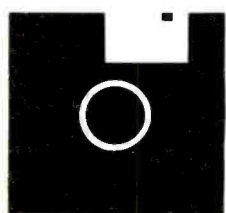




## PROGRAM SERVICES



### PRODUCTION SOFTWARE

Includes sound effects libraries

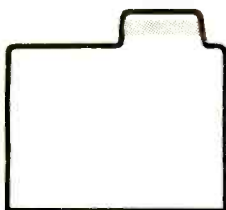
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### JINGLES & STATION IDs

Includes custom and established ID packages

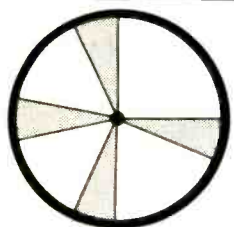
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### SONG LIBRARIES

Source material for your music rotations

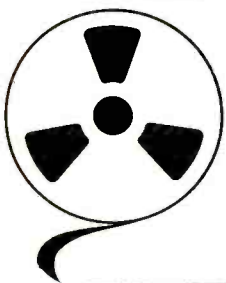
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### FULLTIME FORMATS

Includes automated and satellite-delivered packages

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### SHOW PREP

Pre-printed material for your station's personalities

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### CHRISTMAS PROGRAMMING

Longform programming for Christmas week

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## PROGRAM SUPPLIER GUIDE '89

## MUSIC

### WEEKLY FEATURES

Includes artist profile and countdown shows

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### DAILY FEATURES

Consistent music programming for every day of the week

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### SINGLE LIMITED RUN

Special programs for holiday or special-event airings

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## INFORMATION

### ENTERTAINMENT NEWS



Interviews & profiles of TV, movie, and music stars

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### TALK SHOWS



Radio's phone-in conversation shows are listed here

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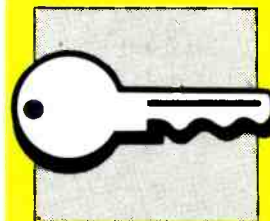
### COMEDY



Prerecorded bits designed to bring smiles to your listeners

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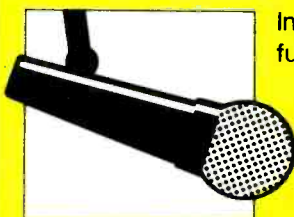
### SELF-HELP FEATURES



Includes recreation and leisure-oriented features

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### NEWS PROGRAMS



Includes listings of fulltime news networks

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### PUBLIC AFFAIRS



Includes religion programming

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### SPORTS



Features that will score a hit with your listeners

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### DRAMA/NOSTALGIA



Programming from radio's "golden age," and current features

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PROGRAM SUPPLIER INDEX PAGE 68

# NO FAT, HIGH ENERGY LINE-UP!

**W**e've created the perfect recipe for great radio. It's ideal for today's active lifestyle: high in creative content, fit for its intended format and absolutely no fat. It seems that some of our competitors have become somewhat portly, indulging in serving after serving of program offerings whose only purpose is to devour your available air time while fattening up their bottom lines.

We, on the other hand, are committed to delivering great programs that build large audiences for our stations and our advertisers. So, at Premiere Radio Networks, we're concentrating on consistently tasty menus of daily, weekly and special programs that are healthy for everyone.

For reservations, call your Premiere Chef de Cuisine today. You'll enjoy a refreshing change from the deep-fried, fast food radio they're serving down the street. If you don't do it for yourself, do it for your children.  
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## Menu



**PREMIERE COMEDY NETWORK.** Hot Hiors D'oeuvres of hilarity. 15-20 tastes artfully arranged by the comedy cooks—Jeff Altman, Ronnie Schell, John London, and the legendary Premiere Comedy Troupe. A great starter for any day.



**NATIONAL LAMPOON'S TRUE FACTS.** Our longest-running comedic creation. More exotic than our escargot milkshake, these unbelievable but totally true facts are served up in 90-seconds during drivetime by Z100's breakfast chef Ross Brittain.



**THE CLA'ENCE UPDATE.** A 90-second short order soul-fully prepared by Cla'ence himself daily. Updates of America's #1 TV soap, CBS-TV's *The Young And the Restless*, served on a bed of greens.



**THE PREMIERE PLAIN-RAP COUNTDOWN.** Every morning talent becomes the Galloping Gourmet with this. We supply all the ingredients, you get all the raves.



**LIVE FROM THE '60s WITH THE REAL DON STEELE.** Our tribute to the days of the Electric Banana and Yellow Submarine sandwich. The Real Don Steele flash freezes the decade of Aquarius weekly. He cooks!



**FRAZE AT THE FLICKS.** Frazee treats your listeners to fresh hot buttered popcorn and a private screening as he previews the hottest new releases from Tinseltown.



**THE NATIONAL LAMPOON RADIO HOUR.** A smorgasbord of some of the classic moments in radio history from legends like Chevy Chase, John Belushi, Gilda Radner, Bill Murray, et al.



**ON THE PHONE WITH TI-RONE.** A recipe right out of the Dear Abby cookbook. Ti-Rone gives this dish a distinctly urban flavor as he whips up 90-seconds of humorous advice each day.

## A

### "Afterglow"

#### Afterglow Productions

**Produced by:** Don Johnson  
**Hosted by:** Don Johnson  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/72  
**Affiliates:** 75

Afterglow is a beautiful sacred music program featuring a unique blend of traditional and carefully selected contemporary Christian music.

## NEW

### "America's Ballroom"

#### Creative Radio Network

**Produced by:** Advanced Broadcast Media  
**Hosted by:** Bob Jones  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/1/89  
**Affiliates:** 57

A legend in broadcasting goes coast to coast. Big bands, pop singers and vocal groups featured.

## NEW

### "America's Rock Network 'Meltdown'"

#### America's Rock Network

**Produced by:** Harvey Sheldon  
**Hosted by:** Harvey Sheldon  
**Frequency:** Weekly  
**Length:** Six hours  
**Terms:** Cash  
**Delivered via:** Hi-Fi stereo VHS tapes  
**Show first aired:** 1/2/89  
**Affiliates:** 7

Countdown of the top 50 Heavy Metal albums. Hosted by "Heavy Harv."



### "American Country Countdown"

#### ABC Radio Networks

**International distributor:** Radio Express  
**Produced by:** ABC Watermark  
**Hosted by:** Bob Kingsley  
**Frequency:** Weekly  
**Length:** Four hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T23  
**Show first aired:** 10/6/73  
**Affiliates:** 700+

A weekly countdown of country music's 40 biggest hits as ranked by Billboard Magazine. Country music's #1 countdown show.

### "American Dance Traxx"

#### Westwood One Companies

**Produced by:** Westwood One/Janis Hahn/Joel Salkowitz  
**Hosted by:** Jeff Wyatt  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 1987

Exciting, fast-paced countdown of the week's hottest dance tracks. Artists spotlights, special remixes, club news and special features.



### "American Top 40"

#### ABC Radio Networks

**International distributor:** Radio Express  
**Produced by:** ABC Watermark  
**Hosted by:** Shadoe Stevens  
**Frequency:** Weekly  
**Length:** Four hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc, Satcom 1R T23  
**Show first aired:** July 4, 1970  
**Affiliates:** 500+

A weekly countdown of America's 40 biggest hits as ranked by Billboard Magazine. American Top 40 is America's #1 countdown show.

### "Amoco/Chicago Symphony Orchestra"

#### WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Norman Pellergrini  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Westar 4, T2D

Called by Stravinsky "the world's greatest orchestra," the Chicago Symphony concerts are broadcast on over 400 outlets in the U.S. alone.

### "Answer Radio Show, The"

#### Domain Communications

**Produced by:** Stel Pontikes  
**Hosted by:** Stel Pontikes  
**Frequency:** Weekly  
**Terms:** Free  
**Delivered via:** Analog tape  
**Show first aired:** 5/30/76  
**Affiliates:** 6

AC/CHR show, with Contemporary Christian orientation. Includes extra tracks from a "feature album," "archives" classic song, and feature artist "then and now."

### "Arthur Anderson & Co. Presents Chicago's Music Of The Baroque"

#### WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Kerry Frumkin  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

Concerts of the nation's largest professional organization specializing in the orchestral/choral repertory of the 16th, 17th, & 18th centuries.

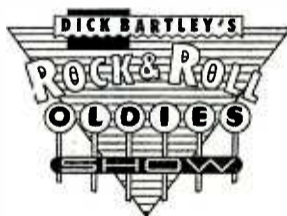
### "Atlanta Symphony Orchestra Concerts"

#### WFMT/Chicago

**Produced by:** Jonathan Phelps  
**Hosted by:** Jonathan Phelps  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

1989 Grammy Award winner and premier orchestra of the Southeast featured in 13 concerts under new Music Director Yoel Levi.

## B



### "Dick Bartley's Original Rock & Roll Oldies Show"

#### Westwood One Companies

**Produced by:** DB Productions, Inc.

**Hosted by:** Dick Bartley  
**Frequency:** Weekly  
**Length:** 5 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 2/88  
**Affiliates:** 300

Saturday night live rock & roll party featuring hits from the golden era of Top 40, plus requests from coast-to-coast.

### "Best Of The Oldies"

#### Best Of Oldies Radio Network

**Produced by:** Darryl Evans  
**Hosted by:** Darryl Evans  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 9/88  
**Affiliates:** 10

Best of the oldies, music from 1953-1975, spotlighting artist every week. Requests and dedications.

### "Best of the BBC"

#### WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Jim Unrath  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape/Westar 4 T2D

A celebration of the world's most historic musical events drawn from the BBC's vast archives.

### "Beyond Bourbon Jazz Countdown"

#### Beyond Bourbon Jazz Productions

**Produced by:** Jim Rock  
**Hosted by:** Ray Lamm  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 7/30/88  
**Affiliates:** 17

American radio's only nationwide contemporary jazz countdown. Emphasis on the music itself. Complements AC, NAC, AOR, UC, EZ and Jazz formats.

### "Big Band Jump"

#### Lita Cohen Radio Services

**Produced by:** Don Kennedy  
**Hosted by:** Don Kennedy  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Analog tape/vinyl disk  
**Show first aired:** 1982  
**Affiliates:** 125

The sound, feeling and atmosphere of the Big Band Era, including musical personalities, plus familiar and rare music.

### "Blues Deluxe"

#### Music Unlimited

**Produced by:** David Fusco  
**Hosted by:** Dave Johnson  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/88  
**Affiliates:** 7

From classic to current blues music, program is oriented towards AOR audience. Features include artist interviews, requests and unsigned bands.

## NEW

### "Breeze Special"

#### Progressive Music Network (PMN)

**Produced by:** PMN  
**Hosted by:** Ben Johnson  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 4/30/89  
**Affiliates:** 36

Weekly New Adult Contemporary music show-interviews, new releases. Soft Jazz/Soft Pop-Demo 25-54, Up-scale income, educated, barter 50-50.

## C

### "Canadian Opera Company"

#### WFMT/Chicago

**Produced by:** Canadian Opera Company/CBC  
**Frequency:** Weekly  
**Length:** 2-4 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

Largest opera producer in Canada and one of the fastest growing and most dynamic performing arts organizations in the world.

## NEW

### "Casey's Top 40 With Casey Kasem"

#### Westwood One Companies

**Produced by:** Westwood One/Karen Shearer

## STAFF

**PUBLISHER:** Bob Wilson  
**EXECUTIVE VP/GM:** Dick Krizman  
**SENIOR VP/SALES:** Bill Clark  
**SENIOR VP/EDITOR:** Ken Barnes

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**VP/EXECUTIVE EDITOR:** Gail Mitchell  
**ART DIRECTOR:** Richard Zumwalt

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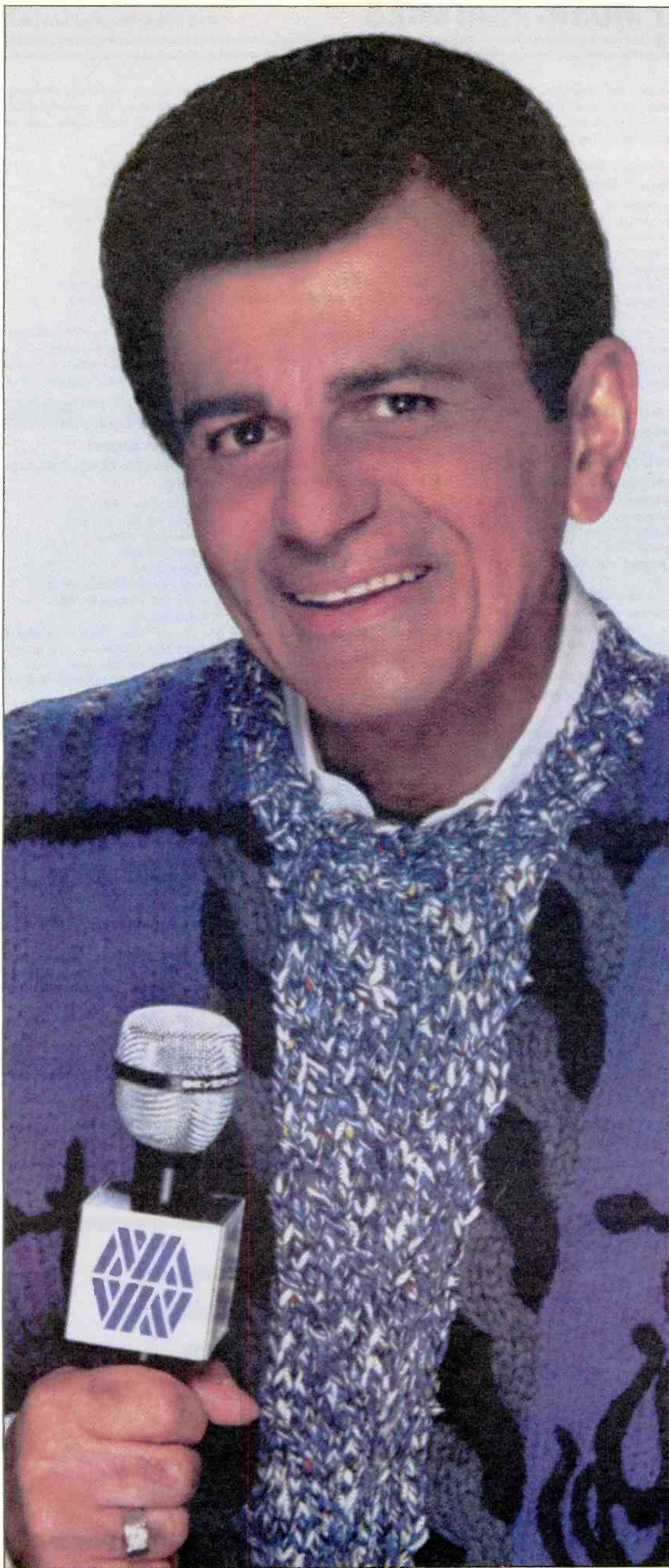
**PROGRAM SUPPLIER GUIDE '89 EDITOR:** Ron Rodrigues  
**ASSOCIATE EDITOR:** Barry Holdship  
**EDITORIAL ASSISTANTS:** Brian Digby, Frank Roth  
**TYPOGRAPHY:** Kent Thomas, Bill Mohr, Lucie Morris  
**GRAPHICS:** Roger Zumwalt, Tim Kummerow, Teresa Dovidio, Richard Agata, Gary Van Der Steur

**Note:** The listings in R&R's "Program Supplier Guide '89" were provided by the program producer or distributor. All known program suppliers were invited to contribute, and every submission received before April 20 was used. All reasonable care is taken, but no responsibility assumed for errors and omissions. All rights reserved. Published May 1989.

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**40**  
**WITH CASEY KASEM**

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FAX (213) 204-4375 or Telex 4996015 W WONE.

PHOTO: RICHARD ARMAS

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C

## CASEY'S TOP 40 WITH CASEY KASEM

**Hosted by:** Casey Kasem  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/89

The four-hour weekly countdown of the nation's top CHR hits with the personality who started it all.

### "Christian Countdown USA" CBN Radio Network

**Produced by:** Chuck Wagner  
**Hosted by:** Bob Souer  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Galaxy 1 T11/Spacenet 3 T7D  
**Show first aired:** 1983  
**Affiliates:** 116

A top 20 Christian countdown of America's contemporary Christian music, heard Sundays from 1-3 p.m. E.T.

### "CIGNA/Philadelphia Orchestra" WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Jim Unrath  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

The 39-week series has been given the highest rating by the audiophile magazine *Fanfare* in a comparison of major orchestra broadcasts.

### DICK CLARK'S Rock Roll & Remember

**"Dick Clark's Rock Roll & Remember"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**Hosted by:** Dick Clark  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
**Show first aired:** 2/82

Features all-time greatest hits with a spotlighted artist/group per show, also artist interviews.

### "Classic Cuts" MJ1 Broadcasting

**Produced by:** MJ1 Broadcasting  
**Frequency:** Daily  
**Length:** One hour weekly, 12 mins. daily  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 12/29/86

Classic rock stars tell stories behind classic tracks of the '60s, '70s and '80s.

NEW



### "Club Mix USA" Club Mix Enterprises

**Produced by:** Johnny O'Neill  
**Hosted by:** Your very own DJ  
**Frequency:** Weekly  
**Length:** Three hours  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 4/29/89  
**Affiliates:** 1  
Alternative weekend programming. Three hour all hit music mix, offering two or three breaks per hour for heavy commercial loads.

### "Coast To Coast Top 20" American Media

**Produced by:** American Media  
**Hosted by:** Doug Steele  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 10/24/81

**Affiliates:** 98  
Spotlights the top 20 Black singles charted by *Billboard* magazine, supplemented with artist interviews and musical profiles.

### "Command Performance" Sound Source

**Produced by:** Sound Source  
**Hosted by:** John Derringer  
**Frequency:** Monthly series  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Seltech/Canada  
**Show first aired:** 11/88  
**Affiliates:** 30

Artists that perform live & direct via satellite to major markets.

### "Compact Disc Showcase" Copley Entertainment

**Produced by:** Red Armadillo Music  
**Hosted by:** Eric Aubrey  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
Reviews newly released CDs-AC, Jazz, New Age.



### "Countdown America Starring Dick Clark" United Stations Radio Network

**Produced by:** Ed Salamon  
**Hosted by:** Dick Clark  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 1/8/83

A countdown of the top 30 adult contemporary songs as determined by *Radio & Records*.

### "Countdown Canada" Sound Source

**Produced by:** Sound Source  
**Hosted by:** Don Williamson  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter

**Delivered via:** Seltech  
**Show first aired:** 10/88  
**Affiliates:** 30  
Music AC countdown.



### "The Countdown" Westwood One Companies

**Produced by:** Westwood One/Michael Waters  
**Hosted by:** Walt Love  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 8/83  
**Affiliates:** 100  
Countdown of the week's top Urban Contemporary hits.

### "Countdown USA With Dave Sholin" Westwood One Companies

**Produced by:** IS Inc  
**Hosted by:** Dave Sholin  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/12/86  
**Affiliates:** 150  
A four-hour countdown of the 40 top CHR songs based on the *R&R* Back Page. Includes four exclusive closeups with hot artists weekly.

### "Country Calendar Weekly Special" Olympia Broadcasting Networks

**Produced by:** Scott Blake  
**Hosted by:** Craig Scott or local personality  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Show first aired:** 8/87  
**Affiliates:** 385  
A one hour weekly special presenting major country music news, exclusive interviews, and the hottest music in country music each week.

### "Country Connection" Envoy, Inc.

**Produced by:** International Lutheran Laymen's League for Envoy, Inc.  
**Hosted by:** Deborah Anne Gay  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
The top hits of popular artists. The stories behind the songs, the stars and the inspiration behind their lives.

### "Country Crossroads" Radio & TV Commission Of Southern Baptists

**Produced by:** Eddie Reed  
**Hosted by:** Jerry Clower & Bill Mack  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1969  
**Affiliates:** 1,950  
Contemporary country music featuring interviews with artists and composers. For all types of Country station formats.

### "Country Today" MJ1 Broadcasting

**Produced by:** MJ1 Broadcasting  
**Hosted by:** Dan Taylor  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/scripts w/actualities on disc.  
**Show first aired:** 5/6/85  
Country music's entertainment weekly. Exclusive interviews with country's biggest stars, coverage of the week's country and entertainment events, 85% music.

### "Country's Opening Acts" Opening Acts, Inc.

**Produced by:** Jack M. Fox and Carl Panzarella  
**Hosted by:** Tom Donahue  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 2/8/88  
**Affiliates:** 40  
One hour magazine type show featuring recordings and biographies of Country's opening acts and newcomers hosted by Tom Donahue.

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**"JUST FOR THE HEALTH OF IT"**  
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## WEEKLY MUSIC FEATURES

C

**"Country-Phonics"**  
**Syndicom**

**Produced by:** Alan Olmstead  
**Hosted by:** Alan Olmstead  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 9/86

A country "diversity" special including progressive, country-rock, acoustic and bluegrass, oldies, western-swing, comedy! "Top Ten Best" in Billboard.

**"Crosswalk"****International Lutheran Laymen's League**

**Produced by:** Int'l LLL  
**Hosted by:** Mark Fisher  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Public Service  
**Delivered via:** Vinyl disc  
**Show first aired:** 6/1/83  
**Affiliates:** 350

Features upbeat contemporary Christian rock music and commentary targeted toward the young adult. Suited for weekday or weeknight time slots.

**"Cruisin' America"**  
**CBS Radio Programs**

**Produced by:** Cutler Productions  
**Hosted by:** "Cousin Brucie"  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 1/87  
**Affiliates:** 190

Weekly 3 hour oldies show featuring the music and memories of the '50s-'70s with an emphasis on '60s!

D

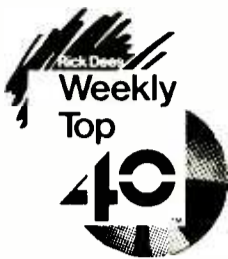
**RICK DEES  
ON THE LINE**

NEW

**"Rick Dees On The Line"**  
**DIR Radio Network**

**Produced by:** Wally Clark Productions  
**Hosted by:** Rick Dees  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 3/6/89  
**Affiliates:** 125

CHR request show featuring guest artists, telephone call-ins & listener requests via a toll free telephone number.

**"Rick Dees Weekly Top 40"**  
**DIR Radio Network**

**Produced by:** Wally Clark Productions  
**Hosted by:** Rick Dees  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/1/87  
**Affiliates:** 375

Nation's leading weekly CHR countdown with superstar guests plus the unique creative talents of Rick Dees.

**"Direct Hits"****MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** Bill Lee  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 9/28/87

Bill Lee, Hit Radio's most unique "rhyming" jock, delivers two hours of great hit music, the HOTTEST music news and superstar interviews.

**"Doug Wendt's World Beat"**  
**Doug Wendt**

**Produced by:** Doug Wendt  
**Hosted by:** Doug Wendt  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 9/86  
**Affiliates:** 4

A wide variety of world music joined by its riveting rhythm & commercial shine. Plus a weekly World Beat Classic.

**"Dr. Demento Show"****Westwood One Companies**

**Produced by:** Westwood One/Robert Young  
**Hosted by:** Dr. Demento  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

The most bizarre, eclectic and demented music ever committed to vinyl. With special features.

E

**"Elvis Hour"****Creative Radio Network**

**Produced by:** Creative Radio Network  
**Hosted by:** Larry McKay  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter/cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 4/1/88  
**Affiliates:** 76

Hits, interviews, rare live performances and yearly flashbacks highlighting the music of "The King."

## ENCORE

**"Encore"****Westwood One Companies/ Mutual**

**Produced by:** Westwood One/Marcia Hrichison  
**Hosted by:** William B. Williams  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 1/85

A weekly two-hour tribute to the music and personalities of the big band era featuring interviews and special features.

F

**"First Hearing"****WFMT/Chicago**

**Produced by:** George Jellinek  
**Hosted by:** George Jellinek  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape/Westar 4 T2D

Listeners become "armchair critics" as they listen to the very newest classical releases with some of the nation's leading music experts.

FLASHBACK!  
FLASHBACK!**"Flashback"****Radio Today Entertainment/ LBS Communications**

**Produced by:** Radio Today, Inc.  
**Hosted by:** Bill St. James  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 1/5/87  
**Affiliates:** 150

Rock 'n' Roll's original time machine — soundtrack of the '60s and '70s.

**"Folk Sampler, The"****WFMT/Chicago**

**Produced by:** Mike Flynn Productions  
**Hosted by:** Mike Flynn  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Westar 4 T2D

A program of folk, traditional, bluegrass and blues built around a weekly theme and drawn from a huge collection of albums.

**"Folkstage"****WFMT/Chicago**

**Produced by:** Rich Warren  
**Hosted by:** Rich Warren  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Westar 4 T2D

Uninterrupted performances by outstanding traditional singers, contemporary singers/songwriters and major folk groups taped at clubs, concert halls and festivals.

NEW

**"Fresh Traxx"****Westwood One Companies**

**Produced by:** Westwood One/Robert Young  
**Hosted by:** J.J. Johnson  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 1/89

Features the Urban Contemporary tracks destined to be major hits, highlighting new releases by big names and the rising stars.

**"Fusion 40"****TelePrograms, Inc.**

**Produced by:** TelePrograms, Inc.  
**Hosted by:** China Smith  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 4/87  
**Affiliates:** 65

Playing the best of contemporary Jazz/Fusion, today and yesterday. Special features and exclusive interviews. For AC and Urban formats.

**"Future Hits"****Westwood One Companies**

**Produced by:** Westwood One/Nancy Conover  
**Hosted by:** Joel Denver  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 7/84  
**Affiliates:** 300

A weekly look at the most added singles on America's CHR radio stations, plus special features.

G

**"General Motors/Detroit Symphony Orchestra"**  
**WFMT/Chicago**

**Produced by:** WQRS/Detroit  
**Hosted by:** David Fox & Sue Carter  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

Superb selection of concerts under music director Gunther Herbig.

**"Gospel Greats, The"**  
**Heil Enterprises**

**Produced by:** Paul Heil  
**Hosted by:** Paul Heil  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** Fast-paced program of Southern and Country-style Gospel music, artist interviews, gospel music with personality host.

**"Grateful Dead Hour, The"**  
**MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** David Gans  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/87

Unreleased live concert performance and rare tracks of the legendary Grateful Dead, taken directly from the bands own archives.

**"The Great Sounds"****United Stations Programming Network**

**Produced by:** Ed Salamon  
**Hosted by:** Ray Otis  
**Frequency:** Weekly  
**Length:** 4 Hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/83

Description: MOR/Nostalgia/Big Band artist interviews. Each program includes a Frank Sinatra salute segment.

NEW

**"Grover's Corner"**  
**Salsbury/Ziglar Marketing Associates**

**Produced by:** Derek Studios  
**Hosted by:** David Grover  
**Frequency:** Weekly  
**Length:** 12 mins.  
**Terms:** Cash  
**Delivered via:** Cassette  
**Show first aired:** 2/13/89  
**Affiliates:** 2



## ☆ MUSICAL POLITICAL SATIRE ☆

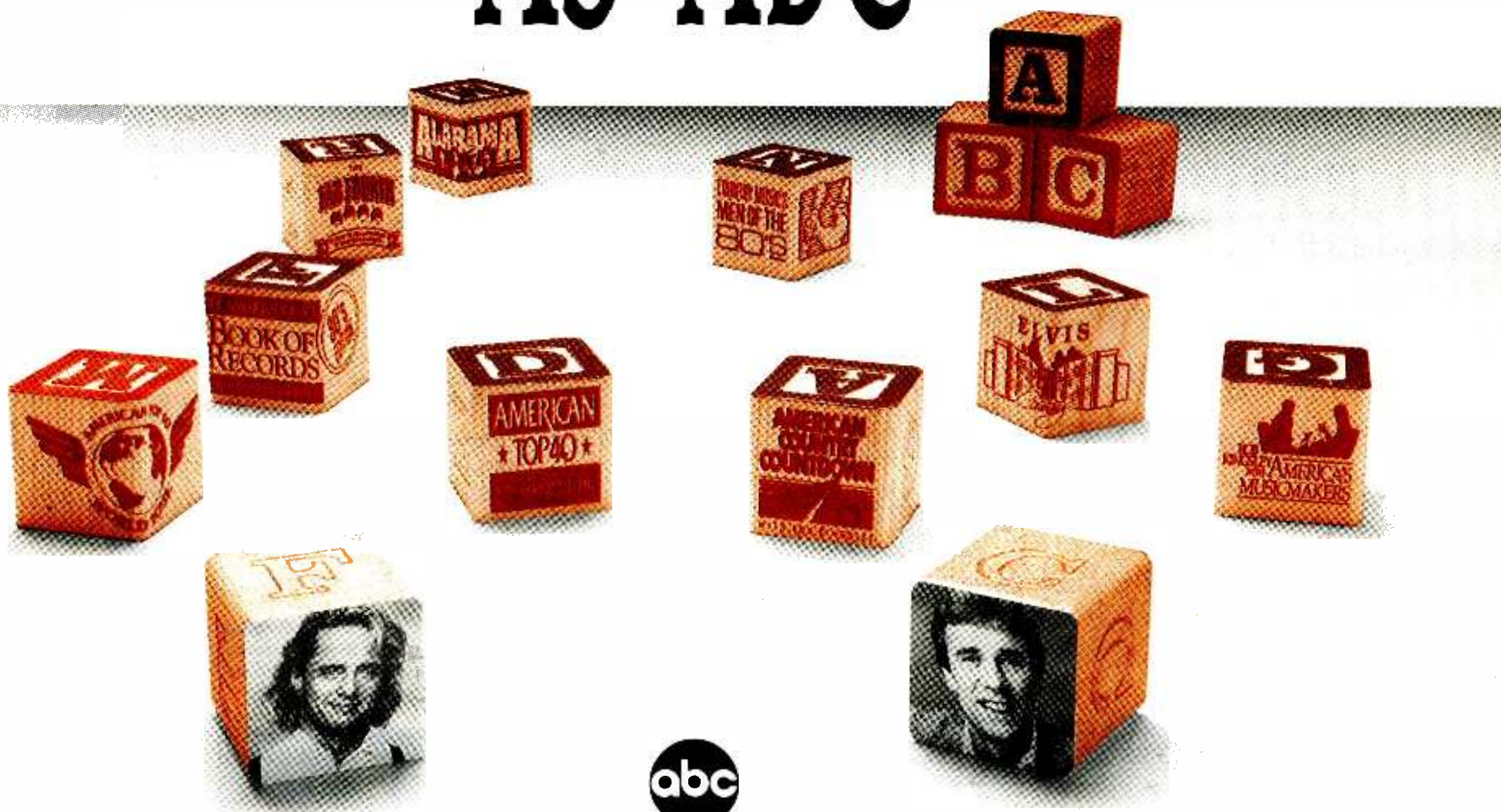
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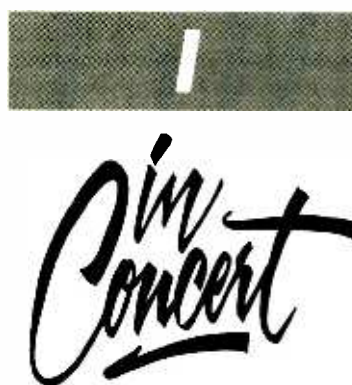
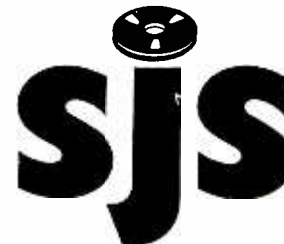
Songs and stories for pre-school children hosted by singer David Grover. Can be tailored to individual stations. Sponsor reference.

H

NEW

**"High Voltage"****Westwood One Companies****Produced by:** Westwood One/Marcia Hrichison**Hosted by:** Tawn Mastrey**Frequency:** Weekly**Length:** 2 hours**Terms:** Barter**Delivered via:** Vinyl disc/Satcom 1R T3**Show first aired:** 1/89**Affiliates:** 100*Two hours of pure electric rock energy. "If it's too loud, you're too old!"*

NEW

**"Hip-Hop Countdown And Report"****Lee Bailey Communications, Inc.****Produced by:** Lee Bailey Broadcasting Services**Frequency:** Weekly**Length:** 90-mins.**Terms:** Barter**Delivered via:** Analog tape**Show first aired:** 9/89*A weekly review of the nation's top rap singles, including revealing interviews and updates on hip-hop's brightest stars.***"Hit Music Showcase"****Copley Entertainment****Produced by:** Streetwise Productions**Hosted by:** Steve Street**Frequency:** Weekly**Length:** 2 hours**Terms:** Barter**Delivered via:** Vinyl disc*AC countdown show mixed with comedy bits. Counts top hits from Back Page of R&R.***"Hot Mix"****Hot Mix Radio Network****International distributor:** Radio Express**Produced by:** Andrew Starr**Hosted by:** Andrew Starr**Frequency:** Weekly**Length:** Four hours**Terms:** Cash**Delivered via:** Analog tape**Show first aired:** 5/86**Affiliates:** 43*Different versions of the hottest contemporary hits mixed together beat-to-beat and back-to-back in a weekly four hour program.***"In Concert"****Westwood One Companies****Produced by:** Westwood One/Lynsey Guerrero**Hosted by:** Steve Downes**Frequency:** Weekly**Length:** One hour**Terms:** Barter**Delivered via:** Vinyl disc/Satcom 1R T3**Show first aired:** 1/86**Affiliates:** 60*Features rock's hottest talents recorded in concert on stages throughout America.***"In The Spotlight"****Westwood One Companies****Produced by:** Westwood One/Lynsey Guerrero**Hosted by:** Jewell McGowan**Length:** One hour**Terms:** Barter**Delivered via:** Vinyl disc or analog tape**Show first aired:** 1/86**Affiliates:** 60*Music and interview profiles featuring two hot acts from R&R's UC charts, including selected archive performances.***"In The Studio"****Album Network/Bullet Productions/SJS Entertainment****Produced by:** Redbeard**Hosted by:** Redbeard**Frequency:** Weekly**Length:** One hour**Terms:** Barter**Delivered via:** CD**Show first aired:** 6/27/88**Affiliates:** 150*Making of significant rock albums, recreated as artists are brought back "In The Studio" featuring the music & never-before heard interviews.***"Inner City Insight"****StarMagic Radio****Hosted by:** B.J. Stone**Frequency:** Weekly**Length:** One hour**Terms:** Barter**Delivered via:** Analog tape**Show first aired:** 10/86*An outstanding blend of contemporary inspirational and spiritual music. A positive motivating message for young teens and adults.***"Inspirations Across America"****Anderson Media Services, Inc.****Produced by:** Vanessa Vaughn**Hosted by:** Burke Johnson**Frequency:** Weekly**Length:** 2 hours**Terms:** Barter**Delivered via:** Vinyl disc**Show first aired:** 1/1/84**Affiliates:** 105*Program features contemporary gospel music targeted to black consumers-nominated by Billboard as top Black syndicated program in 1988.***"International Festival"****WFMT/Chicago****Produced by:** WFMT**Frequency:** Weekly**Length:** 2 hours**Terms:** Free**Delivered via:** Analog tape/Westar 4 T2D*In cooperation with the European Broadcasting Union, IF features performances from the great music festivals and concert halls of the continent.***"Jazz From The City"****Ken Webb Enterprises, Inc.****Produced by:** Ken Webb**Hosted by:** Ken Webb**Frequency:** Weekly**Length:** 2 hours**Terms:** Barter/cash**Delivered via:** Analog tape/DAT**Show first aired:** 7/5/85**Affiliates:** 35*2 hour weekly show. Contemporary jazz w/interviews & other features.***"Jazz Life"****The Paul Crowley Co.****Produced by:** Paul Crowley**Hosted by:** Fred Story**Frequency:** Weekly**Length:** 3 hours**Terms:** Barter**Delivered via:** Vinyl disc**Show first aired:** 12/6/87**Affiliates:** 37*America's most exciting, most listenable and most talked about weekly contemporary jazz program.***"Jazz Show"****Westwood One Companies/ NBC Radio Entertainment****Produced by:** Andy Denemark**Hosted by:** David Sanborn**Length:** 2 hours**Terms:** Barter**Delivered via:** Satcom 1R T19**Show first aired:** 1/4/86**Affiliates:** 140*Contemporary Jazz mixed with classic jazz and artist interviews.***"Julio's On The Air"****Julio Production, Inc.****Produced by:** Julio Production, Inc.**Hosted by:** Julio (Jose Ortiz Y. Pino)**Frequency:** Weekly**Length:** 2 hours**Terms:** Barter**Delivered via:** Analog tape**Show first aired:** 9/1/88*Zany Mexican "Pirates" two hours of your airtime every week from Las Vegas, bringing your listeners top hits and comedy.*

K

**"Kaleidophonic Jazz"****Syndicom****Produced by:** Alan Olmstead**Hosted by:** Alan Olmstead**Frequency:** Weekly**Length:** 3 hours**Terms:** Barter/cash**Delivered via:** Analog tape**Show first aired:** 1979**Affiliates:** 6*The emphasis is on Contemporary Jazz with an easy going appeal to the uninitiated, while still representing all styles.***"King Biscuit Flower Hour"****DIR Radio Network****Produced by:** DIR Broadcasting**Hosted by:** Bill Minkin**Frequency:** Weekly**Length:** One hour**Terms:** Barter**Delivered via:** CD**Show first aired:** 2/18/73**Affiliates:** 225*Longest running syndicated rock radio show in North America, featuring the world's greatest acts in concert for over fifteen years.*

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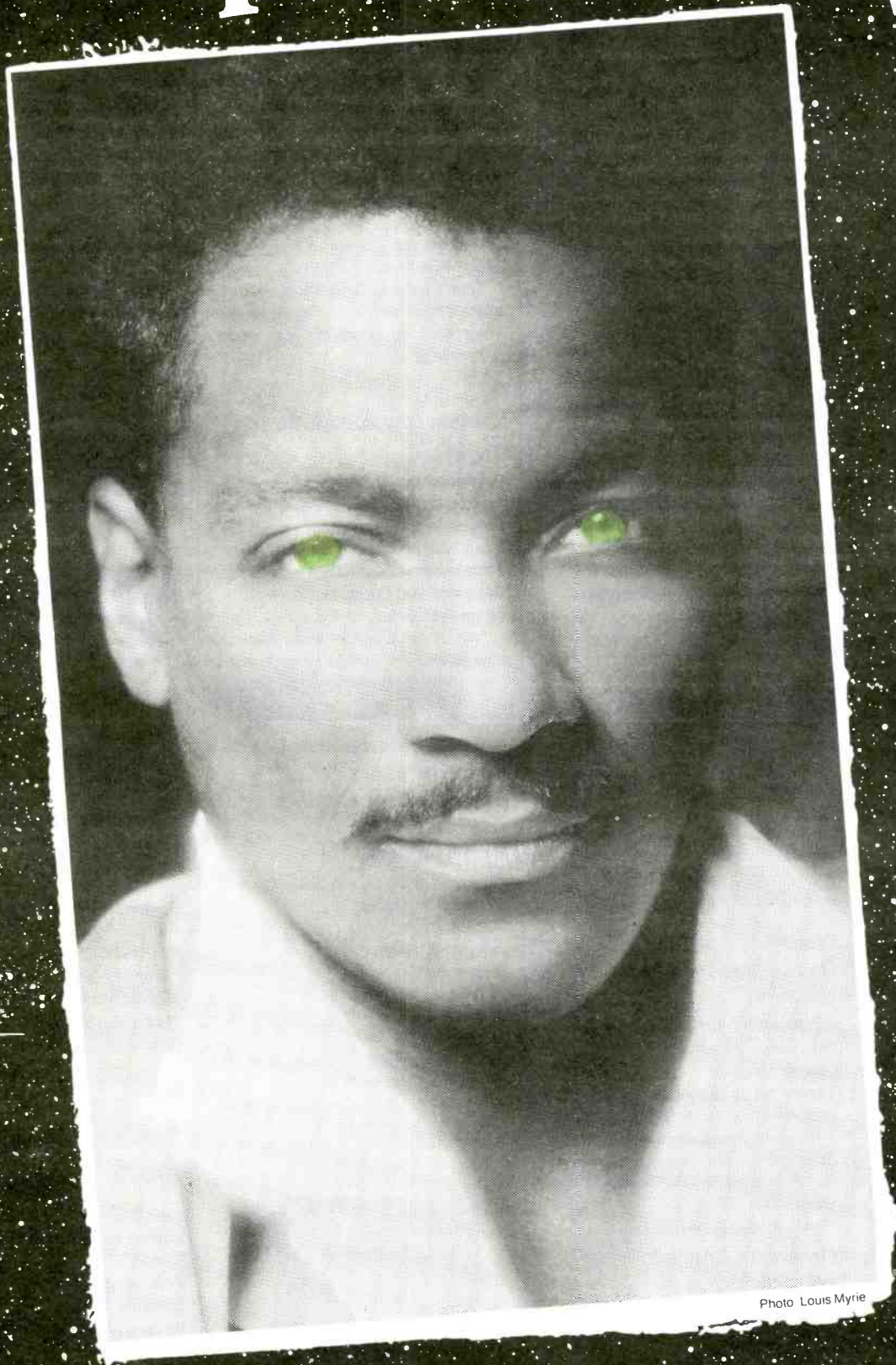


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L

**"Legends of Rock"**  
**Westwood One Companies**  
**NBC/Denny Somach**  
**Productions**

Produced by: Denny Somach  
 Hosted by: Ray White  
 Frequency: Weekly  
 Length: One hour  
 Terms: Network affiliation  
 Delivered via: Vinyl disc  
 Show first aired: 1/86  
 Affiliates: 140  
 A weekly one hour profile of rock's biggest superstars.

NEW

# Listen In With...

**"Listen In With..."**  
**Westwood One Companies/**  
**Mutual**

Produced by: Kevin DeLany/George Achaves  
 Hosted by: Lon Helton  
 Frequency: Weekly  
 Length: One hour  
 Terms: Barter  
 Delivered via: Vinyl disc/Satcom 1R T3/T19  
 Show first aired: 2/4/89

Country's biggest stars play guest-host each week, spinning tales of their favorite music and memories. Music-intensive currents and recurrences only!



With the Real Don Steele

**"Live From The '60s**  
**With The Real Don Steele"**  
**Premiere Radio Networks**

Produced by: M.G. Kelly  
 Hosted by: The Real Don Steele  
 Frequency: Weekly  
 Length: 3 hours  
 Terms: Barter  
 Delivered via: Vinyl disc  
 Show first aired: 1/18/88  
 Affiliates: 310

A 60's show that's live, not retrospective!! All the music, events and feelings of a decade that made music radio so great.



**"The Live Show"**  
**Radio Today Entertainment/**  
**LBS Communications**

Produced by: Radio Today, Inc.  
 Hosted by: Bill St. James  
 Frequency: Weekly  
 Length: One hour  
 Terms: Barter  
 Delivered via: CD  
 Show first aired: 7/4/88  
 Affiliates: 120

A weekly jam session of classic live rock and roll performances and much more.

**"Lost Lennon Tapes"**  
**Westwood One Companies**

Produced by: Westwood One/Stephen Peeples  
 Hosted by: Elliot Mintz  
 Frequency: Weekly  
 Length: One hour  
 Terms: Barter  
 Delivered via: Vinyl disc/Satcom 1R T3  
 Show first aired: 1/18/88  
 Affiliates: 200

The single most important musical discovery in more than a decade. Features priceless moments from Lennon's private archives.

**"Lutheran Hour"**  
**The International Lutheran**  
**Laymen's League**

Produced by: Int'l LLL  
 Hosted by: Dr. Dale A. Meyer and Wallace Schulz  
 Frequency: Weekly  
 Length: 15-30 mins.  
 Terms: Cash/public service  
 Delivered via: Analog tape/vinyl disc  
 Show first aired: 8/3/30  
 Affiliates: 1150

Each program has a timely message by the host and includes appropriate music in the 25- and 30-minute formats.

M

NEW

**"Masters Of Rock"**  
**Radio Ventures, Inc.**

Produced by: Capital Radio Ventures  
 Hosted by: David Jensen  
 Frequency: Monthly  
 Length: One-two hours  
 Terms: Barter  
 Delivered via: Vinyl disc

Show first aired: 1/89  
 Affiliates: 137

Historical profiles of the superstars of rock with 80% music and 20% interview... produced with technical excellence and great care.

**"Metalshop"**  
**MJI Broadcasting**

Produced by: MJI Broadcasting  
 Hosted by: Charlie Kendall  
 Frequency: Weekly  
 Length: 2 hours  
 Terms: Barter  
 Delivered via: Vinyl disc/scripts/tape.  
 Show first aired: 2/84

The only show with teeth. The first, the best, the original metal magazine show. Exclusive interviews, world premieres, custom promotions.

**"Midnight Dread"**  
**Doug Wendt's World Beat**

Produced by: Doug Wendt  
 Hosted by: Doug Wendt  
 Frequency: Weekly  
 Length: One hour  
 Terms: Cash  
 Delivered via: Analog tape  
 Show first aired: 9/79  
 Affiliates: 2

Reggae music in all its forms from ska to dub, from roots to international styles wherever its influence dominates.

**"Milwaukee Symphony**  
**Orchestra Concerts"**  
**WFMT/Chicago**

Produced by: WFMT  
 Hosted by: Kerry Frumkin  
 Frequency: Weekly  
 Length: 2 hours  
 Terms: Free  
 Delivered via: Analog tape/Westar 4 T2D

The first series in America to be recorded digitally — called "one of America's greatest virtuoso orchestras" by the New Yorker.

**"Monthly Specials"**  
**United Stations Programming**  
**Network**

Produced by: Ed Salamon  
 Frequency: Monthly  
 Length: 3 hours  
 Terms: Swap/exchange  
 Delivered via: Vinyl disc

Presents a classic rock artist/group. Elton John is the featured artist for the month of June — with music and interviews.

**"Montreal Symphony**  
**Orchestra Concerts"**  
**WFMT/Chicago**

Produced by: Radio Canada Int'l/  
 WFMT  
 Frequency: Weekly  
 Length: 2 hours  
 Terms: Free  
 Delivered via: Analog tape/Westar 4 T2D

An orchestra with a particularly French clarity, elegance, and flair — and one that ranks in the top tier of North American orchestras.

NEW



**"Movietime's Soundtrax"**  
**Radio Today Entertainment/**  
**LBS Communications**

Produced by: Jon Sargent Productions  
 Frequency: Weekly  
 Length: One hour  
 Terms: Barter  
 Delivered via: CD  
 Show first aired: 7/89

Sound track of Hollywood, featuring music from movies, interviews with stars and the latest on Hollywood's happenings.

**"Music City Album Review"**  
**TNNR**

Produced by: TNNR  
 Hosted by: Biff Collie  
 Frequency: Weekly  
 Length: 2 hours  
 Terms: Network affiliation  
 Delivered via: Galaxy 1 T2  
 Show first aired: 11/88

Two of the brightest stars and their new albums are presented each week.

NEW

**"Music Entertainment**  
**Specials"**  
**Sheridan Broadcasting**  
**Networks/STRZ**  
**Entertainment**

Produced by: Chuck Woodson  
 Hosted by: Various  
 Frequency: Monthly  
 Length: 2 hours  
 Terms: Barter  
 Delivered via: Vinyl disc  
 Show first aired: 4/1/89  
 Affiliates: 80

Two hour musical specials featuring selected artists, their music, and interviews with the artists and those they inspire.



**"Musical Starstreams"**  
**Frank Forest**

International distributor: Radio Express  
 Produced by: Frank Forest

Hosted by: Frank Forest  
 Frequency: Weekly  
 Length: 2 hours  
 Terms: Barter/cash  
 Delivered via: Analog tap, DAT  
 Show first aired: 1981  
 Affiliates: 60

Commercial radio's first syndicated New Age programming targeted to 25-49 adults and NAC, B/EZ, AOR, and Jazz formats.

**"My Music"**  
**WFMT/Chicago**

Produced by: BBC  
 Hosted by: Steve Race  
 Frequency: Weekly  
 Length: 29 mins.  
 Terms: Cash  
 Delivered via: Analog tape/Westar 4 T2D

Lively panelists answer a series of questions which are all based on music. A battle of wits, and of wit.

N



**"Nashville Live"**  
**Emerald Entertainment**  
**Network, Inc.**

Hosted by: Lon Helton  
 Frequency: Weekly  
 Length: 90 mins.  
 Terms: Barter  
 Delivered via: Satcom 1R T3  
 Show first aired: 9/26/87  
 Affiliates: 150

The nation's premier live call-in/music format show. Listeners interview the stars. Live performances. Holiday specials.

**"Nashville Record Review"**  
**TNNR**

Produced by: TNNR  
 Hosted by: Lorraine Crook and Charlie Chase  
 Frequency: Weekly  
 Length: 4 hours  
 Terms: Network affiliation  
 Delivered via: Galaxy 1 T2  
 Show first aired: 11/88

Top thirty countdown show with behind the scenes interviews by Crook & Chase.



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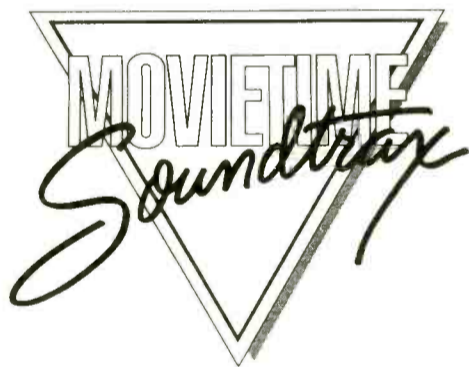
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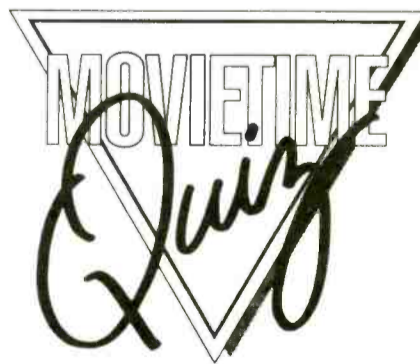
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## WEEKLY MUSIC FEATURES

N

NATIONAL  
MUSIC  
SURVEY**"National Music Survey"**  
**Westwood One Companies**

**Produced by:** Westwood One/Brian Griffith  
**Hosted by:** Bill Maier and Sylvia Aimerito  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 6/81  
**Affiliates:** 300

A countdown of the week's 25 most popular Adult Contemporary singles plus special features.

NEW

**"The Night"****Lee Bailey Communications, Inc.**

**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Sid McCoy  
**Frequency:** Weekly  
**Length:** Two hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 9/89

A unique blend of romantic music, interviews with the artists who create it, and mood-setting tales of love.

**"Night Scene"****Westwood One Companies**

**Produced by:** Westwood One/Lynnsey Guerrero  
**Hosted by:** Jewel McGowan  
**Frequency:** Bi-weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

Features the hottest Urban Contemporary artists in concert.

**"Nuveen/Lyric Opera Of Chicago"****WFMT/Chicago**

**Produced by:** WFMT  
**Hosted by:** Norman Pellegrini  
**Frequency:** Weekly  
**Length:** 2-4 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D  
**Affiliates:** 360

Tapes of the previous fall/winter season at Chicago's Civic Opera House with superbly recorded performances and brief intermission features.

O

**"Off The Record Specials"**  
**Westwood One Companies**

**Produced by:** Westwood One/Marcia Hrichson  
**Hosted by:** Mary Turner  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 8/80  
**Affiliates:** 250

Top-rated music and interview program spotlighting the superstars of rock & roll.

ON A  
**COUNTRY ROAD**  
WITH LEE ARNOLD**"On A Country Road With Lee Arnold"**  
**Westwood One Companies/Mutual**

**Produced by:** Scott Paton  
**Hosted by:** Lee Arnold  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3/T19  
**Show first aired:** 1/83

Country music's premier magazine format. Interviews, Nashville news, country trivia, showcase recordings and more.

**"On The Move"****CBS Radio Programs**

**Produced by:** Cutler Productions  
**Hosted by:** Tom Joyner  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 1/87  
**Affiliates:** 85

Weekly 3 hour Urban Contemporary countdown show with lots of humor, comedy bits.

**"On The Radio Countdown Companion"****On The Radio Broadcasting**

**Produced by:** On The Radio  
**Hosted by:** Self-hosted locally  
**Frequency:** Weekly  
**Length:** Three to four hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 4/1/88  
**Affiliates:** 309

Complete scripts and interviews to produce a local countdown from the Back Page of R&R. Plus Top-10 New & Active releases.

**"On The Radio"**  
**On The Radio**

**Produced by:** On The Radio  
**Hosted by:** Ron O'Brian  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 2/1/85  
**Affiliates:** 309

Music intensive magazine-formatted program featuring the top five R&R hits laced between different weekly features. Eleven records per hour.

**"Open House Party"**  
**Superadio Network**

**Produced by:** Radiocraft, Inc.  
**Hosted by:** John Garabedian  
**Frequency:** Twice weekly (Sat. & Sun.)  
**Length:** Five hours  
**Terms:** Barter  
**Delivered via:** Satcom K2 T12  
**Show first aired:** 9/5/87  
**Affiliates:** 67

Live, all-request party show, with toll-free 800 lines, megastar guests, all-hit music (not a disco show), contests, live in-studio audience.

**"Out O' The Blue Radio Revue"****Win/Win Productions, Inc.**

**Produced by:** Win/Win Productions, Inc.  
**Hosted by:** Page Wilson  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Cash  
**Delivered via:** Analog tape/vinyl disc  
**Show first aired:** 2/1/87  
**Affiliates:** 1

A weekly 3 hour visit with singer/songwriter/recording artist Page Wilson, friends and guests. Unusual presentation. Purebred American Mongrel Music.

P

**"Party America"**  
**Cutler Productions**

**International distributor:** Radio Express  
**Produced by:** Ron Cutler  
**Hosted by:** Jay Thomas & Fast Jimi Roberts

**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/2/86  
**Affiliates:** 100

Party show featuring music intensive, all uptempo CHR plus guest stars from movies, TV and music. Fast paced fun!

**"Portraits In Sound"****Radio Today Entertainment/LBS Communications**

**Produced by:** Thom Reinstein Productions  
**Hosted by:** Thom Reinstein  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/86  
**Affiliates:** 70

The best in contemporary instrumental music as well as interviews with today's top New Age Artists.

**"Powercuts-America's Only Rock Music Survey"****Global Satellite Network**

**Produced by:** Jim Nelson, Tommy Nast & Mark Felsot  
**Hosted by:** Geno Michellini  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 3/11/84  
**Affiliates:** 100

The hottest rock songs in the US, plus exclusive interviews, the Nasty News and great promotions featuring listener participation.

**"Powerline"****Radio & TV Commission Of Southern Baptists**

**Produced by:** Kirk Teegarden  
**Hosted by:** Jon Rivers  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1969  
**Affiliates:** 2020

Current & classic hits from the charts, for CHR, MOR, Top 40, and AOR formats.

NEW

**"Premiere A/C Music Magazine"****Premiere Radio Network**

**Produced by:** Tim Kelly  
**Hosted by:** Locally hosted  
**Frequency:** Weekly  
**Length:** 3-4 Hours

THE  
**PREMIERE**  
AC PLAIN-RAP  
**MUSIC MAGAZINE**

**Terms:** Barter  
**Delivered via:** Analog tape/script/printed material  
**Show first aired:** 6/26/89  
 A 3-hour AC music magazine show featuring weekly segments: money, movies, news, celebrity interviews, Top 10 countdown of AC hits.

THE  
**PREMIERE**  
PLAIN-RAP  
**COUNTDOWN****"Premiere Plain-Rap Countdown"****Premiere Radio Network**

**Produced by:** Tim Kelly & Louise Palanker  
**Hosted by:** Local station personality  
**Frequency:** Weekly  
**Length:** 3-4 hours  
**Terms:** Barter  
**Delivered via:** Analog disc/script/printed material  
**Show first aired:** 6/1/85  
**Affiliates:** 178

America's original locally hosted national countdown program. A countdown reflecting your market only. Timed scripts, interviews, jingles and more.

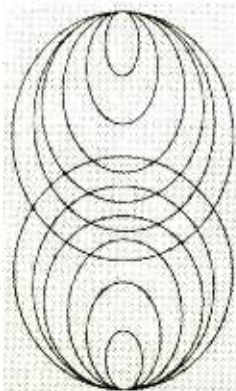
NEW

**"Pulsebeat — Voice Of The Heartland"**  
**Blues**

**Hosted by:** George Hays, Sunshine Payne, Henry Nelson, Kim Spangler  
**Length:** One hour  
**Terms:** Barter, cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 2/6/89  
**Affiliates:** 24  
 Blues show, an extension of the King Biscuit Times blues program begun in 1941 in Helena, Arkansas.

**"Pulsebeat — Voice Of The Heartland"**  
**Pulsebeat**

**Produced by:** Pulsebeat Productions  
**Hosted by:** Kim Spangler  
**Length:** Thirty mins.  
**Terms:** Barter, cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 3/88  
**Affiliates:** 74  
 Heartland is an interview and music program that features a different guest each week.



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**WARNING:** The Surgeon General has determined that R&R, on page 44 of this directory, has listed The WORD in a category it doesn't belong in. Leaving that impression uncorrected may be hazardous to the health of your radio station. The WORD belongs in a category all its own. BB&Co has created one for it on page 35. Take a look.

# From Coast To Coast Radio Is Talking About The #1 Countdown Show In America!

"Rick Dees Weekly Top 40 is an excellent combination of entertainment, information, comedy, personality and America's #1 radio star."

Steve Rivers,  
VP Programming  
KIIS-FM, Los Angeles, CA

"Rick has just the right mix of music, information and humor on the Weekly Top 40. It's a great four package."

"KC101 has been running Rick Dees' Weekly Top 40 for 6 years and the show is still red-hot—absolutely creaming the competition! The Countdown does great in both weekend runs. And with the Weekly Top 40 doing so well, we had to take Rick's new show, 'On The Line!'"

Stef Rybak, PD  
KC101, Hartford, CT.

Scott Wheeler, PD  
WZPL-FM, Indianapolis, IN

Michael Sullivan, PD  
KSTZ-FM, St. Louis, MO

Jan Jeffries, PD  
WQXI/94 Radio,  
Atlanta, GA

Rick Dees  
**Weekly  
Top  
40**

"Finding a weekend special that covers both young and adult demos without getting stale isn't easy, but the Weekly Top 40 has done the job for us in St. Louis. Rick Dees is a refreshing plus for both programming and sales!"

"Rick Dees Weekly Top 40 is perfect to continue our weekday morning tradition on the weekend. It's just the right balance of music and hilarity! It's made a difference in our weekend numbers. Thanks, Rick!"



Exclusively On

**DIR**  
DIR RADIO NETWORK

## R

### "Radio Graffiti"

**Westwood One Canada**

**Produced by:** Sonic Workshop  
**Hosted by:** John Stocker  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satellite  
**Show first aired:** 6/88  
**Affiliates:** 35

Music based lifestyle magazine show; a reflection of contemporary pop culture.

## NEW

### "Radio Kandy"

**Transtar Special Programming**

**Hosted by:** John Candy  
**Frequency:** Weekly  
**Length:** 2 hours  
**Show first aired:** 1/4/89  
**Affiliates:** 300

World renowned actor/comedian John Candy hosts this weekly music show spotlighting current chart hits with guest artists and characters.

### "Reelin' In The Years"

**Global Satellite Network**

**Produced by:** Kevin Barry  
**Hosted by:** George Taylor Morris  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 4/5/86  
**Affiliates:** 145

The music of the '60s & '70s from a '90s perspective, plus fascinating lifestyle slices, vintage TV clips, interviews and more.

### "Rock & Roll Never Forgets"

**Westwood One Companies**

**Produced by:** Westwood One/Lorre Crimi  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

Rock's golden era comes alive in a celebration of the music memories, events and personalities that shaped our lives.

### "Rock Chronicles"

**Westwood One Companies**

**Produced by:** Westwood One/Karen Shearer  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 1983  
**Affiliates:** 150

An up-to-the-minute look at the trends, personalities and events of rock & roll with exclusive interviews and features.

## ROCK STARS

### "Rock Stars"

**Radio Today Entertainment/ LBS Communications**

**International distributor:** Radio Express

**Produced by:** Radio Today, Inc.  
**Hosted by:** Ben Manilla  
**Frequency:** Monthly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 6/86  
**Affiliates:** 150

Featured interviews with top rock & roll performers/groups, including exclusive musical material by featured artists.

### "Rock Today-America's Rock News Network"

**MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** Dennis Elsas/Kathy Miller  
**Frequency:** Weekly, daily satellite updates  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T23/scripts w/actualities on disc

America's rock news network featuring coverage of the latest breaking rock, news and music, featuring top artists, plus daily satellite updates.

### "Rockin' America Countdown"

**Westwood One Companies**

**Hosted by:** Scott Shannon  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 10/84  
**Affiliates:** 300  
A weekly countdown of America's Top 30 contemporary hits plus special features

### "Rockline"

**Global Satellite Network**

**Produced by:** Mark Felsot  
**Hosted by:** Bob Coburn  
**Frequency:** Weekly  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 5/4/81  
**Affiliates:** 175

Live every Monday night, Rockline gives listeners across North America the chance to talk with rock 'n roll's biggest stars.

### "Romancin' The Oldies"

**Transtar Special Programming**

**Hosted by:** Jeff Robins  
**Frequency:** Weekly  
**Length:** 5 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 1/3/87  
**Affiliates:** 110

Jeff Robins hosts this five-hour weekly music show featuring America's favorite memories from the '50s, '60s, '70s by request.

### "Ross Tucker"

**Radio & TV Commission Of Southern Baptists**

**Produced by:** Jack Norris  
**Hosted by:** Ross Tucker  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1981  
**Affiliates:** 585  
Contemporary Christian music format with performer interviews, for CHR, MOR, AOR, and CCR formats.

## S

### "San Francisco Symphony"

**WFMT/Chicago**

**Produced by:** KKHI  
**Hosted by:** Diane Nicoline  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

26-week series under Music Director Herbert Bloomstedt, described by Time as a "West Coast success story."

### "Sinatra Special Of The Week"

**Creative Radio Network**

**Produced by:** Creative Radio Network  
**Hosted by:** Pete Smith  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/86  
**Affiliates:** 32

Each week comes a different aspect of the Sinatra legend. Over 1000 different recordings presented in the series.

### "Sittin' In"

**Weedeck Corporation/ SJS Entertainment**

**Produced by:** Weedeck Corp.  
**Hosted by:** Chris Lane  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 7/87  
**Affiliates:** 60

One hour show of music selected and hosted by a different major country artist.

## SOLID GOLD SATURDAY NIGHT

### "Solid Gold Saturday Night"

**United Stations Radio Networks**

**Produced by:** Ed Salamon

**Hosted by:** Bob Worthington

**Frequency:** Weekly  
**Length:** 5 hours  
**Terms:** Swap/exchange  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1/1/82

Weekly five-hour live request oldies show featuring artists spotlights and special theme shows.

### "Solid Gold Soul"

**Transmedia, Inc.**

**Produced by:** Dave Adams  
**Hosted by:** Billy David Ocean  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 1/9

Live three hour Saturday night feature of classic soul music. Includes artist information & interviews, features and live toll-free request lines.

### "Sounds Of Sinatra"

**Orange Productions/ SJS Entertainment**

**Produced by:** Orange Productions  
**Hosted by:** Sid Mark  
**Frequency:** Weekly  
**Length:** Two hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/86  
**Affiliates:** 120

Two hours of music from the man who knows Sinatra best, Sid Mark.

### "Soundscapes"

**Paul Hunter**

**Produced by:** Paul Hunter  
**Hosted by:** Celeste  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Analog tape/DAT  
**Show first aired:** 4/13/83  
**Affiliates:** 20

Two hours of bright Contemporary instrumental (New Age/NAC) Music blending the best of today's new releases with yesterday's favorites.

## IDB...MAKE THE BREAK TO BETTER PROGRAM DISTRIBUTION

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### "Special Of The Week"

**Radio Today Entertainment/  
LBS Communications**

**Produced by:** Radio Today, Inc.  
**Hosted by:** Ken Lamb  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 11/2/87  
**Affiliates:** 100

Easy listening's premier music program, featuring artist spotlights, best of the new CDs, holiday salutes and more.

### "Star Beat — The Electric Magazine"

**MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** Gary Byrd  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/2/86

Urban radio's music and news magazine, with up to the minute reporting on today's entertainment scene. Raw actualities available.

### "Streams In The Desert"

**Radio & TV Commission  
Of Southern Baptists**

**Produced by:** Claude Cox  
**Hosted by:** Dick McCartney  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1976  
**Affiliates:** 780

Uses contemporary and classic easy listening records, plus current and classic soft rock. For Beautiful Music, Light AC, Classic, and Easy formats.

### "Sunenday Morwening"

**John M. Reans**

**Produced by:** John M. Reans  
**Hosted by:** John Reans  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape

Contemporary easy listening music, with regional travel information on various Midwest events.

### "Super Gold Saturday"

**Transtar Special  
Programming**

**Hosted by:** Mike Harvey  
**Frequency:** Weekly  
**Length:** 5 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 8/83  
**Affiliates:** 350

America's favorite coast-to-coast oldies request show!

### "Super Gold Sunday"

**Transtar Special  
Programming**

**Hosted by:** Mike Harvey  
**Frequency:** Weekly  
**Length:** 5 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 8/83  
**Affiliates:** 350

Perfect complement to "Super Gold Saturday!" Your listeners get a chance to enjoy those oldies but goodies all weekend long.



### "Super Mix Dance Party"

**Starstream Communications  
Group, Inc.**

**Hosted by:** Marco Spoon  
**Frequency:** Weekly  
**Terms:** Barter  
**Delivered via:** Analog tape/vinyl disc  
**Show first aired:** 12/87  
**Affiliates:** 40

Dynamic two hour program airing on Friday, Saturday or Sunday evenings. Program consists of the "hottest" mix Urban music.

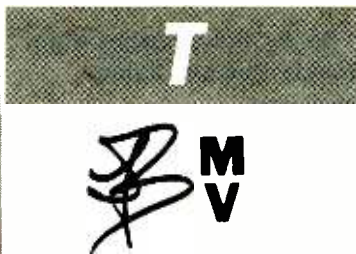


### "Superstar Concert Series"

**Westwood One Companies**

**Produced by:** Westwood One/Lynsey Guerrero  
**Hosted by:** Steve Downes  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 6/83  
**Affiliates:** 350

The hottest superstars of rock are featured live in concert



### "This Week In The Sixties"

**Frank Bennett Media  
Ventures**

**Produced by:** Frank Bennett  
**Hosted by:** Frank Bennett  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape

A retrospective of the top hits and historical events "This Week In The Sixties" with 12 minutes of interior avails.

### "Ticket To Ride"

**Denny Somach Productions**

**Produced by:** Denny Somach  
**Hosted by:** Scott Muni  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 2/84  
**Affiliates:** 167

A weekly one-hour tribute to The Beatles. Music and interviews



### "Top 30 USA"

**Sheridan Broadcasting  
Networks/STRZ Entertainment**

**Produced by:** Chuck Woodson  
**Hosted by:** Donnie Simpson  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/14/89  
**Affiliates:** 60

Urban radio's fresh new weekly countdown show hosted by popular radio and TV host Donnie Simpson.

### "Harry Turner Presents: The Originals"

**Harry Turner**

**Produced by:** Harry Turner  
**Hosted by:** Harry Turner  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 1986  
**Affiliates:** 20

A combination of R&B, beach music, Motown, rockabilly, doo-wop, New Orleans, good-time r&r. Lots of trivia. Fun-based.

## TWISTED TUNES

### "Twisted Tunes"

**ABC Rock Radio Network**

**Produced by:** Bob Rivers  
**Frequency:** Twice a month  
**Length:** 90-secs.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 8/1/87  
**Affiliates:** 100

Twisted Tunes exclusively for ABC Rock. The song parodies are always hilarious, often topical and genuine conversation pieces.



### "United Airlines Presents Live"

**WFMT/Chicago**

**Produced by:** WFMT  
**Hosted by:** Norm Pellegrini  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

Each Sunday morning musicians perform live from WFMT's studio chamber music surveying the work of a given composer.

### "Up Close"

**MediaAmerica Radio**  
International distributor: Radio Express

**Produced by:** Neer Perfect Productions  
**Hosted by:** Dan Neer  
**Frequency:** Bi-weekly  
**Length:** 1.5 to 2 hours  
**Terms:** Barter  
**Delivered via:** Script/printed material

Show first aired: 4/87

Affiliates: 150

In depth profile using interview and music. The present, past and future of the artist(s) is explored and presented through scripted text.

### "USA Dance Party"

**Co Co Enterprises**

**Produced by:** Jim Chopper Cohn  
**Hosted by:** Jim Chopper Cohn  
**Frequency:** Weekly  
**Length:** Three hours  
**Terms:** Barter, cash  
**Delivered via:** Analog tape  
**Show first aired:** 1988  
**Affiliates:** 25

Top CHR dance records, mixed to perfection.



### "U.S. Hall Of Fame"

**United Stations Radio  
Networks**

**Produced by:** Ed Salamon  
**Hosted by:** Norm N. Nite  
**Frequency:** Weekly  
**Length:** Five hours  
**Terms:** Swap/exchange  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 2/28/88

Live weekly oldies show presenting artist spotlights, "feature years," trivia & more.



### "Victory at the Keyboards: The Van Cliburn Competition And Pianism"

**WFMT/Chicago**

**Produced by:** WFMT  
**Frequency:** Weekly  
**Length:** One hour, except special live awards ceremony which is 3 hours.  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D

An exploration of piano literature and performances from the vantage point of the international competition and its participants, including the awards ceremony.

### "Vocal Scene"

**WFMT/Chicago**

**Produced by:** George Jellinek  
**Hosted by:** George Jellinek  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** Analog tape/Westar 4 T2D

George Jellinek presents the great singers of the century, operatic composers, interesting vocal styles and rare recordings.



### "Waylon & Co."

**Emerald Entertainment  
Network, Inc.**

Hosted by: Waylon Jennings

Frequency: Weekly

Length: 3 hours

Terms: Barter

Delivered via: Satcom 1R T3

Show first aired: 1989

The countdown of Radio & Records Top 30 country hits with an identifiable voice and celebrity co-host.

### "Weekend Dance Party"

**StarMagic Radio**

**Hosted by:** B.J. Stone & Club Max Attack

Frequency: Weekly

Length: One hour

Terms: Barter

Delivered via: Analog tape

Show first aired: 10/86

An award winning music show. Featuring the hottest club mixes and special interviews.

### "Weekly Specials"

**United Stations Programming  
Network**

**Produced by:** Ed Salamon

**Hosted by:** Steve O'Brien

Frequency: Weekly

Length: 90 mins.

Terms: Swap/exchange

Delivered via: Vinyl disc

Show first aired: 4/86

Spotlights a different artist/group per show with interviews and hits.

### "Westwood One Presents"

**Westwood One Companies/  
Mutual**

**Produced by:** Jim Duncan

**Hosted by:** Jim Duncan

Frequency: Weekly

Length: One hour

Terms: Barter

Delivered via: Vinyl disc/Satcom 1R T3/T19

Show first aired: 1/83

Superstars of country music recorded live in concert exclusively by Westwood One from venues around the country.



### "World Of Rock With Scott Muni"

**DIR Radio Network**

**Produced by:** DIR Broadcasting

**Hosted by:** Scott Muni

Frequency: Weekly

Length: 2 hours

Terms: Barter

Delivered via: Vinyl disc

Show first aired: 7/9/88

Affiliates: 100

AOR program celebrating rock's great moments with special guests, exclusive live recordings, "Then & Now" spotlights and affiliate concert reports.



### "Yesteryear With Bill Anderson"

**TNNR**

**Produced by:** TNNR

**Hosted by:** Bill Anderson

Frequency: Weekly

Length: 4 hours

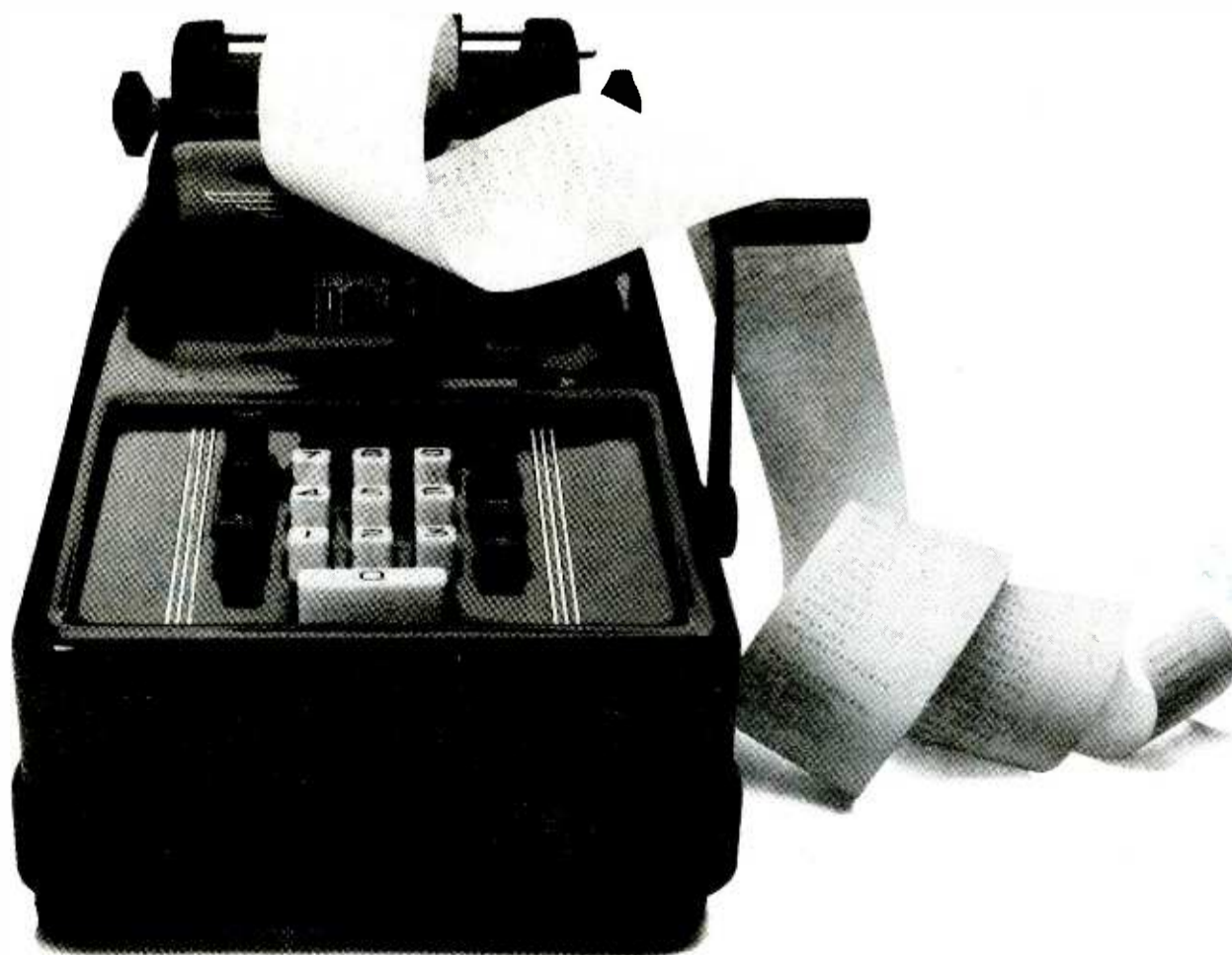
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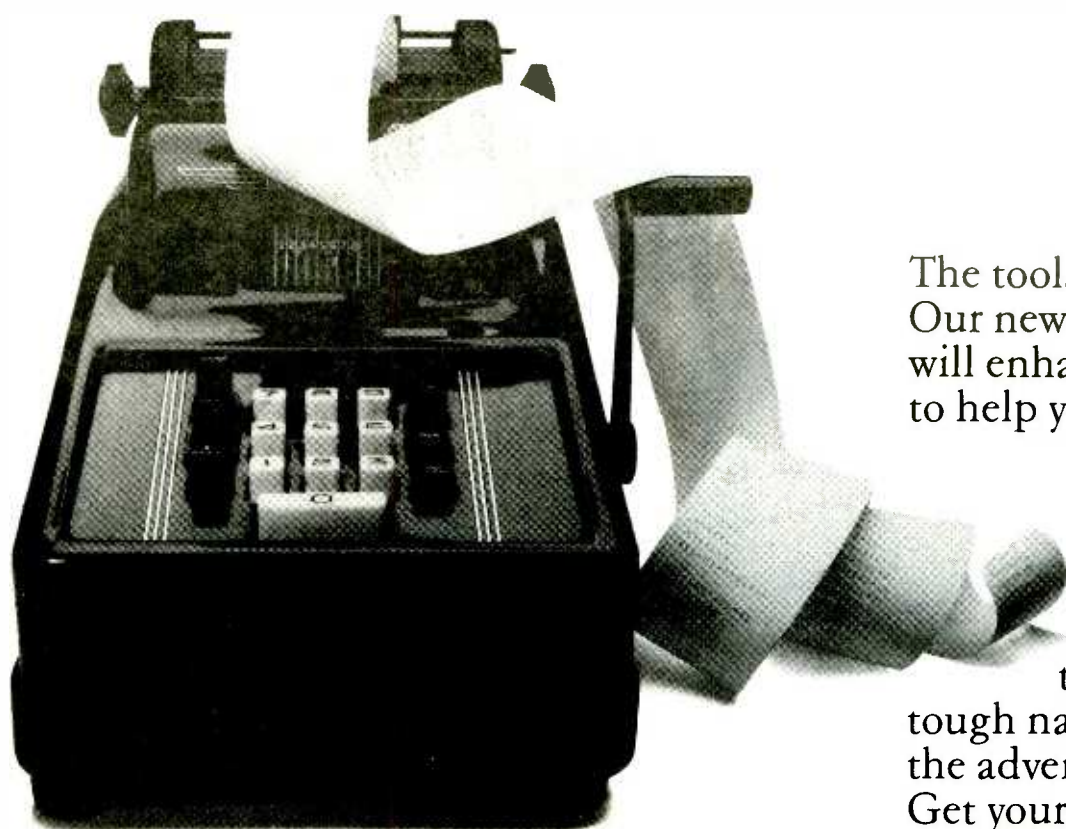
Show first aired: 11/88

Yesteryear is an odyssey into the music of years past in a countdown format.

**Announcing The Most Important  
Change In Audience Research  
Since The Inception Of  
Arbitron Ratings**



# The Arbitron Company



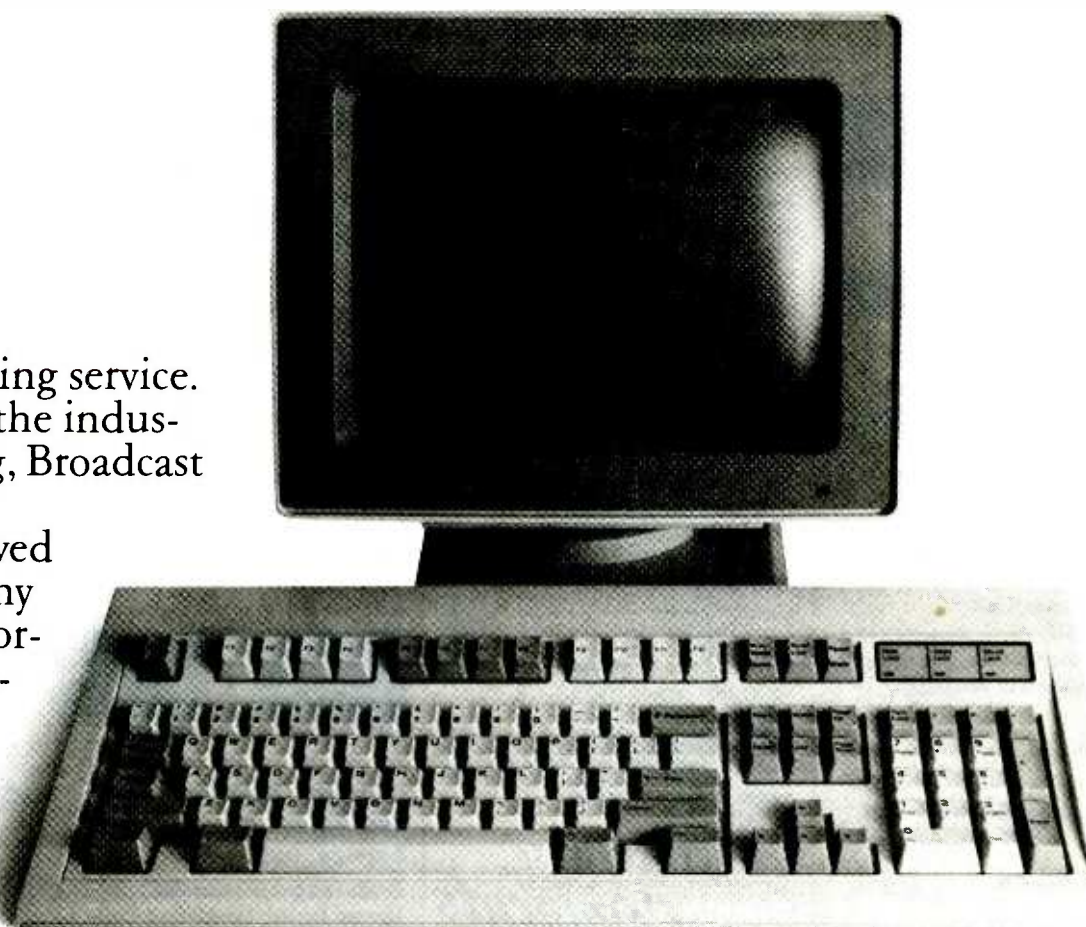
The tools have changed. And so has Arbitron. Our new services give you information that will enhance your station's ratings. New ways to help you sell. New ways to help you manage.

New ways to help you compete. Track what local retailers are promoting on the air, in the stores, through the mail and in newspapers. Know which products are the market movers to get the ammunition you need for those tough national sales calls. Keep an eye on where the advertising dollars are going in your market. Get your fair share of those spot dollars. How?

With SAMI, the leading product tracking service. Arbitron's newest addition. And with the industry standard for commercial monitoring, Broadcast Advertisers Reports.

It all adds up to commitment. A renewed commitment by The Arbitron Company to offer you a full range of services. Information that puts marketing in perspective. Information that works for you so you can increase your station sales and profits.

**ARBITRON**



## A

**"All-Star Country"  
Seacoast Sound**

**Produced by:** Seacoast Sound  
**Hosted by:** Dave McCormick  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape/DAT  
**Show first aired:** 5/88  
**Affiliates:** 70

*Behind the scenes interviews with today's top country performers, showcasing their music and their lives.*

# AMERICAN MUSIC MAGAZINE

**"American Music  
Magazine"  
United Stations  
Programming Network**

**Produced by:** Ed Salamon  
**Hosted by:** Bruce Vidal  
**Frequency:** Daily  
**Length:** One hour  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc/Satcom 1R  
**T19**  
**Show first aired:** 1/85

*Top 40 hits, entertainment news along with features from the American Comedy Network.*

## B

## NEW

**"Beatle Breaks"  
Global Satellite Network/  
Denny Somach Productions**

**Produced by:** Denny Somach  
**Hosted by:** George Taylor Morris  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 5/89  
**Affiliates:** 115

*A daily spotlight on The Beatles, featuring music and interviews.*

**"Beethoven Satellite  
Network"  
WFMT/Chicago**

**Produced by:** WFMT  
**Hosted by:** Peter Van De Graaf, Torey Malatia  
**Frequency:** Daily  
**Terms:** Cash  
**Delivered via:** Westar 4 T2D  
**Affiliates:** 110

*Hosted classical music programming in one-house modules drawn from WFMT's 40,000 recordings but offering station a live local sound.*

**"Best Of Yesterday"  
Bob Barnes Creative Services**

**Produced by:** Cathy Carr/Bob Barnes  
**Hosted by:** Cathy Carr  
**Frequency:** Daily  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1977  
**Affiliates:** 4+

*165 shows featuring music and artists of the '30s, '40s and pre-rock '50s. Great nostalgia.*

**James Brady's Ad Age Reports****"James Brady  
AD Age Reports"  
United Stations Programming  
Network**

**Produced by:** Ed Salamon  
**Hosted by:** James Brady  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Swap/exchange  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/26/88

*Commentary on the media, entertainment & advertising industries.*

## C

**"Dick Clark In Hollywood"  
United Stations Radio  
Networks**

**Produced by:** DC Productions  
**Hosted by:** Dick Clark  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc/Satcom 1R  
**T19**

*Daily updates on one of Hollywood's hottest newsmakers from the worlds of music, film, television, and entertainment.*

**"Country Calendar"  
Olympia Broadcasting  
Networks**

**Produced by:** Scott Blake  
**Hosted by:** Craig Scott or Local personality  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 10/81  
**Affiliates:** 385

*A daily (Monday-Sunday) 90-second interview feature with the biggest names in country music.*

# COUNTRY Comments

**"Country Comments"  
Westwood One Companies/  
Mutual**

**Produced by:** Ken Hodges  
**Hosted by:** Local station personalities  
**Frequency:** Daily  
**Length:** 5 mins.

**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R  
**T19**

**Show first aired:** 8/5/85  
*Stations create identity and prestige by using local personalities to intro candid comments by country's hottest stars.*

# COUNTRY datebook

**"Country Datebook"  
United Stations Radio  
Networks**

**Produced by:** Ed Salamon  
**Hosted by:** Del De Montreux  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc/Satcom 1R  
**T19**

**Show first aired:** 3/1/87  
*2-1/2 minute vignette series spotlighting an important event in country music 365 days a year.*

**"Country Quiz"  
MJ1 Broadcasting**

**Produced by:** MJ1 Broadcasting  
**Hosted by:** Dan Taylor  
**Frequency:** Twice-weekly  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/82

*Entertaining, exciting trivia feature for country radio. Features superstar mystery guests and great prizes for qualifying stations.*

## D

**"Mike Davis'  
Turbo Mix Show"  
American Entertainment  
Network, Inc.**

**Produced by:** Donnie Kraft/Mike Davis  
**Hosted by:** Mike Davis  
**Frequency:** Daily  
**Length:** 30-90 mins.  
**Terms:** Cash  
**Delivered via:** Vinyl disc/DAT/analog  
**tape**

*Hot mix of dance hits. Mixed by night club DJ Mike Davis.*

## G

**"Golden Oldies"  
Bob Barnes Creative  
Service, Inc.**

**Produced by:** Bob Barnes  
**Hosted by:** Jim Lambert  
**Frequency:** Daily  
**Terms:** Cash  
**Delivered via:** Analog Tape  
**Show first aired:** 1982  
**Affiliates:** 2

*Each show highlights one year (1955-1980) with news highlights, fads, fashions and one complete top-selling hit recording. One commercial available.*

## H

## NEW

**"Heavy Harv With A Ton  
Of Metal"****America's Rock Network**

**Produced by:** Harvey Sheldon  
**Hosted by:** Harvey Sheldon  
**Length:** Six hours  
**Terms:** Cash  
**Delivered via:** Hi-Fi stereo VHS tapes  
**Show first aired:** 1/2/89  
**Affiliates:** 7

*Heavy Metal/Hard Rock, but definitely mainstream. Heavy Harv is dynamic, electrifying and a powerful personality.*

**"Hit Charade"  
Reel Good Productions, Inc.**

**Produced by:** Reel Good  
**Hosted by:** Randy Radio  
**Frequency:** Twice-daily  
**Length:** One min.  
**Terms:** Cash  
**Delivered via:** Analog tape/DAT

*Hit Charade, is a radio game show, perfect for audience involvement, and development. Uses pieces of hits in a "Q & A" format.*

## I

**"Interstate Radio Network"  
Tribune Radio Networks**

**Produced by:** Interstate Radio Network  
**Hosted by:** Fred Sanders  
**Frequency:** Daily series  
**Terms:** Barter  
**Delivered via:** Galaxy 2 T3  
**Show first aired:** 3/28/88  
**Affiliates:** 35

*Eight hour, Country music based, Full-Service program for night owls with emphasis on Interstate travel and truckers.*

**"Inside Gospel"  
Lee Bailey Communications,  
Inc.**

**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Candida Mobley  
**Frequency:** Twice-weekly  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 2/1/88  
**Affiliates:** 82

*A gospel entertainment news program geared for Black/gospel formats.*

## L



## NEW

**"Live Cuts"  
DIR Radio Network**

**Produced by:** DIR Broadcasting

**Hosted by:** Brown Bagged  
**Frequency:** Daily  
**Length:** 3-5 mins.  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 5/29/89  
**Affiliates:** 100

*From the legendary DIR Archives, classic AOR cuts recorded live in concert.*

## O

**"Off The Record  
With Mary Turner"  
Westwood One Companies**

**Produced by:** Westwood One/  
 Andrew Epstein  
**Hosted by:** Mary Turner  
**Frequency:** Twice-daily  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R  
**T3**

*Two times each weekday Mary Turner goes "Off The Record" with rock's hottest acts*

## P

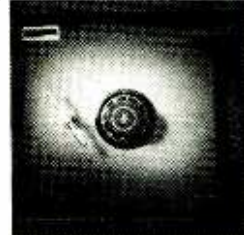
**"Psychedelic Psnack"  
Westwood One/  
Denny Somach Productions**

**Produced by:** Denny Somach  
**Hosted by:** Phil Hendrie  
**Length:** Twelve mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 6/86  
**Affiliates:** 122

*A daily dose of music and interviews from the classic psychedelic era — 1966-1972.*

## R

# RARITIES

**"Rareties"  
Radio Today  
Entertainment/  
LBS Communications**

**Produced by:** Radio Today, Inc.  
**Hosted by:** Dave Herman  
**Frequency:** Daily  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 5/30/88  
**Affiliates:** 75

*Rare releases by the top AOR and Classic Rock artists.*

## R

### "Rock & Roll Me"

**Reel Good Productions**

**Produced by:** Reel Good  
**Hosted by:** Randy Radio  
**Frequency:** Twice-daily  
**Length:** 2 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Affiliates:** 15

A fast-moving, people oriented look at particularly interesting and little known facts about the artists.

### "Rock And Roll Never Forgets Time Capsule"

**Westwood One Companies**

**Produced by:** Westwood One/Brian Griffith  
**Frequency:** Daily  
**Length:** 8 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

Spotlighting an important event in rock history occurring on a given date, with an appropriate classic track.

### "Rock Quiz"

**MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** Richard Neer  
**Frequency:** Twice-weekly  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1981

Entertaining, exciting trivia feature for rock radio. Features superstar mystery guests and great prizes for qualifying stations.

**Hosted by:** Jeff Craig

**Length:** One min.

**Terms:** Barter

**Delivered via:** Vinyl disc

**Show first aired:** 1/1/76

**Affiliates:** 218

A one-minute review of new music. For AOR, CHR, and AC formats.



### "Solid Gold Country"

**United Stations Programming**

**Produced by:** Ed Salamon  
**Hosted by:** Mike Fitzgerald  
**Frequency:** Daily  
**Length:** One hour  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/83

Country music magazine with special themes, years and artist salutes.



### "Solid Gold Scrapbook"

**United Stations Radio Networks**

**Produced by:** Ed Salamon  
**Hosted by:** Norm M. Nite  
**Frequency:** Daily  
**Length:** Five hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 4/84/

A "pop music almanac" featuring the greatest Top 40 hits of all time.

### "Star Quiz"

**MJI Broadcasting**

**Produced by:** MJI Broadcasting  
**Hosted by:** Gary Byrd  
**Frequency:** Twice-daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 4/23/84

Entertaining trivia feature for Urban Radio. Guess the correct R&B artist, group or record from clues. Great prizes.

## T

### "This Country"

**Reel Good Productions, Inc.**

**Produced by:** Reel Good  
**Frequency:** Twice-daily  
**Length:** 90 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Affiliates:** 16

A close look at the stars of country music. Interesting and little known facts. Great audience reaction/quiz/promotion and sales vehicle.

## SINGLE, LTD. RUN, SEASONAL

## A

### NEW

### "ABC's Profiles In Black Music"

**ABC Radio Networks**

**Produced by:** The Programming Group  
**Hosted by:** Nickolas Ashford/Valerie Simpson  
**For airing:** Black Music Month in June  
**Length:** One min.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 6/1/89  
**Affiliates:** 100

Throughout celebration of Black Music Month, hosts Nicholas Ashford & Valerie Simpson profile the stars of Urban Contemporary radio.



### "Academy Of Country Music Awards Nominations Special"

**United Stations Programming Network/Dick Clark Productions**

**Produced by:** Ed Salamon  
**Hosted by:** Gene Weed  
**For airing:** Annual special  
**Length:** 3 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc

Features top nominees interviews and music. Scheduled to air over the weekend prior to the awards show telecast.



### NEW

### "Alabama Special"

**ABC Radio Networks**

**International distributor:** Radio Express  
**Produced by:** ABC Watermark  
**Hosted by:** Bob Kingsley  
**For airing:** Memorial Day weekend  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** May 29, 1989  
**Affiliates:** 350

This exciting Alabama profile is packed with their hits, intimate conversations and rare recordings that track their path to superstardom.

### "America's Concert In The Country"

**Westwood One Companies/Mutual**

**Produced by:** Jim Duncan/Terry Moss  
**Hosted by:** Jim Duncan  
**For airing:** June 10, July 4, Aug. 12, Labor Day  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 7/86

It's live from the "Fantasy Pavilion!" Four great summer concerts from the Westwood One/Mutual exclusive archives.

## AMERICAN MUSIC AWARDS

**NOMINATIONS RADIO SPECIAL**

### "American Music Awards Nominations Special"

**United Stations Programming Network/Dick Clark Productions**

**Produced by:** Ed Salamon  
**Hosted by:** Dick Clark  
**For airing:** Annual  
**Length:** 3 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
 Directly precedes the 16th annual telecast-featuring interviews with top nominees and nominated music.

### NEW



### 80's EDITION

### "American Top 40 Book Of Records . . . '80s Edition"

### ABC Radio Networks

**International distributor:** Radio Express

**Produced by:** ABC Watermark  
**Hosted by:** Shadoe Stevens  
**For airing:** Labor Day weekend  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 9/4/89  
**Affiliates:** 300+

The latest edition of American Top 40 Book of Records, all '80s and all CHR, featuring trivia questions and answers.

### NEW



### "American Top 40's World Tour"

**ABC Radio Networks**

**International distributor:** Radio Express  
**Produced by:** ABC Watermark  
**Hosted by:** Shadoe Stevens  
**For airing:** Memorial Day weekend  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 5/29/89  
**Affiliates:** 300+

American Top 40 pays tribute to globe trotting American artists who have had the biggest impact overseas.

### NEW

### "Axemen Cometh"

**Westwood One Companies**

**Produced by:** BBC Transcription Service  
**For airing:** July 4th  
**Length:** 6 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 89

A tribute to the world's greatest guitar greats that will include Jeff Beck, Eric Clapton, Jimmy Page, Steve Miller and more.

## B

### "Back To School Special"

**Transtar Special Programming**

**Hosted by:** Mike Harvey  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Affiliates:** 350

Whether your listeners graduated in the '50s, '60s or '70s, we'll bring back the greatest memories.

### NEW

### "Barry Manilow: The Music & The Magic"

**Westwood One Companies/Mutual**

**Produced by:** George Achaves  
**Hosted by:** Sylvia Aimerito  
**For airing:** Week of June 12, 1989  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3/T19  
**Show first aired:** 1989

B

Manilow returns to the pop charts after five years, with more great songs. Perfect for AC, CHR and adult stations.

## the BEACH BOYS story

### "Beach Boys Story" United Stations Programming Network

**Produced by:** Ed Salamon  
**For airing:** July 4th weekend  
**Length:** 3 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc

Features the Beach Boys hits up to the presents with interviews.

NEW

### "Beatles 25th Anniversary Special"

**Produced by:** Creative Radio Network  
**Hosted by:** Mike Sakellarides  
**Length:** 3 hours  
**Terms:** Cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 3/1/89  
**Affiliates:** 154

Story about the "Fab Four" and their tour of the US, 25 years ago today."

### "Black Experience"

**Lee Bailey Communications**  
**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Lee Bailey  
**For airing:** Black History Month  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 2/1/87  
**Affiliates:** 110

A short-form vignette series designed to heighten Black awareness during the month of February, which is Black History Month.

### "Black Music Experience"

**Lee Bailey Communications, Inc.**  
**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Lee Bailey  
**For airing:** Black Music Month  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 6/1/87  
**Affiliates:** 100

A short form vignette series designed to heighten Black awareness during the month of June, which is Black Music Month.



NEW

### "Born In The U.S.A." On The Radio Broadcasting

**Produced by:** On The Radio  
**Hosted by:** Al Jardine of the Beach Boys  
**For airing:** Summertime special  
**Length:** 12 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/4/89  
**Affiliates:** 311

Definitive documentary of American rock 'n' roll. Interviews and music. Two versions available, 1955-1971/1964-1976. Hosted by the Beach Boys Al Jardine.

NEW

### "British Invasion 25th Anniversary Celebration"

**D.B. Productions, Inc.**

**International distributor:** Radio Express  
**Produced by:** Dick Bartley  
**Hosted by:** Dick Bartley  
**Length:** One hour  
**Terms:** Cash  
**Delivered via:** CD  
**Show first aired:** 2/89  
A ten-hour special celebrating the 25th anniversary of Beatlemania and The British Invasion (1964-1989). Delivered on digital audio compact disc.

THE BRITISH



### "British Invasion Series"

**United Stations Programming Network**  
**Produced by:** Ed Salamon  
**Frequency:** 15 Weekly specials (Memorial Day weekend-Labor Day weekend)  
**Length:** 90 mins.  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
Commemorates the 25th Anniversary of the British Invasion, features the Beatles, Rolling Stones, Animals, Dave Clark Five, Kinks, Hollies and more.



**"British Invasion, The"**  
**On The Radio Broadcasting**  
**Produced by:** On The Radio

**Hosted by:** Graham Nash and Kurt Kelly

**For airing:** Summertime special  
**Length:** 12 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 7/4/87  
**Affiliates:** 293

Quintessential music special on the British Invasion. 1964-70. Interviews and music, over 180 songs. Hosted by Graham Nash and Kurt Kelly.

C

CMA



### "CMA Winners Circle" Westwood One Companies/Mutual

**Produced by:** George Achaves/Kevin DeLany  
**Hosted by:** Lee Arnold  
**For airing:** Thanksgiving weekend  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3/T19  
**Show first aired:** 11/81

The lives and music of the 1989 CMA Award-winning artists are presented for Thanksgiving weekend.

NEW

### "Roberto Carlos" Radio Express

**Produced by:** Radio Works  
**Hosted by:** Roberto Carlos  
**Length:** 2 hours  
**Terms:** Barter/Cash  
**Delivered via:** Analog tape  
Popular Brazilian singer and composer Roberto Carlos shares his intimate autobiography with the most popular of his songs in Spanish.



### "Country Music Association Awards" Westwood One Companies/Mutual

**Produced by:** Kevin DeLany  
**Hosted by:** Lee Arnold  
**For airing:** 10/9/89  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 10/83  
Live, stereo simulcast of Country's hottest night of the year — October 9, 1989. Plus a radio-only backstage show.

NEW

### "Country Music Legends" TNNR

**Produced by:** TNNR  
**Frequency:** Each July  
**Length:** 4 hours  
**Terms:** Barter/Network affiliation  
**Delivered via:** Galaxy 1 T2  
**Show first aired:** 7/4/89  
The tradition of Country music comes alive! Features Porter Wagoner, the Whites and the Jordanares.

NEW

### "Country Music Of The 80's" Creative Radio Network

**Produced by:** Creative Radio Network  
**Hosted by:** Harry Newman  
**Length:** 24 hours  
**Terms:** Barter/cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/1/90  
An up to date retrospective on the music, history and personality of the country scene in the 80's.

NEW



### "Country Music's Men Of The '80s" ABC Radio Networks

**International distributor:** Radio Express  
**Produced by:** ABC Watermark  
**Hosted by:** Bob Kingsley  
**For airing:** July 4th weekend  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** July 4, 1989  
**Affiliates:** 350

Countdown of the 40 biggest male acts of the '80s featuring Randy Travis, Hank Jr. and Ricky Van Shelton to name only a few.



### "Country Six Pack" United Stations Programming Network

**Produced by:** Ed Salamon  
**Hosted by:** Mike Brophay  
**For airing:** Special series  
**Length:** 3 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
**Show first aired:** 5/82  
Top country artists/hits/interviews air on Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas and New Years Weekends.

### "Crossroads" Global Satellite Network

**Produced by:** George Taylor Morris & Kevin Barry  
**Hosted by:** Tony Pigg  
**For airing:** Memorial Day, 4th of July, Labor Day & Thanksgiving Weekend  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 5/88  
**Affiliates:** 175  
Tracing the paths and intersections of today's rock legends, Crossroads brings listeners to that point in time where the stars met.

D

NEW

### "Dream Of Freedom" Lee Bailey Communications, Inc.

**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Dawnn Lewis and Cameron Turner  
**For airing:** Martin Luther King Holiday  
**Length:** 90-mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/16/89  
**Affiliates:** 70

A documentary exploring the ideals and teachings of the late Dr. Martin Luther King, Jr., and their effect on the world today.

E

ELVIS



NEW

### "Elvis Country" ABC Radio Networks International distributor: Radio Express

**Produced by:** ABC Watermark  
**Hosted by:** Bob Kingsley  
**For airing:** August 16, 1989  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** August 16, 1989  
**Affiliates:** 350

This tribute to Elvis centers around a survey of ACC stations for their vote on the Elvis songs country music fans love best.

### "Elvis: The Legend Of A King" Associated Broadcasters

**Produced by:** Don Vogel/Ron Hummel  
**Hosted by:** John Leader  
**Length:** 3 hours  
**Terms:** Barter/cash  
**Delivered via:** Analog tape/vinyl disc  
**Show first aired:** 1980  
**Affiliates:** most major markets  
"Legend" is a true documentary, mixing warmth, personality and investigative accuracy — the most widely-respected Elvis special available.

F



NEW

### "The Fab Fourth" ABC Radio Networks

FROM WESTWOOD ONE...

RADIO'S **HOTTEST** NEW FORMAT IS  
COMING TO A SATELLITE  
DISH NEAR YOU!



WELCOME to THE JUNGLE

F

**Produced by:** Denny Somach Productions

**Hosted by:** Mick Fleetwood  
**For airing:** July 4th weekend  
**Length:** 4 hours

**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** July 4, 1989  
**Affiliates:** 300+

*Commemorating the 25th anniversary of the Beatles in America, with exclusive never-before heard interviews from today's top pop artists.*

G

### "Grammy Awards Backstage Special"

#### MJI Broadcasting

**Produced by:** MJI Broadcasting  
**Hosted by:** Mike Harrison, Bill Moran  
**Frequency:** Annual Special  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R  
**Show first aired:** 3/86  
**Affiliates:** 100

*The official live backstage coverage of the Grammys as it happens. Exclusive interviews with Grammy winners.*

### "Grant Park Independence Eve Concert"

#### WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Mel Zellman/Ray Nordstrand  
**For airing:** Independence Eve Special  
**Length:** 2-1/2 hours  
**Terms:** Free  
**Delivered via:** Westar 4 T2D

*Chicago's spectacular patriotic concert for the fourth of July which features the Grant Park Symphony Orchestra and a crowd of 500,000.*



### "Great Concert Memories"

#### United Stations Programming Network

**Produced by:** Ed Salamon  
**For airing:** Special  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl discs

*Features the greatest rock events of all time: The Beatles first tour of America; Monterey Pop; Woodstock; Bangladesh; and much more.*

H

NEW

### "Holly-The Legend"

#### Drake-Chenault

**Hosted by:** Len Roberts

**Length:** 2 hours

**Terms:** Cash

**Delivered via:** Vinyl disc

**Show first aired:** 3/89

*2-hour special w/interviews & the music of Buddy Holly.*

I

### "Julio Iglesias"

#### Radio Express

**Produced by:** Radio Works  
**Hosted by:** Julio Iglesias  
**Length:** 2 hours  
**Delivered via:** Analog tape

*A 2-hour special based on Julio Iglesias' album "Non Stop." A tribute to the most romantic love songs in the world.*

### "Isle of Dreams"

#### Westwood One Companies

**Produced by:** Westwood One/Bert Kleinman  
**Hosted by:** Mike Harrison, Bill Moran  
**Frequency:** Annual Special  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

*Rock & roll fantasy becomes reality in this extravaganza featuring today's superstars delivering the hottest live versions of their most famous songs.*

K

### "King: Celebration Of The Man And His Dream"

#### Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Chuck Woodson  
**Hosted by:** Rudolph Brewington  
**Frequency:** Martin Luther King, Jr.  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Westar 5 T9X  
**Show first aired:** 1/18/86  
**Affiliates:** 100

*Celebration of Dr. King's Birthday and the principles for which he lived.*

### "King: From Atlanta To The Mountaintop"

#### Lee Bailey Communications, Inc.

**Produced by:** Lee Bailey Broadcasting Services  
**Hosted by:** Lee Bailey  
**For airing:** Martin Luther King Holiday  
**Length:** Three hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/12/86  
**Affiliates:** 100

*Docu-drama that details the life story of Dr. Martin Luther King Jr., and the Civil Rights Movement.*

L

### "Lennon"

#### United Stations Programming Network

**Produced by:** Ed Salamon  
**For airing:** Anniversary special  
**Length:** 4 hours

**Terms:** Swap/exchange

**Delivered via:** Vinyl disc

*Presents John Lennon's final recorded interview-conducted on the day of his passing (12/8/80) and all of his music.*

M

NEW

### "McCartney On McCartney"

#### Westwood One Companies

**Produced by:** BBC Transcription Service  
**Hosted by:** Mike Read  
**For airing:** Memorial Day weekend  
**Length:** 5 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 89

*McCartney's most candid interview ever covering his life, the Beatles, Wings, his own family and of course, his music.*

### "Memories Of Elvis"

#### United Stations Programming Network

**Produced by:** Ed Salamon  
**For airing:** Anniversary special  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc

*Profiles Elvis' music and includes interviews with Elvis — many heard on radio for the first time.*

### "MJI Grammy Awards Radio Special-Pre-Event Shows"

#### MJI Broadcasting

**Produced by:** MJI Broadcasting  
**Hosted by:** Grammy nominees  
**Frequency:** Annual special  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 3/86

*Pre-event Grammy specials for AOR, CHR, AC, Country, Urban, Jazz, and Classical. Featuring interviews and music of nominees. Superstar hosts.*

### "Monterey Pop — The Radio Concerts"

#### Radio Express

**Produced by:** Radio Express  
**Length:** 9 hours  
**Terms:** Cash  
**Delivered via:** Analog tape/CD/Script  
**Show first aired:** 7/1/88

*Twenty-eight all-time great artists/groups recorded live during the Summer of Love, 1967 at the Monterey International Pop Festival.*

NEW

### "Moscow Peace Summit"

#### Westwood One/MTV

**For airing:** August 13  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 89

*Live benefit concert from Moscow's Lenin Stadium featuring Bon Jovi, Motley Crue, Scorpions, Gorky Park & others*

### "Motown Story"

#### Advance Radio Entertainment

**For airing:** Black Music Month  
**Length:** 5 mins.  
**Terms:** Barter  
**Show first aired:** 1988

*The Motown Story is 20 five minute shows. Profiling 22 major Motown acts, '60s thru '80s. Music and interviews.*

### "Mr. Ellington, We Loved You Madly"

#### Bob Barnes Creative Services

**Produced by:** Cathy Carr/Bob Barnes  
**Hosted by:** Cathy Carr  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1977  
**Affiliates:** 4

*Tribute to the Duke featuring his biggest recordings and anecdotes about his childhood and career. Budget priced.*

### "Music Of America"

#### Winton Communications

**Hosted by:** Bill Dutcher  
**For airing:** July 4th  
**Length:** 3 hours  
**Terms:** Cash

**Delivered via:** Analog tape/cassette  
*Be sure your station has the flagpole necessary to respond to listener enthusiasm for this traditional patriotic salute.*

N



### "New Faces Of Country Music"

#### Westwood One Companies/Mutual

**Produced by:** Jim Duncan/Terry Moss  
**Hosted by:** Jim Duncan, K.T. Oslin  
**For airing:** Memorial Day  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3/T19  
**Show first aired:** 5/86

*'80s Lady K.T. Oslin hosts a live presentation featuring ten of country's hottest new acts, plus a one-hour Oslin concert.*

### "New Year's Eve Dance Party"

#### Winton Communication

**Hosted by:** Bill Dutcher  
**For airing:** New Year's Special  
**Terms:** Cash  
**Delivered via:** Analog tape

*A toe tappin', barnstormin', heck-of-a Big Band audience pleaser with a New Year countdown updated each year.*

O

### "On The Radio Year End Review"

#### On The Radio Broadcasting

**Produced by:** On The Radio  
**Hosted by:** Ron O'Brian  
**For airing:** Year end  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 12/15/88  
**Affiliates:** 212

*Magazine-formatted year in review. Top 30 CHR hits and the year's biggest music news stories.*

R

### "Jim Reeves Radio Special, The"

#### The Musicworks, Inc.

**Hosted by:** Eddy Arnold  
**Length:** 5 hours  
**Terms:** Cash  
**Delivered via:** Analog tape/Vinyl disc  
**Show first aired:** 3/15/84  
**Affiliates:** 50

*Award winning special on the life and music of Jim Reeves. Hosted by Eddy Arnold. Over 40 country stars participate.*



### "Rockin' At The Movies"

#### United Stations Programming Network

**Produced by:** Ed Salamon  
**For airing:** Memorial Day weekend  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
**Show first aired:** 5/87

*Annual special features top hits from movie scores and artist interviews. "Cocktail," "Rattle & Hum," "Buster" "Scooged," "License To Drive" and more.*

### "Rockline Special Editions"

#### Global Satellite Network

**Produced by:** Mark Felsot  
**Hosted by:** Bob Coburn  
**For airing:** Quarterly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 200

*Rockline special editions are reserved only for the biggest superstars that rock 'n roll has to offer.*

# ONLY ONE PROGRAM LETS YOU REMAIN LOCAL AND KEEP YOUR INVENTORY!

**O**n The Radio hosted by "Big" Ron O'Brian is currently the second longest running program for CHR. Now there's another reason to air the show, the **On The Radio Countdown Companion**.

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The **Countdown Companion** is available to all **On The Radio** affiliates. These shows do make a difference, ask Gary Bryan, Program Director, WPLJ/New York:

“Without **On The Radio** and the **Countdown Companion**, I would have never made it to New York! I ran both programs in Seattle and as soon as I got to WPLJ, I added them here. They do make a difference!”

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ON THE *Radio* BROADCASTING

also...

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ALL AMERICAN ROCK N' ROLL.

**H**osted by The Beach Boys, Al Jardine.  
For Oldies Stations we cover 1955-1971.  
For Classic or AOR Stations, 1964-1976.  
Hundreds of stations are airing the program  
over the July 4th weekend including:

WCBS-FM/New York, WJMK/Chicago,  
WZLX/Boston, WCSX/Detroit, KZFX/  
Houston, WZGC/Atlanta, WKRL/Tampa,  
KSD/St. Louis, KZAP/Sacramento,  
WKLH/Milwaukee, WMJI/Cleveland and  
WCKW/New Orleans.

Don't miss out on the hottest summer special  
available, "Born In The USA", from the people  
that brought you "The British Invasion". For  
further information, phone or fax for details.

S

**"Shortform & Longform Radio Programs"****B&B Productions**

**Produced by:** Ron Brewington  
**Hosted by:** Various  
**For airing:** Black History Month/Black Music Month  
**Length:** Various  
**Terms:** Barter/cash  
**Delivered via:** Analog tape/script/printed material

*Shortform and longform entertainment and information programming.*

SOLID GOLD  
ALL-TIME FAVORITES  
COUNTDOWN.

**"Solid Gold All-Time Favorites Countdown"**  
**United Stations Radio Networks**

**Produced by:** Ed Salamon  
**Hosted by:** Bob Worthington  
**For airing:** July 4th Weekend special  
**Length:** 5 hours  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 7/82

*Countdown of the most popular oldies as determined by postcard ballots submitted by listeners.*



**"Solid Gold Summer Hits"**  
**United Stations Radio Networks**

**Produced by:** Ed Salamon  
**Hosted by:** Bob Worthington  
**For airing:** Memorial Day weekend  
**Length:** 5 hours  
**Delivered via:** Vinyl disc/Satcom 1R T19  
**Show first aired:** 5/87

*5-hour collection of the biggest summer hits of all time along with visits with some of the original hitmakers.*

NEW

**"Something So Strong: Kenny Rogers, Dolly Parton And Willie Nelson In Concert"**  
**Westwood One Companies/Mutual**

**Produced by:** Kevin DeLany  
**Hosted by:** Scott Carpenter  
**Frequency:** Memorial Day weekend  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3/T19  
**Show first aired:** 1989

*Three superstars of country recorded live and in concert exclusively by Westwood One/Mutual. It's a concert you can't miss.*

**"Spirit Of Summer"**  
**Kris Stevens Enterprises, Inc.**

**Produced by:** Kris Stevens Enterprises  
**Hosted by:** Kris Erik Stevens  
**Frequency:** One hour weekly all summer long or a 22 hour special  
**Length:** Twenty-two hours  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1985  
**Affiliates:** 400+

*The ultimate summertime special. Highly produced featuring major music stars, past and present. Captures the fun, sun, sand, surf . . . and total summertime hits!*

**"Startrip — Don McLean"**  
**Bob Barnes Creative Services**

**Produced by:** Bob Barnes  
**Hosted by:** Bob Barnes  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1974  
**Affiliates:** 2

*History and hits including a 17-minute version of "American Pie" that interprets the song with additional news and music excerpts. Must hear to appreciate.*

**"Startrip — Neil Diamond"**  
**Bob Barnes Creative Services**

**Produced by:** Bob Barnes  
**Hosted by:** Bob Barnes  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1974  
**Affiliates:** 2

*History and songs, a tribute.*

Summer  
BEACH  
PARTY  
1989.

**"Summer Beach Party 1989"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**For airing:** July 4th weekend  
**Length:** 4 hours  
**Delivered via:** Vinyl disc

*Annual special—entering its fifth year — features classic summer hits and artist interviews.*

**"Summer Encore 1989"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**For airing:** Labor Day weekend  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc

*Annual special celebrates top summer concerts, hits, movies, and events with artist interviews.*

**"Summer Souvenirs Of The Sixties"**  
**Transtar Special Programming**

**Hosted by:** Mike Harvey  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Affiliates:** 350

*We're throwing the first beach party of '89! Great summer memories with the Beach Boys, the Beatles and many more.*

**"Summer Super Jam '89"**  
**Westwood One Companies**

**Produced by:** Westwood One/Lynsey Guerrero  
**For airing:** Memorial Day, July 4th, Labor Day  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3

*Three 2-hour fantasy jams featuring live performances from Urban Contemporary's hottest acts.*

**"Super Sixties Celebration"**  
**Transtar Special Programming**

**Hosted by:** Mike Harvey  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Affiliates:** 350

*The "Super '60s" with all the #1 hits from the beginning of "Beatlemania" through the end of the decade.*

NEW

**"Superstar Spectacular, The"**  
**TNNR**

**Produced by:** TNNR  
**Frequency:** Every June  
**Length:** four hours  
**Terms:** barter  
**Delivered via:** Galaxy 1 T2  
**Show first aired:** 5/17/89

*A highlight concert during Nashville's Fan Fair—features Dan Seals, T.G. Sheppard, Lee Greenwood.*

T

NEW

**"TNN Viewer's Choice Awards"**  
**TNNR**

**Produced by:** TNNR  
**Length:** two hours  
**Terms:** Barter  
**Delivered via:** Galaxy 1 T2  
**Show first aired:** 4/25/89

*Live coverage of TNN's annual awards show — includes Randy Travis, Ricky Van Shelton, The Judds, and more.*

**THE TNT  
SILVER ANNIVERSARY SPECIAL.**

**"TNT Silver Anniversary Special, The"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**For airing:** One time special  
**Length:** 3 hours

**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
*Celebrates both the Temptations' and the Four Tops' Silver Anniversaries with all the hits and interviews of group members.*

NEW

**"Tommy" Live From Radio City Music Hall"**  
**Westwood One Companies**

**Produced by:** Westwood One/Brian Heimerl  
**For airing:** June 27, 1989  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
**Show first aired:** 89

*The Who will perform the celebrated rock opera "Tommy" for the first time in 20 years. The concert event of '89.*

## T R I B U T E .

**"Tribute"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**For airing:** One-time special  
**Length:** 4 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc

*Dedicated to the music and memories of Janis Joplin, Jimi Hendrix, Jim Morrison and John Lennon with interviews of band mates and close friends.*

W

TIMOTHY WHITE'S  
Rock Stars

**"Timothy White's Rock Stars"**  
**Westwood One Companies**

**Produced by:** Westwood One/Andy Denemark/Timothy White  
**Hosted by:** Timothy White  
**Frequency:** Monthly  
**Length:** 90 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 1/88  
**Affiliates:** 150

*Unique radio events hosted by rock's leading journalist. Intimate, in-studio interviews with rare and live music.*

**"The Who Live In Concert"**  
**Westwood One Companies**

**Produced by:** Westwood One/Brian Heimerl  
**For airing:** For Labor Day weekend  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3  
*The Who caps off its US tour with this live concert from Dallas, TX*

NEW

**"Woodstock 20th Anniversary Special"**  
**Westwood One Companies**

**Produced by:** Radio Today, Inc.  
**For airing:** Week of August 14  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 89

*3 hours of peace, love and music.*

WOODSTOCK  
20  
= SPECIAL =

**"Woodstock 20th Anniversary Special"**  
**United Stations Programming Network**

**Produced by:** Ed Salamon  
**For airing:** Anniversary special  
**Length:** 3 hours  
**Terms:** Swap/exchange  
**Delivered via:** Vinyl disc  
*Honors the participants with live performances and studio recordings and interviews.*

NEW

**"Woodstock Revisited & The Summer Of '69"**  
**Global Satellite Network**

**Produced by:** George Taylor Morris and Kevin Barry  
**Hosted by:** Tony Pigg  
**For airing:** August 11-13, 1989  
**Terms:** Barter  
**Delivered via:** CD  
**Affiliates:** 175

*Celebrating the 20th Anniversary of Woodstock and the events that led up to the most remarkable summer in rock history!*

Y

NEW

**"YearEnd Countdown"**  
**TNNR**

**Produced by:** TNNR  
**For airing:** New Years  
**Terms:** Barter/network affiliation  
**Delivered via:** Galaxy 1 T2  
**Show first aired:** 12/89  
*Yearend countdown show of the hits of 1989—interviews with the stars.*

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LISTEN ..... AMERICA'S TALKING



**ENTERTAINMENT  
NEWS**

**NEW**

**"A Salute To Great Black Americans"**  
**Sheridan Broadcasting Services/STRZ Entertainment**

**Produced by:** Jerry Lopes  
**Hosted by:** Jerry Lopes  
**Frequency:** Daily 2/1-2/28/90  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 2/1/89  
**Affiliates:** 129

A month long series of programs which chronicles the achievements of black Americans during Black History Month.

**"American Montage"**  
**UPI Radio Network**

**Produced by:** UPI Radio Network  
**Hosted by:** Diane Burr  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Network affiliation  
**Delivered via:** Westar IV T1  
**Show first aired:** 1/28/88  
**Affiliates:** 200

Weekend magazine containing several news, sports, entertainment and people segments each week.

**"And Now The News, With Dave McQueen"**  
**Andy Lea's Reel Thing**

**Produced by:** Andy Lea  
**Hosted by:** Dave McQueen  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter/cash  
**Delivered via:** Analog tape

One of America's most recognizable voices demonstrates the power of journalism to enlighten, uplift, and entertain. A breath of fresh air.



**"Backstage With ABC Rock"**  
**ABC Rock Radio Network**

**Produced by:** ABC News  
**Hosted by:** Larry Jacobs  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 100

Backstage covers the latest in the world of rock, movies, TV & videos. It's an insider's view of the entertainment world.

**NEW**

**"Beatle Breaks"**  
**Global Satellite Networks**

**Produced by:** GSN  
**Hosted by:** George Taylor Morris  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 4/89  
**Affiliates:** 120

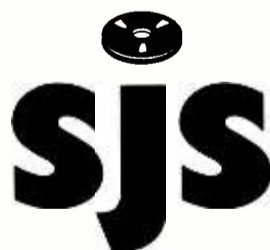
The perfect programming complement for the 25th anniversary of Beatlemania! Exclusive Beatle interviews with corresponding teaser and story.

**NEW**

**"Cameos Of Black Women"**  
**Sheridan Broadcasting Networks/STRZ Entertainment**

**Produced by:** Chuck Woodson  
**Hosted by:** Angela Stribling  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 2/28/89  
**Affiliates:** 129

The program focuses on the achievements and contributions made by black women of past and present.



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**NEW**

**Caribbean News**

**"Caribbean News"**  
**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Network announcer  
**Frequency:** Daily series  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy 2 T3  
**Show first aired:** 5/15/89  
**Affiliates:** 40

News from the Caribbean with actual clips and correspondents. 7 fresh broadcasts every day.

**"Country Report"**  
**Weedeck Corporation/  
SJS Entertainment**

**Produced by:** Weedeck Corp.  
**Hosted by:** Chris Lane  
**Frequency:** Twice-daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 10/79  
**Affiliates:** 150

The latest news and interviews about country music and its most popular artists.

**EARTH NEWS**

**"Earth News Radio"**  
**Westwood One Companies**

**Produced by:** Westwood One/Lorre Crimi  
**Hosted by:** Joel Denver  
**Frequency:** Twice weekdays  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc/Satcom 1R T3  
**Show first aired:** 3/73  
**Affiliates:** 250

Interview feature spotlighting the hottest personalities in movies and music.

**NEW**

**"Entertainment Radio Network"**  
**SJS Entertainment**

**Produced by:** Various  
**Hosted by:** Various artists  
**Frequency:** Twice-daily  
**Terms:** Barter  
**Delivered via:** Analog tape/script/printed material  
**Show first aired:** 4/1/89  
**Affiliates:** 120

Drop-in services and program prep material based on Stevens & Grdnic Daily Comedy Exclusive, Joe Bob Briggs Drive-In and the Contemporary Timeline.

*The Entertainment Report*  
IN THE LYONS DEN WITH JEFFREY LYONS

**"Entertainment Report:  
In The Lyons Den  
With Jeffrey Lyons"**  
**Westwood One Companies/  
Mutual**

**Produced by:** Jeffrey Lyons & Tony Carlton  
**Hosted by:** Jeffrey Lyons

**Frequency:** Daily  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 4/15/85

The latest news and reviews from the world of entertainment. Show business coverage, commentary and insight from veteran reporter Jeffrey Lyons.

**"Entertainment Update"**  
**CBS RadioRadio**

**Produced by:** Kris Stevens Enterprises  
**Hosted by:** Marni Webb  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satcom  
**Show first aired:** 1984  
**Affiliates:** 300+

An entertaining look at the latest news in the world of show business... highlights the stars in movies, music, and television.

**"Eye On TV"**  
**Associated Press Broadcast Services**

**Frequency:** Daily  
**Length:** 60 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite

A preview of prime-time TV programs on the commercial networks, PBS and cable.

**"Film Clips"**  
**AP**

**Length:** 60 secs.  
**Terms:** Network affiliation

**"Marvin Gaye:  
Pride And Joy"**  
**B&B Productions**

**Produced by:** Ron Brewington  
**Hosted by:** Ron Brewington  
**Frequency:** Played either April 1st (date of death), or April 2nd (birthday)  
**Length:** 2 hours  
**Terms:** Barter/cash  
**Delivered via:** Analog tape/vinyl disc, script/printed material  
**Show first aired:** 6/88  
**Affiliates:** 80+

Tribute program featuring music of Marvin Gaye and numerous celebrity interviews.

**"Guest Star Interviews —  
Expose"**  
**StarMagic Radio**

**Hosted by:** Stacey Love & B.J. Stone  
**Frequency:** Daily  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 10/86

EXPOSE a 2 minute short that features candid interviews with the music industry's most popular entertainers.

**"Heartline Across America"**  
**CBN Radio Network**

**Produced by:** Chuck Wagner  
**Hosted by:** Jerry Drummond  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Galaxy 1 T11/Spacenet 3 T7D  
**Show first aired:** 11/5/80  
**Affiliates:** 32

Live-Music-features and information that touches points and guests from coast to coast. Saturday afternoons 3-7pm (ET)

**"Hollywood Hotline (tm)"**  
**Hollywood Hotline Company**

**Produced by:** Hollywood Hotline Company  
**Hosted by:** Eliot Stein  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape/phone  
**Show first aired:** 1982  
**Affiliates:** 50

Radio's original "Live" entertainment news telephone feature! Giving your station a personalized national showbiz reporter. Includes taped movie reviews also!

**"Hollywood Report"**  
**AP**

**Frequency:** Daily  
**Length:** 60 secs.  
**Delivered via:** Satellite

Inside scoop on happenings in tinsel-town.

**"Interview Factory"**

**Frequency:** Daily  
**Length:** 45 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
Over 2,500 celebrity interviews available. Everyone from Waylon to Whitney, Michael to Madonna. Plus actors' interviews; promos, holiday memories, etc.



**"Bob Kingsley With  
America's Musicmakers"**

**ABC Watermark**  
**Produced by:** ABC Watermark  
**Hosted by:** Bob Kingsley  
**Frequency:** Daily  
**Length:** Two mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 5/9/88  
**Affiliates:** 200

Bob Kingsley intros each music maker segment which highlights today's country stars telling their own special story in their own words.

**"Listen Closely"**  
**ABC Radio Networks**

**Produced by:** ABC News  
**Hosted by:** Gil Fox  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 100

Targeted to the young adult audience, this magazine-formatted show focuses on 3-4 news events, lifestyle features, or personality profiles.



## ENTERTAINMENT NEWS



NEW

### "Live From Hollywood" Premiere Radio Networks

**Produced by:** Bruce Goldberg  
**Frequency:** Monthly  
**Length:** 20 hours/weekly  
**Terms:** Cash  
**Show first aired:** 3/27/89  
**Affiliates:** 6-12 Per week  
You broadcast live for a week via satellite joined by the biggest names in music, TV, movies. Extensive package for live remotes.

### "Master Control" Radio & TV Commission Of Southern Baptists

**Produced by:** Chuck Ries  
**Hosted by:** Terri Barrett & Dave Naugle  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1959  
**Affiliates:** 1,374

A magazine format program featuring interviews on almost any topic. Fits any station format because there is no music in the show.

### "Music Report & Country Music Report" Associated Press Broadcast Services

**Frequency:** Weekly  
**Length:** 90 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite  
Highlights of popular mainstream and country music, featuring interviews with popular artists.

### "Newsmaker Interviews"

**Produced by:** Arthur O. Levine  
**Frequency:** Monthly  
**Length:** Unlimited  
**Delivered via:** Phone  
**Show first aired:** 1982  
**Affiliates:** 135  
Our service provides 45 unusual celebrities for live phone-in interviews monthly.

NEW

### "On The Inside" Starstream Communications Group, Inc.

**Hosted by:** Jayne Kennedy  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape/vinyl disc  
**Show first aired:** 4/10/89  
**Affiliates:** 30  
Reveals personal glimpses inspirations. Success stories..the rise, fall and resurrection of careers..the motivations that make winners.

### "Producers Corner" StarMagic Radio

**Hosted by:** B.J. Stone  
**Frequency:** Weekly  
**Length:** 2 mins.  
**Delivered via:** Analog tape  
**Show first aired:** 5/88  
A most entertaining behind the scene interview with the "Hitmakers" of the music industry.

### "Radio Links Entertainment" Radio Links

**Produced by:** Lori Lerner  
**Hosted by:** Lori Lerner

**Terms:** Free  
**Delivered via:** Analog tape/Satcom 1R T19  
**Show first aired:** 6/85  
**Affiliates:** 300+

Interviews with film celebrities plus audio from current movies. Stations can chop and use as they please, or air produced features.

### "Radio New England Magazine" Radio New England, Inc.

**Produced by:** Radio New England, Inc.  
**Hosted by:** Barry Lunderville  
**Frequency:** Weekly  
**Length:** 48 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 8/6/83  
**Affiliates:** 85

A potpourri of information and entertainment. Best described as an "Entertainment Tonight" or "Evening Magazine" on radio.

### "RadioScope" Lee Bailey Communications, Inc.

**Produced by:** Bailey Broadcasting Services  
**Hosted by:** Lee Bailey  
**Frequency:** Twice daily M-F Friday, weekly weekends.  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 5/83  
**Affiliates:** 95

Infotainment news program geared for the Black/Urban audience. Special features include "Showcase," highlighting new musical talents.



### "Reel-To-Reel" United Stations Radio Networks

**Produced by:** Steve North

**Hosted by:** Therese Crowley  
**Frequency:** Daily  
**Length:** 2 mins.  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/26/88  
Showcases today's biggest stars in the movie industry. Incorporates interviews, soundtracks, audio clips & insider gossip.

### "REX (Movies)" Sixty Second Preview, Inc.

**Produced by:** Jeff Craig  
**Hosted by:** Jeff Craig  
**Frequency:** Twice-daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/25/88  
**Affiliates:** 101  
A one-minute interview with movie stars. For all formats.

### "REX" Sixty Second LP, Inc.

**Produced by:** Jeff Craig  
**Hosted by:** Jeff Craig  
**Frequency:** Twice-daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/1/79  
**Affiliates:** 108  
A one-minute interview with recording artists. For AOR, CHR, and AC formats.

### "Rock Report" Westwood One Companies/ The Source

**Produced by:** Chuck Labella  
**Hosted by:** Abbie Kearse  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/79  
**Affiliates:** 120  
Daily update of rock news. Includes interviews. Also available in component parts.

### "Saturday Nitecap" Sun Radio Network

**Produced by:** Sun Radio  
**Hosted by:** John Lee  
**Frequency:** Saturday  
**Length:** One hour  
**Terms:** Barter/cash/network affiliation

**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 7/88  
**Affiliates:** 40  
The week in review.

### "Screentest" Professional Radio Networks

**Produced by:** MELCO Management  
**Hosted by:** Local on-air personalities  
**Frequency:** Daily  
**Length:** 15-20 secs.  
**Terms:** Cash  
**Delivered via:** Cassette  
**Show first aired:** Early 1980  
**Affiliates:** 65  
Actual famous and classic movie bites and question and answer book used for on-air trivia contest/entertainment.

### "Segue" Associated Press Broadcast Services

**Frequency:** Twice daily  
**Length:** 60 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite  
A colorful look at top entertainment stories of the day with a spotlight on celebrities, movies, music, theater and home entertainment.

### "Sixty Second Preview" Sixty Second Preview, Inc.

**Produced by:** Jeff Craig  
**Hosted by:** Jeff Craig  
**Frequency:** Twice-daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/25/88  
**Affiliates:** 189  
A one-minute review of new movies. For all formats.

### "Soap Quiz" Jameson Broadcast/ ABC Radio Network

**Produced by:** Jameson Broadcast/ABC Daytime  
**Hosted by:** ABC soap stars  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Free  
**Delivered via:** Analog tape/Satcom 1R T23  
**Show first aired:** 7/6/87  
**Affiliates:** 280

# JOE BOB BRIGGS'

DRIVE-IN MOVIE AND  
VIDEO TAPE  
REVIEW



## Outrageous! Irreverent! Tongue-in-cheek! :90-second comedy drop-ins from the world's foremost drive-in movie critic.

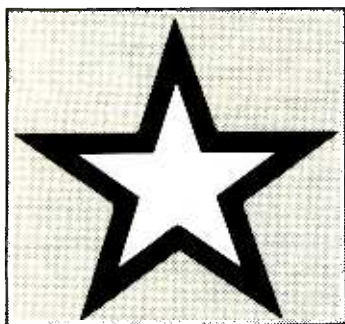
This is not just another movie review feature. It's Joe Bob. It's cult material. It's aardvarking, kung fu, monster fu, dead bodies, un-dead bodies, exploding cars, exploding actors, whips, chains, breasts, beasts, buckets of blood...

Joe Bob is hot and getting hotter. Sign him up in your market before the competition does! **Market Exclusivity. Barter.**

**FOR A DEMO AND ALL THE DETAILS CALL JAMESON BROADCAST 202-328-3283**  
Exclusive Sales Representation By SJS Entertainment 212-370-9460

Other Jameson Short-Form Features ★ SOAP QUIZ featuring the stars of the ABC Soaps ★ HOME TIPS featuring Robb Weller ★ PREVENTION HEALTH REPORT with Robert Osgood ★ MOTHER EARTH NEWS ★ AMERICA'S MOST WANTED RADIO HOTLINE with John Walsh.

**Jameson  
BROADCAST**  
Short Form Programming  
That Gives You The Edge



## ENTERTAINMENT NEWS

Soap opera trivia quiz. Each program featuring a different star from the top-rated daytime dramas. Flexible format.

### "Speaking Of Everything" ABC Contemporary Network

**Hosted by:** Howard Cosell  
**Frequency:** Sunday only  
**Length:** 24 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 200

Interview program with today's newsmakers, celebrities, decision-makers and prominent authors.

### "Street Beat" Teleprograms, Inc.

**Produced by:** Teleprograms, Inc.  
**Hosted by:** Pam Robinson  
**Frequency:** Twice-daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/88  
**Affiliates:** 35

Ten top Black/Urban artists interviewed each week in one minute feature format. Great program content for music intensive stations.

### "Studs Terkel Almanac"

#### WFMT/Chicago

**Produced by:** WFMT  
**Hosted by:** Studs Terkel  
**Frequency:** Weekly  
**Length:** 55 mins.  
**Terms:** Cash  
**Delivered via:** Westar 4 T2D

Interviews and special features with the author of five best-selling oral histories and winner of the Pulitzer Prize.

**NEW**

### "Summer Funline" Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Chuck Woodson  
**Frequency:** Daily 6/12-9/3/89  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 6/12/89  
**Affiliates:** 129

An update of the latest concerts, movies, and special events throughout the Summer.

### "Today In Rock History" Westwood One Companies/ The Source

**Produced by:** Chuck Labelle  
**Hosted by:** Dan Formento  
**Frequency:** Daily  
**Length:** One minute  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19

**Show first aired:** 9/79  
**Affiliates:** 120  
*Review of major rock music events on a calendar basis*

### "Today's People" ABC Networks/ABC News

**Frequency:** Twice-daily  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 4/1/86  
**Affiliates:** 800

Actuality feed of interview clips and correspondent reports from celebrities in the news.

### "Travel Holiday Magazine" Olympia Broadcasting Networks

**Produced by:** Dan Randant  
**Hosted by:** Elaine Viets or local personality  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Show first aired:** 11/86  
**Affiliates:** 225

A travel feature presenting the world's most interesting and exotic travel and vacation.

### "Trivia Quiz" MJI Broadcasting

**Produced by:** MJI Broadcasting  
**Hosted by:** Celebrity guest hosts  
**Frequency:** Twice-daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 5/6/85

Each week 20 produced trivia vignettes on a current theme or event. Multi-format possibilities, prizes available to qualifying stations.

### "TV/Movie Clips" ABC Radio Networks

**Produced by:** ProMedia  
**Length:** Two hours  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
*A feature filled with famous one-liners from cartoon characters to theme songs and classic sound bites.*

**NEW**

### "U.S. Marines Music Minute" Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Chuck Woodson  
**Hosted by:** Chuck Woodson  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 12/28/89  
**Affiliates:** 115

These vignettes highlight the artists who have been a part of black music.

**NEW**

### "Very Best Videos, The" Video Viewer, Inc.

**Produced by:** Jeff Craig  
**Hosted by:** Jeff Craig  
**Frequency:** Twice-daily  
**Length:** 1 min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 10/16/89  
**Affiliates:** 67

A one-minute update of classic movies released on video. For all formats.

### "Video Viewer" Video Viewer, Inc.

**Produced by:** Jeff Craig  
**Hosted by:** Jeff Craig  
**Frequency:** Twice-daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** To be aired  
**Affiliates:** 89

A one-minute update of newly-released videos, from exercise to movies. For all formats.

### "UNCF Parade Of Stars" Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Chuck Woodson  
**Hosted by:** Lou Rawls  
**Frequency:** Radiothon  
**Length:** 6 hours  
**Terms:** Network affiliation  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 12/26/85  
**Affiliates:** 75

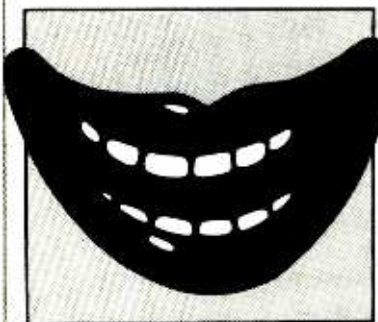
Lou Rawls Parade of Stars simulcast Radiothon to benefit the United Negro College Fund's member colleges.

**NEW**

### "Jeanne Wolf's Hollywood" ABC Direction Network

**Hosted by:** Jeanne Wolf  
**Frequency:** Daily  
**Length:** Two mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 2/1/89  
**Affiliates:** 300

The hottest Hollywood news as reported by Hollywood's hottest reporter.



**COMEDY**

### "101 Crazy Jingles" Quantum Concepts Unlimited

**Produced by:** Quantum Concepts Unlimited  
**Frequency:** One time  
**Length:** One-four secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Affiliates:** 10

101 fully-produced music jingles. Use like drop-ins for bits, ie "Today's weather sucks." Another stupid call, no budget, etc.



### "American Comedy Network"

**Produced by:** American Comedy Network  
**Frequency:** Weekly

**Length:** 60-90 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/30/84  
**Affiliates:** 276  
*Original, topical, short-form comedy features (e.g. fake commercials, interactives, song parodies) for all formats, all market sizes.*

### "Audio Maloons/ Hot Air Maloons" Roger Malone

**Produced by:** Roger Malone  
**Frequency:** Monthly  
**Length:** 15-20 bits  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1987  
**Affiliates:** N.A.

Pre-produced comedy jocks can afford. Features "Party Marty" interactives, plus fake commercials, drop-ins, and other comedy bits. Previous editions available.

### "Mel Blanc's Blankety Blanks" All Star Radio

**Produced by:** Blanc Communication  
**Length:** 1-1/2 mins.  
**Terms:** Barter/cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/85  
**Affiliates:** 74

Huge 500 unit comedy package starring the golden throat legend and all-star cast of outstanding Hollywood comedy talents.

### "Rita Bodine/ Susan B. Anthony-Jones" Rita Bentley Productions

**Produced by:** Rita Bentley  
**Frequency:** Twice weekly, each character  
**Length:** 60-90 secs.  
**Terms:** Cash  
**Delivered via:** Tape with script  
**Show first aired:** 9/83  
**Affiliates:** 38

Jock interactive comedy bits. Susan B. is a temporary receptionist. Bodine an active listener, mother of 6.



### "Capitol Steps Political Comedy" Capitol Steps

**Produced by:** Capitol Steps  
**Frequency:** Monthly  
**Length:** 90-150 sec.  
**Terms:** Free  
**Delivered via:** Analog tape  
**Show first aired:** 1985  
**Affiliates:** 30

Topical song parodies by Washington's premier political satirists. "Stand By Your Dan," "Thank God I'm A Contra Boy."



### "Clarence Update Of CBS- TV's The Young And The Restless" Premiere Radio Networks

**Produced by:** Tim Kelly and Bob Borquez  
**Hosted by:** Brad Sanders  
**Frequency:** Twice-daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Phone/Satcom  
**Show first aired:** 11/3/86  
**Affiliates:** 210

ARB's #1 rated comedy mini-feature and TV's #1 soap together-hilarious update of daily happenings that command attention.

### "Classic Laff Lines" Tom Adams Productions

**Produced by:** Tom Adams Productions  
**Frequency:** Monthly  
**Length:** One min.  
**Terms:** Cash  
**Delivered via:** Analog tape/DAT  
**Affiliates:** 110

Today's top stand-up comics taped in action-utilizing only 60 second bits from routine.

### "Comedy Hour — America's Funnest Radio Show" MJI Broadcasting

**Produced by:** MJI Broadcasting  
**Hosted by:** Len Belzer  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 3/3/86

Features the best contemporary and classic humor, guest hosts, stand-up performers, and original comedy from America's top comics.

### "Comedy Show With Dick Cavett" Olympia Broadcasting Networks

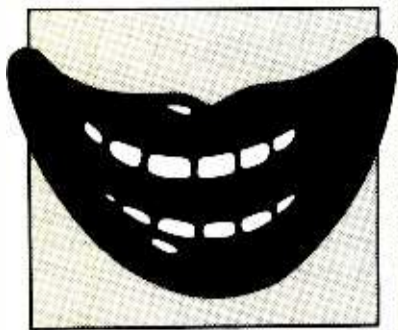
**Produced by:** Dan Randant  
**Hosted by:** Dick Cavett  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** Spring 1982  
**Affiliates:** 335

A weekly, two hour special on America's largest comedy radio network.

### "Comedy Spot With Dick Cavett" Olympia Broadcasting Networks

**Produced by:** Dan Randant  
**Hosted by:** Dick Cavett  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** Spring 1984  
**Affiliates:** 335

A daily (Monday-Friday) two or three minute comedy feature airing on the comedy show radio network.



**COMEDY**

**NEW**

## "Contemporary Comedy Library Service" Olympia Broadcasting Networks

**Produced by:** Jim Marchyshyn  
**Hosted by:** Local personality  
**Frequency:** Daily  
**Terms:** Barter  
**Delivered via:** CD  
**Show first aired:** 1/2/89  
**Affiliates:** 230

A comedy feature targeted 25-49; features both original character bits, plus material developed from our library of 7000+ comedy albums.

## "Daily Feed"

### DC Audio

**Produced by:** John Dryden  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 12/22/81  
**Affiliates:** 56

Tastefully irreverent 90-second political/social commentary/vignette satire modules using "reporters" from Washington covering extremely current events.

## "Dr. Dave's Comedy Drops" ProMedia

**Produced by:** David Kolin  
**Frequency:** Weekly  
**Length:** One min. and under  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 6/87  
**Affiliates:** 125

The most-listened-to comedy service on radio, from the creator of "Vanna, Pick Me A Letter." Parodies, crazy commercials.

## "Duck Logic Comedy Network"

### Duck Logic

**Produced by:** Duck Logic  
**Frequency:** Weekly  
**Length:** Eight mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 12/20/88  
**Affiliates:** 7

A truly funny, weekly comedy service produced by a comedy group who has worked with Jonathan Brandmeier since 1984.

## "Earl Pitts 'Uhmerikun'" Donnelly Media

**Produced by:** Gary Burbank  
**Hosted by:** N/A  
**Frequency:** Daily  
**Length:** 1-3/4 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 11/1/87  
**Affiliates:** 68

Take advantage of the street talk and tune in listenership created by Gary Burbank of WLW in Cincinnati. Pitts is your stations' social commentary.

## "Fakers"

### Brainstorm Productions, Inc.

**Produced by:** Brainstorm Productions, Inc.  
**Frequency:** Package of 80 fake spots  
**Length:** 30-60 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
*The best spot package in the business.*



## "Faze At The Flicks" Premiere Radio Networks

**Produced by:** Ms. Melinda Ruben  
**Hosted by:** Frazer Smith  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 9/26/88  
**Affiliates:** 210

Hollywood native Frazer Smith takes a peek at Hollywood's latest releases. Movie reviews from Hollywood, done Hollywood style.

## "From Studio B" All Star Radio

**Produced by:** Barzman & Co.  
**Frequency:** Daily  
**Length:** 1-1/10 min.  
**Terms:** Barter/cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/79  
**Affiliates:** 17

TV/movie funnyman Pat McCormick plays 260 wacky characters interviewed by an equally dippy character named "Barz." Improvised to sound spontaneous.

## "Fun Factory" ProMedia

**Produced by:** ProMedia  
**Frequency:** Weekly  
**Length:** One min. and under  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 6/86  
**Affiliates:** 125

A weekly original comedy service, providing top stations with song parodies, spoof commercials and more.

## "Home Radio Shopping Network"

### The Bob Wood Organization

**Produced by:** Bob Wood Organization  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Cash  
**Delivered via:** Analog tape

Ratings period morning show comedy, crazy spots. Example: Guilt amplifier, x-ray popcorn, in-law (bug) light, traffic light trigger.

## "Instant Comedy" Mark Larson Programming & Production

**Produced by:** Mark Larson  
**Frequency:** Weekly  
**Terms:** Cash

**Delivered via:** Phone  
**Show first aired:** 1/85  
**Affiliates:** 25

Live, custom comedy phone bits with famous characters: Bush, Reagan & more.

## "Jackie The Joke Man" Off Hour Rockers Comedy Productions, Inc.

**Produced by:** Off Hour Rockers Comedy Productions, Inc.  
**Hosted by:** Jackie "The Joke Man" Martling  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 1983  
**Affiliates:** 15

The best of Jackie's raucous humor. "Almost live!" — respond and laugh along!

**NEW**

## "Joe Bob Briggs' Drive-In Movie & Video Tape Review" Jameson Broadcast

**Produced by:** Jameson Broadcast  
**Hosted by:** Joe Bob Briggs  
**Frequency:** Thrice-weekly  
**Length:** 90-secs.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 5/1/89  
**Affiliates:** 69

Outrageous, irreverent, tongue-in-cheek comedy drop-ins from the "world's foremost drive-in movie critic." Joe Bob rates the best of the worst in entertainment.

## Kickers ProMedia

**Length:** 60-90 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 11/88  
**Affiliates:** 25

Hilarious song parodies designed exclusively for Contemporary Country radio!

## "Kids Say The Darndest Things" O'Connor Creative Services, Inc.

**Produced by:** O'Connor  
**Hosted by:** Art Linkletter  
**Frequency:** Daily  
**Length:** 3 mins.  
**Terms:** Cash  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/1/66  
**Affiliates:** 250

The most widely aired and sponsored short fun feature on radio. Appeals to all ages.

**NEW**

## "Laffest Communication Pre-Recorded Tapes" Laffest Communications

**Produced by:** Laffest Communications  
**Frequency:** Individual or as volumes  
**Length:** 7-10 mins.  
**Terms:** Cash  
**Delivered via:** Cassette tape  
**Show first aired:** 5/89

Eight pre-recorded commercial parodies sold as separate tapes or in volumes of two.

## "Larry's Imperfect Pet Emporium" Lee Allen Faust Productions

**Produced by:** Lee Faust  
**Hosted by:** Lee Faust  
**Frequency:** 52 episodes  
**Length:** One min.  
**Terms:** Cash  
**Delivered via:** Cassette  
**Show first aired:** 11/1/87

An irreverent, unscrupulous pet shop owner advertises his imperfect pets, supplies and services.

## "Laugh Attack" ProMedia

**Produced by:** David Kolin  
**Frequency:** Weekly  
**Length:** One min. and under  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 6/88  
**Affiliates:** 50

Original comedy exclusively for CHR and Urban formats—song parodies, spoof commercials and more.

## "Laugh Machine" ProMedia

**Produced by:** ProMedia  
**Frequency:** Monthly  
**Length:** One min.  
**Terms:** Barter/cash  
**Delivered via:** Analog tape  
**Show first aired:** 5/82  
**Affiliates:** 96

A sixty-second comedy program featuring the top stars of comedy performing their best routines.

## Laughs On Us



## "Laughs On Us" ABC Radio Networks

**Produced by:** Pro Media  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
*Famous one-liners and classic comedy bits from some of the world's funniest people.*



## "Live From The Improv" DIR Radio Network

**Produced by:** Bullet Productions  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 4/7/86  
**Affiliates:** 180

Original stand-up material from comedy's freshest new faces and reigning kings. Recorded live at the nation's #1 Comedy Club.

## "Lonesome Cowboy Tim" Transmedia, Inc.

**Produced by:** Dave Adams  
**Hosted by:** Lonesome Cowboy Tim  
**Frequency:** Daily  
**Length:** One min.

**Terms:** Barter/Cash  
**Delivered via:** Analog tape  
**Show first aired:** 5/78  
**Affiliates:** 30

Short daily visit to the prairie home of Lonesome Cowboy Tim. Funny adventures with the 3,500 lb. Darlene Poot & others.

## "My Word" WFMT/Chicago

**Produced by:** BBC  
**Hosted by:** Jack Lungland/Julius Norwich/Michael O'Donnell  
*A remarkably fast-paced and absorbing panel game about words played by people whose business is words.*

## "National Comedy Wireless" Donnelly Media

**Produced by:** Donnelly Media  
**Hosted by:** Terry Dorsey  
**Frequency:** Weekly  
**Length:** 30-90 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 8/4/86  
**Affiliates:** 52

National Comedy Wireless is designed to give you a variety of consistently funny material that is necessary to "personality" radio.

## THE NATIONAL LAMPOON Radio Hour

## "National Lampoon Radio Hour" Premiere Radio Networks

**Produced by:** Mattie Simmons  
**Frequency:** Weekly  
**Length:** Thirty mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 10/26/88  
**Affiliates:** 90

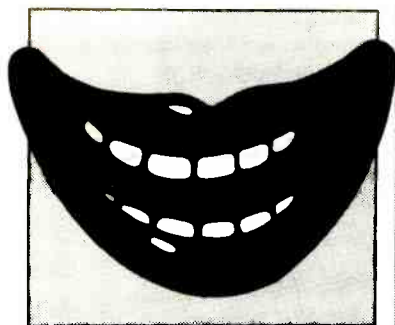
Original comedy recordings preserved by National Lampoon. Star talent from Chevy Chase, John Belushi, Gilda Radner, Dan Aykroyd, Bill Murray.



## "National Lampoon's True Facts" Premiere Radio Networks

**Produced by:** Tim Kelly  
**Hosted by:** Ross Brittain  
**Frequency:** Twice daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/1/84  
**Affiliates:** 210

National Lampoon's name is synonymous with radio comedy. Unbelievable but true stories are delivered in news-cast style. Music, sound effects.



## COMEDY

**"On The Phone With Ti-Rone"****Premiere Radio Networks**

**Produced by:** Tim Kelly & Ray De La Garza

**Hosted by:** Brad Sanders

**Frequency:** Twice-daily

**Length:** 2-1/2 mins.

**Terms:** Barter

**Show first aired:** 1/18/88

**Affiliates:** 108

The Dear Abby of Urban radio. Taking letters and calls from listeners, Ti-Rone delivers humorous answers to life's questions.

## NEW

**"Premiere Comedy Network"****Premiere Radio Networks**

**Produced by:** Bruce Goldberg

**Frequency:** Daily

**Length:** 16-20 bits/weekly

**Terms:** Barter

**Delivered via:** Analog tape/script/printed material

**Show first aired:** 1/18/89

**Affiliates:** 306

Largest A.M. drive comedy series in America-complete interactives, parodies, characters and impressions. Jeff Altman, Ronnie Schell, John London and others!

**"Prime Cuts Comedy Spots" Wheeler/Lewis Productions**

**Produced by:** Mark Wheeler/Tommy Lewis

**Hosted by:** Varies

**Frequency:** Weekly

**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 12/86

**Affiliates:** 90

Market exclusive pre-produced comedy spots. Commercial parodies, drops, characters, etc..

**"Punchliners"****Michael L. Schuff**

**Produced by:** Michael L. Schuff

**Frequency:** Monthly

**Length:** 8 pages

**Terms:** Cash

**Delivered via:** Printed script

**Show first aired:** 5/88

Punchliners is a monthly comedy service offering 8 full pages of material ranging from news, sports, holidays, calendar, and more.

**"Red Neckerson"****Syndicom**

**Hosted by:** Red Neckerson

**Frequency:** Daily

**Length:** One min.

**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 9/79

**Affiliates:** 87

Comedy editorials "Red" has an opinion on everything from TV to sports to opening a wine bottle.

## NEW

**"Rock Comedy Library Service"****Olympia Broadcasting Networks**

**Produced by:** Jim Marchyshyn

**Hosted by:** Local personality

**Frequency:** Daily

**Length:** Varies

**Terms:** Barter

**Delivered via:** CD

**Show first aired:** 1/2/89

**Affiliates:** 225

A comedy feature targeted 18-34; it features both original character bits plus material developed from our library of 7000+ comedy albums.

**"Sponsored By:"****Laffest Communications**

**Produced by:** Laffest Communications

**Frequency:** Weekly

**Terms:** Cash

**Delivered via:** Script/printed material

**Show first aired:** 10/88

**Affiliates:** 12

Seven scripted commercial parodies, editorial comments, PSAs.

**"Steve's Bank"****All Star Radio**

**Produced by:** Kevin Nelson Productions

**Frequency:** Daily

**Length:** One min.

**Terms:** Barter/cash

**Delivered via:** Analog tape

**Show first aired:** 1/85

**Affiliates:** 41

Series of 130 "commercials" voiced by lovable con man who uses spots to detail his off the wall banking services.

**"Stevens & Grdnic's Daily Comedy Exclusive"****All Star Radio**

**Produced by:** Stevens & Grdnic

**Frequency:** Daily

**Length:** 20-120 secs.

**Terms:** Barter

**Delivered via:** Analog tape

**Show first aired:** April

**Affiliates:** 90

Weekly topical comedy service created, produced and performed by Stevens & Grdnic, America's #1 radio comedy producers.

**"Stevens And Grdnic's Radio Hotline"****All Star Radio**

**Produced by:** Stevens & Grdnic

**Length:** 37 secs.

**Terms:** Barter

**Delivered via:** Vinyl disc

**Show first aired:** 6/84

**Affiliates:** 78

Hilarious off the wall characters call your DJ in a daily series of 260 short, consistently funny interactive phone calls.

## NEW

**"Superdupers!"****ProMedia**

**Produced by:** David Kolin

**Frequency:** Weekly

**Length:** One min. and under

**Terms:** Barter/cash

**Delivered via:** Analog tape

**Show first aired:** 7/89

**Affiliates:** 25

Hilarious original comedy features, mixing baby boomer characters with the characters of today!

**"Johnny Thomas Productions"****Johnny Thomas Productions**

**Produced by:** Johnny Thomas

**Hosted by:** Johnny Thomas and characters

**Frequency:** Drop-inz and short parodies.

**Length:** 40-70 secs.

**Terms:** Cash

**Show first aired:** Mid 1987

**Affiliates:** 40

Famous characters drop in every month on CHR, AOR, and Country format morning shows.

**"W.A. Co."****Critical Mass Media Productions**

**Produced by:** Keith Hughes

**Frequency:** package mailed weekly

**Length:** 15-90 secs.

**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 1/88

**Affiliates:** 26

The funniest, most usable comedy service available today! 22 bits/month, including weekly appearances from 3 continuing characters: Free demo.

## NEW

**"Weekend Comedy Hour"****Pro Audio Makers**

**Produced by:** Pro Audio Makers

**Hosted by:** Various comics

**Frequency:** Weekly

**Length:** One hour

**Terms:** Barter

**Delivered via:** Analog tape

**Show first aired:** debut spring '89

**Affiliates:** N/A

Stand-up comedy formulated to fit radio listeners. There's no tune-out. Only show of its kind.

**"Willy's Comedy Shack & Burger Emporium"****Ontrack Communications**

**Produced by:** Tim McLarty

**Hosted by:** Tim McLarty

**Frequency:** Weekly

**Length:** Various

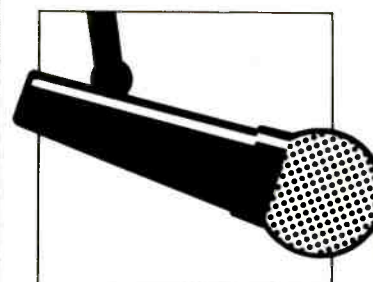
**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 10/87

**Affiliates:** 12

Fake commercials, song parodies, movie parodies and character interactives. 6 comedy cuts per week.



## NEWS PROGRAMS

**"Lou Adler's Medical Journal" Eagle Media Productions, LTD.**

**Produced by:** Lou Adler

**Hosted by:** Lou Adler

**Frequency:** Daily

**Length:** 2 mins.

**Terms:** Barter

**Delivered via:** Audio cassette

**Show first aired:** 1/5/87

**Affiliates:** 100

Medical, health nutrition news. New developments in treatment/surgery-interview actualities in each segment. Customized material offered for local sale.

**"Agreport"****Associated Press Broadcast Services**

**Hosted by:** Thom Wilbourn

**Frequency:** 8 times daily

**Length:** 2-1/2 mins.

**Terms:** Network affiliation

**Delivered via:** Satellite

Seasoned agriculture reporter gives a first-hand look at the business of farming, direct from the Dept. of Agriculture bureau.

**"AM Business Report A" Westwood One Companies/ NBC Radio Network**

**Produced by:** John Hartge

**Hosted by:** John Hartge

**Frequency:** Daily

**Length:** One min.

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

This complete review of yesterday's market activity and financial news provides all the essential information for the start of a new business day.

**"AM Business Report B" Westwood One Companies/ NBC Radio Network**

**Produced by:** Mike Anthony

**Hosted by:** Mike Anthony

**Frequency:** Daily

**Length:** One min.

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

It's the first word in business news from around the world with an early look at foreign markets and the American dollar.

**"America In The Morning" Westwood One Companies/ Mutual**

**Produced by:** Greg Johnson

**Hosted by:** Jim Bohannon

**Frequency:** Daily

**Length:** One hour

**Terms:** Barter

**Delivered via:** Satcom 1R T19

**Show first aired:** 1984

Peabody Award-winning morning newsmagazine featuring investigative and informative news. Latest weather, sports and news.

**"America's Most Wanted Radio Hotline"****Jameson Broadcast**

**Produced by:** Jameson Broadcast/Fox TV

**Hosted by:** John Walsh

**Frequency:** Daily

**Length:** 90 secs.

**Terms:** Free

**Delivered via:** Analog tape

**Show first aired:** Fall 1989

Descriptions of America's most wanted fugitives from John Walsh with an 800 number that allows listeners to call. Based on Fox TV program.

**"American Farmer, The" Professional Radio Networks**

**Produced by:** Stan Garrett

**Hosted by:** Bob Tallman

**Frequency:** Daily

**Length:** 3-1/2 mins.

**Terms:** Barter

**Delivered via:** Cassette

**Show first aired:** 9/13/86

**Affiliates:** 500+

Bob Tallman provides upbeat and optimistic interviews with successful growers and ranchers across the country. Largest farm feature in the U.S.

**"American Sunrise" Sun Radio Network**

**Produced by:** Sun Radio

**Hosted by:** John Lee & Betsy Fredericks

**Frequency:** Daily

**Length:** Four hours

**Terms:** Barter/cash/network affiliation

**Delivered via:** Analog tape/Satcom 1R

T4/Galaxy 2 T3/Spacenet 3 T17

**Show first aired:** 1/88

**Affiliates:** 55

Full service news, sports, business, weather program. 5-9am Eastern.

**"Jack Anderson Investigative Reports" UPI Radio Network**

**Produced by:** UPI Radio Network

**Hosted by:** Jack Anderson

**Frequency:** Thrice-daily

**Length:** One min.

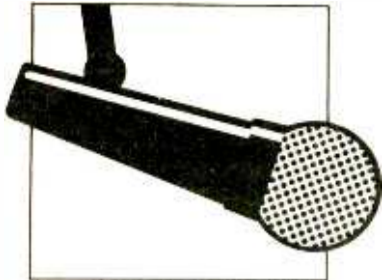
**Terms:** Network affiliation

**Delivered via:** Westar IV T1

**Show first aired:** 2/1/87

**Affiliates:** 200

Pulitzer Prize winner Anderson brings his unique blend of investigative reporting to your listeners. Un-sponsored, available to local sponsors.



## NEWS PROGRAMS

### Audio Datebook

THE SOUNDS OF A GENERATION COME ALIVE

#### "Audio Datebook"

##### ABC Radio Networks

**Frequency:** Weekly  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 1/1/86  
**Affiliates:** 1500

*Weekly actuality feed of raw sound, interview clips and correspondent reports from major news and cultural events from each day in history.*

#### "Beyond Tomorrow"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** Ian Cross  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1/89

*Technological advances happen so fast these days it's tough to keep up, but this show does.*

## NEW

#### "The Bottom Line"

##### Lee Bailey Communications, Inc.

**Produced by:** Lee Bailey Broadcasting Services  
**Frequency:** Twice-daily  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 9/89

*News, information and features of interest to the black businessperson striving for success.*

#### "Hal Bruno's Washington"

##### ABC Entertainment Network

**Hosted by:** Hal Bruno  
**Frequency:** Weekly  
**Length:** 25 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 200

*Weekly interview program hosted by ABC political editor Hal Bruno. Mr. Bruno interviews major news and decisionmakers.*

#### "Business Barometer"

##### Associated Press Broadcast Services

**Frequency:** 16 times daily  
**Length:** 90 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite

*A close look at the money markets, stocks and major business developments.*

#### "Business Beat I & II"

##### Westwood One Companies/ Mutual

**Produced by:** Mutual News  
**Hosted by:** John Hartge  
**Frequency:** Daily  
**Length:** 4-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 12/82

*The latest from the stock and bond markets, and business and financial developments that affect everyone's job, savings and pocketbook.*

#### "Capitolink"

##### Hill and Knowlton

**Frequency:** Daily  
**Length:** 5 mins.  
**Delivered via:** Satcom 1R T19/Westar IV T20  
**Affiliates:** 4400

*News actuality service from Washington. It provides stations with late breaking news stories from Washington and around the world.*

#### "Children's Health News Network"

##### Children's Hospital National Medical Center.

**Produced by:** Marge Kumaki  
**Hosted by:** Marge Kumaki  
**Frequency:** Weekly  
**Length:** 6-1/2 mins.  
**Terms:** Free  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 2/14/89  
**Affiliates:**

*Pediatric and adolescent health and medical newscast, with voices and actuality on one topic weekly. Information aimed at parents.*

#### "Comment On The News"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** NBC Radio Network News  
**Frequency:** Daily  
**Length:** 3 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/87  
**Affiliates:** 105

*Commentary and thorough examination of a major news issue from experienced NBC News correspondents.*

#### "Constitutional Minutes"

##### Transmedia, Inc.

**Produced by:** Dave Adams  
**Hosted by:** Dave Adams  
**Frequency:** 4th of July week  
**Length:** 2 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 9/87  
**Affiliates:** 105

*An entertaining look at the constitutional freedoms that set this country apart from the others-seven shows to run preceding July 4th.*

#### "Consumer Report"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** Gary Nunn  
**Hosted by:** Gary Nunn  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19

*This daily report on consumer issues focuses on the latest trends and developments in goods and services.*

#### "Crain's Business Report"

##### Public Interest Affiliates, Inc.

**Produced by:** Public Interest Affiliates  
**Hosted by:** Christopher Michael  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 10/87  
**Affiliates:** 125

*Fun, contemporary focus on the latest business trends and related consumer/lifestyle perspectives.*

#### "Steve Crowley's Money Pro Report"

##### Finger Lakes Productions

**Produced by:** Paul Bartishevich  
**Hosted by:** Steve Crowley  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 5/1/89  
**Affiliates:** 35

*The money editor for "Good Morning America" is now available for radio. His customized inserts are clearing fast!*



Dow Jones Report

#### "Dow Jones Report"

##### Dow Jones & Company, Broadcast Services

**Produced by:** Dow Jones & Company  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 8/31/87  
**Affiliates:** 43

*Hourly financial/economic news designed for music intensive stations reported from a consumer perspective.*

#### "Farming America"

##### Tribune Radio Networks

**Produced by:** Max Armstrong  
**Hosted by:** Max Armstrong  
**Frequency:** Daily series  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1987  
**Affiliates:** 201

*Interviews and news actualities with individuals of interest to American farmers.*

## NEW

#### "Marvin Gaye: We Miss You"

##### Lee Bailey Communications, Inc.

**Produced by:** Bailey Broadcasting Service  
**Hosted by:** Lee Bailey  
**Frequency:** One time special  
**Length:** Two hours  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/1/89  
**Affiliates:** 100

*An in-depth look at how Marvin Gaye translated his joys and pains into the most memorable music of our time.*

#### "Paul Harvey News"

##### ABC Radio Networks

**Produced by:** Paul Harvey  
**Hosted by:** Paul Harvey  
**Frequency:** Daily

**Length:** 5-15 mins.  
**Terms:** Barter and network affiliation  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 1336  
*News and commentary hosted by Paul Harvey, the most-listened-to voice in America.*

#### "Health and Science Report"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** Roger Field  
**Hosted by:** Roger Field  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 2/86

*Science, technology, medicine... Roger Field reports on the trends, development, and research that will change the way you feel and live.*

#### "Human Side Of The News"

##### Westwood One Companies/ Mutual

**Produced by:** Dirk Van & Tony Carlton  
**Hosted by:** Dirk Van  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 6/88

*Humorous stories, interesting tidbits and outrageous happenings all reported in Dirk Van's unique style. Definitely 'human.'*

#### "Just For The Health Of It"

##### Consultation Radio Network

**Produced by:** Stupak Associates  
**Hosted by:** John Stupak  
**Frequency:** Daily  
**Length:** One min., 15 secs. drive time  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 6/89  
**Affiliates:** 57

*Crisp, health-oriented feature highlighting recent developments in medicine, psychology and science. Relevant to broad drive-time audience. Salable.*

#### "Like Only Yesterday"

##### Westwood One Companies/ Mutual

**Produced by:** George Achaves  
**Hosted by:** Dick Rosse  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 5/5/86

*A look back at today in history, using extensive archive tape and research material. Listeners hear the actual sounds of the day.*

#### "A Matter Of Law"

##### Eagle Media Productions, LTD.

**Produced by:** George Lovelock & Paul Loewenwarter  
**Hosted by:** Lou Adler  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Audio cassette  
**Show first aired:** 5/1/89  
**Affiliates:** 20

*Topical information for consumer on lay and legal matters tied to current affairs. Produced in cooperation with American Bar Association.*

#### "Money Memo"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** Bob Madigan  
**Hosted by:** Bob Madigan  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1988

*Money matters, consumer questions, financial facts... this show covers all the topics that influence your spending power.*

## 1989 NEWS SPECIALS



#### "Mutual News Specials"

##### Westwood One Companies/ Mutual

**Produced by:** George Achaves  
**Hosted by:** Various  
**Frequency:** Six one-time specials  
**Length:** 30 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R  
**Show first aired:** 6/86

*Highly-produced, current events specials for Memorial Day, July 4th, Labor Day, Thanksgiving, and two year-in-review specials.*

#### "National Farm Report"

##### Tribune Radio Networks

**Produced by:** Orion Samuelson  
**Hosted by:** Orion Samuelson  
**Frequency:** Daily series  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1986  
**Affiliates:** 260

*Daily farm program featuring news and commentary from the nation's number one farm broadcaster.*

#### "Nature Newsbreak"

##### National Wildlife Federation/ NPR

**Produced by:** National Wildlife Federation  
**Hosted by:** Jim Fowler  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4  
**Show first aired:** 11/86  
**Affiliates:** 800

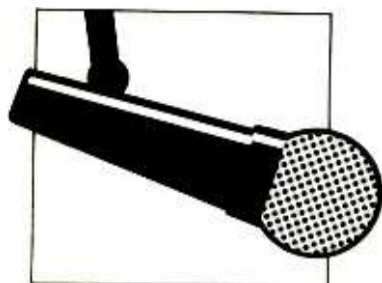
*Feature on nature and wildlife. The entertaining and informative program is hosted by leading wildlife expert Jim Fowler.*

#### "NBC Extra"

##### Westwood One Companies/ NBC Radio Network

**Produced by:** NBC Radio Network News  
**Hosted by:** Various correspondents  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19

*Each week, a comprehensive, 5-part series that examines the issues and information that affect our lives.*



## NEWS PROGRAMS

### "New Perspectives"

**Eagle Media Production, LTD.**

**Produced by:** Alaina Zachary

**Hosted by:** Alaina Zachary

**Frequency:** Daily

**Length:** 2 mins.

**Terms:** Barter

**Delivered via:** Audio cassette

**Show first aired:** 9/26/88

**Affiliates:** 25

*Alternative lifestyle news, new age thought and practice; an offbeat look at the world outside the mainstream.*

### "Newsweek On Air"

**AP**

**Hosted by:** Newsweek Editor David Alpern and AP Correspondent Warren Levinson

**Frequency:** Weekly

**Length:** 54 mins.

**Terms:** Network affiliation

**Delivered via:** Satellite

*A unique news/talk show that takes a warm, informal look at major events.*

### "Nunnsense"

**Westwood One Companies/  
NBC Radio Network**

**Produced by:** Gary Nunn

**Hosted by:** Gary Nunn

**Frequency:** Daily

**Length:** One min.

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

**Show first aired:** 1987

*An amusing look at human behavior and the little idiosyncrasies that make us interesting*

### "Perspective"

**ABC Information Network**

**Hosted by:** Bob Walker

**Frequency:** Weekly

**Length:** One hour

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T23

**Affiliates:** 400

*ABC correspondents worldwide discuss important issues and the past week's news in depth.*

### "PM Business Report"

**Westwood One Companies/  
NBC Radio Network**

**Produced by:** John Hartge

**Hosted by:** John Hartge

**Frequency:** Daily

**Length:** One min.

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

*No sooner does the business day come to a close than John Hartge reports on the day's significant business activity.*

### "Point Of Law"

**Transmedia, Inc.**

**Produced by:** Dave Adams

**Hosted by:** Russ Holcomb

**Frequency:** Daily

**Length:** 2-1/2 mins.

**Terms:** Barter/Cash

**Delivered via:** Analog tape

**Show first aired:** 5/10/53

**Affiliates:** 120

*An entertaining informational feature about recent court decisions, describes a particular court case and the courts' subsequent decision. Sponsorable.*

### "Radio-TV Interview Report Magazine"

**Bradley Communications Corp**

**Frequency:** Monthly

**Terms:** Free

**Show first aired:** 11/86

*Monthly catalog of author, experts, etc. available for talk shows, free to stations.*

### "Report On Business" Sound Source

**Produced by:** Information

**Hosted by:** Kevin Marsh

**Frequency:** Daily

**Length:** One min.

**Terms:** Barter

**Delivered via:** BN/Seltech

**Show first aired:** 9/6/88

**Affiliates:** 20

*Business news of the day from the business pages of the Globe & Mail, Canada's national newspaper.*

### "Road Watch America" Metro Networks

**Produced by:** Steve Carpenter

**Hosted by:** Karanel King

**Frequency:** Daily

**Length:** 90 secs.

**Terms:** Barter

**Delivered via:** Comrex-telephone

**Show first aired:** 1988

**Affiliates:** 18

*Overnight travel condition report. Coast-to-coast weather, accident and construction information.*

### "Skywatch Weather" Skywatch Weather Center

**Produced by:** Professional meteorologists

**Frequency:** Four times a day

**Length:** 20-40 secs.

**Terms:** Cash

**Delivered via:** Phone

**Show first aired:** 4/1/80

*Live and taped weather segments presented by experienced broadcast meteorologists. Custom formats. Localized forecasts. Frequency extension available. Toll-free.*

### "Star Date" Longhorn Radio Network

**Produced by:** University of Texas McDonald Observatory

**Hosted by:** Joe Block

**Frequency:** Daily

**Length:** 2 mins.

**Terms:** Cash

**Delivered via:** Westar 12 T2D

**Show first aired:**

**Affiliates:** 212

*Spellbinding astronomy vignettes—tales of ancient skylore, finding constellations and planets in the backyard, space program updates, and new discoveries.*

### "Texas AP Network" Associated Press Broadcast Services

**Hosted by:** Correspondent Brad Krohn and various anchors

**Terms:** Cash

**Delivered via:** Spacenet 3R T1/Westar 3 T1

**Show first aired:** March 1984

**Affiliates:** 100

*The Texas AP Network provides state news, high school-through-professional sports, Texas business and agriculture news and weather*

### "Today In History" Westwood One Companies/ NBC Radio Network

**Produced by:** George Achaves/Ken Herrera

**Hosted by:** Ken Herrera

**Frequency:** DailyLength: One min.

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

**Show first aired:** 1986

*Each day a look at a major news event from the same date in history, recreated with actualities and news coverage from the past.*

### "USA Today Radio — Audio Service" ABC Radio Networks

**Produced by:** Gannett New Media Services/USA Today

**Frequency:** Daily

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T23

**Show first aired:** 7/1/87

**Affiliates:** 300

*Actuality feed featuring reporters and interview clips from USA Today stories.*



### "Wall Street Journal Report" Dow Jones & Company Broadcast Services

**Produced by:** Dow Jones & Company

**Hosted by:** Various anchors

**Frequency:** Daily

**Length:** Two mins.

**Terms:** Barter

**Delivered via:** Satcom 1R T19

**Show first aired:** 11/17/80

**Affiliates:** 103

*Hourly business/financial newscasts covering the latest breaking news as it develops throughout the day.*

### "Washington Spotlight" Hill and Knowlton

**Frequency:** Bi-weekly

**Length:** 10 mins.

*News/public affairs radio magazine that is sent the first and third Friday's of every month at 5:40pm.*

### "Weather Service" Weather Scan

**Length:** 30-60 secs.

**Delivered via:** Phone

*Resort, travel forecasts. Telephone forecasts available.*



### "Week In Review" Westwood One Companies/ Mutual

**Produced by:** Dick Rosse/George Achaves

**Hosted by:** Dick Rosse

**Frequency:** Weekly

**Length:** 21:40

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T19

**Show first aired:** 6/10/83

*Weekly summary of the most important and interesting news. On-the-scene reports and analysis from Mutual's worldwide staff.*

### "Gordon Williams Business Reports" ABC Radio Networks

**Hosted by:** Gordon Williams

**Frequency:** 9 times daily, 6 on week-ends.

**Length:** One-two mins.

**Terms:** Barter

**Delivered via:** Satcom 1R T23

**Affiliates:** 220

*Nine daily one-minute business reports focusing on up-to-the-minute news in the business and financial communities, personal finance issues.*

### "Young Adult Newscall" ABC Radio Networks/ ABC News

**Frequency:** Daily

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T23

**Affiliates:** 350

*Daily actuality feed of raw sound, interview clips and correspondent reports of stories of interest to young adults 12-34.*

### "Your Kids And Mine" Todd Persons Communications, Inc.

**Produced by:** Todd Persons Communications, Inc.

**Hosted by:** Dr. Alan Cohen

**Frequency:** Daily

**Length:** 90 secs.

**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 10/88

*A topical, fast-paced, advice-packed commentary about raising kids from birth through the teens hosted by a recognized child psychiatrist.*

## NEWS NETWORKS



### ABC Contemporary Network

**Delivered via:** Satcom 1R T23

**Number of affiliates:** 250

**Operates:** 24 hours/7 days

**Main newscast begins:** :56 past

**Main newscast length:** 3-1/2 mins.

**Other daily services:** *News-in-briefs* (M-S, 2 mins., 6a-11p); *Howard Cosell Sports* (M-F, 3-1/2 mins., 8:20a, 5:20p); *Newscalls* (M-S, 9 mins., 6a-10p); *Young Adult Newscall* (M-F, 9 mins., 5:35:30a).

## ABC DIRECTION NETWORK

### ABC Direction Network

**Delivered via:** Satcom 1R T23

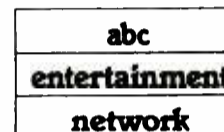
**Number of affiliates:** 450

**Operates:** 24 hours/7 days

**Main newscast begins:** :50 past

**Main newscast length:** 4 mins.

**Other daily services:** *Newsbriefs* (M-S, 2 mins., 5a-11p); *Sports* (M-F 2x, Saturday 10x, Sunday 7x, 2-1/2 mins.); *Newscalls* (M-S, 2 mins., 6a-10p).



### ABC Entertainment Network

**Delivered via:** Satcom 1R T23

**Number of affiliates:** 600

**Operates:** 24 hours/7 days

**Main newscast begins:** On the hour

**Main newscast length:** 4 mins.

**Other daily services:** *News updates* (M-S, 8 mins., 8a-11p); *Newscalls* (M-S, 9 mins., 6a-10p); *Sports* (M-F 2x, Weekends 7x daily).



### ABC FM Network

**Delivered via:** Satcom 1R T23

**Number of affiliates:** 150

**Operates:** 24 hours/7 days

**Main newscast begins:** :45 past

**Main newscast length:** 2 mins.

*news/1 min. commercial adjacency*

**Other daily services:** *Newsminutes* (M-S, 1 min., 6a-8p); *Newscalls* (M-S, 9 mins., 6a-10p); *Young Adult Newscall* (M-F, 9 mins., 5:35:30a); *Nick Alexander Sports* (M-F, 1 min., 6:05a); *Nick Alexander: Special Edition* (M-F, 1 min., 8:18a, 4:18p).

### ABC Information Network

### ABC Information Network

**Delivered via:** Satcom 1R T23

**Number of affiliates:** 600

**Operates:** 24 hours/7 days

**Main newscast begins:** On the hour

**Main newscast length:** 5 mins.

**Other daily services:** *News Headlines* (M-S, 1 min., 6a-Mid.); *Newscalls* (M-S, 9 mins., 6a-10p); *Johnny Holiday Sports* (M-F, 2-1/2 mins., 6:06a, 5:06p); *Fred Manfra World Of Sports* (Weekends, 3-1/2 mins., 9:06a, 8:06p).

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How do you leave your lover  
when the romance is over?



What do you tell the boss when he  
wants you to take a lie-detector test?



What do you do if your boss  
gets fresh?



How do you handle a drunk?



What are the dangers for a non-smoker  
who hangs out with smokers?

Our Doctor, Lawyer, Psychologist, Marriage & Family Counselor, Sociologist, and  
Pop Culture Observer deliver 30 of those a week.

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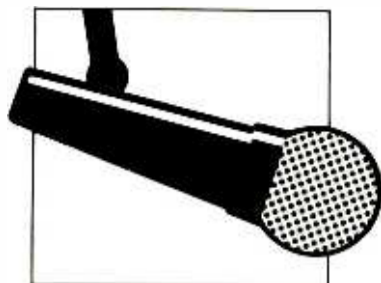
# THE WORD

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fax: 1-213-874-7753 telex: 188679 RADIOEX

Bustany and Biggs are some of the people who created and produced American Top 40 and American Country Countdown for 18 years.



## NEWS NETWORKS

### ABC RADIO NETWORKS

#### ABC Rock Network

**Delivered via:** Satcom 1R, T23  
**Number of affiliates:** 125  
**Operates:** 24 hours/7 days  
**Main newscast begins:** :45 past  
**Main newscast length:** 2 mins.  
**Other daily services:** *Newsbriefs* (M-F, 7 mins., 3:45p-8:45p); *News-calls* (M-S, 9 mins., 6a-10p); *Young Adult Newscall* (M-F, 9 mins., 5:35-30a); *Backstage With The ABC Rock Network* (M-F, 1 min., 4:47p).

### AP Associated Press Broadcast Services

#### AP Network News

**Delivered via:** Spacenet 3R T1/Westar 3 T1  
**Number of affiliates:** 1000  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour/half-hour  
**Main newscast length:** 5 mins. at top/2-1/2 mins. at bottom  
**Other daily services:** *Sportscasts* (M-F, 2 mins., Weekends 3-1/2 mins.); *Business Barometer* (90 secs., 16x daily); *Agreport* (2-1/2 mins., 8x daily); *Regional reports* (2x daily); *closed circuit news feeds* (hourly); *Segue, Eye on TV, Hollywood Report, Film Clips, Music Report, Country Music Report, Health & Medicine, Consumer Watch, Pets and People, Real Life, Flashback, Home Entertainment Update, Chip talk, On The Homefront, Kid Stuff, Best Sellers in Review, Between The Lines.*  
**Special programming:** *Special Assignment, Portfolio, World Of Religion, NewsWeek On Air.*

### BRN Business Radio Network

#### "Business Radio Network"

**Delivered via:** Satcom 1R T21  
**Affiliates:** 26  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 6 mins.  
**Other daily services:** *Stocks & commodities report* (:06, :36); *Sportscasts* (:17, :47); *National travelers' weather* (:15, :45); *News headlines* (:20, :50); *Stock headlines* (:24, :54); *Business features* (:12, :21, :25, :27:50, :42, :52, :55); *"Ways & Means"* business call-in talk show (11p-5a); *Business-oriented talk shows* (11a-11p Sat., 5a-11p Sun.)

### CBN Radio Network

**Delivered via:** Galaxy I/Spacenet III  
**Number of affiliates:** 84  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 5 mins.  
**Other daily services:** *CBN News Today* (Daily, 30 mins., 5:00p); *World News In Review* (Sunday, 30 mins., 10p).

### CBS Radio Network

**Delivered via:** Satcom 1R T19  
**Number of affiliates:** 420  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** Six mins.  
**Other daily services:** *Newsfeed* (19x daily); *Sportsfeed* (2x daily); *Funny Stuff* (monthly); *Classic Cuts Library* (oldies music service); *Osgood File* (M-F, 4 mins., 6:25a-9:25a); *Sports World Roundup* (M-S 6:45a); *World News Roundup* (M-F, 15 mins., 8:00a); *Newsnotes* (M-S 2-1/2 mins); *Healthtalk* (M-F, 90 secs., 11:25a); *Correspondent's Notebook* (M-F, 90 secs., 1:25p); *Dan Rather Reporting* (M-F, 4-1/2 mins., 4:25p); *Today In Business* (M-F, 3-1/2 mins., 5:25p); *World Tonight* (M-F, 15 mins., 6:00p); *Sportstime* (M-F, 3-1/2 mins., 6:25p); *Dateline: America* (Sat., 3 mins., 1:25p); *Sports Central USA* (Weekends, 3 mins., 2:15p-7:15p); *Consumer Beat* (Sun., 3 mins., 1:25p).  
**Special programming:** *NFL, 40 games; Major League Baseball, college football Cotton Bowl; NCAA Basketball Tournament, Masters Golf Tournament, US Open reports.*

### CBS RadioRadio

**Delivered via:** Satcom 1R T19  
**Number of affiliates:** 150  
**Operates:** 24 hours/7 days  
**Main newscast begins:** *Main newscast length:* 2 mins.  
**Other daily services:** *Newsfeed* (19x daily); *Sportsbreak* (M-F, 90 secs., 2x daily); *Entertainment Update* (Daily, 90 secs.)  
**Special programming:** *Laff Trax, Hof Off The Press, Classic Cuts Library.*

### CNN Radio News

#### From Transtar Radio Network

**Delivered via:** Satcom 1R T21/Galaxy I T7/Telstar 301 T5  
**Number of affiliates:** 140  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour/half hour  
**Main newscast length:** 3:30/5:00 mins.  
**Other daily services:** *Newsfeed* (7-30 mins., M-F 8x daily, Weekends 5x daily); *Sports* (1 min. at :35 past the hour, 8a-Noon, 4p-9p); *Headline Sports* (M-F, 2 mins., :51 past; Weekends, 3 mins., :50 past); *Business* (M-F, 1 min., :40 past, 6a-8a, 4p-7p); *Lifestyle Feature* (M-F, 1 min., :35 past, 1p-3p); *Hollywood Minute* (M-F, 1 min., 7:07a, 9:07a).

### Dow Jones Report

**Delivered via:** Satcom 1R T19  
**Number of affiliates:** 43  
**Operates:** M-F 5:45a-9:20p; Sat 6:00a-3:00p  
**Main newscast begins:** :45 and :20 past the hour  
**Main newscast length:** One min.



Sheridan Broadcasting Networks

### Sheridan Broadcasting Networks

**Delivered via:** Westar V T9X  
**Number of affiliates:** 141  
**Operates:** M-S 6:00a-Mid  
**Main newscast begins:** :50 past the hour  
**Main newscast length:** 5 mins.  
**Other daily services:** *Top of the hour/short form* (M-S, 2 mins., 6a-Mid.); *Operation Newslite - actualities* (9-25 secs., 4x daily); *SBN Money Smarts* (90-secs., 8:05a, 4:05p); *SBN Major League Baseball Notebook Hosted By Gary Matthews* (Daily, 5 mins., 8:20a); *SBN Sports* (M-S, 5 mins., 6:20a-10:20a, 3:20p-6:20p).  
**Special programming:** Monthly entertainment specials, seasonal sports features, specialized daily vignettes.

### United Press International (UPI Radio Network)

**Delivered via:** Westar IV T1  
**Number of affiliates:** 200  
**Operates:** 24 hrs./7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 5 mins.  
**Other daily services:** *Newsfeeds* (Daily, :10 past the hour from 4:10a-10:10p); *Feature Feed* (1 min., 3x daily); *Headline Update* (M-F, 1 min., 6:30a-8:30p); *Business Updates* (M-F, 1 min., 7:40a-7:40p); *Sports Updates* (M-F 2 min., 6:45a-12:45p & 4:45p-10:45p; weekends 2-1/2 mins., 8:45a-9:45p); *Pye Chamberlayne and the News* (M-F 8:00a, Noon); *Religion Program* (M-F, 5 mins. 1:15a); *News Views* (90 secs., Fri. 3:10p, Sat. 10:15a).



### United Stations Radio Networks — US1

**Delivered via:** Satcom 1R T19  
**Number of affiliates:** 24 hours/7 days  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the half hour  
**Main newscast length:** 3 mins.  
**Other daily services:** *Sportscasts* (M-F, 2-1/2 mins., 6x daily, weekends 3-1/2 mins., 2:30p-8:30p); *Business report* (M-F, 1 min., 6:05a, 5:05p); *Health Report* (M-F, 1 min., 11:05a); *A Different Frequency with Ed Gullo* (M-F, :40, 8:05a); *Newscalls* (M-F, 9 mins., 16x daily, weekends 4x daily); *Sportscalls* (M-F, 9 mins., 3x daily).

### United Stations Radio Networks — US2

**Delivered via:** Satcom 1R T19  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 4-1/2 mins.  
**Other daily services:** *Sportscasts* (M-F, 2-1/2 mins., 6x daily, weekends 3-1/2 mins., 2p-8p); *Business report*



(M-F, 1 min., 6:05a, 5:05p); *Health Report* (M-F, 1 min., 11:05a); *A Different Frequency with Ed Gullo* (M-F, :40, 8:05a); *Newscalls* (M-F, 8-12 mins., 16x daily, weekends 4x daily); *Sportscalls* (M-F, 8-12 mins., 3x daily).  
**Special programming:** 1989 News Encore, The '80s Chronicles.

### Wall Street Journal Radio Network

**Delivered via:** Satcom 1R T19  
**Number of affiliates:** 103  
**Operates:** M-F 5:50a-9:50p; Sat 6:00a-3:00p (ET)  
**Main newscast begins:** :50 past the hour  
**Main newscast length:** Two mins.  
**Other daily services:** *Morning Focus Report* (1 min., 5:20a); *Wall Street Journal Consumer Update* (1 min., 12:15p); *Wall Street Journal Stock Market Final* (2 mins., 4:25p).  
**Special programming:** Quarterly special series including annual "Tax Tips."

### Westwood One Companies/ Mutual Broadcasting System

**Delivered via:** Satcom 1R T19  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 5 mins.  
**Other daily services:** *Half hourly newscast* (3 mins., :30 past the hour); *News update* (2 mins., :55 past the hour); *Newsfeeds* (M-F 7x daily, Sat. 4x, Sun. 3x); *Sportscasts* (4-1/2 mins., M-F 5x, Weekends 8x daily).  
**Special programming:** Includes *Business Beat, You & Your Money, Face-Off, Like Only Yesterday, Entertainment Report, Human Side of the News, Mutual Sports Today, Larry King Sports in Focus, Spirit of Sports, talk programming, public affairs, college football bowl games, NFL football, Notre Dame football, major college football, major college basketball.*



### Westwood One Companies/ NBC Radio Network

**Delivered via:** Satcom 1R T19  
**Operates:** 24 hours/7 days  
**Main newscast begins:** On the hour  
**Main newscast length:** 5 mins.  
**Other daily services:** *News update* (30 secs., :25 past the hour); *News minute* (1 min., :55 past the hour); *Newslite* (follows main newscast); *Morning Line sports* (M-F, 3-1/2 mins., 3x daily); *Weekend Sports* (4 mins., Sat., :30 past from 12:30p-6:30p, Sun., 12:30p-7:30p); *Don Criqui On Sports* (M-F, 2-1/2 mins., 4:30-5:30p). *Sports Line* (follows Morning Line & Criqui Sports).  
**Special programming:** *Business Report, Money Memo, Today In History, NBC Extra, Consumer Report, Nunn-sense, Health & Science Report, Dr. Joyce Brothers, PM Business Report, Comment On The News, religion features, college football bowl games.*



## SPORTS

### "Black College Football" Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Tony Giordano  
**Hosted by:** Jonas Chaney  
**Frequency:** 9/1-11/5/89  
**Length:** 5 mins.  
**Terms:** Network affiliation  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 9/1/89  
**Affiliates:** 129  
*Sports program highlighting black college football players, coaches and games.*

### "Business Of Sports" Star Communications

**Produced by:** Carl Grande  
**Hosted by:** Carl & George Grande  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 2/88  
**Affiliates:** 15  
*A look at what's happening in sports from the business angle.*

### "Campeonato De Boxing" Radio Sports Network

**Produced by:** Clark Macy  
**Hosted by:** Carlos Avilas  
**Frequency:** Monthly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Westar 4  
**Show first aired:** 5/13/89  
**Affiliates:** 35  
*The top prize fights from the top promoters.*

### "M.L. Carr Commentary" Star Communications

**Produced by:** Pete Solomon  
**Hosted by:** M.L. Carr  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape/phone  
**Show first aired:** 10/88  
**Affiliates:** 10  
*Opinions by former NBA Basketball player.*

### "Championship Boxing" Radio Sports Network

**Produced by:** Clark Macy  
**Hosted by:** Rich Marrota  
**Frequency:** Monthly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R Galaxy 2  
**Show first aired:** 2/25/89  
**Affiliates:** 170  
*The top prize fights from the top promoters.*



## "Chicago Bears Football" Tribune Radio Networks

**Produced by:** Jack Rosenberg  
**Hosted by:** Wayne Larrivee & Hub Arkush  
**Frequency:** Weekly, August-December  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy 2 T3  
**Show first aired:** 1985  
**Affiliates:** 60

*Play-by-play coverage of the number one most recognized NFL team in the country.*

## "Chicago Cubs Baseball" Tribune Radio Networks

**Produced by:** Jack Rosenberg  
**Hosted by:** Harry Carey, Dewayne Staats, and Davie Nelson  
**Frequency:** Summertime  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy 2 T3  
**Show first aired:** 1975  
**Affiliates:** 88

*Play-by-play of one of the most popular sports teams in the nation.*

## 1989 MAJOR COLLEGE BASKETBALL

## "College Basketball Game Of The Week" Westwood One Companies/ Mutual

**Produced by:** Mutual Sports  
**Hosted by:** Tony Roberts, Bob Lanier, Larry Michael, Kevin Grevey  
**Frequency:** 20 games on Sundays in season  
**Length:** 2 hours appx.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1/88

*Play-by-play of 20 Sunday afternoon matchups between the top college basketball teams in the nation.*

## "College Football Game Of The Week" Public Interest Affiliates, Inc.

**Produced by:** Public Interest Affiliates  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy 2, T3  
**Show first aired:** 9/2/89  
**Affiliates:** 70

*Top teams go head-to-head... early and late games weekly, pre/post games with player/coach interviews, sports news and scoreboards.*

## "Competitive Edge, The" AP

**Frequency:** Daily  
**Length:** 90 secs.  
**Delivered via:** Satellite

*A humorous and analytical look at the sports world from veteran AP sportscasters*

## "Howard Cosell Sports" ABC Contemporary Network

**Hosted by:** Howard Cosell  
**Frequency:** Twice-daily  
**Length:** 3-1/2 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23

*Sports commentary delivered by the one and only Howard Cosell.*

## "Costas Coast To Coast" Olympia Broadcasting Networks

**Produced by:** Bruce Cornblatt  
**Hosted by:** Bob Costas  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 11/86  
**Affiliates:** 310

*A weekly, two-hour live sports interview special hosted by NBC-TV's Bob Costas.*

## "Don Criqui On Sports" Westwood One Companies/ NBC Radio Network

**Produced by:** Don Criqui  
**Hosted by:** Don Criqui  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
*Daily commentary on sports news and personalities, from veteran sports reporter Don Criqui.*

## "Mike Ditka Show" Tribune Radio Networks

**Produced by:** Jack Rosenberg  
**Hosted by:** Mike Pyle  
**Frequency:** Weekly, August-January  
**Length:** 5 mins.

**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy 2 T3

**Show first aired:** 1985  
**Affiliates:** 50

*Interviews and analysis of Bears football with Coach Ditka and phone calls from fans.*

## "Football Analysis" UPI Radio Network

**Produced by:** UPI Radio Sports  
**Hosted by:** John Tautges  
**Frequency:** Weekly-seasonal  
**Length:** 18 mins.  
**Terms:** Network affiliation  
**Delivered via:** Westar IV T1  
**Show first aired:** 8/84  
**Affiliates:** 200

*Lively look at both college and pro football happenings from pre-season through the Super Bowl. Contains three one minute avails.*

## "Great American Cowboy" Professional Radio Networks

**Produced by:** Stan Garrett  
**Hosted by:** Bob Tallman  
**Frequency:** Daily  
**Length:** 3-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Cassette  
**Show first aired:** 3/2/81  
**Affiliates:** 165

*Bob Tallman hosts a fast-paced feature program of interviews and commentary with and about rodeo cowboys and personalities.*

## "Lou Holtz Show" Westwood One Companies/ Mutual

**Produced by:** Mutual Sports  
**Hosted by:** Lou Holtz  
**Frequency:** Tuesdays in season  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/88

*The coach's analysis and commentary on Notre Dame and college football in general. Insights into strategy, injury updates and humor.*

## "In-Fisherman Radio" In-Fisherman Communications

**Produced by:** Jim O'Rourke  
**Hosted by:** Wade Bourne, Rich Zaleski, Bob McNally, Jim O'Rourke  
**Frequency:** Daily  
**Length:** 3 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 3/75  
**Affiliates:** 900

*Guaranteed market exclusivity; around, 5 editions including saltwater fishing. "How to" information from top fishermen. Autumn and Winter editions.*

## "Inside Sports Magazine" Olympia Broadcasting Networks

**Produced by:** Dave Cohen  
**Hosted by:** Bob Costas  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** Spring 1982  
**Affiliates:** 496

*A daily (Monday-Sunday) two-minute sports interview feature with the biggest and most controversial personalities in sports.*

## "Inside The NFL" Ray Stone & Assoc./ LBS Radio

**Produced by:** Ray Stone  
**Hosted by:** Larry Turner  
**Frequency:** Daily  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 8/11/85  
**Affiliates:** 800

*A daily 5-minute review of NFL matchups, predictions, interviews, broadcast 16 weeks during NFL season.*

## "Larry King: Sports In Focus" Westwood One Companies/ Mutual

**Produced by:** Pat Piper  
**Hosted by:** Larry King  
**Frequency:** Daily  
**Length:** 3 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 12/2/85

*Larry King's love of sports provided the backdrop for his insightful commentary. From A-to-Z, Larry doesn't leave a base unturned.*

## "Legends Of The NBA" Sheridan Broadcasting Networks/STRZ Entertainment

**Produced by:** Tony Girdano  
**Hosted by:** Tony Girdano  
**Frequency:** Daily 2/27/89-6/25/89  
**Length:** One min  
**Terms:** Barter/network affiliation  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 2/27/89  
**Affiliates:** 120

*The series highlights the rise and success stories of yesterdays superstars in pro basketball.*

## "Lobotomy Line On Sports" Westwood One Companies/ Source

**Hosted by:** Chet Chitchat (aka Bruce Wolf)  
**Frequency:** Daily  
**Length:** One minute  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 4/87  
**Affiliates:** 120

*Tongue-in-cheek sports commentary performed in a zany persona.*

## "John Madden's Ace Sports Quiz" Olympia Broadcasting Networks

**Produced by:** Gary Bridges  
**Hosted by:** John Madden  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 8/31/87  
**Affiliates:** 525

*A sports quiz program featuring personality interviews, actual broadcasts of the greatest moments in sports, and the insights of America's best known sports broadcaster.*

## "John Madden's Sports Calendar" Olympia Broadcasting Network

**Produced by:** R.D. Steele  
**Hosted by:** John Madden  
**Frequency:** Daily **Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/3/89  
**Affiliates:** 153

*A date-specific feature focusing on pertinent historical events and great moments that happened that day in sports.*

## "Morning Line" Westwood One Companies/ NBC

**Produced by:** Bob Berger  
**Hosted by:** Bob Berger  
**Frequency:** Daily  
**Length:** 3-1/2 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
*Latest sports news, scores and highlights updated each hour for a total look at the events and standings.*



NATIONAL FARM REPORT • FARMING AMERICA  
JOHN BLOCK REPORTS FROM WASHINGTON  
THE MIKE DITKA SHOW • THE FRED SANDERS SHOW  
CUBS RADIO NETWORK • BEARS RADIO NETWORK

**TRIBUNE RADIO NETWORKS**  
435 N. MICHIGAN AVENUE CHICAGO, IL 60611 312-222-3342



## SPORTS

**"Motor Sports Radio Custom Reports"**  
**Sportscom/**  
**Motor Sports Radio**

**Produced by:** Motor Sports Radio  
**Hosted by:** Paul Kaminski  
**Frequency:** Special reports from major auto racing events.  
**Length:** 3½-5mins.  
**Terms:** Cash  
**Delivered via:** Phone  
**Show first aired:** 9/24/87  
**Affiliates:** N/A

Customized, short-form coverage of major auto racing events, originating from specific venues in North America. Schedule available on request.

**"Mutual Sports Today"**  
**Westwood One Companies/**  
**Mutual**

**Produced by:** Tony Roberts  
**Hosted by:** Tony Roberts  
**Frequency:** Daily  
**Length:** 3 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 4/6/87

Daily sports commentary and analysis on controversial current sports topics presented by Mutual's number one sportscaster, Tony Roberts.

**"NBC Bowl Package"**  
**Westwood One Companies/**  
**NBC Radio Network**

**Produced by:** NBC Radio Sports  
**For airing:** Dec. 28, 1989/Jan 1, 1990  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19

Live play-by-play coverage of major college football action in the 1989-90 post-season, including the Liberty, Rose, Fiesta, and Orange Bowls.

## NFL DOUBLEHEADER

**"NFL Football I & II"**  
**Westwood One Companies/**  
**Mutual**

**Produced by:** Mutual Sports  
**Hosted by:** NFL I: Tony Roberts/Jack Ham  
 NFL II: Joel Myers & Jack Snow  
**Frequency:** 2 games per Sunday in season  
**Length:** 3-1/2 hours appx.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1975

Sixteen week Sunday afternoon NFL doubleheader play-by-play. Game of the week matchups chosen specifically to provide the most excitement.


**"NFL Playbook"**  
**Sheridan Broadcasting**  
**Networks/STRZ**  
**Entertainment**

**Produced by:** Tony Giordano  
**Hosted by:** Franco Harris  
**Frequency:** Daily 8/28-12/15/89  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape/Westar 5 T9X  
**Show first aired:** 8/28/89  
**Affiliates:** 129

NFL highlights and predictions providing the very latest on each NFL team, interviews and reviews of game plans.

**"Northwestern Wildcat Football/Basketball"**  
**Public Interest Affiliates, Inc.**

**Frequency:** Weekly  
**Length:** 3-1/2 hours  
**Terms:** Barter

**Delivered via:** Satcom 1R T3  
**Show first aired:** 9/3/88  
**Affiliates:** 10

Big 10 action! College play-by-play at its best as the country's leading conference battles it out.

**NOTRE DAME FOOTBALL**  
**MAJOR COLLEGE FOOTBALL**
**"Notre Dame/**  
**Major College Football"**  
**Westwood One Companies/**  
**Mutual**

**Produced by:** Mutual Sports  
**Hosted by:** Notre Dame: Tony Roberts/Tom Pagna  
**Major college game of week:** Bill Rozinski/Fran Curci  
**Frequency:** Two games each Saturday in season  
**Length:** 3 hours appx.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1987

For the 22nd year, exclusive play-by-play of top ranked Notre Dame's entire schedule, plus the hottest top-20 wild card games.

**"Opening Pitch-Baseball '90, The"**  
**Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Marv Albert  
**Frequency:** One-time special  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 3/31/89  
**Affiliates:** 200

Kick off the baseball season the weekend before opening day. Last-minute news, predictions, celebrity roundtable.

**"Pro Football '89 —**  
**A Look Ahead"**  
**Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Marv Albert  
**Frequency:** One-time special  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 9/87  
**Affiliates:** 250

Colorful recap of the '88 season, actualities, players and coaches speak out, sports guests predict upcoming season.

**"Pro Football This Week"**  
**Tribune Radio Networks**

**Produced by:** Chris Blei  
**Hosted by:** Wayne Larrivee & Hub Arkush  
**Frequency:** Weekly, August-December  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy 2 T3  
**Show first aired:** 1987  
**Affiliates:** 125

Recap and analysis of previous week NFL games including reports from each team.

**"Race-Talk**  
**Weekend Report"**  
**Sportcom/Motor Sports Radio**

**Produced by:** Motor Sports Radio  
**Hosted by:** Paul Kaminski  
**Frequency:** Weekly

**Length:** Five mins.  
**Terms:** Cash  
**Delivered via:** Analog tape/phone  
**Show first aired:** 4/7/88  
**Affiliates:** n/a

Weekly preview and review of events in major and regional auto racing, some features. Best aired as weekend preview.

**"SBN's Major League Baseball Notebook"**  
**Sheridan Broadcasting**  
**Networks/STRZ**  
**Entertainment**

**Produced by:** Tony Giordano  
**Hosted by:** Gary Matthews  
**Frequency:** Daily 3/27-10/10/89  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape/Westar 5 T9X  
**Show first aired:** 4/3/88  
**Affiliates:** 120

Highlights of all 26 Major League teams, their strengths and weaknesses.


**"Spirit Of Sports**  
**With Sugar Ray Leonard,**  
**The"**  
**Westwood One Companies/**  
**Mutual**

**Produced by:** Mutual Sports  
**Hosted by:** Sugar Ray Leonard  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 8/3/87  
 Boxing champion Sugar Ray Leonard comments on today's inspired achievements in pro and amateur athletics, and interviews top athletes.

**"Sports Byline USA"**  
**Champion Productions/**  
**LBS Radio**

**Produced by:** Champion Productions  
**Hosted by:** Ron Barr  
**Frequency:** Daily  
**Length:** Two hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T9  
**Show first aired:** 10/24/88  
**Affiliates:** 37

Live sports talk show featuring the world's top sports personalities. 800 call-in hosted by Ron Barr, national sportscaster.

**"Sports Explosion"**  
**Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Joe McConnell  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/2/85  
**Affiliates:** 150

Fast-paced sports magazine, player/coach interviews, reports on latest issues, flashbacks on great moments, guest commentaries.

**"Sports Final"**  
**Star Communications**

**Produced by:** Mark Kellghan  
**Hosted by:** Pete Soldmon/Scott Sanouos  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 4/14/85  
**Affiliates:** 28  
 Sports wrapup of days activities, exclusive interviews, expert commentators.

**"Sports Flashback"**  
**Olympia Broadcasting**  
**Networks**

**Produced by:** Ron Silverstein  
**Hosted by:** Bob Costas  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** Spring 1985  
**Affiliates:** 446  
 A daily (Monday-Sunday), two-minute presentation of the greatest moments in history featuring the actual-recorded, live broadcast of the event.

**"Sports Page USA"**  
**Ray Stone & Assoc./**  
**LBS Radio**

**Produced by:** Ray Stone  
**Hosted by:** Larry Turner  
**Frequency:** Daily  
**Length:** 5 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/3/89  
**Affiliates:** 450  
 Daily 5 minute review of sports matchups, predictions and interviews highlight this Monday thru Friday program.

**"Sportsline"**  
**AP**  
**Frequency:** Daily  
**Length:** 2 mins. daily/3-1/2 mins. weekends  
**Delivered via:** Satellite  
 A live, fully-produced sportscast, crammed full of live updates from current events.

**"Sunday Night Report"**  
**Sportcom/Motor Sports Radio**

**Produced by:** Motor Sports Radio  
**Hosted by:** Paul Kaminski  
**Frequency:** Weekly  
**Length:** Five mins.  
**Terms:** Barter/cash  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 6/4/89  
**Affiliates:** n/a  
 A satellite-delivered summary of the weekend's activity in the major auto racing series.

**"Superbowl XXIV —**  
**Countdown To Sunday"**  
**Public Interest Affiliates**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Marv Albert  
**Frequency:** One-time special  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog Tape  
**Show first aired:** 1/86  
**Affiliates:** 250  
 Preview of the big game . . . actuality packed recap of season action, coach and player predictions, sports authority roundtable.

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 TURN SUNDAY  
 INTO MONEY  
 DAY WITH NASCAR



## SPORTS



### "This Date In Baseball History"

**DIR Radio Network**

**Produced by:** Major League Baseball Productions  
**Hosted by:** Mel Allen  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 4/4/88  
**Affiliates:** 150

A nostalgic evocation of great moments & achievements in baseball with the legendary "voice of the New York Yankees," Mel Allen.



### "This Is The NFL"

**DIR Radio Network**

**Produced by:** NFL Films  
**Hosted by:** Steve Sabol  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 8/29/88  
**Affiliates:** 150

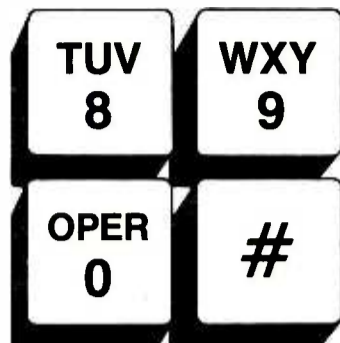
Football's best moments, including actualities, trades, sports trivia and comments by "the great ones" on the action of the season.

### "Weekend Sports"

**Westwood One Companies/ NBC Radio Network**

**Produced by:** Bob Berger  
**Hosted by:** Bob Berger  
**Frequency:** Weekends  
**Length:** 4 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19

Hourly updates of the latest sports news, scores and highlights as it happens. All the action is there with 14 reports on weekends.



## TALK SHOWS

### "American Dream"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Jeff Keller  
**Frequency:** Saturdays  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 3/88  
**Affiliates:** 45

If it has to do with work around the house, call Jeff Keller, Saturdays 4-6pm.



### "American Express Travel Show"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Linda Scott  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 1/21/89  
**Affiliates:** 117

The latest and best travel hot spots, along with answers to listeners questions.



### AMERICAN FOLKLORE with Johnny Cash

### "American Folklore"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Johnny Cash  
**Frequency:** Daily  
**Length:** Five mins.  
**Terms:** barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 4/3/89  
**Affiliates:** 117

Johnny Cash tells the stories behind America's folklore topics like: Flash in the Pan, Bring Home The Bacon and Fair To Middlin.

### "American Know-How"

**Lita Cohen Radio Services**

**Produced by:** Ed Busch  
**Hosted by:** Steve Crowley, Kathy Helm and Al Carrell

**Frequency:** 2 hours Saturday/Sunday  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1987  
**Affiliates:** 100

Features Steve Crowley, ABC's Money Editor, a sports nutritionist/conditioner and America's favorite super handyman with an 800 call-in number.

### "Best Of King"

**Westwood One Companies/ Mutual**

**Produced by:** Tony Carlton  
**Hosted by:** Larry King  
**Frequency:** Sundays  
**Length:** 6 hours  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 2/6/78

Sunday evening and overnight programming featuring "the best" of the Larry King Show — North America's premier interview and call-in program.



### "Paul Bicknell Show, The"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Paul Bicknell  
**Frequency:** Daily  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 11/14/88  
**Affiliates:** 117

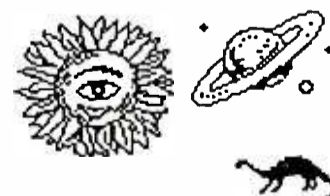
Easy wake-up style with daily headlines, human interest items.

### "Sonny Blouh"

**Sun Radio**

**Produced by:** Sun Radio  
**Hosted by:** Sonny Blouh  
**Frequency:** Daily  
**Length:** One hour  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 1/88  
**Affiliates:** 55

Business news & real estate call-in program. 5-7 pm



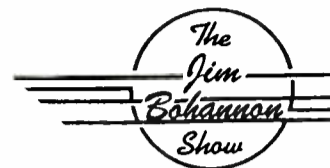
### "Dr. Bob Show"

**American Radio Network**

**Produced by:** American Radio Network  
**Hosted by:** Dr. Bob Hieronimus  
**Frequency:** Weekly  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3

**Show first aired:** 11/27/88  
**Affiliates:** 117

"New Age" topics in the leading edge sciences, featuring national and international researches and practitioners.



### "Jim Bohannon Show"

**Westwood One Companies/ Mutual**

**Produced by:** Pat Piper  
**Hosted by:** Jim Bohannon  
**Frequency:** Saturdays  
**Length:** 6 hours  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/23/84

Saturday evening and overnight programming featuring interviews, news-you-can't-use, the offbeat, and the 'sleaze report.' Plus calls.

## American Radio Networks

LISTEN... AMERICA'S TALKING

### "Ted Byrne Show"

#### American Radio Networks

**Produced by:** American Radio Networks  
**Hosted by:** Ted Byrne  
**Frequency:** daily  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy II T3  
**Show first aired:** 11/14/88  
**Affiliates:** 117

Ted hosts a program of hard-hitting and funny talk, including America's favorite network radio trivia quiz.

### "Car Show Coast To Coast"

**Starstream Communications Group, Inc.**

**Produced by:** Jim Zuro/liona Shillman  
**Hosted by:** Len Frank and John Rotsek  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Analog tape/Satcom 1R T19  
**Show first aired:** 7/19/86  
**Affiliates:** 120

An exciting one-hour show filled with auto facts-problems and solutions. Each week car review phone-ins.

### "Car Show Coast To Coast-Daily"

**Starstream Communications Group, Inc.**

**Produced by:** Jim Zura/liona Shillman  
**Hosted by:** Len Frank and John Retsek  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape/Satcom 1R T19  
**Show first aired:** 4/88  
**Affiliates:** 60

A daily version of the "Car Show Coast-To-Coast."

## NEW

### "Consultation"

**Consultation Radio Network**

**Produced by:** Stupak Associates  
**Hosted by:** John Stupak  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Analog tape/Satcom 1R T19/Galaxy 2, T3  
**Show first aired:** 1/28/89  
**Affiliates:** 69

Quality call-in program featuring interviews with top medical specialists from sports medical to abortion. Timely, controversial, salable.

## NEW

## Ernie Davis Editorials

### "Ernie Davis Show"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Ernie Davis  
**Frequency:** Daily  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19, Galaxy II T3  
**Show first aired:** 11/14/89  
**Affiliates:** 117

Up-to-the-minute political feedback with a conservative viewpoint.

### "Dr. Dean Edell Show"

**EFM Media**

**Produced by:** EFM Media  
**Hosted by:** Dr. Dean Edell  
**Frequency:** Daily  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 1984  
**Affiliates:** 135

The next best thing to a house call. His "phone side" manner is at once disarming, informative, concerned & entertaining.

### "Jack Ellery Show"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Jack Ellery  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Affiliates:** 60

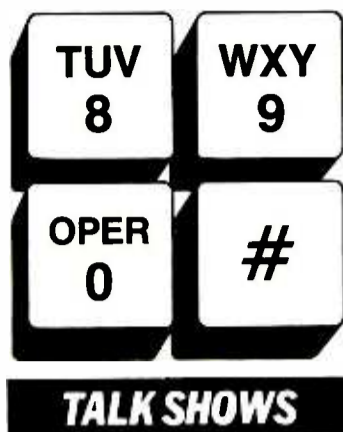
Hard hitting talk features former NBC monitor host Jack Ellery, 2-5pm Eastern.

### "Barry Farber Show"

**Sun Radio Network**

**Produced by:** Sun radio  
**Hosted by:** Barry Farber  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 1/88  
**Affiliates:** 45

Famed New York talk show host 11pm-2am.



### "For The People"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Chuck Harden  
**Frequency:** Twice weekly  
**Length:** Two hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 3/87  
**Affiliates:** 86  
*America's #1 consumer advocate on radio noon-2pm and 7-9pm.*

NEW



### "Friendship Connection"

**American Radio Networks**  
**Produced by:** MTC Productions, Inc.  
**Hosted by:** Michael Gold  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** barter  
**Delivered via:** Satcom 1R T3/Galaxy II T3  
**Show first aired:** 4/29/89  
**Affiliates:** 117  
*Live program with listeners calling to find friends with whom they've lost touch. Live reunions on-air weekly!*

### "Pat Fulton Show"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 10/88  
**Affiliates:** 45  
*Ms. Fulton presents a guest-oriented, issue-oriented program 9am-12 noon.*

THE GARDEN Hotline

### "Garden Hotline"

**ABC Talk Programming**  
**Produced by:** ABC Talk Programming  
**Hosted by:** Ralph Snodsmith  
**Frequency:** Weekly  
**Length:** Three hours  
**Terms:** Barter

**Delivered via:** Satcom 1R T23  
**Show first aired:** 1983  
*America's down-to-earth gardening expert has advice and information to cultivate listener and advertiser appeal.*

### "Gardening America"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Crose & Rodgers  
**Frequency:** Sundays  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 10/88  
**Affiliates:** 45  
*Gardening advice by licensed horticulturists. Sundays 2-5 pm*

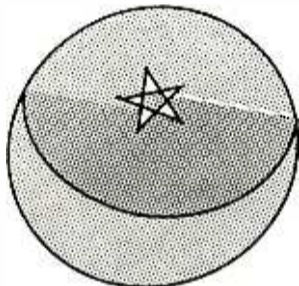
## HOME SENSE

### "Home Sense"

**ABC Talk Programming**

**Produced by:** ABC Talk Programming  
**Hosted by:** Mike McClintock  
**Frequency:** Weekly  
**Length:** Three hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
*Mike McClintock, an expert's expert in home improvement offers practical, money saving advice to do-it-yourself.*

NEW



### "Insomniacs Anonymous"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Alan Field  
**Frequency:** Daily  
**Length:** 4 hours  
**Terms:** barter  
**Delivered via:** Satcom 1R T19, Galaxy II T3  
**Show first aired:** 11/14/89  
**Affiliates:** 117  
*Filled with favorite topics, nostalgia, theatre and the arts.*



### "Larry King Show"

**Westwood One Companies/Mutual**

**Produced by:** Pat Piper  
**Hosted by:** Larry King  
**Frequency:** Daily  
**Length:** 6 hours  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1/31/78  
*Radio's best-known and most-listened-to talk show. Evening and overnight programming featuring the hottest guests on the air.*

## THE RUSH LIMBAUGH SHOW

### "Rush Limbaugh Show"

#### EFM Media

**Produced by:** EFM  
**Hosted by:** Rush Limbaugh  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 8/88  
**Affiliates:** 120  
*The best in two-way telephone conversations, outspoken, provocative and often outrageous. A kaleidoscope of hype, comedy, satire, parody & political posturing.*

NEW



## Living with Diabetes

### "Living With Diabetes"

**American Radio Networks**

**Produced by:** Hahn Productions, Inc.  
**Hosted by:** Pat Gallagher  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 4/1/89  
**Affiliates:** 117  
*Weekly interviews with well-known celebrities and sports personalities affected by diabetes. Listeners can also speak with guests.*

### "Bob Madigan Show"

**Westwood One/Talknet**

**Produced by:** Dick Brennan  
**Hosted by:** Bob Madigan  
**Frequency:** Saturday/Sunday  
**Terms:** Barter/network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/1/82  
**Affiliates:** 300  
*Telephone talk, advice and conversation about a wide variety of topics drawn from everyday life and experience.*

## MONEYTALK

### "Moneytalk"

**ABC Talk Programming**

**Produced by:** ABC Talk Programming  
**Hosted by:** Bob Brinker  
**Frequency:** Weekly  
**Length:** Three hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 1/83  
*Straightforward financial advice from an experienced money manager.*

### "Moneytalk"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Bob Hardcastle  
**Frequency:** Sunday  
**Length:** Two hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17

**Show first aired:** 10/88  
**Affiliates:** 50  
*Advice on money & investing by St. Louis host. 2-4pm Sundays.*

### "Dr. Bob Moore"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Dr. Bob Moore  
**Length:** Two hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 5/87  
**Affiliates:** 45  
 9-11pm

### "Neil Myers Show"

**Westwood One/Talknet**

**Produced by:** Dick Brennan  
**Hosted by:** Neil Myers  
**Frequency:** Daily  
**Length:** 3 hours  
**Terms:** Barter/network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 11/1/81  
**Affiliates:** 300  
*Telephone talk, advice and conversation about a wide variety of topics drawn from everyday life and experience.*

### "New Age Connections"

**Kenetics Radio Entertainment**

**Produced by:** Ken Levy  
**Frequency:** Weekly  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R  
**Show first aired:** 4/88  
*Radio's weekly call-in psychic and New Age show. Dream interpretation, UFO's astrology.*

NEW



### "Nuts And Bolts"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Dre Brungardt  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 1/7/89  
**Affiliates:** 117  
*World class mechanic, serving with Consumer Protection Division in Maryland.*

### "On The Line"

**CBN Radio Network**

**Produced by:** Susan Raynor  
**Hosted by:** Dr. David Geyertson  
**Frequency:** Daily  
**Length:** Fifty-five mins.  
**Terms:** Barter  
**Delivered via:** Galaxy 1 T11/Spacenet 3 T70  
**Show first aired:** 2/88  
**Affiliates:** 67  
*Heard daily; 1-2pm E.T.*

### "On The Road"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Jeff Brooks  
**Frequency:** Saturday  
**Length:** Four hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17, DAT  
**Show first aired:** 1/86  
**Affiliates:** 60  
*No one knows more about cars than race driver Jeff Brooks. Saturday 10-2.*

NEW



### "Pet Pourri"

**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Don Peacock  
**Frequency:** Weekly  
**Length:** 3 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19/Galaxy II T3  
**Show first aired:** 1/15/89  
**Affiliates:** 117  
*Advice on living with pets and their problems from a nationally known authority.*

### "Pet Talk"

**Sun Radio**

**Produced by:** Sun Radio  
**Hosted by:** Dr. Jim Humphries  
**Frequency:** Twice on Saturdays  
**Length:** Two hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 12/88  
**Affiliates:** 45  
*Dr. Jim is a pet psychiatrist as well as a veterinarian. 8-10 am and 2-4 pm Saturdays.*

### "Rambling With Ramsey"

**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Ramsey Pollard  
**Frequency:** Sunday  
**Length:** One hour  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T12 5.445  
**Show first aired:** 10/88  
**Affiliates:** 35  
*Travel advice. Sundays 5-6 pm*

# RADIO PROGRAMMING THAT'S RIGHT ON TRACK.



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## ***BOWSER'S GOLDEN OLDIES COUNTDOWN***

He's the one and only Jon "Bowser" Bauman, the outrageous star of the incredible Sha Na Na...and he's hosting his very own weekly two-hour radio show filled with the music, fun and nostalgia your audiences crave!

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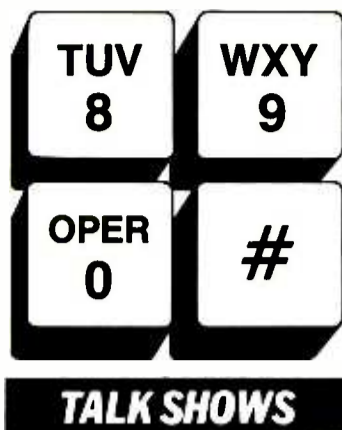
## ***LIVE-VIA-SATELLITE RADIO PRESS TOURS***

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**SALLY JESSY RAPHAEL****"Sally Jessy Raphael"**  
**ABC Talk Programming**

**Produced by:** ABC Talk Programming  
**Hosted by:** Sally Jessy Raphael  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 1/11/88

*Radio's Dear Abby, Sally offers sage advice on matters of the heart, family and more. Compelling and entertaining.*

**"Real Estate Action Line"**  
**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Sonny Bloch  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 1/88  
**Affiliates:** 50

*New York radio personality, Sonny Bloch gives real estate advice. Sun-days 10am-1pm*

**NEW****"Ruth Rogers"**  
**Sun Radio Network**

**Produced by:** Sun Radio  
**Hosted by:** Ruth Rogers  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17  
**Show first aired:** 4/89  
**Affiliates:** 30

**"Dr. Harvey Ruben Show"**  
**Westwood One/Talknet**

**Produced by:** Dick Brennan  
**Hosted by:** Dr. Harvey Ruben  
**Frequency:** Saturday/Sunday  
**Length:** 3 hours  
**Terms:** Barter/cash  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/1/82  
**Affiliates:** 300

*Telephone talk, advice and conversation about a wide variety of topics drawn from everyday life and experience.*

**Tom Snyder****"Tom Snyder Show"**  
**ABC Talk Programming**

**Produced by:** ABC Talk Programming  
**Hosted by:** Tom Snyder  
**Frequency:** Daily  
**Length:** Three hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 10/5/87

*The pioneer of late night talk shows features celebrities, newsmakers and off-beat personalities that only Tom Snyder can deliver.*

**"Sports Week In Review"**  
**Sun Radio**

**Produced by:** Sun Radio  
**Hosted by:** Dr. Ron Brenner  
**Frequency:** Sundays  
**Length:** Three hours  
**Terms:** Barter/cash/network affiliation  
**Delivered via:** Analog tape/Satcom 1R T4/Galaxy 2 T3/Spacenet 2 T12  
**Show first aired:** 1/88  
**Affiliates:** 50

*The week in sports in review Sun-days 6-9 pm*

**American Radio Networks**

LISTEN ... AMERICA'S TALKING

**"Doug Stephan Show"**  
**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Doug Stephan  
**Frequency:** Daily  
**Length:** 4 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T3/Galaxy II T3  
**Show first aired:** 11/14/88  
**Affiliates:** 117

*Upbeat conversation with listeners on a variety of subjects. Pleasant change of pace.*

**"Talkradio"**  
**ABC Talk Programming**

**Produced by:** ABC Talk Programming  
**Frequency:** Daily  
**Length:** Twelve hours per day  
**Terms:** Barter, cash  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 4/82

*Call-in talk programming featuring advice, newsmaker and celebrity interviews. Hosted by some of this country's most respected broadcasters.*

**"Dara Welles Show"**  
**Westwood One/Talknet**

**Produced by:** Dick Brennan  
**Hosted by:** Dara Welles  
**Frequency:** Daily  
**Length:** 3 hours  
**Terms:** Barter/network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 4/1/87  
**Affiliates:** 300

*Telephone talk, advice and conversation about wide variety of topics drawn from everyday life and experience.*

**"Bruce Williams Show"**  
**Westwood One/Talknet**

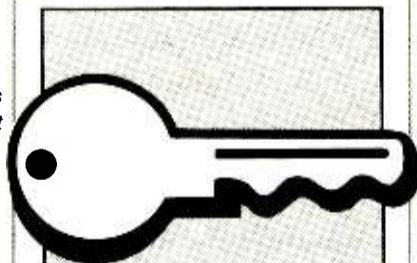
**Produced by:** Dick Brennan  
**Hosted by:** Bruce Williams  
**Frequency:** Daily  
**Length:** 3 hours  
**Terms:** Barter/network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 11/1/81  
**Affiliates:** 300

*Telephone talk, advice and conversation about a wide variety of topics drawn from everyday life and experiences.*

**NEW****"Phil Wood Sports Show"**  
**American Radio Networks**

**Produced by:** American Radio Networks  
**Hosted by:** Phil Wood  
**Frequency:** Daily  
**Length:** One or two hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19, Galaxy II T3  
**Show first aired:** 4/3/89  
**Affiliates:** 117

*Forum for major league pre-game and after-game chats.*

**SELF-HELP FEATURES****NEW****"Auto Talk"**  
**Star Communications**

**Produced by:** Gene Biase  
**Hosted by:** Junior Damato  
**Frequency:** Weekly  
**Length:** 2 hours  
**Delivered via:** Satcom  
**Show first aired:** 2/89  
**Affiliates:** 10

*Auto expert answers listeners' questions.*

**"Back To School"**  
**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** August 28-September 6, 1989  
**Length:** One min./20 reports  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 8/87  
**Affiliates:** 350

*Tips and topics for the busy back to school and late summer season. Ideal for local sales opportunities. Features interviews with consumer expert.*

**"Beach And Summer Activity Reports"**  
**American Leisure Network**

**Produced by:** Morrie Trumble  
**Hosted by:** Various  
**Frequency:** Twice-daily  
**Terms:** Barter  
**Delivered via:** Phone  
**Show first aired:** 5/31/86  
**Affiliates:** 100

*Customized for each station subject options include local summer activities, beach conditions, parking and attendance.*

**NEW****"Birdwatch"**  
**Finger Lakes Productions**

**Produced by:** Paul Bartishevich  
**Hosted by:** Bob Kantor  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter or cash  
**Delivered via:** Analog tape  
**Show first aired:** 7/3/89  
**Affiliates:** 21

*Birding is now a billion dollar industry in America. Natural sound and conversational writing highlight this catchy early morning feature.*

**"Dr. Joyce Brothers"**  
**Westwood One Companies/NBC Radio Network**

**Produced by:** Dr. Joyce Brothers  
**Hosted by:** Dr. Joyce Brothers  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19

*Family issues, stress, relationships ... one of the world's best known authorities in the field of mental health provides analysis.*

**NEW****"Children's Program"**  
**Sound Source**

**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter/cash  
**Show first aired:** 9/89  
*Program designed by OWL TV.*

**"Christmas Consumer Report"**  
**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** Christmas Special  
**Length:** One min./20 reports  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** Christmas 1987  
**Affiliates:** 350

*Holiday time consumer reports on the latest in toys and gifts, travel and leisure activities. Ideal for local sales opportunities.*

**"Consumerwatch"**  
**AP**

**Frequency:** Daily  
**Length:** 60 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite  
*Advice on everything from shopping for groceries to searching for a new car.*

**DR. DEAN EDELL RADIO PROGRAMS****"Dr. Dean Edell Medical Minutes"**  
**EFM Media**

**Produced by:** EFM Media  
**Hosted by:** Dr. Dean Edell  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 8/87  
**Affiliates:** 189

*Medical Minutes are designed to meet the concerns & interest of all Americans with the latest developments in medicine & health-related areas.*

**"Fall Consumer Headlines"**  
**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** Oct. 9-Oct. 20 1989  
**Length:** One min. 20 reports  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 10/87  
**Affiliates:** 350

*Topical reports on fashion, health and fitness, personal finance, home care and preparing for winter. Perfect sales vehicles.*

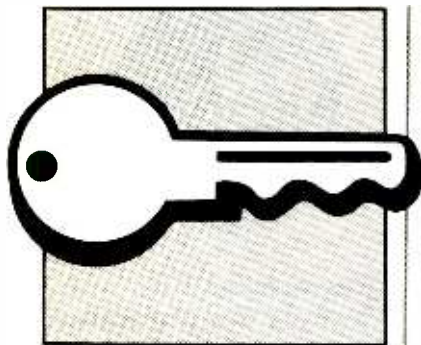
**"Family Health"**  
**Family Health Radio**

**Produced by:** Doug Partusch  
**Hosted by:** Dr. Frank Meyers  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc/Westar 4 T3  
**Show first aired:** 3/81  
**Affiliates:** 415

*"Family Health" features easy-to-understand answers to some of the most frequently asked questions about health and health care.*

**"Focus On Women"**  
**Anderson Media Services, Inc.**

**Produced by:** Jane Jelks  
**Hosted by:** Sharon West  
**Frequency:** Twice-daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 6/1/87  
**Affiliates:** 56  
*Program covers topics and issues affecting Black women from credit to male-female relationships. Received CEBA award in 1988.*



## SELF-HELP FEATURES

### "Harrison Tilbert's Travel Guide Of The Airwaves"

**Kenetics Radio Entertainment**

**Produced by:** Ken Levy  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Satcom 1R  
**Show first aired:** 4/88

Radio's Rock'n'Roll travel; guide. Enables listeners to learn, with unique "you are there" approach.

## HEALTH NEWSFEED

### "Health Newsfeed"

**Johns Hopkins Medical Institutions**

**Produced by:** Doug Levy  
**Host:** Doug Levy  
**Length:** One minute  
**Terms:** Free  
**Delivered via:** Satcom 1R T23 and Westar 4 T2D  
**Began:** 12/9/85  
**Produced:** Daily

Daily medical news reports produced by a Peabody award-winning journalist. Available for unrestricted use as a sponsored program or in newscasts.

### "Health And Medicine"

**AP**

**Hosted by:** Dr. Henry Fishman  
**Frequency:** Daily  
**Length:** 60 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite

News and information on health, fitness and new medical research.

### "Health Reports By American Health Magazine"

**ABC Information Network**

**Hosted by:** Joel Gurin  
**Frequency:** Monthly  
**Length:** One min.  
**Terms:** Network Affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 6/1/84

Ten monthly programs on health, life-style, or fitness issues written by the editors of American Health Magazine.

### "Heart Of The Matter"

**Diamond Communications**

**Produced by:** Alex Diamond  
**Hosted by:** Flo Ayres and Larry Hall  
**Frequency:** Weekly  
**Terms:** Free  
**Delivered via:** Analog tape  
**Show first aired:** 8/20/87  
Award winning series of heart, health, quality of life issues. Upbeat up to date news you can use for life.

### "Home Tips"

**Jameson Broadcast/ABC Radio Network**

**Produced by:** Jameson Broadcast/ABC Daytime  
**Hosted by:** Robb Weller  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Free  
**Delivered via:** Analog tape/Satcom 1R T23  
**Show first aired:** 7/4/88  
**Affiliates:** 304

Innovative ideas on saving time and money from the producers of ABC's morning TV series, "Home," and your radio listeners.

### "It's A Fact"

**Dale Baglo Broadcast, Inc.**

**Produced by:** Dale Baglo  
**Hosted by:** Dale Baglo  
**Frequency:** Daily  
**Length:** 75 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape, DAT  
**Show first aired:** 12/84  
Amazing and astonishing facts from science and history. Ancient mysteries, astronomical wonders, bizarre animals, an exploration into the incredible!

## MATURE FOCUS

### NEW

### "Mature Focus"

**Westwood One Companies/Mutual**

**Produced by:** John Meyers/AARP  
**Hosted by:** Peter Hackes  
**Frequency:** Daily  
**Length:** 90 secs. daily/5 mins. Saturday  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1/2/89

Mature Focus takes a look at topics important to adult Americans: retirement planning, consumer tips, news on Social Security.

### NEW

### "Minority Business Report"

**Advance Radio Entertainment**

**Frequency:** Daily  
**Terms:** Barter  
**Show first aired:** 3/23/89  
Minority Business Report is a 90 second Monday-Friday radio feature that focuses on financial information for minority listeners.

### "Money Smarts"

**Sheridan Broadcasting Networks/STRZ Entertainment**

**Produced by:** Anne Linabarger  
**Hosted by:** Anne Linabarger  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Analog tape/Westar 5 T9X  
**Show first aired:** 2/9/87  
**Affiliates:** 50  
Personal finance information feature on investments and money matters.

### "Mother Earth News"

**Jameson Broadcast**

**Produced by:** Jameson Broadcast  
**Hosted by:** Jamie Jameson  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Vinyl disc  
**Show first aired:** 9/71  
**Affiliates:** 415  
How-to information and country wisdom on gardening, home repair, cooking, crafts, home businesses, and real estate from editors of Mother Earth News.

### "National Consumers Week (Series 1 of Consumer Headlines)"

**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** April 17-April 28, 1989  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/86  
**Affiliates:** 350  
Part of the US Office of Consumer Affairs nationwide National Consumers Week promotion. Features topical time and money-saving reports and actualities.

### "On Line"

**ABC Information Network**

**Hosted by:** Brit Hume  
**Frequency:** Weekly  
**Length:** One min.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Show first aired:** 2/1/87  
**Affiliates:** 600  
Weekly personal computer show.



### "On The Garden Line"

**Westwood One Companies/Mutual**

**Produced by:** Kevin DeLany/Karen Akerstrom  
**Hosted by:** Jerry Baker  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/87  
Gardening tips and tricks, lawn care, house plants and seasonal reminders. Live listener call in for information from an expert.

### NEW

### "Our Back Yard"

**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Silas Garner  
**Frequency:** Summertime special  
**Length:** One min.  
**Terms:** Free  
**Delivered via:** Analog tape  
**Show first aired:** 4/89  
**Affiliates:** 100+

Safety education series sponsored by the Outdoor Power Equipment Institute. Features lawn and garden tips. Co-op sales opportunities galore from Toro.

### "Pets & People"

**AP**

**Hosted by:** Dr. Jane Fishman  
**Frequency:** Daily  
**Length:** 60 secs.  
**Terms:** Network affiliation  
**Delivered via:** Satellite  
Veterinarian Dr. Jane Fishman covers all aspects of pet health, pet care and behavior.

### NEW

### "Portfolio"

**Star Communications**

**Produced by:** Pete Murray  
**Hosted by:** Jack Chase  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 2/89  
**Affiliates:** 15  
Feature designed to inform those 55 and over.

### "Prevention Health Report"

**Jameson Broadcast**

**Produced by:** Jameson Broadcast  
**Hosted by:** Robert Osgood  
**Frequency:** Daily  
**Length:** Two min.  
**Terms:** Barter  
**Delivered via:** Vinyl disc

**Show first aired:** 7/01/82  
**Affiliates:** 340

News and information on personal health, nutrition and fitness. Concise, fact-packed reports from the editors of Prevention Magazine.

### "Ski Reports"

**American Leisure Network**

**Produced by:** Morrie Trumble  
**Hosted by:** Various  
**Frequency:** Twice-daily  
**Terms:** No charge  
**Delivered via:** Phone  
**Show first aired:** 11/1/73  
**Affiliates:** 450  
Reports contain current information, customized with Comrex feeds to each station, updated several times daily.

### NEW

### "Snapshots From Europe"

**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** July & August 1989  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 7/89  
**Affiliates:** 100  
Travelogue interviews and reports from Italy, Cannes and Southern Mediterranean. Recorded on location.

### "Something You Should Know"

**Strand Broadcast Services**

**Produced by:** Strand Broadcast Services  
**Hosted by:** Mike Carruthers  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1980  
A daily 90-second feature that helps you get more out of life, featuring experts on relationships, health, consumer topics, and more.

### "Summer Consumer Headlines (Series 2 Of Consumer Headlines)"

**North American Network**

**Produced by:** Kathy Correia  
**Hosted by:** Rise Jill Miller  
**Frequency:** June 5-16th, 1989  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 6/86  
**Affiliates:** 350  
Topical summertime reports on travel and leisure pursuits with actualities from experts. Ideal sales vehicle for the Summer.

### NEW

### "Tax Break"

**Sheridan Broadcasting Networks/STRZ Entertainment**

**Produced by:** Anne Linabarger  
**Hosted by:** Anne Linabarger  
**Frequency:** Daily 3/6-4/15/89  
**Terms:** Barter/network affiliation  
**Delivered via:** Westar 5 T9X  
**Show first aired:** 3/6/89  
**Affiliates:** 129  
Feature information about tax laws, tips on IRA's, mortgages, interest and investments.

## HEALTH NEWSFEED

RADIO REPORTS VIA SATELLITE FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Network-quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts or stand alone as a sponsored feature.

Information your listeners want, on subjects such as:

- AGING
- AIDS
- HEART DISEASE
- HIGH-RISK PREGNANCY
- HOSPITAL COSTS
- GENETICS RESEARCH
- CANCER
- INJURY PREVENTION
- MEDICAL ETHICS

Daily 60-second medical news reports via satellite produced by a Peabody award-winning journalist. Ideal for sponsorship by local hospitals, drugstores and other businesses.

The service is **free**.

To find out more, call (301) 955-2849.

**"Today's Health"****Sound Source**

**Produced by:** Sound Source/Lysonic  
**Hosted by:** Dr. Peter Hanson  
**Frequency:** Daily Series  
**Length:** 90 secs.  
**Terms:** Barter  
**Delivered via:** Seltech  
**Show first aired:** 10/10/88  
**Affiliates:** 30

*A daily 90 second feature on health, fitness and how to feel better than ever.*

**"Travel Tips"****Star Communications**

**Produced by:** Charlie Leocha  
**Hosted by:** Charlie Leocha  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 2/88  
**Affiliates:** 22

*Feature on places to go and money savings tips when travelling.*

## YOU AND YOUR Money

**"You And Your Money"****Westwood One Companies/  
Mutual**

**Produced by:** Money Magazine and Mutual News  
**Hosted by:** Eric Schurenberg  
**Frequency:** Daily  
**Length:** 2-1/2 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 5/88

*Personal finance information, from the pages of Money Magazine to help listeners spend and invest their money wisely.*

**"You're The Judge"****O'Connor Creative Services,  
Inc.**

**Produced by:** O'Connor  
**Hosted by:** Ralph Story  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/80  
**Affiliates:** 125

*Actual court cases are presented in warm, entertaining manner with listener invited to find a verdict.*

**NEW****"The Word: 25 +"****Bustany Biggs & Company**

**Produced by:** Bustany Biggs & Company  
**Frequency:** 30 one min. teaser-payoff features weekly (6/day)  
**Length:** One min.  
**Terms:** Cash  
**Show first aired:** Summer '89

*Comprehensive package of experts on personal interest topics giving hard advice and telling real stories that grab, inform and entertain. See ad.*

**PUBLIC AFFAIRS****NEW****"Ade lante"****Starstream Communications  
Group, Inc.**

**Hosted by:** Mayor Henry Cisneros  
**Frequency:** Daily  
**Length:** 2 1/2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape/vinyl disc  
**Show first aired:** 4/3/89  
**Affiliates:** 30

*A daily program designed to address issues that affect Hispanic Americans today.*

**"American Challenge"****Creative Radio Network**

**Produced by:** Darwin Lamb  
**Hosted by:** Garrett Sutton  
**Frequency:** Daily  
**Length:** Five mins.  
**Terms:** Barter  
**Delivered via:** Satellite

*The American Challenge is a timely informative program about America's 21st Century featuring interviews with noted Americans.*

**"American Focus"****Focus On Youth, Inc.**

**Produced by:** Focus On Youth, Inc.  
**Hosted by:** Steve Kamer  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/74  
**Affiliates:** 120

*Panel interviews with leaders in American society, from politics, journalism, business, fine arts and entertainment.*

**"Amex Business Brief"****American Stock Exchange**

**Produced by:** Tom Mariam  
**Hosted by:** Tom Mariam  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Free

**Delivered via:** Phone/Satcom 1R/Westar 4 T2D

*Each week a different guest is featured over five programs focusing on a given topic relating to business, money, and the workplace.*

**"Amex Business" "Talk"  
American Stock Exchange**

**Produced by:** Tom Mariam  
**Hosted by:** Tom Mariam  
**Frequency:** Weekly  
**Length:** Fourteen mins.  
**Terms:** Free  
**Delivered via:** Analog tape/Westar 4 T2D  
**Show first aired:** 5/12/85  
**Affiliates:** 91

*Weekly talk show featuring interviews with noted guests in the world of business, money and the workplace.*

**"Baptist Hour"****Radio & TV Commission  
Of Southern Baptist**

**Produced by:** Joe Lusk  
**Hosted by:** Derwood Rowell  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1939  
**Affiliates:** 462

*A modified worship service with traditional religious music, produced specifically for radio.*

**"Consumer Directions"  
ABC Direction Network**

**Hosted by:** Richard Davies  
**Frequency:** Twice-weekly  
**Length:** 2 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T23  
**Affiliates:** 200

*Program focuses on consumer news, from health to personal finance to home purchases to product safety to the environment.*

**"Contact"****Sacred Heart Program, Inc.**

**Produced by:** Jesuit Radio Productions  
**Frequency:** Weekly  
**Length:** Five mins.  
**Terms:** Free  
**Delivered via:** Vinyl disk  
**Show first aired:** 1975  
**Affiliates:** 125

*Designed to provide the listener with commentary to strengthen their values.*

**"Customized Health Care"  
Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Shel Lustig, Laura Witek and Brad Saul  
**Frequency:** Weekly  
**Length:** 30 Mins.  
**Terms:** barter  
**Delivered via:** Analog tape  
**Show first aired:** 10/16/81  
**Affiliates:** 140

*Preventive medicine, medical controversies, the latest treatments heard from patients, researchers and experts. Highly produced with SFX, music, actualities.*

**"Face-Off"****Westwood One Companies/  
Mutual**

**Produced by:** The Broadcast Group  
**Hosted by:** Sens. Ted Kennedy & Alan Simpson  
**Frequency:** Daily  
**Length:** 4-1/2 mins.  
**Terms:** Barter

**Delivered via:** Satcom 1R T19

**Show first aired:** 4/16/84

*Hear opposing points of view from political adversaries Kennedy and Simpson on issues concerning every American.*



**Family Talk** from Covenant House  
 460 W. 41st Street, New York, NY 10036

**"Family Talk  
From Covenant House"  
United Stations Radio  
Networks**

**Produced by:** Covenant House  
**Hosted by:** Renn Vara and Maureen Taylor  
**Frequency:** Weekly  
**Length:** 2 hours  
**Terms:** Free  
**Delivered via:** Analog tape/Satcom 1R T19  
**Show first aired:** 1/4/86

*A live weekly call-in talk show featuring a unique mix of information & humor on issues affecting today's families.*

**NEW****"Harvard Newsmakers"  
UPI Radio Network/  
Harvard University**

**Produced by:** Peter Costa  
**Hosted by:** Peter Costa  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Network affiliation  
**Delivered via:** Westar IV T1  
**Show first aired:** 2/89  
**Affiliates:** 200

*Weekly public affairs program featuring topics of national interest ranging from the sciences to the humanities.*

**"Job Search"****Starmagic Radio**

**Hosted by:** Stelle Colony  
**Frequency:** Weekly  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 5/88

*A national employment agency of the airwaves. We offer employment opportunities of all types and descriptions all over the country.*

**"Lift Your Heart"****Sacred Heart Program, Inc.**

**Produced by:** Jesuit Radio Productions  
**Frequency:** Weekly  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/39  
**Affiliates:** 400

*Documentary style programs dealing with today's social concerns, personal growth, and spiritual values.*

**"Love Worth Finding  
With Adrian Rogers"  
Love Worth Finding  
Ministries**

**Produced by:** Buck Jones  
**Hosted by:** Dr. Adrian Rogers  
**Frequency:** Daily M-F  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/87  
**Affiliates:** 35

*Intro of speaker and message with approx. 25-26 min. teaching message by Adrian Rogers with a 1.5-2 min close.*

**"Newsbreakers"****Westwood One Companies/  
Mutual**

**Produced by:** George Achaves  
**Hosted by:** Ron Nessen  
**Frequency:** Weekly  
**Length:** 21:40  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/20/85

*A lively roundtable discussion of the major topics of the week. Features panelists Daniel Schorr and Marianne Means.*

**"Northwestern Reviewing  
Stand"****Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Sandra Kramer and Steve Scott  
**Frequency:** Weekly  
**Length:** 30 mins  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 5/25/85  
**Affiliates:** 125

*Award-winning P.A. with newsmaker interviews, man-on-the-street montages and celebrity actualities.*

**"Page One"****Public Interest Affiliates,  
Inc.**

**Produced by:** Simon Wiesenthal Center  
**Hosted by:** Richard Trank  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/17/88  
**Affiliates:** 60

*Cultural news magazine featuring contemporary Jewish issues, personalities, and international newsmakers.*

**"Pathways"****Sacred Heart Program, Inc.**

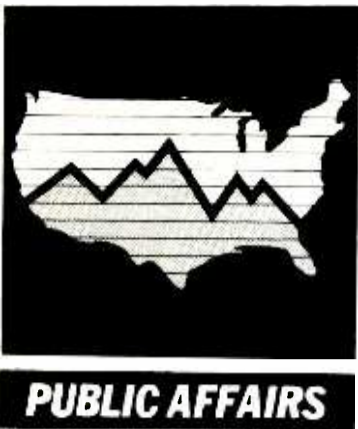
**Produced by:** Jesuit Radio Productions  
**Frequency:** Daily  
**Length:** 90 secs.  
**Terms:** Free  
**Delivered via:** Vinyl disk  
**Show first aired:** 9/84  
**Affiliates:** 190

*A daily insert or stand-alone feature with solid inspirational value. It has continuity with most formats, particularly news/talk.*

**"PIA Customized  
Public Affairs"****Public Interest Affiliates, Inc.**

**Produced by:** Public Interest Affiliates  
**Hosted by:** Sandra Kramer  
**Frequency:** Weekly  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 1/82  
**Affiliates:** 270

*Award-winning P.A. . . . compelling coverage . . . minimum 20 shows created annually from your problems/issues list.*



## "Portfolio" AP

**Frequency:** Weekly  
**Length:** 24 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satellite

A lively look at lifestyle trends in sports, entertainment, travel and health.

## "Profiles In The Building Of America" SJS Entertainment

**Produced by:** SJS Entertainment  
**Hosted by:** Gary Shepherd  
**Frequency:** Daily  
**Length:** One min.  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Show first aired:** 4/1/88  
**Affiliates:** 60

A short form daily show highlighting personalities in black history and documenting their cultural significance.

## "Sacred Heart Program" Sacred Heart Program, Inc.

**Produced by:** Jesuit Radio Productions  
**Frequency:** Weekly  
**Terms:** Free  
**Delivered via:** Vinyl disc  
**Show first aired:** 1/15/39  
**Affiliates:** 800

Professionally produced, quality documentary style issue oriented religious programs that are inter-denominational. Does not solicit funds, and are free.

## "Source Report" Westwood One/The Source

**Produced by:** Chuck LaBella  
**Hosted by:** Bob Madigan  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1980  
**Affiliates:** 134

Young adult-targeted 1/2 hour public affairs magazine.

## "Special Assignment" AP

**Frequency:** Weekly  
**Length:** 24 mins.  
**Terms:** Network affiliation  
**Delivered via:** Satellite

A radio magazine show that takes an in-depth look at important news events.

## "UPI Roundtable" UPI Radio Network

**Produced by:** Various anchors  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Network affiliation  
**Delivered via:** Westar IV T1  
**Affiliates:** 200

From interviews with top newsmakers to in-depth reports on key

issues UPI Roundtable is the perfect addition to public affairs programming.



## "Weekend Headliner" Westwood One Companies/ Mutual

**Produced by:** Pat Piper  
**Hosted by:** Mutual news correspondents  
**Frequency:** Weekly  
**Length:** 21:40  
**Terms:** Network affiliation  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 1934

Probing, in-depth interviews with today's most important and controversial movers and shakers, plus background reports and hot issues.

## "World Of Religion" AP

**Produced by:** KMOX/St. Louis  
**Frequency:** Weekly  
**Terms:** Network affiliation  
**Delivered via:** Satellite

An in-depth look at religion and its impact on everyday life and world events.



## "Abbott & Costello" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Bud Abbott  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 7/3/40  
**Affiliates:** 118

Abbott & Costello: 52 half-hours. Their most famous comedy bit "Who's On First-What's On Second," says it all.

## "Adventures Of Harry Lime — The Third Man" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Orson Welles  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1950  
**Affiliates:** 118

Stars Orson Welles-enough said.

## "Ayer, Hoy Y Siempre" International Lutheran Laymen's League

**Produced by:** Int'l LLL  
**Hosted by:** Uncle Julio  
**Frequency:** Weekly  
**Length:** Fifteen mins.

**Terms:** Cash/Public Service  
**Delivered via:** Analog tape  
**Show first aired:** 3/1/77  
**Affiliates:** 165

Dramas relating to everyday topics, such as family relationships, peer pressure, cross-cultural conflicts meaningful to Hispanics.

## "Jack Benny Show" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Jack Benny  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 3/29/32  
**Affiliates:** 118

52 half hours — new for 1989. By special license from the estate — the best of Benny. Already committed in ten of the top twelve markets.

## "Edgar Bergen And Charlie McCarthy" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Edgar Bergen  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1934  
**Affiliates:** 118

26 half-hours among the top NBC of all time, Bergen the ventriloquist and Charlie his erstwhile wooden dummy clashed as real people..

## "Best Of Sherlock Holmes" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Sir John Gielgud  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/3/54  
**Affiliates:** 118

Perennial Sir Arthur Conan Doyle favorite, starring Sir John Gielgud as Sherlock Holmes and Sir Ralph Richardson as Dr. Watson.

## "Black Museum" Charles Michelson and Sons

**Produced by:** Charles Michelson  
**Hosted by:** Orson Welles  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/52  
**Affiliates:** 118

True stories of Scotland Yard's infamous repository of effects from Jack The Ripper and other crimes, recreated by Orson Welles.

## "Box Thirteen" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Alan Ladd  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 8/22/48  
**Affiliates:** 118

Motion picture star Alan Ladd appearing as Dan Holiday, former newsman now a well known mystery writer seeks adventure for his book.

## "Burns And Allen" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** George Burns  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1932  
**Affiliates:** 118

52 half hours-new for 1989. George Burns and Gracie Allen with guest stars such as Fred Astaire, Ronald Reagan, James Mason.

## "Christmas Package" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Frequency:** Christmas special  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 12/88  
**Affiliates:** 118

Christmas Package 12 outstanding 1/2 hour holiday specials, "The Jack Benny Show," "The Lone Ranger Christmas Special," and ten more.

## "Classic Adventures" Kayla Satellite Broadcasting Network, Inc.

**Produced by:** Joe Koelsch  
**Hosted by:** Joe Koelsch  
**Frequency:** Daily  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Galaxy 2 T2  
Readings from classic literature which has stood the test of time.

## "The Clock" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1946  
**Affiliates:** 118

Stories of the future and the past but never of the present. The whole drama of life is written in the sands of time.

## "Dragnet" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Jack Webb  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 7/7/49  
**Affiliates:** 118

Welcome back to radio the original cast and shows of Dum-de-dum-dum as it is popularly known everywhere.

## "End Of The Road" DBA

**Produced by:** Free Flight Productions  
**Hosted by:** Tom Bodett  
**Frequency:** Weekly  
**Length:** 54 mins.  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/88  
**Affiliates:** 140

Bodett's stories, commentary and humorous headlines from Homer, Alaska . . . take off on telephone talk shows, with music by Johnny B.

## "The Falcon" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** James Meighan  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 10/43  
**Affiliates:** 118

This outstanding mystery character quickly became a top radio network series. Mike Waring, known as The Falcon, always solves the crime.

## "Famous Jury Trials" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Don Becker  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 9/28/36  
**Affiliates:** 118

31 half hour dramatizations of the world's most best remembered trials — exciting in their recreation and execution. Broadcast on Mutual and ABC.

## "Gangbusters" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** Police Commissioner Lewis J. Valentine  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 8/20/35  
**Affiliates:** 118

The most popular crime fighting series of all time. Stars appearing in this series include Art Carney, Mercedes McCambridge and others.

## "Green Hornet" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Length:** 30 mins.  
**Terms:** cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/31/36  
**Affiliates:** 118

Famous crusader against crime once again is on the prowl for underworld characters and aided as always by his faithful valet, Cato.

## "Hidden Truth" Charles Michelson & Sons

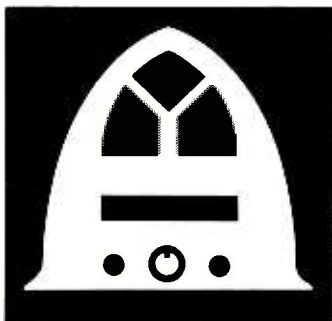
**Produced by:** Charles Michelson  
**Hosted by:** Leonard Keeler  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1950  
**Affiliates:** 118

most interesting and revealing series detailing the true stories surrounding the use of the incredible lie detector.

## "Hopalong Cassidy" Charles Michelson & Sons

**Produced by:** Charles Michelson  
**Hosted by:** William Boyd  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/1/50  
**Affiliates:** 118

America's favorite cowboy, the most popular Western ever produced, is back on the air and we have him!



## DRAMA/ NOSTALGIA

### "I Remember"

**Reel Good Productions, Inc.**

**Produced by:** Reel Good  
**Hosted by:** Randy Radio  
**Frequency:** Daily  
**Length:** One hour  
**Terms:** Cash

**Delivered via:** Analog tape, DAT  
*Interactive audience radio game show. The answer is usually quite simple. The question is not what, it's "when?"*

### "Lights Out"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Arch Obler  
**Frequency:** Weekly  
**Length:** 30 min.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 4/17/35  
**Affiliates:** 118

*Arch Obler's "Lights Out" are among the most famous dramas of all time. His legendary mysteries have been translated into many languages.*

### "The Lone Ranger"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1/30/33  
**Affiliates:** 118

*The best of the radio adventures of the world famous masked hero of the old West and his Indian companion, Tonto.*

### "Mystery Theatre"

**DBA**

**Produced by:** Himan Brown  
**Hosted by:** E.G. Marshall  
**Frequency:** 5 times per week  
**Length:** One hour  
**Terms:** Barter  
**Delivered via:** Satcom 1R T19  
**Show first aired:** 9/88  
**Affiliates:** 105

*Award winning series on CBS for 10 years-returns after five year hiatus. Recent production dates give contemporary sound.*

### "Ocean Rudee Radio Programme"

**Radio Shorts, Ltd.**

**Produced by:** The Ocean Rudee Co.  
**Hosted by:** Ocean Rudee  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Barter  
**Delivered via:** Analog tape, Satcom 1R T19  
**Show first aired:** 10/1/89  
**Affiliates:** 6

*30 minutes of fun and adventure for kids 5-10 years old. Featuring popular children's literature in a radio theatre format.*

### "Red Ryder"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 5/42  
**Affiliates:** 118

*America's famous red-shirted, red-headed cowboy and his Indian ward, Little Beaver, roam the plains, helping settlers.*

### "The Sealed Book"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Jock MacGregor  
**Frequency:** Weekly  
**Length:** 30 min.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 6/2/49  
**Affiliates:** 118

*An out-and-out mystery thriller that will hold the audience's attention to the last moment. Produced and directed by famed Jock MacGregor.*

### "Sgt. Preston Of The Yukon"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Paul Sutton  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1947  
**Affiliates:** 118

*One of radio's classic series. He held up the fine tradition of the Mounties along with his dog King. They always got their man.*

### "Six Shooter, The"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** James Stewart  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 9/20/53  
**Affiliates:** 118

*James Stewart as Britt Bonset. Stewart is never better than in the role of a folksy Western adventurer.*

### "Stand By . . . For Crime"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Bob Reichenbach  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 12/51  
**Affiliates:** 118

*Joe Morgan is a fictional radio station crime reporter who becomes involved in many areas. Produced in Hollywood.*

### "StarMagic Radio Theater"

**StarMagic Radio**

**Hosted by:** Stelle Colony  
**Frequency:** Weekly  
**Length:** 90 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 10/87  
*"Old time radio sounds brand new." A 90 minute radio presentation of Hollywood's great movie classics, combined with movie trivia.*

### "Tales Of The Old West"

**Kayla Satellite Broadcasting Network, Inc.**

**Produced by:** Bob Shannon  
**Hosted by:** Bob Shannon  
**Frequency:** Daily  
**Length:** 2 mins.  
**Terms:** Barter  
**Delivered via:** Galaxy 2 T2  
*Vignettes on history of the Old West.*

### "Theatre Royale"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Sir Lawrence Olivier  
**Frequency:** Weekly  
**Length:** 1/2 hour  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 1952  
**Affiliates:** 118  
*39 half hours of the world's most fascinating dramas, Dr. Jekyll & Mr. Hyde, Dracula, etc., starring Sir Lawrence Olivier.*

### "This Is Your F B I"

**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Jerry Divine  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 4/6/45  
**Affiliates:** 118  
*Second longest running series on ABC Radio. The only show approved by J. Edgar Hoover, head of the FBI.*

### "Voyage Of The Scarlet Queen, The"

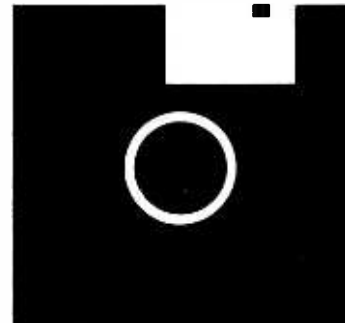
**Charles Michelson & Sons**

**Produced by:** Charles Michelson  
**Hosted by:** Elliott Lewis  
**Frequency:** Weekly  
**Length:** 30 mins.  
**Terms:** Cash  
**Delivered via:** Analog tape  
**Show first aired:** 7/3/47  
**Affiliates:** 118  
*Mutual Network series of high adventure. Colorful titles: "The Bubble Dancer & The Buccaneer," "Rocky III and the Dead Man's Chest," etc.*

### "When Radio Was"

**Kayla Satellite Broadcasting Network, Inc.**

**Produced by:** Radio Spirits  
**Hosted by:** Carl Amari  
**Frequency:** Daily  
**Length:** 55 mins.  
**Terms:** Barter  
**Delivered via:** Galaxy 2 T2  
*Nostalgia at its very best! Favorite old-time radio programs.*



## PRODUCTION SOFTWARE

### "The Accelerator Power Pack"

**Supertrax Production-Services**

**Number of basic cuts:** 300  
**Terms:** Lease  
**Delivered via:** Analog tape, CD  
**Market exclusive?** Yes  
**Product first introduced:** 9/1/88  
*Over 300 digitally recorded synthesized sound effects. All the tools necessary to create IDs, sweepers, and electric promos.*

### "Airwaves Production Music Library"

**American Image Productions**

**Number of basic cuts:** 490  
**Total number of cuts:** 980  
**Terms:** Buyout, lease  
**Delivered via:** Vinyl disc  
**Market exclusive?** Yes  
**Product first introduced:** 8/84  
*Always a favorite, AIRWAVES continues to display its soundness everyday — picked to be a hit, and so it is!*

### "The Apple Digital Production Library"

**O'Connor Creative Services, Inc.**

**Number of basic cuts:** 1155  
**Total number of cuts:** 2085  
**Updated:** Quarterly  
**Terms:** Buyout  
**Delivered via:** CD  
**Market exclusive?** No  
**Product first introduced:** 1985  
**Subscribing stations:** 283  
*Largest, most diverse full-service digital commercial library available. Quality and reasonable cost.*

### "Audio Yearbook: '60s, '70s, '80s"

**RadioWave**

**Number of basic cuts:** 15/week  
**Updated:** Ongoing  
**Terms:** Barter  
**Delivered via:** Analog tape  
**Market exclusive?** Yes  
*Produced actualities and montages, scripts, playlists to produce daily or weekly feature and/or texture pieces/time capsules.*

### "Broadcast One"

**Associated Production Music**

**Number of basic cuts:** 700  
**Total number of cuts:** 1500  
**Updated:** Quarterly  
**Terms:** Lease  
**Delivered via:** CD  
**Market exclusive?** No  
**Product first introduced:** 1988  
**Subscribing stations:** 50

*Broadcast One-format specific tracks, work parts, commercial lengths, extended plays-more variety for your advertiser's needs, in-house promos . . .*

## NEW

### "Captain —& The Morning Cartoons (TM)"

**San Francisco Sound Archive**

**Number of basic cuts:** Varies  
**Total number of cuts:** 1200  
**Updated:** Monthly/As needed.  
**Terms:** Buyout  
**Delivered via:** Station mastering preferred, analog tape.  
**Market exclusive?** Yes  
**Product first introduced:** 4/89  
*Be Captain of Morning Cartoon Show. Perfect for "baby boomers" and "echo boomers" dual demographic. Pure FUN. SEGUEntertainment.*

### "CAT"

**Media General**

**Total number of cuts:** 3528  
**Updated:** Six per year  
**Terms:** Buyout, lease  
**Delivered via:** Vinyl disc  
**Market exclusive?** Yes  
*Production tracks in 60 and 30 second beds with work parts and sound effects. Also includes over 155 client concepts.*

### "CD Sales Library"

**FirstCom**

**Number of basic cuts:** 50  
**Terms:** Lease  
**Delivered via:** CD  
**Market exclusive?** Yes  
*Proven sales ideas for potential customers. Fast, incredible sounding spec spots. Superior presentations for quicker closes.*

### "Champion Production Music Library"

**American Image Productions**

**Number of basic cuts:** 125  
**Total number of cuts:** 375  
**Terms:** Buyout  
**Delivered via:** CD  
**Market exclusive?** NO  
**Product first introduced:** 6/87  
*Original production music library produced for compact disc—cost effective, unlimited use buyout of this 10 CD production workhorse.*

### "Cheap Radio Thrills"

**Galaxy-L.A. Air Force**

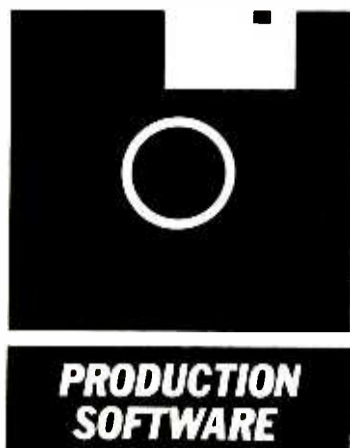
**Total number of cuts:** 500  
**Terms:** Buyout  
**Delivered via:** Vinyl disc, CD  
**Market exclusive?** No  
*World's weirdest production library! Serious commercial and promotion music and effects plus goofy greats like the singing EBS test.*

## NEW

### "Clean Cuts"

**Clean Sheets, Inc.**

**Number of basic cuts:** 300  
**Total number of cuts:** 300  
**Terms:** Lease  
**Delivered via:** Analog tape, DAT, CD  
**Market exclusive?** Yes  
**Product first introduced:** 6/89  
*Very high energy material, best suited for promos and imaging. Digitally produced and mastered. Exceptional rhythm parts.*



## "Clean Sheets"

**Clean Sheet, Inc.**

Number of basic cuts: 4 hours  
Updated: no further updates  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 3/87  
Subscribing stations: 50+

High energy musical material, best suited for promos and imaging. Credits include WQHT, KPWR, WHYT, KZZP, KRBE, WUSL, WSOC, and KWSS.

## disc production library

### "Compact Disc Production Library"

**Century 21 Programming, Inc.**  
Number of basic cuts: 450 music beds, 300 SFX, 200 accents  
Total number of cuts: 1600  
Updated: 3 times per year  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive?  
Product first introduced: 1986  
Subscribing stations: 500

Instrumental commercial music in 60-and 30-second lengths in varied styles, plus accents and effects.

### "DeWolfe Library"

Number of basic cuts: 18  
Total number of cuts: 90  
Updated: Yearly  
Terms: Lease

Delivered via: CD  
Market exclusive? No

Used for commercial bed and production themes on a limited but growing basis.

### "Digital Director"

**Media General**

Total number of cuts: 2473+  
Updated: Minimum of 198 new production elements per year  
Terms: Buyout or Lease  
Delivered via: CD  
Market exclusive?

Media General's premier CD production library, instrumental tracks in a variety of music styles, plus power parts and sound effects.

### "Digital Energy"

**Mitch Craig Productions**

Number of basic cuts: 183  
Total number of cuts: 183  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: Fall 1988

An excellent production library supplement on 2-CDs. CD #1 — 84 fresh 30 and 60 music tracks. CD #2 — 99 hi-tech "electroeffects."

### "Digital Production System"

**FirstCom**

International distributor: Radio Express  
Number of basic cuts: 2564  
Total number of cuts: 3531+ supplements  
Updated: Annually  
Terms: Lease  
Delivered via: CD  
Market exclusive? No

49 CDs of all new music and effects initially, with annual supplements. Over 3500 tracks provide greater variety and diversity.

### "Digital Transfusion"

**T.M. Communications, Inc.**

Number of basic cuts: 48  
Terms: Buyout  
Delivered via: Vinyl disk  
Market exclusive?  
Product first introduced: Yes  
Forty-eight dynamic advertising campaigns. Guaranteed to make a station money.

## NEW

### "Don Elliot 'The Legend' CD Promo Music Library"

**Don Elliot Creative Services**

Total number of cuts: 500  
Terms: Buyout, Lease  
Delivered via: CD  
Market exclusive? Yes, option available  
Product first introduced: 4/28/89  
Subscribing stations: New, debuted Pirate Radio/Scott Shannon.

Fresh, digitally recorded in Hollywood. Shotguns, layovers, punctuators, sweepers, basics, seasonals, drums, solos, generic Sonovoxes. Starts where Star Wars left off.

### "Dimension Sound Effects Library"

**27th Dimension**

Terms: Buyout  
Delivered via: CD  
Market exclusive: Yes  
Product first introduced: 1987  
Subscribing stations: 300+

Library utilized Holophonics (tm) recording system for maximum aural impact allowing the listener to experience real sound with precise spacial references.

### "The Effector"

**Mitch Craig Productions**

Number of basic cuts: 193  
Total number of cuts: 193  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: Early 1988

The hottest lasers, explosions, flybys, power warps, and promo beds available on CD. Half price if purchasing "Digital Energy" library.

### "Escape"

**Brown Bag Productions**

Number of basic cuts: 303  
Total number of cuts: 303  
Terms: Lease  
Delivered via: CD  
Market exclusive? Yes

The only CD market exclusively library offered to adult-based formats. Also used by ABC-TV, HBO, and Cinemax.

### "Flashpoint!"

**Brown Bag Productions**

Number of basic cuts: 417  
Total number of cuts: 417  
Terms: Lease  
Delivered via: CD  
Market exclusive? Yes

The most technologically advanced production library ever created. KHS, WQHT, KMEL, WAVA, KKDA, KRBE, WEBN, KQRS, WIYY, WYSP, WNCX, KKLQ.

### "Future Effects"

**Audio Vision, Inc.**

Number of basic cuts: 110  
Total number of cuts: 110  
Terms: Buyout  
Delivered via: Analog tape, CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 73

## disc production library

**Generation Three**

### "Generation Three"

**Century 21 Programming**

Number of basic cuts: 400+ music beds, 400 SFX, 200 accents  
Total number of cuts: 1500  
Updated: Bi-monthly  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 250

Instrumental commercial music in varied styles, lengths, and mixes; plus accents and sound effects.

## NEW

### "Guitar Tracks"

**The Bob Wood Organization**

Number of basic cuts: 30  
Total number of cuts: 30  
Terms: Buyout  
Delivered via: Analog Tap  
Market exclusive? Yes  
Product first introduced: 4/89

30 short tracks in variety of music styles for promos, sweeps, IDs, and music-related contests.

### "Henny Youngman Comedy Radio Library"

**Charles Michelson & Sons**

Number of basic cuts: 130  
Total number of cuts: 650  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1985  
Subscribing stations: 118

Famous comedian king of one-liners; entire repertoire of family style jokes delivered in his own inimitable manner.

### "The Holiday Production Library"

**O'Connor Creative Services, Inc.**

Number of basic cuts: 65  
Total number of cuts: 125  
Updated: Annually  
Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? No  
Product first introduced: 1985  
Subscribing stations: 1427

The first comprehensive production library devoted solely to commercial backgrounds for all the major holidays and seasonal events of the year.

## \*\*\*\*\* L.A. AIR FORCE

### "Hollywood Production Library"

**Galaxy-L.A. Air Force**

Number of basic cuts: 221 (CD Version)  
Total number of cuts: 224  
Terms: Buyout  
Delivered via: Vinyl Disc  
Market exclusive? No  
Product first introduced: 1985

Excellent "basic" production library, one of several at low-cost "mom-and-pop" buyout prices.

### "Instant Replay Service"

**Media General**

Total number of cuts: 4110+  
Updated: Six per year  
Terms: Buyout, lease  
Delivered via: Vinyl disc  
Market exclusive? Yes

The best of both worlds: production tracks, work parts, and sound effects, plus sales thematic for increased profit.

## LASER LIGHTNING

### "Laser Lightning"

**Century 21 Programming, Inc.**  
Number of basic cuts: 450 music beds, 300 SFX, 200 accents  
Total number of cuts: 1600  
Updated: 3 times per year  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 300

Rock/CHR/Urban instrumental music in 60-and 30-second lengths, plus zany morning instrumentals and effects, plus accents and SFX.

### "Lazer"

**Media General**

Total number of cuts: 1900+  
Updated: Minimum of 198 new production elements per year  
Terms: Buyout or Lease  
Delivered via: CD

"The" Digital power library on CD for CHR, AOR, and Urban formats. Instrumental tracks, power parts, sound effects.

### "Lazor Cuts Production Library-Editions 1 & 2"

**Power Sound Productions**

Number of basic cuts: 120 per edition (disc)  
Total number of cuts: 200  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 9/84  
Subscribing stations: 49

Any market, any format can create a new sonic image or bring theirs into the 90's with 400 digital sounds.

### "Mass Media Entertainment Library"

**San Francisco Sound Archive**

Number of basic cuts: 600  
Total number of cuts: 2400  
Updated: As needed.  
Terms: Buyout  
Delivered via: Analog tape, station mastering preferred, analog tape.  
Market exclusive? No  
Product first introduced: 6/80

Radio use only. Most unique library available. America's most popular entertainment. TV/Radio/Movies/News-History/Comedy. Soundbite SEGU Entertainment.

## NEW

### "Masterplan II"

**T.M. Communications, Inc.**

Terms: Buyout  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 4/89  
The Masterplan II contains the latest creative productions from T.M. All new for '89

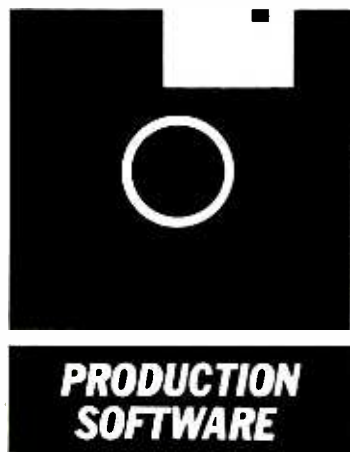
### "Masterplan"

**T.M. Communications, Inc.**

Terms: Buyout  
Delivered via: Vinyl disk  
Market exclusive? Yes  
The original creative selling tool for the broadcast industry.

**The Worlds First & Only Digital Holophonic Library**  
25 CD Volumes of Music and Sound Effects

For NEW Compact Disc Sample - Contact:  
27th DIMENSION, INC., P.O. Box 1149, Okeechobee, FL 34973-1149  
FAX-813-763-0410 813-763-4107



### "Muscle Shoals Magic" Southern Trax Production Company

Number of basic cuts: 756 + 440 SFX  
Total number of cuts: 1196  
Updated: Semi-annually  
Terms: Package including updates  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 65  
Complete production library, including generic jingles available for customization, produced at the famous Muscle Shoals Sound Studios, digitally produced on CD.



### "The New Production Library" Airforce Broadcast Services, Inc.

Number of basic cuts: 1250+ 3000SFX  
Total number of cuts: 5000  
Updated: Every second month  
Terms: Lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1986  
Subscribing stations: 100  
Contemporary production music services of commercial and random length tracks. Library includes the Sound Ideas SFX Library (1000-2000).

### "No Pressure, No Hype Auto Campaign" Chicago Radio Syndicate

Number of basic cuts: 12-16  
Updated: Annually  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1984  
Subscribing stations: 150  
Comedy automobile commercials from Dick Orkin. For that "hard-to-get" automobile dealer to stand apart from his competition.



"Omnimusic Production Music Library"  
Omnimusic  
Number of basic cuts: 892

Total number of cuts: 906

Updated: Quarterly  
Terms: Lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1/78  
Subscribing stations: 51

Thirty-six digitally produced CD's featuring full-length cuts in styles ranging from rock and classical, to Jazz, Country and New Age.

### "Power Tools" Brown Bag Productions

Number of basic cuts: 307  
Total number of cuts: 307  
Terms: Lease  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 1987

The most popular CHR/AOR/Classic Rock library ever released. KEGL, WMMS, WXRK, WQXI, WLLZ, WDVE, KRTH, WRBQ, WJFK, WEGX, etc..

### "Production Music & SFX Library" DeWolf Music Library

Number of basic cuts: Over 60 compact discs  
Total number of cuts: Over 2000  
Updated: Constantly  
Terms: Lease, SFX Buyout  
Delivered via: Analog tape/Vinyl disc/CD  
Market exclusive? No  
Product first introduced: 10/86

All encompassing music catalogue. Containing styles and arrangements of all music formats.

### "Production Source" T.M. Communications, Inc.

Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? Yes  
Production elements for commercial messages of station promotional needs.

### "The Professional" Capitol Records/ Production Music

Number of basic cuts: 640  
Total number of cuts: 2560  
Updated: Every 1 to 3 months  
Delivered via: CD  
Product first introduced: 1984  
Subscribing stations: 217

The Professional is a one-stop CD production music library. Our color-coded, music-grouped system makes the finest production music in the world truly accessible!

### "Professional Broadcast Series" Omnimusic

Number of basic cuts: 382  
Total number of cuts: 555  
Updated: quarterly  
Terms: Lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 3/87  
Subscribing stations: 62

Ten CDs featuring 60s, 30s, and 10s in a wide variety of styles, plus bumpers, stingers, logos, cues, and bridges.

"Radio Videos (TM)"  
San Francisco Sound Archive  
Number of basic cuts: 600  
Total number of cuts: 1500  
Updated: As needed

Terms: Buyout

Delivered via: Analog tape, station mastering preferred, analog tape.  
Market exclusive? No, negotiable  
Product first introduced: 3/86  
Captain Video to Captain Kangaroo. The best of ABC, NBC, CBS networks especially produced for radio. Prime-time SEGU Entertainment.

### "Sounds Of Broadcasting" Media General

Total number of cuts: 2,254+  
Updated: Six per year  
Terms: Buyout, lease  
Delivered via: Vinyl disc

A continuous source of production tools for the professional production person. Music tracks, work parts and sound effects.

### "Sponsor Commercials" Southern Trax Production Company

Number of basic cuts: 1 or more  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Customized commercials for sponsors in your market. Professional singers and musicians. 60- and 30-seconds on each.

### "Starfire" Brown Bag Productions

Number of basic cuts: 302  
Total number of cuts: 302  
Terms: Lease  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 1985

The legendary masterpiece returns on compact disc. WQXI, WMMS, WQHT, KKDA, KRXY, KRTH, WPGC, WOGL, KRBE, and dozens more.

### "Syntheffexx — Digital Production Effects Library, Vol. I" RPI

Number of basic cuts: 81  
Total number of cuts: 104  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1/88

High-powered lasers, blasters, jets, phone sounds, baseball fanfares, ear-riveting synth beds, dynamite percussion, noise effects, and more!

### "Sysytem" T.M. Communications, Inc.

Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? Yes  
T.M. System designed for the contemporary market. Creative sales material for local advertisers.

### "Tech Effects" American Image Productions

Number of basic cuts: 220  
Total number of cuts: 220  
Updated: No  
Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? No  
Product first introduced: 9/87

Ideal for station ID's, promos and commercial productions—newly expanded featuring MORE fantastic effects — now available on compact disc.

### "Thunder Country" Media General

Total number of cuts: 3000+  
Updated: Six per year  
Terms: Buyout, lease  
Delivered via: Vinyl disc  
Market exclusive? Yes

The industry's only updated service devoted to Country Formats. Sales and production elements that blend with format flow. A dynamic sales tool.

### "Today's Total Sound" Media General

Total number of cuts: 4230  
Updated: 6 discs per year  
Terms: Buyout, lease  
Delivered via: Vinyl disc  
Market exclusive? Yes

Today's best in versatility. For your production, original tracks, work parts, sound effects; profits, sales themes for increased income.

### "Trendsetter II" Media General

Total number of cuts: 2028  
Updated: Minimum of 198 new production elements per year  
Terms: Either Buyout or Lease  
Delivered via: CD  
Market exclusive? No  
Hot, medium, and slow temp trax on CD with a full sound effects package and hot power parts.

### "Trivia Mystery Voices" Garlin Sound Enterprises

Number of basic cuts: 150  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? No  
Product first introduced: 1986  
Famous voices of movie stars, politicians, bad guys, and newsmakers. 30-second cuts. Great for contests. Send for audition.

### "Trivia Sound Tracks" Garlin Sound Enterprises

Number of basic cuts: 130  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? No  
Product first introduced: 1988  
Old movie and TV tracks, one minute cuts. News events, rare records, each track has five trivia type questions. Send for audition.

### "The Ultimate Production Library" Toby Arnold & Associates, Inc.

Number of basic cuts: 2665  
Total number of cuts: 3020  
Updated: Annually  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 130

The ultimate production library. "State of the art" full service. Music and effects all digitally mastered and recorded on compact disc.

### "Valentino Production Music And Sound Effects Library" Valentino, Inc.

Number of basic cuts: 5000  
Total number of cuts: 5000  
Updated: Monthly  
Terms: Buyout, lease  
Delivered via: CD

Market exclusive? No  
Product first introduced: 1987  
Complete music and sound effects collection for all production use. Including performance rights.

### "Vortex Production Music Library" American Image Productions

Number of basic cuts: 600  
Total number of cuts: 2700  
Updated: Quarterly  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 9/88

Easy to use — full of variety and high energy excitement — great arrangements—meticulously written, produced, and manufactured in the USA.

## SOUND EFFECTS

### "101 Sound Effects" Dave Dworkin's Ghostwriters

Number of basic cuts: 101  
Total number of cuts: 101  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1/88  
Subscribing stations: 101 Sound Effects on one compact disc. Full stereo recorded in England.

### "CD Sound Effects" Century 21 Programming, Inc.

Number of basic cuts: 360  
Total number of cuts: 360  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 100  
Digital sound effects on compact discs.

### "Crazies Comedy Effects Library" O'Connor Creative Services, Inc.

Number of basic cuts: 265  
Total number of cuts: 265  
Updated: Annually  
Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? No  
Product first introduced: 1985  
Subscribing stations: 983  
The only effects library devoted exclusively to comedy and cartoon sounds, music and voice cuts.

## NEW

### "Cutting Edge Production Package, The" Philadelphia Music Works, Inc.

Number of basic cuts: 162  
Total number of cuts: 162  
Updated: Never  
Terms: Buyout  
Delivered via: CD  
Market exclusive? Optional  
Product first introduced: 4/15/89  
Subscribing stations: N/A

The Cutting Edge is designed as an add-on sweeps, bed/fx package for CHR, Urban and Churban formats. Extremely contemporary.



## "DIG/EFX Sound Effects Library, The"

**O'Connor Creative Service, Inc.**

Number of basic cuts: 300  
Total number of cuts: 300  
Updated: None  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1985  
Subscribing stations: 1623  
The greatest concentration of the most-needed effects for all purposes are in this digital service.

## "Digifects"

**FirstCom**

Total number of cuts: 2000+  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Digifects perfectly duplicates real sound. 23 CDs, 11 categories: City, Domestic, Rural, Transportation, Industry, Office, Leisure, Sports, People, Special, Environments.

## "Digital Master Sound Effects"

**O'Connor Creative Services, Inc.**

Number of basic cuts: 600  
Total number of cuts: 600  
Updated: None  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1989  
Subscribing stations: 73  
An all-new digital library encompassing every type of realistic sound effect needed in commercial production.

## "Funny Biz Comedy Production Library"

**Funny Biz**

Number of basic cuts: 65  
Total number of cuts: 65  
Updated: Never  
Terms: Buyout  
Delivered via: 297 scotch tape  
Market exclusive? Yes  
Product first introduced: 12/80  
Subscribing stations: 200  
This comedy library includes classic cartoon SFX, drop in voices, door knocker bits and crazy commercials.

## "Grace Media, Inc."

**Grace Media, Inc.**

Number of basic cuts: Negotiable  
Total number of cuts: Negotiable  
Updated: Client discretion  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/1/87  
Subscribing stations: 50  
Customized production elements, music beds, stagers, voice overs, promos, jingles, digital sound effects.

## "Morning Show Jingle Package"

**J.L. Ritter Productions**

Number of basic cuts: 100  
Total number of cuts: 250  
Updated: Bi-Monthly  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/81  
Subscribing stations: 52  
Original jingles that don't sound like jingles. A product that is easily integrated into any morning show.

## "Production EFX Library"

**Dave Dworkin's Ghostwrites**

Total number of cuts: 180  
Updated:  
Terms: Buyout  
Delivered via: Vinyl disk  
Market exclusive? No  
Product first introduced: 1982  
Subscribing stations:  
Stereo sound effects on Quix II anti-static virgin vinyl. Most effects are over 60 seconds long.

## "Sound FX-The Library"

**Associated Production Music**

Total number of cuts: 3000  
Updated: twice a year  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 60  
All natural sounds . . . nothing synthetic, digitally recorded-using M.S., O.R.T.F. and stereo-sphere technologies.

## "Spectacular Sound Effects"

**Dave Dworkin's Ghostwrites**

Total number of cuts: 400  
Terms: Buyout  
Delivered via: CD  
Market exclusive? No  
Product first introduced: 4/89  
Subscribing stations:  
400 stereo sound effects on five compact discs. Budget priced.

## "TMX-1"

**T.M. Communications, Inc.**

Number of basic cuts: 600  
Terms: Buyout  
Delivered via: Vinyl disk  
Market exclusive? No  
The latest in sound effects. A must for any production studio.



## "101 Crazy Jingles"

**Quantum Concepts Unlimited**

Number of basic cuts: 101  
Total number of cuts: 101  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? No  
Product first introduced: 3/89  
Subscribing stations: 10  
101 fully produced music jingles. Use like drop-in bits, i.e. "Today's weather sucks," "Another stupid call," "No budget," etc.

## "94-Q Jingle Package"

**Thompson Creative**

Number of basic cuts: 14  
Total number of cuts: 40  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Full package purchase includes all mixouts, news, weather and traffic intros and up to eight shouts.

## "A/C Plus"

**Toby Arnold & Associates, Inc.**

Number of basic cuts: 22  
Total number of cuts: 45  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 6/87  
Subscribing stations: 20  
A/C Plus is an Adult Contemporary jingle package for the 25-54 demographic. Package custom produced for KHYT/Grand Rapids and WFMK/Lansing, Michigan.

## "Agnes"

**Continental Recordings, Inc.**

Number of basic cuts: 10  
Total number of cuts: 35  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1985  
ID package for CHR station-Agnes is HOT!

## "Airstrike"

**Mitch Craig Productions**

Number of basic cuts: 30  
Total number of cuts: 30  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989  
The very latest station ID/sweeper package from Mitch Craig Productions. Now you can declare war!!!

## century21

**PROGRAMMING, INC.**  
14444 W BELTWOOD PARKWAY  
DALLAS TX 75244-9940

## "All Hit Kit"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape/DAT/CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 50  
Station identification jingles for CHR or hot AC; featuring promo pads features, mornings, and info-tainment.

## "All You Need To Know"

**The Otis Conner Companies**

Number of basic cuts: 23+  
Total number of cuts: 46  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 3/87  
"All You Need To Know," is the most successful News/Talk ID package on the market. On the air throughout the USA.

## "Along The Coast"

**JAM Creative Productions, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989  
Soft, "emotional" A/C jingle package, created for KOST/Los Angeles (Coast 103).

## "Back To Basics"

**Continental Recordings, Inc.**

Number of basic cuts: 20  
Total number of cuts: 80  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1981  
Very Versatile, fully-orchestrated ID package for A C or MOR stations.

## "Be Kool"

**JAM Creative Productions, Inc.**

Number of basic cuts: 12  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Perfect jingles for "contemporary oldies" stations. Combination of '80s-sounding cuts, and nostalgia cuts with a '60s flavor. Created for KOOL-105.

## "Big Band-Nostalgia"

**Continental Recordings, Inc.**

Number of basic cuts: 22  
Total number of cuts: 60  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1981  
Subscribing stations: 1  
Traditional Big Band ID package for stations featuring big band and music of the '30s,' '40s' & '50s.' Very full sound!

## "Blender"

**American Image Production**

Number of basic cuts: 144  
Total number of cuts: 144  
Terms: Lease  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 9/86  
The Blenders enable you to make smooth transitions from song to song and never lose the intensity of your format.

## "Bobby Magic & Associates"

**Bobby Magic & Associates**

Number of basic cuts: 12  
Updated: Client decides  
Terms: Buyout  
Delivered via: Analog tape/DAT  
Market exclusive? Yes  
Product first introduced: 1978  
Subscribing stations: 9  
Custom IDs for stations produced custom jingles for stations and clients.

The  
**#1 Choice**  
for  
**Jingles**

More #1 broadcasters around the world use JAM jingles than anyone else's. Find out what Z-100, WPLJ, POWER 106, KOST, WBZ, POWER 99, CASEY'S TOP 40, and thousands more already know: JAM is the #1 choice for creative jingles!



JAM Creative Productions, Inc.  
5454 Parkdale Drive  
Dallas, Texas 75227  
Phone (214) 388-5454

# PROGRAM SERVICES



## JINGLES & STATION IDS

### NEW

#### "Brite & Sunny"

**JAM Creative Productions, Inc.**

Number of basic cuts: 19  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989

Bright, uptempo A/C package in use at SUNNY 95 (WSNY/Columbus). Perfect cuts for music sweeps, promos, and production.

#### "Broadcast Production Services"

**Tour Design Inc., Broadcast Services**

Total number of cuts: Differs per request  
Updated: As requested  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989

Broadcast production services for radio, television as well as personal managers, agents & promoters.

#### "Care"

**HLC**

Number of basic cuts: 16  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
AC

### NEW

#### "CBS' K-Lite"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 20

Station identification jingles for Light AC or Mellow AC stations.

### NEW

#### "Chicago's 'FYR'"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 10  
Station identification jingles for AC stations.

#### "Class"

**HLC**

Number of basic cuts: 12  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
AC

#### "Class Act Jingle Package"

**Thompson Creative**

Number of basic cuts: 14  
Total number of cuts: 30  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1987

Full package purchase includes all mixouts, news intros and up to eight shouts.

### NEW

#### "Classic Oldies"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies

Terms: Lease

Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 50

Station identification jingles for oldies stations, including Classic Hits or AC stations with an emphasis on oldies.

#### "Comedy Warehouse"

**CW Media**

Number of basic cuts: Varies  
Total number of cuts: Many  
Updated: As needed  
Terms: Cash  
Delivered via: 1/4" broadcast tape, 2-track stereo  
Product first introduced: 12/1/85

Supply clients with custom and generic station IDs, calls, or bumpers as requested.

#### "Commercial Jingle Concepts"

**Continental Recordings, Inc.**

Number of basic cuts: 1  
Total number of cuts: 9+  
Terms: Buyout, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Subscribing stations: 100+

Customized commercial jingles concepts for your advertisers. Sales assistance/training available. Group package plans available. In some markets, part cash/trade.

#### "Contemporary Christian (Where He Comes First)"

**Continental Recordings, Inc.**

Number of basic cuts: 10  
Total number of cuts: 30  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 1

A/C ID package for contemporary christian formatted stations. Includes Jock ID.

### NEW

#### "cooljam"

**JAM Creative Productions, Inc.**

Number of basic cuts: 27

Total number of cuts: Varies

Terms: Lease

Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989

Contemporary/Urban jingle package features music beds for jock talkovers, short IDs, and "quiet storm" image cuts.

#### "Country Life"

**Continental Recordings**

Number of basic cuts: 23  
Total number of cuts: 60+  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Product first introduced: 1980

Traditional Country ID package. Very versatile. Daypart cuts.

#### "CountryWorks"

**Media General**

Total number of cuts: 50+  
Updated: Once a month  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes

CountryWorks-monthly releases include fully-produced and customized voice-overs, positioning statements, sweepers, promotions, contest and features.

#### "COZ"

**Continental Recordings, Inc.**

Number of basic cuts: 8  
Total number of cuts: 30  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 2  
Created for CHR/AOR format. High energy, good variety.

#### "Creative Memories"

**JAM Creative Production, Inc.**

Number of basic cuts: 10  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988

This jingle package is a classy addition to any big band or nostalgia music format.

#### "Crunch"

**HLC**

Number of basic cuts: 10  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
CHR

#### "Custom I.D.'s And Jingles"

**Steve Vaus Productions**

Number of basic cuts: Client discretion  
Total number of cuts: As needed  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes

Customized packages for all formats. Clients include 76KFMB, 84WHAS, WGY, KIFM, Q96, KRQP, KBBY. Custom designed, based on your air-checks.

### NEW

#### "Custom Pipes"

**The Ervasti Companies**

Number of basic cuts: 20  
Updated: At client's request  
Terms: 18 month license  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/89  
Subscribing stations: 2

Custom produced voice-only and fully produced promos. Any length. All formats. No costly retainers. Competitive per-page rates.

#### "Custom Sung Advertiser Jingles"

**K-Kommunikations, LTD.**

Number of basic cuts: 25  
Total number of cuts: 75  
Terms: Buyout  
Delivered via: Analog tape, DAT  
Market exclusive? Yes  
Product first introduced: 6/88  
Subscribing stations: 9

Guaranteed sales plan all markets. Custom sung advertiser jingles. K-Kommunikations. Immediate references 800-634-4332 IL 312-705-0355.

# Don't Buy Jingles...

## Until You Hear "Lander & 93Q"!



Winning talents choose Century 21 to develop great jingles for their best image: At left, John Lander, Q Morning Zookeeper, KKBQ, Houston. At right, Randy Brown, PD of KKBQ.

Century 21's hottest new station IDs are for Houston's highest-rated CHR, 93Q (KKBQ). Hear the *imaginative* jingles we've created for Gannett with Century 21's *innovative* ideas, talented producers, and the newest, most advanced recording studios in Dallas!

You can even get your jingles on Digital Compact Disc, DAT, reel-to-reel tape with Dolby SR, or any way you want.

Get Century 21's new jingle demo CD and hear why majors like Capital Cities/ABC, CBS,

Westwood One, Emmis, Gannett, Sconnix, Jacor, EZ, Bonneville, Susquehanna, Heritage, Outlet, Opryland, Major Market, Atlantic Ventures, Viacom and Cox now get jingles from

**Century21**  
PROGRAMMING, INC.

14444 Beltwood Parkway  
Dallas, Texas 75244  
Toll-Free: (800) 937-2100



## "Custom"

### JAM Creative Services, Inc.

Number of basic cuts: Varies  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
JAM produces custom jingle/image packages to station's specifications, in addition to offering over 100 syndicated packages to choose from.

## "Digitizers"

### Supertrax Production-Services

Number of basic cuts: 12  
Total number of cuts: 75  
Updated: Ongoing  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 9/1/88  
Subscribing stations: 150  
Fully produced IDs and sweepers featuring incredible stagings, reverse digital effects and the voice of Charlie Van Dyke.

## "Double Power"

### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 50  
Station identification jingles for hot AC stations; 100% digitally recorded.

## "Double Talk"

### Mitch Craig Productions

Number of basic cuts: 30  
Total number of cuts: 30  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Male/female voiced sweepers. Perfect for bright AC/CHR formats.

## "Drake Series 88"

### The Otis Conner Companies

Number of basic cuts: 15  
Total number of cuts: 27  
Delivered via: Analog tape/DAT  
Market exclusive? Yes  
Product first introduced: 3/88  
The first package from Bill Drake in over 15 years. Drake 88 is TOTALLY reorchestrated by Otis Conner.

## NEW

## "Drake Series '89"

### The Otis Conner Companies

Number of basic cuts: 16  
Total number of cuts: 38  
Delivered via: Analog tape/DAT  
Market exclusive? Yes  
Product first introduced: 1/89  
WODS/Boston & WXTR/Washington, DC (Drake Series 88 pilots) came back to Otis Conner for an additional 16 cuts-based on Drake's 1971 Motown package.

## "Dynamite! Station Jingles"

### Reel Good Productions, Inc.

Number of basic cuts: 57  
Total number of cuts: 150+  
Updated: Constantly  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1985  
Subscribing stations: 25  
Jingles that stand out and sink in! CHR and AC variations available. Lyric-ed, mixed, and customized to your needs.

## "EARwitness News"

### Lars Clutterham Music

Number of basic cuts: 11  
Total number of cuts: 101  
Terms: Buyout, lease  
Delivered via: Analog tape  
Market exclusive? Yes  
News. All-instrumental originally created for KQVR/Sacramento. A unique and singular musical approach to station ID's. creative.

## "Easy Listening/Beautiful Music"

### Continental Recordings, Inc.

Number of basic cuts: 12  
Total number of cuts: 50  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1981  
Fully orchestrated ID package for Easy Listening or Beautiful Music ID formatted stations.

## "Edge, The"

### HLC

Number of basic cuts: 10  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Hot AC

## "The Edge Jingle Package"

### Thompson Creative

Number of basic cuts: 16  
Total number of cuts: 40  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Full package purchase includes all mixouts, news and weather intros plus up to eight shouts.

## "Enforcer"

### Continental Recordings, Inc.

Number of basic cuts: 13  
Total number of cuts: 60  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1981  
Versatile A/C ID package that works well with A/C, Country, MOR, and Gold formats. Extremely listenable, wears very well.

## "Favorite Country Jingle Package"

### Thompson Creative

Number of basic cuts: 13  
Total number of cuts: 30  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1987  
Full package purchase includes all mixouts, news intro and up to eight shouts.

## "Free Flow Jingle Package"

### Thompson Creative

Number of basic cuts: 14  
Total number of cuts: 20  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Full package purchase includes all mixouts, news, weather and traffic intros and up to eight shouts.

## "Fresh Approach"

### FirstCom

Number of basic cuts: 16  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
A bright, new "fresh approach" to musical identification for AC.

## NEW

## "Full Service AC"

### Steve Vaus Productions, Inc.

Number of basic cuts: 15  
Total number of cuts: 67  
Updated: Quarterly  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/89  
Theme song, themes for news, talk shows, sports, weather, traffic, holidays, weekends, promotions, and more. Debuted on 84WHAS Louisville.

## "GREAT MEMORIES"

### JAM Creative Productions, Inc.

Number of basic cuts: 10  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
This jingle package is a classy addition to any Big Band or Nostalgia music format.



## "Genesis"

### HLC

Number of basic cuts: 18  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Hot AC/CHR

## "Genesis 2"

### HLC

Number of basic cuts: 10  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
UC/CHR

## "The Greatest Songs Of All Time"

### Toby Arnold & Associates, Inc.

Number of basic cuts: 19  
Total number of cuts: 35  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 10/88  
Subscribing stations: 20  
"Greatest Songs Of All Time," feeling good IDs for Oldies, Goldies, or adult Contemporary. Custom for KLUV, Dallas, Texas.

## NEW

## "Ground Zero!"

### Power CHR"

Reel Good Productions, Inc.  
Number of basic cuts: 60+  
Total number of cuts: 180+  
Updated: On request  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 4/89  
Subscribing stations: New  
Hot-Rockin' Flame-Throwin' whiz bang power CHR jingles that will make your socks roll! We've got a secret on these... call and we'll tell you.

## NEW

## "Highway 21"

### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, CD, DAT  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 50  
Station identification jingles for modern country or AC stations; pilot stations were WIL-FM, St. Louis & WSM-FM, Nashville.

## "Holidays Package"

### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 50  
Station identification jingles for Christmas, New Year's, and Thanksgiving holidays.

## "I-Tech"

### The Otis Conner Companies

Number of basic cuts: 22  
Total number of cuts: 39  
Delivered via: Analog tape/DAT  
Market exclusive? Yes  
Otis Conner's latest approach to CHR jingles. Lots of hard-driving, fast-paced-cuts for today's "Hot" AC & CHR.

## "Imus In The Morning"

### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 10  
Station identification jingles for AC or personality-oriented full-service stations.

Only for the boldly creative.  
If you qualify, call for a demo.



Lars Clutterham Music

1-800-748-5567

**"In Touch"****Steve Vaus Productions, Inc.**

Number of basic cuts: 10  
 Total number of cuts: 50-60  
 Updated: Quarterly  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 11/88  
 Designed exclusively for full service AC stations. Theme songs, new cuts, sports, and much more. Debuted on 76KFMB/San Diego.

**NEW****"Jingle Of The Month Club"****Steve Vaus Productions**

Number of basic cuts: 6  
 Total number of cuts: 24  
 Updated: Monthly  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1/89  
 Subscribing stations:

The first jingle package ever that will grow with you. Receive 2 new jingles every month at very low cost.

**"Jingle Warfare"****Firstcom**

Number of basic cuts: 25  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes

Powerful ID package, totally custom produced in Hollywood using digital technology and acoustical music elements to fit today's CHR sound.

**"J-Wave Shotguns"****Lars Clutterham Music**

Terms: Buyout, lease  
 Delivered via: Analog tape, DAT  
 Market exclusive? Yes

Multi-format/AC/NAC/Light Jazz originally created for FM Japan. A unique and singular musical approach to station ID's. Only for the boldly creative.

**"J-Wave"****Lars Clutterham Music**

Terms: Buyout, lease  
 Delivered via: Analog tape, DAT  
 Market exclusive? Yes  
 NAC/Light AC/Light Jazz/AC originally created for FM Japan. A unique and singular musical approach to station ID's. Only for the boldly creative.

**"Joy"****HLC**

Number of basic cuts: 3  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Easy Listening

**"K-Lite/W-Lite"****Otis Conner Companies**

Number of basic cuts: 10  
 Delivered via: Analog tape/DAT  
 Market exclusive? Yes

AC & "light" rock stations need bright contemporary jingles. Otis Conner's ID series adds the class and sizzle to showcase today's adult formats.

**"Kendall Energies"****Kendall Energies, Inc.**

Number of basic cuts: Per client request  
 Updated: Monthly  
 Terms: Contract or prepaid  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 11/1/88  
 Subscribing stations: 30  
 Provides radio, concert tours and advertisers quality production, fast turnaround and competitive prices. Call for our demo package.

**"KIIS '88"****Firstcom**

Number of basic cuts: 27  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes

Exciting music tracks featuring a unifying subtheme in the form of a jock-optional talk pad.

**NEW****"KIIS '89"****Firstcom**

Number of basic cuts: 18  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes

A more contemporary sounds of clean, punchy vocals and hot, energetic instrumental tracks.

**"KISSongs"****Lars Clutterham Music**

Terms: Buyout, lease  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 CHR/UC/Dance. Originally created for WXXS/Boston. A unique and singular musical approach to station ID's. Only for the boldly creative.

**"John Lander & 93-Q"****Century 21 Programming, Inc.**

Number of basic cuts: 15  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape, CD, DAT  
 Market exclusive? Yes  
 Station identification jingles for CHR stations, including morning cuts for personalities, weather bed, legal ID, etc.

**"Light Rock"****HLC**

Number of basic cuts: 8  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Soft Rock/AC

**"Lite FM"****Continental Recordings, Inc.**

Number of basic cuts: 10  
 Total number of cuts: 40  
 Updated: As needed  
 Terms: Buyout, lease, trade  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1987  
 Subscribing stations: 3  
 Contemporary, uptempo ID package for a Lite FM format. Includes Jock ID.

**"Love Songs"****HLC**

Number of basic cuts: 9  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 AC/Easy Listening

**NEW****"Madison Avenue"****Century 21 Programming, Inc.**

Number of basic cuts: 15  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape, DAT, CD  
 Market exclusive? Yes  
 Product first introduced: 1989  
 Subscribing stations: 20  
 Station identification jingles for AC stations.

**"Magic Music 6"****JAM Creative Productions, Inc.**

Number of basic cuts: 11  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1988  
 Contemporary identification for soft jazz/light rock stations. Created for WMGK/Philadelphia.

**"Magic"****Continental Recordings, Inc.**

Number of basic cuts: 8  
 Total number of cuts: 40  
 Updated: as needed  
 Terms: Buyout, lease, trade  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Smooth, full ID package for a "Magic" format.

**"Maximum Power"****JAM Creative Productions, Inc.**

Number of basic cuts: 15  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1988  
 Short, intense CHR jingles created for POWER 95 (WPLJ/New York)

**"Miami's WAXY"****Century 21 Programming, Inc.**

Number of basic cuts: 15  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape, DAT, CD  
 Market exclusive? Yes  
 Product first introduced: 1988  
 Subscribing stations: 25  
 Station identification jingles for AC stations, includes weather cut, legal ID, oldies features.

**"My! My! My!"****HLC**

Number of basic cuts: 16  
 Terms: Buyout  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Gold-based AC

**"J.R. Nelson Productions"****J.R. Nelson Productions**

Number of basic cuts: Varies  
 Total number of cuts: unlimited  
 Updated: custom produced  
 Terms: Buyout

Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1986  
 Subscribing stations: 50  
 Custom-produced ID's, sweepers, promos, beds, novelty songs, contest solicit & winner beds, TV audio, and jingle freshening—all formats.

**NEW****"New Tradition"****JAM Creative Productions, Inc.**

Number of basic cuts: 20  
 Total number of cuts: Varies  
 Terms: Lease  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 1989  
 Great jingle package for "Continuous Country" stations, featuring combination of modern country, traditional, and new traditional instrumental.

**"News & Information"****Continental Recordings, Inc.**

Number of basic cuts: 15  
 Total number of cuts: 45  
 Updated: As needed  
 Terms: Buyout, lease, trade  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 ID sounders & contemporary image package for news and talk format.

**"News And More"****The Otis Conner Companies**

Number of basic cuts: 24+  
 Total number of cuts: 36  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 Product first introduced: 10/88  
 The newest News/Talk ID package on the market. Flexible for News, Talk and full-service formats. Accepts most stations' positioning statements.

**NEW****"News Intros"****Dale Baglo Broadcasts, Inc.**

Number of basic cuts: 12  
 Total number of cuts: 12  
 Terms: Lease  
 Delivered via: Analog tape/DAT  
 Market exclusive? Yes  
 Product first introduced: 6/89  
 News, sports, weather, traffic intros and promo beds. All musically related to tie your station sound together! Contemporary, polished!

**"NUA Songs"****Lars Clutterham Music**

Terms: Buyout, lease  
 Delivered via: Analog tape  
 Market exclusive? Yes  
 NAC originally created for WNUA/Chicago. A unique and singular musical approach to station ID's. Only for the boldly creative.

**"The most dynamic high-energy library available today!!"**

Rick Stacy, PD at Power 99 Atlanta

**TECHSONICS**

Production Library with 400 powerful cuts on CD!

Music &amp; Contest Beds, New Generation of Laser Zappers, Sweepers, ID Stagers, Wild Works Parts, Laser Drums, Explosions, News-Traffic &amp; Weather Beds, &amp; Seasonal Cuts.

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# HLC

# KILLER MUSIC

"HLC produced two packages for us, an identity package for the Boston Celtics Radio Network and a package for WEEI, Newsradio 590. HLC is not your average jingle company. Instead of the usual musical cliches the products were original, crisp, and exciting. The HLC people are as good as their music, and we'll be back there for our next project."

John Rodman  
WEEI 590AM  
Boston

"Way to go, HLC!  
Your fan,

Rick Dees  
KIIS-FM  
Los Angeles

"The jingle package HLC produced for American Top 40 is second to none!... These jingles are the only hit you'll hear on 'American Top 40' that isn't on the Billboard Charts."

Tom Cuddy  
Vice President  
Entertainment Programming  
ABC Radio Networks

"With uncompromising quality and attention to detail, Killer Music has great patience and delivered stunning originality (and great Thai food, too!). The whole experience was a delight."

Shadoe Stevens  
Host - American Top 40

6528 Sunset Boulevard, Hollywood, CA 90028  
(213) 464-6333



### "Original Music Packages For Radio"

#### JDK Music Production

Number of basic cuts: Custom  
Total number of cuts: Custom  
Terms: Buyout or lease  
Delivered via: Analog tape or DAT  
Market exclusive? Yes

Custom music created specifically for your station, to fit your exact requirements, thereby avoiding compromises necessary with pre-packaged library music.

### "Otis Conner's Country ID Package"

#### The Otis Conner Companies

Number of basic cuts: Varies  
Total number of cuts: Varies  
Delivered via: Analog tape/DAT  
Market exclusive? Yes

Otis Conner has a number of ID packages for all country formats from traditional to contemporary. Mix or match-priced by the cut.

### "Pacific Songs"

#### Lars Clutterham Music

Terms: Buyout, lease  
Delivered via: Analog tape, DAT  
Market exclusive? Yes

NAC/Easy Listening originally created for FM Japan. A unique and singular musical approach to station IDs. Only for the boldly creative.

### "PAMS Classic Jingles"

#### PAMS Jingles/Div. CPMG Incorporated

Number of basic cuts: 4000 cuts in 200 packages, 11 formats  
Total number of cuts: 4000  
Updated: 500 cuts per year  
Delivered via: Analog tape  
Market exclusive? Yes  
Subscribing stations: 300

"CHR" — Super hot CHR jingle packages include "First Fire," "Hot Rockin' Hits I & II." 300 tracks available on a cut-by-cut, market exclusive.

"AC" — Includes "First Class," "Special Delivery," and "Fresh Air I & II." Over 250 tracks available cut-by-cut, market exclusive.

"HOT AC" — Includes "Sound Of The City," "High II," "Airstreams." Over 100 tracks available, cut-by-cut, market exclusive.

"Oldies" — The king of the oldies packages. Originally on WABC, KFWB, etc. 3000 tracks cut-by-cut, market exclusive, from 1960-77.

"Country" — Includes "Drivin' Country," "Hot Shots." 200 tracks cut-by-cut, market exclusive.

"Easy AC" — Includes "Easy Goin'," "Whispers," "Easy Air." 150 tracks

available cut-by-cut, market exclusive. From 1960-87.

"Big Band/Nostalgia" — Some recorded as early as 1948. "Big Band Bonanza," "The Smart Set." 250 tracks, market exclusive.

"News/News-Talk" — Includes "Metropulse," "Find Out First I & II." On a package basis only. Recorded.

"Urban" — Drawn from selected CHR and Hot AC packages. Heavy Metal to Black Urban selections. 50 tracks.

"AOR" — Drawn from selected CHR and Hot AC packages. Heavy Metal to Urban music covered. 50 selections. 1984-88.

"Classic Hits" — From selected Oldies, Hot AC, and AC packages. Special lyric changes to fit format. Over 3200 selections recorded 1960-87.

### "Power Basics Jingle Package"

#### Thompson Creative

Number of basic cuts: 10  
Total number of cuts: 25  
Terms: Lease

Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1986

Full package purchase includes all mixouts, news, weather and traffic intros and up to eight shouts.

### "Power Connectors/Phase 3"

#### Mitch Craig Productions

Number of basic cuts: 30  
Total number of cuts: 30  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1987  
Subscribing stations: Hundreds

Hot CHR sweepers and identifiers heard on major CHR radio stations across America and Canada. Promo retainers available.

NEW

### "Power Pipes"

#### The Ervasti Companies

Total number of cuts: 90  
Terms: 18 month licenses  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 3/20/89  
Subscribing stations: 2

Power Pipes available now for CHR, Urban, and AOR. Produced 2-track stereo. Digitized voice and laser effects. Custom production also available.

### "Power Up!"

#### JAM Creative Productions, Inc.

Number of basic cuts: 14  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988

Contemporary "un-jingles" for CHR or Urban/CHR stations. On the air at POWER 106/Los Angeles and HOT 97/New York.

NEW

### "Pro Basics"

#### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease

Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 10

Station identification jingles for AC or personality-oriented full-service formats, including News/Talk.

### "The Production Department"

#### The Production Department

Number of basic cuts: Depends on client

Total number of cuts: Depends on client

Updated: Depends on client

Terms: Buyout

Delivered via: Analog tape

Market exclusive? Yes

The Production Department produces top quality, custom, station ID packages, with a variety of voice talent to chose from.

### "Production Services/Voice Talent"

#### Bobby Ocean, Inc.

Number of basic cuts: 10  
Total number of cuts: open

Terms: Buyout

Delivered via: Analog tape

Product first introduced: 1968

Subscribing stations: 25

A package is 10 produced ID's, liners, etc.(no promos). Yearly retainer negotiated separately.

### "Proton"

#### Century 21 Programming, Inc.

Number of basic cuts: 15  
Total number of cuts: Varies

Terms: Lease

Delivered via: Analog tape, DAT, CD

Market exclusive? Yes

Product first introduced: 1988

Subscribing stations: 50

Station identification for CHR stations; 100% digitally recorded.

NEW

### "Pure Magic Jingle Package"

#### Thompson Creative

Number of basic cuts: 19  
Total number of cuts: 30

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1989

This package includes four promo beds of varying styles and length, news intros plus all mixouts.

### "Quictrax"

#### Dick Summer Communications

Updated: Continuous  
Terms: Retainer/contract  
Delivered via: Analog tape  
Market exclusive? Yes  
Subscribing stations: 18

Stars New York-national voiceover performer Dick Summer. ID's, promos, commercials. Smiling, sizzling, sexy sound. Top national TV-radio voice.

### "Radio Active"

#### HLC

Number of basic cuts: 7  
Terms: Buyout

Delivered via: Analog tape

Market exclusive? Yes

CHR

### "Radio AOR"

#### Lars Clutterham Music

Number of basic cuts: 5

Terms: Buyout, lease

Delivered via: Analog tape

Market exclusive? Yes

Classic AOR. A unique and singular musical approach to station IDs. Only for the boldly creative.

### "Radio ID Jingles"

#### Ay Jay Productions

Number of basic cuts: 25

Total number of cuts: 100+

Updated: Twice a Year

Terms: Buyout, Lease, Client's

Delivered via: Analog tape, DAT

Market exclusive? Yes

Product first introduced: 1/88

Radio jingles, on original backing tracks, sung with up to seven part harmony by our professional vocal group.

### "Radio Thunder"

#### Mitch Craig Productions

Number of basic cuts: 30

Total number of cuts: 30

Updated: As needed

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1988

Blow away the competition with the last truly untamed voice talent in America. Your station is gonna get noticed.

### "Radioworks"

#### Media General

Number of basic cuts:

Total number of cuts: 50+

Updated: Monthly

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

### "Reel Hot Country Jingles"

#### Reel Good Productions, Inc.

Number of basic cuts: 14

Total number of cuts: 52+

Updated: On request

Terms: Buyout

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1988

Subscribing stations: KIKK

Acoustic, contemporary country jingles with an energetic vocal group and the new sound of country. Great recording and very flexible.

### "Remember"

#### Seacoast Sound

Number of basic cuts: 37

Total number of cuts: 60

Terms: Buyout

Delivered via: Analog tape, DAT

Market exclusive? Yes

Product first introduced: 4/89

A brand new, fully orchestrated station identification package, ideally suited to "Music Of Your Life" and other nostalgia formats.

### "Rockifrequency"

#### Continental Recordings, Inc.

Number of basic cuts: Varies

Total number of cuts: Varies

Updated: As needed

Terms: Buyout, lease, trade

Delivered via: Analog tape

Market exclusive? Yes

Customized station ID liners. All formats available complete with custom sounders, etc. and effects.

### "Scorchers Jingle Package"

#### Thompson Creative

Number of basic cuts: 8

Total number of cuts: 20

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1987

Full package purchase includes all mixouts, news, weather, and traffic intros, and up to eight shouts.

### "Seattle/Portland Jingle Package"

#### Thompson Creative

Number of basic cuts: 19

Total number of cuts: 40

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1987

Full package purchase includes all mixouts, news intros and up to eight shouts.

### "Shake, Rattle & Radio"

#### Continental Recordings

Number of basic cuts: 13

Total number of cuts: 40 Updated: As needed

Terms: Buyout, Lease, Some Trade

Delivered via: Analog tape

Market exclusive? Yes

A very creative ID package that complements music of the late '50s up to mid '60s.

### "SkyWave"

#### JAM Creative Productions, Inc.

Number of basic cuts: 20

Total number of cuts: Varies

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1988

Hot, electrifying CHR ID's created for New York City's Z-100 (WHTZ).

### "Soft Rock"

#### Continental Recordings

Number of basic cuts: 10

Total number of cuts: 40

Updated: As needed

Terms: Buyout, lease, some trade

Delivered via: Analog tape

Market exclusive? Yes

ID's for soft rock format, very generic.

### "Soft" Rock"

#### HLC

Number of basic cuts: 9

Terms: Buyout

Delivered via: Analog tape

Market exclusive? Yes

Soft Rock/AOR mini-song jingles.

### "Solid Gold"

#### Continental Recording, Inc.

Number of basic cuts: 10

Total number of cuts: 50

Updated: As needed

Terms: Lease, trade

Delivered via: Analog tape

Market exclusive? Yes

Product first introduced: 1988

Solid Gold ID package, vintage arrangements includes weather jingle, promo stage and weekend cuts. Jock ID cut also included.



## NEW

### "Solid Gold"

**Steve Vaus Productions**

Number of basic cuts: 10  
Total number of cuts: 30  
Updated: Quarterly  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/89

Soundlike sweepers, jock sings, IDs and more. Seamless musical flow with high profile vocals.

### "Spirit Of 76"

**JAM Creative Productions, Inc.**

Number of basic cuts: 11  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988

76/WJR Detroit uses these solid image cuts for ID's as well as show opens and promos.

## NEW

### "The Spirit Of New England"

**JAM Creative Productions, Inc.**

Number of basic cuts: 25  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989

Created for WBZ/Boston. This is a full service jingle and image package with ID's, show intros, & beds.

### "Sports Fan"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations: 1

Station identification jingles for SportsRadio as done for 66 WFAN/New York.

### "SportsRadio"

**JAM Creative Productions, Inc.**

Number of basic cuts: 14  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations:

Sounders, intros, and promo beds created for America's first all-Sports station WFAN New York. Also applicable for news/talk formats.

### "Station ID's Jingles"

**Thom Reinstein Productions**

Number of basic cuts: Custom  
Terms: Buyout  
Delivered via: Analog tape, DAT  
Market exclusive? Yes  
Product first introduced: 1982  
Subscribing stations: 60

Original musical station signatures, emphasis NAC/Progressive EZ listening stations. Original commercial jingles.

### "Station ID's"

**T.M. Communications, Inc.**

Number of basic cuts: Varies  
Updated: Yearly  
Terms: Buyout, lease  
Delivered via: Analog tape  
Market exclusive? Yes

T.M. produces new custom and syndicated ID packages each year. Free demos available.

### "Station IDs"

**Southern Trax Production Company**

Number of basic cuts: 12  
Total number of cuts: 24  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Subscribing stations:

Custom ID packages in all formats recorded professionally with professional singers.

## NEW

### "Steamroller"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD.  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 50  
Station identification jingles for CHR or Urban or CH/Urban stations.

## NEW

### "Street Beat"

**The Otis Conner Companies**

Number of basic cuts: 16  
Total number of cuts: 42  
Updated:  
Terms:  
Delivered via: DAT  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations:

Now's the time to put jingles on!! Today's Urban/CHR stations need today's Urban identity. "Street Beat." Produced for K-104/Dallas.

## NEW

### "Super Pro Series One"

**Joe Kelly Creative Services**

Number of basic cuts: 395  
Total number of cuts: 395  
Updated: Twice yearly  
Terms: Buyout, lease  
Delivered via: CD  
Market exclusive? Yes  
Product first introduced: 3/15/89  
Subscribing stations: 68

Cutting Edge beds and work parts for contemporary radio promos, IDs, sweepers, etc. Service & holiday materials. Four CD package.

## NEW

### "TalkRadio 77/WABC '89"

**Century 21 Programming, Inc.**

Number of basic cuts: 15  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape, DAT, CD  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 30  
Station identification jingles for TalkRadio or personality AC/news/talk.

## NEW

### "Technical Rock Out"

**Toby Arnold & Associates, Inc.**

Number of basic cuts: 16  
Total number of cuts: 30  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/89  
Subscribing stations: 10  
New power ID's for rock radio. Including sweepers, power stagers and SPX's.

### "Today's Country"

**FirstCom**

Number of basic cuts: 10  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
A vibrant, energetic, punchy vocal style and instrumental sound designed to complement the music you play.

### "Today's Country"

**Toby Arnold & Associates**

Number of basic cuts: 20  
Total number of cuts: 45  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 4/15/87  
Subscribing stations: 50  
Contemporary country jingles as used by KLZ, WCAO, WONE, KRAK, WMNI, WOKQ, and many others.

### "The Transformer/Urbanizer"

**Toby Arnold & Associates, Inc.**

Number of basic cuts: 15  
Total number of cuts: 30  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 4/87  
Subscribing stations: 20  
CHR/Urban jingle package produced for Jerry Boulding of WBMX/Chicago and James Alexander, WJLB/Detroit.

### "Tsunami Songs"

**Lars Clutterham Music**

Terms: Buyout, lease  
Delivered via: Analog tape  
Market exclusive? Yes  
NAC/Light Jazz/Light AC originally created for FM Japan. A unique and singular musical approach to station IDs. Only for the boldly creative.

### "The Urbanizer/Phase 3"

**Mitch Craig Productions**

Number of basic cuts: 30  
Total number of cuts: 30  
Updated: As needed  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1987  
The first exclusive urban sweeper package and still the best. Totally urban... totally awesome!

## NEW

### "Voice Of Your Station"

**Kris Stevens Enterprises, Inc.**

Number of basic cuts: 15 items  
Updated: Monthly or as required by station  
Terms: Annual retainer  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989  
Subscribing stations: 30+  
Kris Stevens is a nationally recognized commercial voiceover talent for clients like Pontiac... now he's fast becoming the "Station voice."

## NEW

### "We Are Country"

**Toby Arnold & Associates**

Number of basic cuts: 20  
Total number of cuts: 45  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1/15/89  
Subscribing stations: 10  
Traditional country jingles custom produced. Great Empire Broadcasting Stations, i.e., WOW/Omaha, KTTS/Springfield, MO, KFDI/Wichita, KS.

### "We Talk New York"

**JAM Creative Productions, Inc.**

Number of basic cuts: 20  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1988  
Short slogan ID's, show themes, and promo beds for talk stations. Created for WMCA/New York.

### "We're Here For You II"

**Continental Recordings, Inc.**

Number of basic cuts: 10  
Total number of cuts: 40  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
High energy AC ID package — suitable for CHR also.

### "We're Here For You"

**Continental Recording, Inc.**

Number of basic cuts: 20  
Total number of cuts: 75  
Updated: As needed

Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1977  
MOR ID package for full-service community oriented station. Includes a "city song."

### "We're The One"

**Continental Recordings, Inc.**

Number of basic cuts: 15  
Total number of cuts: 60  
Updated: As needed  
Terms: Buyout, lease, trade  
Delivered via: Analog tape  
Market exclusive? Yes  
MOR-AC ID packages for full-service station. Includes news, sports, traffic and PSA sounders & beds. Wears extremely well.

### "We're With You Phoenix"

**Toby Arnold & Associates, Inc.**

Number of basic cuts: 15  
Total number of cuts: 30  
Terms: Buyout  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 12/88  
Subscribing stations: 20  
Light Contemporary or Oldies jingles first produced for KAMJ, Phoenix.

### "X ponential"

**Lars Clutterham Music**

Number of basic cuts: 13  
Terms: Buyout, lease  
Delivered via: Analog tape  
Market exclusive? Yes  
AOR/New Rock, originally created for KRIX/Weslaco. A unique and singular musical approach to station IDs. Only for the boldly creative.

## NEW

### "XYROCK"

**JAM Creative Productions, Inc.**

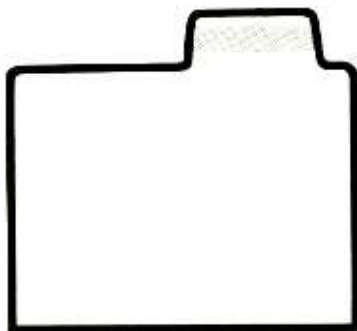
Number of basic cuts: 11  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989  
Short, clean, exciting CHR jingle package. Created for Denver's Y-108 (KRXY).

## NEW

### "Z-100"

**JAM Creative Productions, Inc.**

Number of basic cuts: 30  
Total number of cuts: Varies  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 4/89  
The absolute latest, turbo-charged CHR jingles created for Z-100 New York. Includes cuts for sweeps, special events, and mornings.



## SONG LIBRARIES

**"A-C Format GoldDiscs & HitDiscs"**  
**Century 21 Programming, Inc.**

**Updated:** Weekly hits, bi-monthly oldies  
**Delivered via:** CD  
**Product first introduced:** 1972  
**Subscribing stations:** 225  
*Researched AC hits, sequenced for airplay, digitally mastered on premium quality compact discs from record company masters or CDs.*

**"A/C Music Supply Service Of Current Hits"**  
**Music Director Programming Service**

**Number of basic cuts:** 11 per week  
**Total number of cuts:** Build a library of literally thousands!  
**Updated:** Weekly  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No  
**Product first introduced:** 1973  
**Subscribing stations:** 310

*Clients receive one reel of AC currents each week, in addition to rotation information and an ADULT PLAYLIST. Target demos 25 to 54.*

**"A/C Safest Oldies Library"**  
**Music Director Programming Service**

**Number of basic cuts:** 1100  
**Total number of cuts:** 1100  
**Updated:** Every 18 months  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No  
**Product first introduced:** 1984  
**Subscribing stations:** 1937

*46 reels of auditorium-tested, safest A/C oldies from 1955 through 1987, with 1988 updates available.*

**"Adult Alternative (AC Format)"**  
**Alternative Programming, Inc.**  
**Number of basic cuts:** Varies

**Total number of cuts:** 1,600  
**Updated:** Weekly  
**Terms:** Lease  
**Delivered via:** Analog tape  
**Market exclusive?** Yes  
**Product first introduced:** 1985  
**Subscribing stations:** 40  
*The Adult Alternative is a full service AC format that can be custom designed for various market situations.*

## NEW

**"Air Force One"**  
**Far West Communications, Inc.**

**Number of basic cuts:** Up to 2400  
**Updated:** As needed  
**Terms:** Lease  
**Delivered via:** DAT  
**Product first introduced:** 8/1/89  
**Subscribing stations:**

*The ultimate digital audiophile music library, from original record company masters, custom produced to your music list. Free DAT player.*

**"Auditorium Music Test Tapes"**  
**The Hook Factory**

**Total number of cuts:** 4,800  
**Terms:** Buyout  
**Delivered via:** Analog tape  
**Market exclusive?** No  
**Product first introduced:** 8/86

*America's premier producer of music hook tapes for AC, CHR, and Gold stations doing auditorium music tests or weekly callouts.*

**"Basic Gold Pop Oldies Library"**  
**Music Director Programming Service**

**Number of basic cuts:** 2100+  
**Total number of cuts:** 2100+  
**Updated:** Yearly  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No  
**Product first introduced:** 1975  
**Subscribing stations:** Over the years, nearly 2,000

*Ideal if you are dubbing to cart, as reels are set up on a yearly basis from 1955 through 1988. A/C and CHR available. Buy as few or as many reels as you need.*

**"C-H-R Format GoldDiscs and HitDiscs"**  
**Century 21 Programming, Inc.**

**Updated:** Weekly hits, bi-monthly oldies  
**Terms:** Cash only  
**Delivered via:** CD  
**Product first introduced:** 1972  
**Subscribing stations:** 175

*Researched CHR hits, sequenced for airplay, digitally mastered on premium quality compact discs from record company masters or CDs.*

**"CHR Oldies Library"**  
**Music Director Programming Service**

**Number of basic cuts:** 450  
**Total number of cuts:** 450  
**Updated:** Yearly  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No  
**Product first introduced:** 1984  
**Subscribing stations:** 46

*CHR package covers late '70s through 1988. An excellent starter package for CHR stations with no library.*

**"Christmas Music Library"**  
**Music Director Programming Service**

**Number of basic cuts:** average 31 cuts per reel  
**Total number of cuts:** 219  
**Updated:** Yearly  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No  
**Product first introduced:** 1972  
**Subscribing stations:** Hundreds over the years

*All the hits and traditional Christmas music included on 7 reels. Stereo. All you'll need for Christmas.*

**"Classic Country"**  
**Drake/Chenault**

**Number of basic cuts:** 750  
**Total number of cuts:** 750  
**Terms:** Lease  
**Delivered via:** Analog tape  
**Market exclusive?** Yes

*Country's most cherished oldies from 1949-1976, all restored to their original condition and designed to blend with a station's current playlist.*

**"Classic Hit GoldDiscs"**  
**Century 21 Programming, Inc.**

**Terms:** Cash only  
**Delivered via:** CD  
**Product first introduced:** 1973  
**Subscribing stations:** 125  
*Researched classic hits, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.*

## NEW

**"Classic Rock Format GoldDiscs"**  
**Century 21 Programming, Inc.**

**Updated:** Bi-monthly  
**Terms:** Cash only  
**Delivered via:** CD  
**Product first introduced:** 1989  
*Researched Classic Rock, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.*

**"Classic Rock"**  
**Drake/Chenault**

**Terms:** Lease  
**Delivered via:** Analog tape  
*Over 400 legendary classic rock album cuts from the '60s, '70s, and early '80s, all in pristine condition.*

**"The Country Alternative"**  
**Alternative Programming, Inc.**

**Number of basic cuts:** 1600  
**Total number of cuts:** 1600  
**Updated:** Weekly  
**Terms:** Lease  
**Delivered via:** Analog tape  
**Product first introduced:** 1985  
**Subscribing stations:** 38  
*The Country Alternative can be fast paced and modern, or as traditional as your market requires.*

**"Country Format GoldDiscs & HitDiscs"**  
**Century 21 Programming, Inc.**

**Terms:** Cash only  
**Delivered via:** CD  
**Product first introduced:** 1973  
**Subscribing stations:** 100  
*Researched Country hits, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.*

## NEW

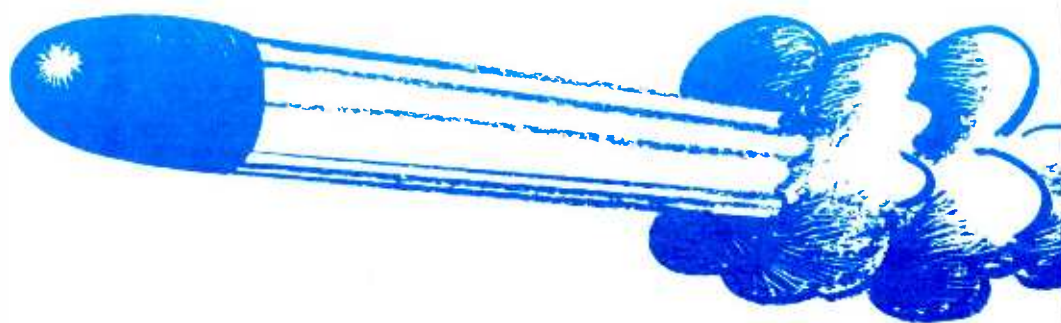
**"Country Gold Rush"**  
**T.M. Communications, Inc.**

**Number of basic cuts:** 1,500  
**Terms:** Buyout  
**Delivered via:** CD  
**Market exclusive?** No  
**Product first introduced:** 1989  
*Country hits from 1946 to 1970. Crisp, clean, quality the standard for all certified Country hit selections.*

**"Country Oldies Library"**  
**Music Director Programming Service**

**Number of basic cuts:** 1908  
**Total number of cuts:** 1908  
**Updated:** Yearly  
**Terms:** Buyout, Lease  
**Delivered via:** Analog tape, DAT  
**Market exclusive?** No

# Broadcast One with a Bullet!



Broadcast One, APM's radio production music library hits the top of the charts! Broadcast One has the music to keep your audience listening to your spots, promo's and drop-ins week after week.

That means more listeners and a stronger Arbitron. So get on target with Broadcast One... the hottest music on CD for CHR, AOR, NAC, G/CR & CTRY formats...and more!

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\*Index now available on IBM and MacIntosh floppy!


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# It's A Blast From The Past... AND The Future!

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# Music **BASE**<sup>TM</sup>

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The first and **ONLY** computerized chart and song information system compiled exclusively from the

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and Top 100 charts of 1955 to 1989.

Now you can see EVERY song that has hit the chart for any week, including the Bullets, Hot Shot Debut and the Prime Mover! Even the Year-End charts are included. Over 20,000 songs are here complete with chart debut and peak information, writers, producers, licensees, arrangers, publishers and more. Over 7,500 of radio's most played hits include:

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Scarsdale, New York 10583 (513) 941-0829  
(914) 723-8567  
FAX (914) 723-6651

# PROGRAM SERVICES



Product first introduced: 1982  
Subscribing stations: 796  
Buy individual reels or the entire library of 64 reels. All the Country hits from 1950 through 1988.

## "Damn Good Programmers" Music Director Programming Service

Number of basic cuts: 271  
Total number of cuts: 271  
Terms: Buyout, Lease  
Delivered via: Analog tape, DAT  
Market exclusive? No  
Product first introduced: 1975  
Subscribing stations: 184

A good music package, heavy on "staple" artists, used to modernize many MUSIC OF YOUR LIFE-formatted stations.

## "Datgold" Firstcom

Number of basic cuts: 2,337  
Terms: Lease  
Delivered via: DAT  
Market exclusive? No

Mastered directly to DAT from the original source material, Datgold is divided into four musical eras: 1954-63, 1964-72, and 1981-87.

## "DigitalGold" Century 21 Programming, Inc.

Terms: Cash only  
Delivered via: DAT  
Product first introduced: 1987  
Subscribing stations: 30  
Custom recorded digital audio made from Century 21 GoldDiscs or HitDiscs to station specifications.

## "Easy Christmas Music" Winton Communications

Terms: Lease  
Delivered via: Analog tape  
Single shot for your particular early season programming. Matched flow for the best sound near that special day.

## "Full Service Music Format Libraries" Radio Program Services/ Barrett Associates

Number of basic cuts: 1000-1200  
Total number of cuts:  
Updated:  
Terms: Buyout  
Delivered via: Analog tape, DAT, Cartridge  
Market exclusive? NO  
Product first introduced: 1986  
Subscribing stations: 50  
AC, mellow AC, Country, Classic Rock, CHR, Rock 'n' Roll Oldies station libraries available from our lists or station provided "want" lists-consultation available.

## THE GOLD COLLECTION

### "The Gold Collection"

Media General Broadcast Services  
Terms: Cash buyout  
Delivered via: Analog tape  
Product first introduced: 1986  
Over 4000 hits (including every top ten) from 1955-1988 packaged in yearly sets, non-programmed and suitable for carting.

### "Gold Picks" Drake-Chenault

Number of basic cuts: 1,000  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? No  
Product first introduced: 1984  
Ideal as a source library for carting those songs of which clean copies are essential.

### "GoldDiscs" Century 21 Programming, Inc.

Number of basic cuts: 1000+  
Updated: Bi-monthly  
Terms: Buyout

Delivered via: CD  
Market exclusive? No  
Product first introduced: 1986  
Subscribing stations: 600  
Researched libraries of oldies and recurrenents on digitally remastered Compact Discs for most formats.

### "Goldmine" Drake-Chenault

Terms: Lease  
Delivered via: Analog tape, CD  
100 hard-to-find oldies on CD, or you pick the songs from our catalog and we'll master them to tape or cart.

### "The Master Service" Far West Communications, Inc.

Number of basic cuts: 1600  
Updated: Monthly  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1981  
America's premiere AC/CHR audio-ophile music library, reproduced with noise reduction from original record company masters. Monthly current update service.

### "Nostalgia/Big Band" Alternative Programming, Inc.

Number of basic cuts: 1900  
Total number of cuts: 1900  
Updated: Monthly  
Terms: Lease  
Delivered via: Analog tape  
Product first introduced: 1985  
Subscribing stations: 20  
The Nostalgia format covers the Big Band era through the early sixties with original hits.

"Oldies Libraries"  
MSA (Music Service  
Associates)  
Number of basic cuts: 1230  
Total number of cuts: 2000+  
Terms: Buyout

Delivered via: Hi-Fi VHS  
Market exclusive? No  
Product first introduced: 1987  
Original hits from 1954-1973, most in stereo. Clean and bright and fully guaranteed. America's best oldies value.

## NEW

### "Oldies on 45's" Music Director Programming Service

Number of basic cuts: Minimum  
Order: 10 records  
Total number of cuts: 2500  
Terms: Buyout  
Delivered via: Vinyl disc  
Market exclusive? No  
Product first introduced: 1989  
Subscribing stations: Hundreds  
For stations that want vinyl, select the 45's you want from 1955 through 1987 from a book, which also shows popularity of each song title and numerical ranking.

### "Prime Cut" Winton Communications

Terms: Buyout, Lease  
Delivered via: Analog tape  
They're not making vinyl like they used to. If no one else has it, chances are we do.

### "Saturday Night Oldies Party" Music Director Programming Service

Number of basic cuts: 422  
Total number of cuts: 422  
Updated: Yearly  
Terms: Buyout, Lease  
Delivered via: Analog tape, DAT  
Market exclusive? No  
Product first introduced: 1988  
Subscribing stations: 16  
Some hard-to-find hits from 1954 through 1973 on 12 reels. Ideal for weekend specials or noon-time hour of oldies.

### "Oldies Library" American Pie

Number of basic cuts: 5000+  
Updated: 3 times a year  
Delivered via: Vinyl disc  
Thousands of hard-to-find records included in huge catalog. All formats — '40s to today. Fast turnaround. All records guaranteed.

## NEW

### "Startrip Sing Alongs — You're The Star" Bob Barnes Creative Service

Number of basic cuts: 230  
Total number of cuts: 230  
Updated: Once per year  
Terms: Lease  
Delivered via: Analog tape  
Market exclusive? Yes  
Product first introduced: 1989  
Popular songs recorded without lead vocals for use in talent shows, contest, parodies and promotions. List and samples available.

### "The Beautiful Alternative" Alternative Programming, Inc.

Number of basic cuts: 2900  
Total number of cuts: 2900  
Updated: Monthly  
Terms: Lease  
Delivered via: Analog tape  
Product first introduced: 1985  
Subscribing stations: 38  
The Beautiful Alternative is a modern, original artist easy listening format.

## NEW

### "Urban Contemporary" Century 21 Programming, Inc.

Terms: Cash only  
Delivered via: CD  
Product first introduced: 1989  
Researched Urban hits, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.

# Buy 1, Get 2 Free!



Now, get "Laser Lightning"—the first full-scale new 100% ROCK production library on Compact Disc! It's working wonders for winning rockers like WPLJ, New York; KTXQ (Q-102), Dallas-Ft. Worth; KRBE, Houston; WFLZ, Tampa-St. Pete...and hundreds more!

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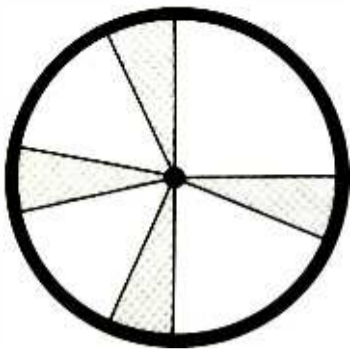
Or, choose Century 21's "Compact Disc Production Library" or our newest CD commercial beds in "Generation 3".

Right now, get your choice of any 2, plus Century 21's "Christmas & Special Events CD Production Library" for the price of 1. Hurry! Restrictions apply and offer expires soon.

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Toll-Free: (800) 937-2100



**FULLTIME  
FORMATS**

**NEW**

**"24 Hour, 7 Day A Week Telephone Talk"**  
**American Radio Networks**  
Delivered via: Satcom 1R T19/Galaxy II T3  
Terms: Barter only  
DJs: Live talk show host  
Format began airing: 11/14/89  
Affiliates: 117  
Live, 24 hours, 7 days a week. Intelligent and entertaining talk! 800-CALL-IN numbers for your listeners.

**"AC Christian"**  
**Broadcast Programming**  
Delivered via: Analog tape  
Terms: Cash  
Updated: Weekly  
Contemporary AC Christian music using proven secular radio programming techniques to offer competitive radio with a message.

**"A-C Format GoldDiscs & HitDiscs"**  
**Century 21 Programming, Inc.**  
Delivered via: CD  
Terms: Cash only  
Updated: Weekly hits, bi-monthly oldies  
Format began airing: 1972  
Affiliates: 225  
Researched AC hits, sequenced for airplay, digitally mastered on premium quality compact discs from record company masters or CDs.

**"A/C Music Supply Service"**  
**Music Director Programming Service**  
Delivered via: Analog tape, DAT  
Terms: Cash only  
DJs: non-announced  
Updated: Every week  
Format began airing: 1974  
Affiliates: 310  
Here's the answer for stations with poor record service. Clients receive one reel of AC music each week, plus complete Playlist.

**"AAA"**  
**KALA Music**  
Delivered via: Analog tape, DAT  
Terms: Cash only  
DJs: Unannounced  
Updated: Bi-weekly  
Format began airing: 6/1/72  
Affiliates: 42  
A blend of custom instrumental and original artist vocals attracting the youngest demographics in the easy listening field.

**"AC II"**  
**Transtar Radio Network**  
Delivered via: Satcom 1R T21  
Terms: Cash/barter combination  
DJs: Network & affiliate  
Format began airing: 10/83  
Affiliates: 105  
Bright current-based adult contemporary presented in a clutter-free environment, featuring hits from the '60s, '70s, and '80s.



**"Action"**  
**Media General Broadcast Services**  
Delivered via: Analog tape  
Terms: Cash/lease  
DJs: Announced & unannounced  
Updated: Weekly  
Format began airing: 1978  
A pure Adult Contemporary music format. Over 900 selections in the library, plus currents, recurrences and gold updates.

**"Adult Contemporary"**  
**Drake-Chenault**  
Delivered via: Analog tape/VHS tape/Galaxy 3 T11  
Terms: Cash only  
DJs: Network DJ, announced  
Updated: Weekly  
Format began airing: 1969  
Affiliates: 75  
Adult Contemporary format, bright with strong 18-44 adult appeal.

**"Adult Contemporary"**  
**KALA Music**  
Delivered via: Analog tape, DAT  
Terms: Cash only  
DJs: Unannounced  
Updated: Bi-weekly  
Affiliates: 6  
Targeted to today's young adults a researched blend of currents with a tested basic library of "Gold."

**"Adult Contemporary Format"**  
**Broadcast Programming**  
Delivered via: Analog tape  
Terms: Cash  
Updated: Weekly  
Basic AC format with 2 announcers and large supplemental library of oldies (Good Ol' Rock'n'Roll).

**"Alive Country"**  
**The Musicworks, Inc.**  
Delivered via: Analog tape  
Terms: Cash only  
DJs: Bill Robinson Show, Lee Shannon Show, Gary Havens Show  
Updated: Monthly  
Format began airing: 6/1/77  
Affiliates: 30  
Mainstream, announced Country format. Three award winning jocks available. "Personalized" makes our DJ's live and local to your community.

**"All Star Country"**  
**Broadcast Programming**  
Delivered via: Analog tape  
Terms: Cash  
Updated: Weekly  
A sharply focused "no twang" contemporary Country format.

**"Alpha"**  
**Bonneville Broadcasting System**  
Delivered via: Analog tape, CD  
Terms: Cash only  
Updated: Monthly  
Format began airing: 1986  
All vocal soft AC format designed for the 25-54 listener who finds today's AC too harsh, and nostalgia formats too old.

**"AM Only"**  
**Transtar Radio Network**  
Delivered via: Satcom 1R T21  
Terms: Cash/barter combination  
DJs: Network & affiliate  
Format began airing: 2/87  
Affiliates: 75  
Traditional MOR featuring original hits of the '40s, '50s and '60s... plus soft popular songs of recent years. Target: 45-54.

**"Beautiful Sounds Of Praise"**  
**Broadcast Programming**  
Delivered via: Analog tape  
Terms: Cash  
Updated: Monthly  
The perfect instrumental and vocal Sacred Beautiful Music format for a full time or part time service.

**"The Breeze"**  
**Progressive Music Network**  
Delivered via: Spacenet III T7D  
Terms: Cash/barter combination  
DJs: Network DJ  
Format began airing: 9/6/87  
Affiliates: 35  
BREEZE! Customized NAC Satellite format.



**"C-H-R Format GoldDiscs And HitDiscs"**  
**Century 21 Programming, Inc.**  
Delivered via: CD  
Terms: Cash only  
Updated: Weekly hits, bi-monthly oldies  
Format began airing: 1972  
Affiliates: 175  
Researched CHR hits, sequenced for airplay, digitally mastered on premium quality compact discs from record company masters or CDs.

**"Casual Country"**  
**The Musicworks Inc.**  
Delivered via: Analog tape  
Terms: Cash  
DJs: Affiliate DJ  
Updated: Monthly  
Format began airing: 6/1/77  
Easy listening, MOR, Country music service. Class image of Country, contains no "twang" or "offensive lyric" content.

**"CHR & CHR/Urban"**  
**Bobby Mac & Associates**  
Delivered via: Analog tape  
Terms: Cash only  
DJs: Announced & unannounced  
Updated: Monthly  
Format began airing: 1979  
Affiliates: 11  
Format pioneers CHR/Urban in 1979 for automated stations.

**"Christmas Music Festival"**  
**RPM Radio Programming Management, Inc.**  
Delivered via: Analog or digital tape  
Terms: Cash only  
DJs: N/A  
Format began airing: 2/1/71  
Affiliates: 130  
Greatest holiday titles by top artists. Available in AC, Country, and Easy versions. Digitally mastered. Available on CD late 1990.



**"Classic Gold"**  
**Media General Broadcast Services**  
Delivered via: Analog tape  
Terms: Cash/lease  
DJs: Unannounced  
Updated: 12 updates yearly  
Format began airing: 1988  
Over 2000 classics tested by Paragon Research, including a 1964-1979 base library. Twelve updates annually.



**"Classic Hit GoldDiscs"**  
**Century 21 Programming, Inc.**  
Delivered via: CD  
Terms: Cash only  
Updated: Bi-monthly  
Format began airing: 1973  
Affiliates: 125  
Researched classic hits, resequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.



**"Classic Pops"**  
**Nuad Programming**  
Delivered via: Analog tape, DAT  
Terms: Cash only  
Updated: Continuously  
Format began airing: 1989  
An instrumental matched-flow format targeted to 35+ demos, all new orchestral performances of light classics and standards. All digital!



**"Classic Rock Format GoldDiscs"**  
**Century 21 Programming, Inc.**  
Delivered via: CD  
Terms: Cash only  
Updated: Bi-monthly  
Format began airing: 1989  
Researched Classic Rock, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.

**"Classical"**  
**Broadcast Programming**  
Delivered via: Analog tape  
Terms: Cash  
Updated: Weekly  
Proven Classical favorites (from digital sources). Attracts a loyal, upscale audience. Partial service available.

**"Concept 1/Adult Contemporary"**  
**Concept Productions**  
Delivered via: Analog tape/DAT  
Terms: Cash only  
DJs: Up to five major market air personalities  
Updated: Daily  
Format began airing: 1/1/77  
Complete radio format featuring an upbeat blend of A/C currents and gold, for today's adults. Available hosted or unhosted.

**"Concept 2/CHR"**  
**Concept Productions**  
Delivered via: Analog tape/DAT  
Terms: Cash only  
DJs: Up to five major market air personalities  
Updated: Daily  
Format began airing: 1/1/75  
Complete radio format, featuring today's hottest contemporary hits for active young adults; available hosted or unhosted.

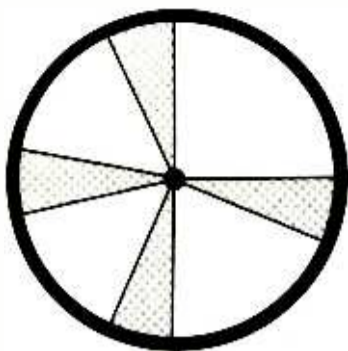


**"Concept 3/Gold"**  
**Concept Productions**  
Delivered via: Analog tape/DAT  
Terms: Cash only  
DJs: Music only service  
Format began airing: Summer 1989  
Complete radio format and/or music library featuring rock and pop hits of the past 35 years. Available summer of 1989.

**"Concept 4/Country"**  
**Concept Productions**  
Delivered via: Analog tape/DAT  
Terms: Cash only  
DJs: Up to five major market air personalities  
Updated: Daily  
Format began airing: 1/1/78  
Affiliates: 50  
Complete radio format, blending the modern Country hits of today with the best Country gold. Available either hosted or unhosted.

**"Concept 5/Contemporary MOR"**  
**Concept Productions**  
Delivered via: Analog tape/DAT  
Terms: Cash only  
DJs: Up to five major market air personalities  
Updated: Daily  
Format began airing: 1/1/84  
Complete radio format, combining light contemporary hits of the past 25 years with soft A/C currents. Available in either hosted or unhosted.

**"Contemporary Easy Listening"**  
**RPM Radio Management, Inc.**  
Delivered via: Analog or digital tape  
Terms: Cash only  
DJs: Custom major market voice production  
Updated: Weekly  
Format began airing: 2/1/71  
Affiliates: 130+  
Digitally mastered library containing soft AC vocals with custom-recorded and imported instruments. 10 music categories. Available on CD late 1990.



**FULLTIME  
FORMATS**

**"Country 80"**  
**The Musicworks Inc.**

**Delivered via:** Analog tape  
**Terms:** Cash only  
**DJs:** Affiliate  
**Updated:** Monthly  
**Format began airing:** 2/80  
**Affiliates:** 20

Mainstream unannounced Country music service. Large library of classics, recurrences and hits. Hits updated every ten days, libraries-four each month.

**"Country Alternative, The"**  
**Alternative Programming, Inc.**

**Terms:** Lease  
**Delivered via:** Analog tape  
**Product first introduced:** 1985  
**Subscribing stations:** 38

The Country Alternative can be fast paced and modern, or as traditional as your market requires.

**"Country Coast-To-Coast"**  
**Satellite Music Network**

**Terms:** Barter, cash  
**Format began airing:** 8/31/81  
**Affiliates:** 263

An upbeat contemporary Country format, focusing on today's hits, yesterday's favorite tunes and beloved stars along with engaging personalities.

**"Country Format GoldDiscs and HitDiscs"**  
**Century 21 Programming, Inc.**

**Delivered via:** CD  
**Terms:** Cash only  
**Updated:** Hits weekly, bi-monthly oldies  
**Format began airing:** 1973  
**Affiliates:** 100

Researched Country hits, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.

**"Country Gold"**  
**Music Director Programming Service**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Non-announced  
**Updated:** Each year  
**Format began airing:** 1982  
**Affiliates:** 796

64 reels of Country hits from 1950 thru 1988. Sold by individual reels or entire library.

**"Country Lovin'"**  
**Broadcast Programming**

**Delivered via:** Analog tape  
**Terms:** Cash  
**Updated:** Weekly  
Mass-appeal Country format featuring the full spectrum of Country music.

**"Country Oldies Service"**  
**The Musicworks Inc.**

**Delivered via:** Analog tape  
**Terms:** Cash only  
**Updated:** Monthly  
**Affiliates:** 20

Classics from '50s, '60s, '70s and the '80s. Tempo blended and aged balanced. Toned for automation.

**"Country One"**  
**RPM Radio Programming Management, Inc.**

**Delivered via:** Analog or digital tape  
**Terms:** Cash only  
**DJs:** Custom major market voice production  
**Updated:** Weekly  
**Format began airing:** 2/1/71  
**Affiliates:** 130+

Computer selection permits custom blending of greatest Country hits from the past 20 years. Digitally mastered. Available on CD late 1990.

**"Country"**  
**Transtar Radio Network**

**Delivered via:** Telstar 301 T5V  
**Terms:** Cash/barter combination  
**DJs:** Network & affiliate  
**Format began airing:** 1/84  
**Affiliates:** 125

Country favorites of today, blended with hits from the 1960's to present in low clutter environment. Target: 25-54

**"Custom Blend"**  
**KALA Music**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Unannounced  
**Updated:** Bi-weekly  
**Format began airing:** 6/2/87  
**Affiliates:** 6

A foreground "Easy Listening" format, mostly or all vocal. The format is tailored to individual markets and demographic targets.

**"DigitalGold"**  
**Century 21 Programming, Inc.**

**Delivered via:** DAT  
**Terms:** Cash only  
**Updated:** Weekly hits, bi-monthly oldies/recurrences  
**Format began airing:** 1987  
**Affiliates:** 30

Custom recorded digital audio tape made from Century 21 GoldDiscs or HitDiscs to station specifications.

**"Digital Solid Gold"**  
**RPM Radio Programming Management, Inc.**

**Delivered via:** Analog or digital tape  
**Terms:** Cash only  
**DJs:** Custom major market voice available  
**Updated:** Weekly  
**Format began airing:** 2/1/87  
**Affiliates:** 130+

Full format or special-use library. Features the greatest hits from the past 30 years. Available on CD late 1990.

**"Digitital"**  
**Drake-Chenault**

**Delivered via:** Analog tape/VHS tape  
**Terms:** Cash only  
**Updated:** Weekly  
**Format began airing:** 1988

A hardware/software package, that allows digital from random access of your music. Totally created custom to your market specs.

**"Easy Contemporary"**  
**Broadcast Programming**

**Delivered via:** Analog tape  
**Terms:** Cash  
**Updated:** Bi-weekly

The softer approach to AC, featuring the best "Lite" AC sounds of the past 25 years, with an added MOR option.

**"Easy Listening"**  
**Drake-Chenault**

**Delivered via:** Analog tape/VHS tape  
**Terms:** Cash only  
**Updated:** Monthly  
**Format began airing:** 1970  
**Affiliates:** 35

Easy Listening format targeted to the 25-54 year-old consumer. Custom blending of seven different categories, including Light Jazz.

**"Eclipse"**  
**Nuad Programming**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**Updated:** Continuously  
**Format began airing:** 1988

A mostly instrumental matched-flow format of melodic, relaxing light jazz and acoustic new age music and AC vocals.

**"Factor-S"**  
**The Musicworks, Inc.**

**Delivered via:** Analog tape  
**Terms:** Cash only  
**DJs:** Affiliate DJs  
**Updated:** Monthly  
**Format began airing:** 2/85  
**Affiliates:** 10

Custom tailored AC format. Varying different elements in format can achieve a traditional AC sound to borderline CHR.

**"Format 41"**  
**Transtar Radio Network**

**Delivered via:** Satcom 1R T21  
**Terms:** Cash/barter combination  
**DJs:** Network & affiliate  
**Format began airing:** 4/84  
**Affiliates:** 110

Bright and easy popular favorites from the '60s to today, presented in music-intensive style. Target: 35-44.

**"Gold Plus"**  
**Far West Communications, Inc.**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Reels announced or unannounced  
**Updated:** Twice monthly  
**Format began airing:** 1979

America's longest running oldies format, targeted 25-49, with music spanning the mid-fifties through early seventies. Full jingle package.

**"Great American Country"**  
**Drake-Chenault**

**Delivered via:** Analog tape/VHS tape/Galaxy 3 T11  
**Terms:** Cash only  
**DJs:** Network DJ, announced  
**Updated:** Weekly  
**Format began airing:** 1975  
**Affiliates:** 120

Mass appeal modern Country format, targeted to the 25-54 year old buying listener.

**"Great Gold"**  
**Drake-Chenault**

**Delivered via:** Analog tape, VHS tape  
**Terms:** Cash only  
**Updated:** Monthly

**Format began airing:** 1973  
**Affiliates:** 30

This contemporary oldies format targets to tie 35-54 audience. Music has been nationally researched.

**"Great Ones"**  
**Broadcast Programming**

**Delivered via:** Analog tape  
**Terms:** Cash  
**Updated:** Weekly  
Large library of MOR favorites from the '40s, '50s and '60s with selected "lite" AC hits for 35 plus adults.

**THE HEADLINERS**

**"The Headliners"**  
**Media General Broadcast Services**

**Delivered via:** Analog tape  
**Terms:** Cash/lease  
**DJs:** Announced & unannounced  
**Updated:** Weekly  
**Format began airing:** 1981  
A contemporary MOR music format. Service includes currents, recurrences, and a gold library of over 800 selections. Paragon research tested.

**"Heart & Soul"**  
**Satellite Music Network**

**Terms:** Barter, cash  
**Format began airing:** 11/15/85  
**Affiliates:** 38

The unique new format evoking instant memories from the era of today's affluent adults grew up in.

**"Heavy Metal"**  
**America's Rock Network**

**Delivered via:** Hi-Fi stereo VHS tapes  
**Terms:** Cash only  
**DJs:** Network  
**Updated:** Weekly  
**Format began airing:** 1/2/89  
**Affiliates:** 7

24 hours-a-day, Heavy Metal format, live concerts, Heavy Metal specials. Definitely mainstream and fulltime!

**HIT ROCK**

**"Hit Rock"**  
**Media General Broadcast Services**

**Delivered via:** Analog tape  
**Terms:** Cash/lease  
**DJs:** Announced & unannounced  
**Updated:** Weekly  
**Format began airing:** 1978

An 18-34 target CHR service including the hottest currents, recurrences, and a well-focused and tested gold library with monthly updates.

**"Hot Country Hits"**  
**KALA Music**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Unannounced  
**Updated:** Bi-weekly  
**Format began airing:** 10/1/84  
**Affiliates:** 12

The current Country chart favorites, carefully introduced tested new music, a limited number of recurrences and selected oldies.

**"KALA Hit Rock"**  
**KALA Music**

**Terms:** Cash only  
**DJs:** Unannounced  
**Format began airing:** 7/1/88

**Affiliates:** 6

A CHR format with a careful rotation balance and flow to attract and hold the 18-34 cell and teens.

**"KALA Klassic Gold"**  
**KALA Music**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Unannounced  
**Format began airing:** 10/1/87  
**Affiliates:** 12  
Hits by original stars of the 1950s and 1960s in 1990s technology.

**"Kaleidophonics"**  
**Syndicom**

**Delivered via:** Analog tape  
**Terms:** Cash/barter combination  
**DJs:** Affiliate  
**Updated:** Monthly  
**Format began airing:** 9/87  
**Affiliates:** 2

Besides the usual mix of Contemporary Jazz, New Age instrumentals and A/C hits, "Kaleidophonics" is available with classic Jazz tracks!

**NEW**

**"Kool Gold"**  
**Satellite Music Network**

**Terms:** Barter, cash  
**Format began airing:** 2/89  
**Affiliates:** 6

Exclusive good time oldies format of the '50s and '60s music targeting the first generation of rock & rollers. Now 34-54.

**"Lite Contemporary"**  
**KALA Music**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Unannounced  
**Updated:** Bi-weekly  
**Format began airing:** 8/1/81  
**Affiliates:** 12

A unique blend of contemporary original artist material and tested adult favorites. Targets 25-49 demographics.

**"Lite Jazz & New Age"**  
**RPM Radio Programming Management, Inc.**

**Terms:** Cash only  
**DJs:** Custom major market voice production included  
**Updated:** Monthly  
**Format began airing:** 1/1/88  
**Affiliates:** 130+

Library designed for use at night. Recommended for EZ and AC stations. Digitally mastered. Demo available. Available on CD late 1990.

**"Lite Jazz"**  
**Drake-Chenault**

**Delivered via:** Analog tape/VHS tape  
**Terms:** Cash only  
**Updated:** Monthly  
**Format began airing:** 1987  
Targets 25-54 demographics. Compatible with easy A/C and MOR formats. You control tempo and vocals with this Contemporary Jazz format.

**NEW**

**"Lite Jazz"**  
**KALA Music**

**Delivered via:** Analog tape, DAT  
**Terms:** Cash only  
**DJs:** Unannounced  
**Updated:** Monthly  
**Format began airing:** 9/1/89

A broad appeal melodic jazz format for full-time or part-time feature programming. Created by Douglas E. Hall.



## FULLTIME FORMATS

### "Magic Hits"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Mass-appeal CHR format with optional "Hot AC" currents and recurrents. Interfaces with Original Adult Contemporary format for "stair-step" dayparting.

### "Matched-Flow"

#### Bonneville Broadcasting System

**Delivered via:** Analog tape, CD

**Terms:** Cash only

**Updated:** Monthly

**Format began airing:** 1969

Traditional easy listening format programmed in quarter hour segments.

### "Mellow AC"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Blends today's popular "lite" AC favorites with all time classic soft MOR hits.

### "Mello/Signature Sound"

#### Winton Communications

**Delivered via:** Analog tape

**Terms:** Cash only

**DJs:** Customized format tracks available

**Updated:** Twice monthly

This is one Easy Listening format that customized to your market (from special vocal mixtures) never loses.

### "Memory Music"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

A winning combination of MOR and nostalgic classics, including vocals and instrumental Big Band options. "Vintage" is tailored by the station.

### "Modern Country"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Competitive format featuring tight list of today's favorites and top Country gold. Optional "Classic Country" and "Rock Roots of Country."

### "MOR"

#### Drake-Chenault

**Delivered via:** Analog tape/VHS tape

**Terms:** Cash only

**Updated:** Monthly

**Format began airing:** 1980

"Middle of the Road" format, featuring favorites from the '40s-'70s. Targets to adults 35+, with emphasis on 45-64 year-olds.

### "Motivation Station"

#### Winners News Network

**Delivered via:** Analog tape/Galaxy T3

**Terms:** Cash/barter combination

**DJs:** Network DJ, announced

**Format began airing:** 7/88

**Affiliates:** 6

Exclusive national live 24 hour self improvement motivation business information. Featuring over 200 best selling authors.

### "MOR Contemporary"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Bi-weekly

Tight playlist "lite" AC and a smattering of carefully researched MOR cuts keyed to 35-54 demo.

### "MORe Beautiful"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Monthly

Between MOR and Beautiful Music, MORe Beautiful blends middle-of-the-road vocals with the finest instrumentals.

### "Music . . . Just

#### For The Two Of Us"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Monthly

One of the most successful Beautiful Music/Easy Listening formats in America.

### "Music Of Your Life"

#### Transtar Radio Network

**Delivered via:** Satcom 1R T21

**Terms:** Cash/barter combination

**DJs:** Network & affiliate

**Format began airing:** 1978

**Affiliates:** 42

The original nostalgia format, featuring classic pop/adult artists and Big Bands.

### "Natural Sound"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

A careful blend of the best Cross-Country music with the best of "lite" AC favorites.

### "New Years Eve

#### Big Band Special"

#### RPM Radio Programming

#### Management, Inc.

**Delivered via:** Analog or digital tape

**Terms:** Cash only

**Format began airing:** 2/1/71

**Affiliates:** 130

Recreations of original Big Band arrangements by modern artist, digitally recorded. Music sounds just like original. Available on CD late 1990.

### "News/Talk Radio"

#### Sun Radio Network

**Delivered via:** Satcom 1R T4/Galaxy 2

**T3/Spacenet 3 T 67**

**Terms:** Cash/barter combination

**DJs:** Network DJ

**Format began airing:** 3/87

**Affiliates:** 150

Radio at it's best 24 hours a day, 365 days a year. Super hosts. Check us out or call today.

### "The Oldies Channel"

#### Transtar Radio Network

**Delivered via:** Satcom 1R T21

**Terms:** Cash/barter combination

**DJs:** Network & affiliate

**Format began airing:** 5/86

**Affiliates:** 105

The biggest hits of the '60s to early '70s, with best of the pre-Beatle rock era. Target: 30-47

### "Niche 29"

#### Transtar Radio Network

**Delivered via:** Satcom 1R T3

**Terms:** Cash/barter combination

**DJs:** Network & affiliate

**Format began airing:** 10/87

**Affiliates:** 35

Music intensive adult rock 'n' roll favorites without metal edge, current-based with flavoring of '60s and '70s. Target: 25-34.

### "Oldies Format"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Periodic

Recapturing Rock'n'Roll's most exciting era with the biggest hits of all time, to attract "baby boomers."

### "Original Adult

#### Contemporary"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**DJs:** Announced or unannounced

**Updated:** Weekly

Uptempo "Hot AC" format with CHR options for dayparting.

### "Personality Intensive, Hit Country Radio"

#### TNNR

**Delivered via:** Galaxy 1 T2

**Terms:** Cash/barter combination

**DJs:** Network DJ

**Format began airing:** 11/88

**Affiliates:** 34

From the people who brought you TNN, now comes a satellite delivered radio program service highlighted by hit Country Music.

### "Pop Oldies Service"

#### The Musicworks, Inc.

**Delivered via:** Analog tape

**Terms:** Cash only

**Updated:** Monthly

**Affiliates:** 10

AC music library '50s, '60s '70s available. Toned for automation.

### "Prime Demo"

#### Drake-Chenault

**Delivered via:** Analog tape/VHS

**tape/Galaxy 3 T11**

**Terms:** Cash only

**DJs:** Network DJ

**Updated:** Bi-weekly

**Format began airing:** 1985

**Affiliates:** 50

Lite contemporary adult format, targeted to 25-54 year olds. Emphasis is on 35-44 year old.

### "Primetime"

#### Winton Communications

**Delivered via:** Analog tape

**Terms:** Cash only

**DJs:** Customized format tracks available

**Updated:** Monthly

It does what other Nostalgia formats don't: Updates! Matched flow or single-shot, it's a winner!

### "Pure Gold"

#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 11/15/85

**Affiliates:** 160

Great live oldies, radio, presenting the greatest hits of the '50s and '60s with flavoring of the '70s best. For adults 25-49.

### "Radio One"

#### Bonneville Broadcasting System

**Delivered via:** Analog tape, CD

**Terms:** Cash only

**Updated:** Monthly

**Format began airing:** 1982

Contemporary A/C format presented in a matched flow concept that's conducive for long time spent listening.

## NEW

### "Radio Weather Network"

**Delivered via:** Phone

**Terms:** Barter only

**DJs:** Network DJ

**Updated:** Three times a day

**Format began airing:** 1/9/89

**Affiliates:** 64

Affiliates call for customized and updated local forecasts.

### "Rock Classics"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

The '90s approach to "oldies" programming. Combines the greatest hits ever produced with Classic Album cuts from the mid '60s to late '80s.

### "Rock 'N' Hits"

#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 1/13/84

**Affiliates:** 56

A maximum hits Top 40 format, featuring the hottest music, the most sensational stars, plus a dash of popular and rock oldies.

### "Sacred Sounds Of Praise"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Monthly

"Lite" AC/MOR Sacred music for a fulltime or parttime format.

### "Sacred Sounds

#### Of Country Gospel"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

A Country Gospel music format of currents and oldies for full time use or as a part time complement to your Country format.

## NEW

### "Satellite Radio

#### Programming"

#### Braiker Radio Services

**Delivered via:** Satcom 1R

**Terms:** Cash only

**DJs:** Network DJ

**Format began airing:** 6/15/89

Four separate networks and formats. Networks carry no commercials. CHR and AC, July 15, mega format and oldies Sept. 15, 1989.

### "Soft Passages"

#### KALA Music

**Delivered via:** Analog tape, DAT

**Terms:** Cash only

**DJs:** Unannounced

**Updated:** Monthly

**Format began airing:** 10/1/87

**Affiliates:** 18

Produced by Thom Reinstein, one of the nation's foremost "New Age" music authorities. Available full-time or as part-time feature program.

### "Special Blend"

#### Transtar Radio Network

**Delivered via:** Satcom 1R T3

**Terms:** Cash/barter combination

**DJs:** Network & affiliate

**Format began airing:** 1/88

**Affiliates:** 25

Relaxing mix of soft, easy-listening original hit vocals. Target: 35-50.

### "Spectrum AC"

#### RPM Radio Programming Management, Inc.

**Delivered via:** Analog tape

**Terms:** Cash only

**DJs:** Custom major market voice production included.

**Updated:** Weekly

**Format began airing:** 10/1/87

**Affiliates:** 130

Ultra-flexible library. Oldies, back-product, recurrent and current AC. Intensity from soft-lite to CHR. Available on CD late 1990.

### "Stardust"

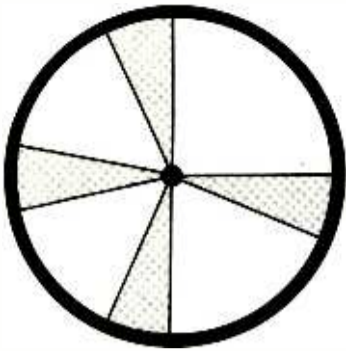
#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 5/6/82

**Affiliates:** 112

A one-of-kind



## FULLTIME FORMATS

### "Swing Era II"

#### KALA Music

**Delivered via:** Analog tape, Dat, Cartridge

**Terms:** Cash only

**Updated:** Monthly

**Format began airing:** 3/1/85

**Affiliates:** 30

Produced by Jon Holiday. Available full-time or as part-time feature. Targets the affluent mature age cells.

### "Talk"

#### Sun Radio Network

**Delivered via:** Satcom 1R T4/Galaxy 2 T3/Spacenet 3 T17

**Terms:** Cash/barter combination

**DJs:** Network talk hosts

**Affiliates:** 155

Daily talk show hosts.

## NEW

### "Thirty Plus"

#### Far West Communications, Inc.

**Delivered via:** Analog tape, DAT

**Terms:** Cash only

**Updated:** Twice monthly

**Format began airing:** 8/1/89

A new mainstream AC format designed for the listener of the nineties, with an edge of rock. Consulting included.

### "Today's Christian Music"

#### CBN Radio Network

**Terms:** Cash/barter combination

**DJs:** Network

**Updated:** Weekly

**Format began airing:** 2/88

**Affiliates:** 190

Contemporary Christian music format with top of the hour news and specialized week-end programming.

## NEW

### "Traditional Country"

#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 9/1/89

A premium Country format featuring the pure sound of artists past and the new traditionalists.

## NEW

### "True Country II"

#### Far West Communications, Inc.

**Delivered via:** Analog tape, DAT

**Terms:** Cash only

**Updated:** Four times monthly

**Format began airing:** 8/1/89

A contemporary Country format without crossovers. Focusing on the traditional artist of the past two decades through today. Current-intensive.

### "True Country"

#### Far West Communications, Inc.

**Delivered via:** Analog tape, DAT

**Terms:** Cash only

**DJs:** Currents announced

**Format began airing:** 1986

America's only traditional Country & Western music format, spanning the late 40's through today's new traditional artists. Full jingle package.

### "Ultimate Adult Contemporary"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Offers a variety of category options for maximum flexibility from "Lite" AC to "Hot" AC sounds or dayparts.

### "Ultra"

#### Bonneville Broadcasting System

**Delivered via:** Analog tape, CD

**Terms:** Cash only

**Updated:** Monthly

**Format began airing:** 1984

Contemporary easy listening format that contains hundreds of exclusive custom arrangements coupled with popular vocal and instrumental artists.

### "Unforgettable"

#### Toby Arnold & Associates, Inc.

**Delivered via:** Analog tape

**Terms:** Cash only

**DJs:** Live assist format

**Updated:** Monthly

**Format began airing:** 11/78

**Affiliates:** 75

Unforgettable, a nostalgia format which delivers adult demographics. It features the Big Band music of the '40s thru today's artists.

## NEW

### "Urban Contemporary GoldDiscs and HitDiscs"

#### Century 21 Programming, Inc.

**Delivered via:** CD

**Terms:** Cash only

**Updated:** Weekly hits, bi-monthly oldies/recurrents

**Format began airing:** 1989

Researched Urban hits, sequenced for airplay, digitally remastered on premium quality compact discs from record company masters or CDs.

### "Urban One"

#### Drake-Chenault

**Delivered via:** Analog tape, VHS tape

**Terms:** Cash only

**DJs:** Announced

**Updated:** Weekly

**Format began airing:** 1980

Urban Contemporary format with strong 12-49 year old appeal. Combines current hits with recent contemporary black artists.

### "Urban Contemporary"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Focuses on the hottest Urban tracks in America! Also includes "Album Cuts" category.

### "The Wave"

#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 9/24/87

**Affiliates:** 18

The premiere New-Adult Contemporary (NAC) format combining light jazz, soft rock and New Age, creating the mood service of the '90s.

## YOUR COUNTRY

### "Your Country"

#### Media General Broadcast Service

**Delivered via:** Analog tape

**Terms:** Cash/lease

**DJs:** Announced & unannounced

**Updated:** Weekly

**Format began airing:** 1978

A contemporary country music format including over 1000 Paragon Research tested selections in the library plus currents, recurrents, and a gold updates.

### "The Z Format"

#### Broadcast Programming

**Delivered via:** Analog tape

**Terms:** Cash

**Updated:** Weekly

Long history and large optional CHR and AOR oldies Categories.

### "Z-Rock"

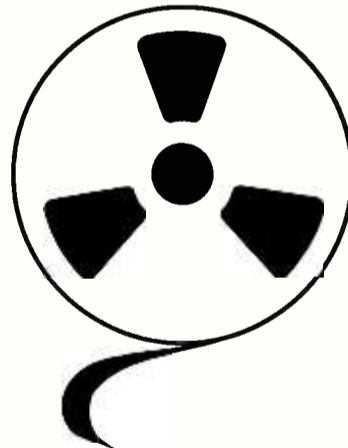
#### Satellite Music Network

**Terms:** Barter, cash

**Format began airing:** 9/1/88

**Affiliates:** 14

The new AOR for the '90s. A high energy presentation featuring multi-platinum hard rock bands. For the 18-34 listener.



## SHOW PREP

## NEW

### "ABC Morning Show Prep"

#### ABC Radio Networks

**Produced by:** Sarit Catz & Gloria Ketter

**Frequency:** Daily

**Length:** Varies

**Terms:** Network affiliation

**Delivered via:** Satcom 1R T23

**Show first aired:** 5/1/89

**Affiliates:** 150

Targeted to morning shows to help with their prep. Delivered before morning drive, the service provides offbeat actualities, topical happenings.

### "Airlines"

#### Cheryl Rilly

**Frequency:** Monthly

**Terms:** Cash

**Delivered via:** Script

Monthly comedy service for broadcast professionals.

### "Astro-Illogicals"

#### Dave Dworkin's Ghostwriters

**Produced by:** Frances Johnson

**Hosted by:** Client

**Frequency:** Daily

**Length:** 10-15 secs.

**Terms:** Cash

**Delivered via:** Script/printed material

**Show first aired:** 6/88

A horoscope parody with 100 fake forecasts.

### "Banana Time"

#### Condor Communications

**Produced by:** Condor Communications

**Frequency:** Monthly

**Length:** Nine pages

**Delivered via:** Scripted/printed material

**Show first aired:** 2/87

Monthly joke service plus irregular market exclusive comedy scripts.

Price: \$35.00 yearly.

### "BPM Books"

#### Disco Beats Inc.

**Terms:** Single sale/subscription

**Delivered via:** Computer printout

**Introduced:** 1977

Mixing/programming books with beats-per-minute listings. 3 books cover 1955-88, plus '87 & '88 year-books.

### "Chart Facts"

#### Bravo Publications

**Produced by:** Bravo Publications

**Frequency:** Weekly

**Length:** 12-14 pages

**Terms:** Cash

**Delivered via:** Script/printed material/computer modem

Current & background information on over 70 charting CHR/AC artists each week. Well-researched, interesting and ready for air.

### "Comedy Warehouse"

#### CW Media

**Produced by:** Mark Tuschel

**Frequency:** Monthly

**Terms:** Cash

**Delivered via:** Analog tape

**Show first aired:** 12/1/85

Supplies new, original sitcoms, phone bits, song parodies, fake commercials, guest meteorologists. Designed to save preptime. Free Seasonal specials.

### "Contemporary Comedy"

**Frequency:** Monthly

**Terms:** Cash

**Delivered via:** Script

Leading source of comedy material for radio personalities since 1974. Specializing in topical one-liners and calendar comedy.

### "Contemporary Timeline"

#### Innerview, Inc.

**Produced by:** Ron Weldy

**Frequency:** Daily

**Terms:** Barter

**Delivered via:** Script/printed material

**Show first aired:** 1/1/87

**Affiliates:** 85

Daily music, history, entertainment and interesting/funny facts & trivia micro-targeted for AC, CHR, AOR or Urban formats.

### "Daily Insider"

#### Terry Marshall's Daily Insider

**Produced by:** Terry Marshall

**Frequency:** Daily

**Length:** 5 pages

**Terms:** Cash

**Delivered via:** Script/printed material

**Show first aired:** 8/1/81

**Affiliates:** 150

News, interviews, birthdays and anniversaries on artists being played at CHR, AOR and AC outlets. Item length varies, perfect show prep.

### "Dear DJ"

#### Dave Dworkin's Ghostwriters

**Produced by:** Dave Dworkin

**Hosted by:** Client

**Frequency:** Daily

**Length:** 20-60 secs.

**Terms:** Cash

**Delivered via:** Script/printed material

**Show first aired:** 12/83

**Affiliates:** 300+

A take-off on "Dear Abby." Ridiculous letters with off-the-wall responses.

### "Electric Weenie, Inc., The"

**Frequency:** Monthly

**Length:** 10 Pages

Radio's #1 gag sheet since 1971.

Published by Jerry Ellis, edited by Jim Donohue.

### "Funny Business"

#### Jack Raymond

**Produced by:** Jack Raymond

**Frequency:** Monthly

**Length:** 15 pages

**Terms:** Cash

**Delivered via:** Printed booklet

**Show first aired:** 12/78

**Affiliates:** 125

Monthly one liners issues of current topics, two books, 100 pages in length of comedy bits on 8x11-1/2 pages.

## GALAXY

### "Galaxy Air

#### Preparation Service"

#### Galaxy-L.A. Air Force

**Produced by:** Terry Moss, Publisher

**Frequency:** Twice monthly

**Terms:** Cash

**Delivered via:** Script/printed material

Regular update of current artist background material. Includes calendar, funny newsbriefs, etc. Country and Contemporary music editions. Free sample.

### "Green Book, The"

#### Professional Desk

#### References, Inc.

**Produced by:** Jeff Green

**Terms:** Cash

**Delivered via:** Script/printed material

400-page catalog of over 15,000 songs classified by over 500 subjects. All music formats. New 1990 edition. Database available.

### "Hiney Wine"

#### Donnelly Media

**Produced by:** Terry Dorsey

**Frequency:** Daily

**Length:** One min.

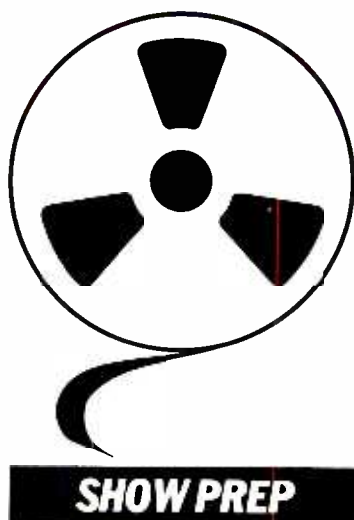
**Terms:** Cash

**Delivered via:** Script

**Show first aired:** 9/1/82

**Affiliates:** 49

Hiney



## "Hot Air Maloons"

**Roger Malone**  
Produced by: Roger Malone  
Frequency: Monthly  
Length: 19 pages  
Terms: Cash  
Delivered via: Script  
Show first aired: 1985

Nineteen pages of jokes and one-liners, plus scripts for interactives, fake commercials, bits and comedy concepts.

## "Jeopardy"

**Laffest Communications**  
Produced by: Laffest Communications  
Frequency: Monthly  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 12/88  
Affiliates: 14  
Sixty-five jeopardy (humorous) questions per month.

## "Joke Horoscopes"

**Matt Judge**  
Frequency: Other one-time special  
Length: One-time package of 200  
Terms: Cash  
Delivered via: Script  
Show first aired: 1/88  
"You'll bump into an old friend today. Unfortunately, he has a contagious skin rash." 200 joke horoscopes, just \$20.00.

## "Just For Laughs"

**Just For Laughs Creative Services**  
Produced by: Larry & Kathy Crippen  
Frequency: Monthly  
Terms: Cash  
Delivered via: Script/printed material  
Monthly topical joke service.

## "Laffest Weekly"

**Laffest Communications**  
Produced by: Laffest Communications  
Frequency: Weekly  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 7/88  
Over 50 jokes per week.

## "News That Didn't Make News, The"

**Jack MacDonald**  
Produced by: Jack MacDonald  
Frequency: Daily  
Terms: Cash  
Delivered via: Script  
Show first aired: 3/1/86  
Affiliates: 150  
Comedy material. Emphasis off-beat news items. Short. Five days a week, 17-18 items per day.

## "O'Liners"

**O'Liners**  
Produced by: Dan O'Day  
Frequency: Monthly  
Length: 8 pages  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 4/76  
Affiliates: 1,000  
O'Liners is radio's #1 comedy service, featuring topical comedy material, wacky calendar, phony commercials, great trivia, off-beat phone interview subjects.

## "One To One II"

**CreeYadio Services**  
Produced by: Jay Trachman  
Frequency: Monthly  
Length: 8 pages  
Terms: Cash  
Delivered via: U.S. Mail  
Show first aired: 1977  
8-14 page monthly: jokes, intros, and topical humor.

## "One To One"

**Cree Radio Services**  
Produced by: Jay Trachman  
Frequency: Weekly  
Length: 16 pages  
Terms: Cash  
Delivered via: US Mail  
Show first aired: 1/21/76  
Sixteen page weekly newsletter: topical humor, day to day calendars, talent tips, artist bios, promotions and lots more!

## "One To One"

**Creeyadio Services**  
Produced by: Jay Trachman  
Frequency: Weekly  
Length: 16 pages  
Terms: Cash  
Delivered via: Scripts  
Show first aired: 1976  
Affiliates: 3000  
The world's largest weekly information & humor service for on-air personalities. Topical, humor, talent tips, and daily calendars.

## "Overs, The"

**Dave Dworkin's Ghostwriters**  
Produced by: Dean Jackson  
Frequency: Daily  
Length: One min.  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 1/88  
A crazy, cornball soap-opera parody on 130 single-sided double-spaced scripts.

## "Personality Page"

**Wheeler/Lewis Productions**  
Produced by: Matt Wheeler/Tommy Page  
Frequency: Daily  
Length: One page per day  
Terms: Cash  
Delivered via: Script  
Show first aired: 4/4/88  
Affiliates: 90  
A daily comedy sheet blending information and humor. Birthdays, weird astrology, topical jokes, etc..

## "Power Sheets"

**Ric Tower Creations**  
Frequency: Special editions as news breaks  
Terms: Cash  
Delivered via: Script  
Show first aired: 5/87  
Affiliates: 790

A monthly assault on the frontiers of comedy. Simply, radio's freshest topical comedy sheet.

## "PREP"

**Copley Radio Network**  
Produced by: Brad Messer  
Frequency: Daily  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 10/1/88  
Affiliates: 170  
Brad Messer's daily show prep sheet features birthdates, trivia, humor and trick questions in an easy-to-use, one-page-per day format.

## "Sports Ticker Sports News Service"

**Sports Ticker/Telerate Sports**  
Length: Continuous  
Terms: Monthly fee  
Delivered via: Script/printed material  
Affiliates: 700  
24 hour instant score reporting and total sports news service. Scores, news, previews, summaries, box scores, stats, features.

## "Stream of Consciousness Comedy Credits"

**Marshall Arts**  
Produced by: Bill Marshall  
Length: One min.  
Terms: Cash  
Delivered via: Script/printed material/computer  
Show first aired: 4/88  
Affiliates: 8



## "Tele-Joke Weeklies"

**Entertainment Communication Consultants**  
Produced by: Alan Ray  
Frequency: Weekly  
Length: 20 jokes per sheet  
Terms: Cash  
Delivered via: Fax or Mail  
Twenty pre-tested, topical one-liners faxed to radio stations once a week. Service does not duplicate Tele-Joke Dailies.

## "Trivia Werks"

Produced by: John E. Douglas  
Frequency: Monthly  
Terms: Cash  
Delivered via: Script  
The most complete monthly trivia service anywhere. Write for freebee-497 Walmar Dr. Bay Village, OH 44140.

## "Up Yer News"

**Dave Dworkin's Ghostwriters**  
Produced by: Dave Dworkin  
Hosted by: Client  
Frequency: Weekly

Length: 30 secs.-One min.  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 6/86  
A market-exclusive weekly news parody.

## "Whole O Catalogue"

**O'Liners**  
Produced by: Dan O'Day  
Frequency: Twice yearly  
Length: 8 pages  
Terms: Catalogue is free  
Delivered via: Script/printed material  
Show first aired: 1977  
A one-stop source for production discs, drop-ins, written comedy material, airchecks, books and educational materials for radio personalities.

## "Wireless Flash"

**Copley Radio Network**  
Produced by: Patrick Glynn  
Frequency: Daily  
Terms: Cash  
Delivered via: Script/printed material  
Show first aired: 8/11/80  
Affiliates: 1108  
Wireless Flash covers off-the-beaten news items in twice-a-week dispatches that also feature sound bites.



## "12 Hours Of Christmas, The"

**Kris Stevens Enterprises**  
Produced by: Kris Stevens Enterprises  
Hosted by: Kris Erik Stevens  
Length: 12 hours  
Terms: Cash  
Delivered via: Analog tape  
Show first aired: 12/77  
Affiliates: 200+  
The undisputed favorite of radio stations worldwide. Highly entertaining and filled with features to capture the spirit of the season.

## "Christmas Eve On Mutual"

**Westwood One Companies/Mutual**  
Produced by: Kevin DeLany/Paul & Debbie Hill  
Length: 15 hours  
Terms: Network affiliation  
Delivered via: Satcom 1R T3/T19  
Show first aired: 12/80  
Special program of Christmas music designed for airing on stations of all formats.

## "Christmas In The Country"

**Kris Stevens Enterprises, Inc.**  
Produced by: Kris Stevens Enterprises  
Length: 12 hours  
Terms: Cash  
Delivered via: Analog tape/Vinyl disc  
Show first aired: 12/80  
Affiliates: 250+  
Captures the warmth and wonder of this special time of year. Filled with traditions Country Christmas songs, with Christmas greetings from the biggest stars.

## "Christmas Memories"

**Creative Radio Network**  
Produced by: Creative Radio Network  
Hosted by: Mike Sakellarides  
Length: One hour  
Terms: Barter/cash  
Delivered via: Analog tape  
Show first aired: 12/15/89  
A new 12 hour AC/MOR special. The best in holiday music and stories.

## "Christmas With Johnny Thomas"

**Johnny Thomas Productions**  
Produced by: Johnny Thomas  
Hosted by: Johnny Thomas  
Length: Four hours  
Terms: Barter/cash  
Delivered via: Analog tape  
Show first aired: 12/24/88  
Affiliates: 3  
Christmas special four hour show to run during the 24th and 25th, when a station can't find any DJs to work.

## "Collector's Item"

**WFMT/Chicago**  
Produced by: WFMT  
Hosted by: Don Tait  
Length: One hour  
Terms: Cash  
Delivered via: Analog tape  
Historic recordings by legendary conductors and instrumentalists who once dominated the classical music world — from Tait's collection of 50,000 records.

## "Country Christmas Music"

**The Musicworks, Inc.**  
Length: 7 90-min. reels  
Terms: Cash  
Delivered via: Analog tape  
Classic country Christmas music updated yearly with new releases. Five reels of standards, one instrumental reel, and one reel of hymns.

## "Country Christmas Spectacular"

**Westwood One Companies/Mutual**  
Produced by: Kevin DeLany  
Hosted by: Various artists/Lee Arnold  
Length: 3 hours  
Terms: Barter  
Delivered via: Vinyl disc/Satcom 1R T3/T19



Show first aired: 12/86  
Affiliates: 500

The Christmas tradition continues with great holiday programming. Join all the stars as they gather around the Christmas tree.

**"Family Christmas"**  
**Morrie Trumble & Associates**

Produced by: Morrie Trumble  
Hosted by: Morrie Trumble  
Length: 12 hours  
Terms: Barter or cash  
Delivered via: Vinyl disc/CD  
80% music, with celebrity interviews, features and stories. Traditional, MOR format.

# natural sound

**"Family Christmas Album"**  
**Natural Sound**

Produced by: Wayne Smith  
Length: One min.  
Terms: Cash  
Delivered via: Analog tape  
Show first aired: 12/89

A collection of holiday snapshots in sound. Memories beautifully recalled by the people who lived them. Music, sound effects added.

**"Gift of Christmas"**  
**Dale Baglo Broadcast, Inc.**

Produced by: Dale Baglo  
Length: 10 hours  
Terms: Cash  
Delivered via: Analog tape/DAT  
Show first aired: 12/78  
Affiliates: 134  
Christmas stories, skits, interviews, and songs available in two formats: AC and Country. Won "Best Program" at syndication awards.

**"Gospel Christmas, A"**  
**Heil Enterprises**

Produced by: Paul Heil  
Hosted by: Paul Heil  
Length: 2 hours  
Terms: Cash  
Delivered via: Analog tape  
Show first aired: 12/80  
Affiliates: 190  
Christmas favorites by Southern gospel artists, artist interviews about Christmas. New production music each year.

**"Jingle Bell Rock"**  
**Transtar Special Programming**

Hosted by: Mike Harvey  
Length: 4 hours  
Terms: Barter  
Delivered via: Vinyl disc  
Affiliates: 350  
'Tis the season to be rockin' around the Christmas tree with the superstars of rock . . . including Alvin and the Chipmunks.

**"Magic Of Christmas, The"**  
**Kris Stevens Enterprises, Inc.**

Produced by: Kris Stevens Enterprises  
Hosted by: Kris Erik Stevens  
Length: 12 hours  
Terms: Cash

Delivered via: Analog tape/vinyl disc  
Show first aired: 12/88/  
Affiliates: 200+  
The hottest contemporary Christmas Special on the market . . . filled with holiday features Christmas comedy, loads of good cheer and the latest Christmas hits.

**"An Original Christmas"**  
**TelePrograms, Inc.**

Produced by: TelePrograms, Inc.  
Hosted by: China Smith or unhosted  
Length: 12 modular hours  
Terms: Cash  
Delivered via: Analog tape  
Twelve hours of contemporary Christmas standards. Plus, thematic features, storyettes, guest stars and holiday magic. Totally reproduced in 1988.

**"Our Gift To You"**  
**Bob Barnes Creative Services**

Produced by: Bob Barnes  
Hosted by: Over 20 different host and hostesses  
Length: 6 hours  
Terms: Cash  
Delivered via: Analog tape  
Show first aired: 12/25/74  
Affiliates: 2

Christmas songs, stories, dramas and vignettes, comedy and serious segments, mostly secular in nature, commercial avails every 12-15 minutes. Custom IDs.

**"Pop Christmas Music"**  
**The Musicworks, Inc.**

Length: 2 90-min. reels  
Terms: Cash  
Delivered via: Analog tape  
AC Christmas music updated yearly with new releases and older standards. Two reels available. Toned for automation.

**"This Is Christmas"**  
**Transmedia, Inc.**

Produced by: Dave Adams  
Hosted by: Dave Cook  
Length: 3 hours  
Terms: Barter/cash  
Delivered via: Analog tape/Satcom 1R T3  
Show first aired: 12/25/73  
Affiliates: 100  
A narrative/music program exploring the many moods & emotions of the holiday season. Transcends formats by mixing contemporary and traditional sounds.

## Program Directors:

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## A

"101 Crazy Jingles" . . . . . CM  
 "101 Sound Effects" . . . . . SF  
 "12 Hours Of Christmas, The" . . . . . XM  
 "24 Hour, 7 Day A Week Telephone Talk" . . . . . FF  
 "94-Q Jingle Package" . . . . . ID  
 "A-C Format GoldDiscs & HitDiscs" . . . . . FF, SL  
 "A/C Music Supply Service Of Current Hits" . . . . . SL  
 "A/C Music Supply Service" . . . . . FF  
 "A/C Plus" . . . . . ID  
 "A/C Safest Oldies Library" . . . . . SL  
 "AAA" . . . . . FF  
 "Abbott & Costello" . . . . . DN  
 "ABC Contemporary Network" . . . . . NN  
 "ABC Direction Network" . . . . . NN  
 "ABC Entertainment Network" . . . . . NN  
 "ABC FM Network" . . . . . NN  
 "ABC Information Network" . . . . . NN  
 "ABC Morning Show Prep" . . . . . SH  
 "ABC Rock Network" . . . . . NN  
 "ABC's Profiles In Black Music" . . . . . OT  
 "AC Christian" . . . . . FF  
 "AC II" . . . . . FF  
 "Academy Of Country Music Awards Nominations Special" . . . . . OT  
 "Accelerator Power Pack, The" . . . . . PR  
 "Action" . . . . . FF  
 "Ade Lante" . . . . . PA  
 "Lou Adler's Medical Journal" . . . . . NW  
 "Adult Alternative (AC Format)" . . . . . SL  
 "Adult Contemporary Format" . . . . . FF  
 "Adult Contemporary" . . . . . FF  
 "Adventures Of Harry Lime-The Third Man, The" . . . . . DN  
 "Afterglow" . . . . . WK  
 "Agnes" . . . . . ID  
 "Agreport" . . . . . NW  
 "Air Force One" . . . . . SL  
 "Airlines" . . . . . SH  
 "Airstrike" . . . . . ID  
 "Airwaves Production Music Library" . . . . . PR  
 "Alabama Special, The" . . . . . OT  
 "Alive Country" . . . . . FF  
 "All Hit Kit" . . . . . ID  
 "All Star Country" . . . . . FF  
 "All You Need To Know" . . . . . ID  
 "All-Star Country" . . . . . DL  
 "Along The Coast" . . . . . ID  
 "Alpha" . . . . . FF  
 "AM Business Report A" . . . . . NW  
 "AM Business Report B" . . . . . NW  
 "AM Only" . . . . . FF  
 "America's Ballroom" . . . . . WK  
 "America's Concert In The Country" . . . . . OT  
 "America's Most Wanted Radio Hotline" . . . . . NW  
 "America's Rock Network 'Meltdown'" . . . . . WK  
 "American Christmas, An" . . . . . XM  
 "American Comedy Network" . . . . . CM  
 "American Country Countdown" . . . . . WK  
 "American Dance Traxx" . . . . . WK  
 "American Dream" . . . . . TK  
 "American Express Travel Show" . . . . . TK  
 "American Farmer, The" . . . . . NW  
 "American Focus" . . . . . Pa  
 "American Folklore" . . . . . TK  
 "American In The Morning" . . . . . NW  
 "American Know-How" . . . . . TK  
 "American Montage" . . . . . EN  
 "American Music Awards Nominations Special" . . . . . OT  
 "American Music Magazine" . . . . . DL  
 "American Sunrise" . . . . . NW  
 "American Top 40" . . . . . WK  
 "American Top 40 Book Of Records, '80s Edition" . . . . . OT  
 "American Top 40's World Tour" . . . . . OT  
 "Amex Business Brief" . . . . . PA  
 "Amex Business-Talk" . . . . . PA  
 "Amoco/Chicago Symphony Orchestra" . . . . . WK  
 "Original Christmas" . . . . . XM

"And Now The News, With Dave McQueen" . . . . . EN  
 "Arthur Anderson & Co." . . . . . WK  
 "Answer Radio Show, The" . . . . . WK  
 "AP Network News" . . . . . NN  
 "Apple Digital Production Library, The" . . . . . PR  
 "Astro-Illogicals" . . . . . SH  
 "Atlanta Symphony Orchestra Concerts" . . . . . WK  
 "Audio Datebook" . . . . . NW  
 "Audio Maloons/Hot Air Maloons" . . . . . CM  
 "Audio Yearbook: '60s, '70s, '80s" . . . . . PR  
 "Auditorium Music Test Tapes" . . . . . SL  
 "Auto Talk" . . . . . LE  
 "Axemen Corneth, The" . . . . . OT  
 "Ayer, Hoy Y Siempre" . . . . . DN

## B

"Back To Basics" . . . . . ID  
 "Back To School Special" . . . . . OT  
 "Back To School" . . . . . LE  
 "Backstage With ABC Rock" . . . . . EN  
 "Banana Time" . . . . . SH  
 "Baptist Hour" . . . . . PA  
 "Dick Bartley's Original Rock & Roll Oldies Show" . . . . . WK  
 "Basic Gold Pop Oldies Library" . . . . . SL  
 "Be Kool" . . . . . ID  
 "Beach And Summer Activity Reports" . . . . . LE  
 "Beach Boys Story, The" . . . . . OT  
 "Beatle Breaks" . . . . . DL  
 "Beatle Breaks" . . . . . EN  
 "Beatles 25th Anniversary Special, The" . . . . . OT  
 "Beautiful Alternative, The" . . . . . SL  
 "Beautiful Sounds Of Praise" . . . . . FF  
 "Beethoven Satellite Network, The" . . . . . DL  
 "Jack Benny Show, The" . . . . . DN  
 "Edgar Bergen And Charlie McCarthy" . . . . . DN  
 "Best Of King, The" . . . . . TK  
 "Best Of Sherlock Holmes, The" . . . . . DN  
 "Best of the BBC, The" . . . . . WK  
 "Best Of The Oldies" . . . . . WK  
 "Best Of Yesterday, The" . . . . . DL  
 "Beyond Bourbon Jazz Countdown, The" . . . . . WK  
 "Beyond Tomorrow" . . . . . NW  
 "Paul Bicknell Show, The" . . . . . TK  
 "Big Band Jump" . . . . . WK  
 "Big Band-Nostalgia" . . . . . ID  
 "Birdwatch" . . . . . LE  
 "Black College Football" . . . . . SP  
 "Black Museum, The" . . . . . DN  
 "Mel Blanc's Blankety Blanks" . . . . . CM  
 "Blender" . . . . . ID  
 "Sonny Blouh" . . . . . TK  
 "Blues Deluxe" . . . . . WK  
 "Dr. Bob Show, The" . . . . . TK  
 "Rita Bodine/ Susan B. Anthony Jones" . . . . . CM  
 "Jim Bohannon Show, The" . . . . . TK  
 "Born In The U.S.A." . . . . . OT  
 "Box Thirteen" . . . . . DN  
 "BPM Books" . . . . . SH  
 "James Brady AD Age Reports" . . . . . DL  
 "Breeze Special, The" . . . . . WK  
 "Breeze, The" . . . . . FF  
 "Joe Bob Briggs' Drive-In Movie & Video Tape Review" . . . . . EN  
 "Brite & Sunny" . . . . . ID  
 "British Invasion 25th Anniversary Celebration, The" . . . . . OT  
 "British Invasion Series, The" . . . . . OT  
 "British Invasion, The" . . . . . OT  
 "Broadcast One" . . . . . PR  
 "Broadcast Production Services" . . . . . ID  
 "Dr. Joyce Brothers" . . . . . LE  
 "Hal Bruno's Washington" . . . . . NW  
 "Burns And Allen" . . . . . DN  
 "Business Barometer" . . . . . NW  
 "Business Beat I & II" . . . . . NW  
 "Business Of Sports" . . . . . SP  
 "Ted Byrne Show, The" . . . . . TK

## C

"C-H-R Format GoldDiscs And HitDiscs" . . . . . FF, SL  
 "Cameos Of Black Women" . . . . . EN  
 "Campeonato De Boxing" . . . . . SP  
 "Canadian Opera Company" . . . . . WK  
 "Capitol Steps" . . . . . CM  
 "Capitolink" . . . . . NW  
 "Captain —& The Morning Cartoons (TM)" . . . . . PR  
 "Car Show Coast To Coast" . . . . . TK  
 "Car Show Coast To Coast-Daily" . . . . . TK  
 "Care" . . . . . ID  
 "Caribbean News" . . . . . EN  
 "Roberto Carlos" . . . . . OT  
 "M.L. Carr Commentary" . . . . . SP  
 "Casey's Top 40 With Casey Kasem" . . . . . WK  
 "Casual Country" . . . . . FF  
 "CAT" . . . . . PR  
 "CBN Radio Network" . . . . . NN  
 "CBS Radio Network" . . . . . NN  
 "CBS RadioRadio" . . . . . NN  
 "CBS' K-Lite" . . . . . ID  
 "CD Sales Library" . . . . . PR  
 "CD Sound Effects" . . . . . SF  
 "Champion Production Music Library" . . . . . PR  
 "Championship Boxing" . . . . . SP  
 "Chart Facts" . . . . . SH  
 "Cheap Radio Thrills" . . . . . PR  
 "Chicago Bears Football" . . . . . SP  
 "Chicago Cubs Baseball" . . . . . SP  
 "Chicago's 'FYR'" . . . . . ID  
 "Children's Health News Network, The" . . . . . NW  
 "Children's Program" . . . . . LE  
 "CHR & CHR/Urban" . . . . . FF  
 "CHR Oldies Library" . . . . . SL  
 "Christian Countdown USA" . . . . . WK  
 "Christmas Consumer" . . . . . LE  
 "Christmas Eve On Mutual" . . . . . XM  
 "Christmas In The Country" . . . . . XM  
 "Christmas Memories" . . . . . XM  
 "Christmas Music Festival" . . . . . FF  
 "Christmas Music Library" . . . . . SL  
 "Christmas Package" . . . . . DN  
 "Christmas With Johnny Thomas" . . . . . XM  
 "CIGNA/Philadelphia Orchestra" . . . . . WK  
 "Cla'ence Update Of CBS-TV's Young And The Restless" . . . . . CM  
 "Dick Clark In Hollywood" . . . . . DL  
 "Dick Clark's Rock Roll & Remember" . . . . . WK  
 "Class Act Jingle Package" . . . . . ID  
 "Class" . . . . . ID  
 "Classic Adventures" . . . . . DN  
 "Classic Country" . . . . . SL  
 "Classic Cuts" . . . . . WK  
 "Classic Gold" . . . . . FF  
 "Classic Hit GoldDiscs" . . . . . SL  
 "Classic Hit GoldDiscs" . . . . . FF  
 "Classic Laff Lines" . . . . . CM  
 "Classic Oldies" . . . . . ID  
 "Classic Pops" . . . . . FF  
 "Classic Rock Format GoldDiscs" . . . . . FF, SL  
 "Classic Rock" . . . . . SL  
 "Classical" . . . . . FF  
 "Clean Cuts" . . . . . PR  
 "Clean Sheets" . . . . . PR  
 "Clock, The" . . . . . DN  
 "Club Mix USA" . . . . . WK  
 "CMA Winners Circle" . . . . . OT  
 "CNN Radio News From Transtar Radio Network" . . . . . NN  
 "Coast To Coast Top 20" . . . . . WK  
 "Collector's Item" . . . . . XM  
 "College Basketball Game Of The Week" . . . . . SP  
 "College Football Game Of The Week" . . . . . SP  
 "Comedy Hour-America's Funniest Radio Show, The" . . . . . CM  
 "Comedy Show With Dick Cavett" . . . . . CM

"Comedy Warehouse" . . . . . ID  
 "Comedy Warehouse" . . . . . SH  
 "Command Performance" . . . . . WK  
 "Comment On The News" . . . . . NW  
 "Commercial Jingle Concepts" . . . . . ID  
 "Compact Disc Production Library" . . . . . PR  
 "Compact Disc Showcase" . . . . . WK  
 "Competitive Edge, The" . . . . . SP  
 "Concept 1/Adult Contemporary" . . . . . FF  
 "Concept 2/CHR" . . . . . FF  
 "Concept 3/Gold" . . . . . FF  
 "Concept 4/Country" . . . . . FF  
 "Concept 5/Contemporary MOR" . . . . . FF  
 "Otis Conner's Country ID Package" . . . . . ID  
 "Constitutional Minutes" . . . . . NW  
 "Consultation" . . . . . TK  
 "Consumer Directions" . . . . . PA  
 "Consumer Report" . . . . . NW  
 "Consumerwatch" . . . . . LE  
 "Contact" . . . . . PA  
 "Contemporary Christian (Where He Comes First)" . . . . . ID  
 "Contemporary Comedy Library Service" . . . . . CM  
 "Contemporary Comedy" . . . . . SH  
 "Contemporary Easy Listening" . . . . . FF  
 "Contemporary Timeline, The" . . . . . SH  
 "Cooljam" . . . . . ID  
 "Howard Cosell Sports" . . . . . SP  
 "Costas Coast To Coast" . . . . . SP  
 "Countdown America Starring Dick Clark" . . . . . WK  
 "Countdown Canada" . . . . . WK  
 "Countdown, The" . . . . . WK  
 "Countdown USA With Dave Sholin" . . . . . WK  
 "Country 80" . . . . . FF  
 "Country Alternative, The" . . . . . SL  
 "Country Calendar Weekly Special" . . . . . WK  
 "Country Calendar" . . . . . DL  
 "Country Christmas Music" . . . . . XM  
 "Country Christmas Spectacular, A" . . . . . XM  
 "Country Coast-To-Coast" . . . . . FF  
 "Country Comments" . . . . . DL  
 "Country Connection" . . . . . WK  
 "Country Crossroads" . . . . . WK  
 "Country Datebook" . . . . . DL  
 "Country Format GoldDiscs & HitDiscs" . . . . . FF, SL  
 "Country Gold Rush" . . . . . SL  
 "Country Gold" . . . . . FF  
 "Country Life" . . . . . ID  
 "Country Lovin'" . . . . . FF  
 "Country Music Association Awards" . . . . . OT  
 "Country Music Legends" . . . . . OT  
 "Country Music Of The '80s'" . . . . . OT  
 "Country Music's Men Of The '80s'" . . . . . OT  
 "Country Oldies Library" . . . . . SL  
 "Country Oldies Service" . . . . . FF  
 "Country One" . . . . . FF  
 "Country Quiz" . . . . . DL  
 "Country Report" . . . . . EN  
 "Country Six Pack" . . . . . OT  
 "Country Today" . . . . . WK  
 "Country" . . . . . FF  
 "Country's Opening Acts" . . . . . WK  
 "Country-Phonics" . . . . . WK  
 "CountryWorks" . . . . . ID  
 "COZ" . . . . . ID  
 "Crain's Business Report" . . . . . NW  
 "Crazies Comedy Effects Library, The" . . . . . SF  
 "Creative Memories" . . . . . ID  
 "Don Crique On Sports" . . . . . SP  
 "Crossroads" . . . . . OT  
 "Crosswalk" . . . . . WK  
 "Steve Crowley's Money Pro Report" . . . . . NW  
 "Cruisin' America" . . . . . WK  
 "Crunch" . . . . . ID  
 "Custom Blend" . . . . . FF  
 "Custom I.D.'s And Jingles" . . . . . ID  
 "Custom Pipes" . . . . . ID  
 "Custom Sung Advertiser Jingles" . . . . . ID  
 "Custom" . . . . . ID  
 "Customized Health Care" . . . . . PA

"Cutting Edge Production Package, The" . . . . . SF

## D

"Daily Feed, The" . . . . . CM  
 "Daily Insider, The" . . . . . SH  
 "Damn Good Programmers" . . . . . SL  
 "Datgold" . . . . . SL  
 "Ernie Davis Show, The" . . . . . TK  
 "Mike Davis' Turbo Mix Show" . . . . . DL  
 "Dear DJ" . . . . . SH  
 "Rick Dees On The Line" . . . . . WK  
 "Rick Dees Weekly Top 40" . . . . . WK  
 "DeWolfe Library" . . . . . PR  
 "DIG/EFX Sound Effects Library, The" . . . . . SF  
 "Digifects" . . . . . SF  
 "Digital Director" . . . . . PR  
 "Digital Energy" . . . . . PR  
 "Digital Gold" . . . . . FF  
 "Digital Master Sound Effects" . . . . . SF  
 "Digital Production System" . . . . . PR  
 "Digital Solid Gold" . . . . . FF  
 "Digital Transfusion" . . . . . PR  
 "DigitalGold" . . . . . SL  
 "Digitizers" . . . . . ID  
 "Digititotal" . . . . . FF  
 "Direct Hits" . . . . . WK  
 "Mike Ditka Show, The" . . . . . SP  
 "Double Power" . . . . . ID  
 "Double Talk" . . . . . ID  
 "Dow Jones Report, The" . . . . . NW  
 "Dow Jones Report" . . . . . NN  
 "Dr. Dave's Comedy Drops" . . . . . CM  
 "Dr. Demento Show" . . . . . WK  
 "Dragnet" . . . . . DN  
 "Drake Series '89" . . . . . ID  
 "Drop Shop, The" . . . . . PR  
 "Duck Logic Comedy Network, The" . . . . . CM  
 "Dynamite! Station Jingles" . . . . . ID

## E

"Earl Pitts 'Uhmerrkun'" . . . . . CM  
 "Earth News Radio" . . . . . EN  
 "EARwitness NEWS" . . . . . ID  
 "Easy Christmas Music" . . . . . SL  
 "Easy Contemporary" . . . . . FF  
 "Easy Listening" . . . . . FF  
 "Easy Listening/Beautiful Music" . . . . . ID  
 "Eclipse" . . . . . FF  
 "Dr. Dean Edell Medical Minutes" . . . . . LE  
 "Dr. Dean Edell Show, The" . . . . . TK  
 "Edge Jingle Package, The" . . . . . ID  
 "Edge, The" . . . . . ID  
 "Effector, The" . . . . . PR  
 "Electric Weenie, Inc., The" . . . . . SH  
 "Jack Ellery Show" . . . . . TK  
 "Don Elliot 'The Legend' CD Promo Music Library" . . . . . PR  
 "Elvis Country" . . . . . OT  
 "Elvis Hour, The" . . . . . WK  
 "Elvis: The Legend Of A King" . . . . . OT  
 "Encore" . . . . . WK  
 "End Of The Road" . . . . . DN  
 "Enforcer" . . . . . ID  
 "Entertainment Radio Network" . . . . . EN  
 "Entertainment Report: In The Lyons Den With Jeffrey Lyons" . . . . . EN  
 "Entertainment Update" . . . . . EN  
 "Escape" . . . . . PR  
 "Eye On TV" . . . . . EN

## F

"Fab Fourth, The" . . . . . OT  
 "FAB Fourth" . . . . . OT  
 "Face-Off" . . . . . PA  
 "Factor-S" . . . . . FF

## A-Z PROGRAM INDEX

## F

"Fakers"	CM
"Falcon, The"	DN
"Fall Consumer Headlines"	LE
"Family Christmas, A"	XM
"Family Christmas Album, The"	XM
"Family Health"	LE
"Family Talk"	
From Covenant House"	PA
"Family Talk"	PA
"Famous Jury Trials"	DN
"Barry Farber Show"	TK
"Farming America"	NW
"Favorite Country Jingle Package"	ID
"Film Clips"	EN
"First Hearing"	WK
"Flashback"	WK
"Flashpoint!"	PR
"Focus On Women"	LE
"Folk Sampler, The"	WK
"Folkstage"	WK
"Football Analysis"	SP
"For The People"	TK
"Format 41"	FF
"Faze At The Flicks"	CM
"Free Flow Jingle Package"	ID
"Fresh Approach"	ID
"Fresh Traxx"	WK
"Friendship Connection, The"	TK
"From Studio B"	CM
"Full Service AC"	ID
"Full Service Music"	
Format Libraries"	SL
"Pat Fulton Show"	TK
"Fun Factory"	CM
"Funny Biz Comedy"	
Production Library"	SF
"Funny Business"	SH
"Fusion 40"	WK
"Future Effects"	PR
"Future Hits"	WK

## G

"Galaxy Air Preparation Service"	SH
"Gangbusters"	DN
"Garden Hotline"	TK
"Gardening America"	TK
"Marvin Gaye: Pride And Joy"	EN
"General Motors/	
Detroit Symphony Orchestra"	WK
"Generation Three"	PR
"Genesis 2"	ID
"Genesis"	ID
"Gift of Christmas, The"	XM
"Gold Collection, The"	SL
"Gold Picks"	SL
"Gold Plus"	FF
"GoldDiscs"	SL
"Golden Oldies"	DL
"Goldmine"	SL
"Gospel Christmas, A"	XM
"Gospel Greats, The"	WK
"Grace Media, Inc."	SF
"Grammy Awards Backstage	
Special, The"	OT
"Grant Park Independence	
Eve Concert"	OT
"Grateful Dead Hour, The"	WK
"Great American Country"	FF
"Great American Cowboy"	SP
"Great Concert Memories"	OT
"Great Gold"	FF
"Great Memories"	ID
"Great Ones, The"	FF
"Great Sounds, The"	WK
"Greatest Songs Of All Time, The"	ID
"Green Book, The"	SH
"Green Hornet, The"	DN
"Ground Zero! Power CHR"	ID
"Grover's Corner"	WK
"Guest Star Interviews-Expose"	EN
"Guitar Tracks"	PR
"Gwenn's Kitchen Talk"	LE

## H

"Harvard Newsmakers"	PA
"Paul Harvey News"	NW
"Headliners, The"	FF
"Health And Medicine"	LE
"Health and Science	
Report, The"	NW
"Health Reports"	
By American Health Magazine"	LE
"Heart & Soul"	FF
"Heart Of The Matter, The"	LE
"Heartline Across America"	EN
"Heavy Harv With A Ton Of Metal"	DL
"Heavy Metal"	FF
"Henny Youngman Comedy	
Radio Library"	PR
"Hidden Truth, The"	DN
"High Voltage"	WK
"Highway 21"	ID
"Hiney Wine"	SH
"Hit Charade"	DL
"Hit Music Showcase"	WK
"Hit Rock"	FF
"HitDiscs"	SL
"Holiday Package"	ID
"Holiday Production Library, The"	PR
"Holly-The Legend"	OT
"Hollywood Hotline (tm)"	EN
"Hollywood Production Library"	PR
"Hollywood Report, The"	EN
"Lou Holtz Show"	SP
"Home Sense"	TK
"Home Tips"	LE
"Hopalong Cassidy"	DN
"Hot Air Maloons"	SH
"Hot Country Hits"	FF
"Hot Mix"	WK
"Human Side Of The News, The"	NW

## I

"I Remember"	DN
"I-Tech"	ID
"Julio Iglesias"	OT
"Imus In The Morning"	ID
"In Concert"	WK
"In The Spotlight"	WK
"In The Studio"	WK
"In Touch"	ID
"In-Fisherman Radio"	SP
"Inner City Insight"	WK
"Inside Sports Magazine"	SP
"Inside The NFL"	SP
"Insomniacs Anonymous"	TK
"Inspiration Across America"	WK
"Instant Comedy"	CM
"Instant Replay Service"	PR
"International Festival"	WK
"Interview Factory, The"	EN
"Isle of Dreams, The"	OT
"It's A Fact"	LE

## J

"J-Wave Shotguns"	ID
"J-Wave"	ID
"Jack Anderson Investigative	
Reports"	NW
"Jackie The Joke Man"	CM
"Jazz From The City"	WK
"Jazz Life, The"	WK
"Jazz Show, The"	WK
"Jeopardy"	SH
"Jingle Bell Rock"	XM
"Jingle Of The Month Club"	ID
"Jingle Warfare"	ID
"Job Search"	PA
"Joke Horoscopes"	SH
"Joy"	ID

## K

"K-Lite/W-Lite"	ID
"KALA Hit Rock"	FF
"KALA Klassic Gold"	FF
"Kaleidophonic Jazz"	WK
"Kaleidophonics"	FF
"Kendall Energies Inc."	ID
"Kickers"	CM
"Kids Say The Darndest Things"	CM
"KISS '89"	ID
"King Biscuit Flower Hour"	WK
"Larry King Show, The"	TK
"Larry King: Sports In Focus"	SP
"King: Celebration Of The Man	
And His Dream"	OT
"Bob Kingsley With America's	
Musicmakers"	EN
"KISSongs"	ID
"Kool Gold"	FF

## L

"Laffest Communication	
Pre-Recorded Tapes"	CM
"Laffest Weekly"	SH
"John Lander & 93-Q"	ID
"Larry's Imperfect Pet	
Emporium"	CM
"Laser Lightning"	PR
"Laugh Attack"	CM
"Laugh Machine"	CM
"Laughs On Us"	CM
"Lazer"	PR
"Lazor Cuts Production	
Library-Editions 1 & 2"	PR
"Legends of Rock"	WK
"Legends Of The NBA"	SP
"Lennon"	OT
"Lift Your Heart"	PA
"Light Rock"	ID
"Lights Out"	DN
"Like Only Yesterday"	NW
"Rush Limbaugh Show, The"	TK
"Listen Closely"	EN
"Listen In With..."	WK
"Lite Contemporary"	FF
"Lite FM"	ID
"Lite Jazz & New Age"	FF
"Lite Jazz"	FF
"Live From Hollywood"	EN
"Live From The '60s	
With The Real Don Steele"	WK
"Live From The Improv"	CM
"Live Show, The"	WK
"Living With Diabetes"	TK
"Lobotomy Line On Sports, The"	SP
"Lone Ranger, The"	DN
"Lonesome Cowboy Tim"	CM
"Lost Lennon Tapes, The"	WK
"Love Songs"	ID
"Love Worth Finding	
With Adrian Rogers"	PA
"Lutheran Hour, The"	WK

## M

"John Madden's Ace	
Sports Quiz"	SP
"John Madden's Sports Calendar"	SP
"Bob Madigan Show"	TK
"Madison Avenue"	ID
"Magic Hits"	FF
"Magic Music 6"	ID
"Magic Of Christmas, The"	XM

"Bobby Magic & Associates"	ID
"Magic"	ID
"Barry Manilow:	
The Music & The Magic"	OT
"Mass Media Entertainment	
Library"	PR
"Master Control"	EN
"Master Service, The"	SL
"Masterplan II"	PR
"Masterplan"	PR
"Masters Of Rock"	WK
"Matched-Flow"	FF
"Matter Of Law, A"	NW
"Mature Focus"	LE
"Maximum Power"	ID
"McCartney on McCartney"	OT
"Mello/Signature Sound"	FF
"Mellow AC"	FF
"Memories Of Elvis"	OT
"Memory Music"	FF
"Metalshop"	WK
"Miami's WAXY"	ID
"Midnight Dread"	WK
"Milwaukee Symphony	
Orchestra Concerts"	WK
"Minority Business Report"	LE
"MJL Grammy Awards Radio Special —	
Pre-Event Shows"	OT
"Modern Country"	FF
"Money Memo"	NW
"Money Smarts"	LE
"Moneytalk"	TK
"Monterey Pop"	OT
"Monthly Specials"	WK
"Montreal Symphony	
Orchestra Concerts"	WK
"Dr. Bob Moore"	TK
"MOR Contemporary"	FF
"MOR"	FF
"MORE Beautiful"	FF
"Morning Line"	SP
"Morning Show Jingle Package"	SF
"Moscow Peace Summit"	OT
"Mother Earth News"	LE
"Motivation Station"	FF
"Motor Sports Radio	
Custom Reports"	SP
"Motown Story, The"	OT
"Movietime's Soundtrax"	WK
"Mr. Ellington, We Loved	
You Madly"	OT
"Muscle Shoals Magic"	PR
"Music . . . Just For The	
Two Of Us"	FF
"Music City Album Review, The"	WK
"Music Entertainment Specials"	WK
"Music Of America"	OT
"Music Of Your Life"	FF
"Music Report & Country Music	
Report, The"	EN
"Musical Starstreams"	WK
"Mutual News Specials"	NW
"Mutual Sports Today"	SP
"My Music"	WK
"My Word"	CM
"My! My! My!"	ID
"Neil Myers Show"	TK
"Mystery Theatre"	DN

## N

"Nashville Live"	WK
"Nashville Record Review, The"	WK
"National Comedy Wireless"	CM
"National Consumers Week"	LE
"National Farm Report"	NW
"National Lampoon Radio Hour"	CM
"National Lampoon's True Facts"	CM
"National Music Survey"	WK
"Natural Sound, The"	FF
"Nature Newsbreak"	NW
"NBC Bowl Package"	SP
"NBC Extra"	NW
"J.R. Nelson Productions"	ID
"New Age Connections"	TK
"New Faces Of Country Music"	OT

## O

"New Perspectives"	NW
"New Production Library, The"	PR
"New Tradition"	ID
"New Year's Eve Dance Party"	OT
"New Years Eve Big Band	
Special"	FF
"News & Information"	ID
"News And More"	ID
"News Intros"	ID
"News That Didn't	
Make News, The"	SH
"News/Talk Radio"	FF
"Newsbreakers"	PA
"Newsmaker Interviews"	EN
"Newsweek On Air"	NW
"NFL Football I & II"	SP
"NFL Playbook"	SP
"Niche 29"	FF
"Night Scene"	WK
"Night, The"	WK
"No Pressure, No Hype	
Auto Campaign"	PR
"Northwestern Reviewing Stand"	PA
"Northwestern Wildcat Football/	
Basketball"	SP
"Nostalgia/Big Band"	SL
"Notre Dame/	
Major College Football"	SP
"NUA Songs"	ID
"Nunnsense"	NW
"Nuts And Bolts"	TK
"Nuveen/Lyric Opera	
Of Chicago"	WK

"O'Liners"	SH
"Ocean Rudee Radio	
Programme, The"	DN
"Off The Record Specials"	WK
"Off The Record	
With Mary Turner"	DL
"Oldies Channel, The"	FF
"Oldies Format"	FF
"Oldies Libraries"	SL
"Oldies on 45's"	SL
"Omnimusic Production	
Music Library"	PR
"On A Country Road	
With Lee Arnold"	WK
"On Line"	LE
"On The Garden Line"	LE
"On The Inside"	EN
"On The Line"	TK
"On The Move"	WK
"On The Phone With Ti-Rone"	CM
"On The Radio Countdown	
Companion"	WK
"On The Radio Year End Review"	OT
"On The Radio"	WK
"On The Road"	TK
"One To One II"	SH
"One To One"	SH
"Open House Party"	WK
"Opening Pitch-Baseball	
'90, The"	SP
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"Pacific Songs"	ID
"Page One"	PA
"PAMS Classic Jingles"	ID
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"Pathways"	PA
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Hit Country Radio"	FF

## P

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 "Pet Pourri" . . . . . TK  
 "Pet Talk" . . . . . TK  
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 "PIA Customized Public Affairs" . . . . . PA  
 "PM Business Report" . . . . . NW  
 "Point Of Law" . . . . . NW  
 "Pop Christmas Music" . . . . . XM  
 "Pop Oldies Service" . . . . . FF  
 "Portfolio" . . . . . LE  
 "Portraits In Sound" . . . . . WK  
 "Power Basics Jingle Package" . . . . . ID  
 "Power Connectors/phase 3" . . . . . ID  
 "Power Pipes" . . . . . ID  
 "Power Sheets" . . . . . SH  
 "Power Tools" . . . . . PR  
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 "Powerline" . . . . . WK  
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 "Premiere Comedy Network" . . . . . CM  
 "Premiere Plain Rap Countdown, The" . . . . . WK  
 "PREP" . . . . . SH  
 "Prevention Health Report" . . . . . LE  
 "Prime Cut" . . . . . SL  
 "Prime Cuts Comedy Spots" . . . . . CM  
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 "Production Music & SFX Library" . . . . . PR  
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ABC Radio Networks . . . . . (212) 887-5646  
 ABC Talk Programming . . . . . (212) 887-5664  
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 Advance Radio Entertainment . . . . . (818) 894-5693  
 Afterglow Productions . . . . . (901) 682-3028  
 Airforce Broadcast Services, Inc. . . . . (416) 961-7754  
 All Star Radio . . . . . (213) 850-1169  
 Alternative Programming, Inc. . . . . (800) 231-2818  
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 American Comedy Network . . . . . (203) 384-9443  
 American Entertainment Network . . . . . (513) 923-3399  
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 Donnelly Media . . . . . (214) 631-7934  
 Dow Jones & Company, Broadcast Services . . . . . (212) 416-2381  
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 Dave Dworkin's Ghostwriters . . . . . (612) 522-6256

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 Entertainment Communications Consultants . . . . . (209) 476-1511  
 Envoy, Inc. . . . . (800) 752-9636  
 Ervasti Companies . . . . . (612) 755-8730

Fairwest Satellite Programming, Inc. . . . . (619) 552-0777  
 Family Health Radio . . . . . (614) 593-4979  
 Far West Communications, Inc. . . . . (818) 566-7003  
 Lee Allen Faust Productions . . . . . (818) 848-1497  
 Finger Lakes Productions . . . . . (607) 273-0317  
 FirstCom . . . . . (800) 858-8880 (214) 934-2222  
 Focus On Youth, Inc. . . . . (609) 452-1150  
 Frank Forest . . . . . (505) 988-2004  
 Funny Biz . . . . . (508) 342-1074

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 Garlin Sound Enterprises . . . . . (818) 347-3902  
 Global Satellite Network . . . . . (818) 906-1888  
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 Matt Judge . . . . . (615) 692-0896  
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K-Kommunications, LTD. . . . . (800) 634-4332  
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P R E S E N T

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Why is it "the programmer's" show? It's simple. Scott took Z100 in New York all the way to #1, and now he's building L.A.'s KQLZ-FM into that city's most formidable powerhouse. Scott concentrates on the 30 hottest hits heading up the charts and ignores those other 10 songs that are headin' south! Add to the great musical mix a major dose of off-the-wall humor from Mr. Leonard and the rest of the Nut Hut Gang—a wide range of interviews with everyone from Bon Jovi to Anita Baker—and you've got the kind of three hour countdown show most programmers dream about... and one programmer delivers—**SCOTT SHANNON'S ROCKIN' AMERICA: THE TOP 30 COUNTDOWN.**

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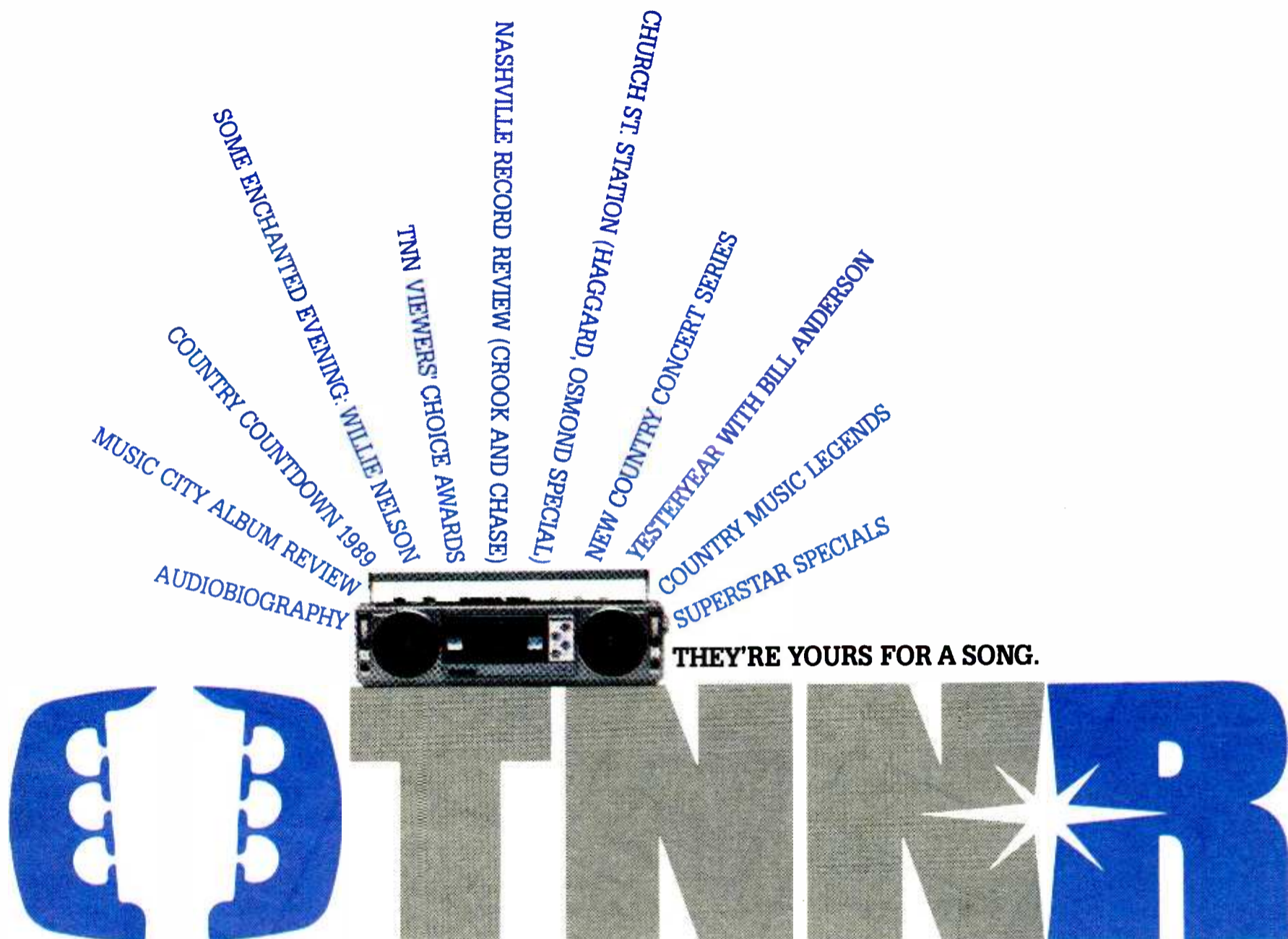
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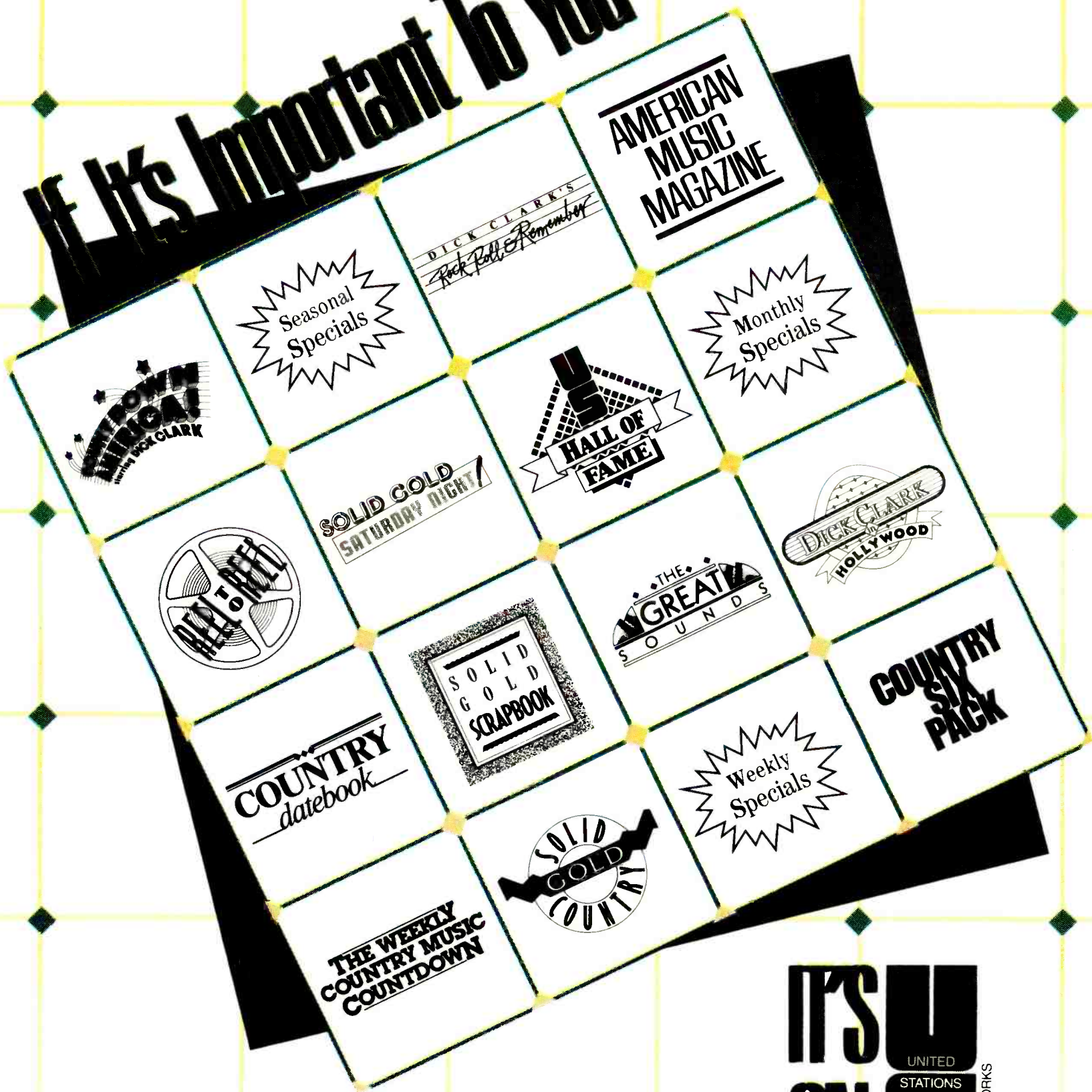
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