



**There is something new
under the sun!**



FUNNY BUTTON INCORPORATED

2400 N STREET, N.W.
WASHINGTON, D.C. 20037
(202) 659-5959

Gentlemen:

What a fantastic idea!! We'll take it 24 hours a day!! Where do we sign?

V-e-r-r-r-y inter-r-r-r-resting!
We might just consider it on one of our non-productive day-parts!
Can we talk???

Bah, humbug! Absurd! It'll never work!!! Who's got time to laugh anymore?

Send demo tape anyway. We can always erase it and use for our auditions.

CHECK
ONE
PLEASE



Name _____

Title _____

Station _____

Format _____

City _____

State _____

Phone _____



**Comedy Radio
"LIVE"
24 Hours a Day**



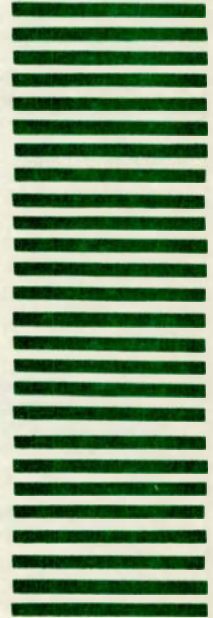
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**PARKWAY
FUNNY BUTTON INCORPORATED
2400 N STREET, N.W.
WASHINGTON, D.C. 20037**



F.Y.I. *from the...* F.B.I.

Now there's laughter 24 hours a day!

There *is* something new under the sun!!

A radio format dedicated to laughter! A format that programs COMEDY . . . 24 HOURS A DAY!!

It's the world's *first* . . . it's the world's ONLY!

WHY???

Because laughter is universal. Because it's something everyone likes to do. Because it's pleasurable. And, because it appeals to EVERYBODY, of *all* age groups, from 12 to 112!

From an entertainment viewpoint, we think it's an idea that the market is ready for. From a commercial viewpoint, we think there's nothing like it. When you listen to comedy, you *LISTEN* to it . . . it's not something to keep you company in the background. And when you're *listening*, you're more likely to HEAR the commercial message. You've got to HEAR it to respond to it!

And *what* the audience will be hearing are the greatest comedians and comedien-nes in the world! Jack Benny, Fred Allen, The Great Gildersleeve, Bob Hope, George Burns, Amos and Andy, Bob and Ray, W.C. Fields, Fibber McGee and Molly, Phil Foster, Godfrey Cambridge, Flip Wilson (& Geraldine), Buddy Hackett, Alan King, George Gobel, Steve Allen, Jackie Mason, Allen Sherman, Stiller and Meara, Redd Foxx, Joe E. Brown, Woody Allen, Richard Pryor, The Smothers Brothers, Lily Tomlin, Jonathan Winters, Belle Barth, Dave Astor, Charlie McCarthy and Edgar Bergen, Fanny Brice, Phyllis Diller, Johnny Carson, Mike Nichols and Elaine May, Mel Brooks, Carl Reiner, Rusty Warren, Monty Python, Nipsey Russell, Morey Amsterdam, Robin Williams, Spike Jones, Homer and Jethro, and Ben Colder . . . to name just a few!

If *YOU* like to laugh, hit the FUNNY BUTTON! If CRYING turns you on . . . try the news!



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F.Y.I. from the... F.B.I.

Now there's laughter 24 hours a day!

Is laughter the best Medicine?

The medical profession seems to think so!

Noted Physicians, Psychiatrists and Psychologists through the years have written volumes on the subject. Here's just a partial bibliography:

- | | | |
|---|---|---|
| "The Nature of the Smile and Laugh"
by Dr. G.V.N. Dearborn | "A New Theory of Laughter"
by William McDougall | "Letters"
by Lord Chesterfield |
| "Effect of Laughter on the Muscle Tone"
by H.A. Paskind | "Kuru"
by D.C. Gajdusek & V. Zigas | "Physical Symptoms Occuring with
Pleasurable Emotional States"
by See Ian Stevenson |
| "The Physiology of Laughter"
by Herbert Spenser | "The Pharmacological Basis of
Therapeutice"
by Louis S. Goodman & Alfred Gilman | "History of Medicine"
by W.B. Saunders |
| "Jokes & Their Relation to the
Unconscious"
by Dr. Sigmund Freud | "Manganese Poisoning in Moroccan
Miners"
by J. Rodier | "The History of the Harlequinade"
by Maurice Sand |
| "Epinephrine, Chlorpromazine, and
Amusement"
by James Orchard Halliwell | "Periodic Hypersomnia & Megaphagia in
Adolescent Males"
by MacDonald Critchley | "Oratory and Orators"
by Cicero |
| "An Essay on Comedy"
by George Meredith | "Anomalies & Curiosities of Medicine"
by George M. Gould & Walter L. Pyle | "The Philosophical Works of Descartes"
by Elizabeth S. Haldane & G.R.T. Ross |
| "People in Pain"
by Mark Zborowski | "The Psychology of Tickling, Laughing,
and the Comic"
by G. Stanley Hall & Arthur Allin | "An Epidemic of Laughing in the
Bukoba District of Tanganyika"
by A.M. Rankin & P.J. Philip |
| "Laughter and Health"
by James J. Walsh | "Outlines of Psychology"
by Haralod Hoffding | "Wit and Humor: A Neglected Aid in
Crowd and Mob Control"
by J.F. Coates |
| "A Nest of Ninnies"
by Robert Armin | "The Essence of Laughter"
by Charles Baudelaire | "Laughter in the Basement"
by S.G. Brisland |
| "The History of Court Fools"
by Dr. Doran | "Catatonia"
by K.L. Kahlbaum | "A Designed Locale for Laughter to
Reinforce Community Bond"
by John R. Atkins |
| "The Anatomy of Melancholy"
by Robert Burton | "Lectures on Clinical Psychiatry"
by Emil Kraepelin | "Humor, Laughter, and Smiling: Some
Preliminary Observations of Funny
Behaviors"
by Howard R. Pollio |
| "Kant's Critique of Judgment"
by J.H. Bernard | "Textbook of Psychiatry"
by Franz Alexander | "An Essay on Laughter"
by James Sully |
| "Laugh After Laugh"
by Dr. Raymond Moody | | |

IF LAUGHTER IS THE BEST MEDICINE . . . YOU CAN GET YOUR
PRESCRIPTION FILLED AT THE FBI.

JUST HIT THE FUNNY BUTTON!

ALL COMEDY RADIO!



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Now there's laughter 24 hours a day!

A FORMAT

. NOT a Feature!

If your station isn't among at least the top half of all those stations serving your market, a "feature" program once or twice a week isn't going to put it there.

If you're in that position, either your programming is suffering or perhaps your promotional efforts are lacking.

In either case, why put a band-aid on a compound fracture?

The FBI can provide you with the required "surgery." Full-service programming, 24 hours a day, or during those weak day-parts that hold your overall ratings down.

All-Comedy is not just a unique format. It's a viable product that finds little sales resistance and provides you with the answer to ever-increasing program department costs, as either a full-time exclusive concept or as an integral part of your programming, six days a week.

It's your decision! If you need help, stop using band-aids. Laughter IS the Best Medicine. As a FORMAT not a feature!



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COMEDY *The Ageless Entertainer*

From Aristophanes to Shakespeare, from Will Rogers to Eddie Murphy . . . all have one thing in common . . . the ability to make us laugh at ourselves as well as the society around us.

It's a little amazing that the same things that amused the ancient Greeks, still get laughs today.

Comedy never dies . . . it just gets recycled . . . and funnier!

Laughter makes you feel better. That's why everybody likes to laugh. And that's why we offer the widest range and largest selection of comedy material available today to your radio audience.

Isn't it nice to finally know, that any time of the day or night, laughter is instantly available?

Just hit the FUNNY BUTTON!

Eurypides would have loved it!



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PERSONALITY SELLS

Radio without personality is like a new car without wheels . . . it can be luxurious, expensive and have all the latest equipment but it won't take you very far.

Take a look around the country. The stations with the strong personalities are the ones with strong ratings and strong revenues.

WE BELIEVE IN IT! That's why we're providing it. Not just one, but TWO. *Teams* of personalities in every day-part, 24 hours a day. They keep the show interesting, fast-paced, urgent and spontaneous.

They entertain AND, they SELL!

And it's "Live!" The listeners in your market can participate in interviews with the top comics, on-air promotions, or simply call in requests for their favorite routines.

Personality PLUS Humor. It's a combination that can't miss! Call your FBI man today and get the details.



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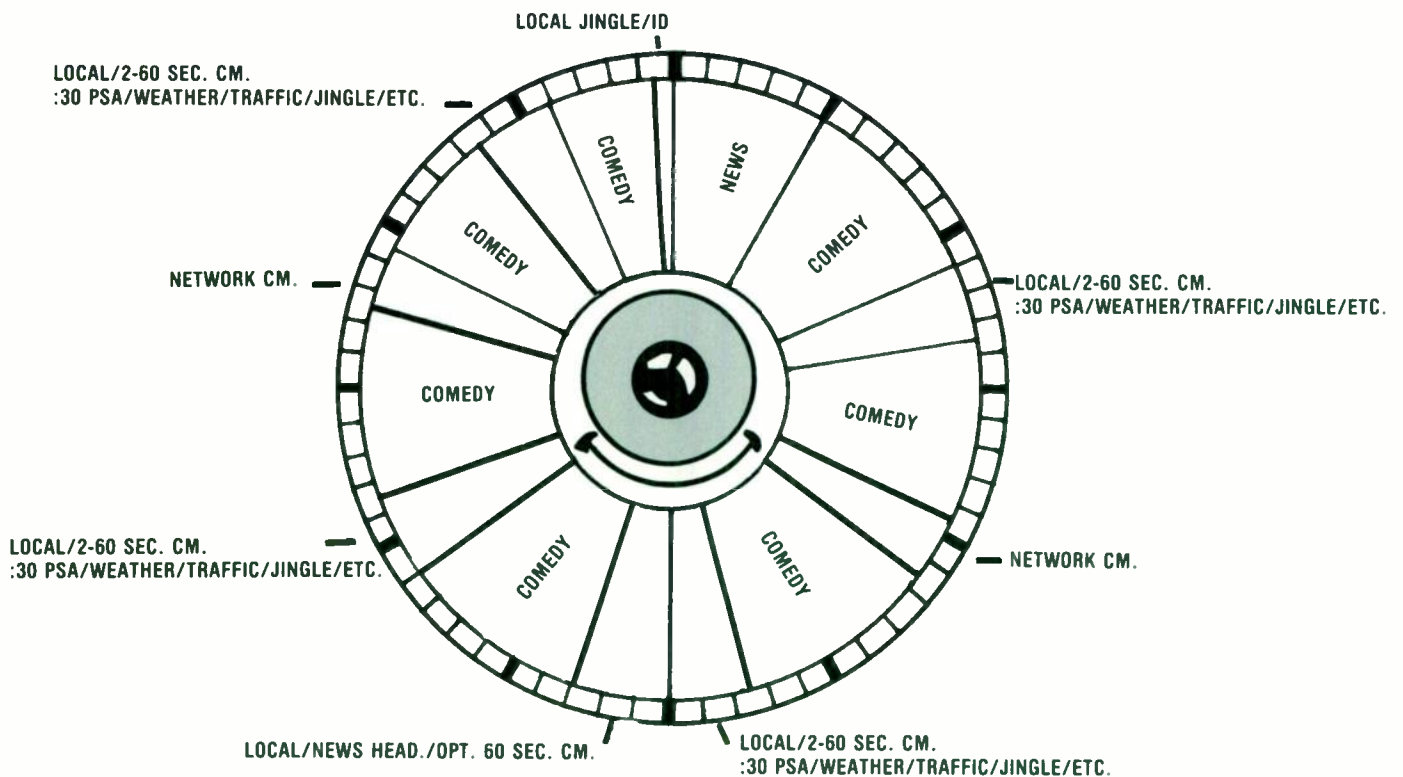
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HOURLY FORMAT CLOCK



- 38 minutes of solid entertainment
- 12 minutes commercial
- 1 minute optional local
- 7 minutes of news
- 2 minutes weather/traffic/PSA's/jingles/etc.
- Automated or Live Assist



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SALES AIDS

As a full-service network, the FBI will provide you with sales aids for use by your sales staff as well as providing you with the necessary materials for your national rep.

And with network buying power, we'll be offering you, from time to time, dynamite specialty items that tie in directly with comedy, the Funny Button and your station.

- **Customized TV Spots**
- **Customized Jingle Packages**
- **Newsprint Mats**
- **T-Shirts**
- **Bumper Stickers**
- **Tote Bags**
- **Buttons (Funny, of course)**
- **Other Good Stuff**



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