



PROGRAM SUPPLIERS GUIDE '88

- **More than 750 shows listed**
- **Easy-to-use directory**
- **New A-Z program listings**
- **Comprehensive production software source**

NEW ARBITRON #'S . . .
WXKS/Boston up 28%,
7.9-10.1 (12+)!

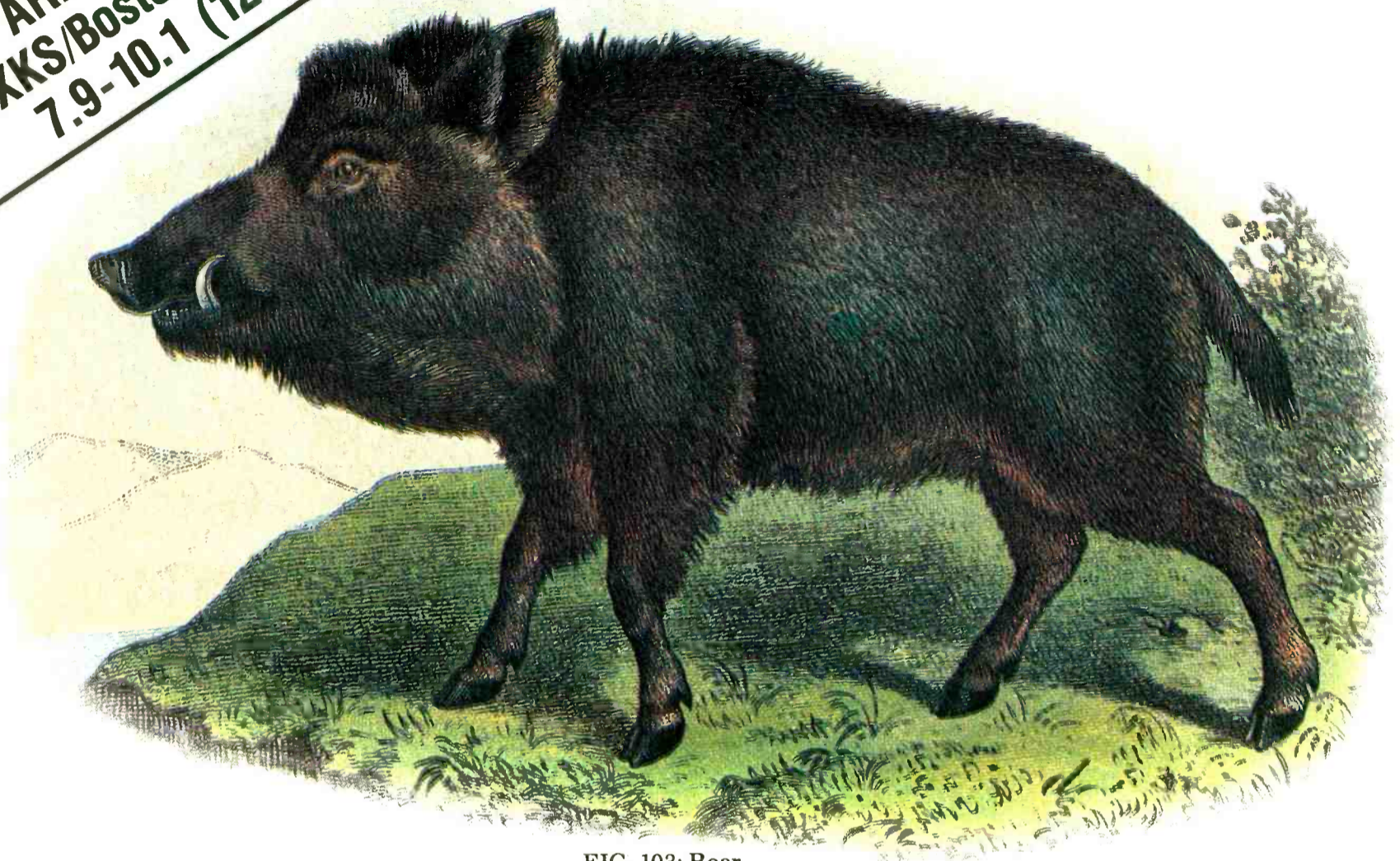


FIG. 103: Boar

Is this the kind of party animal you've got on the air on weekends?

Let's face it, no matter how you spell it, weekend radio is a bore.

To CHR listeners, it's the hottest time of the week. To you, it's the leading cause of Valium® consumption.

Your top talent only works bankers' hours, which means you're stuck with a parade of part-timers or something that comes in a can.

It makes for some relentlessly dull weekend radio that just happens to account for nearly 30% of your ratings.

Things are bleak.

We think you should throw a party: The Open House Party.

A wild, coast-to-coast extravaganza that's not canned, but beamed

live from a satellite dish the size of a '66 Buick.

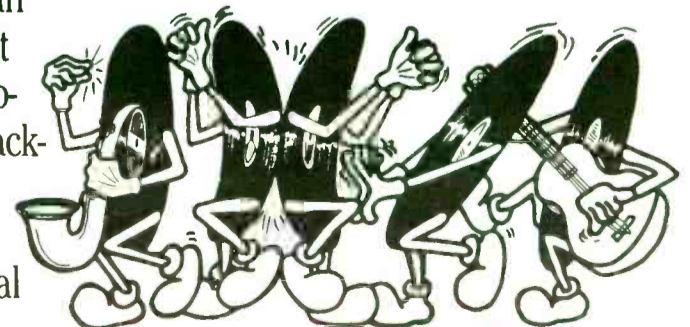
The Open House Party is hosted by one of Boston's legendary DJs, John Garabedian. And backed by the leading programming gurus in the industry like John Gorman, Rick Sklar and Sunny Joe White.

The Open House Party gives CHR listeners what they want—an intense music mix with one great song after another. Plus top celebrity guests—from Jon Bon Jovi backstage at the Meadowlands to Jeanne Dixon live from the twilight zone, along with live national toll-free request lines and some fairly strange contests.

Open House adds morning

show charisma to your weekends with talent, staff and resources unavailable locally.

For an exclusive invitation in your market, pick up the phone right now and give Sam Kopper a call at (617) 266-2900. Find out how you can become the exclusive Open House Party broadcaster in your city.



Open House Party™

PROGRAM SUPPLIERS GUIDE '88

**Music, Entertainment,
& News Programming****MUSIC FEATURES:**

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(213) 553-4330

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Note: The listings in R&R's "Program Supplier Guide '88" were compiled from information provided by the program producer or distributor. All known companies were invited to contribute, and every submission received before May 4 was used. Listings which do not include complete information were supplied in that manner. All reasonable care is taken, but no responsibility assumed for errors and omissions. Published May 1988

© 1988 Radio & Records
 A Westwood One Company

Music/ Entertainment/ News Programming



"America's Hotmixx" America's Hotmixx - Atlanta

Host: Unhosted
Length: 2 hours
Terms: Cash
Delivered via: Tape
Affiliates: Two
Produced: Weekly

CHR-Dance, mainstream plus, mixed dance show. Slickly-produced and edited. Very exciting mixes with all current hits!



"American Country Countdown" ABC Radio Network

Produced By: ABC Watermark
Host: Bob Kingsley
Length: 4 hours
Terms: Barter
Delivered via: Satcom 1R T23 or disc
Began: 1973
Affiliates: 650
Produced: Weekly

Based on Billboard's top 40 country hits. ACC is America's number one Country countdown program.

"American Dance Traxx" Westwood One Companies

Produced by: Westwood One Janis Hahn Joel Salkowitz
Host: Jeff Wyatt
Length: 3 hours
Terms: Barter

Delivery via: Satcom 1R T3 or disc
Began: 1987

Produced: Weekly

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



"American Top 40" ABC Radio Network

Produced By: ABC Watermark/Elizabeth Rollins
Host: Shadoe Stevens
Length: 4 hours
Terms: Barter
Delivered via: Satcom 1R T23
Began: 7/4/70
Affiliates: 475
Produced: Weekly

Based on Billboard's Top 40 hits, American Top 40 is America's number one countdown program.

"Amocol/Chicago Symphony Orchestra" WFMT/Chicago

Host: Norman Pellegrini
Length: 2 hours
Terms: Free
Delivered via: Satellite or tape
Affiliates: 425

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

"The Answer" Domain Communications

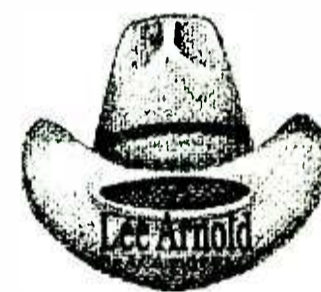
Produced By: Stel Pontikes
Host: Stel Pontikes
Length: One hour
Terms: Free
Delivered via: Tape
Began: 5/30/76
Produced: Weekly

One hour music show featuring AC CHR Christian music with extra tracks from featured album and 4-6 minute talk segments.

"Arthur Andersen & Co. Presents Chicago's Music of the Baroque" WFMT/Chicago

Host: Kerry Frumkin
Length: 2 hours
Terms: Free
Delivered via: Westar IV T2D or tape

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



"Lee Arnold On A Country Road" Westwood One Companies/Mutual

Produced by: Scott Paton
Host: Lee Arnold
Length: 3 hours
Terms: Barter
Delivered via: Satcom 1R T3 or disc
Began: 1/83
Affiliates: 425
Produced: Weekly

Country's premier magazine format, with interviews, reports from Nashville, Country trivia, showcase recordings plus the hottest Country music.



"Artist Interviews" Innerview Factory

Length: 45 mins approx
Terms: Cash
Delivered via: Tape
Raw celebrity interviews. Over 2000 available. Everyone from Waylon & Whitney to Madonna & Michael. All formats, plus actors, promos.

"Audio Yearbook" Radio Wave

Produced By: Radio Wave/Dave Morey
Host: Local air talent
Length: Variable
Terms: Cash/subscription
Delivered via: Tape
Began: 7/4/88
Produced: Daily

All the production elements for locally hosted oldies feature: produced actualities, script, music, custom intros, closes, IDs, database, and consultation.

WE M

ABC Radio Network Programs that win... big!

PAUL HARVEY NEWS The #1 rated radio program in the U.S.A.—over 1,300 stations carry Paul Harvey News!

AMERICAN TOP 40 WITH SHADOE STEVENS The #1 countdown program in America, aired on nearly 500 radio stations coast-to-coast! This summer Shadoe Stevens becomes the new host.

AMERICAN COUNTRY COUNTDOWN The #1 Country Music countdown program in the nation, on over 650 stations!

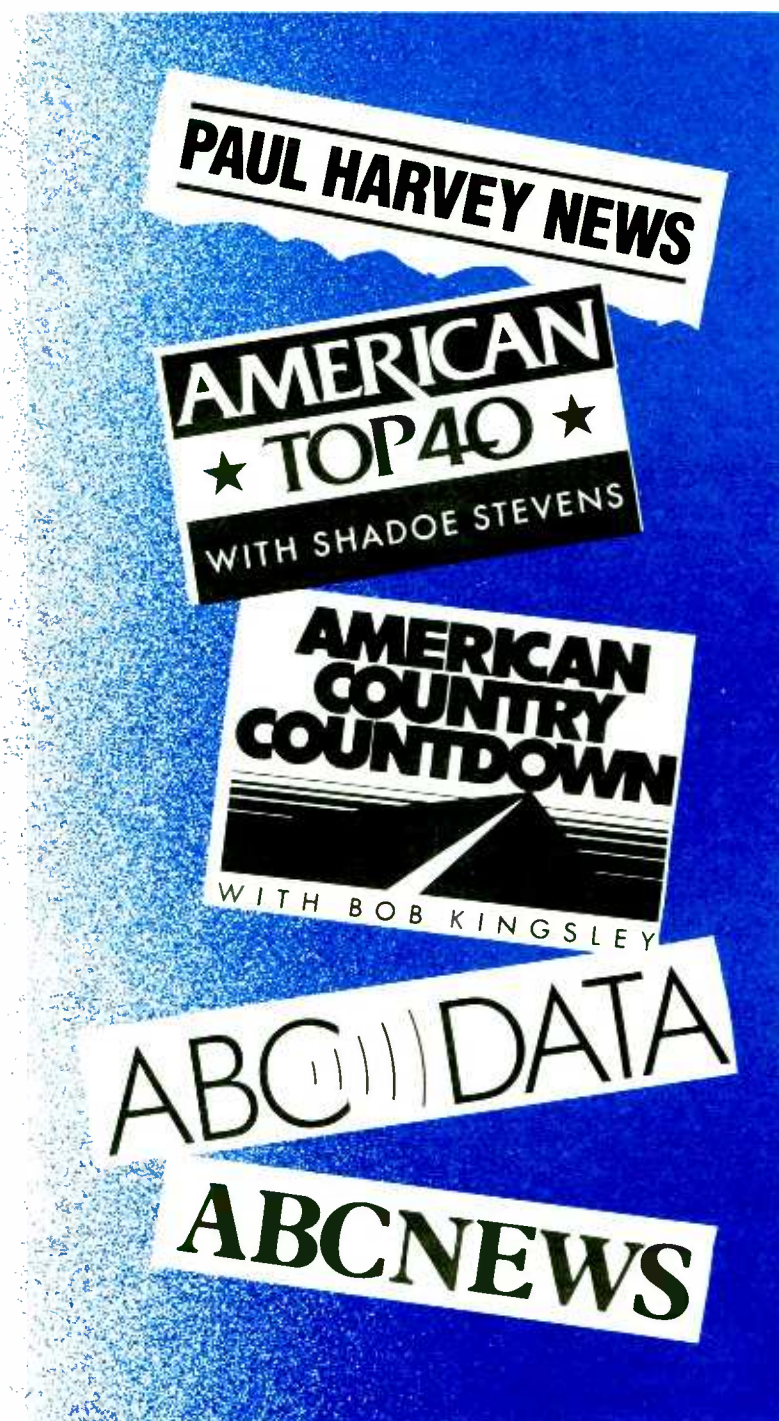
TRIPLE CROWN Horseracing's most prestigious events—The Kentucky Derby, The Belmont Stakes and The Preakness Stakes—exclusively on ABC!

ABC DATA A major programming and communications enhancement giving you faster and more convenient access to *all* the audio resources of ABC.

ABC NEWS The world's largest news gathering organization.

TODAY'S PEOPLE Daily celebrity actuality and correspondent reports.

TV/MOVIE CLIPS 100 original clips and one-liners from classic movies and cartoons—as well as original TV theme music!



MAKE A DIFFERENCE

Programming is the 1st choice for big audiences, ratings and profits.



USA TODAY RADIO abc



TWISTED TUNES



Tom Snyder
The Radio Show



THE
Sally Jessy Raphael
SHOW



Audio Datebook
THE SOUNDS OF A GENERATION COME ALIVE

USA TODAY RADIO A daily morning show prep service featuring the hottest stories from the nation's #1 newspaper.

BOB RIVERS' TWISTED TUNES Demented parodies of the day's top hits—and topical news stories—from one of the most talented satirical tunesmiths around!

LAUGHS ON US A classic comedy library of up to 300 cuts and comedy bits!

TOM SNYDER...THE RADIO SHOW Live radio talk at its unpredictable best—starring one of America's most dynamic and respected talk personalities!

SALLY JESSY RAPHAEL The First Lady of Radio is the first choice with stations, audiences and advertisers! Exclusively on ABC!

BOB KINGSLEY WITH AMERICA'S MUSIC MAKERS Lively conversations with America's top Country Music artists, songwriters and producers telling their favorite stories. A two minute feature.

GORDON WILLIAMS BUSINESS REPORT Up-to-the minute business and economic reports delivered daily by one of the nation's leading business journalists.

AUDIO DATEBOOK Each day in history comes alive for baby boomers with historic actuality feeds.

abc ABC RADIO NETWORKS

PROGRAM SUPPLIERS GUIDE '88



NEW



“Backtrack”
Westwood One Companies
 Produced by: Westwood One/Bill Levey
 Host: Jim Ladd
 Length: 2 hours
 Terms: Barter
 Delivery via: Satcom 1R T3 or disc
 Began: 1988
 Affiliates: 180
 Produced: Weekly
 An exclusive music odyssey recalling the moments when rock, and those who listened to it, were coming of age.



“Dick Bartley's Original Rock & Roll Oldies Show”
Westwood One Companies
 Produced by: DB Productions Inc.
 Host: Dick Bartley
 Length: 5 hours
 Terms: Barter
 Delivery via: Satcom 1R T3 or disc
 Began: 1988
 Affiliates: 225
 Produced: Weekly
 Saturday night live Rock & Roll party featuring hits from the golden era of Top 40, plus requests from coast-to-coast.

“The Beethoven Satellite Network”
WFMT/Chicago
 Host: Torey Malatia/Kate Remington
 Terms: Cash
 Delivered via: Westar IV T2
 Affiliates: 85
 Hosted classical music programming in one-hour modules drawn from WFMT's 40,000 recordings but offering stations a live local sound.



“The Best Of The BBC”
WFMT/Chicago
 Host: Jim Unrath
 Length: 54 mins.
 Terms: Free
 A celebration of the world's most historic events drawn from the BBC's vast archives.

“Beyond Bourbon Jazz Countdown”
Beyond Bourbon Jazz Productions, Inc.
 Host: Ray Lamm
 Length: 3 hours
 Terms: Barter
 Delivered via: Satcom 1R
 Began: 5/7/88
 Affiliates: Five
 Produced: Weekly
 Contemporary Jazz countdown program emphasizing the Jazz music itself with minimal host intervention. Co-op print advertising and demonstration CD available.

“Big Band Jump”
Lita Cohen Radio Services
 Produced By: Don Kennedy
 Host: Don Kennedy

Length: 2 hours
 Terms: Barter
 Delivered via: Disc or tape
 Began: 6/11/85
 Affiliates: 40
 Produced: Weekly
 The sound, feeling and atmosphere of the Big Band Era, including musical personalities, plus familiar and rare music.

NEW

“Black Pearls”
Transmedia Inc.
 Host: Billy David Ocean
 Length: 3 hours
 Terms: Barter
 Delivered via: Satcom 1R T3
 Began: 8/88
 Affiliates: One
 Produced: Weekly
 Live three hour Saturday night feature of classic soul music. Includes artist information and features plus live phone-in request lines.

“Blisterin' Leads”
Satellite Music Network
 Host: Madd Max Hammer
 Length: One hour
 Terms: Cash/barter
 Delivered via: Westar 5 T7D
 Began: 9/1/86
 Affiliates: Five
 Showcase of two new hard rock demos, from unsigned bands, with instant feedback voting.

NEW

“Blues Deluxe”
Music Unlimited
 Host: Dave Johnson
 Terms: Barter
 Delivered via: Tape
 Began: 1/88
 Affiliates: 4
 From classic to current, the best in blues, oriented towards AOR/NAC audience. Special features include requests, local blues music.

“Canadian Opera Company”
WFMT/Chicago
 Produced By: Canadian Opera Company/CBS
 Host: Kate Remington
 Length: 2-4 hours
 Terms: Free

Delivered via: Westar IV T2D
 Largest opera producer in Canada and one of the fastest growing and most dynamic performing arts organizations in the world.

“Carnegie Hall Tonight with John Rubinstein”
WFMT/Chicago
 Produced By: Julie Bernstein
 Host: John Rubenstein
 Length: One hour
 Terms: Free
 Delivered via: Westar IV T2D
 Affiliates: 247
 The world's finest artists perform live at the hall. A tremendous variety of orchestral music, chamber works, and solo recitals.

“Christian Countdown USA”
David Productions
 Terms: Barter
 Delivered via: Tape
 Affiliates: 145
 Produced: Weekly
 Countdown of Contemporary Christian music

“Christian Countdown U.S.A.”
USA Radio Network
 Produced By: Chuck Wagner
 Host: Bob Souer
 Length: 2 hours
 Terms: Barter
 Delivered via: Tape
 Began: 1983
 Affiliates: 155
 Produced: Weekly
 Countdown of Top 20 Contemporary Christian songs; artist interviews, and magazine style information.

“Dick Clark's Rock Roll & Remember”
United Stations Programming Network
 Produced By: Ed Salamon
 Host: Dick Clark
 Length: 4 hours
 Terms: Barter
 Delivered via: Disc
 Began: 2/82
 Produced: Weekly
 Features all-time greatest hits with a spotlighted artist/group per show — includes artist interviews.

Medical News — the one subject that never bores people!

No second opinion needed once you've examined the Dr. Dean Edell Radio Programs.

Dr. Dean Edell Medical Minutes

Examine this partial list of perceptive broadcasters who have recently selected **Medical Minutes** for its credibility, timeliness and profitability

| | |
|----------------------|----------------------|
| KGO, San Francisco | KCMO, Kansas City |
| WJR, Detroit | WISN, Milwaukee |
| KLIF, Dallas | WLAC, Nashville |
| WTAE, Pittsburgh | WBT, Charlotte |
| WNWS, Miami | WBEN, Buffalo |
| WDAE, Tampa-St. Pete | WHBO, Memphis |
| KMDK, Denver | KTKK, Salt Lake City |
| WBAL, Baltimore | WERC, Birmingham |
| KSDO, San Diego | WHO, Des Moines |
| WCKY, Cincinnati | KXL, Portland, OR |

Dr. Dean Edell The Hour Program

Check out this list of impressive radio stations whose shares have increased

| | |
|------------------------|---------|
| KABC, Los Angeles | UP 11% |
| WERC, Birmingham | UP 47% |
| KGU, Honolulu | UP 34% |
| WSGW, Saginaw | UP 18% |
| WHO, Des Moines | UP 86% |
| WJQ, Baton Rouge | UP 35% |
| WARD, Wilkes-Barre | UP 126% |
| KOH, Reno | UP 39% |
| KVOR, Colorado Springs | UP 33% |

For 152 radio stations in markets large and small, the numbers are impressive. The Dr. Dean Edell Show and Dr. Dean Edell's Medical Minutes are proven audience winners! Evaluate the markets. Compare the numbers. Ask the opinions of any of the broadcasters above. You'll come up with the right diagnosis: The Dr. Dean Edell Radio Programs are a profitable daily practice that will benefit your station... with numbers, with dollars... with success!

Take two... The Dr. Dean Edell Show and Dr. Dean Edell's Medical Minutes... and call us in the morning.

For a demo tape call Ed McLaughlin or Lee Vanden-Handel at (212) 887-6861



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Our features generate more excitement, more station identity and more listener loyalty than standard network programming.

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THE PREMIERE LINEUP:

THE CLARENCE UPDATE OF ABC'S ALL MY CHILDREN® • NATIONAL LAMPOON'S TRUE FACTS
THE PREMIERE PLAIN-RAP COUNTDOWN • LIVE FROM THE 60'S WITH THE REAL DON STEELE
ON THE PHONE WITH TI-RONE • THE ORIGINAL NATIONAL LAMPOON RADIO HOUR

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CLASSIC CUTS

"Classic Cuts" MJI Broadcasting

Host: Dave Herman
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 12/29/86
Affiliates: 125
Produced: Weekly

Classic Rock stars tell the stories behind classic cuts of the '60s, '70s and '80s. The biggest names in rock are featured.

"Collector's Item" WFMT/Chicago

Host: Don Tait
Length: One hour
Terms: Cash
Delivered via: Tape

Historic recordings by legendary conductors and instrumentalists who

once dominated the classical music world — from Tait's collection of 50,000 records.



"The Countdown" Westwood One Companies

Produced by: Westwood One/Robert Young
Host: Walt Love
Length: 2 hours
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 8/83
Affiliates: 100
Produced: Weekly

Countdown of the week's top 25 Urban Contemporary hits.

"Countdown America starring Dick Clark" United Stations Radio Networks

Produced By: Ed Salamon
Host: Dick Clark
Length: 4 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 1/8/83
Produced: Weekly

A countdown of the Top 30 Adult Contemporary songs as determined by Radio & Records.

COUNTDOWN ★U★S★A★

"Countdown USA" Westwood One Companies

Produced By: IS Inc
Host: Dave Sholin
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 1/12/86
Affiliates: 150
Produced: Weekly

A four-hour countdown of the 40 top CHR songs based on the R&R Back Page. Includes four exclusive close-ups with hot artists weekly.

"The Country Calendar Weekly Special" Clayton Webster Corporation

Produced By: Scott Blake
Host: Craig Scott
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 8/87
Affiliates: 385
Produced: Weekly

Music intensive review of important music and events of week in Country music. Excellent complement to Country Calendar short feature.

"Country Report Countdown" Weedek Radio Network

Host: John Driscoll/
Debbie Connor/Hugh Cherry
Length: 3 or 4 hours
Terms: Cash/barter
Began: 1/80

Produced: Weekly
Highly customized sound like your station's countdown. Artist spotlights, in-studio guests and traditional Country flashbacks. Upbeat and entertaining.

"Country Today" MJI Broadcasting

Host: Dan Taylor
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 5/6/85
Affiliates: 200
Produced: Weekly

Country Music's Entertainment Weekly: exclusive interviews with Country's biggest stars, complete coverage of the week's Country and entertainment events, 85% music.

"Cruisin' America with Cousin Bruce" CBS Radio Programs

Produced By: Ron Cutler Productions
Host: "Cousin" Bruce Morrow
Length: 3 hours
Terms: Barter
Began: 1/87
Affiliates: 155
Produced: Weekly

Three-hour dance party featuring the biggest hits of the '60s and early '70s, special features, conversations with artists and personalities.

"Countryphonics" Syndicom

Produced by: Alan Olmstead
Host: Alan Olmstead
Length: 2 hours
Terms: Cash
Delivered via: Tape
Began: 4/1/86
Affiliates: Four
Produced: Weekly

A show for any music lover, diversified to show music development and mix.

"Country Plus" Aloha Radio Network

Produced by: Jim Mayes
Host: Cliff Richards
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 1/25/87
Affiliates: 185
Produced: Weekly

Country music program with contest giving away vacations in Hawaii.

NEW

"Country's Opening Acts" Opening Acts Inc.

Produced by: Creative Edge Productions
Host: Tom Donahue
Length: One hour
Terms: Barter
Delivered via: Tape
Began: 2/8/88
Affiliates: 20



WE CREATE EVENTS AND RADIO'S

**"Live from London" Remotes
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Denny Somach Productions • 812 West Darby Road •

PROGRAM SUPPLIERS GUIDE '88

Produced: Weekly

One hour magazine type show featuring recordings and biographies of Country's opening acts and newcomers hosted by Tom Donahue.

"Direct Hits"**MJI Broadcasting****Host:** Bill Lee**Length:** 2 hours**Terms:** Barter**Delivered via:** Satcom 1R**Began:** 9/28/87**Produced:** Weekly

Your direct connection to this week's hottest music news. Two hours of the latest breaking music news and interviews.

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

Produced by: Westwood One/Robert Young

Host: Dr. Demento**Length:** 2 hours**Terms:** Barter**Delivery via:** Satcom 1R T3 or disc**Produced:** Weekly

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

NEW

"The Elvis Hour"**Creative Radio Network****Host:** Larry McKay**Length:** One hour**Terms:** Barter**Delivered via:** Satcom 1R T19 or disc**Began:** 4/1/88**Affiliates:** 110**Produced:** Weekly

Each week features hits, interviews, memories of the king of Rock and Roll.

ENCORE

"Encore"**Westwood One****Companies/Mutual****Produced by:** Marcia Hrichison**Host:** Jim Lange**Length:** 2 hours**Terms:** Barter**Delivered via:** Satcom 1R T3 or disc**Began:** 1/85**Produced:** Weekly

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

"The First Fifty Years"**WFMT/Chicago****Produced By:** Marty Robinson**Host:** Marty Robinson**Length:** 55 minutes**Terms:** Cash**Delivered via:** Tape

A program of old vocal records: opera, operetta, art and popular song. Commentary vividly describes a thrilling age gone by.

"First Hearing"**WFMT/Chicago****Produced By:** George Jellinek**Host:** Lloyd Moss**Length:** 52 minutes**Terms:** Cash**Delivered via:** Westar IV T2D

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

NEW

"Flashback"**Parkway/Muse****Host:** Bill Hickok**Length:** One hour**Terms:** Cash**Delivered via:** Tape**Began:** 7/1/88**Produced:** Weekly

Enjoy the music and artists that were popular on that day in history.

"Flashback"**Radio Today Entertainment****Host:** Bill St. James**Length:** 2 hours**Terms:** Barter**Delivered via:** Compact Disc**Began:** 1/5/87**Produced:** Weekly

Rock and Roll's original time machine, giving listeners a look back at the music and culture of the '60s and early '70s.

"The Folk Sampler"**WFMT/Chicago****Produced By:** Mike Flynn Productions**Host:** Mike Flynn**Length:** One hour**Terms:** Cash**Delivered via:** Westar IV 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****Length:** 30 mins.**Terms:** Cash**Delivered via:** Satellite

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

"Fusion 40"**TelePrograms Inc.****Produced By:** TelePrograms Inc**Host:** China Smith or non-hosted**Length:** 2 or 3 hour versions**Terms:** Barter**Delivered via:** Tape**Began:** 5/4/87**Affiliates:** 52**Produced:** Weekly

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

Host: Joel Denver**Length:** One hour**Terms:** Barter**Delivery via:** Satcom 1R T3 or disc**Began:** 7/84**Affiliates:** 300**Produced:** Weekly

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

"General Motors/Detroit**Symphony Orchestra"****WFMT/Chicago****Produced By:** WQRS/Detroit**Host:** Dave Wagner/Sue Carter**Length:** 2 hours**Terms:** Free**Delivered via:** Westar IV T2D

Superb selection of concerts under music director Gunther Herbig.

dsp
DENNY SOMACH PRODUCTIONS

MOST REQUESTED PROGRAMS

"Scott Muni's Ticket to Ride"... a weekly tribute to the Beatles

"Legends of Rock"... superstar profiles with superstar production

"Psychedelic Psnack"... radio's premier flashback show

"The Rock Report"... the nation's most authoritative rock news service

"For Rockers Only"... the ultimate rock 'n roll club

Havertown, PA 19083 • (215) 446-7100 • FAX (215) 446-7721



"Gospel Greats"
Heil Enterprises

Host: Paul Heil
Length: 2 hours
Terms: Cash
Delivered via: Tape
Began: 2/4/80
Affiliates: 152
Produced: Weekly

Fast-paced program of Southern and Country-style Gospel music, artist interviews, gospel music with personality host.

"The Great Sounds"
United Stations Programming Network

Produced By: Ed Salamon
Host: Ray Ortis
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 1/83
Produced: Weekly
MOR/Nostalgia, Big Band — with interviews from artists. Each program includes a Frank Sinatra salute segment.

NEW



"Headphone Zone"
B.M. Productions

Host: Paul Camp
Length: 15-20 mins.
Terms: Cash
Delivered via: Tape
Began: 9/3/88
Produced: Twice-monthly

A production featuring entertaining skits, music trivia and three classic headphone tunes. Extrasensory perception.

"Heartline"
David Productions

Host: Jerry Drummond
Length: 2 hours
Terms: Barter
Delivered via: CD
Began: 3/87
Affiliates: 75
Produced: Weekly

Positive message music for AOR/CHR radio. Music features & artist interviews.

NEW

"Heartsounds"
David Productions

Host: Jerry Drummond/Bill Gaither
Length: 2 hours
Delivered via: Disc
Began: 1/88
Affiliates: 80
Produced: Weekly

Positive message music for AC radio with music features and artist interviews.

NEW

"Hit Music Showcase"
Copley Entertainment

Produced By: Streetwise Productions
Host: Steve Street
Length: 3 hours
Terms: Barter

Delivered via: Disc
Began: 1988
Produced: Weekly

AC countdown show mixing comedy and thirty of the top songs from the Back Page of Radio & Records.

"In Concert"
Westwood One Companies

Produced by: Westwood One/Lynnsy Guerrero
Host: Steve Downes
Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 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/Lynnsy Guerrero
Host: Jewell McGowan
Length: One hour
Terms: Barter
Delivery via: Tape or disc
Began: 1/86
Affiliates: 60

Music and interview profiles featuring two hot acts from R&R's UC charts, including selected archive performances.

"Inner City Insight"
Starmagic Radio

Host: BJ Stone
Length: One hour
Terms: Barter
Delivered via: Tape
Produced: Weekly

An outstanding blend of Contemporary Inspirational and spiritual music. A positive motivating message for young teens and adults.

"International Festival"
WFMT/Chicago

Host: Steve Reeder
Length: 2 hours
Terms: Free
Delivered via: Satellite

In cooperation with the European Broadcasting Union, I.F. features performances from the great music festivals and concert halls of the continent.



"The Jaxx Trax Weekend Special With Art Good"
Art Good's Jazz Trax

Length: 3-5 hours
Terms: Barter
Delivered via: Tape
Began: 8/31/85
Affiliates: 30
Produced: Weekly

Totally Contemporary Jazz showcased including interview segments with a guest artist. Emphasis on new releases and updates on the Catalina Jazz Trax Festival.

"The Jazz Show With David Sanborn"
Westwood One Companies/NBC Radio Entertainment

Produced By: Andy Denemark
Length: 2 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 1/4/86
Affiliates: 140
Produced: Weekly

Contemporary Jazz mixed with classic jazz and artist interviews.

NEW

"Julio's On The Air"
Julio Productions

Host: Julio (Jose Ortiz Y Pino)
Length: 2 hours
Terms: Barter
Delivered via: Tape
Began: 9/1/88
Produced: Weekly

Zany Mexican "pirates" two hours of your airtime every week from Las Vegas, bringing your listeners top hits and comedy.

NEW



NEW AGE CONNECTION

"Joyce Keller's New Age Connection"
Kenetics Radio Entertainment

Produced By: Ken Levy

Host: Joyce Keller
Length: 2 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 4/15/88
Affiliates: 2

Radio's weekly call-in Psychic and New Age show. Dream interpretation, UFO's, astrology. Joyce has been on Donahue, Winfrey etc.

"Kaleidophonic Jazz"
Syndicom

Produced by: Alan Olmstead
Host: Alan Olmstead
Length: 3 hours
Terms: Cash
Delivered via: Tape
Began: 8/1/86
Affiliates: Six
Produced: Weekly

Easy mix from vintage to contemporary Jazz styles. Perfect for upscale demos, weekend mornings.



"John Lander's Hit Music USA"
United Stations Programming Network

Produced By: Ed Salamon
Host: John Lander
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 1/86
Produced: Weekly

Focus is on CHR hits, comedy characters and artist interviews with listener participation.

"Legends Of Rock"
Westwood One Companies/NBC

Produced by: Denny Somach Productions
Host: Ray White
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 1/1/86
Affiliates: 200
Produced: Weekly

Weekly profile of rock's biggest superstars.

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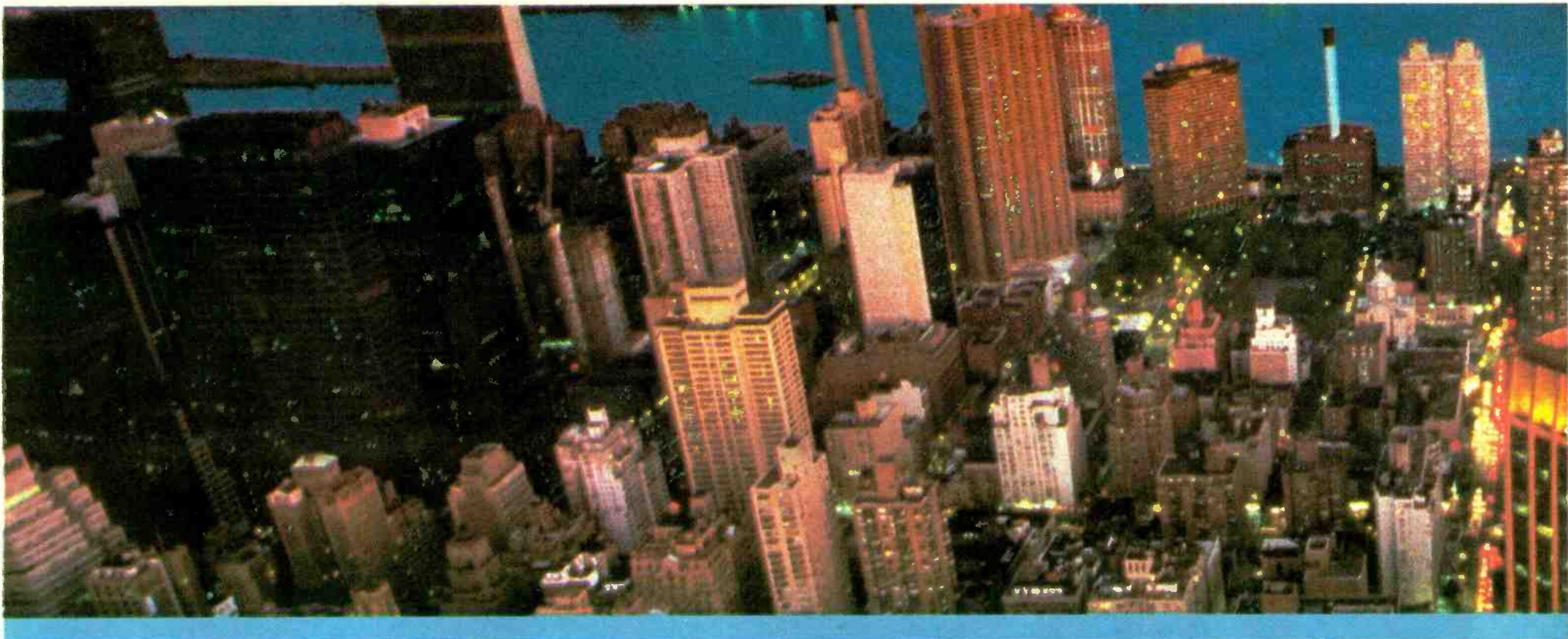
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Washington, DC

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Reach For
The Top...**

**We Can
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Some Stops.**





WESTWOOD ONE COMPANIES
 Our commitment to growth continues on its singular course – continually expanding into those areas that will help us better serve our advertisers and the thousands of affiliated radio stations airing our programs.

WESTWOOD ONE RADIO NETWORKS

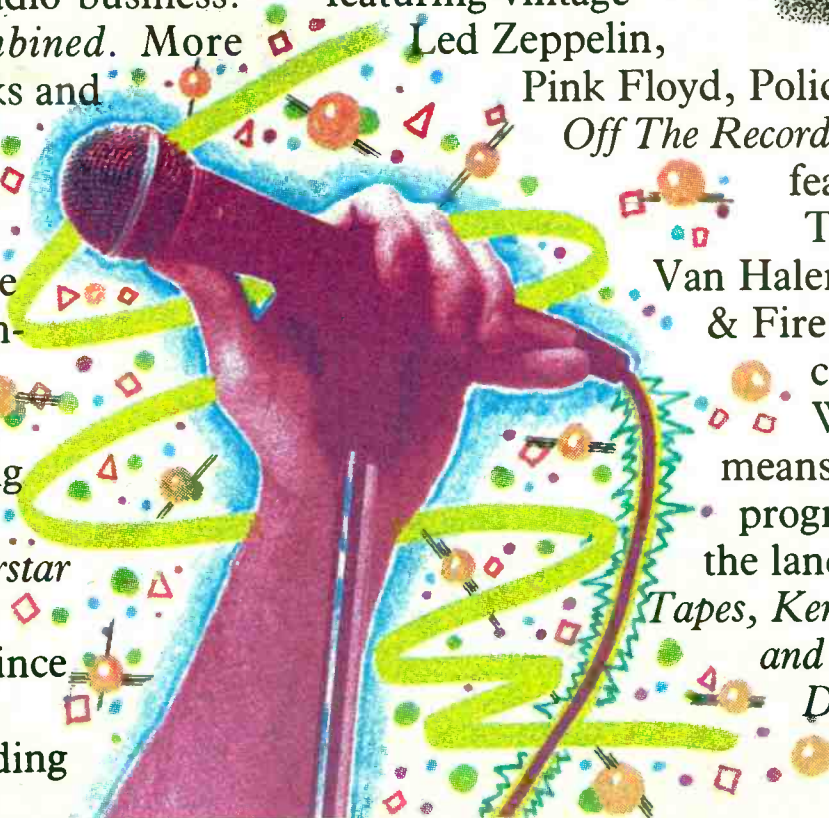
This is where it all began. And this is where we've grown to become radio's biggest single resource for exclusive programs, concerts and specials. In fact, the Westwood One Radio Networks produces and broadcasts more programs than anyone else in the radio business. More than ABC and CBS combined. More than all of the remaining networks and syndicators combined. And with over 5,000 U.S. affiliates as well as numerous outlets in countries around the world, Westwood One can deliver audiences that its competitors can't even dream of.

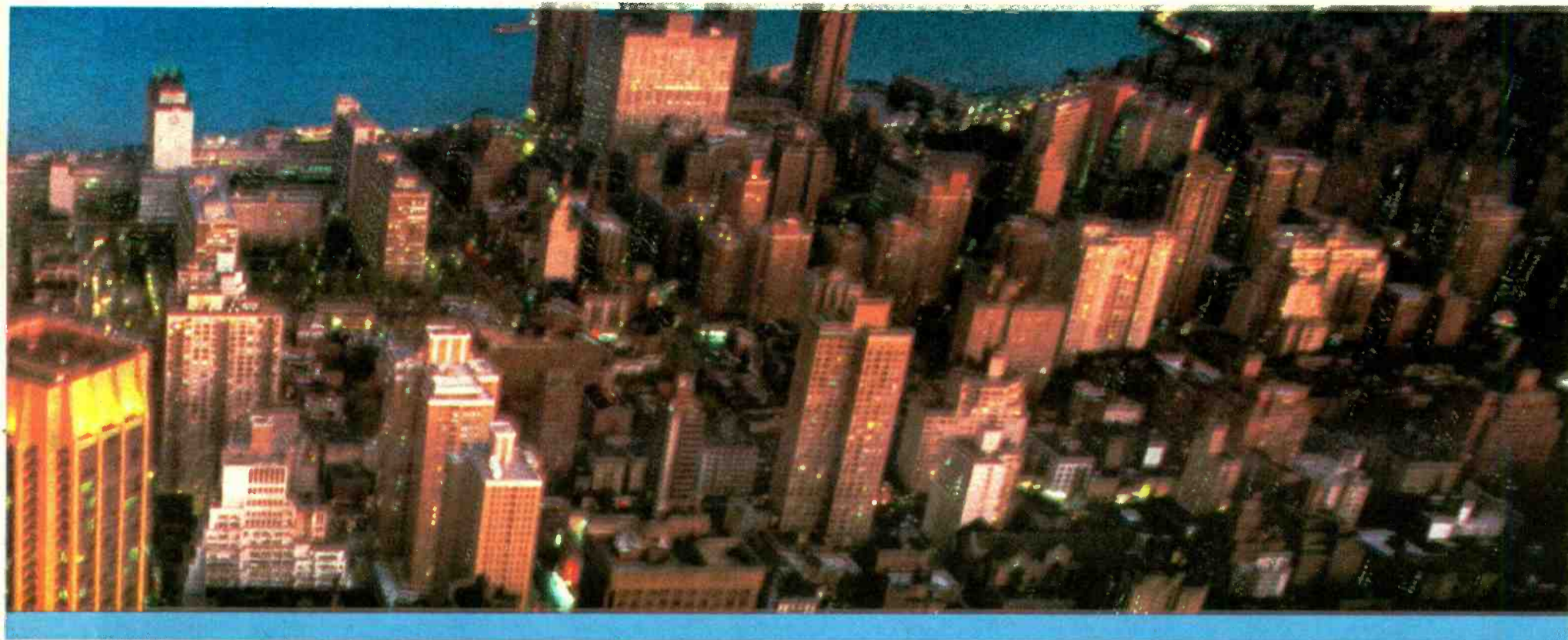
Westwood One reaches out with hit weekly shows – including *Scott Shannon's Rockin' America*, *Top 30 Countdown* and *The Superstar Concert Series*, network radio's premiere live concert package. Since 1983 *The Superstar Concert Series* has presented exclusive, outstanding

performances from artists like Tom Petty, Billy Idol, YES, Aerosmith, Huey Lewis and the News and Bryan Adams. Our benchmark performance series – *In Concert* – has been responsible for cementing the reputations of some of music's biggest names including INXS, Los Lobos, George Thorogood, Starship, REO Speedwagon and BoDeans. And through exclusive arrangement with the British Broadcasting Corporation, we present each month a *BBC Concert Classic* – featuring vintage Led Zeppelin,

Pink Floyd, Police and many more. *Off The Record With Mary Turner*

features such stars as The Rolling Stones, Van Halen and Earth, Wind & Fire in an intimate and candid setting. And Westwood One also means the best in special programming including the landmark *Lost Lennon Tapes*, *Kenny Rogers – Today and Tomorrow* and *The David Lee Roth Live Album Party*.





MUTUAL BROADCASTING SYSTEM

When the Mutual Broadcasting System joined Westwood One in 1985, we expanded our strengths into three important new areas. The Mutual PM Network made us tops in Talk with the legendary Larry King and radio's foremost psychologist Dr. Toni Grant. Mutual's respected international team of reporters gave us an important foothold in radio news, highlighted in 1988 by the most comprehensive package of coverage of our nation's most cherished tradition – the election of its next President. And we also hit the sports scene running with live and direct coverage of major football action including match-ups from the NFL, NCAA and Notre Dame.

NBC RADIO NETWORKS

In 1987, we strengthened our share of all formats by acquiring the NBC Radio Networks. Talknet gave us the biggest block of Talk programming on radio, featuring sound advice and good conversation to help its millions of listeners get more out of life. The Source brought its number-one-ranked youth radio programming to the party and the NBC Radio Network, in addition to its roll as an international leader in radio network news, serves up its own special brand of coverage of the Rose, Orange and Fiesta Bowls. And, in September of this year, you'll be a part of another great tradition when we take you to Seoul, Korea for the exclusive U.S. network radio coverage of

the Summer Olympic Games – live and direct from the venues where the action will be taking place. World class coverage of a world class event.

RADIO & RECORDS

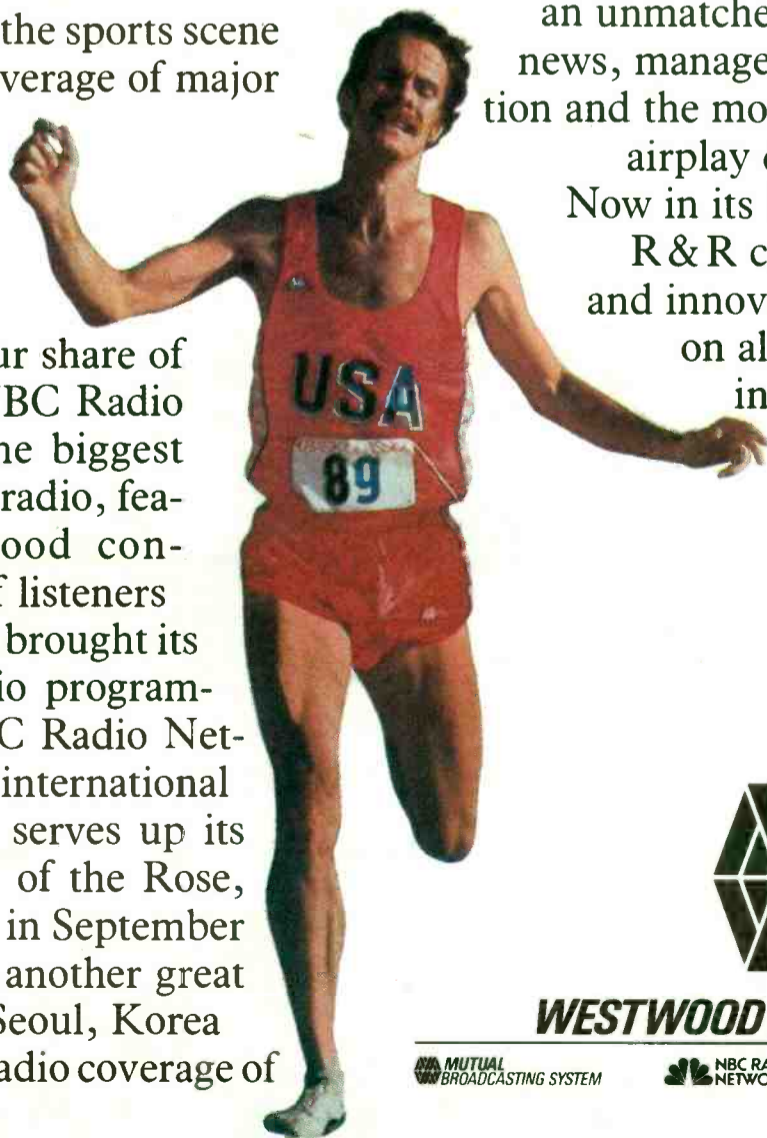
We've also enhanced our position in the music and entertainment marketplace with the 1987 acquisition of Radio & Records – the radio and music industry's leading publication. Each week



R & R offers its readers

an unmatched combination of timely news, management and sales information and the most comprehensive music airplay data available.

Now in its 15th year of publication, R & R continues to develop new and innovative means of reporting on all matters essential to the industry's positive growth and development.



WESTWOOD ONE COMPANIES



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PROGRAM SUPPLIERS GUIDE '88

Weekly Music Features

"Let The Good Times Roll"**Global Satellite Network**

Host: Beau Weaver

Length: 3 hours

Terms: Barter

Delivered via: Disc

Began: 5/2/87

Affiliates: 145

Produced: Weekly

The fun, music and memories of rock & roll's first twenty years, featuring artist profiles, trivia, old TV/film clips and more.

LIVE FROM Gilley's

"Live From Gilley's"**Westwood One Companies/Mutual**

Produced by: Jim Duncan

Host: Jim Duncan

Length: One hour

Terms: Barter

Delivered via: Satcom 1R T3 or disc

Began: 1/83

Produced: Weekly

Country music's top performers, recorded live and in concert, exclusively by Westwood One, from the famed Texas nightclub.

Live From The 60's

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

Produced By: M.G. Kelly

Host: The Real Don Steele

Length: 3 hours

Terms: Barter

Delivered via: Disc

Affiliates: 140

Produced: Weekly

Steele delivers a dynamic, daring program living the music, events and feelings of the '60s. This isn't retrospective, it's live!

NEW

"The Live Show"**Radio Today Entertainment**

Produced By: Radio Today Inc.

Host: Bill St. James

Length: One hour

Terms: Barter

Delivered via: CD

Began: 7/4/88

Produced: Weekly

A weekly look at classic live rock and roll performances and much more.

NEW

THE LOST LENNON TAPES

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

Produced by: Westwood

One/Stephen Peeples

Host: Elliot Mintz

Length: One hour

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 1/18/88

Affiliates: 200

Produced: Weekly

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

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

Host: Charlie Kendall

Length: 2 hours

Terms: Barter

Delivered via: Disc

Began: 2/84

Affiliates: 125

Produced: Weekly

The only show with teeth, the original metal magazine, expanded to two hours by popular demand. Exclusive interviews, world premieres.

Midnight Dread

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

Host: Doug Wendt

Length: One hour

Terms: Cash

Delivered via: Tape

Began: 9/30/79

Affiliates: Three

The best & latest in reggae & ska music from Jamaica, England, US and beyond, plus some world beat.

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

Host: Evans Mirageas

Length: 2 hours

Terms: Free

Delivered via: NPR, Westar IV T2D

Affiliates: 326

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

"Motor City Beat"**United Stations Programming Network**

Produced By: Ed Salamon

Host: Bill Rock

Length: 3 hours

Terms: Barter

Delivered via: Disc

Began: 10/86

Produced: Weekly

Focus is on Motor City artists and music/special theme shows and highlighted years in the history of Detroit music with artist interviews.

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

Host: Mel Zellman

Length: 2 hours

Terms: Free

Delivered via: Westar IV T2D

Affiliates: 195

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

"Music Americana (Folk & Acoustic)"**Parkway/Muse**

Host: Dick Cerri

Length: 2 hours

Terms: Cash

Delivered via: Tape

Began: 1986

Produced: Weekly

The finest in classic and contemporary and live-recorded folk and acoustic music.

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

Produced By: Frank Forest

Host: Frank Forest

Length: 2 hours

Terms: Cash/barter

Delivered via: Tape

Began: 1981

Affiliates: 60

Produced: Weekly

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

NEW

"MusicWeek (On Starstation)"**Satellite Music Network**

Host: Rob Leonard

Length: 3 hours

Terms: Cash/Barter

Delivered via: Westar IV T2D

Began: 1/3/88

Affiliates: 209

Produced: Weekly

A weekly music "magazine" covering top hits, videos, movies and entertainment news with lifestyle bits.

NATIONAL MUSIC SURVEY

"National Music Survey"**Westwood One Companies**

Produced by: Westwood One/Brian

Griffith

Host: Charlie Tuna

Length: 3 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 6/81

Affiliates: 300

Produced: Weekly

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

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

Produced by: Westwood One/Lynn-

sey Gurrero

Host: B.K. Kirkland

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Produced: Biweekly

Features the hottest Urban Contemporary artists in concert.

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

Produced by: Westwood One/Marcia

Hrichison

Host: Mary Turner

Length: One hour

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 8/80

Affiliates: 250

Produced: Weekly

Top-rated music and interview program spotlighting the superstars of Rock & Roll.

"On Bleecker Street:**The 60's"****Continuum Radio Network**

Host: Don Fass/Deanna Baron

Length: 60 mins.

Terms: Cash/Barter

Delivered via: Satcom 1R, or Westar IV

Began: 7/82

Affiliates: 91

Produced: Weekly

A lively look at the music, people places, moods & feelings of the sixties through full-length interviews, thematic shows.

"On Broadway"**Winton Communications**

Host: Ed Winton

Length: One hour

Terms: Cash

Began: 7/85

Affiliates: 4

Produced: Weekly

Features great Broadway music . . . salutes certain shows, entertainers, and composers. Original cast selections.

"On The Move With Tom Joyner"**CBS Radio Programs**

Produced By: Ron Cutler Productions

Host: Tom Joyner

Length: 3 hours

Terms: Barter

Delivered via: Satcom 1R T19 or disc

Began: 1/87

Affiliates: 70

Produced: Weekly

America's "fly jock" hosts this Urban Contemporary entertainment show featuring comedy bits, superstar interviews and the week's top 25 hits.

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

Host: Ron O'Brian

Length: One hour

Terms: Barter

Delivered via: Disc

Began: 2/1/85

Affiliates: 309

Produced: Weekly

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

NEW

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

Host: Self-hosted locally

Length: 3-4 hours

Terms: Barter

Delivered via: Disc

Began: 4/1/88

Affiliates: 309

Produced: Weekly

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

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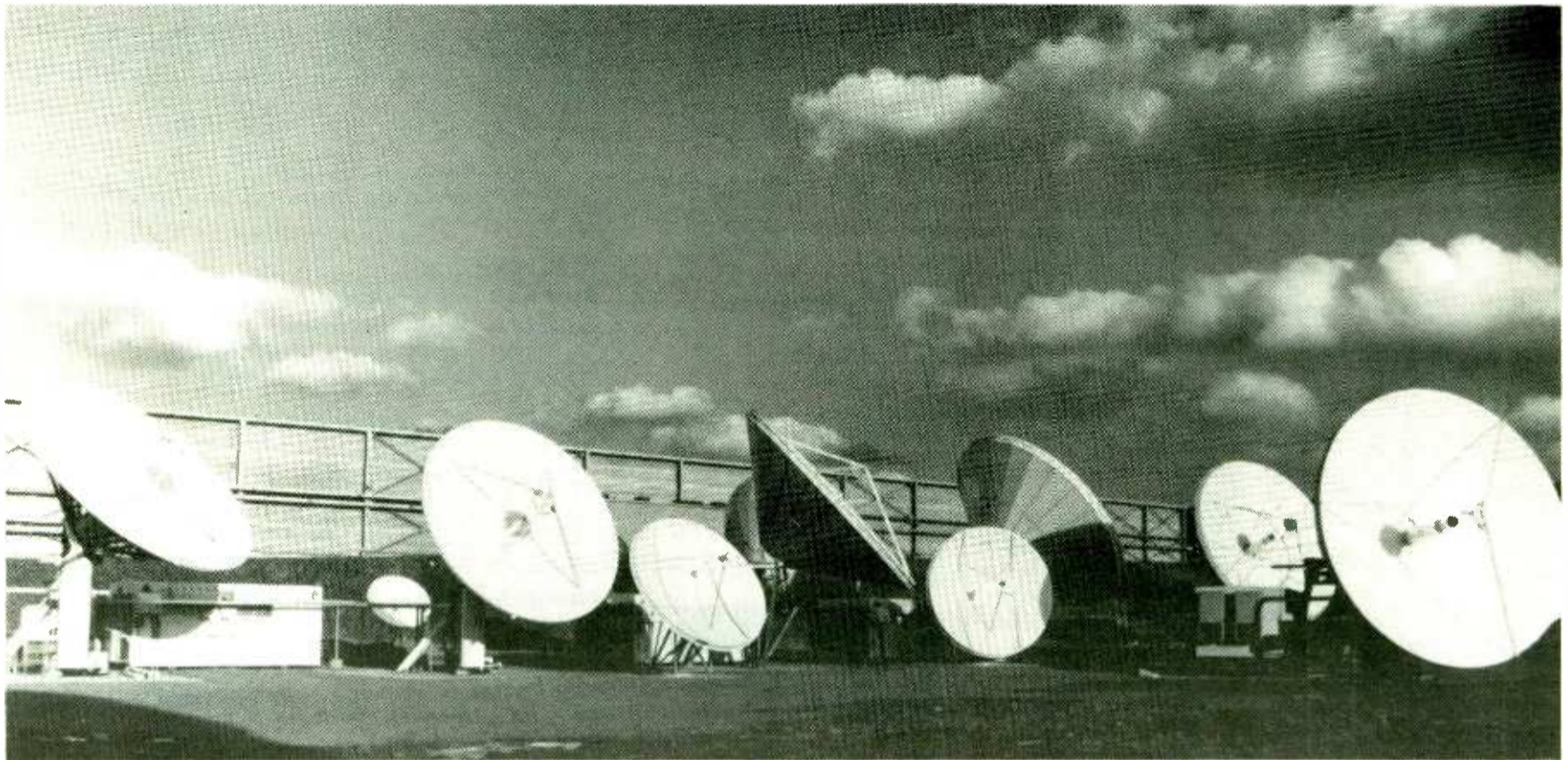
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PROGRAM SUPPLIERS GUIDE '88

Weekly Music Features


"Open House Party"
Superadio Network

Produced by: Radiocraft Inc.
Host: John Garabedian
Length: 5 hours
Terms: Cash/barter
Delivered via: Satellite
Began: 9/5/87
Affiliates: 23
Produced: Twice-weekly
Music intensive, live national party featuring CHR requests via toll-free 800 lines. Celebrity guests, contests, live reports, studio audience.

"Out Of The Box"
Satellite Music Network

Produced By:
Host: Madd Maxx Hammer
Length: One hour
Delivered via: Westar IV T7
Began: 9/1/86
Affiliates: 5
New music showcasing the best new hard rock on domestic major labels, independent and import product for the rock & roll connoisseur.

"Gary Owens Music Weekend"
DIR Broadcasting

Produced by: Kris Stevens Enterprises, Inc.
Host: Gary Owens
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 10/87
Affiliates: 100+
Produced: Weekly
Greatest hits of yesterday & today with a superstar co-host. Music & motion picture stars also appear. Perfect for AC & Oldies stations.

"Party America"
Cutler Productions

Host: Jay Thomas/Fast Jim Roberts
Length: 2 hours
Delivered via: Disc

Began: 7/2/86
Affiliates: 103
Produced: Weekly
Two hour party show featuring music intensive, all uptempo CHR songs plus major guest stars from movies, TV and music. Fast paced fun!

"Piano World (Classical)"
Parkway/Muse

Host: Paul Hume
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 1981
Produced: Weekly
Paul adds his views and insights on the composers and artists, many of whom he has known personally.

"Pop Concert Series"
Westwood One Companies

Produced by: Westwood One/Lynsey Guerrero
Host: Craig Hines
Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 1/82
Affiliates: 200
Produced: Weekly
Pop music's hottest performers presented live in concert.

"Portraits In Sound"
Radio Today Entertainment

Produced By: Thom Reinstein Productions
Host: Thom Reinstein
Length: 2 hours
Terms: Barter
Began: 1/86
Produced: Weekly
The best in contemporary instrumental music, as well as interviews with today's top New Age artists.

"Power Cuts"
Global Satellite Network/ABC

Host: Geno Mitchellini
Length: 2 hours
Terms: Barter
Delivered via: Satellite
Began: 3/11/84
Affiliates: 90
Produced: Weekly
The hottest music and news rockin' America featuring exclusive interviews, national premieres, the Rock Challenge, the Nasty News, concert reviews.


"The Premiere Plain-Rap Countdown"
Premiere Radio Networks

Host: Local station personality
Length: 3 or 4 hours
Terms: Barter
Delivered via: Script and tape
Began: 6/1/85
Affiliates: 180
Produced: Weekly
America's original locally hosted National countdown program. Times CHR/AC and Urban scripts, interviews with top stars, jingles and promotions.

NEW

"Radio KANDY"
Transtar Special Programming

Host: John Candy
Length: 2 hours
Terms: Barter
Delivered via: Disc
Began: 9/2/88
Produced: Weekly
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/ABC

Host: George Taylor Morris
Length: 3 hours
Terms: Barter
Delivered via: Satellite
Began: 4/5/86
Affiliates: 120
Produced: Weekly
A journey through the '60s from an '80s perspective featuring the classic hits, exclusive interviews, rare commercials, vintage TV/film clips and more.

"Righteous Rock"
Satellite Music Network

Produced By: Norman Davis
Host: Norman Davis
Length: One hour
Terms: Cash/Barter
Delivered via: Westar IV T7D
Began: 9/1/86
Affiliates: 5
Produced: Weekly
A custom blended special of new and old Christian rock/pro-life music releases.

"Rock & Roll Never Forgets"
Westwood One Companies

Produced by: Westwood One/Lorre Crimi
Host: Marc Coppola/Steve Downes
Length: 2 hours
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Produced: Weekly
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
Host: Dave Herman, Steve Downes, Roger Scott
Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 1983
Affiliates: 150
Produced: Weekly
In-depth look at the trends, personalities and events of rock & roll, with special interviews and features.

Introducing Jingle Warfare.

"FirstCom's jingles have the energy and sound I need for LA's KIIS-FM."

STEVE RIVERS, PROGRAM DIRECTOR, KIIS-FM, LOS ANGELES

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cal sounds from the cream of LA's top session singers.

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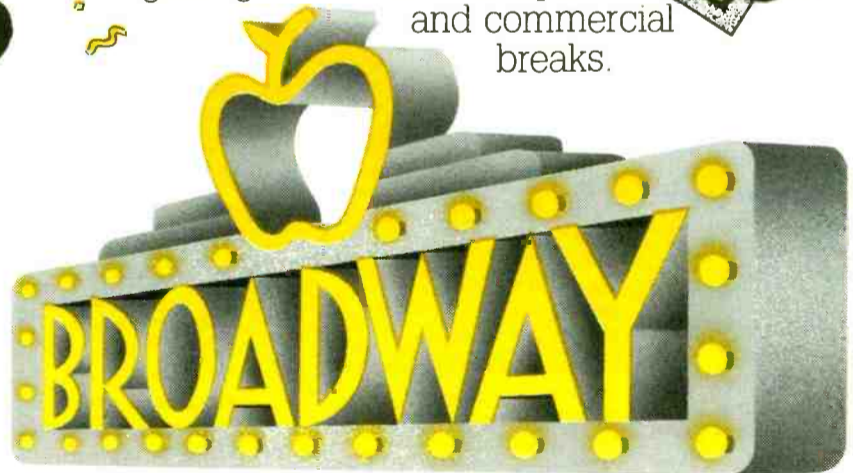
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Segue

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PROGRAM SUPPLIERS GUIDE '88

Weekly Music Features

"The Rock Files"
Creative Radio Network

Produced by: Keith Austin
Host: Keith Austin
Length: One hour
Terms: Cash
Delivered via: Disc
Began: 1/1/86
Affiliates: 150
Produced: Weekly

The music, the fun, the fashion of the decade of the '60s. 750 Billboard Top 40 hits, over 100 exclusive interviews.

"Rock Over London"
Westwood One Companies

Produced by: Rock Over London, Ltd.
Host: Graham Dene
Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 4/83
Affiliates: 230
Produced: Weekly

Showcase for British emerging artists and established artist releases, with interviews, news, gossip, and the UK top live rock countdown.

"Rock Stars"
LBS Radio

Host: Wayne Robbins
Length: 90 mins.
Delivered via: Disc or tape
Began: 3/87
Affiliates: 150

A 90 minute artists profile featuring some of rock music's greatest groups and personalities. (i.e., Bon Jovi, John Cougar Mellencamp, U2, etc.)

"Rock Today"
MJI Broadcasting

Host: Dennis Elsas/Kathy Miller
Length: One hour
Terms: Barter
Delivered via: Disc, Satcom 1R T23
Began: 7/5/85
Affiliates: 150
Produced: Weekly

America's Rock News Network. Up to the minute coverage of the latest breaking rock news, featuring top artists, delivered via satellite, plus daily updates.

"Rock Week and Music Week"
Continuum Radio Network

Host: Don Fass/Chris Lavin

Length: 30 mins.
Terms: Cash/Barter
Delivered via: Satcom 1R T19 or Westar IV
Began: 3/82
Affiliates: 61
Produced: Weekly

A music news program (Rock Week for AOR, Music Week for CHR, AC) reviewing the week's news with music cuts.

ROCKIN' AMERICA
TOP 30 COUNTDOWN
with SCOTT SHANNON"Rockin' America Countdown"
Westwood One Companies

Host: Scott Shannon
Length: 3 hours
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 10/84
Affiliates: 300
Produced: Weekly

A weekly countdown of America's top 30 contemporary hits plus special features.

ROCKLINE

"Rockline"
Global Satellite Network/ABC

Host: Bob Coburn
Length: 90 mins.
Terms: Barter
Delivered via: Satellite
Began: 5/4/81
Affiliates: 160
Produced: Weekly

The only show that puts listeners in touch with the biggest stars in rock & roll live and nationwide every Monday night.

"Rockwatch"
United Stations Programming Network

Host: Jimmy Fink
Length: 3 hours
Terms: Barter
Delivered via: Disc
Began: 10/86
Produced: Weekly

Focus is on top AOR tracks plus music news updates with comments from the artists.

"Romancin' The Oldies"
Transtar Special Programming

Host: Jeff Robins
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T3

Began: 1/3/87
Affiliates: 110
Produced: Weekly

Jeff Robins hosts this five-hour weekly music show featuring America's favorite memories from the late '50s, '60s, and early '70s!

NEW

"SBN Entertainment Specials"
Sheridan Broadcasting Network

Length: 2 hours
Terms: Barter
Delivered via: Satellite or tape
Began: 6/25/88
Affiliates: 40
Produced: Monthly

Musical tributes to today's and yesterday's artists, from a diverse group including Urban, Gospel, Jazz, Reggae, and Comedy.

"San Francisco Opera"
WFMT/Chicago

Produced By: Marilyn Mercur
Host: Diane Niccolini
Length: 2 1/4-4 hours
Terms: Westar IV
Delivered via: Free

A company of extraordinary artistic vision, and daring and "One of the top five (opera companies) in the world,"/Newsweek.

"Sentimental Journey"
Winton Communications

Host: Hank Struzik
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 9/82
Affiliates: 3
Produced: Weekly

Feature program designed for nostalgia/easy listening. Artists range from Ted Heath to Xavier Cugat. Feature years as well.

SINATRA
SPECIAL OF THE WEEK"Sinatra Special Of The Week"
Creative Radio Network

Host: Pete Smith
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 1/1/86
Affiliates: 76
Produced: Weekly

Each week covers a different aspect of the Sinatra legend. Over 1000 different recordings are heard in the series.

"Sittin' In"
Weedek Radio Network

Produced By: Kirt Daniels
Host: A different artist each week

Terms: Barter
Delivered via: Tape
Began: 1/87
Affiliates: 60
Produced: Weekly

Each week top Country performers come before Weedek microphones to host their own radio show, playing their own music.



Soundscapes

"Soundscapes"
Soundscapes

Produced by: Paul Hunter
Length: 2 hours
Terms: Barter
Delivered via: Tape
Began: 4/13/83
Affiliates: 20
Produced: Weekly

Soundscapes features contemporary and classic New Age music. This music-intensive weekly program features current and classic hits.



ORANGE PRODUCTIONS

"Sounds Of Sinatra"
Orange Productions

Host: Sid Mark
Length: 2 hours
Terms: Barter
Delivered via: Disc
Began: 1/1/80
Affiliates: 150
Produced: Weekly

Weekly, two-hour program unique in concept and content. Personally authorized by Frank Sinatra and hosted by Sid Mark.

"Special Edition"
Westwood One Companies

Produced by: Westwood One/Karen Shearer
Host: Sid McCoy
Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 1/80
Affiliates: 75
Produced: Weekly

Music and interview program spotlighting the superstars of R&B and Urban Contemporary music.

"The Special Of The Week"
Radio Today Entertainment

Produced By: Radio Today Inc.
Host: Ken Lamb
Length: 3 hours
Terms: Barter
Delivered via: Tape
Began: 11/2/87
Produced: Weekly

Easy listening' premier music program, with music programmed by Marlin Taylor, featuring holiday salutes, artist spotlights, special features, and more!

"Star Beat"
MJI Broadcasting

Host: Gary Byrd
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 7/2/86
Affiliates: 100
Produced: Weekly

Star Beat, the Electric Magazine, is Urban radio's music and news magazine, with up-to-the-minute reporting on today's entertainment scene.

"Solid Gold Saturday Night"
United Stations

Programming Network

Produced By: Ed Salamon
Host: Bob Worthington
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 1/1/82

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

"Sounds Of The Big Bands"
Winton Communications

Host: Bill Dutcher
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 1/71
Affiliates: 7
Produced: Weekly

A one hour theme show, usually aired on Saturday or Sunday nights. Features a wide variety of Big Band music.

"Special Of The Week"
LBS Radio

Produced By: Radio Today
Host: Ken Lamb
Length: 3 hours
Terms: Barter
Delivered via: Disc
Produced: Weekly

Three-hour program hosted weekly by Ken Lamb. The first and only syndicated radio program under the Easy Listening format.

"Spotlight"
Winton Communications

Host: Bill Dutcher
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 12/10/85
Affiliates: 7
Produced: Weekly

Designed for Easy Listening/Nostalgia formats. Features a certain artist or theme. Examples: Barry Manilow, keyboard virtuosos, love songs etc.

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Weekly Music
Features

“Star Trak Profiles”
Westwood One Companies

Produced by: Westwood One/Bert Kleinman
Host: Craig Hines
Length: One hour
Terms: Barter
Delivered via: Satcom 1R T3 or disc
Began: 11/81
Affiliates: 200
Produced: Weekly

Music and interview profile of today's biggest pop music performers.

“Steps Ahead”
Professional Media Networks

Produced By: Neos Creative Production Agency
Host: John Kares
Length: 2 hours
Delivered via: Disc
Began: 5/1/86
Produced: Weekly

Award winning blend of contemporary instrumental music. Host John Kares mixes metropolitan information bits with the genre's most favored music.

NEW

“Streetbeat”
TelePrograms Inc.

Host: Pam Robinson
Length: 90 seconds
Terms: Barter
Delivered via: Tape
Began: 4/4/88
Affiliates: 27
Produced: Twice-Daily

Ten top B/U artists featured each week in one minute interview format. Great program content for music intensive stations.

“Super Gold Saturday”
Transtar Special Programming

Host: Mike Harvey
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T3
Began: 8/83
Affiliates: 350
Produced: Weekly

America's favorite coast-to-coast oldies request show! Mike Harvey hosts five-hours of the greatest party music.

“Super Gold Sunday”
Transtar Special Programming

Host: Mike Harvey
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T3
Began: 8/83
Affiliates: 350
Produced: Weekly

The perfect complement to “Super Gold Saturday!” Your listeners get a chance to enjoy those “oldies but goodies” all weekend long with Mike Harvey.

“Super Mix Dance Party”
Starstream Communications Group Inc.

Host: Marco Spoon
Length: 3 hours
Terms: Barter
Delivered via: Disc or tape
Began: 12/87
Affiliates: 38
Produced: Weekly

Urban radio's hottest weekend show! Hot-mixed music VIP interviews will get your audience on its feet!



“Superstar Concert Series”
Westwood One Companies

Produced by: Westwood One/Lynsey Gurrero
Host: Charlie Kendall
Length: 90 mins.

Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: 6/83
Affiliates: 350
Featuring the hottest superstars of rock recorded live in concert.

“Ticket To Ride”
DIR Broadcasting

Produced by: Denny Somach Productions
Host: Scott Muni
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 2/7/84
Affiliates: 165
Produced: Weekly
Weekly tribute to the Beatles. Includes special guests.

“Top 30 USA”
CBS Radio Programs

Host: M.G. Kelly
Length: 3 hours
Terms: Barter
Delivered via: Satcom 1R T19 or disc
Began: 7/8/83
Affiliates: 210
Produced: Weekly

A three-hour AC countdown featuring special musical sets, interviews, updates on artists and musical news, plus guest hosts.



TRAFFIC JAZZ

“Traffic Jazz”
Pacific Artist Releasing

Host: Gary Johnson
Length: 3 hours
Terms: Cash/barter
Delivered via: Tape
Began: 9/7/87
Affiliates: Two
Produced: Daily

Weekday drivetime program from Hawaii with best contemporary jazz and NAC tracks blended to smooth out rush hour.

NEW

“25 Years Of Hits”
International Broadcast Services

Produced By: Cable Car Productions
Host: John Mack Flanagan
Length: 2 hours
Terms: Barter
Delivered via: Disc
Began: Fall 88
Produced: Weekly

Chronological countdown featuring top singles from the past quarter century. Interspaced with artist bios and a human interest timeline.

HARRY TURNER
Presents
THE ORIGINALS

“Harry Turner Presents: The Originals”
The Originals, Inc.

Produced by: Harry Turner
Host: Harry Turner
Length: One hour
Terms: Barter
Delivered via: Tape
Began: 10/76
Affiliates: 21
Produced: Weekly

R&B, Carolina beach music, Motown, rockabilly, New Orleans music, Doo-wop, good time rock & roll. Roll.

“The Unheard Music Radio Show”
All Media

Host: Mike Raphone
Length: One hour
Terms: Barter
Delivered via: Tape or CD
Produced: Weekly

Best new Rock releases of the week from both established and up-and-coming bands with music guests as co-hosts.

“United Airlines Presents Live”
WFMT/Chicago

Host: Norman Pellegrini
Length: One hour
Terms: Free
Delivered via: Westar IV
Produced: Weekly

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

NEW

“U.S. Hall Of Fame”
United Stations Radio Networks

Produced By: Ed Salamon
Host: Norm N. Nite
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 2/28/88
Produced: Weekly

Live weekly oldies show featuring artist profiles, special countdowns, interviews, trivia and more.

“The Vocal Scene”
WFMT/Chicago

Produced by: George Jeitneh
Host: George Jellinek
Length: 52 mins.
Terms: Cash
Delivered via: Westar IV T2D

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

“Weekend Dance Party”
Starmagic Radio

Host: BJ Stone/Club Mixer Max Attack
Length: One hour
Terms: Barter
Delivered via: Tape
Produced: Weekly

Winner of 1987 Billboard Award for Network Weekly Program of the year. Provides dance music with artist interviews.

“Weekly Country Music Countdown”
United Stations Programming Network

Host: Chris Charles
Length: 3 hours
Terms: Barter
Delivered via: Satcom 1R T19 or disc
Began: 12/81
Produced: Weekly
Features Country music superstars each week with artist interviews. a Country calendar and Top 30 countdown according to R&R's Country chart.

“Doug Wendt's World Beat”
Doug Wendt's World Beat

Host: Doug Wendt
Length: Two hours
Terms: Barter
Delivered via: Tape
Began: 9/28/86
Affiliates: Four

Rhythmic world pop including reggae, soca, juju, zulu, zouk, jit, soukous, afro-pop and all the wonders of world beat.

“Westwood One Presents”
Westwood One Companies/Mutual

Produced By: Jim Duncan
Host: Jim Duncan
Length: One hour
Terms: Barter
Delivered via: Satcom 1R T3
Began: 1/85
Produced: Weekly

The superstars in Country music recorded live, in-concert exclusively by Westwood One and from venues around the country.

TIMOTHY WHITE'S

Rock Stars

“Timothy White's Rock Stars”
Westwood One Companies


Produced By: Westwood One/Andy Denmark/Timothy White
Host: Timothy White
Length: 90 mins.
Terms: Barter
Delivered via: Satcom 1R T3 or disc
Began: 1/88
Affiliates: 150
Produced: Monthly

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

“Johnny Williams Pillowtalk”
TD Production Ltd.

Host: Johnny Williams
Length: Varies
Terms: Cash
Delivered via: Tape
Began: 4/1/87
Affiliates: Three
Produced: Daily/weekly

Unique love song show. Personalized for each market. America's most listened-to love song show.



Daily Music
Features

“American Music Magazine Starring Rick Dees”
United Stations Programming Network

Produced by: Ed Salamon
Length: One hour
Terms: Barter
Delivered via: Satcom 1R T19
Began: 1/85
Produced: Daily

CHR hits, music magazine & comedy characters.

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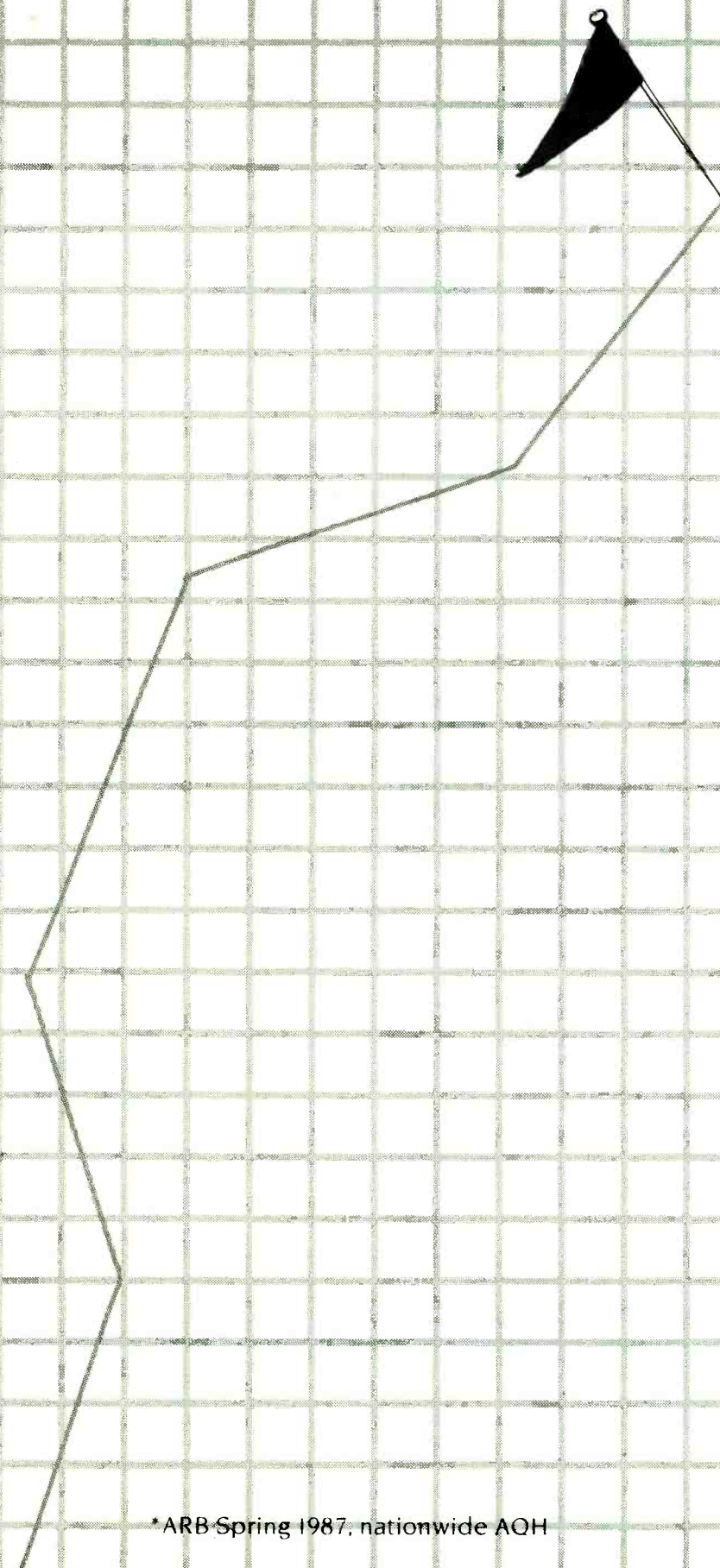
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"Best Of The Oldies" Best Of The Oldies Radio Network

Produced by: Darryl Evans
Host: Darryl Evans
Length: 3-6 hours
Terms: Cash
Delivered via: Tape
Produced: Daily

Weekly show that features old rock and roll from 1955-75, with interviews, requests and dedications from listeners.

"The British Wax Museum" Westwood One Companies

Produced by: Rock Over London, Ltd.
Length: 5 mins.
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Produced: Daily

A daily calendar which highlights events in UK Rock history. Interviews, actualities and daily spotlight feature with UK classic track/artist.

"Cameo Concert (Classical)" Parkway/Muse

Host: Rich Kleinfeldt
Length: One hour
Terms: Cash
Delivered via: Tape
Began: 1974
Produced: Daily

Excellent transition program, Cameo Concert features traditional forms, but variety in composers and artists.

"Country Calendar" Clayton Webster Corp.

Produced by: Scott Blake
Host: Craig Scott
Length: 2 mins.
Terms: Barter
Delivered via: Disc
Began: 10/81
Affiliates: 385
Produced: Daily

Focus on why that day is important in Country music, i.e., birthday, major music releases, deaths, etc.

COUNTRY Comments

"Country Comments" Westwood One Companies/ Mutual

Produced by: Ken Hodges
Host: Local station personalities
Delivery via: Satcom 1R T3 or disc
Began: 8/5/85
Produced: Daily

A daily feature designed to assist stations in creating identity and prestige by using local personalities to intro candid comments by country's hottest stars.

"Country Datebook" United Stations Radio Networks

Produced by: Ed Salamon
Host: Del De Montreux
Length: 2½ mins.
Terms: Barter
Delivered via: Satcom 1R T19
Began: 3/1/87
Produced: Daily

2½-minute vignette series spotlighting an important event in Country music 365 days a year.

"Country Quiz" MJI Broadcasting

Host: Dan Taylor
Length: 2 mins.
Began: 1/82
Affiliates: 150

Radio's only game show combining programming with a promotion. Entertaining trivia, great prizes, featuring artist guest hosts and mystery guests.

'Country Report'

"Country Report" Weedek Radio Network

Host: Chris Lane
Length: 2½ mins.
Terms: Barter
Delivered via: Tape
Began: 10/79
Affiliates: 210
Produced: Twice daily

Weedek's news and information show. Each week, 10 new programs containing exclusive news and interviews with Country's biggest stars.

NEW

"For Rockers Only" DSP

Host: Mark Didia
Length: 15 mins.
Terms: Barter
Delivered via: Disc
Began: 6/15/88
Affiliates: 120
Produced: Daily

The best of hard rock, past & present, with interviews and tour information.

"Kaleidophonics" Syndicom

Produced by: Alan Olmstead
Length: 3-5 hours
Terms: Cash
Delivered via: Tape
Began: 5/1/87
Affiliates: One
Produced: Daily
Program service for stations to use as New Age/Jazz evening shows. Live, live assist, or fully automated.

NEW



"Bob Kingsley With America's Musicmakers" ABC Radio Networks

Produced by: ABC Watermark
Length: 2 mins.
Terms: Barter
Delivered via: Satcom 1R, T23 or disc
Began: 5/9/88
Affiliates: 200
Produced: Daily

Today's top Country artists captured in lively conversations. The stars telling their own stories in their own words.

"Memory Bank" Mahogany Productions, Inc.

Host: J.J. Johnson
Length: 3½ mins.
Began: 5/86
Affiliates: 50
Produced: Daily

A daily chronicle of the biggest moments in the history of Black/Urban music. Available produced or live copy form.



"Music Country Radio Network" Associated Press

Produced by: WSM, Inc.
Host: Charlie Douglas/Bill Berlin
Length: 8 hours
Terms: Cash & barter
Delivered via: GTE Spacenet 3
Began: 4/1/82
Affiliates: 70
Produced: Daily

Country music, interviews & features. Overnight programming service "live" from Nashville, 7 nights a week.

"Music With Bob Ellsworth (Classic)" Parkway/Muse

Host: Bob Ellsworth
Length: 2 hours
Terms: Cash

Delivered via: Tape
Began: 1987
Produced: Daily

Whether it's romantic or modern, Bob delivers just a bit further into our music library.

"New Country" CIP Inc.

Host: Bill Haggard
Length: 5 mins.
Terms: Cash & barter
Delivered via: Tape
Produced: Daily

Country music artists who are on the way up, including their music and biographical information.

"Psychedelic Psnack" Westwood One Companies

Produced by: Denny Somach Productions
Host: Dave Herman
Length: 8 mins.
Terms: Barter
Delivered via: Satcom 1R T3 or disc
Began: 7/86
Affiliates: 150
Produced: Daily

A daily flashback to the psychedelic era of music, 1965-72. Includes interviews with the artists who created the music.

NEW



"Rarities" Radio Today Entertainment

Host: Dave Herman
Length: 5 mins.
Terms: Barter
Delivered via: CD
Began: 5/30/88
Produced: Daily

Rare releases by the top AOR and Classic Rock artists.

ROCK AND ROLL NEVER FORGETS

"Rock & Roll Never Forgets Time Capsule" Westwood One Companies

Produced by: Westwood One/Lorre Crimi
Host: Marc Coppola/Steve Downes
Length: 8 mins.
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Produced: Daily

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

"Rock Quiz" MJI Broadcasting

Host: Richard Neer
Length: 2 mins.
Terms: Barter
Delivered via: Disc

Began: 1981
Affiliates: 125
Produced: Twice daily

Rock radio's only game show, combining programming with a promotion. Entertaining, challenging trivia and great prizes, featuring artist guest hosts.

"The Rock Report" Westwood One Companies/ The Source

Produced by: Chuck Labella
Host: Abbie Kears
Length: 90 seconds
Terms: Barter
Delivery via: Satcom 1R T19
Began: 9/79
Affiliates: 120

Daily update of rock news. Includes interviews. Also available in component parts.

"Shootin' The Breeze" Westwood One Companies

Produced by: Westwood One/Robert Young
Host: Jack Patterson
Length: 2½ mins.
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Produced: Twice-weekdays

Music and interview feature spotlighting Urban Contemporary music's hottest stars.

SIXTY SECOND LP
R E X

"Sixty Second LP" Sixty Second LP, Inc.

Host: Jeff Craig
Length: 90 secs.
Terms: Barter
Delivered via: Disc
Began: 1/1/76
Affiliates: 223
Produced: Daily

"Sixty Second LP" is a one-minute review of AC, CHR, or AOR new music.

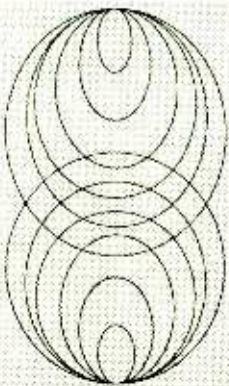
"Solid Gold Country" United Stations Programming Network

Produced by: Ed Salamon
Host: Mike Fitzgerald
Length: One hour
Terms: Barter
Delivered via: Disc
Began: 7/83
Produced: Daily

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

"Solid Gold Scrapbook" United Stations Radio Networks

Produced by: DB Productions
Host: Dick Bartley
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T19



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WESTWOOD ONE RADIO NETWORKS



Daily Music
Features

Began: 4/84**Produced:** Daily

A "pop music almanac" featuring the greatest hits from the '60s and '70s, interspersed with memorable personalities and news events.

"Star Quiz"**MJI Broadcasting****Host:** Gary Byrd**Length:** 2 mins.**Terms:** Barter**Delivered via:** Disc**Began:** 4/23/84**Affiliates:** 100

Entertaining, exciting trivia game show for Urban radio. Guess the correct R&B artist, group or record from clues. Great prizes.

"Star Trak"**Westwood One Companies****Produced by:** Westwood One/Lorre Crimi**Host:** Vicki Iovine**Length:** 2½ mins.**Terms:** Barter**Delivery via:** Satcom 1R T3 or disc**Began:** 1977**Affiliates:** 150**Produced:** Twice weekdays

Music and interview feature spotlighting the top contemporary hit-makers.

"Starlight Concert (Classical)"**Parkway/Muse****Host:** Bill Hanson**Length:** 2 hours**Terms:** Cash**Delivered via:** Tape**Began:** 1974**Produced:** Daily

Starlight Concert is heard nightly around the world. It's an easy blend of relaxed announcing and familiar classics.

"This Week With..."**Mahogany Productions Inc.****Host:** J.J. Johnson**Length:** 3½ mins.**Began:** 5/87**Affiliates:** 50**Produced:** Daily


Highlights the hottest artists in UC music today. Interviews, music and features. Produced or live copy available.

"Today In Rock History"**Westwood One Companies/ The Source****Produced by:** Chuck Labella**Host:** Dan Formento**Length:** One minute**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 9/79**Affiliates:** 120**Produced:** Daily

Review of major rock music events on a calendar basis.

"Trivia Quiz"**MJI Broadcasting****Host:** Dan Taylor**Length:** 2 mins.**Terms:** Barter**Delivered via:** Disc**Began:** 5/6/85**Affiliates:** 100**Produced:** Twice daily

Entertaining, exciting trivia game show suitable for a variety of formats. Guess the correct artist, film or TV star from the clues.



Single,
Limited Run,
or
Seasonal Music

NEW

"ABC's Black Music Minute"**ABC Radio Networks****Produced by:** Scott Kushner/Gene Harris**Host:** Dionne Warwick/Keith Sweat/Kashif/Howard Hewett/Force MDs**Length:** 22 one-minute segments**Terms:** Network affiliation**Delivered via:** Satcom 1R T23**Began:** 6/1/88**Affiliates:** 100

Today's stars pay tribute to the musical innovators who shaped the traditions of contemporary music. Black music of the '50s-'80s is explored.

"Academy Of Country Music Awards Nominations Special"**United Stations Programming Network/Dick Clark Prods.****Produced by:** Ed Salamon**Host:** Gene Weed**Length:** 3 hours**Terms:** Barter**Delivered via:** Disc**Produced:** For March '89 airing

Airs previous weekend to awards show telecast. Features top nominees' interviews and hits.

"All-American Fourth Of July"**Transtar Special Programming****Host:** Mike Harvey**Length:** 4 hours**Terms:** Barter**Delivered via:** Disc**Affiliates:** 350**Produced:** For July 4th weekend

Wave the flag and turn up the radio! Three decades of the greatest American rock & roll — the best of the late '50s, '60s and early '70s.

**"America's Concert In The Country"****Westwood One Companies/ Mutual****Produced by:** Jim Duncan**Host:** Lee Arnold/Jim Duncan**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 7/86**Produced:** For July 4th weekend

Live from the "fantasy pavillion." The greatest concert that never was, with Randy Travis, Reba McEntire, George Jones and more.

"American Music Awards Nominations Special"**United Stations Programming Network/Dick Clark Prods.****Produced by:** Ed Salamon**Host:** Dick Clark**Length:** 3 hours**Terms:** Barter**Delivered via:** Disc**Produced:** For January '89 airing

Directly precedes the 15th annual telecast with top nominees' interviews and hits.

"Atlanta Symphony Orchestra Concerts"**WFMT/Chicago****Produced by:** Jonathan Phelps, WABE/Atlanta**Host:** Jonathan Phelps**Length:** 2 hours**Terms:** Free**Delivered via:** Wester IV T2D or tape

A series to celebrate the climax of Robert Shaw's career in Atlanta that includes thirteen of the finest performances.

"Back To School Special"**Transtar Special Programming****Host:** Mike Harvey**Length:** 4 hours**Terms:** Barter**Delivered via:** Disc**Affiliates:** 350**Produced:** For Labor Day weekend

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

"The Beach Boys Story"**United Stations Programming Network****Produced by:** Ed Salamon**Length:** 3 hours**Terms:** Barter**Delivered via:** Disc**Produced:** For July 4th weekend

Features Beach Boys hits and interviews.

"Beatle Invasion"**Creative Radio Network****Host:** Larry McKay**Length:** Total 3 hours**Terms:** Cash**Delivered via:** Disc**Began:** 1/1/85**Affiliates:** 220

Story about how the "Fab Four" conquered America on their first tour of the "colonies."

"The Black Music Experience"**Bailey Broadcasting Services****Host:** Lee Bailey**Length:** 2½ mins.**Terms:** Barter**Delivered via:** Tape**Began:** 6/1/87**Affiliates:** 100**Produced:** For June airing

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

"David Bowie's Glass Spider Tour"**ABC Radio Networks****Produced by:** ABC Watermark**Length:** 90 mins.**Terms:** Barter**Delivered via:** Satcom 1R T23**Began:** 6/3/88

An ABC Radio/TV stereo simulcast highlighting Bowie's Glass Spider tour, preceded by a 30-minute radio-only preshow profiling Bowie's career.

"The British Invasion"**On The Radio Broadcasting****Host:** Mick Fleetwood/Redbeard**Length:** 12 hours**Terms:** Barter**Delivered via:** Disc**Began:** 7/4/87**Affiliates:** 293

Quintessential music special on the British invasion, 1964-70. Interviews and music, over 180 songs. Co-hosted by Mick Fleetwood of Fleetwood Mac.

"Johnny Cash, Family & Friends Thanksgiving"**Creative Radio Network****Host:** Harry Newman**Length:** Total 3 hours**Terms:** Cash**Delivered via:** Disc**Began:** 1/1/85**Affiliates:** 289

In his own words, Johnny talks about his life, music and family.

"CIGNA/Philadelphia Orchestra"**WFMT/Chicago****Host:** Jim Unrath**Length:** 2 hours**Terms:** Free**Delivered via:** Westar IV T2D

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

CMA

"CMA Winners Circle"**Westwood One Companies/ Mutual****Produced by:** George Achaves/Kevin DeLany**Host:** Lee Arnold**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T3 or disc**Began:** 11/81**Produced:** Thanksgiving weekend

Features close-up looks into the lives and music of the great entertainers, with emphasis on the '88 CMA award winners.

"The Phil Collins & Genesis Story"**United Stations Programming Network****Produced by:** Ed Salamon**Host:** Doc Morgan**Length:** 3 hours**Terms:** Barter**Delivered via:** Disc**Produced:** For July 4th weekend

Phil Collins solo hits and Genesis hits and artist interviews.

NEW

"Come Swing With Me: Frank Sinatra In Concert"**Westwood One Companies/ Mutual****Produced by:** Lynnsey Guerrero**Host:** Jim Lange/Larry King**Length:** 2 hours**Terms:** Barter**Delivery via:** Satcom 1R T3 or disc**Began:** 4/18/88**Produced:** For week of 12/12/88

Superstar song stylist Frank Sinatra live, in-concert in this exclusive Westwood One/Mutual recording. Plus a closeup look told by Sinatra himself.

NEW

"Complete History Of The Rolling Stones"**S.J.S. Entertainment****Produced by:** Leponic Productions/ SJS/KM Productions**Host:** Don Williamson**Length:** Total 20 hours**Terms:** Barter**Delivered via:** Disc**Began:** 1/1/88**Affiliates:** 150

Documentary of the career and hits of the Rolling Stones. Exclusive interviews, unreleased demos, and complete discography through "Primitive Cool."

NEW

"Country Music Association Awards"**Westwood One Companies/ Mutual****Produced by:** Kevin DeLany**Host:** Lee Arnold**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 10/83**Produced:** For airing 10/10/88

A live, stereo simulcast of Country music's hottest night. Fast paced preview, live performances, awards presentation, and radio-only backstage party.

PROGRAM SUPPLIERS GUIDE '88

Single,
Limited Run,
or
Seasonal Music

**"Country Music:
Made In The USA"**

Westwood One Companies

Produced by: Jim Duncan

Host: Lee Arnold/Jim Duncan

Length: 3 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 9/86

Produced: For Labor Day weekend

Country music's look at America at work and play. Spotting Johnny Cash, Merle Haggard, Loretta Lynn, plus today's contemporary artists.

**"Country Music
Of The '80s"**

Creative Radio Network

Host: Harry Newman

Length: Total 24 hours

Terms: Cash

Delivered via: Disc

Began: 1/1/87

Affiliates: 287

24 hours featuring the most successful country songs in history, along with interviews from the performers who made it happen.

"Country Six Pack 1988"

**United Stations Programming
Network**

Produced by: Ed Salamon

Host: Mike Brophay

Length: 3 hours

Terms: Barter

Delivered via: Disc

Began: 5/82

Produced: Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas, New Year's

Special Country series runs on six holiday weekends featuring top Country performers/hits/interviews.

NEW



**"Dancing With The Stars
With Jimmy Stewart"
Westwood One Companies/
Mutual**

Produced by: Mutual/Marcia Hrichison

Host: Jimmy Stewart

Length: 2 hours each

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 6/27/88

Produced: For summer airing

Three specials featuring the music and times of the '30s, '40s, and '50s. Top quality weekend programming for nostalgia/big band formats.

"The Day The Music Died"

Creative Radio Network

Host: Jerry Naylor

Length: Total 2 hours

Terms: Barter top 25 markets, else cash

Delivered via: Disc

Began: 1/1/78

Affiliates: 314

The story of an American original. All the hits plus comments from Buddy, Linda Ronstadt, Waylon Jennings and others.

**"Elvis: A Three Hour
Special"**

Drake-Chenault

Host: Bill Drake

Length: 3 hours

Terms: Cash

Delivered via: Disc

Began: 8/16/77

Three hour special on the "King of Rock and Roll."

**"Elvis: The Legend
Of A King"**

Associated Broadcasters

Produced by: Don S. Vogel & Ron Hummel

Host: John Leader

Length: Total 3 hours

Terms: Cash/barter

Delivered via: Disc

Began: 8/16/1980

The frequently-updated RKO show, acclaimed by fans, programmers and critics for "warmth and personality." "An authoritative documentary."



**"First Men On The Rock"
International Broadcast
Services**

Produced By: Cable Car Productions

Terms: Cash

Delivered via: Tape

Began: 11/1/87

Affiliates: 115

Produced: Seasonal/limited

The pioneers of American Pop Music are showcased with classic tunes and positive memories. Profiles include Bill Haley among others.

NEW

**The 40 Top
NEWCOMERS
of the 80's**



**"The 40 Top Newcomers
Of The '80s"**

ABC Radio Network

Produced by: ABC Watermark

Host: Casey Kasem

Length: 4 hours

Terms: Barter

Delivered via: Satcom 1R T23 or disc

Began: 5/25/88

Affiliates: 250

Produced: For Memorial Day weekend

Features 40 great hits and actualities from the biggest new names of the decade.

**"Grant Park Independence
Eve Concert"**

WFMT/Chicago

Host: Mel Zellman/Ray Nordstrand

Length: 2½ hours

Terms: Free

Delivered via: Westar IV T2D

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

NEW

**"Growing Up:
The Bruce Springsteen
Story"**

Continuum Radio Network

Produced by: Metro News Features

Host: Don Fass/Deanna Baron

Length: Two 2 hour programs

Terms: Cash

Delivered via: Satellite, disc or tape

Began: 2/88

Affiliates: 100

A warm and complete look at the "Boss" growing up in the '60s on the Jersey shore. In music and interviews.

**"The HBO/Cinemax
Specials"**

MJI Broadcasting

Length: 90 mins.

Terms: Barter

Delivered via: Satcom 1R

Affiliates: 100

Live stereo simulcasts of special event concerts with Vietnam Veterans, Carly Simon, Tina Turner, Roy Orbison. More to come!

NEW

**"Jimi Hendrix: Live
And Unreleased"
Westwood One Companies**

Produced by: Bruce Gary & Alan Douglas

Host: Steve Downes

Length: 6 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 9/5/88

Produced: For Labor Day weekend

From the vaults of Jimi Hendrix, a special featuring the best that you never heard, including a special concert performance.



"History Of Rock And Roll"

Drake-Chenault

Host: Bill Drake

Length: 52 hours

Terms: Cash

Delivered via: Disc

25 years of rock & roll music that takes you to moments in history.

NEW

**"Holiday Magic"
Creative Radio Network**

Host: Harry Newman

Length: 2 or 3 hours

Terms: Cash

Delivered via: Disc

Began: 1/1/88

Affiliates: 112

Country specials for Memorial Day, July 4th, Labor Day, and New Year's.

**"Hot Rocks"
United Stations Programming
Network**

Produced by: Ed Salamon

Host: Steve O'Brien

Length: 90 mins.

Terms: Barter

Delivered via: Disc

Began: 4/86

Produced: 15 times per year

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

**"The Isle Of Dreams"
Westwood One Companies**

Produced by: Westwood One

Host: Bert Kleinman

Length: 6 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Produced: For July 4th airing

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

**"King: A Musical Tribute"
Syndicate It Productions**

Host: Brock Peters

Length: Three one-hour segments

Terms: Barter

Delivered via: Disc

Began: 1984

Affiliates: 101

Produced: For Jan. 15 airing

A classic CEBA award-winning program offering a musical journey into the life of Dr. Martin Luther King Jr.

NEW



**"The Ladies Of The
Eighties"**

ABC Radio Networks

Produced by: ABC Watermark

Host: Bob Kingsley

Length: 4 hours

Terms: Barter

Delivered via: Satcom 1R T23

Began: 5/25/88

Affiliates: 300

Produced: For Memorial Day airing

Country music's hottest female stars of this decade are highlighted in this Memorial Day special.

**"The Last Lennon Tapes"
United Stations Programming
Network**

Produced by: Ed Salamon

Length: 3 hours

Terms: Barter

Delivered via: Disc

Airs Dec. 2 weekend, the very last recorded interview of John Lennon, recorded on the day of his passing, Dec. 8, 1980.

**"Live From London"
DSP**

Host: Various

Length: Varies

Terms: Cash

Delivered via: Satellite

Began: 5/14/84

Affiliates: 150

Produced: Seasonally

Satellite-delivered programming from London. Guests and music.

**"MJI Grammy Award Radio
Specials — Live Show"**

MJI Broadcasting

Host: Mike Harrison

Length: One hour

Terms: Barter

Delivered via: Satcom 1R T23

Began: 3/86

Affiliates: 100

Live show takes listeners backstage after the Grammy Awards to talk with the winners and hear the winning songs.

**"MJI Grammy Awards Radio
Special — Pre-Event Shows"**

MJI Broadcasting

Host: Dionne Warwick/Roger Daltrey/Earth, Wind & Fire/Mickey Thomas/Gary Morris

Length: 2 hours

Terms: Barter

Delivered via: Disc

Began: 3/86

Affiliates: 600 all formats

Runs prior to Grammys in five formats: AOR, CHR, AC, Country, and Urban, featuring superstar hosts and interviews with nominees.

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"Memories Of Elvis"
United Stations Programming Network

Produced by: Ed Salamon
Length: 3 hours
Terms: Barter
Delivered via: Disc
Produced: For August 11 weekend
Elvis Presley hits and interviews with special guests.

"Music Of America"
Winton Communications

Host: Bill Dutcher
Length: 3 hours
Terms: Cash
Delivered via: Tape
Began: 7/4/84
Affiliates: Six
Produced: For July 4th weekend
Recorded comments by John Wayne. Traditional: 76 Trombones, George M. Cohan salute.

"NCNW's Black Family Reunion Tribute To Mothers"
Sheridan Broadcasting Network

Host: Melba Moore & Freddie Jackson
Length: Total 3 hours
Terms: Barter
Delivered via: Westar 5, T-9X
Began: 5/6/87
Affiliates: 100
Benefit radiothon for the National Council of Negro Women, Inc. with various stars honoring mothers. Family oriented music & entertainment.

THE NEW FACES OF
COUNTRY MUSIC

"The New Faces Of Country Music"

Westwood One Companies
Produced by: Jim Duncan
Host: Jim Duncan/Hank Williams Jr.
Length: 3 hours plus one hour Hank Williams Jr. concert performance
Terms: Barter
Delivery via: Satcom 1R T3
Began: 5/86
Produced: For holiday airing
Country superstar Hank Williams Jr. co-hosts the 19th annual show, recorded live and featuring ten of the country's hottest new acts.

"New Years Eve Big Band Special"
RPM Radio Programming & Management Inc.

Length: 5 hours
Terms: Cash
Delivered via: Analog or digital tape
Began: 2/1/71
Affiliates: 130
Features re-creations of original Big Band arrangements by modern artists, digitally recorded. Music sounds just like original, but digital quality.

"New Year's Eve Dance Party"
Winton Communications

Host: Bill Dutcher
Length: 5 hours
Terms: Cash
Delivered via: Tape
Began: 12/31/86
Affiliates: Six
New Year's Eve countdown show. Updated each year. Features Big Band music and past year in review.

"Nuveen/Lyric Opera Of Chicago"
WFMT/Chicago

Host: Norman Pellegrini
Length: 2-4 hours
Terms: Free
Delivered via: Westar IV T2D or tape
Affiliates: 320
Tapes of the previous fall/winter season at Chicago's Civic Opera House with superbly recorded performances and brief intermission features.

"On The Radio Year End Review"
On The Radio Broadcasting

Host: Ron O'Brian
Length: 3 hours
Terms: Barter
Delivered via: Disc
Began: 12/15/86
Affiliates: 212
Magazine-formatted year in review. Top 30 CHR hits and the year's biggest music news stories.

"Pop Years"
Creative Radio Network

Host: Gene Norman
Length: Total 10 hours
Terms: Barter top 25 markets, else cash
Delivered via: Tape
Began: 10/1/87
Affiliates: 62
Produced: Ten episodes
A weekly look into the hits, news, sports and fads and fancies of the years 1946-55.

"The Presley Years"
Drake-Chenault

Host: Charlie Van Dyke
Length: 13 hours
Terms: Cash
Delivered via: Disc or tape
The life of Elvis Presley is documented through his music and people who influenced his career.

NEW

PUTTIN' ON THE
RITZ

"Puttin' On The Ritz"
Westwood One Companies/ Mutual

Produced by: Westwood One
Host: Jim Lange
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Began: Coming October 1988
A glamorous evening starring Dorsey, Ellington, Goodman, Lombardo, Miller and more. From the ballrooms Glen Island, Cotton Club, Steel Pier and others.

"R.O.C.K. In The USA"
United Stations Programming

Produced by: Ed Salamon
Length: 3 hours
Terms: Barter
Delivered via: Disc
July 4th weekend special features all-American rock & roll from Bruce Springsteen, John Cougar Mellencamp, Heart and others.

JIM REEVES
— SPECIAL —

"The Jim Reeves Radio Special"

The Musicworks, Inc.
Host: Eddy Arnold
Length: Total 5 hours
Terms: Cash
Delivered via: Disc or tape
Began: 3/15/84
Affiliates: 40
Special on the life and music of Jim Reeves. Hosted by Eddy Arnold. Each hour can stand alone or in block.

"The Lionel Richie 20th Anniversary Special"
United Stations Programming Network

Produced by: Ed Salamon
Length: 3 hours
Terms: Barter
Delivered via: Disc
Produced: For July 29 weekend
Features Lionel Richie's solo and Commodores hits with interviews and special guests.

NEW

"The Smokey Robinson Story"
United Stations Programming Network

Produced by: Ed Salamon
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 5/88
Produced: For June 10 weekend
Features Smokey's hits, interviews and special guests.

ROCK INTO
SUMMER
FROM THE
UK TO THE USA

"Rock Into Summer: From The UK to the USA"

Westwood One Companies
Produced by: The BBC
Host: Richard Skinner
Length: 6 hours
Terms: Barter
Delivery via: Satcom 1R T3 or disc
Produced: For Memorial Day weekend
The best live performances from the hallowed BBC archives, featuring Traffic, the Who, the Beatles, Led Zepelin and more!

"The Rock Of Your Life"
DSP

Host: Various
Length: Total 30 hours
Terms: Barter
Delivered via: Disc
Began: 1/4/85
Affiliates: 175
30 hour retrospective of the history of rock and roll. A July 4th special soon to be a weekly show.

"Rock Stars"
Radio Today Entertainment

Produced by: Radio Today Inc.
Host: Wayne Robins
Length: 90 minutes
Terms: Barter
Delivered via: Disc
Began: 6/86
Produced: Monthly
A monthly program featuring an interview with a top Rock & Roll performer or group, including exclusive musical material by featured stars.

"Rockin' At The Movies"
United Stations Programming Network

Produced by: Ed Salamon
Host: Bob Delancey
Length: 3 hours
Terms: Barter
Delivered via: Disc
Began: 5/87
Produced: For Memorial Day weekend
Annual special features top hits from movie scores and artist interviews. "Dirty Dancing," "La Bamba," "Beverly Hills Cop II" and more.

"Rolling Stones Silver Anniversary Special"
United Stations Programming Network

Produced by: Ed Salamon
Host: Randy Kotz
Length: 4 hours
Terms: Barter
Delivered via: Disc
Began: 5/82
Produced: For Memorial Day weekend
Special with Stones hits and interviews.

"Roots, Rock & Rhythm"
Syndicate It Productions

Host: Frankie Crocker
Length: 12 one-hour segments
Terms: Barter
Delivered via: Disc
Began: 1987
Affiliates: 81
Produced: For airing in June
The story of the evolution of black music in America from its African origins to today's modern music.

"San Francisco Symphony Orchestra"

WFMT/Chicago
Host: Brian Stewart
Length: 2 hours
Terms: Free
Delivered via: Westar IV T2D or tape
26-week series under MD Gunther Herbig, described by Time as a "West Coast success story."

"The Sixties Series: The All American Rock & Roll Years, 1960-1963"

United Stations Radio Networks
Produced by: Ed Salamon
Host: Dale Parsons
Length: 4 hours
Terms: Barter
Delivered via: Disc

Produced: For Memorial Day weekend
The songs of legendary teen idols, female singers, Doo Wop groups, Country rockers and more, circa 1960-63.

"The Sixties Series: The British Invasion Years, 1964-1966"
United Stations Radio Networks

Produced by: Ed Salamon
Length: 4 hours
Terms: Barter
Delivered via: Disc
Produced: For July 22-24
The songs of the great British groups, circa 1964-66 including the Beatles, Herman's Hermits, The Animals, Petula Clark & more.

"The Sixties Series: The Psychedelic Years, 1967-1969"
United Stations Radio Networks

Produced by: Ed Salamon
Length: 4 hours
Delivered via: Disc
Produced: For Labor Day weekend
The music of the classic groups, circa 1967-69 including the Doors, Sly & the Family Stone, the Beatles, Rolling Stones, Motown & more.

"Solid Gold Saturday Night's All-Time Favorite Oldie Countdown"

United Stations Radio Networks
Produced by: Ed Salamon
Host: Bob Worthington
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T19 or disc
Began: 7/82
Produced: For July 4th weekend
Countdown of the most popular oldies as determined by postcard ballots submitted by listeners.

"Solid Gold Saturday Night's Solid Gold Summer Hits"
United Stations Radio Networks

Produced by: Ed Salamon
Host: Bob Worthington
Length: 5 hours
Terms: Barter
Delivered via: Satcom 1R T19 or disc
Began: 5/87
Produced: For Memorial Day weekend
Five-hour collection of "summer hits" along with visits with some of the original hitmakers.

"Spirit Of American Rock"
Creative Radio Network

Host: Larry McKay
Length: Total 3 hours
Terms: Cash
Delivered via: Disc
Began: 1/1/85
Affiliates: 287
A music excursion from New Orleans to Memphis, from New York to San Francisco, from Detroit to LA. 30 years of great rock and roll!

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or
Seasonal Music

"Spirit Of Summer"

Kris Stevens Enterprises

Host: Kris Erik Stevens

Length: One hour

Terms: Cash

Delivered via: Disc

Began: 5/85

Affiliates: 400+

Produced: Weekly, during summer
The ultimate summertime special. Highly-produced featuring major music stars, past & present. The show captures the sun, sand & surf music sounds.

NEW

"Sting: The Police Decade And Beyond"

United Stations Programming Network

Produced by: Ed Salamon

Host: Tempie Lindsey

Length: 3 hours

Terms: Barter

Delivered via: Disc

Began: 5/88

Produced: For Memorial Day weekend.

Features Police hits and Sting's solo hits and interviews.



"The Story Of Country Music"

Drake-Chenault

Host: Ray Williams

Length: 48 hours

Terms: Cash

Delivered via: Tape

Anthology accenting Country stars and their music. 500 interviews with 120 artists and 1000 titles make up this epic.

"Summer Beach Party 1988"

United Stations Programming Network

Produced by: Ed Salamon

Host: Ron Chapman

Length: 3 hours

Terms: Barter

Delivered via: Disc

Produced: For July 4th weekend

Annual special features classic summer hits (CHR & young AC) with artist interviews.

"Summer Encore 1988"

United Stations Programming Network

Produced by: Ed Salamon

Length: 3 hours

Terms: Barter

Delivered via: Disc

Produced: For Labor Day weekend
Celebrates top summer concerts, hits, movies, and events with artist interviews.

"Summer Souvenirs Of The Sixties"

Transtar Special Programming

Host: Mike Harvey

Length: 4 hours

Terms: Barter

Delivered via: Disc

Affiliates: 350

Produced: For Memorial Day weekend

We're throwing the first beach party of '88! The greatest summer memories with the Beach Boys, the Beatles, the Supremes and many more!

"Summer Super Jam '88"

Westwood One Companies

Produced by: Westwood One/Lynsey Guerrero

Host: B.K. Kirkland/Pam Wells

Length: Total 6 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Produced: For summer airing

Airs as 3 two-hour specials. Memorial Day, July 4th, Labor Day. A fantasy blast featuring live performances from UC's hottest stars.

"Super Sixties Celebration"

Transtar Special Programming

Host: Mike Harvey

Length: 4 hours

Terms: Barter

Delivered via: Disc

Affiliates: 350

Produced: For Thanksgiving Day weekend

While you're gobbling down turkey, take a music journey through the '60s with all the #1 hits from that fabulous decade.

"The Top 100 Of The '70s"

Drake-Chenault

Host: John Leader

Length: 12 hours

Terms: Cash

Delivered via: Disc

This 12-hour special focuses on the music and lifestyles of the '70s.

NEW



"The Triathlon Of Rock & Roll"

ABC Radio Networks

Produced by: ABC Watermark

Host: Casey Kasem

Length: 4 hours

Terms: Barter

Delivered via: Satcom 1R T23

Affiliates: 250

Produced: For July 4th weekend

Features the greatest artists of the rock era who are hitting the charts today.

"Twenty Years Of Beatles Solo Hits"

United Stations Programming Network

Produced by: Ed Salamon

Length: 4 hours

Terms: Barter

Delivered via: Disc

Produced: For July 15th weekend

All the classic Beatles hits with interviews, including excerpts from John Lennon's final recorded interview.

"22 Years Of American Dirt"

ABC Radio Networks

Produced by: ABC Watermark

Host: Bob Kingsley

Length: 2 hours

Terms: Barter

Delivered via: Satcom 1R T23

Produced: For July 4th weekend

This music special focuses on the Nitty Gritty Dirt Band's upcoming new release, plus a retrospective on their career.



"USA Radio Remotes"

McGhan Radio Productions

Produced by: John McGhan

Host: Station provides host

Length: 5 days, 4 hrs./day

Terms: Cash

Delivered via: Satcom 1R, T-3

Began: 7/6/87

Produced: In concurrence with major events

Stations send their afternoon jock to broadcast live for one week from a remote location. McGhan provides the celebrities.

"The WFMT Folk Festival"

WFMT/Chicago

Host: Rich Warren/Ray Nordstrand

Length: 3 1/2 hours

Terms: Free

Delivered via: Satellite

The final part of the Chicago area's largest folk festival broadcast live. Features nationally-known folk performers.

Entertainment
News

BACKSTAGE

"Backstage"

Continuum Radio Network

Length: 2 1/2 mins.

Terms: Cash & barter

Delivered via: Satcom 1R, Westar IV or tape

Began: 2/85

Affiliates: 35

Produced: Twice-daily

On-the-spot reports & interviews from music and entertainment-related events, concert first-nighters, TV studios, etc.

"Backstage With ABC Rock"

ABC Rock Radio Network

Produced by: ABC News

Host: Larry Jacobs

Length: One minute

Terms: Network affiliation

Delivered via: Satcom 1R T23

Affiliates: 100

Produced: Daily

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

NEW

"Campbell's Souper Stars"

PIA

Host: Kathy O'Malley

Length: 2 1/2 mins.

Terms: Barter

Delivered via: Satcom 1R T3

Began: 1/88

Affiliates: 100

Produced: Daily

O'Malley packs this 90-second daily tabloid with fun. Listeners will get the inside scoop on their favorite celebrities. Good gossip!

NEW

"Celebrity Hotline"

Copley Entertainment

Produced by: Radio Today

Host: Arlene Francis

Length: One hour

Terms: Barter

Delivered via: Disc

Began: 6/15/88

Affiliates: 75

Produced: Weekly

Celebrity talk show/call-in, produced in association with Celebrity Service Int'l. Clearance by Lita Cohen Radio Services.

"Country Traxx"

L. Boxer

Length: 30-40 seconds

Terms: Barter

Delivered via: Tape

Began: 8/85

Produced: Monthly

Interview cuts with leading country performers, 30 per month. Barter four mins. spot time weekly, ROS.

"Earth News Radio"

Westwood One Companies

Produced by: Westwood One/Lorrie Crimi

Host: Joel Denver

Length: 2 1/2 mins.

Terms: Barter

Delivered via: Satcom 1R T3 or disc

Began: 3/73

Affiliates: 250

Produced: Twice weekdays

Interview feature spotlighting the hottest personalities in movies and music.

"The Entertainment Report With Robb Weller"

Westwood One Companies/ Mutual

Produced by: Kevin DeLany/Andrew Epstein

Host: Robb Weller

Length: 2 1/2 mins.

Terms: Barter

Delivered via: Satcom 1R T3

Began: 4/15/85

Affiliates: 200

Produced: Daily

The latest news from and about the entertainment business. In depth show business coverage, commentary and insight with reporter Robb Weller.

"Entertainment Update"

CBS RadioRadio

Produced by: Kris Stevens Enterprises, Inc.

Host: Marni Webb

Length: 90 seconds

Terms: Free to affiliates

Delivered via: Satellite

Began: 1/84

Affiliates: 300+

Produced: Daily

Fun filled daily feature highlighting the latest entertainment news. Featuring the exceptional commentary of Marni Webb.

"Guest Star Interview"

Starmagic Radio

Host: Stacy Love/B.J. Stone

Length: 2 mins.

Terms: Barter

Delivered via: Tape

Produced: Daily/weekly

"Expose," a 2-minute short form daily that features candid interviews with the industry's most popular entertainers.

"Hollywood Hotline"

Hollywood Hotline Company

Host: Eliot Stein

Length: 90 seconds

Terms: Cash

Delivered via: Tape

Began: June 1982

Affiliates: 25

Produced: Weekly

Five 90-second features weekly consisting of 3 Hollywood news segments and 2 movie previews from Hollywood's most respected service.

NEW

"In London"

Westwood One Companies/ The Source

Host: Mal Reding

Length: One minute

Terms: Network affiliation

Delivery via: Satcom 1R T19

Began: 1/11/88

Reports on pop culture in London

NEW

"Inside Gospel"

Bailey Broadcasting Services

Host: Candida Mobley

Length: 5 mins.

Terms: Barter

Delivered via: Tape

Began: 2/1/88

Affiliates: 60

Produced: Twice daily

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

"Lincoln's Music In America"

WFMT/Chicago

Host: Jim Unrath

Length: One hour

Terms: Free

Delivered via: Westar IV T2D or tape

Produced: Weekly

Award-winning program previews the nation's upcoming musical events each week. Fast-paced magazine format informs while it entertains.

"My Music"

WFMT/Chicago

Produced by: BBC

Host: Steve Race

Length: Half hour

Terms: Cash

Delivered via: Satellite or tape

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

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"My Word"

WFMT/Chicago

Produced by: BBC

Host: Jack Longland/Julius Norwich/
Michael O'Donnell

Length: Half hour

Terms: Cash

Delivered via: Westar IV T2D or tape

A remarkably fast-paced and absorbing panel game about words played by people whose business is words.

NEW

"Nasty News Update"

ABC Radio Networks

Produced by: Album Network/Global
Satellite Network

Host: Tommy Nast

Length: 90 seconds

Terms: Barter

Delivered via: Satellite

Began: 1/17/88

Affiliates: 50

Produced: Daily

Rock & Roll news, rumors, gossip, and hearsay from the witty and sarcastic point of view of "Powercuts" nasty newsmen.

NEW

"On The Inside With Jayne Kennedy"

Starstream Communications Group Inc.

Length: 2½ mins.

Terms: Barter

Delivered via: Satellite or tape

Began: Premieres summer '88

Produced: Daily

An up-close and personal look at the lifestyles, dreams, and backgrounds of leading black celebrities.



"Radio Links Entertainment"

Radio Links

Host: Lori Lerner

Length: 90 seconds, 3½ mins.

Terms: Free (no cash, barter)

Delivery: Tape, Satcom 1R-T19

Began: 6/85

Affiliates: 300+

Produced: Weekly

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

"Radioscope"

Bailey Broadcasting Services

Host: Lee Bailey

Length: 3½ mins., one-hour week-ends

Terms: Barter

Delivered via: Tape

Began: 5/9/83

Affiliates: 95

Produced: Twice daily, weekly

An entertainment news program geared for the Black/Urban audience.

NEW

"REX"

Sixty Second Preview, Inc.

Host: Jeff Craig

Length: 90 seconds

Terms: Barter

Delivered via: Disc

Began: 1/25/88

Affiliates: 52

Produced: Daily

Daily, one-minute show featuring interviews with the stars that make the movies so intriguing.

NEW

"Screening Room"

Metronews Features

Produced by: Continuum Radio Network

Host: Rob Golden

Length: 2½ mins.

Terms: Cash or barter

Delivered via: Satcom 1R T19, Westar IV or tape

Began: 5/5/88

Produced: Twice-weekly

Interviews & reports on new films in production, new films opening, box-office reports, on-scene filming, movie trivia.

"Screentest"

Professional Media Networks

Produced by: Melco Management

Length: 15-75 seconds

Terms: Cash

Delivered via: Tape

Produced: Daily

Actual movie bytes and Q&A book used for on-air trivia contests. Air personality and audience participation opportunities.

NEW

"Sixty Second Preview"

Sixty Second Preview, Inc.

Host: Jeff Craig

Length: 90 seconds

Terms: Barter

Delivered via: Disc

Began: 1/25/88

Affiliates: 111

Produced: Daily

A daily, one-minute feature on new movies constantly being released, targeted to all formats.

"Soap Quiz"

Jameson Broadcast

Produced by: Jameson Broadcast/
ABC Daytime

Host: ABC Soap stars

Length: One minute

Terms: Free, no barter

Delivered via: Satcom 1R T23

Began: 7/6/87

Affiliates: 230

Produced: Daily

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

NEW

"Soap Talk"

CIP Inc.

Host: Diane Ascher

Length: 5 mins.

Terms: Cash & barter

Delivered via: Tape

Began: 3/1/88

Affiliates: Five

Produced: Daily

Interviews with the stars of daytime drama. The inside story of their live love experiences. The details of their off-camera lives.

"The Studs Terkel Almanac"

WFMT/Chicago

Length: 55 mins.

Terms: Cash

Delivered via: Westar IV T2D or tape

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

NEW

"Harrison Tilbert's Travel Guide Of The Airwaves"

Kenetics Radio Entertainment

Length: 90 seconds

Terms: Barter

Delivered via: Satcom 1R T19

Began: 4/15/88

Produced: Daily

Radio's Rock & Roll travel guide. Enables listeners to learn about ports of call with unique "you are there" approach.

"Today's People"

ABC Radio Networks/ ABC News

Terms: Network affiliation

Delivered via: Satcom 1R T23

Began: 4/1/86

Affiliates: 800

Produced: Daily

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

"Today's People Report"

ABC Information Network

Host: Joanna Langfield

Length: 2 mins.

Terms: Network affiliation

Delivered via: Satcom 1R T 23

Began: 4/1/87

Affiliates: 200

Produced: Daily

Daily, one-minute entertainment report covering films, TV, music and the stars.

"Young Adult Newscall"

ABC Radio Networks/ ABC News

Terms: Network affiliation

Delivered via: Satcom 1R T23

Affiliates: 350

Produced: Daily

Actuality feed of raw sound, interview clips and correspondent reports of stories of interest to young adults 12-34.

Comedy Shows & Services

"Susan B. Anthony-Jones"

Rita Bentley

Length: 60-90 secs.

Delivered via: Tape

Began: 11/1/87

Affiliates: 15

Produced: Monthly

Susan B. Anthony-Jones is a "civil service" Kelly girl. Hilariously obnoxious! Jock interactive bits.

NEW

"The Aunt Eloise Louise Comedy Line"

ProMedia

Produced by: NewMarket Media

Length: Up to one minute

Terms: Cash

Began: 7/88

Produced: Weekly

Great original comedy bits from the wackiest character on radio! She dishes out crazy songs, interactives, spoof commercials, etc.

"Beige Cave Comedy"

Beige Cave Comedy Network

Length: 10-15 mins. per package

Terms: Cash

Delivered via: Tape

Began: 11/1/87

Affiliates: 26

Produced: Twice-monthly

Package contains ten features and five drop-ins, including commercial spoofs, music parodies and other short-form comedy, with original music & sfx.

"Beige Cave "Live Line" Daily Phone Service"

Beige Cave Comedy Network

Host: Beige Cave

Length: 1-3 mins.

Terms: Cash

Delivered via: Phone

Began: 4/1/87

Affiliates: 14

Produced: Daily

Live, ultra-topical daily interactives! Your jocks with our voice talent in headline breaking sketches. Scripted & performed every morning.

"Bill & Bill"

Rev Bob Productions

Produced by: Rev Bob, Bill Reis, Tom

Clare, Mark McGuen

Terms: Cash

Delivered via: Tape

Began: 2/1/87

Produced: Weekly

Bill & Bill is comedy for the '80s. Its subjects vary from week to week and no one goes without being poked fun at.

"Mel Blanc's Blankety Blancs"

All Star Radio

Length: 20-120 seconds

Terms: Cash

Delivered via: Disc

Began: 4/85

Produced: Weekly

The golden throat of hundreds of WB cartoons and his Hollywood comedy character buddies in a huge 500-unit comedy series.

"Buc Liners"

Out O' The Blue!

Win-Win Prod.

Terms: Cash

Delivered via: Tape

Produced: Monthly

Drop in twice a week for a visit with Buc Tode. Purebred American mongrel humor. Earthy, sophisticated, raw, yet refined.



"Chickenman"

Chicago Radio Syndicate

Produced by: Dick Orkin

Length: 2-2½ mins.

Terms: Cash

Delivered via: Tape

Affiliates: 300+

Produced: Daily

Daily comedy feature completely customized for advertiser/station featuring episodic adventures of radio's #1 crimefighter.



"The Cla'ence Update Of ABC's 'All My Children'"

Premiere Radio Networks, Inc.

Host: Brad Sanders

Length: 2½ mins.

Terms: Barter

Delivered via: Telephone or Satellite

Began: 11/3/86

Affiliates: 200

Produced: Daily

Cla'ence is Brad Sanders, telling listeners the current happenings on ABC-TV's most popular serial drama. Valuable news that commands attention.

"The Comedy Hour"

MJI Broadcasting

Host: Mark McEwen

Length: One hour

Terms: Barter

Delivered via: Disc

Began: 3/3/86

Affiliates: 150

Produced: Weekly

America's funniest radio show. A variety of contemporary and classic humor, exclusive interviews, live stand-up performances and schtick from America's top comics.

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Comedy Shows
& Services

"The Comedy Show Hosted By Dick Cavett"

Clayton Webster Corporation

Produced by: Dan Rendant

Length: Two hours

Terms: Barter

Delivered via: Disc

Began: 1982

Affiliates: 335

Produced: Weekly

Longest running, most successful comedy feature in America. Features classics of contemporary comedy on a thematic basis.

"The Comedy Spot Hosted By Dick Cavett"

Clayton Webster Corporation

Produced by: Dan Rendant

Host: Dick Cavett

Length: Two mins

Terms: Barter

Delivered via: Disc

Began: 1986

Affiliates: 335

Produced: Daily

Excellent complement to Comedy Show; features classic comedy bits on a thematic basis.

"Comedy Warehouse"

CW Media

Length: 4 seconds-3 mins.

Terms: Cash

Delivered via: Tape

Began: 12/1/85

Produced: Quarterly

Comedy Warehouse offers fully-produced radio shows bogus spots, phoners, drops and interaction bits. Designed to save show prep time.



"The Daily Feed"

Jameson Broadcast

Produced by: DC Audio/Jameson Broadcast

Length: 90 seconds

Terms: Cash

Delivered via: Tape

Affiliates: 30

Produced: Daily

Satirical comedy newsfeeds. Mix of 'investigative reports,' 'interviews,' musical parodies and commentary mirroring today's news.

"Dr. Dave's Comedy Drops"

ProMedia

Produced by: David Kolin

Length: Up to one minute

Terms: Cash

Delivered via: Tape

Began: 6/87

Affiliates: 80

Produced: Weekly

Great original comedy by the creator of the hit song parody "Vanna, Pick Me A Letter." Song parodies, crazy commercials

"Flip'd Sides"

ProMedia

Terms: Cash

Delivered via: Tape

Produced: 52 per year

Hilarious song parodies based on classic hits and designed especially for AOR formats.

"From Studio B"

All Star Radio

Length: 70 seconds

Terms: Cash

Delivered via: Disc

Began: 10/77

Funnyman Pat McCormick plays 260 wacky characters interviewed by Alan Barzman, who listens a little and mumbles a lot.

"Fun Factory"

ProMedia

Length: Up to one minute

Terms: Cash

Delivered via: Tape

Began: 6/86

Affiliates: 80

Produced: Weekly

A weekly original comedy service, providing top stations with song parodies, spoof commercials, interactives and more.

NEW

"Funny Side Up"

ProMedia

Length: Up to one minute

Terms: Cash

Delivered via: Tape

Began: 4/88

Produced: Weekly

An original comedy service specifically designed for Contemporary radio formats.

Get a Ring from Ron!



"Get A Ring From Ron"

Bill Taylor

Host: Impersonation of President Reagan

Length: One minute

Terms: Cash

Delivered via: Phone

Began: 2/4/83

Affiliates: 14

Produced: Daily

Your cheap executive calls the morning show. In the Persian Gulf, Ron says, "We should get our ships together."

"Jim Gossett Comedy Service"

Cookey-Strickland Management Inc.

Terms: Lease

Delivered via: Tape or phone

Produced: Daily

"Celebrity call-in" comedy service. Topical national and local humor utilizing Jim Gossett's impressions and writing talent.

"The Guy Who Talks Fast"

All Star Radio

Length: One minute

Terms: Cash

Delivered via: Tape

Began: 1/87

John Moschitta, the Federal Express TV "fast talker," plays your DJ's overeager gofer. It's interactive, constantly funny and memorable.

"The Home Radio Shopping Network"

The Bob Wood Organization

Host: Bob Wood

Length: One minute

Terms: Cash

Delivered via: Tape

Local station "joins network" for one item 'pitch.' Wacky products or things we'd all love to have!

"Kids Say The Darndest Things"

O'Connor Creative Services Inc.

Host: Art Linkletter

Length: 5 mins.

Terms: Cash

Delivered via: Disc

Began: 1/1/75

Affiliates: 250

Produced: Daily

Unique program that captures the wisdom and humor of small children by the master host, Art Linkletter.



"Knockers"

Voices

Produced by: Charles Fuller

Length: One min. or less

Terms: Cash

Delivered via: Tape

Began: 6/1/76

Affiliates: 207

Produced: Daily

An eclectic collection of recorded comedy sounds, gags, interviews, news and weather reports, soap operas and outlandish lies.

"Laff Trax/Funny Stuff"

CBS Radio Networks

Produced by: Radio Today, Inc.

Length: 15 mins.

Terms: Network affiliation

Delivered via: Satcom 1R T3

Began: 10/86

Produced: Monthly

Comedy drop-ins from the best comedians of the past and present, provided to the CBS Radio Networks as an affiliate service.



"Larry's Imperfect Pet Emporium"

Lee Allen Faust Productions

Length: One minute

Terms: Cash

Began: 11/1/87

Affiliates: Three

Produced: 52 episodes

An irreverent, unscrupulous pet shop owner advertises his imperfect pets, supplies and services.

NEW

"Laugh Attack"

ProMedia

Produced by: David Kolin

Length: Up to one minute

Terms: Barter

Delivered via: Tape

Began: 6/88

Affiliates: 20

Produced: Weekly

Great original comedy exclusively designed for CHR and Urban formats. From song parodies to spoof commercials and more.

NEW

"LaughLine"

Dahlman Creative Media

Terms: Cash

Delivered via: Tape

Began: 3/1/88

Affiliates: Two

Produced: Weekly

Factory-tested comedy created by radio professionals. Topical short-form parodies, phone bits, drop-ins, the usual stuff.

"Laugh Machine"

ProMedia

Length: One minute

Terms: Barter

Delivered via: Tape

Began: 5/82

Affiliates: 96

Produced: Monthly

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: ProMedia

Terms: Network affiliation

Delivered via: Satcom 1R T23

Famous one-liners and classic comedy bits from some of the world's funniest people.

NEW

"LaughLine"

Dahlman Creative Media

Terms: Cash

Delivered via: Tape

Began: 3/1/88

Affiliates: Two

Produced: Weekly

Factory-tested comedy created by radio professionals. eTopical short-form parodies, phone bits, drop-ins, the usual stuff.

"Lonesome Cowboy Tim"

Transmedia Inc.

Length: One minute

Terms: Cash

Began: 5/78

Affiliates: 20

Produced: Daily

Short daily visit to the prairie home of Lonesome Cowboy Tim & his adventures with the 3500lb. Darlene Poot and others.

"Mini-People"

Chicago Radio Syndicate

Produced by: Dick Orkin

Host: Dick Orkin

Length: 2 - 2½ mins.

Terms: Cash

Delivered via: Tape

Affiliates: 100+

Produced: Daily

Daily comedy feature, completely customized for advertiser/station. Spoofs of old-time quiz shows using kids as contestants.

"National Features Service" American Comedy Network

Length: About 60 secs.

Terms: Cash

Delivered via: Tape

Began: 1/30/84

Affiliates: 235

Produced: Weekly

Topical features in various formats (fake commercials, song parodies, interactives) designed primarily for morning shows.



"National Lampoon's True Facts"

Premiere Radio Networks Inc.

Host: Ross Brittan

Length: 90 seconds

Terms: Barter

Delivered via: Disc

Began: 1/1/84

Affiliates: 175

Produced: Twice daily

National Lampoon's name is synonymous with radio comedy. Unbelievable but true stories are delivered in news-cast style. Music, sound effects.



"On The Phone With Ti-Rone"

Premiere Radio Networks

Host: Brad Sanders

Length: 2½ mins.

Terms: Barter

Produced: Twice-daily

Ti-Rone is Urban radio's to Dr. Ruth. Taking letters and calls from listeners, Ti-Rone delivers a hilarious yet personable advice.

"Red Neckerson" Syndicom

Host: Red Neckerson

Length: One minute

Terms: Cash

Delivered via: Tape

Began: 9/79

Affiliates: 84

Produced: Daily

Comedy editorials. "Red" has an opinion on everything from TV to sports to opening a wine bottle.

PROGRAM SUPPLIERS GUIDE '88

Comedy Shows
& Services

NEW



"Prime Cuts Comedy Service"

Wheeler/Lewis Productions

Host: Mark Wheeler/Tommy Lewis

Length: 3 one-minute spots

Delivered via: Tape, plus sheet

Produced: Twice-monthly

Market exclusive preproduced comedy spots and IDs. Plus the daily comedy sheet, *The Personality Page*.

"The Radio Newsreel"

Brenn Very

Length: up to 90 seconds

Terms: Cash

Delivered via: Tape/script

Produced: Daily

Topical daily satire on the news which can be customized by each station working from script.

TWISTED
TUNES

"Bob Rivers Twisted Tunes"

ABC Rock Radio Network

Produced by: Bob Rivers

Length: 90 seconds

Terms: Network affiliation

Delivered via: Satcom 1R T23

Began: 8/1/87

Affiliates: 100

Produced: Twice-monthly

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

NEW

"Mort Sahl: In Spite Of The News"

Westwood One Companies/Mutual

Produced by: Rich Landesberg

Length: 2 1/2 mins.

Terms: Barter

Delivery via: Satcom 1R T3

Began: 1/25/88

Produced: Daily

It's witty, intelligent, and loaded with hilarious direct hits that have kept politicians, fanatics and government institutions diving for cover.

"Secret Adventures Of The Tooth Fairy"

Chicago Radio Syndicate

Produced by: Dick Orkin

Length: 2 - 2 1/2 mins.

Terms: Cash

Delivered via: Tape

Affiliates: 200

Produced: Daily

Daily comedy feature, completely customized for advertiser/station featuring episodic adventures of the Tooth Fairy. Great for dentists/dental clinics.

"Starphone"

Bill Taylor

Host: Bill Taylor

Length: One minute

Terms: Cash

Delivered via: Phone

Began: 2/4/83

Affiliates: 14

Produced: Daily

Various celebrities call in to the air personality. People like Rodney Dangerfield, George Burns, Clint Eastwood, Johnny Carson, etc.

"Stevens & Grdnic's Daily Comedy Exclusive"

All Star Radio

Length: 20-90 seconds

Terms: Cash

Delivered via: Tape

Began: 6/25/87

Produced: Weekly

Weekly topical comedy service. Minimum five vignettes plus bonus spots. Weekly comedy newsletter, classic Stevens/Grdnic productions and comedy consultation.

"Stevens & Grdnic's Radio Hotline"

All Star Radio

Length: 37 seconds

Terms: Cash

Delivered via: Disc

Began: 1/84

Produced: Weekly

390 zany phone calls to your DJ... easily personalized... never longer than 37 seconds, and consistently funny.

"Steve's Bank"

All Star Radio

Length: One minute

Terms: Cash

Delivered via: Disc

Began: 2/85

130 "commercials" voiced by "Steve," who operates a financial institution out of his house. Commercials detail off-the-wall services.

"TV/Movie Clips"

ABC Radio Networks

Produced by: ProMedia

Length: 2 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.

"Johnny Thomas Productions"

Terms: Cash

Delivered via: Tape

Produced: Every six months

Produce drop-ins and parodies for bizarre morning shows. Produce comedy shows for concerts as opening acts on national level.

"The Weemaway Amusement Co."

Critical Mass Media Productions

Produced by: Keith Hughes

Terms: Cash

Delivered via: Tape

Produced: Twice monthly

Preproduced commercial parodies, continuing characters, songs, drop-ins. Very topical, very funny, very affordable. Raves from affiliates.

WILLY'S COMEDY SHACK
& Burger Emporium

"Willy's Comedy Shack & Burger Emporium"

Ontrack Communications

Terms: Cash

Delivered via: Tape

Began: 4/18/88

Affiliates: 15

Produced: Weekly

Each week, Willy's produces a fresh reel of fake commercials, song parodies, and spoofs for radio personalities.

News Programs & Features

"The AMI Camping/Outdoor Report"

AMI News

Length: One minute

Terms: Free, no barter

Delivered via: Telephone

Began: 4/15/72

Affiliates: 318

Produced: Daily

Updated local campsite availabilities, community events, fishing conditions. The AMI reporter tailors reports for stations.

AMINEWS

Recreation News Reports

"The AMI Ski Report"

AMI News

Length: 30/60/90 seconds w/o spot

Terms: Free, no barter

Delivered via: Telephone

Began: 11/25/68

Affiliates: 1100

Produced: Daily

Updated local ski condition reports for stations nationwide. An AMI reporter assigned for season to tailor reports for each station.



"AP Network News"

Associated Press Broadcast Services

Host: Various anchors

Terms: Cash

Delivered via: Spacenet 3R T1 and Westar 3 T1

Began: 1974

Affiliates: 1000

Produced: 24 hours daily

The full-service, commercial-free radio network of the AP, featuring newscasts, sports, business, agriculture and numerous features, including "Segue," "Between The Lines," "Health & Medicine," "Chip Talk," "Hollywood Report," "Sportsline," "ConsumerWatch," "Home Entertainment Update," "On The Home," "Bestsellers," "Real Life."

"Lou Adler's Medical Journal"

Eagle Media Productions, Ltd.

Host: Lou Adler

Length: 2 mins.

Terms: Barter

Delivered via: Satcom 1R, T19

Began: 1/5/87

Affiliates: 85

Produced: Daily, M-F

Medical/health/nutrition updates based on interviews with doctors and other health specialists. Journalistic effort. Actualities in each program.

"America In The Morning" **Westwood One Companies/Mutual**

Produced by: Greg Johnson

Host: Jim Bohannon

Length: One hour

Terms: Barter

Delivery via: Satcom 1R T3

Affiliates: 300

Produced: Daily

Peabody award-winning morning newsmagazine featuring investigative and informative news and information. The latest weather, sports and news, plus special segments.

"The American Farmer"

Professional Radio Networks

Host: Bob Tallman

Length: 3 1/2 mins.

Terms: Barter

Delivered via: Cassette

Began: 9/13/86

Affiliates: 550

Produced: Daily

Tallman provides upbeat and optimistic interviews with successful growers & ranchers across the country. Largest farm feature network in U.S.

AMEX
BusinessTalk
WE EXTEND YOUR REACH

"Amex BusinessTalk"

American Stock Exchange

Host: Tom Mariani

Length: 14 mins.

Terms: Free

Delivered via: Westar 1/ T2D

Began: 5/12/85

Affiliates: 65

Produced: Weekly

Weekly talk show featuring an interview with a noted guest in the world of business and money. Wall Street trivia.

UPI RADIO
NETWORK

"Jack Anderson Investigative Reports"

UPI Radio Network

Length: One minute

Terms: Network affiliation

Delivered via: Westar IV T2D

Began: 2/1/87

Affiliates: 300

Produced: Three-times daily

Pulitzer Prize winner Anderson brings his unique brand of investigative reporting to your listeners. Un-sponsored, available to local sponsors.

Audio Datebook
THE SOUNDS OF A GENERATION COME ALIVE

"Audio Datebook"

ABC Radio Networks

Terms: Network affiliation

Delivered via: Satcom 1R T23

Began: 1/1/86

Affiliates: 1500

Produced: Weekly

Actuality feed of raw sound, interview clips and correspondent reports from major news & cultural events from each day in history.

"Beach/Summer Reports"

Morrie Trumble & Associates

Length: Specified by station

Terms: Barter

Delivered via: Comrex: Telephone

Began: 3/27/87

Affiliates: 50

Produced: Twice-daily

Customized for each station by length, style and content. Beach related weather, parking & attendance. Inland and beach even's calendar.

"Melvin Belli's World"

Continuum Radio Network

Length: 90 seconds

Terms: Cash & barter

Delivered via: Tape

Began: 4/85

Affiliates: 87

Produced: Daily

Personal commentary, law for the consumer, anecdotes, law in the news by the famed San Francisco attorney & author.



News Programs & Features

"The Black Experience"
Bailey Broadcasting Services

Host: Lee Bailey
Length: 2½ mins.
Terms: Barter
Delivered via: Tape
Began: 2/1/87
Affiliates: 110
Produced: Month of Feb.

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

"Black History Notes"
Syndicate It Productions

Length: 90 seconds
Terms: Barter
Delivered via: Tape
Began: 1984
Affiliates: 92
Produced: Twice daily during February
A star-studded series featuring celebrities from the recording and film industries, recounting the legacy of black men and women.

**"Black Women:
A Portrait Of Dignity"**
Syndicate It Productions

Host: Lena Horne/Ruby Dee/Jayne Kennedy/Dionne Warwick
Length: 90 seconds
Terms: Barter
Delivered via: Tape
Began: 1985
Affiliates: 96

Produced: Twice daily during February
Outlines the achievements and contributions of black women throughout the centuries.

**"John Block Reports
From Washington"**
Tribune Radio Networks

Length: 5 mins.
Delivered via: Galaxy 2 T3 or tape
Began: 12/87
Affiliates: 160
Produced: Weekly

Former US Secretary of Agriculture Block candidly discusses national & international agrimarketing & politics from his unique vantage point.



"Business Beat I & II"
Westwood One Companies/
Mutual

Produced by: Mutual News
Host: Jim Hartge
Length: 4½ mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 12/1/82
Affiliates: 150
Produced: Twice daily

The latest from the stock and bond markets, and business developments that affect everyone's job, savings and pocketbook.

NEW

"Business Report"
United Stations Radio
Networks

Host: Therese Crowley/John Winters
Length: One minute
Terms: Network affiliation
Delivered via: Satcom 1R T19
Began: 1/1/88
Produced: Twice-daily

A 60-second business report including top consumer stories of the day.



**"CBS Radio Network
Programming"**
CBS Radio Network

Terms: Network affiliation
Delivered via: Satcom 1R T19
Began: 9/27
Affiliates: 420

CBS offers hourly newscasts, informational reports and sports programming, including exclusive play-by-play of NFL, Major League Baseball and NCAA basketball.

**"CBS RADIORADIO
Programming"**
CBS RADIORADIO

Terms: Network affiliation
Delivered via: Satcom 1R T19
Began: 4/82
Affiliates: 145

CBS RADIORADIO is a young adult network providing hourly newscasts plus entertainment and sports features daily.

**"Pye Chamberlayne
And The News"**
UPI Radio Network

Length: 5 mins.
Terms: Network affiliation
Delivered via: Westar IV T2D
Began: 10/87
Affiliates: 300
Produced: Twice-daily

Personality newscasts. Veteran correspondent Pye Chamberlayne brings listeners both breaking news and the offbeat.

"The Commentary"
Syndicate It Productions

Length: 90 seconds
Terms: Barter
Delivered via: Tape
Began: 1986
Affiliates: 66
Produced: Twice-daily

A 52-week series featuring national black leaders discussing topics of interest for black Americans with candor, taste and honesty.

"Constitution Minutes"
Transmedia Inc.

Host: Dave Adams
Length: 90 seconds
Terms: Cash
Delivered via: Tape
Began: 9/87
Affiliates: Ten
Produced: Daily

A look at the constitutional freedoms that set this country apart from others. Seven shows to run preceding July 4.

NEW

"Crain's Business Report"
PIA

Host: Christopher Michael
Length: Half hour
Terms: Barter
Delivered via: Tape
Began: 10/88
Affiliates: 100
Produced: Weekly

Light, newsy, fun consumer/business perspectives focusing on unusual business stories and consumer concerns. News source: Crain Communications.

**"Walter Cronkite's 20th
Century"**
Radio Today Entertainment

Length: 90 seconds
Terms: Barter
Delivered via: Satcom 1R T3
Began: 11/3/87
Produced: Daily

A daily historical feature with Walter Cronkite reviewing the most important events of this century.

"Dow Jones Report"
Dow Jones & Co.

Length: 2 mins.
Terms: Barter
Delivered via: Satcom 1R T19
Affiliates: 28
Produced: 16 times daily
Breaking financial and economic news 16 times daily and six weekend features.

**"Dr. Dean Edell Medical
Minutes"**
EFM Media Management Inc.

Length: 2 mins.
Terms: Barter
Delivered via: Satcom 1R T23
Began: 9/28/87
Affiliates: 139
Produced: Twice-daily

60-second report on medical-health news and opinion, exploding myths and discussing facts from the patient viewpoint.

NEW

"FNN Business News"
Starstream Communications
Group Inc.

Length: 2 mins
Terms: Barter
Delivered via: Satcom 1R
Began: 8/1/88
Produced: Hourly, 6am-7pm
Radio's most up-to-the minute regional, national and worldwide business news information source. Keeps listeners on top of the news hourly.

"Face Off"
Westwood One Companies/
Mutual

Produced by: The Broadcast Group
Host: Sen. Ted Kennedy (D-MA)/Sen. Alan Simpson (R-WY)
Length: 4½ mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 4/16/84
Produced: Daily

The senators face off in a daily confrontation on issues concerning every American. An enjoyable and informative presentation.

"Farming America"
Tribune Radio Networks

Host: Max Armstrong
Length: 5 mins.
Terms: Barter
Delivered via: Tape
Began: 11/87
Affiliates: 145
Produced: Daily
In-person interviews with agricultural newsmakers to get the stories behind the headlines.

"Paul Harvey News"
ABC Radio Networks

Produced by: Paul Harvey
Length: 5 & 15 mins.
Terms: Barter & network affiliation
Delivered via: Satellite
Affiliates: 1336
Produced: Daily
News and commentary hosted by Paul Harvey, the most listened-to voice in America.



"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.

NEW

"Health Report"
United Stations Radio
Networks

Host: Gary McKenzie
Length: One minute
Terms: Network affiliation
Delivered via: Satcom 1R T19
Began: 1/1/88
Produced: Daily
A 60-second report on fitness, diet, and medical breakthroughs.

"Heart Of The Matter"
Diamond Communications,
Inc.

Host: Flo Ayeres/Larry Hall
Length: 4½ or 30 mins
Terms: Free
Began: 8/20/87
Affiliates: 230
Produced: Daily/weekly
Critical daily/weekly health updates on AIDS, heart attack prevention, cancer and more, from leading health/medical professionals and institutions.

NEW

**"Burl Ives'
American Heroes"**
New Century Broadcasting

Produced by: Larry Pintak
Length: 3 mins.
Terms: Cash/barter
Delivered via: Satcom 1R, Galaxy, Westar
Began: 10/1/88
Produced: Daily
Everyone's favorite storyteller talks with unsung Americans helping their fellow citizens. A new profile each day.

**"King: A Countdown To The
Holiday"**
Syndicate It Productions

Length: 60 seconds
Terms: Barter
Delivered via: Tape
Began: 1984
Affiliates: 98
Produced: Twice daily, Jan. 1-15
A 15-day tribute to the life and times of Dr. Martin Luther King Jr.

**"King: Celebration Of The
Man & His Dream"**
Sheridan Broadcasting
Network

Length: One hour
Terms: Barter
Delivered via: Satellite or tape
Began: 1/18/86
Produced: Single run
Celebration of Dr. King's birthday and the principles for which he lived.



"Lifestyle"
The Bob Wood Organization

Host: Bob Wood or local announcer
Length: One minute
Terms: Cash
Delivered via: Tape
Began: 8/1/86
Produced: Daily
30-second features explain how recent advances and information will affect lives of 25-54s. Stand-alone or carrier for local avail.

NEW

**"E.G. Marshall's 'Where Are
They Now' "**
New Century Broadcasting

Produced by: Patrick L. Gaffney
Length: 3 mins.
Terms: Cash/barter
Delivered via: Satcom 1R, Galaxy, Westar, disc, or tape
Began: 10/1/88
Produced: Daily
E.G. Marshall talks with the once-famous to find out what they are doing now.

"MNN Farm Radio"
The MNN Radio Networks Inc.

Host: Mark Pearson
Length: 5-15 mins.
Terms: Barter
Delivered via: Satellite
Began: 1/7/86
Affiliates: 50
Produced: Daily
Daily schedule of various farm programs and farm market reports.

"Minnesota News Network"
The MNN Radio Networks Inc.

Host: Greg Magnuson
Length: 5 mins.
Terms: Cash/barter
Delivered via: Satellite
Began: 1/4/83
Affiliates: 58
Produced: Daily
Various news programs hourly throughout the day.

PROGRAM SUPPLIERS GUIDE '88



News Programs &
Features

"Mutual News Specials"
**Westwood One Companies/
Mutual**

Produced by: George Achaves
Host: Various
Length: 24 mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 1986
Produced: For holiday airings

"Streets On Fire: 1968"

For Memorial Day. An exploration of the tumultuous year that sent American youth and minorities into the streets in protest.

"Star Spangled Laughter"

For July 4th. A look at humor in America, and the way we use that laughter to carry us through.

"Race For The White House"

For Labor Day. Mutual news will take a fast-paced and witty look at how America chooses its chief executives.

**"The Flame Still Burns,
Remembering JFK"**

For Thanksgiving. The events, the voices, the people of November 23, 1963, on the 25th anniversary of the death of the President.

**"The Year In Review: The Big
Stories"**

For year-end. Mutual's highly-acclaimed and highly-produced look at the year just passed, featuring highlights of '88 from today's perspective.

**"The Year In Review: People,
Sports & Entertainment"**

For year-end. The major events and personalities that shaped 1988, from the Academy Awards and World Series to what's hot and what's not.

**"Mutual Of Omaha's Nature
Newsbreak"**

**NPR/National Wildlife
Federation**

Host: Jim Fowler
Length: One minute
Terms: Free
Delivered via: NPR/Westar 4
Began: 1/86
Affiliates: 900
Produced: Daily

Feature on nature and wildlife. The entertaining and informative program is hosted by leading wildlife expert Jim Fowler.

"National Farm Report"
Tribune Radio Networks

Host: Orion Samuelson
Length: 5 mins.
Terms: Barter
Delivered via: Tape
Began: 1984
Affiliates: 300
Produced: Daily

Orion Samuelson's commentary on vital farm issues, based on his extensive travel for and about agriculture.

NEW

"Point Of Law"
Transmedia Inc.

Host: Russ Holcomb
Length: 3 1/2 mins.
Terms: Cash
Delivered via: Tape
Began: 5/10/53
Affiliates: 60
Produced: Daily

An entertaining information feature about recent court decisions. Describes a particular case and the court's subsequent decision. Sponsorable.

Precision
WEATHER

"Precision Weather"
**Jack O'Brien Broadcast
Services**

Host: Various meteorologists
Length: Varies, custom tailored
Terms: Cash
Delivered via: Phone
Began: 1/1/88
Affiliates: 50
Produced: Daily

Precision weather associates are front-line, professional on-air television meteorologists offering three important considerations: price, on-air delivery, precise forecasting.

**"Profiles In The Building
Of America"**
S.J.S. Entertainment Corp.

Host: Gary Shepherd
Length: One minute
Terms: Barter
Delivered via: Tape
Began: 4/1/88
Produced: Daily

A short form daily show highlighting personalities in black history and documenting their cultural significance.

"Quirks & Quarks"
WFMT/Chicago

Produced by: Anita Gordon for Canadian Broadcasting Corp.
Host: Jay Ingram
Length: One hour
Terms: Free
Delivered via: Westar IV T2D

Award-winning science magazine offering fascinating information in a most accessible and absorbing manner with exceptional objectivity.

NEW

"Don Regan Report"
**Westwood One Companies/
NBC Radio Network**

Produced by: Dave Bartlett
Length: 2 1/2 mins.
Terms: Barter
Delivered via: Satcom 1R T19
Began: 1/1/88
Affiliates: 100
Produced: Daily

Daily commentary on issues in the news.

"The Senate Today"
**US Senate Republican
Conference**

Host: Clarkson Hine/Lisa Gagnon
Length: 3-5 mins.
Terms: Free
Delivered via: Phone feed, (800) 433-1520
Began: 5/1/87

Affiliates: 100
Produced: Daily

Newsfeed with actualities from Capitol Hill about congressional legislative activities, updated Monday-Friday at 2pm ET. No restrictions on use.

"Ski Condition Reports"
Morrie Trumble & Associates

Length: Station specifies
Terms: Free
Delivered via: Comrex/phone
Began: 11/20/73
Affiliates: 450
Produced: Twice-daily

Customized for individual stations by length, style & content. Available for all regions. Carried by 8 state networks and UPI.

**JIM SLADE'S
WORLD**

"Jim Slade's World"
Westwood One Companies

Produced by: Mutual News
Length: 2 1/2 mins
Terms: Barter
Delivery via: Satcom 1R T3
Began: 9/3/84
Affiliates: 100
Produced: Daily

The story behind the headlines. A fascinating, in-depth look at the personalities and policies that shape America.

**TEXAS
AP
NETWORK**

"Texas AP Network"
**Associated Press Broadcast
Services**

Host: Various anchors, Brad Krohn, correspondent
Terms: Cash
Delivered via: Spacenet 3R T1; Westar 3 T1
Began: 3/84
Affiliates: 100
Produced: 24 hours daily

The Texas AP Network provides stations with state news, high school-through-professional sports, Texas business and agriculture news, weather, weather.

"USA Network News"
USA Radio Network

Length: 5 mins.
Terms: Barter
Delivered via: Westar V T13
Began: 8/85
Affiliates: 370
Produced: Hourly

5 minutes of national and international news, 24 hours a day. Breakouts at 2 1/2, 3 1/2 & 5 mins.

**"USA Today Radio — Audio
Service"**

ABC Radio Networks
Produced by: Gannett News Media Services/USA Today
Terms: Network affiliation
Delivered via: Satcom 1R T23
Began: 7/1/87
Affiliates: 300
Produced: Daily

Actualty feed featuring reporters and interview clips from USA Today stories.

**THE
WALL
STREET
JOURNAL
NEW
NETWORK**

"Wall Street Journal Report"
Dow Jones & Co.

Length: 3 mins.
Terms: Barter
Delivered via: Satcom 1R T19
Affiliates: 90
Produced: 18 times daily

Breaking financial and economic news 18 times daily and six weekend features.

**"Gordon Williams Business
Reports"**

ABC Radio Networks
Length: One or two mins.
Terms: Barter
Delivered via: Satcom 1R T23
Affiliates: 220
Produced: 9 times daily, 6 on weekends

Nine daily one-minute business reports focusing on up-to-the minute news in the business and financial communities, personal finance issues.

Sports

NEW

**"College Basketball Game
Of The Week"**
**Westwood One Companies/
Mutual**

Host: Tony Roberts/Bob Lanier
Length: appx. 2 hours
Terms: Barter
Delivery via: Satcom 1R T3
Began: 1/1/88
Affiliates: 150

Play-by-play of Sunday afternoon matchups between the top college basketball teams in the nation.

"Howard Cosell Sports"
ABC Contemporary Network

Host: Howard Cosell
Length: 3 1/2 mins.
Terms: Network affiliation
Delivered via: Satcom 1R T23
Produced: Twice-Daily

Sports commentary delivered by the one and only Howard Cosell.

"Costas Coast-To-Coast"
Clayton Webster Coporation

Produced By: Bruce Cornblatt/Steve Kirsch
Host: Bob Costas
Length: 2 hours
Terms: Barter/exchange
Delivered via: Satcom 1R, T19 or Galaxy II
Began: 11/86
Affiliates: 300
Produced: Weekly

Live sports interviews with major personalities in sports. Sports show.

"Countdown To Sunday"
PIA

Host: Joe McConnell
Length: 60 mins.
Terms: Barter
Delivered via: Tape
Began: 1/86
Affiliates: 200

Colorful recap of the season, preview of the Superbowl, roundtable discussion with sports authorities, coach and player predictions.

"Don Criqui On Sports"
**Westwood One Companies/
NBC Radio Network**

Produced by: Rich Bonn
Length: 2 1/2 mins.
Terms: Barter
Delivery via: Satcom 1R T19
Affiliates: 150
Produced: Daily

Daily commentary on sports news and personalities.

"Daily Olympic Report"
**Westwood One Companies/
NBC Radio Network**

Host: Wally Robinson
Length: 2 1/2 mins.
Terms: Barter
Delivery via: Satcom 1R T19
Produced: Twice-daily

Twice-daily updates on preparations for the summer Olympics. Twice hourly reports live from Seoul during the games (Sept. 17-Oct. 2).

"Football Analysis"
UPI Radio Network

Host: John Taugtes
Length: 18 mins.
Terms: Subscription
Delivered via: Westar IV 2D
Began: 8/84
Affiliates: 300
Produced: Weekly/Seasonal

Lively look at both college and pro football happenings from pre-season through the Super Bowl. Contains three :60 commercial avails.

NEW

**"The Games Of The XXIV
Olympiad"**
**Westwood One Companies/
NBC Radio Network**

Length: 4 hours
Terms: Barter
Delivery via: Satcom 1R T19
Produced: Daily

Live, continuous coverage of the 1988 summer Olympic games, including listener call-in segments each night; 10pm-2am ET.

**THE
GREAT
AMERICAN
COWBOY**

**"The Great American
Cowboy"**
Professional Radio Networks

Host: Bob Tallman
Length: 3 mins.
Terms: Barter
Delivered via: Cassette tape
Began: 3/2/81
Affiliates: 155
Produced: Daily

Internationally acclaimed rodeo announcer Bob Tallman hosts a fast-paced feature program consisting of interviews with rodeo entertainment personalities.



NEW

"Lou Holtz Show"**Westwood One Companies/
Mutual**

Length: One hour
Terms: Barter
Delivery via: Satcom 1R T3
Began: 9/6/88
Produced: Weekly in-season

Augment the '88 football season with Lou Holtz's analysis of Notre Dame games. Live, call-in, airs Tuesday nights Sept. 6-November 29.

"The Inside Sports Report"**Clayton Webster Corporation**

Produced By: David Cohen
Host: Bob Costas
Length: 2 mins.
Terms: Barter/exchange
Delivered via: Tape
Began: Spring 82
Affiliates: 496
Produced: 10 per week

Bob Costas interviews major sports personalities for their personal perspective on the current new and events in sports.

**"Larry King:
Sports In Focus"****Westwood One Companies/
Mutual**

Produced by: Pat Piper
Length: 3 minutes
Terms: Barter
Delivery via: Satcom 1R T3
Began: 12/2/85
Produced: Daily

Larry King's love of sports provides the backdrop for his insightful sports commentary. From A-Z, Larry doesn't leave a base unturned.

**"Levi's National Finals
Rodeo Report"****Professional Radio Networks**

Host: Bob Tallman
Length: 5 mins.
Terms: Barter
Delivered via: Satellite
Began: 12/6/80
Affiliates: 200
Produced: Seasonal/Limited

Bob Tallman, America's premiere rodeo announcer, interviews competitors and recaps daily highlights of the \$2 million National Finals Rodeo. Rodeo.

**"The Lobotomy Line
On Sports"****Westwood One Companies/
The Source**

Host: Chet Chitchat (aka Bruce Wolf)
Length: One minute
Terms: Network affiliation
Delivered via: Satcom 1R T19
Began: 4/87
Affiliates: 120
Produced: Daily

Tongue-In-Cheek sports commentary.

"MNN Radio Sports"**The MNN Radio Networks Inc.**

Terms: Cash/barter
Delivered via: Satellite
Began: 1/7/86
Affiliates: 40
Produced: Weekly
The University of Minnesota football games of "Golden Gophers."

"Al McGuire At Large"**Tribune Radio Networks**

Length: 2 mins.
Terms: Barter
Delivered via: Satcom 1R or Galaxy 2 T3
Began: 12/87
Affiliates: 105
Produced: Daily

The best-known college basketball personality in America comments and cajoles players, coaches and fans.

**"John Madden's
Sports Quiz"****Clayton Webster Corporation**

Produced By: Gary Bridges
Host: John Madden
Length: 90 seconds
Terms: Barter
Delivered via: Tape
Began: 8/31/8
Affiliates: 400+
Produced: Daily

From John Madden's personal perspective, sports trivia, key moments, actualities and anecdotes are presented in question-answer format each day, seven days

**MAJOR COLLEGE
FOOTBALL****"Major College/
Notre Dame Football"****Westwood One Companies/
Mutual**

Major College Host: Bill Rozinski/Fran Curci
Notre Dame Host: Tony Roberts/Tom Pagna
Length: appx. 3 hours
Terms: Barter
Delivery via: Satcom 1R T3
Began: 1967

For the 21st consecutive year, exclusive play-by-play of Notre Dame's entire football schedule, plus 11 Top 20 college football wildcard games.

"Morning Line"**Westwood One Companies/
NBC Radio Network**

Produced by: Rich Bonn
Host: Stan Martyn
Length: 3½ mins.
Terms: Barter
Delivery via: Satcom 1R T19
Affiliates: 450

Produced: Three times daily
Monday through Saturday morning roundup of sports news, scores and highlights.

**"Motor Sports Radio
Custom Race Reports"****Sportcom Associates/
Motor Sports Radio**

Host: Paul Kaminski
Length: 5 mins.

Terms: Cash

Delivered via: Phone, using single line low frequency extension
Began: 9/24/87
Produced: 6 reports per weekend in-season

Short-form realtime coverage of racing activity on a specific weekend originating from a major racing venue in North America.

**"Mutual Sports Today"
Westwood One Companies/
Mutual**

Produced by: Tony Roberts
Host: Tony Roberts
Length: 3 mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 4/6/87
Affiliates: 100
Produced: Daily

Daily sports commentary and analysis or controversial current sports topics presented by Mutual's number one sportscaster Tony Roberts.

**"NASCAR Live
With Eli Gold"****Motor Racing Network**

Host: Eli Gold
Length: One hour
Terms: Barter
Delivered via: Satcom 1R T23, Wester 4 T2D, Galaxy 2 T3
Began: 1/84
Affiliates: 150
Produced: Weekly

Every Tuesday at 7pm ET, MRN presents a telephone talk show live from the Daytona International Speedway. Toll-free number.

**"NASCAR Stock
Car Racing"****Motor Racing Network**

Host: Barney Hall & Eli Gold
Length: appx. 4 hours
Terms: Cash
Delivered via: Satcom 1R T23, Wester 4 T2D, Galaxy 2 T3
Began: 1970
Affiliates: 500 total/260 avg. per broadcast
Produced: Weekly

Live lap-by-lap coverage of NASCAR racing, such as the Daytona 500, Talladega 500, and 12 other major speedways. 42 events February-November.

NFL DOUBLEHEADER**"NFL Football I & II"
Westwood One Companies/
Mutual**

NFL 1 Host: Tony Roberts/Jack Ham
NFL 2 host: Joel Myers/Jack Snow
Length: appx. 3 hours
Terms: Barter
Delivery via: Satcom 1R T3
Began: 1975
Produced: Weekly in season

16-week Sunday afternoon NFL doubleheader play-by-play. Matchups chosen to provide the most football excitement on radio.

NEW

**"1988 Summer Olympics"
ABC Radio Networks**

Host: Various ABC Correspondents
Length: 1-2 mins.
Terms: Barter
Delivered via: Satcom 1R or 23

Produced: Seasonal/Limited

Hourly reports covering the 1988 Summer Olympics from Seoul, Korea, plus Olympic sporscall feeds and Olympic hard copy DATA feeds.

**"Northwestern Wildcat
Football"**

PIA
Produced By: Joe McConnell/Tim Weigal
Host: Joe McConnell/Play-by-Play Tim Weigal, Color
Length: 3 1/2 hours
Terms: Barter
Delivered via: Satcom 1R T3
Produced: Weekly

Big 10 Football: Hear coach Francis Peay lead the Wildcats to victory with Joe McConnell and Tim Weigal in the booth.

**"Pro Football '88
A Look Ahead"****PIA**

Host: Marv Albert
Length: 60 minutes
Terms: Barter
Delivered via: Tape
Began: 9/87
Affiliates: 200
Produced: Seasonal/Limited

High profile special featuring predictions for the upcoming season, coach and player interviews, actualities and recap of the '87 season.

**"Pro Football This Week"
Tribune Radio Networks**

Host: Wayne Larrivae/Hub Arkush
Length: Half hour
Terms: Barter
Delivered via: Satcom 1R or Galaxy 2 T3
Began: 8/87
Affiliates: 60
Produced: Weekly

A weekly preview of the national pro football games, personalities, picks and controversies.

NEW

**"Race-Talk Weekend
Sports"****Sportcom Associates/
Motor Sports Radio**

Host: Paul Kaminski
Length: 5 mins.
Terms: Cash
Delivered via: Frequency extended phone line
Began: 4/7/88
Produced: Weekly

A preview of events in national racing with a customized local racing segment that can be run on Fridays.

NEW

**"SBN's Major League
Baseball Notebook"****Sheridan Broadcasting
Company**

Host: Gary Matthews
Length: 5 mins.
Terms: Barter
Delivered via: Satellite or tape
Began: 4/4/88
Affiliates: 60
Produced: Daily

Daily feature on Major League Baseball's 26 clubs, hosted by former all-star and MVP Gary Matthews.

NEW

**"Chris Schenkel's
Sports Heroes Of The Past"
New Century Broadcasting**

Produced By: Patrick L. Gaffney
Host: Chris Schenkel
Length: 3 mins.
Terms: Cash/barter
Delivered via: Satcom 1R, Galaxy, Westar, disc or tape
Began: 10/88
Produced: Daily

One of America's favorite sports announcers, talks to great sports heroes from the '40s through the '80s. A sports fan's dream.

**"Sports Explosion"
PIA**

Host: Joe McConnell
Length: 30 mins.
Terms: Barter
Delivered via: Tape
Began: 1/2/85
Affiliates: 200
Produced: Weekly

Fast-paced sports magazine, interviews with coaches and players, reports on the latest issues, flashback on the great moments, guest commentaries.

**"Sports Flashback"
Clayton Webster Corporation**

Produced By: Rob Silverstein
Host: Bob Costas
Length: 2 mins.
Terms: Barter
Delivered via: Tape
Began: Spring 85
Affiliates: 446
Produced: Daily

Bob Costas presents the actual broadcasts of the greatest moments in sports from the past 50 years.

**"Weekend Sports"
Westwood One Companies/
NBC Radio Network**

Produced by: Rich Bonn
Host: Wally Robinson
Length: 4 mins.
Terms: Barter
Delivery via: Satcom 1R T19
Affiliates: 450
Produced: 7 Saturday/8 Sunday

Saturday & Sunday afternoon round-ups of weekend sports, news, scores and highlights.



NEW

**"American Know How"
Lita Cohen Radio Services**

Produced by: Ed Busch Productions
Host: Al Carrell/Jim Humphries, D.V.M.
Length: 2 hours
Terms: Barter
Delivered via: Satcom 1R T19
Began: 5/21/88
Affiliates: 80
Produced: Saturday/Sunday

Features a warm, loving veterinarian and America's favorite super handyman with an 800 call-in number.

PROGRAM SUPPLIERS GUIDE '88

Talk Shows

"The Best Of King"**Westwood One Companies/
Mutual****Produced by:** Mutual Broadcasting System**Host:** Larry King**Length:** 6 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 2/6/78**Produced:** Weekly*Sunday evening and overnight program featuring "the best" of the Larry King Show, North America's premiere interview and call-in program.***"The Jim Bohannon Show"****Westwood One Companies/
Mutual****Produced by:** Pat Piper**Length:** 6 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 9/23/84**Produced:** Weekly*Saturday program featuring guests from all walks of life. News you can't use, offbeat, and the "sleaze report." Plus calls.***"The Car Show Coast To Coast"****Starstream Communications Group Inc.****Host:** Len Frank/John Retsek**Length:** One hour**Terms:** Barter**Delivered via:** Satcom 1R T19**Began:** 5/86**Affiliates:** 80**Produced:** Weekly*A turbocharged one-hour weekend show filled with automobile problems, solutions and facts. Listeners are involved via a toll-free number.***"Dr. Dean Edell Hour"****EFM Media Management, Inc.****Length:** One hour**Terms:** Barter**Delivered via:** Satcom 1R T23**Began:** 7/6/87**Affiliates:** 101**Produced:** Daily*One hour call-in show featuring opening commentary followed by listener calls for non-diagnostic answers to personal medical questions.***"Family Talk From Covenant House"****United Stations Radio Networks****Host:** Renn Vera & Maureen Taylor**Length:** 2 hours**Terms:** Network affiliation**Delivered via:** Satcom 1R T19**Began:** 1/4/86**Affiliates:** 20**Produced:** Weekly*Live call-in talk show dealing with issues affecting the family. Unique format with a mix of information, humor, and variety.***"Dr. Toni Grant Show"****Westwood One Companies/
Mutual****Produced by:** Richard Chavez**Length:** 2 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 4/4/86**Affiliates:** 100**Produced:** Daily*A pioneer in media psychology, Dr. Grant has imparted wisdom, warmth, and practical advice to listeners for more than a decade.***"Larry King Show"****Westwood One Companies/
Mutual****Produced by:** Pat Piper**Length:** 6 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 1/31/78**Produced:** Daily*Evening and overnight program featuring the industry's top interviewer and the hottest guests, plus "Open Phone '88," callers.***"Bob Madigan Show"****Westwood One Companies/
Talknet****Produced by:** Dick Brennan**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 9/1/82**Affiliates:** 280**Produced:** Weekends*General advice and conversation telephone talk show.***"Neil Myers Show"****Westwood One Companies/
Talknet****Produced by:** Dick Brennan**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 11/1/81**Affiliates:** 280**Produced:** Daily*General advice and conversation telephone talk show.*

With Jerry Baker, America's Master Gardener

"On The Garden Line"**Westwood One Companies/
Mutual****Produced by:** Kevin DeLany**Host:** Jerry Baker**Length:** 2 hours**Terms:** Barter**Delivery via:** Satcom 1R T3**Began:** 9/1/87**Produced:** Weekly*Gardening tips and tricks from America's master gardener. Lawn care, gardening and house plant advice. Live call-in toll-free number.***"Point Of View"****USA Radio Network****Produced by:** ICM Inc.**Host:** Marlin Maddox**Length:** 90 minutes**Terms:** Barter**Delivered via:** Westar V C5**Began:** 9/15/82**Affiliates:** 215**Produced:** Daily*A live call-in program discussion of news & issues from a conservative perspective.*

NEW



SALLY JESSY RAPHAEL

"Sally Jessy Raphael Show"**ABC Radio Networks****Host:** Sally Jessy Raphael**Length:** 3 hours**Terms:** Barter**Delivered via:** Satcom 1R T23**Began:** 1/11/88**Produced:** Daily*The first lady of radio, Sally offers sage advice on matters of the heart, family & more. Compelling and entertaining.***"Harvey Ruben Show"****Westwood One Companies/
Talknet****Produced by:** Dick Brennan**Host:** Dr. Harvey Ruben**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 9/1/82**Affiliates:** 280**Produced:** Weekends*General advice and conversation telephone talk show.***"Sexually Speaking"****Westwood One Companies/
The Source****Produced by:** Susan Brown**Host:** Dr. Ruth Westheimer**Length:** 2 hours**Terms:** Cash**Delivery via:** Satcom 1R T19**Produced:** Weekly*Toll-free call in sexual advice with America's most well-known expert.***Tom Snyder****"Tom Snyder Show"****ABC Radio Networks****Host:** Tom Snyder**Length:** 3 hours**Terms:** Barter**Delivered via:** Satcom 1R T23**Began:** 10/5/87**Produced:** Daily*One of radio's most recognizable figures, featuring newsmakers, celebrities and offbeat personalities as only Tom Snyder can deliver.*

NEW

"Sportsline USA"**Sportsline USA****Host:** Ron Barr**Length:** 2 hours**Terms:** Barter**Delivered via:** Satcom 1R T19,

Galaxy 2 T3

Began: Summer '88**Affiliates:****Produced:** Mon-Sat*Unique, live sports talk show featuring the world's top sports personalities. The radio sports version of "Nightline." 800# for listeners.***"Talkradio"****ABC Radio Networks****Length:** 14 hours**Terms:** Cash/barter**Delivered via:** Satcom 1R T23**Began:** 4/82**Produced:** Daily*Call-in talk programming featuring newsmaker interviews, advice programs, featuring some of this country's most respected talk broadcasters.***"Talkradio Weekend"****ABC Radio Networks****Length:** 6 hours**Terms:** Barter**Delivered via:** Satcom 1R T23**Began:** 1/83**Produced:** Saturday & Sunday*Advice and information listeners can use. Featuring financial call-ins and a rotating selection of experts. Solid programming and advertiser appeal.***"Dara Welles Show"****Westwood One Companies/
Talknet****Produced by:** Dick Brennan**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 4/1/87**Affiliates:** 280**Produced:** Daily*General advice and conversation telephone talk show.***"Bruce Williams Show"****Westwood One Companies/
Talknet****Produced by:** Dick Brennan**Host:** Bruce Williams**Length:** 3 hours**Terms:** Barter**Delivery via:** Satcom 1R T19**Began:** 11/1/81**Affiliates:** 280**Produced:** Daily*General advice and conversation telephone talk show.***"Youth Talk USA"****USA Radio Network****Produced by:** Youth With A Testimony**Host:** J.W. Brinkley**Length:** 2 hours**Terms:** Barter**Delivered via:** Westar V C13**Began:** 3/87**Affiliates:** 30**Produced:** Weekly*Sunday night live telephone call-in aimed at teens and young adults and their parents. Youth issues from a Christian perspective.*

Self-Help Features

NEW

"Dr. Bob Arnot's**'Medical Newsletter' "****New Century Broadcasting****Produced by:** Larry Pintak**Length:** 3 mins.**Terms:** Cash/barter**Delivered via:** Satcom 1R, Galaxy,

Westar

Began: 10/1/88**Produced:** Daily*Dr. Bob Arnot, CBS-TV doctor, tells us why we get hangovers, how to choose the right diet plan, etc.*

NEW

"A Byte Out Of Time"**The Image Generators****Host:** Mike Winters**Length:** 5 mins.**Terms:** Cash/barter negotiable**Delivered via:** Tape**Began:** 5/30/88**Produced:** Weekly

NEW

"Car Show Coast**To Coast Daily"****Starstream Communications Group Inc.****Host:** Len Frank/John Retsek**Length:** 2½ mins.**Terms:** Barter**Delivered via:** Satcom 1R T19**Began:** 4/4/88**Produced:** Daily*This daily entertainment vehicle is a condensed version of the popular one-hour show, including a listener's call-in Q&A.*

Self-Help
Features**CHANGING
TIMES'**PERSONAL FINANCE
REPORT**"Changing Times Personal
Finance Report"**
**Westwood One Companies/
Mutual**

Produced by: Kiplinger editors

Host: Lou Adler

Length: 2 1/2 mins.

Terms: Barter

Delivery via: Satcom 1R T3

Began: 7/1/83

Affiliates: 170

Produced: Daily

Personal finance information, from the pages of Changing Times magazine to help listeners spend and invest their money more wisely.

"Consumer Directions"
ABC Direction Network

Host: Richard Davies

Length: 2 mins.

Terms: Network affiliation

Delivered via: Satellite

Affiliates: 200

Produced: Twice daily

Program focuses on consumer news, from health to personal finance to home purchases to product safety to the environment.

NEW

CONSUMER HEADLINES**"Consumer Headlines"**
North American Network

Host: Rise Jill Miller

Length: One minute x 20

Terms: Barter

Delivered via: Tape

Began: 3/28/88

Affiliates: 350

Produced: 6 times per year

Six topical series on health, fashion trends, consumer electronics, home care, with actualities from experts. Free total barter, sales opportunities.

"Everybody's Money"
CUNA & Affiliates

Produced by: Credit Union National Association

Host: Frank Blair/Ann Marshall

Length: One minute

Terms: Free

Delivered via: Tape

Began: 8/87

Affiliates: 230

Produced: Daily

The consumer financial radio program of facts, tips and information brought to you by America's credit unions.

**"Health Reports by American
Health Magazine"****ABC Information Network**

Host: Joel Gurin

Length: One minute

Terms: Network affiliation

Delivered via: Satcom 1R T23

Began: 6/1/84

Affiliates: 300

Produced: 10 per month

Ten monthly programs on health, lifestyle or fitness issues written by the editors of American Health Magazine.

"Keeping Fit"**Continuum Radio Network**

Host: Deanna Baron/Vain Alexander

Length: 90 seconds

Terms: Cash & barter

Delivered via: Tape

Began: 5/82

Affiliates: 77

Produced: Twice daily

Health & fitness tips, interviews, celebrity profiles, exercise and diet & sports tips from experts.

"The Money Memo"**Westwood One Companies/
The Source**

Host: Bob Madigan

Length: One minute

Terms: Network affiliation

Delivery via: Satcom 1R T19

Began: 1984

Affiliates: 120

Produced: Daily

Financial information geared to a young adult audience.

"Mother Earth News"**Jameson Broadcast**

Host: Jamie G. Jameson

Length: 2 1/2 mins.

Terms: Barter

Delivered via: Disc

Began: 9/71

Affiliates: 411

Produced: Daily

How-to information and country wisdom on gardening, home-repair, cooking, crafts, home businesses, and real estate from editors of Mother Earth News.

"On Line"**ABC Information Network**

Host: Brit Hume

Length: One minute

Terms: Network affiliation

Delivered via: Satcom 1R T23

Began: 2/1/87

Affiliates: 200

Produced: Weekly

Weekly personal computer show.

**Prevention'
HEALTH REPORT****"Prevention Health Report"****Jameson Broadcast**

Host: Robert Osgood

Length: 2 mins.

Terms: Barter

Delivered via: Disc

Began: 7/1/82

Affiliates: 320

Produced: Daily

News and information on personal health, nutrition and fitness. Concise, fact-packed reports from the editors of Prevention magazine.

NEW

"Quicktips"**Jameson Broadcast**

Host: Rob Weller/Sandy Hill

Length: One minute

Terms: Free, no commercial

Delivered via: Satellite

Began: 7/4/88

Produced: Daily

Innovative ideas on saving time and money from the producers of ABC's morning TV series, "Home," and your radio listeners.

"SBN Money Smarts"**Sheridan Broadcasting
Network**

Host: Anne Linaberger

Length: 90 seconds

Terms: Barter

Delivered via: Wester 5

Began: 2/9/87

Affiliates: 40

Produced: Daily

Personal finance information feature on investment and money matters.

**"SuccessNet (Success
Through Networking)"****New Century Broadcasting**

Produced by: Patrick L. Gaffney

Host: George Fraser

Length: 4 mins.

Delivered via: Satcom 1R, Galaxy,
Westar

Began: 7/18/88

Entertaining self-help program, motivational in nature, in career and professional development. Targeted to new black, middle-class professionals & entrepreneurs.

"Travel-Holiday Magazine"**Clayton Webster Corporation**

Produced by: Dan Randant

Host: Elaine Viets

Length: 90 seconds

Terms: Free, no barter

Delivered via: Tape

Began: 11/3/86

Affiliates: 200

Produced: Daily

Public Affairs

"American Focus"**Focus On Youth Inc./PIA**

Host: Steve Kamer

Length: Half hour

Terms: Barter

Delivered via: Satcom 1R T3, Galaxy 2
T3

Began: 4/74

Affiliates: 200

Produced: Weekly

Panel interviews with leaders in American society, from politics, journalism, business, fine arts and entertainment.

NEW

"American Montage"**UPI Radio Network**

Host: Diane Burr

Length: Half hour

Terms: Network affiliation

Delivered via: Westar IV T2D

Began: 1/28/88

Affiliates: 300

Produced: Weekly

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

"Baptist Hour"**Radio & TV Commission Of
Southern Baptists**

Host: Derwood Rowell

Length: 30 mins.

Terms: Free, no barter

Delivered via: Disc

Began: 1939

Affiliates: 462

Produced: Weekly

A modified workshop service with traditional religious music.

"Hal Bruno's Washington"**ABC Entertainment Network**

Length: 25 mins.

Terms: Network affiliation

Delivered via: Satcom 1R

Affiliates: 200

Produced: Weekly

Weekly interview program hosted by ABC political editor Hal Bruno. Mr. Bruno interviews major news and decisionmakers.

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

Host: Jerry Clower/Bill Mack

Length: 30 mins.

Terms: Free, no barter

Delivered via: Disc

Began: 1969

Affiliates: 1408

Produced: Weekly

Contemporary Country music featuring interviews with artists & composers. For any Country station format.

**"Family Talk
From Covenant House"****Covenant House**

Host: Renn Vera/Maureen Taylor

Length: Half hour

Terms: Free

Delivered via: Tape

Began: 1/4/86

Affiliates: 30

Produced: Weekly

Deals with issues affecting the family. Unique format with a mix of information, humor and highly-produced vignettes.

"Healthcare"**PIA**

Host: Diane Banks

Length: Half hour

Terms: Barter

Delivered via: Tape

Began: 10/16/81

Affiliates: 140

Produced: Weekly

Preventive medicine, medical controversies, the latest treatments heard every week from patients, researchers and experts. Sound effects, music actualities.

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

Host: Mariano Garcia

Length: 30 mins.

Terms: Free, no barter

Delivered via: Disc

Began: 1980

Affiliates: 120

Produced: Weekly

Spanish contemporary music program. For any station programming to hispanic listeners.

"Job Search"**Starmagic Radio**

Length: 2 mins.

Terms: Barter

Delivered via: Tape

Produced: Daily

A national employment agency of the airwaves. Starmagic offers employment opportunities of all types and descriptions all over the country.

**"King: From Atlanta
To The Mountaintop"****Bailey Broadcasting Services**

Host: Lee Bailey

Length: 3 hours

Terms: Barter

Delivered via: Tape

Began: 1/12/86

Affiliates: 70

Produced: Annually

Docu-drama that details the life story of Dr. Martin Luther King Jr., and the civil rights movement.

"Listen Closely"**ABC Radio Networks**

Produced by: ABC News

Host: Gil Fox

Length: Half hour

Delivered via: Satcom 1R T23

Affiliates: 100

Produced: Weekly

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

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

Host: Dave Naugle/Terri Barrett

Length: 30 mins.

Terms: Free, no barter

Delivered via: Disc

Began: 1959

Produced: Weekly

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

PROGRAM SUPPLIERS GUIDE '88



Music and the Spoken Word

"Music & The Spoken Word"

Bonneville Media Communications

Host: Spencer Kinard
Length: Half hour
Terms: Free
Delivered via: Tape
Began: 7/15/29
Produced: Weekly

Longest running non-denominational program featuring Momon Tabernacle Choir and 3-minute inspirational message on traditional Christian values. No donations requested.

"Newsbreakers"

Westwood One Companies/Mutual

Produced by: George Achaves
Host: Ron Nessen
Length: 21:40 mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 9/20/85
Produced: Weekly

A lively roundtable discussion of the major topics of the week. Panelists include Daniel Schorr, Marianne Means, and John Podhoritz.

"Northwestern Reviewing Stand"

PIA
Host: John Fisher/Sandy Kramer
Length: Half hour
Terms: Barter
Delivered via: Tape
Began: 5/25/85
Affiliates: 125
Produced: Weekly

Newsmaker interviews, man on-the-street montages and celebrity actualities targeted for the 25-54 demo.

"On Track"

Radio & TV Commission Of Southern Baptists

Host: Ross Tucker
Length: 30 mins.
Terms: Free, no barter
Delivered via: Disc
Began: 1981
Affiliates: 574
Produced: Weekly

Contemporary Christian music format with performer interviews. For CHR, MOR, AOR, and CCR formats.

NEW

"Page One"

PIA
Produced by: Simon Wiesenthal Center
Host: Richard Trank
Length: Half hour
Terms: Barter
Delivered via: NPR satellite or tape
Began: 1/17/88
Affiliates: 50
Produced: Weekly

Cultural news magazine featuring contemporary Jewish issues, personalities and international newsmakers.

"Perspective"

ABC Information Network

Host: Bob Walker
Length: One hour
Terms: Network affiliation
Delivered via: Satcom 1R T23
Affiliates: 400
Produced: Weekly

ABC correspondents worldwide discuss important issues and the past week's news in depth.

"PIA Customized Public Affairs"

PIA
Host: Sandy Kramer
Length: Half hour
Terms: Barter
Delivered via: Tape
Began: 1/82
Affiliates: 270
Produced: Weekly

Customized public affairs that entertain. One year's contract insures a minimum of twenty shows created from your annual issues/problems list.



"Powerline"

Radio & TV Commission Of Southern Baptists

Host: Jon Rivers
Length: 30 mins.
Terms: Free, no barter
Delivered via: Disc
Began: 1969
Affiliates: 1537
Produced: Weekly

Current & classic hits from the charts. For CHR, MOR, and AOR formats.

"Speaking Of Everything"

ABC Contemporary Network

Host: Howard Cosell
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.

"Streams In The Desert"

Radio & TV Commission Of Southern Baptists

Host: Dick McCartney
Length: 30 mins.
Terms: Free, no barter
Delivered via: Disc
Began: 1976
Affiliates: 708
Produced: Weekly

Uses current and classic easy listening records. For beautiful music, light AC and Easy formats.

"United Negro College Fund Radiothon/Telethon Simulcast"

Sheridan Broadcasting Network

Host: Chuck Woodson
Length: 6 hours
Terms: Barter
Delivered via: Satellite
Began: 12/26/85
Affiliates: 50
Produced: Annually

Radiothon to benefit the United Negro College Fund's member colleges.



"Weekend Headliner"

Westwood One Companies/Mutual

Produced by: Pat Piper
Host: Mutual news correspondents
Length: 21:40 mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 1934
Produced: Weekly

Probing, in-depth interviews with today's most important and controversial movers and shakers. Background reports on the guest.



"The Week In Review"

Westwood One Companies/Mutual

Produced by: George Achaves/Dick Rosse
Host: Dick Rosse
Length: 21:40 mins.
Terms: Barter
Delivery via: Satcom 1R T3
Began: 6/10/83
Affiliates: 130
Produced: Weekly

Summary of the most important and interesting news. On-the-scene reports and analysis from Mutual's worldwide staff.



Dolly Dimples
"Dolly Dimples Hit Parade"
Children's Audio Visual Co.

Length: One hour
Terms: Barter
Delivered via: Tape
Began: 3/1/88
Affiliates: Five

Produced: Weekly, for 26 weeks
A soap opera of a magical doll that befriends a Rock and Roll disc jockey with a countdown of children's songs.

"Like Only Yesterday"

Westwood One Companies/Mutual

Produced by: George Achaves/Dick Rosse
Host: Dick Rosse
Length: 90 seconds
Terms: Barter
Delivery via: Satcom 1R T3
Began: 5/5/86
Affiliates: 125
Produced: Daily

Mutual's popular feature that looks at today in history, using archive tape and research material. Actual sounds of day.

"Party Line"

Voices

Produced by: Charles Fuller
Length: 1½ mins.
Delivered by: Tape
Produced: Daily
A daily, one-minute provocative soap opera which takes place entirely in telephone conversations. Daily episode repeatable the same day.

NEW



"The Ocean Rudee Radio Programme"

Radio Shorts Ltd.

Length: Half hour
Terms: Barter
Delivered via: Tape
Began: 10/1/88
Affiliates: Three
Produced: Weekly

30 minutes of fun and adventure for kids 5-10 years old. Featuring popular children's literature in a radio theatre format.

"Same Time... Same Station"

Real Radio Company

Host: John Price
Length: 53 mins.
Terms: Barter
Delivered via: Satcom 1R T 19
Began: 9/6/86
Affiliates: 64
Produced: Weekly

An affectionate chronicle of radio's first half-century... with the original cast. Strong 18-34 and teen audience.



CHARLES MICHELSON
INCORPORATED

"Vintage Radio Shows"

Charles Michelson & Sons

Length: Half hour
Terms: Cash
Delivered via: Tape
Affiliates: 94
Produced: Weekly

"Abbott & Costello"

Two of the funniest comedians in America share honors in this laugh-a-minute series. Their "Who's On First" says it all.

"The Adventures Of Harry Lime - The Third Man"

52 half-hours of the famous movie, "The Third Man," stars Orson Welles.

"Adventures Of Red Ryder"

52 half-hours. America's famous red-shirted, red-headed cowboy and Little Beaver roam the plains of the West.

"Jack Benny Show"

52 half-hours, new for 1988. By special license from the estate, the best of Benny. Already in ten of the top twelve markets.

"Edgar Bergen & Charlie McCarthy"

26 half-hours among the top NBC of all time. Ventriloquist Bergen and Charlie his erstwhile dummy clashed as real people.

"The Best Of Sherlock Holmes"

16 half-hours. The Sir Authur Conan Doyle favorite starring Sir John Gielgud as Sherlock, and Sir Ralph Richardson as Watson.

"The Black Museum"

52 half-hours of true stories of Scotland Yard's effects from Jack the Ripper and other crimes. Recreated by Orson Welles.

"Box Thirteen"

52 half-hours. Alan Ladd as Dan Holiday, former newsman now a mystery writer, seeking adventure material for his book.

"Burns and Allen"

52 half-hours, new for 1988. George and Gracie with guest stars such as Fred Astaire, Ronald Reagan, James Mason.

"The Clock"

52 half-hours. Stories of the future and past, but never of the present. Sunrise and sunset, promise and fulfillment, birth and death.

"Dragnet"

52 half-hours. Welcome back to radio the original case and shows of "dum-de-dum-dum" as it is popularly known everywhere.

"The Falcon"

52 half-hours. First as a motion picture, this outstanding mystery character quickly became a top radio network series.

"Famous Jury Trials"

31 half-hour dramatizations of the world's best-remembered trials. Broadcast on both the Mutual and ABC networks.

Program Services



Drama/Nostalgia

"Gangbusters"

52 half-hours, the most popular crimefighting series of all. Appearances by Art Carney, Mercedes Cambridge and others.

"The Green Hornet"

52 half-hours. The famous crusader against crimes once again on the prowl for underworld characters, and aided by "Cato."

"Stuart Hamblin Cowboy Church Of The Air"

Stuart Hamblin's been writing songs of the West and relating anecdotes of his favorite part of the country for years.

"The Hidden Truth"

52 half-hours. A most interesting and revealing series detailing the true stories surrounding the use of the lie detector.

"Hopalong Cassidy"

52 half-hours. America's favorite cowboy, the most popular western ever produced. William Boyd stars with Andy Clyde as California.

"The Liberace Radio Show"

The fascinating entertainer at his best. His wonderful piano solos are outstanding examples of his keyboard mastery.

"Lights Out"

Arch Oboler's "Lights Out" are among the most famous radio dramas of all time. They've been translated into many languages.

"The Lone Ranger"

52 half-hours. The best of the radio adventures of the world famous masked hero and his Indian companion Tonto.

"The Sealed Book"

26 half-hours. An out and out mystery thriller that will hold the audience's attention to the last moment.

"Sgt. Preston of the Yukon"

52 half-hours. He held up the fine tradition of the Mounties along with his dog King. They always got their man.

"The Six Shooter"

31 half-hours starring James Stewart as Britt Ponset, a frontier drifter. Stewart is never better as the slow-talking cowboy.

"Stand By . . . For Crime"


52 half-hours. Joe Morgan is a fictional radio crime reporter who becomes involved in many areas. Stars Glenn Langan.

"Theatre Royale"

39 half-hours of the world's most fascinating dramas. Dr. Jekyll & Mr. Hyde, Dracula. Stars Sir Laurence Olivier.

"This Is Your FBI"

52 half-hours. Second-longest running series on ABC. Written, produced and directed by Jerry Devine. Only show approved by J. Edgar Hoover.



Christmas Programming

"An American Christmas"

The Otis Conner Companies

Length: 12 hours

Terms: Barter

Delivered via: Disc

Affiliates: 350

Twelve hour contemporary Christmas music special with narration based upon archives of Saturday Evening Post.

"Christmas At Our House"

Drake-Chenault

Host: Sonny Melendrez

Length: 12 hours

Terms: Cash

Delivered via: Disc

12 hours of holiday classics with Christmas stories and features from around the world.

"Christmas Eve On Mutual"

Westwood One Companies/ Mutual

Produced by: Kevin DeLany/Paul Hill

Length: 10 hours

Terms: Barter

Delivery via: Satcom 1R T3

Began: 12/80

Special program of Christmas music designed for airing on all formats. Music mix prepared to present the widest variety.

"Christmas In The Country"

Drake-Chenault

Host: Bob Kingsley

Length: 6 hours

Terms: Cash

Delivered via: Disc

The holiday classics with stories and interviews from your favorite Country artists.

"Christmas Music Festival"

RPM Radio Programming & Management Inc.

Length: 15 hours

Terms: Cash

Delivered via: Analog or digital tape

Began: 2/1/71

Affiliates: 130

The greatest holiday titles by top artists. Available in AC, Country, and Easy versions. Enough for several days use. Digitally mastered.

"Christmas Music Library"

Music Director Programming Service

Length: 185 songs

Terms: Cash buyout

Delivered via: Analog tape or DAT

Our six reels are all you'll need for Christmas. Hits and traditional Christmas music included.

"A Country Christmas"

Weedek Radio Network

Host: Chris Lane

Length: 12 hours

Terms: Cash

Delivered via: Tape

Completely updated for Christmas 1988. Features new and traditional Christmas music. Country stars' holiday recollections, interesting and entertaining bits.

"Country Christmas Music"

Musicworks Inc.

No songs: 7 90-min reels.

Terms: Cash

Delivered via: Analog tape

Classic Country Christmas music updated yearly with new releases. Five reels of standards, on instrumental reel, one reel hymns.

"A Country Joy Of Christmas"

Creative Radio Network

Host: Harry Newman

Length: 6, 12, or 18 hours

Terms: Cash

Delivered via: Disc

Began: 12/1/87

Affiliates: 427

Newest, most exciting multi-hour holiday special for Country stations. Includes hourly visits with Santa Claus.

NEW

"Family Christmas Special"

Morrie Trumble & Associates

Length: 6 hours repeatable to 12

Terms: Cash

Delivered via: Disc

Began: 12/25/88

80% music standards, 20% celebrity holiday interviews and stories.

"A Gospel Christmas"

Heil Enterprises

Host: Paul Heil

Length: 2 hours

Terms: Cash

Delivered via: Automation compatible tape

Began: 12/80

Affiliates: 190

Christmas favorites by Southern gospel artists, artist interviews about Christmas. New production music each year.

"Holiday Hits"

Drake-Chenault

Host: Laurie Allen

Length: 6 hours

Terms: Cash

Delivered via: Disc

A 6 hour contemporary Christmas event featuring music from Stevie Wonder, Bruce Springsteen, The Beatles and many more.

"A Jazz Trax Christmas"

Art Good's Jazz Trax

Host: Art Good

Length: 6 hours

Terms: Cash or barter

Delivered via: Tape

Began: 12/25/87

Affiliates: 30

Christmastime songs by contemporary Jazz artists. Christmas reminiscing by the stars of contemporary Jazz. Christmas eve or morning airing.

"Jingle Bell Rock"

Transtar Special Programming

Host: Mike Harvey

Length: 4 hours

Terms: Barter

Delivered via: Disc

Affiliates: 350

'Tis the season to be rockin' around the Christmas tree with Brenda Lee, Elvis Presley, Elton John, the Supremes, even Alvin & Chipmunks.

"The Joy Of Christmas"

Creative Radio Network

Host: Gene Norman

Length: 6, 12, or 18 hours

Terms: Barter in top 25 markets; cash

Delivered via: Disc

Began: 12/1/87

Affiliates: 314

Newest, most exciting multi-hour special for AC and MOR stations. Includes hourly visits with Santa Claus.

"The Joy Of Christmas"

PIA

Produced by: PIA/Malrite

Length: 20 hours

Terms: Barter

Delivered via: Disc

Began: 12/83

Affiliates: 280

Celebrate with 20 hours of Christmas music. Traditional and contemporary artists performing favorite holiday classics. For AC/MOR. No talk.

NEW

"The Magic Of Christmas"

Kris Stevens Enterprises, Inc.

Host: Kris Erik Stevens

Length: 12 hours

Terms: Cash

Delivered via: Disc

Began: 12/88

All new for '88, an exciting package. All the latest Christmas songs plus brand new holiday features.

"Mutual's Country Christmas"

Westwood One Companies/ Mutual

Produced by: Kevin DeLany

Host: Lee Arnold/Country artists

Length: 3 hours

Terms: Barter

Delivery via: Satcom 1R T3 or disc

Began: 12/86

A Country Christmas in song, the words and memories of America's most-loved entertainers make for a heart-warming and splendid special.

"An Original Christmas"

TelePrograms Inc.

Host: Don Bleu

Length: 12 modular hours

Terms: Cash

Delivered via: Tape

Twelve hours of contemporary Christmas standards. Plus thematic features, storyettes, guest stars and holiday magic. Fresh updates yearly.

"Pop Christmas Music"

Musicworks Inc.

No songs: 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.

Length: 3 hours

Terms: Cash

Delivered via: Tape

Began: 12/25/73

Affiliates: 40

A narrative/music program exploring the many moods & emotions of the holiday seasons. Transcends formats by mixing contemporary & traditional sounds.

"The 12 Days Of Christmas"

Vanda Productions

Host: Bob Anderson

Length: 50 90-second segments

Terms: Cash

Delivered via: Tape or scripts

Began: 11/14/87

Affiliates: Six

Contains 50, 1½ minutes of entertaining Christmas trivia! Guaranteed market-exclusivity. Available in script form or cassette.

"The 12 Hours Of Christmas"

Kris Stevens Enterprises, Inc.

Host: Kris Erik Stevens

Length: 12 hours

Terms: Cash


Delivered via: Disc

Began: 12/85, updated in '87

Affiliates: 200+

Produced: Once per year

A traditional favorite of radio stations worldwide. An entertaining mass-appeal special that captures the warmth of the holiday season.



Production Software

"The Air Command Sales & Production Library"

O'Connor Creative Services Inc.

No. cuts: 1088

Terms: Buyout

Delivery via: Disc or CD

Market exclusive? No

Full-service music and sound effects production library covering all the basic needs of the typical broadcast producer.

PROGRAM SUPPLIERS GUIDE '88

Production
Software**"The Apple Digital
Production Library"**
**O'Connor Creative Services
Inc.****No. cuts:** 2202**Terms:** Buyout**Delivery via:** Disc or CD**Updated:** Bi-monthly**Market exclusive?** No

Digitally mastered full-service production library encompassing commercial-length music, special production music, holidays and sound effects.

"Broadcast One"
Associated Production Music**No. cuts:** 1200**Terms:** Lease**Delivery via:** CD**Updated:** Quarterly**Market exclusive?** No

Broadcast One's 18 CDs represent more variety and depth than any other music library, with spot versions, full-length beds.

**"Broadcast Promotion &
Advertising Package"**
Catspaw Productions**Terms:** Lease**Delivery via:** CD or analog tape**Market exclusive?** Yes

Catspaw Productions is a full-service broadcast and advertising creative group. Original and syndicated production, music, talent.

**"CAT"**
Media General**No. cuts:** 140 discs**Terms:** Lease**Delivery via:** Disc**Updated:** 12 per year**Market exclusive?** Yes

Unique blend of imaginative and creative sounds. A complete production library with sales thematic to increase profit and production quality.

"CD Sales Library"
FirstCom**No. cuts:** 50**Delivery via:** CD**Market exclusive?** Yes

Proven sales ideas for potential customers. Fast, incredible sounding spec spots. Superior presentations for quicker closes.

**Century 21 CD
Sound Effects****"CD Sound Effects"**
**Century 21 Programming,
Inc.****No. cuts:** 368**Terms:** Buyout or lease**Delivery via:** CD**Updated:** 3 times per year

Digitally-recorded new sound effects for radio, only \$295 buyout.

"Clean Sheets"
Clean Sheets Inc.**No. cuts:** 3 hours +**Terms:** Lease**Delivery via:** Analog tape**Updated:** Periodically**Market exclusive?** Yes

High energy musical material, best suited for promos and imaging. Credits include WQHT, KPWR, WHYT, KZZP, KRBE, WUSL, WSOC, KWSS.

"Commercial Jingle Concepts"
Continental Recordings**No. cuts:** Minimum 10**Terms:** Buyout**Delivery via:** Analog tape**Market exclusive?** Yes

Original and reworked commercial jingles for advertisers including auto dealers, jewelers, banks, video stores, shopping centers & malls.

**COMPACT
DISC production library****"Compact Disc Production
Library"**
**Century 21 Programming,
Inc.****No. cuts:** 1500+**Terms:** Buyout or lease**Delivery via:** CD**Updated:** 3 times per year

Newly recorded digital instrumentals, accents & stingers for commercial backgrounds. CD player included, sound effects, updated regularly.

**"The Craziest Comedy
Effects Library"**
O'Connor Creative Services**No. cuts:** 263**Terms:** Buyout**Delivery via:** Disc or CD**Market exclusive?** No

A one-of-a-kind library of cartoon and other comedy sound effects, short music cues and brief character voice bits.

STUDIO 140
Audio Artistry
A Federated Media Company**"Custom Produced IDs
And Commercials"**
Studio 140**Terms:** Buyout**Delivery via:** Analog tape**Updated:** At client's request**Market exclusive?** Yes

Distinctive voices for IDs, promos, and commercials. Straight voice or custom produced promos and commercials.

**"The DIG/EFX Sound
Effects Library"**
**O'Connor Creative Services
Inc.****No. cuts:** 300**Terms:** Buyout**Delivery via:** Disc**Market exclusive?** No

Comprehensive standard sound effects library covering all the needs of a commercial producer.

"Digital Director"
Media General**No. cuts:** 400+**Terms:** Buyout or lease**Delivery via:** CD or disc**Updated:** Annually**Market exclusive?** Yes, if leased

Media General's newest production library, 60, 30, and 15-second music trax, work parts & sound effects.

DIGITAL DREAMS**"Digital Dreams
Production Music"**
Digital Dreams**No. cuts:** 40**Terms:** Lease**Delivery via:** Analog tape**Updated:** Yearly**Market exclusive?** Yes

Thirty & sixty-second up tempo production beds. Music is digital source recorded direct to two-track. Very hot! Very inexpensive!

"Digifects"
FirstCom**No. cuts:** 2000+**Terms:** Buyout**Delivery via:** CD**Market exclusive?** No

Digifects perfectly duplicates real sound. 23 CDs in 10 categories: City, Domestic, Rural, Transport, Industry, Office, Leisure, Sports, Human, Special.

"Digital Production System"
FirstCom**No. cuts:** 3000+**Terms:** Lease**Delivery via:** CD**Updated:** Yearly**Market exclusive?** No

37 CDs of digital music and sound effects initially with annual supplements. Over 3000 cuts for greater variety.

**"The Effector"**
Mitch Craig Productions**No. cuts:** 198**Terms:** Buyout**Delivery via:** Analog tape**Market exclusive?** Yes

Three 10-inch reels of hi-tech effects, plus promo beds and extended contest beds. CHR/AC/URBAN... affordable!

"Escape"
Brown Bag Productions**No. cuts:** 303**Terms:** Lease**Delivery via:** CD or analog tape**Updated:** None**Market exclusive?** Yes

The only CD market exclusive library offered to adult-based formats. Also used by ABC-TV, HBO and Cinemax.

**"Flashpoint!"****Brown Bag Productions****No. cuts:** 417**Terms:** Lease**Delivery via:** CD**Updated:** None**Market exclusive?** Yes

The most technologically advanced production library ever created. Special guitar appearance by Randy California. Used by KIIS, WQFM, etc.

**Generation
Three****"Generation Three"**
**Century 21 Programming,
Inc.****No. cuts:** 1500+**Terms:** Buyout or lease**Delivery via:** CD**Updated:** 3 times per year

All instrumental, all digitally recorded. All new CD production library for mass appeal radio. Sound effects optional.

**"Hanna-Barbera Library
Of Sounds"**
Interlock**No. cuts:** 239**Terms:** Buyout**Delivery via:** CD**Market exclusive?** No

SFX we all grew up and loved from Hanna-Barbera cartoons.

**"The Holiday & Special
Events Production Library"**
O'Connor Creative Services**No. cuts:** 123**Terms:** Buyout**Delivery via:** Disc or CD**Market exclusive?** No

A unique library of commercial and random length music and specially created sound effects for all major holidays and special events.

"Hot Tracks"
Silvertree Inc.**No. cuts:** 160**Terms:** Buyout**Delivered via:** Analog tape**Market exclusive?** No

A broadcast production library of 30 & 60-second contemporary-only tracks. AC/CHR.

**"L.A. Air Force"**
Terry Moss**Terms:** Cash buyout**Delivery via:** Disc or CD**Market exclusive?** No**LASER
LIGHTNING****"Laser Lightning"**
**Century 21 Programming,
Inc.****No. cuts:** 1500+**Terms:** Buyout or lease**Delivery via:** CD**Updated:** 3 times per year

All-rock, all-digital CD instrumentals, accents, lasers, stingers, promo beds and morning show gimmicks. Optional CD sound effects.

"Lazer Production Library"
Media General**No. cuts:** 400+**Terms:** Buyout or lease**Delivery via:** CD**Market exclusive?** Yes, if leased

Hot tracks on CD for power formats: CHR, AOR, Urban.

**"Masterplan, TM System,
Digital Transfusion,
Production
Source"****TM Communications Inc.****Terms:** Buyout**Delivery via:** Disc**Market exclusive?** Yes

Sales and production aids. The tools necessary for a station to create professional, locally-produced commercials.

"Muscle Shoals Magic"
**Southern Trax Production
Company****No. cuts:** 578**Terms:** Buyout**Delivery via:** CD**Market exclusive?** Yes

Production library on CD. Purchase includes quality CD player. Contemporary, Country, production aids, color-coded discs.

"J.R. Nelson Productions"**No. cuts:** Custom, size varies**Terms:** Buyout**Delivery via:** Analog tape**Market exclusive?** Yes

IDs, sweepers, stagers, promos, beds, novelty songs, winner & solicit beds, TV audio tracks, jingle freshening, all formats.

**"Network Production Music
Library"****No. cuts:** 400 themes/2000 selections**Terms:** Lease**Delivery via:** CD or disc**Updated:** Monthly**Market exclusive?** No

Contemporary music adaptable to commercials, features, etc. 65+ CDs or stereo LPs. 59s, 29s, tags and rhythm tracks. New rates.



"Network Sound Effects Library"

No. cuts: 3500
Terms: Buyout
Delivery via: CD
Updated: Quarterly
Market exclusive? No
 3500+ stereo sound effects on 44 CDs. Carefully catalogued and cross-referenced. Comprehensive and complete. User-recommended new releases.

"OMNIMUSIC Production Music Library"

No. cuts: 750+
Terms: Lease
Delivery via: CD
Updated: Quarterly
Market exclusive? No
 Professional broadcast series: Contains pre-edited 60s, 30s and 15s plus logos, stingers & cues. All styles included. Holiday music CD just added.

"Production Music"

27 Dimension Inc.
No. cuts: 463
Terms: Buyout
Delivery via: Disc or CD
Updated: Quarterly
Market exclusive? No
 Holophonic production music library. 15 CDs containing pre-edited 30-60-3:00 min. 463 cuts. Lifetime blanket license available.

"Production Music Library"

DeWolfe Music Library
No. cuts: 1000 LPs, 30 CDs
Terms: Lease

Delivery via: Disc or CD
Updated: 50-60 LPs or 20 CDs annually
Market exclusive? No
 All-encompassing music catalogue containing styles & arrangements of all music formats.

"Production Music Library"

Manhattan Production Music
No. cuts: 800
Terms: Lease
Delivery via: CD
Updated: 8 per year
Market exclusive? No
 CD digital master series music library. A spectrum of authentic genres from acoustic pastoral to high-energy sports and industrial.

"Production Sound Effects"

27 Dimension Inc.
No. cuts: 1001
Terms: Buyout
Delivery via: CD
Updated: Yearly
Market exclusive? No
 1001 Holophonic sound effects on 10 CDs. The world's only holophonic sound effects library.

"Power Tools"

Brown Bag Productions
No. cuts: 307
Terms: Lease
Delivery via: CD
Updated: None
Market exclusive? Yes
 The most popular CHR/AOR/Classic Rock production library of the '80s. Includes WMMS, WQXI, WFBQ, WXRK, KKLQ, WDVE, and dozens more.

"Radio Ranch"

Reverend Bob Productions
Terms: Buyout
Delivery via: Analog tape
Updated: As needed
Market exclusive? No
 We do custom production, IDs, liners, sweeps, commercials, seg assists. Targeted small, medium, college markets. Any format.

"Rainmaker Productions Commercial Packages"

Cooley-Strickland Management Inc.
No. cuts: 6 commercials per industry
Terms: Lease
Delivery via: Analog tape

Market exclusive? Yes
 Copyrighted concepts, original characters and impressions, many industries: Furniture, Auto, Cellular Phone, etc.

"ROCK"

Continental Recordings
Terms: Buyout or lease
Delivery via: Analog tape
Market exclusive? Yes
 A complete package of liners and sounders for Contemporary, Rock and AOR stations.

"S.I. Production Music Library"

Sound Ideas
No. cuts: 760
Terms: Lease
Delivery via: CD
Updated: Twice per year
Market exclusive? No
 25 CDs of contemporary production music of various styles.

"S.I. Sound Effects Library"

Sound Ideas
No. cuts: 5000
Terms: Buyout
Delivery via: CD
Updated: Yearly
Market exclusive? Yes
 5000 stereo SFX on 50 CDs

"Sound FX — The Library"

Associated Production Music
No. cuts: 1000+
Terms: Buyout
Delivery via: CD
Updated: Twice each year
 All natural sounds were digitally recorded using state-of-the-art recording techniques on these 25 CDs.

"The Sound System"

The Otis Conner Companies
No. cuts: 1000+
Terms: Buyout or lease
Delivery via: Disc, DAT, CD, or analog tape
Updated: Quarterly
Market exclusive? Yes
 The Sound System is Otis Conner's sales/production library service with award-winning campaigns. Available for customization for local clients.

"SoundWorks"

The Otis Conner Companies
No. cuts: 2400

Terms: Buyout or lease
Delivery via: DAT, CD, or analog tape
Updated: Yearly
Market exclusive? Yes
 SoundWorks is a state-of-the-art contemporary instrumental production music library service designed for CHR, AC, and Urban formats.

"Sounds Of Broadcasting"

Media General
No. cuts: 175 discs
Delivery via: Disc
Updated: 12 times yearly
Market exclusive? Yes
 Recognized as the ultimate in production libraries. A continuous source of production tools for the professional production man.



SOUTHERN TRAX

"Sponsor Commercials"

Southern Trax Production Company
No. cuts: One or more
Terms: Buyout
Delivery via: Analog tape
Market exclusive? Yes
 Customized commercials for sponsors in your market. Professional singers and musicians recorded at Muscle Shoals Sound Studios. 60 & 30-second.

"Super Pro Series One"

Joe Kelly Creative Services
No. cuts: 395
Terms: Buyout
Delivery via: CD or analog tape
Updated: Yearly
Market exclusive? Yes
 From Joe Kelly. For spots, promos, IDs, sweeps, service, holidays etc. No repeats. A 4-CD package, 10-year lease. A killer!

SYNTHEFEXX

"Synthefex"

Rahn Productions
Terms: Buyout
Delivery via: Analog tape
Market exclusive? No

Sizzling synthesizer sound effects digitally mastered in 3D stereo. 81 cuts, including Lasers, stingers, punctuators, zappers, percussion and synth beds.



"Techsonics"

SP Sound Productions
No. cuts: Updated to 400
Terms: Lease
Delivered via: CD, Analog tape
Market exclusive? Yes
 Highly successful TECHSONICS includes laser zappers, contest & production beds, sweepers & much more. On KIIS, KKBQ, Power 95, many more!

"Trendsetter"

Media General
No. cuts: 150 discs
Terms: Buyout or lease
Delivery via: Disc
Updated: 18 per year
Market exclusive? No
 The production music service for today's contemporary radio. Instrumentation and special effects of the chart music you're playing, specialty trax.

"Valentino Production Music And Sound Effects Library"

Tom Valentino
No. cuts: 2,000 music/2,000 SFX
Terms: Music lease/SFX buyout
Delivery via: CD
Updated: Monthly
Market exclusive? No
 Production packages of music including 60 & 30-second cuts and sound effects for radio production.

"Various"

Spot Services
Terms: Cash buyout
Delivery via: Disc, tape
 Spot Services produces radio-TV commercials, programs and other material on both a proprietary and client-assignment basis.

COMPLETE JINGLE PACKAGES IN TWO WEEKS!

"The only time J.L. Ritter Productions jingles will sound bad to you is if they are playing on your competition" DAN VALLIE / E-Z Communications

- We'll kick off your weekend with special Friday cuts and give new life to your birthday announcements.
- The Original Morning Show and "Drivin' Afternoon" packages.
- CHR IDs — "HOT ICE" — The hottest new sounds with the coolest delivery.
- You'll get a blast from the past with our "Oldies" jingles.

Small Market Rates!

J.L. RITTER PRODUCTIONS
 PO Box 6994, Stateline, NV 89449
 (702) 588-4542



"J.L. Ritter adds humanism to jingles. He projects an identity that the show is something special, more than just another radio show."
Cleveland Wheeler,
WRBQ/Tampa

PROGRAM SUPPLIERS GUIDE '88

Jingles & Station IDs

"The Accelerator"
Supertrax Productions-Services

No. cuts: 11

Terms: Lease

Delivery via: Analog tape

Updated: Ongoing

Market exclusive? Yes

Fully produced IDs featuring incredible stagings, digital reverse effects, vocoding (Sonovox) and the voice of John Young.

"Agnes"**Continental Recordings**

No. cuts: 10-35 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Updated: As needed

Market exclusive? Yes

CHR ID package

"All-Hit Kit"**Century 21 Programming, Inc.**

No. cuts: 15-25

Terms: Buyout

Delivery via: DAT, CD, or analog tape

Market exclusive? Yes

100% digitally recorded CHR IDs with production elements for weather, IDs, "Here's what's happening," sports, news, show opens.

"All You Need To Know"**The Otis Conner Companies**

No. cuts: 23 basic plus mixes

Delivery via: DAT or analog tape

Market exclusive? Yes

"All You Need To Know" is Otis Conner's highly successful ID package for News/Talk and Full Service formats.

"Back To Basics"**Continental Recordings**

No. cuts: 20-80 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

Fully-orchestrated ID package for AC or MOR stations.

"Beautiful Music/Easy Listening"**Continental Recordings**

No. cuts: 12-50 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

Powerful ID package, with full orchestration, for Easy Beautiful music stations.

"Big Bands"**Continental Recordings**

No. cuts: 12-25 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

Traditional big band ID package for stations featuring big bands and/or music of the '30s, '40s, '50s.

"Care"**HLC**

No. cuts: 16

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

AC

"Class"**HLC**

No. cuts: 12

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

AC

"Otis Conner's Country ID Packages"**The Otis Conner Companies**

Delivery via: DAT or analog tape

Market exclusive? Yes

Otis Conner has a number of ID packages for a variety of Country formats; from traditional to ultra-contemporary. Mix or match.

"Contemporary Christian"**Continental Recordings**

No. cuts: 10-30 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

AC ID package for Christian-formatted stations.

"Crunch"**HLC**

No. cuts: 10

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

CHR

"Custom Radio Station IDs"**Silvertree Inc.**

Terms: Lease

Delivered via: Analog tape

Market exclusive? Yes

We create totally custom radio ID packages tailored to client stations' format.

"Double Power"**Century 21 Programming, Inc.**

No. cuts: 15-25

Terms: Buyout

Delivery via: DAT, CD, or analog tape

Updated: At extra cost

Market exclusive? Yes

100% digitally recorded for Bonneville's WNSR/New York and Emmis' WENS/Indianapolis. For CHR, Urban/Power, Hot AC & soft rock.

"Double Talk"**Mitch Craig Productions**

No. cuts: 30

Terms: Lease

Delivery via: Analog tape

Market exclusive? Yes

Major league male and female voice paired together for some of the freshest sounding sweepers and IDs on the market.

"Drake Series '88"**The Otis Conner Companies**

No. cuts: 15 basic plus mixes

Delivery via: DAT or analog tape

Market exclusive? Yes

The first package from Bill Drake in over 15 years, reorchestrated for today's radio. Perfect for Oldies, CHR, AC.

"The Edge"**HLC**

No. cuts: 18

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

Hot AC

"Enforcer"**Continental Recordings**

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

Versatile AC ID package that complements AC, Country, Nostalgia and MOR formats. Extremely listenable, wears well.

"Fresh Approach"**FirstCom**

No. cuts: 16

Terms: Lease

Delivery via: Analog tape

Market exclusive? Yes

A bright, new Fresh Approach to musical identification for AC.

"Fronrunners"**Mitch Craig Productions**

No. cuts: 16

Terms: Lease

Delivery via: Analog tape

Market exclusive? Yes

A CHR/Urban flavored jingle package with energy! Dallas and West Coast sound without Hollywood prices.

"Genesis"**HLC**

No. cuts: 18

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

Hot AC/CHR

"Genesis 2"**HLC**

No. cuts: 10

Terms: Buyout

Delivery via: Analog Tape

Market exclusive? Yes

Urban Contemporary/CHR

EAR-CATCHING SPORTS

AL MCGUIRE *at large* PRO FOOTBALL *this week* THE MIKE DITKA SHOW

What do you get when you take one-of-a-kind and multiply it by three? The most "ear-catching sports" programs, and they're available again this season.

When it comes to interesting stories and opinions, nobody tells them better than Al McGuire. His vast basketball knowledge is as important as his unique commentary style and both make **Al McGuire At Large** entertaining to sports and non-sports fans alike. And now, you can enjoy 4 minutes of **Al McGuire At Large**. Daily, starting this December.

Pro Football fans revel in the NFL season, and their best bet to prepare for each game is **Pro Football This Week**. Wayne Larrivee and Hub Arkush, Editor of *Pro Football Weekly*, host this fast paced 1/2 hour weekly program offering the most complete information on key match-ups, late breaking news and interesting stories from around the league. Beginning September 2nd.

Mike Ditka is the most recognized (and controversial) coach in the NFL today. You can count on Ditka for quotable quips each week on his hour long program. His reactions to the game, his players, and the fans who call in to voice their opinion, are only part of the fun on **The Mike Ditka Show**. Available in August.

Three one-of-a-kind programs are available on a barter basis for your one-of-a-kind station via satellite. For market availability call Jack Rosenberg or Steve Johnson at Tribune Radio Networks at (312) 222-3342.

IT'S THE STUFF THEY LISTEN TO

TRIBUNE RADIO NETWORKS

TRIBUNE TOWER 435 N. MICHIGAN AVE. CHICAGO, IL 60611 312-222-3342




STEP UP TO THE FUTURE

10 Vol. CD Sound Effects Library

10 Vol. CD Music Library

FOR A FREE COMPACT DISC SAMPLE, CONTACT:27TH DIMENSION, INC., P.O. BOX 1551, JUPITER, FLORIDA 33468
FLORIDA COLLECT - 305/746-2222 OUTSIDE FLORIDA - 800/634-0091HOLOPHONICS IS A TRADEMARK OF SUGARBELL HOLOPHONICS, INC.



Jingles &
Station IDs

"I-Tech"**The Otis Conner Companies**

No. cuts: 22 plus mixes
Delivery via: DAT or analog tape
Market exclusive? Yes

Otis Conner's latest approach to CHR jingles. Hard-driving, fast-paced cuts for all elements of today's CHR and "hot" AC.

"Jingle Warfare"**FirstCom**

No. cuts: 25
Terms: Lease
Delivery via: Analog tape
Market exclusive? Yes

High-energy ID package featuring digital and acoustical musical elements to fit today's CHR sound.

"Joy"**HLC**

No. cuts: 3
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes

Easy Listening

"KIIS '88"**FirstCom**

No. cuts: 11
Terms: Lease
Delivery via: Analog tape
Market exclusive? Yes

Exciting music tracks featuring a unifying subtheme in the form of a jock-optional talk pad.

"KISSongs"**Lars Clutterham Music**

No. cuts: 32 vocal cuts/over 30 instrumental logos

Urban/dance-oriented ID package. Some rock cuts, :25-over 1:00 plus shotguns. Written-produced to sound like records.

"K-LITE/W-LITE"**The Otis Conner Companies**

No. cuts: 10 plus mixes
Delivery via: DAT or analog tape
Market exclusive? Yes

Today's AC and Light Rock formats need bright contemporary jingles. Otis Conner's ID series showcases them with class and sizzle.

"Lite FM"**Continental Recordings**

No. cuts: 10-40 mixouts
Terms: Buyout/lease
Delivery via: Analog tape
Market exclusive? Yes
ID package for lite FM stations.

"Light Rock"**HLC**

No. cuts: 8
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
Soft Rock/AC

"Love Songs"**HLC**

No. cuts: 9
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
AC/Easy Listening

"Magic"**Continental Recordings**

No. cuts: 8-40 cuts
Terms: Buyout/lease
Delivery via: Analog tape
Market exclusive? Yes
ID package with a magic format.

"Magic Of New Orleans"**Century 21 Programming Inc.**

No. cuts: 15-25
Terms: Buyout
Delivery via: DAT, CD, or analog tape
Market exclusive? Yes
For mellow AC or full-service AC. Available with optional "Magic." Bell-tree sparkles.

"Miami's WAXY"**Century 21 Programming Inc.**

No. cuts: 15-25
Terms: Buyout
Delivery via: Analog tape
Updated: At extra cost
Market exclusive? Yes
Hot AC jingles. On WROR/Boston, WAXY/Miami, KEZR/San Jose, KWOD/Sacramento.

"Michael/Angelo Productions"

Terms: Lease
Delivery via: Analog tape
Market exclusive? Yes
Original music produced for radio ID, advertising, and promotion. Michael Watson, Dir./Sales & Marketing; Angelo Natalie, Creative Dir.

"Muddy Mitch Productions"

No. cuts: As requested
Delivery via: Analog tape
Market exclusive? Yes
Original, personalized show opens and novelty songs.

"My! My! My!"**HLC**

No. cuts: 16
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
Gold-based AC

"New KIIS-FM"**FirstCom**

No. cuts: 8
Terms: Lease
Delivery via: Analog tape
Market exclusive? Yes
A more contemporary sound of clean, punchy vocals and hot, energetic instrumental tracks.

"NUA Songs"**Lars Clutterham Music**

No. cuts: 40 vocal cuts/150 instrumental logos
Updated: Special order
NAC station ID package, :12-over 1:00; written-produced to sound like album cuts.

**"PAMS - Syndicated and Custom Station ID Jingles"**

PAMS Jingles
No. cuts: 4000 cuts in 200 packages, 11 formats
Terms: Lease
Delivery via: Analog tape
Updated: 500 cuts per year

"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 Energy -II," "Airstbusters." Over 100 tracks available cut-by-cut, market exclusive.

"Oldies" — The king of the oldies packages. Originally on WABC, KFVB, 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 "Metropole," "Find Out First I & II." On a package basis only. Recorded 1982-87.

"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 recorded 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 Connectors"**Mitch Craig Productions**

No. cuts: 45
Terms: Lease
Delivery via: Analog tape
Updated: Yearly
Market exclusive? Yes
Hot CHR sweepers and identifiers. Exciting effects and all the production tricks. Updates available.

"Proton"**Century 21 Programming Inc.**

No. cuts: 15-25
Terms: Buyout
Delivery via: DAT, CD or analog tape
Market exclusive? Yes
100% digitally recorded 1988 hot-rockin' flame-throwin' CHR IDs for ABC/Cap Cities highest-rated FM WPRO/Providence.

"Radio Active"**HLC**

No. cuts: 7
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
CHR

**"Radio Station ID Packages"****Thompson Creative**

No. cuts: 15-20
Terms: Lease
Delivery via: DAT or analog tape
Market exclusive? Yes
Jingle packages for all formats. Production elements and custom music. Guaranteed two week turnaround. Very competitive prices.

"Reel Good Productions"

No. cuts: 45/11/6
Terms: Buyout
Delivery via: DAT or analog tape
Market exclusive? Yes
The best damn jingles you ever heard. Specifically produced to work better with the music you're playing.

"J.L. Ritter Productions"

Terms: Buyout
Delivery via: Analog tape
Market exclusive? Yes
J.L. Ritter productions creates jingles that give your station/show its own identity.

"Second Avenue Productions"

Terms: Buyout
Delivery via: Analog tape
Market exclusive? No
Customized jingle packages with concentration on the fashion, entertainment, hi-profile businesses. Hi-impact, low cost productions.

"Shake Rattle & Radio"

Continental Recordings
No. cuts: 13-40 mixouts
Terms: Buyout/lease
Delivery via: Analog tape
Market exclusive? Yes
ID package for stations playing '50s, '60s and early '70s music.

"Soft Rock"**Continental Recordings**

No. cuts: 10-40 mixouts
Terms: Buyout/lease
Delivery via: Analog tape
Market exclusive? Yes
ID package for stations playing soft rock.

"Soft Rock"

HLC
No. cuts: 9
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
Soft Rock/AOR mini-song jingles

"Sports"

HLC
No. cuts: 4
Terms: Buyout
Delivery via: Analog Tape
Market exclusive? Yes
Sports — any format

"Station IDs"**Southern Trax Production Company**

No. cuts: 5 or more
Terms: Buyout
Delivery via: Analog tape
Market exclusive? Yes
Contemporary or Country ID packages produced at Muscle Shoals Sound Studios, with Muscle Shoals Horns and professional singers.

"Station Image & Advertising"

Catspaw Productions
Terms: Buyout/lease
Delivery via: CD or analog tape
Market exclusive? Yes
Catspaw Productions is a full-service broadcast and advertising creative group. Original and syndicated jingles.



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7 Albums
232 EFX.

OUR COMMITMENT IS MORE THAN JUST A SONG AND DANCE.

That's right, the TMCI ID Division won't just give you the old softshoe. Our commitment is to give you creative jingles in the quickest turnaround time possible. As a matter of fact, we guarantee a quality product in just two weeks.

If you're not satisfied - we're not satisfied.
Let the TMCI team go to work on your next ID's and hear the sound of commitment.



TM Communications, Inc.

Broadcast Services Radio Stations Corporate Communications Training Programs
1349 Regal Row Dallas, Texas 75247 214-634-8511 1-800-527-7759



"Today's Country"

FirstCom

No. cuts: 10

Terms: Lease

Delivery via: Analog tape

Market exclusive? Yes

A vibrant, energetic, punchy vocal style and instrumental sound designed to complement the music you play.

"True Digital 'Color Tracks'"

Digital Audio Technologies Inc.

Terms: Cash

Delivery via: Tape

A truly unique, state-of-the-art production service by some of the industry's most radio-creative digital audio engineers.

"Twintros"

Steve Vaus Productions

No. cuts: On request

Terms: Buyout

Delivery via: DAT or analog tape

Updated: Quarterly

Market exclusive? Yes

Bold, innovative jingles, themes, IDs and sweepers from Southern California's hottest writers and producers. Clients: KFMB, KIFM, KBBY, KADX, KROP.

"WCOZ"

Continental Recordings

No. cuts: 8-30 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

ID package for contemporary FM format.

"WEEI"

Continental Recordings

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

ID sounders & image package for news format.

"We're Here For You"

Continental Recordings

No. cuts: 20-75 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

MOR ID package for full-service community radio station that wants a strong local image.

"We're Here For You II"

Continental Recordings

No. cuts: 10-40 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

Uptempo ID package for contemporary AC stations.

"We're The One"

Continental Recordings

No. cuts: 15-60 mixouts

Terms: Buyout/lease

Delivery via: Analog tape

Market exclusive? Yes

ID package for full-service AC station.



"AC Safest Oldies Library"

Music Director Programming Service

No. cuts: 950

Terms: Buyout

Delivery via: Analog tape or DAT soon

Updated: Every 18 months

Market exclusive? No

50 reels of auditorium-tested, safest AC oldies from 1955-87.

"AC Weekly Music Supply Service"

Music Director Programming Service

No. cuts: 11 per week

Terms: Buyout

Delivery via: Analog tape or DAT soon

Updated: Weekly

Market exclusive? No

For stations with poor record service, here's the answer. Clients receive one reel of AC music weekly, plus playlist.

"Basic Gold Pop Oldies Library"

Music Director Programming Service

No. cuts: 1958

Terms: Buyout

Delivery via: Analog tape or DAT soon

Updated: Yearly

Market exclusive? No

Reel set up on a year-by-year basis. Ideal if you are dubbing to cart. Purchase entire library or by decades.

"CHR Oldies Library"

Music Director Programming Service

No. cuts: 250

Terms: Buyout

Delivery via: Analog tape or DAT

Updated: Yearly

Market exclusive? No

An excellent CHR starter package, year-by-year, late 70s thru '87.

"Classic Country"

Drake-Chenault

No. cuts: 720

Terms: Cash buyout

Delivery via: DAT or analog tape

Updated: Periodically

Market exclusive? Yes

Country's most cherished oldies from 1949-76, all restored to their original condition and designed to blend with a station's current playlist.

"Classic Rock"

Drake-Chenault

No. cuts: 24 reels

Market exclusive? Yes

Over 400 legendary classic Rock album cuts from the '60s, '70s and early '80s, all in pristine condition.

"Country Gold Oldies Library"

Music Director Programming Service

No. cuts: 1805

Terms: Buyout

Delivery via: Analog tape or DAT soon

Updated: Yearly

Market exclusive? No

From traditional Country to modern sounds, 1950-87 on 60 reels. Sold by individual reels or entire library.

"Country Oldies Service"

Musicworks Inc.

Terms: Buyout

Delivery via: Analog tape

Updated: Monthly

Classics from '50s, '60s, '70s, and '80s. Tempo balanced and programmed for age balance. Toned for automation.



"Damn Good Programmers"

Music Director Programming Service

No. cuts: 271

Terms: Buyout

Delivery via: Analog tape

Updated: None

Market exclusive? No

A good music package, heavy on staple artists, used to "modernize" many Music Of Your Life format stations.

"Datgold"

FirstCom

No. cuts: 2340

Terms: Lease

Delivery via: DAT

Market exclusive? No

An immediate and obvious improvement in the sound of your station. Four eras: 1954-63, 1964-72, 1973-80, 1981-87.

"DigitalGold"

Century 21 Programming Inc.

No. cuts: Up to 5000

Terms: Buyout

Delivery via: DAT

Market exclusive? No

Premium quality digital music source on DAT. Songs from station's lists at \$7 each (\$200 minimum order). 44.1 kHz from CD.

"Digitotal"

Drake-Chenault

No. cuts: Unlimited

Terms: Lease

Delivery via: Beta

Updated: Monthly

Market exclusive? Yes

A hardware/software package that allows digital from random access of your music. Totally created custom to your market specs.

"Goldmine"

Drake-Chenault

Terms: Cash buyout

Delivery via: DAT, CD or analog tape

Updated: On order

Market exclusive? No

100 hard-to-find oldies on CD or you pick the songs from our catalogue and we'll master them to tape or cart.

"Goldpicks"

Drake-Chenault

No. cuts: 1000

Terms: Cash buyout

Delivery via: Analog tape

Market exclusive? No

Ideal as a source library for carting those songs of which clean copies are essential.



"HitDiscs"

Century 21 Programming Inc.

No. cuts: 18 per week

Terms: Buyout

Delivery via: CD

Updated: Weekly

Market exclusive? No

Superb sounding CDs with new CHR, AC & Country hits of-the-week Tuesdays. \$50 per week includes Federal Express.

THE HOOK FACTORY

America's premier producer of music hook tapes

"The Hook Factory"

Terms: Cash buyout

Delivery via: Analog tape

Market exclusive? No

America's premier producer of music hook tapes for AC, CHR, and Gold stations doing auditorium music tests or weekly callouts.



"The Master Service"

Far West Communications Inc.

No. cuts: 1,600

Terms: Lease

Delivery via: Analog tape

America's best audiophile music library, reproduced from original record company masters. Includes weekly current update service.

"Music Service For Radio Stations"

Terms: Buyout

Delivery via: Analog tape or VHS Hi-Fi

Market exclusive? No

We supply complete libraries 1958-73, 1250 oldies. Most in stereo. We also do custom lists.

NEW

"Oldies On 45s"

Music Director Programming Service

No. cuts: 2000

Terms: Buyout

Delivery via: Disc

Updated: Every 18 months

Market exclusive? No

Select the 45 hits you want from 1955-87 in a new catalog-book, just published. New for stations that want vinyl.

"Pop Oldies Service"

Musicworks Inc.

Delivery via: Analog tape

Updated: Monthly

AC music library. Classics from '50s, '60s, and '70s available. Toned for automation.

"Saturday Night Oldies Party Library"

Music Director Programming Service

No. cuts: 422

Terms: Buyout

Delivery via: Analog tape or DAT soon

Updated: Yearly

Market exclusive? No

Some hard-to-find goodies from 1954-73 on 12 reels. Ideal for weekend specials.

**BUY ONE
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... GET ONE FREE!**

No gimmicks . . . Just purchase one of our current packages and you can select any new package next year at absolutely no cost.* You won't find a better deal on jingles!

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Why Are Stations Switching to Century 21 Jingles?

"We'd been looking for jingles with the sound and excitement of the hits, but without the burnout. Century 21 did a terrific job on our new jingles. Everything about their production is first class."

Reggie Blackwell
Program Director
WBCY FM

Charlotte, North Carolina



Reggie Blackwell



Nick Ferrara

"I'd listened to over 30 different jingle packages. CHR's were too gimmicky. AC's were too down and just plain dated. With Century 21, we got the magic we were looking for."

Nick Ferrara
Program Director

"**Magic 102**"—**WLMG FM**
New Orleans, Louisiana

"Thank you very much for doing such a great job for WAXY and WROR. These are state of the art jingles. I would be very proud to recommend your work to anyone."

Walter R. Sabo, Jr.
President
W. R. Sabo, Inc.
Consultant to

RKO Radio



Walter R. Sabo, Jr.



Kenny Lee

"Jingles should reinforce our call letters with an impressive identity and improve flow in music transitions, feature production and stopset punctuation. These new Century 21 jingles work hard, and sound great!"

Kenny Lee
Program Director

WAXY FM
Miami, Florida

When it comes to getting the best new jingles for your radio station, you should be coming to Century 21 Programming.

Our new jingle division brings together the most creative writers, the world's best jingle musicians, and the famous Dallas singers in the newest and most sophisticated multi-track recording studio complex anywhere. It all comes together through the technical wizardry and golden ears of Craig Turner, former Studio Manager at JAM from the early '80s until recently joining Century 21 as Vice President—Music Production. Leader of our new jingle writing team is Bruce Upchurch of Chicago, who has created and performed thousands of commercial jingles for national advertisers like Coors, McDonalds, United Airlines, Heinz and Kraft. Bruce also wrote and produced JAM's most successful ID packages from the late-70s until the mid-80's. Century 21's new team of jingle musicians, singers, technicians and service-after-the-sale people are second to none.

Our new jingles are already sounding great on-the-air for quality-conscious broadcasters like ABC/Capitol Cities, Emmis, Bonneville, RKO and Jefferson-Pilot. We'll do well for you because of Century 21's premium quality, our caring attitude and commitment to excellence.

Your new Century 21 jingles can be recorded 100% digitally and delivered on DAT or CD. We have the industry's only in-house digital studios for mastering of GoldDisc® CD oldies libraries and weekly HitDisc® Compact Discs. You benefit from the synergy of Century 21 as our hits-of-the-week CDs are the music source for ABC/Watermark's American Top 40 & American Country Countdown, Rick Dees Weekly Top 30, the United Stations Radio Network, and Muzak. Prestigious broadcasters like ABC, CBS, NBC, Emmis, Gannett, Edens, Cox, Summit, Metropolitan, Beasley, Susquehanna, Moffat, Westinghouse, SMN, and hundreds more use and recommend Century 21's digital music.

You're invited to make the move up to the best: Century 21 jingles. Call us toll-free at (800) 582-2100 or write "jingles demo CD" or "jingles demo cassette" on your business card to indicate your choice and mail it to us in an envelope for free samples of our latest station image-builders.

century21
PROGRAMMING, INC.

14444 Beltwood Parkway, Dallas, Texas 75244
(214) 934-2121 or toll-free (800) 582-2100



The A-C Format.

"A-C Format"

Century 21 Programming Inc.
No. Cuts/Songs: 1000 - 1400
Terms: Buyout/lease
Delivered via: DAT, CD or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
Announces alternating in regular shifts or unannounced. Highly researched music with several optional categories.



"Action"

Media General
No. Cuts/Songs: 875+
Terms: Lease
Delivered via: Tape
A pure Adult Contemporary music format. Over 875 songs in the library, plus currents, recurrences and gold updates. Service delivered on reel-to-reel tape and leased exclusively.

"Adult Contemporary" Broadcast Programming

Host: Live-assist, completely automated or combination
Terms: Cash
Delivered via: Tape
A fully-packaged uptempo format targeted to 25-49 adults.

"Adult Contemporary II"

Transtar Radio Network
Host: Mike Tanner, Program Director
Terms: Cash/Barter
Delivered via: Satcom 1R or T21
Began: 10/83
Affiliates: 103
Produced: Daily
Bright current-based adult contemporary presented in a clutter-free environment, featuring hits from the '60s, '70s and '80s.

"Alive Country"

Musicworks Inc.
Length: 6 hours
Terms: Cash
Delivered via: Tape
Began: 6/1/77
Affiliates: 26
Produced: Weekly
Mainstream, announced Country format. Three award winning jocks available. Personalization makes our DJs live and local to your community.

"All Star Country" Broadcast Programming

Host: Live assist, completely automated or combination
Terms: Cash
Delivered via: Tape
Attracting the 18-44 audience that was raised on the contemporary Country sounds of the past decade.

"Alpha - AC"

Bonneville Broadcasting
Terms: Lease
Delivered via: Analog Tape/Random Select
Exclusive Market: Yes
Foreground all vocal, original light Adult Contemporary hits featuring selections from the '60s, '70s and '80s.

"AM Only"

Transtar Radio Network
Host: Chick Watkins, Program Director
Terms: Cash/Barter
Delivered via: Satcom 1R or T21
Began: 2/87
Affiliates: 60
Produced: Daily
Traditional MOR featuring timeless hits of the '40s, '50s and '60s.

"The Breeze"

Progressive Music Network
Terms: Cash/barter
Delivered via: Westar V T7D
Affiliates: 26
24-hour programming service which features NAC music. From light Jazz to melodic New Age, soft fusion to quality pop.



"Business News Broadcasting"

Host: Various anchors
Terms: Cash/Barter
Delivered via: Satellite
Began: 10/1/88
Produced: Daily
All business news for major market radio with heavy emphasis on actualities, analysis and expert insight.



"Business Radio Network" Business Radio Network

Host: Various
Terms: Cash/Negotiation
Delivered via: Westar IV T2D
Began: 7/1/88
Affiliates: 11
Produced: Daily
24-hour financial news and information, stock reports, business features, lifestyle, entrepreneur information, financial planning, agri news and more.

The C-C Format.

"C-C (Country Crossover) Format"

Century 21 Programming Inc.
No. Cuts/Songs: 1,000 - 1,500
Terms: Buyout or lease
Delivered via: DAT, CD or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
Mix of AC compatible country and country compatible AC. Announced in shifts or unannounced. Jingles, promotions, production aids optional.

"Casual Country" Musicworks Inc.

Terms: Cash
Delivered via: Tape
Began: 6/1/77
Produced: Monthly

Easy Listening, MOR, Country music service. Class image of country. Contains no "twang" sound or "offensive lyric content."

"Classical"

Broadcast Programming
Host: Live-assist, completely automated combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
Proven favorites to help attract the most loyal group of any format. Also available is the all-new Laser Classics.

"Concept 1/ Adult Contemporary" Concept Productions

Host: 5 major market personalities
Terms: Cash
Delivered via: digital audio tape
Began: 1/1/77
Produced: Daily
A complete radio format featuring an upbeat blend of AC music targeted 25-49, combined with up to 5 major market personalities doing new shows daily.

"Concept 2/CHR" Concept Productions

Host: Up to 5 major market air personalities
Terms: Cash
Delivered via: Digital audio tape
Began: 1/1/75
Produced: Daily

A complete radio format featuring today's contemporary hit music targeted 18-34, combined with up to 5 major market personalities doing new shows daily.

"Concept 4/Country" Concept Productions

Host: Up to 5 major market air personalities
Terms: Cash
Delivered via: DAT
Began: 1/1/78
Produced: Daily

A complete radio format featuring modern country music targeted 25-54, combined with up to 5 major market personalities doing new shows daily.

"Concept 5/ Contemporary MOR" Concept Productions

Host: Up to 5 major market air personalities
Terms: Cash
Delivered via: DAT
Began: 1/1/78
Produced: Daily
A complete radio format featuring light contemporary music targeted 35-54, combined with up to 5 major market personalities doing new shows daily.

"Contemporary Easy Listening" RPM Radio Programming & Management Inc.

Host: Custom major market voice production
Terms: Cash
Delivered via: Analog or digital tape
Began: 2/1/71
Affiliates: 130
Produced: Weekly
Features a digitally mastered library of soft original artist AC vocals with custom-recorded and imported instrumentals. 10 music categories.

"Contempo — 300"

Drake-Chenault
Terms: Cash
Delivered via: Analog tape or beta DAT
Updated How Often: Weekly
Exclusive Market: Yes
Adult Contemporary format show with strong 18-44 adult appeal.

"Country"

Transtar Radio Network
Host: Steve Penny, Program Director
Terms: Cash/Barter
Delivered via: Telstar 301 T5V
Began: 1/84
Affiliates: 105
Produced: Daily
Country favorites of today blended with hits from the 1960s to present in a low-clutter environment.

"Country Coast-to-Coast" Satellite Music Network

Host: Wayne Bryman, Jim Casey, Terry Stevens, Mark Edwards, Bill Fortune or Ted Clark
Terms: Cash/Barter
Delivered via: Westar IV T7D
Began: 8/31/81
Affiliates: 256
Produced: Daily

An upbeat contemporary Country format, focusing on today's hits, yet paying tribute to the favorite tunes and beloved stars of yesterday.

"Country Lovin'" Broadcast Programming

Host: Live assist: completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
A mass-appeal Country format featuring a full spectrum of Country music.

"Country One" RPM Radio Programming And Management Inc.

Host: Custom major market voice production
Terms: Cash
Delivered via: Analog or digital tape
Began: 2/1/71
Affiliates: 130+
Produced: Weekly

Features the greatest town and country hits from the past 20 years. Computer music selection permits custom blending of music library for each client. Recorded on digital masters.

"Country 80" Musicworks Inc.

Terms: Cash
Delivered via: Tape
Began: 2/80
Affiliates: 16
Produced: Weekly
Mainstream unannounced Country music service. Large library of classics, recurrences and hits. Hits updated every ten days, library every four months.

"Digital Solid Gold" RPM Radio Programming Management Inc.

Host: Custom major market voice production
Terms: Cash
Delivered via: Analog or digital tape
Began: 2/1/87
Affiliates: 130+
Produced: Weekly
Furnished as a full format or special-use library. Features the greatest hits from the past 30 years.

"Easy Contemporary" Broadcast Programming

Host: Live-assist, completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
A softer approach to attract 35+ adults.

"Easy Listening"

Drake-Chenault
Terms: Cash
Delivered via: DAT
Updated How Often: Monthly
Easy listening format targeted to the 25-54 year-old consumer. Custom blending of seven different categories.

"Eclipse" NUAUD

Terms: Cash
Delivered via: Tape
A mostly-instrumental matched-flow format of relaxing Light Jazz, New Age, and AC vocals.

"Evergreen"

Drake-Chenault
Terms: Cash
Delivered via: Beta, DAT or Analog Tape
Updated How Often: Monthly
Exclusive Market: Yes
Soft AC. Delivers 25-54 non-rock listeners, emphasizing 35-44 year-old adults. All music is carefully researched for audience appeal.

"Factor — 5" Musicworks Inc.

Terms: Cash
Delivered via: Tape
Began: 2/1/85
Affiliates: 9
Produced: Weekly
Custom-tailored Adult Contemporary format. By varying different elements contained in format you can achieve a traditional AC sound to borderline CHR.



"Format 41" Transtar Radio Network

Host: Doc Bailey, Program Director
Terms: Cash/Barter
Delivered via: Satcom 1R T21
Began: 4/84
Affiliates: 94
Produced: Daily
Light easygoing favorites presented in a music intensive style targeted for adults 25-54 with a core of 35-44.

"The Great American Broadcast"

Real Radio Company
Produced By: Real Radio Company
Terms: Cash/Barter
Delivered via: Tape
Began: 7/1/85
Affiliates: 19
Produced: Daily

Full-service MOR/BB format with optional MOR library. Emphasis on durable jazz-based MOR material, plus year-by-year charted hits.

"Great American Country" Drake-Chenault

Terms: Cash
Delivered via: Beta DAT or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
Mass appeal modern country format targeted to the 25-54 years old buying listener.

PROGRAM SUPPLIERS GUIDE '88



"Great Gold"

Drake-Chenault

Terms: Cash
Delivered via: Beta DAT or analog tape
Updated How Often: Monthly
Exclusive Market: Yes
 This contemporary oldies format targets to the 35-54 audience. Music has been nationally researched.

"The Great Ones"

Broadcast Programming

Host: Live assist: Completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 Offering an expanded MOR library for music-intensive 35+ Adult stations.

"Gold Plus"

Far West Communications

No. Cuts/Songs: 1400
Terms: Lease
Delivered via: DAT or analog tape
Updated How Often: 2x per month
Exclusive Market: Yes
 Base of contemporary gold from 1955 to present, plus varying amount of currents/recurrents, depending upon the market competition.

"Good Ol' Rock & Roll (Top 40 Oldies)"

Century 21 Programming Inc.

No. Cuts/Songs: 1250 to 2000
Terms: Buyout or lease
Delivered via: DAT, CD or analog tape
Updated How Often: Weekly or monthly
Exclusive Market: Yes
 Announcers alternating in regular shifts or unannounced. Highly researched music with several optional categories, jingles, promotions.

"Headliners"

Media General

No. Cuts/Songs: 750+
Terms: Lease
Delivered via: tape
 A contemporary MOR music format. Over 750 songs in library, plus currents-recurrents and gold updates.

"Heart & Soul"

Satellite Music Network

Host: Nancy Johnson, Bobbie Elliott, Alvin John Waples, Bob Jones, Lora Cain, Glen Cosby
Terms: Cash/Barter
Delivered via: Westar IV, T7D
Began: 11/15/85
Affiliates: 37
Produced: Daily
 The unique new format of the '80s evoking instant memories from the era today's affluent adults grew up in.

"Hit Rock"

Media General

No. Cuts/Songs: 1100
Terms: Lease
Delivered via: Tape
 A hot CHR music format. Over 1100 songs in the library, plus current, recurrent and gold updates. Service delivered on reel-to-reel tape and leased exclusively.

"Hot AC"

Drake-Chenault

Terms: Cash
Delivered via: Beta DAT or analog tape
Updated How Often: Monthly
Exclusive Market: Yes
 A blend of today's CHR and AC hits targeted to 18-49 year old adults.

The Hot Z Format

"The Hot Z Format"

Century 21 Programming

No. Cuts/Songs: 300-700
Terms: Buyout or lease
Delivered via: DAT, CD or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
 Announcer alternating in regular shifts or unannounced. Highly researched music with several optional categories.

"Library Service"

Paraway/Muse

Host: Vianne Webb
Length: 59 mins.
Terms: Cash
Delivered via: Tape
Began: 1977
Produced: Daily
 A carefully programmed, fully announced classical service with day-part versatility. The program is so named because we supply a library of up to 200 hours with periodic updating.

"Lite Country"

Drake-Chenault

Terms: Cash
Delivered via: Beta DAT, Analog tape
Updated How Often: Weekly
Exclusive Market: Yes
 A contemporary country music format researching the 25-44 year listener. Lite Country is a mix of highly researched favorites.

"Lite Hits"

Drake-Chenault

Terms: Cash
Delivered via: Beta DAT or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
 All AC hits targeted to the 25-54 year old consumer.

"Lite Jazz"

Drake-Chenault

No. Cuts/Songs: 40 reels
Terms: Cash
Delivered via: DAT or analog tape
Updated How Often: Monthly
Exclusive Market: Yes
 Targets 25-54 demographics. Compatible with easy, AC and MOR formats. You control tempo and vocals with this contemporary Jazz format.

"Lite Jazz & New Age"

RPM Radio Programming & Management

Host: Custom major market voice production included

Terms: Cash
Delivered via: Analog or digital tape
Began: 1/1/88
Affiliates: 130+
Produced: Monthly
 Library of New Age and Lite Jazz designed for use at night. Recommended for Easy Listening and AC stations. All cuts digitally mastered. Demo available.

"Magic Hits"

Broadcast Programming

Host: Live-assist: Completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 A mass-appeal CHR format-attracting 18-34 adults, featuring complete interfacing with Adult Contemporary format for adjustability in desired dayparts.

"Mello"

Winton Communications

Terms: Cash
Delivered via: Tape
 Easy listening format . . . strong library of custom music . . . monthly updates keep music fresh . . . designed combination of matched pairs and rotation.

MEMORY MUSIC

"Memory Music"

Century 21 Programming

No. Cuts/Songs: 1000 to 1800
Terms: Buyout or lease
Delivered via: DAT or analog tape
Updated How Often: Monthly
Exclusive Market: yes
 Big bands or nostalgia programming, announced or unannounced.



"Modern Country"

Broadcasting Programming

Hosted By: Live assist: completely automated or combination
Terms: Cash
Delivered via: Cash
Updated How Often: Weekly
 Playing today's Country favorites and top Country gold.

"MOR"

Drake-Chenault

Terms: Cash
Delivered via: beta DAT or analog tape
Updated How Often: Yes
Exclusive Market: Yes
 Middle of the road format featuring favorites from the '40s through the '70s. Targets to adults 35+ with emphasis on 45-64 year-olds.

"MOR Contemporary"

Broadcast Programming

Host: Live-assist: completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 The ideal format for full-service Adult radio stations.

"Music Formats"

Alternative Programming Inc.

No. Cuts/Songs: Varies
Terms: Lease
Delivered via: DAT or analog tape

Updated How Often: Weekly
Exclusive Market: Yes
 Alternative Programming Inc. offers a wide variety of customized formats for the broadcast industry. Call 1-800-231-2818.



"Music For Just The Two Of Us"

Broadcast Programming

Host: Live assist: completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 Originally from Peters Productions, one of the oldest and most successful Beautiful Music formats in America.

"The Natural Sound"

Broadcast Programming

Host: Live assist: completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 Combining the best Country music with the most popular "lite" hits for 25-44 adults.

"Niche 29"

Transtar Radio Network

Host: Kurt Kelly, Program Director
Terms: Cash/Barter
Delivered via: Satcom 1R T21
Began: 10/87
Affiliates: 11
Produced: Daily
 Music-intensive rock 'n' roll favorites without the metal edge from the '80s . . . with some AOR and CHR gold from the past 20 years mixed in.

"Oldies"

Broadcast Programming

Host: Live assist: completely or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 Recapturing rock'n'roll's most exciting era with the very biggest hits of all time, designed to attract the "baby boomers" in your market.

"The Oldies Channel"

Transtar Radio Network

Host: Bill Michaels, Program Director
Length: 24 hour continuous
Terms: Cash/Barter
Delivered via: Satcom 1R T21
Began: 5/86
Affiliates: 84
Produced: Daily
 The biggest hits of the '60s and early '70s, plus the best of the pre-Beatle rock era.

"Prime Demo"

Drake-Chenault

Terms: Cash
Delivered via: Beta DAT or analog tape
Updated How Often: Weekly
Exclusive Market: Yes
 Lite contemporary adult format targeted to 25-54 year-olds. Emphasis is on the 35-44 year-old.

"Primetime"

Winton Communications

Terms: Cash
Delivered via: Tape
Affiliates: 5
 Hits of the past 40 years format . . . Big Band/Nostalgia format distributed as full music service.

"Pure Gold"

Satellite Music Network

Host: John McCarty, Jim Zippo, Gary Hamilton, Jimmy Rabbitt, Patrick Lee and John Michaels
Terms: Cash/Barter
Delivered via: Westar IV or transponder 7D
Began: 11/15/85
Affiliates: 120
Produced: Daily
 Great live oldies radio, presenting the greatest hits of the '50s and '60s with a flavoring of the best of the '70s.

"The Real AC Format"

Real Radio Company

Produced By: Real Radio Company
Terms: Cash/Barter
Delivered via: Tape
Began: 10/1/87
Affiliates: 4
Produced: Daily
 Full-service AC format with optional Lite, Classic and Fusion/New Age libraries. Weekly rotation charts.

"The Real Country Format"

Real Radio Company

Produced By: Real Radio Company
Terms: Cash/Barter
Delivered via: Tape
Began: 6/15/83
Affiliates: 6
Produced: Daily
 Full-service Country format with Power, Modern and traditional libraries. Weekly rotation charts.

"Rock Classics"

Broadcast Programming

Host: Live assist: completely automated or combination
Terms: Cash
Delivered via: Tape
Produced: Weekly
 The '80s and '90s approach to Oldies programming, combining the greatest hits ever produced with classic album cuts. Currents available.

"Rock 'N Hits"

Satellite Music Network

Host: Larry King, Harry Nelson, John Kelly, Pat Clarke, Jason Taylor and Vic St. John
Terms: Cash/Barter
Delivered via: Westar IV T2D
Began: 1/13/84
Affiliates: 51
Produced: Daily
 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

"Sacred Sounds Of Praise"

Century 21 Programming

No. Cuts/Songs: 300 to 1500
Terms: Buyout or lease
Delivered via: DAT, CD or analog tape
Updated How Often: Monthly
Exclusive Market: Yes
 Adult Christian programming from 1 to 168 hours per week. Announced or unannounced.



SACRED SOUNDS OF

TODAY

"Sacred Sounds Of Today"
Century 21 Programming

No. Cuts/Songs: 300 to 1500
Terms: Buyout or lease
Delivered via: DAT, CD or analog tape
Updated How Often: Monthly or Bi-monthly
Exclusive Market: Yes

Contemporary Christian programming from 1 hour per week to 168 hours. Announced or unannounced.

"Special Blend"

Transtar Radio Network

Host: Bob Glasco, Program Director
Terms: Cash/Barter
Delivered via: Satcom 1R T3

Began: 1/88

Affiliates: 11

Produced: Daily

Relaxing mix of soft easy-listening original vocal hits.

"Spectrum AC"

RPM Radio Programming & Management

Host: Custom major market voice production included

Terms: Cash
Delivered via: Analog or digital tape

Began: 10/01/87

Affiliates: 130

Produced: Weekly

Ultra-flexible library. Oldies, Back-Product, recurrent and current AC. Intensity from soft-lite to CHR.

"Stardust"

Satellite Music Network

Host: Bob Porter, Ron Baxley, Dave Rafferty, Joe Lacina, Don Lucki, Bart Murdoch

Length: 24 hour continuous

Terms: Cash/Barter

Delivered via: Westar IV T7D

Began: 5/6/82

Affiliates: 140

Produced: Daily

A one-of-a-kind nostalgia format which brings back the great bands of the '40s and the fabulous pop music of the '50s.

"Stereo Rock"

Drake-Chenault

Terms: Cash

Delivered via: Beta DAT or analog tape

Updated How Often: Weekly

Exclusive Market: Yes

Mass appeal contemporary rock format targeted to 18-49 year old adults.

"The SuperCountry Format"
Century 21 Programming Inc.

Terms: Buyout or lease

Delivered via: DAT, CD or analog tape

Updated How Often: Weekly

Exclusive Market: Yes

Announcers alternating in shifts, or unannounced. Researched music with options. Jingles, production aids, promotions optional.

"Superhits"

Broadcast Programming

Host: Live assist: completely automated or combination

Terms: Cash

Delivered via: Tape

Produced: Weekly

Offering options to its CHR base to add an Album Rock flavor.

"True Country"

Far West Communications

No. Cuts/Songs: 1075

Terms: Lease

Delivered via: DAT or analog tape

Updated How Often: Weekly

Exclusive Market: Yes

America's only Traditional country & western music format, spanning the late '40s through today's new traditional artists.

"Ultra-Easy Listening"

Bonneville Broadcasting

No. Cuts/Songs: 2500

Terms: Lease

Delivered via: Analog tape

Updated How Often: monthly

Exclusive Market: Yes

Two-kinds of EZ listening — one ultra; one matched flow. The ultra delivered random select contains hundreds of exclusive custom instrumental arrangements.

"Ultimate Adult Contemporary"

Broadcast Programming

Host: Live-assist, completely automated or combination

Terms: Cash

Delivered via: Tape

Produced: Weekly

Offering a variety of options to appeal to 25-34 adults.

"Urban One"

Drake-Chenault

Terms: Cash

Delivered via: Beta DAT or analog tape

Updated How Often: Weekly

Exclusive Market: Yes

Urban Contemporary format with strong 12-49 year old appeal. Combines current hits with recent contemporary black artists.



"The WAVE"

Satellite Music Network

Produced by: Metropolitan Broadcasting

Terms: Cash/Barter

Delivered via: Westar IV T2D

Began: 9/24/87

Affiliates: 9

Produced: Daily

The premiere New Age format, combining soft jazz, light rock, and melodic new age, to create a "mood service."

"Your Country"
Media General

No. Cuts/Songs: 800

Terms: Lease

Delivered via: Tape

A contemporary country music format. Over 800 songs in the library, plus currents, recurrences and gold updates.

The Z Format.

"Z Format"

Century 21 Programming

No. Cuts/Songs: 600-1100

Terms: Buyout or lease

Delivered via: DAT, CD or analog tape

Updated How Often: weekly

Exclusive Market: Yes

Announcers alternating in shifts, or unannounced. Researched music with options. Jingles, production aids, promotions optional.

"Z-Rock"

Satellite Music Network

Host: Tracy Barnes, Winston Zeppelin, Boobie Bondage, Wild Bill Scott, Madd Maxx Hammer and Pat Dawsey

Terms: Cash/Barter

Delivered via: Westar IV T7D

Began: 8/1/86

Affiliates: 5

Produced: Daily

A true hard rock format presenting a sizzling mix of new music from the most electrifying rock acts, also featuring cuts from legendary albums.

Need bread?
See a baker.

Need butter?
Find a cow.

Need to understand
your music consumers
and concert fans?
Call the Street Pulse Group.

Don't mess around
with your bread and butter.

Street Pulse Group

The Industry Leader in Music
Consumer & Concert Data

Mike Shalett/East Coast: 203-355-0902

Julie Clinard/West Coast: 213-658-8802

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E Sixties Series: The Psychedelic Years, 1967-1969, The
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F Sixty Second Preview
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D Sportline USA
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B Star Trak
A Star Trak Profiles
T Stardust
B Starlight Concert
J Starphone
N Station IDs
N Station Image & Advertising
A Steps Ahead
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J Stevens & Grdnic's Radio Hotline
J Steve's Bank
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I Story Of A People
E Story Of Country Music, The
I Streams In The Desert
A StreetBeat
C SuccessNet (Success Through Networking)
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E Summer Encore 1988
E Summer Souvenirs Of The Sixties
E Summer Super Jam '88
A Super Gold Saturday
A Super Gold Sunday
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M Super Pro Series One
E Super Sixties Celebration
T SuperCountry Format, The
T Superhits
A Superstar Concert Series
M Synthefexx
- J** TV/Movie Clips
D Talkradio
D Talkradio Weekend
M Techsonics
F Studs Terkel Almanac, The
G Texas AP Network
L Theatre Royale
H This Is Christmas
L This Is Your FBI
I This Week With David Brinkley
B This Week With...
J Johnny Thomas Productions
A Ticket To Ride
F Harrison Tilbert's Travel Guide Of The Airwaves
B Today In Rock History
N Today's Country
F Today's People
F Today's People Report
E Top 100 Of The '70s, The
A Top 30 USA
A Traffic Jazz
C Travel-Holiday Magazine
M Trendsetter
E Triathlon Of Rock & Roll, The
B Trivia Quiz
T True Country
M True Digital "Color Tracks" Originals"
H 12 Days Of Christmas, The
H 12 Hours Of Christmas, The
E 22 Years Of American Dirt
A 25 Years Of Hits
E Twenty Years Of Beatles Solo Hits
N Twintros
A U.S. Hall Of Fame
G USA Network News
E USA Radio Remotes
K USA Radio Sports
G USA Today Radio — Audio Service
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T Ultra-Easy Listening
A Unheard Music Radio Show, The
A United Airlines Presents Live
I United Negro College Fund Radiothon/Telethon Simulcast
T Urban One
M Valentino Production Music & Sound Effects Library
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A Westwood One Presents
A Timothy White's Rock Stars
D Bruce Williams Show
G Gordon Williams Business Reports
A Johnny Williams' Pillowtalk
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T Your Country
D Youth Talk USA
T Z Format, The
T Z-Rock

KEY:
A — Weekly music feature; **B** — Daily music feature; **C** — Self-help feature; **D** — Talk shows; **E** — Single, Limited Run, or Seasonal Music feature; **F** — Entertainment news; **G** — News & Information; **H** — Christmas programming; **I** — Public Affairs/Religion; **J** — Comedy; **K** — Sports; **L** — Drama/Nostalgia; **M** — Production Software; **N** — Jingles; **O** — Song Libraries; **T** — Fulltime formats.

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|---------------------------------------|-------------------------------|------------------------------------|-------------------------------|
| ABC Radio Networks | (212) 887-5365 | Eagle Media Productions, Ltd. | (914) 669-5277 |
| Afterglow Productions | (901) 682-3028 | EFM Media | (212) 887-6861 |
| Air Force Broadcast Services | (416) 961-2541 | Far West Communications | (213) 462-6690 |
| All Media | (714) 871-9153 | Lee Allen Faust Productions | (818) 848-1497 |
| All Star Radio | (213) 850-1169 | FirstCom | (214) 934-2222 |
| Aloha Radio Network | (808) 946-6964 | Focus On Youth, Inc. | (609) 452-1150 |
| Alternative Programming | (214) 521-4484 | Frank Forest | (415) 383-STAR |
| American Comedy Network | (203) 384-9443 | Ghostwriters | (612) 522-6256 |
| American Stock Exchange | (212) 306-1637 | Global Satellite Network | (818) 906-1888 |
| America's Hotmixx — Atlanta | (404) 458-3320 | Art Good's Jazz Trax | (619) 233-9228 |
| AMI News | (415) 982-1441 | HLC | (213) 464-6333 |
| Toby Arnold & Assoc. | (214) 661-8201 | Heil Enterprises | (717) 299-5899 |
| Associated Broadcasters | (415) 827-2382 | Hollywood Hotline Company | (818) 843-2837 |
| Associated Press Broadcast Services | (202) 955-7200 | Hook Factory | (503) 640-3973 |
| Associated Production Music | (213) 461-3211 | Johns Hopkins Medical Institutions | (301) 955-2849 |
| B.M. Productions | (203) 484-2743 | Image Generators | (301) 924-3937 |
| Bailey Broadcasting | (213) 969-0011 | Innerview Factory | (818) 988-2045 |
| Beige Cave Comedy Network | (213) 469-0157 | Interlock | (213) 851-5000 |
| Rita Bentley | (804) 231-9861 | International Broadcast Services | (408) 255-0358 |
| Best Of The Oldies Radio Network | (818) 905-9388 | Jameson Broadcast | (202) 328-3283 |
| Beyond Bourbon Jazz Productions, Inc. | (203) 877-3690 | Joe Kelly Creative Services | (312) 645-8241 |
| Bonneville Media Communications | (801) 237-2468 | Julio Productions, Inc. | (702) 361-4498 |
| Broadcast Programming | (800) 426-9082 | Just For Laughs Creative Services | (816) 776-8241 |
| Brown Bag Productions | (303) 756-9949 | Kenetics Radio Entertainment | (718) 859-6123 |
| L. Boxer | (818) 892-7101 | L.A. Air Force | (714) 685-1942 |
| Ed Busch Productions | (215) 668-0722 | LBS Radio | (212) 418-3395 |
| Business News Broadcasting | (617) 482-5380 | Longhorn Radio Network | (512) 471-5285 |
| Business Radio Network | (719) 630-1251 | McGhan Radio Productions | (213) 850-7417 |
| C.I.P. Inc. | (800) 327-5683 (214) 320-1348 | Manhattan Production Music | (800) 227-1954 (212) 333-5766 |
| Catspaw Productions | (404) 233-3173 | Mahogany Productions Inc. | (213) 652-8710 |
| CBS Radio Networks | (212) 975-4321 | Media General | (800) 527-2514 |
| Century 21 Programming, Inc. | (800) 582-2100 (214) 934-2121 | Michael/Angelo Productions | (814) 455-0697 |
| Chicago Radio Syndicate | (213) 462-4966 (800) 621-6949 | Charles Michelson, Inc. | (213) 278-4546 |
| Children's Audio Visual Co. | (516) 781-7826 | MJI Broadcasting | (212) 245-5010 |
| Clayton Webster Corp. | (314) 361-2000 | MNN Radio Networks | (612) 290-1431 |
| Clean Sheets Inc. | (313) 544-0405 | Motor Racing Network | (904) 254-6760 |
| Lars Clutterham Music | (619) 561-8815 | MSA | (918) 492-7222 |
| Lita Cohen Radio Services Inc. | (215) 668-0722 | Muddy Mitch Productions | (312) 971-3890 |
| Concept Productions | (800) 348-4800 (916) 782-7754 | Music Director Programming Service | (413) 783-4626 |
| Otis Conner Companies | (214) 386-6847 | Music Service For Radio Stations | (918) 492-7222 |
| Continental Recordings | (617) 241-5150 | Music Unlimited | (817) 261-3520 |
| Continuum Radio Network | (212) 713-5165 | Musicworks Inc. | (800) 251-9000 (615) 790-1200 |
| Cooley-Strickland Management | (904) 785-8844 | National Wildlife Federation | (202) 637-3754 |
| Copley Entertainment | (203) 655-6919 | J.R. Nelson Productions | (201) 866-2638 |
| Covenant House | (212) 330-0403 | Network Sound Effects/Production | (800) 854-2075 (619) 451-6400 |
| Mitch Craig Productions | (901) 388-8449 | New Century Broadcasting | (813) 365-4030 |
| Creative Radio Network | (818) 787-0410 | NewMarket Media | (800) 782-0700 |
| Critical Mass Media Productions | (303) 979-9528 | North American Network | (202) 429-0678 |
| CUNA & Affiliates | (608) 231-4340 | NUAUD Corporation | (718) 657-7657 |
| Cutler Productions | (213) 478-2166 | Jack O'Brien Broadcast Services | (207) 773-9777 |
| CW Media | (414) 529-5813 | O'Connor Creative Services Inc. | (213) 827-2527 |
| Dahlman Creative Media | (515) 284-1932 | OMNIMUSIC | (516) 883-0121 |
| David Productions | (616) 940-9840 | On The Radio Broadcasting | (213) 306-8009 |
| DeWolfe Music Library | (212) 382-0220 | Ontrack Communications | (416) 363-0997 |
| Diamond Communications | (301) 486-4624 | Opening Acts, Inc. | (716) 693-9192 |
| Digital Audio Technologies | (303) 440-4297 | Orange Productions | (215) 667-8620 |
| Digital Dreams | (518) 798-5323 | The Originals, Inc. | (803) 576-4335 |
| DIR Broadcasting | (212) 371-6850 | Pacific Artist Releasing | (808) 735-8458 |
| Domain Communications | (314) 771-8271 | Pams Jingles | (716) 834-CPMG |
| Dow Jones & Company Inc. | (212) 416-2381 | Parkway/Muse | (800) 247-6040 (301) 294-0790 |
| Drake-Chenault | (800) 247-3303 | PIA | (312) 943-8888 |
| DSP (Denny Somach Productions) | (215) 446-7100 | Premiere Radio Networks | (213) 467-234 |
| | | Professional Media Networks | (800) 882-3883 (503) 687-2 |

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| Progressive Music Network | (800) 367-2811 | (612) 378-1254 |
| Radio & TV Commission of Southern Baptists | (800) 433-5757 | |
| Radio Express | (213) 850-1003 | |
| Radio Links | (213) 457-7599 | |
| Radio Shorts, Ltd. | (707) 822-2665 | |
| Radio Today | (212) 581-3962 | |
| RadioWAVE | (415) 771-5886 | |
| Rahn Productions | (415) 685-4267 | |
| Real Radio Productions | (818) 795-4900 | |
| Reel Good Productions | (612) 342-4444 | |
| Remote Possibilities | (818) 780-6547 | |
| Reverend Bob Productions | (405) 354-5305 | |
| J.L. Ritter Prods. | (702) 588-4542 | |
| RPM Radio Programming & Management | (800) 521-2537 | (313) 681-2660 |
| Satellite Music Network | (800) 521-2537 | (214) 991-9200 |
| Second Avenue Productions | | (604) 737-2042 |
| Sheridan Broadcasting | | (800) 874-3010 |
| Silvertree Inc. | | (619) 296-1601 |
| Sixty Second Preview Inc. | | (212) 684-2292 |
| SJS Entertainment | | (212) 370-9460 |
| Sound Ideas | (800) 387-3030 | (416) 977-0512 |
| Soundscapes | | (805) 565-1353 |
| Southern Trax Production Company | | (800) 462-4420 |
| SP Sound Productions | | (804) 547-4000 |
| Sportscom Assoc./Motor Sports Radio | | (607) 770-9165 |
| Sportsline USA | | (415) 221-3000 |
| Spot Services | | (800) 851-5406 |
| Starmagic Radio | | (201) 836-5999 |
| Starstream Communications Group Inc. | | (713) 781-0781 |
| Kris Stevens Enterprises, Inc | | (818) 981-8255 |
| Studio 140 | | (616) 454-7140 |
| Superadio Network | | (617) 485-3500 |
| Supertraxx Production-Services | | (806) 352-7503 |
| Syndicate It Productions | | (818) 841-9350 |
| Syndicom | | (415) 366-1781 |

| | |
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| Bill Taylor | (713) 661-7872 |
| TD Production Ltd. | (313) 671-8738 |
| TelePrograms | (213) 854-4475 |
| TM Communications Inc. | (214) 634-8511 |
| Johnny Thomas Productions | (713) 987-2083 |
| Thompson Creative | (214) 559-4000 |
| Transmedia Inc. | (415) 956-3118 |
| Transtar Radio Network | (213) 460-6383 |
| Tribune Radio Networks | (312) 222-3342 |
| Morrie Trumble & Assoc. | (212) 693-2633 |
| 27 Dimension Inc. | (407) 747-8081 |
| Unidyne Communications | (619) 239-8911 |
| United Stations | (212) 575-6100 |
| U.S. Senate Republican Conference | (202) 224-2389 |
| UPI Radio Network | (202) 898-8240 |
| USA Radio Network | (800) 327-3383 (214) 484-3980 |
| Vanda Productions | (205) 773-5201 |
| Tom Valentino | (212) 869-3210 |
| Steve Vaus Productions | (800) HIT-SONG |
| Brenn Very | (703) 534-4665 |
| Voices | (312) 472-6550 |
| WFMT/Chicago | (312) 565-5210 |
| Ken Webb Enterprises, Inc. | (516) 491-5368 |
| Weedeck Radio Network | (213) 462-5922 |
| Doug Wendt's World Beat | (415) 474-7773 |
| Westwood One Companies | (213) 204-5000 |
| Wheeler/Lewis Productions | (805) 492-0546 |
| Winton Communications | (813) 962-2336 |
| Bob Wood Organization | (619) 565-2006 |

Note: The listings in R&R's "Program Supplier Guide '88" were compiled from information provided by the program producer or distributor. All known companies were invited to contribute, and every submission received before May 4 was used. Listings which do not include complete information were supplied in that manner. All reasonable care is taken, but no responsibility assumed for errors and omissions. Published May 1988.

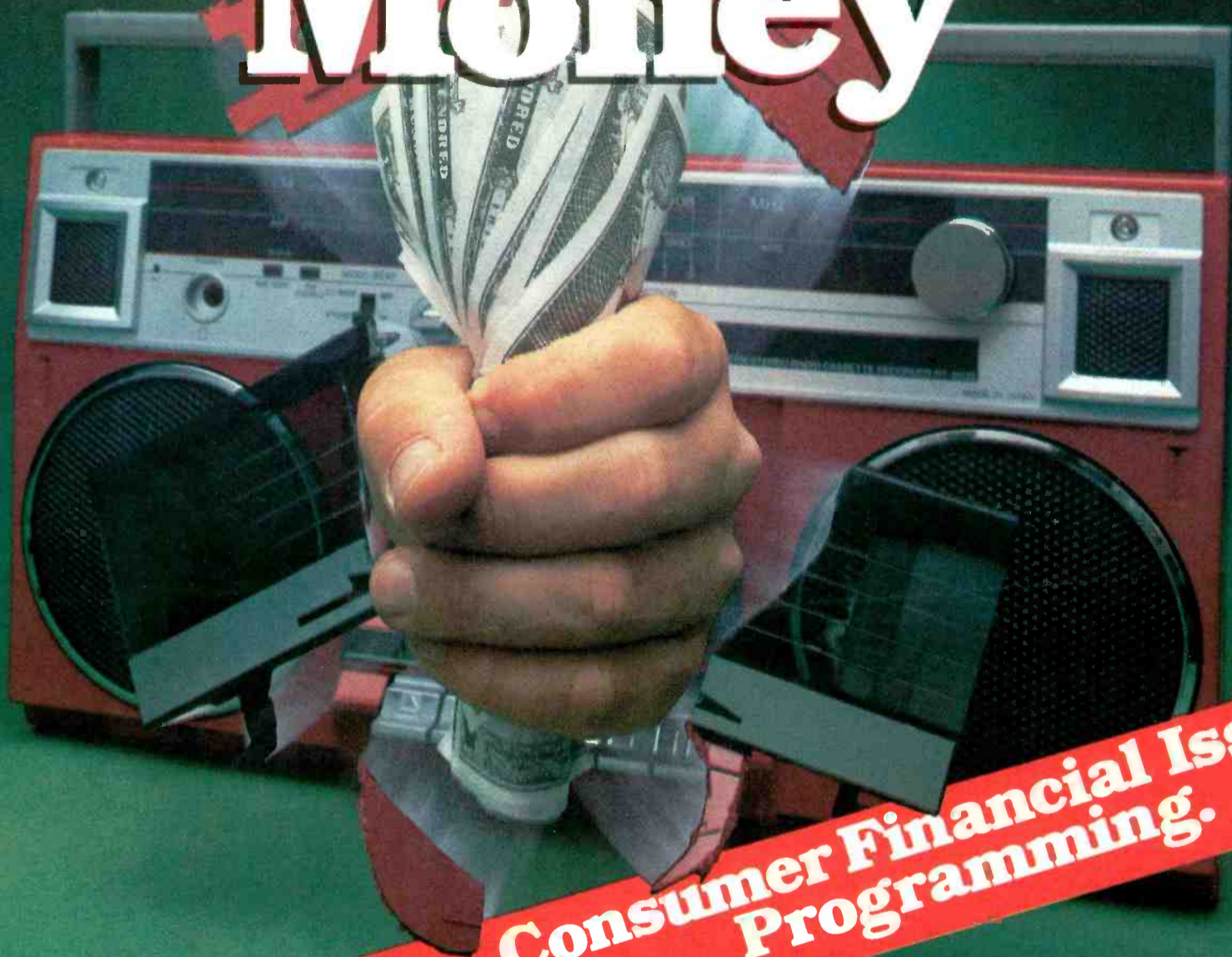
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As the new host, Shadoe's youthful enthusiasm and national media presence will bring a new dimension of excitement to the most listened to radio music program in the world.

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America's #1 Countdown Show

abc ABC RADIO NETWORKS

ABC Watermark