



# SYNDICATED RADIO PROGRAMMING DIRECTORY





# **SYNDICATED RADIO PROGRAMMING DIRECTORY**

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August 1980

Due to the popularity and overwhelming acceptance of last year's **Directory of Syndicated Radio Programming**, the NAB Radio Department has compiled a second edition of this guide. It contains updated entries of special programs and automated formats — plus two new sections: jingles and production libraries. It is our hope that these four sections will be useful to radio broadcasters in selecting the type of programming that is most suitable to their stations.

Information contained in this booklet was supplied by NAB associate member companies that deal in program syndication, and the remarks herein are their own descriptions and do not necessarily reflect the opinions of the NAB. Each program, format, jingle and production library entry is accompanied by the distributor's company name, address, telephone number, and person to contact, should you decide to obtain further information.

If you have any comments or suggestions concerning this guide or its contents, please write to the NAB Radio Department, 1771 N Street NW, Washington, D.C. 20036. We sincerely hope that you find this second edition of the **NAB Syndicated Radio Programming Directory** a useful aid at your station.

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# SPECIAL PROGRAMS

## Music-Related

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Seaway Productions  
c/o WCLV, Terminal Tower  
Cleveland, OH 44113  
216-241-0900  
Contact: Robert Conrad

### **Adventures In Good Music**

Suitable for Beautiful Music, Classical. Announcer: Karl Haas. 55 minutes, daily. A program of commentary, fine music and interviews believed to be unique in the country. Cash, price varies according to market size. 4 commercial avails. Promotional materials available: press kit, glossies, custom promos. Stereo. One replay allowed on the weekend. Entertainment, Instructional.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

### **Album Greats: A History of Album Rock**

Suitable for AOR. Announcer: Mike Harrison. 48 hours. Spans 15 years of album rock with behind-the-scenes stories, interviews, commentary and feelings of album stars and associates. Cash, \$1,200 to \$10,200 based on market size. 480 commercial avails. Promotional materials available: posters, ad slicks, logos, T-shirts, sales plans, recorded promos, news releases. Stereo. Two plays in one year allowed. Entertainment.

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Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
213-980-9490 or  
800-423-2502  
Contact: ask for your regional sales manager.

### **American Country Countdown**

Suitable for Country. Announcer: Bob Kingsley. 3 hours, once weekly.

Started in 1973, currently on 300 stations worldwide. A countdown of the 40 biggest country music hits as reported by **Billboard Magazine**, with historical data, news and background information on the most popular country artists, writers and producers. Cash, \$60 and up, depending on market size. 36 minutes of commercial avails. Promotional materials available: posters, T-shirts, brochures, marketing guides, listening directories. Stereo. Number of plays negotiable. Entertainment.

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Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
213-980-9490 or  
800-423-2502  
Contact: ask for your regional sales manager.

#### **American Top 40**

Suitable for Top 40, Adult Contemporary, Disco. Announcer: Casey Kasem. 4 hours weekly. A highly successful series, now celebrating its tenth year. **AT 40** is a weekly countdown of the top 40 hits in America, as reported by **Billboard Magazine**. Cash, \$80 and up, depending on market size. 48 minutes of commercial avails. Promotional material available: brochures, marketing guides, listening directories, T-shirts, playing cards, posters, TV tie-ins. Stereo, number of plays allowed is negotiable. Entertainment.

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Toby Arnold and Associates, Inc.  
4255 LBJ, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold

#### **Backspin**

Suitable for Adult Contemporary or Top 40. Announcer: Charlie Van Dyke. 5 minutes, daily (366 episodes available). An audio almanac of unusual Americana coupled with a playback of the number one song from that day in history. Teaser quiz as "listener lock" through commercial breaks. Cash, \$5 a day and up, depending on market size. 2 commercial avails. Promotional materials available: promos, jingles, custom voice tracks. Stereo. Unlimited plays allowed during contract period. Entertainment.

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Seaway Productions  
c/o WCLV, Terminal Tower  
Cleveland, OH 44113  
216-241-0900  
Contact: Robert Conrad

#### **Baldwin-Wallace Concert**

Suitable for Beautiful Music, Classical, MOR. Announcer: Albert Petrak. 1 hour, once a week (13 weeks). A concert by faculty and students of the Baldwin-Wallace Conservatory of Music. Many faculty members are from the Cleveland Orchestra. Free on a tape-return basis. 1 commercial avail. Stereo. Unlimited number of plays. Instructional.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Beatles — From Liverpool to Legend**



Suitable for Adult Contemporary or Top 40. 17 hours. This musical documentary gives the audience a behind-the-scenes look at four young men who became the most popular group in the history of contemporary music. Cash, price varies according to market size. 10 commercial avails per hour. Promotional materials available: generic promos, operations manual, ad slicks. Stereo. Unlimited plays during life of contract. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **Chuck Blore's "Mini-Dramas"**

Suitable for Country, Top 40, or Adult Contemporary. Announcer: Chuck Blore. Skits average 45 seconds without song. A marriage of superhit solid gold chart winners and specially written dramatic and/or humorous sketches played out over their introductory music. Solid gold hits included in the 560-unit program. Cash, price varies according to market size. Unlimited plays during life of contract. Entertainment.

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WCRB Productions, Inc.  
750 South St.  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

#### **The Boston Camerata Presents**

Suitable for Classical. Announcer: Joel Cohen, Camerata director. 1 hour for 13 weeks. Music of the middle

ages, renaissance and early baroque. performed by the Boston Camerata. The programs are produced by Camerata Director Joel Cohen. Cash, price varies according to market size. 3 commercial avails. Promotional materials available: advance listings. Stereo. Entertainment.

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WCRB Productions, Inc.  
750 South Street  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

#### **The Boston Pops Orchestra**

Suitable for Beautiful Music, Adult Contemporary, Classical. Announcer: William Pierce. Concert-length (nominal two hours), 52 times yearly. The Boston Pops, America's foremost purveyors of light classical and popular music, conducted by three-time Oscar winner John Williams. Popular and classical guests such as George Shearing, James Galway, The Mills Brothers, and Oscar Peterson. Cash, varies with market size. 10 commercial avails. Promotional materials available: photos, ad mattes, bios, news releases, advance listings. Stereo. 1 play allowed. Entertainment.

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WCRB Productions  
750 South St.  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

#### **The Boston Symphony Orchestra**

Suitable for Beautiful Music, Classical. Announcer: William Pierce. Concert-length (nominal two hours), 52 times yearly. America's greatest orchestra in radio's oldest and largest

self-supporting symphony syndication. Full-length concerts recorded at Symphony Hall, Boston, and at the orchestra's summer home at Tanglewood, and on national and international tours. Cash, varies with market size. 8 commercial avails. Promotional materials available: photos, bios, advance listings, press releases, ad mattes. Stereo. 1 play allowed. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

#### **The Johnny Cash Show**

Suitable for Country and Adult Contemporary. Announcer: Johnny Cash. 3½ minutes, 5 days weekly for 52 weeks. Johnny Cash chats and sings, and offers some of his grandpa's philosophy. Rates predicated on market size. Commercial avails left to station's discretion. Mono. Replays allowed daily. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

#### **Clear Creek: The Country Music Special**

Suitable for Country. Announcer: Eddie Rabbitt. 24 hours. An imaginary concert with the greatest country stars performing and being interviewed among thousands of fans. Cash, \$1,000 to \$8,650, depending on market size. 288 commercial avails.

Promotional materials available: posters, promos, logos, ad slicks, full-length theme song, sales plan. Stereo. Two plays allowed. Entertainment.

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Cleveland Orchestra Broadcast  
Service  
c/o WCLV, Terminal Tower  
Cleveland, Ohio 44113  
216-241-0900  
Contact: Robert Conrad

#### **Cleveland Orchestra Concerts**

Suitable for Beautiful Music, Classical. Announcer: Robert Conrad. 2 hours, once a week. Full-length concerts by the Cleveland Orchestra, taped in stereo at Severance Hall, the Blossom Music Center, and on tour. Cash, price varies according to market size. Six commercial avails. Promotional materials available: promos taped by program host, glossies, press kit. Entertainment.

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Cleveland Orchestra Broadcast  
Service  
c/o WCLV, Terminal Tower  
Cleveland, OH 44113  
216-241-0900  
Contact: Robert Conrad

#### **Cleveland Orchestra Pops Concerts**

Suitable for Beautiful Music, Classical. Announcer: Robert Conrad. 1 hour, once a week. One hour concerts of light symphonic fare by the Cleveland Orchestra featuring such names as Henry Mancini, Peter Nero, Gunther Schuller, Sarah Vaughan, Mitch Miller and others. Cash, price varies according to market size. 4 commercial avails. Press kit, glossies available. Stereo. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

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**Contemporary Country Concerts**

Suitable for Country or Adult Contemporary. 1 hour a week, or 1 additional at station's discretion. Top Country artists taped live in concert on location. Stereo. Entertainment.

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First Choice  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

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**Countdown '81**

Suitable for Country, News/Talk, Adult Contemporary. Announcer: Khan Hamon. 66 vignettes, approximately 4 minutes each. Designed to be aired beginning 5 days before New Year's, this special features top news story and top song beginning five years ago to the present. Cash, \$200 and up, depending on market size. Commercial avails are adjacencies and sponsor backtags. Promotional materials available: sales demo. Mono. Unlimited plays. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

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**Country Love**

Suitable for Country. 12 hours. The

emotions of love, described by the greatest country artists of recent years. Cash price. Stereo. Entertainment.

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Toby Arnold & Associates, Inc.  
4255 LBJ, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold

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**The Country Super Stars**

Suitable for Country. Local station announcers. 5 minutes daily, 260 episodes available. Open-end interviews with leading stars of country music, scripted for local personality involvement and including top hits by featured artists. May be used as daily feature or as a station "special." Cash, \$5 daily and up, depending on market size. 2 commercial avails. Promotional materials available: promos, newspaper ads, original music, jingles, promotion kit, sales aids. Stereo. Unlimited plays during lease period. Entertainment.

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William B. Tanner, Co., Inc.  
2714 Union Ave. Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler or Al Gerritz

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**Decade of the 70's**

Suitable for Country. A one-hour program, featuring current events and the top songs from the '70's. Cash or barter, price depends on market size. 18 commercial avails. Stereo. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **Discumentary**

Suitable for AOR, Black, Country, Disco, Top 40, Adult Contemporary. Announcer: Dave McCormick. 400 one-hour music specials. This collection of 400 one-hour contemporary music specials is produced around a particular theme, year or artist. You pick as little as six hours, or as many as 400. Cash, price varies with market size. 3 breaks for commercial avails separate the four program segments in each 46-minute "hour." Promotional materials available: Dave McCormick will voice custom promos, graphic materials available for use in ads and displays. Stereo. Unlimited number of plays during life of contract. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000  
Contact: Norman Pattiz, Judy Gold, Candi Bennett, Mitch McCracken, Brock Janoff

#### **The Dr. Demento Show**

Suitable for AOR, Top 40, Adult Contemporary. Announcer: Dr. Demento. Two hours, once per week. Comedy, off-the-wall records and insanity, featuring Monty Python, Tom Lehrer, Spike Jones, and assorted favorites from the Land of Dementia. Barter. 18 minutes of commercial avails, 6 built-in commercials. Complete promotional kit available.

Stereo. One play allowed weekly. Entertainment.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

#### **Elvis: A 3-Hour Special**

Suitable for AOR, Black, Country, Disco, Top 40, Adult Contemporary. Announcer: Bill Drake. 3 hours. This mass-appeal super-feature will take listeners from one emotional extreme to the other. The show provides a close look at the King, who is considered by many to be the most important singular force in the development of rock and roll. It is a moving musical tribute to the man who earned more than two dozen gold singles and whose recorded voice has been heard around the world. Cash, price varies according to market size. 8 commercial avails per hour. Mono or stereo. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

#### **The Evolution of Rock**

Suitable for Top 40, Adult Contemporary. Announcer: Chuck Riley. 67 hours. The only complete, up-to-date musical documentary of the rock era, including the news and style headlines of each year since 1955. Cash, \$1,200 to \$7,500, according to market size. 670 commercial avails. Promotional materials available: recorded promos, taped sales plan, news re-

leases, jingles, logos, slicks. Stereo.  
Two plays allowed. Entertainment.

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William B. Tanner, Co.  
2714 Union Ave. Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler or Al Gerritz

### **Formula**

Suitable for Top 40, Adult Contemporary. Various announcers. Contests, promos and sales supplied monthly. Cash or barter, varies according to market size. Mono.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-884-7400  
Contact: James Kefford

### **The Golden Years**

Suitable for AOR, Black, Disco, Top 40, Adult Contemporary. Announcer: Mark Elliott. 15 hours. This program is a vivid re-creation of a thrilling era: 1964-1979. It was an era of explosive issues, influential people and creative musicians. It's all here: Muhammad Ali, Viet Nam, Martin Luther King, women's liberation, flower power, plus all the music superstars like Stevie Wonder, the Beatles, Simon and Garfunkle, the Beach Boys, and dozens more. Cash, varies according to market size. 12 commercial avails per hour. Promotional materials available: on-air promos, ad slicks. Mono or stereo. Two plays allowed. Entertainment.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **Golden Years of Country**

Suitable for Country. Announcer: Bob Kingsley. 25 hours. This is the complete story of country music from 1955-1979. This show gives you the golden sounds of performers such as Charly Pride, Waylon Jennings, Johnny Cash, Dolly Parton and Elvis. Cash, price varies according to market size. 10 commercials avails each hour. Promotional materials available: posters, presentation folders, ad slicks, on-air promos, sales kit. Mono or stereo. Two plays allowed. Entertainment.

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The Musicworks, Inc.  
9202 North Meridian St. Suite 380  
Indianapolis, IN 46260  
317-848-1335  
Contact: Jon R. Potter

### **Grass Roots Gold**

Suitable for Country. Announcers: Pete Logan and Dave Wilson. 2 hours weekly. Music that goes back to the grass-roots of the American West and revives and relives the golden memories of that time. This program is also the music of the hills of Tennessee and Kentucky, the continuing legacy of songs that have been handed down through the years, becoming the backbone of country music. Price starts at \$15 per week, depending on market size. 16 commercial avails per show, 2 plays allowed per show. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

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#### **The Great American Radio Show**

Suitable for AOR, Top 40, Adult Contemporary. Announcer: Mike Harrison. Two hours in length, weekly. A countdown of the week's top rock music tracks, plus short interviews with top track artists. Barter. 18 minutes of commercial airtime, 6 minutes of built-in commercials. Complete promotional kit available. Stereo. One play per week allowed. Entertainment.

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First Choice  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

#### **Inside Nashville**

Suitable for Country. Announcer: Biff Collie. 15 one-minute programs, weekly. Timely interviews, news and general information about the people and the music in Nashville. Cash, from \$50 per month. Promotional materials available: free custom spec commercials for clients by Biff Collie. Custom open and close for station. Mono. Unlimited number of plays. Entertainment.

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WCRB Productions  
750 South St.  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

#### **Israel Philharmonic Orchestra**

Suitable for Beautiful Music, Classical. Announcer: Henry Fogel. Concert-length (nominal two hours), 26 weeks. Full-length concert broadcasts of one of the world's leading international orchestras, under Music Director Zubin Mehta. Cash, price varies according to market size. 4 commercial airtime slots. Promotional materials available: photos, advance listings, orchestra brochure. Stereo. Up to three plays allowed with step-up fee. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000  
Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

#### **Live From Gilley's**

Suitable for Country. One hour, once per week. A live concert recording at Gilley's in Pasadena, Texas — scene of John Travolta's "Urban Cowboy." Country music's biggest stars are recorded live for presentation on this weekly series. Barter, 7 commercial minutes, 3 minutes built-in commercials. Complete promotional kit available. Stereo. One play allowed per week. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, Texas 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

#### **London on the Line**

Suitable for AOR, Top 40. Announcer: Chris Jeffries. One hour weekly. Each

program portrays the music and career of one artist from the music scene in the United Kingdom today. Cash, \$25 to \$150 per week, depending on market size. 10 commercial avails per hour. Promotional materials available: posters, ad slicks, promos. Stereo. Unlimited usage. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, Texas 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

#### **Love — And a Whole Lot More**

Suitable for Top 40, Adult Contemporary. Announcers: Lee Bayley and Ciji Ware. 12 hours. Each hour in this program describes a different emotion of love with interviews and hit love songs of the 60's and 70's. Cash, \$750 to \$5,000, according to market size. 120 commercial avails. Promotional materials available: posters, recorded promos, ad slicks, logo, sales plans. Stereo. Unlimited usage. Entertainment.

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Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
213-980-9490 or  
800-423-2502  
Contact: ask for your regional sales manager

#### **The Robert W. Morgan Special of the Week**

Suitable for Top 40, Adult Contemporary. Announcer: Robert W. Morgan. 1 hour weekly. Profiles of the greatest artists in contemporary popular music presented in a drama-

tic context incorporating a majority of the artist's discography and original interviews. Cash or barter, \$30 and up depending on market size. 10 minutes commercial avails for cash version, 8 minutes for barter version. Promotional materials available: advertiser tie-ins, magazines, listening directories, brochure, marketing guide. Stereo. Two plays allowed per show.

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WCRB Productions, Inc.  
750 South St.  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

#### **Music From Marlboro**

Suitable for Beautiful Music, Classical. Announcers: William Pierce, Nicholas Anagnostis and Judith Sherman. 60 or 90 minutes. Chamber music concerts from America's most famous summer music festival in Marlboro, Vermont. World famous musicians performing with young musicians. Cash, price varies with market size. 2 commercial avails in the 60-minute program; 3 in the 90-minute program. Promotional materials available: photos, advance listings. Stereo. 1 play allowed. Entertainment.

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Seaway Productions  
c/o WCLV, Terminal Tower  
Cleveland, OH 44113  
216-241-0900  
Contact: Robert Conrad

#### **Music From Oberlin**

Suitable for Beautiful Music, MOR, Classical. Announcer: Robert Conrad. 1 hour, once a week. A concert by faculty of the Oberlin College Con-



servatory of Music, the oldest music conservatory in the country. Free on a tape-return basis to the top 100 radio markets. 1 commercial avail. Stereo. Instructional, Entertainment.

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First Choice  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

### **The Nashville Connection**

Suitable for Country. Announcer: Biff Collie. Three hours weekly. Features 30 charted country songs, and the show is co-hosted by a prominent recording star. Cash, from \$35 per week. 21 commercial avails. Promotional materials available: custom station breaks, spec spots for clients. Unlimited number of plays allowed. Entertainment.

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WCRB Productions, Inc.  
750 South St.  
Waltham, MA 02154  
617-893-7080  
Contact: John Emery

### **The New York Philharmonic**

Suitable for Beautiful Music and Classical. Announcer: Martin Bookspan. Concert length (nominal two hours), 39 times yearly. Full-length concerts recorded in Avery Fisher Hall and on national and international tours, this program features one of the world's leading orchestras. Barter. 3 commercial avails, 3 built-in commercials. Full press kit available. Stereo. Entertainment.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **The #1 Radio Show**

Suitable for AOR, Black, Disco, Top 40, Adult Contemporary. Announcer: Mark Elliott. 25 hours. Celebrating 16 years of the fabulous super hits that have climbed to the top of the charts. This program relives the excitement beginning with the Beatles in 1964 and continues right on into 1980. It's 25 hours of music memories that keep listeners tuned in to your station. Cash, price varies according to market size. 8 commercial avails per hour. Promotional materials available: presentation folders, ad slicks. Mono or stereo. Two plays allowed. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000  
Contact: Norman Pattiz, Judy Gold, Candi Bennett, Mitch McCracken, Brock Janoff

### **Off The Record**

Suitable for AOR. Announcer: Mary Turner. 2½ minutes 10 times a week. Ten rock personality interview featurettes with superstars like Bruce Springsteen, Bob Seger, Van Halen, Ted Nugent. etc. Barter, 1 commercial avail per hour, 1 built-in commercial. Complete promotional kit available. Stereo. Unlimited number of plays. Entertainment.

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Toby Arnold & Associates, Inc.  
4255 LBJ, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold or Dick Starr

### **Opus 80 Special of the Year**

Suitable for Top 40, Adult Contemporary. Announcer: Charlie Van Dyke. 10 hours, once each year. Countdown and playback of America's top 100 songs of 1980. Rockumentary-style features exclusive artist interviews and information. For broadcast New Year's Eve or Day. Cash, from \$500, depending on market size. 120 commercial avails. Promotional material available: promos, celebrity voice tracks, press kit, contests, jingles, graphic art. Stereo. Unlimited number of plays. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

### **Platinum Meltdown**

Suitable for AOR, Top 40, Adult Contemporary. Various announcers. 37 hours. A computer takes over your radio station and programs only platinum records and nationally-known personalities. Cash, \$1,200 to \$10,200, depending on market size. 370 commercial avails. Promotional materials available: posters, promos, logos, ad slicks. Stereo. Two plays allowed. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

### **The Elvis Presley Story**

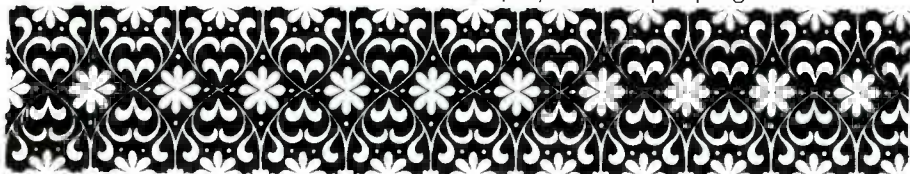
Suitable for Country, Adult Contemporary. Announcer: Charlie Van Dyke. One 12-hour program. Includes the life and music of Elvis, plus other music to show the trends of the time in Country and R&B that set the stage for Elvis. Cash, \$500 to \$3,000, depending on market size. 144 commercial avails. Cue sheets available. Stereo. Two plays allowed. Entertainment.

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Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
213-980-9490 or  
800-423-2502  
Contact: ask for your regional sales manager

### **Profiles in Rock**

Suitable for AOR, Top 40. Announcer: Terry McGovern. 1 hour weekly. Profiles on the leading figures in contemporary rock music, original interviews, representative discographies, records generally played in their entirety. Barter, 7 minutes commercial avails, 3 built-in commercials. Promotional materials available: newspaper, brochure, press kit, listening directory, poster. Stereo. One play allowed per program.



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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

### **The Rock Years**

Suitable for AOR, Top 40, Adult Contemporary. Announcer: David Perry. 48 hours, one-time special. Illustrates a definitive overview of the evolution of rock music from 1964 to the present. Comments by the artists accompany master recordings of their music. Cash, price varies according to market size. 8 commercial avails per hour. Complete promotional kit available. Stereo. Two plays allowed per year. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511

Contact: Ron Nickell or Neil Sargent

### **The Kenny Rogers Special**

Suitable for Country, Top 40, Adult Contemporary. One six-hour special. An anthology of Rogers' career from the Christy Minstrels, through the First Edition, to the present. Cash, \$750 to \$3,000, depending on market size. 60 commercial avails. Promotional ad layout available. Stereo. Two plays allowed. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold,

Candi Bennett, Mitch McCracken,  
Brock Janoff

### **Shootin' the Breeze**

Suitable for Black. Announcer: Jackie McCauley. 2½ minutes, 10 times a week. Weekly interview features, each with a different star in the black music and entertainment industry. Barter, 1 commercial avail, 1 built-in commercial per program. Complete promotional kit available. Stereo. Unlimited number of plays. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

### **Sound of Motown**

Suitable for Black. Announcer: Jerry Lang. 24 hours, one-time special. All the hits of Motown from 1959 to the present, plus interviews with artists, producers and executives who made it all happen. Cash, price depends on market size. 12 minutes commercial avails per hour. Complete promotional kit available. Stereo. Two plays allowed per year. Entertainment.

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Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
213-980-9490 or  
800-423-2502

Contact: ask for your regional sales manager

### **Soundtrack of the 60's**

Suitable for AOR, Top 40, Disco,

Adult Contemporary. Announcer: Murray The K. 3 hours weekly. Music and audio memorabilia from the 60's presented from an 80's perspective. Music programmed systematically from a 4,000 title library. Cash, \$60 and up, according to market size. 36 minutes of commercial avails. Promotional materials available: brochures, posters, press kits, TV and live show tie-ins. Stereo. One play allowed per show. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold, Candi Bennett, Mitch McCracken, Brock Janoff

#### **Special Edition**

Suitable for Black. Announcer: Sid McCoy. One hour, once per week. Highly-produced one hour special devoted to a major black artist or group, including Stevie Wonder, Commodores, Peaches & Herb, Issac Hayes and the Temptations. Barter. 7 minutes commercial avails, 3 minutes built-in commercials. Complete promotional kit available. Stereo. Unlimited number of plays. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold, Candi Bennett, Mitch McCracken, Brock Janoff

#### **Star Trak**

Suitable for Top 40, Adult Contem-

porary. Announcer: Candy Tusken. 2½ minutes, 10 times a week. 10 rock news and interview features weekly. Candy Tusken talks to and about rock music's biggest stars. Barter, 1 commercial avail, 1 built-in commercial per program. Complete promotional kit available. Stereo. Unlimited number of plays. Entertainment.

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Money Machine  
Box 23355  
Nashville, TN 37202  
615-329-1988 or  
800-251-2058  
Contact: Jerry Williams

#### **Sunday at the Memories**

Suitable for Country, some Beautiful Music, Top 40, Adult Contemporary. Announcer: Ray Durkee. 3 hours weekly. A nostalgia program featuring hit music from the past as well as actualities of music, drama, sports, news, radio comedy and movies. Cash, from \$42, depending on market size. 48 30-second commercial avails. Promotional materials available: customized promos by host Ray Durkee, musical jingles, print logos. Mono. One play allowed per program. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Superstars**

Suitable for AOR, Black, Country, Top 40, Adult Contemporary. Locally announced. 12 one-hour profiles. The program features only the voice and

the music of the featured artist. Cash, price varies with market. 15 minutes commercial avails per hour. Stereo, unlimited number of plays during life of contract. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **Superstars '80**

Suitable for AOR, Top 40, Adult Contemporary. Partially hosted by Dave Sholin, partially hosted by local personality. Series of 7 two-hour specials, featuring The Eagles, Donna Summer, McCartney and Wings, Rod Stewart, The Who, etc. (unavailable in top 200 markets). Cash, price varies with market size. 10 minutes commercial avails per hour. Stereo. Unlimited plays during life of contract. Entertainment.

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William B. Tanner, Co., Inc.  
2714 Union Ave. Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler or Al Gerritz

#### **Target Country**

Suitable for Country. Various contests, promos and sales supplied monthly. Cash or barter, price depends on market size. Mono.



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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

#### **Top 100 of the 70's**

Suitable for AOR, Black, Disco, Top 40, Adult Contemporary. Announcer: John Leader. One 12-hour show. The decade that brought a throbbing new beat, highlighting such superstars as Rod Stewart, Donna Summer, Glen Campbell, Paul McCartney and Wings, Linda Ronstadt, the Eagles and many more. Interwoven with comments from the stars, there's also the decade's top events that make this show a must for an oldies weekend. Cash, price varies according to market size. 10 commercial avails per hour. Promotional materials available: ad slicks, listening guide, sales kits. Mono or stereo. Two plays allowed. Entertainment.

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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

#### **Top Ten Hits of All Time**

Suitable for Top 40, Adult Contemporary. Announcer: Kris Erik Stevens. One 26-hour show. Features the top ten records from each year since 1955 to the final commercial-free hour with the top ten hits of all time. Cash, \$1,200 to \$10,200, according to market size. 250 commercial avails. Promotional materials available: posters, recorded promos, jingles, chartbuster slick, logos, sales plans. Stereo. Two plays allowed. Entertainment.

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**TM Special Projects**

1349 Regal Row  
Dallas, TX 75247  
214-634-8511

Contact: Ron Nickell or Neil Sargent

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**The 23rd [1981] Grammy Awards Show**

Suitable for Top 40, Adult Contemporary. One 3-hour show. A preview of the nominated songs and artists. In top 50 markets, a stereo simulcast of the award show is also offered. Cash. Stereo, one play of program allowed. Entertainment.

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Bonneville Broadcast Consultants  
P.O. Box 157, 274 County Road  
Tenafly, NJ 07670  
201-567-8800  
Contact: David Pollei

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**Various Specials**

Suitable for Country, Beautiful Music, Adult Contemporary. 1 to 6 hours. Bonneville produces a series of musical specials for Beautiful Music formatted stations and is developing a series of specials for stations with other formats. Cash, \$300 to \$2,500, depending on market size. Number of commercial avails varies. Stereo. Usually one or two plays allowed per program. Entertainment.

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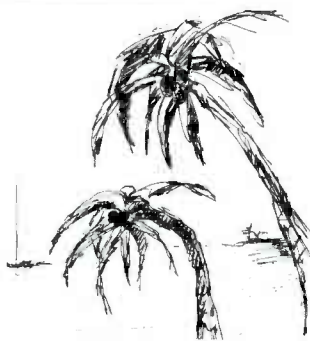
Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

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**The Weekly Top Thirty**

Suitable for AOR, Black, Disco, Top 40, Adult Contemporary. Announcer:

Mark Elliott. 3 hours weekly. Drawing on the strength of the week's best hit music, this show features the drama of the SuperSong countdown. The program also includes exciting interviews and anecdotes with stars. Cash, price varies according to market size. 11 commercial avails per hour. Promotional materials available: weekly survey sheets, banners, presentation folders, management manual, ad slicks, custom weekly on-air promos. Stereo. Unlimited number of plays allowed. Entertainment.



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TM Special Projects  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Ron Nickell or Neil Sargent

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**Woodstock — Ten Years Later**

Suitable for AOR, Top 40. Announcer: John Sebastian. One 6-hour program. A nostalgic return to the "cosmic accident" called Woodstock, hosted by a legend who was part of it. Cash, \$750 to \$3,000, depending on market size. Promotional materials available: posters, sales folders, news release, sales plan, vignette promos, logos. Stereo. Two runs allowed. Entertainment.

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# SPECIAL PROGRAMS

## General

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Westwood One  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000

Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

### **Ace and Friends**

Suitable for AOR, News/Talk. Announcer: Ace Young. 3½ minute feature, 10 times a week. Demographic news and information feature hosted by KMET's news director, Ace Young, who covers the unusual news events and stories designed to entertain and inform the 18-34 audience. Barter, 1 commercial avail per program, 1 built-in commercial. Complete promotional kit available. Stereo. Unlimited number of plays.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
Contact: Gert Bunchez

### **The Achievers**

Suitable for all formats. 90-second program, 5 days weekly for 52 weeks. Profiles of achievers, showing American free enterprise in action. Cash, price depends on market size. Number of commercial avails is left to station's discretion. Mono. Original and replay allowed daily.

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Infocom Broadcast Services, Inc.  
1440 Broadway  
New York, NY 10018  
212-921-8280  
Contact: Gloria Scott

### **The American Character**

Suitable for Country, Beautiful Music, Black, News/Talk, Adult Contemporary, Classical. Announcer: Norman Vincent Peale. 90 seconds, 5 shows per week (260 per year). A narrated series of daily programs, each focusing on a different contemporary individual or group whose dedication, courage, generosity or perseverance makes a contribution to the positive aspects of that character we call American. No charge, 5-sec-

and notice of donated material. Custom promos by Mr. Peale are available. Unlimited replays.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

#### **A Moment In Sports**

Suitable for all formats. 90 seconds, 5 times weekly for 52 weeks. Andre Baruch hosts this show of sports memorabilia, consisting of stories that are generally not known and that have probably never been told before. Cash, rate predicated on market size. Commercial avails added at station's discretion. Mono. Original and replay daily allowed. Entertainment.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

#### **Alex Burton Commentary**

Suitable for Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Alex Burton. 4 minutes daily, five days a week. A tongue-in-cheek look at life in our times. Good-natured fun poked at some of our sacred cows. Barter. One :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases are available. Mono. Two plays allowed. Entertainment.

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Earl Butz Commentary**

Suitable for any format. Announcer: Earl Butz. 2½ minutes, 5 days a week. A daily agri-business commentary, this series is produced freshly every three weeks. Cash, price depends on market size. 2 commercial avails. Promotional materials available: ad slicks and custom promos voiced by Dr. Butz. Number of plays unlimited during life of contract.

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United Methodist Communications  
1525 McGavock St.  
Nashville, TN 37205  
615-327-0911  
Contact: William Richards

#### **Connection**

Suitable for Adult Contemporary, Beautiful Music, MOR. Announcer: Bill Richards. Length of show is 28:30, once a week. Brief segments of personal witness, interwoven with music and specific features designed to demonstrate that the Christian faith is alive in the world today. No charge. Custom on-air promos and "next week" teasers available. Mono or stereo. Unlimited plays.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet,  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez



### **Critic At Large**

Suitable for all formats. 90-second program, 3-5 times weekly (for 52 weeks). Motion picture reviews. Price predicated on market size. Commercial avails to be added at station's discretion. Mono. Original and replay daily allowed. Entertainment,

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Cleveland Amory — "Curmudgeon At Large"**

Suitable for all formats. Announcer: Cleveland Amory. 90-second show, 5 times weekly with the self-proclaimed "Curmudgeon at Large" and specialist in irony and good-natured criticism. Cash, price varies according to market size. 2 commercial avails. Custom-voiced promos available. Unlimited plays during life of contract. Entertainment.

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AVCO Financial Services, Inc.  
620 Newport Center Drive  
Newport Beach, CA 92660  
714-644-5800  
Contact: Michael Irwin

### **Dollars & Good Sense**

Suitable for AOR, News/Talk, Adult Contemporary. Announcer: Mel Hall. 2½ minutes daily, five days a week. A mini-feature on home and money management. Free. No commercial avails; adjacencies only. One built-in commercial. Promotional materials available: sample cassettes, promo

brochure, script brochures, etc. Two plays per day allowed.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Famous Jury Trials**

Suitable for AOR, Black, News/Talk, Adult Contemporary. Various announcers. Half-hour show, once a week. One of the most popular network radio series of all time, this series is based on the dramatization of actual jury trials. Cash, \$10 to \$50, based on market size. Number of commercial avails varies. Synopsis of each story is available. Mono. One play allowed. Entertainment.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **The Fitness Forum**

Suitable for Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary. Announcer: Dave Holton. 4 minutes, five days a week. Physical fitness, for both men and women. A practical, fun-filled approach with genuine help coming in every show. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases available. Mono. Two plays allowed. Entertainment.

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Golden Egg  
1373 Westwood Blvd., Suite 202  
Los Angeles, CA 90024  
213-475-0817  
Contact: Ron Cutler, Peter Hartz

### **Future File**

Suitable for AOR, Disco, Top 40, News/Talk, Adult Contemporary. Announcer: Dave McQueen. 2 3-minute programs a day, 10 shows per week. Billed as an excursion into tomorrow, this show presents a wide range of scientists, writers, educators, technicians and futurists who talk about our technological, physical and emotional journey into the future. Barter. 1 60-second commercial avail, 1 built-in commercial each show. Promotional materials available: sales kits, print ad mattes, sales literature and cassettes. Stereo. Unlimited number of plays.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Gardening Tips**

Suitable for all formats. Announcer: Bob Thomson. 90-second show, 5 times a week (260 a year). Indoor and outdoor gardening tips by a gardening authority; practical advice that is easy to understand. Price is predicated on market size. Mono. Original and daily replay allowed.



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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **The Green Thumb**

Suitable for Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary. Announcer: Neil Sperry. 4 minutes, five days a week. How to grow, care for and enjoy plants, trees and shrubs (especially those in the sunbelt). Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases available. Mono. Two plays allowed. Entertainment.

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Healthline**

Suitable for all formats. Announcers: Dr. Frederick Stare and Dr. Elizabeth Whelan. 2½ minutes, 5 times a week. Daily feature co-hosted by two doctors from Harvard's Department of Nutrition. Covers contemporary and sometimes controversial topics in the public health field. Cash, price varies according to market size. 2 commercial avails. Unlimited number of plays.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **Herbs and Health Foods**

Suitable for Beautiful Music, Classical, Top 40, News/Talk, Adult Contemporary. Announcer: Dorothy Daniel. 4 minutes daily, five days a week. A personal look at herbs and health foods, what they are and how they work for good health. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases are available. Mono. Two plays allowed. Entertainment.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **Hints From Heloise**

Suitable for Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Heloise. 4 minutes daily, five days a week. Sparkling radio version of Heloise's popular daily newspaper feature — hints on housekeeping and work-saving ideas. Barter, one :30 commercial avail, one built-in commercial. Periodic on-air promos, news releases available. Mono. Two plays allowed. Entertainment.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **House Call**

Suitable for Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Dr. Robert T. London. 4 minutes daily, five times a

week. Leading psychiatrist talks about today's topics in the general field of health and personal behavior, with a light touch. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases are available. Mono. Two plays allowed. Entertainment.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **The Kaye Johns Show**

Suitable for Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Kaye Johns. 4 minutes daily, five days a week. Food, fashion, and a variety of topics of interest to the adult woman. Barter, one :30 commercial avail, one 60-second built-in commercial. Periodic on-air promos, news releases available. Mono. Two plays allowed. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Kate's Place**

Suitable for all formats. Cast of two adults and several children. 12½ minutes, 15 episodes total. The program takes children on a listening visit with Kate and her uncle, and the unusual friends they meet in the magical world of pretend. Encourages children to participate while program

is in process. Price predicated on market size. Commercial avails left to station's discretion. Unlimited number of plays allowed.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Liberated Food Lover**

Suitable for all formats. Announcer: Kitty Brown. 2½ minutes, five days weekly (52 weeks). A fresh approach to cooking food — interestingly and economically. Cash, price predicated on market size. Commercial avails left to station's discretion. Mono. Original and replay allowed. Entertainment.

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Scott Broadcast Services, Inc.  
1440 Broadway  
New York, NY 10018  
212-921-8280  
Contact: Gloria Scott

### **Medical Journal**

Suitable for Top 40, Black, Country, Beautiful Music, News/Talk, Adult Contemporary, Classical. Announcer: Lester Smith. 90 seconds daily, 5 days a week (260 per year). A medical news series consisting of narration and actuality interviews with leading medical researchers and clinicians on the latest developments in medicine and health. Prepared for the lay listener. Free. One 5-second notice of donated material built-in. Custom promo tapes and press releases available. Unlimited number of plays allowed.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Mind Your Own Business**

Suitable for all formats. Announcer: Joe Cappo. 90 seconds, 5 programs weekly (260 per year). A revealing commentary with observations on today's lifestyles and the economy. Price predicated on market size. Commercial avails left to station's discretion. Mono. Original and replay daily allowed.

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Money Machine  
P.O. Box 23355  
Nashville, TN 37202  
615-329-1988 or  
800-251-2058  
Contact: Jerry Williams

### **Ray Durkee's "Mini" Memories**

Suitable for Country, Top 40, News/Talk, Adult Contemporary. Announcer: Ray Durkee. 3½ minutes, 5 times a week. A series of short programs with interesting material about music, sports, drama, comedy and more. Cash. 1 minute commercial avail. Customized promotional spots available. Stereo. Unlimited number of plays.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Neighborhood Pharmacy**

Suitable for all formats. Announcer: Hillory Still. 90 seconds, 5 times weekly (52 weeks). Information about over-the-counter and prescription drugs, concerning their purchase, care, interaction and storage. Addressed to the general public in a direct, informative and easy-to-understand language. Price predicated on market size. Mono. Original and replay allowed daily.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **Outdoors With Denver Pyle**

Suitable for Country, Top 40, News/Talk, Adult Contemporary. Announcer: Denver Pyle. 4 minutes daily, five days a week. Hunting, fishing, all outdoor activities with a light touch featuring the star of TV's "Dukes of Hazzard" series. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos and news releases are available. Mono. Two plays allowed. Entertainment.

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Pets and Wildlife**

Suitable for all formats. Announcer: Roger Caras. 2½ minutes, 5 days a week. Roger Caras discusses pet care and handling, the hazards and

rewards of pet ownership and the facts and myths of pet life in this daily program. Cash, price varies according to market size. 2 commercial avails. Custom voiced promos available. Unlimited replays during life of contract.

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Profiles in Greatness**

Suitable for all formats. Announcer: Efrem Zimbalist, Jr. 2½ minutes, 5 days a week. This unique radio feature is about people who have accomplished the exceptional in the arts, sciences, humanities, industry and sports. Cash, price varies according to market size. 2 commercial avails. On-air promos available. Unlimited replays allowed during life of contract.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Lauretta Regan Reports**

Suitable for Beautiful Music, Adult Contemporary, Classical. Announcer: Lauretta Regan. 90 seconds, 5 times weekly (52 weeks). Regan reports on lifestyles, covering the broad spectrum of fashion in clothes, furniture, autos, etc. — including interviews with national personalities. Price

predicated on market size. Commercial avails left to station's discretion. Mono. Original and replay daily allowed. Entertainment,

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Howard J. Ruff Commentary**

Suitable for all formats. Announcer: Howard Ruff. 2 minutes, 5 days a week. Leading economist and futurist, best-selling author and TV host brings his hard-hitting commentary to radio. Cash, price varies according to market size. 2 commercial avails. Promotional materials available: press kits and custom-voiced promos. Unlimited replays allowed during life of contract.

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O'Connor Creative Services  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **Science Fiction Or Fact?**

Suitable for all formats. Announcer: Hal Starr. 2 minutes, 5 days a week. Award-winning investigative reporter, writer and lecturer, Starr explores hundreds of intriguing phenomena including UFO's, pyramid power, and ESP. Cash, price varies according to market size. 2 commercial avails. Unlimited replays allowed during life of contract. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

#### **Secrets of Keeping an Old House Young**

Suitable for all formats. Announcer: Kitty Brown. 2½ minutes, 5 days weekly (52 weeks). Good sense ideas for little \$\$ — to change, fix up, or whatever, any room in your house or apartment. Price predicated on market size. Commercial avails left to station's discretion. Original and replay daily allowed.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Senators**

Suitable for all formats. 2½ minutes. 5 days a week. A daily current events program featuring members of the U.S. Senate speaking out on current newsworthy topics. Cash, price varies according to market size. 2 commercial avails. Unlimited replays allowed during life of contract.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

#### **Sense & Nonsense With Words**

Suitable for all formats. Announcer:

Alfred Fleishman. 15 minutes, once a week (16 programs total). A lecture series on human communication (the spoken word) and human motivation. Price predicated on market size. Mono. Unlimited number of plays allowed.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000  
Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

### **Spaces and Places**

Suitable for AOR, News/Talk. Announcer: David Perry. 2½ minutes, 10 features per week. 1980's lifestyles targeted for the 18-34 audience. Each week a new 10-part series examines subjects like medical uses of marijuana, how to buy a stereo, how to rent an apartment, how to buy a car, "so you want to be a rock & roll star," the ERA — all in a clear, concise language. Barter. 1 commercial avail, 1 built-in commercial per program. Complete promotional kit available. Stereo. Unlimited number of plays allowed.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Speaking Dollarwise**

Suitable for all formats. Announcer: Robert Rosefsky. 2½ minutes, 5 days a week. Hosted by the award-winning columnist, author, lecturer and

Radio/TV personality at KABC Radio and KNXT-TV, Los Angeles, this commentary deals with everyday financial matters. Cash, price varies according to market size. 2 commercial avails. Promotional materials available: press kit and promos voiced by Robert Rosefsky. Unlimited replays allowed during life of contract.

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Sandra Preston  
Promotion Manager  
University of Texas  
Austin, TX 78712  
512-471-5285  
Contact: Sandra Preston

### **Star Date**

Suitable for all formats. 2 minutes, 5 times a week. This radio series on astronomy tells you what to look for in the night sky, explores the history of astronomy, and keeps you up-to-date on recent discoveries. Free.

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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **The Super Handyman**

Suitable for Country, Beautiful Music, News/Talk, Adult Contemporary. Announcer: Al Carrell. 4 minutes, five days a week. Do-it-yourself from the internationally-syndicated author. Fun, money-saving ideas for home improvements. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos, local merchandising, news releases available. Mono. Two plays allowed. Entertainment.

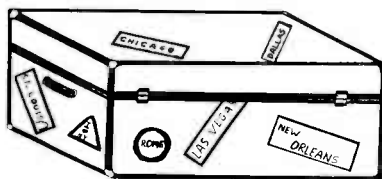
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The Sunbelt Network, Inc.  
2500 McKinney Ave.  
Dallas, TX 75201  
214-741-1198  
Contact: Jim Johns

### **Travel With Jerry Flemmons**

Suitable for Beautiful Music, Top 40, Country, News/Talk, Classical, Adult Contemporary. Announcer: Jerry Flemmons. 4 minutes daily, five days a week. Getting the most out of the travel dollar, from the budget vacation to luxury resorts — all on a personal basis. Barter, one :30 commercial avail, one :60 built-in commercial. Periodic on-air promos, news releases available. Mono. Two plays allowed. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Words To The Penny Wise**

Suitable for all formats. Announcer: Harriet Winston. 45 seconds, 5 times a week (260 a year). How to get it cheaper, stretch it further, do it better. Ideas and tips on how to save a penny — and much more. Price predicated on market size. Commercial avails left to station's discretion. Mono. Unlimited number of replays allowed. Entertainment.

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Noble Broadcast Consultants  
1250 Sixth Ave.  
San Diego, CA 92101  
714-236-0209  
Contact: Rusty Gold

### **You Make A Difference**

Suitable for Country, Beautiful Music, News/Talk, Adult Contemporary, Classical. Announcer: Jim Newman. 90 seconds, 5 times a week (260 per year). A refreshing daily feature with specific suggestions for positive living. Available on 12" discs for ease of programming. Cash, \$650 to \$6,500 per year, depending on market size. 1 commercial avail. Promotional materials available: on-air promos, print slicks. Stereo compatible. Unlimited use for one year.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact Christine Biddle

### **You're The Judge**

Suitable for Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Ralph Story. 1½ minutes, 5 days a week. Ralph Story, recipient of the Golden Mike Award and Emmy Awards, brings listeners the facts of actual court cases and allows them to guess the outcome of the verdict. Cash, price varies according to market size. 2 commercial avails. Custom promos and press kit available. Unlimited replays allowed during life of contract.

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# SPECIAL PROGRAMS

## Drama

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Best Detective Package**

Suitable for MOR, Country, Adult Contemporary, News/Talk, Classical, Black. 90 minutes, three times a week. Various detective shows, featuring Sherlock Holmes, Dragnet and the Green Hornet. 15 minutes commercial avails. Cash, \$45 to \$450 weekly, depending on market size. Minimum 26 weeks. Promotional materials available: posters, photos, ad slicks, background stories. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Best Mystery Package**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 90 minutes, three times a week. The outstanding radio

mystery series of all time — The Shadow, Gangbusters, Suspense — will keep your audience until the very end, no matter what your format is. Cash, \$45 to \$450 weekly, depending on market size. Minimum 26 weeks. Promotional materials available: posters, photos, ad slicks, background stories. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Best Western Package**

Suitable for MOR, Country, Adult Contemporary. 90 minutes, three times a week, of the best Western shows ever on radio — The Lone Ranger, Gunsmoke, Have Gun Will Travel. 15 minutes commercial avails. Cash, \$45 to \$450 weekly, depending on market size. Minimum of 26 weeks. Tape size: 1/4". Tapes must be returned. Promotional materials available: posters, photos, ad slicks, background stories. Entertainment.



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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Blackhawk**

Suitable for all formats. 2 minutes, 5 days a week. Original, full-production mini-series. The listener is transported to the scene of a crime, where he or she meets the suspects, and then is challenged to solve the crime before Blackhawk divulges "who done it." Cash, rate predicated on market size. Original and replay daily allowed. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Dragnet**

Suitable for AOR, Black, Country, News/Talk, MOR, Adult Contemporary, Classical. 30 minutes, once a week. One of the most successful detective series on the air. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Fibber McGee and Molly**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. Hear once again the crash of Fibber's overstuffed closet at 79 Wistful Vista. Cash, \$15 to \$150, depending on market size. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Gangbusters**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. 52 half-hours of one of the most popular crime fighting dramas ever to be on the air. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Green Hornet**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. The famous masked crusader against crime once again is on the

prowl for underworld characters, aided by his faithful valet, Cato. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: ad slicks, posters, photos, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Gunsmoke**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. One of the most exciting western series ever on radio, this drama is back with the original Marshall Matt Dillon — William Conrad. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Hidden Truth**

Suitable for AOR, Black, News/Talk. 30 minutes, once a week. True stories about the lie detector, dramatized from the files of Leonard Keeler — the inventor of the lie detector. Cash, \$10 to \$50, depending on market size. 5 minutes commercial avails. Back-

ground stories for every show available. One play allowed in each market.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Lone Ranger**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. Announcer: Fred Foy. 30 minutes, once a week. Follow the adventures of the masked hero of the Old West, and his faithful companion, Tonto. Cash, \$15 to \$150, depending on market size. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Sealed Book**

Suitable for AOR, Black, News/Talk, Adult Contemporary. Announcer: Jock McGregor. 30 minutes, once a week (26 shows). Scary mystery stories will hold the listener from beginning to end. Cash, \$10 to \$50, depending on market size. 5 minutes commercial avails. Synopsis of each show, ad slick available. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **The Shadow**

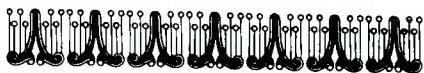
Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. The original radio series rides the airwaves again with the adventures of Lamont Cranston as The Shadow. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Sherlock Holmes**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once each week. The perennial favorite, starring Sir John Gielgud as Sherlock Holmes and Sir Ralph Richardson as Dr. Watson. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.



Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

### **Spanish Novellas**

Suitable for Spanish language formatted stations. A series of Spanish novellas written, produced, directed and acted by Hispanics in Hispanic language. 1 hour, 5 days a week. Entertainment.

## **SUSPENSE**

Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Suspense**

Suitable for AOR, Black, Country, MOR, News/Talk, Adult Contemporary, Classical. 30 minutes, once a week. The most famous and prestigious radio drama series of all time starring Orson Welles, Humphrey Bogart, Peter Lorre, and many others. Cash, \$15 to \$150, depending on market size. 5 minutes commercial avails. Promotional materials available: posters, photos, ad slicks, background stories. Mono. One play allowed in each market. Entertainment.

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# SPECIAL PROGRAMS

## Seasonal

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

Contact: Dave Lindsay, Jim Siggins,  
John Iles, Jane Kindred

### **The Bright 'n Beautiful Sounds of Christmas**

Suitable for Beautiful Music, MOR, Adult Contemporary. 6 hours. For exceptional programming flexibility, this feature is completely unannounced and separated into traditional and popular segments. Mix individual cuts with regular programming throughout the season, use each 3-hour segment as a holiday special, and/or run the entire 6 hours, alternating cuts, as a complete Christmas Eve or Christmas Day show. Cash, 6 hours: \$200 and up; 3 hours: \$100 and up — depending on market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos available at \$25 and up. Mono or stereo. Outright purchase — no limit on replays. Entertainment.

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Drake-Chenault

P.O. Box 1629

Canoga Park, CA 91304

213-883-7400

Contact: James Kefford

### **Christmas At Our House**

Suitable for AOR, Country, Black, Disco, Beautiful Music, Top 40, Adult Contemporary, Classical. Announcer: Sonny Melendrez. 12 hours. Regardless of format, this show will work as part of the holiday season. Besides the normal holiday favorites, this feature also reminisces with stars like Bob Hope, Glen Campbell, Dionne Warwick and the kids of the world. It's the perfect way to celebrate the joyous season with your listeners. Cash, price varies according to market size. 2 commercial avails per hour. Promotional materials available: cook books. Mono or stereo. 2 plays allowed. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

Contact: Dave Lindsay, Jim Siggins,  
John Iles, Jane Kindred

### **Christmas Concert**

Suitable for Beautiful Music, Classical, MOR. Announcer: Bob Concie. 2 hours. This special concert features the complete Nutcracker Suite, as well as selections by the Mormon Tabernacle Choir and a suite of carols by Leroy Anderson. Cash, \$100 and up, depending on market size. 8 commercial avails. Promotional materials available: a package of completely produced promos ready for your live tag, custom promo package available at \$25 and up. Mono or stereo. Outright purchase, no limit on plays. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

Contact: Dave Lindsay, Jim Siggins, John Iles, Jane Kindred

### **Christmas Festival**

Suitable for Beautiful Music, Classical, MOR. Announcer: Bob Concie. 2 hours. This program features outstanding artists and orchestras performing all the favorites of the holiday season. The presentation is dignified, although the content is generally popular in nature. Some of the artists included are Robert Goulet, the Norman Luboff Choir, and Andre Kostelanetz. Cash, \$100 and up, depending on market size. 10 commercial avails. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos are available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

Contact: Dave Lindsay, Jim Siggins, John Iles

### **The Contemporary Sounds Of Christmas**

Suitable for Adult Contemporary. 6 hours. All the popular holiday hits are included in this unannounced feature, as well as traditional songs performed by contemporary artists. Mix individual cuts with regular programming throughout the season or use it, in its entirety, as a special Christmas program. Cash, \$200 and up, depending on market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos are available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

Contact: Dave Lindsay, Jim Siggins, John Iles, Jane Kindred

### **The Country Sounds of Christmas**

Suitable for Country. 6 hours. This unannounced feature includes traditional and modern songs by top Country artists. Can be used in its entirety as a holiday special, or it can be mixed with regular programming. Cash, \$200 and up, depending on

market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos are available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082

Contact: Dave Lindsay, Jim Siggins,  
John Iles, Jane Kindred

### **The Easy Listening Sounds of Christmas**

Suitable for Beautiful Music, MOR. 6 hours. Completely unannounced for programming flexibility, this holiday feature may be used in its entirety, as a special Christmas show, or as individual selections that can be integrated with regular programming throughout the season. Cash, \$200 and up, depending on market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos are available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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BPI (Broadcast Programming International)

P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082

Contact: Dave Lindsay, Jim Siggins,

John Iles, Jane Kindred

### **The Heritage of Christmas**

Suitable for almost any format. Announcer: Bob Concie. 2½ hours. A Christmas classic, this popular program is composed of two holiday favorites: "Amahl and the Night Visitor," and Berlioz' "The Childhood of Christ." Cash, \$125 and up, depending on market size. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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O'Connor Creative Services, Inc.

P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694

Contact: Christine Biddle

### **Holiday Specials**

Suitable for Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Variable length. Included in the O'Connor Library of Programming are various special series geared to different holidays. Included are three music specials: "Bing Crosby Christmas," "Elton John Christmas," and "Dis-cumentary Christmas." Also: "Halloween Horrorthon," five 25-minute tales of terror, hosted by John Carradine. Cash, price varies according to market size. Unlimited replays during life of contract. Entertainment.



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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Holiday Traditions**

Suitable for all formats. Announcer: Art Linkletter. 60 1-minute programs commemorating the holiday season (November 7 through January 7). Programs highlight Thanksgiving, Hannukah, Christmas, Winter, New Year's, 12th Night and Epiphany. Cash, price varies according to market size. Unlimited replays during life of contract. Entertainment.

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins, John Iles, Jane Kindred

### **The Messiah**

Suitable for almost any format. Announcer: Bob Concie. 2½ hours. The traditional holiday oratorio performed, in its entirety, by the London Symphony Orchestra and Chorus, with distinguished guest soloists. Cash, \$125 and up, depending on market size. 5 commercial avails. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins, John Iles, Jane Kindred

### **Music For Christmas Eve**

Suitable for almost any format. Announcer: Scott Tippets. 4 hours, Christmas Eve **only**. A beautifully programmed Christmas Eve special which blends traditional carols and hymns with all-time favorite popular Christmas songs. Cash, \$175 and up, depending on market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

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RPM — Radio Programming/  
Management  
25140 Lahser Rd., Suite 232  
Southfield, MI 48075  
313-358-1040  
Contact: Tom Krikorian, Rick Graf

### **RPM Christmas Music Festival**

Suitable for Beautiful Music, News/Talk, Adult Contemporary, Classical. 15 hours. Program consists of 15 hours of the best popular and traditional Christmas music. Recorded on 10½" reels, 7½ ips, 2 track stereo. Client keeps reels. Cash, \$400, exclusive for one year. Commercial avail after each selection. No limit on replays. Entertainment.



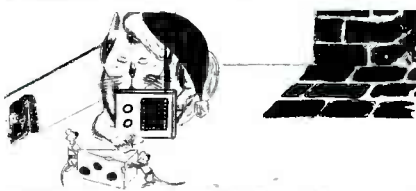
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**RPM — Radio Programming/  
Management**  
25140 Lahser Rd., Suite 232  
Southfield, MI 48075  
313-358-1040  
Contact: Tom Krikorian, Rick Graf

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**RPM — New Year's Eve Big Band  
Extravaganza**

Suitable for Beautiful Music, Adult Contemporary. Announcer: Tom Krikorian. 3 hours. Designed to run from 10:30 p.m. to 1:30 a.m. on New Year's Eve, this big band party includes the hits of that era. Recorded on 10½" reels, 2 track stereo. Each client is exclusive in their market. Cash, \$150. 5 commercial avails per hour. Stereo. One play allowed. Entertainment.



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**First Choice**  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

**'Tis The Season**

Suitable for all formats. Announcer: Khan Hamon. 18 hours. Dramatized stories, events, customs that highlight Christmas, plus the world's greatest Christmas music. Cash, \$200 and up. 192 minutes of commercial avails. Promotional materials available: six minute sales demo — A/V sales presentation (slides and tape). Unlimited number of replays. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

**Traditions**

Suitable for all formats. Announcer: Art Linkletter. 260 1-minute vignettes dealing with the traditions of your most cherished religious, patriotic, social and festive observances. Christmas, Fourth of July, Memorial Day, Valentine's Day, and others. Cash, price varies with market size. Unlimited number of replays during life of contract. Entertainment.

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Westwood One, Inc.  
9540 Washington Blvd.  
Culver City, CA 90230  
213-204-5000  
Contact: Norman Pattiz, Judy Gold,  
Candi Bennett, Mitch McCracken,  
Brock Janoff

**Twelve Hours of Christmas**

Suitable for Top 40, Adult Contemporary. Announcer: Chris Stevens. 12 hours. Contemporary Christmas music, plus interesting featurettes. Cash, price varies according to market size. 12 minutes commercial avails per hour. Complete promotional kit available. Stereo. One play only. Entertainment.

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins,  
John Iles, Jane Kindred



### **Yule Concert**

Suitable for Beautiful Music, Classical, MOR. Announcer: Bob Concie. 2 hours. This well-balanced program of carols and traditional Christmas songs features more than two dozen magnificent orchestra and choral arrangements. Cash, \$100 and up,

depending on market size. Commercial avail after each selection. Promotional materials available: a package of completely produced promos ready for your live tag. Custom promos are available at \$25 and up. Mono or stereo. Outright purchase, no limit on replays. Entertainment.

## **SPECIAL PROGRAMS**

### **Humorous**

General Broadcasting, Co., Inc.  
1167 Tower Rd.  
Schaumburg, IL 60195  
312-882-3313  
Contact: Bob Potter

#### **Anybody Home?**

Suitable for Country, News/Talk. Talent: Captain Stubby and Charles Homer Bill. 5 minutes with sponsor ID and close, 6 times a week. Non-dated series. Fun, facts, philosophy and stories on the funny side of life with Capt. Stubby's own brand of down-home country humor. More than 1,000 shows now on tape. Cash, \$12.50 to \$100 per week, depending on market size. 2 commercial avails. Promotional materials available: photos, ads, demo cassettes. Mono. Unlimited replays. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

#### **The Best of Groucho**

Suitable for all formats. Announcer: George Fenneman. 3 minutes daily, 5 times per week. Groucho's co-stars are the interesting, funny and unusual guests who appeared on his long-running radio and TV series "You Bet Your Life." Cash, price varies according to market size. 2 commercial avails. George Fenneman voices custom promos, world-famous Groucho logo available for ads and displays. Unlimited replays during life of contract. Entertainment.

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Syndicated Program Production Div.  
Gert Bunchez & Associates, Inc.  
7730 Carondelet, Suite 130  
St. Louis, MO 63105  
314-862-5250  
Contact: Gert Bunchez

#### **Baruch Department of "Hysterical History"**

Suitable for all formats. Talent: Andre Baruch and Bea Wain. 90 seconds, 5 times per week. Highlights in history

— with a touch of humor — along with a thought for the day. Cash, price predicated on market size. Commercial avails left to station's discretion. Mono. Original and replay daily allowed. Entertainment.

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O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Bob and Ray**

Suitable for Country, Top 40, Adult Contemporary. Announcers: Bob Elliott and Ray Goulding. 3 minutes, 5 times per week. America's premiere radio humorists star in a classic collection of the very best comedy sketches. Included are favorites such as Wally Ballou, Biff Burns Sports Report, Charlie Chipmonk, and the unforgettable soap opera, "Gathering Dust." Cash, price varies according to market size. 2 commercial avails. Glossy photo available. Unlimited replays during life of contract. Entertainment.

O'Connor Creative Services, Inc.  
P.O. Box 8888  
Universal City, CA 91608  
213-769-3500 or  
800-423-2694  
Contact: Christine Biddle

### **Kids Say The Darndest Things**

Suitable for Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary, Classical. Announcer: Art Linkletter. 2¾ minutes daily, 5 days per week. This show presents the very best of Art's conversations with kids taken from the CBS "House Party"

programs. Cash, price varies according to market size. 2 commercial avails. Custom promos voiced by Art Linkletter are provided at no charge. Unlimited replays during life of contract. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **People Are Funny**

Suitable for AOR, News/Talk, Adult Contemporary. Announcer: Art Linkletter. 30 minutes, once weekly. 52 shows on tape. Humorous incidents of people in everyday life. Cash, \$15 to \$75 per show, depending on market size. 5 minutes commercial avails each show. Promotional materials available: background stories, synopsis of each program. Mono. One play allowed in each market. Entertainment.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Henny Youngman Comedy Library**

Suitable for all formats. Announcer: Henny Youngman. 90 seconds (130 programs), for play as often as desired. Cash, price varies according to market size. 2 commercial avails. Promotional materials available: ad slicks, posters, photos, background stories. Mono or stereo. Entertainment.

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# JINGLES

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Toby Arnold & Associates, Inc.  
4255 LBJ Drive, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold

## **Promos and ID Basics**

Suitable for Country. Authentic Country/Western as piloted for KLAC, Los Angeles 7 in-depth country packages to choose from. Cuts range from 2 seconds to 2 minutes. A classy showcase of station call letters and featured promo themes in fully orchestrated productions. Rhythm tracks recorded in Nashville for authentic C&W sound. Cash, \$3500 and up, depending on market size. Mono or stereo. Unlimited plays during lease period.

## **Radio Image Builders**

Suitable for AOR, Disco, Top 40, Adult Contemporary. Mini-songs and basic workhorse cuts plus thematic music concepts for promotion. Length ranges from 5 seconds to 60 seconds. Several packages to choose from: "Just For You—The Big O" (sound for music format compatibility); "Rockin' Easy" (mellow rock with strong call letter repetition); "NBC Cuts" (shotguns and more). Cash, \$3500 and up, depending on market size. Mono or stereo. Unlimited plays during lease period.

## **The Christian Image**

Suitable for Christian format. Inspirational promo themes and classic call letter identifiers. Fully orchestrated music productions featuring full vocal ensemble with complete lyric customization for local market variables. Length ranges from 10 to 90 seconds. Cash, \$3000 and up, depending on market size and package depth. Unlimited plays during lease period.

## **Adult Radio Image Builders**

Suitable for Beautiful Music, News/Talk, Adult Contemporary, MOR. Promos and basic workhorse ID's, orchestrated for format compatibility and voiced for national quality class sound. 5 to 30 seconds. Several packages to choose from: "Target" 25-49" — for stations with a similar audience target; "Imagery" — for older demographics; "Sound of Spring" — for basic MOR; "Big Ten" — for News/Talk; "Carolina Class" — for uptempo MOR; "Radio Love" — for lush/easy. Cash, \$3000 and up, depending on market size and package depth. Mono or stereo.

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Otis Conner Productions, Inc.  
2915 LBJ Freeway, Suite 185  
Dallas, TX 75234  
214-241-8916  
Contact: Larry Conner

### **Close To You**

Suitable for Top 40, Adult Contemporary. 55 cuts. Total station image package based on the "Close To You" theme. Package includes three record-length station songs, news theme and bumpers, fast, moderate and slow ID's, and more. Produced for WASH-FM, Washington, D.C. Cash, \$4,250 and up. Mono and stereo. Unlimited number of plays.

### **Come Home**

Suitable for Top 40, Adult Contemporary. 52 cuts. Complete promotion package with 3 record-length image songs based on the "Come Home" theme. Package has news cuts and tempo matches ID's. Billboards and TV spots also available. Produced for KLIF, Dallas. Cash, \$4,250 and up. Mono or stereo. Unlimited number of plays.

### **Let's Make The Music Together**

Suitable for Top 40, Adult Contemporary. 63 cuts. Total station promotion package includes 4 record-length promo songs in different tempos and moods based on the concept "Let's Make The Music Together," plus there's a huge assortment of ID's, news and sports themes, weekend cuts, nighttime cuts and more. Produced for KMPC, Los Angeles. Cash, \$4,250 and up. Mono or stereo. Unlimited number of plays.

### **We Play Your Songs**

Suitable for Top 40, Adult Contemporary. 37 cuts. Total station promotion package built around the record-length "We Play Your Songs" image song. Package also includes ID's in fast and slow tempos. Produced for WIP, Philadelphia. Cash, \$3,500 and up, depending on market size. Mono or stereo. Unlimited number of plays.

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### **FairWest Studios**

3341 Towerwood Drive, #205

Dallas, TX 75234

214-243-7800

Contact: Jim West, Richard Dills

### **ID's and Positioning Songs**

Suitable for AOR, Country, Beautiful Music, Top 40, News/Talk, Adult Contemporary. 5 to 60 seconds in length. Custom syndication, custom creation for the individual buyer for almost all formats. Cash, price depends on market size and material produced. Mono or stereo.

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### **JAM Creative Productions, Inc.**

4631 Insurance Lane

Dallas, TX 75205

214-526-7080

Contact: ID Sales

### **The Authority**

Suitable for News/Talk, Adult Contemporary. 5 to 60 seconds in length. This series is intended primarily for news-oriented stations. It provides vocal and instrumental logos for identification and production. There are traffic, weather, news and sports intros, etc. Produced for KOA, Denver. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **The Best Country**

Suitable for Country. 8 to 45 seconds in length. This is a modern country series, designed to complement the texture of today's country hits. The package blends contemporary and traditional instrumental and vocal sounds. Cash, price varies according to market size and package depth.

Mono or stereo. Unlimited number of plays.

### **Christmas Kit**

Suitable for Country, Top 40, News/Talk, Adult Contemporary. 3 to 60 seconds in length. A special package for holiday usage. Includes a complete series of customized, seasonal ID's, as well as a Christmas production music library with :30 and :60 cuts. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Class Action**

Suitable for Disco, Black, Top 40, Adult Contemporary. 3 to 8 seconds in length. This is a "Music Radio" package, featuring 35 interesting cuts for the contemporary music station. Produced for WLS, Chicago. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Country Jam**

Suitable for Country. 8 seconds to 2 minutes in length. This package is for stations who want to promote a strong country image. Each of the cuts is a mini-song which is mixed and edited into many cuts of different lengths. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Dance To The Music**

Suitable for Black, Disco, Top 40. 3 to 8 seconds in length. These cuts feature a bright, young vocal sound to blend well with rock or disco formats. Produced for WLS in Chicago. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.



### **Dimension Two**

Suitable for Country, Top 40, Adult Contemporary. 3 to 20 seconds in length. This package is designed for personality rock or up-MOR formats. It combines short, functional cuts with longer image jingles. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Express Pack**

Suitable for Top 40, Black, Disco. 3 to 8 seconds in length. This package features a variety of electronic and production effects to capture the listener's attention, and then promote the call letters. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Focal Point**

Suitable for News/Talk, Adult Contemporary. 5 to 60 seconds in length. This package includes short ID's, specialty cuts, promo beds and TV tracks. It is designed for the station that is the "Focal Point" of its community, providing news, sports and music. Produced for WMAL, Washington, D.C. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **I'd Rather Be In Denver and I'd Rather Be In Denver — II**

Suitable for Country, Top 40, Adult Contemporary. 6 to 60 seconds in length. These two packages are part of a complete station image campaign. The series includes short ID's, image songs, promo songs and other cuts which firmly establish the station as the reason to be proud to live in that community. Produced for KIMN, Denver. Cash, price varies according to market size and package depth.

Mono or stereo. Unlimited number of plays.

### **LogoSet**

Suitable for Black, Top 40. 3 to 8 seconds in length. "Logoset" provides strong, fast identification and enables you to sell a slogan line in addition to your call letters. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Make It Mellow**

Suitable for AOR, Adult Contemporary. 10 to 25 seconds in length. This is a soft-rock package, with music tracks in many different styles. There are also a variety of vocalists used, to enable the package to fit with today's music. Produced for KMOX-FM, St. Louis. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Meltdown**

Suitable for Black, Top 40. 2 to 7 seconds in length. A brand new series of production and special audio effects highlight these tracks and provide fast, interesting logo identification. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Music Jam**

Suitable for Top 40, Adult Contemporary. 3 to 8 seconds in length. New ways to establish the logo and slogan in a variety of musical styles and tempos. Produced for WLS, Chicago. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **The Music You Want**

Suitable for Disco, Top 40, Adult Contemporary. 5 to 9 seconds in length. A contemporary station pack-

age which provides slogan and call letter identification, based on the concept that the station plays "the music you want." Produced for WGAR, Cleveland. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **New York 97**

Suitable for Adult Contemporary. :10 to 2:00 in length. This series starts with a full-length image song which ties the station to the city. There's also a complete series of short ID's to reinforce the theme of the package. Produced for WYNY, New York. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Positron**

Suitable for Top 40, Black, Adult Contemporary. 3 to 10 seconds in length. This is a strong, positive series which includes shotguns, slogan cuts and transition cuts. Produced for WABC, New York. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Priority One**

Suitable for Black, Top 40. 2 to 5 seconds in length. This is a hard-hitting shotgun series. The package features attention-getting electronic and drum intros, as well as sonovox effects for a unique sound. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

### **Pro/Mod**

Suitable for Top 40, Adult Contemporary. 3 to 10 seconds in length. Twenty different ways to identify your station's call letters and slogan in a variety of lengths and tempos. Pro-

duced for WABC, New York. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

#### **WFAA News/Talk 57**

Suitable for News/Talk, Adult Contemporary. 4 seconds to 60 seconds in length. A special package for News/Talk formats, including feature and program intros, news, weather and traffic sounders, talk show opens, sports beds, etc. Produced for WFAA, Dallas. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

#### **The WSM Package**

Suitable for Country, Top 40, Adult Contemporary. 3 to 6 seconds in length. This package offers a variety of logo cuts in different tempos. It also includes personality cuts specially designed for each day-part, followed by :60 production beds. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

#### **You've Got It!**

Suitable for Top 40, Adult Contemporary. 5 to 60 seconds in length. This is a complete image campaign for stations who want to identify with more than just call letters. It features promo songs as well as ID's. Cash, price varies according to market size and package depth. Mono or stereo. Unlimited number of plays.

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KalaMusic  
600 ISB Building  
Kalamazoo, MI 49007  
616-385-5110  
Contact: J. Dennis Weidler

#### **Beautiful Music Format Enhancers**

Suitable for Beautiful Music. 5 to 25 seconds in length. A package of fully-customized enhancers for the Beautiful Music station. Cash, \$4,200 and up. Mono or stereo.

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#### **Money Machine**

Box 23355  
Nashville, TN 37202  
615-329-1988 or  
800-251-2058

#### **Nashville Plus ID**

Suitable for Country. Various lengths. A contemporary country package with 20 station ID's, 1 station image song with edits, 2 news themes. Cash, price varies according to market size. Financing available. Mono or stereo. Buy-out, plays unlimited.

#### **The Spirit ID**

Suitable for Country, Top 40, News/Talk, Adult Contemporary. Various lengths. 20 station ID cuts, 2 station image songs with edits, 1 community song, 5 seasonal jingles, 2 news themes. Cash, price varies according to market size. Financing available. Mono or stereo. Buy-out, unlimited plays.

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Peters Productions, Inc.  
9590 Chesapeake Drive  
San Diego, CA 92123  
714-565-8511  
Contact: Dana Kott, Redd Gardner

#### **Beautiful Music I**

Suitable for Beautiful Music. Approximately 50 cuts of various lengths. Dozens of applications of beautiful music cuts designed to emphasize call letters and dial location plus lifestyle.



Special daypart and weekend/holiday cuts. Can also be custom-voiced. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **Custom Packages**

Suitable for all formats. 70-80 cuts of various lengths and styles. A total custom package from west coast arrangers, writers and musicians. Cash, \$9,000 to \$22,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **Total Image Concepts**

Suitable for all formats. Approximately 70 cuts of various lengths. Includes custom jingle package, research for design of custom logo, total graphics package, TV spots, billboards, newspaper ads, rate card, etc. Cash, \$24,000 to \$37,000, depending on market size. Mono or stereo. Unlimited plays during contract period.

### **Let Us Be Your Music**

Suitable for Adult Contemporary. Approximately 70 cuts of various lengths and styles. Based on several "city songs" that immediately tie the station to the market with heavy customization. Emphasis is on the call letters and dial location. Special cuts for adult contemporary features. Sounders, contemporary arrangements and groups. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited plays during license period.

### **Lo Maximo**

Suitable for Spanish Contemporary. Approximately 75 cuts of various lengths and styles. "Salsa" style for Spanish adult contemporary or rock stations. Spanish or English lyrics — or both. Call letters and dial location

reinforcement throughout the package. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **My Kind Of Station**

Suitable for Adult Contemporary. Approximately 70 cuts of various lengths and styles. '80's adult contemporary arrangements and styles throughout this package. Emphasis is on call letter reinforcement and dial location, based on contemporary custom "city song" that instantly ties the station to its market. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **Newsfirst**

Suitable for News/Talk. Over 40 cuts of various lengths and styles. Includes basic news themes, fully integrated station ID's, promotion beds and program themes for sports, weather, commentary, recreation, business news and traffic reports. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **Newsplus**

Suitable for News/Talk. Dynamic news/talk identifiers and themes with five individual campaign themes for total identification in promotional efforts. Special sounders and music for all features as well as basic legal ID's, buffers and transitionals. Over 80 cuts. Also available as a Total Image Concept including custom logo design, TV spots, newspaper ads, billboards, etc. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

### **On!**

Suitable for Black, Top 40, Adult



Contemporary. Approximately 70 cuts of various lengths and styles. Up-tempo, brilliant package. Highly contemporary arrangements and performances. Heavy emphasis on call letters and dial location reinforcement. Significant statement of rededication of station image. Many special applications to station features and personalities. Also available as a Total Image Concept including custom logo design, TV spots, newspaper ads, billboards, etc. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

#### **Rock Connection**

Suitable for Top 40, Black. Approximately 85 cuts of various lengths and styles. Heavy emphasis on dial location plus call letters. Many shotgun logos and reinforcement of dial position tied to lifestyle music. Acapellas quickly establish ID's and music style together. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

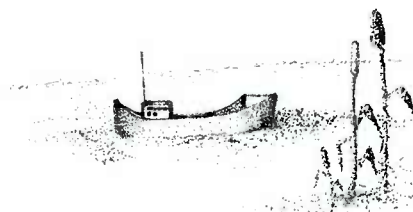
#### **Someone To Turn To**

Suitable for Adult Contemporary. Approximately 85 cuts of various lengths and styles. Ties station emotionally to listeners by emphasizing call letters and dial location with theme "Someone To Turn To." Custom city lyrics and contemporary styling and arrangements, special feature cuts. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

#### **Sunsound VI**

Suitable for Beautiful Music, Adult Contemporary. Over 40 cuts of various lengths and styles. Surf, bikinis, ocean breezes, billowing sails, laughter — all wrapped up in a

musical identity for your station wherever it may be. Includes full image jingles, DJ intros, transitionals, legal ID's, news intros, acapellas, and instrumental beds. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.



#### **Today and Yesterday**

Suitable for Top 40, Adult Contemporary. Over 50 customized cuts of various lengths and styles. Created for the solid, respected station for total identification that includes listener loyalty and confidence. Theme states "we served you well yesterday and we're your best service today and tomorrow." News and sports intros included. Acapellas, ID's. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

#### **Your Home**

Suitable for Country. Approximately 70 cuts of various lengths and styles. Modern country package with heaviest possible emphasis on dial location and call letters, with the newest '80s country arrangements and singers. Dozens of unique applications for all station features and promotions. Also available as a Total Image Concept with TV spots, logo design, newspaper ads, billboards, etc. Cash, \$2,700 to \$12,000, depending on market size. Mono or stereo. Unlimited play during license period.

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William B. Tanner Co., Inc.  
2714 Union Avenue Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler, Al Gerritz

### **Custom ID Package**

Suitable for almost all formats. Supplies shotgun, image package to radio stations of practically any format. Cash or barter, price varies according to market size. Mono or stereo.

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TM Productions  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Cecelia Garr, Dennis Meeks

### **Airworks**

Suitable for Top 40, Adult Contemporary. 4 to 28 seconds in length. ID cuts, transitions, promo pads and news intro. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.

### **Have You Heard The News?**

Suitable for News/Talk. 3 to 60 seconds in length. Promo song, short ID's, logo statements, sports signature, traffic pad, news intro. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.

### **Live In New York**

Suitable for News/Talk, Adult Contemporary. 7 to 60 seconds. Full-length musical signature, image instrumentals, transitions, out-of-commercial-break cuts. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.

### **Rhythm of the City**

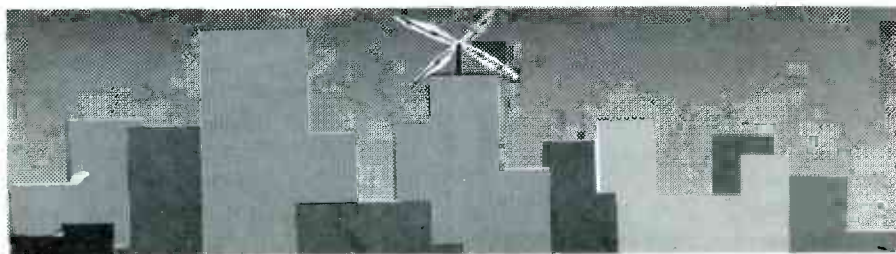
Suitable for Top 40, Adult Contemporary. 5 seconds to 4 minutes. Record-length songs, ID's, medium and short promotion cuts, artwork, graphics and transparencies. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.

### **You Are The Words, We Are The Music**

Suitable for Top 40, Adult Contemporary. 5 seconds to 3 minutes in length. Record-length song, image cuts, ID's and transitions. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.

### **You Never Know What'll Happen Next**

Suitable for News/Talk, Adult Contemporary. 5 seconds to 3½ minutes in length. Record-length song, 60-second image cuts, ID's and instrumental promo pads. Cash, price varies according to market size. Mono or stereo. Number of plays negotiable.



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# PRODUCTION LIBRARIES

Toby Arnold & Associates, Inc.  
4255 LBJ, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold, Dick Starr

## **The Production Master!**

Production music, commercial concept jingles, sound effects, work parts, electric voice tracks, sell a pellas, sales cheers, strictly radio production aids, sales presentations and sample copy. Cash, \$110 per month and up, depending on market size. Stereo.

## **Superspots**

Package consists of 52 generic commercials which can be locally tailored for station accounts. Multiple voices, original music, jingles, sound effects, sample copy, sales suggestions and full documentation. Cash, \$25 per week and up, depending on market size. Stereo.

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First Choice  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

## **Adult Contemporary**

For client advertising and station promotion. Initial shipment includes image productions, instrumentals, production and "sell" music, specific business commercials, and special electronic effects. Supplemented monthly as dictated by feedback from subscribing radio stations. Cash, \$150 to \$500 monthly to qualified stations. Stereo.

## **High Country**

For client advertising and station promotion. Initial shipment includes image productions, instrumentals, production and "sell" music, specific business commercials, special electronic effects. Supplemented monthly as dictated by feedback from subscribing radio stations. Cash, \$150 to \$500 monthly, to qualified stations. Stereo.

## **Pop Rock**

For client advertising and station promotion. Initial shipment includes image productions, instrumentals, production and "sell" music, specific business commercials, special electronic effects. Supplemented monthly as dictated by feedback from subscribing radio stations. Cash, \$150 to

\$500 monthly, to qualified stations.  
Stereo.

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JAM Creative Productions, Inc.  
4631 Insurance Lane  
Dallas, TX 75205  
214-526-7080  
Contact: Sales Department

### **The Answer**

Includes: Commercial concepts (generic client jingles, which can be customized if desired); Production music (:60 and :30 cuts in all possible styles and moods); Production effects (random length elements —stingers, sounders, percussion, etc.); Sound sequences (a new collection of sound effects and action sequences). Cash, price varies according to market size. Mono or stereo.

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Charles Michelson, Inc.  
9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-278-4546  
Contact: Charles Michelson

### **Henny Youngman Comedy Library**

Over a thousand one-liners by the famous jokester. Cash, \$750 to \$3,500, depending on market size. Unlimited use for one year. Mono or stereo.

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Money Machine  
P.O. Box 23355  
Nashville, TN 37202  
615-329-1988 or  
800-251-2058

### **The Best Of Everything**

This library is made up of three

libraries: "Country Punch," "Music Explo," and "The Money Machine." It is available **only** to single station markets. Features advertiser campaigns, seasonal jingles, music beds and production emphasizeers. Each station gets to choose what its monthly shipment will be. Cash, \$79.00 monthly. Financing available. Mono or stereo.



### **Country Punch**

This library is contemporary Nashville country. It features hundreds of music beds and advertiser image campaigns that can be customized by local clients. It's a buy-out and a contract is good for 18 months only. Cash, \$89.00 and up, depending on market size. Financing available. Mono or stereo.

### **The Money Machine**

Includes advertiser image campaigns featuring all three music styles: MOR, Contemporary and Country. Hundreds of music beds of all styles. Seasonal jingles and production emphasizeers are also part of the package. Cash, \$89.00 and up, depending on market size. Financing available. Mono or stereo.

### **Music Explo**

This is a series of 400 music beds (:60s and :30s) on 20 albums. It is a buy-out library exclusive in the market for broadcast use. Cash, \$1200 and up, depending on market size. Financing available. Mono or stereo.

### **The Wizard**

Includes advertiser image campaigns featuring two music styles that are available for customization. Hundreds of music beds, sound effects, seasonal jingles, rhythmaires music beds with work parts, and the "Innovators" category of actors and actresses for spot use. Cash, \$110 a month and up, depending on market size. Financing available. Mono or stereo.

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William B. Tanner Co., Inc.  
2714 Union Avenue Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler, Al Gerritz

### **Campaigner**

Sales thematic with two sing versions and edits (:10, :30, :60 in length). Cash or barter, price varies according to market size. Stereo.

### **CAT**

Sales and production material for contemporary stations. Cash or barter, price varies according to market size. Stereo.

### **Instant Replay Service**

Sales, production and promotional material design for the contemporary station. Cash or barter, price varies according to market size. Stereo.

### **Key**

Sales, production and promotional cuts for light MOR stations. Cash or barter, price varies according to market size. Stereo.

### **Showcase Production Music**

Production and promotional material for stations of different formats. Cash, price varies according to market size. Stereo.

### **Sounds Of Broadcasting**

Production and promotional material for stations of different formats. Cash or barter, price varies according to market size. Stereo.

### **Tanner Total Sound**

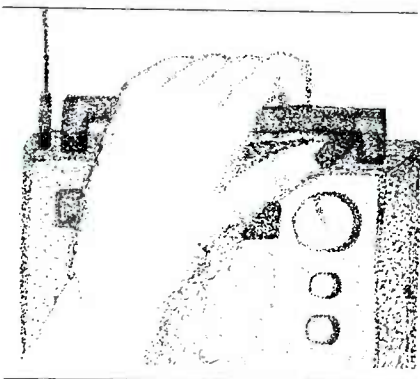
Sales, production and promotional cuts designed for MOR, Country, Soft Rock stations. Cash or barter, price varies according to market size. Stereo.

### **Thunder Country**

Sales, programming and promotion with lyric sales features. Cash or barter, price varies according to market size. Stereo.

### **Trendsetter**

Production and promotional material for the contemporary station. Cash or barter, price varies according to market size. Stereo.



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TM Productions  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Fran Sax

### **Commercial Source**

A library of 60 commercial jingles, supplemented once a year with 20 new jingles. Cash, price varies according to market size. Stereo.

**Masterplan**

A sales support system designed to bring in tremendous revenue, complete with Chuck Blore campaigns. Cash, price varies according to market size. Mono or stereo.

**Multi-media Advertising Campaign**

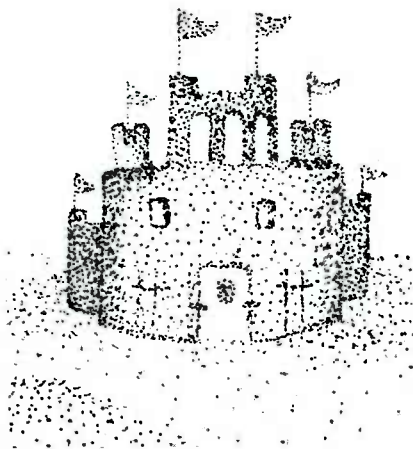
"Someplace Special" and two other coordinated plans for Top 40, Rock, Adult Contemporary and MOR formats. Cash, price varies according to market size. Mono or stereo.

**The Producer**

Campaigns, commercial images, commercial production music, production music, power tags, seasonal, holiday and special events, sound effects. Cash, complete buy-out. Stereo.

**Production Source**

A package of music beds exclusively. Commercial and random-length backgrounds, rhythm pads with accents and thematic sets, etc. Cash, price varies according to market size. Stereo.



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Thomas J. Valentino, Inc.  
151 West 46th Street  
New York, NY 10036  
212-246-4675  
Contact: F.T. Valentino

**Production Library**

Sound effects and production music beds. Cash, price on request. Mono or stereo.

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# AUTOMATED FORMATS

## Beautiful Music

Bonneville Broadcast Consultants  
P.O. Box 157, 274 County Road  
Tenafly, NJ 07670  
210-567-8800  
Contact: David Pollei

### Just Beautiful Music

Beautiful Music. Today's beautiful music is carefully programmed to meet a broad range of listener tastes and is produced to the highest technical and programmatic standards by the industry's most experienced beautiful music programmers. Available in both quarter-hour segments and random-select libraries. Price range: \$500 to \$5,000 per month. Length of contract: 1 to 4 years. Equipment required: 3 or 4 reel-to-reel tape decks. Tape size: 10½" reels, 60 to 90 minutes per reel. Tapes must be returned. Promotional materials available: customized television spots, sample newspaper ad layouts, etc.

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BPI (Broadcast Programming International)

P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins,  
John Iles

### Announced Easy Listening

Good music. This personality approach to beautiful music features the major market talents of Bob Concie and Del King with lush arrangements of today's hits and great, all-time standards by artists ranging from Frank Sinatra and Steve and Eydie to Percy Faith. Price range: \$360 to \$2,150, depending upon library size and size of market. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, one multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. Promotional materials available: a starting package of localized ID's and promos custom recorded for your station, plus 10 minutes per announcer per month of custom copy recording service, as well as continuing consultation and promotion assistance. Either of these announcers makes an ideal night or weekend man. Use both for a 12 to 18 hour operation and add unannounced Easy Listening for an 18 to 24 hour operation.

### Beautifully Yours

Good Music. This format is programmed for the mature listening audience. It combines carefully selected vocals by familiar artists whose work has stood the test of time with lush,



full orchestra selections which are divided into fast and slow reels for easy dayparting. Price range: \$240 to \$2,150, depending upon library size and market. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. Promotional materials available: a complete package of localized ID's and promos custom recorded for your station, as well as continuing consultation and promotion assistance. This format is readily adaptable to live-assist use. Also, 10 minutes per month of custom copy recording is available as an extra service.

### **Bright 'n Beautiful**

Good music plus soft contemporary. This modern concept in good music programming is aimed at the affluent 25-49 demographic. It includes a broad range of music, from big, lush orchestrations to new, soft contemporary sounds. Artists range from Percy Faith to Barry Manilow and Chuck Mangione. Price range: \$500 to \$2,150, depending on market size. Length of contract: 1 year. Equipment required: 4 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10" to 12" reels. Tapes must be returned. Promotional materials available: a complete package of localized ID's and promos custom recorded for your station, as well as continuing consultation and promotion assistance. A color-coded reel configuration offers unprecedented dayparting flexibility. Also, 10 minutes per month of custom copy recording is available as an extra service.

### **Easy Listening**

Good music. This unannounced adult format blends lush arrangements of modern hits with old standards, and is specially programmed for easy operation. Artists range from Ronnie Aldrich to Tony Bennett. Price range: \$255 to \$2,150, depending upon library size and size of market. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. Promotional materials available: a starting package of localized ID's and promos custom recorded for your station, as well as continuing consultation and promotion assistance. This format is readily adaptable to live-assist use. Ten minutes per month of custom copy recording is available as an extra service.

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Century 21 Programming, Inc.

4340 Beltwood Parkway

Dallas, TX 75234

800-527-3262

Contact: Tom McIntyre, Dave Scott

### **Simply Beautiful**

Beautiful music. A unique "matched half-segment flow" concept delivers quality and smoothness of matched flow but with variety and a fresh sound approach. 225 initial hours, plus 8 updates per month minimum. Price range: varies according to market size, services desired. Length of contract: standard contract is 3 years but other terms are negotiable. 3 reel-to-reel tape playbacks, 2 cart players, plus multiple cart players for commercials. Time announce optional. Tape size: 10½" reels. Tapes need not be returned. Promotional



materials include custom station jingles, graphics, custom voicing, etc. Also includes in-person format installation, followed with continuing consultation via toll-free phone, time announce carts.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

#### **Beautiful Music+**

The nation's most flexible beautiful music format. **Beautiful Music+** features complete random access that allows you to target in on older or younger audiences exactly as desired. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels — may be used with automation. Tape size: 10½". Tapes need not be returned.

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The FM 100 Plan  
Suite 3112, North Michigan Ave.  
Chicago, IL 60611  
312-440-3123  
Contact: Darrel Peters, Michael Krafcsin, Rod Mitchell, Ray Lowy.

#### **Today's Beautiful Music**

This plan is the most extensive library available, consisting of instrumental and vocal versions of contemporary selections, and all-time standards. Over 2,000 new selections and arrangements have been added in the course of the past year to the basic library. This plan also has an extensive collection of custom-recorded arrangements from Europe, Canada and America. Price range: \$650 and up, depending on market size. Length

of contract: 3 years, other contracts available. Equipment required: 5 reel-to-reel tape decks recommended, tapes may be used with live-assist or full automation. Tape size: 10½" reels. Tapes must be returned. Promotional materials available: billboards, bus signs, TV spots, etc., are included at no extra charge.

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KalaMusic  
600 ISB Building  
Kalamazoo, MI 49007  
616-385-5110  
Contact: J. Dennis Weidler

#### **KalaMusic**

KalaMusic features one of the largest libraries, updated monthly with commercially-available material as well as custom recorded selections. Target audience is 25 to 54. Price range: varies according to market size. Length of contract: 1 year minimum. Equipment required: 2 to 4 open reel machines (depending on service desired). Tape size: 7½" reels (matched flow); 10" reels (category service). Tapes must be returned. Various promotional materials are available.

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Master Broadcast Services, Inc.  
6 East Trenton Ave., P.O. Box 61  
Morristown, PA 19067  
215-736-0211  
Contact: Jason Taylor, Loring Fisher

#### **Master-1**

This format is a bright, easy listening format done in matched-flow segments. Base library is 250 reels including holiday material. Right channel cue-tones are included to increase station inventory. Price range: \$700

per month and up. Length of contract: 2 years. Equipment required: 3 two-track reel-to-reel tape decks (NAB hubs), 3 single play cart decks, multiple cart playbacks for commercials. Tape size: 10½" reels. Also developing an easy contemporary format for release within the year.

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Noble Broadcast Consultants  
1250 Sixth Ave.  
San Diego, CA 92101  
714-236-0209  
Contact: Rusty Gold

#### **Noble One**

This is a customized category service with a matched-flow feel programmed by Rich Wood. A quality custom blended format, with a 25 to 54 demographic appeal. Price range: \$750 to \$5,500 per month. Length of contract: minimum of 2 years. Equipment required: 4 reel-to-reel two-track stereo tape decks, multi-slot cart machines and system brain. Tape size: 10½". Tapes must be returned. On-air thematic and announcer package available. This format can be run operator-assisted. Full-time format, full service consultancy.

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Peters Productions, Inc.  
9590 Chesapeake Drive  
San Diego, CA 92123  
714-565-8511  
Contact: Redd Gardner, Dana Kott

#### **Music...Just For the Two Of Us**

Available in balanced, dayparted blends of beautiful music that involves and motivates an audience. Available with contemporary vocals. Familiarity for a foreground listening experience. Price range: \$450 to

\$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: depends on format blend selected: 3 or 4 reel-to-reel tape playbacks, 2 carousels, 3 single play cart units. Tape size: 10" reel, low speed one-to-one dubbing. Tapes must be returned. Promotional materials available: billboards, TV/radio commercials, rate cards, sales presentations, program schedules, ID's, logos, etc.

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#### **RPM — Radio Programming/ Management**

25140 Lahser Rd., Suite 232  
Southfield, MI 48075  
313-358-1040  
Contact: Tom Krikorian, Rick Graf

#### **Classic Beautiful**

The great standards are combined with recent titles in this package, designed for the 25 to 64 demographic. Price range: varies according to market size. Length of contract: 2 years. Equipment required: 4 or 5 reel-to-reel tape decks, multiple play cart machine and 2 cart machines. Tape size: 10½" reels, 7½ ips, two-track stereo. Tapes must be returned. Custom voice production available. This format can be either live assist or automated. Includes holiday music package and monthly music updates.

#### **Contemporary Beautiful Music**

Uptempo beautiful music format, designed for 18 to 49, 25 to 54 demographics. Cuts are instrumental or vocal versions of top MOR hits from the past ten years to the present. Original artists used when possible. Price range: varies, according to market size. Length of contract: 2 year minimum. Equipment required: 4 reel-to-reel tape decks, 2 cart

machines and multiple cart machines according to station needs. Tape size: 10½" reels, 7½ ips stereo. Tapes must be returned. Custom voice production available. Format can be run automated or live assist. This format includes holiday music and monthly music updates.

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TM Programming  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Lee Bayley

#### **TM Beautiful Music**

The most versatile of beautiful music formats. Can handle more information and spot avails and appeals to young and upper demographics. Price range: \$500 and up, depending on market size. Length of contract: 2 years. Equipment required: Live — 4 tape decks; automated — 3 single play carts and 4 tape decks. Tape size 10½" reels. Tapes must be returned. Promotional materials available: sales seminar, promotion ideas, TV spot, jingles, etc. This format scores top rankings. TM produces custom music for the package and supplies bi-weekly updates.



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## **Country**

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins,  
John Iles

#### **Announced Country Living**

All original-artist modern country hits of the past decade, augmented by current hit reels three times monthly. This personality approach to country music features three top country DJs: Chris Lane, Davie Lee and Corky Mayberry, who customize their programs by recording local copy monthly. Price range: \$280 to \$2,150, depending on library size and size of market. Length of contract: 1 year. Equipment required: 2 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. Promotional materials available: a starting package of localized ID's and promos custom recorded for your station plus 10 minutes per announcer per month of custom copy recording, as well as continuing consultation and promotion assistance. For live-assist operations, use one of these announcers for nights or weekends, or use 2 and add unannounced **Country Living** for live drive-time segments.

### **Country Living**

This unannounced version of original-artist modern country hits can be used by automated stations and is ideal for a live-assist operation to give you a professional, totally controlled sound while using your local personalities. It is updated by current hit reels 3 times monthly. Price range: \$240 to \$2,150, depending upon library size and size of market. Length of contract: 1 year. Equipment required: 2 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. A complete package of localized ID's and promos, custom recorded for your station, as well as continuing consultation and promotion assistance, is available. Ten minutes per month of custom copy recording is available as an extra service.

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Century 21 Programming, Inc.  
4340 Beltwood Parkway  
Dallas, TX 75234  
800-527-3262  
Contact: Tom McIntyre, Dave Scott

### **Super Country**

The emphasis with this package can be toward modern country, traditional country, progressive or cross-over country, as desired. Announcer image can be foreground for AM, music oriented with little talk for FM. Price range: varies according to market size and services desired. Length of contract: 3 years, other terms available. Equipment required: 3 reel-to-reel decks, except traditional image takes a 4th deck for older favorites. 2 cart players, plus multiple for spots. Time announce recommended but optional. Tape size:

10½" reels. Tapes need not be returned. Promotional materials available: contests, promotions, graphics, custom voicing, etc. Also available: in-person installation, followed by toll-free phone consultation, time announce carts, monthly newsletter.

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Concept Productions  
801 Riverside Ave., Suite D  
Roseville, CA 95678  
916-782-7754  
Contact: Dale Tucker, Dick Wagner

### **Concept 4, Country**

This package contains the best mainstream country hits of today and yesterday. Typical artists include Mel Tillis, Merle Haggard, Crystal Gayle, The Oak Ridge Boys, and Waylon Jennings. The format is modern without forgetting country's roots. Price range: \$400 to \$2,000. Length of contract: 1 to 3 years. Equipment required: 4 or 5 reel-to-reel decks and 2 or 3 cart decks. Tape size: 10½" reels. Tapes must be returned. Concept Productions specializes in voice-tracked programming that brings automated radio to life! Up to five major market radio personalities produce new shows daily. Custom voice tracks, produced weekly, localize the format to each market.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **Great American Country**

Blends the best country music from the past with the modern country hits of today, targeting in on the 25 to 54

adults. **Great American Country** can be tailored to the needs of any market. Announced or unannounced versions. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels, may be used with automation. Tape size: 10½" reels. Tapes need not be returned. Also available in a live consulted concept.

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First Choice  
P.O. Box 427  
Hernando, MS 38632  
601-368-5282  
Contact: Jim Collins

#### **Worldwide Country**

A personality country format featuring Biff Collie, T. Tommy Cutrer and Charlie Williams. Length of contract: minimum of 1 year. Equipment required: tape recorder. Tapes must be returned. Promotional materials available: spec shots, T-shirts, merchandise, etc.

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The FM 100 Plan  
Suite 3112, 875 North Michigan Ave.  
Chicago, IL 60611  
312-440-3123  
Contact: Darrel Peters, Michael Kraficisin, Rod Mitchell, Ray Lowy

#### **Beautiful Country**

A unique format of easy listening country vocals and instrumentals, this package includes traditional and contemporary country artists, plus easy listening artists doing country selections. Price range: \$650 a month and up, depending on market size. Length of contract: 3 years, other terms available. Equipment required: tapes may be used with live-assist or full auto-

mation; 5 reel-to-reel tape decks are recommended. Tapes must be returned. Promotional materials available: billboards, bus signs, TV spots, other material provided at no extra charge. This package includes a monthly update program, providing every subscriber new selections each month.

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General Broadcasting Co., Inc.  
1167 Tower Rd.  
Schaumburg, IL 60195  
312-882-3313  
Contact: Bob Potter

#### **Easy Listening Country**

Smooth and mellow country music with an occasional up-beat. Approximately 90 percent instrumental, 10 percent vocal. Price range: \$85 per week and up, depending on market size. Length of contract: 6 months. Equipment required: 2 reel-to-reel tape decks (mono). Tape size: 10½" reels. Tapes must be returned. Unannounced format for live-assist use. Demo tapes available.

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## **BIG COUNTRY**

Live Sound, Inc.  
1741 North Ivar Street, Suite 101  
Hollywood, CA 90028  
213-462-3351  
Contact: Agnes Peterson

#### **Big Country**

The original voice-tracked modern country format featuring Los Angeles air talent with a new show for every day of the year. Price range: \$650 per month up to \$1,200 per month.

Length of contract: 1 year. Equipment required: minimum of 3 reel-to-reel transports, random access cart machines for 48 or more carts. Tape size: 7½" and 10" reels. Tapes must be returned. 5-hour walk-away time.

### **Big Country II**

A voice-tracked format for use with a simple automation system. Voiced by Los Angeles air talent, with the best country music available. Price range: \$450 to \$750 per month. Length of contract: 1 year. Equipment required: 4 reel-to-reel machines and 1 single play cart machine (can be run on 5 reel-to-reels or 3 reel-to-reels, plus cart machine). Tape size: 10" reels. Tapes must be returned.

### **Country Beautiful**

An unannounced music service for use with live air talent. Over 1500 country hits — and no tune-outs. Price range: \$300 per month and up. Length of contract: 1 year. Tape size: 10" reels.

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The Musicworks, Inc.  
9202 North Meridian St., Suite 380  
Indianapolis, IN 46260  
317-848-1335  
Contact: Jon Potter

### **Alive Country**

Personality radio programming geared to each market, customized to your station to sound "live." Includes the Bill Robinson Show, the Charlie Douglas Show, the Lee Shannon Show and the Gary Havens Show. Price range: \$350 per month and up, depending on market size and number of personalities selected. Length of contract: 1 year. Equipment required: 3 reel-to-reel machines and sufficient carts to handle the per-

sonalization inserts and commercial announcements. Tape size: 10½", stereo and mono. Tapes must be returned. Promotional materials available: programming consultation, market survey, air check critique, sales assistance, etc. The personalities in this package are available for one shift or full time. Discounts on multi-service and/or multi-format and station buys.

### **Casual Country**

An easy listening, beautiful music, country format with a blend of the very best contemporary and classic country songs interpreted by a wide range of performers. An exciting new concept in musical programming that is an identifiable "class" image your listeners will love. Price range: \$250 per month and up, depending on market size and quantity of programming desired. Length of contract: 1 year. Equipment required: 2 reel-to-reel machines and enough carts to insert local ID and spots. Ideal for live operation as a music service or live assist. Tape size: 10½", stereo or mono. Tapes are not returned until contract expires. Programming consultation with sales and promotional assistance available. This package is available fully back-announced or unannounced, full or part time.

### **Country "80"**

Unannounced, hit-oriented, foreground service of modern country music with a large library of classic songs performed by the original artists. Constant library and hit updates and custom announcer personalization package at no extra charge. Price range: \$275 per month and up, depending on market size and quantity of programming desired. Length of contract: 1 year. Equipment required: can be used for strictly live

operation, live assist, or with a full automation system. Tape size: 10½", mono or stereo. Tapes must be returned. Programming and promotion consultation with sales assistance available. This package is available full or part time with discounts on multi-service and/or multi-format and station buys.

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Peters Productions, Inc.  
9590 Chesapeake Drive  
San Diego, CA 92123  
714-565-8511  
Contact: Dana Kott, Redd Gardner

#### **All Star Country**

A blend of traditional country's proven hits with today's modern country. For live or automated operations. Announced or unannounced. Weekly hit list. Price range: \$450 to \$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: 3 tape decks, 2 carousels, 3 single play cart units. Tape size: 10" reel, low speed one-to-one dubbing. Tapes must be returned. Promotional materials available: market-tested campaigns, billboards, TV/radio spots, sales presentations, rate cards, ID's, etc.

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Radio Arts, Inc.  
210 North Pass Ave., Suite 104  
Burbank, CA 91505  
Contact: Ron Harrison

#### **Bright 'n Easy Country**

Country's greatest hits by its biggest stars — Haggard, Cash, Lynn, Parton, Milsap, and more. Price range: \$550 and up, depending on

market size. Length of contract: 2 years. Equipment required: 4 tape decks. Tape size: 10½". Tapes need not be returned. Promotional materials available: voicing services, graphics, marketing assistance.

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TM Programming  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Lee Bayley

#### **TM Country**

Modern country, based on a blend of present and past hits presented for the long-hour listener. Flexible. Price range: \$500 and up, depending on market size. Length of contract: 2 years. Equipment required: Live — 4 decks; automated — 3 single play carts and 4 decks. Tape size: 10½". Tapes must be returned. Promotional materials available: print, TV spot, jingles, consulting, sales seminar. TM consultants visit the market and provide close, on-going consultation. Also provide regular music updates.

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William B. Tanner Co., Inc.  
2714 Union Avenue Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler, Al Gerritz

#### **Tanner Country**

Bright, clean, contemporary country. Length of contract: 2 year minimum. Equipment required: 3 tape decks, recommend 4 tape decks. Tape size: 10½" reels. Tapes must be returned. Computerized reel rotation available at no extra charge.



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# Adult Contemporary/ MOR

Bonneville Broadcast Consultants  
P.O. Box 157, 274 County Road  
Tenafly, NJ 07670  
201-567-8800  
Contact: David Pollei

## Adult Contemporary

This format exemplifies today's sound in MOR music. It is a foreground music structure designed to attract persons 25 years of age and above. Key to the music formula is a carefully planned blend of nearly 1,000 different songs. Contemporary MOR consists of familiar MOR hits. They are performed by a wide variety of artists: John Denver, Carole King, The Beatles, John Davidson, James Taylor, and many more. Price range: \$500 to \$5,000 per month. Length of contract: 1 to 4 years. Equipment required: 4 reel-to-reel tape decks. Tape size: 10½" reels, one hour playing time per reel. Tapes must be returned. Promotional materials available: results-oriented designs for TV spots, billboards, on-air promotions, etc. This format is also available in a computer-generated playlist form with custom consulting.

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Botik Broadcast Services, Inc.  
Rt. 6, Box 49B  
Austin, TX 78737  
512-288-0625  
Contact: Bob Botik, Terri Botik

## Botik Adult Contemporary

A blend of today's contemporary hits with those of the last ten years, aimed at the 18 to 49 listeners. Price range: \$700 per month, with \$350 set-up fee. Length of contract: minimum of 1 year. Equipment required: minimum of 4 tape decks. Tape size: 10½" reels. Tapes must be returned. Brochures and demo tapes available. Consultation is also available on the execution of this format for non-automated stations.

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins, John Iles

## Adult Contemporary

All solid, contemporary, original-artist hits, augmented by weekly current hit reels. An unannounced, foreground sound for live-assist or automated stations aimed at the 25 to 49 demographic. Price range: \$255 to \$2,150, depending upon library size and market size. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer.

Adult Contemporary/MOR



Tape size: 10½" or 14" reels. Tapes must be returned. A complete package of ID's and promos, localized and custom recorded for your station, is available, as well as continuing consultation and promotion assistance. Ten minutes per month of custom copy recording is available as an extra service.

#### **Announced Contemporary MOR**

This format combines solid, contemporary, original-artist hits with the talents of three great personalities: Lee Smith, Larry Nelson and Jim French. The personality approach to contemporary music features monthly custom copy recording services for a localized, live sound. Current hit reels are provided twice monthly. Price range: \$280 to \$2,150, depending upon library size and market size. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. Promotional materials available: a starting package of localized ID's and promos custom-recorded for your station, plus 10 minutes of copy service per announcer per month, as well as continuing consultation and promotion assistance. For live-assist operations, use one of these announcers for nights or weekends, or use two and add unannounced **Adult Contemporary** for live drive-time segments.

#### **Rock Gold**

True adult rock for the most rapidly growing demographic group in the nation, **Rock Gold** combines a complete library of rock and roll classics, from the Beach Boys to the Beatles, with new contemporary hits. Price range: \$240 to \$2,150, depending upon library size and market size.

Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. A complete package of localized ID's and promos custom recorded for your station is available, as well as continuing consultation and promotion assistance. This format is completely unannounced and is readily adaptable to live-assist use.

#### **Traditional MOR**

A blend of original-artist hits and carefully selected cover tunes, this format combines popular vocals and instrumentals which are time-tested and adult-oriented for the more mature audience. Price range: \$180 to \$2,150, depending on library size and market size. Length of contract: 1 year. Equipment required: 2 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10½" or 14" reels. Tapes must be returned. A complete package of localized ID's and promos custom recorded for your station is available, as well as continuing consultation and promotion assistance. This format is readily adaptable to live-assist use. Ten minutes per month of custom copy recording is available as an extra service.

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Century 21 Programming, Inc.  
4340 Beltwood Parkway  
Dallas, TX 75234  
800-527-3262  
Contact: Tom McIntyre, Dave Scott

#### **The A-C Format**

Familiar, popular music for adult listeners. Voices in 3-hour shifts with

customized station material from Dallas announcers. Price range: varies according to market size, services desired. Length of contract: 3 years, other terms available. Equipment required: 3 reel-to-reel tape playbacks, 2 cart players, plus multiple cart units for commercials. Time announce optional. Tape size: 10½" reels. Tapes need not be returned. Contests, promotions, graphics, custom voicing, etc., available. In-person installation, followed by continuing consultation via toll-free phone, time announce carts, custom station jingles.

### **The E-Z Format**

Easy listening MOR music for the mature adult audience. Price range: varies according to market size, services desired. Length of contract: 3 years, other terms available. Equipment required: 4 reel-to-reel playbacks, 2 cart players, plus multiple cart units for commercials. Time announce optional. Tape size: 10½" reels. Contests, promotions, graphics, custom voicing, etc., available. AM or FM station versions available to suit spot load, news schedule. Furnished either announced, unannounced, or both.

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Concept Productions  
801 Riverside Ave., Suite D  
Roseville, CA 95678  
916-782-7754  
Contact: Dale Tucker, Dick Wagner

### **Concept 1, Adult Contemporary**

Described as contemporary MOR or Adult Contemporary, the target audience is 25 to 49. Music from Barry Manilow, Olivia Newton-John and Kenny Rogers form the mainstay. More traditional MOR may be added

at the station's option. Price range: \$440 to \$2,000. Length of contract: 1 to 3 years. Equipment required: 4 or 5 reel-to-reel decks and 2 or 3 cart decks. Tape size: 10½" reels. Tapes must be returned. Concept Productions specializes in voice-tracked programming that brings automated radio to life! Up to five major market radio personalities produce new shows daily. Custom voice-tracks, produced weekly, localize the format to each market.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **Contemporary MOR**

This format efficiently targets in on the 25+ adult audience. The format consists of familiar adult music and works extremely well with community-involved stations. Available announced or unannounced. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels, may be used with automation. Tape size: 10½" reels. Tapes need not be returned. Also available as a live consulted concept.

### **Contempo 300**

An Adult Contemporary format that includes some of the finest mass-appeal music from over the past decade. It attracts an audience that is mainly 18 to 44. Announced or unannounced versions. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels, may be used with automation. Tape size: 10½" reels. Tapes need not be returned. Also available as a live-consulted concept.

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### The FM 100 Plan

Suite 3112, 875 North Michigan Ave.  
Chicago, IL 60611  
312-440-3123

Contact: Darrel Peters, Michael  
Krafcisin, Rod Mitchell, Ray Lowy

### Beautiful Contemporary

This format combines the long listening of beautiful music with the demographic appeal of adult contemporary. A foreground, 70 percent vocal format, it features top contemporary artists and all-time favorite MOR and custom vocalists, plus an exclusive blend of custom instrumentals, with demographic titles limited to the '60s, '70s and '80s. Price range: \$650 per month and up, depending on market size. Length of contract: 3 years, others available. Equipment required: tapes may be used with live-assist or full automation, 5 reel-to-reel tape decks are recommended. Tape size: 10½" reels. Tapes must be returned. Promotional materials available: billboards, bus signs, TV spots, on-air promotional material, etc. All formats include a monthly update program, providing every subscriber with updates each month. On-site consultation, promotional ideas available at no extra charge.

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### General Broadcasting Co., Inc.

1167 Tower Road  
Schaumburg, IL 60195  
312-882-3313

Contact: Bob Potter

### More Easy Listening

Smooth and mellow MOR music with an occasional up-beat, approximately 90 percent instrumental, 10 percent vocal. Price range: \$85 per week and up, depending on requirements and

market size. Length of contract: 6 months. Equipment required: 2 reel-to-reel tape decks, mono. Tape size: 10½" reels. Tapes must be returned. Unannounced format for live-assist use. Demo tapes available.

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### The Musicworks, Inc.

9202 North Meridian St., Suite 380  
Indianapolis, IN 46260  
317-848-1335

Contact: Jon Potter

### Pop Adult Lifestyle

This format is targeted at the 25 to 49 listening audience and was designed as a mass appeal format. It is programmed and custom dayparted with a flexible music mix to blend the greatest music of the past 20 years with the hits of today. Starting price is \$300 a month and up, depending on quantity of programming needed and market size. Length of contract: 1 year. Equipment required: 4 reel-to-reel machines. The format is ideal for live operation as a music service, live-assist, or with a total automation system. Tape size: 10½", stereo or mono. Continuing consultation, promotions and sales assistance available. Custom tailored for each market, announcer personalization package included. Available with the hits fully back-announced or unannounced, full time or part time.



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Peters Productions, Inc.  
9590 Chesapeake Drive  
San Diego, CA 92123  
714-565-8511  
Contact: Redd Gardner, Dana Kott

### **The Great Ones — Traditional and The Great Ones — Contemporary**

True MOR available in two distinctive and exciting blends for pinpoint demographic positioning: traditional for the mature adult, contemporary for the young adult. For live or automated operations. Announced or unannounced. Price range: \$450 to \$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: 4 reel-to-reel tape decks, 2 carousels, 3 single play cart units. Tape size: 10" reel, low speed one-to-one dubbing. Tapes must be returned. Promotional materials available: complete market-tested campaigns, billboards, TV/radio spots, rate cards, ID's, logos, many others.

### **Mellow Rock**

A great format to win the big and tough 18 to 34 demographic. A precisely programmed blend of the best soft contemporary sounds and artists. It's music an advertiser can love. Price range: \$450 to \$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: 4 reel-to-reel tape decks, 2 carousels, 4 single play cart units. Tape size: 10½". Tapes must be returned. Complete promotional kit available.

### **The Natural Sound**

The very best of MOR and modern country in a natural format for the small or medium market station needing to reach the broadest audience possible. For live or automated

operations. Announced or unannounced. Price range: \$450 to \$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: 3 reel-to-reel tape decks, 2 carousels, 3 single play cart units. Tape size: 10" reel. Tapes must be returned. Complete promotional package available.

### **The Rock**

An up-front format with rock's top hits and oldies. Skillfully blended to reflect the changing tastes and lifestyles of the young adult. Live or automated. Weekly hits. Price range: \$450 to \$3,000 per month, depending on market size. Length of contract: 1 year. Equipment required: 4 reel-to-reel tape decks, 2 carousels, 4 single play cart units. Tape size: 10" reels. Tapes must be returned. Complete market-tested promotional kit available.

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Radio Arts, Inc.  
210 North Pass Ave., Suite 104  
Burbank, CA 91505  
213-841-0225 or  
800-423-2840  
Contact: Ron Harrison

### **American Rock**

The total rock experience — all the hits by the hottest stars: John Stewart, Billy Joel, Linda Ronstadt, and many more. Price range: \$550 and up, depending on market size. Length of contract: 2 years. Equipment required: 4 tape decks. Tape size: 10½". Tapes need not be returned. Voicing services, marketing assistance and graphics available.

### **Encore**

The music America loves best — a panorama from Kate Smith to Barbra

Streisand, Al Jolson to Johnny Mathis, The Andrews Sisters to The Carpenters. Price range: \$550 and up, depending on market size. Length of contract: 2 years. Equipment required: 4 tape decks. Tape size: 10½". Tapes need not be returned. Voicing services, marketing assistance, graphics available.

### **The Entertainers**

Current and all-time at the same time — Frank Sinatra, Johnny Mathis, Neil Diamond, The Carpenters, Helen Reddy, Barry Manilow, and more. Price range: \$550 and up, depending on market size. Length of contract: 2 years. Equipment required: 4 tape decks. Tape size: 10½". Tapes need not be returned. Voicing services, marketing assistance, graphics available.

### **Sound 10**

All hits — all familiar. Neil Diamond, Barry Manilow, Kenny Rogers, Anne Murray, Dr. Hook, Dionne Warwick, and others. Price range: \$550 and up, depending on market size. Length of contract: 2 years. Equipment required: 4 tape decks. Tape size: 10½". Tapes need not be returned. Voicing services, marketing assistance, graphics available.

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### **RPM — Radio Programming/ Management**

25140 Lahser Road, Suite 232  
Southfield, MI 48034  
313-358-1040  
Contact: Tom Krikorian, Rick Graf

### **Progressive MOR**

An adult format combining current hits with hits from the past ten years. Gold MOR hits can also be added. Current material updated weekly. Price range: varies according to mar-

ket size. Length of contract: 2 year minimum. Equipment required: 3 or 4 reel-to-reel machines, 2 cart machines and multiple play cart machines according to the station's needs. Tape size: 10½" reels, two-track stereo. Tapes must be returned. Custom voice production available. Format can be used either automated with custom call letter intros or as live-assist. Includes holiday music and updates.

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### **TM Programming**

1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Lee Bayley

### **Alpha One**

A general market, mass appeal format. Flexible. Can also be tailored to appeal to black or white audience. Fills "disco demise" void. Price range: \$500 and up, depending on market size. Length of contract: 2 years. Equipment required: live — 4 decks; automated — 3 single play carts and 4 decks. Tape size: 10½". Tapes must be returned. Promotional materials available: print, jingles, consulting, sales seminar. TM consultants visit the market and provide close, on-going consultation. Regular music updates.

### **Beautiful Rock**

Familiar, bright music, blended to meet the competitive needs of your market. Flexible. Price range: \$550 and up, depending on market size. Length of contract: 2 years. Equipment required: live — 4 tape decks; automated — system should have 3 single play carts and 4 reel-to-reel decks. Tape size: 10½". Tapes must be returned. Promotional materials

available: TV spot, ID's and buffers, jingles, sales consulting, etc. TM consultants visit the market and provide close, on-going consultation. Regular music updates.

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William B. Tanner Co., Inc.  
2714 Union Avenue Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler, Al Gerritz

### **Bright Blue 100**

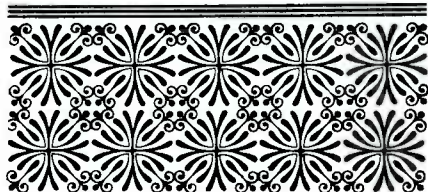
This format features the light side of MOR. Length of contract: 2 year minimum. Equipment required: minimum of 3 tape decks, 4 decks recommended. Tape size: 10½" reels. Tapes must be returned. Computerized reel rotation available at no extra charge.

### **Bright Blue 200**

Features traditional MOR. Length of contract: 2 year minimum. Equipment required: minimum of 3 tape decks, 4 decks recommended. Tape size: 10½" reels. Tapes must be returned. Computerized reel rotation available at no extra charge.

### **Bright Blue 300**

Features the bright side of MOR, light rock. Length of contract: 2 year minimum. Equipment required: a minimum of 3 tape decks, 4 decks recommended. Tape size: 10½" reels. Tapes must be returned. Computerized reel rotation available at no extra charge.



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## **Top 40**

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Century 21 Programming, Inc.  
4340 Beltwood Parkway  
Dallas, TX 75234  
800-527-3262  
Contact: Tom McIntyre, Dave Scott

### **The Z Format**

This format is customized for each station and each market from more than 16 basic building blocks and music modules. Stations can be day-parted as subtly or as extensively as desired. Price range: varies according to market size, services desired. Length of contract: 3 years, other terms available. Equipment required: 4 reel-to-reel playbacks, 2 single cart players plus multiple cart players to suit commercial load. Time announce optional but recommended. Tape size: 10½" reels. Tapes need not be returned. Contests, promotions, graphics, custom voicing, etc., available. **Z Format** service includes in-person installation and training, continuing consulting via toll-free phone, time announce carts, custom station jingles and at least 3 updated tapes each week.

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Concept Productions  
801 Riverside Ave., Suite D  
Roseville, CA 95678  
916-782-7754  
Contact: Dale Tucker, Dick Wagner

### **Concept 2, Adult Rock**

This format is a Top 40 mixture of rock and soft rock hits coupled with an adult, one-to-one delivery. The target audience is 18 to 34. Typical artists include Bob Seger, Fleetwood Mac, Linda Ronstadt and Billy Joel. Price range: \$440 to \$2,000. Length of contract: 1 to 3 years. Equipment required: 4 or 5 reel-to-reel decks and 2 or 3 cart decks. Tape size: 10½" reels. Tapes must be returned. Concept Productions specializes in voice-tracked programming that brings automated radio to life! Up to five major market radio personalities produce new shows daily. Custom voice-tracks, produced weekly, localize the format to each market.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **XT-40**

Contemporary rock music which focuses on the 18 to 34 adult while still maintaining strength with the teens, and the sound is always alive and exciting. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels, may be used with automation. Tape size: 10½" reels. Tapes need not be returned. Also available as a live consulted concept.

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William B. Tanner Co., Inc.  
2714 Union Avenue Ext.  
Memphis, TN 38112  
901-320-4340  
Contact: David Tyler, Al Gerritz

### **Red Satin Rock**

This format is designed to cover the soft rock stations as well as the hard rock stations. Length of contract: 2 year minimum. Equipment required: 3 tape decks, recommend 4 tape decks. Tape size: 10½" reels. Tapes must be returned. Computerized reel rotation available at no extra charge.

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## **AOR**

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BPI (Broadcast Programming International)  
P.O. Box 2027  
Bellevue, WA 98009  
206-454-5010 or  
800-426-9082  
Contact: Dave Lindsay, Jim Siggins, John Iles

### **Album Rock**

Not just album oriented, this format is all album cuts, carefully programmed to capture the 18 to 35 audience whose tastes range from gold rock to new wave. Augmented by current reels 3 times monthly. Price range: \$240 to \$2,150, depending upon library size and market size. Length of contract: 1 year. Equipment required: 3 reel-to-reel playbacks, 1 multiple cart playback, 2 single cart playbacks, music sequencer or programmer. Tape size: 10"-or 12" reels. Tapes must be returned. Promotional mate-

rials available: a complete opening package of localized ID's and promos custom recorded for your station, as well as continuing consultation and promotion assistance. Also available are completely unannounced or announced new release reels and 10 minutes per month of custom copy recording service. Readily adaptable to live-assist use.

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Century 21 Programming, Inc.  
4340 Beltwood Parkway  
Dallas, TX 75234  
800-527-3262  
Contact: Tom McIntyre, Dave Scott

### **Album Oriented Z**

This package can be as commercial or as free-form as is appropriate for your market. Both current top tracks and album classics are dayparted and tailored to give a sound that is right for you. Price range: varies according to market size and services desired. Length of contract: 3 years, other terms available. Equipment required: 4 reel-to-reel playbacks, 1 single cart player, time announce equipment, plus multiple cart players to suit spot load. Tape size: 10½" reels. Tapes need not be returned. Promotional materials available: contests, promotions, graphics, custom voicing, etc. This format can also include selected Top 40 emphasis if desired for certain dayparts. Service includes in-person installation, toll-free consulting, time announce carts, etc.

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Concept Productions  
801 Riverside Ave., Suite D  
Roseville, CA 95678  
916-782-7754  
Contact: Dale Tucker, Dick Wagner

### **Concept 3, Album Rock**

This format is a popular progressive mix of rock and album rock designed to enhance the station's ability to daypart **Adult Rock** in the evening. The target audience is 12 to 24 youth and college age listeners. Price range: \$440 to \$2,000. Length of contract: 1 to 3 years. Equipment required: 4 or 5 reel-to-reel decks and 2 or 3 cartridge decks. Tape size: 10½" reels. Tapes must be returned. Concept productions specializes in voice-tracked programming that brings automated radio to life! Up to five major market radio personalities produce new shows daily. Custom voice-tracks, produced weekly, localize the format to each market.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### **AOR-100**

A mass-appeal mainstream album rock format. **AOR-100** targets in on the 16 to 30 demographic. The format concentrates on the most popular album tracks of the past and present. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels; may be used with automation. Tape size: 10½" reels. Tapes need not be returned.

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TM Programming  
1349 Regal Row  
Dallas, TX 75247  
214-634-8511  
Contact: Lee Bayley

### **Stereo Rock**

This format is a mass-appeal favorite-



song format that features today's hits blended with hits of the past. Price range: \$500 and up, depending on market size. Length of contract: 2 years. Equipment required: Live — 4 decks; automated — system should have 3 single play carts and 4 decks. Tape size: 10½" reels. Tapes must be returned. Promotional materials available: print, TV spot, jingles, consulting, sales seminar. This package has an outstanding track record on over 100 stations.

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## Black

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: James Kefford

### SuperSoul

A clean, uncluttered, contemporary black format mixing current hits and album tracks with the best of the past. The future of black programming, **SuperSoul** zeroes in on the 12 to 49 age group with an "always-up" level. Available announced or unannounced. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reels, may be used with automation. Tape size: 10½" reels. Tapes need not be returned.

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## Big Bands

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Toby Arnold & Associates, Inc.  
4255 LBJ, #156  
Dallas, TX 75234  
214-661-8201  
Contact: Toby Arnold

### Big Band Breaks

A library of newly recorded original arrangements of big band standards. Use to augment existing format or as special daily sales/programming feature. Price range: \$400 per year and up. Length of contract: 1 year minimum. Equipment required: may be run from reel-to-reel or cart source. Tape size: 10" reel, 7½ ips. Tapes need not be returned. Song index, sales suggestions available.

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Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304  
213-883-7400  
Contact: Jim Kefford

### Big Bands And More

Utilizing one of the largest big band musical libraries, this format recaptures the excitement of the swing era — attracting the affluent 35 to 64 audience. This is a highly identifiable sound for stations looking for a unique market position. Price range: \$625 to \$3,000. Length of contract: 3 years. Equipment required: 4 reel-to-reel

tape decks. Tape size: 10½" reels. Tapes need not be returned. Color poster and artwork available.

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Al Ham Productions, Inc.  
90 Morningside Drive  
New York, NY 10027  
212-866-1234  
Contact: Jim West

#### **Music Of Your Life**

Classic pop hits of the '30s, '40s, '50s, '60s, '70s and '80s. Target audience is 30+ Price range: \$600 to \$3,000. Length of contract: minimum of 2 years. Equipment required: live-assist — minimum of 2 reel-to-reels, plus cart facilities; automated — a minimum of 4 reel-to-reels plus cart facilities. Tapes must be returned. Support materials available. Ongoing local and national research.

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## **Classical**

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BPI (Broadcast Programming International)

P.O. Box 2027

Bellevue, WA 98009

206-454-5010 or

800-426-9082

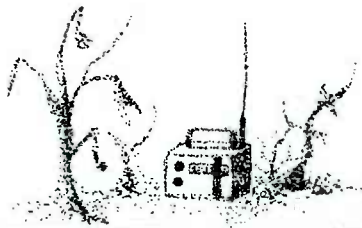
Contact: Dave Lindsay, Jim Siggins, John Iles

#### **Concert Overtures and Encores**

This prestige format is ideal for a small daily block or weekend pro-

gramming. It features a complete library of short classical works with each selection back-announced by the popular Bob Concie. Price range: \$140 to \$2,150, depending upon library size and market size. Length of contract: 1 year. Equipment required: compatible with all automation systems; live stations need 1 reel-to-reel playback. Tape size: 10½" or 14" reels. Tapes must be returned. A starting package of localized ID's and promos custom recorded for your station, plus 10 minutes per month of custom local copy recording, is available, as well as continuing consultation and promotion assistance.

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O'Connor Creative Services, Inc.

P.O. Box 8888

Universal City, CA 91608

213-769-3500 or

800-423-2694

Contact: Christine Biddle

#### **KFAC "Classical Experience"**

Suitable for Classical. Full 24-hour programming. This fully produced pre-taped program format is designed for broadcasters seeking the ultimate in fine arts programming. Subscribers can utilize the 30,000-plus album library, the staff musicologists, and programmers of KFAC, Los Angeles. Cash, price varies according to market size. Stereo. Unlimited access during life of contract. Entertainment.

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