
CASH/BARTER; 13 weeks  
? — *Meredith Syndication Service*

**Terry Marshall's Daily Insider** 1982  
Scripts  
00:00:00 N, NT, T 002960  
5x weekly —  
Script  
Air copy in script form about various subjects, including entertainment, interviews, news releases, nostalgia.  
18-49 — TAL  
CASH; month to month.  
Terry Marshall — *Terry Marshall's Daily Insider*

**# Weird Circle, The** 19??  
Mystery  
00:00:00 ALL 026140  
weekly Mono  
10" reel, 7 1/2 ips  
This syndicated mystery program dramatizes some well-known and some lesser-known mystery stories. Includes authors such as Edgar Allan Poe, Wilkie Collins, de Maupassant, Walter Scott, and others.  
18+ — ENT  
CASH/BARTER.  
Nostalgia Broadcasting — *Nostalgia Broadcasting*

## Identifications

**Authority, The** 1982  
Identifications  
00:00:00 AC, NT 010160  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
This series is intended primarily for news oriented stations. It provides vocal and instrumental logos for identification and production. There are traffic, weather, news, and sports intros, etc. From 5 to 60 seconds in length.  
1980, 1981, *Clio finalist*.  
25+ — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions (Worldwide)*

## Identifications

## Identifications

**Back To Basics**

1982

Identifications  
00:00:00 AC 005800  
1 pgm Stereo  
?" reel, ? ips  
An ID series written as a "no frills" back to basics package. Features call letter reinforcement, transitional cuts for smooth segues, up tempo cuts to establish or aid program flow and longer music beds for production purposes. Over 50 tracks of varying lengths.  
18-44 — CON  
CASH.  
Continental Recordings — *Continental Recordings*

**# Best Show, The**

1983

Identifications  
00:00:00 AC 026690  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
Adult contemporary jingle and image package.  
25-49 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

**Certified Country**

1982

Promotion Packages  
00:00:00 C 006690  
1 pgm Mono, Stereo  
?" reel, ? ips  
Country syndicated ID package.  
18-44 — CON  
CASH; unlimited number of plays.  
Otis Conner Productions — *Otis Conner Productions*

**Close To You**

1982

Promotion Packages  
00:00:00 AC 006700  
1 pgm Mono, Stereo  
?" reel, ? ips  
Total station image package based on the "Close To You" theme contains 55 cuts. Package includes three record-length station songs, news theme and bumpers, fast, moderate and slow ID's, and more.  
18-44 — CON  
CASH; unlimited number of plays.  
Otis Conner Productions — *Otis Conner Productions*

**Closer Together**

1982

Promotion Packages  
00:00:00 ALL 005840  
1 pgm Stereo  
?" reel, ? ips  
An ID series that has been produced for formats that serve a wide range of musical tastes. Ties diverse programming together with a common theme and logo. Seven different music tracks which cover all of the major music categories. A full complement of mixes, at least 20 cuts. Ideal for non-commercial or college stations.  
12+ — CON  
CASH.  
Continental Recordings — *Continental Recordings*

**Come Home**

1982

Promotion Packages  
00:00:00 AC 006710  
1 pgm Mono, Stereo  
?" reel, ? ips  
Complete promotion package with 3 record-length image songs based on the "Come Home" theme. Package has news cuts and tempo matches ID's. Also available are TV spots and billboards.  
18-44 — CON  
CASH; unlimited number of plays.  
Otis Conner Productions — *Otis Conner Productions*

**# Country KHJ**

1983

Identifications  
00:00:00 C 026640  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
Country jingle and image package.  
25-49 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

**Country Life**

1982

Identifications  
00:00:00 C 005780  
1 pgm Stereo  
?" reel, ? ips  
"Country Life" was created for the hottest sound in the market today, country music. This ID series was written for the crossover country listener and programmer with strong call letter emphasis. Offers a myriad of production and PSA beds.  
18-54 — CON  
CASH.  
Continental Recordings — *Continental Recordings*

**# Double Plus**

1983

Identifications  
00:00:00 AC 026610  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
This series is geared to adult contemporary stations. Provides jingle & image packaging.  
25-49 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

**# Easy Listening ID Package**

1982

Identifications  
00:00:00 AC, BM, MM 026550  
1 pgm Stereo  
?" reel, ? ips  
An easy and relaxing ID package, fully orchestrated and specially day-parted to blend with your sound.  
25+ — CON  
English, Spanish  
CASH.  
Continental Recordings — *Continental Recordings*

**Fire Act, The**

1982

Promotion Packages  
00:00:00 AC 006720  
1 pgm Mono, Stereo  
?" reel, ? ips  
Total station image package for Adult Contemporary format.  
25-44 — CON  
CASH; unlimited number of plays.  
Otis Conner Productions — *Otis Conner Productions*

**# Future Flow**

1983

Identifications  
00:00:00 R 026720  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
Rock jingle and image package.  
18-34 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

**# Fyre, The**

1983

Identifications  
00:00:00 AC 026620  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
Adult contemporary jingle and image package.  
25-49 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

**# Good Times**

1983

Identifications  
00:00:00 AC, MM 026630  
daily Mono, Stereo  
12" LP, 33 1/3 rpm  
Adult contemporary/mellow music jingle and image package.  
25-49 — CON  
Demos, Promos  
CASH; unlimited play.  
JAM Creative Productions — *JAM Creative Productions*

## Identifications

**I'd Rather Be In Denver I & II** 1982  
 Identifications  
 00:00:00 AC, C 010080  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 These two packages are part of a complete image campaign. The series includes short ID's, image songs, promo songs and other cuts. From 6 to 60 seconds in length.  
 1980, 1981, *Clio finalist*.  
 25+ — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions* (Worldwide)

**Let's Make The Music Together** 1982  
 Promotion Packages  
 00:00:00 AC 006730  
 1 pgm Mono, Stereo  
 ?" reel, ? ips  
 Total station promotion package includes 4 record-length promo songs in different tempos and moods based on the concept "Let's Make The Music Together," plus a huge assortment of ID's, news and sports themes, weekend cuts, and night time cuts.  
 25-44 — CON  
 CASH; unlimited number of plays.  
 Otis Conner Productions — *Otis Conner Productions*

**Look To Us** 1982  
 Identifications  
 00:00:00 AC 005820  
 1 pgm Stereo  
 ?" reel, ? ips  
 The newest sound available, this ID series is the ultimate in the adult contemporary style. Features smooth transitionals which affords a programmer the tools to segue from event to event with maximum flow. A "city song" ties the series together creating strong identification between station and listener. This package is complete with sports, weather, and traffic report sounders, and lyrics can be tailored to suit your specific station image.  
 18-44 — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**Meltdown** 1982  
 Identifications  
 00:00:00 AC, B 010020  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 A series of production and special audio effects to provide interesting logo identification. From 2 to 7 seconds in length.  
 1980, 1981, *Clio finalist*.  
 18+ — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions* (Worldwide)

**Music Jam** 1982  
 Identifications  
 00:00:00 AC 010040  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 New ways to establish the logo and slogan in a variety of musical styles and tempos. From 3 to 8 seconds in length.  
 1980, 1981 *Clio finalist*.  
 25+ — CON  
 Demos, Promos  
 (Worldwide)  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**Nashville Plus** 1982  
 Custom Programming  
 00:00:00 C 005210  
 1 pgm Mono, Stereo  
 ?" reel, ? ips  
 This Contemporary Country package contains 20 station ID's and one station image song with edits. Various lengths.  
 18+ — CON  
 CASH.  
 American Image Productions — *American Image Productions*

**News & Information** 1982  
 Identifications  
 00:00:00 N, NT, T 005790  
 1 pgm Stereo  
 ?" reel, ? ips  
 News and information created with news stations in mind due to a high rate of tune in/tune out listeners this package contains a strong emphasis on call letter reinforcement with sounders and shotguns.  
 25+ — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**# Newslite** 1983  
 Identifications  
 00:00:00 N, NT, T 026650  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 News jingle and image package.  
 25+ — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**# #1 Voice, The** 1983  
 Identifications  
 00:00:00 MM 026710  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 Jingle and image package geared to middle-of-the road stations.  
 25+ — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**# Outstanding** 1983  
 Identifications  
 00:00:00 AC, R 026660  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 This series is geared to TOP 40 stations. Offers jingle and image package.  
 18-34 — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**# Pro Radio** 1983  
 Identifications  
 00:00:00 AC 026780  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 Adult contemporary jingle and image package.  
 25-49 — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**# Special Touch** 1983  
 Identifications  
 00:00:00 AC, MM 026670  
 daily Mono, Stereo  
 12" LP, 33 1/3 rpm  
 Adult contemporary/mellow music jingle and image package.  
 25-49 — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**Spirit** 1982  
 Custom Programming  
 00:00:00 AC, C, NT 005200  
 1 pgm Mono, Stereo  
 ?" reel, ? ips  
 Twenty station ID cuts, two station image songs with edits, one community song. The length varies.  
 18+ — CON  
 CASH; unlimited plays.  
 American Image Productions — *American Image Productions*

**Identifications**

**Jingles**

**Station ID's** 1982  
 Jingles  
 00:00:00 ALL 015650  
 daily Mono, Stereo, 2 Track Stereo  
 ?" reel, ? ips  
 Complete custom-tailored station ID's, DJ intros, and commercials for radio.  
 12+ — CON  
 CASH; contract terms are open.  
 William Mauldin Broadcasting Productions — *William Mauldin Broadcasting Productions*

**# Station ID's** 1982  
 Identifications  
 00:00:00 ALL 016720  
 daily Stereo  
 ?" reel, ? ips  
 Contains top-of-the-hour legal ID's, quarter hour maintenance sweeps, signature pieces and image lines for AOR stations.  
 18-34 — CON  
 Demos  
 CASH.  
 Studio 4 Productions — *Studio 4 Productions*

**Station Logos & I.D. Packages** 19??  
 Promotion Packages  
 00:00:00 ALL 020200  
 1 pgm Mono, Stereo  
 12" reel, 15 ips  
 Logos, sounders and ID packages syndicated for use in any market or can be customized for stations (re-singing.) Both traditional orchestrations and unique synthesizer productions are available.  
 Cassette demos available.  
 18+ — CON  
 Demos  
 CASH; market exclusivity.  
 Shelton Leigh Palmer — *Shelton Leigh Palmer & Company*

**Storybook Campaign** 1982  
 Promotion Packages  
 00:00:00 AC 005220  
 1 pgm —  
 Radio promotion spots for use on TV. Three :30 and three :10 spots featuring nursery rhyme characters designed for Adult Contemporary stations.  
 18+ — CON  
 CASH.  
 American Image Productions — *American Image Productions*

**# Talk To Us** 1983  
 Identifications  
 00:00:00 T 026680  
 daily Mono, Stereo  
 12' LP, 33 1/3 rpm  
 Jingle and image package geared to talk radio stations.  
 25+ — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**Watch What We're Doin' Now** 1982  
 Promotion Packages  
 00:00:00 ALL 005240  
 1 pgm Stereo  
 TV promotion campaign with full animation and three music styles.  
 18+ — CON  
 CASH.  
 American Image Productions — *American Image Productions*

**We Play Your Songs** 1982  
 Promotion Packages  
 00:00:00 AC 006740  
 1 pgm Mono, Stereo  
 ?" reel, ? ips  
 A promotion package built around the record-length "We Play Your Songs" image song.  
 25-44 — CON  
 CASH; unlimited number of plays.  
 Otis Conner Productions — *Otis Conner Productions*

**# We'll Make Your Day** 1983  
 Identifications  
 00:00:00 AC 026700  
 daily Mono, Stereo  
 12' LP, 33 1/3 rpm  
 Jingle and image package geared to adult contemporary stations.  
 25-49 — CON  
 Demos, Promos  
 CASH; unlimited play.  
 JAM Creative Productions — *JAM Creative Productions*

**We're Here For You** 1982  
 Identifications  
 00:00:00 ALL 005810  
 1 pgm Stereo  
 ?" reel, ? ips  
 Written for the broadcaster who is genuinely interested in serving their community. All cuts are written with the intention of identifying your station. Series consists of over fifty cuts and includes: shotguns, logos, phrases, promo beds, PSA beds, sounders, and a city song.  
 12+ — CON  
 CASH.  
 Continental Recordings — *Continental Recordings*

**# Where He Comes First** 1982  
 Identifications  
 00:00:00 RE 026540  
 1 pgm Stereo  
 ?" reel, ? ips  
 Religious ID package.  
 18+ — CON  
 English, Spanish.  
 CASH.  
 Continental Recordings — *Continental Recordings*

**Jingles**

**Across The Country** 198?  
 Identifications  
 00:00:00 C 015420  
 daily Mono, Stereo  
 ?" reel; 7 1/2, 15 ips  
 A Country jingle package. ID cuts include vocal tag mix-outs and promotion cuts provided with front and back :30 second mix-outs.  
 18+ — CON  
 CASH/BARTER.  
 TM Productions — *TM Productions*

**City Song** 1982  
 Promotion Packages  
 00:00:00 ALL 021590  
 1 pgm Stereo  
 7" disc, 45 rpm  
 Musical signatures, image instrumental with an urban touch. Beds and breaks.  
 18+ — CON  
 Demos  
 CASH.  
 Shoe Productions — *Shoe Productions*

**Commercial Jingles** 1982  
 Custom Programming  
 00:00:00 ALL 005770  
 1 pgm Stereo  
 ?" reel, ? ips  
 Uses the psychology of selling with music and delivers your client's message in an effective and creative jingle.  
 12+ — COM  
 CASH.  
 Continental Recordings — *Continental Recordings*

## Jingles

## Jingles

**CPMG Commercial Jingles** 1982

Promotion Packages  
 00:00:00 ALL 015140  
 daily Mono, Stereo  
 7' reel, 15 ips  
 Contains custom material for national clients and permits the station to acquire market exclusive rights as an agent for CPMG.  
 12+ — CON  
 CASH.  
 CPMG — CPMG

**CPMG Custom ID Jingles** 1982

Identifications  
 00:00:00 ALL 015130  
 daily Mono, Stereo  
 7' reel, 15 ips  
 One cut or an entire package of jingles produced for your station with the option of unlimited, extended licensing rights.  
 12+ — CON  
 CASH.  
 CPMG — CPMG

**Custom Jingles** 1982

Identifications  
 00:00:00 ALL 022890  
 1 pgm Stereo  
 10 1/2' reel, 7 1/2 ips  
 Jingles, musical ID's, and image packages custom designed by the station and Peters Productions. Positioning and promotion.  
 18+ — CON  
 CASH.  
 Peters Productions — *Peters Productions*

**Custom Services** 1982

Custom Programming  
 00:00:00 ALL 007930  
 daily Mono, Stereo  
 ?" reel, ? ips  
 One of America's largest producer of radio and television jingles and ID's creating total image concepts. Custom packages are available for all formats.  
 12+ — CON  
 CASH.  
 Tuesday Productions — *Tuesday Productions*

**Growing With Your City** 1982

Identifications  
 00:00:00 AC 015120  
 daily Mono, Stereo  
 7' reel, 15 ips  
 Contains a great selection of basic cuts with your city in mind. A jingle package designed to create a positive association between of your listener with your station.  
 18-34 — CON  
 CASH.  
 CPMG — CPMG

**Have You Heard The News?** 1982

Promotion Packages  
 00:00:00 N, NT 000500  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Promo songs, short ID's, logo statements, sports signature, traffic pad, news intro. Running time can vary from 3 to 60 seconds.  
 18+ — CON  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays negotiable.  
 TM Productions — *TM Productions (Worldwide)*

**He Is The Word** 1982

Identifications  
 00:00:00 RE 015550  
 daily Stereo  
 ?" reel, ? ips  
 A Christian radio jingle package.  
 18+ — CON  
 CASH/BARTER.  
 TM Productions — *TM Productions*

**ID's And Logos** 1982

Identifications  
 00:00:00 ALL 010690  
 75 pgms 2 Track Stereo  
 12" LP, 33 1/3 rpm  
 Short, quick musical ID or logo. Lengths vary between 3 seconds and 12 seconds. Ideal for contest intros, bulletins, weather spots, and more.  
 12+ — CON  
 Advertising Aids  
 CASH.  
 Thomas Valentino — *Thomas Valentino*

**Jingles** 1982

Custom Programming  
 00:00:00 ALL 012370  
 daily Stereo  
 ?" reel, ?ips  
 Services provided by this company consist of many, many tailor-made jingles. Available in different versions — '60, :30, :10, and :05 second supplied on stereo master tape. One track contains the instrumental music and the other vocals (referred to as "split track").  
 12+ — CON  
 Demos  
 CASH.  
 Shoe Prods — *Shoe Productions*

**Jingles** 1982

Custom Programming  
 00:00:00 ALL 022730  
 daily 4 Track Stereo  
 7" reel, 7 1/2 ips  
 Jingles and spots of varying lengths created for radio and television.  
 Shotguns.  
 18+ — CON  
 CASH.  
 BLT Productions — *BLT Productions*

**Jingles** 19??

Custom Programming  
 00:00:00 ALL 020220  
 1 pgm Mono, Stereo  
 12" reel, 15 ips  
 Complete customized jingles for any type of client. Jingles previously produced and re-tailored to suit your needs. Traditional orchestrations with lyric as well as state-of-the-art synthesizer production.  
 12+ — CON  
 Demos  
 CASH; price dependent on market size.  
 Shelton Palmer Leigh — *Shelton Leigh Palmer & Company*

**Jingles (Bob Nash Prods, Inc.)** 1982

Custom Programming  
 00:00:00 ALL 012220  
 daily Mono, Stereo  
 7" reel, 7 1/2 ips  
 This company creates and produces original music for jingles and uses only first quality talent.  
*Clios; Cannes Film Festival; Andy Awards.*  
 12+ — CON  
 CASH.  
 Bob Nash Productions — *Bob Nash Productions*

**Live In New York** 1982

Promotion Packages  
 00:00:00 AC, NT 000490  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Full length musical signature, image instrumentals, transitions, out of commercial-break cuts. Running time varies from 7 to 60 seconds.  
 12+ — CON  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays negotiable.  
 TM Productions — *TM Productions (Worldwide)*

## Jingles

## Live Events

**Mainstream** 1982  
 Identifications  
 00:00:00 AC 015110  
 daily Mono, Stereo  
 7' reel, 15 ips  
 A jingle package with a choice of sixteen basic cuts combining the "feel" of today's AC and Top 40 music.  
 12+ — CON  
 CASH.  
 CPMG — CPMG (Worldwide)

**Money Machine, The** 1982  
 Promotion Packages  
 00:00:00 AC, C, MM 005150  
 daily Mono, Stereo  
 ?" reel, ? ips  
 Includes advertiser image campaigns and features three different music styles—MOR, Contemporary, and Country. Contains hundreds of music beds of all styles. Seasonal jingles and production emphazisers are part of the package.  
 12+ — CON  
 CASH.  
 American Image Productions — American Image Productions

**Music Explo** 1982  
 Production Libraries  
 00:00:00 ALL 005160  
 1 pgm Mono, Stereo  
 12" LP, 33 1/3 rpm  
 A series of 400 music beds (:60-:30) on twenty albums. It is a buyout library exclusive in the market of broadcasters.  
 18+ — CON  
 CASH.  
 American Image Productions — American Image Productions

**Musical Commercials** 1982  
 Syndicated Programming  
 00:00:00 ALL 007780  
 daily Stereo  
 5' reel, 7 1/2 ips, Cassette  
 Producers of syndicated custom lyrics, orchestrations, and copy for exclusive use of the client for one year and is renewable. Established in 1962—specializes in regional musical commercials.  
 12+ — CON  
 Demos  
 CASH.  
 Audible Advertising — Audible Advertising

**Nobody Does It Better** 197?  
 Identifications  
 00:00:00 ALL 009990  
 1 pgm Stereo  
 ?" reel, ? ips  
 A jingle package.  
 18+ — CON  
 Demos  
 CASH.  
 Toby Arnold & Associates — Toby Arnold & Associates

**PAMS Classic Jingles By CPMG** 1958  
 Identifications  
 00:00:00 O 015150  
 daily Mono, Stereo  
 7' reel, 15 ips  
 Features PAMS outstanding jingle tracks (1958-1968) combined with vocals and lyrics. Many tracks have been remixed in stereo and edited for contemporary alternate versions.  
 25+ — CON  
 CASH.  
 CPMG — CPMG

**PAMS Contempro Jingles By CPMG** 1982  
 Identifications  
 00:00:00 AC, O 015170  
 daily Mono, Stereo  
 7' reel, 15 ips  
 A wide variety of instrumentals combined with hundreds of lyric adaption possibilities for call letter phrase ID's, image line development, promotional features, D.J.'s, ID's, or special programs or features.  
 18+ — CON  
 CASH.  
 CPMG — CPMG

**PAMS Country Greats By CPMG** 1982  
 Identifications  
 00:00:00 AC, C, R 015160  
 daily Mono, Stereo  
 7' reel, 15 ips  
 A selection of PAMS best country jingles, great for country formats, but also perfect for rock, top 40, or AC formats.  
 12+ — CON  
 CASH.  
 CPMG — CPMG

**# Rapid Rock Jingles By CPMG** 1982  
 Jingles  
 00:00:00 A, R 024750  
 daily Mono, Stereo  
 7' reel, 15 ips  
 Hot rock jingles for up-tempo music formats.  
 12+ — CON  
 CASH.  
 CPMG — CPMG

**Rhythm Of The City** 1982  
 Promotion Packages  
 00:00:00 AC 000450  
 1 pgm Mono, Stereo  
 10 1/2" reel, 7 1/2 ips  
 Suitable for Top 40 and Adult Contemporary. Length can vary from 5 seconds to 4 minutes. Record length songs, ID's, medium and short promotion cuts, artwork, graphics.  
 25+ — CON  
 Advertising Aids, Promos, Sales Aids  
 CASH; number of plays negotiable.  
 TM Productions — TM Productions (Worldwide)

**There's Only One** 197?  
 Identifications  
 00:00:00 ALL 015010  
 1 pgm Stereo  
 ?" reel, ? ips  
 A jingle package.  
 18+ — CON  
 Demos  
 CASH.  
 Toby Arnold & Associates — Toby Arnold & Associates

**You've Got To Listen To Talk** 198?  
 News  
 00:00:00 N, NT 015440  
 daily Mono, Stereo  
 ?" reel; 7 1/2, 15 ips  
 A news talk jingle package.  
 25+ — CON  
 CASH/BARTER.  
 TM Productions — TM Productions

## Live Events

**Baseball** 1982  
 Sports  
 00:00:00 S 021370  
 20 pgms Mono  
 Satellite Transmission, Telephone Transmission  
 Live coverage of the current baseball schedule, including playoff, All-Star and World Series games, previews and specials. Offers spanish stations in U.S. play-by-play during American and National League Championships and World Series.  
 12+ — SPO  
 Advertising Aids, Promos  
 BARTER.  
 CBS Radio Sports — CBS Radio Network

## Live Events

## News Service

**# College Basketball Game Of The Week, The** 1983  
Sports  
00:00:00 ALL 025070  
weekly Stereo  
Satellite Transmission  
*Commentators: John Cheek, Fred Snowden*  
A 12-week play-by-play series featuring nationally prominent teams.  
12+ — SPO  
Advertising Aids  
BARTER.  
Mutual Broadcasting System — *Mutual Broadcasting System*

## Music Programming

**Christmas Programming Package** 1982  
Seasonal  
00:00:00 AC, R 000840  
1 pgm Mono, Stereo  
7" reel, 7 1/2 ips  
A special package of Christmas Music containing 140 cuts, featuring 122 different songs. There are 95 Christmas hits and seasonal songs, plus 27 traditional carols. Available for automated or live-assist stations. Features such artists as: Elvis, Beach Boys, Frank Sinatra, Willie Nelson—pick the reel that fits your format.  
12-54 — MUS  
CASH.  
*The Music Director — The Music Director Programming Service*

**Master Music Catalog** 1982  
Custom Programming  
00:00:00 AC, C, CL 006600  
daily Full Track Mono, 2 Track Stereo  
12" LP, 33 1/3 rpm  
Over 1,500 titles to choose from to customize an album just right for your station. Select from 5 different categories: Rock (Newly Recorded), Country, Rock, Classical, and Childrens. See individual categories for further information on the artists contained in each.  
18+ — MUS  
CASH.  
*The Good Sound Factory — Sound Investments* EXPORT: **The Good Sound Factory**

**# Music Sources** 1980  
Production Libraries  
00:00:00 ALL 023890  
daily Mono, Stereo  
12" LP, 33 1/3 rpm; 7" reel, 7 1/2 ips  
Listings of music sources for radio production including music and sheet music covering jazz, rock, classical, gospel, choral, and children's songs.  
18+ — MUS  
FREE.  
*National Council Of The Churches — National Council Of The Churches*

**Oldie Records** 1980  
Music-Oldies  
00:00:00 BB, C, O 022860  
1 pgm Mono, Stereo  
7" disc, 45 rpm  
Makes hard-to-find records of all types available for purchase by radio stations. Current titles and catalogue available.  
18+ — MUS  
CASH.  
Various — *Radio Doctors And Records*

## News Service

**# Agriculture Reporting** 1983  
Farm  
00:00:00 N, NT, T 025450  
daily Mono  
Telephone Transmission  
This program includes reports on and analyses of government farm policy.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau*

**Berns Bureau: Actuality Service** 1982  
Hard News  
00:00:00 N, NT, T 007690  
daily Mono  
Telephone Transmission  
Covers the issues in Washington that matter most to your listeners. These services of "The Berns Bureau" contain audio cuts only, accompanied by identifying information.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau* CANADA: **The Berns Bureau**

**Berns Bureau: Features** 1982  
Feature  
00:00:00 N, NT, T 007720  
daily Mono  
Telephone Transmission  
Looks at Washington developments that are humorous and/or offbeat accounts of the news-behind-the-news involving local issues and local representatives.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau* CANADA: **The Berns Bureau**

**Berns Bureau: Information Service** 1982  
Hard News  
00:00:00 N, NT, T 007750  
daily Mono  
Telephone Transmission  
A retrieval service designed to track down tapes, transcripts, reports, documents, bills, and other information from Congress and the federal agencies.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau* CANADA: **The Berns Bureau**

**Berns Bureau: Live-Lines** 1982  
Hard News  
00:00:00 N, NT, T 007700  
daily Mono  
Telephone Transmission  
Covers the issues in Washington that matter most to your listeners. This services gives live, on-the-air discussions of topics of local interest.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau* CANADA: **The Berns Bureau**

**Berns Bureau: Out-Of-Town Coverage** 1982  
Hard News  
00:00:00 N, NT, T 007740  
daily Mono  
Telephone Transmission  
Live and taped reports from political conventions, national conferences of mayors, governors, or state legislators, and several other events which the correspondents attend throughout the country.  
18+ — NEW  
CASH.  
The Berns Bureau — *The Berns Bureau* CANADA: **The Berns Bureau**

## News Service

## News Service

<b>Berns Bureau: Series</b>	1982		
Series			
00:00:00	N, NT, T	007730	
daily	Mono		
Telephone Transmission			
Collections of reports probing a Washington issue of newsmaker of local interest.			
18+ — NEW			
CASH.			
The Berns Bureau — <i>The Berns Bureau</i> CANADA: <b>The Berns Bureau</b>			
<b>Berns Bureau: Analyses</b>	1982		
Hard News			
00:00:00	N, NT, T	007710	
daily	Mono		
Telephone Transmission			
Comprehensive background reports of any length on the local impact of recent Washington developments.			
18+ — NEW			
CASH.			
The Berns Bureau — <i>The Berns Bureau</i> CANADA: <b>The Berns Bureau</b>			
<b>Berns Bureau: News Feeds</b>	1982		
Hard News			
00:00:00	N, NT, T	007680	
daily	Mono		
Telephone Transmission			
Presents news feeds—"wraparound" and voicer reports, each carrying the client's outcue, and extra actualities. Covers the issues in Washington that matter most to your listeners.			
18+ — NEW			
CASH.			
The Berns Bureau — <i>The Berns Bureau</i> CANADA: <b>The Berns Bureau</b>			
<b>Black Radio Network Audio Service</b>	1982		
News			
00:00:00	B	015740	
daily	Mono		
Telephone Transmission			
A daily news service specializing in coverage of all minorities.			
25+ — NEW			
CASH; price based on market size.			
Black Radio Network — <i>Black Radio Network</i>			
<b>Crain Automotive Report, The</b>	1982		
Consumer Info			
00:00:00	ALL	005050	
daily	Mono		
?'' reel, ? ips			
An informational service aimed at car buyers and auto enthusiasts. Based on the news-gathering expertise of Crain's 16 different publications. Easily adaptable by Crain to meet a station's needs. Program can run from 60 seconds to several minutes in length with one, two or more insertion spots. Programming can be available on a regularly-scheduled daily basis or as a weekend news feature.			
18+ — NEW			
Demos			
CASH.			
Crain Communications — <i>Crain Communications</i>			
<b>Crain Business Report, The</b>	1982		
Economy			
00:00:00	ALL	005030	
daily	Mono		
?'' reel, ? ips			
Program content, ranges from general economic news roundup to a specialized topic. Business-news report aimed at decision makers. Based largely on the news-gathering expertise of Crain's 16 different publications. Easily adaptable by Crain to meet running time schedules, demographics and your advertisers needs. Program can run from 60 seconds to several minutes in length with one, two or more insertion spots. Programming can be available on a regularly-scheduled daily basis or as a weekend news feature.			
18+ — NEW			
Demos			
CASH.			
Crain Communications — <i>Crain Communications</i>			
<b>Crain Collector-Investor Report, The</b>	1982		
General Interest			
00:00:00	ALL	005060	
daily	Mono		
?'' reel, ? ips			
A current summary of profitable hobbies that are noteworthy. Based on the news-gathering expertise of Crain's 16 different publications. Easily adaptable by Crain to meet a station's needs. Program can run from 60 seconds to several minutes in length with one, two or more insertion spots. Programming can be available on a regularly-scheduled basis or as a weekend news feature.			
18+ — NEW			
Demos			
CASH.			
Crain Communications — <i>Crain Communications</i>			
<b>Crain Consumer Report, The</b>	1982		
Consumer Info			
00:00:00	ALL	005040	
daily	Mono		
?'' reel, ? ips			
Information about new products in the marketplace and the latest consumer buying trends. (Different reports can target various demographic groups.) Based largely on the news-gathering expertise of Crain's 16 different publications. Easily adaptable by Crain to meet a station's needs. Program can run from 60 seconds to several minutes in length with one, two or more insertion spots. Programming can be available on a regularly-scheduled daily basis or as a weekend news feature.			
18+ — NEW			
Demos			
CASH.			
Crain Communications — <i>Crain Communications</i>			
<b>Customized Weather Reports</b>	1982		
Weather			
00:00:00	ALL	013270	
1x hourly	Mono		
Telephone Transmission			
Live or pre-taped customized personality weather reports. Length and style vary according to the needs of the station format.			
18+ — NEW			
CASH; one year; with options.			
Media Service Concepts — <i>Media Service Concepts</i>			
<b>Earshot</b>	1982		
News			
00:00:00	ALL	006510	
1x weekly	—		
Newsletter			
Provides services for radio reporters and news directors that includes collecting job listings and programming information—letting them know what news and public affairs programs are available. Designed and aimed at news directors and radio reporters.			
25+ — NEW			
CASH.			
Rip 'N' Read — <i>Rip 'N' Read</i>			
<b>Earshot</b>	1981		
Scripts			
00:00:00	N	020520	
2x monthly	—		
Script			
<i>Editor: Mike Krigel</i>			
A bi-monthly newsletter for broadcast journalists offering hard news items covered by the Pacific News Radio Service, and industry news as well.			
25+ — NEW			
CASH.			
Pacific News Radio — <i>Rip 'N' Read</i>			

## News Service

## News Service

**FeatureNet Audio** 1982

Feature  
00:00:00 ALL 006950  
daily Mono  
?" reel, ? ips

An audio network with 11 features, that are both interesting and timely. Features included on the network are, "What In The World!", "Star Watch," "Focus On Entertainment," "Did You Know?," "Focus On Women," "You, The Consumer," "Focus On People," "Food For Thought," "Focus On The News," "Health Break," and "Naturally Yours." Each feature of this service runs from one minute to 2-minute and a half.

12+ — NEW

CASH; cancel anytime.

Copley Radio Network — *Copley Radio Network*

**Her Say** 1982

Women  
00:00:00 AC, N, NT 013030  
1x weekly Mono  
Script

This news service which specializes in stories about women, covers the fields of politics, labor, business, medicine, sports, and the arts as they relate to women.

25-54 — NEW

CASH.

Women's News Institute — *Women's News Institute*

**# Lew Irwin Reports** 1982

Feature  
00:00:00 A, R 016390  
2x daily Stereo  
Satellite Transmission

Offers stimulating, challenging, and entertaining reports that have special appeal to the audiences of Contemporary-Music Stations. Program has no special i.d. on the air.

18-34 — NEW

BARTER.

Lew Irwins — *Lew Irwin*

**Mother Jones News Briefs** 1982

Scripts  
00:00:00 N, NT, T 015070  
1x monthly —  
Script

A free monthly packet that contains news items geared specifically for radio broadcast and based on the magazine's investigative stories. Interview suggestions are provided.

18+ — NEW

FREE.

Mother Jones — *Mother Jones*

**Nation's Weather, The** 1982

News  
00:00:00 ALL 008870  
4x daily —  
AP Wire

Contains the latest national weather round-ups four times daily, with temperature tables.

18+ — NEW

CASH.

AP Radio Wire — *AP Radio Wire*

**# News And Commentary From James** 1983

**Dobson**  
Commentary-Editorial  
00:00:00 ALL 026820  
daily Mono

? reel, ? ips

Host: *James Dobson*

News and commentary program.

18+ — NEW

CASH.

Domain Communications — *Domain Communications*

**Newscalls** 1982

Hard News  
00:00:00 ALL 014440  
12x daily Stereo

Satellite Transmission

The latest hard news stories, including actualities, overseas reports. Intended for use in locally originated news programs. Fed straight through live until conclusion. Available through ABC Direction, Entertainment, Contemporary, Information, FM.

18+ — NEW

Promos

BARTER.

ABC News — *ABC Rock Radio Network*

**Newsline** 1982

News  
00:00:00 N, NT, T 014740  
daily Mono, Stereo

Satellite Transmission

A compendium of news actualities and sustaining features, each bringing listeners up to date on world, local, business and economic news. Includes: Morning Business Report, Political Digest, Newsline Extra, Afternoon Business Report, Nunnense, Feedback, The Porter Exchange, Workplace, TopCopy, Good News, Joyce Brothers Report and Dateline.

25+ — NEW

Advertising Aids, Promos

BARTER.

NBC Radio News — *NBC Radio Network*

**Original Fish And Game Forecaster, The** 1982

News  
00:00:00 N, NT 022710  
daily Mono

Script; Telephone Transmission

Complete news and trends in fishing and game.

18+ — NEW

CASH.

Datasport — *Station Program Resources*

**Pacific News Service/Audio** 1982

News  
00:00:00 A, AC, NT 006500  
daily Mono

Telephone Transmission

Pacific News Service/Audio finds at least five stories from around the country ranging from 60-90 seconds. Content ranges from breaking stories the nation's capital to bizarre pieces that could happen anywhere.

18+ — NEW

CASH.

Pacific News Service — *Pacific News Service*

**Pen Pals** 1982

Hard News  
00:00:00 N, NT, T 014120  
daily —

Telephone Transmission

Service provides reporting and research for bureaus, trade associations and other organizations. Written and taped transcripts of Congressional hearings are available.

18+ — NEW

CASH.

Berns Bureau — *The Berns Bureau*

**PubSat Newsletter** 1981

News  
00:00:00 ALL 020700  
monthly —  
Script

A service which assists in finding news/talk guests for interview programming as well as a go-between for program/news directors to locate experts and expert replacements.

25+ — NEW

CASH; 1 year contract.

PubSat — *PubSat*

## News Service

## News Service

**# Reporter On The Road** 1983  
 News  
 00:00:00 ALL 025000  
 daily Stereo  
 Satellite Transmission  
 Periodic live reports within newscasts.  
 18+ — NEW  
 BARTER.  
 ABC Rock Radio Network — *ABC Rock Radio Network*

**Rip 'N' Read** 1982  
 News  
 00:00:00 ALL 006490  
 daily Mono  
 Scripts  
 Rip 'N' Read is the written counterpart to PNS audio service: a daily package of every kind of news story. Gives contact numbers with stories so you can follow them up.  
 18+ — NEW  
 CASH.  
 Pacific News Service — *Pacific News Service*

**# Rip 'N' Read** 1982  
 News  
 00:00:00 N, NT 024850  
 daily Mono  
 Script  
 Daily script service of offbeat consumer and health stories. Items kept short, sourced and usually with phone numbers.  
 25+ — NEW  
 CASH.  
 Rip 'N' Read — *Rip 'N' Read*

**RKO ONE Special Services: Newscalls** 1982  
 News  
 00:00:00 AC 008190  
 daily Stereo  
 Satellite Transmission  
 Contains voicers and actualities of breaking news stories to intergrate into local newscasts. Vary in length from 5-9 minutes.  
 18-49 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO ONE*

**RKO ONE Special Services: Sportscalls** 1982  
 Sports  
 00:00:00 AC, C, NT 008200  
 daily Stereo  
 Satellite Transmission  
 Voicers and actualities on sports events to be intergrated into local sportscasts. Vary in length from 5-9 minutes.  
 18-49 — SPO  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO ONE*

**RKO TWO Special Services: Newscalls** 1982  
 News  
 00:00:00 AC, C, NT 008460  
 daily Stereo  
 Satellite Transmission  
 Contains voicers and actualities of breaking news stories to intergrate into local newscasts. Vary in length from 5-9 minutes.  
 25-54 — NEW  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**RKO TWO Special Services: Sportscalls** 1982  
 Sports  
 00:00:00 AC, C, NT 008470  
 daily Stereo  
 Satellite Transmission  
 Voicers and actualities on sports events to be intergrated into local sportscasts. Vary in length from 5-9 minutes.  
 25-54 — SPO  
 Advertising Aids, Promos, Sales Aids  
 BARTER.  
 RKO Radio Network — *RKO TWO*

**# Special Youth Newscall** 1983  
 News  
 00:00:00 ALL 024990  
 daily Stereo  
 Satellite Transmission  
 The latest news stories geared especially to the 18-34 audience.  
 18-34 — NEWS  
 Promos  
 BARTER.  
 ABC Rock Radio Network — *ABC Rock Radio Network*

**Sports Audio Feeds** 1982  
 Sports  
 00:00:00 AC, N, S 012390  
 1x daily Mono  
 Telephone Transmission  
 Continuous sports audio feeds are available from the New York region. These feeds are from practices, press conferences and games. There are also sports features with well known sports personalities.  
 18-34 — SPO  
 CASH.  
 Sports News Syndications — *Sports News Syndication*

**Sports Features** 1982  
 Sports  
 00:00:00 N, S 020630  
 1x daily Mono  
 Telephone Transmission  
 A daily feed of varying lengths featuring interviews and stories about the leading sports personalities.  
 18-34 — SPO  
 CASH.  
 Sports News Syndications — *Sports News Syndication*

**Terry Marshall's Daily Insider** 1982  
 Entertainment  
 00:00:00 AC, NT 015100  
 5x weekly —  
 Script  
 A 5 page script with air-ready copy about the entertainment media and the performers who make it all happen. Contains: interviews, news releases and nostalgia stories.  
 18-49 — ENT  
 CASH; available on a month to month basis.  
 Terry Marshall — *Terry Marshall's Daily Insider*

**Today In History** 1982  
 General Interest  
 00:00:00 ALL 009040  
 1x weekends —  
 AP Wire  
 A listing of the events that occurred on this date in previous years—everything from the Norman Invasion to Watergate. Also included is a listing of today's birthday of well-known people. An entire week's supply runs each Sunday, not timed.  
 18+ — TAL  
 CASH.  
 AP Radio Wire — *AP Radio Wire*

**VIEWS & People In The News: Actualities** 1982  
 Hard News  
 00:00:00 ALL 005120  
 daily Mono  
 7" reel, 7 1/2 ips  
 Host: *Gayle Gary*  
 Features outstanding spokesmen in various fields and the events which effect our world as they happen. Running time may vary.  
 18+ — NEW  
 CASH.  
 Gayle Gary — *Gayle Gary*

## News Service

**Weather Edge, The** 1982  
 News  
 00:00:00 ALL 007280  
 16x daily Mono  
 Telephone Transmission  
 Total weather programming customized to each individual station.  
 Delivers weather forecasts and updates via comrex encoded telephone lines.  
 12+ — NEW  
 Promos, Sales Aids  
 CASH; month to month basis.  
 Weather Station — *Weather Station*

**Weather Forecasting Service** 1982  
 Weather  
 00:00:00 ALL 021030  
 daily Mono  
 Telephone Transmission  
 Provides custom-tailored live or taped weather forecasts and reports of varying lengths. Also, custom promotional materials for weather available.  
 18+ — NEW  
 Promos  
 CASH; 1 year contract; market exclusivity.  
 Weather Data — *Weather Data*

**Weather Health Trend** 1982  
 Weather  
 00:00:00 N, NT 022700  
 daily Mono  
 Script; Telephone Transmission  
 A health-oriented approach to the weather, wherein weather trends are observed in their relation to effects on human health.  
 18+ — NEW  
 CASH.  
 Multidata — *Station Program Resources*

**# WeatherCenter** 1982  
 Weather  
 00:00:00 ALL 023190  
 daily Mono  
 Telephone Transmission  
 Provides accurate, entertaining saleable forecasts to stations in all market sizes. Forecasts are custom-tailored to fit format and can be produced live or pre-recorded.  
*American Meteorological Society Seal.*  
 18+ — NEW  
 Demos, Promos  
 CASH; 1 year minimum.  
 WeatherCenter — *WeatherCenter*

## Public Service Announcements

**Wireless Flash** 1982  
 Feature  
 00:00:00 ALL 006960  
 2x weekly Mono  
 Script, Telephone Transmission  
 Printed exclusively for radio use, a source of humorous, off-the-wall news. Features included in your "Flash" are: a daily calendar of unusual and historic events, exclusive Hollywood news, rock news, the lighter side of sports, and a daily horoscope. For pre-edited stories call "The Wireless Flash Actuality Line" 24 hours a day, seven days a week or do-it-yourself, all stories list phone numbers at the bottom of the page.  
 18+ — NEW  
 CASH; cancel anytime.  
 Copley Radio Network — *Copley Radio Network*

## Public Service Announcements

**PSA Projects** 1981  
 Public Service  
 00:00:00 ALL 022580  
 daily Stereo  
 7" Disc, 33 1/3 rpm  
 A variety of public service spots concentrating on different aspects of people and events. For example, "Seasonings" are spots for various holidays; "Aware" centers on relationships and "Brite Spots II" are PSA's with eight different music formats.  
 1981: *Direct Mail and Marketing Award.*  
 18+ — CON  
 FREE.  
 Sunspot Productions — *Sunspot Productions*

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 Steinway Hour, The  
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 Story Behind The Song, The  
 Story Hour, Your  
 Storylight, Her Name Is Mary Ann  
 Storyteller, The  
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 Suggested Solutions  
 Summer Stockholm  
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 Sunkel Sez  
 Super Handyman  
 Superbowl Challenge  
 SuperFun  
 Supernature  
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 Suspense  
 Sweden Today  
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 Tales Of The Unknown  
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 Think On This  
 Thirsty Ear  
 This Is My Music  
 This Is The Future  
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 Time For Decision  
 Time Out For Successful Living  
 Time To Remember, A  
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 Today's Family  
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 Two Minutes For Your Child And You  
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 UFO/Space Monitor  
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 Underground Golf Course, The  
 Unexplainable, The  
 UFO's—Encounters Of Every Kind  
 United We Stand  
 Unshackled!  
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 Upreach Radio  
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 Video View  
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 Vocal Scene, The  
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 Wax Museum, The  
 Way Back When  
 Weekend America  
 Weird Circle, The  
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 What Makes You Tick  
 What You Should Know About Your Pension Plan  
 What's In A Name  
 What's New In Learning  
 What's The Issue?  
 Whistler, The  
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 Who's That Man?  
 Winner's Circle, The  
 Woman First, A  
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 Woodstock Revisited  
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 Words To The Penny Wise  
 Workin' On The Railroad  
 Working Woman  
 World Of Children Series  
 World Of Racing  
 World Of Travel  
 World Series Challenge  
 Worst Joke, The  
 X Minus One  
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 Youth In The North  
 Youth On The Air

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Authority, The  
 Back To Basics  
 Best Show, The  
 Big Band ID Package  
 Certified Country  
 Close To You  
 Closer Together  
 Come Home  
 Country KHJ

Country Life  
 Double Plus  
 Easy Listening ID Package  
 Enforcer ID Package  
 Fire Act, The  
 Future Flow  
 Fyre, The  
 Good Times  
 I'd Rather Be In Denver I & II  
 Let's Make The Music Together  
 Look To Us  
 Meltdown  
 Music Jam  
 Nashville Plus  
 News & Information  
 Newslines  
 #1 Voice, The  
 Oldies ID Package  
 Outstanding  
 Pro Radio  
 Soft Spot, My  
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 Spirit  
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 Station ID's  
 Station Logos & I.D. Packages  
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 We'll Make Your Day  
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 Where He Comes First

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 Have You Heard The News?  
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 Mainstream  
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 PAMS Contempro Jingles By CPMG  
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 Dr. Susan Forward  
 Dr. Toni Grant  
 Ed Busch Talk Show

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 Golf  
 Hollywood Live  
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 How Your Mind Can Keep You Well  
 Larry King Show, The  
 Live Concerts & Specials  
 Live From Billy Bob's Texas  
 Live Network  
 Mancini At Blossom  
 Michael Jackson  
 Moment of Truth, A  
 Music Country Network  
 NASCAR Grand National Auto Racing—Live Coverage  
 NBA Playoffs And Championship  
 NCAA Basketball  
 NCAA Basketball  
 NFL Sunday Afternoon Football  
 Night Talk  
 Night Time America  
 Notre Dame Football  
 Pavarotti At Blossom  
 Performance Racing Network  
 Radio Portugal  
 Ray Briem  
 Rock & Roll Trivia Quiz  
 Rockline  
 Sally Jessy Raphael  
 Solid Gold Saturday Night  
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 Sportsfan  
 Star Station, The  
 Stardust  
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 Talknet: Bruce Williams  
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 Tennis  
 This Is Hollywood  
 United States Football League  
 What's Right With America

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 AC/Pop Specials  
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 Album Rock  
 All Time Top 30, The  
 America In Concert  
 American Country Christmas, An  
 American Country Countdown With Bob Kingsley  
 American Top 40 With Casey Kasem  
 Apollo Band Stand  
 April Wine: The Emergence Of A Rock Powerhouse  
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 Barry Manilow: The Manilow & Magic Radio Show  
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 Beatles, The

- Best Of The BBC Rock Hour  
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 Big Band Broadcast, The  
 Big Band Count-Down  
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 Billy Joel: The Man, His Words, His Music  
 Black Classical Composers, The  
 Bob Seger: The Bob Seger Story  
 Boston Camerata Presents, The  
 Boston Pops Orchestra  
 Boston Symphony Orchestra  
 Breaking Away  
 Bright 'N Beautiful Sounds Of Christmas, The  
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 Cameo Concert, A  
 Candlelight & Wine  
 Captured Live!  
 Captured Live!  
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 Chronology Of American Music, A  
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 Cleveland Orchestra Pops Concert  
 Concert Magazine  
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 Concert Of The Month  
 Contemporary Country Concerts  
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 Jesse Jackson  
 Jimmy Lee Farm Report  
 John Coleman Weather  
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 Joyce Brothers Report  
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Achievers, The  
Afternoon Business Report  
Business Barometer  
Business Beat, The  
Business Report, The  
Business Reports  
Business Update  
Business Watch  
Businessminute  
Doing Business  
Enterprise  
Forbes Magazine Report  
Forbes Magazine Report, The  
Inside Business/William S. Rukeyser  
International Business Reports  
Let's Talk About Money—Series II  
Mind Your Own Business  
Minding Your Business  
Money Talks...  
Moneyline  
Morning Business Report  
Morning Businesswatch  
Porter Exchange, The  
Real Estate Action Line  
Today In Business  
Wall Street Journal Report, The  
Week On Wall Street  
Yesterday's Stocks

## Child-Juvenile

Archie Andrews  
Big Jon And Sparkie  
Childrens Shows  
Kate's Place  
Master Music Catalog: Section Five  
Mini-People

## Comedy

Ace News Cavalcade Of The Air  
Waves  
Aldrich Family, The  
Amos And Andy  
Chickenman  
Comedy Supermarket, The  
Comic Relief  
Daily Feed, The  
Duffy's Tavern  
Fibber McGee And Molly  
Fibber McGee And Molly  
Fibber McGee And Molly  
Fred Corey Reports  
Funny Business, The  
Golden Age Of Radio Theatre, The  
Great Gildersleeve, The  
Harry And Livinia By The Squirrel  
Squad  
Henny Youngman Comedy Radio  
Library, The  
Henry Youngman  
Hysterical History  
Inside/Outside Washington  
Jack Benny Program  
Jack Carney's Comedy Store  
Kids Say The Darndest Things  
Knockers!

Laugh Machine  
Lee Haas  
Life Of Riley, The  
Light Of My Life  
Live From The Comedy Store  
Lone Star Comedy Service  
Malice  
Musidotes  
National Joke Service, The  
National Lampoon Radio Hour, The  
Newsleak  
On (Or About) This Day In History  
Orben's Current Comedy  
Phantastic Phunnies  
Professional Cheap Comedy  
Red Neckerson  
Rock Bottom Comedy Special, The  
Secret Sound Show, The  
Somewhere Over The Radio  
There's...Rock Comedy  
Space(d) Age Horoscopes  
Station Gang, The  
Steve Saturn  
Street Funnies  
SuperFun  
Tales From The Crypt  
Tooth Fairy  
Worst Joke, The  
Yankee Doodle  
You Had To Be There

## Commentary-Editorial

Alan Stang Report, The  
American Voices  
Another Opinion  
Barry Goldwater  
Behind the Headlines (Daily)  
Behind The Headlines (Weekly)  
Black Viewpoint  
Byline  
Byline  
Comment On The News  
Coretta Scott King  
Correspondent's Corner  
Dan Rather Reporting  
Dick Flavin  
Elmo Ellis Commentary  
Evans And Novak  
Firing Line  
From Another Point Of View  
Howard Ruff Commentary, The  
Jack Anderson Reports  
Jesse Jackson  
John Lofton Commentary  
Julian Bond  
Mark Shields  
Mike Wallace At Large  
News And Commentary From James  
Dobson  
Newsbreak  
Nunnsense  
One Man's Opinion  
One Moment Please  
Opinions Are My Own, The  
Osgood File, The  
Paul Harvey  
Perspective On The Economy  
Phyllis Schlafly  
Rudd Awakening, A  
Sixty Seconds  
Speaking of Sports  
Sportstime

**Consumer Info**

Agri-Answers  
 Consumer Close-Up  
 Consumer Focus  
 Consumer Line  
 Consumer's Business  
 Consumer's Buyer Guide  
 Crain Automotive Report, The  
 Crain Consumer Report, The  
 Down To Business  
 Elmer Dapron's Grocery List  
 Energy Line  
 Energy Saving Ideas  
 Energy Watch  
 Fall Gardening Tips  
 Food For Thought  
 For Your Money  
 From The Driver's Seat  
 Gordon Williams Business Reports, The  
 Helping You  
 Investor's Guide  
 John Stossel  
 Law And You, The  
 Managing Your Money/Paul Henke  
 Mary Ann Hayes, The Coupon Queen  
 Metro Weather Service: Gardening Information  
 Mike And Henry  
 Mike The Mechanic  
 Money Memo, The  
 Moneyline  
 Mother Earth News Radio Program, The  
 Neighborhood Pharmacy  
 On The Homefront  
 Personal Finance With Leonard Sloane  
 Philip Greer On Business  
 Pomerantz On Money  
 PROJECT: Consumer  
 PROJECT: Medicine  
 Ralph Nader  
 Sound Advice  
 Spotlight  
 Travel Talk  
 Travelling  
 Words To The Penny Wise  
 Your Dollar-Stretcher  
 Your Dollars  
 Your Money Minute

**Custom Programming**

Commercial Jingles  
 Custom Services  
 Jingles  
 Jingles  
 Jingles  
 Jingles (Bob Nash Prods, Inc.)  
 Lifestyles/AM  
 Master Music Catalog  
 Nashville Plus  
 Radio Packages  
 Spirit

**Documentary**

American Heritage, Our  
 Birds Of Sweden, The  
 Contact  
 Emigrants, The  
 History In America  
 Latin American Review  
 Lift Your Heart  
 Newsmark  
 Radio's Golden Past  
 Rock Chronicle: Today In Rock History

Samis, The  
 Scandinavian Male, The  
 Senior Citizens  
 Swedish Weather  
 Women In Scandinavia  
 Woodstock Revisited  
 Workin' On The Railroad  
 Youth In The North

**Drama**

Adding Machine, The  
 Adventure Theater  
 American Portraits  
 Ayer, Hoy y Siempre  
 Bacchae, The  
 Best Detective Package, The  
 Bittersweet  
 Casey: Which Is Myself  
 Cavalcade Of America, The  
 Chinatown, USA  
 Chinatown, USA  
 Christmas Carol, A  
 Dark Tower, The  
 Detective Theatre  
 Dracula  
 Dragnet  
 Emperor Jones, The  
 Encounter And The Victory, The  
 Famous Jury Trials  
 Francisco  
 Frankenstein  
 Gangbusters  
 Green Hornet, The  
 Heartbeat Theatre  
 Hidden Truth, The  
 La Ronde  
 Legend Of Sleepy Hollow, The  
 Man Alive  
 Mathry Beacon  
 Mi Tio Juan  
 Mind's Eye Radio Dramatic Series  
 Mystery Theater  
 National Radio Theatre  
 NBC Presents: Short Story  
 NBC University Theater  
 Nightbeat  
 Nightwatch, The  
 Odyssey Of Homer, The  
 Outcasts Of Poker Flat, The  
 Padre Vicente  
 Point Of Law  
 Sea Wolf, The  
 Suspense  
 Tale Of Two Cities, A  
 Three Tales Of Edgar Allan Poe  
 Underground Golf Course, The  
 Unexplainable, The  
 Unshackled!  
 Who'll Save The Plowboy?  
 You're The Judge

**Economy**

Ask The API  
 Business Picture Today/Business  
 Picture Tonight  
 Closing Commodity Reports  
 Commodity Focus  
 Crain Business Report, The  
 Economics Update

**Educational**

Always For Blind People  
 Attitudes Toward Blindness  
 Chip Talk  
 Controversial Issues  
 Coping With Life  
 Education Series

Health Connection, The  
 Heartbeat  
 Historical Events  
 Ideas of Man  
 Learning Center/Dr. Lonnie Carton, The  
 Micrologus  
 Mother Is Crying  
 Nature Series  
 Other Series Of Interest  
 See What I Mean  
 Smithsonian Galaxy  
 Sound Of Listen, The  
 Sports Of All Sorts  
 Today's Family  
 Two Minutes For Your Child And You  
 What You Should Know About Your Pension Plan  
 What's New In Learning  
 World Of Children Series  
 You And Your World

**Entertainment**

Almost Comedy Hour  
 Another Fine Mess  
 Charlie & Harrigan Show  
 Charlie Tuna Show, The  
 Culture Scene, The  
 Dance Music  
 Dial-Log  
 Dick Williams On TV  
 Diversions  
 Do You Remember These  
 Flashback  
 From Studio B (Year One)  
 From Studio B (Year Two)  
 Great American Spirit, The  
 History Repeats  
 In The Spotlight  
 Johnny Cash Show, The  
 Listening Room, The  
 Musical!  
 NBN Stagedoor  
 Night Time America  
 Ninety Seconds of E-S-P  
 People Are Funny  
 Radio Classics Variety Shows  
 Rock Pumpkin, The  
 Screen Scenes  
 "Take Five—An Interlude" By Ray Christensen  
 Terry Marshall's Daily Insider  
 Time Capsule, The  
 Way Back When  
 You Bet Your Life

**Farm**

Agreport  
 Agriculture Reporting  
 Farm Focus  
 Helming Group/First Call  
 Helming Report, The  
 Helming Report, The/Week Ahead, The  
 Helming Stocker Feeder Report, The  
 Jimmy Lee Farm Report  
 Livestock Report  
 Livestock Week Wrapup  
 Metro Weather Service: Crop And Farming Forecasts  
 Morning Agwatch  
 News Behind The Ag News  
 Newslines  
 Sunrises, The

**Feature**

Berns Bureau: Features

FeatureNet Audio  
Featurescope  
Lew Irwin Reports  
Wireless Flash

### General Interest

Alcohol Advisory  
American Character, The  
Animal Album  
Audio Features Feed  
Bargain Hunter/Smart Shopper, The  
Best Years, The  
Big Purple Ballon, The  
Brides Forum  
Bullets  
Countdown To Tomorrow  
Crain Collector-Investor Report, The  
Crosscurrents  
Dateline: America  
Did You Know  
Dr Steve Kritsick  
Energy Insight  
Equal Time  
Garden Spot, The  
Gardening Tips  
Getting Off The Hook  
Ghost Hunter, The  
Good Speech  
Grass Is Always Greener, The  
Harry Beadle—On Photography  
Hollywood Focus  
In Touch  
Info Radio  
Insight  
It's A Fact  
Job Shop, The  
Joyce Brothers Report  
Kentucky Digest  
Law For The Layman's By Jerome S. Rice  
Life In These United States  
Lifelines  
Lifesound Summaries  
Listening To Young America  
Lively Arts  
Living World, The  
Make Up Your Mind  
Makin' It  
Martin Luther King Speaks  
New Age Radio  
New Dimensions  
News Flashbacks  
Next 200 Years, The  
Nightwatch  
On Your Mind  
Out Here In America  
Parents Notebook, The  
People  
People In The News  
Pets And People  
PROJECT: Horizon  
PROJECT: People  
Rare Book Finds  
Science And Man  
Scope, The UN Radio Magazine  
Second Self, The  
Secrets Of Keeping An Old House Young  
Sense & Nonsense With Words  
Spotlight On Singles  
Suggested Solutions  
Time For A Change  
Time To Remember, A  
Today In History  
Today's People  
Topic Is Wine, The  
United We Stand  
Video Game Report

What's In A Name  
What's Right With America  
Where There's Life  
Winner's Circle, The  
Your Life And What To Do About It

### Hard News

ABC Contemporary News Service  
ABC Direction Radio News Service  
ABC Entertainment News Service  
ABC News On The Information Network  
ABC Radio Enterprises News Service  
ABC Radio Networks News Service  
ABC Rock Radio News Service  
Berns Bureau: Actuality Service  
Berns Bureau: Information Service  
Berns Bureau: Live-Lines  
Berns Bureau: Out-Of-Town Coverage  
Berns Bureau: Analyses  
Berns Bureau: News Feeds  
Capitol Assignment  
Custom Cast  
Mutual News On The Hour  
News On The Hour  
News On The Hour  
News Watch  
Newscalls  
Newscast  
Pen Pals  
RKO ONE News  
RKO TWO News  
Syracuse University Radio News Service  
Views & People In The News: Actualities  
Views & People In The News: Indepth Reports  
World Tonight, The

### Health

American Health Radio Show  
Better Health Report  
Cardiovascular Health Information  
Caveman, The  
Columbia Nutrition Bulletin  
Coping With...  
Dr. Loraine Stern: Pediatrician  
Doctor On Call  
Doctor's House Call  
Family Health  
Feeling Good  
Freedom Road  
Head Help  
Health Break  
Health File  
Health File, The  
Health Hints  
Health Report  
Health, Science And You  
Healthtalk  
Healthwatch  
Medical Newsbreak  
New Medicine  
News Of Nutrition  
Newsline Extra Series  
On Fitness/Dr. Gabe Mirkin  
Peer Group  
Physical Fitness  
Prevention Health Magazine  
Rear View, The  
Report On Medicine/Mel Granick  
Speaking Of Health/Dr. Steven Andrew Davis  
Sports Can Make a Monkey Out of You  
Sports Celebrities Speak  
Stay In Shape The Swedish Way

Straighten Up And Enjoy Life  
Supermachine, The  
Those Who Care  
To Your Good Health  
To Your Health  
Triumph Of Age, The  
Your Health With Dr. Frank Field

### How-To-Instructional

Around The House/Clem Labine/Bob Douglas  
At Home  
Bill's Car Care  
David Wade's Radio Recipes  
Do It Yourself  
Entertaining Ideas By Jack Farrell  
Gabby Gourmet, The  
Here's How  
Home Of Your Own, A  
Kitchen Korner  
Liberated Food Lover  
Pet Patrol  
Photo Tips  
Super Handyman  
You Can Do It Yourself  
Your Home Handyman

### Identifications

Across The Country  
Authority, The  
Back To Basics  
Best Show, The  
Big Band ID Package  
Country KHJ  
Country Life  
CPMG Custom ID Jingles  
Custom ID Packages  
Custom Jingles  
Double Plus  
Easy Listening ID Package  
Enforcer ID Package  
Future Flow  
Fyre, The  
Good Times  
Growing With Your City  
He Is The Word  
I'd Rather Be In Denver I & II  
ID's And Logos  
Look To Us  
Mainstream  
Meltdown  
Music Jam  
News & Information  
News Themes  
Newsline  
Nobody Does It Better  
#1 Voice, The  
Oldies ID Package  
Outstanding  
PAMS Classic Jingles By CPMG  
PAMS Contempro Jingles By CPMG  
PAMS Country Greats By CPMG  
Pro Radio  
Special Touch  
Station ID's  
Station ID's  
Talk To Us  
There's Only One  
We'll Make Your Day  
We're Here For You  
Where He Comes First

### Inserts

Beautiful Music Format Enhancers  
Med-Weather Forecasts  
Med-Weather Research Reports  
Poetry And Prose

## Shotgun

**Interview-Talk-Personality**

A Moment With  
 Action Beat With Cathy Rigby  
 Action Woman, The  
 Adventure In Jobs  
 American Entertainment  
 Assignment Hollywood  
 Bernard Meltzer  
 Bill Ballance Show, The  
 Brenda Lee's Country Profile  
 Brett Halliday Show, The  
 Bruce Williams  
 Cambridge Forum  
 Cambridge Forum  
 Campus Close-Up  
 Celebrity Interviews  
 Celebrity Series  
 Chronicles  
 Cinema Screen 5  
 Close-Up  
 Cosmopolitan Review  
 Country Calendar  
 Country News  
 Country News  
 Country Superstars, The  
 Dick Roffman's Focus  
 Dick Roffman's News Desk  
 Dr. David Suzuki's Discovery  
 Dr. Harvey L. Ruben  
 Dr. Susan Forward  
 Dr. Toni Grant  
 Earth News  
 Ecumenical Insights  
 Ed Busch Talk Show  
 Entertainment 80's  
 Entertainment Review  
 Entertainment Review  
 Face To Face  
 Family Forum  
 Freeman Reports  
 Galaxy  
 Great American Spirit, The  
 Hollywood Live  
 In Focus With Larry King  
 In The Holy Land  
 Inside Music  
 Ira Fistell  
 Israel Almanac  
 Jimmie Fidler In Hollywood  
 Johnathan Field and Friends  
 Kris Erik Stevens In Touch  
 Larry King Show, The  
 Learning To Cope  
 Let's Go Visiting  
 Meet The Press  
 Michael Emerson On Assignment  
 Michael Jackson  
 Movie CloseUps  
 Music Row Report  
 National Arts Review  
 Newspots  
 Night Talk  
 Off The Record Specials  
 Off The Record With Mary Turner  
 One Minute With  
 Owen Spann  
 People Now  
 Performing Arts Profile  
 Perspectives With Art Hives  
 Pomerantz On Money  
 Ray Briem  
 Record Report With Robert W.  
 Morgan  
 Reflection  
 Religion In The News  
 Rex

Richard Roffman Presents  
 Rockline  
 Rudy Maxa  
 Ruth Jacobs-Jewish Home Show  
 Sally Jessy Raphael  
 700 Club  
 Shootin' The Breeze  
 Some Kind Of People  
 Something Special  
 Something To Talk About  
 Something You Should Know  
 Speaking Of Everything  
 Spotlight  
 Star Trak  
 Sunkel Sez  
 Take Five For Country Music  
 Talk-Show Newsletter, The  
 Talking About Music  
 Talknet: Sally Jessy Raphael  
 Talknet: Bruce Williams  
 This Is Hollywood  
 This Morning  
 UPI Roundtable  
 Video View  
 Wonderful Truth For Modern Living

**Jingles**

Custom Jingles  
 Radio Express  
 Rapid Rock Jingles By CPMG  
 Station ID's

**Live Events**

Live Concerts & Specials

**Magazine**

Byline Magazine  
 Consider The Alternatives  
 Conversation With, A  
 Country Music's Radio Magazine  
 Daybook With Brad Messer  
 Forum  
 Helen Hall Show, The  
 In Depth Magazine  
 Inquiring Mind, The  
 Newsweek FM  
 Newsweek: On Air  
 Playboy Advisor, The  
 Radio Smithsonian  
 Rock Street  
 Rock USA  
 Stick It In Your Ear  
 Sweden Today  
 Swedish Spectrum  
 Thirsty Ear  
 Time Out For Successful Living  
 20:20 Musicworld  
 What Makes You Tick

**Minority**

In Black America  
 Profiles In History  
 Stories Of Black Americans  
 Tellin' It Like It Was

**Miscellaneous**

Info Radio  
 Radio Portugal

**Music Scoring Services**

Music Scoring Services  
 Southern Library Of Recorded Music

**Music Sound Effects Libraries**

Backgrounds

Folkways Music And Sound Library  
 Machines/Domestic  
 Odds And Ends/On The Farm  
 People/Games And Events  
 Production Source  
 Sound Effects Library  
 Sound Effects Library  
 Thoughts In Time  
 Transportation  
 Twenty LP Sound Effects Library

**Music-Adult Contemporary**

A-C Format, The  
 Adult Contemporary  
 Adult Contemporary  
 Adult Contemporary  
 Adult Contemporary  
 AC  
 AC/Pop Specials  
 Adult-Contemporary Music Supply  
 Service  
 All Hit Contemporary  
 Barry Manilow: The Manilow & Magic  
 Radio Show  
 Botik Adult Contemporary  
 Breaking Away  
 Bright Blue Adult Contemporary  
 Captured Live!  
 Concept 1, Adult Contemporary  
 Contempo 300  
 Contemporary MOR  
 Custom Made Music Tapes  
 Easy Gold  
 Easy Pop  
 Fair West Program I  
 Gentle Persuasion  
 Gold Plus  
 Good Music Package, A  
 Great Hits, The  
 I Write The Songs  
 Light Contemporary  
 Lovemakers, The  
 Mellow Contemporary Format  
 Music World  
 Musicstar Specials  
 Night Time America  
 Olivia Newton John: Making A Good  
 Thing Better  
 Pop Adult Lifestyle  
 Pop Music Artist Profiles  
 Promat C  
 Radio One System, The  
 RKO ONE Music Specials  
 Rock-Lite  
 Soft-Adult Contemporary  
 Sound 10  
 Sounds Of Sinatra, The  
 Spirit Of Summer, The  
 Standard Pop  
 Star Station, The  
 Stardust  
 Summer Hits  
 TM A/C  
 Transtar  
 Weekly Countdown Show  
 Wolfman Jack Show, The  
 Wolfman Jack's Hits Show  
 WWAC (Wall-To-Wall Adult  
 Contemporary)  
 Z Format, The

**Music-AOR**

Album Greats: A History Of Album  
 Rock  
 AOR  
 Album Oriented Hits  
 Album Rock  
 Album Rock

Continuous History of Rock and Roll, The (Daily)  
 Continuous History Of Rock And Roll, The (Weekly)  
 Echoes: Inside The Music Process  
 Guitar: A Rock Episode  
 Mini-View  
 Night On The Road, A  
 Rock Star Guest D.J.

### Music-Beautiful

Announced Easy Listening  
 Beautiful Contemporary  
 Beautiful Music  
 Beautiful Music  
 Beautiful Music  
 Beautiful Music  
 Beautiful Music  
 Beautiful Music (25-49)  
 Beautiful Music (25-54)  
 Beautiful Music Category, A  
 Beautiful Music Format  
 Beautiful Music Matched Flow  
 Beautiful Music +  
 Beautiful Plus  
 Beautifully Yours  
 Bonneville's Beautiful Music  
 Bright Blue Easy  
 Bright 'N Beautiful  
 Candlelight & Wine  
 Classic Beautiful  
 Contemporary Beautiful Music  
 Easy Listening  
 Easy Listening  
 Easy Listening  
 Encore  
 Instrumental  
 Kala Music  
 Love And A Whole Lot More  
 Mancini At Blossom  
 Matched Flow Easy Listening  
 More Beautiful  
 Music From Oberlin  
 Naturals, The  
 Noble One  
 Nostalgia Place, The  
 Pacific Green  
 Simply Beautiful  
 TM Beautiful Music  
 Winton Sound, The

### Music-Big Band

Al Ham's Music Of Your Life  
 Apollo Band Stand  
 Bands Of Gold  
 Big Band  
 Big Band  
 Big Band Broadcast New Years Special, The  
 Big Band Broadcast, The  
 Big Band Count-Down  
 Gene White Big Band Hour  
 Getting Sentimental  
 Glenn Miller Army Air Force Band  
 Glenn Miller: Memory Maker  
 Great Times  
 Memories  
 Music Of Your Life  
 Nostalgia  
 Nostalgia Ballroom  
 One More Time  
 Promat B  
 Promat E  
 Ray Anthony Presents The Big Bands  
 Ray Anthony Presents The Big Bands  
 Swing Thing  
 Swingin' Years  
 Tune In On Yesteryear

Vintage Gold  
 Yesterday's Music  
 Your Hit Parade

### Music-Black/Soul

Alpha One  
 Black Music Memories  
 Black Urban Contemporary  
 Budweiser Concert Hour, The  
 Budweiser Showdown  
 Coast To Coast Top 20  
 Concert Of The Month  
 Countdown, The  
 Music Of Black America, The  
 Soft Soul  
 Sounds Of The Inner City  
 Special Edition  
 Super Soul  
 Super 16 Soul  
 Superstar  
 Urban Contemporary Programming Format

### Music-Classical

Adventures in Good Music  
 America In Concert  
 BBC Concert Hall  
 BBC Music Showcase  
 BBC Promenade Concerts  
 Berman At Severance Hall  
 Black Classical Composers, The  
 Boston Camerata Presents, The  
 Boston Pops Orchestra  
 Boston Symphony Orchestra  
 Cameo Concert, A  
 Chamber Music From Tanglewood  
 Classical  
 Cleveland Orchestra Concert  
 Cleveland Orchestra Pops Concert  
 Concert Of Military, A  
 Concert Overtures and Encores  
 Evening Of Music At Carter's Grove  
 Plantation, An  
 Fifes And Drums Of Williamsburg, The  
 Great Artist Series  
 Heritage Concerts  
 In Recital  
 Jean Pierre Rampal And Alexandre Legoya At Severance Hall  
 Light Classical  
 Matinee  
 Mr. Jefferson's Music  
 Music From Marlboro  
 Music Of The Masters  
 Music Teacher, The  
 National Symphony Concert Series, The  
 New York Philharmonic  
 O Come Sweet Music  
 Pavarotti At Blossom  
 Pavarotti Phenomenon, The  
 Pavarotti: The Golden Tenor Comes To The Silver Screen  
 Peter Pelham's Music  
 Philadelphia Orchestra, The  
 Songs From A Colonial Tavern  
 Songs Of Liberty  
 Speaking Of Music  
 Starlight Concert  
 Steinway Hour, The  
 Swedish Music In Stereo  
 This Is My Music  
 Trihedral  
 Victoria de Los Angeles At Severance Hall  
 Vocal Scene, The  
 Williamsburg Candlelight Concert, A

Wren Chapel Organ, The

### Music-Countdowns

Dick Clark National Music Survey, The  
 All Time Top 30, The  
 Billboard Honor Roll Of Hits  
 Chronology Of American Music, A  
 Countdown America  
 Countdowns  
 Country Report Countdown  
 Country's Best, The  
 Honor Roll Of Hits  
 Hot Hits Countdown  
 Music Magazine  
 Nashville Record Review  
 Proud Country Network, The  
 Rock Album Countdown, The  
 SH-Boom Radio Show  
 Solid Gold  
 Sound Off  
 Space Top 40 Countdown  
 Top 100 Of The 70's, The  
 Top Ten Hits Of All Time  
 Weekly Country Music Countdown, The  
 Weekly Music Magazine, The  
 Weekly Top Thirty, The

### Music-Country

Alabama  
 Alabama Story, The  
 Alive Country  
 All-Hit Country  
 American Country Countdown With Bob Kingsley  
 America's Country Gold  
 Announced Country Living  
 Barbara Mandrell  
 Big Country  
 Big Country II  
 Bright 'N Easy Country  
 Casual Country  
 Cavox Country  
 Chart Close-Up (Country)  
 Christmas Around The Country  
 Christmas Feelings  
 Chuck Roberts Show, The  
 Classic Country  
 Clear Creek Country Music Special, The  
 Concept 4, Country  
 Contemporary Country Concerts  
 Contemporary Modern Country Format  
 Continuous Country  
 Country  
 Country  
 Country  
 Country Beautiful  
 Country Beautiful  
 Country Closeup  
 Country Coast To Coast  
 Country Crossover  
 Country Crossover Format, The  
 Country "80"  
 Country Gold Oldies Library  
 Country Living  
 Country Love  
 Country Music Artist Profile: Alabama  
 Country Music Artist Profile: George Jones  
 Country Music Artist Profile: Hank Williams Jr  
 Country Music Artist Profile: Oakridge Boys  
 Country Music Artist Profile: Willie Nelson  
 Country Music Countdown

Country Music Time  
 Country Report  
 Country Road  
 Country Roads  
 Country Tour, USA  
 Country Tracks  
 Country USA  
 Crystal Gayle  
 Crystal Gayle's Golden Decade  
 Decade Of Country Music, A  
 Doc Holliday Show, The  
 Dolly Parton—Part I  
 Dolly Parton—Part II  
 Drifting Cowboys Show, The  
 Easy Listening Country  
 Eddie Rabbitt  
 Eddie Rabbitt Story, The  
 Facts And Figures  
 Family Reunion, The  
 4th Annual Hickory Creek Reunion,  
 The  
 George Jones  
 Great American Country  
 History Of Country Music  
 Hit Country  
 Stan Hitchcock Show, The  
 International Listeners' Choice  
 Awards, The  
 Jason McCall Show, The  
 Jerry Mason Show, The  
 Jim's Country Time  
 Kenny Rogers '82  
 Larry Gatlin  
 Larry Mack Show, The  
 Lee Arnold On A Country Road  
 Life & Music Of Bob Wills, The  
 Live From Billy Bob's Texas  
 Live From Gilley's  
 Live From The Lone Star Cafe  
 Loretta Lynn  
 Louisiana Hayride, The  
 Merle Haggard  
 Mickey Gilley/Johnny Lee  
 Missing On A Mountain—The Patsy  
 Cline Story  
 Modern Country  
 Most Beautiful Country, The  
 Music Country Network  
 Nashville Connection, The  
 Nighthawk Show, The  
 Number 1 Country  
 #1 Country  
 Oak Ridge Boys  
 Profiles In Country  
 Ralph Emery Radio Show  
 Real Country Foremat, The  
 Ronnie Milsap  
 Salute To Country Music, A  
 Silver Eagle Cross Country Music  
 Show, The  
 Six Pack Radio Specials  
 Sounds Of Solid Country  
 Statler Brothers, The  
 Story Of Country Music, The  
 Super Country  
 Superstar Country  
 Superstar Profile  
 Tanner Country  
 TM Country  
 Traditional Country  
 Triple  
 Vocalist Of The Year, The  
 Worldwide Country

**Music-Ethnic**

Music Magazine, The  
 New Wilderness Celebration Radio  
 Reggae

Vistas Of Israel

**Music-Folk**

Music Of Sweden, The  
 Swedish Folk Music  
 Woody's Children

**Music-Foreign**

British Top 10  
 Contemporary Swedish Music  
 Electronica  
 French Songs  
 Israel Philharmonic, The  
 Nursery Tunes In Jazz  
 Old Swedish Organs  
 Panorama Of Swedish Music  
 Portrait Of Bo Hansson, A  
 Programmes Of Swedish Folk Music  
 Six Swedish Composers  
 Stockholm Alternative Music Festival,  
 The  
 Swedish Choral Music  
 Swedish Music In The Eighteenth  
 Century  
 Swedish Music In The Twentieth  
 Century  
 Swedish Pop Rock Portraits  
 Swedish Soloists  
 Swedish Sounds Of The Seventies  
 Swedish Sounds Of The Sixties  
 Who Was Bellman?

**Music-Gospel**

Country Faith  
 Custom Programming  
 Gospel Time  
 Morningstar  
 Nashville Gospel Time  
 Sacred Sounds Of Gospel

**Music-Jazz**

Jazz  
 Jazz Beat From Berklee (Series I)  
 Jazz Chronicles  
 Jazz 'N Blues  
 Live From The Jazz Emporium  
 Monterey Jazz Festival  
 STRZ-All Night  
 Swedish Jazz  
 World Of Jazz

**Music-Latin**

Hispanic Music Service

**Music-MOR**

Adult MOR  
 Announced Contemporary MOR  
 Bright Blue MOR  
 Classic MOR  
 Concept 2, Adult Rock  
 Conservative Tempo  
 Contemporary MOR  
 Contemporary MOR  
 Entertainers, The  
 E-Z Format, The  
 Good Music  
 Good Music Radio Magazine, The  
 Hitparade  
 John Doremus Show, The  
 MOR  
 MOR  
 MOR  
 MOR  
 MOR  
 MOR Traditional  
 More Easy Listening  
 Music Makers, The

Musicade  
 Progressive MOR  
 Promat D  
 Rainbow MOR  
 Showcase  
 Swinging Velvet  
 Tapestry  
 This Is Music  
 TM-O-R  
 Traditional MOR  
 Traditional MOR  
 Unforgettable

**Music-New Wave**

Cars: Riding The New Wave, The  
 In Search Of The New Wave: The  
 Future Of Rock 'N Roll  
 Police: Rock's New Hit Men, The  
 Wavebreaker

**Music-Oldies**

All Hit Radio  
 Chuck Buell's Super Gold  
 Dick Clark's Rock Roll & Remember  
 Elvis: A 3-Hour Special  
 Gold Rush  
 Golden Oldies, The  
 Good Ol' Rock And Roll  
 Graffiti Gold  
 HitMusic Hundred  
 Hot Shots, The  
 Memory Music  
 Mighty Memory Mobile, The  
 Musical Sound Review, The  
 Musical Sound Review, The (Short  
 Form)  
 Oldie Records  
 Oldies  
 Oldies  
 Oldies For Energy  
 Primetime Radio  
 Promat N  
 Solid Gold Saturday Night  
 Sounds Of Solid Gold  
 Soundtrack Of The 60's With Gary  
 Owens  
 Wolfman Jack's Graffiti Gold

**Music-Opera**

Swedish Opera Singers

**Music-Orchestra**

Lawrence Welk Show, The

**Music-Religious**

Afterglow  
 Come Alive Show, The  
 Contemporary Sounds Of Praise  
 Gospel Caravan  
 Gospel Greats, The  
 Gospel Year In Review  
 Horizontes  
 It's A Brand New World  
 Kid's Notes  
 Momentos De Medicacion  
 Music And The Spoken Word  
 Music Connection, The  
 Music That Matters  
 On Track  
 Powerline  
 Psalms Of Praise  
 Religious  
 Sacred Sounds Of Praise  
 Something Beautiful  
 Songs Of Joy  
 Sunshine

Sounds Of Celebration  
 Sounds Of Faith  
 Sounds Of Joy, The  
 Sounds Of Joy, The  
 Sounds Of The Centurymen  
 Story Behind The Song, The  
 Streams In The Desert

### Music-Rock

Adult Rock  
 Album Oriented Z  
 American Rock  
 BBC Rock Hour, The  
 BBC Specials, The  
 Beach Boys: California Dreaming, The  
 Best Of The BBC Rock Hour  
 Bob Seger: The Bob Seger Story  
 British Rock Concerts  
 Captured Live!  
 C.F.I. Rock Artist Profiles  
 Chart Close-Up (AOR)  
 Classic Rock  
 Classic Rock  
 Concept 3, Album Rock  
 Concert Magazine  
 Continuous History Of Rock And Roll, The  
 Elton John: The Elton John Story  
 Evolution Of Rock  
 Evolution Of Rock: The Music That Made The World Turn Around  
 Foreigner: Precious Metal  
 48-Hour Continuous History Special, The  
 Great American Summer  
 Great Lost Who Tapes Hosted By Bill Wyman, The  
 Great 1's Of '83  
 Guitar: A Rock Episode  
 History Of Rock And Roll  
 Honor Roll Of Rock And Roll In Concert  
 Inner-View  
 Inside Track, The  
 J. Geils Band: Survivors In Vinyl Jungle  
 Joan Jett/Go Go's/Quarterflash:  
 Rock's New Leading Ladies  
 John Lennon: The John Lennon Retrospective  
 Journey: From San Francisco To Platinum  
 King Biscuit Flower Hour  
 Live Network  
 Memory Makers  
 Musical Dialogue With Billy Squier, A  
 On Stage Tonight  
 Paradise Rising  
 Platinum Meltdown  
 Rarities  
 Real Adult Rock Foremat, The  
 Red Satin Rock  
 Retro Rock  
 Rock  
 Rock Calendar  
 Rock Chronicles, The  
 Rock Of The '80s  
 Rock Report  
 Rock Retrospective  
 Rock Unlimited  
 Rock Waves  
 Royalty Of Rock: A Celebration Of  
 The Rock Empire  
 Schaefer Rock City  
 Spectrum USA  
 Star Sessions  
 Starviews  
 Stereo Rock

Superconcert  
 Supergroups In Concert  
 Superstar Concerts  
 Upon This Rock  
 What's It All About?  
 XT-40

### Music-Top 40

American Top 40 With Casey Kasem  
 Chart Close-Up (Top 40)  
 Hot Ones, The  
 Hot Ones, The  
 MusicWatch  
 #1 Record Of The Day  
 Sound And Sense  
 Top 40  
 Top 100 Of The 70's, The  
 Update  
 Woodstock—Ten Years Later

### Musical-Variety

Abbott And Costello Show, The  
 Class Of '83  
 Dr. Demento Show, The  
 Great Sounds, The  
 Newsounds

### Mystery

Best Mystery Package, The  
 Black Hawk  
 Clock, The  
 Dan O'Hara, Private Detective  
 Dr. Fyre  
 Five Minute Mysteries  
 Hall Of Fantasy, The  
 Haunting Hour, The  
 Mystery Files Of Simon Q, The  
 Nightwatch, The  
 Rick Devlin, Private Eye  
 Sealed Book, The  
 Shadow, The  
 Best Of Sherlock Holmes, The  
 Suspense  
 Weird Circle, The  
 Whistler, The

### News

ABC News On the FM Network  
 Black Issues And The Black Press  
 Black Radio Network Audio Service  
 Broadcast News Service  
 CBS Library Of Contemporary Quotations  
 Christian Science Monitor: Radio  
 News Service, The  
 CNN Radio  
 Crime & Justice Network News  
 Dateline  
 Earshot  
 Education In The News  
 Face The Nation  
 First Line Report  
 Footnotes  
 Good News  
 Hal Bruno's Washington  
 Inside Nashville  
 Insights  
 Israel Magazine  
 Israel Press Review  
 Listen Closely  
 Metro Weather Service  
 Minority Report  
 Nation's Weather, The  
 News Blimps  
 News Commentary With Nick Alexander  
 Newsline

Newsline  
 Newsnotes  
 Nick Alexander  
 Original Fish And Game Forecaster, The  
 Pacific News Service/Audio  
 Perspective  
 Political Digest  
 PubSat Newsletter  
 Radioradio News  
 Recaps  
 Reporter On The Road  
 Reuters Financial Report, The  
 Rip 'N' Read  
 Rip 'N' Read  
 RKO ONE Special Services:  
 Newscalls  
 RKO TWO Special Services:  
 Newscalls  
 Rock Report, The  
 Rocknotes  
 Sourcebreaks  
 Sourcecasts  
 Special Youth Newscall  
 Sports World Roundup  
 Sportscalls  
 Today In Washington  
 Topcopy  
 Voice Of Americanism, The  
 Washington Report, The  
 Watching Washington  
 Weather Edge, The  
 Week Ahead In Washington  
 World News This Week  
 You've Got To Listen To Talk

### News-Foreign Affairs

European Profile  
 Perspective  
 Peter Jennings Journal  
 Ukranian Melody Hour  
 Week At The UN, The

### Playlists

Adult Contemporary Playlist  
 Contemporary Playlist  
 Country Playlist

### Production Libraries

A Plus  
 Adult Contemporary  
 Air-Aids  
 Air Works  
 Answer, The  
 Basic Gold Oldies Library  
 Big Country/Underline  
 Cat, The  
 Chappell Library Music  
 Christmas Production Library  
 Complete Country Music Libraries  
 Country Punch  
 Director, The  
 Dramatic Themes/The March Is The Thing  
 Elbow Grease/Mixed Bag II  
 Electromusic  
 Flamboyant Themes  
 Good Morning/Silver Streak  
 Good Thing/When You've Got It Made  
 High Country  
 High Roller/Mixed Bag  
 Hot 40  
 Instant Replay Service  
 Key, The  
 Light And Easy  
 Lives Of Harry Lime, The

Man With a Mission/The Seeker  
 Master Service, The  
 Morning Mountain/House On The Hill  
 Music And SFX Library  
 Music Explo  
 Music Library  
 Music Production Libraries  
 Music Sources  
 New Tanner Total Sound, The  
 One For The Road/Bold Venture  
 Pop Rock  
 Prime Cuts Library  
 Producer, The  
 Production Bank, The  
 Production Library  
 Production Library: Beautiful Music  
 Production Library: Easy Listening  
 Production Music Library  
 Promat P  
 Raw Power/Dew Drops  
 Showcase Production Music  
 Six Hundred LP Production Music  
 Library  
 :60's and :30's  
 Sounds Of Broadcasting, The  
 Strong Hearts/Light Hearts  
 Supertrax  
 Symphonic Touch, The  
 That Country Feeling/Thematics Plus  
 Fun  
 TM System, The  
 TMX One  
 Trendsetter  
 Walkin' Along/Out West And Beyond  
 Wizard  
 World's Best

### Promotion Packages

ABC Radio Marketing Services  
 Audio Press Kit, The  
 Best Of Everything  
 Black History Challenge  
 Certified Country  
 Christmas Albums  
 City Song  
 Class Of Country, A  
 Close To You  
 Closer Together  
 Come Home  
 Commercials  
 CPMG Commercial Jingles  
 Creative Department, The  
 Fire Act, The  
 Football Fortune  
 Formula  
 Have You Heard The News?  
 It's My Party  
 Let's Make The Music Together  
 Live In New York  
 Livin' The Music  
 Master Music Catalog: Section Four  
 Master Music Catalog: Section One  
 Master Music Catalog: Section Three  
 Master Music Catalog: Section Two  
 Master Plan  
 Miller Rock To Riches Talent Search  
 Mini Bingo  
 Miss Radio America Pageant  
 Money Machine, The  
 My Soft Spot  
 New Fame Game, The  
 Radio Bingo  
 Radio's Greatest Hits Come  
 Hellerhighwater  
 Rhythm Of The City  
 Soft Spot, My  
 Someplace Special  
 Someplace Special

Sounds Like  
 Spot Shop  
 Station Logos & I.D. Packages  
 Storybook Campaign  
 Watch What We're Doin' Now  
 We Play Your Songs

### Public Affairs

Agronsky & Company  
 American Focus  
 Atlantic Dateline  
 Call The Witness  
 City Club Forum  
 Contemporary Information  
 Current Affairs  
 Direction Digest  
 Earl Nightingale: 60 Seconds  
 FBI Washington  
 Focus  
 In Brief  
 In Brief  
 In Depth Magazine  
 In The City Of Neighborhoods  
 Issues And Answers  
 Judge Looks At Everyday Life, The  
 Our Changing World  
 Perspective  
 Pocketbook Issues  
 Point Of Law  
 Prime Time  
 Public Interest Affiliates Customized  
 Public Affairs Program  
 Public Interest Affiliates Customized  
 Public Affairs Program  
 Reporter's Roundup  
 Source Report, The  
 Spaces And Places  
 Steve Bell Commentary  
 What's The Issue?  
 Youth On The Air

### Public Service

Accent On Living  
 Aware PSA's  
 Black Radio Spots PSA's  
 Brite Spots  
 Christian Unity Spots  
 Christopher Closeup  
 Christopher One Minute Thoughts For  
 Each Day  
 Dar La Mano Spanish Spots  
 Eterna Luz  
 Food For Thought  
 Freberg Asks "Ecumenical?"  
 Glorshon Wars  
 Guarding the Country  
 Media Monitor  
 Metro Weather Service: Commuter  
 Forecasts  
 National Guard News  
 Outlook  
 Planned Parenthood: It Makes Sense  
 PSA Projects  
 Questions Of Value  
 Religion In American Life  
 SONlight  
 Upbeat  
 Upreach Radio  
 Voice of the National Guard, The  
 Voz de la Guardia National, La  
 Your Catholic Neighbor

### Quiz

Capsulette, The  
 Country Star Quiz  
 Name That Year!  
 NFL Pro Flashback

Pro Football Name Game  
 Rock & Roll Trivia Quiz  
 Soap Opera Digest Soap Quiz  
 Superbowl Challenge  
 Teasers!  
 Time Capsule Mini-Quiz, The  
 Who Am I  
 World Series Challenge

### Recording Services

Recording/Production Services

### Religious

A Message From The Bible  
 Adventure Club  
 Amazing Facts  
 Armed Forces Bible Hour  
 Art McPhee In Touch  
 At Home With The Bible  
 Back To God Hour, The  
 Back To The Book  
 Baptist Hour, The  
 Be Still And Know  
 Be Still And Know  
 Benchmark  
 Bible Doctrine Hour  
 Bible For Today  
 Bible For You, The  
 Bible Tract Echoes  
 Biblical Economics Hour  
 Brethren Hour  
 Call Of Christ  
 Celebrate  
 Christ Among Us  
 Christian Countdown USA  
 Conela Informa  
 Confrontation  
 Connection  
 Control Central  
 Count It All Joy  
 Creer Es Ver  
 Crossroads  
 Cruzada  
 Dangers Of Apathy  
 Day By Day With Jesus  
 Dr. B. Sam Hart Speaks  
 Ecumedia News Service Audio Feed  
 Encounter Spots  
 Enlightenment Day 1982  
 Every Day With Jesus  
 Every Day With Jesus  
 Family In Focus  
 Family Time  
 FEBC Radio International  
 First Brethren Church  
 First Hand  
 Focus On Faith  
 Golden Birthday Celebration/Guru  
 Purnima 1981  
 Good Tidings Hour  
 Grace Worship Hour, The  
 Grand Old Gospel Hour  
 Greater Love Ministries  
 Guidelines Family Living  
 Guideposts  
 Guidelines  
 Here And Beyond  
 Here's Life!  
 Hermano Pablo  
 Hymntime  
 Insight  
 International Sunday School Lesson  
 Jewish Spectrum  
 Jewish Viewpoint  
 Jewish Voice Broadcasts  
 Joy  
 Life's Dynamics  
 Light 'n Up

Listen America  
 Living Word, The  
 Luis Palau Responde  
 Lutheran Hour, The  
 Man Alive  
 Maryknoll World  
 Message of Israel  
 Minute Messages  
 Mission News  
 Missionary Moments  
 Morning Focus  
 Music Of Swami Govinddas  
 Music Scrapbook, The  
 Music Scrapbook, The  
 New Life For You  
 News In A Different Dimension  
 Notes From Christine  
 Oh, What A Beautiful Morning!  
 Our Daily Bread  
 Pause For Good News  
 Pendulum  
 Present Tense  
 Psychology For Living  
 Quest For Truth  
 Radio Today  
 Religious Programming  
 Revivaltime  
 Revivaltime  
 Royal Way Of The Cross, The  
 Science, Scripture & Salvation  
 Sonshine  
 Sounds Of The Times  
 Spoken Word Of God, The  
 Telephone Time  
 Think About It—Part I  
 Think About It—Part II  
 Think About It—Part III  
 Think On This  
 Transformed  
 Translation Report  
 Trinity Pulpit  
 Trumpet Sounds, The  
 Truth For Today  
 Un Mensaje a la Conciencia  
 Voice Of Prophecy 15-Minute Story  
 Hour  
 Voice of Prophecy 15-Minute Daily  
 Broadcast, The  
 Voice Of Prophecy 30-Minute Sunday  
 Broadcast, The  
 Washington International Report  
 Who's That Man?  
 Word-And Music, The  
 Word And Music, The  
 Your Time

### Religious-Series

Back To The Bible Broadcast  
 Celebration Day Darshans  
 Children's Bible Hour  
 Children's Bible Hour Storytime  
 Choice VII  
 Christian Brotherhood Hour  
 Church World News  
 Connection  
 Country Crossroads  
 Dallas Today  
 El Carmino De La Vida  
 Encounter  
 Episcopal Series/Protestant Hour, The  
 Eteral Light, The  
 Faith Seminar Of The Air  
 Family Altar Broadcast  
 Your Favorite Ten  
 God Squad  
 Good News Broadcast  
 Good News Hour  
 Heaven And Home Hour

Heavenly Hot Line  
 Herald Of Truth  
 Here's How  
 Home Bible Study Hour  
 Impact: Religion  
 International Media Service  
 Laymen's Hour, The  
 Lifebeat  
 Lifeline Hour, The  
 Lifestyle  
 Look At Your Bible, A  
 Master Control  
 Messianic Vision, The  
 Moments With Martha  
 Music For Celebration  
 Music For Meditation  
 Music Of Swami Chaitanya Hari  
 National Radio Pulpit  
 New Testament Light Daily  
 New Testament Light Weekly  
 Open Door  
 Oral Roberts And You  
 PC News & News Scope  
 Positive Thinking With Norman  
 Vincent Peale  
 Protestant Hour, The  
 Radio Bible Class  
 Radio Bible Class (Daily)  
 Rajneesh Meditations  
 Religion In Our Lives  
 Religion Today  
 Report On Religion/Richard Ostling  
 Satsang  
 SCAN  
 Seed From The Sower, A  
 Seeds From The Sower  
 Sower, The  
 Story Hour, Your  
 Storylight, Her Name Is Mary Ann  
 Word And The World, The  
 World Missions Report

### Religious-Specials

Commemorative And Holiday  
 Programs  
 Footnotes From The Holy Land  
 Holocaust Remembrance Day  
 Israel Independence Day  
 Jerusalem Day

### Reviews

Brian Rose Reviews  
 Cinema Sound  
 Cinemascore  
 Cinemascore  
 Critic At Large  
 Film Flash  
 First Hearing  
 In The Lyons Den/Jeffery Lyons  
 Media Watch, The  
 Mel Gussow On Theater  
 Modern Swedish Writers  
 Movienews  
 Movienews With Roger Ebert  
 Off Screen  
 On Record/Peter Bekker  
 Print Out  
 PROJECT: Best Seller  
 60-Second L.P.  
 TV Tonite With Ron Hendren

### Science

Breakthrough  
 Discovery  
 Electronic Show, The  
 Exploring  
 Feedback

Future File  
 High Tech  
 Interface-Science Radio  
 On-Line  
 PROJECT: Energy  
 PROJECT: Science  
 Report On Science/Dr. Allen  
 Hammond  
 Research Series  
 Science Fiction Or Fact?  
 Science For Today  
 Star Date  
 Starwatch (Univ. Of Minn. Astronomy  
 Dept.)  
 Supernature  
 This Is The Future

### Science Fiction

Dimension X  
 ET Report, The  
 Science Fiction Radio Show, The  
 Tales Of The Unknown  
 UFO Monitor  
 UFO/Space Monitor  
 UFO's—Encounters Of Every Kind  
 X Minus One

### Scripts

Earshot  
 Funny Business, The  
 Inside Country  
 Mother Jones News Briefs  
 Terry Marshall's Daily Insider

### Seasonal

American Country Christmas, An  
 American Halloween Network, The  
 Back To School  
 Best Of Radio's Christmas Past, The  
 (Vol III)  
 Best Of Radio's Christmas Past, The  
 (Vol II)  
 Best Of Radio's Christmas Past, The  
 (Vol I)  
 Best Of Stories For Halloween, The  
 (Vol II)  
 Best Of Stories For Halloween, The  
 (Vol I)  
 Beyond The Limits  
 Bright 'N Beautiful Sounds Of  
 Christmas, The  
 Christmas Alphabet  
 Christmas And Then Some  
 Christmas At Our House  
 Christmas Concert  
 Christmas Festival  
 Christmas in the Country  
 Christmas Music From Williamsburg  
 Christmas Programming Package  
 Christmas Programs  
 Christmas Spirit, The  
 Christmas With Maria Von Trapp  
 Contemporary Sounds Of Christmas,  
 The  
 Country Christmas  
 Country Sounds Of Christmas, The  
 Customs Of Christmas  
 Customs Of Easter  
 Easter In The Air  
 Eastertime  
 Easy Listening Sounds Of Christmas,  
 The  
 Freedom's Fourth  
 Gift Of Christmas, The  
 Gospel Christmas, A  
 Heritage Of Christmas, The  
 Holiday Country

Holiday Magic  
 Holiday Package  
 Holiday Spirit, The  
 I Remember One Christmas  
 It's Christmastime  
 Joys Of Christmas  
 Love-Lines  
 Matchbook Christmas  
 Messiah, The  
 Music For Christmas Eve  
 New Year's Special  
 Night Before Christmas, The  
 North Pole Reports  
 One Owed More  
 Original Christmas, An  
 Other Wise Man, The  
 Pair Of Thieves  
 Playback: A Great Review Of '83  
 Ring In The New  
 Salute To Summer, A  
 Santa's Show  
 Satellite Reports From Santa's  
 Workshop  
 Second Christmas  
 Songs For A Williamsburg Christmas  
 Sounds Of Christmas, The  
 Spirit Of Christmas  
 Stories Of Christmas  
 Stories Of Christmas, The  
 Storyteller, The  
 Summer Themes  
 Thanksgiving Highlights  
 This Is Christmas  
 'Tis The Season  
 Twelve Hours Of Christmas, The  
 Weedeck Country Christmas  
 What Is Christmas  
 Yule Concert

### Series

Berns Bureau: Series

### Soap Opera

Golden Horizons  
 National Soap Review  
 Spanish Novellas  
 Teen Soaps!, The

### Specials

Americans, The  
 Best Of '82, The  
 Canada Countdown  
 Cinnamon Bear, The  
 4th Of July Remote Broadcast Willie  
 Nelson, The  
 Frightline  
 Golden Years, The  
 Grammys 25th Anniversary Special,  
 The  
 Heavy Metal  
 History Of Superman  
 John Belushi-Dan Aykroyd  
 "Neighbors" Radio Special, The  
 King: A Musical Tribute  
 Memories In December  
 Mix And Match  
 Night Moves  
 Opus Special Of The Year  
 Playback 82  
 Radiorama  
 Rock Years: Portrait Of An Era, The  
 Rolling Stones 20th Anniversary  
 Radio Special, The

SBN Specials  
 Specials  
 Spotlight Specials  
 Spring 2000  
 Steve Martin "Pennies From Heaven"  
 Radio Special, The

### Sports

Al Webster's Inside Sports  
 AMI News Bureau  
 AMI Outdoors  
 Baseball  
 Baseball Name Game  
 Billy Packer-Al McGuire Basketball  
 Report, The  
 Celebrity Sports Report  
 College Basketball Game Of The  
 Week, The  
 College — NFL Scoreboard  
 Countdown To Kickoff  
 Curt Gowdy Outdoors  
 Football  
 Football Analysis  
 Golf  
 Golf  
 Golf Spot, The  
 Great American Cowboy, The  
 Great Outdoors  
 Horse Racing  
 In The Wild  
 Joe Durso On Sports  
 Metro Weather Service: Beach And  
 Boating Forecasts  
 Metro Weather Service: Ski Resort  
 Area Forecasts  
 Moment In Sports, A  
 Morning Line  
 My Side  
 NASCAR Grand National Auto  
 Racing—Live Coverage  
 National Finals Rodeo Report, The  
 NBA Playoffs And Championship  
 NBN Sports Network  
 NCAA Basketball  
 NCAA Basketball  
 NFL Sunday Afternoon Football  
 Notre Dame Football  
 Olympic Gold  
 On The Move  
 Out-Of-Doors  
 Performance Racing Network  
 Regional College Football Reports  
 RKO ONE Special Services:  
 Sportscalls  
 RKO ONE Sports  
 RKO TWO Special Services:  
 Sportscalls  
 RKO TWO Sports  
 Salute To The Champions, A  
 SkiMedia Network  
 Skip Caray Sports Comment  
 Skoal Motorsports Report  
 Sporting News Report, The  
 Sports  
 Sports  
 Sports At Large  
 Sports Audio Feeds  
 Sports Digest  
 Sports Features  
 Sports Flashbacks  
 Sports In Brief  
 Sports Odyssey  
 Sports Shorts  
 Sports Shorts

Sports Show  
 Sports Special  
 Sports Watch  
 Sportscan  
 Sportscasts  
 Sportsman Take Four, The  
 Steiner On Sports  
 Tennis  
 Tennis Spot, The  
 United States Football League  
 Vektor Fish And Game Forecast  
 World Of Racing

### Syndicated Programming

Musical Commercials

### Travel

Away From Home  
 Foreign Affairs  
 Going Places  
 Report On Travel/Steve Birnbaum  
 Stockholm A Portrait In Sound  
 Summer Stockholm  
 Travel With Jerry  
 World Of Travel

### Weather

Customized Weather Reports  
 John Coleman Weather  
 Weather Forecasting Service  
 Weather Health Trend  
 WeatherCenter

### Weekend Programming

Honky Tonk Heroes  
 Musicstar Specials  
 Sports Central USA  
 Starweekend Features  
 Street Level Radio  
 Weekend America  
 Weekend Sports

### Westerns

Best Western Package, The  
 Cisco Kid, The  
 Gunsmoke  
 Gunsmoke  
 Have Gun, Will Travel  
 Lone Ranger Radio Shows  
 Lone Ranger, The

### Women

At Home With Mabel Louise  
 Feminine Footprints  
 Financial Planning For Women  
 Food, Fashion And Family  
 Her Say  
 Inside Family Circle  
 Joyce Lamont's Household Hints  
 Joyce Lamont's Keep It Simple  
 Recipes  
 Lifestyle '83  
 Report On Women/Anna Mae  
 Sokusky  
 Style  
 That American Woman  
 Woman First, A  
 Women Of Faith  
 Working Woman  
 Workplace

RADIO SOURCES

Distributors and producers of The Radio Programs Source Book™ are fully detailed here in Part III.

The names of those companies which reported their radio programming for this issue of BIB's Radio Source Book are in bold.

Organizations are keyed as:

- Association
- Consultant
- Distributor
- Exporter
- Network
- Owner of Rights
- Producer
- Program Consultant
- Public Relations
- Rep
- Sales
- Sales Consultant
- Satellite
- Syndicator
- Assoc
- Consultant
- Dist
- Export
- Net
- Owner
- Prod
- Prog Consultant
- Pub Rel
- Rep
- Sls
- Sls Consultant
- Sat
- Synd

*Program syndicators*

\* An asterisk indicates listed only in the Sources Section. (Complete program information was not available at the time of publication.)

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>A</b>							
			<i>Net</i>	<b>ABC FM Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777		Ben Hoberman, Pres Philip Giordano, VP Finance & Admin Bill McClenaghan, VP/Research Svcs Henry C. Kavett, Dir Radio Info & P.R. Andrea Berken, Supervisor P.R. Karen Parhas, Publicity ABC Radio Networks: Edward F. McLaughlin, Pres Walter Sabo, VP ABC Radio Networks Robert M. Chambers, VP Market Development	
<i>Net</i>	<b>ABC Contemporary Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777		<b>Personnel:</b> James Keating, Dir Willard Lochridge, VP Darryl Brown, Dir Corinne Baldassano, Dir Prog Julie Eisenberg, Mgr Station Relations			<b>Properties:</b> ABC Radio Enterprises; ABC Contemporary Network; ABC Direction Radio Network; ABC Entertainment Network; ABC FM Network; ABC Information Network; ABC Rock Radio Network; ABC Owned Stations; News Service	
			<i>Net</i>	<b>ABC Information Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777	<i>Net</i>	<b>ABC Rock Radio Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777
				<b>Personnel:</b> John Axten, VP Stuart G. Krane, Dir Tina Press, Dir Programming Debbie Bernstein/Golden, Mgr Station Relations			<b>Personnel:</b> Willard Lochridge, VP Daniel J. Forth, Dir Denise Oliver, Dir Programming Louise Callahan, Mgr Station Relations	
<i>Net</i>	<b>ABC Direction Radio Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777		<b>Properties:</b> ABC News On The Information Network; Philip Greer On Business; The Gordon Williams Business Reports; Sportscalls; Perspective; World News This Week; Down To Business; Issues And Answers; FBI Washington; The Living World; John Coleman Weather; Religious Programming; Message Of Israel; Pendulum			<b>Properties:</b> ABC News Rock Radio Network — 2 minutes of news 18 minutes before the hour mornings and overnight. Lifelines; Rocknotes; Sportscalls; The King Biscuit Flower Hour; News Calls; Sports Shorts; Rolling Stones Continuous History Of Rock And Roll; Reporter-On-The Road; Special Youth Newscast	
			<i>Net, Sat, Sta, Consultant</i>	<b>ABC Radio Enterprises</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777	<i>Dist</i>	<b>Accuracy In Media</b> 1341 G Street NW Suite 312 Washington, DC 20005	(202) 783-4406
				<b>Personnel:</b> Michael Hauptman, VP in Charge Rick Sklar, VP Programming Andrew Vogel, Dir Station Oprs & Svcs			<b>Personnel:</b> Reed J. Irvine, Chairman of the Board Murray Baron, Pres Bernard Yoh, Communications Dir	
<i>Net</i>	<b>ABC Entertainment Network</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777		<b>Properties:</b> ABC TALKRADIO — talk radio network program services: Owen Spann; Michael Jackson; Dr. Toni Grant; Ira Fistell; Ray Briem; Dr. Susan Forward Watermark Programming (see Watermark's listing in sources for properties); ABC Radio Marketing Services; News Service		<i>Dist</i>	<b>ACTS International</b> PO Box 157 Claremont, CA 91711	(714) 625-6090
			<i>Net</i>	<b>ABC Radio Networks</b> 1345 Ave of the Americas New York, NY 10019	(212) 887-7777	<i>Dist, Prod</i>	<b>Advertisers Broadcasting Company</b>	(212) 679-9750
				<b>Personnel:</b> ABC Radio Division			<b>Properties:</b> Encounter Spots	

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	31 E 28th Street New York, NY 10016 <b>Personnel:</b> Sholom Rubinstein, Exec Prod Ruth Beckerman, Prod <b>Properties:</b> Ruth Jacobs — Jewish Home Show		<i>Orgn, Prod</i>	<b>American Foundation For The Blind</b> 15 West 16th St New York, NY 10011 <b>Personnel:</b> John Moulvihill Susan G. Islam <b>Properties:</b> See What I Mean	(212) 620-2000		<b>Personnel:</b> Bill Alfredo <b>Properties:</b> Formats: AC; MOR; AOR; Country	
<i>Dist</i>	<b>Afterglow Productions</b> 6223 Lochleven Cove Memphis, TN 38119 <b>Personnel:</b> Don Johnson, Pres/Prod Leona Wells, Treas Mary Johnson, Secy <b>Properties:</b> Afterglow	(901) 682-3028	<i>Dist, Prod</i>	<b>American Heart Association National Center</b> 7320 Greenville Ave Dallas, TX 75231 <b>Personnel:</b> Andrea Berry, Prod Virginia Tannebring, Prod Coord <b>Properties:</b> Cardiovascular Health Information	(214) 750-5300	<i>Dist, Orgn</i>	<b>American Petroleum Institute</b> 2101 L St NW Washington, DC 20037	(202) 457-7035 Toll Free (800) 424-8038
<i>Dist, Prod, Export</i>	<b>Airforce Broadcast Services</b> 216 Carlton St Suite 300 Toronto, Ontario Canada M5A 2L1 <b>Personnel:</b> Richard Loth, Pres Mort Ross, Prod <b>Properties:</b> Prime Cuts Library; Christmas And Special Events Production Library; *Various ID Packages	(416) 961-2541	<i>Dist, Prod</i>	<b>American Image Productions</b> Box 23355 Nashville, TN 37202 <b>Personnel:</b> Jerry K. Williams, Pres C. H. Quicie, VP Chris Collier, Programming <b>Properties:</b> The Money Machine; Music Explo; Country Punch; Wizard; Best Of Everything; Spirit; Nashville Plus; Storybook Campaign; Livin' The Music; Watch What We're Doin' Now; Plays It Country; TV Campaign; Ways Of Life Jingle Series	1-(800) 251-2058 TN (615) 329-1988	<i>Dist, Prod</i>	<b>American Syndicated Programs</b> Box 25 Northport, NY 11768 <b>Personnel:</b> Ken Davis, Pres/Exec Prod <b>Properties:</b> Personalized packages for national/regional clients. Sports Flashbacks; News Flashback; Nationally Sponsored: Today's Investment; Sports Stories; Food World; World Of Health & Medicine; Pro Sports Preview; Sports Break	(516) 261-2939
<i>Dist, Prod</i>	<b>Alandale Productions</b> 115 Fairfax Ave Louisville, KY 40207 <b>Personnel:</b> Alanna Nash, Pres Ken Douglas, Admin Asst <b>Properties:</b> Brenda Lee's Country Profile	(502) 893-9697	<i>Dist, Orgn</i>	<b>American Jewish Broadcasting Service Inc</b> 5608 Greentree Road Bethesda, MD 20817	(301) 530-6052 (703) 573-7192 (Day) (301) 530-6052 (Eves & Wknds)	<i>Dist, Prod</i>	<b>America's Future Inc</b> 514 Main Street New Rochelle, NY 10801 <b>Personnel:</b> R. K. Scott, Chairman John C. Wetzel, Pres/Treas Helen R. Kelleher, Secy <b>Properties:</b> Behind The Headlines (daily); Behind The Headlines (weekly)	(914) 235-6000
<i>Dist</i>	<b>Alcare Communications Inc</b> 1503-05 Walnut St Philadelphia, PA 19102 <b>Personnel:</b> Jordan Schwartz, Partner Frank Beazley, Partner Phyllis Friedman, Syndication Coord <b>Properties:</b> One Moment Please	(215) 568-6010		<b>American Jewish Committee</b> 165 East 56th St New York, NY 10022 <b>Personnel:</b> Jonathan Schenker, Dir Broadcast Relations Laurie Chock <b>Properties:</b> Present Tense; Jewish Viewpoint	(212) 751-4000	<i>Dist, Prod</i>	<b>AMG International</b> 6815 Shallowford Rd Chattanooga, TN 37421 <b>Personnel:</b> Dr. Spiros Zodiates, Pres Richard M. Coords, VP Emanuel J. Iaccono, Secy William F. Ebner, Treas Murray C. Fletcher, Treas <b>Properties:</b> New Testament Light Daily; New Testament Light Weekly; Missionary Moments; Mission News	(615) 894-6062
<i>Dist, Prod</i>	<b>All Hit Radio</b> 96 Summer Street Malden, MA 02148 <b>Personnel:</b> Jack Ainslie <b>Properties:</b> All Hit Radio	(617) 321-0247	<i>Dist, Orgn, Prod</i>	<b>American Lutheran Church Media Services Center</b> 1568 Eustis St St Paul, MN 55108 <b>Personnel:</b> John Yvisaker, Dir Hal Dragseth, Exec Prod Pamela Myhre, Assoc Prod Susan O'Hara, Prod <b>Properties:</b> SCAN; Church World News	(612) 645-9173	<i>Dist, Prod</i>	<b>AMI News Bureau</b> 47 Kearny Street # 503 San Francisco, CA 94108 <b>Personnel:</b> John Hamilton, Pres Jeff Schaffer, Prod Mgr Rob Brown, Station Relations <b>Branch Office:</b> 1506-27th St NW Washington, DC 20007 <b>Personnel:</b> Bob Enzel, Dir Eastern Bureau <b>Properties:</b> AMI News Bureau; AMI Outdoors; Ski Media Network; *AMI Syndication	(415) 982-1441
<i>Dist, Orgn, Prod</i>	<b>American Chiropractic Association Inc</b> 1916 Wilson Blvd Arlington, VA 22201 <b>Personnel:</b> Barbara Kratchman, Dir of Comm <b>Properties:</b> Straighten Up & Enjoy Life; The Caveman; The Supermachine; Those Who Care; The Rear View; Sports Can Make A Monkey Out Of You; Sports Celebrities Speak	(703) 276-8800	<i>Dist, Prod</i>	<b>American Media Services</b> 2945 Stone Hogan Connector Atlanta, GA 30331 <b>Personnel:</b> Frank Williams, Pres Bob Williams, VP Doug Steel, Stat Rel Sylvia Williams, Exec Ed Henry Bruen, Mktg Dir <b>Properties:</b> Coast To Coast Top 20	(404) 349-2200	<i>Dist</i>	<b>*Applied Marketing Services Inc</b> 322 S Main St Royal Oak, MI 48067 <b>Personnel:</b> Lon G. Hurwitz, VP/Gen Mgr <b>Properties:</b> Syndicator of advertising materials for radio stations. Produces :30 and :10 spots for television: "The Country Music Store" and "The Music Show."	(313) 545-8640
<i>Dist, Prod</i>	<b>American Farm Bureau Federation</b> 225 Touhy Ave Park Ridge, IL 60068 <b>Personnel:</b> Stewart Truelsen, Dir Bcst Svcs Robert K. Daly, Bcst Coord <b>Properties:</b> Insight; Newline	(312) 399-5751	<i>Dist, Prod</i>	<b>American Music Research Div. Of the Undynde Companies</b> PO Box 19060 San Diego, CA 92119		<i>Assoc</i>	<b>*The Arbitron Ratings Company</b> 1350 Ave of the Americas New York, NY 10019 <b>Personnel:</b> Theodore F. Shaker, Pres Anthony J. Aurichio, Exec VP Marshall Snyder, VP/GM/Prod Research Svcs C. William Bahan, VP/OP & Prod <b>Properties:</b> Measures broadcast audience in 253 local radio markets and 210 local TV markets.	(212) 887-1300

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	Condensed Radio Market Reports; Programmers' Package; Farm Radio and Television Reports; Radio & Television Ethnic Reports.		<i>Dist, Prod</i>	<b>The Atlantis Group Inc</b> 3878 Vermont Rd Atlanta, GA 30319 <b>Personnel:</b> Martin Murphy, Pres <b>Properties:</b> Rock Retrospective	(404) 266-2004		Suite 1700 New York, NY 10020 <b>Branch Office:</b> Radio Australia G.P.O. Box 428G Melbourne 3001 Australia Cables: NEWSCAST Phone 03-600721 <b>Properties:</b> Brochure Available Upon Request	
<i>Dist, Prod</i>	<b>Toby Arnold And Associates Inc</b> 4255 LBJ Suite 158 Dallas, TX 75234 <b>Personnel:</b> Toby Arnold, Pres Delores Arnold, Exec Dir Walter F. Wienecke, TV Mktg Dir Jim Kerr, Sls Mgr Marshall Such, Creative Dir <b>Properties:</b> Unforgettable; The Production Bank; The Rolling Stones 20th Anniversary Special; The Country Super Stars; Nobody Does It Better; Project Sinatra; There's Only One; The Life & Music Of Bob Willie; *Favorites; *Fun Factor; Services: Creation and production of programming, sales features, specials, promotions, and production aids for radio and television. Jingles, production libraries, and complete broadcast services.	(214) 661-8201 Collect (800) 527-5335	<i>Dist, Prod</i>	<b>Audible Advertising Prods Inc</b> Desota Bldg 215 W 91st St Suite 25 New York, NY 10024 <b>Personnel:</b> Mary Hurt, Exec Prod Jim Vickers, Prod Mgr <b>Properties:</b> Musical Commercials	(212) 873-1238			
			<i>Dist</i>	<b>*Audio Express</b> 666 Dundee Road Suite 1304 Northbrook, IL 60062 <b>Personnel:</b> Richard H. Caldwell <b>Properties:</b> Audio Express is a fully equipped satellite distribution service for syndicators. Complete end-to-end service; live and delayed programming.	(312) 498-5360	<i>Prod</i>	<b>Norman Beer Productions</b> 5917 Burton Way Los Angeles, CA 90048 <b>Properties:</b> Learning To Cope (produced for ABC Direction Network)	
<i>Net</i>	<b>The Associated Press</b> 50 Rockefeller Plaza New York, NY 10020 <b>Personnel:</b> Roy Steinfort, VP & Dir Robert Dalton, Gen Bcst Editor Glenn Serafin, Deputy Dir Ed Staats, Deputy Dir Sue Cunneff, Gen Bcst Dep <b>Properties:</b> AP Radio Wire News: NewsWatch; SportsWatch; BusinessWatch; The Nation's Weather Information: This Morning; At Home; Consumer's Business; Morning Business Watch; Diversions; Featurescope; Feeling Good; The Sportman Take Four; Where There's Life; Today In History; The Sunrises; Exploring; People In The News; Musicwatch; Away From Home; Morning AgWatch; Businessminute; Weekends: Off Screen; In The Wild; Religion In Our lives	(212) 621-1500	<i>Dist, Prod</i>	<b>Audio Features Inc</b> 20 East 53 Street New York, NY 10022 <b>Personnel:</b> Alan H. Steinberg, Pres Robert L. Kimmel, Exec VP <b>Properties:</b> Audio Features Feed; Your Health With Dr. Frank Field; Fall Gardening Tips	(212) 308-4122	<i>Dist</i>	<b>Bands Of Gold</b> 1790 Grant St Denver, CO 80203 <b>Personnel:</b> Ev Wren <b>Properties:</b> Bands Of Gold	(303) 825-5537
			<i>Dist, Rep</i>	<b>*Audio Independents Inc</b> 1232 Market Street San Francisco, CA 94102 <b>Personnel:</b> Kendra O'Donnell, Pres Leo Lee, VP Ronald Rattner, Secy/Treas Michael Toms, Exec Dir Thom O'hair, Dir Professional Development & Training Moira Timms, Admin Mgr <b>Properties:</b> Audio Independents provides a wide variety of services to independent radio artists and producers such as: promotion, market research, distribution and marketing and is a clearinghouse of information. Also offering programming services to broadcast outlets. Publishers of "Airwaves" and "Airflash." Catalog of programs available upon request.	(415) 864-0700	<i>Dist, Export, Prod</i>	<b>*BBC British Broadcasting Corporation</b> 630 Fifth Ave RM 2153 New York, NY 10111 <b>Personnel:</b> Ursula Kenny, Radio Prod Coord Main Office: BBC Kensington House Richmond Way London W14 0AX England Telephone: (01) 743-1272 Telex 265781 <b>Personnel:</b> Alan Jones, Head of Transcription Service <b>Properties:</b> Transcription Service via London includes Radio Drama, Readings, Documentaries, Comedy Programmes, Quiz Shows, Beautiful Music, and Jazz. Distribution of commercial pop music by London Wavelength (see listing for properties) and of commercial classical music by Parkway Communications (see listing for properties).	(212) 581-7100
<i>Net</i>	<b>The Associated Press Radio Network</b> 1825 K St NW Suite 615 Washington, DC 20006 <b>Personnel:</b> James R. Hood, Deputy Dir AP Best Svcs Mark Huffman, Asst Managing Editor Prog Bill McCloskey, Asst Managing Editor News George Mayo, Chief Engineer Sofia Mannor, Dir Stat Svcs <b>Properties:</b> PROJECT: Energy; PROJECT: Horizon; PROJECT: Medicine PROJECT: People; PROJECT: Consumer; Agreport; Business Barometer; PROJECT: Science; PROJECT: Best Sellers; Watching Washington; Chip Talk, Rock Report	(202) 833-5910	<i>Dist, Prod</i>	<b>Audio'd Productions</b> 4668 Sunnyside North Seattle, WA 98103 <b>Personnel:</b> Arthur J. O'Donnell, Prod <b>Properties:</b> Money Talks...; In The City Of Neighborhoods	(208) 632-1507	<i>Dist, Prod</i>	<b>Berklee School Of Music</b> 1140 Boylston St Boston, MA 02215 <b>Personnel:</b> Mort L. Nasatir, Dir Comm Peter Hazzard, Mgr Special Projects <b>Properties:</b> Jazz Beat From Berklee (Series I)	(617) 266-1400
<i>Assoc</i>	<b>Association Of Regional Religious Communicators (ARRC)</b> 1627 Monument Ave Richmond, VA 23220 <b>Personnel:</b> Margaret Hoepfl, Pres Rev Jeff Kellam, Electronic Editor <b>Properties:</b> Print Out	(804) 355-8443	<i>Dist, Prod</i>	<b>Audio Stimulation</b> 1680 N Vine Street Suite 900 Hollywood, CA 90028 <b>Personnel:</b> Lou Lamb Smith, Pres Serase Auker <b>Properties:</b> The Wolfman Jack Show; Wolfman Jack's Graffiti Gold	(213) 466-5201	<i>Dist</i>	<b>The Berns Bureau</b> 148 G Street S W Washington, DC 20024 <b>Personnel:</b> Fred Berns, Bureau Chief Joe Harrison, Correspondent John Nester, Correspondent <b>Properties:</b> Berns Bureau: News Feeds; Berns Bureau: Actuality Service; Berns Bureau: Live-Lines;	(202) 484-1840
<i>Dist, Prod</i>	<b>At Home With Mabel Louise</b> Rt 4 Box 141 Chippewa Falls, WI 54729 <b>Personnel:</b> Warren Steward, Dir Mabel Louise Steward, Speaker <b>Properties:</b> At Home With Mabel Louise	(715) 723-2913		<b>Australian Broadcasting Commission</b> 1 Rockefeller Plaza	(212) 757-1177			

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DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	
	Berns Bureau: Analyses; Berns Bureau: Features; Berns Bureau: Series; Berns Bureau: Out-Of-Town Coverage; Berns Bureau: Information Service; Berns Bureau: Pen Pals; Agriculture Reporting			Properties: Creative service firm; radio & television commercial production.			Personnel: Lois E. Hertzler, Coordinator of Dist		
<i>Dist, Prod</i>	<b>Bible For Today Ministries</b> PO Box 1284 Laredo, TX 78040	(512) 724-5626		<b>BLT Productions</b> PO Box 519 La Mesa, CA 92041	(619) 562-8077		Properties: Time For A Change; Think About It Part I; Think About It Part II; Think About It Part III		
	Personnel: Rev. M.L. Puffer, Founder/Dir			Personnel: Tom Kelly, Co-Owner Bill Moffitt, Co-Owner		<i>Dist</i>	<b>Gill Brian Productions</b> P O Box 269 Clarendon Hills, IL 60514	(312) 832-2189	
	Properties: Bible For Today			Properties: Jingles			Personnel: Gill Brian, Pres E.J. Kehoe, Sls Mgr		
<i>Dist</i>	<b>Bible Speaks World Outreach</b> 40 Kemble St Lenox, MA 01240	(413) 637-1520		<b>Mickey Bonner Evangelistic Association</b> PO Box 90593 Houston, TX 77290	(713) 444-7563		Properties: A Time to Remember		
	Personnel: Dr. Carl Stevens, Pres Jack Leonard, Pres SSB Thomas Schaller, Ass't Edward Camino, Planner Shawn Redgate, Pub Rel			Personnel: Mickey Bonner, Pres Eddie Smith, Exec Dir James Tribble, Admin		<i>Dist, Prod</i>	<b>Bridge Productions</b> 2655 Van Ness Ave San Francisco, CA 94109	(415) 441-8111	
	Properties: Telephone Time; *Stevens School Of The Bible; *International Shortwave Broadcast			Properties: Transformed			Personnel: Fr. Harry Schlitt, Owner/Prod Louise Molinari, Prod Mike O'Leary, Dir Prog		
			<i>Dist, Prod, Sat</i>	<b>Bonneville Broadcasting System</b> 274 Country Rd Tenafly, NJ 07670	(201) 567-8800 (800) 631-1800		Properties: God Squad		
<i>Dist</i>	<b>Bible Tract Echoes Inc</b> Box 508 Waterloo, IA 50704	IL: (309) 378-2981		Personnel: Marlin Taylor, Pres John E. Patton, Chairman & CEO Jeff Mathieu, VP Mgr NY Div		<i>Dist, Prod</i>	<b>Broadcast Activities</b> 345 Bercado Circle Mishawaka, IN 46544	(219) 255-1046	
	Personnel: Dr. Paul Levin, Pres/Spkr			Properties: Easy Listening			Personnel: Charles Sharpless, Owner Mike Sharpless, Sales Mgr Jan Gabriel, Prod Mgr Elda Hutt, Creative Dir/Writer		
	Properties: Bible Tract Echoes						Properties: Harry And Livinia By The Squirrel Squad; Newsleak; Celebrity Series		
<i>Dist</i>	<b>*Billboard (Record Source International)</b> 1515 Broadway New York, NY 10036			<i>Dist, Prod</i>	(312) 934-8100		<b>Broadcast Alternatives Inc</b> Box 1141 Toms River, NJ 08753	(201) 244-2047	
	Personnel: Nancy Erlich			Personnel: Darrel Peters, Pres Aline Peters, Corporate Secy Michael Kraficisin, Prog Consultant Ray Lowy, Sls Dir Ray Miller, Chief Engineer			Personnel: Greg Koziar, Chairman Of The Board Bud Wilson, Pres Gene Bramlett, Oprs Mgr		
	Properties: A selection of album, single, or disco subscriptions that provides radio stations and other programmers with newly-released records as well as standard catalogue product, through the cooperation of virtually all American record labels.			Properties: Beautiful Music (25-49); Beautiful Music (25-54); All-Hit Country; Beautiful Contemporary; *Sensual Contemporary; *Adult Contemporary; *Beautiful Country		<i>Dist, Prod</i>	Properties: Energy Line; Mary Ann Hayes-The Coupon Queen; British Top 10		
<i>Net</i>	<b>Black Radio Network</b> 166 Madison Ave New York, NY 10016	(212) 686-8850	<i>Prod, Synd</i>	<b>Bonneville Productions</b> 130 Social Hall Ave Salt Lake City, UT 84111	(801) 237-2620		<i>Dist, Prod</i>	<b>The Broadcast Group</b> PO Box 5227 Culver City, CA 90230-8821	(213) 559-9933
	Personnel: Diane Levy, Pres Roy Thompson, VP Gen Mgr Peter Knight, VP Sls Ron Johnson, VP News			Personnel: Craig L. Heulet, Contact Arlene Hansen, Mktg Asst	(801)237-2408		Personnel: Mark Bragg, Pres Pegge Goertzen, VP Gen Mgr Terese Keil, Oprs Mgr Bill Blackton, Sen Reporter Chris Lauterbach, Prod Mgr		
	Properties: BRN produces daily audio news service specializing in coverage of all minorities. Minority Report; Jesse Jackson; Julian Bond; Shirley Chisholm			Properties: Christmas And Then Some; Music And The Spoken Word; You And Your World; To Father With Love			Properties: In Depth Magazine; In Brief; American Voices		
<i>Rep</i>	<b>*Blair Radio</b> 717 Fifth Ave New York, NY 10022	(212) 308-7200		<i>Dist</i>	(315) 699-3883		<i>Dist, Prod</i>	<b>Broadcast International</b> 4231-C Cuesta Dr CD1-23 Irving, TX 75062	(214) 255-1886
	Personnel: John N. Boden, Pres Robert Lobbell, Sr VP & Asst to Pres Richard P. McCauley, Sr VP Stations Thomas F. Turner, Sr VP Eastern Region Edwin J. Howard, Sr VP Network			<b>Book Fellowship International</b> PO Box 164 N Syracuse, NY 13212			Personnel: Gerard Ferri, Pres Merrill Osmond, Chairman/Exec Dir		
				Properties: Life's Dynamics; Family In Focus			Properties: Live From Billy Bob's Texas		
<i>Dist, Prod</i>	<b>Blanc Communications Corporation</b> 9454 Wilshire Blvd Beverly Hills, CA 90212	(213) 278-2600	<i>Dist, Prod</i>	<b>Botik Broadcast Services Inc</b> Rt 6 Box 49B Austin, TX 78737	(512) 288-0625		<i>Dist</i>	<b>Broadcast Media Advertising Ltd</b> 6030 Hulmeville Rd Bensalem, PA 19020	(215) 757-9500
	Personnel: Noel Blanc, Pres Patrick Bailey, Exec VP Mel Blanc, Secy/Treas			Personnel: Mark Mohr, Dir Bcast Branch Office: North Dakota Office: Box 491 West Fargo, ND 58078 (701) 282-0671			Personnel: Joel Gibbs, Pres		
	Properties: SuperFun			Properties: Botik Adult Contemporary			Properties: Radio Packages		
<i>Dist, Prod</i>	<b>*Chuck Blore And Don Richman Inc</b> 1606 N Argyle Hollywood, CA 90028	(213) 462-0844	<i>Dist</i>	<b>Brethren Broadcast Ministries</b> Box 22 Harrisonburg, VA 22801	(703) 433-9788	<i>Dist, Prod</i>	<b>Broadcast Productions And Services</b> 603 National Press Building Washington, DC 20045	(202) 347-8629	
							Personnel: Robert M. Johnson, President & Exec Prod		
							Properties: 60 Seconds		
							<b>Broadcast Programming International (BPI)</b> PO Box 547 Bellingham, WA 98227	(206) 676-1400 (800) 426-9082	

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Kemper Freeman, Jr, Pres John Iles, Gen Mgr Bill Wolkey, Prog Consultant <b>Properties:</b> Album Rock; Classic Rock; Adult Contemporary And Announced Contemporary MOR; Traditional MOR; Country Living And Announced Country Living; Concert Overtures And Encores; Classical; Bright N' Beautiful; Easy Listening And Announced Easy Listening; Beautifully Yours; Heritage Concerts; Music For Christmas Eve; Christmas Festival; Yule Concert; Christmas Concert; The Messiah; The Heritage of Christmas; The Easy Listening Sounds of Christmas; The Contemporary Sounds of Christmas; The Country Sounds of Christmas; The Bright N' Beautiful Sounds of Christmas; The Other Wise Man.			Jim Vetter, Media Coord David Leveille, Prod <b>Properties:</b> Cambridge Forum			Report; Sports World Roundup; Newsbreak; Your Dollars; The Osgood File; Health, Science, And You; Dan Rather Reporting; Today In Business; Sportstime; Curt Gowdy On Sports; The Law And You; The Golf Spot; Mike Wallace At Large; Dateline: America; Sports Central USA; Travelling; Correspondent's Corner; Newsmark; NCAA Basketball; The World Tonight; Baseball; Football; Golf; Horse Racing; In The Spotlight; Newsnotes; The Tennis Spot; What's New In Learning; Healthtalk; Fact The Nation; Specials	
			<i>Consultant</i>	<b>*Cameron Communications</b> (212) 76 State Street Brooklyn Heights, NY 11201 <b>Personnel:</b> Jim Cameron, Pres <b>Properties:</b> Specializes in consultancy to radio stations with emphasis on news and information programming. Recruits air talent, offers training and critiques in person or via tape.	852-5455	<i>Net, Sat</i>	<b>CBS Radio Network, A Service Of — Radioradio</b> (212) 51 West 52nd St New York, NY 10019 <b>Personnel:</b> Richard Brescia, Sen VP, CBS Radio Networks Robert Kipperman, VP GM (212) 975-4227 Leslie Corn, Prog Dir (212) 975-5766 David West, Dir Aff Rel (212) 975-2097 Simona McCray, Dir Sis Susan Jacobi, Mgr Affiliate Clearance <b>Properties:</b> In Touch Features; Radioradio News and Features; On Stage Tonight; Superconcerts; Honor Roll Of Rock And Roll; Great American Summer; Memory Makers; Great 1's of '83	975-4321
<i>Dist, Prod</i>	<b>Himan Brown</b> (212) 221 West 26th Street New York, NY 10001 <b>Properties:</b> Adventure Theater; Mystery Theater	875-2211		<b>Campus Crusade For Christ</b> (714) Arrowhead Springs San Bernardino, CA 92414 <b>Personnel:</b> Dr. William R. Bright, Pres Chuck Younkman, Exec Prod/Radio and TV Jon Fugler, Radio Dir <b>Properties:</b> Here's Life!	886-5224			
<i>Dist, Prod</i>	<b>Jim Brown Productions, Inc</b> (213) 228 Main St Suite R Venice, CA 90291 <b>Personnel:</b> Jim Brown, Pres Pete Howard, Gen Mgr <b>Properties:</b> Country News	392-8743	<i>Net</i>	<b>*Canadian Broadcasting Corporation</b> (613) 1500 Bronson Ave PO Box 8478 Ottawa, Canada K1G 3J5 <b>Branch Office:</b> CBC 245 Park Ave New York, NY 10167 (212) 949-1500 <b>Personnel:</b> Robert H. Straight, US Sis Mgr <b>Properties:</b> Complete information not available at press time.	731-3111			
<i>Dist, Prod</i>	<b>Brown Bag Productions</b> (303) 482 S. Jasmine Denver, CO 80224 <b>Personnel:</b> Dr. Michael R. Lee, Pres Robert A. Lee, VP <b>Properties:</b> Paradise Rising; Echoes; Inside The Music Process	388-9245		<b>Capitol Production Music</b> (213) 1750 Vine St Hollywood, CA 90028 <b>Personnel:</b> Ole Georg, Natl Dir Kevin Marder, Mktg Rep <b>Properties:</b> Production Music Library	469-1288	<i>Dist, Prod</i>	<b>CBS Radio Stations News Service</b> (202) 2020 M Street NW Washington, DC 20036 <b>Personnel:</b> Anna Mae Sokusky, Dir Jerome Nanes, Exec Prod Allen H. Balch, Mktg Mgr (202) 457-4559 <b>Properties:</b> Byline Magazine; Report On Medicine/Mel Granick; Report On Women/Anna Mae Sokusky; On Record/Peter Bekker; Report On Travel/Steve Birnbaum; Inside Business/William S. Ruker; Report On Religion/Richard Ostling; Around The House/Clem Labine/Bob Douglas; In The Lyons Den/Jeffrey Lyons; The Learning Center/Dr. Lonnie Carlton; Report On Science/Dr. Allen Hammond; Speaking Of Health/Dr. Steven Andrew Davis; On Fitness/Dr. Gabe Mirkin; Managing Your Money; Footnotes/Rolland Smith	457-4559
<i>Consultants</i>	<b>*Burkhardt/Abrams/Michaels/Douglas and Associates, Inc</b> (404) 6500 River Chase Circle E Atlanta, GA 30328 <b>Personnel:</b> Kent Burkhardt, Pres Lee Abrams, Dir Lee Michaels, Assoc Dwight Douglas, Exec VP Jon Sinton, Assoc Bob Elliot, Assoc <b>Properties:</b> Customized Consultation All Formats	955-1550		<b>Charles Capps Ministries</b> (501) Box 69 England, AR 72046 <b>Personnel:</b> Charles Capps <b>Properties:</b> Concepts Of Faith	842-2576	<i>Dist</i>		
<i>Dist</i>	<b>Ed Busch Productions</b> (214) 9900 N Central Expressway Dallas, TX 75231 <b>Personnel:</b> Ed Busch <b>Properties:</b> Ed Busch Talk Show	349-2042		<b>Cardinal Mindszenty</b> (314) PO Box 11321 St Louis, MO 63105 <b>Personnel:</b> Eleanor Schlafly, Exec Dir <b>Properties:</b> Dangers of Apathy	991-2939	<i>Dist, Prod</i>	<b>Century Features Inc</b> (412) P O Box 597 Pittsburg, PA 15230 <b>Personnel:</b> Charles Reichblum, Pres <b>Properties:</b> Teasers!	471-6533
	<b>C</b>			<b>Cass Broadcasting Inc</b> (212) 2865 Grand Concourse Bronx, NY 10468 <b>Personnel:</b> Gregg Cass, Exec Prod/VP Camille Temperino, Oprs Mgr Albert W. De Hope III, Prod <b>Properties:</b> Cosmopolitan Review; Film Flash; Supernature	365-4418	<i>Dist, Prod</i>	<b>Century 21 Programming Inc</b> (214) 4340 Beltwood Parkway Dallas, TX 75234 <b>Personnel:</b> Tom McIntyre, Pres Dave Scott, VP & Gen Mgr Dan Rau, VP Oprs Jamie Hastings, VP Marketing Earl Bullock, VP Engineering <b>Properties:</b> The Z Format; Album Oriented Z; The A-C Format; The E-Z Format; Super Country; Simply Beautiful; Memory Music; More Beautiful; The Country Crossover Format; Sacred Sounds Of Praise; Contemporary Sounds Of Praise; Sacred Sounds Of Gospel; Good Ol' Rock And Roll	934-2121 (800) 527-5959
<i>Dist, Prod</i>	<b>Cabecott Broadcast Productions Inc</b> (800) 517 Seventh Ave Lindenwold, NJ 08021 <b>Personnel:</b> Larry Scott, Pres Elaine Cabbot, Sect'y/Treas Joe Anderson, Acct Exec Marisa Vitello, Exec Secy <b>Properties:</b> The Worst Joke; Entertainment Review; Entertainment 80's	346-3400	<i>Net, Sat</i>	<b>CBS Radio Network</b> (212) 51 West 52nd St New York, NY 10019 <b>Personnel:</b> Richard Brescia, Sen VP, CBS Radio Networks Michael Ewing, VP/GM Judson Niver, Dir/Nat'l Sis Cornelius Knox, VP/Affli Relations Peter Tarnapol, Mgr Affiliate Prog Promo Frank Miller, VP/Prog <b>Properties:</b> College Bowl; News On The Hour; First Line	975-4321			
<i>Dist, Prod</i>	<b>Cambridge Forum</b> (617) 3 Church Street Cambridge, MA 02138 <b>Personnel:</b> Herbert Vetter, Dir	495-2727		<b>Bob Cesna's Consultant Services Inc</b> (904) PO Box 5356 Daytona Beach, FL 32018		<i>Dist, Prod</i>		255-1154

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Bob Cessna, Pres Jane Cessna, Secy Treas <b>Properties:</b> From Another Point Of View			<b>Personnel:</b> Jean Donaldson, Pres/Dir John Tranter Jr, Video Mgr <b>Properties:</b> Adventure Club; Kids Notes		<i>Dist, Prod</i>	<b>David J. Clark Enterprises</b> 39 East 30th St New York, NY 10016 <b>Personnel:</b> Carol Clark Doug Groner, VP <b>Properties:</b> The Parents Notebook; Animal Album	(212) 686-3777
<i>Dist, Prod</i>	<b>Chicago Programming Resources</b> 2256 N Clark Street Chicago, IL 60614 <b>Personnel:</b> Kurt Hanson Joe Mansueto Susan Cornelius <b>Properties:</b> Classic Rock Format	(312) 883-4400	<i>Dist</i>	<b>Christian Duplications International Inc</b> 1710 Lee Road Orlando, FL 32810 <b>Personnel:</b> RB Turney, Pres Wayne Ford, Dir Mktg <b>Properties:</b> The Spoken Word Of God™	(305) 299-7363	<i>Dist, Prod</i>	<b>Clayton-Webster Corporation</b> 7711 Carondelet St Louis, MO 63105 <b>Personnel:</b> Jay Goldman Glen Walter Marlene Kennedy J. Bruce Butler David Burd, Sls Donna Blue Carolyn Hansen Joe Ragni; Christopher Saxe Stephen Buryard <b>Properties:</b> Retro Rock; Rarities; Life In These United States; Country Calendar; The Sporting News Report; Jack Carney's Comedy Store	(314) 726-0906
	<b>The Chicago Radio Syndicate</b> Two East Oak St Chicago, IL 60611 <b>Personnel:</b> Sandy Orkin, Pres Linda Cronk-Griffin, Sls <b>Properties:</b> Chickenman; Tooth Fairy; You Had To Be There; Mini-People; Ace News Cavalcade Of The Air Waves; Elvis; Rock	(312) 944-7724 (800) 621-6949 Toll Free	<i>Dist, Net, Prod</i>	<b>The Christian Science Monitor</b> One Norway Street Boston, MA 02115 <b>Personnel:</b> Dave Dunbar, Editor Jan Bailey, Ass't Prod <b>Properties:</b> The Christian Science Monitor: Radio News Service	(800) 225-7090 ext-2359		<b>*The Clearinghouse</b> Box 3450 Logan, UT 84321 <b>Personnel:</b> Jeff Weber, Pres <b>Properties:</b> Consultants for radio programming and promotions; custom programming, features, and specials	(801) 752-2895
<i>Dist</i>	<b>Child Evangelism Fellowship Inc</b> Box 348 Warrenton, MO 63383 <b>Personnel:</b> Alan D. George, Pres Julian Sleeper, VP Janice Gilliam, Syndication <b>Properties:</b> Here's How	(314) 456-4321	<i>Dist, Orgn, Prod</i>	<b>The Christophers</b> 12 East 48th St New York, NY 10017 <b>Personnel:</b> Rev. John Catoir, Dir Jeanne Glynn, Exec Prod Cecilia Harriendorf, Prod Alma Start, Dir Station Relations <b>Properties:</b> Christopher One Minute Thoughts For Each Day; Christopher Closeup	(212) 759-4050	<i>Consultants</i>	<b>The CnB Studios</b> 3415 Beresford Ave Belmont, CA 94002 <b>Personnel:</b> Alden G. Thompson, Mgr Carole H. Thompson, Sls <b>Properties:</b> Promat B; Promat C; Promat D; Promat E; Promat P; Promat N	(415) 592-6149
<i>Dist, Prod</i>	<b>Children's Bible Hour</b> 1331 Plainfield NE Grand Rapids, MI 49505 <b>Personnel:</b> Charles Vander Meer, Dir <b>Properties:</b> Children's Bible Hour; Children's Bible Hour Storytime	(616) 451-2009	<i>Dist</i>	<b>Church Of God</b> 675 N Cedar St Newark, OH 43055 <b>Personnel:</b> Anthony Bartlette, Radio Minister Sherrn Romine, Prog Dir Charles Dumm, Eng. <b>Properties:</b> The Trumpet Sounds	(614) 345-1213	<i>Dist, Owner, Prod</i>	<b>College Avenue Church Of Christ</b> W College & Rawls PO Drawer 1480 Enterprise, AL 36330 <b>Personnel:</b> George W. Merritt, Evangelist <b>Properties:</b> Truth For Today	(205) 347-8917
<i>Dist, Prod</i>	<b>C &amp; H Present</b> PO Box 19628 San Diego, CA 92119 <b>Personnel:</b> Charlie Brown, Owner Irv Harrigan, Owner Gary Harland, Prod <b>Properties:</b> Charlie & Harrigan Show	(714) 465-9400	<i>Dist</i>	<b>Churchill Productions</b> 1130 E Missouri Suite 800 Phoenix, AZ 85014 <b>Personnel:</b> Tom Churchill, Pres Tom Moran, VP <b>Properties:</b> Beautiful Music Format; The Radio One Format	(802) 264-3331	<i>Dist, Prod</i>	<b>Biff Collie's Winner Productions</b> PO Box 213 Brentwood, TN 37027 <b>Personnel:</b> Jeff Walker, VP Admin (615) 320-5491 Biff Collie, Owner D.J. Jones, Promo/PR <b>Properties:</b> Inside Nashville; *The Happy Hour; *Country Flashbacks	(615) 373-3448
<i>Net, Sat</i>	<b>Christian Broadcasting Network Inc</b> CBN Center Virginia Beach, VA 23463 <b>Personnel:</b> Pat Robertson, Pres Bob Slosser, EVP Tom Rugeberg, Dir CBN Cable Network John Roos, Admin Mgr Craig R. Hodgson Exec Dir Jon Rivers, Mus Dir Alan Crute, Prod <b>Properties:</b> 700 Club	(804) 424-7777	<i>Dist, Prod</i>	<b>Church World Service</b> 475 Riverside Drive Room 850 New York, NY 10027 <b>Personnel:</b> Linda Robbins, Mgr <b>Properties:</b> Food For Thought	(212) 870-2253		<b>The Colonial Williamsburg Foundation</b> PO Box C Williamsburg, VA 23187 <b>Personnel:</b> Peter Logan, Mgr Radio-TV Svcs <b>Properties:</b> Peter Pelham's Music; A Concert Of Military Music; An Evening Of Music At Carter's Grove Plantation; A Williamsburg Candlelight Concert; The Fifes And Drums Of Williamsburg; Mr. Jefferson's Music; The Wren Chapel Organ; O Come Sweet Music; The Music Teacher; Songs Of Liberty; Songs From A Colonial Tavern; Christmas Music From Williamsburg; Songs For A Williamsburg Christmas	(804) 229-1000
<i>Dist</i>	<b>Christian Broadcasting Of The Midlands Inc</b> PO Box 14550 Omaha, NE 68124 <b>Personnel:</b> Lee Huelle, Pres Monte Lund, Gen Mgr Ted Sewell, Bus Mgr <b>Properties:</b> Count It All Joy	(201) 240-3003	<i>Dist, Prod</i>	<b>Clock Inc</b> 56 W 45th St New York, NY 10036 <b>Personnel:</b> Tom Courtenay, Pres David Picken, VP Valerie Loscalzo, Studio Mgr <b>Properties:</b> The Nightwatch; Bittersweet	(212) 245-6770			
<i>Dist</i>	<b>Christian Children's Associates Inc</b> PO Box 446 Toms River, NJ 08753	(201) 240-3003						

DIST	ORGANIZATION	TELEPHONE	DIST	ORGANIZATION	TELEPHONE	DIST	ORGANIZATION	TELEPHONE
PROD	& ADDRESS		PROD	& ADDRESS		PROD	& ADDRESS	
Dist	<b>Co Media Productions</b> 603 Nat'l Press Bldg Washington, DC 20045 Personnel: Robert M. Johnson, Pres/Exec Prod Properties: Inside/Outside Washington	(202) 347-8626		The Fire Act; Let's Make The Music Together; We Play Your Songs; The Modular Music System; Custom ID Packages; Production Libraries; Commercials; Recording/Production Services			<b>Personnel:</b> Jim Hampton, Pres Ken Draper, Exec VP Tom Shoran, Sis Mgr Stephen vanOphuijsen, Dir Nat Sis JoAnne Adams, VP Nat Sis Mgr (West) Randy West, Dir/Proj Development Properties: I Write The Songs; The John Lennon Special; The Lovemakers; 20:20 Musicworld; The Words 'N' Music Of Anne Murray; Paul Anka — The Times Of His Life; Countdown To Kickoff; Country Music Artist Profiles (Package); Country Music Artist Profile: Willie Nelson; Country Music Artist Profile: Alabama; Country Music Artist Profile: Oakridge Boys; Country Music Artist Profile: Hank Williams Jr.; Country Music Artist Profile: George Jones; Country Christmas; Pop Music Artist Profiles (Package); The Beach Boys: California Dreaming; Olivia Newton John: Making A Good Thing Better; Barry Manilow: The Manilow & Magic Radio Show; Elton John: The Elton John Story; John Lennon: The John Lennon Retrospective; C.F.I. Rock Artist Profiles (Package); Journey: From San Francisco To Platinum; The Police: Rock's New Hit Men; Bob Seger: The Bob Seger Story; Joan Jett/Go Go's/Quarterflash: Rock's New Leading Ladies; J. Geils Band: Survivors; Foreigner: Precious Metal; The Cars: Riding The New Wave; The Rock Pumpkin; An Original Christmas; Concert Magazine; Woodstock Revisited, Christmas Feelings; NFL Pro Flashback; Mix N' Match; Great '1's Of '83; The Great American Summer	
Dist, Prod	<b>Come Alive Ministries</b> PO Box 86 Medford, NJ 08055 Personnel: Harry Thomas, Dir Brad Stamm, Asst Dir Greg Merza, Prod Properties: The Come Alive Show; Country Faith; Upon This Rock	(609) 654-8440	Dist, Prod	<b>Consolidated Communications</b> 5125 Briggs Ave La Crescenta, CA 91214 Personnel: Mark Birnoff, VP & GM Eric Norberg, VP Prog Development Roger Carroll, VP Creative Services Properties: Live From The Comedy Store; Parade Of Hits; Your Best Bargains; Lawrence Welk Show; Parquat Kelly & Friends; Honky Tonk Heroes	(213) 957-0957			
Dist	<b>The Comedy Center</b> 700 Orange St Wilmington, DE 19801 Personnel: Bob Orban Lammot Copeland Jr. Properties: Orban's Current Comedy	(302) 658-2209	Dist, Prod	<b>Continental Recordings Inc</b> 210 South Street Boston, MA 02111 Personnel: L. Daniel Flynn, Pres Ed Logue, Station Relations Jerry Buckley (For Your Money) Properties: Commercial Jingles; Country Life; News & Information; Back To Basics; We're Here For You; Look To Us; Shotgun; Closer Together; For Your Money; Enforcer ID Package; Big Band ID Package; Oldies ID Package; Where He Comes First; Easy Listening ID Package; Music And SFX Library	(617) 426-3131			
Dist	<b>Communications Capital Corp</b> 1515 Broadway 4th Floor New York, NY 10036 Personnel: Blair Walliser, Pres Samuel Freundel, VP Properties: Helping You; Beds For :60 or :30 Second Jingles	(212) 719-5222	Dist	<b>Copley Radio Network</b> 350 Camino de la Reina San Diego, CA 92108 Personnel: Patrick Glynn, Editor David Coddon, Assoc. Editor John Moon, Managing Editor Properties: Feature Net Audio Wireless Flash	(714) 293-1834	Dist, Prod	<b>Creative Marketing &amp; Communications Corp</b> 3914 Miami Rd Cincinnati, OH 45227 Personnel: John P. Fields, Pres Properties: The Mystery Files Of Simon Q; A Salute To The Champions; What Makes You Tick; You Can Do It Yourself; Our American Heritage; This Is The Future; That American Woman; Stories Of Black Americans; Let's Talk About Money; Energy Saving Ideas; Consumer Close-Up; United We Stand; The Beatles: The Echoes And The Dream; Customs Of Christmas; I Remember One Christmas; It's Christmastime; Spirit Of Christmas; Stories Of Christmas; What Is Christmas; Ring In The New; Beyond The Limits; The Customs Of Easter; Easter In The Air; Freedom's Fourth; The Legend Of Sleepy Hollow; Dickens, A Christmas Carol; Time Out For Successful Living; Who Am I?; Joys Of Christmas; Here's How	(513) 271-8832 (800) 543-7413
Dist	<b>Community Churches Of America</b> Box 90 Glendale, CA 91205 Personnel: Dr. W.S. McBirnie, Pres Mr. Joel A. MacCollam, VP/Prog Dev Properties: The Voice Of Americanism	(213) 240-4871	Owner	<b>Country Consultants</b> 1425 E Orange Grove # 23 Pasadena, CA 91104 Personnel: Bill Taylor, Owner Properties: Country Music Bingo; Complete Country Music Libraries	(213) 791-4836			
Dist	<b>Community Of Jesus Inc</b> 5 Bay View Drive Orleans, MA 02653 Personnel: Cay M. Anderson, Pres Judy H. Sorensen, Secy/Treas Betty A. Mitman, Pub Rel Properties: The Royal Way Of The Cross	(617) 255-1094	Dist	<b>Country News</b> 228 Main St Suite R Venice, CA 90291 Personnel: Jim Brown, Pres Pete Howard, Gen Mgr Properties: Country News	(213) 392-8743			
Dist, Prod	<b>Concept Productions</b> 1224 Coloma Way Roseville, CA 95678 Personnel: Dick Wagner, Pres Lee Nye, NH Sis Mgr Properties: Concept 1 - Adult Contemporary; Concept 2 - Adult Rock; Concept 3 - Album Rock; Concept 4 — Country	(916) 782-7754	Dist, Orgn	<b>Crain Communications Inc (Crain Broadcasting)</b> 740 Rush St Chicago, IL 60611 Personnel: Donn Pearlman, Consultant Shelia Churchman, Co-Ordinator Properties: The Crain Business Report; The Crain Consumer Report; The Crain Collector — Investor Automotive Report; The Crain Collector-Investor Report	(312) 649-5207	Dist, Export, Prod	<b>CPMG Inc (Creative Productions Marketing Group)</b> 1555 Niagara St Buffalo, NY 14213 Personnel: Benjamin R. Freedman, Pres Alan L. Freedman, VP Al Ripley, Gen Mgr Branch Office: CPMG International 4 Hansol Road Bexleyheath, Kent England DA6 8JG Personnel: Barry Charnley, Pres tel. 01-304-8088 Properties: Mainstream; Growing With Your City; CPMG Custom ID Jingles; CPMG Commercial Jingles; PAMS Classic Jingles By CPMG; PAMS Country Greats By CPMG; PAMS Contempro Jingles By CPMG; Rapid Rock Jingles By CPMG	(716) 834-CPMG
Dist, Prod	<b>Concept Programming &amp; Syndication</b> Box 12644 Roanoke, VA 24027 Personnel: Thomas B. Crockett Jr, Pres Jeff W. Shepherd, VP Properties: Hot Hits Countdown; Superstar Profile	(703) 389-0300	Dist, Prod	<b>Cramer Communications</b> PO Box 120427 Arlington, TX 76012 Personnel: David Wade Properties: David Wade's Radio Recipes	(817) 274-9892			
Dist, Prod	<b>Otis Conner Productions</b> 2829 W Northwest Hwy Suite 940 Dallas, TX 75220 Personnel: Otis Conner, Pres Larry Conner, Exec VP Steve Gustafson, VP Mktg Allen Collier, VP Station Relations Properties: Certified Country; Close To You; Come Home;	(214) 358-5500		<b>The Creative Factor</b> 6255 Sunset Blvd Suite 1026 Hollywood, CA 90028	(213) 487-5111	Dist, Prod	<b>Creative Radio Shows</b> 7136 Haskell Ave Suite 216 Van Nuys, CA 91406	(213) 787-0410

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	
	<b>Personnel:</b> Darwin Lamm, Pres (CA Office: Handles US & Canada) <b>Personnel:</b> Ken Geer <b>Foreign Distribution:</b> Grace Gibson 77 Pacific Hwy N Sydney, Australia 2080 <b>Personnel:</b> Reggie James <b>Properties:</b> Superstar Country; Country Music's Radio Magazine; The Johnny Cash Story; Daily Profile In Song; The Gambler, Kenny Rogers; Willie And Friends; A Salute To Country Music; The Beatles; The Beach Boys Story; The Buddy Holly Story; Frank Sinatra, Biography In Song; Nat King Cole; Loretta And Friends; Elvis Remembered; Eddie Rabbit; Mickey Gilley & Johnny Lee; Larry Gatlin; Barbara Mandrell; Oak Ridge Boys; Alabama; Crystal Gayle; George Jones; Merle Haggard; Ronnie Milsap; AC/Pop Specials; Tributes: Jerry Lee Lewis 25th Anniversary; Tony Bennett; Johnny Mathis; The Good Music Radio Magazine; The 4th of July Remote Broadcast Willie Nelson; A Decade Of Country Music; Glenn Miller Army Air Force Band; Judy Garland; Rainbow Of Songs; The Elvis Hour (Weekly); The Sinatra Special of The Week			<b>Properties:</b> Coping With Life			8399 Topanga Canyon Blvd Suite 300 Canoga Park, CA 91304 <b>Personnel:</b> James Kefford, Pres Gene Chenault, Co-Chairman Bill Drake, Co-Chairman B.J. Anderson, Dir Mktg <b>Properties:</b> Contempo 300; Great American Country; XT 40; Contemporary MOR; Super Soul; Beautiful Music +; Big Band The History of Rock and Roll; The History Of Country Music; The Golden Years; The Top 100 Of The 70's; Elvis: A 3-Hour Special; Christmas At Our House; Hitparade	423-5084 Toll Free	
			<i>Dist, Prod</i>	<b>De Wolfe Music Library</b> 25 West 45th St New York, NY 10036 <b>Personnel:</b> Larry Kessler Andy Jacobs Fred Jacobs John Lettis <b>Properties:</b> 600 LP Production Music Library; 20 LP Sound Effects Library	(212) 382-0220				
			<i>Dist, Prod, Sat</i>	<b>DIR Broadcasting Corp</b> 245 E 54th St New York, NY 10022 <b>Personnel:</b> Robert Meyrowitz, Exec Prod Peter Kauff, Exec Prod Bob Kaminsky, Line Prod Roxy Myzal, Dir/Station Relations Melinda McLlwain, Affiliate Relations Dept <b>Properties:</b> The Silver Eagle Cross Country; Music Show; King Blacut Flower Hour; Rock Radio Awards; Starviews; Supergroups In Concert; Schaefer Rock City; Live Network; A Conversation With; Inside Track	(212) 832-0018	<i>Dist, Prod</i>	<b>Dryden Clarke Audio Programmes (D.C. Audio)</b> 370 National Press Building Washington, DC 20045 <b>Personnel:</b> John Dryden, Pres Luke Merriken Coleman Clarke, V.P.H. <b>Properties:</b> The Daily Feed	(202) 838-4222	
<i>Dist, Prod</i>	<b>Cross-Country Communications Inc</b> 6 Straut Dr Hillcrest, NY 10977 <b>Personnel:</b> Joe Capobianco, Pres <b>Properties:</b> An American Country Christmas; Johnny Mathis — The First 25 Years	(914) 352-6480	<i>Dist, Prod</i>	<b>Doctor John Clarence Davis Jr. Media</b> 1728 Fair Drive NE Knoxville, TN 37918 <b>Personnel:</b> Doctor Davis, Chief Exec <b>Properties:</b> A Look At Your Bible	(615) 689-5320		<i>Dist, Prod</i>	<b>D-V-X International — Demo-Vox Sound Studio Inc</b> 1038 Bay Ridge Ave Brooklyn, NY 11219 <b>Personnel:</b> Frank J. Grassi, Creative Dir/Pres Laura B. Grassi, Acct Exec/Secy Treas <b>Properties:</b> The Music Magazine; Chinatown USA	(212) 680-7234
	<b>D</b>		<i>Dist</i>	<b>Domain Communications Inc</b> Domain Bldg Box 337 289 Main Pl Wheaton, IL 60187 <b>Personnel:</b> Edward Elliott, Pres Orva Koenigsberg, Media Dir Rob Michaels, Acct Exec Nancy Gruben, Creative Dir <b>Properties:</b> Photo Tips; A Visit With Mrs. G.; Power For Living; The Perfect Way; Encounter; Chapel Of The Air; Bible For You; Bible Tract Echoes; Bible Time; You And Your Child; Your Worship Hour; Family Forum; Family Time; The Grace Worship Hour; Benchmark; Sonshine; Christian Countdown USA; News And Commentary From Dr. James Dobson	(312) 668-5300	<i>Dist, Prod</i>	<b>Eagle Productions</b> 1024 16th Ave S Nashville, TN 37212 <b>Personnel:</b> Marc H. Shaffer, Pres David Truly, Assoc Prod Jeff Hudgins, Assoc Prod Shelly O'Sullivan, Dir Mktg <b>Properties:</b> Gene White Big Band Hour	(615) 242-4310	
<i>Dist, Prod</i>	<b>Dallas Theological Seminary</b> 3909 Swiss Ave Dallas, TX 75204 <b>Personnel:</b> Jeff Baxter, Radio/Video Mgr Jerry Formanek, Radio Coordinator <b>Properties:</b> Dallas Today	(214) 824-3094				<i>Dist, Prod</i>	<b>Eagle Syndication Inc</b> 3412 Terry Ridge Road Fort Collins, CO 80524 <b>Personnel:</b> Paul Meacham <b>Properties:</b> Music Game; More Than Music; Epicurean Bazaar; Play Mel; Soft Pop; *Syndicated and Custom TV Commercials; *Jingles	(303) 484-4736	
<i>Dist, Prod</i>	<b>Carolyn Armenta Davis Communications</b> PO Box 11819 Chicago, IL 60611 <b>Personnel:</b> Carolyn Armenta Davis, Pres <b>Properties:</b> Feminine Footprints; The Black Classical Composers	(312) 266-0269	<i>Prod</i>	<b>John Doremus Inc</b> John Hancock Center 875 N Michigan Ave Suite 18 Chicago IL 60611 <b>Personnel:</b> John Doremus, Pres Nancy Laurie, Acct Exec <b>Properties:</b> The John Doremus Show; Your Passing Parade; The Spirit Of '76; Jingles - Commercials; Famous American Homes; Legacy Of America; New Christmas Tales For Young Listeners; Everett Dirksen's Decisive Moments; Your Share Of Success; The Innovators; Thinking Out Loud; The Great American Pound Down	(312) 664-8944	<i>Dist, Prod</i>	<b>Earth News Radio</b> 4 Jib St # 11 Marina Del Rey, CA 90291 <b>Personnel:</b> Judy Schneider, Pres <b>Properties:</b> Earth News	(213) 392-8611	
<i>Dist</i>	<b>Dedication Evangelism Inc</b> 12 Rathbun Rd Towaco, NJ 07082 <b>Personnel:</b> David M. Virkler, Dir <b>Properties:</b> The Word And The World	(201) 334-9081				<i>Dist, Orgn, Prod</i>	<b>Ecumedia News Service</b> 475 Riverside Dr Room 856 New York, NY 10115 <b>Personnel:</b> J. Steven Sprunger, Dir <b>Properties:</b> Ecumedia News Service Audio Feed	(212) 870-2255	
<i>Dist, Prod</i>	<b>Corey Deitz Creative Services</b> 4325 N Lockwood Toledo, OH 43612 <b>Personnel:</b> Corey Deitz, Pres Chris Kamm Deitz, VP <b>Properties:</b> Thanksgiving Highlights; A Salute To Summer; The Christmas Spirit; Satellite Reports From Santa's Workshop; The American Halloween Network; Dial-Log	(419) 478-1031	<i>Export</i>	<b>Dover Productions Ltd</b> Suite 200 2788 Bathurst Street Toronto, Canada M8B 3A3 <b>Personnel:</b> Norman Clavir, Pres/Gen Mgr <b>Properties:</b> Miri Bingo	(416) 789-7459	<i>Dist, Prod</i>	<b>Electric Weenie Productions</b> Box 25866 Honolulu, HI 96825 <b>Personnel:</b> Tom Adams <b>Properties:</b> Space (d) Age Horoscopes	(808) 395-9800	
<i>Dist, Prod</i>	<b>Jacque del Paulo Features</b> 812-18th Street #9 Santa Monica, CA 90403 <b>Personnel:</b> Jacque del Paulo, Mgr/Owner A.D. Sigismund, Mgr	(213) 393-4035	<i>Consultant, Dist, Prod</i>	<b>Drake-Chenault Enterprises Inc</b> PO Box 1829	(213) 883-7400 (800)	<i>Dist</i>	<b>Eli Productions</b> 1800 Belmont Rd NW Washington, DC 20009	(202) 332-1100	

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> John O'Toole, Exec Prod Laurie Callahan, Prod (Hemispheres) Elizabeth Bulkley, Prod (Prime Time) <b>Properties:</b> Hemispheres; Prime Time		<i>Dist, Prod</i>	<b>Jimmie Fidler In Hollywood Inc</b> PO Box 4027 Westlake Village, CA 91359 <b>Personnel:</b> Jimmie Fidler, Pres <b>Properties:</b> Jimmie Fidler In Hollywood	(805) 497-8890		8780 Venice Blvd Los Angeles, CA 90034 <b>Personnel:</b> Roy Masters <b>Properties:</b> How Your Mind Can Keep You Well; A Moment Of Truth	
<i>Dist</i>	<b>Encounter Ministries Inc</b> Box 337 289 Main Place Wheaton, IL 60187 <b>Personnel:</b> Dr. Stephen F. Olford, Speaker Colin Jackson, Exec VP <b>Properties:</b> Encounter		<i>Dist</i>	<b>First Alliance Church</b> 355 East 68th St New York, NY 10021 <b>Personnel:</b> Rev. Eugene Q. McGee, Sr. Pastor <b>Properties:</b> Home Bible Study Hour	(212) 879-3454	<i>Dist</i>	<b>Fourcast Radio Inc</b> 6340 Coldwater Canyon Ave Suite 208 North Hollywood, CA 91606 <b>Personnel:</b> Gary Kleinman, Exec Prod <b>Properties:</b> Record Report With Robert W. Morgan	(213) 980-3400
<i>Dist, Orgn, Prod</i>	<b>Episcopal Radio Television Foundation Inc</b> 3379 Peachtree Rd NE Atlanta, GA 30326 <b>Personnel:</b> Rev E. Don Taylor, Interim Dir Ann Goff, Admin Asst <b>Properties:</b> The Episcopal Series — The Protestant Hour	(404) 233-5419	<i>Dist</i>	<b>First Baptist Church</b> 1700 W Oakland Avenue Austin, MN 55912 <b>Personnel:</b> Dr. Wallace Alcom, Prod/Host <b>Properties:</b> Good News Hour	(507) 433-2840	<i>Dist, Prod</i>	<b>From Studio B</b> 1717 N Highland Ave Suite 620 Hollywood, CA 90028  <b>Personnel:</b> Merrill Barr, Managing Partner <b>Properties:</b> From Studio B Year One; From Studio B Year Two; North Pole Reports; Rick Dees American Morning Laugh Track; Somewhere Over The Radio There's...Rock Comedy; The Station Gang; The Rock Bottom Comedy Special	(Cont US) (800) 421-4498 CA,HI,AK (213) 462-7281
<i>Dist</i>	<b>Evangelical Free Church</b> 1515 E 66th St Minneapolis, MN 55423 <b>Personnel:</b> Dr. Thomas McDill, Interviewer Speaker <b>Properties:</b> Slice Of Life		<i>Dist, Prod</i>	<b>First Choice</b> PO Box 427 Hernando, MS 38632 <b>Personnel:</b> Jim Collins, Gen Mgr <b>Properties:</b> Worldwide; 'Tis The Season; Pop Rock; The Nashville Connection; Inside Nashville; High Country; Adult Contemporary	(601) 368-5282	<i>Dist, Owner, Prod</i>	<b>Fuller Productions</b> Box 153 LaGrange, IL 60525 <b>Personnel:</b> Charles Fuller, Owner <b>Properties:</b> Knockers; Bill's Car Care; Dan O'Hara, Private Detective; The Secret Sound Show; The National Joke Service; Yankee Doodles; Fred Corey Reports; Golden Horizons; Something To Talk About; Tales From The Crypt	(312) 579-9578 472-8550
<i>Dist</i>	<b>Executive Radio Research</b> 527 South 400 East Salt Lake City, UT 84111 <b>Personnel:</b> Dennis Drake, Pres/Gen Mgr Tom Johnson, Prod/Dist Richard Gross, Sls/Mktg Robert Mask, Sls/Mktg <b>Properties:</b> Johnathan Field & Friends; Doing Business	(801) 533-9885	<i>Dist</i>	<b>First Hand</b> 114 Short Hills Ave Short Hills, NJ 07078 <b>Personnel:</b> Denny Milgate, Prod/Host Susie Milgate, Secy/Treas <b>Properties:</b> First Hand	(201) 379-4931			
	<b>F</b>		<i>Dist</i>	<b>First Reformed Church</b> Box 322 Lansing, IL 60438 <b>Personnel:</b> Rev. Russell E. Horton, Speaker <b>Properties:</b> Power For Living		<i>Dist</i>	<b>The Funny Business</b> PO Box 832 Leominster, MA 01453 <b>Personnel:</b> Jack Raymond <b>Properties:</b> The Funny Business	(817) 537-4073
<i>Dist, Prod</i>	<b>The FairWest Studios</b> 3341 Towerwood Drive #205 Dallas, TX 75234 <b>Personnel:</b> Jim West, Pres Bob Harris Richard Ditts <b>Properties:</b> Al Ham's Music Of Your Life; FairWest Program I; Continuous Country; Football Fortune; Black History Challenge; Christmas Albums	(214) 243-7800	<i>Sls, Sls Consultant</i>	<b>FirstCom Broadcast Services Inc</b> 13747 Montfort Drive, Suite 220 Dallas, TX 75240 <b>Personnel:</b> Robert L. May, Pres <b>Properties:</b> A total sales development plan, fully tested and proven effective in producing dramatic, long term sales increases for radio stations of all sizes; World's Best; The Creative Department; Hot Tickets; Winning Check; *Syndicated TV Commercials for radio stations.	(214) 934-2222	<i>Owner</i>	<b>G</b>	
<i>Dist</i>	<b>Family Altar Broadcast</b> 2024 Falls Ave PO Box 150 Waterloo, IA 50704 <b>Personnel:</b> James E. Groering, Pres Gloria J. Groering, Gen Mgr <b>Properties:</b> Family Altar Broadcast	(319) 234-1636	<i>Dist, Prod</i>	<b>Focus On Youth Radio Network</b> PO Box 3035 70 Washington Rd Princeton, NJ 08540 <b>Personnel:</b> Lawrence Rosin, President <b>Properties:</b> American Focus	(809) 452-1150	<i>Dist, Prod</i>	<b>*Kevin Gavin Productions Inc</b> 127 E 28th St New York, NY 10016 <b>Personnel:</b> Kevin Gavin <b>Properties:</b> Producer of jingles.	(212) 751-8020
<i>Dist, Prod</i>	<b>Far East Broadcasting Company</b> 15700 Imperial Hwy Box 1 La Mirada, CA 90638 <b>Personnel:</b> Dr. Robert H. Bowman, Pres Dave Lawrence, Dir Media <b>Properties:</b> FEBC Radio International	(213) 947-4851	<i>Prod</i>	<b>*Foundation For Christian Living</b> Pawling, NY 12564 <b>Personnel:</b> Ruth Stafford Peale, Gen Secy Myron Boardman, Exec Dir Dr. James L. Stone, Deputy Dir <b>Properties:</b> Positive Thinking With Norman Vincent Peale.	(914) 855-5000	<i>Dist, Prod</i>	<b>Gayle Gary</b> 1212 Fifth Ave New York, NY 10029 <b>Personnel:</b> Gayle Gary, Prod/Editor-in-Chief <b>Properties:</b> Views & People In The News; Indepth Reports; Views & People In The News; Actualities	(212) TR6-8503
<i>Dist, Prod</i>	<b>Far West Communications</b> 1680 Vine Street Suite 900 Hollywood, CA 90028 <b>Personnel:</b> Paul Ward, Pres <b>Properties:</b> Gold Plus; The Master Service	(213) 466-5201	<i>Dist, Orgn</i>	<b>Foundation Of Human Understanding</b> PO Box 34036	(213) 559-3711	<i>Dist</i>	<b>General Broadcasting Co Inc</b> 1167 Tower Rd Schaumburg, IL 60195 <b>Personnel:</b> Bob Potter, Pres <b>Properties:</b> Easy Listening Country; More Easy Listening	(312) 882-3313

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
<i>Dist, Prod</i>	<b>Gladney Communications Ltd</b> 919 Third Ave New York, NY 10022 <b>Personnel:</b> Norman Gladney, Pres Marion Gladney, VP Creative Dir Betine Bauer, Dir PR <b>Properties:</b> The Best Years: *The Energy Countdown (not available until the summer '83); Getting Off The Hook	(212) 752-7150		Programming); In Search Of The New Wave: The Future Of Rock 'n' Roll (Syndicated by Westwood One). The Grammys 25th Anniversary Special (Syndicated by Westwood One)			<b>Personnel:</b> Dr. Harold Sala, Dir Joe de la Pena, Int'l Dir <b>Properties:</b> Guidelines; Guidelines Family Living	
			<i>Dist</i>	<b>*The Good Sound Factory</b> 7575 Golden Valley Road Suite 390 Golden Valley, MN 55427 <b>Personnel:</b> Dave Hersh, Natl Mktg Mgr <b>Properties:</b> Master Music Catalog Available Upon Request	(612) 548-4343	<i>Dist</i>	<b>Guido Evangelistic Associates Inc</b> PO Box 508 600 N Lewis St Metter, GA 30439 <b>Personnel:</b> Michael A Guido, Dir <b>Properties:</b> Seeds From The Sower; A Seed From The Sower; The Sower; Your Favorite Ten	(912) 685-2222
<i>Dist, Prod, Sat</i>	<b>Global Satellite Network</b> 19456 Ventura Blvd Tarzana, CA 91356 <b>Personnel:</b> Cindy Tollin, Gen Mgr Prod Howard Gillman, Exec Prod Rachel Perkoff, Assoc Prod <b>Properties:</b> Rockline; Rock & Roll Trivia Quiz; Live Concerts & Specials; Hollywood Live	(213) 344-5651	<i>Dist</i>	<b>Good Tidings Gospel Hall</b> PO Box 588 New York, NY 10008 <b>Personnel:</b> Darl Neverson, Pres Victor Bonnett, VP Reginald Boxill, Treas Joyce Neverson, Secy Rudolph Jackson, Speaker <b>Properties:</b> Good Tidings Hour		<i>Dist</i>	<b>Kenneth Hagin Ministries</b> PO Box 50126 Tulsa, OK 74150 <b>Personnel:</b> Dr. Kenneth E. Hagin, Pres David L. Payne, Prod David Beaver, Rep <b>Properties:</b> Faith Seminar Of The Air	(918) 664-7991
<i>Dist</i>	<b>GML Productions</b> PO 1034 Beverly Hills, CA 90213 <b>Personnel:</b> Dr. Gershon Lesser Michael Schecter, Ntl Mktg Dir Tim Bradley, Exec Prod <b>Properties:</b> The Health Connection	(213) 385-1466	<i>Dist</i>	<b>Gospel Missionary Union</b> 10000 N Oak St Kansas City, MO 64155 <b>Personnel:</b> Abe Recklekkopp, Dir <b>Properties:</b> World Missions Report	(816) 734-8500		<b>Fred Hall Productions</b> PO Box 711 Ojai, CA 93023 <b>Personnel:</b> Fred M. Hall, Pres Gita Hall, VP Bob Perry, Sis Mgr <b>Properties:</b> Great Times; Swing Thing	(805) 646-2333
<i>Dist, Prod</i>	<b>Golden City Productions</b> PO Box 31203 San Francisco, CA 94131 <b>Personnel:</b> Bob Carlson, Dir/Prod <b>Properties:</b> The Sounds Of Joy; The Story Behind The Song	(415) 584-1059	<i>Dist</i>	<b>Grand Old Gospel Fellowship Inc</b> 610 E Mt Pleasant Ave Philadelphia, PA 19119 <b>Personnel:</b> Dr. B. Sam Hart, Pres Charles I. Hart, VP <b>Properties:</b> Grand Old Gospel Hour; A Message From The Bible; Dr. B. Sam Hart Speaks	(215) 242-5550	<i>Dist</i>	<b>Helen Hall Productions</b> 20 East 53rd St New York, NY 10022 <b>Personnel:</b> Helen Hall, Owner John H. Taylor, Admin Mary T. Walker, Station Relations <b>Properties:</b> The Helen Hall Show; Campus Close Up	(212) 832-3220
<i>Dist, Prod</i>	<b>Golden Egg</b> 1373 Westwood Blvd Los Angeles, CA 90024 <b>Personnel:</b> Richard Cook, Pres <b>Properties:</b> Future File	(213) 475-0817	<i>Dist</i>	<b>Graymoor Ecumenical Institute</b> Garrison, NY 10524 <b>Personnel:</b> James J Gardiner, Dir Communications <b>Properties:</b> Christian Unity Spots	(914) 424-3671	<i>Dist, Prod</i>	<b>Al Ham Productions Inc</b> 90 Soundview Ave PO Box 2326 Huntington, CT 06484 <b>Personnel:</b> Al Ham, Pres <b>Branch Office:</b> 3341 Towerwood Dr, Suite 205 Dallas, TX 75234 (214)243-7800 <b>Personnel:</b> Jim West, Natl Sis Mgr <b>Properties:</b> Music Of Your Life	(203) 929-6395
<i>Dist, Prod</i>	<b>Good Life Syndicators Inc</b> 14536 Roscoe Los Angeles, CA 91402 <b>Personnel:</b> George J. Beaudet, Exec Prod Marie Costa, Writer/Prod Jerry Williams, Station Relations Mgr Scooter Benson, Chief Engineer <b>Properties:</b> Sound Off; Gospel Train; Sisters	(213) 891-6129	<i>Dist, Prod</i>	<b>Greater Love Ministries</b> 3437 Annandale Road Falls Church, VA 22042 <b>Personnel:</b> Don Tobias, Pres Phyllis Tobias, VP <b>Properties:</b> Greater Love Ministries	(703) 560-0800		<b>*Lenny Hambro Productions Inc</b> 1023 Oak Ave Linwood, NJ 08221 <b>Personnel:</b> Lenny Hambro, Composer/Arranger Chico O'Farrell, Composer/Arranger Lynn Michels, Sis Rep <b>Properties:</b> Producers of original music for films and TV /Radio Commercials.	(609) 853-6375
<i>Dist, Prod</i>	<b>Good News Broadcasting Association</b> PO Box 82808 Lincoln, NE 68501 <b>Personnel:</b> Theodore H. Epp, Gen Dir Melvin A. Jones, Exec VP Warren W. Wiersbe, Assoc Teacher <b>Properties:</b> Back To The Bible; Pause For Good News	(402) 474-4567	<i>Dist, Prod</i>	<b>Greater Pottstown Counseling Service</b> 1446 Farmington Ave PO Box 491 Pottstown, PA 19464 <b>Personnel:</b> Dr. Roy A. Smith, Sr., Dir <b>Properties:</b> Wonderful Truth for Modern Living	(215) 323-1088	<i>Prod</i>		
<i>Consultant, Prod</i>	<b>Goodphone Communications Inc</b> 4869 Topanga Canyon Blvd Woodland Hills, CA 91364 <b>Personnel:</b> Mike Harrison, Pres/Dir Sharon Harrison, VP Admin Vicki Wine, VP Dir Spec Projects William Barrol Esquire, VP Business Affairs <b>Properties:</b> Produced and Distributed by Goodphone Communications: April Wine: The Emergence Of A Rock Powerhouse; A Musical Dialogue With Billy Squier; Video Game Report; Producers of: Album Greats: A History Of Album Rock (Syndicated by TM Programming); The Royalty Of Rock: A Celebration Of The Rock Empire (Syndicated by TM	(213) 888-5730	<i>Prod</i>	<b>Patrick Griffith Productions Inc</b> PO Box 1388 Nashua, NH 03061 <b>Personnel:</b> Patrick M. Griffith, Prod Robert W. Dollinger, Prod <b>Properties:</b> Producer: A Night On The Road (ABC FM Network) CBS Radioradio Concert Specials: On Stage Tonight; The Almost Comedy Hour; Captured Live (RKO); Concert Magazine (The Creative Factor)	(603) 880-3430	<i>Dist</i>	<b>Harian Productions</b> 444 East 75th Street New York, NY 10021 <b>Personnel:</b> Raymond D. Harian, Pres <b>Properties:</b> Close-Up; *Heads-Up; *Let's Go	(212) 472-0313
			<i>Dist</i>	<b>Guidelines Inc</b> Box G Laguna Hills, CA 92653	(714) 831-5001	<i>Dist, Prod</i>	<b>Health Break</b> Box 587 Sidney, MT 59270 <b>Personnel:</b> Becky Fischer, Gen Mgr <b>Properties:</b> Health Break	(406) 482-5555

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
<i>Dist</i>	<b>Heaven And Home Hour</b> PO Box 100 Glendale, CA 91209 <b>Personnel:</b> Dr. J. Russell Killman, Dir (213)249-6235 Dr. James Christensen, Assoc Dir (213) 248-1368 <b>Properties:</b> Heaven And Home Hour	(213) 241-3415		Contemporary; Album Rock; Top 40; Country; Dance Music; Childrens Shows; French Songs; Summer Themes; Reggae; Countdowns; Jazz; Nostalgia; Instrumental; Celebrity Interviews			<b>Personnel:</b> Ron Lewis, Owner/GM Linda Allen, Dir Prog Svcs Sheryll Goshke, Music Library <b>Properties:</b> The Hot Ones; Chart Close-Up (AOR); Chart Close-Up (Country); Chart Close-Up (Top 40); Soft Adult Contemporary	
<i>Dist, Owner, Prod</i>	<b>Hell Enterprises</b> PO Box 1372 Lancaster, PA 17603 <b>Personnel:</b> Paul S. Heil, Owner/Exec Prod <b>Properties:</b> The Gospel Greats; Gospel Year In Review; A Gospel Christmas; Custom Programming Services	(717) 299-5899	<i>Dist, Prod</i>	<b>House Of Music Enterprises</b> PO Box 17101 Irvine, CA 92713 <b>Personnel:</b> Douglas J. Peck, Pres Mitchell Crawford Dennis J. Martin, Chief Eng. <b>Properties:</b> Beautiful Music; Adult Contemporary; Rainbow MOR; MOR; Oldies	(714) 641-8000	<i>Dist</i>	<b>Inside Country</b> 6000 Fulton Ave Suite 12 Van Nuys, CA 91401 <b>Personnel:</b> Tom Holdridge, Editor Rudy Uribe, Research Writer Catherine Hahn, Research Writer <b>Properties:</b> Inside Country	(213) 989-6252
<i>Dist, Prod</i>	<b>Heller Corp Syndication Div</b> 10506 Riverside Drive N. Hollywood, CA 91602 <b>Personnel:</b> Hugh Heller, Pres/Producer Robert Pease, Sls Promo Jean Heller, Creative Dir Kathryn Heller, Prod Coordinator <b>Properties:</b> Radios Greatest Hits Come Hellerhighwater; Custom Jingles	(213) 766-4321	<i>Dist, Prod</i>	<b>Howard University Radio</b> 2600 Fourth St NW Washington, DC 20059 <b>Personnel:</b> Tara Powell, Synd Mgr <b>Properties:</b> Life Style; Health Report; Did You Know; Profiles In History; Investor's Guide	(202) 232-6000	<i>Dist</i>	<b>Institute For Creation Research</b> 2100 Greenfield Dr El Cajon, CA 92021 <b>Personnel:</b> Donald H. Rohrer Jr, Business Mgr <b>Properties:</b> Science; Scripture & Salvation	(714) 440-2443
<i>Consultant</i>	<b>*Bob Henabery Associates</b> 136 E 55th St New York, NY 10022 <b>Personnel:</b> Bob Henabery, Pres <b>Properties:</b> Consultant: research, program services, promotion.	(212) 753-6513	<i>Dist, Prod</i>	<b>Paul &amp; Roberta Hunsberger</b> 231 E Commerce St Bridgeton, NJ 08302 <b>Personnel:</b> Paul Hunsberger, Prod/Commentator Roberta Hunsberger, Commentator <b>Properties:</b> Music That Matters	(608) 451-1555		<b>International Lutheran Laymen's League</b> 2185 Hampton Avenue St Louis, MO 63139 <b>Personnel:</b> Violet Knickrahn, Radio Placement Specialist Rev. Kenneth H. Roberts, Mgr Prog <b>Properties:</b> Ayer, Hoy y Siempre; The Lutheran Hour; Day By Day With Jesus; Joy; Oh, What A Beautiful Morning; Creer Ea Ver	(314) 647-4900
<i>Dist, Prod</i>	<b>Arthur Henley Productions</b> 234 Fifth Ave New York, NY 10001 <b>Personnel:</b> Arthur Henley, Pres <b>Properties:</b> Make Up Your Mind	(212) 263-0136	<i>Dist</i>	<b>Images Presentations Corporation</b> 366 North Broadway Jericho, NY 11753 <b>Personnel:</b> Robert Braverman, Pres John Ruvolo, Rep Joseph Bellucci, Special Projects <b>Properties:</b> Detective Theatre; *Soap Opera News	(516) 935-2801	<i>Dist</i>	<b>International Media Service</b> 290 National Press Bldg Washington, DC <b>Personnel:</b> Forrest Boyd, Pres Victor Beattie, Dir James Meeks, Video Mgr <b>Properties:</b> International Media Service	(202) 638-5071
<i>Dist, Prod</i>	<b>Hermano Pablo Ministries</b> PO Box 100 Costa Mesa, CA 92626 <b>Personnel:</b> Rev Paul Finkenbinder, Pres <b>Properties:</b> Hermano Pablo; Un Mensaje a la Conciencia	(714) 645-0676	<i>Dist</i>	<b>In Records Audio Presentations</b> PO Box 7293 Riverside, CA 92513 <b>Personnel:</b> Bob Johnson, Prod/Administration-Partner Sandra Emery, Writer/Interviewer/Host /Partner (714) 687-6638 Joan Fry, Research/Writer Jeff Thompson, Adv Sls (714) 875-0839 <b>Properties:</b> Stars Interspect; Stars Specials; Intercomm	(714) 359-5154	<i>Dist</i>	<b>International Sunday School Lesson, Inc.</b> PO Box 2711 Lubbock, TX 79408 <b>Personnel:</b> Bob Utley, Host 799-2341 <b>Properties:</b> International Sunday School Lesson	(806) 799-4329
<i>Dist, Prod</i>	<b>Hiatus Productions</b> 376 Lombard St San Francisco, CA 94133 <b>Personnel:</b> Tom Yates, Co-Partner Kate Hayes, Co-Partner Jim Draper, Prod/Engineer Nancy Hoffman, Research Coordinator <b>Properties:</b> Guitar: A Rock Episode; Jimi Hendrix: A Tribute; Woman: From Peggy Sue To Maggie May; WOW!!!; The Sixties: An American Odyssey	(415) 956-5726	<i>Dist</i>	<b>Infocom Broadcast Services Inc</b> Hemlock Farms Hawley, PA 18428 <b>Personnel:</b> John L. Scott, Pres Howard P. Greene, Exec VP Gloria Scott, VP <b>Properties:</b> The American Character	(800) 233-8257 PA: (717) 775-7331	<i>Dist, Prod</i>	<b>International Syndications</b> King's Crossing Studios PO Box 3681 Port Charlotte, FL 33951 <b>Personnel:</b> Constance Blatchley, Midwest Station Relations Ron Grattan, Eastern Station Relations Doug Jones, Western Station Relations Don Karnes, Program Consultant Jim Reynolds, Research Carol Williams, Marketing <b>Properties:</b> Love-Lines; Eastertime; The Americans; Frightline; Matchbook Christmas; Santa's Show; Memories In December; The Big Purple Balloon; The Teen Soaps; Going Places; Today's People; Out-Of-Doors; Ninety Seconds Of ESP; The Most Beautiful Country; Lifestyles/AM; *Time Out; *Dr. Mark Graves — The Pet Show; *Reflections For Mother's Day; *The Supernatural; *The Family Doctor With Michael Rannone	(813) 627-3547
<i>Dist</i>	<b>Higher Ground Music</b> 1706 Patricia Ct Mechanicburg, PA 17055 <b>Personnel:</b> Ed Lint, Prod/DJ <b>Properties:</b> Gospel Caravan; Something Beautiful	(717) 697-8122	<i>Dist, Prod</i>	<b>Inner-View Inc</b> 8913 W. Olympic Blvd Suite 201 Beverly Hills, CA 90211 <b>Personnel:</b> Jack Morris, Pres Robbie Carroll, VP Admin/Office Mgr John Petersen, Ntl Sls Mgr Steve Lehman, Dir Network Relations Chris Applegate, Prod/Eng Jim Ladd, Writer/Host <b>Properties:</b> Inner-View	(213) 652-8710	<i>Dist, Prod</i>	<b>Low Irwin</b> 116 North Robertson Blvd # 201 Los Angeles, CA 90048 <b>Personnel:</b> Low Irwin	(213) 657-1272
<i>Dist, Prod</i>	<b>Horizon Audio Creations</b> 108 Oakland Ave Hudson Heights, Quebec, Canada J0P 1J0 <b>Personnel:</b> Craig W. Cutler, Pres Greg Stewart, Research Douglas Price, Prods Mike Mathieu, Engineering <b>Properties:</b> Classical; Light Classical; Big Band; Adult	(514) 458-7973	<i>Dist, Prod</i>	<b>The Innovation Organization</b> 250 E Easy Street Simi Valley, CA 93065	(805) 583-1100 (805) 522-9636			

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	Properties: Law Irwin Reports			PO Box 6 (16001 N 32nd St) Phoenix, AZ 85001 (85032)			SAN FRANCISCO OFFICE: Pat Hodges, VP Mgr (415) 362-7534 SEATTLE OFFICE: Earl Reilly, VP/Mgr (206) 682-8131	
Prod	<b>IS INC</b> 84 Shelley Mill Valley, CA 94941	(415) 383-7500		Personnel: Rev Louis Kaplan, Pres Chira Kaplan, Secy Dennis Phillips, Prod Properties: Jewish Voice Broadcasts		Dist	<b>Stacy Keach Productions</b> 5216 Laurel Canyon Blvd No Hollywood, CA 91607	(213) 877-0472 762-0966
	Personnel: Jo Interrante, Pres Rob Sisco, VP/Gen Mgr Beverly Mire, Prod Coordinator C.G. Gordon, Assoc Prod Properties: The Hot Ones (Produced for RKO Radio Network); Countdown America With John Leader (produced for RKO Radio Network)		Dist, Prod	<b>JD Productions</b> 4607 Baxter Drive Charleston, WV 25302	(304) 965-5349		Personnel: Stacy Keach, Pres Frank Conway, Prod Mgr Joan Riggi, Prod Asst Properties: The Living Constitution Of The United States; The Declaration Of Independence; Your Living Bill of Rights As Interpreted By The U.S. Supreme Court	
Dist, Orgn, Prod	<b>Israel Broadcasting Service</b> 800 Second Ave New York, NY 10017	(212) 867-7584	Dist, Prod	<b>Jupiter Productions Corporation</b> 6 Melrose Ave Danbury, CT 06810	(203) 792-6514 Cables: JUPITER	Dist	<b>Kentucky Council Of Churches</b> 1410-B Versailles Rd Lexington, KY 40504	(606) 253-3027
	Personnel: Myra Cohen, Dir Alan Abramowitz, Asst Properties: Israel Magazine; Israel Press Review; Israel Almanac; Vistas Of Israel; In the Holy Land; Commemorative And Holiday Programs; Jerusalem Day; Israel Independence Day; Holocaust Remembrance Day; Newophone; Agricultural News Spots; Footnotes From the Holy Land			Personnel: Carlos Pinto, Dir Dr Cachadinha, Dir of "VIDA" Prog Palma Pinto, Secy Fernando Branco, Rep in Europe Antonir Antunes, Rep in Europe Properties: Radio Portugal		Dist	<b>*Keystone Broadcasting System Inc</b> 527 Madison Ave New York, NY 10022	(212) 355-3720
<b>K</b>								
			Dist, Prod	<b>Kalamusic</b> Suite 600 Commeric A Bldg Kalamazoo, MI 49007	(616) 385-5110		Personnel: Nicholas Gordon, Pres Eric Selch, VP Ralph Perry, VP Properties: Religion Today	
Dist, Prod	<b>JAM Creative Productions Inc</b> 4631 Insurance Lane Dallas, TX 75205	(214) 526-7080		Personnel: Stephen C. Trivers, Pres William J. Wertz, Exec VP Randall H. Parker, Client Services Dir Candace Harman, Sis Rep Properties: Beautiful Music Matched Flow; Beautiful Music Category; Light Contemporary; Beautiful Music Jingle Package		Dist, Prod	<b>KICO Inc</b> 695 Freeway 111 Calixico, CA 92231	1-(714) 357-1490
	Personnel: Jonathan Woffert, Pres Mary Lyn Woffert, VP Fred Hardy Jr, Sales Randy Bell, Sales Dan Plouffe, Sales Properties: The Answer; Meltdown; Music Jam; I'd Rather Be In Denver I, II; The Authority; Double Plus; The Fyre; Good Times; Country KHJ; Newelne; Outstanding Pro Radio; Special Touch; Talk To Us; The Best Show; We'll Make Your Day; The #1 Voice; Future Flow		Dist, Prod	<b>Karma4 Inc</b> PO Box 1116 Cardiff, CA 92007	(619) 942-2437		Personnel: Willard Gleeson, Pres/GM Mary Gleeson, Secy Treas Betsy Driscoll, Asst Secy Treas Dennis Fruch, Prog Dir Properties: Bride's Forum; Mother Is Crying	
Dist, Prod, Synd	<b>Jameson Broadcast Inc</b> 3919 Sunbury Rd Columbus, OH 43219	(614) 478-4424	Rep	<b>*Katz Radio</b> 1 Dag Hammarskjold Plaza New York, NY 10017	(212) 572-5500	Dist, Prod	<b>KNOM Radio</b> Box 988 Nome, AK 99762	(907) 443-5221
	Personnel: Jamie G. Jameson, Pres Trulee C. Burns, VP/Creative Frank Gabrenya, Dir Stat Relations Suzanne Larimer, Prod Mgr Branch Office: 2311 Connecticut Ave NW Washington, DC 20008			Personnel: Ken J. Swetz, Pres Bill Fortenbaugh, VP Stations Atlantic Div Tom Masons, VP Stations Pacific Div John Roberts, VP Stations Central Div Jerry Cregan, VP Ntl Sls Dick Romanick, VP Ntl Sls Sandy Gasman, VP Mgr Katz Radio Network Carol Mayberry, VP Dir Radio Research David Halberstam, Mgr Katz Radio Sports Div Glenn Kummerow, VP Dir Agricultural Svcs Lucille Luongo, Dir Corporate Relations REGIONAL OFFICE: ATLANTA OFFICE: Bill Aaron, VP/Mgr (404) 892-3811 BOSTON OFFICE: Ed Gottmann, VP/Mgr (617) 426-7290 CHICAGO OFFICE: Bob McArthur, VP/Mgr (312) 838-0500 DALLAS OFFICE: Bill Keys, VP/Mgr (214) 526-7300 DETROIT OFFICE: Stu Olds, Mgr (313) 649-4333 HOUSTON OFFICE: Bob Hoffman, Mgr (713) 961-5994 LOS ANGELES OFFICE: Jerry Stehney, VP/Mgr (213) 852-8700 MINNEAPOLIS OFFICE: Bob McCurdy, Mgr (612) 854-2106 PHILADELPHIA OFFICE: Jack Marino, VP Mgr (215) 587-7950 PORTLAND OFFICE: Dennis Mahoney, VP/Mgr (503) 226-3973 ST LOUIS OFFICE: Mike Marshall, Mgr (314) 231-1868		Dist	<b>L.A. Airforce</b> Box 944 Long Beach, CA 90801	(213) 433-5020
	Properties: Energy Watch; New Age Radio; Mother Earth News; Inside Family Circle; Prevention Health Report; Soap Opera Digest Soap Quiz	(202) 483-6485				Consultant	<b>*Landsman/Rivers Radio Services</b> 135 East 54th St New York, NY 10022	NY: (212) 855-0445 PA: (215) 964-9321
Dist	<b>Ned Jarrett Enterprises Inc</b> Box 564 Conover, NC 28613	(704) 464-4577					Personnel: Dean Landsman, Pres Steve Rivers, PA Office Properties: Offers full consultancy, positioning, promotion, and market analysis for all radio formats.	
	Personnel: Ned Jarrett, Pres Properties: World Of Racing					Dist	<b>Bob Larson Ministries</b> Box 36480 Denver, CO 80236	(303)761- 2075
Dist, Orgn, Prod	<b>Jewish Broadcasting Service</b> 98-15 65th Rd PO Box 115 Rego Park, NY 11374	(212) 275-2546					Personnel: Bob Larson, President Properties: Minute Messages	
	Personnel: Ray Kestenabum, Mngg Dir Properties: Jewish Spectrum		Dist, Prod	<b>Jewish Voice Broadcasts Inc</b>	(602) 971-8501	Dist	<b>The Laymen's Hour Inc</b> Bin 44 Pasadena, CA 91109	(213) 358-3869

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Gilbert B. Brink, Prod/Gen Mgr Dr. Lee Shane, Assoc Prod <b>Properties:</b> The Laymen's Hour			Bruce Ginn, Ralph Seeley, Market Analysts, Writing Staff <b>Properties:</b> The LBAS Seven Day Outlook; The Helming Report, (The LBAS Stocker Feeder Outlook); The Helming Stocker Feeder Report; The Helming Report/The Week Ahead; Helming Group/First Call		Assoc. Dist, Prod	Lutheran Church in America 231 Madison Avenue New York, NY 10018 <b>Personnel:</b> R Marshall Stross, Press/Radio/TV <b>Properties:</b> Questions Of Value; Sounds Of Celebration	(212) 481-9667
Dist, Rep	<b>Leisure Features Syndicate</b> 11850 West 85th Street PO Box 22301 Kansas City, MO 64113 <b>Personnel:</b> Dan Porrevecchio, Pres Robert Stickel, Prod Lyn Shaw, Mktg Rep Mark Pylypczuk, Assoc Prod Dennis Marsh, Assoc Prod <b>Properties:</b> Cinema Screen 5; Video View	KS: (913) 888-2514 (800) 255-4260	Dist, Export, Prod	<b>London Wavelength Inc</b> 154 East 46th St New York, NY 10017 <b>Personnel:</b> Mike Vaughan, Pres Don Ebberle Karyn Petrone <b>Properties:</b> The BBC Rock Hour; Best Of The BBC Rock Hour; The BBC Specials;	(212) 682-5390			
							<b>M</b>	
Dist, Prod	<b>Let's Go Visiting Inc</b> PO Box 751 Haddonfield, NJ 08033 <b>Personnel:</b> Barbara Egan, Pres Harold F. Beisel, VP <b>Properties:</b> Let's Go Visiting	(809) 428-9803 429-5484	Dist	<b>Lone Ranger Television Inc</b> Division Of Wrather Corporation 270 North Canyon Dr Beverly Hills, CA 90210 <b>Personnel:</b> Margaret Scully, VP Stanley Stunell, VP <b>Properties:</b> Lone Ranger Radio Shows; Sergeant Preston Of The Yukon	(213) 274-8021	Consultant	<b>*Frank N. Magid Associates</b> One Research Center Marion, IA 52302 <b>Personnel:</b> Frank N. Magid, Pres Bruce Northcott, Senior VP Dick Haynes, VP Research Dick Stadler, Mgr Radio Consultation Don Yunker, Radio Svcs Coordinator <b>Properties:</b> Radio research and consultation.	(319) 377-7345
Dist, Prod	<b>Level Enterprises</b> PO Box 543 Erie, PA 16512 <b>Personnel:</b> Michael A. Watson, Pres <b>Properties:</b> Street Level Radio	(814) 459-7858		<b>Lone Star Publications Of Humor</b> PO Box 42821 Suite 204 Houston, TX 77042 <b>Properties:</b> Lone Star Comedy Service		Export	<b>*Robert O. Mahiman</b> 7 Midland Gardens Bronxville, NY 10708 <b>Personnel:</b> Robert O. Mahiman, Pres Nancy D. Mahiman, VP <b>Properties:</b> International Agent for RKO Radio Network; news, sports and programming specials.	(914) 779-7003
Prod	<b>*Rod Levitt Enterprises</b> 453 Harris Road Bedford Hills, NY 10507 <b>Personnel:</b> Rod Levitt <b>Properties:</b> Production service, composing music for radio and television commercials.	(212) 724-1337	Dist	<b>Lone Star Cafe</b> 61 5th Ave New York, NY 10003 <b>Personnel:</b> Mort Cooperman <b>Properties:</b> Live From The Lone Star Cafe	(212) 242-1664	Dist, Prod	<b>Maine News Service</b> State House Augusta, ME 04333 <b>Personnel:</b> R.L. Bergeron, Pres <b>Properties:</b> * Yankee Viewpoint Show; Maine News Service provides news and special events coverage worldwide. Travel shows and special programming is also available.	(207) 289-3200 582-6511
Service	<b>*Libra Programming Inc</b> 1954 East 7000 South Salt Lake City, UT 84121 <b>Personnel:</b> Earl W. Nelson, VP Mktg <b>Properties:</b> Radio Broadcast & Traffic Scheduling System: a computer service providing solutions to traffic management problems and accounts receivable.	(800) 453-3827	Dist, Prod	<b>The Longhorn Radio Network</b> Communication Building B University of Texas-Austin Austin, TX 78712-1090 <b>Personnel:</b> Kevin Meyer, Exec Prod Leonora Siedo, Oprs Mgr/Affiliate Relations Malinda Wilson, Dist Mgr/Affiliate Relations <b>Properties:</b> Cambridge Forum — Consider The Alternatives; The Eternal Light; European Profile; Firing Line; Focus; Forum; In Black America; The Inquiring Mind; Insights; Latin American Review; New Dimensions; The Next 200 Years; Performing Arts Profile; The Science Fiction Radio Show; Star Date	(512) 471-1631		<b>Man Alive Ministries</b> Box 780 Wellington, CO 80549 <b>Personnel:</b> Michael Venditti, Pres Joan Venditti, Prog Dir <b>Properties:</b> Man Alive	(303) 568-7465
Dist	<b>Lifeline Ministries</b> PO Box 14 Osprey, FL 33559 <b>Personnel:</b> Rev. William H. Schafer, Dir Anne Schafer, Asst Dir <b>Properties:</b> The Lifeline Hour	(813) 966-4561		<b>Los Angeles Messianic Witness Inc</b> 14159 Weddington St Van Nuys, CA 91401 <b>Personnel:</b> Donald K. Yaidel, Pres <b>Properties:</b> Good News Broadcast	(213) 990-4723	Dist, Prod	<b>Man From Mars Productions</b> 159 Orange Street Manchester, NH 03104 <b>Personnel:</b> Ed Brouder <b>Properties:</b> Christmas With Maria Von Trapp	(603) 669-0652
Dist, Prod	<b>Live Sound, Inc.</b> 1741 No Ivar Suite 118 Hollywood, CA 90028 <b>Personnel:</b> Agnes F. Peterson, Pres Roland O. Peterson, Secy Ken Rayzor, Oprs Dir Ireta K. Litton, Music Dir <b>Properties:</b> The Nighthawk Show; The Jason McCall Show; The Jerry Mason Show; The Larry Mack Show; The Chuck Roberts Show; Country Beautiful; Big Country; Big Country II	(213) 462-3351	Dist	<b>The Louisiana Hayride</b> PO Box 1528 Shreveport, LA 71165 <b>Personnel:</b> David Kent, Pres Bill Keeling, Mgr <b>Properties:</b> The Louisiana Hayride	(318) 742-7803	Dist	<b>*Mann Media TV Syndication</b> P.O. Box 2808 High Point, NC 27261 <b>Properties:</b> Customized 30-second and 60-second TV commercials ideally suited to any non-rock radio format.	(919) 869-0101
Dist, Prod	<b>Livestock Business Advisory Services Inc</b> 10261 Santa Fe Dr Overland Park, KS 66212 <b>Personnel:</b> Ralph Seeley, Radio Oprs Dir Jeanne Uhler, Exec Asst Mark Oppold, Sls Mgr Wm C. Helming, Jerry Durnil, Mark Oppold, Sls Mgr, Sid Loye, Joe Kropf, Gary Mennem,	(800) 255-6033	Prod	<b>Loveland Ministries</b> 6278 Branch Hill-Guinea Rd. Loveland, OH 45140 <b>Personnel:</b> Paula J. Bussard, Exec Dir <b>Properties:</b> Notes From Christine		Dist	<b>Marina Music Productions</b> 777 Silver Spur Rolling Hills, CA 90274 <b>Personnel:</b> Franke Jolie, Pres Charles Patterson, Exec VP F. Joseph Clark Jr., Programming <b>Properties:</b> SH-Boom Radio Show; Hit Music Hundred; Today's Top Twenty	(213) 541-5559 541-2649

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
Dist	<b>Terry Marshall's Daily Insider</b> 55 Sutter St Suite 407 San Francisco, CA 94104 Personnel: Terry Marshall, Editor/Publisher Sandy Start Benjamin, LA Bureau 213-787-4747 Helene and Dail De Clair, NY Bureau 212-569-0807 Properties: Terry Marshall's Daily Insider	(415) 441-1350		Creek Reunion; *Foreign Buyers note all programs available on a Cash basis.		Dist, Owner	<b>Charles Michelson Inc</b> 9350 Wilshire Blvd Beverly Hills, CA 90212 Personnel: Charles Michelson, Pres Branch Office: 127 W 26th St New York, NY 10001 (212) 243-2702 Personnel: Robert Michelson, Pres Susan Scharf, VP Properties: Gunsmoke; Dragnet; Gangbusters; The Shadow; The Best of Sherlock Holmes; Fibber McGee and Molly; The Green Hornet; Have Gun, Will Travel; The Lone Ranger; The Hidden Truth; The Clock; Famous Jury Trials; The Sealed Book; Suspense; The Henry Youngman Comedy Radio Library; *Beyond The Green Door; The Best Western Package; The Best Mystery Package; The Lives of Harry Lime; People Are Funny; The Best Detective Package	(213) 278-4546
Dist	<b>Marmas Productions</b> 1019 19th St NW Washington, DC 20036 Personnel: John Marmas, Ntl Dir Properties: Miss Radio America Pageant	(202) 785-5555		<b>Media Americana</b> PO Box 1716 Oxnard, CA 93032 Personnel: Michael S. Emerson, Pres Christina Aerenkund, Exec Prod Pam Geegan, Staff Prod Properties: Face To Face; Michael Emmerson On Assignment; A Woman First	(805) 488-0808			
Dist	<b>Maryknoll Fathers and Brothers</b> Maryknoll, New York 10545 Personnel: Fr. Paul Newpower, Director Media Relations Properties: Maryknoll World	(914) 941-7590 Ext 577	Owner	<b>Media Features Of America</b> 680 Beach St Suite 445 San Francisco, CA 94109 Personnel: Michel Lipman, Assoc Cathy Furniss, Principal Properties: Call The Witness; The Judge Looks At Everyday Life; Point Of Law; Rare Book Finds; Adventure In Health; Audio Nursing News; Courtroom Carnival	(415) 885-2807 Eve: 861-1795	Dist, Prod	<b>Robert Michelson Inc</b> 127 W 26th St New York, NY 10001 Personnel: Robert Michelson, Pres Susan Scharf, VP Properties: Rock Calendar; National Lampoon Radio Hour	(212) 243-2702
Dist	<b>Mass Communications Board Of The Church Of God</b> 1303 E 5th PO Box 2007 Anderson, IN 46018 Personnel: Dr. Maurice Berquist, Exec Secy Treas Gary Moore, Assoc Exec Secy Don Deena Johnson, Office Mgr Diane Koeth, Station Relations Dr. David Grubbs, Speaker Fidel Zamorano C.B.H., Spanish Speaker Properties: Christian Brotherhood Hour	(317) 642-0256		<b>Mennonite Media Services</b> 1251 Virginia Ave Harrisonburg, VA 22801 Personnel: J. Ronald Byler, Dir of Bcast Lois Hertzler, Coord of Dist Properties: Your Time; Art McPhee In Touch; Choice VII	(703) 434-2026	Dist	<b>Midnight Hour Ministries</b> RD #4 Box 99 Quarryville, PA 17566 Personnel: Russell E. Hobbs, Pres Larry G. Deesen, VP/PR (717) 859-2829 Properties: The Adventures Of Captain Hawk	(717) 786-4028
Dist, Prod	<b>Master Broadcast Services</b> 6 East Trenton Ave Suite 2 Morrisville, PA 19067 Personnel: Jason M. Taylor, Pres Jean Anne White, Admin Asst Properties: Matched Flow Easy Listening	(215) 736-0211	Prod	<b>*Greg Menza</b> PO Box 222 Marlton, NJ 08053 Personnel: Greg Menza, Prod Properties: Upon This Rock (See Come Alive Ministries for further listings)	(609) 596-1590	Dist, Prod	<b>Mighty Minute Programs</b> 840 Battery St San Francisco, CA 94111 Personnel: David Meblin, Pres Lou Hummel, Sis Mgr Andrew Meblin, Dir Of Oprs Jimmy Griffin, Dir Radio Prog Sis Properties: Stick It In Your Ear; Musicdotes	(415) 788-1211
Dist, Prod	<b>M.A.T.C. (Music Around The Clock)</b> 3250 Alder Street Eugene, OR 97405 Personnel: John Etheredge, GM Properties: The Doc Holiday Show	(503) 344-7609	Prod	<b>Meredith Radio Syndication Service</b> 550 Pharr RD NE Suite 500 Atlanta, GA 30363 Personnel: Chris Davala, Coord Prog/Prod Arnold Katinsky Penny Barber Properties: Elmo Ellis Commentary; Jimmy Lee Farm Report; The Talk Show Newsletter; Moneyline (marketed by O'Connor Creative Services); Skip Caray Sports Comment (marketed by O'Connor Creative Services)	(404) 231-0920		<b>MJI Broadcasting Inc</b> 231 East 51st St New York, NY 10022 Personnel: Joshua Feigenbaum, Pres Gary Krantz, Station Relations Properties: Rock Quiz	(212) 838-4450
Dist, Prod	<b>William Mauldin Broadcasting Productions Inc</b> 2268 NW 30th Road Boca Raton, FL 33431 Personnel: William D. Mauldin, Pres Properties: Station Id's; *Program Introductions; *Image Changes And Production; *Sound Tracks; *Narrations; *Industrial Audio Tracks; *Commercials; *Custom Voice Tracks And Announcements.	(305) 984-8484		<b>The Messianic Vision</b> PO Box 3444 Bethesda, MD 20817 Personnel: Sid Roth, Pres Properties: The Messianic Vision	(301) 942-8440	Prod	<b>Moments With Martha Inc</b> 5393 W Jewell Ave Lakewood, CO 80226 Personnel: Martha Ferrin, Pres (303) 936-4032 W Paul Ferrin, VP Linda Schaefer, Secy Mattie Adams, Treas Properties: Moments With Martha	(303) 922-8339
Dist, Prod	<b>McLendon Broadcasting</b> 2008 Jackson Dallas, TX 75201 Personnel: Bart McLendon, Pres J.J. Jordan, VP Exec Dir Prog Rick Williams, Mktg Dir Shirley Davis, Traffic Coordinator/Office Mgr Properties: The International Listeners' Choice Awards; Country Giants; To Marty From Your Friends; This Is The Real Elvis; The 4th Annual Hickory	(214) 698-0470	Dist	<b>Metro-Weather Service</b> JFK Airport Hangar 11 Jamaica, NY 11403 Personnel: Pat Pagano, Consulting Meteorologist Craig Weiner, Consulting Meteorologist Properties: Metro Weather Service; Beach And Boating Forecasts; Ski Resort Area Forecasts; Commuter Forecasts; Crop And Farming Forecasts; Gardening	(212) 917-6585		<b>Money Broadcast Productions</b> 141 W Jackson Chicago IL 60604 Personnel: Jodie Eichengreen Chris Walters, VP Properties: Pomerantz On Money	(312) 736-9306
						Dist, Prod	<b>More Music Programming</b> 350 S Lake Suite 113-197 Pasadena, CA 91101 Personnel: Jay Stevens, VP Prog Kelly Holtzclaw, Chief Engineer Ron Erwin, Country Prog	(213) 681-0144

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Properties:</b> MOR; Contemporary MOR; All Hit Contemporary; Album Oriented Hits; Adult Contemporary; Oldies; Country; The Top 100 Of The 70's; A Chronology Of American Music; The Great Hits			<b>Properties:</b> Time For Decision; A Moment With; What You Should Know About Your Pension Plan			<b>Personnel:</b> Bill Robinson, Pres/Gen Mgr Jon R. Potter, Consultant Gus Valadez, Consultant Skeeter Dodd, Station Rep	
<i>Dist</i>	<b>Jimmy Morgan Evangelistic Association</b> PO Box 18429 Ft. Worth, TX 76118	(817) 282-4415	<i>Dist, Prod</i>	<b>Multimedia Program Productions (Show Biz Inc)</b> PO Box 120479 Nashville, TN 37212	(615) 327-2532		<b>Properties:</b> Formats: Alive Country; Country 80; Casual Country; Hispanic Music Service; Pop Adult Lifestyle. Features: Question Mark; Showcase; Nashville Gospel Time	
	<b>Personnel:</b> James N. Morgan, President			<b>Personnel:</b> Ralph Emery, Host Reg Dunlap, Pres Peggy Wilmonson		<i>Net, Sat</i>	<b>Mutual Broadcasting System</b> 1755 S. Jefferson Davis Hwy Arlington, VA 22202	(703) 685-2000
<i>Dist, Orgn, Prod</i>	<b>Mormon Church—Public Communications Department</b> 50 East North Temple St Salt Lake City, UT 84150	(801) 531-4379 (801) 531-4380	<i>Dist, Prod</i>	<b>Musicade</b> 6252 Santa Monica Blvd Hollywood, CA 90038	(213) 482-2880		<b>Personnel:</b> Martin Rubenstein, Pres Jack Clements, Senior VP Dick Carr, VP Programming Tom O'Brien, VP News & Spec Prog William J. Wisniewski, VP Comm Svc Gene Swanzly, VP Bcast Comm Ben Avery, VP Station Relations John Kircher, Dir Fine Arts Prog Glenn Morgan, Dir Music Prog Hollis Palmer, Dir Adv/Promo Peggy Solomon, Dir Bcast Oprs	
	<b>Personnel:</b> Gerry Pond, Dir Domestic Oprs (801) 531- 4395 Arnie Augustin, Dir Bcast News Svcs 531-4380			<b>Properties:</b> Ralph Emery Radio Show; Take Five For Country Music			<b>Properties:</b> Agronaky & Company; The Dick Clark National Music Survey; The Larry King Show; Country Music Countdown; Triple; Forbes Magazine Report; On The Homefront; Elmer Dapron's Grocery List; Assignment Hollywood; Reporters' Roundup; Capitol Assignment; John Lofton Commentary; One Man's Opinion; NBA Playoffs and Championship; NCAA Basketball; Notre Dame Football; NFL Sunday Afternoon Football; Consumer's Buyer Guide; AI Webster's Inside Sports; Jack Anderson Reports; National Symphony Concert Series; College/NFL Scoreboard; The Business Beat; Mutual News On The Hour; This Is Hollywood; Pomerantz On Money; In Focus With Larry King; Weekly Rock Review; What's Right With America; Lee Arnold On A Country Road; College Basketball Game Of The Week; Sportscan; Regional College Football Reports; Rock USA; Golf	
	<b>Properties:</b> Broadcast News Service; To Record Audio Feed Call: Salt Lake City: 531-INFO (4636); Utah: 1-800-862-3785/EXT-INFO (4636); Outside Utah: 1-800-453-3880/EXT-INFO (4636); Feature Service: EXT 4321		<i>Prod</i>	<b>The Musical Sound Review Ltd</b> 2295 East First Street Brooklyn, NY 11223	(212) 375-1245			
<i>Dist, Prod</i>	<b>Morning Music (USA) Inc Corporate Office</b> PO Box 120478 Nashville, TN 37212	(416) 625-2676		<b>Personnel:</b> Francis "Chick" Pallotta, Pres				
	<b>Personnel:</b> Mark Altman, Gen Mgr <b>Branch Office:</b> 1343 Matheson Blvd. Mississauga, Ontario L4W1R1 (416) 625-2676		<i>Dist, Prod</i>	<b>The Music Director Programming Service</b> Box 103 Indian Orchard, MA 01151	(413) 783-4626			
	<b>Properties:</b> Production Library: Easy Listening; Production Library: Beautiful Music			<b>Personnel:</b> Budd Clain, Gen Mgr Bill Schoenborn, Prod Dir Chuck Voboril, Chief Engineer Brenda Clain, Circulation Mgr				
<i>Dist, Prod</i>	<b>The Mother Earth News Inc</b> 105 Stony Mountain Rd Hendersonville, NC 28791	(704) 693-0211		<b>Properties:</b> Adult Contemporary Music Supply Service; Adult Contemporary Playlist; Basic Gold Oldies Library; Christmas Programming Package; A Good Music package; Country Gold Oldies Library; *Joel Whitburn Record Research Books & Supplements; *Country Music Guide to Vintage Hits 1950-81		<i>Dist, Prod</i>	<b>MVP, Inc</b> Box 2492 Shawnee Mission, KS 66201	
	<b>Personnel:</b> John Gunderson, Dir						<b>Personnel:</b> Dick Wright	
	<b>Properties:</b> The Mother Earth News Radio Program		<i>Dist, Prod</i>	<b>Music Masters Inc</b> 2800 Superior Ave #304 Cleveland, OH 44114	(216) 771-1720		<b>Properties:</b> World Of Jazz; Nostalgia Ballroom	
<i>Dist</i>	<b>Mother Jones</b> 625 Third St San Francisco, CA 94107	(415) 495-6326		<b>Personnel:</b> Carol Frankel, Creative Dir Debra Moyers, Prod Asst		<i>Dist, Orgn</i>	<b>Narcotics Education</b> 6830 Laurel St NW Washington, DC 20012	(202) 732-0800
	<b>Personnel:</b> Richard Reynolds, Promo Dir			<b>Properties:</b> The Fame Game			<b>Personnel:</b> James E. Chase	
	<b>Properties:</b> Mother Jones News Briefs; Mother Jones Audio		<i>Dist, Prod</i>	<b>Musiques</b> 1156 Avenue Of The Americas New York, NY 10036	(212) 921-9221	<i>Dist</i>	<b>Narramore Christian Foundation</b> Box 5000 Rosemead, CA 91770	(213) 288-7000
<i>Dist</i>	<b>Motor Racing Network</b> 1801 Speedway Blvd Daytona Beach, FL	(904) 258-0100		<b>Personnel:</b> Mel Kaiser, Dir			<b>Personnel:</b> Dr. Clyde M. Narramore, Dir	
	<b>Personnel:</b> Michael K. Joy, Exec Prod John A. McMullin, Dir of Affiliates Harry Howard, Chief Engineer			<b>Properties:</b> Chappell Libraries; CBS Library of Contemporary Quotations; Folkways Music and Sound Library. Services: Producers of Radio Commercials; Music And Sound Effects Libraries; Consultation Service For Audio Scrip Development; Recording; Jingles			<b>Properties:</b> Psychology For Living; Accent On Living	
	<b>Properties:</b> NASCAR Auto Racing—Live Coverage		<i>Dist</i>	<b>Musi-Mation</b> 135 East Muller Rd East Peoria, IL 61611	(309) 699-7204	<i>Dist, Prod</i>	<b>Narwood Productions Inc</b> 40 E 49th St New York, NY 10017	(212) 755-3320
<i>Dist</i>	<b>Motor-Vation, Radio Network</b> Vat 89 Farmingdale, NJ 07727-0069	(201) 938-2662		<b>Personnel:</b> Martin Mitchell, Mgr			<b>Personnel:</b> Ted LeVan, Pres Ellen Silver, VP Prog Robyn Kove, Oprs Mgr Al Leone, Station Relations Mgr David LeVan, Dir Engineering John Pett, Dir Mktg Janice Ginsberg Jane Shea, Station Relations	
	<b>Personnel:</b> Charlie Roberts, Exec Prod John L. Mann, VP Brian Townsend, Assoc Prod Nancy Lynn Ott, Creative Svcs			<b>Properties:</b> Country Beautiful; MOR; Religious; Beautiful Music; *Custom Time Tapes; *Jingles			<b>Properties:</b> Specials; Country Closeup; The Music Makers; Outlook; Minding Your Business	
	<b>Properties:</b> Skoal Motorsports Report		<i>Dist, Prod</i>	<b>The Musicworks Inc</b> PO Box 111390 Nashville, TN 37211	1-(800) 251-9000 (615) 790-1200			
<i>Dist</i>	<b>MRC Films</b> 71 W 23rd St New York, NY 10010	(212) 969-1754						
	<b>Personnel:</b> Larry Mollot, Exec Prod							

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DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
Dist, Prod	<b>*Bob Nash Prods Inc</b> 245 W 51 St Suite 411 New York, NY 10019	(212) 581-9191		Billy Oxley, Sr VP Dist Clyde Robinson, VP Representation Jane Couch, VP Development Properties: NPR programs are available to member stations FREE of charge. Contact for program catalogue: Features: Star Wars; The Empire Strikes Back			audiences. Long form programming: Provides 12 live concerts each year; and provides 52 concerts or specials. Short Form Features: Rock Chronicle: Today In Rock History; Screen Scenes; One Minute With...; Mini-View; Coping With...; The Rock Report; High Tech; The Money Memo; News And Public Affairs: The Source Report; Sourcecasts; Sourcebreaks; The Source Audio Feed	
Assoc	<b>*National Association Of Broadcasters</b> 1771 N St NW Washington, DC 20036	(202) 293-3500	Assoc	<b>*National Radio Broadcasters Association</b> 1705 DeSales St NW Suite 500 Washington, DC 20036	(202) 466-2030	Net, Sat	<b>NBC "Talknet" Network</b> 30 Rockefeller Plaza New York, NY 10020	(212) 664-4444
Net	<b>National Black Network</b> 10 Columbus Circle New York, NY 10019	(212) 586-0610		Personnel: Executive Committee: Sis Kaplan, Pres Bill Clark, Chmn Jim Yuchor, VP Midwest Bernie Mann, VP East Bob Duffy, VP West Ted Dorf, Treasurer Larry Keane, Secy Staff: Abe Voron, Exec VP Jack Christian, VP Membership Sally Johnson, Dir Oprs Joe Tieman, Media Dir			Personnel: Michael Eskridge, Pres Robert Mouny, Exec VP Kevin Cox, VP Sis Richard K. Penn, VP Gen Mgr Meredith Woodyard, VP Affiliate Rel Properties: Sally Jessy Raphael; Bruce Williams; Dr. Harvey L. Ruben; Bernard Meltzer	
Dist, Prod	<b>National Center For Audio Tapes</b> Box 379 Boulder, CO 80309	(303) 492-7341	Dist, Prod	<b>National Radio Theatre</b> 600 North McClurg Court Suite 502-a Chicago, IL 60611	(312) 751-1625		<b>Neolithic Productions</b> 202 Devon Rd Tenafly, NJ 07670	(201) 567-6783
Dist, Orgn, Prod	<b>National Council Of The Churches Of Christ Communication Commission</b> 475 Riverside Drive Room 860 New York, NY 10115	(212) 870-2574	Dist	Personnel: Yuri Rasovsky, Producer Properties: The Odyssey Of Homer; The Outcasts Of Poker Flat; The Emperor Jones; The Underground Golf Course; The Dark Tower; La Ronde; Who'll Save The Plowboy?; Mathry Beacon; The Adding Machine; A Tale Of Two Cities; The Bacchae; Frankenstein; Casey; Which Is Myself; The Sea Wolf; Three Tales Of Edgar Allan Poe; Dracula		Dist	<b>New Life Ministries Inc</b> PO Box 58367 Raleigh, NC 27658	(919) 872-8310
Assoc	<b>*National Endowment For The Humanities</b> 806 15th Street NW Washington, DC 20506		Net, Sat	<b>The Nationality Broadcasting Network, Radio/Television</b> 11916 Madison Ave Lakewood, OH 44107	(216) 221-0330		Personnel: Greg Guiley, Producer/Host Randy Ellison, Affiliate Coordinator Scott Scheuer, Distribution Director Randall Blackman, Head of Counseling Services Properties: Light 'n Up	
Net, Sat	<b>National Public Radio</b> 2025 M St NW Washington, DC 20036	(202) 822-2300	Net, Sat	Personnel: Miklos Kossanyi, Pres Maria Kossanyi, Gen Mgr Shelia Pavlov, Station Mgr Properties: Foreign Language programs schedule available upon request.		Net, Sat	<b>New Life Productions Inc</b> PO Box 1917 Lima, OH 45806	(419) 991-7346
	Personnel: Frank Mankiewicz, Pres Thomas C. Warnock, Exec VP Samuel C.O. Holt, Sr VP Prog			Personnel: Michael Eskridge, Pres Richard Penn, VP Gen Mgr Kevin Cox, VP Sis Robert Mouny, Exec VP Properties: Morning Line; Sports Odyssey; Sports At Large; Comment On The News; Newslane; Morning Business Report; Afternoon Business Report; Newslane Extra Series; Political Digest; Nunnaense; Feedback; The Porter Exchange; Workplace; Topcopy; Good News; Joyce Brothers Report; Dateline; Weekend Sports; Meet The Press		Dist, Prod	Personnel: Terri E. Leffer, Pres/Writer-Di Keith Curtis, Prod Dir 224-5542 Clay Schmenk, Prod 339-2283 Properties: Storylight: Her Name Is Mary Ann; Who's That Man?; Pair of Thieves; The Storyteller; Second Christmas; One Owed More	
						Dist, Prod	<b>New Wilderness Foundation Inc</b> 325 Spring Street Room 206 New York, NY 10013	(212) 807-7944 Telex: (710) 581-5418
						Dist, Prod	Personnel: Charlie Morrow, Sen Prod (212) 840-8014 Steve Rathe, Sen Prod Dir (212) 618-1476 Carol E. Tuymman, Exec Dir Jay Messina, Eng Steve Barash, Tech Dir Properties: New Wilderness Celebration Radio /International Radio Solstice.	
						Dist, Prod	<b>Newsounds/Newspots Productions</b> 2741 Hillview Rd NE Minneapolis, MN 55432	(612) 786-0701
						Dist, Prod	Personnel: Brad Walton, Owner/Pres Properties: Newsounds; Newspots; The Bargain Hunter /Smart Shopper; *Human Service Features: General Public Service Spots	
						Dist, Prod	<b>NFL Music Library/NFL Films Inc</b> 330 Fellowship Road Mt Laurel, NJ 08054	(609) 778-1600

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Phil Spielter, Music Dir <b>Properties:</b> Dramatic Themes/The March Is The Thing; Light And Easy; The Symphonic Touch; Man With A Mission/The Seeker; Strong Hearts /Light Hearts; Raw Power/Dew Drops; Walkin' Along/Out West And Beyond; Big Country /Underline; One For The Road/Bold Venture; That Country Feeling/Thematics Plus Fun; Good Morning/Silver Streak; Morning Mountain/House On The Hill; High Roller /Mixed Bag; Electromusic; Good Thing/When You've Got It Made; Elbow Grease/Mixed Bag II; Flamboyant Themes			Age Of Radio Theatre; Dimension X; Big Jon And Spartie; The Weird Circle; Nightwatch; Archie Andrews; Five Minute Mysteries; Flashback			<b>P</b>	
				<b>O</b>			<b>Pacific Garden Mission</b> 646 S State St Chicago, IL 60605	(312) 922-1462
				<b>O'Connor Creative Services</b> PO Box 8888 Universal City, CA 91608	(213) 769-3500 (800) 423-2684		<b>Personnel:</b> Harry G. Saulnier, Exec Dir Jack Odell, Prog Dir <b>Properties:</b> Unshackled!	
<i>Dist, Prod</i>	<b>Nightingale Communications &amp; Media</b> 21405 Lostine Ave Carson, CA 90745	(213) 518-0258		<b>Personnel:</b> Harry O'Connor, Pres Marie Milas, VP/Gen Mgr Merrill Barr, Dir Mktg <b>Properties:</b> The Howard Ruff Commentary; Kids Say The Darndest Things; You're The Judge; Cinemascore; Street Funnies; The Comedy Supermarket		<i>Dist, Prod</i>	<b>Pacific Music</b> PO Box 17101 Irvine, CA 92713	(714) 641-8000
	<b>Personnel:</b> Dr. George Hill, VP/Prod Sylvia Saverson, Consultant Dwight Waiters, Assoc Prod <b>Properties:</b> Ecumenical Insights		<i>Export</i>	<b>O'Connor Creative Svcs Telepty, Ltd</b> 83 Mount St Suite 302 North Sydney, N.S.W. Australia	2060 20- 436-1766 Telex AA 70333	<i>Dist, Prod</i>	<b>Palau Evangelistic Team</b> 1100 NW Murray Portland, OR 97229	(503) 643-0777
<i>Dist, Prod</i>	<b>Nightingale-Conant Corporation</b> 3730 West Devon Ave Chicago, IL 60659	(312) 877-3100		<b>Personnel:</b> Harry O'Connor, Pres Gienette Silver, Managing Dir <b>Properties:</b> Representing TM Productions and Programming for all station ID's, Commercial Production Libraries; Music Specials and Tape Formats. Features: Kids Say The Darndest Things; *Capt. Kremens Of The Star Corp		<i>Dist, Prod</i>	<b>Parkway Communications Corp</b> 7979 Old Georgetown Rd Bethesda, MD 20814	(301) 657-9808
<i>Dist, Prod, Prog Consultant</i>	<b>Noble Broadcast Consultants</b> 4891 Pacific Hwy San Diego, CA 92110	(619) 291-8510	<i>Dist, Prod</i>	<b>Ohio University Telecommunications</b> 9 South College St Athens, OH 45701	(614) 594-5321		<b>Personnel:</b> Stan Jeter, Prod Eric Ericason, Asst Prod Doug Steward, Engineer <b>Properties:</b> Luis Palau Responds; Cruzada; Coneta Informa	
	<b>Personnel:</b> John W. Schoen, VP/Gen Mgr Rich Wood, VP/Prog Mgr Frank Felix, VP/AOR Prog Mgr Bob Harper, VP/Dir Research & Cont Prog <b>Properties:</b> Noble One; AOR Live Consultancy; AC Live Consultancy; Hot 40; A Plus; Rock Of The '80s; audience and music research; *Coop sales service		<i>Dist</i>	<b>Open Door Ministries</b> PO Box 12506 Portland, OR 97212	1-(503) 287-1289		<b>Personnel:</b> Neil Currie, Pres Kurt Henschen, Dir Station Relations <b>Properties:</b> First Hearing; The Vocal Scene; In Recital; BBC Promenade Concerts; A Cameo Concert; Matinee; Starlight Concert; BBC Concert Hall; America In Concert; Talking About Music; BBC Music Showcase; The Philadelphia Orchestra; The Steinyway Hour; *U.S. Newradio; *Music For The Movies; This Is My Music	
<i>Dist, Prod</i>	<b>Ray Norman Productions</b> 11 Glenwood Rd Toms River, NJ 08753	(201) 349-8569		<b>Personnel:</b> Bud Frimoth, Prod Judy Probstfield, Admin Asst <b>Properties:</b> Open Door; Here And Beyond		<i>Dist, Orgn, Prod</i>	<b>Passionist Radio Television Centre</b> 1089 Elm St W Springfield, MA 01089	(413) 732-4546
	<b>Personnel:</b> Ray Norman, Pres <b>Properties:</b> Getting Sentimental; Owners of Lang-Worth library — specializing in nostalgia and big band productions.			<b>Operation Evangelize</b> 206 Second Ave Chesapeake, OH 45619	(614) 667-5544		<b>Personnel:</b> Rev. John Patrick Moore CP, Exec Dir Rev. John Powers CP, Dir Br. Terrance A. Scanlon CP, Bus Mgr <b>Properties:</b> Crossroads	
<i>Dist</i>	<b>Northumberland Productions</b> 3124 Sunset Rd Box 5041 Fort Myers, FL 33901	(813) 939-1481	<i>Dist, Prod</i>	<b>Opryland Radio Productions</b> 2644 McGavock Pike Nashville, TN 37214	(615) 889-6595	<i>Assoc, Dist, Prod</i>	<b>Paulist Communications</b> 2257 Barry Ave Los Angeles, CA 90064	(213) 477-2559
	<b>Personnel:</b> Donald Dickson, Owner-Producer Ross L. Buckberrough, Comptroller <b>Properties:</b> Alcohol Advisory			<b>Personnel:</b> John Graham, Dir <b>Properties:</b> Back To The Book			<b>Personnel:</b> John W. Mulhall, Dir Joe Breighner, Prod John Geaney, Prod <b>Properties:</b> PC News & News Scope; Religion In The News; Sound And Sense; Country Road; Francisco; Padre Vicente; Mi Tio Juan	
<i>Dist, Prod</i>	<b>Nostalgia Broadcasting Corp</b> 327 Dows Building Cedar Rapids, IA 52401	(319) 368-1418	<i>Dist, Prod</i>	<b>Opus Productions Inc</b> 7011 N Jan Mar Drive Dallas, TX 75230	(214) 691-8846	<i>Dist, Prod</i>	<b>*Pengra &amp; Company</b> 1333 Connecticut Ave NW 4th Floor Washington, DC 20036	(202) 659-3538
	<b>Personnel:</b> Gene V. Kellenberger, Pres William P. Grubbs, VP Val Wilson, Secy <b>Properties:</b> The Aldrich Family; The Abbott And Costello Show; The Cavalcade of America; Duffy's Tavern; Fibber McGee and Molly; The Hall Of Fantasy; The Haunting Hour; The Life Of Riley; The Man Called X; NBC Presents; Short Story; Nightbeat; X Minus One; You Bet Your Life; The Great Gildersleeve; People Are Funny; Cinnamon Bear; The Mighty Memory Mobile; NBC University Theater; The Golden			<b>Personnel:</b> Skip Woolwine, Prod Marte Purcell, Oprs Coord <b>Properties:</b> Nashville Record Review			<b>Personnel:</b> Mike Pengra <b>Properties:</b> Complete information not available at press time.	
				<b>Orange Productions</b> 3930 Conshohocken Ave Philadelphia, PA 19131	(215) 678-4926	<i>Dist, Prod</i>	<b>Penta Communications</b> 505 South Neil Champaign, IL 61820	(217) 351-4940
				<b>Personnel:</b> Lita Indzel Cohen, Exec VP/Counsel Sid Mark, Exec Prod <b>Properties:</b> The Sounds Of Sinatra; Something Special			<b>Personnel:</b> Baia Ramakrishnan, Pres Rus Proch, VP <b>Properties:</b> #1 Record Of The Day; Superstar Mini Concerts; Oldies For Energy	

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
<i>Prod</i>	<b>Pepperplatt Productions</b> 4804 200 15th Bayside, NY 11364 <b>Personnel:</b> John Platt, Prod <b>Properties:</b> Producer for Mutual Broadcasting System: Rock USA	(212) 229-0772	<i>Prod</i>	<b>Production EFX Library</b> 2325 Girard Ave S Minneapolis, MN 55405 <b>Properties:</b> Thoughts In Time; Transportation; Machines /Domestic; People/Games And Events; Backgrounds; Odds and Ends/ On The Farm		<i>Dist, Prod</i>	<b>PubSat (Public Affairs Satellite System Inc)</b> 1725 K Street NW Suite 1412 Washington, DC 20006 <b>Personnel:</b> Tom Tucker John Sullivan Barbara Ridout Peggy Whedon, Prod <b>Properties:</b> PubSat Newsletter; distributor of independently produced programming.	(800) 424-2302 (202) 887-1920
<i>Dist, Net, Prod</i>	<b>Performance Racing Network</b> PO Box Myrtle Beach, SC 29577 <b>Personnel:</b> Bill Hennecy, Network Dir <b>Properties:</b> Performance Racing Network	(803) 293-3388	<i>Dist, Prod</i>	<b>The Production Room</b> 901 Chamber of Commerce Ave Minneapolis, MN 55402 <b>Personnel:</b> Doug McLeod, Exec VP Mike Maren, Exec VP <b>Properties:</b> The Big Band Broadcast; The Big Band Broadcast New Years Special; Classic Country	(812) 332-8213	<i>Dist, Prod</i>	<b>Purcell Productions</b> 300 W 55th Street New York, NY 10019 <b>Personnel:</b> Don Purcell, Pres <b>Properties:</b> Great Outdoors; Kitchen Korner; Health Hints; Sports Special; Do-It-Yourself; Your Dollar- Stretcher; Olympic Gold; Pet Patrol	
<i>Dist, Prod</i>	<b>Peters Productions Inc</b> 9590 Chesapeake Dr San Diego, CA 92123 <b>Personnel:</b> Edward J. Peters, Pres David Moore, Regional Mgr Paul Schafer, Reg Mgr Steve Cotov, Reg Mgr Jack Merker, Dir of Prog <b>Properties:</b> Music Formats: MOR Traditional; Two Blends Of Beautiful Music; Adult Rock; Modern Country; Traditional Country; Country Crossover; Custom Jingles	(619) 565-8511		<b>Professional Cheap Comedy</b> PO Box 8344 Virginia Beach, VA 23456 <b>Personnel:</b> Brad Carver, Editor <b>Properties:</b> Professional Cheap Comedy	(804) 427-8140			
	<b>Phantastic Phunnies</b> 1343 Stratford Dr Kent, OH 44240 <b>Personnel:</b> John Fultz, Editor/Publisher <b>Properties:</b> Phantastic Phunnies; Topical Comedy Service	(216) 673-1134	<i>Dist, Prod</i>	<b>Professional Rodeo Network Inc</b> 315 Madison St PO Box 1-B Suite 201 Eugene, OR 97440 <b>Personnel:</b> Peter Powell, Exec Prod Jan Yearwood, Natl Sis Dir Graham Marden, Dir Network Affiliates Bob Talkman, Talent Kep Powell, Oprs Mgr <b>Properties:</b> The Great American Cowboy; The National Finals Rodeo Report	(503) 687-2068			
	<b>Richard Pinkham Productions</b> 2011 Richard Jones Rd A-5 Nashville, TN 37215 <b>Personnel:</b> Richard Pinkham, Owner/Writer/Prod <b>Properties:</b> Country Star Quiz; Pro Football Name Game; Superbowl Challenge; Baseball Name Game; World Series Challenge	(615) 385-0373	<i>Dist, Prod</i>	<b>Progressive Radio Network</b> Box 172 Bronx, NY 10451 <b>Personnel:</b> Bill Quinn, Gen Mgr James Wynbrandt, Editor Tony Garcia, Account Exec Tom Powell, Prod Harry Weinger, Prod <b>Properties:</b> News Blimp; Laugh Machine; Holiday Package; Sound Advice	(212) 585-9400	<i>Dist, Prod</i>	<b>Radio &amp; TV Roundup Productions</b> 111 Maplewood Ave Maplewood, NJ 07040 <b>Personnel:</b> Bill Bertenshaw, Exec Prod Bobbie Stachofsky, Prog Dir <b>Properties:</b> Suggested Solutions; The Second Self; Trihedral; The Triumph Of Age; Spotlight On Singles	(212) 749-1214 (201) 762-2755
<i>Dist</i>	<b>Planned Parenthood Federation Of America</b> 810 Seventh Ave New York, NY 10019 <b>Personnel:</b> Timmi Pierce, VP <b>Properties:</b> Planned Parenthood: It Makes Sense	(212) 541-7800	<i>Dist, Prod</i>	<b>Protestant Radio-TV Center</b> 1727 Clifton Road NE Atlanta, GA 30329 <b>Personnel:</b> Rev William W Horlock, Pres Ellen Lewin, Traffic <b>Properties:</b> The Protestant Hour	(404) 634-3324	<i>Dist, Prod</i>	<b>Radio Arts Inc</b> 210 N Pass Ave Suite 104 Burbank, CA 91505 <b>Personnel:</b> Larry Vanderveen, Pres John Benedict, VP/Programming Dave Price, Programming Consultant, Formats Jon Holiday, Programming Consultant, Features <b>Properties:</b> Your Hit Parade; Lohman And Barkley's Light Of My Life; The Holiday Spirit; Billboard Honor Roll Of Hits; Ray Anthony Presents The Big Bands; Johnny Mercer: Too Marvelous For Words	(213) 841-0225 (800) 423-2840
<i>Dist, Prod</i>	<b>The Pocket Testament League Inc</b> 117 Main St Box 368 Lincoln Park, NJ 07035 <b>Personnel:</b> Ron Hyde, Media Dir <b>Properties:</b> News In A Different Dimension; Life Unlimited	(201) 696-1900	<i>Dist, Prod</i>	<b>Proud Country Radio</b> 48 Music Square E Nashville, TN 37203 <b>Personnel:</b> Grag Williams, Sis Mgr <b>Properties:</b> Music Row Report; The Proud Country Network	(615) 244-7300	<i>Dist, Prod</i>	<b>Radio Bible Class</b> PO 300 Kraft Ave Grand Rapids, MI 49555 <b>Personnel:</b> Richard De Haan, Pres Dick Mason, Exec VP Paul Van Gorder, VP	(616) 942-8770
<i>Dist, Prod</i>	<b>Peter Powell Associates Inc</b> PO Box 10848 Eugene, OR 97440 <b>Personnel:</b> Peter Powell Larry Nathan <b>Properties:</b> Rep for Professional Rodeo Network; U.S. Dist for Mini Bingo	(503) 686-0248	<i>Dist, Prod</i>	<b>Public Interest Affiliates</b> 931 Yale Lane Highland Park, IL <b>Personnel:</b> Brad Saul, Pres Sandra Kramer, Prod <b>Properties:</b> Public Interest Affiliates Customized Public Affairs Program; Public Interest Affiliates Customized Public Affairs Program; PIA is the radio distribution arm for the National Association of Broadcasters' Broadcast Industry Council to Improve American Productivity	(312) 432-3820	<i>Dist</i>		
<i>Dist, Prod</i>	<b>*Probe Ministries</b> 12011 Coit Rd Dallas, TX 75251 <b>Personnel:</b> Dave Nobles, Media Coordinator <b>Properties:</b> Probe	(214) 661-8500						

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DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Properties:</b> Radio Bible Class; Our Daily Bread; Sounds Of The Times			Portrait In Sound; Senior Citizens; The Samis; Christmas Programs; The Scandinavian Male; Emigrants, Swedish Folk; Music And The Folk; Music Of Sweden			John Locue, Mktg Dir Roy King, Oprs Dir <b>Properties:</b> The Real Country Format; The Real Adult Rock Format	
<i>Dist</i>	<b>Radio Doctors And Records Ltd</b> 240 West Wells Street Milwaukee, WI 53203 <b>Properties:</b> Oldie Records	(414) 276-8422	<i>Dist, Orgn, Prod</i>	<b>Radio TV Commission Of The Southern Baptist Convention</b> 6350 West Freeway Fort Worth, TX 76150 <b>Personnel:</b> Claude Cox, Dir of Mktg Marvia Terry, Mktg Coordinator Tim Campbell, Asst Dir Mktg Glenna Cordray, Mktg Spec Projects <b>Properties:</b> The Baptist Hour; Country Crossroads; At Home With The Bible; On Track; Streams In The Desert; Sounds Of The Century; Powerline; Black Beat; Master Control; Control Central; Momentos De Meditacion; Horizontes	(817) 737-4011	<i>Dist, Prod</i>	<b>Reel Formats</b> 6413 Denny Ave No Hollywood, CA 91606 <b>Personnel:</b> Dave Price, Dir of Programming <b>Properties:</b> Mellow Contemporary Format	(213) 760-3894
<i>Consultant</i>	<b>*Radiographics</b> RFD 1 Box 370c Northfield, NH 03276 <b>Personnel:</b> <b>Properties:</b> Offers promotional assistance and innovative ways to increase visibility and sales, station analysis, custom jingles, and top quality camera-ready artwork.	(803) 286-3293				<i>Dist, Prod</i>	<b>Reel Radio</b> Box 213 Dunkirk, MD 20754 <b>Personnel:</b> Mel Stewart, Gen Mgr Mark Lawrence, Prod <b>Properties:</b> The Golden Oldies	(301) 257-9410
<i>Prog, Consultant</i>	<b>*Radio Index Inc</b> PO Box 11347 Phoenix, AZ 85061 <b>Personnel:</b> Todd Wallace, Pres/Gen Mgr Bill Clemens, VP Dir of Consultation Tracey Massey, Sls Mgr <b>Properties:</b> Radio Index Audience Measurement; Mars /Music System — various computer processing services.	(802) 242-6800 (800) 528-6082 Toll Free	<i>Dist, Prod</i>	<b>Radio 2000</b> 4 Commercial Blvd Novato, CA 94947 <b>Personnel:</b> Bob Lewis, Pres Bob Evans, Sls Carol Bayles, Customer Svc <b>Properties:</b> The Mind's Eye Radio Dramatic Series; American Portraits	(800) 227-2020	<i>Prod</i>	<b>Reel Time Productions</b> 49 Winchester St Newton Highland, MA 02161 <b>Personnel:</b> Keith MacGregor, Exec Prod; Bruce Macomber, Exec Prod <b>Properties:</b> Captured Live! (co-producer in association with RKO Radio Network); The BBC Rock Hour (co-producer with London Wavelength)	(617) 969-6150
<i>Orgn</i>	<b>*Radio Information Center</b> 575 Lexington Ave New York, NY 10022 <b>Personnel:</b> Maurice Webster, Pres Scott E. Webster, VP Development Harry Larson, VP Sls Kathy King, Oprs Mgr <b>Properties:</b> The Analyst is a complete, customized analysis of Arbitron research data for sales and program executives of stations. Radiobase is the most current source of data for all U.S. radio stations by format, market size, area, etc. "Bullseye" is a highly selective mailing list for radio station executives.	(212) 371-4828	<i>Dist, Prod</i>	<b>Radio Works</b> 6363 Sunset Blvd Suite 520 Hollywood, CA 90028 <b>Personnel:</b> Stacie Hunt, Pres Jim Dennis, VP Synd <b>Properties:</b> The Unexplainable; Some Kind Of People; Dr. Lorraine Stern; Pediatrician; The Forbes Magazine Report; Revista Reportera Forbes	(213) 466-5128	<i>Owner</i>	<b>Regal Productions</b> 1012 Chauncey St Eau Claire, WI 54701 <b>Personnel:</b> Roger Galstad, Owner <b>Properties:</b> Poetry And Prose	(715) 832-3725
<i>Prod</i>	<b>Radio Sports Programs</b> 275 Madison Ave New York, NY 10016 <b>Personnel:</b> Mark Winston, Pres Ben Isaacs, VP Syndication Jon Boisclair, VP Ken Farino, VP/Gen Counsel <b>Properties:</b> The Billy Packer-Al McGuire College Basketball Report	(212) 599-1100	<i>Dist, Prod</i>	<b>Ragamuffin Productions Inc</b> 4676 Admiralty Way #206 Marina del Rey, CA 90291 <b>Personnel:</b> T. J. Hofmann, Pres <b>Properties:</b> Country USA	(213) 821-8087		<b>Religion In American Life</b> 815 Second Ave New York, NY 10017 <b>Personnel:</b> David Gockley, Pres Suzanne Holeton <b>Properties:</b> Religion In American Life	(212) 697-5033
<i>Dist, Export, Prod</i>	<b>Radio Sweden International c/o Swedish Broadcasting Company</b> 825 Third Ave New York, NY 10022 <b>Personnel:</b> Britt Simonson, Dir Elisabeth Johansson, Asst Ann Hedengren, Secy <b>Properties:</b> Panorama of Swedish Music; Swedish Music In The Eighteenth Century; Swedish Music In The Twentieth Century; Contemporary Swedish Music; Swedish Music In Stereo; Six Swedish Composers; Swedish Choral Music; Swedish Opera Singers; Swedish Soloists; Who Was Bellman?; Electronica; Old Swedish Organs; Swedish Sounds Of The Sixties; Swedish Sounds Of The Seventies; A Portrait Of Bo Hansson; Nursery Tunes In Jazz; Swedish Jazz; The Stockholm Alternative Music Festival; Swedish Pop Rock Portraits; Sweden Today; Swedish Spectrum; Women In Scandinavia; Youth In The North; Modern Swedish Writers; Swedish Weather; The Birds of Sweden; Summer Stockholm; Stay In Shape The Swedish Way; Stockholm A	(212) 688-6872	<i>Assoc, Dist, Prod</i>	<b>Rajneesh Foundation International</b> PO Box 12A Antelope, OR 97001 <b>Personnel:</b> Ma Yoga Asha <b>Properties:</b> Celebration Day Darshans; Golden Birthday Celebration/Guru Purnima 1981; Enlightenment Day 1982; Music For Celebration; Satsang; Music Of Swami Chaitanya Hari; Rajneesh Meditations; Music For Meditation; Music Of Swami Govindas	(503) 489-3301	<i>Dist, Prod</i>	<b>Reuters</b> 1212 Ave of the Americas New York, NY 10036 <b>Personnel:</b> James L. Outman, Mgr Media Svcs William Conkiin, Natl Sls Mgr <b>Properties:</b> The Reuter Financial Report	(212) 730-2710 (212) 730-2710
			<i>Dist, Prod</i>	<b>Rambln Productions Ltd</b> 430 S Glenstone Suite C Springfield, MO 65802 <b>Personnel:</b> Keith O'Neil, Pres <b>Properties:</b> The Stan Hitchcock Show	(417) 864-4404	<i>Dist</i>	<b>Revivaltime Media Ministries Assemblies of God Radio-TV Department</b> PO Box 70 Springfield, MO 65801 <b>Personnel:</b> J.E. Tucker, Media Dir Ext 1475 Dan Betzer, Speaker Ext 1479 Lee Shultz, Dir of Comm Ext 1452 <b>Properties:</b> Revivaltime; Every Day With Jesus	(417) 862-2781
			<i>Dist</i>	<b>Real Estate Action Line</b> PO Box 56 Winter Park, FL 32790 <b>Personnel:</b> H. I. "Sonny" Bloch, Host Gale Nemeec, Exec Prod <b>Properties:</b> Real Estate Action Line	(305) 644-4200	<i>Dist, Prod</i>	<b>Riches, Rubinstein &amp; Radio</b> 720 N Seward St Hollywood, CA 90038 <b>Personnel:</b> Peter Riches Peter Rubinstein <b>Properties:</b> History of Superman; Heavy Metal; The Steve Martin Pennies From Heaven Radio Special; The John Belushi - Dan Aykroyd "Neighbors" Radio Special; The Pavorotti Phenomenon; Pavorotti: The Golden Tenor Comes To The Silver Screen; The Audio Press Kit	(213) 461-9977
			<i>Dist, Prod</i>	<b>Real Radio Company</b> 127 Glen Summer Rd Pasadena, CA 91105 <b>Personnel:</b> John Price, Pres	(213) 795-4900	<i>Dist</i>	<b>Rip 'N' Read, Inc</b> 88 First St San Francisco, CA 94101	(415) 974-1622

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Joseph Belden, Publisher Mike Krigel, Earshot Editor Barbara Leamer, Washington Bureau 202-659-4321 Abby Goldman, Rip 'N' Read Editor Emily Clark, Rip 'N' Read Editor Steve Baim, Business Manager <b>Properties:</b> Rip 'N' Read; Earshot			<b>Properties:</b> The Brett Halliday Show; The Spirit Of Summer; The Best Of '82; Tapestry; Candlelight & Wine; Hot Shots; Summer Hits; Breaking Away			<b>Properties:</b> The Star Station; Country Coast to Coast; Stardust	
<i>Net, Sat</i>	<b>RKO Radio Network</b> 1440 Broadway New York, NY 10018 <b>Personnel:</b> Thomas F. Burchill, Pres Ken Harris, VP/Dir of Affiliate Svcs Thomas Gatewood, Dir of Affiliate Svcs /Admin Peter Marcus, Dir of Affiliate/Acquisition /Development Dan Griffin, VP/Dir of Programming Dave Cooke, VP/News Dir Pamela Hamilton, VP Creative Svcs <b>Properties:</b> RKO ONE: RKO ONE News; Lifesound Summaries; RKO ONE Sports (including: Sportsweek; Sportsweekend; Sports Specials); Weekend America; Night Time America; RKO ONE Music Specials; Newsweek: On Air; RKO ONE Special Services; Newscalls; Sportscalls; Steiner On Sports RKO TWO: RKO TWO News; Economics Update; Newslite; RKO TWO Sports; RKO TWO Music Specials — (Starweekend Features); Newsweek: On Air; RKO TWO Special Services; Newscalls; Sportscalls	(212) 575-8100	<i>Dist, Prod</i>	<b>Rolling Stone Magazine Productions</b> 745 Fifth Ave New York, NY 10151 <b>Personnel:</b> John McGhan, Dir Rita Keeton, Mgr Mike Weiss, AOR Affil Relations Barbara Freeman, Affidavit Mgr <b>Properties:</b> The Continuous History of Rock and Roll — (Daily, Weekly, Yearly); Rock Star Guest D.J.	(212) 758-3800		<b>*Satellite Radio Network</b> 11325 Pegasus Suite E-241 Dallas, TX 75238 <b>Personnel:</b> Michael Ginter, VP <b>Properties:</b> Provides satellite delivery for religious programming. Currently delivers: Old Time Gospel Hour; Insight For Living; Focus On The Family; Voice Of Prophecy; Word For Today; Thru The Bible; Concepts Of Faith; Gospel Truth; Voice Of Americanism; Foundation For Human Understanding; Changed Lives; Midwest Revival Church; Childrens Bible Hour; Life For Laymen; The World Tomorrow; Come Alive; Revival Time; Protestant Hour; Family Altar Broadcast.	(214) 343-9205 (800) 527-4892
<i>Net, Sat</i>	<b>RKO Radioshows (RKO Radio Network)</b> 1440 Broadway New York, NY 10018 <b>Personnel:</b> See RKO Radio Network for additional personnel listing. Nan Heller, Sis Mgr <b>Properties:</b> NightTime America; The Hot Ones; The Weekly Music Magazine; Captured Live!; Solid Gold Saturday Night; Countdown America; Royalty Of Rock: A Celebration Of The Rock Empire; The Beatles: The Days In Their Lives	(212) 575-8100	<i>Consultant</i>	<b>*John Rook &amp; Associates</b> 19031 Marilla Street Northridge, CA 91324 <b>Personnel:</b> Paul Kirby Roger Collins John Rook <b>Properties:</b> Total radio management and programming consultation.	(213) 885-7404	<i>Dist, Prod</i>	<b>Saturn Enterprises</b> PO Box 3242 Burbank, CA 91504 <b>Personnel:</b> Terry Lee Hayes, Pres/Exec Prod Ken Gullekson, VP Technical Dir Wally August, VP Creative Dir <b>Properties:</b> Steve Saturn	(213) 246-3126
<i>Dist, Prod</i>	<b>Art Roberts Inc</b> 9129 North 70th St Milwaukee, WI 53223 <b>Personnel:</b> Art Roberts <b>Properties:</b> Christmas Alphabet	(414) 354-2922	<i>Dist, Prod</i>	<b>Brian Rose Productions</b> 99 State St Brooklyn, NY 11201 <b>Personnel:</b> Brian Rose, Exec Prod Katherine Schwan, Prod/Research <b>Properties:</b> Brian Rose Reviews	(212) 858-2593	<i>Dist, Prod</i>	<b>Wilbur Sayles Lay Music Missions Inc</b> PO Box 193 Austin, MN 55912 <b>Personnel:</b> Wilbur Sayles, Pres <b>Properties:</b> Hymntime	(507) 437-4879 (507) 437-7507
<i>Dist, Prod</i>	<b>Richard H Roffman Associates</b> 697 West End Ave Suite 6A New York, NY 10025 <b>Personnel:</b> Richard Roffman, Prod Malvina Cohn, VP/Dir (212) 749-3647 Jules Peimer, Assoc Prod John Bowman, Asst Prod <b>Properties:</b> Adventure In Jobs; Dick Roffman's Focus; Dick Roffman's News Desk; Richard Roffman Presents	(212) 749-3647 749-3648	<i>Dist, Prod</i>	<b>The Royal Group</b> 307 West 200 South Suite 5001 Salt Lake City, UT 84101 <b>Personnel:</b> Jackson Dell Weaver, Pres Gabby <b>Properties:</b> The Gabby Gourmet; The Business Report	(801) 322-1222	<i>Dist, Prod</i>	<b>SRP Ltd (Schulke Radio Productions)</b> 3001 Hadley Rd S Plainfield, NJ 07080 <b>Personnel:</b> James Schulke, Chairman Larry Adams, Pres Phil Stout, Senior VP Dave McFee, Exec VP <b>Properties:</b> Beautiful Music	(201) 753-0444
<i>Rep</i>	<b>*Bob Rogers &amp; Associates</b> 136 Precita Ave San Francisco, CA 94110 <b>Properties:</b> Consultant to companies marketing programming and/or research services to radio stations.	(415) 641-8426	<i>Dist, Prod</i>	<b>RPM Radio Programming /Management</b> 25140 Lahser Rd Suite 232 Southfield, MI 48034 <b>Personnel:</b> Thomas M. Krikorian, Pres Richard G. Graf, Gen Mgr <b>Properties:</b> Contemporary Beautiful Music; Classic Beautiful, Classic MOR; Progressive MOR	1 (800) 521-2537 (313) 358-1040	<i>Dist, Prod</i>	<b>Walter Schwimmer Enterprises</b> 400 N Michigan Ave Chicago, IL 60611 <b>Personnel:</b> Walter Schwimmer, Pres <b>Properties:</b> The Nostalgia Place	(312) 828-9422
<i>Dist, Export, Prod</i>	<b>Rogers Broadcast Productions</b> 25 Adelaide St East Toronto, Ontario, Canada M5C 1H3 <b>Personnel:</b> Jim Macdonald, VP Tony Viner, VP	(416) 864-2115	<i>Dist, Prod, Sat</i>	<b>Sacred Heart Program</b> 3900 Westminster Pl St Louis, MO 63108 <b>Personnel:</b> Rev. George E. Von Kaenel S.J., Prod Jerry Irvine, Radio Dir Sarah Wortman, Prod Asst <b>Properties:</b> Contact; Lift Your Heart	(314) 533-0320	<i>Dist, Prod</i>	<b>Scott Broadcast Services Inc</b> Hemlock Farms Hawley, PA 18428 <b>Personnel:</b> John L. Scott, Pres Gloria Scott, VP William T. Buckley, Creative Dir <b>Properties:</b> Columbia Nutrition Bulletin; Medical Newsbreak	(717) 775-7331 1-(800) 233-8257
<i>Dist, Prod, Sat</i>			<i>Dist, Prod</i>	<b>Aian Sands Productions</b> 225 E 74th St New York, NY 10021 <b>Personnel:</b> A. Sands, Pres C. Diamond, VP <b>Properties:</b> Lively Arts; Your Home Handyman; Boating Tips; Sports Digest; Travel Talk; Food For Thought	(212) 697-6135	<i>Dist</i>	<b>Seed-Time Ministries</b> PO Box 6494 Bakersfield, CA 93386 <b>Personnel:</b> John M. Penner, Exec Dir Lillian Penner, Secy Ashley Day, Radio Speaker <b>Properties:</b> Think Of This	(805) 872-2465
			<i>Dist, Prod, Sat</i>	<b>Satellite Music Network</b> 11325 Pegasus Suite E-241 Dallas, TX 75238 <b>Personnel:</b> Ivan Braiker, VP Gen Mgr George Williams, Network Prog Dir Trish Lloyd, Mgr Mktg/PR	(816) 358-9960 Tele: 75238	<i>Dist</i>	<b>Seventh-Day Adventist Church</b> 6840 Eastern Avenue NW Washington, DC 20012 <b>Personnel:</b> Pastor James E. Chase	(202) 723-0800

DIST	ORGANIZATION	DIST	ORGANIZATION	DIST	ORGANIZATION
PROD	& ADDRESS	TELEPHONE	& ADDRESS	PROD	& ADDRESS
	<b>Properties:</b> The Music Scrapbook		<b>Properties:</b> Point Of Law; Doctor's House Call; World Of Travel; Physical Fitness; News Of Nutrition; To Your Health.		<b>Personnel:</b> Fred Dellar, Co-Exec Officer Dan Hiller, Co-Exec Officer Bert Russick Jr., Dir of Artist & Repertoire
<i>Consultant</i>	<b>*Shane Media Services</b> 7703 Windswept Houston, TX 77063	(713) 461-9958	<b>Siri Music</b> 34 Starlight Lane Levittown, NY 11756	(516) 731-8735	<b>Properties:</b> Chronicles; Crosscurrents; A Time To Remember; The Gang That Sang; It's My Party; A Class Of Country
	<b>Personnel:</b> Pamela Shane, Pres Ed Shane, Consultant		<b>Properties:</b> Music Production Libraries	<i>Dist</i>	<b>Sounds Of Joy</b> PO Box 31203 San Francisco, CA 94131
	<b>Properties:</b> Consultancy Firm: Market positioning analysis, including study of station vulnerability. RADIO VIDEO, instructional materials on videocassette, new programs available every two months on home video formats. Programming consultant for rock, news/talk, and AOR formats. Seminars for management professionals.	<i>Dist, Prod</i>	<b>60 Second LP Inc/Rex</b> 10 Waterside Plaza Suite 21E New York, NY 10010	(212) 684-2292	<b>Personnel:</b> Bob Carlson, Prod/Host
<i>Prod, Synd</i>	<b>Shelton Leigh Palmer &amp; Company</b> 144 Wolf Hill Rd Huntington, NY 11747	(516) 421-4841	<b>Personnel:</b> Jeff Craig, Pres/Exec Prod Joey Berlin, Prod Gracia Urbaitis, Office Coord/Station Relations Jym Winner, Office Asst Rob Bengston, Engineer	<i>Dist, Prod</i>	<b>Sounds Of Winchester</b> PO Box 574 Winchester, VA 22601
	<b>Personnel:</b> Shelton Leigh Palmer, Pres Jason Palmer, VP Gen Mgr James D. Kafadar, Nat Sls Mgr Len Marion, Station Sls Rob Socolof, Telemarketing Coordinator		<b>Properties:</b> 60 Second LP; Rex		<b>Personnel:</b> Jim McCoy, Pres Bertha McCoy, Secy
	<b>Branch Offices:</b> West Coast Sales 7011 Lennox Ave Suite 222 Van Nuys, CA 91405 (213) 788-8434	<i>Dist, Prod</i>	<b>Smithsonian Institution Office Of Telecommunications</b> Natural History Bldg RM C-222B Washington, DC 20560	(202) 357-2985	<b>Properties:</b> Heavenly Hotline; Jim's Country Time; Facts And Figures; Missing On A Mountain—The Patsy Cline Story
	<b>Properties:</b> Music, lyrics and creative sound for advertising, film, television and radio. Services: Jingles; News Themes; Station Logos & ID Packages. *Digital Music Synthesizer	<i>Dist, Prod</i>	<b>*Somach-Nelson Productions</b> Box 333 Narbarth, PA 19072	(215) 667-5118	<i>Dist, Prod</i>
<i>Dist, Prod</i>	<b>SHEPHERDmusic</b> 3875 Crary Drive Suite B Toledo, OH 43613	(419) 474-4191	<b>Personnel:</b> Dennis Fraeland		<b>Southcott Productions</b> PO Box 33185 Granada Hills, CA 91344
	<b>Personnel:</b> Mike Shepherd, VP Creative Dir Michael Clark, VP Gen Mgr Gary Sharpe, Sls Mgr Jim Dennison, Sls		<b>Properties:</b> Radio Smithsonian; Smithsonian Galaxy	<i>Dist, Prod</i>	<b>Personnel:</b> Chuck Southcott, Pres
	<b>Properties:</b> The Sounds Of Christmas; The Stories Of Christmas; Rock-Lite	<i>Prod</i>	<b>*Denny Somach Productions</b> 19 Rock Hill Rd Bala Cynwyd, PA 19004	(215) 667-5118	<b>Properties:</b> This Is Music; The Bill Balance Show
<i>Net, Sat</i>	<b>Sheridan Broadcasting Network</b> 1811 Boulevard Of The Allies Pittsburgh, PA 15219	(412) 281-6751	<b>Personnel:</b> Denny Somach, Pres Richard Somach, VP	<i>Dist, Prod</i>	<b>Southern Library Of Recorded Music</b> 6777 Hollywood Blvd Hollywood, CA 90028
	<b>Properties:</b> News: 17 5-minute reports a day; Sports; SBN Specials; Superstar; Concert Of The Month; Apollo Band Stand; Radiorama; Sounds Of The Inner City; Black Music Memories; Gospel Time; Space Top-40 Countdown; STRZ-All Night; Soft Soul	<i>Dist</i>	<b>Properties:</b> Simulcast and live concert distribution available.		<b>Personnel:</b> Roy Kohn, Mgr
	<b>Personnel:</b> Glenn R. Mahone, Pres Lynne Joy Rogers, Prog Mgr Gerald A. Lopes, News Dir	<i>Dist, Prod</i>	<b>SONlight Corp</b> PO Box 450 Katy, TX 77450	(713) 680-2323	<b>Properties:</b> Music for TV, Radio—Background Music
	<b>Properties:</b> Jingles; The Plan; City Song		<b>Personnel:</b> H. Harold Tate, Exec Dir	<i>Dist, Prod</i>	<b>Spanish-World Gospel Mission</b> PO Box 542 Winona Lake, IN 46590
<i>Dist, Prod</i>	<b>Shoe Productions Inc</b> 485 N Hollywood PO Box 12025 Memphis, TN 38112	(901) 458-4496	<b>Properties:</b> Source Events; Rock Report; Rolling Stones Magazine Continuous History Of Rock And Roll		<b>Personnel:</b> Florent D. Toirac, Exec Dir
	<b>Personnel:</b> Warren Wagner, Pres		<b>SONlight Communications Corp</b> PO Box 1971 Carson City, NV 89702	(702) 882-8865	<b>Properties:</b> El Camino De La Vida
	<b>Properties:</b> Jingles; The Gift Of Christmas: It's A Fact; Perspectives With Art Hives	<i>Dist, Prod</i>	<b>Personnel:</b> David T. Amster, Pres Russell D. Steffensrud, Dir of Prod		<b>Speaking Of Soaps</b> 1640 New Highway Farmingdale, NY 11735
<i>Dist, Prod</i>	<b>*Sideways Thunderstorm Productions</b> PO Box 111 Encinitas, CA 92024	(714) 942-5985	<b>Properties:</b> The Music Connection	<i>Dist, Export, Prod</i>	<b>Personnel:</b> George Holzmacher, Pres Mary Ann Cooper, Prod Bryan Vail, Sls Mgr
	<b>Personnel:</b> Radio jingles and production music.		<b>Sound Dynamics Inc</b> Box 26065 Denver, CO 80226	(303) 988-9560	<b>Properties:</b> National Soap Review
<i>Dist, Prod</i>	<b>Signal Productions Inc</b> 6223 Selma Ave Hollywood, CA 90028	(213) 463-4173	<b>Personnel:</b> Jack H. Peion, Pres Douglas Willet, VP Mktg	<i>Dist</i>	<b>Specialized Programming</b> 47 N Main St Yoe, PA 17313
	<b>Personnel:</b> K. L. Veth, VP	<i>Dist, Prod</i>	<b>Properties:</b> Easy Pop; Beautiful Plus; *Music Formats; *Program Duplication Services		<b>Personnel:</b> Robert D. Barry, Dir
			<b>Sound Investments Inc</b> 715 Florida Ave S Suite 204 Minneapolis, MN 55426	(612) 541-8947	<b>Properties:</b> What About; Yesterday's Music
					<b>Spectrum Sound Production Studios</b> 2419 Hwy 97 N Kelowna, B.C. Canada
					<b>Personnel:</b> Dale Baglo
					<b>Properties:</b> The Gift Of Christmas: It's A Fact; Perspectives With Art Hives
					<b>Personnel:</b> Edgar S. Spizel, Pres Sheila K. Spizel, VP
					<b>Properties:</b> Henry Youngman

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
<i>Dist, Prod</i>	<b>Sports News Syndication</b> 370 Claremont Ave Mount Vernon, NY 10552 <b>Personnel:</b> Evan Weiner, Pres Brenda Schaffer, Controller <b>Properties:</b> Sports Audio Feeds; Sports Features	(914) 667-9070		<b>Personnel:</b> Jim Dickson, Pres Jim Hutto, Secy/Treas <b>Properties:</b> Sounds Of Faith; Psalms of Praise; Songs Of Joy			228 Forrest Ave Cocoa, FL <b>Personnel:</b> James Thompson, Pres Otis Gamble, VP/Dir Prog W. J. Martin, Mktg/Sls Consultant <b>Properties:</b> Urban Contemporary Programming Format	
	<b>Sports Of All Sorts</b> PO Box 268 Dansville, NY 14437 <b>Personnel:</b> Mark Miller, Owner/Mgr Lisa Sjurson, Prod Dr. David Redding, Consultant <b>Properties:</b> Sports Of All Sorts	(716) 335-8810	<i>Prod</i>	<b>Kris Stevens Enterprises</b> 14241 Ventura Blvd Suite 204 Sherman Oaks, CA 91423 <b>Personnel:</b> Kris Erik Stevens, Pres Denise Cox, Prog Coord Larry Chank, Oprs Ken Rayzor, Studio Mgr <b>Properties:</b> The Top 10 Hits Of All Time; New Year's 1900 Yesterday; The Magic Of Christmas; TM's Christmas In The Country; Happy New Year America; A Country New Year; Thanksgiving America; Thanksgiving Country; The 12 Hours Of Christmas; Producer for many shows distributed by the TM Companies; Night Moves; Kris Erik Stevens — In Touch (for CBS Radioradio)	(213) 981-8255	<i>Dist, Prod</i>	<b>Sunspot Productions</b> Box 3450 Hollywood, CA 90028 <b>Personnel:</b> John Robertson, Dir Linda Walter, Assoc Dir <b>Properties:</b> PSA Projects	(213) 805-4581 (805) 498-4561
<i>Dist, Export, Prod</i>	<b>*St Clair Productions</b> 80 Gerrard St East Toronto, Ontario M5B1G6 <b>Personnel:</b> David Carin, Gen Mgr Tricia Rapoch, Prog Coordinator <b>Properties:</b> Big Country; Star Talk; The Way I See It	(416) 977-8836		<b>Strand Broadcast Services</b> 1117 11th St. Suite 205 Manhattan Beach, CA 90266 <b>Personnel:</b> Donna M. Lum, Exec VP <b>Properties:</b> Something You Should Know; Movie CloseUps	(213) 372-8282	<i>Dist</i>	<b>Swingin' Years</b> PO Box Z Tarzana, CA 91356 <b>Personnel:</b> Chuck Cecil <b>Properties:</b> Swingin' Years; Big Band Count-Down; Glenn Miller; Memory Makers; New Year's Special; Vintage Gold	(213) 999-1937
<i>Prod</i>	<b>Starfleet Blair</b> 2 Independence Court Concord, MA 01742 <b>Personnel:</b> Sam Kopper, Pres/Exec Prod Joseph Mirabella, Exec Dir Prog N.Y. Office: Blair Video Enterprises 717 Fifth Ave New York, N.Y. 10022 (212) 752-0400, Ext 490 Bethany Gorfine, Dir Mktg/Prog Development <b>Properties:</b> Starfleet Network and Program Supplier to "The Source"—21 live satellite distributed concerts and 12 pre-taped concerts. Developing other formats: AC, MOR, Oldies, and AOR.	(617) 389-3370		<b>Studio Center</b> 200 West 22nd St Norfolk, VA 23517 <b>Personnel:</b> Warren M. Miller, Pres & Nat'l Dir Frederick W. Donour, VP Creative Bob Jump, VP Production <b>Properties:</b> Rick Devlin, Private Eye; On (Or About) This Day In History; The Spot Shop; Malice	(804) 622-2111	<i>Dist, Prod</i>	<b>The Syndicate</b> 1404 Franklin St Suite 521 Oakland, CA 94612 <b>Personnel:</b> Leslee Newman, Pres Jeff Riggenbach, Creative Dir Norma Burgos, Promo Dir <b>Properties:</b> Perspective On The Economy; Byline	(415) 832-5171
<i>Dist, Prod</i>	<b>Starstream Communications Group Inc</b> 800 Wilcrest Suite 210 Houston, TX 77042 <b>Personnel:</b> Ken Kramer, Pres Gary Firth, Chief Operating Officer Gene Tognacci, Dir Station Oprs Joetta Dickerson, Mktg Dir <b>Properties:</b> American Health Radio Show; Millers Rock To Riches Talent Search; Budweiser Showdown; On-Line	(713) 781-0781	<i>Dist, Prod</i>	<b>Studio 4 Productions</b> PO Box 39154 Cleveland, OH 44139 <b>Personnel:</b> Station ID's		<i>Dist, Prod</i>	<b>Syndicate It Productions Inc</b> 2000 W Magnolia Suite 206 Burbank, CA 91506 <b>Personnel:</b> Robert Dockery, Pres Jim Bryant, Sls Mgr Cynthia Faulkner, Ntl Sls Rep Janet Humber, Prod Mgr Cleo Roberts, Computer Mgr Joe Garner, Prod <b>Properties:</b> Jazz Chronicles; The Music Of Black America; Monterey Jazz Festival; American Entertainment; King: A Musical Tribute	(213) 841-9350
<i>Dist, Orgn, Prod</i>	<b>State Of California State Military Department</b> 2829 Watt Ave PO Box 214405 Sacramento, CA 95821 <b>Personnel:</b> Stephen J. Janosco, Radio-TV Officer <b>Properties:</b> National Guard News; The Voice Of The National Guard; La Voz de la Guardia National; Upbeat; Guarding The Country	(916) 920-8605		<b>Studiohouse</b> 6565 Sunset Blvd Suite 120 Hollywood, CA 90028 <b>Personnel:</b> George Gilbreath, Pres Don Hills, Prod/Dir Bob Luttrell, Prod/Dir Joan Cunningham, Sls Coordinator <b>Properties:</b> Heartbeat Theatre	(213) 484-1133	<i>Dist, Prod</i>	<b>Syndicated Program Production/Gert Bunchez &amp; Associates Inc</b> 7730 Carondelet St Louis, MO 63105 <b>Personnel:</b> Gert Bunchez, Pres <b>Properties:</b> Words to the Penny Wise; Mind Your Own Business; The Achievers; Gardening Tips; Critic At Large; A Moment In Sports; Naborhood Pharmacy; Johnny Cash Show; Liberated Food Lover; Secrets Of Keeping An Old House Young; Black Hawk; Sense And Nonsense With Words; Another Fine Mess; British Rock Concerts; It's A Brand New World; Contemporary Country Concerts; Spanish Novellas; Kate's Place; Dr. Fyre; Country Tracks; Hysterical History; Mike And Henry; News Behind The Ag News; Profiles In Country	(314) 862-5250
<i>Dist, Prod</i>	<b>Station Program Resources</b> 6117 Blue Circle Drive Minnetonka, MN 55343 <b>Personnel:</b> Jack Hansen, Pres John Lehman, VP <b>Properties:</b> Weather Health Trend; Original Fish And Game Forecaster	(612) 935-4454	<i>Net, Prod</i>	<b>The Sunbelt Network Inc</b> 2500 McKinney Ave Dallas, TX 75201 <b>Personnel:</b> James T. Johns, Pres Jody Alexander, Dir of Station Relations <b>Properties:</b> Working Woman; A Home Of Your Own; On The Move; New Medicine; Out Here In America; The Garden Spot; The Opinions Are My Own; Food, Fashion And Family; The Winner's Circle; The Media Watch; Head Help; The Job Shop; Pets And People; Travel With Jerry; Another Opinion	(214) 741-1198	<i>Dist, Prod</i>	<b>Syndicom</b> 550 Price Avenue #8 Redwood City, CA 94063	(415) 388-1781
<i>Dist, Prod</i>	<b>Stereo Religious Communications Inc</b> 501 Stonearch Ct Stone Mountain, GA 30083	(404) 489-4626	<i>Dist, Prod</i>	<b>Bud Sunkel Inc</b> 927 N Griffin St Danville, IL 61832 <b>Personnel:</b> Sunkel Sez	(217) 443-2229	<i>Dist, Net, Sat</i>	<b>Sunshine Entertainment Network</b>	(305) 638-7114

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Personnel:</b> Mike Hesser, Pres Pam Taylor, Admin Asst <b>Properties:</b> Red Neckerson		<i>Dist, Prod</i>	<b>Tape-Athon Corp/CaVox Stereo Prod</b> 502 South Isis Inglewood, CA 90301 <b>Personnel:</b> Lee Tate, Pres Robert Mayfield, Natl Prog Dir Blair Hunnicutt, Sis Mgr <b>Properties:</b> CaVox Country; Contemporary MOR; Standard Pop; Easy Listening; Adult MOR; Conservative Tempo; Good Music; Beautiful Music	(213) 776-8933	<i>Dist, Prod</i>	<b>TM Productions</b> 1349 Regal Row Dallas, TX 75247 <b>Personnel:</b> Pat Shaughnessy, Pres Buddy Scott, VP/GM Dave Adriance, Mktg Dir Mike Baer, Gen Sis Mgr <b>Properties:</b> Production Source; Rhythm Of The City; The Producer; Someplace Special; Master Plan; Live In New York; Have You Heard The News?; Air Works; Sounds Like; TMX-One; TM System; My Soft Spot; Across The Country; Radio Express; You've Got To Listen To Talk; He Is The Word	(214) 834-8511
<i>Rep</i>	<b>*SyndiRep Inc</b> 405 N Wabash Chicago, IL 60611 <b>Personnel:</b> Jim Seemiller, Pres Tim Warner, VP/Sales Will Tieman, Exec Prod Anne O'Malley, Dir, Station Affiliates <b>Properties:</b> A national sales representation company for radio producers and syndicators. Programs are represented to national/regional advertisers for sponsorship.	(312) 670-0070	<i>Dist</i>	<b>Tape Productions Inc</b> 60 E 42nd St New York, NY 10017 <b>Personnel:</b> Alan Beaumont, Pres <b>Properties:</b> Better Health Report; Good Speech	(212) 867-6038	<i>Dist, Prod</i>	<b>TM Programming</b> 1349 Regal Row Dallas, TX 75247 <b>Personnel:</b> Pat Shaughnessy, Pres Dave Adriance, Gen Sis Mgr, TM Programming Don Sundeen, Mktg Dir Michael Baer <b>Properties:</b> Holiday Country; Holiday Magic; Top Ten Hits Of All Time; Kenny Rogers Radio Special; The Presley Years; Love And A Whole Lot More; Guitar; A Rock Episode; Evolution Of Rock; Country Tour USA; Country Love; Clear Creek; Class Of '83; Album Greats; History Of Album Rock; The Beatles: The Days In Their Life; TM Country; TM Beautiful Music; Stereo Rock; TM A/C; Alpha One; TM-O-R; Woodstock—Ten Years Later; The Story Of Country Music; The Royalty Of Rock: A Celebration Of The Rock Empire	(214) 834-8511
<i>Dist, Prod</i>	<b>Synsat Communications Inc</b> Suite 220B 15 Business & Technology Center 511-11th Ave South Minneapolis, MN 55415 <b>Personnel:</b> <b>Properties:</b> Med-Weather Forecasts; Med-Weather Research Reports; Vektor Fish And Game Forecast; Joyce Lamont's Keep It Simple Recipes; Joyce Lamont's Household Hints; Entertaining Ideas By Jack Farrell; Take Five—An Interlude By Ray Christensen; Law For The Laymen's By Jerome S Rice; What's In A Name: Hosted By Ray Christensen; Tune In On Yesteryear; One More Time; Way Back When; Workin' On The Railroad; The Wax Museum; Live From Jazz Emporium; Starwatch (Univ. Of Minn. Astronomy Dept.)	(812) 338-8088	<i>Dist, Prod</i>	<b>Tele-Missions International Inc</b> Kings Hwy and Park Ave Valley Cottage, NY 10989 <b>Personnel:</b> Gordon S. Anderson, Jr., Prod Jane M. Anderson, Dir Dr. G. S. Anderson, Exec Dir Marion Anderson, Assoc Dir <b>Properties:</b> Focus On Faith	(914) 268-3000 268-9222	<i>Dist, Prod, Prog</i>	<b>*That Certain Sound</b> 108 Hunterdale Dr Lynchburg, VA 24502 <b>Personnel:</b> Paul DeSaegher, Pres <b>Properties:</b> Music programming for Christian radio stations.	(804) 239-5109
<i>Dist, Prod</i>	<b>Syracuse University</b> 105 Administration Building Syracuse, NY 13210 <b>Personnel:</b> Sandi Tams Mulconry, Dir <b>Properties:</b> Syracuse University Radio News Service	(315) 423-3784	<i>Dist</i>	<b>Timberline Productions</b> Box 9541 South Station Denver, CO 80209 <b>Personnel:</b> Ted W. Scott, Pres <b>Properties:</b> Chuck Buell's Super Gold	(303) 756-9091	<i>Dist, Prod</i>	<b>Tobacco Institute, The</b> 1875 "I" Street NW Washington, DC 20006 <b>Personnel:</b> Walker Merryman, VP and Dir of Communications Anne Browder, Asst to Pres Thomas G. Howard, Asst to Pres Pamela Jones, Asst to Pres <b>Properties:</b> Trade association representing manufacturers of cigarette and other tobacco companies. Offers spot news, editorial information etc. relating to the tobacco industry.	(800) 424-9876
	<b>Taft Broadcasting Company</b> 504 Reo Street Tampa, FL 33609 <b>Personnel:</b> Jim Pidcock, VP/Gen Mgr Nick Miller <b>Properties:</b> Primetime Radio	(813) 676-0455	<i>Dist, Prod</i>	<b>Time Capsule Inc</b> 28 Barnstable Rd Hyannis, MA 02601 <b>Personnel:</b> Richard T. Teimer, Pres/Sis Mgr Dorothy T. O'Toole, VP Opra William W. Stephens Jr., VP Prog Geraldine E. Brooks, VP Spec Projects <b>Properties:</b> The Time Capsule Mini-Quiz; The Capsulette; The Time Capsule	(617) 771-1434	<i>Dist, Prod</i>	<b>Top Of The Chart Inc</b> 10980 E 23rd Tulsa, OK 74129 <b>Personnel:</b> Kern G. Mullis <b>Properties:</b> The Drifting Cowboys Show	(918) 664-8088
<i>Dist</i>	<b>Talco Productions</b> 279 East 44th St New York, NY 10017 <b>Personnel:</b> Alan Lawrence, Pres Marty Holberton, VP Sales/Mktg Peter Young, VP <b>Properties:</b> History Repeats; Name That Year!	(212) 697-4015	<i>Dist, Prod</i>	<b>Thirsty Ear Productions</b> 38 Main Street Suite A Millburn, NJ 07041 <b>Personnel:</b> Peter Gordon, Pres <b>Properties:</b> Newweek-FM; Thirsty Ear	(201) 467-4010	<i>Rep</i>	<b>*Torbet Radio</b> One Dag Hammarskjold Plaza New York, NY 10017 <b>Personnel:</b> Alan Torbet, Chmn Peter Moore, Pres Michael Bellantoni, SR VP Western Region Lou Mahacek, SR VP/South Region Mariann DeLuca, VP/Research William Kehlbeck, Network Mgr Robert Lurto, VP Divisional Mgr/Midwest Region Anthony Fasolino, VP Divisional Mgr/Eastern Region Jim Aita, Controller Eileen P. Harris, Personnel Dir Jerry Gubin, Philadelphia Regional Mgr Dick Luettens, Boston Regional Co-Mgr Dick Keating, Boston Regional Co-Mgr Craig Rosenthal, Minneapolis Reg Mgr Betty Pazdernik, VP/Detroit Reg Mgr Sam Hall, VP/St. Louis Reg Mgr Barbara Longoria, Dallas Reg Mgr John Graziano, LA Reg Mgr Lorraine Thompson, San Francisco Reg Mgr	(212) 355-7705
<i>Dist, Prod</i>	<b>William B. Tanner Company Inc</b> 2714 Union Ext Memphis, TN 38112 <b>Personnel:</b> Dick Denham, Rep David Tyler, Rep Carl Reynolds, Rep <b>Properties:</b> Bright Blue MOR; Bright Blue Adult Contemporary; Tanner Country; Pacific Green; Red Satin Rock; Sunshine; Bright Blue Easy; Station ID's; The Director; Trendsetter; The Sounds Of Broadcasting; Showcase Production Music; The Cat; The Key; The New Tanner Total Sound; Instant Replay Service; Thunder Country; Elvis Presley Special; Gold Rush; *New Release Service	(901) 320-4304	<i>Dist, Prod, Prog Consultant, Sis Consultant</i>	<b>TM Companies</b> 1349 Regal Row Dallas, TX 75247 <b>Personnel:</b> Pat Shaughnessy, Pres/Gen Mgr, TM Companies Buddy Scott, VP/Gen Mgr, TM Productions Joan King, VP Finance, TM Companies Dave Adriance, Gen Sis Mgr, TM Programming Michael Baer, Gen Sis Mgr TM Prod <b>Properties:</b> Radio Formats; TV Commercials for Radio & TV Stations; Jingles for Radio & TV; Radio Specials; Commercial Sales Libraries.	(214) 634-8511			

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE		
<i>Prod, Dist</i>	<b>Total Service Programming</b> 906 N Hollywood Way Burbank, CA 91505 <b>Personnel:</b> Bill Ezell <b>Properties:</b> Rock Unlimited; Hit Country; The Money Makers; Gentle Persuasion; Swinging Velvet; Music Of The Masters; Library Services; Project: Sinatra; A Portrait Of John; The Great American Spirit; Christmas In The Country; Number 1 Country	(213) 841-0961		1050 Techwood Dr NW Atlanta, GA 30318 <b>Personnel:</b> Henry A. Gillespie, Chairman of the Board Sidney Pike, Pres Robert Pates, VP CNN Radio Frank W. Beatty, Dir of Int'l Sta Robert Schussler, VP Sta Dom Thomas N. Todd, Dir of Spec Projects Charla J. Hewitt, Dir Oprs & Mktg Svcs <b>Branch Offices:</b> CNN Bureau London: 31 Foley Street London W1B 7LB United Kingdom <b>Personnel:</b> Francois Husson (Bureau Chief) Rome: Via dei Robilant I-B 00194 Rome, Italy <b>Personnel:</b> Richard Roth (Bureau Chief) Tokyo: c/o JC TV 8-2-23 Rapponi, Minato-Ku Tokyo 1060, Japan <b>Personnel:</b> John Lewis (Bureau Chief) Cairo: 1127 Cornish Lei Nel Cairo, Egypt <b>Personnel:</b> Derwin Johnson (Bureau Chief) Israel: c/o Jay Bushinsky Rehov Hazafon 5 Saryon, Israel Los Angeles: (213) 553-9320 6290 Sunset Blvd Suite 1600 Los Angeles, CA 90028 <b>Personnel:</b> Phil Brady (Bureau Chief) <b>Sales:</b> 2049 Century Park East Suite 460 Los Angeles, CA 90067 (213) 553-0623(4) New York: One World Trade Center New York, NY 10048 (212) 938-1959 <b>Personnel:</b> Patrick Marz (Bureau Chief) <b>Sales:</b> 575 Lexington Ave New York, NY 10022 Washington: 2133 Wisconsin Ave NW Washington, DC 20007 (202) 298-7400 <b>Personnel:</b> Larry Lamotte (Bureau Chief) Chicago: Merchandise Mart Plz Suite 409 Chicago, IL 60654 (312) 661-1100 <b>Personnel:</b> Jerry Levin (Bureau Chief) <b>Sales:</b> 303 E. Wacker Drive Chicago, IL 60601 (312) 565-1717 San Francisco: 50 California St Suite 2405 San Francisco, CA 94111 <b>Personnel:</b> Claudia Schatz (Bureau Chief) Dallas: 1 Main Place Dallas, TX 75250 (214) 747-1440 <b>Personnel:</b> Susan Reed (Bureau Chief) <b>Properties:</b> CNN Radio provides 24 hours all-news		network; updated in 30-minute cycles. Features: People Now; Freeman Reports; Moneyline; Barry Goldwater; Phyllis Schlafly; Coretta Scott King; Evans And Novak; Ralph Nader; Al Carrell; Elsa Klenach; Rudy Maxa; Dr. Steve Kriteck; Mike The Mechanic; Dick Flavin; Mark Shields.		<i>Dist, Prod</i>	<b>20th Century UFO Bureau</b> 47 N Main St Yoe, PA 17313 <b>Personnel:</b> Robert D. Barry, Dir <b>Properties:</b> UFO Monitor; UFO/Space Monitor; ET Report	(717) 244-2231
<i>Dist, Prod</i>	<b>*Tour De Force Ltd</b> 840 North Third Street Milwaukee, WI 53203 <b>Personnel:</b> Thomas J. Ewing, Pres Steven A. M. Ewing, VP <b>Properties:</b> A producer of syndicated television spots for radio stations, such as "Faces" and "Power Sweep," since 1976.	(414) 271-7000		<b>The 26th Ave Studio</b> 3405 West 26th Ave Vancouver, BC V6S 1N4 <b>Personnel:</b> Michael Morgan, Pres Gary Crane, Studio Mgr Michael Deir, Prod Dir <b>Properties:</b> Celebrity Sports Report; Dr. David Suzuki's Discovery; Tales Of The Unknown; Spring 2000; Canada Countdown; Back To School; The Night Before Christmas	(804) 732-9843					
<i>Dist</i>	<b>Traco Advertising Inc</b> PO Box 3286 Tulsa, OK 74101 <b>Personnel:</b> Arnie Schanke, Gen Mgr Joan Reynolds, Radio Coord <b>Properties:</b> Oral Roberts And You	(918) 495-6381								
<i>Sat, Net</i>	<b>Transtar Radio Network</b> 615 E Brookside Colorado Springs, CO 80906 <b>Personnel:</b> C. T. Robinson, Chairman Of The Board Dwight L. Case, Pres Ron L. Ruth, Affiliates Dir Chick Watkins, Prog Dir <b>Properties:</b> Transtar	(303) 578-0700				<i>Dist</i>	<b>Ukrainian Catholic Church</b> 816 N Franklin Street Philadelphia, PA 19123 <b>Personnel:</b> Rev Robert Moskal <b>Properties:</b> Christ Among Us	(215) 922-2222		
<i>Dist</i>	<b>TRAV — Television Radio &amp; Audio-Visuals</b> 341 Ponce de Leon Ave NE Atlanta, GA 30365 <b>Personnel:</b> Bill Huie, Dir of Media Communication Mary Boyd, Placement Coordinator <b>Properties:</b> What's It All About?	(404) 873-1531				<i>Dist, Prod</i>	<b>Ukrainian Melody Hour</b> PO Box 2257 Washington, DC 20013 <b>Personnel:</b> Roman V. Marynowych, Prod/Dir Roman A. Marynowych, Asst Prod Paul Marynowych, Asst Dir Odile E. Marynowych, Secy Alexandra Marynowych, Fin Secy <b>Properties:</b> Ukrainian Melody Hour	(202) 529-7808		
	<b>Tricom Industries Inc</b> 3501 MacArthur Irving, TX 75062 <b>Personnel:</b> Tom O'Connell, Pres Mike T. Owens, Exec VP <b>Properties:</b> Crime & Justice Network News	(214) 258-1333				<i>Dist</i>	<b>United Community Churches Of America</b> Box 90 Glendale, CA 91205 <b>Personnel:</b> Dr. W. S. McBirnie, Pres Mr. Joel A. MacCollam, Dir Prog Dev Ms. Dorothy Buckley, Admin Mgr <b>Properties:</b> The Voice Of Americanism	(213) 240-4871		
<i>Dist</i>	<b>Triton Science News Network</b> 2002 Colonial Gardens Drive Avenel, NJ 07001 <b>Personnel:</b> Gary Swangin, Pres <b>Properties:</b> Interface-Science Radio	(201) 381-3343				<i>Dist, Orgrn, Prod</i>	<b>United Methodist Church</b> 475 Riverside Drive RM 1370 New York, NY 10027 <b>Personnel:</b> Bruce Mosher Louise V Gray <b>Properties:</b> Be Still And Know; Connection; The Word — And Music	(212) 663-8900		
	<b>Trinity Pulpit Ministries Inc</b> Box 66 Wayland, MA 01778 <b>Personnel:</b> Dr. Donald Ewing, Pastor <b>Properties:</b> Trinity Pulpit	(617) 358-7717				<i>Dist, Orgrn, Prod</i>	<b>United Methodist Communications</b> 810 Twelfth Ave South Nashville, TN 37203 <b>Personnel:</b> Sam Murillo, Prod Rev Lee M. Parkinson, Mktg Coord Bcast Commission <b>Branch Office:</b> 475 Riverside Dr, RM 1370 New York, NY (212) 663-8900 <b>Personnel:</b> Neilson Price, Dir/Exec Prod <b>Properties:</b> Connection; The Word — And Music	(615) 258-0530		
<i>Dist, Prod, Sat</i>	<b>Tuesday Productions Inc</b> 4429 Moreno Blvd San Diego, CA 92117 <b>Personnel:</b> Bo Donovan, VP Larry Goodman, Mktg Mgr <b>Properties:</b> This Is Christmas; Custom Services	(714) 272-7660								
<i>Net, Sat</i>	<b>Turner Program Services (CNN Radio)</b>	(404) 898-8768								

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
Orgn	<b>United Nations Radio Service</b> 1st Ave & 42nd St Room 883 New York, NY 10017 <b>Personnel:</b> Ms. J. Teufel, Info Officer <b>Properties:</b> The Week At The UN; Perspective; Scope; Special Features	(212) 754-8981		Floor New York, NY 10036 <b>Personnel:</b> Dick Clark Nick Verbatsky, Pres Ed Salamon, VP Prog Susan Storms, VP Creative Svcs Ruth Presslaff, Station Clearance Rep <b>Branch Office:</b> 1311A Dolly Madison Blvd McLean, VA 22101 (703) 558-9870 <b>Personnel:</b> Frank Murphy, VP Mktg <b>Properties:</b> The Weekly Country Music Countdown; Dick Clark's Rock Roll And Remember; Six Pack Radio Specials: Memorial Day — The Eddie Rabbitt Story; July 4 — The Alabama Story; Labor Day — The Vocalists Of The Year; Thanksgiving — The Family Reunion; Christmas Around The Country; New Year's — Crystal Gayle's Golden Decade; The Great Sounds			<b>Personnel:</b> Flo Barner, Prog Coord Kim Snyder, Media Dir Clois Fowler, Admin <b>Properties:</b> Upreach Radio	
Net	<b>United Press International Inc</b> 220 East 42nd St New York, NY 10017 <b>Personnel:</b> Bill Small, Pres Douglas Ruhe, Managing Dir Bill Geisler, Senior VP/Planning Gordon Rice, VP Broadcast Services Tom Beatty, VP Sls Paula Baird, VP BCST Sls Peter Donnelly, Dir Tom Foty, Washington Bureau Mgr Bob Fuss, LA Bureau Mgr, Network News & Ops Michael Autabaugh, Chicago Bureau Mgr Edwin Smith, London Bureau Mgr Dave Donovan, Gen Mgr <b>Properties:</b> Newcast; UPI Roundtable; Farm Focus; Commodity Focus; Closing Commodity Reports; Livestock Report; Livestock Week Wrapup; Today In Washington; Week Ahead In Washington; Recaps; Reflection; Week On Wall Street; Consumer Focus; Hollywood Focus; Science And Man; People, My Side Sportscasts; Sports Show; Sports In Brief; Business Reports; Yesterday's Stock; Football Analysis; International Business Report; MusicWorld	(212) 850-8800	Dist	<b>Universal Missions</b> Drawer 2707 Harbor, OR 97415 <b>Personnel:</b> B. R. Aronsen, Dir David B. Upham, Dir Dr. Ralph G. Braun, Advisor Dr. John K. Eichmann, Advisor <b>Properties:</b> Biblical Economics Hour; Bible Doctrine Hour; Confrontation; Armed Forces Bible Hour; Listen America	(503) 469-4757	Dist, Owner, Prod	<b>Valentino Inc</b> 151 West 46th St New York, NY 10036 <b>Personnel:</b> Thomas Valentino, Pres <b>Properties:</b> 60's & 30's; Sound Effects Library; ID's And Logos	(212) 869-5210 (800) 223-8278
Dist	<b>United States Air Force Recruiting Service Directorate Of Advertising</b> Bldg 491 RM B-6 Randolph AFB, TX 78150 <b>Personnel:</b> Chuck Hawsay Pete Franquet Mark Moore <b>Properties:</b> Country Music Time	(512) 652-3937	Dist	<b>Universal Sounds Unlimited Inc</b> PO Box 18716 Spokane, WA 99208 <b>Personnel:</b> Larry Bergman, Pres/Prod Mgr Mike Fitzsimmons, VP Barbara Bergman, Treas <b>Properties:</b> The Nightwatch; UFO's — Encounters of Every Kind; The Best Of Stories For Halloween Vol I & Vol II; The Best Of Radio's Christmas Past Vol I, Vol II, & Vol III; The King Is Dead — Long Live The King; America's Country Gold; Radio's Golden Past; Radio Classics Variety Shows; Fibber McGee And Molly; Jack Benny Program; Amos N' Andy; History In America Through The Office Of The Presidency; Do You Remember — There; The Caco Kid; Gunsmoke; Suspense; The Whistler	(509) 328-0766	Dist, Prod	<b>Vipro</b> 645 N Michigan Ave Chicago, IL 60611 <b>Personnel:</b> Steven Palmer, Natl Sls Mgr <b>Properties:</b> Foreign Affairs; Financial Planning For Women	(312) 664-7111
Dist, Prod	<b>United States Army Forces Command</b> Fort McPherson, GA 30330 <b>Personnel:</b> <b>Properties:</b> Country Roads; Update	(404) 752-3485	Dist	<b>Universal Media Resources</b> 25 E Main St Rochester, NY 14614 <b>Personnel:</b> Wm J. Robbins, Pres <b>Properties:</b> TV Spots	(716) 548-1917	Dist, Prod	<b>Visual Impressions Ltd</b> 1100 Rancho Conejo Blvd Newbury Park, CA 91320 <b>Personnel:</b> Dir Station Relations <b>Properties:</b> The Voice Of Prophecy; Lifebeat; The Living Word; The Music Scrapbook; Aware PSA's; The Health File	(805) 499-1911
Orgn	<b>United States Chamber Of Commerce</b> 1615 H St NW Washington, DC 20062 <b>Personnel:</b> Larry Butler, Mgr of Radio <b>Properties:</b> What's The Issue?; Pocketbook Issues	(202) 463-5972	Dist, Prod	<b>University Of Kentucky</b> 1-D Mathews Bldg Lexington, KY 40506-0047 <b>Personnel:</b> Bernie Vonderheide, Dir Doug Bruce, Asst Dir <b>Properties:</b> Spotlight; Perspective; Kentucky Digest	(606) 257-2655	Dist	<b>Wall Street Journal Report Dow Jones And Company</b> 22 Cortlandt St New York, NY 10007 <b>Personnel:</b> Robert B. Rush, Dir Gig Barton, Mgr of Affiliate Relations Karen McDonald, Traffic Mgr <b>Properties:</b> Wall Street Journal Report	(212) 285-5580
Dist	<b>United States Marine Corps</b> Code MRM Washington, DC 20380 <b>Properties:</b> Sounds Of Solid Gold; Sounds Of Solid Country; Spectrum USA; Jazz 'N Blues	(202) 694-3544	Dist, Prod	<b>The University Of Texas McDonald Observatory</b> 2601 University, Room 102 Austin, TX 78712 <b>Personnel:</b> Deborah Byrd, Prod Sandra Preston, Mgr Joel Block, Host Emily Halton, Staff <b>Properties:</b> Star Date	(512) 471-5285	Dist	<b>Warner Publisher Services</b> 75 Rockefeller Plaza New York, NY 10019 <b>Personnel:</b> Mark Greenberg, VP <b>Properties:</b> Info Radio (produced by Cinema Sound Ltd)	(212) 484-8905 (212) 484-8631
Orgn	<b>U.S. Public Health Service (Office On Smoking &amp; Health)</b> Rockville, MD 20857 <b>Personnel:</b> Robert Hutchings, Dir <b>Properties:</b> Peer Group	(301) 443-5287	Dist, Prod	<b>The Warren Van Pelt Association</b> 3345 N Main Racine, WI 53402 <b>Personnel:</b> Steven Warren, Exec Dir Katie Van Pelt, Music Dir Helena Hansen, Research Dir <b>Properties:</b> Contemporary Playlist; Country Playlist; *Record Service for associated stations; programming critique; in-house research development and training	(615) 327-2700	Dist, Prod	<b>Washington Bible College</b> 6511 Princess Garden Parkway Lanham, MD 20706 <b>Personnel:</b> Robert T. Evans, Dir Pub Affairs Dr. Carlton Long, Dir Extension Ministries	(301) 552-1400
Dist, Prod, Sat	<b>The United Stations</b> 1 Time Square Plaza 10th	(212) 869-7444	Dist	<b>Upreach Radio</b> PO Box 1739/709 N Second Abilene, TX 79604	(915) 877-1342			

DIST	ORGANIZATION	TELEPHONE	DIST	ORGANIZATION	TELEPHONE	DIST	ORGANIZATION	TELEPHONE
PROD	& ADDRESS		PROD	& ADDRESS		PROD	& ADDRESS	
	<b>Properties:</b> Morning Focus			/Dewitt Mall Ithaca, NY 14850			<b>Personnel:</b> Marilyn White, Prod	
<i>Dist, Prod</i>	<b>Watermark/ABC Radio Enterprises</b> 10700 Ventura Blvd No Hollywood, CA 91604	(213) 980-9490 (800) 423-2502		<b>Personnel:</b> Kevin Williams, Pres Jim Roberts, VP/Oprs Bruce Breslau, VP/Sales Wayne Mahar, VP/Chief Forecaster		<i>Prod</i>	<b>Winterwood Productions</b> 3214 De Witt Dr Hollywood, CA 90068	(213) 851-8611
	<b>Personnel:</b> Tom Rounds, Pres Ralph Smith, VP Gen Mgr Johnny Biggs, Exec in charge of Operations Carol Holt, Gen Sls Mgr Mat Tombers, Advertising and Pub Mgr Rick Leibert, Dir Creative Services		<i>Dist, Prod</i>	<b>WeatherData Inc</b> 833 N Main St Wichita, KS 67203	(316) 285-9127		<b>Personnel:</b> Ron Hendren, Pres Steve McCormick, Sls Mgr Cathy McKee, Acct Exec Andi Krusoe, Creative Svcs Dir	
	<b>Properties:</b> American Top 40 With Casey Kasem; American Country Countdown With Bob Kingsley; Soundtrack Of The 60's With Gary Owens; TV Tonight With Ron Hendren; Musical; Watermark is also the International Distributor for its own programming plus the Continuous History of Rock 'n' Roll; King Biscuit Flower Hour; Supergroups In Concert; Spotlight Specials And Silver Eagle			<b>Properties:</b> Weather Forecasting Service; *Promotional Materials for Weather		<i>Dist, Prod</i>	<b>Winton Communication Group</b> 9549 Koger Blvd St Petersburg, FL 33702	(813) 576-2299
<i>Dist</i>	<b>Watrous Productions</b> 1038 Citrus Ave Sarasota, FL 33577	(813) 955-4000	<i>Dist</i>	<b>The Weather Station</b> PO Box 5748 Norman, OK 73070	1 (405) 364-9950		<b>Personnel:</b> Ed Winton, Sls/Programming John Fennessey, Programming William Elliot, Engineering	
	<b>Personnel:</b> William T. Watrous, Pres			<b>Properties:</b> The Weather Edge; Computerized Weather Service			<b>Properties:</b> The Winton Sound; Memories; *Memories II; *Sound-A-Likes; *Movies To Remember; *Moments To Remember; *Exotics; *Too Beautiful For Words; *Big And Beautiful	
	<b>Properties:</b> The Brethren Hour; Celebrate		<i>Dist, Prod</i>	<b>Weedeck Corporation (Weedeck Radio Network)</b> 1516 Crossroads Of The World Hollywood, CA 90028	(213) 462-5922 (Collect)	<i>Sat</i>	<b>*Wold Communications</b> 10880 Wilshire Blvd Los Angeles, CA 90024	(213) 474-3500
<i>Dist, Prod</i>	<b>Wavebreaker Productions</b> 2537 Dock Rd Bellmore, NY 11710	(516) 744-8064		<b>Personnel:</b> Lloyd Heaney, Partner/Dir Ron Martin, Partner/Dir			<b>Personnel:</b> Robert E. Wold, VP Sales Mark Wallhouser Branch Office: 8150 Leesburg Pike Vienna, VA 22180 (703) 442-8550	
	<b>Personnel:</b> Bill Marchiony, Engineer/Creator Tony Garcia, Prod Andrew Kalish, Business Mgr Marc Williams, Host			<b>Properties:</b> Country Report; Country Report Countdown; Inside Music; Weedeck Country Christmas; The Charlie Tuna Show; #1 Country; The Great American Spirit; A Portrait Of John			<b>Properties:</b> Service Description: provides satellite transmission facilities for ad-hoc and full time networks.	
<i>Prod</i>	<b>*Morton Dennis Wax &amp; Associates</b> 200 W. 51st St New York, NY 10019	(212) 247-2159	<i>Dist, Prod</i>	<b>Westwood One Inc</b> 9540 Washington Blvd Culver City, CA 90230	(213) 204-5000	<i>Dist, Prod</i>	<b>Wolfman Jack Syndication</b> 1474 North Kings Rd Los Angeles, CA 90069	(213) 658-4787 (213) 486-5201
	<b>Personnel:</b> Mort Wax, (212)247-2159			<b>Personnel:</b> Norm Pattiz, Pres Brian Heimerl, VP Oprs Judy Gold, Exec VP Thom Ferro, Dir of Sls Robin Wren, Dir Concert Programming Richard Kimball, VP A&R			<b>Personnel:</b> Lou Smith Don Kelley	
	<b>Properties:</b> Standard Song			<b>Branch Office:</b> 575 Madison Ave Suite 1006 New York, NY 10022 (212) 486-0227 Ron Hartenbaum, VP Sls			<b>Properties:</b> Graffiti Gold; Wolfman Jack's Hits Show	
<i>Dist, Prod</i>	<b>WCLV/Seaway Productions</b> Terminal Tower Penthouse East Cleveland, OH 44113	(216) 241-0900		<b>Properties:</b> The Dr. Demento Show; Live From Gilley's; Off The Record With Mary Turner; Off The Record Specials; The Rock Years: Portrait Of An Era; Tellin' It Like It Was; In Concert; Special Edition; Shootin The Breeze; Rock Album Countdown; Spaces And Places; Star Trak; The Playboy Advisor; Daybook With Brad Messer; The Competitors; The Budweiser Concert Hour; The Countdown; Rock & Roll Never Forgets; Superstar Concerts; The Rock Album Countdown; The Rock Chronicles; The Great Lost Who Tapes; In Search Of The New Wave; The Future of Rock 'n' Roll; Billy Joel: The Man, His Words, His Music; The Grammys 25th Anniversary Special. Westwood One acquired Earth News Radio. See listing for details.		<i>Dist</i>	<b>Women's News Institute</b> PO Box 11010 San Francisco, CA 94101	(415) 552-8655
	<b>Personnel:</b> C. K. Patrick, Pres Robert Conrad, VP Dennis L. Miller, Mgr Syndication Svcs						<b>Personnel:</b> Marlene Edmunds Shelley Buck Anne Milner	
	<b>Properties:</b> Jean Pierre Rampal And Alexandre Legoya At Severance Hall; Victoria de Los Angeles At Severance Hall; Micrologus; Music From Akron; Music From Oberlin; Berman At Severance Hall; Mancini At Blossom; Pavaroti At Blossom; City Club Forum; Cleveland Orchestra Pops Concert; Cleveland Orchestra Concert; Adventures in Good Music; *Week End Radio from Cleveland						<b>Properties:</b> Her Say; News Service; News Wire	
<i>Dist, Prod</i>	<b>WCRB Productions Inc</b> Box 288 Boston, MA 02154	(617) 893-7080	<i>Dist</i>	<b>Whilde Creative Services</b> 20016 Elkhart Harper Woods, MI 48225			<b>Wooden Shoe Productions</b> 2526 S 11th St Lincoln, NE 68502	(402) 475-4705
	<b>Personnel:</b> Richard L. Kaye, Pres John M. Emery, VP/Mgr Mary Kate Rodman, Syndications Coordinator Tuna Howell, Dist Supervisor			<b>Personnel:</b> Gary Thison, Pres			<b>Personnel:</b> James L. Hanemayer, Pres Gem O'Brien, Gen Mgr	
	<b>Properties:</b> New York Philharmonic; Chamber Music From Tanglewood; The Boston Camerata Presents; Boston Pops Orchestra; Boston Symphony Orchestra; The Israel Philharmonic; Music From Marlboro			<b>Properties:</b> Comic Relief		<i>Dist</i>	<b>World Wide Bingo Inc</b> PO Box 2311 Littleton, CO 80161	(303) 795-3288
<i>Dist, Prod</i>	<b>WeatherCenter Inc</b> Dewitt Office Complex	(607) 272-9304	<i>Dist, Prod</i>	<b>Marilyn White/The Alan Stang Report</b> PO Box 725 Alta Loma, CA 91701	(714) 980-3165		<b>Properties:</b> Radio Bingo	
							<b>World Wide Trade Exchange</b> PO Box 82000 Tampa, FL 33682	(813) 971-8281
							<b>Personnel:</b> Arthur N. Millman, Pres Walter Novak, VP	

DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE	DIST PROD	ORGANIZATION & ADDRESS	TELEPHONE
	<b>Properties:</b> The Beatles — 20th Anniversary Commemoration			<b>Personnel:</b> Dawud Abdallah, Prog Dir			Suite 433 Oakland, CA 94612	
<i>Dist</i>	<b>WQXR</b> 229 West 43rd St New York, NY 10036	(212) 556-1176	<i>Dist</i>	<b>Wycliffe Bible Translators</b> 19891 Beach Blvd Dept R Huntington Beach, CA 92647	(714) 536-9348		<b>Personnel:</b> Rick Eckel, Exec Dir Louie Freedburg, Spec Projects Dir Keven Guillory, Prog Dir	
	<b>Personnel:</b> Tony Rudel, Assoc Prog Dir/Prod 212-556-5915 Carol Haftel, Adv/Promo Coordinator			<b>Personnel:</b> Norma Jean Waterhouse, Prog Coordinator Don Hesse, Prod/Mgr			<b>Properties:</b> Listening To Young America; Youth On The Air	
	<b>Properties:</b> Joe Durno On Sports; The Listening Room; Personal Finance With Len Sloans; Mel Gusow On Theater; The Culture Scene; The Business Picture Today/Business Picture Tonight; Woody's Children; The Topic Is Wine; Great Artists; Washington Report; This Is My Music			<b>Properties:</b> Translation Report; *PSA's			<b>Z</b>	
<i>Dist, Net, Prod</i>	<b>WSM Inc/AP Broadcast Services</b> PO Box 88 Nashville, TN 37202	(615) 889-8595	<i>Dist</i>	<b>Y</b>		<i>Dist</i>	<b>Zachry Associates</b> Box 1739 Abilene, TX 79604	(815) 677-1342
	<b>Personnel:</b> Tom Casetty Tom Griscom (615) 889-8840 Glenn Serafin, NY (212) 821-1520			<b>Your Story Hour</b> Box 15 464 W Ferry St Berrien Springs, MI 49103	(616) 471-3701		<b>Personnel:</b> John P. Thomas, Media Dir	
	<b>Properties:</b> Music Country Network			<b>Personnel:</b> Stanley Hill, Pres Winston Ferris, Exec Dir Stanley Hill, Station Relations Fred Meseraul, Engineer/Prod		<i>Dist, Prod</i>	<b>Zenith Cinema/DB Studios</b> 676 N La Salle Chicago, IL 60610	(312) 944-3600
<i>Dist, Prod</i>	<b>WUNR Radio</b> 437 Boylston St Boston, MA 02116	(617) 266-6080	<i>Dist, Prod, Synd</i>	<b>Youth News</b> 1419 Broadway	(415) 834-9050		<b>Properties:</b> Heartbeat Herald Of Truth	
				<b>Properties:</b> Your Story Hour			<b>Personnel:</b> Richard A. Coken, Studio Mgr Kari A. Coken, Bus Mgr	
							<b>Properties:</b> Music Scoring Services	

# NOTES

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# BROADCAST INFORMATION BUREAU, INC.

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  - cast
  - director
  - story line
  - awards
  - category
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# KATZ RADIO

People Make The Difference

To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.

Katz Radio has the most stable management team, the most aggressive sellers and the most productive research operation in the business.

Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.



Katz Radio. The best.

KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC



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