



## **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 . . .  
WXXS/Boston up 28%,  
7.9-10.1 (12+ )!**

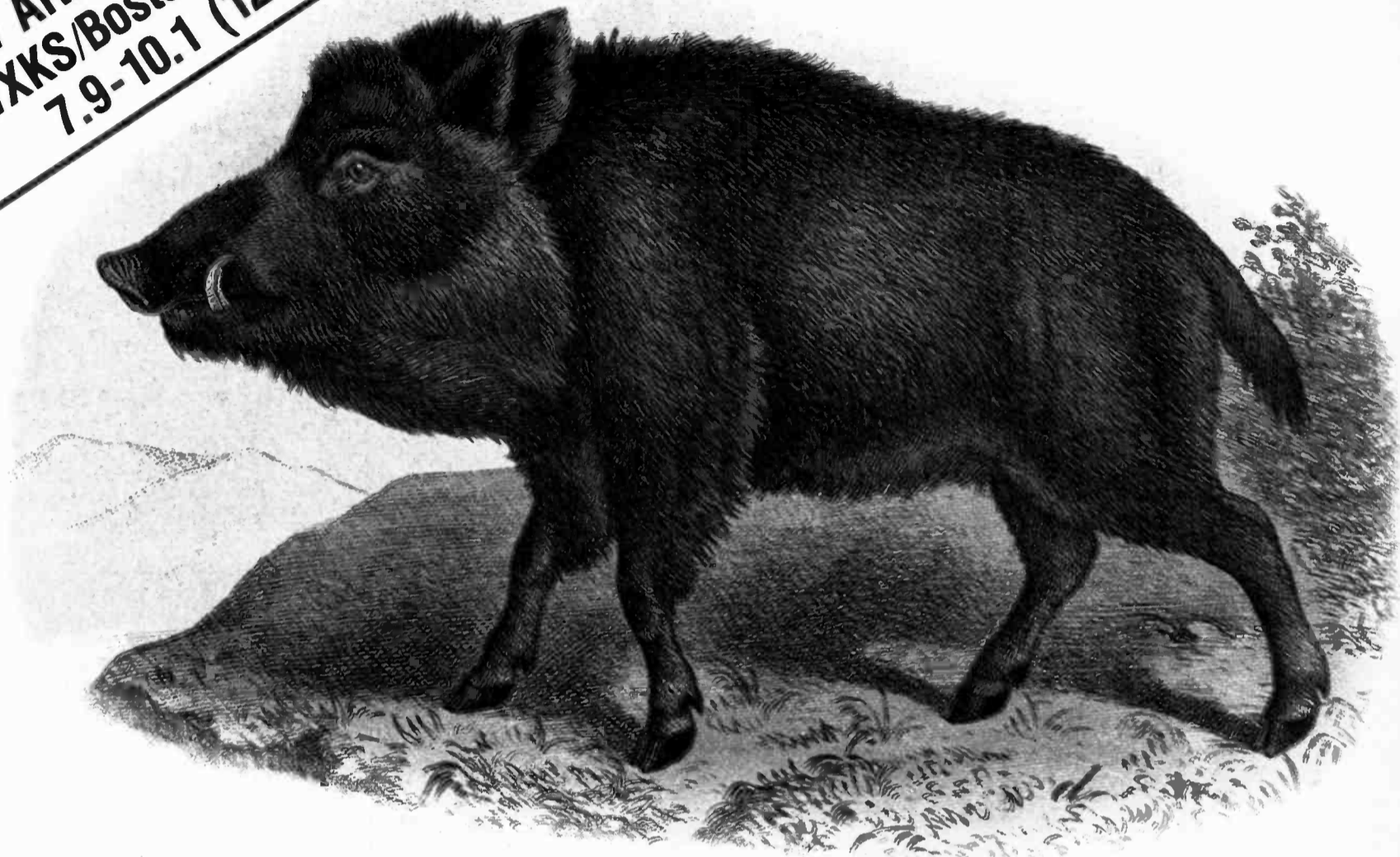


FIG. 103: Boar

# 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

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For extra copies,  
call **R&R**  
(213) 553-4330

**Publisher:** Bob Wilson  
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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.*

## "Amoco/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 acoustically, script music, custom intros, closes, IDs, database, and consultation.*

# WE M

## **ABC Radio Network Programs stations 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!

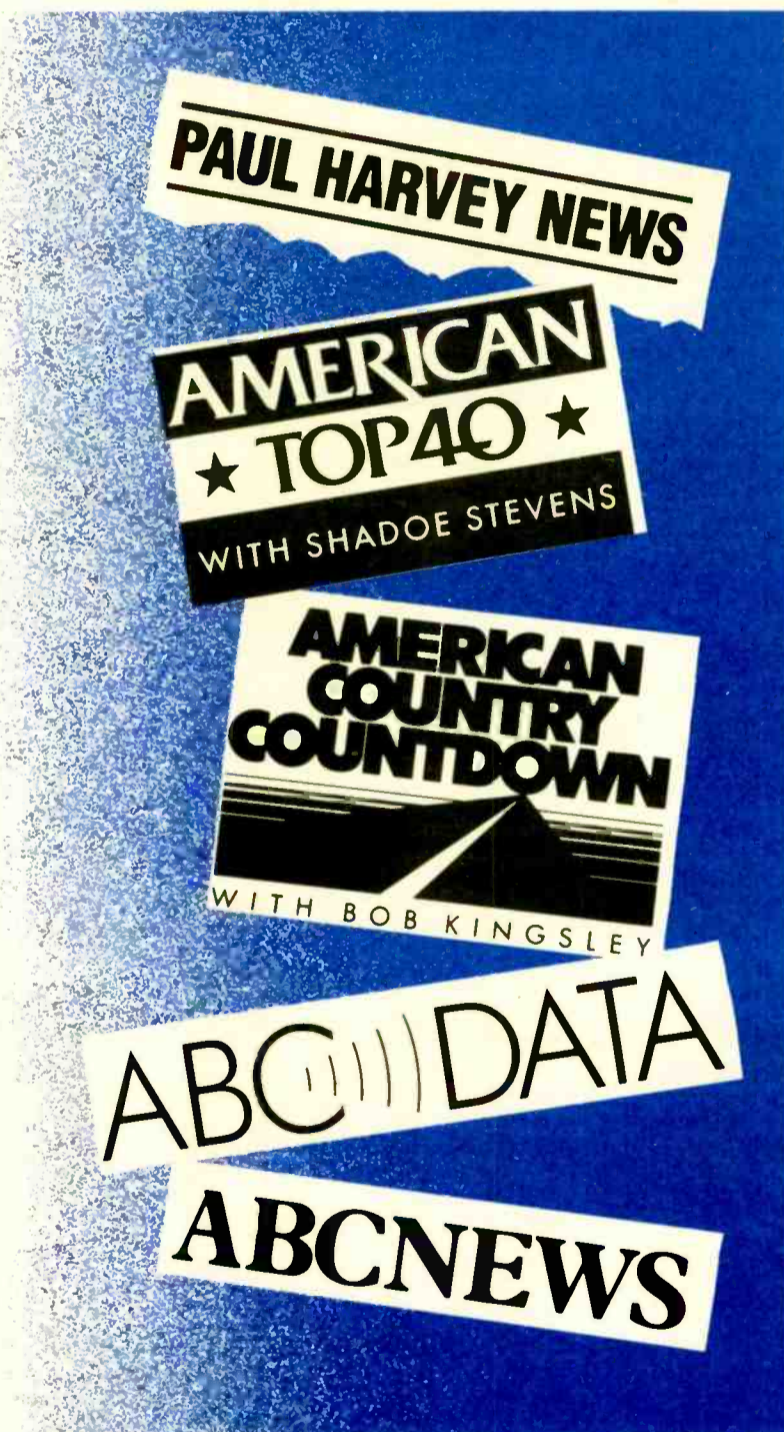
**TRIPLE CROWN** Horseracing's most prestigious events—The Kentucky Derby, The Belmont Stakes and The Preakness Stakes—exclusively on ABC!

**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  
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**





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 BEC’s vast archives.*

NEW

**“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 Rubenstein”**  
**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.

<p><b>Dr. Dean Edell Medical Minutes</b></p> <p>Examine this partial list of perceptive broadcasters who have recently selected <b>Medical Minutes</b> for its credibility, timeliness and profitability.</p> <table border="0"> <tr><td>KGO San Francisco</td><td>KCMO Kansas City</td></tr> <tr><td>WJR Detroit</td><td>WISN Milwaukee</td></tr> <tr><td>KLIF Dallas</td><td>WLAC Nashville</td></tr> <tr><td>WTAE Pittsburgh</td><td>WFL Charlotte</td></tr> <tr><td>WNSN Miami</td><td>WBEN Buffalo</td></tr> <tr><td>WDAE Tampa St. Pete</td><td>WHBO Memphis</td></tr> <tr><td>KMDK Denver</td><td>KTKK Salt Lake City</td></tr> <tr><td>WBAL Baltimore</td><td>WERC Birmingham</td></tr> <tr><td>KSDO San Diego</td><td>WHO Des Moines</td></tr> <tr><td>WCKY Cincinnati</td><td>KML Portland, OR</td></tr> </table>	KGO San Francisco	KCMO Kansas City	WJR Detroit	WISN Milwaukee	KLIF Dallas	WLAC Nashville	WTAE Pittsburgh	WFL Charlotte	WNSN 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	KML Portland, OR		<p><b>Dr. Dean Edell The Hour Program</b></p> <p>Check out this list of impressive radio stations whose shares have increased.</p> <table border="0"> <tr><td>KABC Los Angeles</td><td>UP 11%</td></tr> <tr><td>WERC Birmingham</td><td>UP 47%</td></tr> <tr><td>KGU Honolulu</td><td>UP 34%</td></tr> <tr><td>WSGW Saginaw</td><td>UP 18%</td></tr> <tr><td>WHO Des Moines</td><td>UP 86%</td></tr> <tr><td>WIBO Baton Rouge</td><td>UP 35%</td></tr> <tr><td>WARD Wilkes Barre</td><td>UP 126%</td></tr> <tr><td>KOH Reno</td><td>UP 39%</td></tr> <tr><td>KVOR Colorado Springs</td><td>UP 33%</td></tr> </table>	KABC Los Angeles	UP 11%	WERC Birmingham	UP 47%	KGU Honolulu	UP 34%	WSGW Saginaw	UP 18%	WHO Des Moines	UP 86%	WIBO Baton Rouge	UP 35%	WARD Wilkes Barre	UP 126%	KOH Reno	UP 39%	KVOR Colorado Springs	UP 33%
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**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.

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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

dsp

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"Live from London" Remotes  
Station Anniversary Promotions  
Program Production

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## 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

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Weekly Music  
Features



**"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/Lynsey 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/Lynsey 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 newest releases and updates on the Catalina Jazz Trax Festival.

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

Produced By: Andy Denmark  
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

Joyce Keller's

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

Produced: Weekly  
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

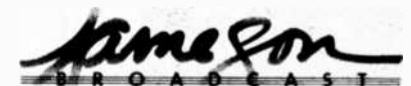
Weekly profile of rock's biggest superstars.

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Soap Quiz is a special, market exclusive, no-cost radio promotion where the stars play soap opera trivia with your listeners. They'll even cut custom promos for your station! It's an audience-grabbing series of flexible :60 sound bites that let your on-air personalities add local production and interact with the stars. It's hot. It's outrageous. It's a unique radio promotion with special soap opera prizes — posters, T-shirts, games and autographed photos.

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Washington, DC



**If You're  
Ready To  
Reach For  
The Top...**

**We Can  
Save You  
Some Stops.**



WESTWOOD ONE  
COMPANIES

17

6

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14

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9

8

LOBBY





## 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

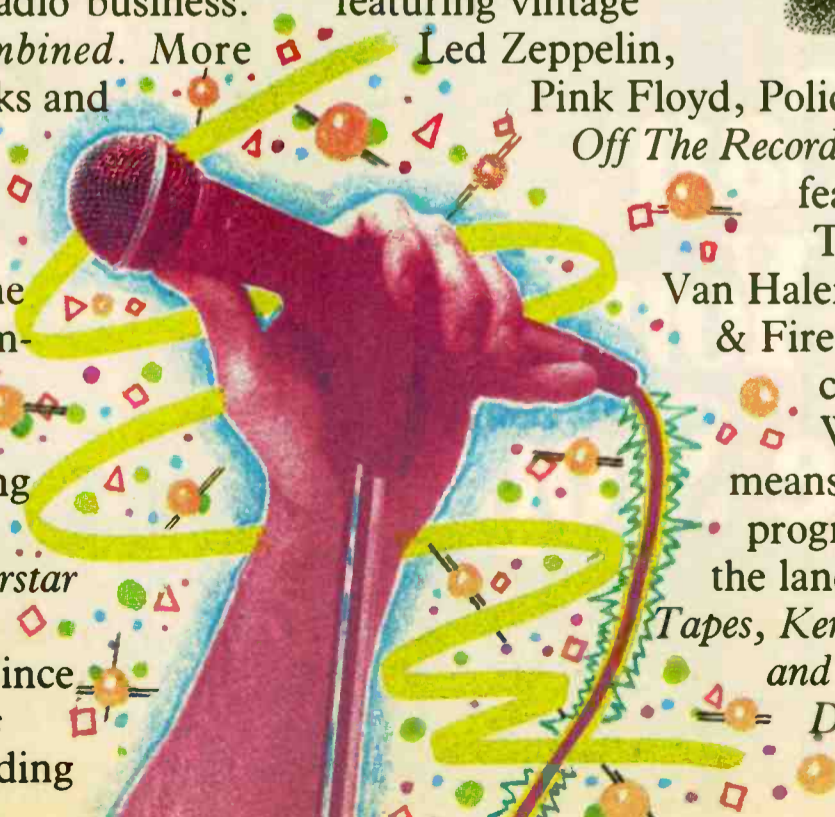
performances from artists like Tom Petty, Billy Idol, YES, Aerosmith, Huey Lewis and the News and Bryan Adams. Our benchmark performance series – *In Concert* – has been responsible for cementing the reputations of some of music's biggest names including INXS, Los Lobos, George Thorogood, Starship, REO 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.

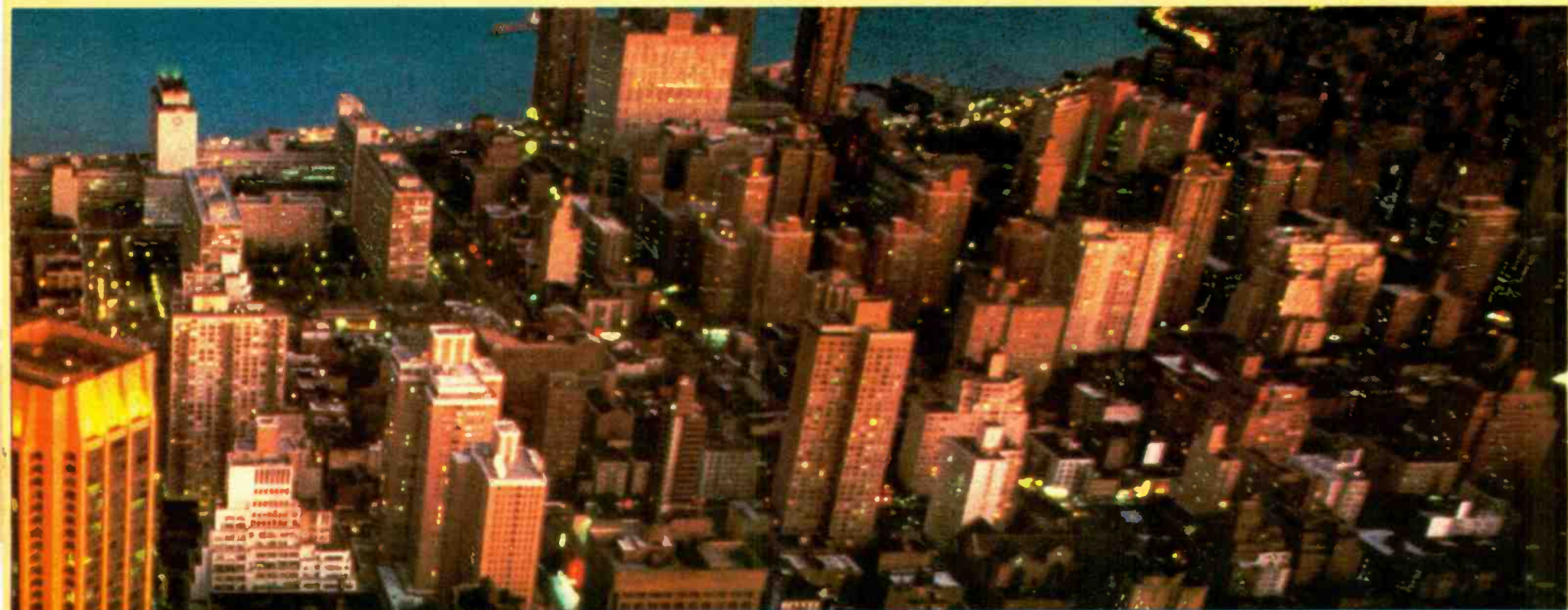
*Off The Record With Mary Turner*

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**

MUTUAL BROADCASTING SYSTEM

NBC RADIO NETWORKS

WESTWOOD ONE RADIO NETWORKS

R&R RADIO & RECORDS



APM



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Mercedes, and Harvey's Bristol Creme). Some of the finest writers and studio musicians in the world contributed to *BROADCAST ONE*.

APM's commitment goes beyond the quality, variety, and convenience of *BROADCAST ONE*. APM is the first company to offer on-going service via its unique APM "Production Hotline." To solve your tough production problems the APM "Production Hotline" allows you to license additional music from the vast KPM & Bruton libraries and have it delivered overnight.

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Hollywood, CA 90028  
FAX 213.461.9102



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Music Matters.**



## 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  
Delivery 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.

**"Milwaukæ 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: 1/3/83  
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/Lynsey 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 Hrichson  
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.

## LIVE FROM ANYWHERE

Complete Turnkey Remotes Including Production, Engineering, Satellites, Locations and Guests.

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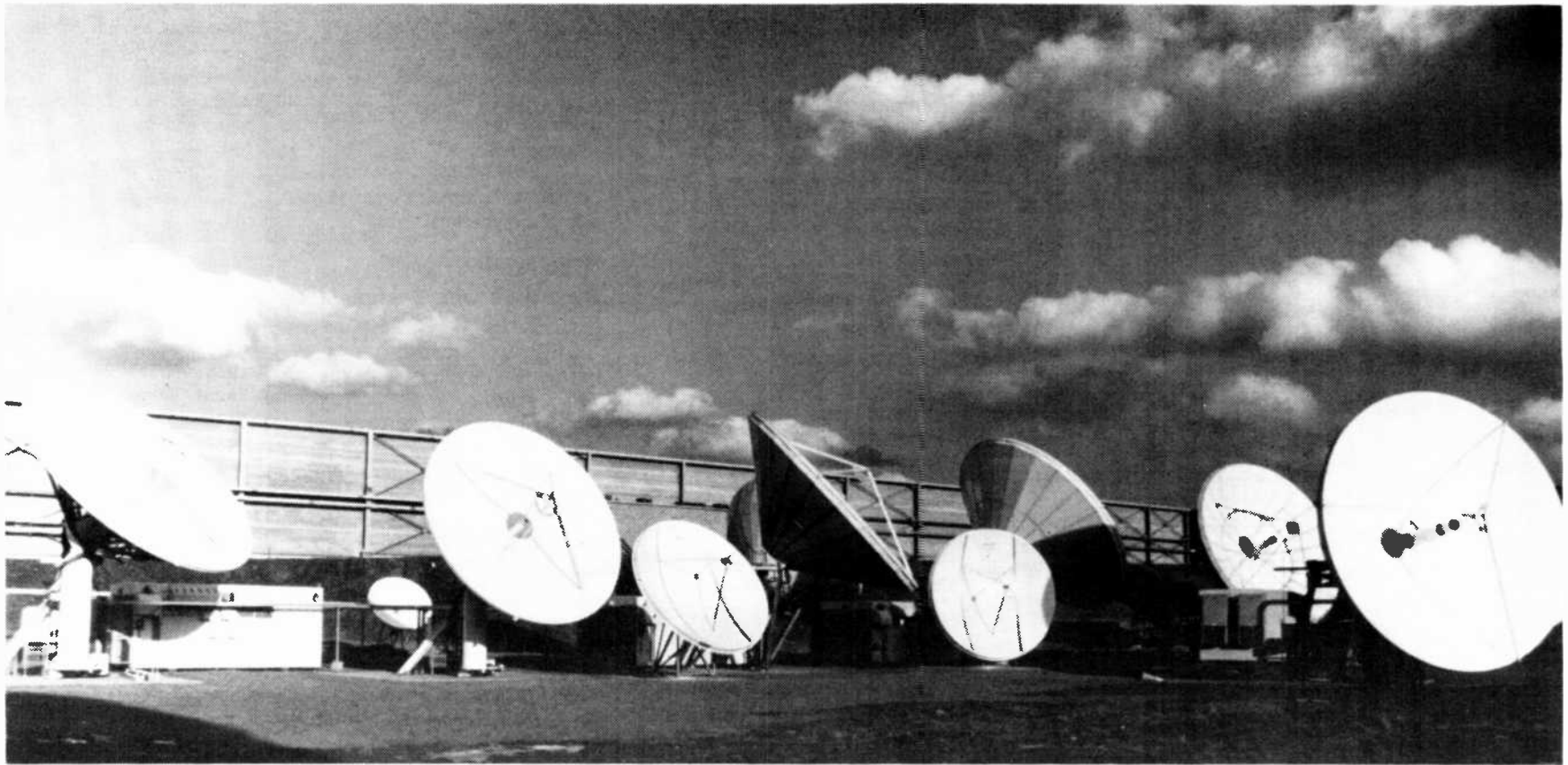
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**IDB COMMUNICATIONS  
GROUP, INC.**

## 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

**FirstCom is first again.**

This time, with a new generation of station ID's that sound bigger and cleaner ...

ID's so powerful they blast your calls through all the clutter.

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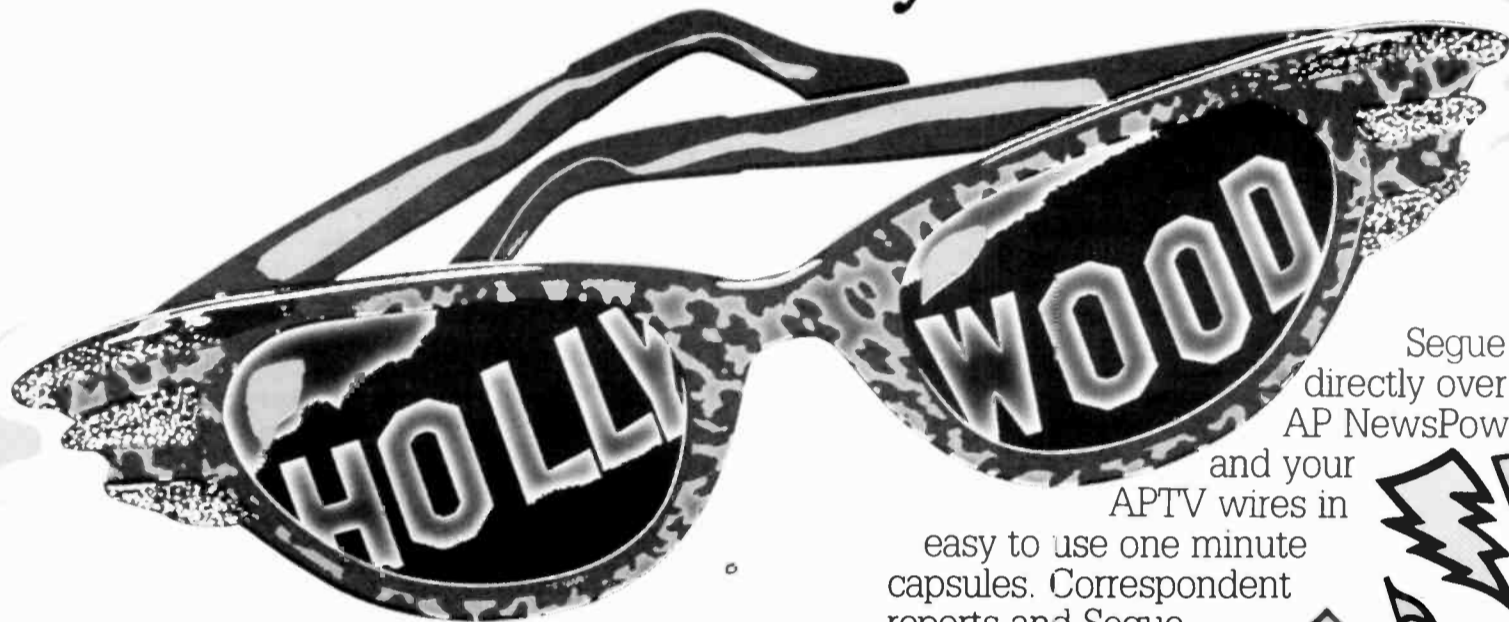
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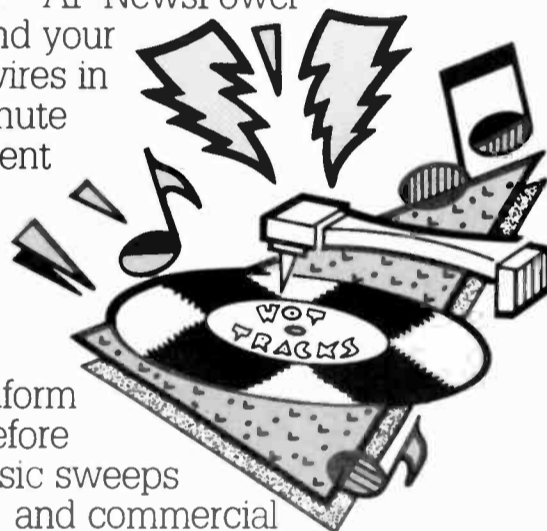
Segue comes directly over your AP NewsPower

and your APTV wires in

easy to use one minute capsules. Correspondent reports and Segue packages are also delivered daily via AP Network News.

Use Segue to entertain and inform your listeners before segueing into music sweeps

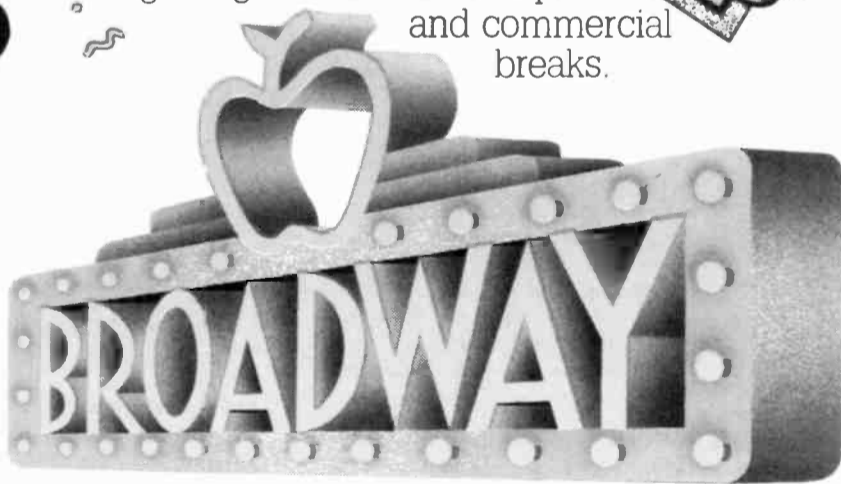
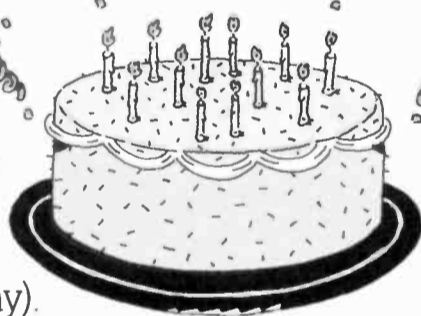
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# Segue

Associated Press Broadcast Services



## 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  
Delivery 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"**  
**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 Jellitneh  
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, jiti, 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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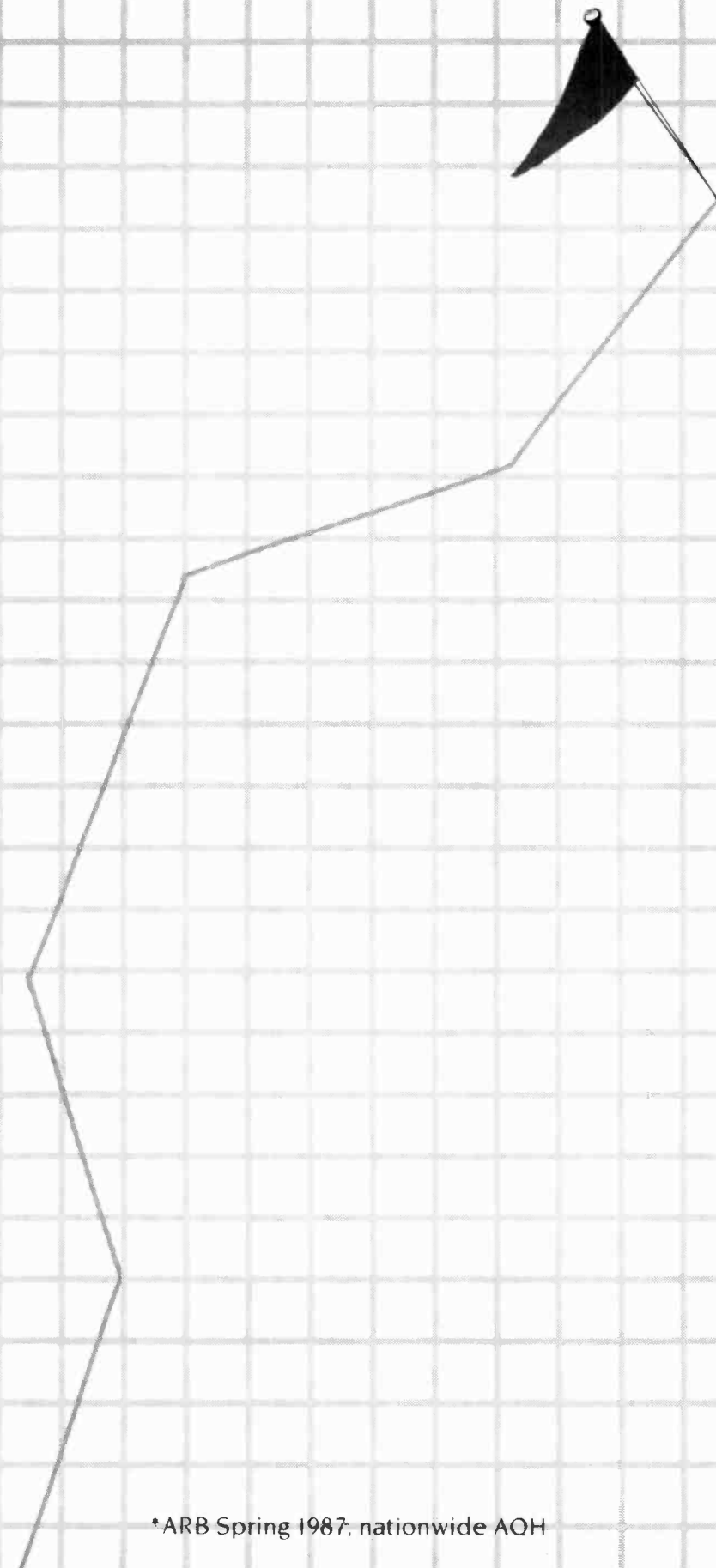


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What radio show  
can be heard by  
97% of adults 18+  
in the U.S.?\*

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Weekly  
Top 40**

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\*ARB Spring 1987, nationwide AOH





Daily Music  
Features

**"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 Dida  
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  
Produced: Daily

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

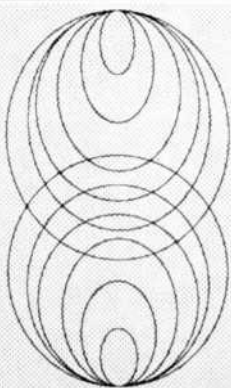
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WITH CASEY KASEM**



**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 Labela

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  
GLASS SPIDER

"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  
Winners Circle

"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

C · O · M · E  
S · W · I · N · G  
W I T H · M E  
FRANK SINATRA  
I N · C O N C E R T

"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

THE 1988  
COUNTRY  
MUSIC  
ASSOCIATION  
AWARDS

"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 Brophy  
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 Navlor  
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: 2 1/2 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

**"Jim: 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 Mellen-camp, 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 Zep-pelin 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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- Weeks at Peak Position
- Label and Catalog number
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Single,  
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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: Temple 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: 3½ hours

Terms: Free

Delivered via: Satellite

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



### BACKSTAGE

### "Backstage"

#### Continuum Radio Network

Length: 2½ 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: 2½ 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/Lorre Crimi

Host: Joel Denver

Length: 2½ 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: 2½ 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: Candia Moble

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 in-forms 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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Entertainment  
News

**"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 &amp; 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.

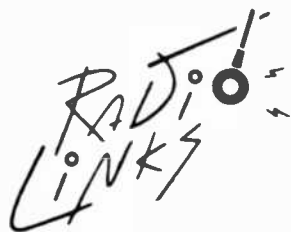
Terms: Barter

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 &amp; 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 &amp; 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&amp;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 &amp; 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 &amp; 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: Twice-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 &amp; 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 &amp; 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 &amp; 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 Cl'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

Cl'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 Randant  
**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 Randant  
**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:

#### "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 newsteeds. 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  
 Funnymen 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.

#### "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 by:** 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 drops 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. Topical 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: 2½ 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 - 2½ 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 &amp; 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 &amp; 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 &amp; 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 &amp; 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 Mariam

Length: 14 mins.

Terms: Free

Delivered via: Westar IV 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 events calendar.

## "Melvin Belli's World"

**Continuum Radio Network**

Length: 90 seconds

Terms: Cash &amp; 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 &amp; 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: Clark 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"**  
**Morie 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-thru-professional sports, Texas business and agriculture news, 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', 3' & 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

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

**THE WALL STREET JOURNAL 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 Tautges  
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.

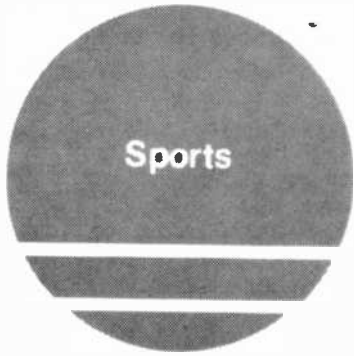
## NEW

**"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 news 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

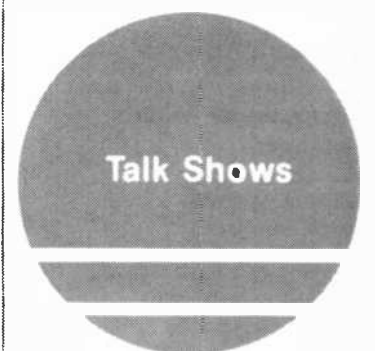
Host: Joe McConnell  
Length: 30 mins.  
Terms: Barter  
Delivered via: Tape  
Began: 1/2/85  
Affiliates: 200  
Produced: Weekly  
Fast-paced sports magazine, interviews with coaches and players, reports on the latest issues, flashback on the great moments, guest commentaries.

**"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: 2 1/2 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

**"Afterglow"**

**Afterglow Productions**

Host: Don Johnson  
Length: Half hour  
Terms: Free  
Delivered via: Tape  
Began: 1/1/72  
Affiliates: 180  
Produced: Weekly

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

**"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



**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"**

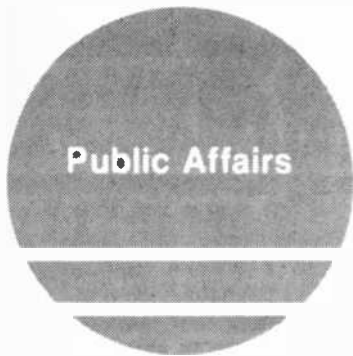
52 half-hours. Welcome back to radio the original case and shows of "dum-de-dum-dum" as it is popularly known everywhere.

**"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.



**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 Mormon 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 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: 1 1/2 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.

# 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 Ponsert, 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

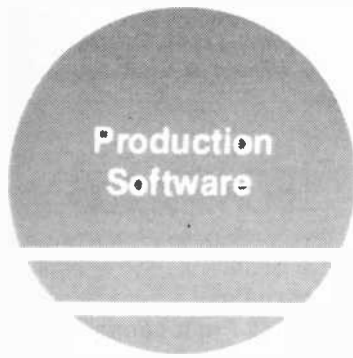
Delivery via: Disc or CD

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



**"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 thematics 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**  
A Federated Media Company  
Audio Artistry

**"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 uptempo 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 KISS, 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

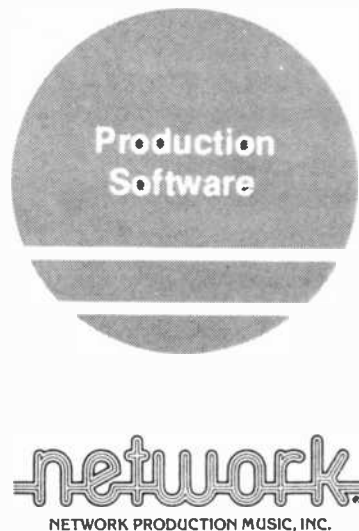
No. cuts: 578  
Terms: Buyout  
Delivery via: CD  
Market exclusive? Yes  
Production library on CD. Purchase includes quality CD player. Contemporary, Country, production aids, color-coded discs.

**"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, punctators, 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 KHS, KKBBQ, 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 &amp; 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.

**"Frontrunners"**  
**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

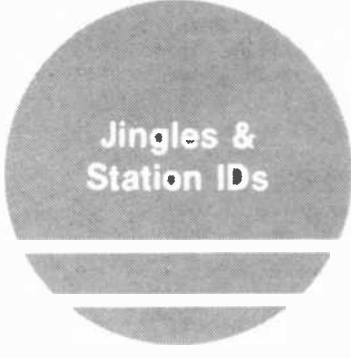
10 Vol. CD Sound Effects Library

10 Vol. CD Music Library

FOR A FREE COMPACT DISC SAMPLE, CONTACT:

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 FLORIDA COLLECT - 305/746-2222 OUTSIDE FLORIDA - 800/634-0091

HOLOPHONICS IS A TRADEMARK OF SACCARELLI 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: 16  
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," "Air-busters." Over 100 tracks available cut-by-cut, market exclusive.

"Oldies" — The king of the oldies packages. Originally on WABC, KFWB, etc. 3000 tracks cut-by-cut, market exclusive, from 1960-77.

"Country" — Includes "Drivin' Country," "Hot Shots." 200 tracks cut-by-cut, market exclusive.

"Easy AC" — Includes "Easy Goin'," "Whispers," "Easy Air." 150 tracks available cut-by-cut, market exclusive. From 1960-87.

"Big Band/Nostalgia" — Some recorded as early as 1948. "Big Band Bonanza," "The Smart Set." 250 tracks, market exclusive.

"News/News-Talk" — Includes "Met-ropulse," "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.



Available Now!

# Hanna-Barbera

## LIBRARY OF SOUNDS

• The Sound Effects  
We All Love

Now Available on CD's!  
\$200 (No discount plus tax)



Only \$150.00 (plus tax where applicable)  
with this ad

To order . . . send a check made payable to Interlock Mfg. Corp. to Hanna-Barbera Productions, ATTN: MUSIC DEPT., 3400 Cahuenga Blvd., Hollywood, CA 90068



# **OUR COMMITMENT IS MORE THAN JUST A SONG AND DANCE.**

That's right, the TMCID 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 TMCID 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



Jingles &  
Station IDs

**"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.



Song Libraries

**"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 premiere 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"****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  
JINGLE  
PACKAGE  
... 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!

**Thompson Creative**

4631 Insurance Lane Dallas, Texas 75205

214•559•4000

2 Week Turn Around . . . Guaranteed!

\*Call for complete details.



# Why Are Stations Switching to Century 21 Jingles?

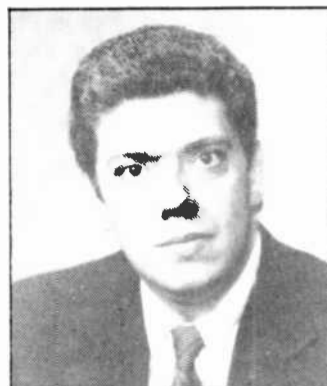
"We'd been looking for jingles with the sound and excitement of the hits, but without the burnout. Century 21 did a terrific job on our new jingles. Everything about their production is first class."

**Reggie Blackwell**  
Program Director  
**WBCY FM**

Charlotte, North Carolina



Reggie Blackwell



Nick Ferrara

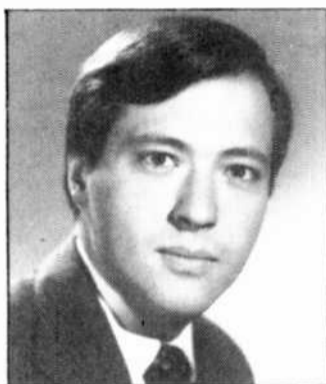
"I'd listened to over 30 different jingle packages. CHR's were too gimmicky. AC's were too down and just plain dated. With Century 21, we got the magic we were looking for."

**Nick Ferrara**  
Program Director

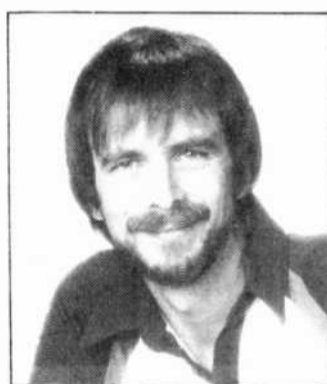
"**Magic 102**"—**WLMG FM**  
New Orleans, Louisiana

"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.

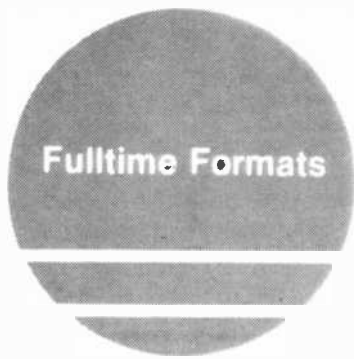
Our new jingles are already sounding great on-the-air for quality-conscious broadcasters like ABC/Capitol Cities, Emmis, Bonneville, RKO and Jefferson-Pilot. We'll do well for you because of Century 21's premium quality, our caring attitude and commitment to excellence.

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, recurrenents 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 oast 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**

### "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, recurrenents 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 Pogramming

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"

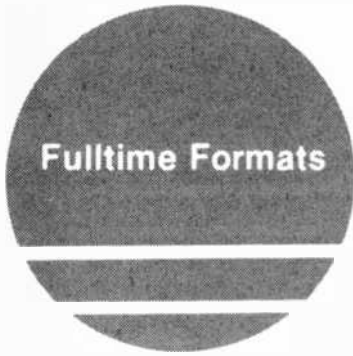
**Real Radio Company**  
Produced By: Real Radio Company  
Terms: Cash/Barter  
Delivered via: Tape  
Began: 7/1/85  
Affiliates: 19  
Produced: Daily  
Full-service MOR/BB format with optional MOR library Emphasis on durable jazz-based MOR material, plus year-by-year charted hits.

### "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



Fulltime Formats

**"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.*

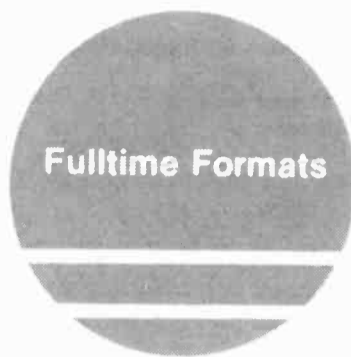
**"Rock 'N Hits"****Satellite Music Network**

**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.*

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## 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 1.68 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 &amp; 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.

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with your bread and butter.

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 A Romancin' The Oldies  
 E Roots, Rock & Rhythm  
 D Harvey Ruben Show  
 M S.I. Production Music Library  
 M S.I. Sound Effects Library  
 K SBN Major League Baseball Notebook  
 C SBN Money Smarts  
 A SBN's Entertainment Specials  
 T Sacred Sounds Of Praise  
 T Sacred Sounds Of Today  
 J Mort Sahl: In Spite Of The News  
 L Same Time . . . Same Station  
 A San Francisco Opera  
 E San Francisco Symphony Orchestra  
 O Saturday Night Oldies Party Library  
 K Chris Schenkel's 'Sports Heroes Of The Past'  
 F Screening Room  
 F Screentest


L Sealed Book, The  
 L Sgt. Preston Of The Yukon  
 N Second Avenue Productions  
 J Secret Adventures Of The Tooth Fairy  
 G Senate Today, The  
 A Sentimental Journey  
 D Sexually Speaking  
 N Shake Rattle & Radio  
 B Shootin' The Breeze  
 A Sinatra Special Of The Week  
 A Sittin' In  
 L Six Shooter, The  
 E Sixties Series: The All American Rock & Roll Years, 1960-1963, The  
 E Sixties Series: The British Invasion Years, 1964-1966, The  
 E Sixties Series: The Psychedelic Years, 1967-1969, The  
 B Sixty Second LP  
 F Sixty Second Preview  
 G Ski Condition Reports  
 G Jim Slade's World  
 D Tom Snyder Show  
 F Soap Quiz  
 F Soap Talk  
 N Soft Rock  
 N Soft Rock (HLC)  
 B Solid Gold Country  
 A Solid Gold Saturday Night  
 E Solid Gold Saturday Night's Solid Gold Summer Hits  
 E Solid Gold Saturday Night's All-Time Favorite Oldie Countdown  
 B Solid Gold Scrapbook  
 M Sound FX-The Library  
 M Sound System, The  
 M Sounds Of Broadcasting  
 A Sounds Of Sinatra, The  
 A Sounds Of The Big Bands  
 A Soundscapes  
 M SoundWorks  
 I Speaking Of Everything  
 T Special Blend  
 A Special Edition  
 A Special Of The Week, The  
 T Spectrum AC  
 E Spirit Of American Rock  
 E Spirit Of Summer  
 M Sponsor Commercials  
 N Sports  
 K Sports Explosion  
 K Sports Flashback  
 D Sportsline USA  
 A Spotlight  
 L Stand By . . . For Crime  
 A Star Beat  
 B Star Quiz  
 B Star Trak  
 A Star Trak Profiles  
 T Stardust  
 B Starlight Concert  
 J Starphone  
 N Station IDs  
 N Station Image & Advertising  
 A Steps Ahead  
 T Stereo Rock  
 J Stevens & Grdnic's Daily Comedy Exclusive  
 J Stevens & Grdnic's Radio Hotline  
 J Steve's Bank  
 E Sting: The Police Decade And Beyond  
 I Story Of A People  
 E Story Of Country Music, The  
 I Streams In The Desert  
 A StreetBeat  
 C SuccessNet (Success Through Networking)  
 E Summer Beach Party 1988  
 E Summer Encore 1988  
 E Summer Souvenirs Of The Sixties  
 A Super Gold Saturday  
 A Super Gold Sunday  
 A Super Mix Dance Party  
 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"  
 A Harry Turner Presents "The 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  
 T Ultimate Adult Contemporary  
 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  
 M Various  
 A Vocal Scene, The  
 N WCOZ  
 N WEEI  
 E WFMT Folk Festival, The  
 G Wall Street Journal Report  
 T Wave, The  
 N We're Here For You II  
 N We're Here For You  
 N We're The One  
 I Week In Review, The  
 A Weekend Dance Party  
 I Weekend Headliner  
 K Weekend Sports  
 A Weekly Country Music Countdown  
 J Weemaway Amusement Co., The  
 D Dara Welles Show  
 A Doug Wendt's World Beat  
 A Westwood One Presents  
 A Timothy White's Rock Stars  
 D Bruce Williams Show  
 G Gordon Williams Business Reports  
 A Johnny Williams' Pillowtalk  
 J Willie's Comedy Shack & Burger Emporium  
 F Young Adult Newscall  
 T Your Country  
 D Youth Talk USA  
 T Z Format, The  
 T Z-Rock

KEY: XXXXXXXXXX  
 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.



## PROGRAM SUPPLIERS GUIDE '88


 Program Supplier  
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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) 467-2346
		Professional Media Networks	(800) 882-3883 (503) 687-2068

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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

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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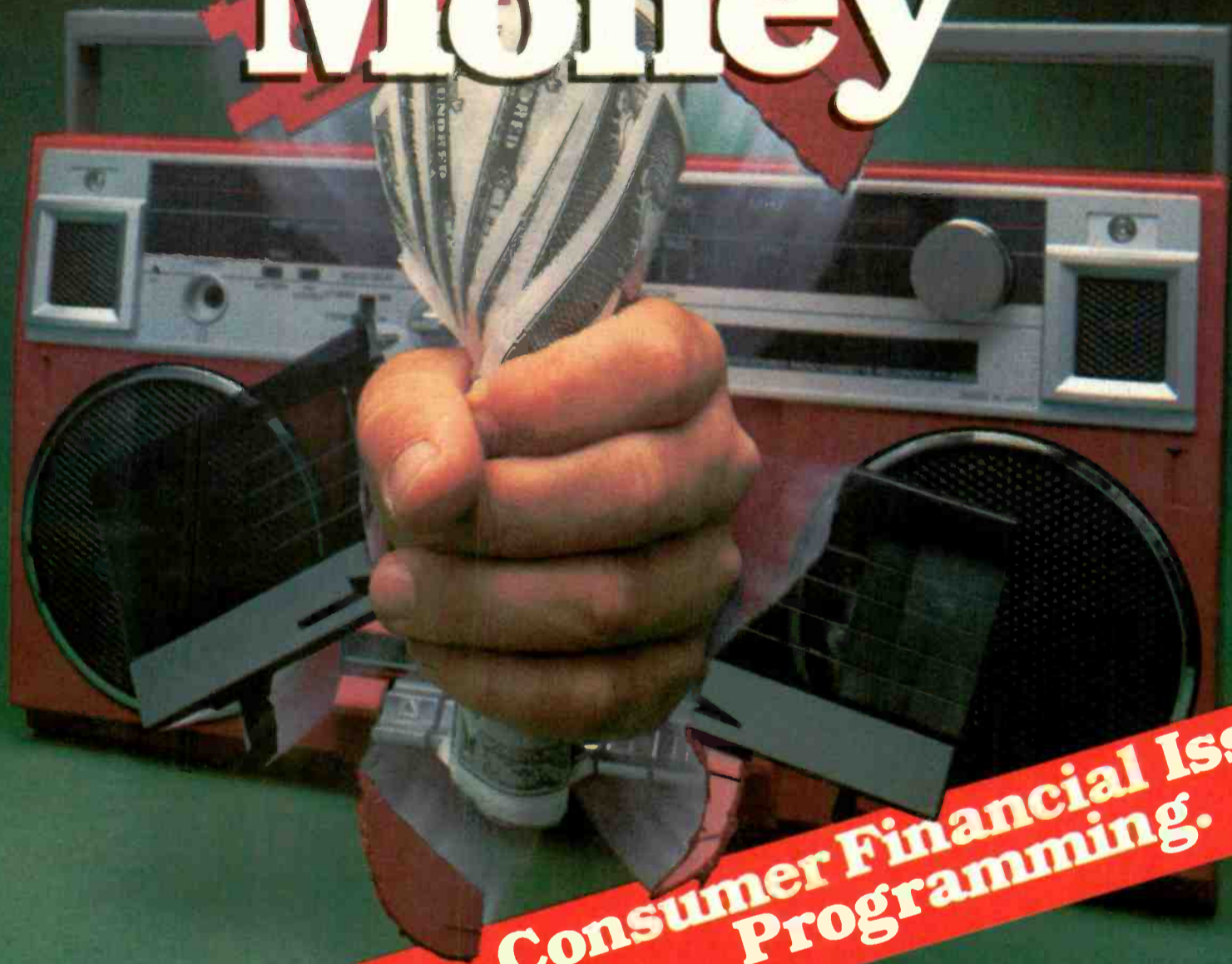
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As the new host, Shadoe's youthful enthusiasm and national media presence will bring a new dimension of excitement to the most listened to radio music program in the world.

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